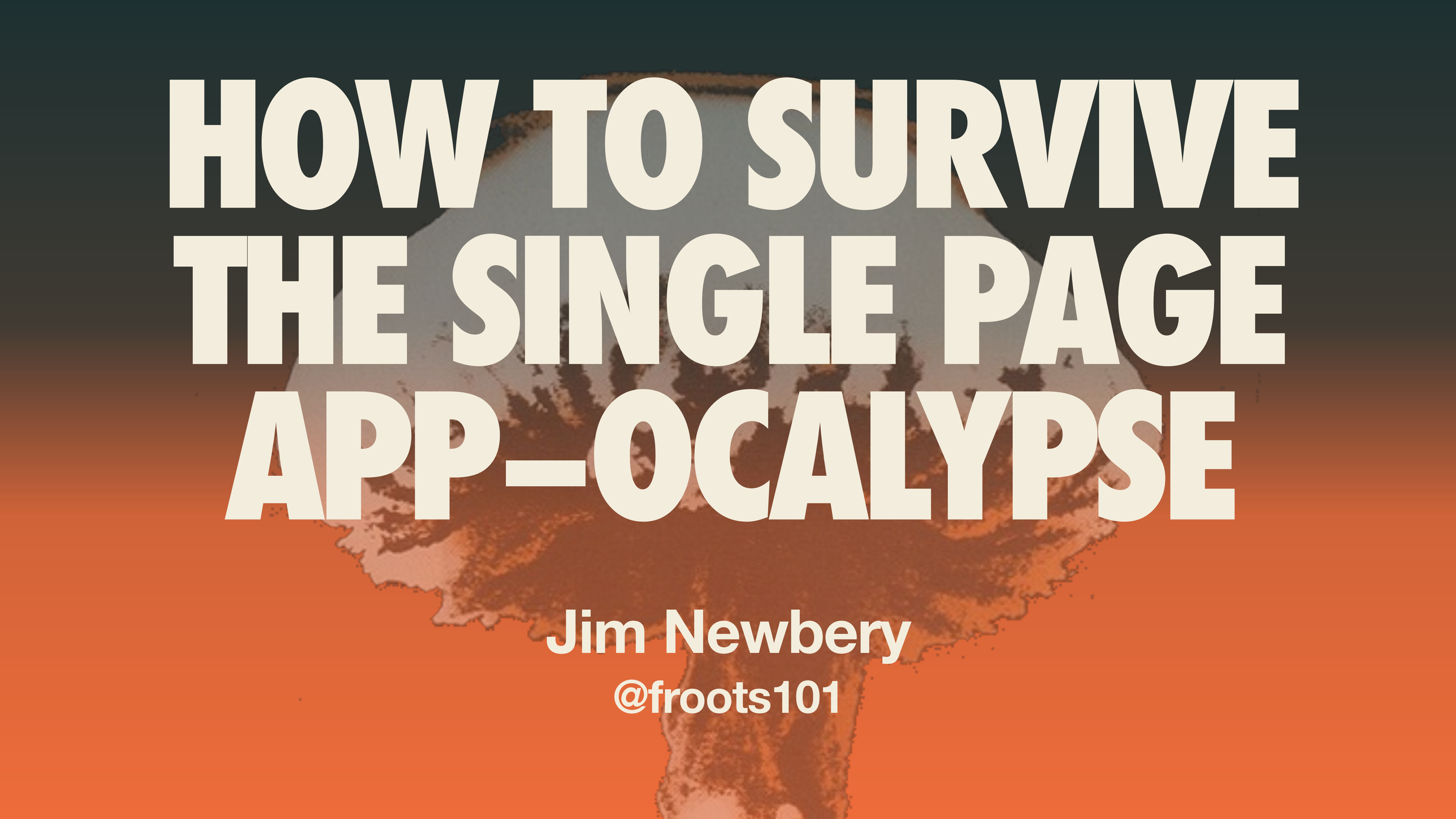


HOW TO SURVIVE THE SINGLE PAGE APP–OCALYPSE

Jim Newbery
@froots101

SOME

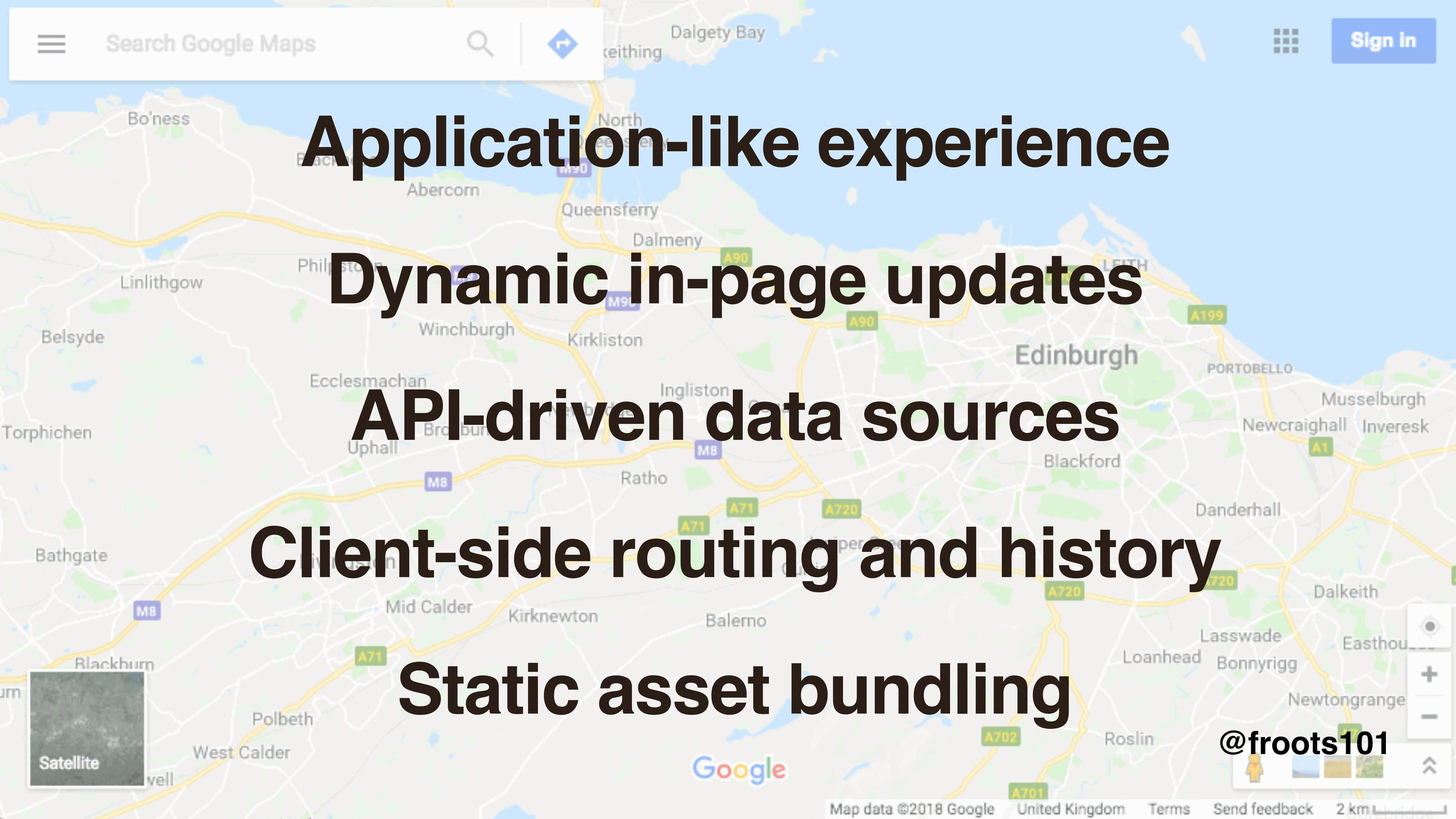
SINGLE PAGE APPS

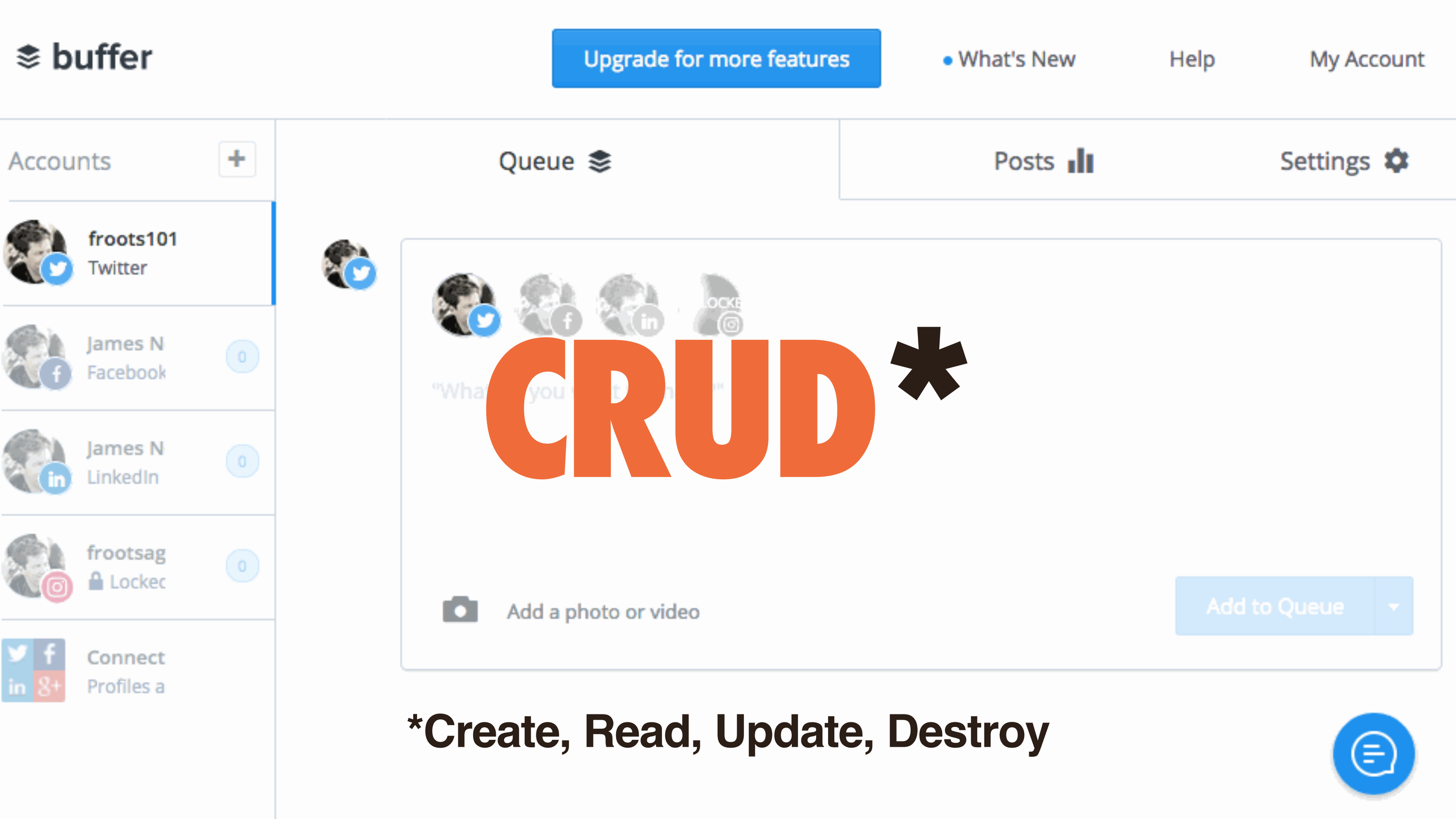
CAN

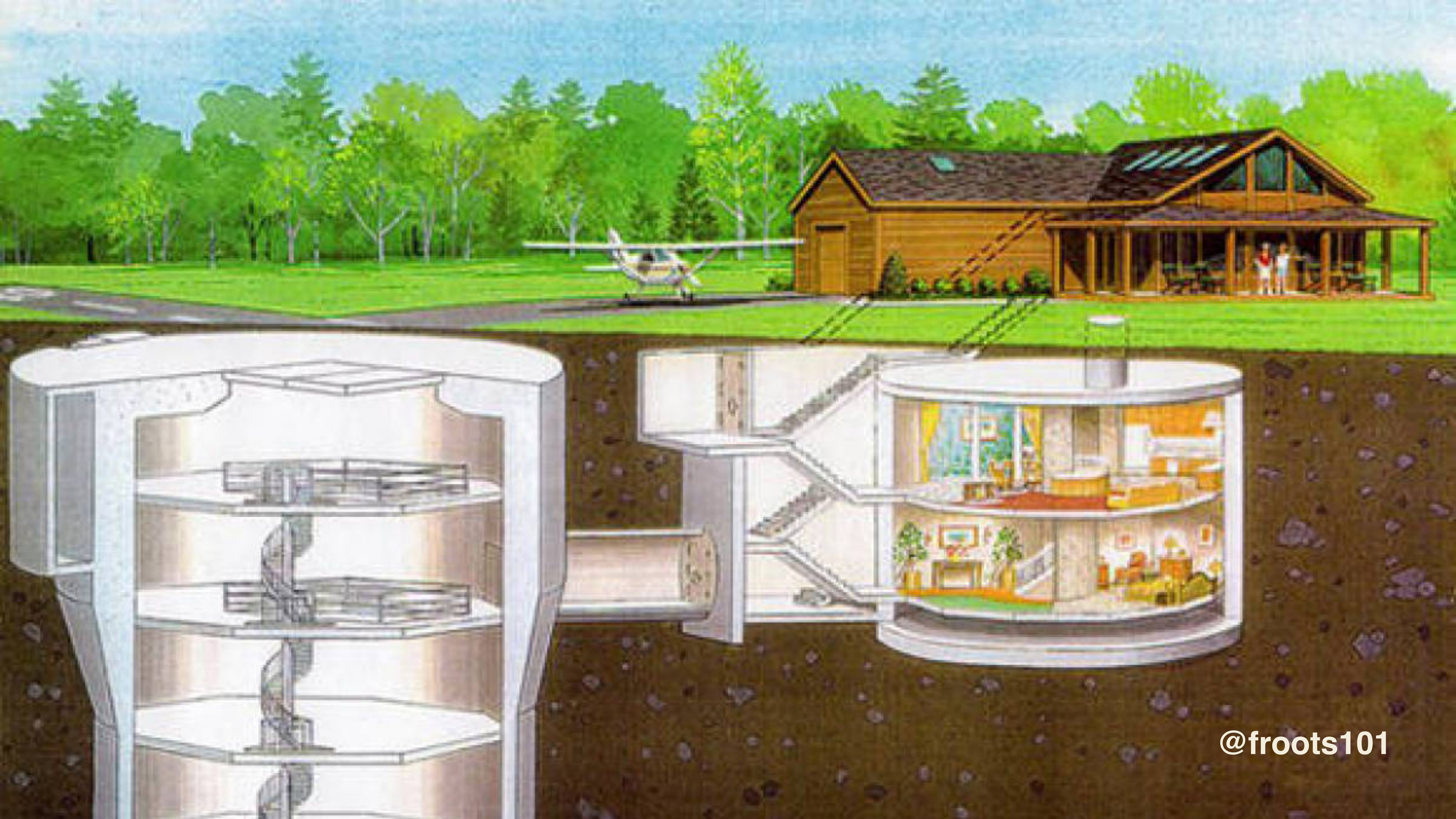
DAMAGE BUSINESSES*

CERTAIN

* Thank you for listening to my controversial premise


Search Google Maps
Sign In
Application-like experience
Dynamic in-page updates
API-driven data sources
Client-side routing and history
Static asset bundling
@froots101
Satellite
Google
Map data ©2018 Google
United Kingdom
Terms
Send feedback
2 km


buffer
Upgrade for more features
What's New
Help
My Account
Accounts
Queue
Posts
Settings
froots101
Twitter
James N
Facebook
James N
LinkedIn
frootsag
Connect
Profiles a
CRUD*
Add a photo or video
Add to Queue
*Create, Read, Update, Destroy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1

CHALLENGES TO SURVIVAL

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Easy to make

Hard to make good

Extremely hard to make good, simple, fast and maintainable

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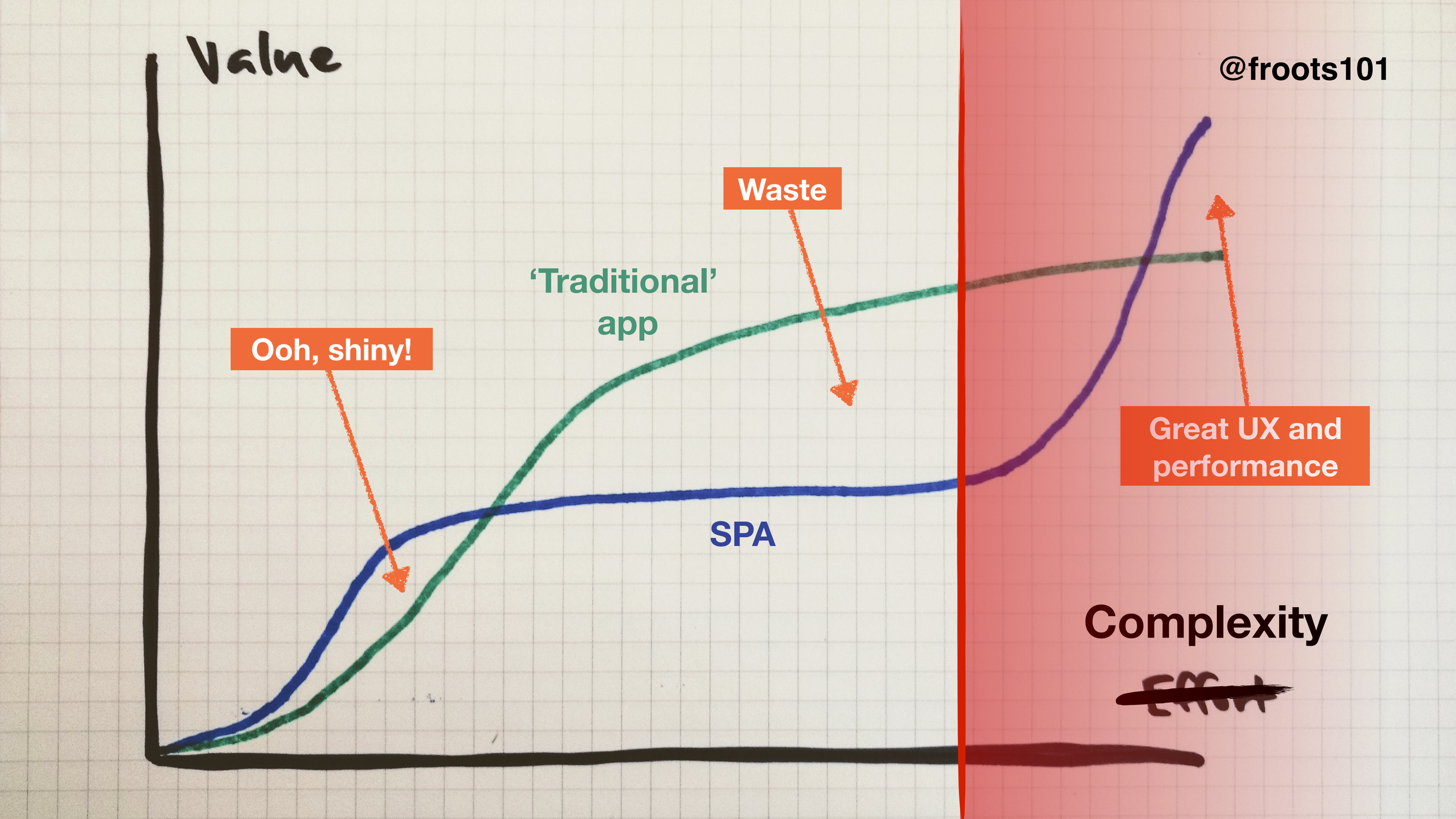
WARNING

Anecdotal evidence


Value
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Waste
‘Traditional’
app
Ooh, shiny!
Great UX and
performance
SPA
Complexity
Effort

“It’s the tools!”

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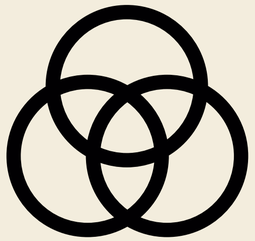
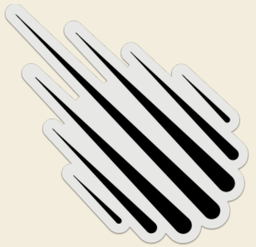
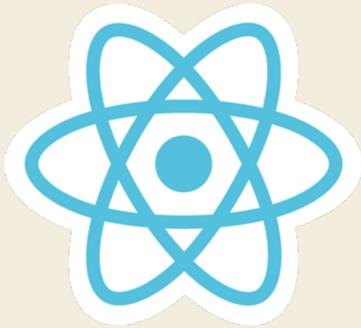
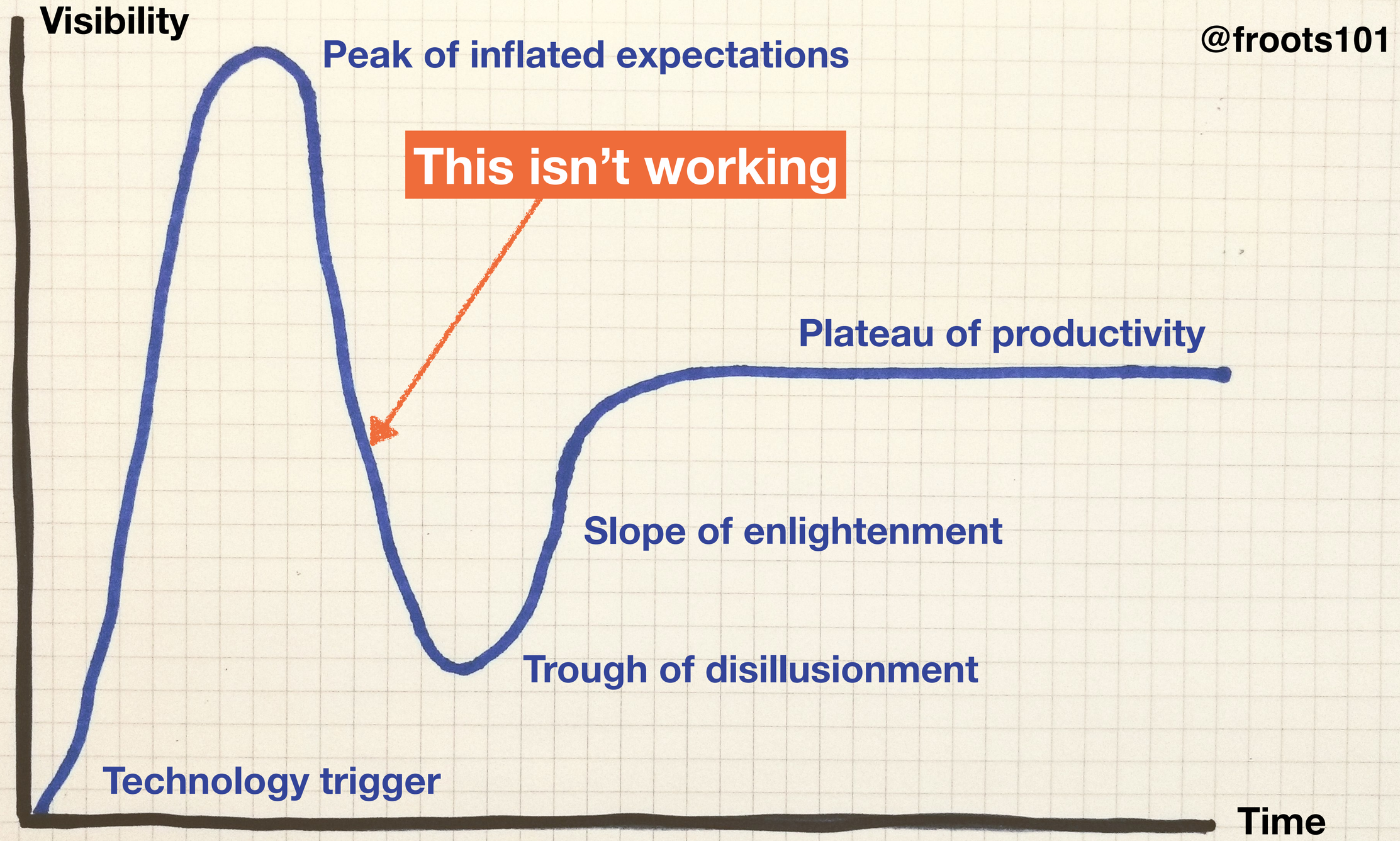




ember




Visibility
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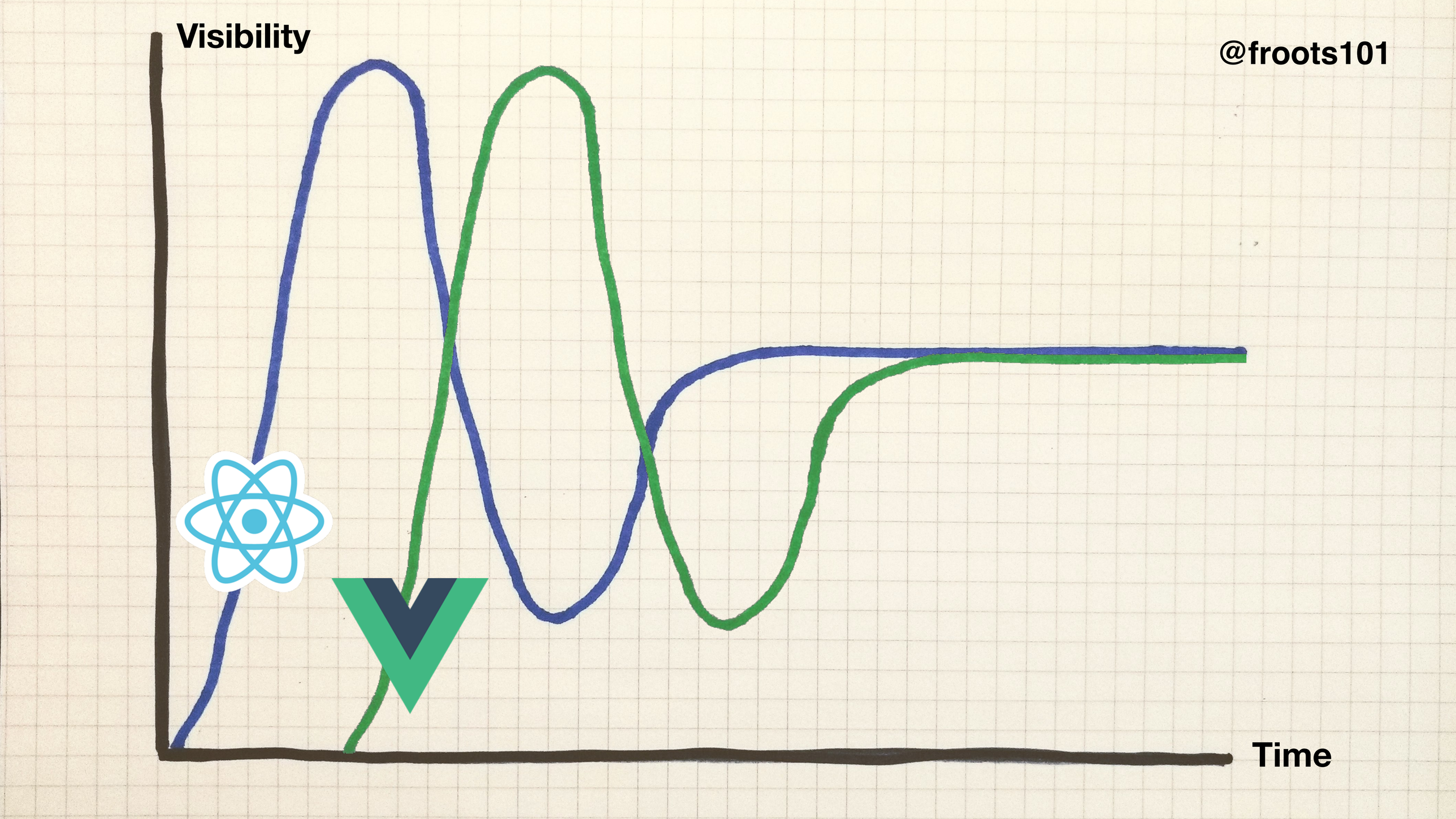
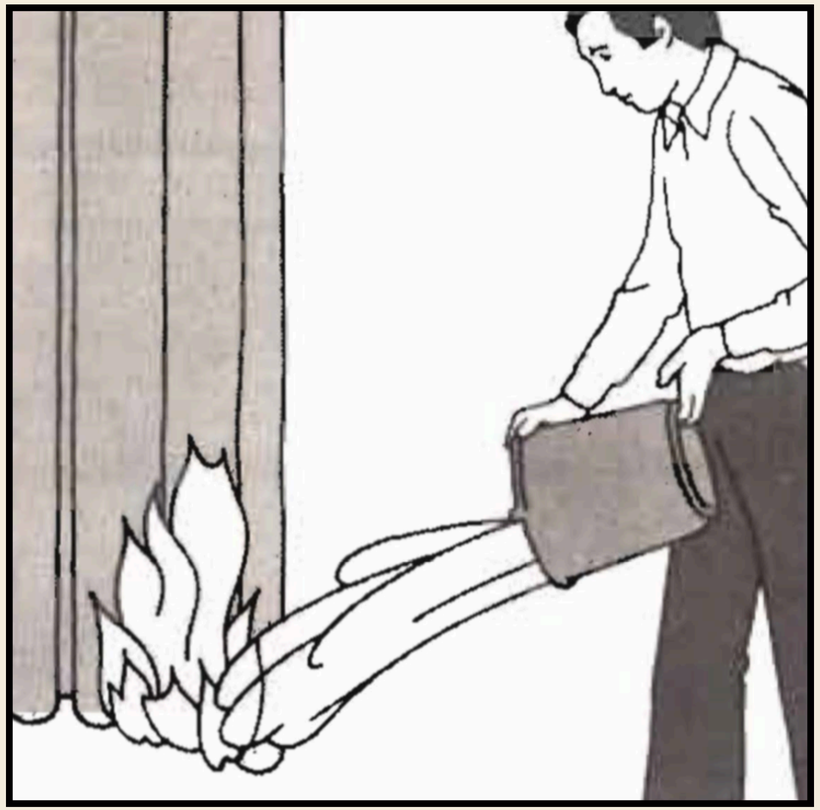
Peak of inflated expectations
This isn’t working
Plateau of productivity
Slope of enlightenment
Trough of disillusionment
Technology trigger
Time


Visibility
@froots101
Time

“This time it’ll be different”



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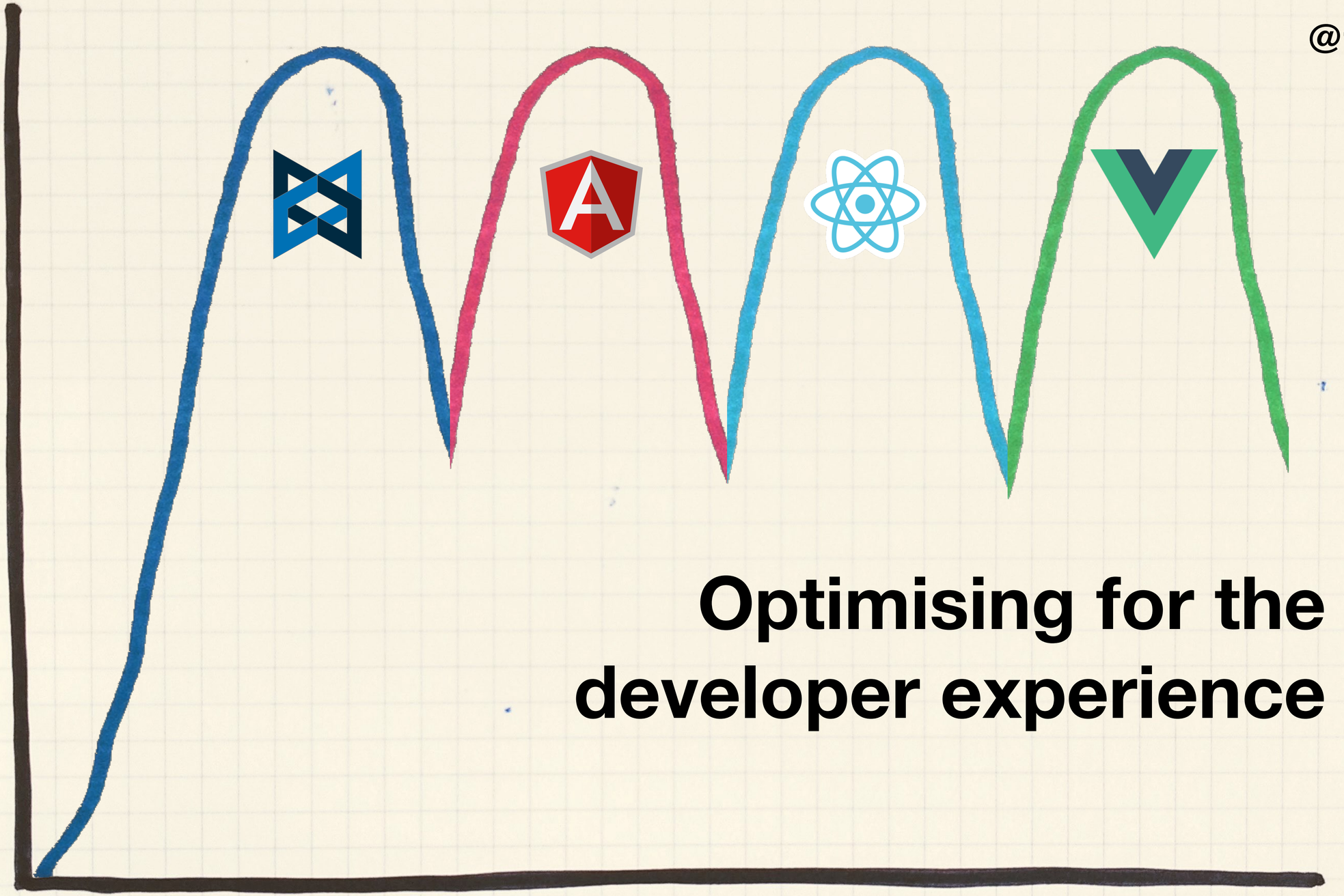

2

PROTECT AND SURVIVE

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very important

Frameworks don’t make apps

Teams make apps

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Things to learn about before big tech changes:

Product vision

Alignment

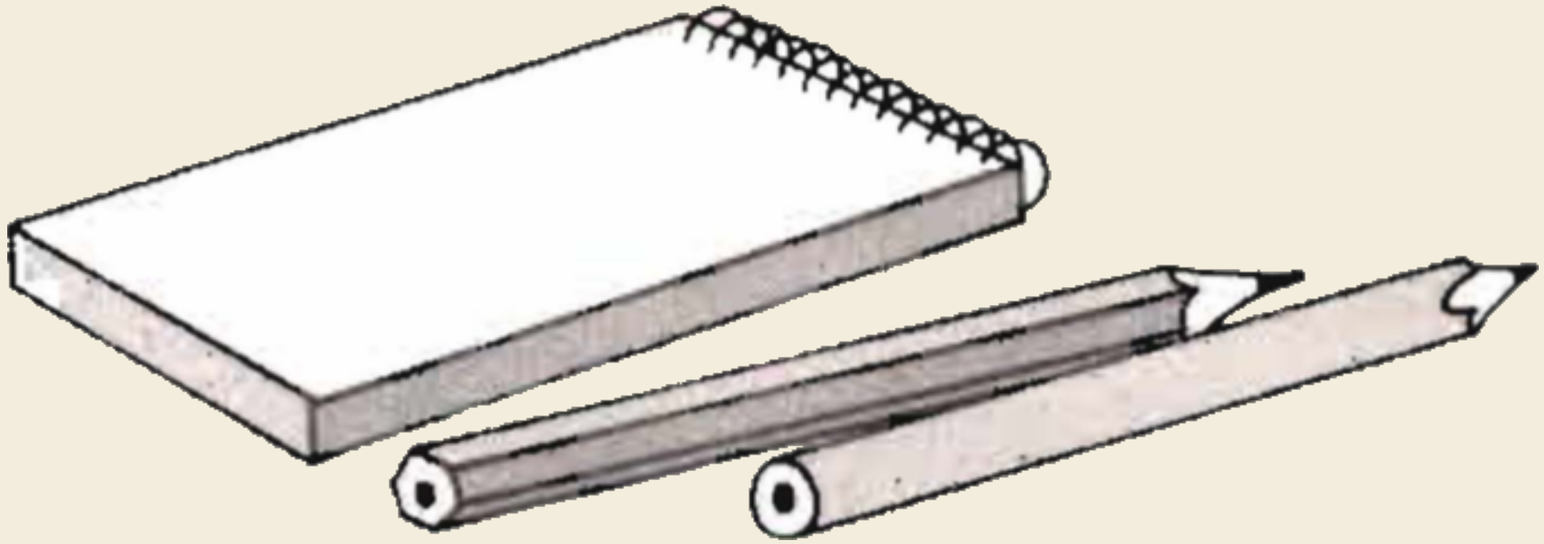
Communication and psychological safety

Skills and capabilities

Development practices

What the damned thing actually does

A rewrite encourages forgetting



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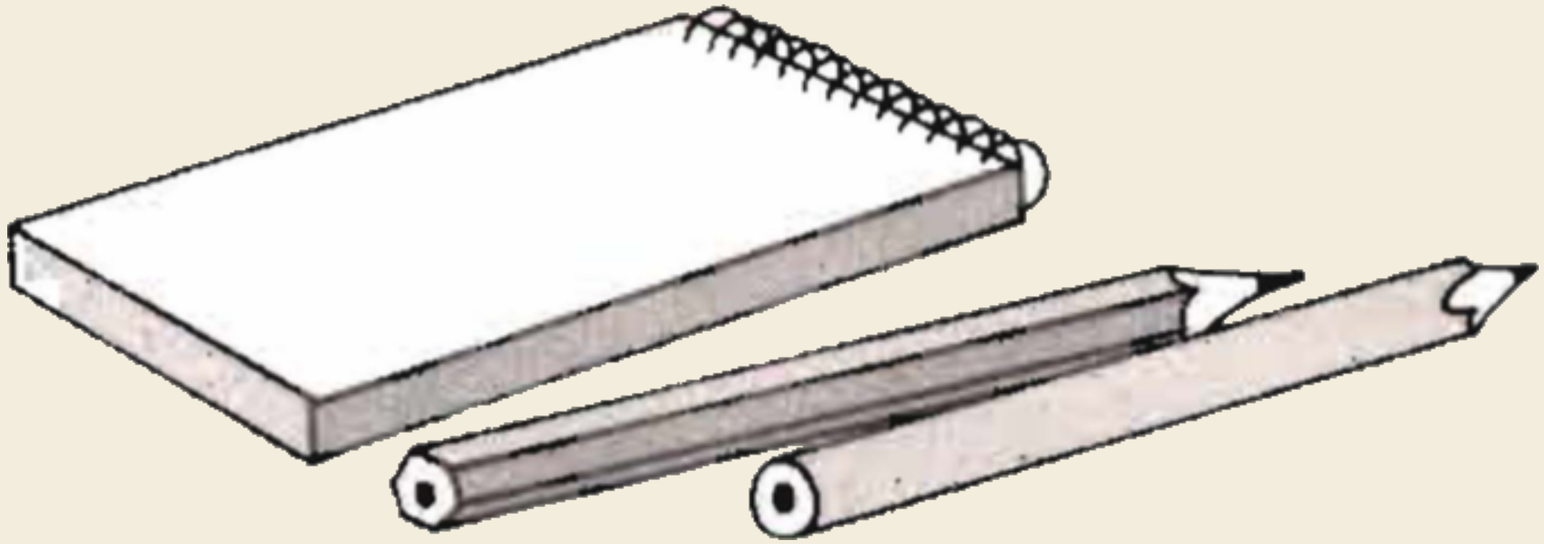
A rework requires learning



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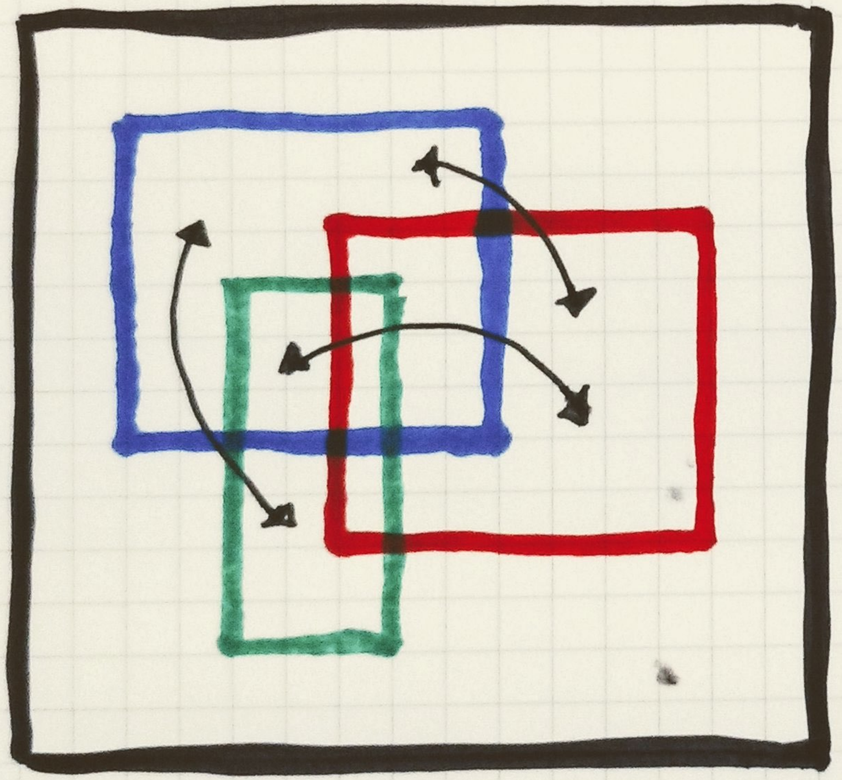
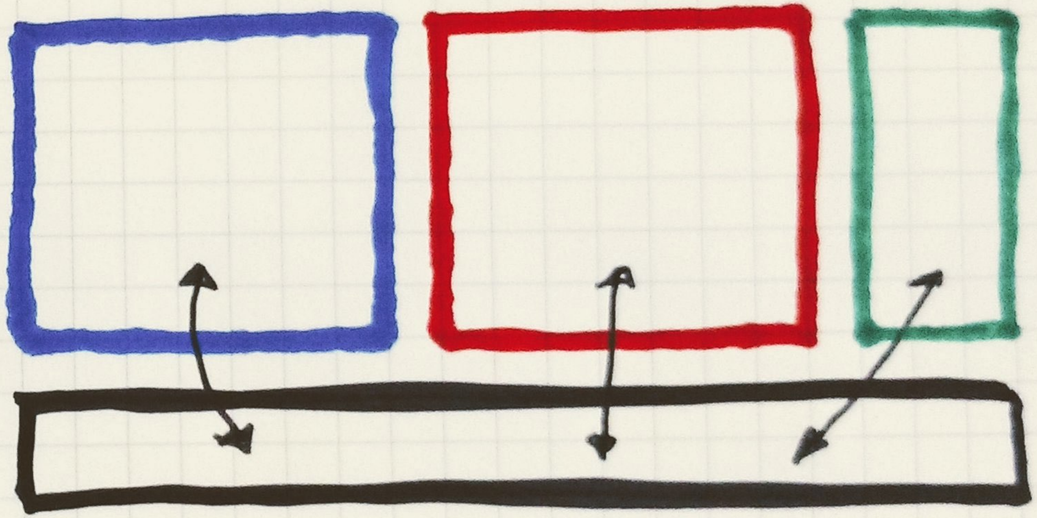
Actual tech advice

Extract simpler apps





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Eliminate waste

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What's the simplest way to sustainably add and maintain user value?

Learn together how to live with your product

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Jim Newbery
tinnedfruit.com
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