

Introduction

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- jadedPixel technologies Inc



Shopify

The screenshot shows the Shopify Admin dashboard for a store named 'Snowdevil'. The browser address bar shows the URL 'http://www.snowdevil.ca/admin/dashboard'. The dashboard features a navigation menu with options like 'Orders (36)', 'Products', 'Collections', 'Blogs & Pages', 'Navigation', 'Marketing', 'Look & Feel', and 'Preferences'. A central bar chart displays page hits over time, with a callout for '172 Page Hits on Fri, June 15'. To the right, a summary box shows 'Products: 21', 'Orders: 39', and 'Revenue today: \$ 0.00 CAD'. Below this, a 'Page Hits' section shows 810 hits and 304 visitors. A 'Top Referrers' list includes 'onlamp.com' and 'forums.shopify.com'. A 'Traffic Overview' table shows 65.1% direct traffic and 24.3% from referring sites. An 'Inventory warning' section notes '3 items are out of stock'. A 'Recent activity' log shows a product deletion on June 08 and a new order on May 31.

| Rank | Referrer |
|------|--|
| 47 | onlamp.com/pub/a/onlamp/2005/03/03/rails.html?page=3 |
| 10 | instantrails.rubyforge.org/tutorial/index.html |
| 10 | rubyonrails.com.br/ |
| 8 | dist.leetsoft.com/api/money/files/README.html |
| 5 | forums.shopify.com/categories/2/posts/9298 |
| 4 | freedir.ca/directory/ |

| Rank | Search Term | Percentage |
|------|--------------------|------------|
| 5 | Never Summer | 40.7% |
| 4 | Snowdevil | 34.6% |
| 3 | Snow | 4.8% |
| 3 | never summer titan | 4.0% |
| 2 | never summer legac | 3.0% |
| 2 | adidas elevation | 2.1% |

| Country | Percentage |
|---------------|------------|
| United States | 40.7% |
| Canada | 34.6% |
| Argentina | 4.8% |
| Brazil | 4.0% |
| Germany | 3.0% |
| France | 2.1% |

| Source | Percentage |
|-----------------|------------|
| Direct | 65.1% |
| Referring Sites | 24.3% |
| Google | 10.9% |
| Shopify | 4.6% |
| MSN | 0.3% |
| Yahoo! | 0.3% |

Page Hits: 810 (2.7 pages per visit)
Visitors: 304 (225 unique visitors)

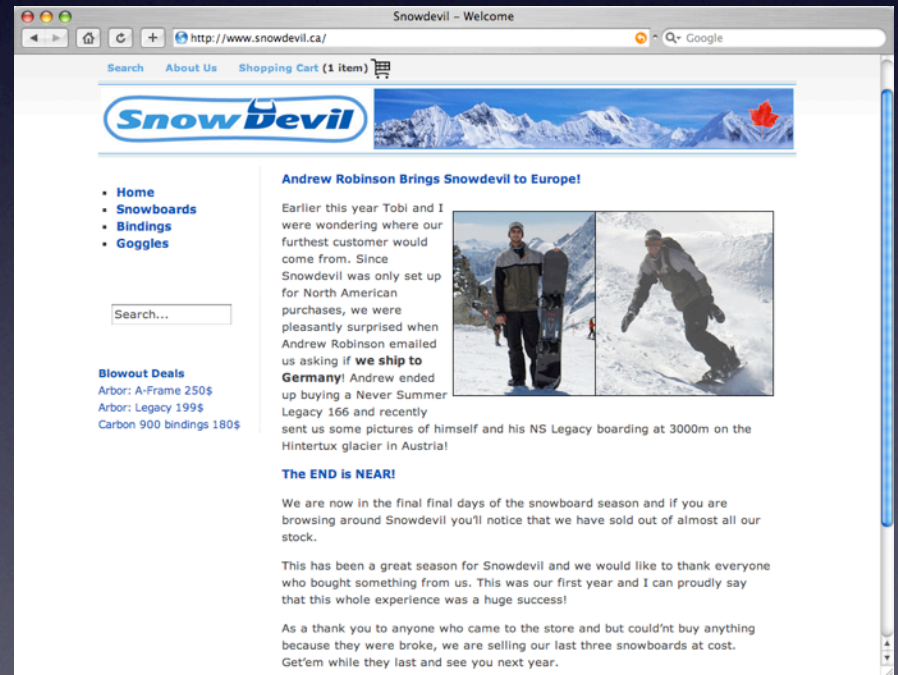
Inventory warning: 3 items are out of stock.

Recent activity:
Jun 08: Product B-Frame was deleted. at 02:44 pm by Tobias Luetke
May 31: Received new order #1047 by Ilana Weinstein at 02:41 am

The best e-commerce system on the net

Why did we start?

- Discovered rails
- Created **Snowdevil** in 2004
- actually had fun with ecommerce...
- david vs goliath



jadedPixel?

- Small team
- Everyone has Open Source projects
- Typo, Opinion, ActiveMerchant, Liquid, Paypal lib etc



Process

- Unit test everything. Its your QA.
- Hire from open source, network not from resumes.
- Have an awesome office
- When in doubt the designer makes the decision, not the programmer.
- If rails doesn't fit a task than fix rails. its easy

Typo for publicity

- Wanted to talk about my development but...
- ...all web blogs back then sucked
- Connected me with justin palmer
- page rank 7 blog, page rank 7 shopify.com!



Launch

June 2nd 2006

- Server farm in usa
- Capistrano made it look like one anyways...
- 6,000 invitation Emails
- **Beautiful** third party shops:



willotoons.com

shop

about

blog

Welcome!

Welcome to the long awaited Willotoons shop! Finally, after years of talking about it, it's here. I'm so stoked! Take a look around & let me know what you think!



\$ 24.00  view details

geekyfantastic



\$ 24.00  view details

i <3 my internet friends



\$ 18.00  view details

octohug (embroidered)



Willotoons



NOONACO!

[shop](#)[services](#)[blog](#)[cont](#)

Welcome to the Noonaco Shop



Laughing Squid Poster Set



Laughing Squid T-Shirt, Stickers & Buttons



Citizen Agency Tees "find your higher porpoise"

Clients/Categories

- Laughing Squid
- Citizen Agency
- Screaming Girl
- Paul Andrew Hayes Illustration
- View All Products

NoonaCo Newsletter

- Shipping & Returns
- Search
- About
- Privacy Policy
- Credits

Noonaco

LOOK PRETTY

WARENKORB 0 Produkte

HOME PRODUKTE MARKEN ÜBER UNS

PRODUKTSUCHE

Just
smile



Look pretty

Scrapbook
YOUR MEMORIES

Catalog Sale Cards Scraplog My Scraproom

Inspiring Creativity.

scrapbooking supplies & hand-crafted cards

Store



Boho
\$0.69 CAD



Gypsy Caravan
\$0.69 CAD



Carefree
\$0.69 CAD

Scrapbook Your Memories is a happy and contagious spot where the staff are as creative and as fun as it's customers. Expect more of everything: More great products, more choices, more convenience, more service and more paper, albums and embellishments that you'll never find anywhere el... [\(More\)](#)



NEWSLETTER SIGN-UP

Scrapbook memories

WARM UP YOUR WINTER.

HAWAIIAN KONA-XTRA FANCY

Most highly prized Hawaiian coffee, grown in a perfect environment for Arabica beans. Medium bodied brew, smooth with buttery, spicy characteristics.

\$29.95 per lb.

[ADD TO CART](#)



GET LIFTED

SAFARI SUNSET RED TEA
(24 TEA BAGS)
Rich in antioxidants, naturally caffeine free. South African Rooibos is the perfect accompaniment to flavors of cinnamon, orange and cloves. Finished with a hint of lemon, this brew is rich and inviting.

\$9.99

CHEF

Made of solid brass and many layers of chrome this handcrafted coffee maker is in its own class. There is a...



Conrad's

PRODUCT FEATURE

NEW

dma



it's here!

developmental math assessment

What are the essential math concepts that each child should know? How will you know if students know them? What activities will foster progress in math concepts? We have the answers...



Other Products

Other Features

NEW

number concept dots.

number concept dot. kits

connect the dots

DMG'S Monthly Newsletter & Activities

PRE-SCHOOL AGES 3-PRE-K

MATCHING

Build awareness in important pre number areas.
Next Month: Sorting

LEARN MORE

Children can build conceptual knowledge of number concepts working with these fun, colorful, manipulatives.

Children can build conceptual knowledge of number concepts working with these fun, colorful manipulatives. Number concept dot. kits are designed to help children build a strong foundation in math concepts.

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SCHOOL AGE PRE-K-2 GRADE

CONNECTIONS: PATTERNS

Build awareness in important pre number areas.

Next Month: Sorting

LEARN MORE

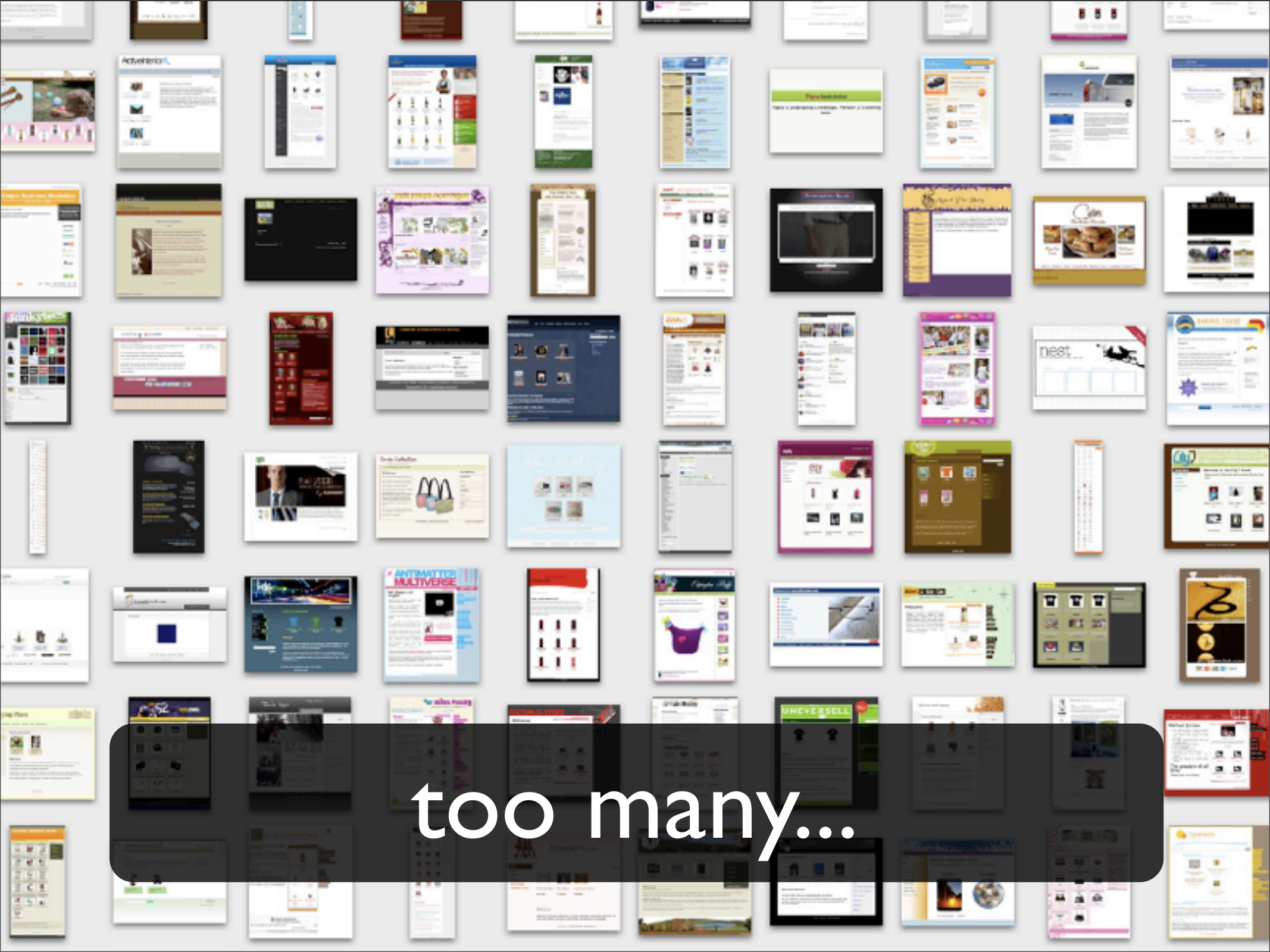
LEARN MORE

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Next Month: Sorting

LEARN MORE

DMA



too many...

Marketing

- designers loves Shopify
- we blog about everything
- ... even about mistakes
- constantly add new "**feature food**"

Deployment

- **automate** your deployment.
- Capistrano is the name of the game
- nailing deployment is great for business and employee morale.

Scaling

- You need memory
- Don't even start before your db > memory.
- Small changes go a long way.
- once this fails...

Memcached!

- Memcached is the answer to scaling
- Simple distributed in-memory hash table.
- Ask it unambiguous questions
- Max out the memory in every server.
- Shopify: 2gb, Gamespot.com: 50gb
Facebook.com: 3.2 **terrabyte**

Crowdsourcing

- Have a forum, a wiki and participate.
- Use your customers. They love it!
- Internationalization, Documentation, Tutorials
- OpenSource interesting parts of your application:

ActiveMerchant

- www.activemerchant.org
- 30 payment gateways supported. Half written by `jadedPixel`
- (We need a Czech gateway)

ActiveMerchant

```
creditcard = ActiveMerchant::Billing::CreditCard.new(
  :type      => 'visa',   :number    => '4242424242424242',
  :month     => 8,       :year      => 2009,
  :first_name => 'Bob',   :last_name => 'Bobsen'
)

if creditcard.valid?

  # Create a gateway object to the Authorize.net service
  gateway = ActiveMerchant::Billing::AuthorizeNetGateway.new

  # Authorize for 10 dollars (1000 cents)
  response = gateway.authorize(1000, creditcard)

  if response.success?
    # Capture the money right away
    gateway.capture(1000, response.authorization)
  else
    raise StandardError, response.message
  end
end

end

begin
  begin
    raise StandardError, response.message
  rescue
    gateway.capture(1000, response.authorization)
    # Capture the money right away
    gateway.capture(1000, response.authorization)
  end
end
```

Liquid

- www.liquidmarkup.org
- A template language designers love
- all the customizability of a self hosted app in a third party hosted app.

Liquid

```
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
<head><title>Liquid demo</title></head>
<body>

  <h1>{{ conference.name | upcase }} on Rails</h1>

  <p> {{ conference.description | truncate: 200 }} </p>

  <h3>Speakers</h3>
  <ul>
    {{ for person in speakers }}
    <li class="attendee">{{ person.name }}, from {{ person.country }}</li>
    {{ end }}
  </ul>

  <div class="footer">
    Copyright {{ 'now' | date: '%Y' }}
  </div>

</body>
</html>
```

```
<\/μfωJ>
```

```
<\/ρoqr>
```

```
<\/qτλ>
```

```
  ρobϱ.γδμϵ ({{ μoσ | qoτs: %Y }})
```

```
τqτλ σγoαλ. γδμϵ >
```

Big mistakes

- Running for almost a year with single point of failure.
- Do not switch server farm if you can help it.
- Going in beta on PostgreSQL without having replication setup.

Maintenance

- Deploy often, fix bugs which you can correct in 30 minutes or less immediately.
- Every developer can fix anything. No one owns pieces of code.
- Do not use a bug-tracker.

Why did it work so well?

- Canada is very supportive of startups.
- We did not work too hard.
- Pro Evolution Soccer (ps2)

Thankyou

- shopify.com
- jadedpixel.com
- blog.leetsoft.com

