Off The Beaten Path

**Observability** Focus: From Service, To Customer

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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 Focus

CUSTOMER ➔ APP STACK ➔ OBSERVER

OBSERVED

LISA19
Observability Focus – A Shift

CUSTOMER

OBSERVED

APP STACK

OBSERVED

OBSERVER
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

Total Addressable Market

Customers With Fast Internet

Customers Who Could Connect

Customers

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?

Seeing weird purple ads with Bing? (self.bing)

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/2f6789b6a71cbbfb0cf00372cb45c36c Google results: https://gyazo.com/fb88129e6feeb7b6b6f1f3bc059667d8
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

Structured, Context-Aware
“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!”
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 ≠ Insider
Listening Tours

Zero Distance To Customers
Customer, Meet Engineer

Engineers Are People Too
How Does It Help Engineering?

• You realize it’s 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

LISTENING TOURS
INSIDER PROGRAMS
SENTIMENT FEEDBACK
PRODUCT USABILITY
APP METRICS