

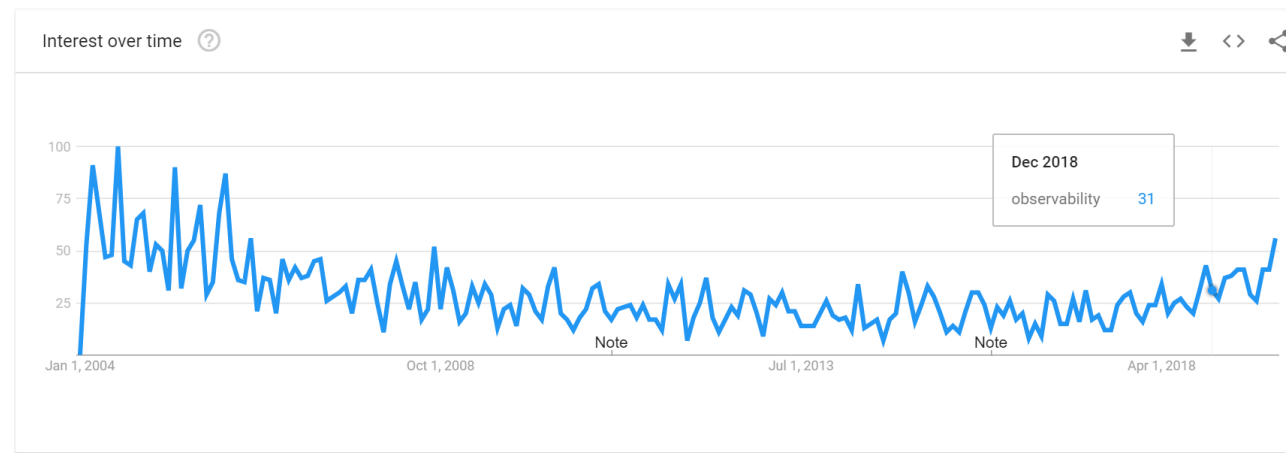
Off The Beaten Path

Observability Focus: From Service, To Customer

You're Probably Not Alone

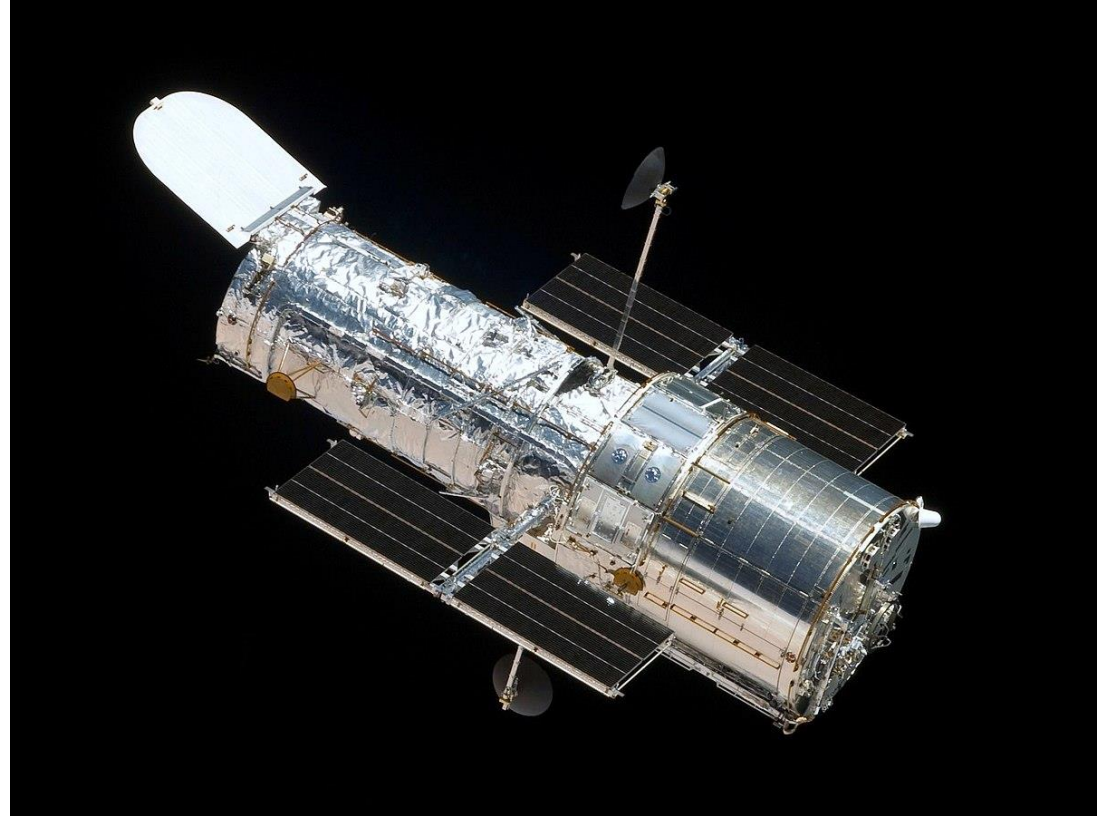
- *Why call it monitoring? That's not sexy enough anymore.*
- *Observability, because rebranding Ops as DevOps wasn't bad enough, now they're devopsifying monitoring too*
- *Is that supposed to be like the second coming of DevOps? Or was it the Second Way? I can't remember. It all felt so cultish anyway.*

<https://medium.com/@copyconstruct/monitoring-and-observability-8417d1952e1c> Recommended Reading



Observability, for the next 45 minutes, in this room

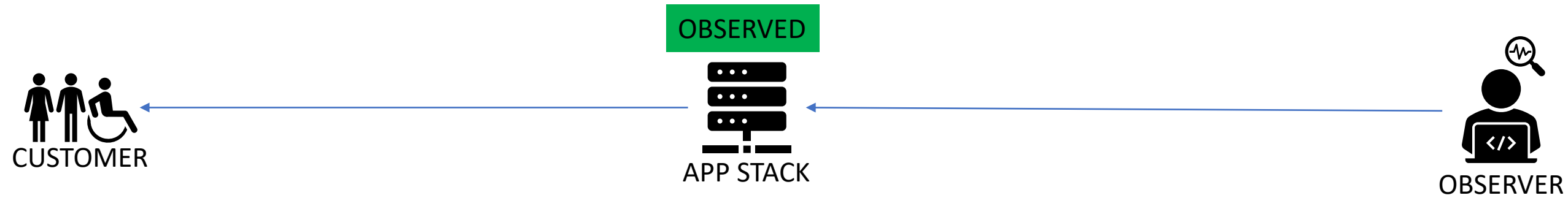
- Monitoring
 - Alerting
- Debugging
 - Distributed Tracing
 - Log Aggregation
- Testing
- Insights
- And more...



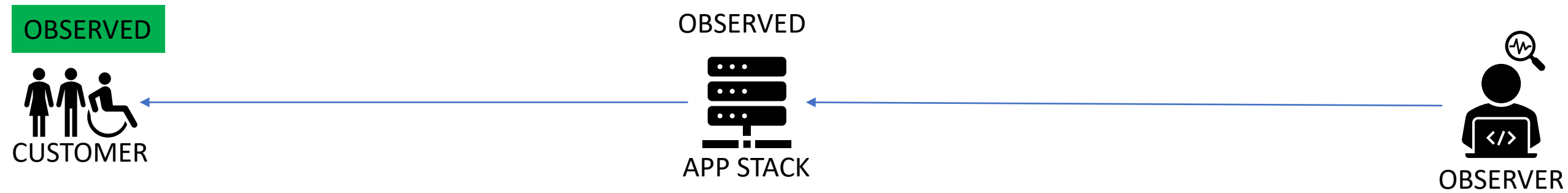
https://en.wikipedia.org/wiki/Hubble_Space_Telescope

Observability \supseteq Monitoring

Observability Focus



Observability Focus – A Shift



Focus Doesn't Mean...



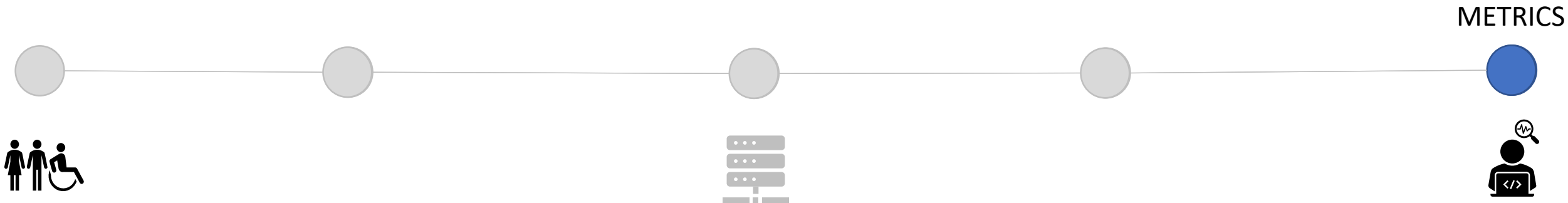
<https://youtu.be/jkVD8wkPEMw?t=6>

Hearing or Listening?

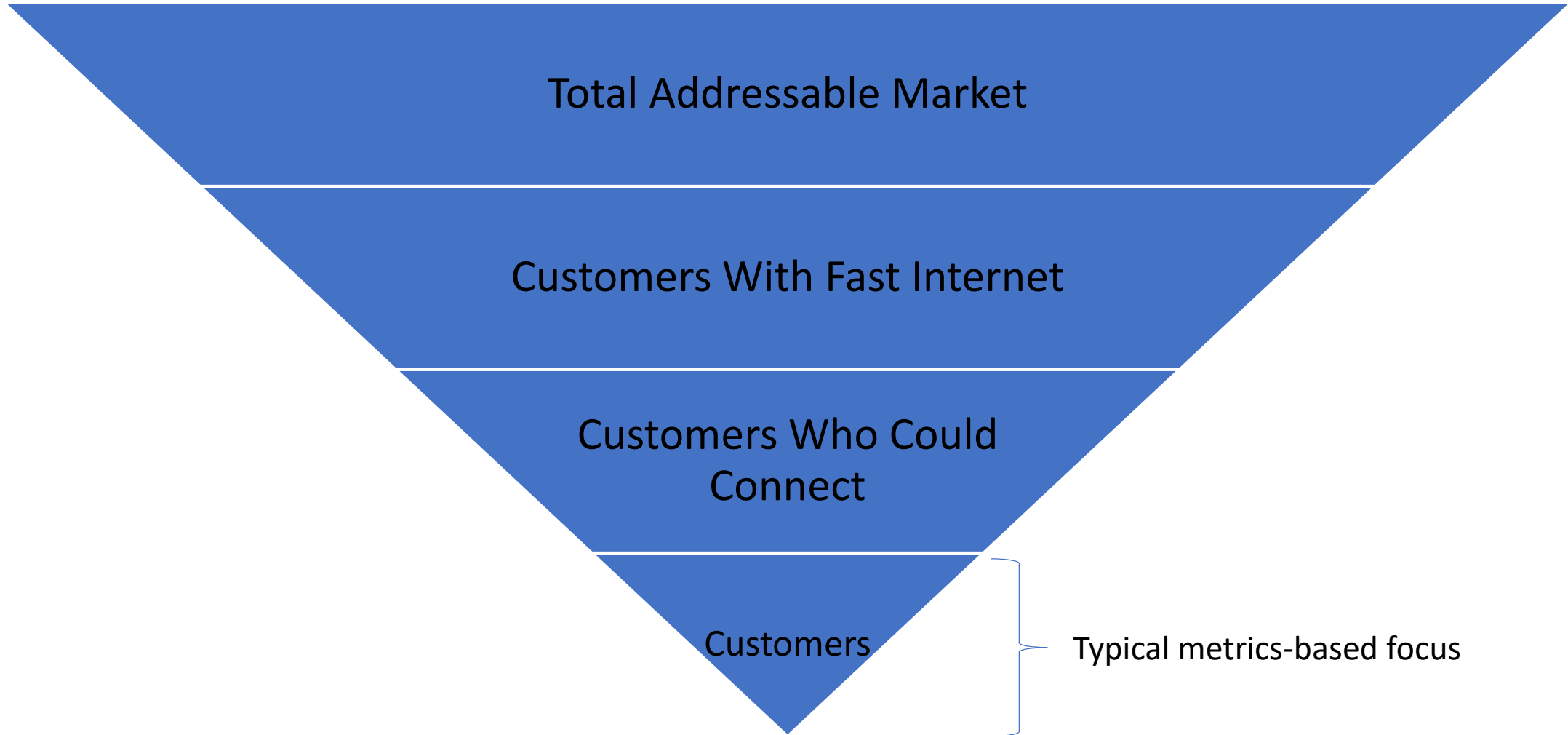


App Metrics

Our Comfort Zone

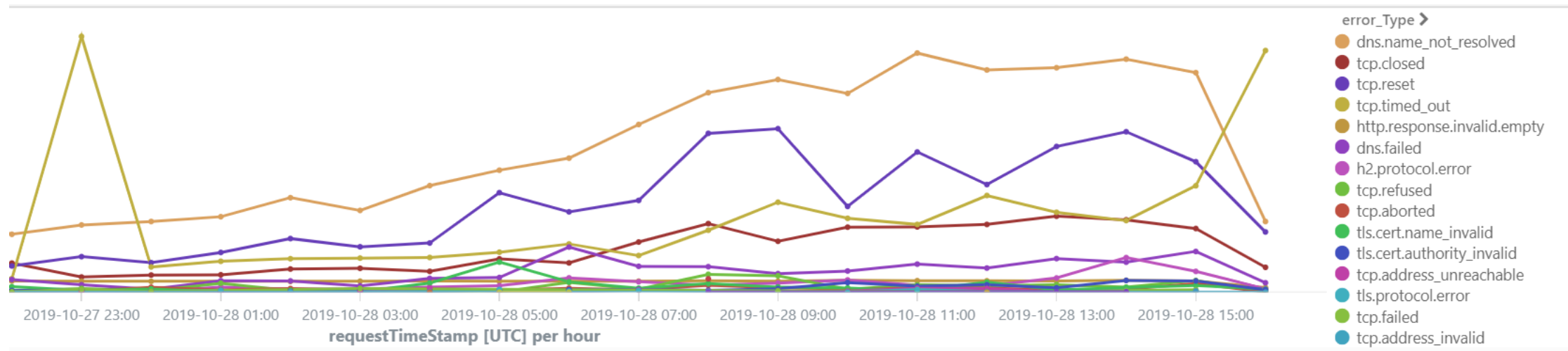


Availability: Less Than What You Think It Is



Thinking Beyond 9's: <https://www.usenix.org/conference/srecon19asia/presentation/srinivasamurthy>

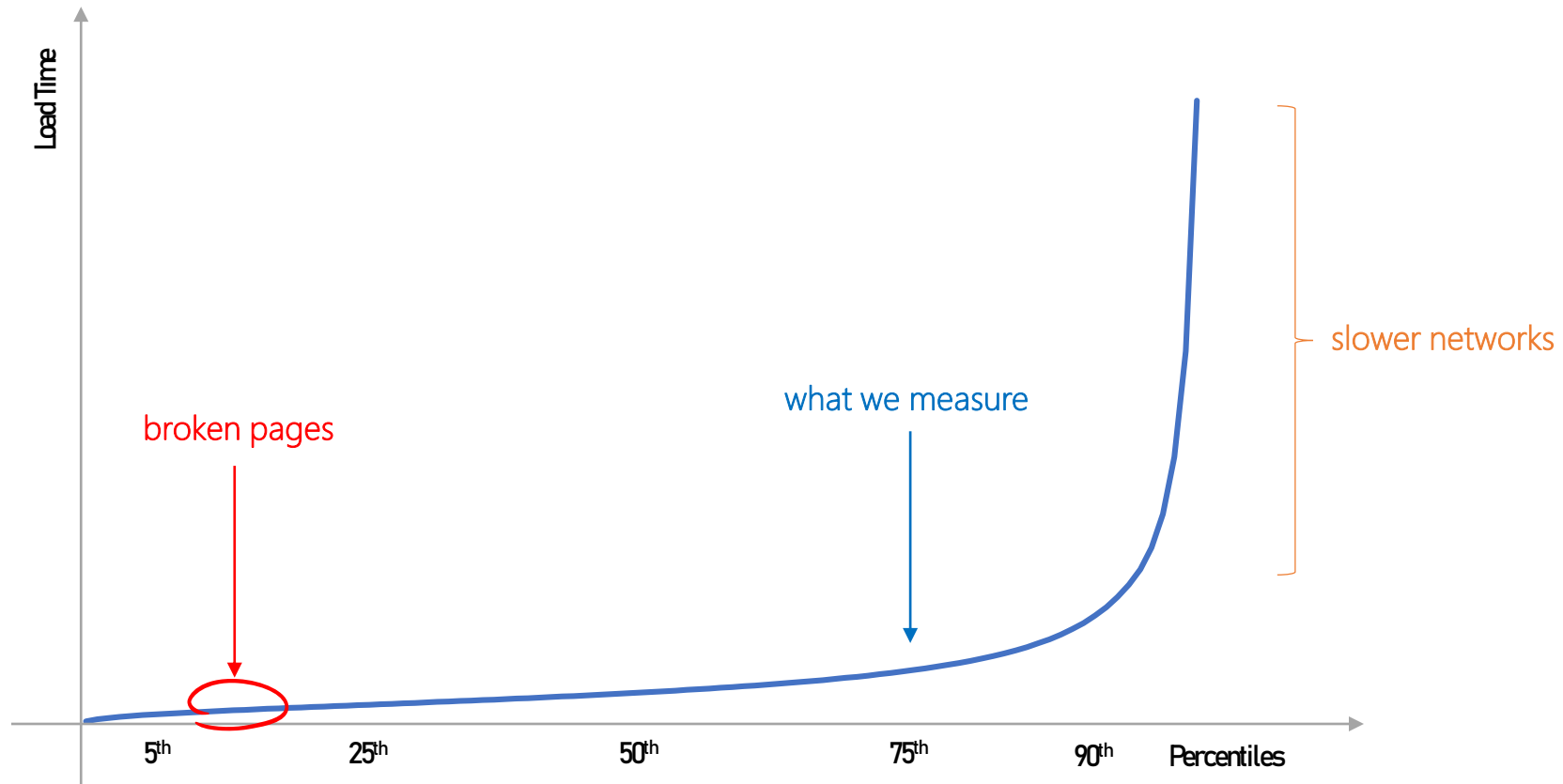
Network Error Logging



Today, application developers do not have real-time web application availability data from their end users. For example, if the user fails to load the page due to a network error, such as a failed DNS lookup, a connection timeout, a reset connection, or other reasons, **the site developer is unable to detect and address this issue**. Note that these kinds of network errors cannot be detected purely server-side, since by definition the client might not have been able to successfully establish a connection with the server.

<https://w3c.github.io/network-error-logging/>

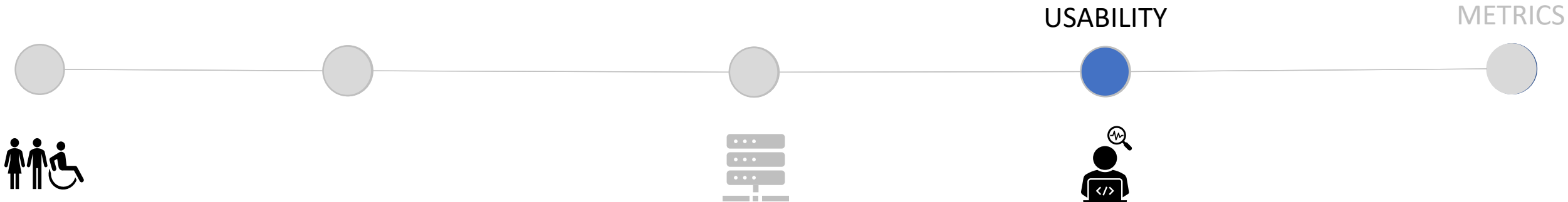
Performance: More Than A Numbers Game



Focus on Overall Distribution, Not Just One Point

Usability

Is There A Way To Measure Behavior?



How do you debug usability issues?



↑
3
↓
Seeing weird purple ads with Bing? (self.bing)
submitted 2 months ago by [redacted]

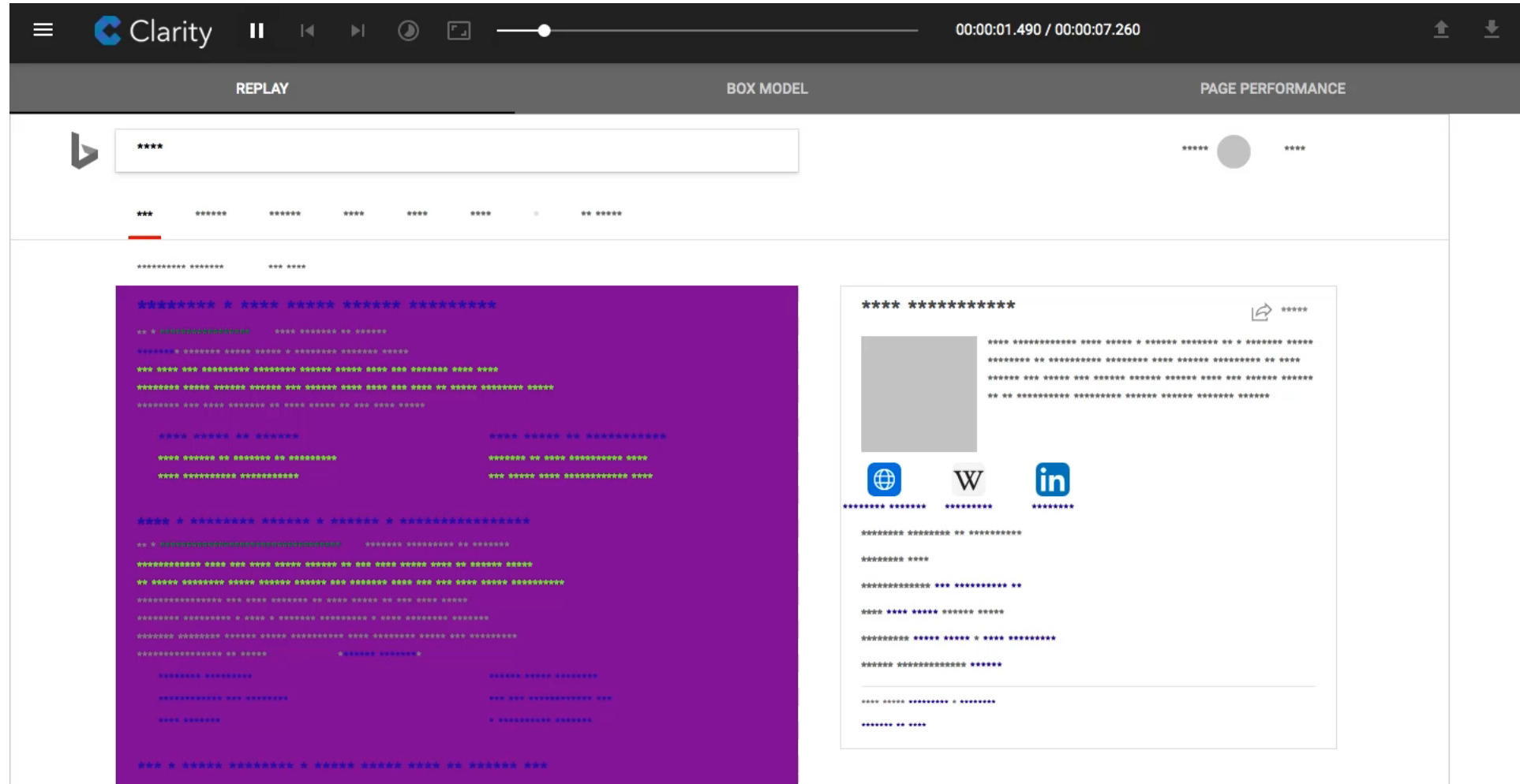
Hi when I am searching using Bing, I receive really distracting, bold bright purple ads (like a purple rectangular background), yet on google I don't see any ads which is strange. I'm using Microsoft Edge. It only happens on one of my systems. Thanks.

Bing results: <https://gyazo.com/2f6789b6a71cbfbf0cf00372cb45c36c> Google results:
<https://gyazo.com/f288129e6feeb7b6b6f1f3bc059667d8>

comment share save hide report

I using Bing, I receive really distracting, bold bright purple ads

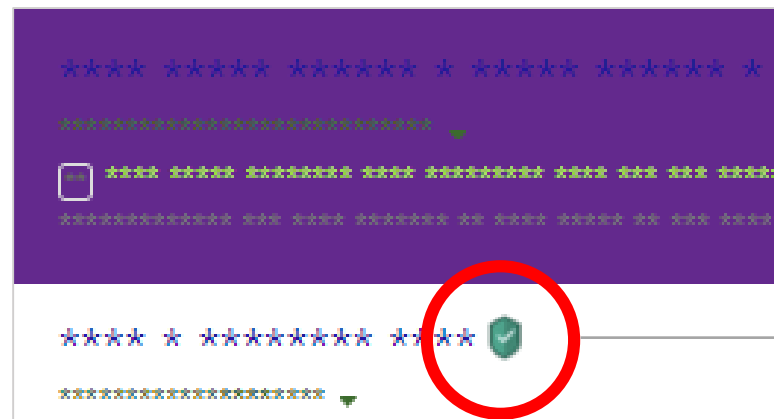
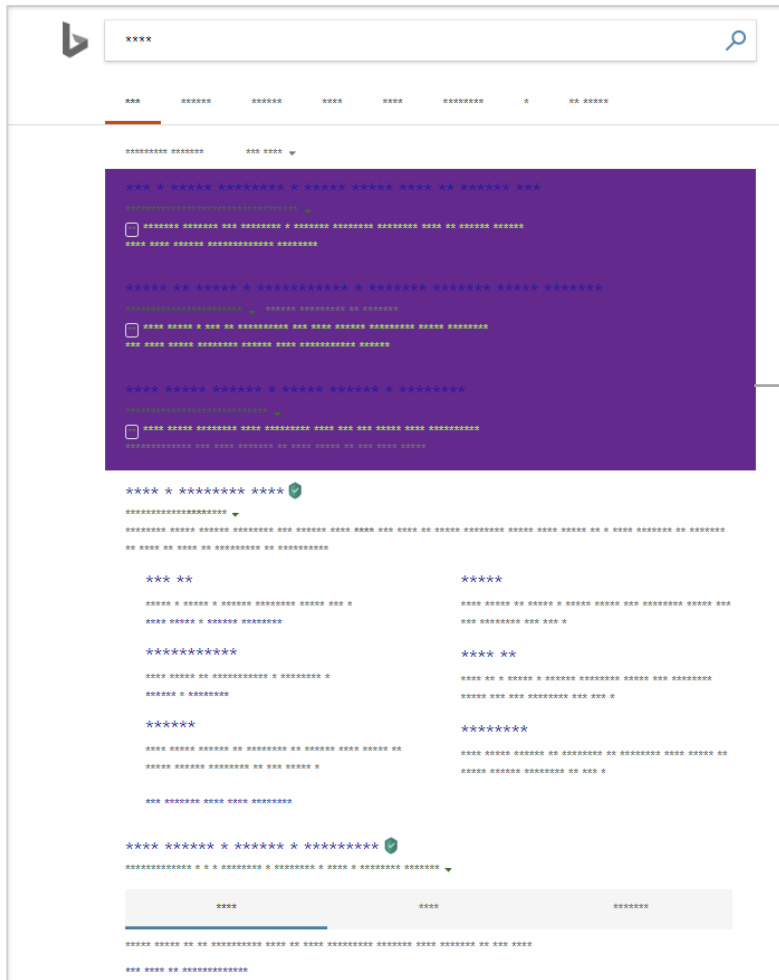
What if you could see what your user saw?



And, had the data to solve the usability issue

Search criteria:

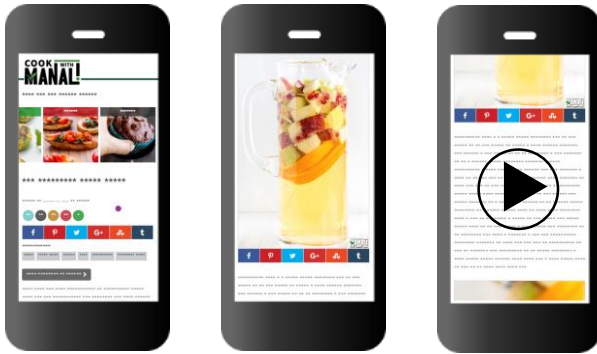
- Ads are present
- Ads background color not default



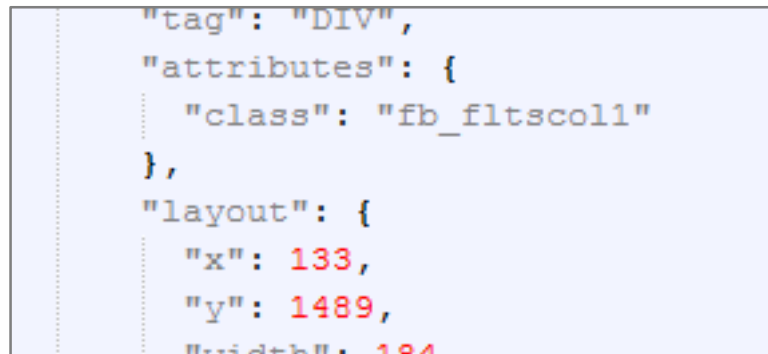
Root cause: **KASPERSKY** lab



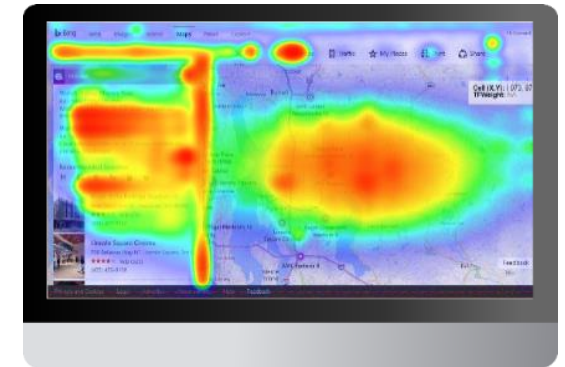
Measuring Usability @ Scale



Session Replay



Structured Data

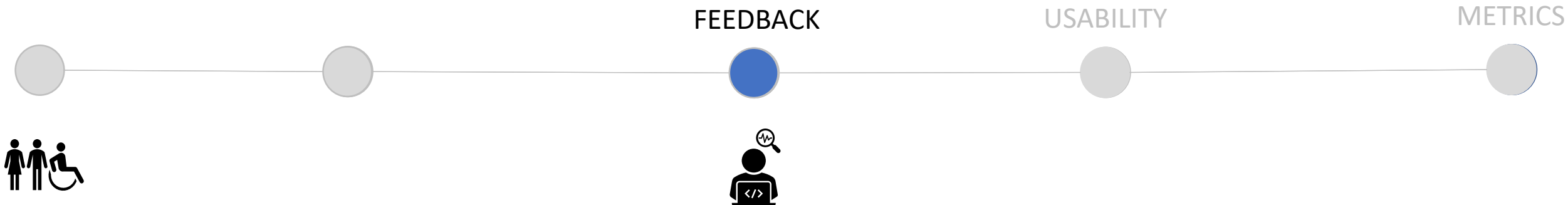


Behavioral Analytics

<https://github.com/microsoft/clarity-js>

Customer Feedback

Read 'The Feels'



The Ugly

If you were satisfied with your experience I would appreciate if you could complete feedback.

If you could give **ME** a **10** it would really help me out. This is my scorecard and determines how I get paid.

The Bad



How Do You Feel On a Scale of 1 to 5?

The Better

The screenshot shows a Bing search results page for the query "good boi". The search bar at the top contains "good boi" and has icons for voice search and image search. Below the search bar are tabs for "All", "Images", "Videos", "Maps", "News", "Shopping", and "My saves". The "All" tab is selected. Below the tabs, it says "Also try: good boi meme · good boys wiki · very good boi". The search results show "495,000,000 Results" and "Any time" filter. The first result is "Urban Dictionary: Good boi" with the URL [https://www.urbandictionary.com/define.php?term=Good boi](https://www.urbandictionary.com/define.php?term=Good%20boi) and the definition "A good doggo or catto who just wants sum food." Below this is a section titled "Videos of good boi" from bing.com/videos. It shows three video thumbnails: "how to clean a good boi" (1:05), "How to pet a good boi" (0:56), and "Good Boi (official music video)" (0:32). Each video has view counts and upload dates. A feedback menu is open over the first video, listing various reasons for reporting a problem, such as "Adult or offensive", "Bad relevance", "Lack of freshness", "Dead or broken link", "Duplicate", "Garbled or bad text", "Rendering issue", "Incorrect data", "Malicious or unsafe", and "Illegal or policy violation". A red arrow points to the "Incorrect data" option in the feedback menu.

good boi

All Images Videos Maps News Shopping | My saves

Also try: [good boi meme](#) · [good boys wiki](#) · [very good boi](#)

495,000,000 Results Any time ▾

Urban Dictionary: Good boi
[https://www.urbandictionary.com/define.php?term=Good boi](https://www.urbandictionary.com/define.php?term=Good%20boi)
A good doggo or catto who just wants sum food.

Videos of good boi
bing.com/videos

how to clean a good boi
1:05
297K views · 4 months ago
[YouTube](#) · [Rapid Liquid](#)

How to pet a good boi
0:56
556K views · 5 months ago
[YouTube](#) · [Rapid Liquid](#)

Good Boi (official music video)
0:32
328 views · 2 months ago
[YouTube](#) · [Cha Shu Bao t...](#)

See more videos of good boi

Related searches
[good boi meme](#)

☐ Adult or offensive
☐ Bad relevance
☐ Lack of freshness
☐ Dead or broken link
☐ Duplicate
☐ Garbled or bad text
☐ Rendering issue
☒ Incorrect data
☐ Malicious or unsafe
☐ Illegal or policy violation

Structured, Context-Aware

The Best

“Email address appears to be incorrect.
Looks like the name of the business has
changed as well. You might want to
change this.”

“I didn’t expect you could get scores this
fast!”

```
"sentimentDetection": {  
  "label": "Negative",  
  "score": 0.3231718112516975,  
  "api": "BingSentimentDetection"
```

```
"sentimentDetection": {  
  "label": "Positive",  
  "score": 0.6272385030775985,  
  "api": "BingSentimentDetection"  
}
```

Start - Stanford CoreNLP <http://corenlp.run/>

A Good Feedback System Is ...

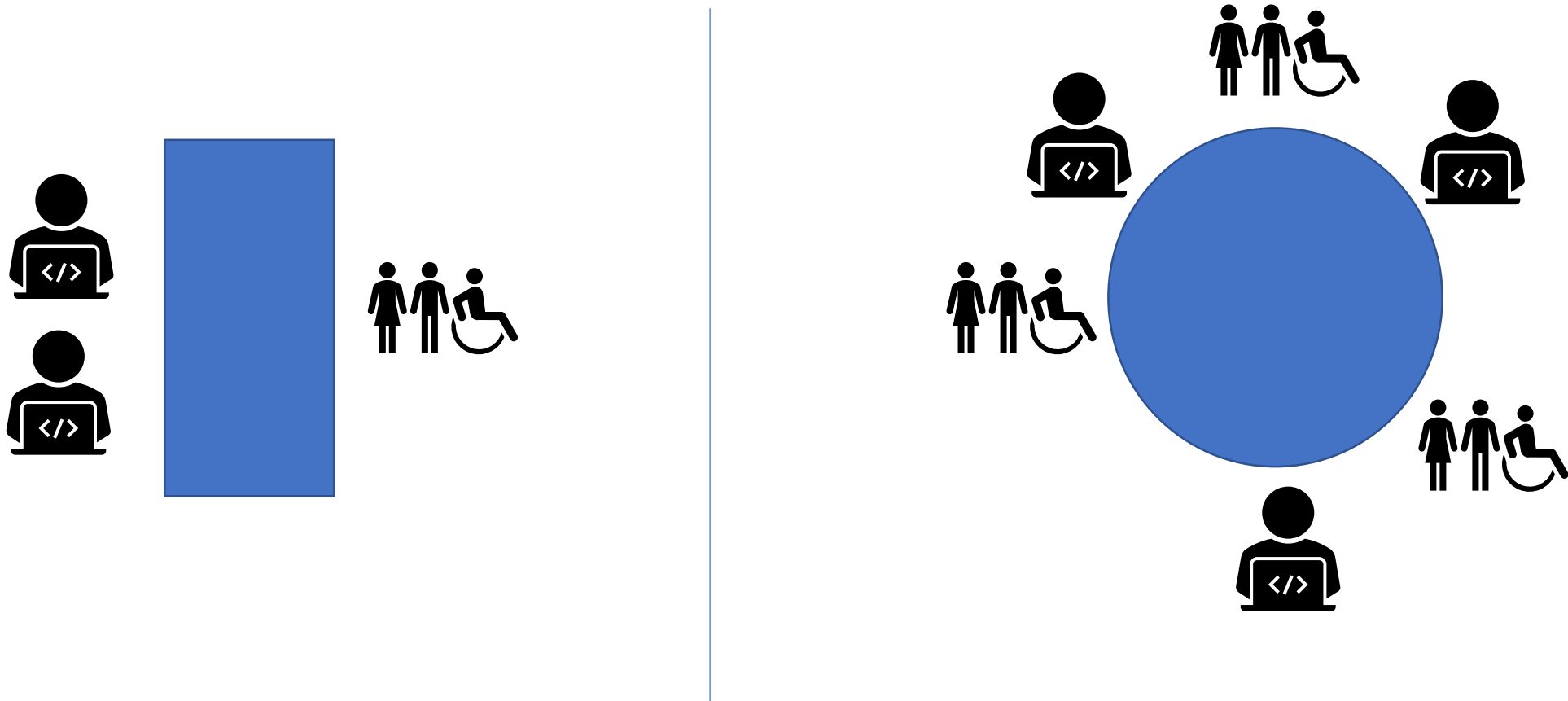
- Context-Aware
- Accessible
- Proactive
- Capable of Sentiment Extraction
- Actionable

Insider Programs

Extend, Embrace ... Engage

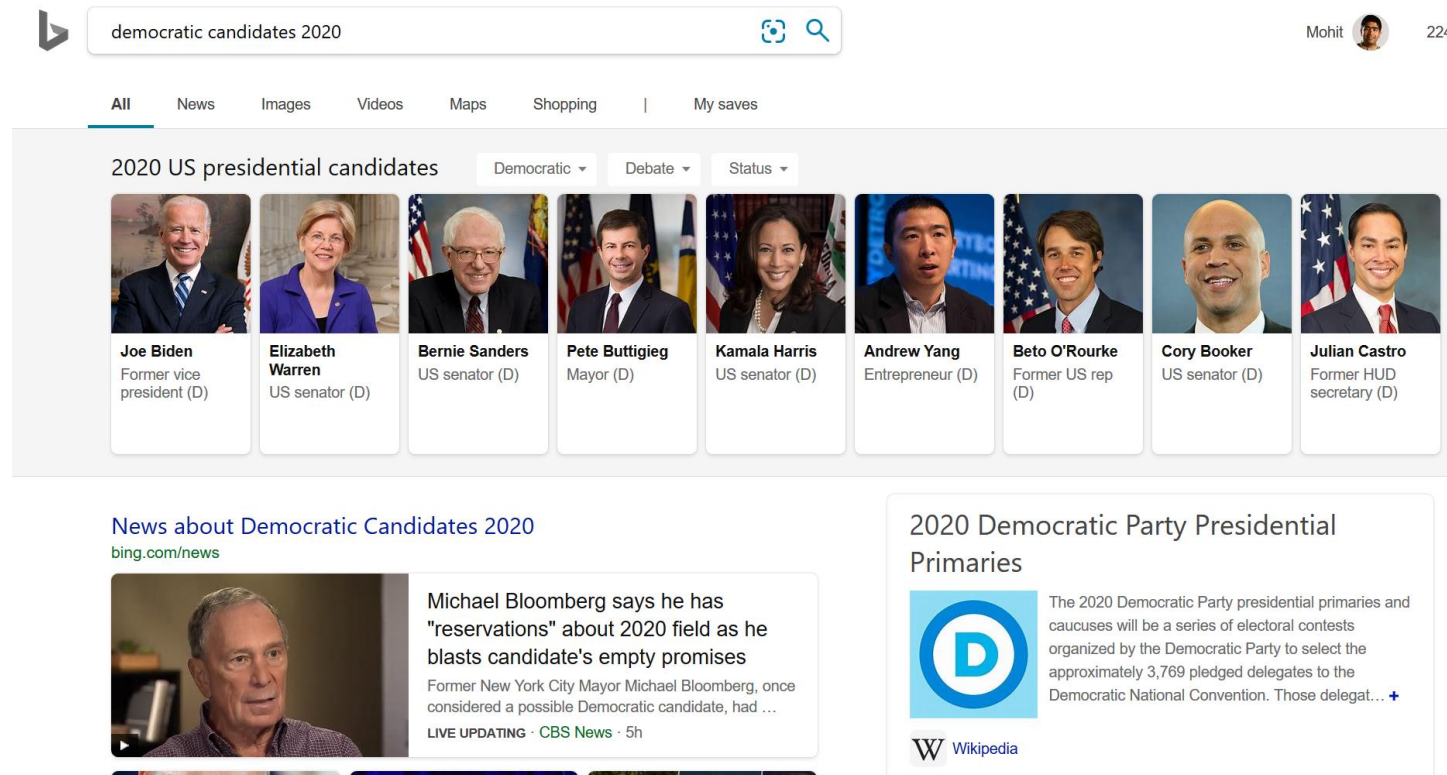


People Want To Be Cool Too



Work ***With*** Customers, Not Just ***For*** Customers

Going Beyond Experimentation



<https://www.bing.com/search?q=democratic+candidates+2020>

Engaged Customers Can Tell You What Your Numbers Can't

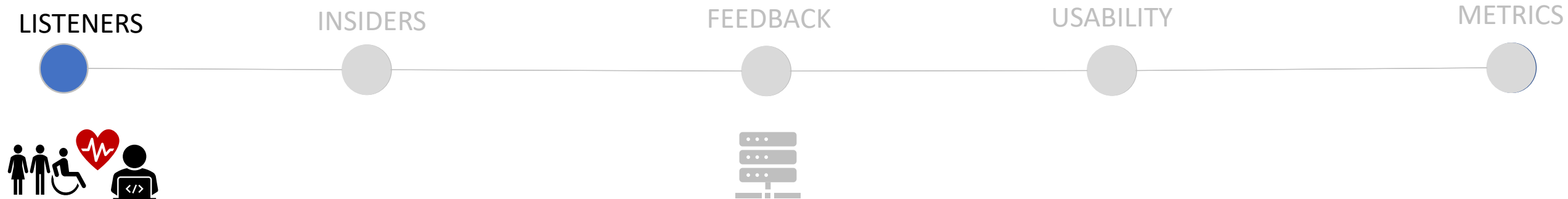
Isn't That Dogfood?

- Dogfooding doesn't mean you're an Insider
- You might use your own product, but you're not a customer

Dogfooder \neq Insider

Listening Tours

Zero Distance To Customers



Customer, Meet Engineer



CC: http://gadgetsin.com/uploads/2011/03/limited_edition_bad_robot_collectible_figure_1.jpg
CC: <https://upload.wikimedia.org/wikipedia/commons/thumb/d/dd/CashRegister.svg/670px-CashRegister.svg.png>

Engineers Are People Too

How Does It Help Engineering?

- You realize its not all 'bots'.
- Talk To Product Fans
- Understand Diversity of Location/People

Finishing Notes

Why This Audience?

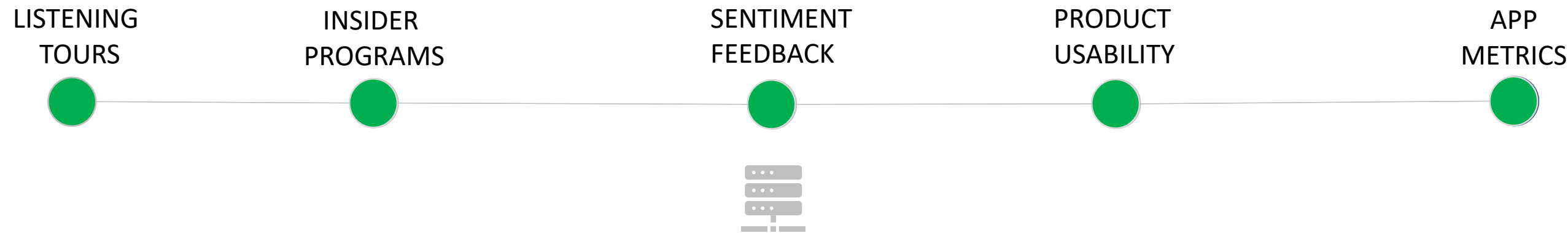


The Feature You Work On Is 'The Site'

- You Run Telemetry Platforms
- You Are The First Line of 'Help!'
- You Know Ground Reality of Systems *and* the 30K feet view

You Are The Most Appropriate Customer Advocate

Observability: The Collective Path






Thank You!

Deck Link



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 Bing Engineering
@mohitsuley

<https://www.linkedin.com/in/mohitsuley/>