



NATIVE TO FLUTTER

A Tale of Tide's Transformation

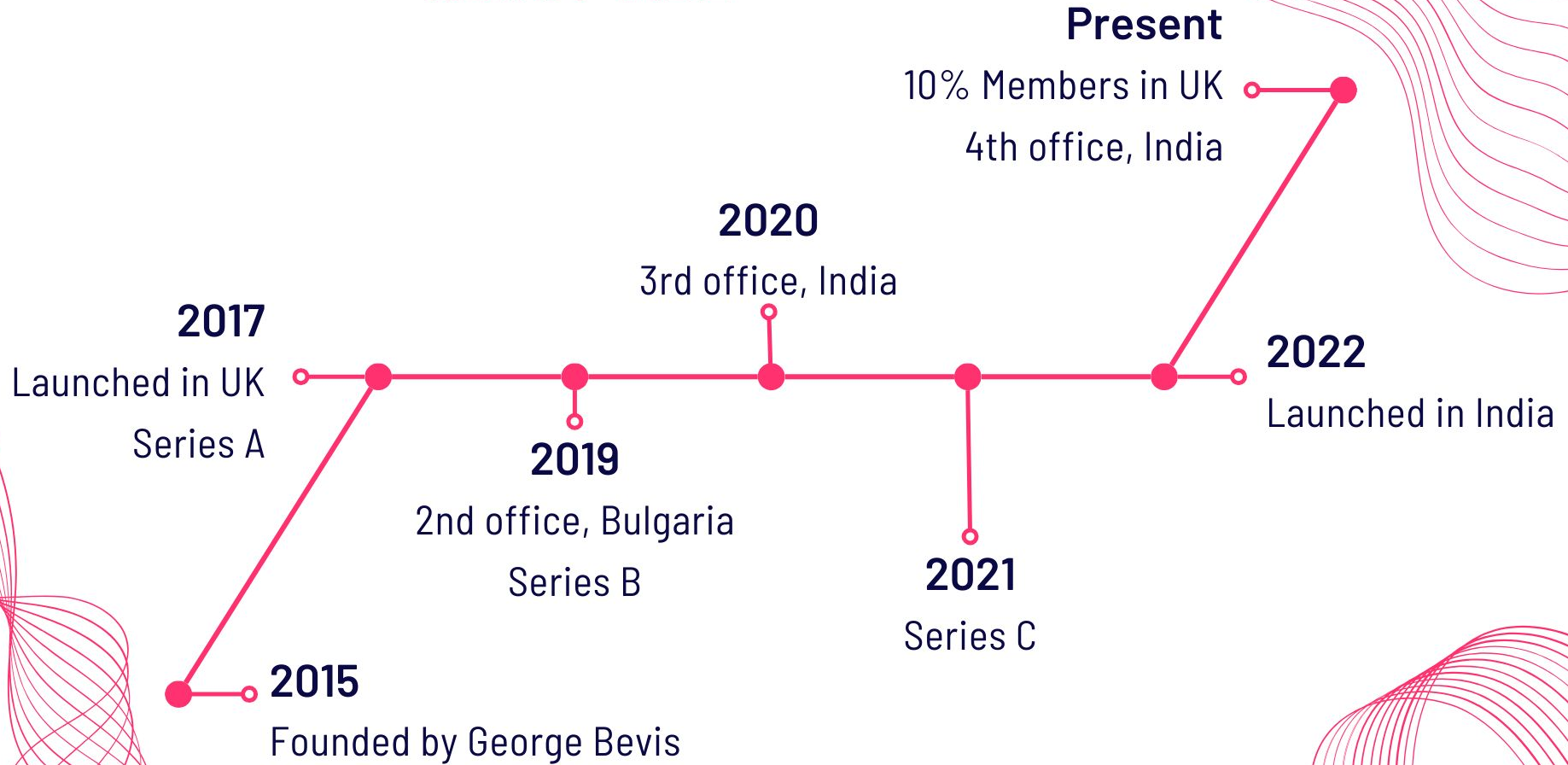
Anna Leushchenko

Senior Staff Engineer @Tide

Giorgos Ampavis

VP of Engineering @Tide

ABOUT TIDE





THE NEED FOR CHANGE

TIDE'S AMBITIONS & BUSINESS OBJECTIVES



CHALLENGES WITH CURRENT ARCHITECTURE

Non-i18n-Ready Architecture

1

UK-Centric User Journeys

3

2

UK-Specific APIs

4

Coupled 3rd-Party Integrations





DRIVING THE CHANGE

MIGRATION OBJECTIVES



MIGRATION OBJECTIVES

Improving
lead time
to market



MIGRATION OBJECTIVES

Improving
lead time
to market

Optimising
for engineering
capacity



MIGRATION OBJECTIVES

**Improving
lead time
to market**



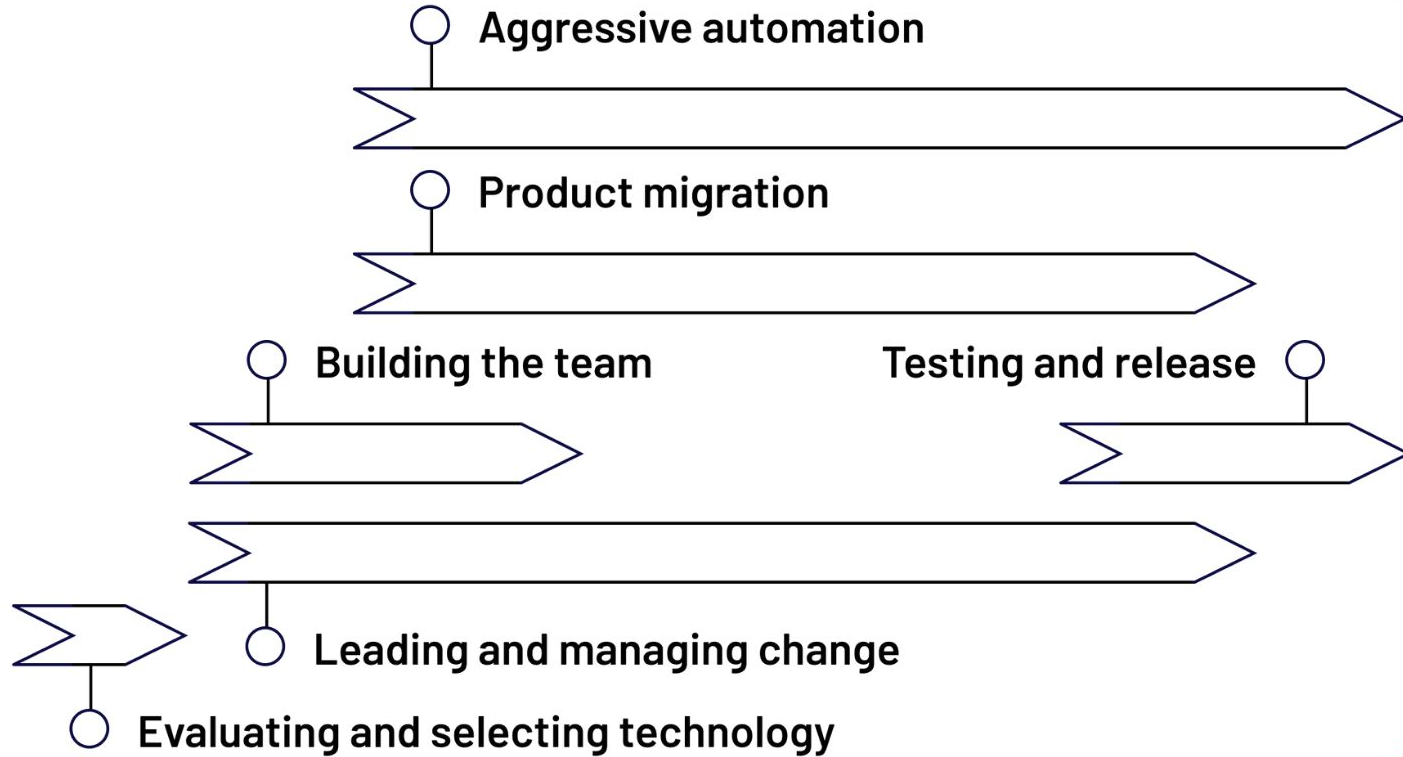
**Optimising
for engineering
capacity**



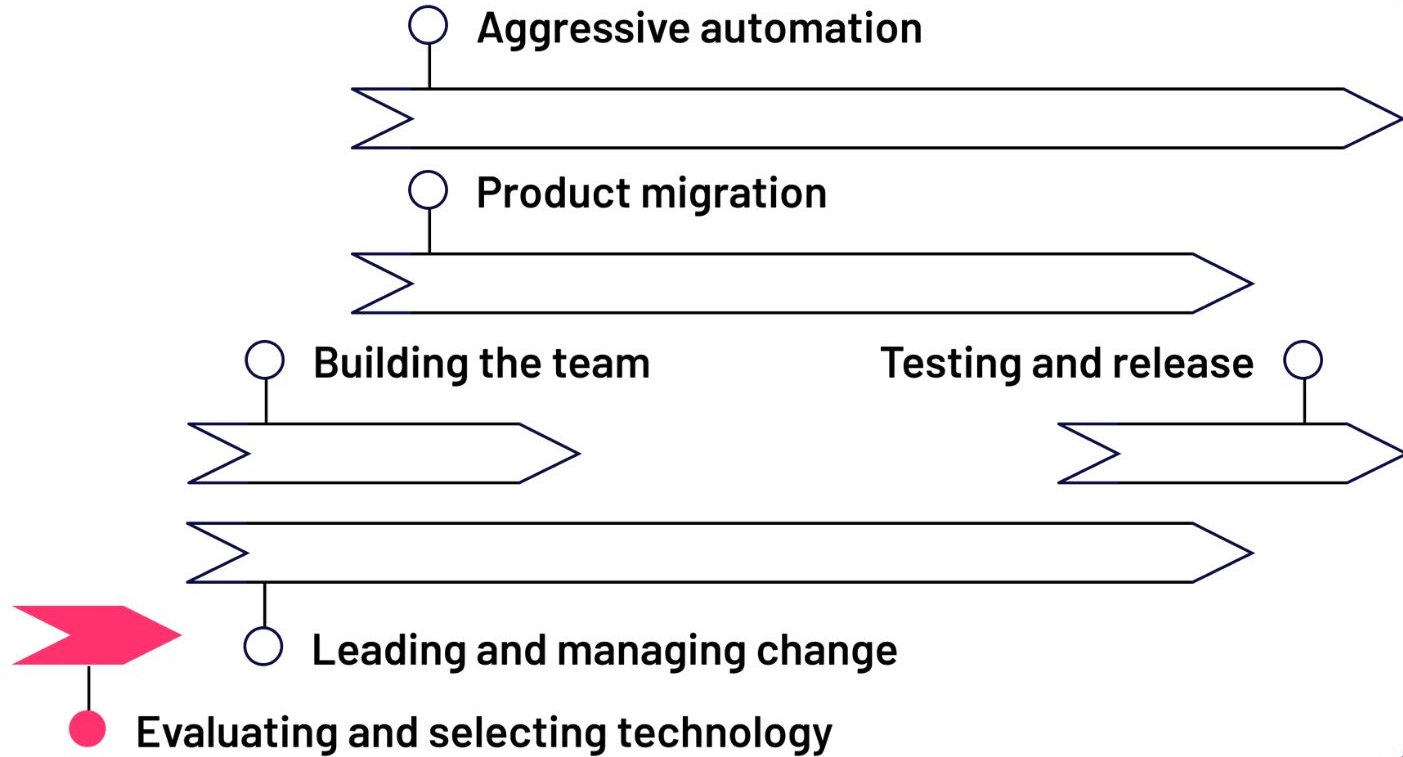
**Achieving feature
parity between
platforms easily**



DRIVING THE CHANGE



DRIVING THE CHANGE



EVALUATING APPROACHES



Greenfield



Brownfield

EVALUATING APPROACHES

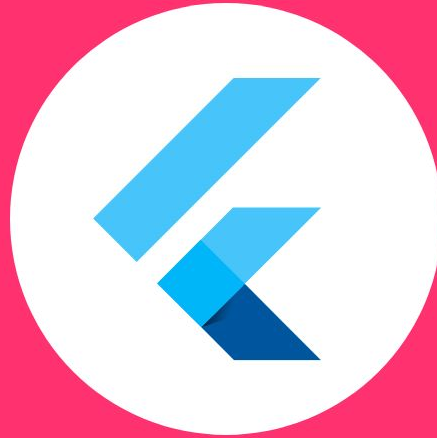


Greenfield

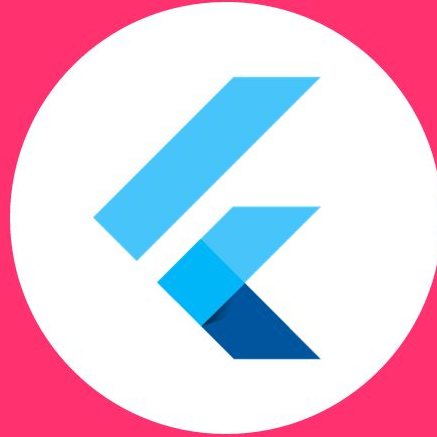


Brownfield

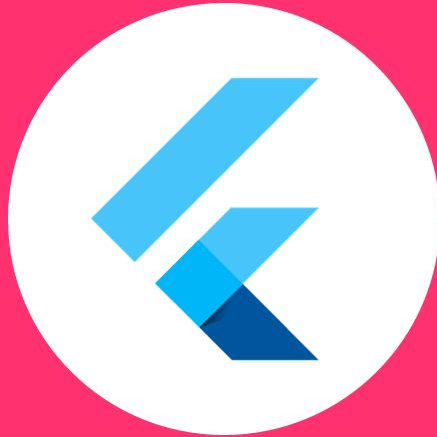
EVALUATING TECHNOLOGIES



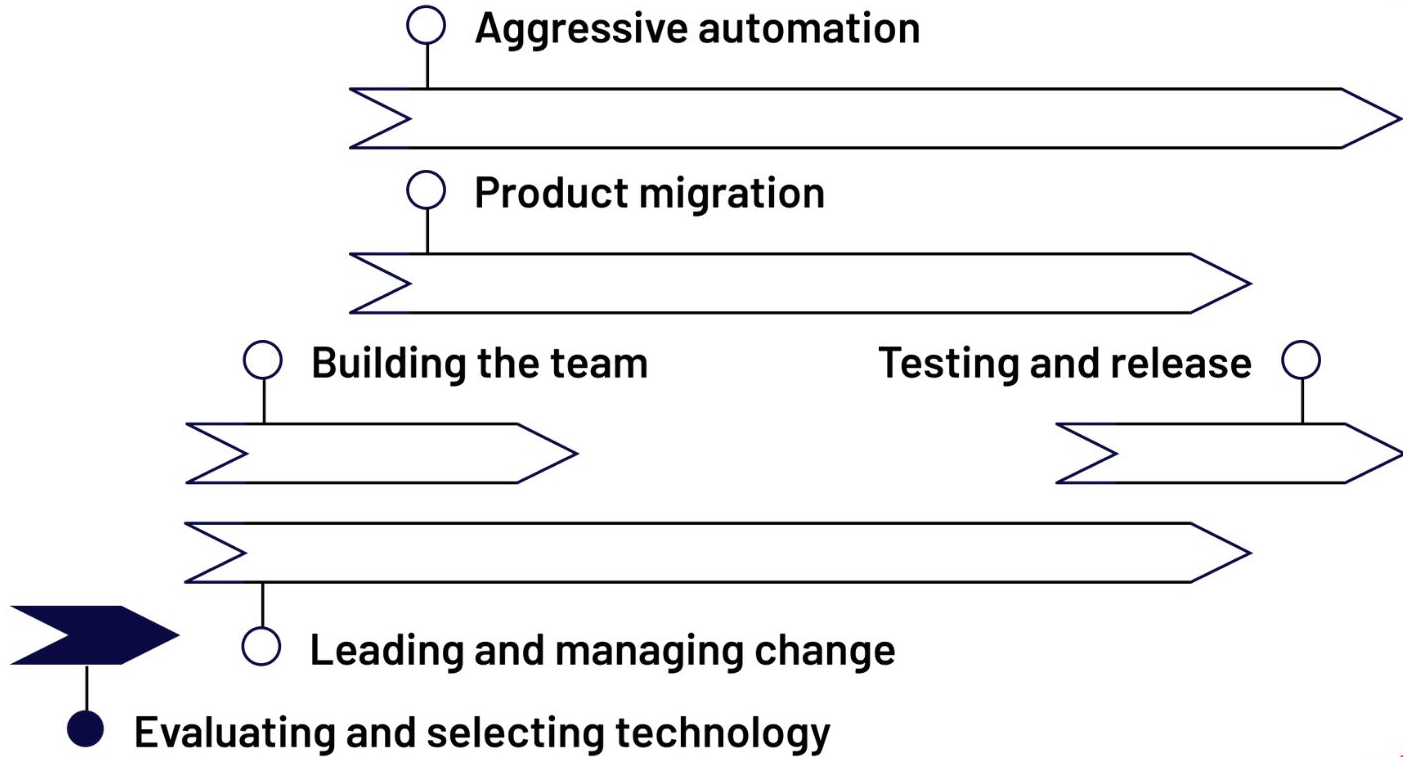
EVALUATING TECHNOLOGIES



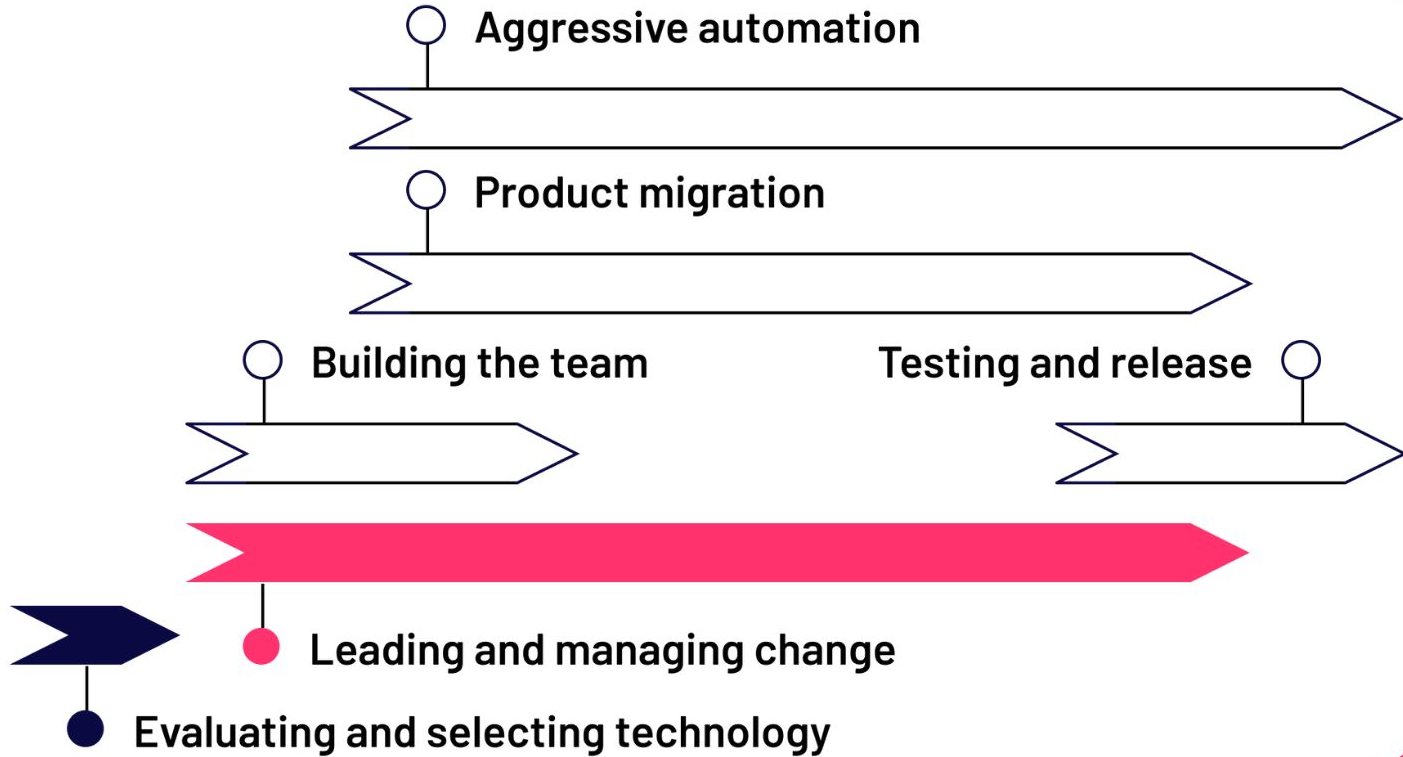
EVALUATING TECHNOLOGIES



DRIVING THE CHANGE



DRIVING THE CHANGE



LEADING & MANAGING CHANGE

Navigating transformation

- Navigating change
- Managing uncertainty
- Engaging affected individuals
- Actively managing business expectations

LEADING & MANAGING CHANGE

**Navigating
transformation**



**Stakeholder
alignment**

- Aligning stakeholders as the initial step
- Presenting our vision and change potential
- Explaining short-term product impact and long-term success positioning
- Being open about risks and discussing mitigation plans
- Painting a clear picture of the journey ahead

LEADING & MANAGING CHANGE

**Navigating
transformation**

**Stakeholder
alignment**

- Maintaining continuous dialogue with stakeholders for commitment
- Focusing initially on launching alpha product in India
- Learning and adapting before UK introduction
- Highlighting the effort and patience needed for transformation
- Emphasizing the crucial role of every stakeholder

**Fostering
understanding**

LEADING & MANAGING CHANGE

**Navigating
transformation**

**Stakeholder
alignment**

**Fostering
understanding**

**Evangelise
change**

- Continuously evangelising the change within the organisation
- Organising Flutter educational sessions
- Discussing Flutter's merits in team meetings
- Sharing success stories
- Encouraging curiosity

LEADING & MANAGING CHANGE

**Navigating
transformation**

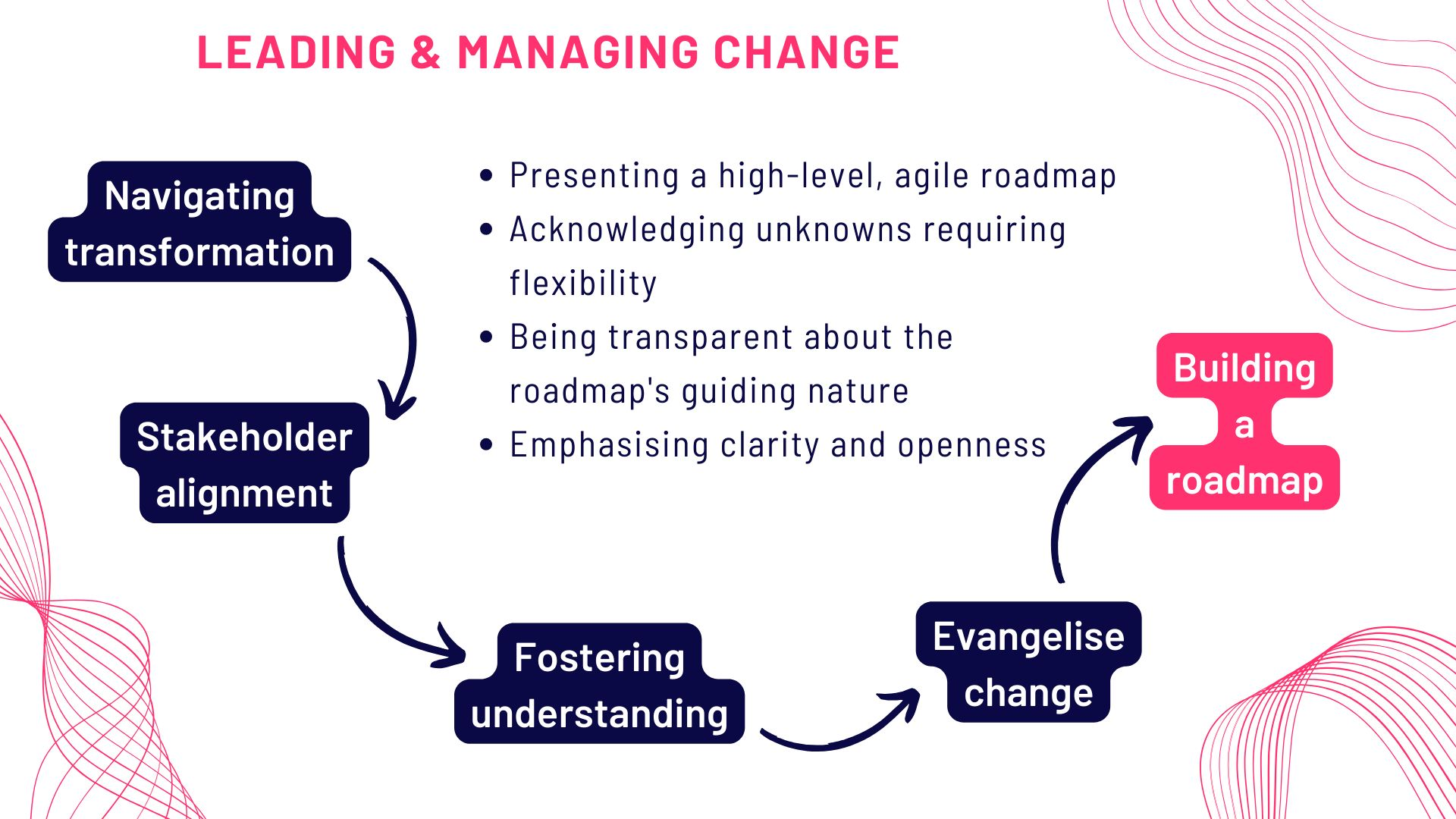
**Stakeholder
alignment**

- Presenting a high-level, agile roadmap
- Acknowledging unknowns requiring flexibility
- Being transparent about the roadmap's guiding nature
- Emphasising clarity and openness

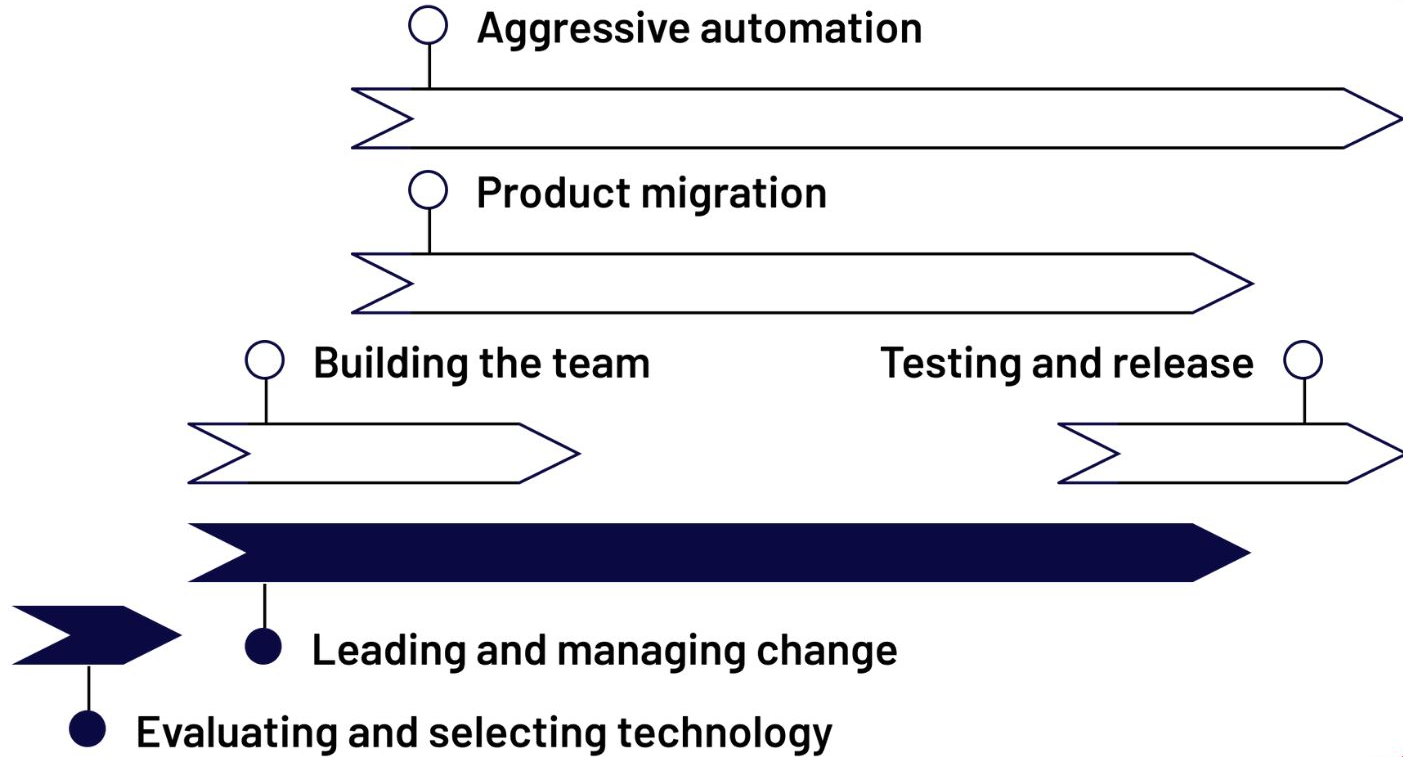
**Fostering
understanding**

**Evangelise
change**

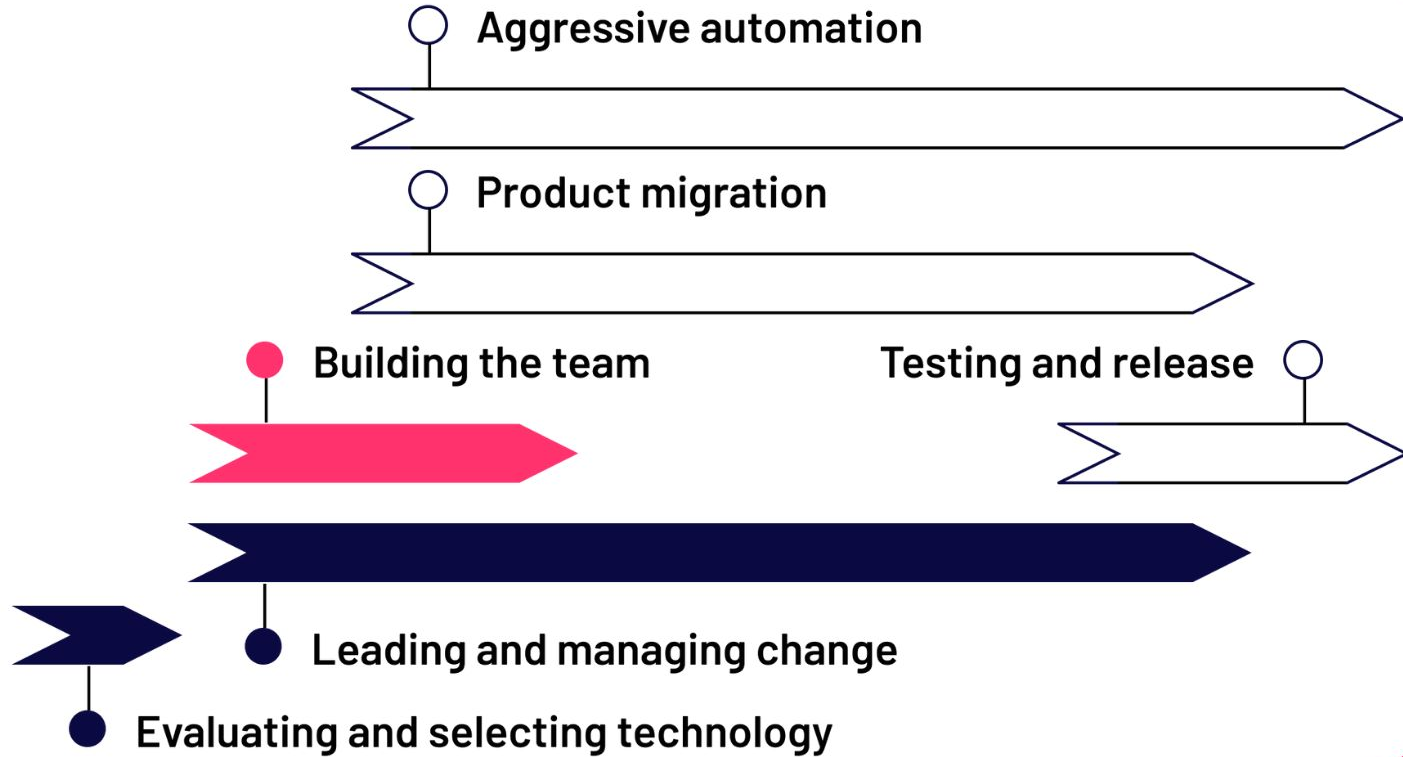
**Building
a
roadmap**



DRIVING THE CHANGE

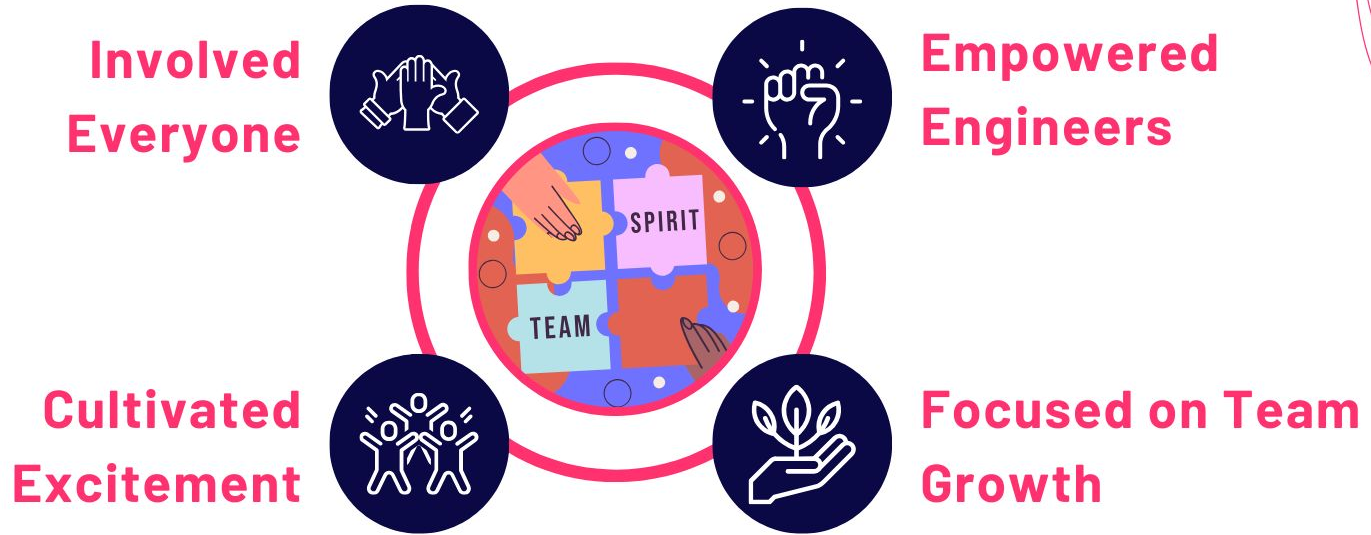


DRIVING THE CHANGE



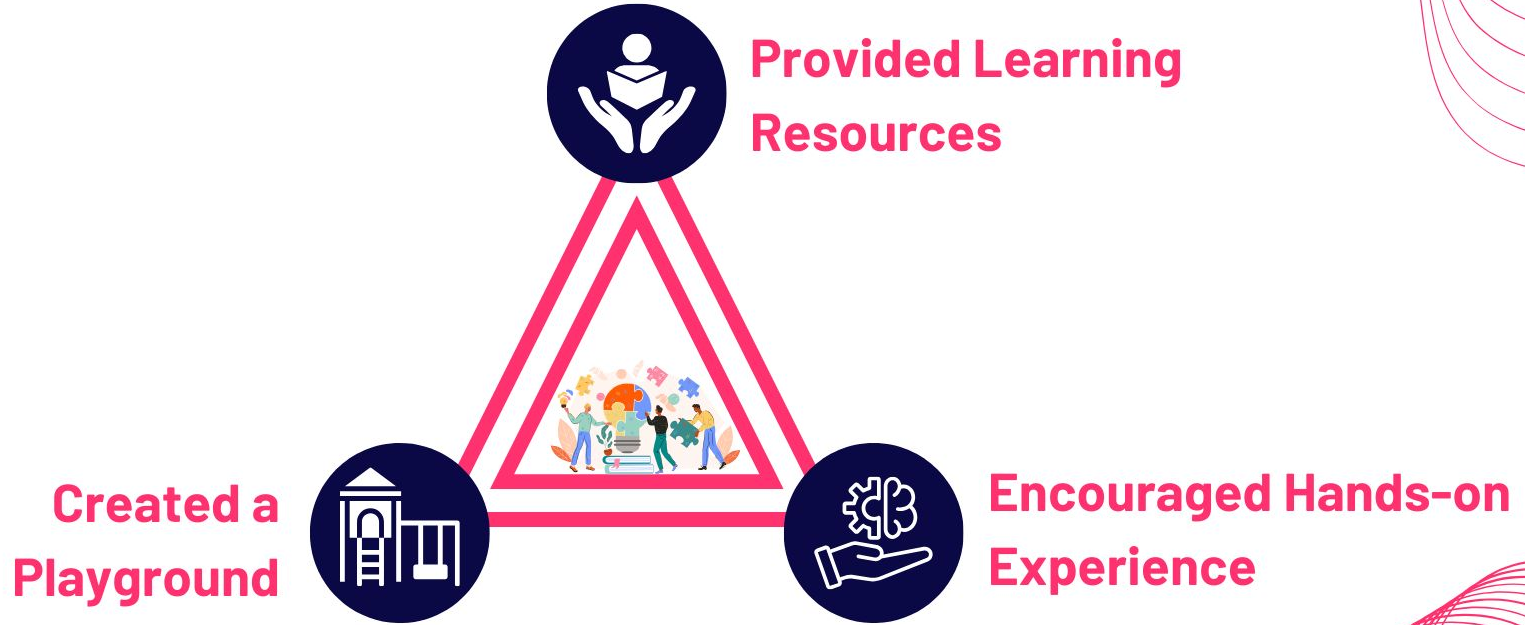
BUILDING THE TEAM

Igniting Team Spirit and Vision for Flutter



BUILDING THE TEAM

Fostering a Culture of Flutter Exploration and Growth



BUILDING THE TEAM

Blending Flutter Expertise and Internal Growth

**Engaged External
Experts**



**Hired for
Expertise**



**Launched an Internal
Flutter Academy**



**Fostered Continuous
Learning**



OUR FLUTTER ACADEMY

The Academy's Mission

**“ To empower our engineers
with Flutter proficiency,
forming a strong internal backbone
of Flutter specialists.”**



OUR FLUTTER ACADEMY

Objective, Strategy & Sponsorship



Company OKR

OBJECTIVE:

Establish **Flutter** as a client-side technology.

KEY RESULT:

75% of our mobile engineers are actively working with Flutter and contributing to the various internal apps.



Strategy

A **Playbook** that will ensure everyone understands the steps and actions we needed to take.



Sponsorship

Our **executive team supported us** visibly and ensured that we have all the resources needed.

OUR FLUTTER ACADEMY

Learning Initiatives



**Weekly CoP sessions
and ad-hoc workshops**

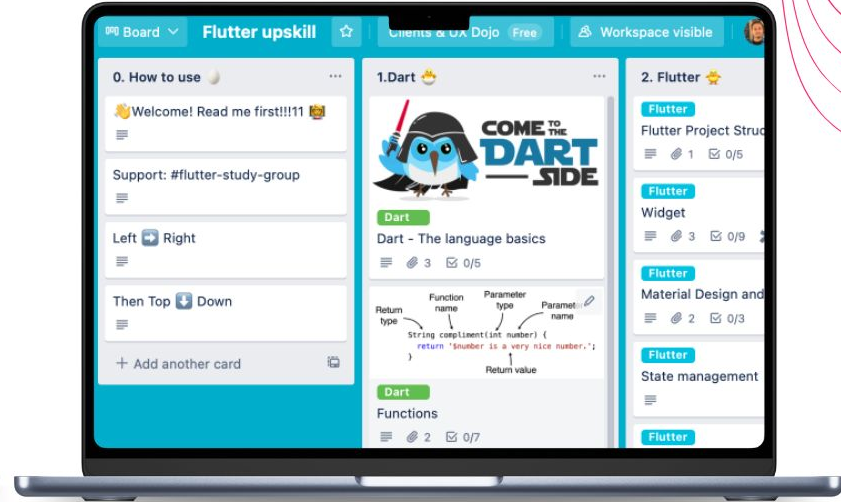
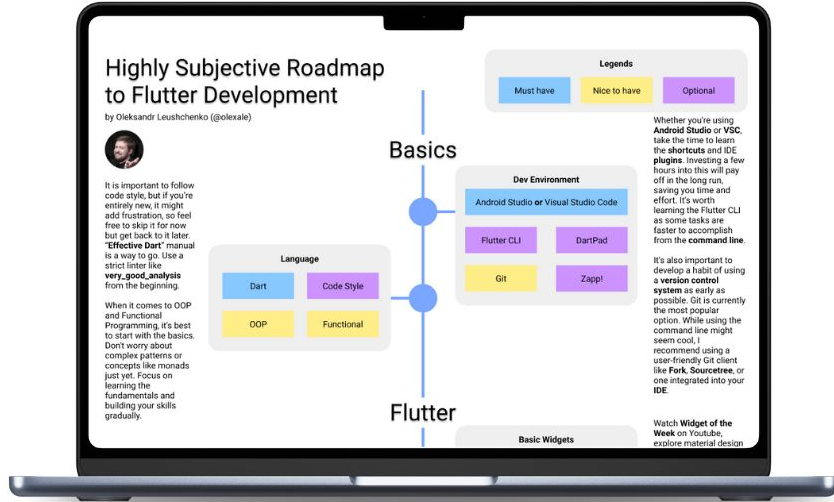
Pair programming



Flutter study groups

OUR FLUTTER ACADEMY

Flutter Upskill Roadmap



github.com/olexale/flutter_roadmap

OUR FLUTTER ACADEMY

Learn by Doing

- Experiment
- Build and break things - safe environment
- Share the knowledge
- Get experience in different domains

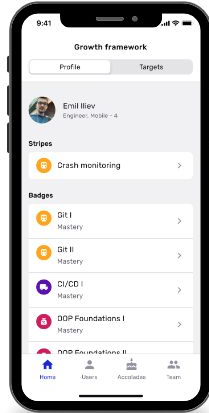
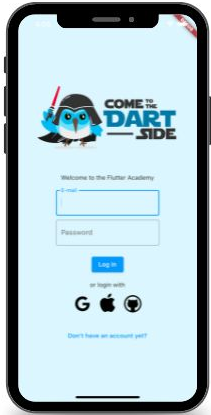


OUR FLUTTER ACADEMY

Learn by Doing

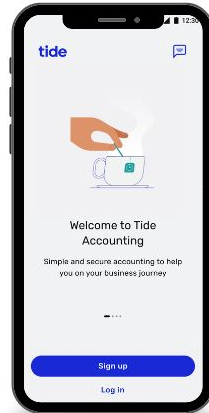
Flutter Academy App

An app to learn Flutter, made in Flutter, by Engineers learning Flutter.



Growth Framework app

An app to help engineers track their growth progress.



Universal Client

The next generation of our client applications built with Flutter from a **single codebase**.

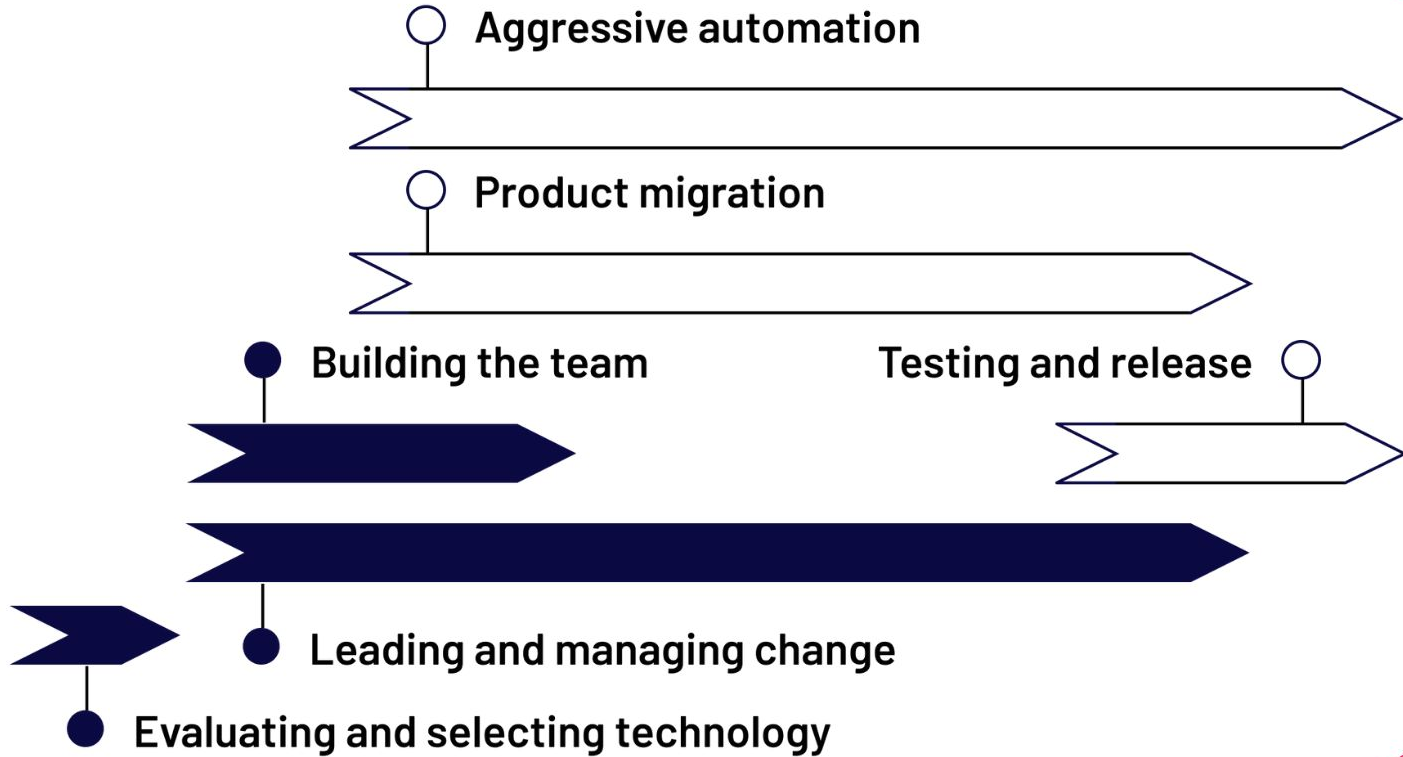
OUTCOME

More than 85% of our native iOS and Android engineers had gained hands-on experience with Flutter.

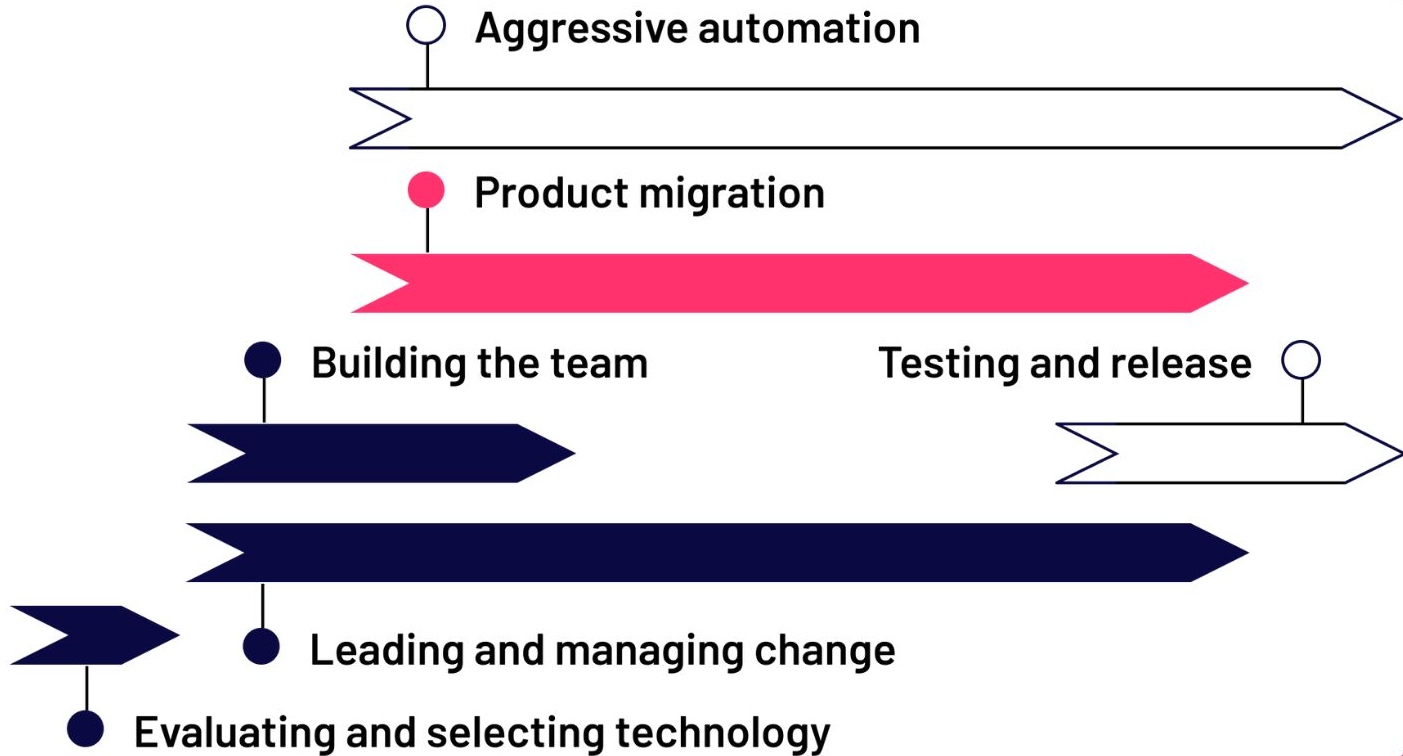


85%
35 ENGINEERS

DRIVING THE CHANGE



DRIVING THE CHANGE



TEAM SCALE CHALLENGE



**Scalable
Team Structure**



**Efficient
Management**



**Efficient
Communication**



**Responsible
Ownership**



**One Team
Spirit**

TEAM SCALE CHALLENGE

Sub-teams Division

Payment
Services

Financial
Services

Accession
Marketing

Member
Services

Member
Engagement

Credit
Services

Business
Services

TEAM SCALE CHALLENGE

Building Blocks Catalog

- Timeline
- Accounts
- ...

Payment
Services

Accession
Marketing

- Onboarding
- Referrals
- ...

- Profile
- Teams
- ...

Member
Engagement

Business
Services

- Accounting
- Invoicing
- ...

Financial
Services

- Deposits
- Settlements
- ...

- Help
- Support
- ...

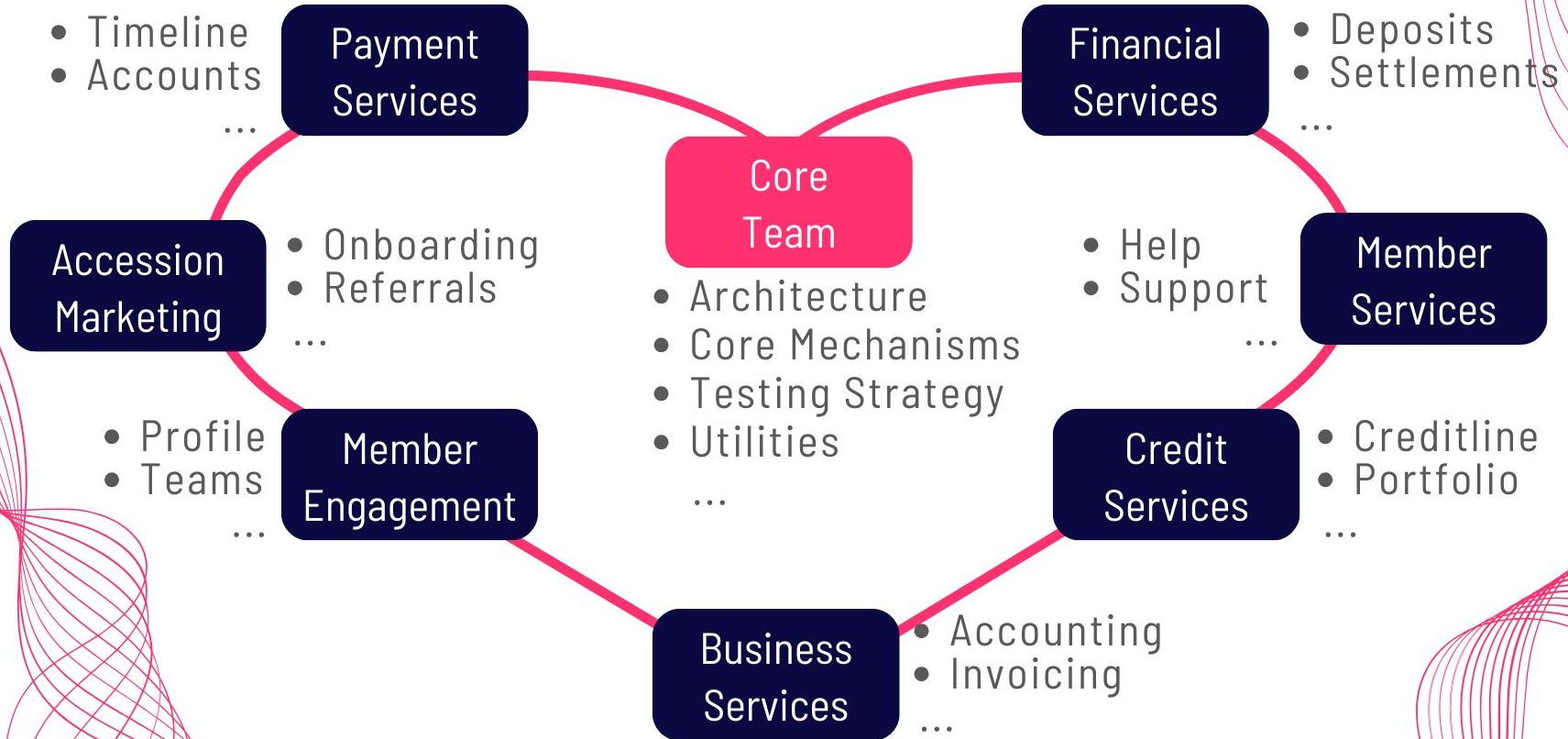
Member
Services

Credit
Services

- Creditline
- Portfolio
- ...

TEAM SCALE CHALLENGE

Core Team



PROJECT SCALE CHALLENGE



SCALABLE



CONCEIVABLE



MAINTAINABLE



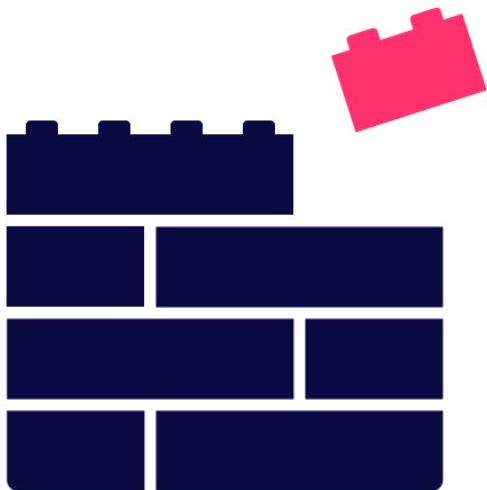
EFFICIENT



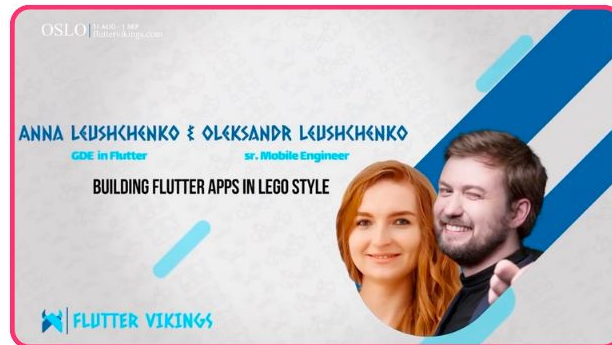
CONSISTENT

PROJECT SCALE CHALLENGE

LEGO Architecture



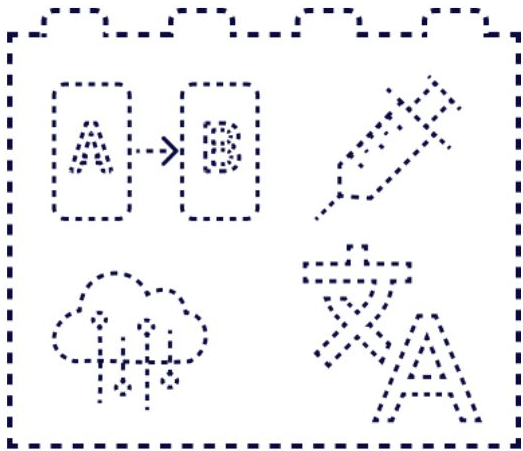
Writing Flutter Apps in Lego Style



youtu.be/Ap-cRFRScQw

PROJECT SCALE CHALLENGE

Code Generation



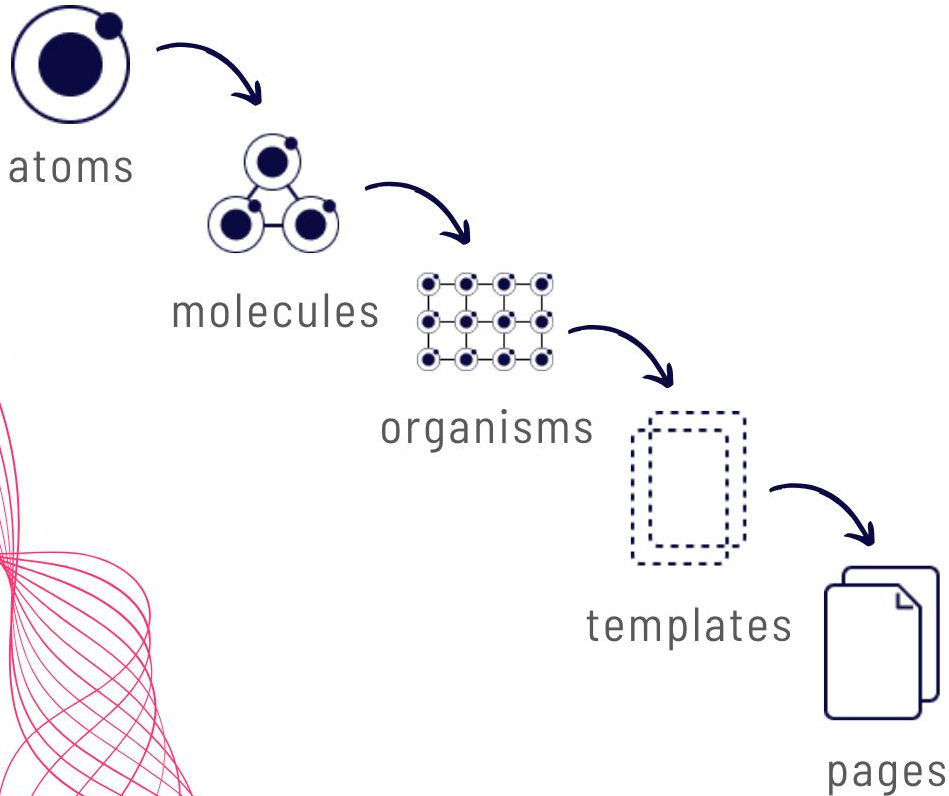
Fun with code generation



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PROJECT SCALE CHALLENGE

Design System

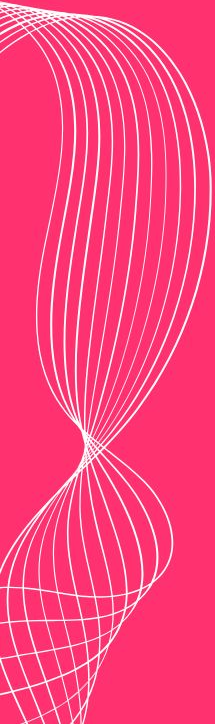


Design System & MVPs



youtu.be/6oiK_NHGckA?t=9729

LEAN & ITERATIVE PROCESS



LEAN & ITERATIVE PROCESS

**Focused on implementing
successful paths first**

LEAN & ITERATIVE PROCESS

**Focused on implementing
successful paths first**

**Prioritized getting to
a beta-ready UI quickly**

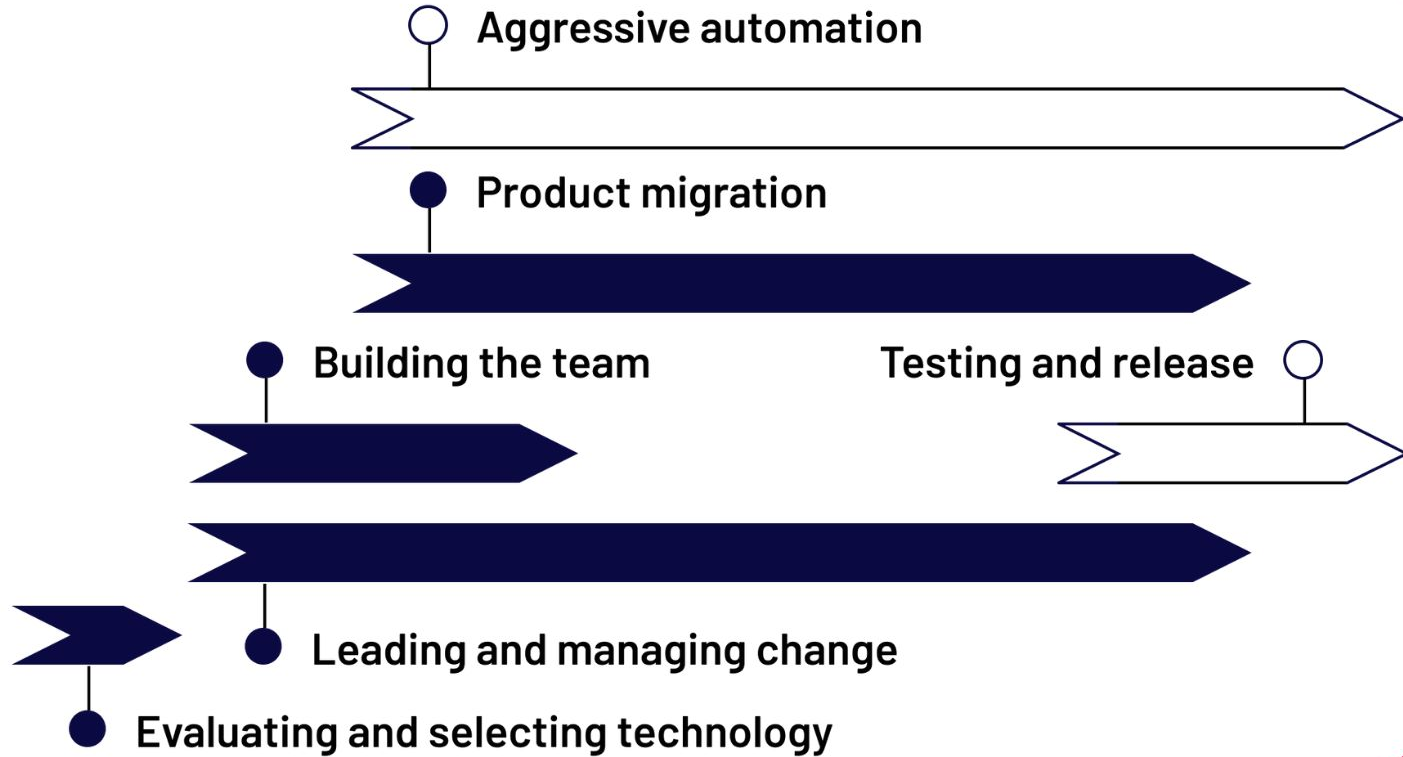
LEAN & ITERATIVE PROCESS

**Focused on implementing
successful paths first**

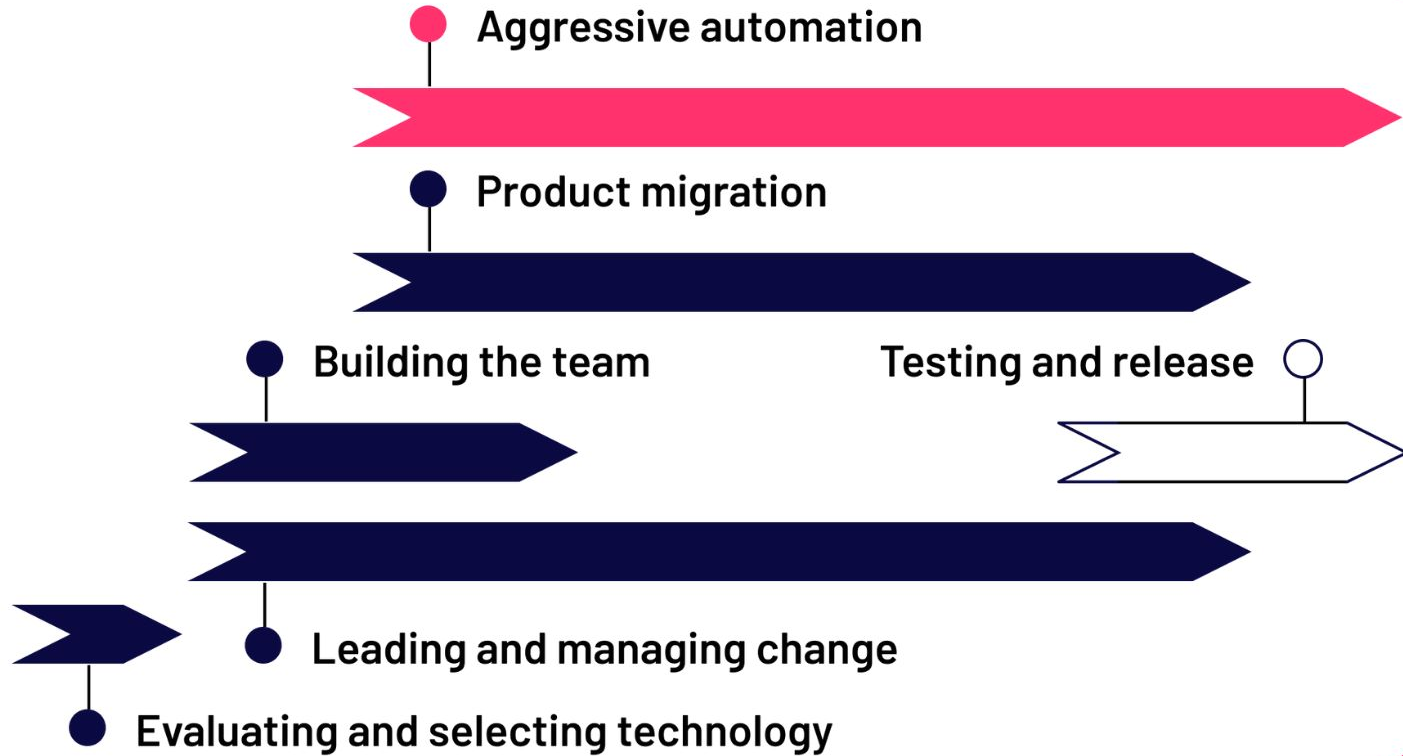
**Prioritized getting to
a beta-ready UI quickly**

**Prevented UX changes
and other migrations**

DRIVING THE CHANGE



DRIVING THE CHANGE



AGGRESSIVE AUTOMATION

**Automation
from the start**

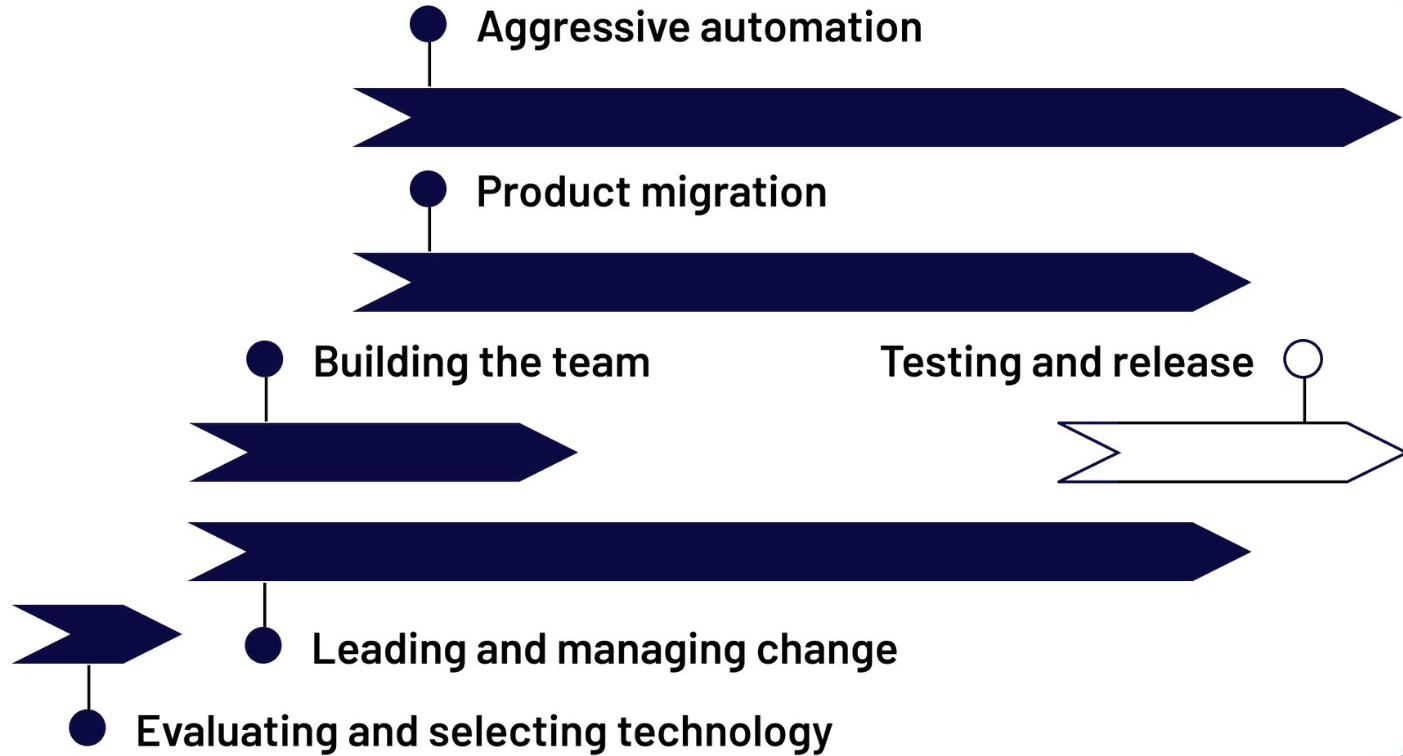
**Automated
release process**

**Automated
daily routine tasks**

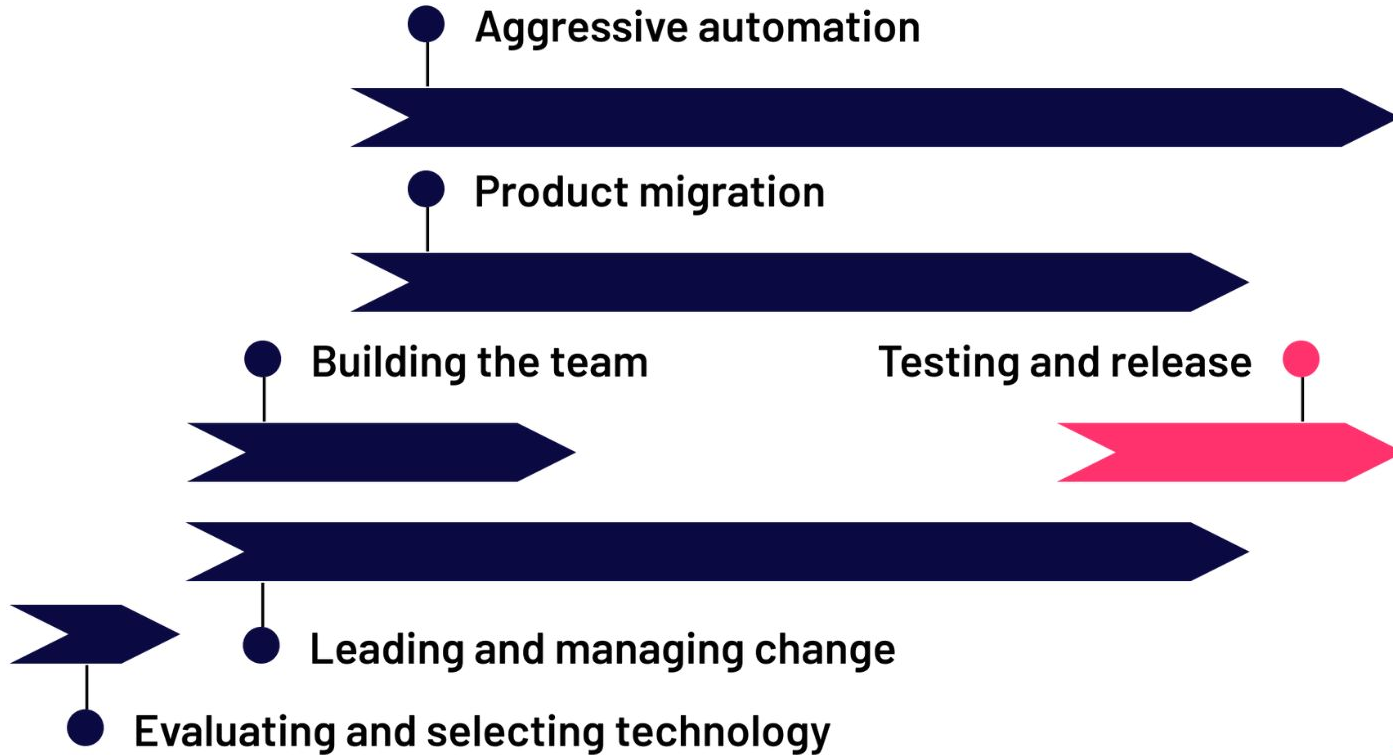
**Automated
code quality gates**

**Automated
extensive testing**

DRIVING THE CHANGE

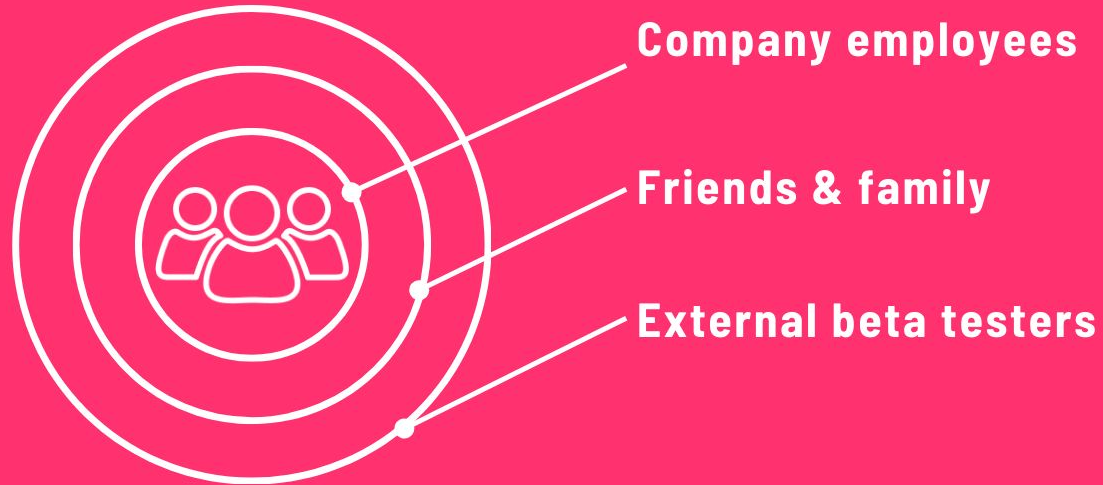


DRIVING THE CHANGE



TESTING AND RELEASE

Ring-phased approach



TESTING AND RELEASE

Ring-phased approach

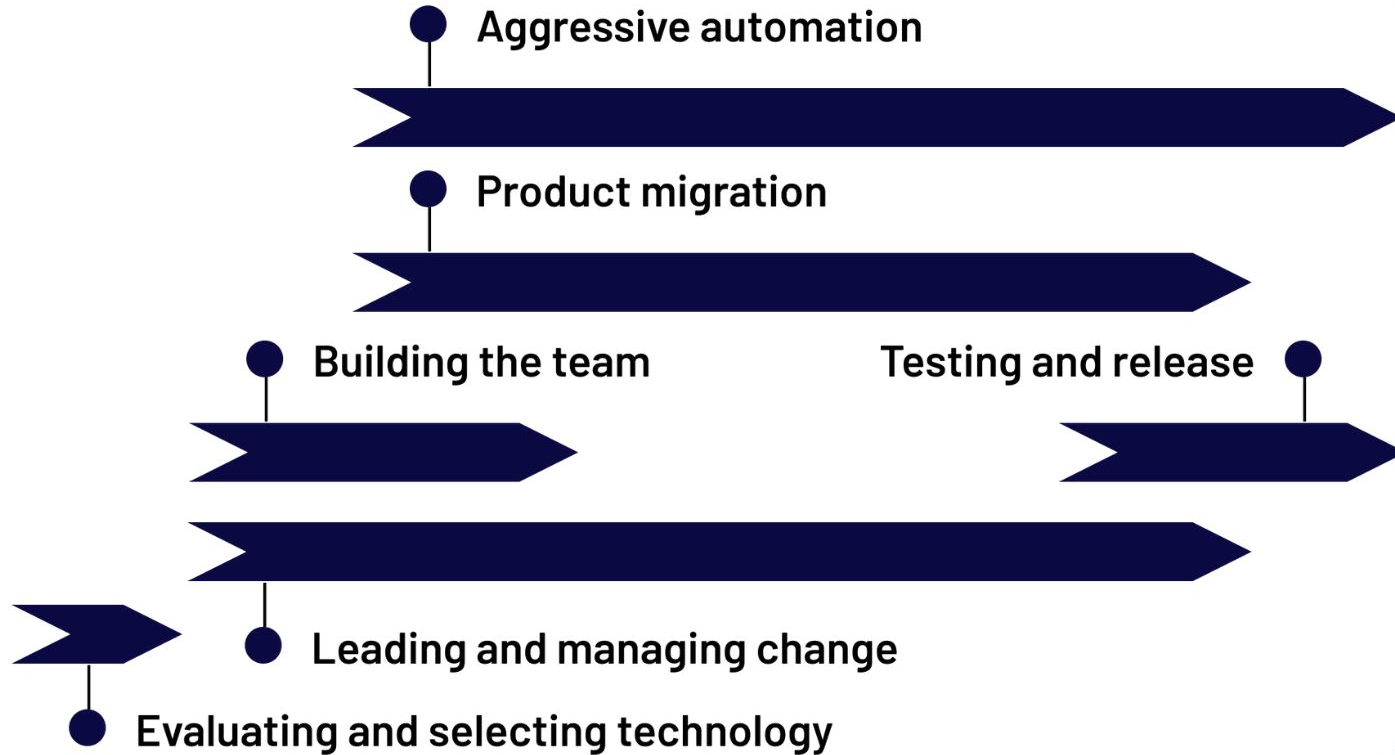
Progressive rollout

Swarming issues

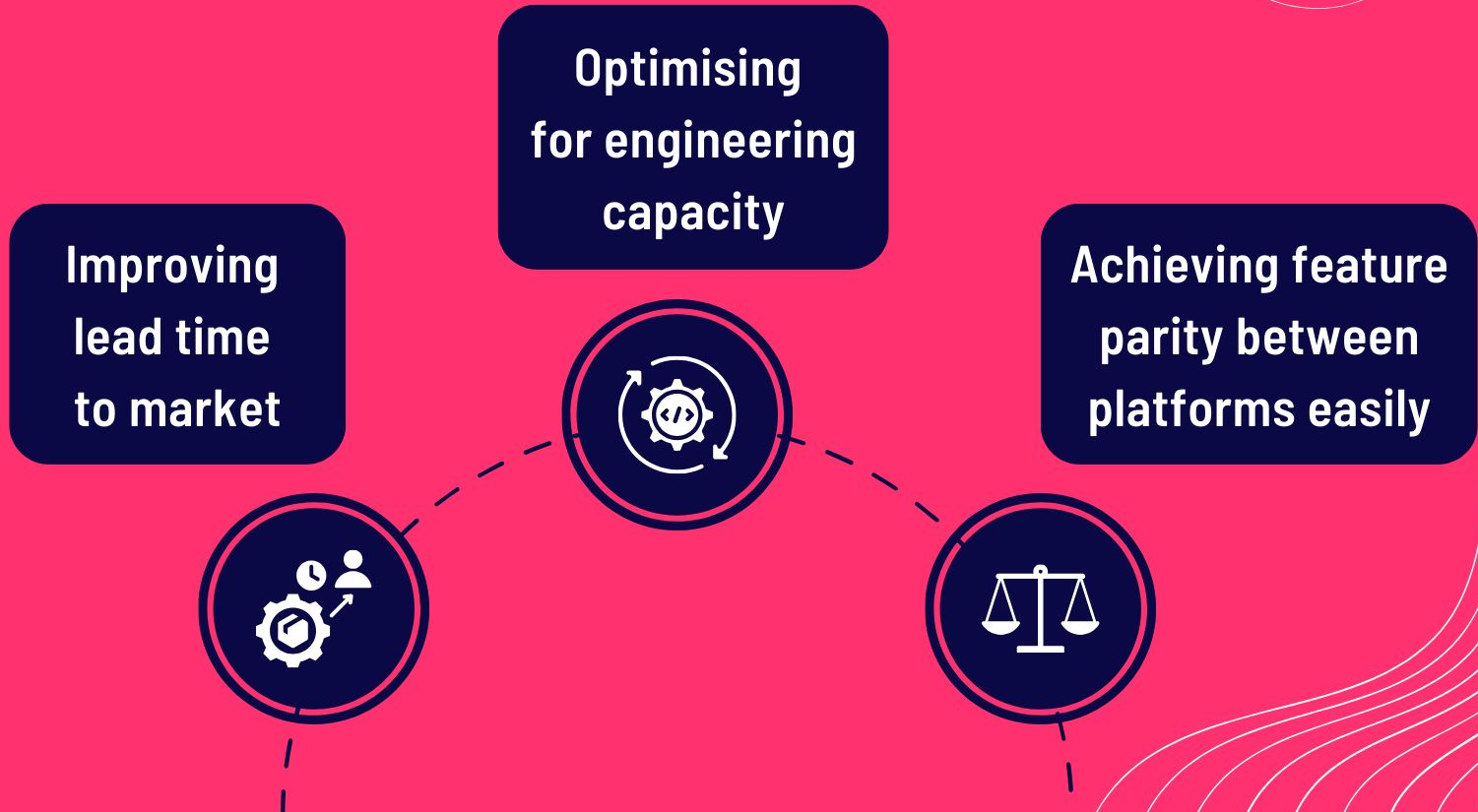
Separate platform rollouts

Weekly releases

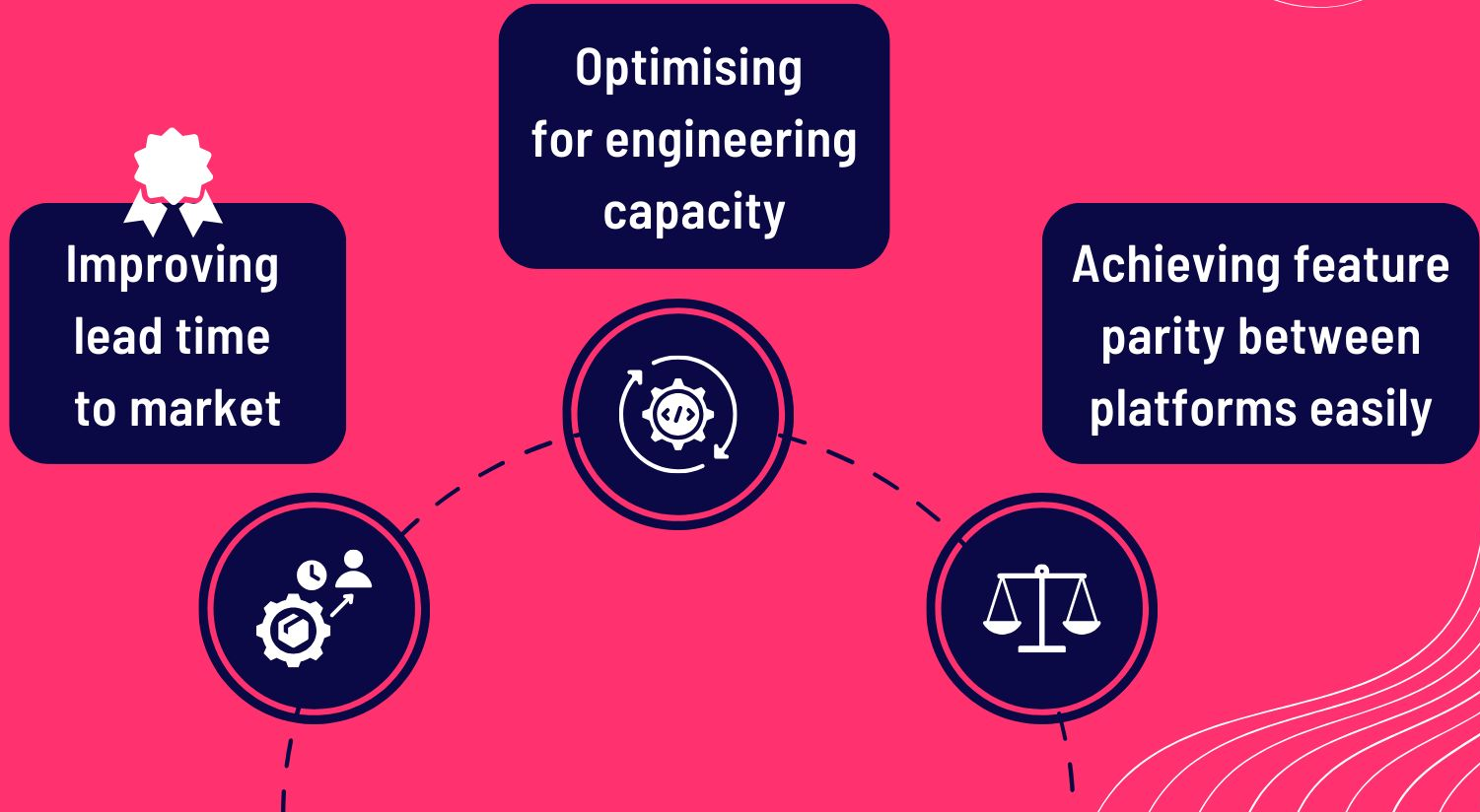
DRIVING THE CHANGE



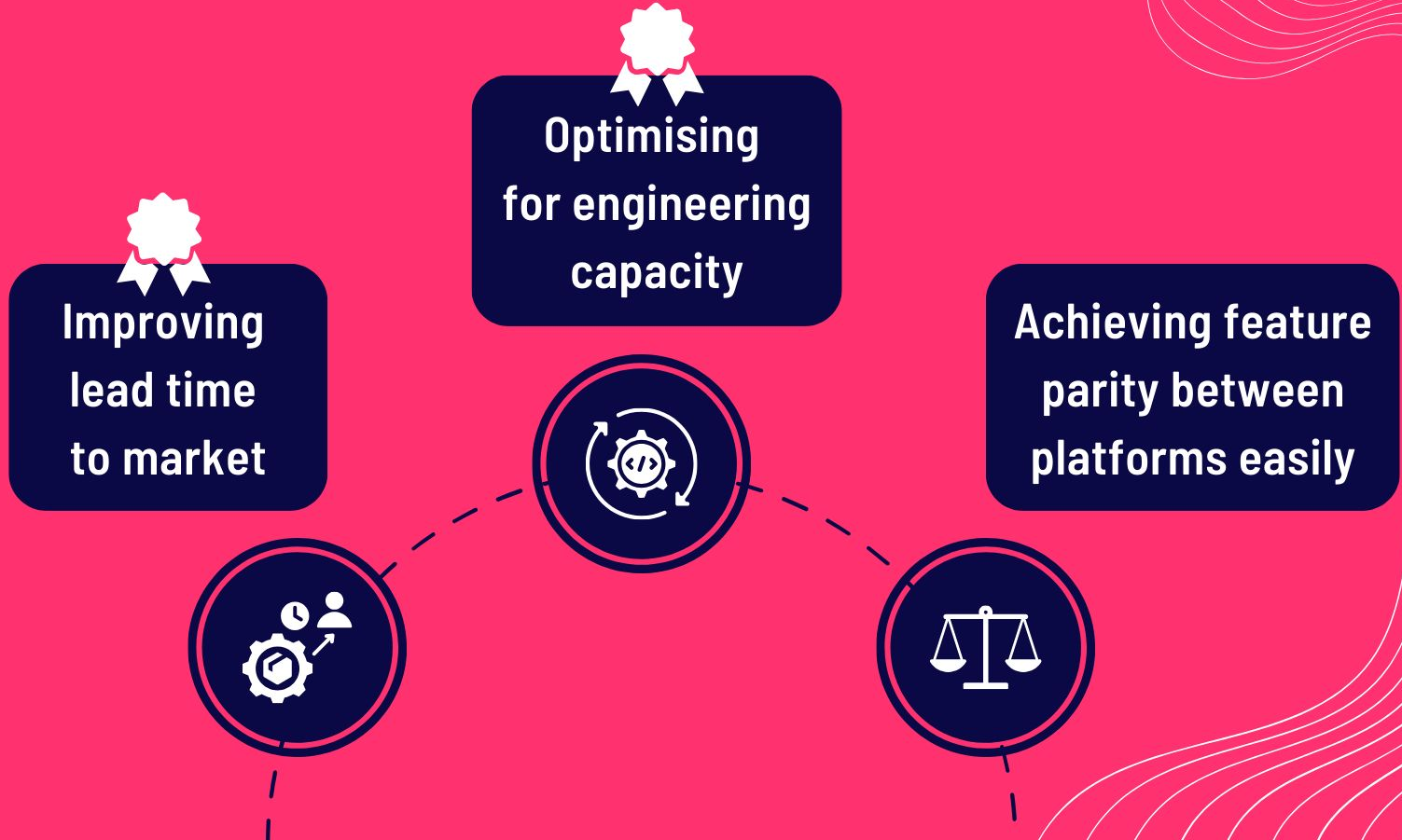
MIGRATION OBJECTIVES ACHIEVED



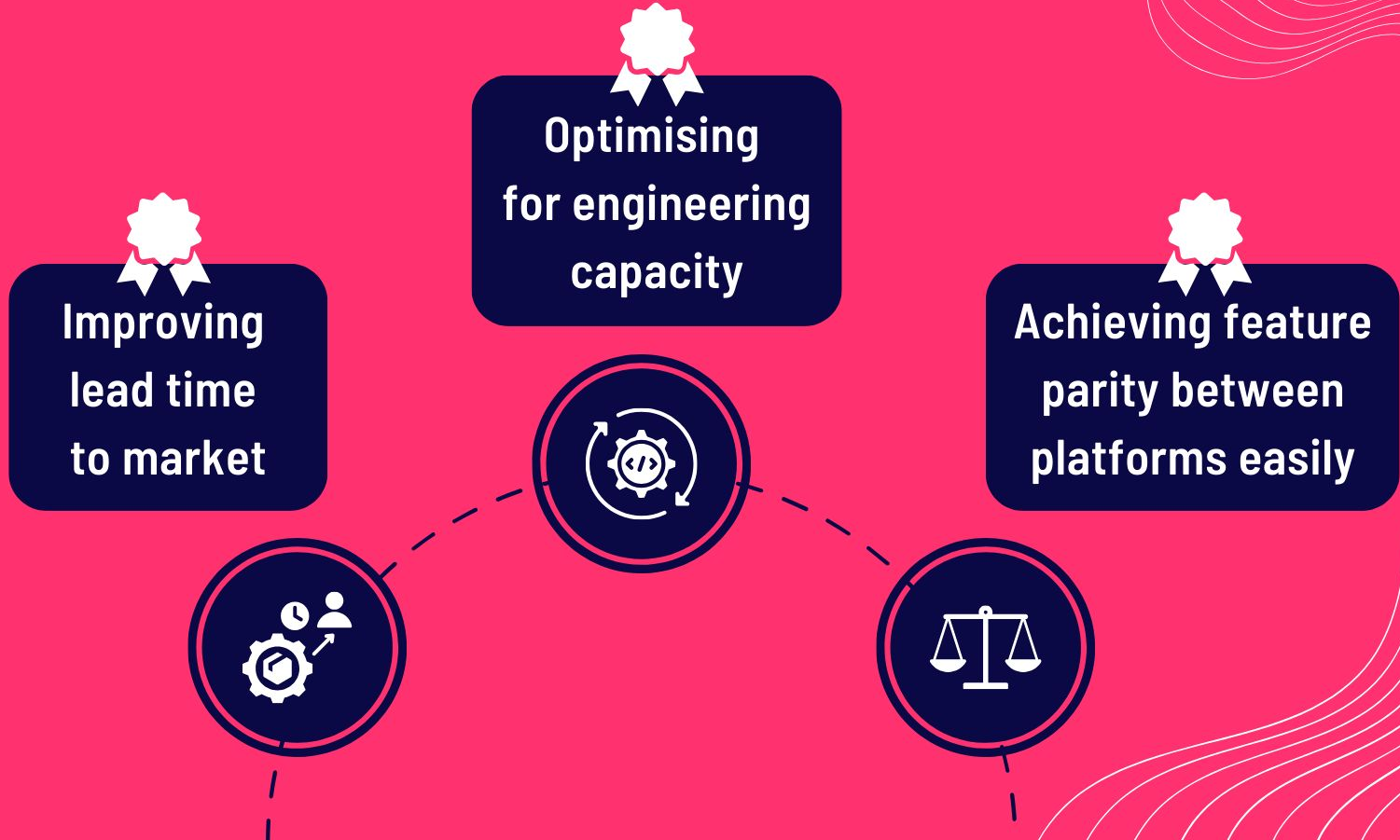
MIGRATION OBJECTIVES ACHIEVED



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CONCLUSION

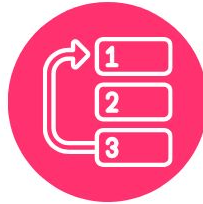
LESSONS LEARNED

FOCUS



Maintain a **focused approach** for consistent progress and boosted morale.

PRIORITISATION



Identify and **prioritise high-impact tasks**, adapting to evolving needs.

PROCESS



Emphasise **clear communication** and a **lean iterative development** process.

KEY TAKEAWAYS



Business

Managing Stakeholders' Expectations with
a Greenfield Approach

KEY TAKEAWAYS



Business

Managing Stakeholders' Expectations with a Greenfield Approach



People

Upskilling, Motivating, and Empowering Teams in Transformation

KEY TAKEAWAYS



Business

Managing Stakeholders' Expectations with a Greenfield Approach



People

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Technology

Flutter's Efficacy in Large-Scale Mobile Applications

THANK YOU!



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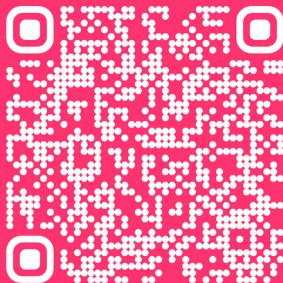
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Do what you love.