



Uniting the team with Jamstack

Trys Mudford

@trysmudford

The logo for sofaconf, featuring the word "sofaconf" in white lowercase letters inside a dark green, rounded rectangular shape that resembles a sofa with legs.[Speakers](#)[Schedule](#)[Venue](#)[Sponsors](#)[Tickets](#)[FAQs](#)

22-26 June 2020

A stay-at-home conference

SofaConf was a five-day online design conference from Clearleft, the folks behind [UX London](#), [Leading Design](#) and [Content by Design](#).

SofaConf has now finished. Thank you for joining us on the sofa, we had an incredible time with you! We'll be returning later this year to bring you fantastic line up of talks, live Q&A's, entertainment and more! Be the first to find out when videos are live, ticket announcements and other event updates.

[Join mailing list](#)

A dark green silhouette of a sofa with rounded backrests and four legs, serving as a background for the text.

sofaconf



11 SEPTEMBER 2015

DCONSTRUCT

DESIGNING THE FUTURE



WELCOME TO
Brighton

**Come to meetings with the
right attitude**

Tech debt



Greenfield

**Have a long term
game plan**

**Have a long term
game plan**

**What do you want to be
doing more of?**



People want to be part of change...

1.

Trial

2.

Prototype

3.

Research

trysmudford.com/blog/prioritising-requirements

4.

Control

Trial

Prototype

Research

Control

**Choose the least powerful
language suitable for a given
purpose.**

- 1. A server render (like WordPress or Rails)**
- 2. SSR (like Next.js or Nuxt.js)**
- 3. Jamstack (like Gatsby, Eleventy or Hugo)**

Live web server

===

Point of failure

J

A

M

J **Javascript**

A **APIs**

M **Markup**

J

Developers

A

Stakeholders

M

Content team

Think *systematically*

Store content in its rightful place

**Jamstack doesn't care if you're a
bad backend developer**

**We take the performance hit,
so our users don't.**

**We take the performance hit,
so our users don't.**

Work with domain experts

Work with domain experts

**Deploy early,
get the spotlight off you**

Avoid the 'big reveal'

Aim for an anticlimactic go-live

“just scalable enough”

.env & Environment variables

Hugo, Eleventy, Gatsby

11ty

11ty.dev

**How to: create a set of pages
from an API in Eleventy**



```
{
  "data": [
    {
      "name": "Amy Hupe",
      "slug": "amy-hupe",
      "bio": "...",
    },
    {
      "name": "John Cutler",
      "slug": "john-cutler",
      "bio": "...",
    }
  ]
}
```



```
use craft\elements\Entry;

return [
    'endpoints' => [
        'speakers.json' => function () {
            return [
                'elementType' => Entry::class,
                'criteria' => [
                    'section' => 'person',
                    'isSpeaker' => true,
                    'orderBy' => 'title asc'
                ],
                'transformer' => function (Entry $entry) {
                    return [
                        'title' => $entry->title,
                        'slug' => $entry->slug,
                        'bio' => (string) $entry->bio
                    ];
                },
            ];
        }
    ]
];
```

Craft Element API



```
const fetch = require('node-fetch');
const https = require('https');

const httpsAgent = new https.Agent({
  rejectUnauthorized: false,
});

const API = process.env.API || 'https://events.local';
const CONF = process.env.CONF || 'sofaconf2020';

module.exports = function (path, query = '') {
  return fetch(`${API}/${CONF}/${path}.json${query}`, {
    agent: httpsAgent,
  }).then((x) => x.json());
};
```

Eleventy Content Fetching Abstraction



```
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const httpsAgent = new https.Agent({
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    agent: httpsAgent,
  }).then((x) => x.json());
};
```

Eleventy Content Fetching Abstraction



```
API = https://staging.events.clearleft.com/api
```

.env file

General

Build & deploy

Continuous Deployment

Environment

Post processing

Deploy notifications

Domain management

Analytics

Functions

Identity

Forms

Large Media

Access control

Edit settings

Environment

Control the environment your site builds in and/or gets deployed to.

Environment variables

Set environment variables for your build script and add-ons.

API

`https://live.events.clearleft.com`

[Learn more about environment variables in the docs ↗](#)

Edit variables

Injecting live environment variables



```
/* _data/speakers.js */  
  
const fetch = require('../_utilities/content');  
  
module.exports = async function () {  
  try {  
    return fetch('speakers').then(({ data }) => data);  
  } catch (e) {  
    return [];  
  }  
};
```

Eleventy Content Fetching



```
<!-- /speakers-pages.njk -->

---
layout: layouts/base.njk
pagination:
  data: speakers
  size: 1
  alias: speaker
permalink: 'speakers/{{ speaker.slug }}/'
---

<main>
  <h1>{{ speaker.title }}</h1>
  {{ speaker.bio | safe }}
</main>
```

Eleventy '-pages.njk'

Deploying the sites

Triggering new builds

General

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Build hooks

Build hooks give you a unique URL you can use to trigger a build.

Build: `https://api.netlify.com/build_hooks/5ea8532cd5aeea4b26858dba` 

Staging: `https://api.netlify.com/build_hooks/5ea8532cd5aeea4b26858dba` 

[Learn more about build hooks in the docs ↗](#)

Add build hook



```
launchButton.addEventListener('click', function() {  
  fetch(  
    'https://api.netlify.com/build_hooks/5ea0532ed5a3ea4b36858fb0',  
    {  
      method: 'POST'  
    }  
  );  
});
```



Add to Slack

Outgoing WebHooks

App Info Settings Security & Compliance

This app was made by Slack.

This app was made by a member of the Slack team to help connect Slack with a third-party service; these apps may not be tested, documented, or supported by Slack in the way we support our core offerings, like Slack Enterprise Grid and Slack for Teams. You may provide feedback about these apps at feedback@slack.com.

It only uses data Slack already has access to (view our [Privacy Policy](#) to learn more). By enabling and/or using this app, you may be connecting with a service that is not part of Slack.

App help

Terms

How to: link Slack with Netlify

Integration Settings

Channel

Optional channel to listen on.

sofaconf



[or create a new channel](#)

Trigger Word(s)

launch-sofaconf

When a line starts with one of these words, post to the URL(s) below. Optional if a channel is chosen. Separate multiple words with commas.

URL(s)

https://api.netlify.com/build_hooks/5ea9532ed5aeea4e36858dba

Enter as many URLs as you like, one per line, please.

Set the Channel, Trigger and Netlify URL

Yesterday



Sophia Hill 10:04 AM

launch-sofaconf



Jason Bird 10:54 AM

launch-sofaconf

launch-sofaconf

Speakers

Schedule

Venue

Sponsors

Tickets

FAQs

Performance

Memory

Application

Security

Audits



Performance



Accessibility



Best
Practices



SEO

- 1. The fastest conference site**
- 2. Tailored to the events team**
- 3. Built in record time**
- 4. Created with modern web tooling**

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Thank you for listening

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