

Hi!



Alicia Collymore

Snr engineering manager

incident.io

@aliciacollymore



Martha Lambert

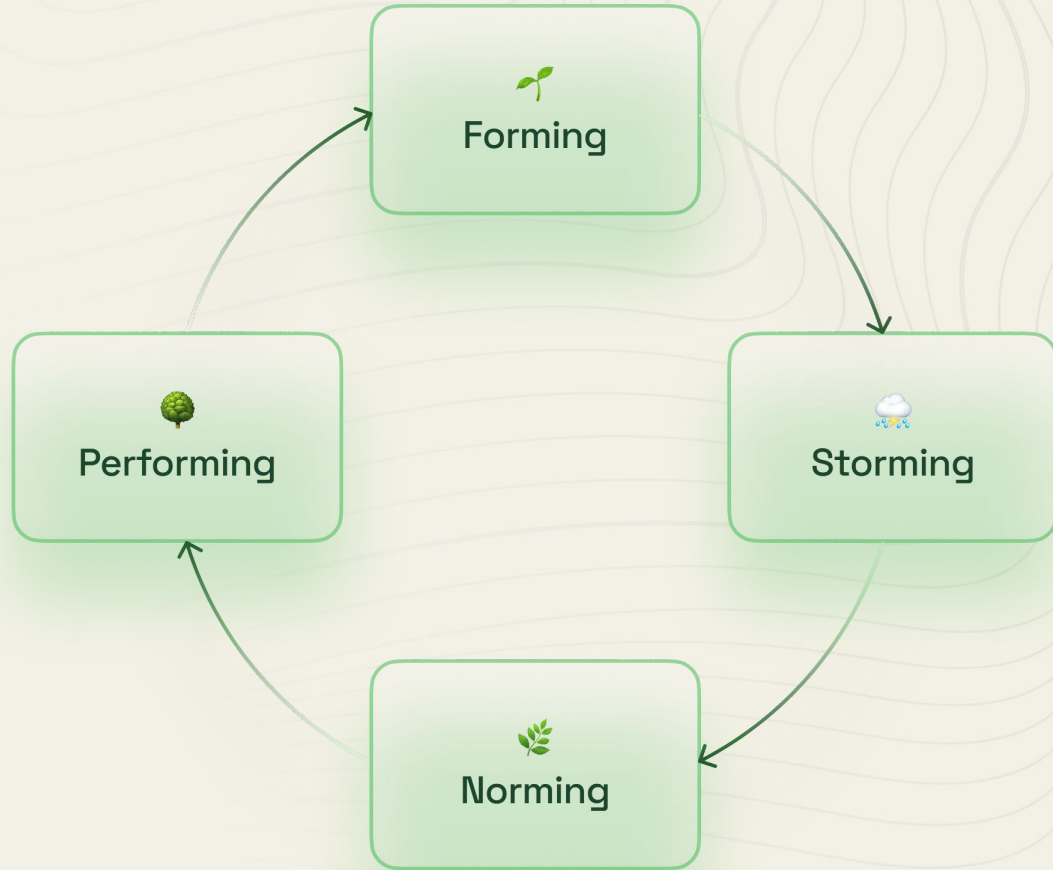
Technical Lead

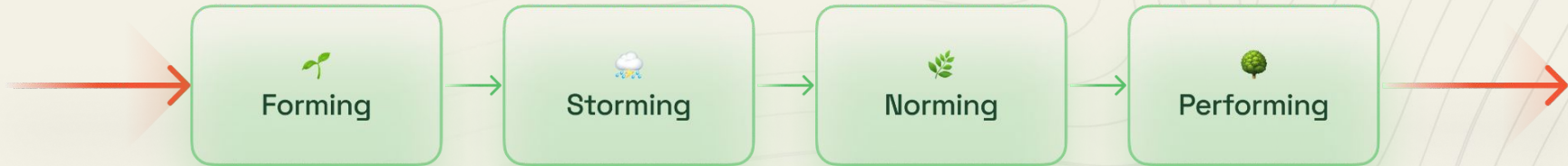
incident.io

@martyhambert

Spin it up

Shut it down





Spin it up — **Shut it down**



Starting from scratch



Running smoothly



Shutting it down

 Starting from scratch

So, you've got a
big idea

 Starting from scratch

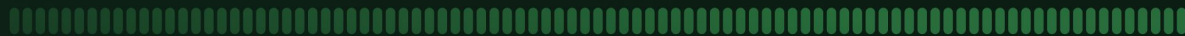
Execution is
everything

✓ Fully operational

We're not aware of any issues

System status < Nov 2022 – Jan 2023 >

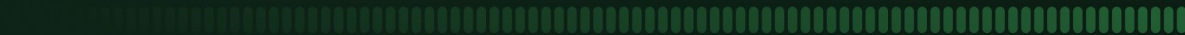
✓ API ⓘ 29 components ▾ 100% uptime



✓ Alerts ⓘ 100% uptime



On-call notifications ⓘ 100% uptime

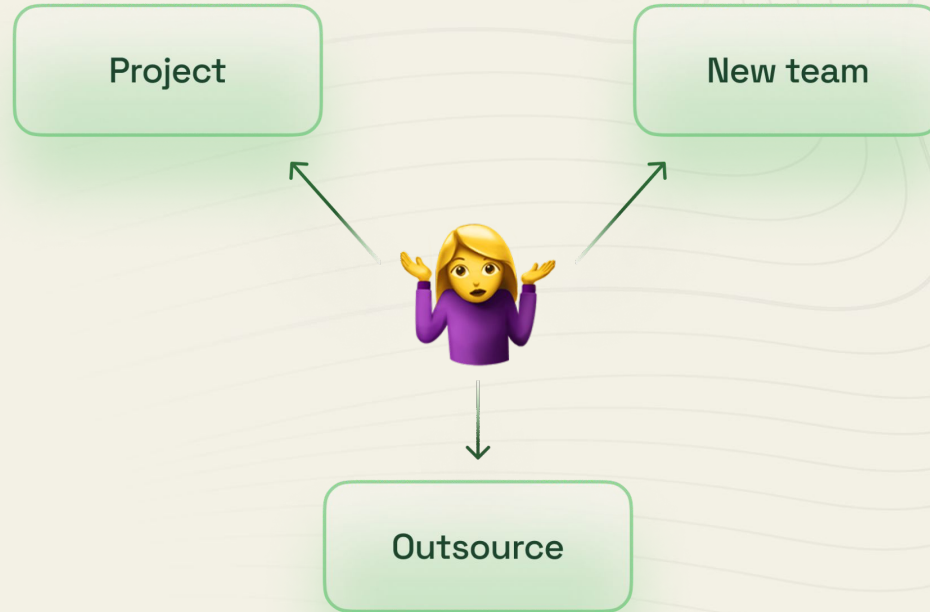


100% uptime

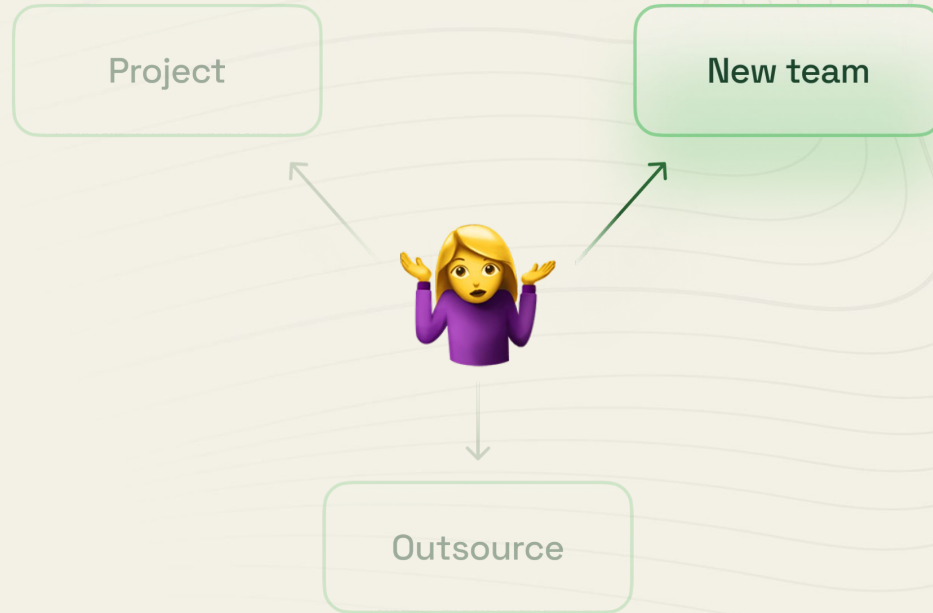


Status Pages

🌱 Starting from Scratch —How do we make it happen?



🌱 Starting from Scratch —How do we make it happen?





Starting from Scratch — **New team**

Focus — a single shared goal

Flexibility — no strings attached

Freshness — good vibes

 Starting from scratch

Assemble your **team**

Starting from Scratch — **Technical needs**



Do you need new **infrastructure** set up?



What level of **autonomy** do you need engineers to have?



Is your project **backend** or **frontend** heavy?

🌱 Starting from Scratch — **The people**



The tech
lead

🌱 Starting from Scratch — **The people**



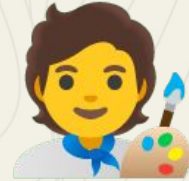
The tech
lead



The infra
wizard



The delivery
machine



The UI hero

 Starting from scratch

Define your **strategy**

 Starting from scratch — **Define your strategy**

1

**Know what
you're up against**

 Starting from scratch — **Define your strategy**

2

**Set your
principles**

 Starting from scratch — **Don't build in isolation**

 **High bar for design**

 **Cohesion with our existing product**

 Starting from scratch — **Define your strategy**

3

**Don't build in
isolation**

🌱 Starting from scratch — **Don't build in isolation**



Lucy  6 Jan 2023 at 17:34

Hey folks! Happy New Year! We've got a bit of exciting news...

We're going to be building a status page product, and we'd love for you to be involved. 🙌

We'd love to meet with you next week to talk about whether this is something you'd like to be involved with, and then we would give you access to the prototype, in exchange for all the feedback you'd be willing to give us!

If this is something you'd be interested in, please let us know what day would work for you next week and we can get something set-up! ❤️

8 replies



 6 Jan 2023 at 17:42

Yesssss, i say yesss! hahaha



1



⚠ We're currently experiencing issues

Find out what's been affected below.

The following parts of our systems are not fully operational. Review the ongoing incidents on the right to learn more.

Website ⚠ Full outage

API ⚠ Partial outage

Scheduled maintenance

Active

API TLS certificate authority change

📅 Jan 18, 12:00 GMT - Jan 19, 12:00 GMT

[Learn more](#)

Upcoming

API TLS certificate authority change

📅 Jan 18, 12:00 GMT - Jan 19, 12:00 GMT

[Learn more](#)

We're not aware of any issues with the following parts of our system. If you're having an issue not reflected here, [please report it here](#).

Dashboard ✓ Operational

Ongoing incidents

Filter by Website API Dashboard Payments Webhooks

SMS multi-factor authentication messages not delivered 🔧 Fixing Website

We are experiencing an issue with our SMS-based multi-factor authentication (MFA). As a result, a number of our users are not able to log into our dashboard.

1 day ago [View all updates](#)

Delayed updating of escalation status when using PagerDuty 🔧 Fixing API Dashboard

We're seeing a specific PagerDuty endpoint that we use to fetch escalation log entries fail, which is preventing us from updating escalations with recent data.

1 day ago [View all updates](#)

SMS multi-factor authentication messages not delivered 🔧 Fixing API Dashboard

We are experiencing an issue with our SMS-based multi-factor authentication (MFA). As a result, a number of our users are not able to log into our dashboard.

1 day ago [View all updates](#)

Previous incidents

< Jan 2023 >

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8



Running smoothly

Form with
purpose



Running smoothly — **Form with purpose**

1

Pause on process



Running smoothly — **Form with purpose**

2

Find your groove



Running smoothly
—Form with purpose

3

Amplify the small wins



Running smoothly

Build for your
future self

 Running smoothly — **Build for your future self**

Build vs buy

Don't reinvent the wheel

 Running smoothly — **Build for your future self**

Build vs buy

Don't reinvent the wheel

Avoid knowledge silos



Running smoothly — Now we're cooking



Subscribe to updates

✓ We're fully operational

We're not aware of any issues affecting our systems.

System status < Nov 2022 – Jan 2023 >

✓ Dashboard ⓘ 29 components ▾



✓ Alerts 3 components ▾

99.999% uptime



✓ On-call notifications ⓘ

99.999% uptime



✓ Dashboard

99.999% uptime



✓ Slack app ⓘ

99.999% uptime



Lucy 14:06

We've hit 40 live status pages!





Shutting it down

Notice the pain

 Shutting it down — **Notice the pain**



Does your
roadmap feel
forced?



Are you still
getting **useful**
feedback?



Is this project the
most impactful
thing?

THIS IS FINE



 Shutting it down — **Notice the pain**

Team signals

What are the recurring complaints from your team?

Peer context

What are the challenges of other engineering managers?

Business goals

What is the most important thing right now?



Shutting it down

Sunset it

Shutting it down — **Where do the people go?**



Pete 10:46

Hey team 🙌,

As the on-call launch window approaches, we're going to be spending the next month focussed on ensuring everything is solid and reliable, as well as polishing the app and web experience and adding all the finishing touches that will make our product feel *magic* ✨.

I'm excited to share that to help with this pre-launch push, the Status Pages team and the On-Call team are going to be joining forces 🤝👏🎉

Shutting it down — **Who owns the product?**

Who owns status page?

The **Response Team** own Status Pages ⚡

- All cookies and roadmap work will be scheduled alongside other response work.
- All reactive work will go into Product Responder (ResPinCat)
- All pages will go via the **RSP + PINC + SP** escalation path



kelsey 22 Mar at 05:11

👉 I've managed to reproduce a bug with redirects on internal status pages <https://linear.app/incident-io/issue/PR-1202/internal-status-page-routing-to-a-different-page>

but I'm struggling to find where in the code we would do the redirect from `/status` to show the default internal status page if there are multiple (or if there is no page with subpath default, to choose which one to display) - can someone point me towards this?



milhouse 🏠 26 Mar at 12:48

Status page question

We have a workflow step `Create or update a status page incident` which looks like it's failing for `_____` because `Status` (which represents an active status page status) is not set when updating a status page incident and the incident has been closed (and therefore, the status page should be resolved).

I don't really know what to suggest here because `Status` is a required field, and we need the workflow to run when an incident has been closed to benefit from the the auto-resolve feature.



Aaron 06:12

Anyone able to help me in [#inc-6026-_____failed-to-publish-incident-to-statuspage](#) 🙏



Sam 4 Apr at 12:43

[@Rory M - OOO](#) [@Leo Sjöberg](#) Do either of you have ideas on [this](#)?

I managed to fix it for the missing incident, but I don't seem to be able to edit components for scheduled maintenance - Edit only allows you the change the text.



kelsey 20 Mar at 12:10

yep I can take it

🙏 if anyone from the former status pages team wants to jump in and help that would be appreciated though





Shutting it down — **How do you hand it over?**

Intentionally — training, game days

Loudly — share and repeat

Kindly — still there to help



Shutting it down

It doesn't end there

Page view analytics

★ Pinned by incident



incident APP 22:17

High number of status page views

High number of status page views

[incident.io Status](#)

Main status page affected?: `true`

📈 Views in the last 15 minutes are 9x your 28 day average

This incident was created automatically from this Status Page Views alert.

📝 Add a summary

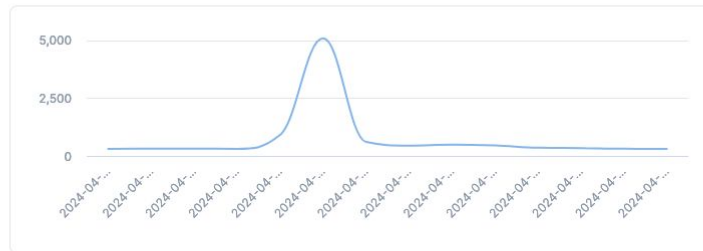
👤 Set Affected customers

🗨 Escalate to someone

🗨 Update your status page

👁 Overview

Status page view count



Updates

Resolved

Edit

This incident is now resolved.

Slack have resolved the problem on their side, and we're no longer seeing errors. Please get in touch if you see any problems persist.

Slack app
Operational

2024-04-09 00:29 • 16d ago

Investigating

Edit • Delete

Slack now appears to be functioning normally, and we're not seeing any further problems.

We'll continue to monitor this incident as we wait for confirmation that this is resolved. All actions using our Slackbot should be processing as normal.

See Slack's [status page](#) for more information.

Slack app
Degraded performance → Operational

2024-04-08 23:59 • 16d ago

Spin it up — Shut it down



Start fresh

When execution is everything, use new teams as a tool to deliver at pace



Form with purpose

Drive for high alignment through clear strategy defined as a team



Know when to say goodbye

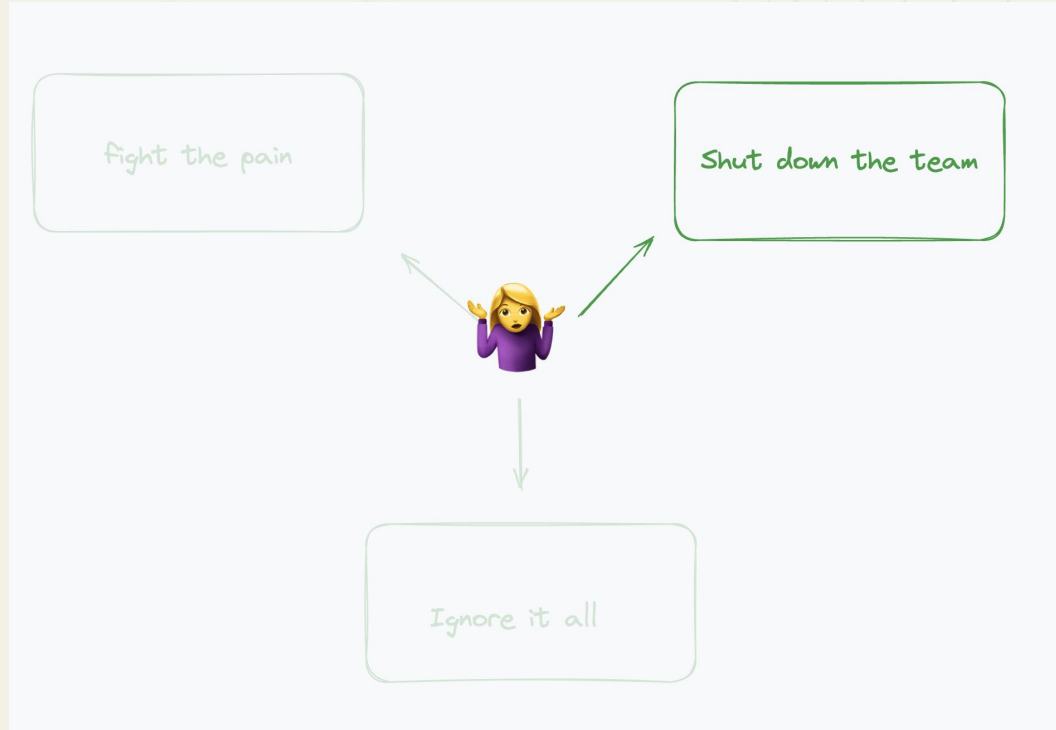
Look for signals your impact is diminishing, and be comfortable with sunseting your team

For Gabriel:

TODO

- 1. Alicas diagrams (S32/33)**
- 2. We split up S23 into 3 slides - could you vibe check**
- 3. We added numbers to S24-26 and S16-19 - vibes?**
- 4. Date for slide 28 + we added another pic so it looks bad (lol)**
- 5. Date for slide 36**
- 6. Key takeaways slide looks bad (we changed it)**
- 7. The main graphic is in the wrong order - should be Forming, storming, norming, performing**

Shutting it down — Notice the pain



@aliciacollymore — @martyhambert

Thank you