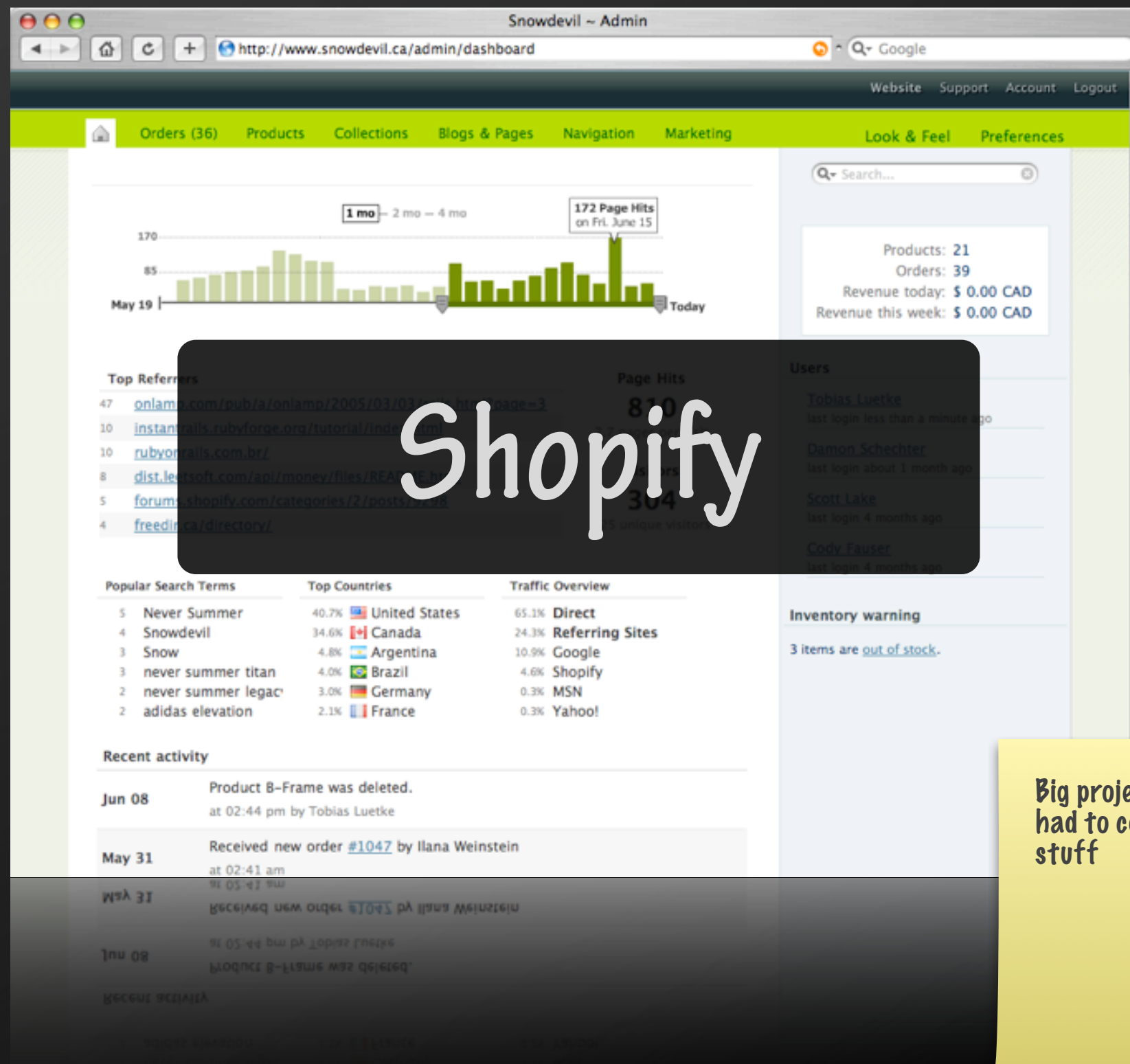


# Outsourcing to Open-source

Lessons from the development of Shopify



Big project, small team.  
had to come up with  
stuff

# Liquid

```
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
<head><title>Liquid demo</title></head>
<body>

  <h1>{{ conference.name | upcase }} on Rails</h1>

  <p> {{ conference.description | truncate: 200 }} </p>

  <h3>Speakers</h3>
  <ul>
    {% for person in speakers %}
    <li class="attendee">{{ person.name }}, from {{ person.country }}</li>
    {% end %}
  </ul>

  <div class="footer">
    Copyright {{ 'now' | date: '%Y' }}
  </div>

</body>
</html>
```

```
</html>
</body>
```

```
Liquid::Template.parse("<html>{{lorem}}</html>").render(  
  'lorem' => 'Lorem ipsum dolor sit amet...'  
)
```

```

# table: products title:string price:integer description:text
class Product < ActiveRecord::Base
  liquid_methods :title, :price, :description
end

# table: templates body:text path:string
class Template < ActiveRecord::Base
  def render(assigns)
    Liquid::Template.parse(body).render(assigns)
  end

  def self.[](template); find_by_path(template); end
end

# Catalog controller rendering with liquid
class CatalogController < ApplicationController

  def index
    tmp1 = Template['catalog/index']

    render :type => :html, :text => tmp1.render(
      'products' => Product.find(:all)
    )
  end
end

```

Proc.new( lazy  
evaluation )

```
class CheckoutMailer < ActionMailer::Base

  def confirmation(user, order, sent_at = Time.now)
    @from      = 'store@example.com'
    @subject    = 'Thank you for your order!'
    @recipients = user.email
    @body       = Template['mails/confirmation'].render(
      'user' => user,
      'order' => order
    )
  end
end
```

[www.liquidmarkup.org](http://www.liquidmarkup.org)

Shopify, Mephisto, Public  
Square, etc.

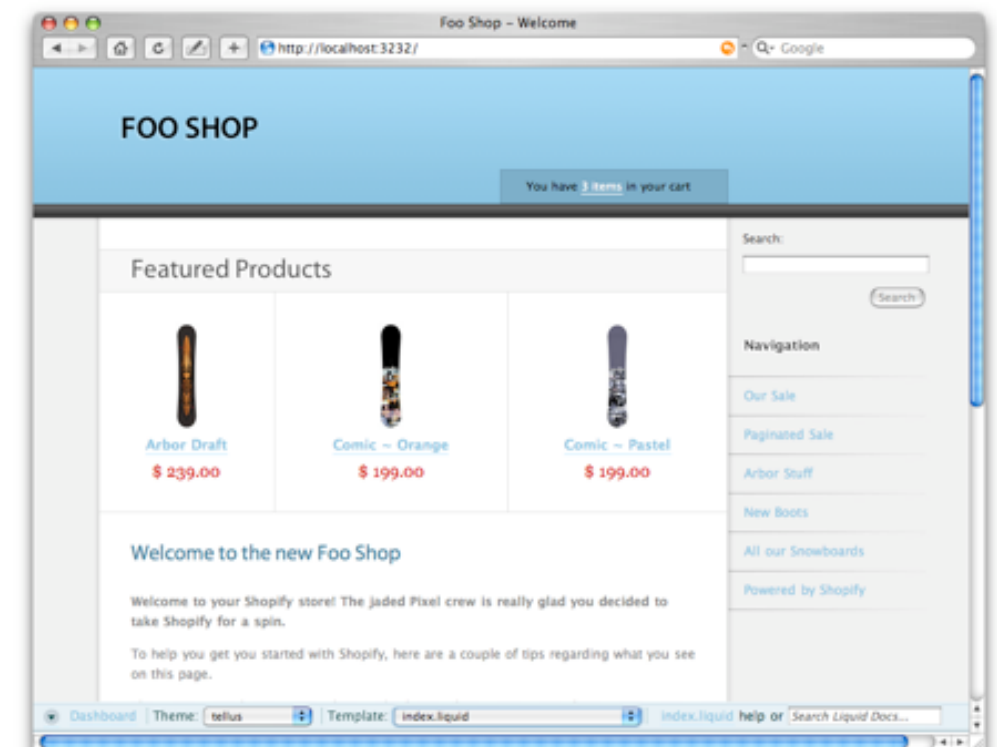


Vision



```
theme.liquid — shopify
x theme.liquid
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
2 "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
3 <html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
4 <head>
5   <meta http-equiv="content-type" content="text/html; charset=utf-8"/>
6   <title>{{shop.name}} - {{page_title}}</title>
7   {{ 'textile.css' | global_asset_url | stylesheet_tag }}
8   {{ 'lightbox.css' | global_asset_url | stylesheet_tag }}
9   {{ 'prototype.js' | global_asset_url | script_tag }}
10  {{ 'lightbox.js' | global_asset_url | script_tag }}
11
12  {{ 'shop.js' | asset_url | script_tag }}
13  {{ 'shop.css' | asset_url | stylesheet_tag }}
14
15  {{ content_for_header }}
16 </head>
17
18 <body id="page-{{template}}">
19   <!-- begin div.container -->
20   <div id="container">
21
22     <!-- begin div.header -->
23     <div id="header">
24       <h1><a href="/">{{shop.name}}</a></h1>
25       <!-- could have a tagline:
26       <p id="subtitle">We sell cool crazy stuff&hellip;</p>
27       -->
28     </div>
29     <!-- /end div.header -->
30
31     <!-- begin div.in-cart -->
32     <div id="in-cart">
33
34       {% if cart.item_count == 0 %}
35       <div id="cart-count">Your shopping cart is empty!</div>
36       {% else %}
37       <div id="cart-count">You have <a href="/cart">{{ cart.item_count }} {{cart.item_count
38       {% endif %}
39
40     </div>
41     <!-- /end div.in-cart -->
42
43     <!-- begin div.content -->
44     <div id="content">
45       |
46       <!-- begin div.main -->
47       <div id="main">
48         {{ content_for_layout }}
49       </div>
50       <!-- /end div.main -->
51
52       <!-- begin div.sidebar -->
53       <div id="sidebar">
54         <form action="/search" method="get">
55           <label for="q">Search:</label>
56           <input type="text" id="q" name="q" class="searchfield" />
57           <input type="submit" value="Search" />
58         </form>
59         <h3>Navigation</h3>
60         <ul id="side-links" class="vlink-list">
```

```
Terminal — ruby — 107x26
~/Code/ruby/vision ruby ./vision.rb
-> Vision starting at http://localhost:3232/
[2007-09-04 12:12:32] INFO WEBrick 1.3.1
[2007-09-04 12:12:32] INFO ruby 1.9.4 (2005-12-24) [i686-darwin9.5.2]
[2007-09-04 12:12:32] INFO WEBrick::HTTPServer#start: pid=13083 port=3232
localhost - - [04/Sep/2007:12:12:53 EDT] "GET /dashboard/ HTTP/1.1" 200 3169
- -> /dashboard/
localhost - - [04/Sep/2007:12:12:53 EDT] "GET /stylesheets/wizard.css HTTP/1.1" 200 1537
http://localhost:3232/dashboard/ -> /stylesheets/wizard.css
localhost - - [04/Sep/2007:12:12:53 EDT] "GET /images/logo.gif HTTP/1.1" 200 1382
http://localhost:3232/dashboard/ -> /images/logo.gif
```







willotoons.com

shop

about

blog

### Welcome!

Welcome to the long awaited Willotoons shop! Finally, after years of talking about it, I've it happen. I'm so stoked! Take a look around & let me know what you think!



\$ 24.00  view details

geekyfantastic



\$ 24.00  view details

i <3 my internet friends



\$ 18.00  view details

octohug (embroidered)



# Willotoons





# NOONACO!

[shop](#)[services](#)[blog](#)[cont](#) [view](#)

Welcome to the NoonaCo Shop



Laughing Squid Poster Set



Laughing Squid T-Shirt,  
Stickers & Buttons



Citizen Agency Tees "find your  
higher porpoise"

Clients/Categories

- [Laughing Squid](#)
- [Citizen Agency](#)
- [Screaming Girl](#)
- [Paul Andrew Hayes Illustration](#)
- [View All Products](#)

NoonaCo Newsletter

- [Shipping & Returns](#)
- [Search](#)
- [About](#)
- [Privacy Policy](#)
- [Credits](#)

# Noonaco

LOOKPRETTY

WARENKORB 0 Produkte

HOME PRODUKTE MARKEN ÜBER UNS

PRODUKTSUCHE

Just  
smile

© Copyright 2007 Lookpretty | Impressum | AGB | Kontakt

Look pretty



Scrapbook  
YOUR MEMORIES

[Catalog](#) [Sale!](#) [Cards](#) [Scraplog](#) [My Scraproom](#)

# Inspiring Creativity.

scrapbooking supplies & hand-crafted cards

[Store](#)





Boho  
\$0.69 CAD



Gypsy Caravan  
\$0.69 CAD



Carefree  
\$0.69 CAD

Scrapbook Your Memories is a happy and contagious spot where the staff are as creative and as fun as it's customers. Expect more of everything: More great products, more choices, more convenience, more service and more paper, albums and embellishments that you'll never find anywhere el... [\(More\)](#)



NEWSLETTER SIGN-UP

Scrapbook memories





no items in your cart ✓

[home](#) [about us](#) [coffee](#) [tea](#) [accessories](#) [essentials](#) [contact us](#)

## WARM UP YOUR WINTER.

### HAWAIIAN KONA-XTRA FANCY

Most highly prized Hawaiian coffee, grown in a perfect environment for Arabica beans. Medium bodied brew, smooth with buttery, spicy characteristics.

**\$29.95** per lb.

[ADD TO CART](#)



## GET LIFTED

**SAFARI SUNSET RED TEA**  
(36 TEA BAGS)  
Rich in antioxidants, naturally caffeine free. South African Rooibos is the perfect accompaniment to flavors of cinnamon, orange and cloves. Finished with a hint of lemon, this brew is rich and inviting.

**\$9.99**

## CHEF

Made of solid brass and many layers of chrome this handcrafted coffee maker is in its own class. There is a 25



# Conrad's

# DEVELOPMENTAL MATH GROUP

HOME

ABOUT DMG

PRODUCTS

PRESCHOOL AGES 3-PRE-K

SCHOOL AGE K-2

SHOPPING CART

## PRODUCT FEATURE

NEW

**dma**



it's here!

### developmental math assessment

What are the essential math concepts that each child should know? How will you know if students know them? What activities will foster progress in math concepts? We have the answers...



## Other Products

NEW

**number  
concept  
dots.**

Children can build conceptual knowledge of number concepts working with these fun, colorful, manipulatives.

**number  
concept  
dot. kits**

Children can build conceptual knowledge of number concepts working with these fun, colorful foam manipulatives. Number Concept Kits have been designed

## Other Features

**connect the dots**

DMG'S Monthly Newsletter & Activities

PRESCHOOL AGES 3-PRE-K

**MATCHING**

Build awareness in important pre number areas.  
Next Month: Sorting

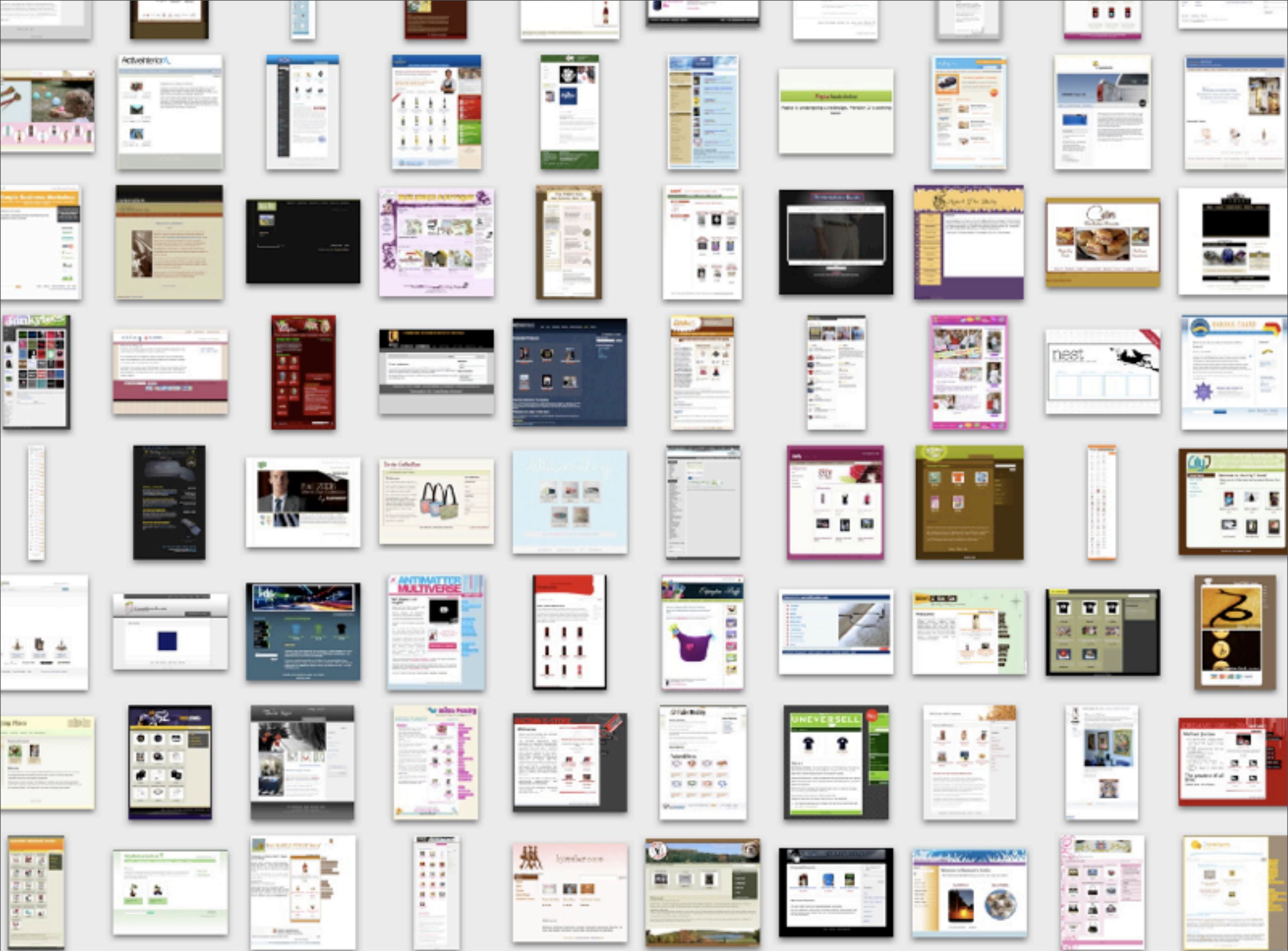
LEARN MORE

SCHOOL AGE PRE-K-2 GRADE

Color by Number, Dot Markers, etc.

DMA





# Active Merchant

```
credit_card = CreditCard.new(  
  :type => 'visa',      :number => '4242424242424242',  
  :month => 8,          :year => 2012,  
  :first_name => 'Bob', :last_name => 'Bobsen'  
)  
  
if creditcard.valid?  
  
  # Create a gateway object for the Authorize.net service  
  gateway = ActiveMerchant::Billing::AuthorizeNetGateway.new  
  
  # Authorize for 10 dollars ( 1000 cents )  
  response = gateway.purchase(1000, credit_card)  
  
  if response.success?  
  
    # Capture the money right away  
    gateway.capture(1000, response.authorization)  
  
  else  
    raise StandardError, response.message  
  end  
end
```



plug<sup>in</sup>pay

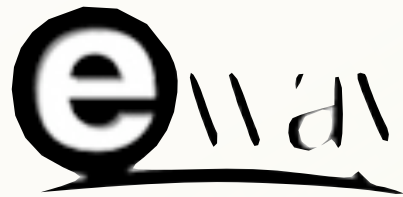


TRANSFIRST<sup>®</sup>

v. 1.0.1

SecurePay  
e - Commerce Solutions

NetRegistry



e<sup>xact</sup>  
TRANSACTIONS

Cardstream<sup>®</sup>  
Global Payment Gateway

INTEGRATED



DATA CASH

CyberSource<sup>®</sup>  
the power of payment

quickpay.dk



INTEGRATED

PayPal<sup>®</sup>

Google  
Checkout

dps|paymentexpress<sup>®</sup>

INTEGRATED

plug<sup>n</sup>pay



TRANSFIRST®

v. 1.0.1

SecurePay  
e - Commerce Solutions

NetRegistry



e<sup>x</sup>act  
TRANSACTIONS

Cardstream®  
Global Payment Gateway

INTEGRATED



40+ Gateways

CyberSource®  
the power of payment

quickpay.dk

PAYJUNCTION<sup>SM</sup>  
Where increased sales and lower costs meet.



INTEGRATED

PayPal®

Google  
Checkout

dps|paymentexpress®

INTEGRATED

Under development:

*Shipping Services*  
*Fulfillment services*

[www.activemerchant.org](http://www.activemerchant.org)

# Crowdsourcing:

## Wired June, 2006:

“**Crowdsourcing** is the act of taking a job traditionally performed by an employee or contractor, and outsourcing it to an undefined, generally large group of people, in the form of an open call. “

threadless, **Wikipedia**, Freebase,

Peer to Patent, Mechanical Turk,

OrganizedWisdom • • • •



# Internationalization

```
<div id="wallet">
  <span id="cost"><%= total_for source, :taxes => taxes, :shipping => shipping %> 
  <div id="shipping">
    <%= if shipping and not shipping.zero? %>
    <span id="shipping_span" class="hint"><%= ".. including shipping for %s." % money(shipping) %>
    <%= end %>
  </div>
  <div id="taxes">
    <%= if taxes and not taxes.zero? %>
    <br /><span id="tax_span" class="hint"><%= '.. including %s taxes.' % money(taxes) %></span>
    <%= end %>
  </div>
  <div id="discounts">
    <%= if source.applied_discount? %>
    <br /><span id="shipping_span" class="hint"><%= '.. including %s in discounts' % money(source.applied_discount) %>
    <%= end %>
  </div>
  <br />
  <span id="steps">
    <%= 'step %d of %d' % [step, 2] %>
  </span>
</div>
```

```
<div id="steps">
  <div id="step">
    <%= 'step %d of %d' % [step, 2] %>
  </div>
</div>
```

Polski by Alexei Pitchouguine  
Portugues – Brasil by Rafael Miranda  
Português (Portugal) by Manuela Caputi  
Português – Brazil by Ricardo Momm  
Português Europeu by Ana Rita Moreira  
Romanian by Dorin Fleseru  
Romanian by Andrei Chirinciuc  
Russian by Alexander Poliakov  
Simplified Chinese by Arsen Liang  
Slovensky by Tomas Bystricky  
Spanish (Spain) – Informal by Le Mot  
Swedish by Erik Karlberg  
Turkish (Türkçe) by Cengiz Ulku  
mind by kang mingoo  
Čeština by Michal Dvorak

Create new Translation...

Successful E-Commerce operation.  
product return on investment tracking as  
information which can be invaluable for run  
Google Analytics Guide for details o

Turtlemania ~ Admin ~ Create a new language

https://turtles.myshopify.com/admin/preferences/locales/new

Website Support Account Logout

Orders (32) Products Collections Blogs & Pages Navigation Marketing Look & Feel Preferences

Create a new language

Cancel

Name of this language:

Klingon

Author Tobias Luetke

Email tobi@leetsoft.com

↓%s - Checkout

%s - Checkout

↓All rights reserved.

All rights reserved.

↓You're purchasing this

You're purchasing this

↓You're paying this

You're paying this

↓step %d of %d

step %d of %d

↓Your Contact Email

Your Contact Email

↓Billing address

Billing address

↓First Name

Shopify Marketplace

add products for free.

Inventory warning

1 item is [out of stock](#).


Turtlemania - Checkout

https://checkout.shopify.com/carts/10/6549b634707cbe4b83cd98e9


You are browsing our secure server.

**Turtlemania** Create your order.

You're purchasing this...



Donatello  
1x \$ 29.00



Master Splinter  
1x \$ 19.00

**\$ 48.00**

step 1 of 2

Your Contact Email

**Billing address**

First Name

Last Name

Company

Address

Address2

City

Postal Code

Country

Phone

☒ Ship items to the above billing address

**Shipping address**

Item(s) will be shipped to your billing address.


Turtlemania - 结账

https://checkout.shopify.com/carts/10/6549b634707cbe4b83cd98e9


您现在浏览的是加密的服务器。

**Turtlemania** 创建您的订单

您购买了...



Donatello  
1x \$ 29.00



Master Splinter  
1x \$ 19.00

**\$ 48.00**

步骤 1 之 2

您的 Email 地址

**发单地址**

名

姓

公司

地址

地址 续

城市

邮政编码

国家

电话

☒ 将货品发送至发单地址

**发货地址**

货品将会被发送至您的发单地址。

Turtlemania - チェックアウト

https://checkout.shopify.com/carts/10/6549b634707cbe4b83cd98e9

安全サーバーにてブラウズしています

**Turtlemania** 注文を作成する

あなたの購入するものはこちらです...



Donatello  
1x \$ 29.00



Master Splinter  
1x \$ 19.00

**\$ 48.00**

ステップ 1 / 2

あなたの連絡先電子メールアドレス

請求先住所 (お名前と住所はローマ字で記入してください！)

名前 (名)

名前 (姓)

企業

住所

住所2

市

郵便番号

国

電話番号

☒ アイテムの送付先住所を請求先住所と同じにする

送付先住所 (お名前と住所はローマ字で記入してください！)

アイテムはあなたの請求先住所にお送りします

あなたの連絡先電子メールアドレス

請求先住所 (お名前と住所はローマ字で記入してください！)

送付先住所 (お名前と住所はローマ字で記入してください！)

*vielen dank!*

Qa?