



WEDDING REGISTRY

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# There has been little innovation in the wedding registry industry over the last several decades

For the last 20 – 100 years



For the last ~10 yrs

BACK TO BLOOMINGDALES.COM STORES & EVENTS | MY ACCOUNT | Carrie's BROWN BAG (0)

## The Registry at bloomingdales

EVERYONE ELSE: FREE SHIPPING on \$150 or more [REGISTRATION](#)

Enter Keyword or Web ID


GETTING STARTED BRANDS DINING & ENTERTAINING KITCHEN BED & BATH HOME DECOR LUGGAGE CLEANING & ORGANIZING SALE

Welcome Carrie & John James to your *gift registry*:  
only 368 days left!

Event date: Jul 4, 2016 [Email this registry](#) [Print this registry](#)  
registry #1-6414255

Please review ship times to make sure you understand current availability.  
To expedite delivery, gifts containing more than one item may come in multiple shipments.



### STEMWARE

Item requested	price	requested	still needs	availability	quantity
 Waterford Elevance Champagne Classic Elevance, Pair Color: Clear <a href="#">More info</a> <input type="text" value="0"/>	\$70.00	<input type="text" value="1"/>	<input type="text" value="1"/>	Direct from vendor; usually ships within 4 business days Gift box not available <a href="#">FIND IT IN STORE</a>	

[Remove Item](#)

[UPDATE REGISTRY](#) [ADD TO BAG](#)

### BARWARE

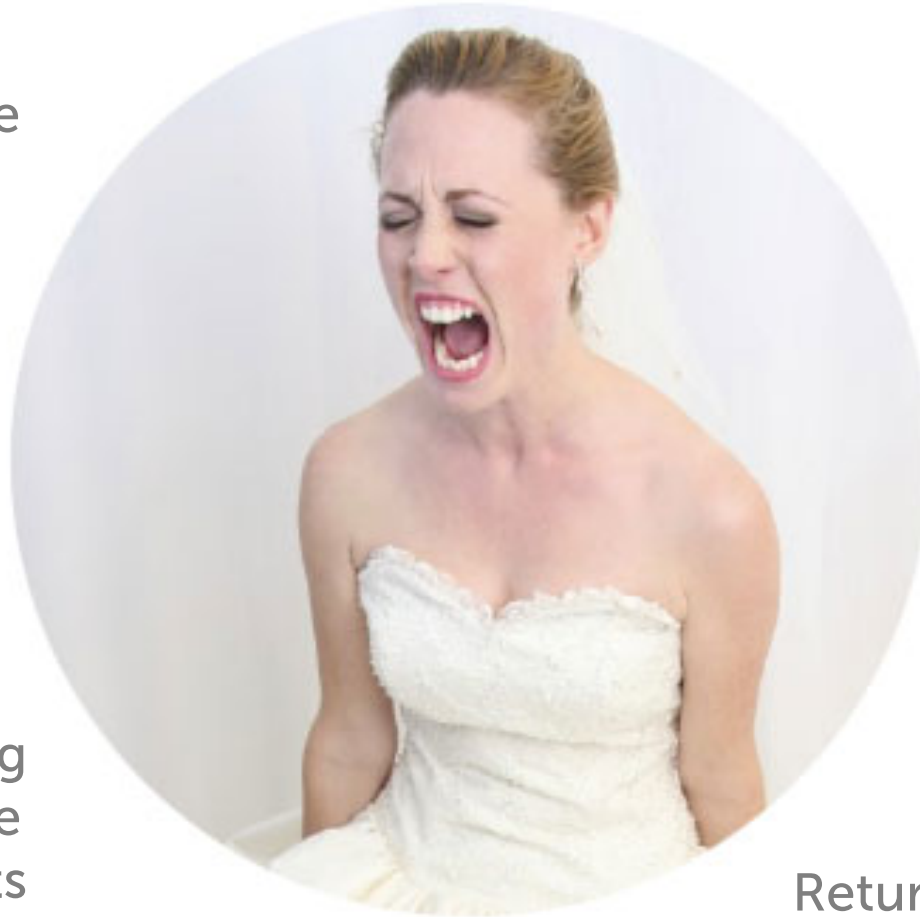
 William Yeoward Crystal Rosie Martini Color: Clear <a href="#">More info</a> <input type="text" value="0"/>	\$130.00	<input type="text" value="1"/>	<input type="text" value="1"/>	In Stock; usually ships within 2 business days <a href="#">FIND IT IN STORE</a>	
 Baccarat Aerea Profumi Decanter Color: Clear <a href="#">More info</a> <input type="text" value="0"/>	\$130.00	<input type="text" value="1"/>	<input type="text" value="1"/>	Direct from vendor; usually ships within 5 business days Gift box not available <a href="#">FIND IT IN STORE</a>	

# Biggest wedding registry pain points today

Outdated  
experience

Can't personalize  
in any way

Awkward asking  
for larger, more  
meaningful gifts

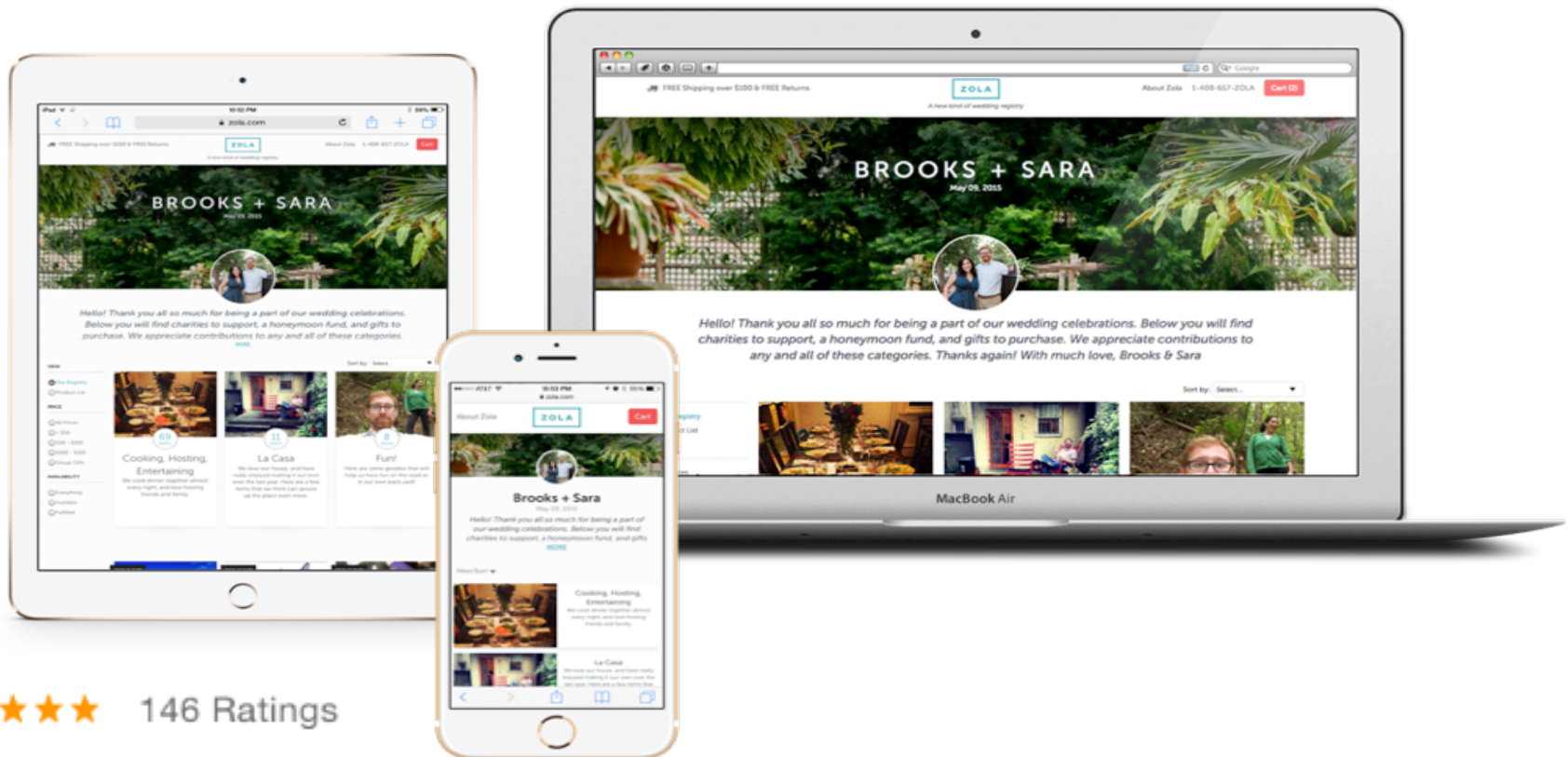


Registries limited to  
single store, forcing  
creation of multiple  
registries and many  
checkouts

Gift delivery is not  
controllable

Returns are a  
nightmare

# Zola's innovative customizable registry lets couples tell their story in a beautiful way across every platform



★★★★★ 146 Ratings



Zola has the highest rated iPhone app in Registry and is the first registry to offer an Apple Watch app for on the go couples



WEDDING REGISTRY

**ZOLA**  
technology

# People

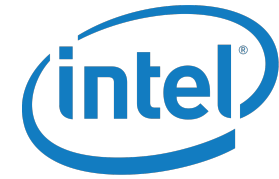


# The Tech Team – Experienced & Lean

**DoubleClick** <sup>Click</sup>

**ESPN**

**GILT**



**JETSETTER**

**Joost**



**LANGUAGE  
WEAVER**

**nextjump**

**ORACLE**



**VÊNSETTE**

Fun Facts from last 2.5 years

- Deployed ~500x to production
- Visited Dunkin Donuts ~400x
- Director of Mobile has had ~600 salads and gone to the gym ~600x
- Tech running team has logged ~7500 miles (10 marathons; 3 ultras)

# Tech Stack

Frontend



Backend



Mobile

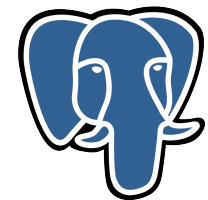


Frameworks



Dropwizard

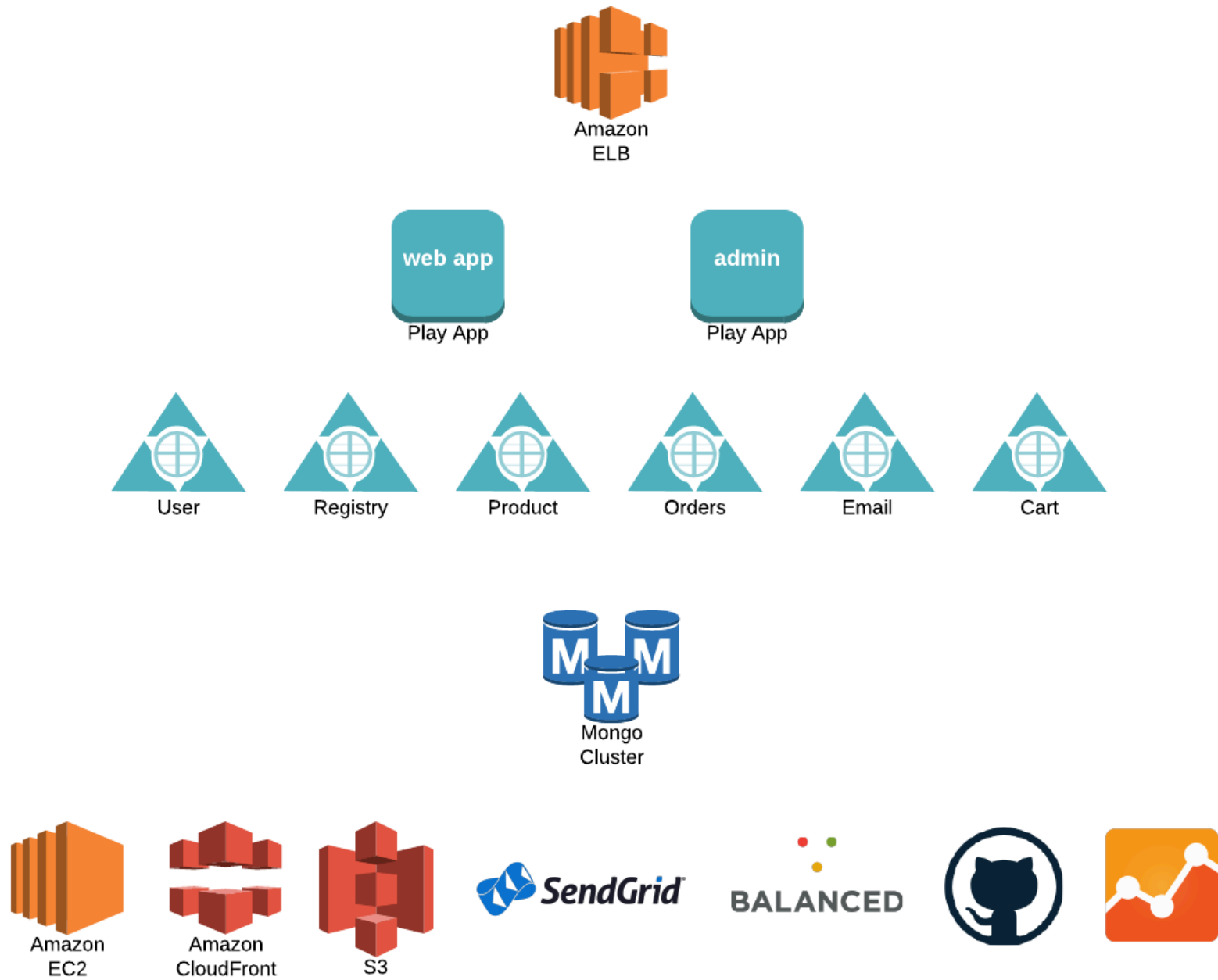
Databases



PostgreSQL



# Launch – Oct 2013



# Platform - Today



# Development Processes

- Standardized dev environment via Vagrant & VirtualBox
- Development and staging environments mimic production
- Branch philosophy – code in “development” branch can be deployed to prod anytime
- Be thoughtful about code you commit (feature it out if need be)
- Prioritize your changes - Schema and API changes go out first
- End result: allows us to release often
- Releases managed via maven jgitflow plugin (<https://bitbucket.org/atlassian/jgit-flow/wiki/Home>)
- SQL migrations are managed via Schema Evolution Manager (<https://github.com/mbryzek/schema-evolution-manager>)
- Any developer can deploy to stage/production via Ansible

# Planning Process

Goal: Execute quickly and build innovative/cool tech

- **Everyone** is a Product Manager
- Quarterly Product/Tech Roadmap
- Bi-weekly sprints with key stakeholders
- Keep projects small. Create an MVP, then iterate
- Collect & Understand Data; Survey your users
- Knowledge Sharing via:
  - Monthly tech all-hands
  - Company demos and presentations
  - Encouraging every developer to touch everything

# Challenges

- Support different types of users
  - Registrants
  - Gift Givers
  - Ecommerce/marketplace (for those that simply want to shop)
  - Vendors/Retailers
- Keeping the user engaged through the customer lifecycle
- 300+ vendors on the platform
- User-controlled shipping and fulfillment
- Rapidly growing assortments means improving find-ability via Personalization
- Continue to scale as our business scales

# Lessons Learned & Accomplishments

Lessons: Three P's – People, Process, Product

- People: Surround yourself with amazing people who are “bar-raisers”
- Process: Keep things simple; MVP; release quickly and often
- Product: Focus on the product; Collect data; Survey users; Iterate; Kill things that don't work

Accomplishments: In 2.5 years and a lean tech team, we've built:

- a scalable service-oriented ecommerce/marketplace platform
- the highest rated registry mobile iOS apps (featured by Apple 5x for iPhone and 8x for iPad)
- one of the fastest growing ecommerce businesses in the US

One more thing - we're HIRING!

We're looking for amazing engineers!

<https://www.zola.com/about/jobs>