Squish-Level Objectives

Using SRE to deliver software that users care about

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Some Engineering Myths...

Myth #1

"I'm not customer-facing."

Myth #2

"I don't work on a product."

A product is a thing that someone chooses instead of another thing.

Your product is probably not a thing in a box...

Your product is probably not a thing in a box...

...because actually, no product is.

And now some
SRE
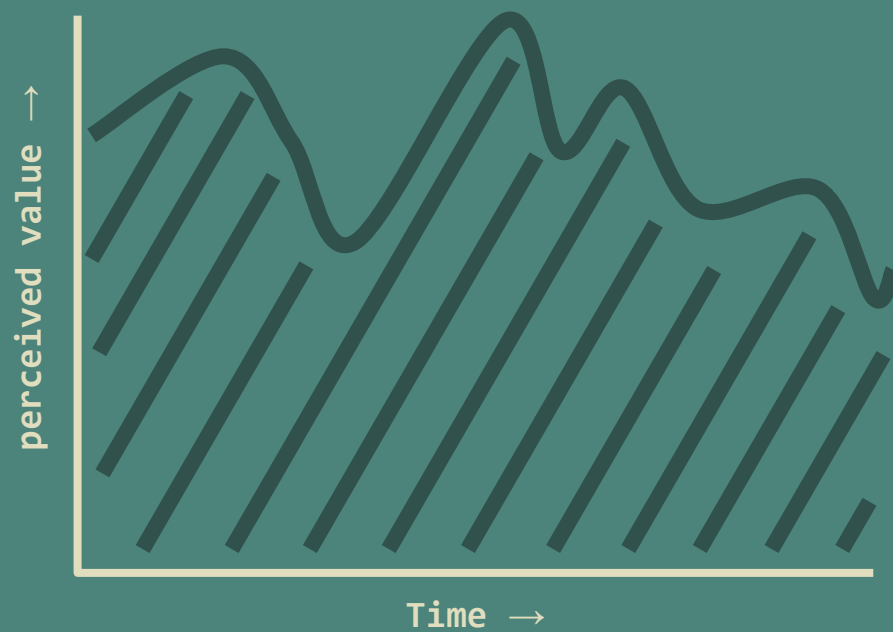
SRE Principle #1

Reliability is the most important feature of any service [product].

Myth #3

"I don't work on features."

Value x time

perceived value →

Time →

Your customer hates your code.

SRE Principle #2

We don't determine the reliability of our systems; our users do.

SRE Principle #2'

We don't determine the quality of our product; our customers do.

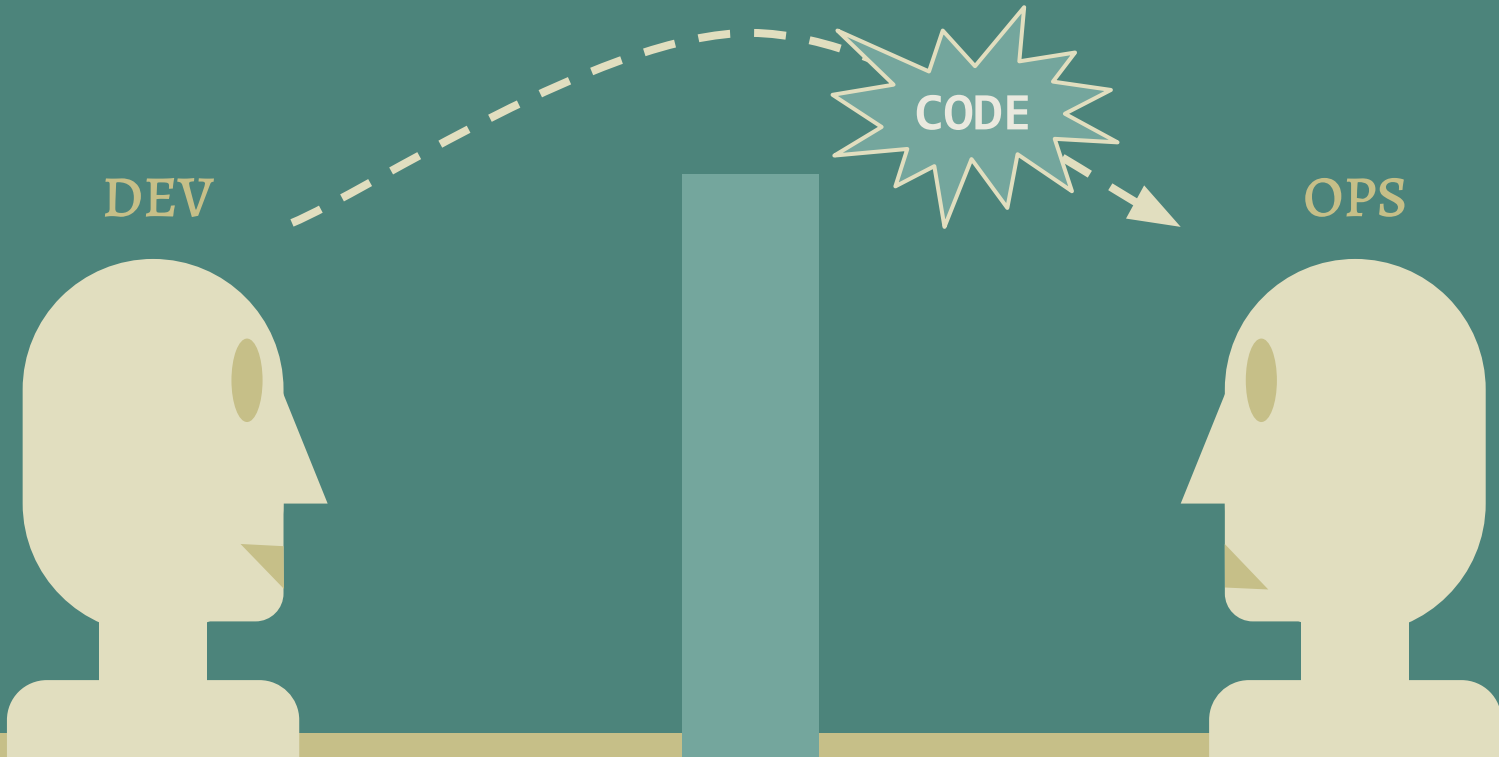What do these people want?!?

What do these people want?!?

Let's go ask them.

We've learned not to do this...

DEV

CODE

OPS
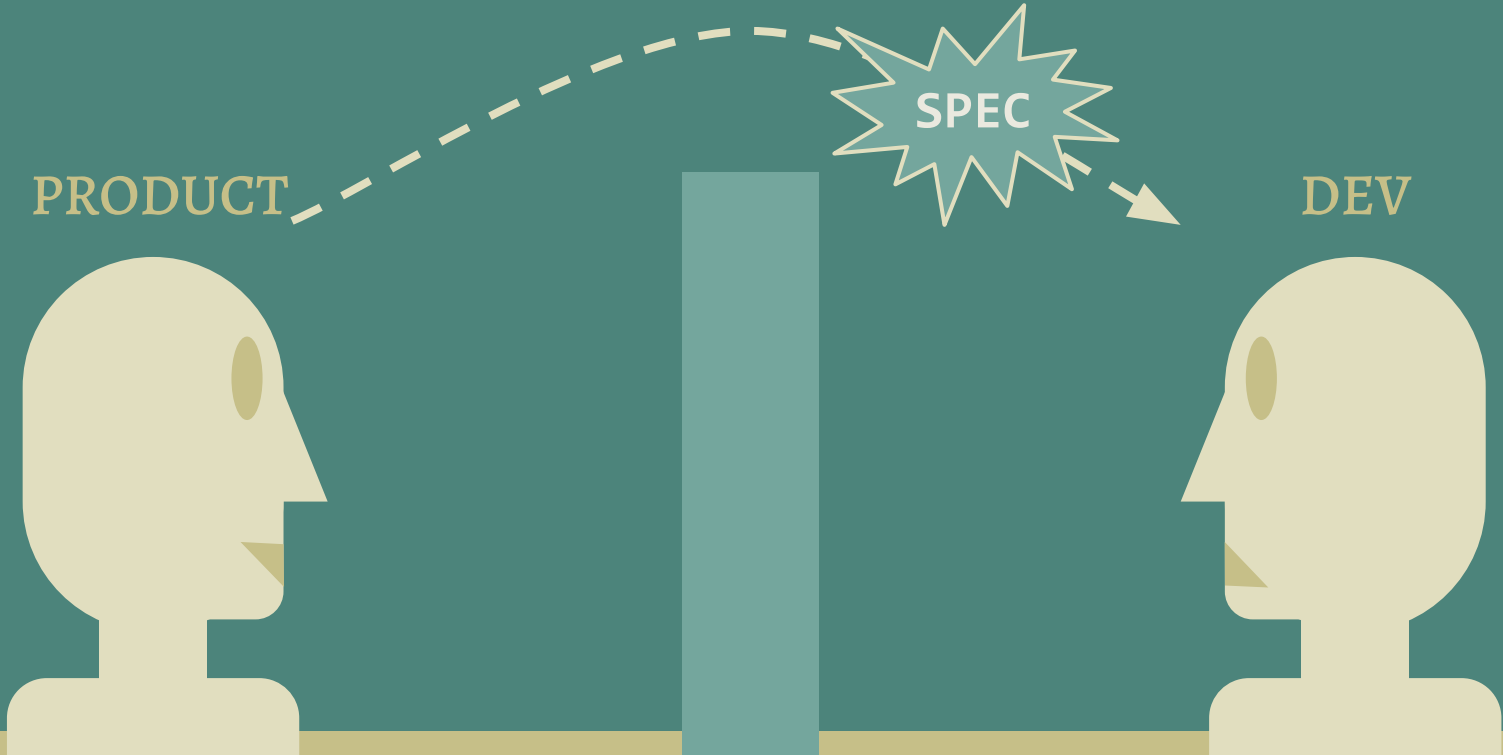
Engineers like to solve problems

Engineers
need to understand
customer problems

Understand your customer

Talk to them:

- Qualitative User Experience Research (UXR)
- It's okay to just listen
- N > 1

Understand your customer

Be them:

- Dogfooding
- Empathy Sessions
- Try the competition

Understand your customer

Mess with them:

Use Error Budgets to experiment on user experience

Everything is for the customer

DEV

PLATFORM

PRODUCT

INFRA

OPS
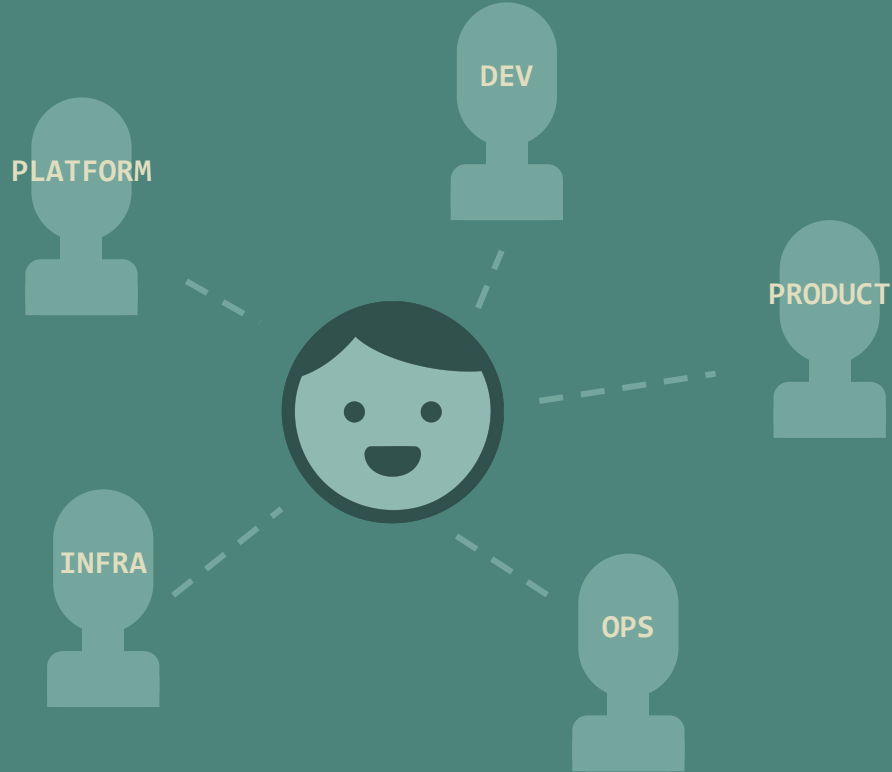
Okay, but what about all the things the customer doesn't care about?

Security

Security

is for the customer

Tech Debt?

Refactoring

is for the customer

Your Happiness

🤔

Your Happiness
🤗
is for the customer

Keep the customer around during development

Keep the customer around...

When designing:

- User personas
- JTBDs
- Prototyping

The Happy Car...
(29% of interview sub...
"I like the product as it is. Ple...
take away any features. But I'd be...
to get some free credits!"

The Pr...
(21% of in...
"I like to b...
friends abo...
early acc...

The Power User
(41% of interview subjects)
"I know everything about the product
and I enjoy finding new and weird ways
to use it. Don't dumb it down for me."

...e Skeptic
...erview subjects)
...nange how I do things.
...ing unless it's forced
...me."

Keep the customer around...

When implementing:

- Customer-oriented milestones
- Customer feedback loops
  - Trusted testers
  - CABs
  - etc.

Keep the customer around...

When operating:

- Customer-oriented SLOs

SLO Policy
Last updated: 2020-03-14

SLI	Target
Page loads < 1500ms	99.95%
	(28 day window)

Rationale:
Error rates greater than .05% correlate with significant increase in customer support tickets

The best technology is the one that produces the best outcomes for its customers.

Recipe for success

- **Define the product according to what your customer values** ← Research & Empathy

- **Consistently deliver according to that definition** ← SRE

First steps:

1. Find your customer.
2. Learn what they value.
3. Write it down.
4. Deliver it.

Thanks!

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