

cool
blue

MARIJN.

Part of Coolblue.

@struikel

cool
blue

FRANK.

10 years part of Coolblue.

@fat_basstard

cool
blue

WELCOME.

At Coolblue.

cool
blue

CULTURE.

Obsessive focus on customer service.



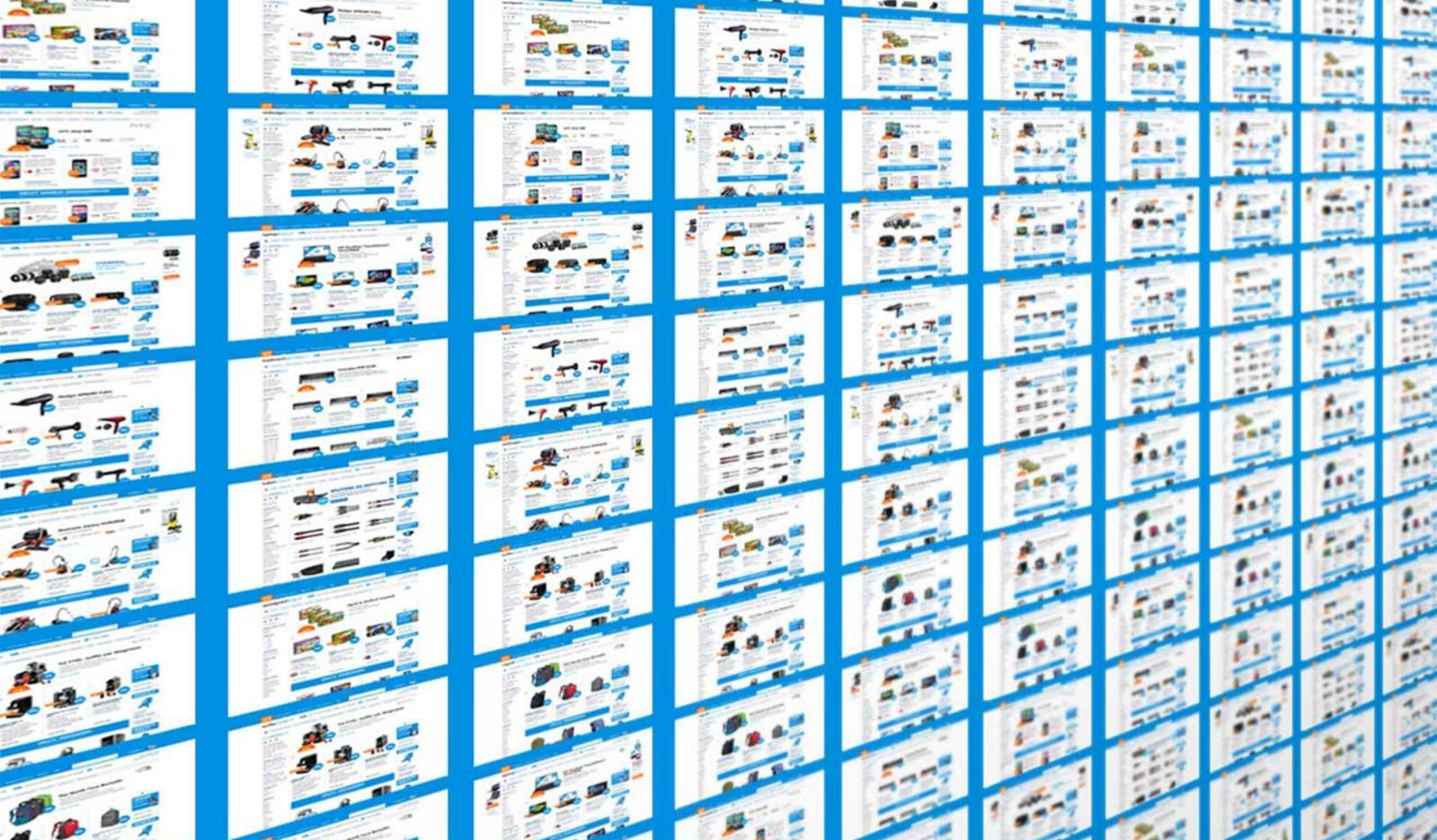
7 PHYSICAL OUTLETS.



2 WAREHOUSES.



CUSTOMERSERVICE.



318 SHOPS.

2 openings a week.

A long time ago in a galaxy far,
far away....

A SPRINT PLANNING.

Three years ago.



ESTIMATION.

We had no idea.



PLEASE
DO NOT
TOUCH
THE ART

QUESTION.

Is there code you rather do not touch?



THE PROBLEM.

Spaghetti, for dinner only.



TOSS OUT THE OLD. ●
And start with something simple.

Think
BIG

Start
small

```
49 "DropOffLocation" : null,
50 "FastCheckout" : true,
51 "Invoices" : [],
52 "InvoiceAddress" : {
53     "AddressAddition" : "",
54     "AddressId" : 10578460,
55     "BusNr" : "",
56     "City" : "ROTTERDAM",
57     "Company" : "",
58     "Country" : "Nederland",
59     "CountryId" : 1,
60     "FirstName" : "Marijn",
61     "Gender" : "M",
62     "Initials" : "",
63     "LastName" : "R\u00f6mp",
64     "NameAdditions" : "de",
65     "PostalCode" : "1023 AA",
66     "Street" : "Hof van Eden",
67     "StreetNr" : "36",
68     "StreetNrAddition" : ""
69 },
70 "InvoiceAddressId" : -1,
71 "IpAddress" : "80.123.456.789",
72 "MarketingCampaignReferenceId" : -1,
73 "OrderDateTime" : "2014-06-01T16:47:19",
74 "OrderId" : 100400960080,
75 "OrderLines" : [{
76     "OrderlineId" : -1,
77     "OrderLineItems" : [],
78     "Product" : {
```

STORING DATA.

Everybody can read a JSON string.

```
87     "SubsidiaryId" : 1,
```

```
88     "Currency" : {
```



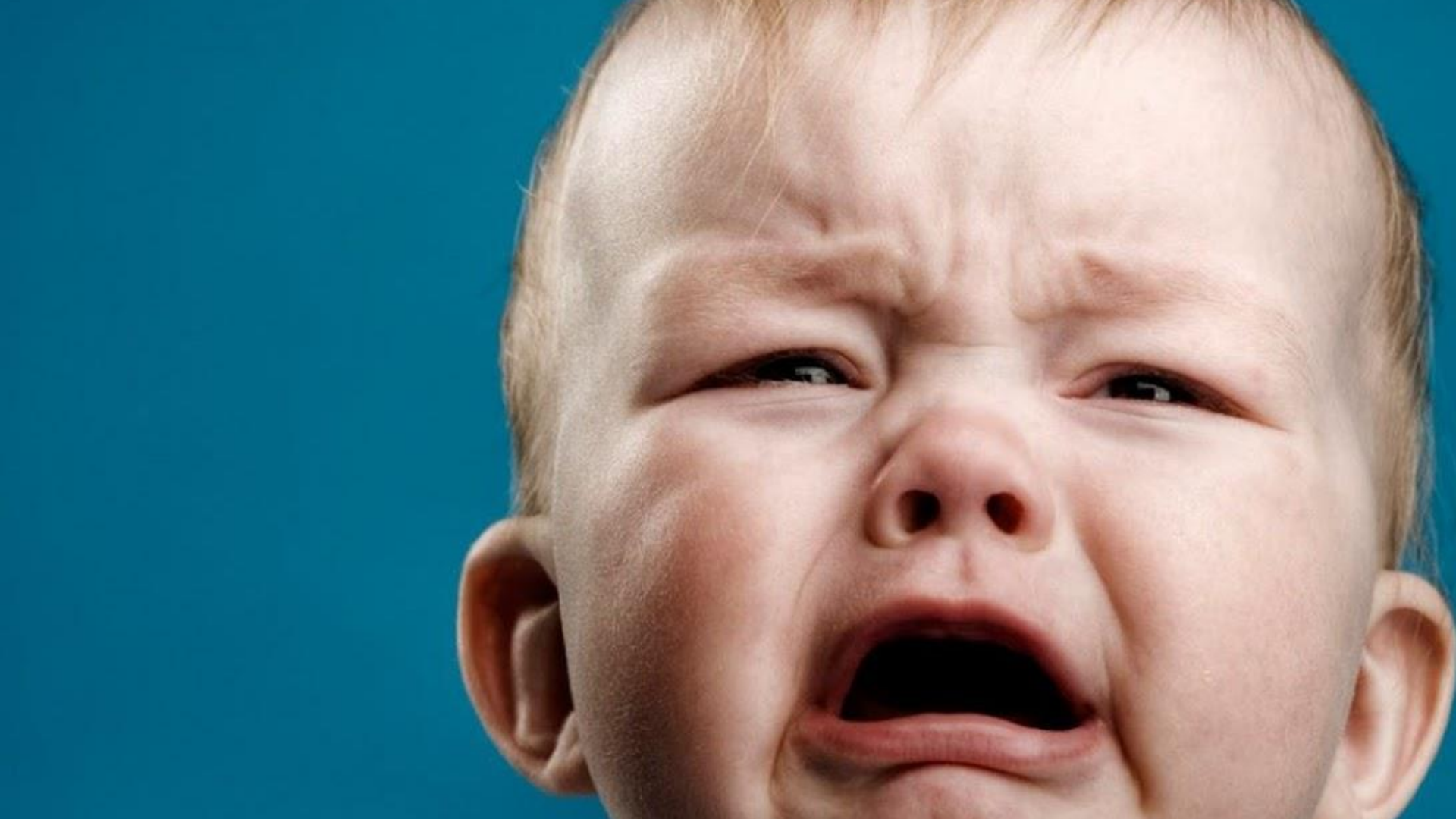

SMALL DELIVERABLE STEPS.

So you can easily change course.



MINIMUM VIABLE PRODUCT.

Priority decides your next step.



BIG BANG RELEASES.
Made everybody cry a bit.



"IF YOUR CODE WAS A PLANE.
Would you get in?"



SHARE SMALL CHANGES.

Work on the main line!



A LOT OF SMALL RELEASES.

Made us smile.



FAILURE

WHEN YOUR BEST JUST ISN'T GOOD ENOUGH.

FAIL FAST.

Fail cheap.



LOOKING BACK.

Could we now add the features?

VANDAAGNŌG



SAME DAY DELIVERY.

When ordered before 15.00.

POSTNL LOCATIES IN DE BUURT.

Waar wilt u uw bestelling ophalen?

Postcode [?]

2264AA

Zoeken

[Primera](#)

Damlaan 22

Albert Heijn

Weigelia 48

[Bruna](#)

Liguster 38

[Gamma](#)

Oude Middenweg 185

[Dio drogist](#)

Rembrandtlaan 61

[Staples Office Centre](#)

Linge 29

[Boekhandel Boersen](#)

Prins

[Bruna](#)

Simon

[Hoos](#)

Here

[TGIP](#)

Koningin Julianaplein 7



GESELECTEERDE OPHAALOCATIE.

Ophalen kan vanaf morgen **16.00 uur**

UW GEGEVENS.

Kloppen ze wel?

Factuuradres

Dhr. Jan Jansen
Hof van Delftstraat 34
2631AJ, NOOTDORP

Factuur per e-mail

Contactgegevens

jan@jansen.nl
0123456798

[→ Wijzig gegevens](#)

WINKELMANDJE.

Anders nogiets?

1 Sony NP-BX1 Accu

Verzendkosten **gratis**

Totaal **€ 34,95**

Leverdatum **Vrijdag 20 juni**

PICKUP POINTS.

Gratis verzending & retourneren



KEEP IT SIMPLE STUPID.

ALARMING WORDS.

- Reusable – assumption based
- Smart-, dynamic- or magical-code
- Refactoring code

FIVE QUESTION YOU SHOULD ASK.

- Why?

FIVE QUESTION YOU SHOULD ASK.

- Why?
- Why?

FIVE QUESTION YOU SHOULD ASK.

- Why?
- Why?
- Why?
- Why?
- Why?

DANKJEWEL.

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