Domain Architecture Isomorphism

Inverting Conway's Law for Fun and Profit

@dylanbeattie

#BuildStuffLT
Dylan Beattie

Systems architect
Developer
Geek

@dylanbeattie
SPOTLIGHT
The home of casting
SINCE 1927
“Any organization that designs a system will produce a design whose structure is a copy of the organization's communication structure.”

“How Do Committees Invent?”; Melvin E. Conway
Datamation magazine, April, 1968
OK – so what's an organization?
...and what are communication structures?
<table>
<thead>
<tr>
<th>To Do</th>
<th>Doing</th>
<th>Done</th>
</tr>
</thead>
<tbody>
<tr>
<td>USE KANBAN</td>
<td>LEARN ABOUT KANBAN</td>
<td>GET SOME STICKY NOTES!</td>
</tr>
<tr>
<td>TRY KANBAN TOOL</td>
<td></td>
<td>GET A WHITEBOARD</td>
</tr>
</tbody>
</table>
jQuery API

jQuery is a fast, small, and feature-rich JavaScript library. It makes things like HTML document traversal and manipulation, event handling, animation, and Ajax much simpler with an easy-to-use API that works across a multitude of browsers. If you’re new to jQuery, we recommend that you check out the jQuery Learning Center.

If you’re updating to a newer version of jQuery, be sure to read the release notes published on our blog. If you’re coming from a version prior 1.9, you should check out the 1.9 Upgrade Guide as well.

Note that this is the API documentation for jQuery core. Other projects have API docs in other locations:

- jQuery UI API docs
- jQuery Mobile API docs
- QUnit API docs

.add()
Create a new jQuery object with elements added to the set of matched elements.
Dear maintainer:

Once you are done trying to 'optimize' this routine, and have realized what a terrible mistake that was, please increment the following counter as a warning to the next guy:

```
total_hours_wasted_here = 42
```
AMAZON
ORACLE

Legal

Engineers' ring
The Cost of Communication
Team Size vs Codebase

- **Monolithic codebase**
- **Modular codebase**

- **Small, collocated team**
- **Large, distributed team**

"The Goldilocks Zone"
MERGE CONFLICTS

MERGE CONFLICTS EVERYWHERE
Spotlight, Me and Conway's Law:

How Did We Get Here?
Don't try to enforce design.

Restructure the organization so that their natural tendency is towards your ideal system design.
Architecture:

"The Stuff That's Expensive To Change"
Cost of Getting It Wrong

Whiteboard Scribbles

Prototypes

Visio Diagrams

Running Code

Production Systems

People
What could you buy?
What could you sell?
What could you split?
What could you merge?
Your Existing Communication Structures Are Probably Wrong.

(otherwise everything would be fine!)
Where does consistency deliver business value?
Front End

(do your restructuring here!)

Infrastructure
What We Actually Did
PATRICK STEWART
Spotlight Actors 2015/2016
Page 4620

INDEPENDENT TALENT GROUP LTD
40 Whitfield Street, London W1T 2RH
Phone: 020-7636 6565
Fax: 020-7323 0191
E-mail: casting@independenttalent.com
WWW: www.independenttalent.com

AD VOICE
40 Whitfield Street, London, W1T 2RH
Phone: 020-7323 1445
Fax: 020-7323 0191

Other: Equity, Green Card, SAG/AFTRA, AEA, DGA

Grey-Green

Appearance:
Ids: 2035835219
High Profile

Photo: Michael Judkins

THE MODERN BRITISH ART MARKET
SEVENTH EDITION

LONDON - DECEMBER 2013

In the 20th Century, British artists had the most visible impact on the global art world, and the modern British art market is already a more mature business, with a more sophisticated clientele. Despite the current economic climate, the market remains resilient, with a growing interest in contemporary British art.

The Modern British Art Market is a popular event at The Business of Art London, and this year, it will feature a range of artists and galleries showcasing their work.

This year's event will feature a diverse selection of artists, including Andy Warhol, David Hockney, and Richard Hamilton. The event will also showcase emerging and established artists, including Tracey Emin, Rachel Whiteread, and Grayson Perry.

The Modern British Art Market is open to the public and runs from December 3 to December 5.

For more information, please visit the Modern British Art Market website.
Lessons Learned
The monolith won't disappear overnight.
People will get freaked out.
It will hurt.
(in a good way)
Thanks to...
Thank you!

@dylanbeattie

#buildstuffIt