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# The Uber Stream

Combating task loneliness in software teams



**ALEX GISBY | PRINCIPAL DEVELOPER, ATLAS | @ALEXGISBY**









# Serving Instructions

Very thin.  
Lots of butter.





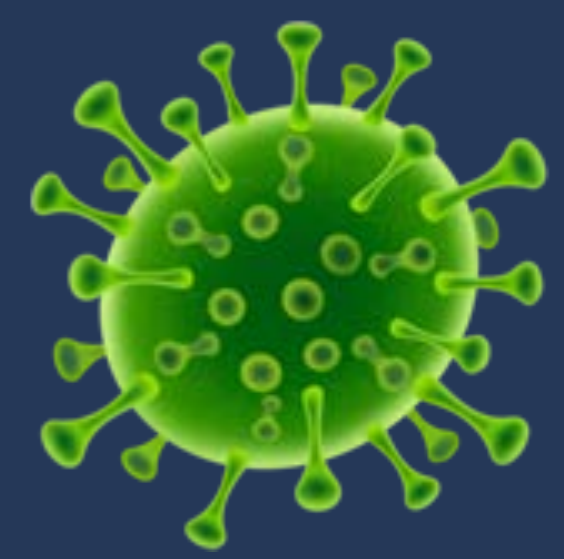




The background features a dark blue gradient with a faint, light blue network diagram. The diagram consists of several circular nodes of varying sizes connected by thin lines, forming a web-like structure. A larger node in the upper center contains a white silhouette of a person's head and shoulders.

# Task loneliness







**LONELINESS IS**

**ISOLATION FROM SUPPORT.**



# Task loneliness

---

“ My work feels isolated from the rest of the team.

“ It's really hard to get help, because no one else has the context on what I'm doing.

“ I don't have any visibility on what my teammates are doing.



The background features a dark blue gradient with a faint, light blue network diagram. This diagram consists of several circular nodes of varying sizes connected by thin, light blue lines, creating a web-like structure. A larger, semi-transparent circular node containing a white silhouette of a person is positioned centrally above the main text.

# Task loneliness







- Project Updates
- Goal Updates
- Questions
- Your work

←

Last week

→

You're following 14 active projects, here's the breakdown



Project

Nibok new sneaker launch

Amar Sundaram

Friday

ON TRACK

We've kicked off the work the launch the exciting and all new Sneaker Curator app. Together we will revolutionise the way that sneakerheads build, track and share their sneaker collections. Right now we are just getting our ducks in a row, but we are going to be getting the ball rolling very soon!

Date changed

AT RISK → ON TRACK

Status changed

September → October

Share

Unfollow

5

3

2

Add comment...

Beacuse you're following Marketing

Project

Launch Mobile App

Rachel Lin

Last Week

ON TRACK

Your projects

2

- New Onboarding
- iOS App Launch

New projects

5

- HR Candidate Tracking
- Financial Month End
- Launch Controller
- Travel & Relocation Support
- Star Identification

Completed projects

4

- Infrared Camera
- Employee Onboarding
- Travel Service Desk
- Satellite Mesh Firmware



# Atlas



## Projects

Communicate on work in flight



## Goals

Track how work ladders up into high-level objectives



## People and teams

Understand who works on what and where those people sit within your organization



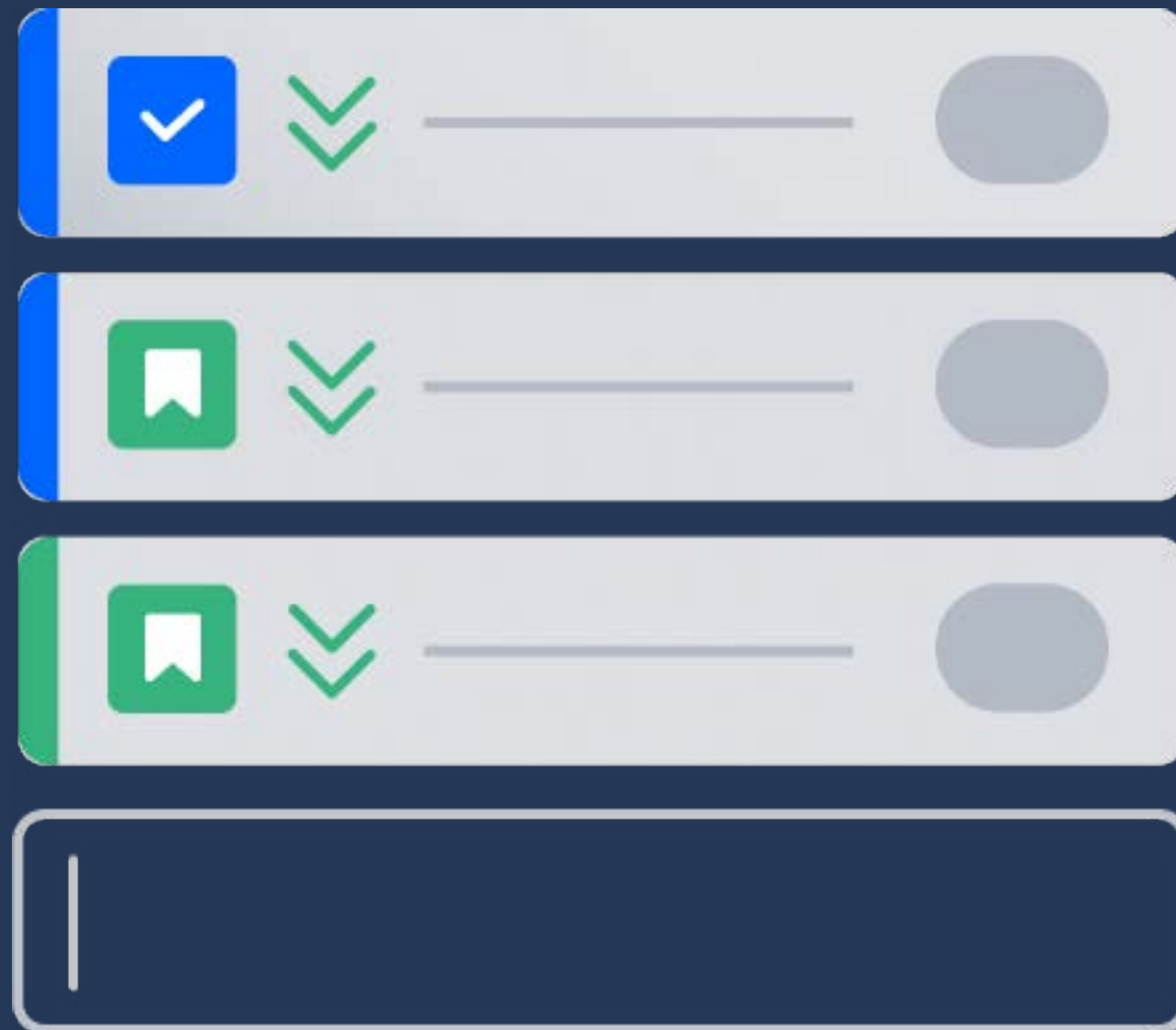
## Gratitude and culture

Share good vibes with kudos to people and teams





[www.atlassian.com/atlas](http://www.atlassian.com/atlas)



**Move fast**  
in many directions







# A TYPICAL ATLAS PROJECT TEAM



Feature Lead (Eng)



Design



Product Manager



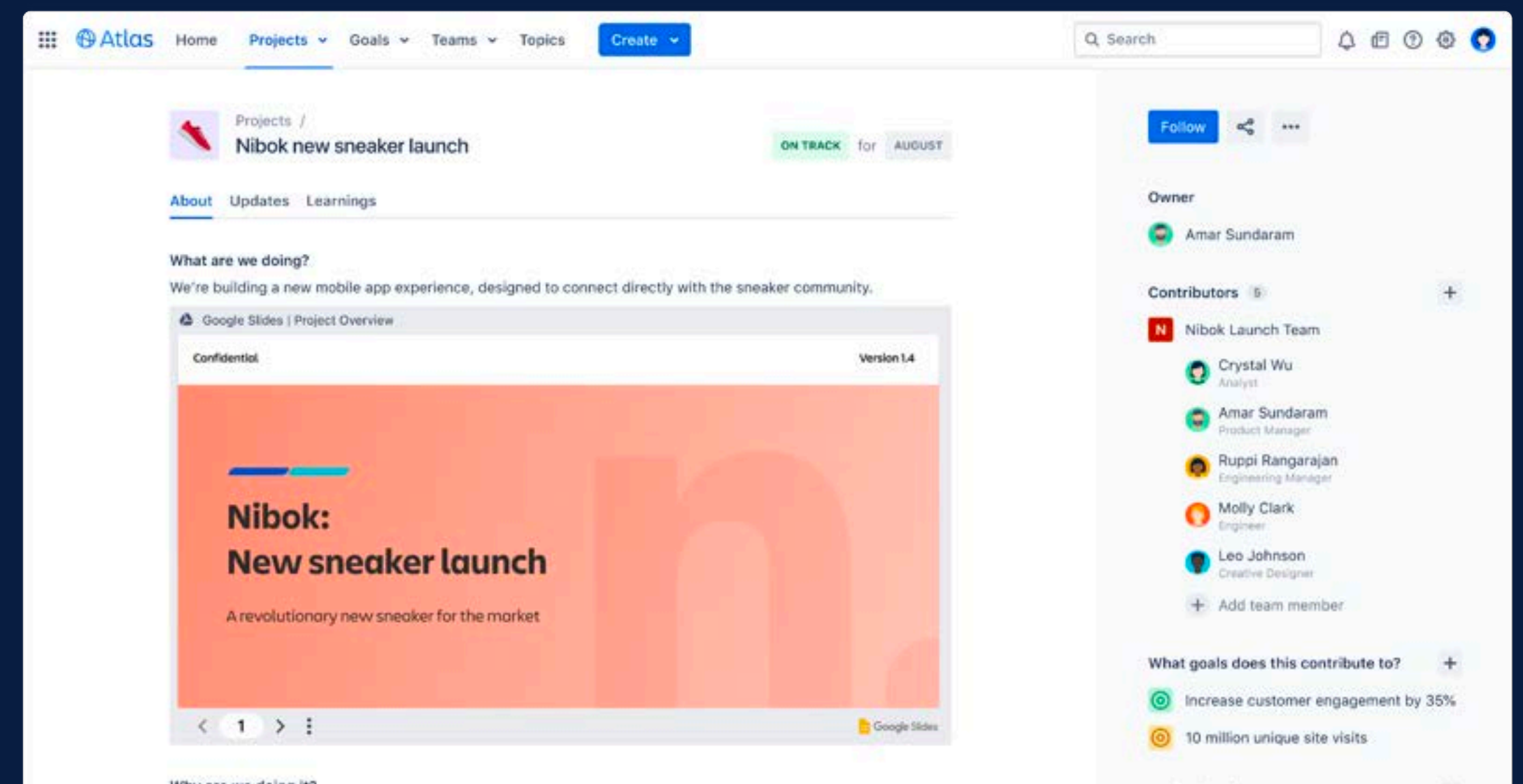
Product Marketing



Developer



Developer





### Sprint goal

- \* TC-3173: Don't send the goal update reminder to goal owners with no followers (tadpole?) (Cap - In Progress?)
- \* TC-3071: Add empty state for the Questions feed

### In-Flight Epics

1. P&T - Reporting Lines: Follow team notifications FF for Atlassian, RL filter to goal directory, merge race condition fix + total report counts, start "made for you" filters (Ell, Gabby)
2. P&T - Kudos M2: wiring up kudos back-end into profile cards, add give kudos button, copy front-end component over into status ui for carousel (Fry, Christina, Sabby)
3. Learnings: unblock front-end pipeline, then shipit (Nathan, Elaine)
4. Ops Readiness: start training for the team, PIR for sev3 (Roger [!disturbed], Kim)
5. Product Rename: MS teams app rename (Oscar)
6. Editions: TCS transformer investigation, Billing Admin started, UM-to-roles mapping done (Gisby, Cap, Jimmy)
7. P&G: Work-tracking links in Projects: Trying flexible UI links, getting code reviews (Ash)

### Potential Risks / Curveballs

- \* HOT-98735: partner teams / dependencies may still be heavily impacted by

7 streams of  
work  
  
at the same  
time

“

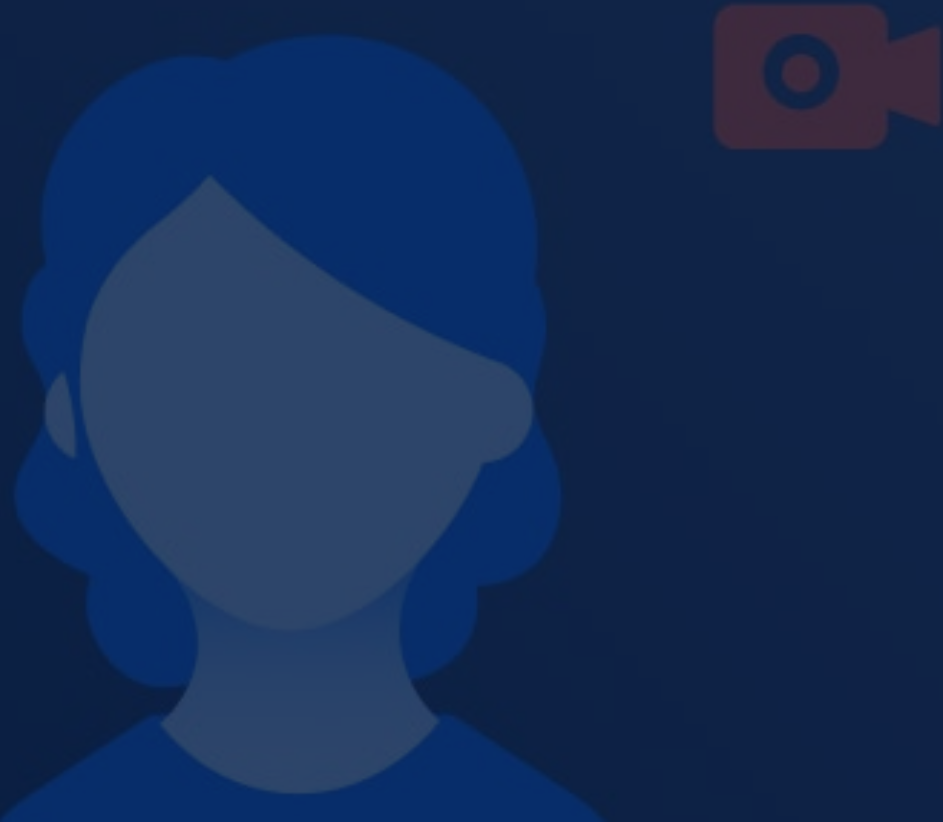
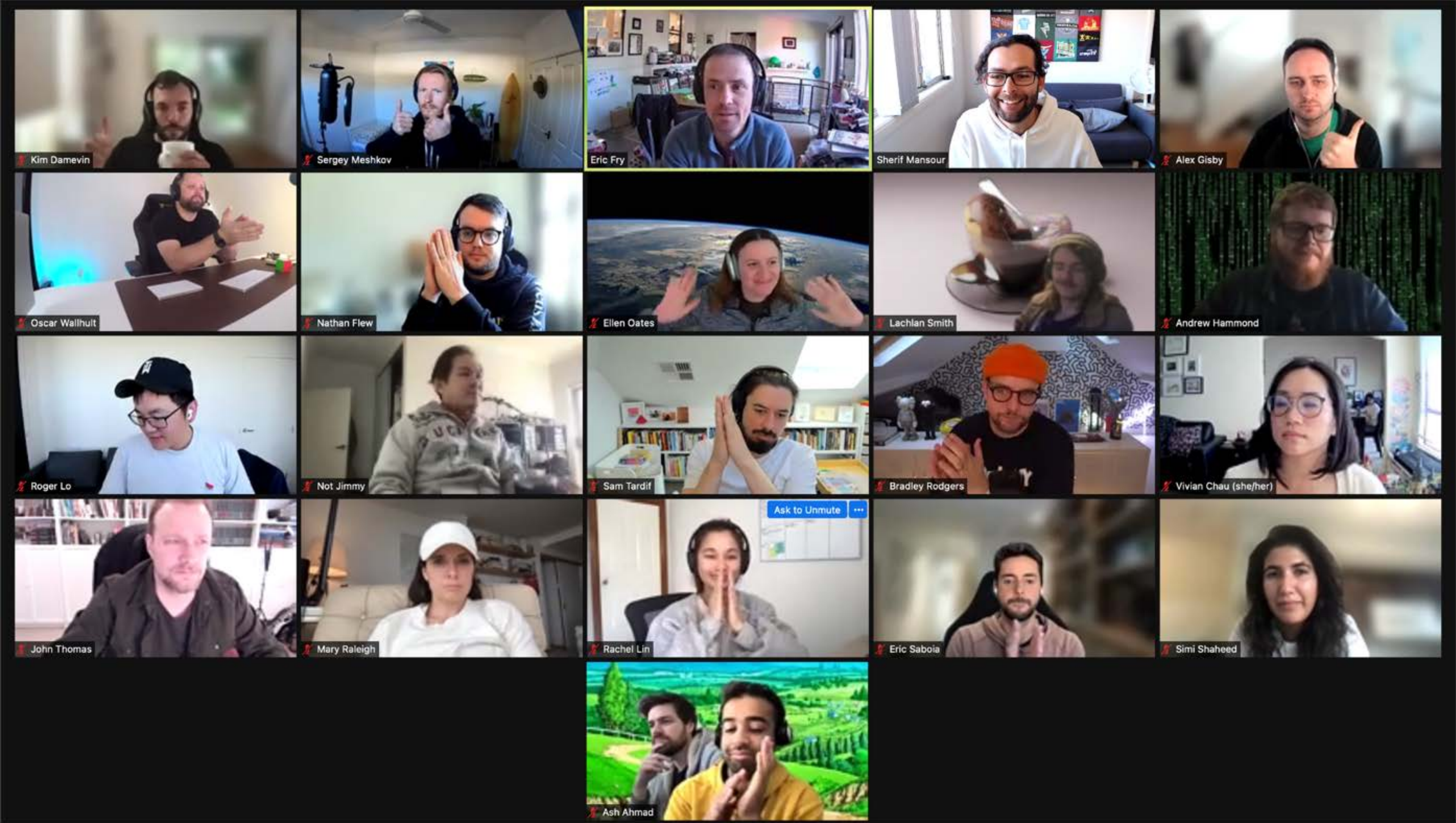
I feel isolated from the rest  
of the team.

---

**A RECURRING PROBLEM**



# REMOTE-FIRST





# ISOLATED WORLDS OF WORK

---



Project: ATLAS-254



Project: ATLAS-224



Project: ATLAS-67





# Task loneliness

## Small, fragile teams

It's very easy to be left alone in the path of the tiger.

## Context cost

There are few (if any) people to provide guidance, rubber-ducking, or reassurance.

## Easily blocked

Narrow work streams make small blockages into total stoppages.



# The Uber Stream

**CURRENT**

---



**NEXT?**

---

?



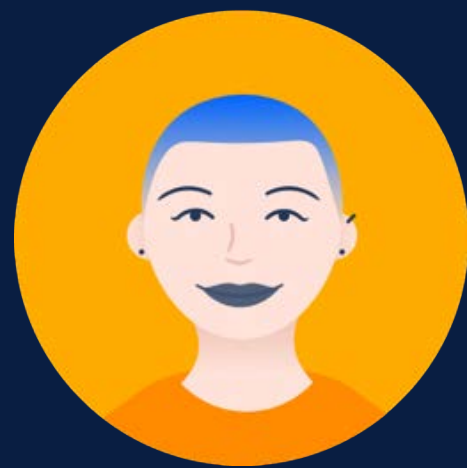




# ONE SINGLE TEAM, MULTIPLE PROJECTS



Feature Lead



Design



Engineer



Engineer



Engineer



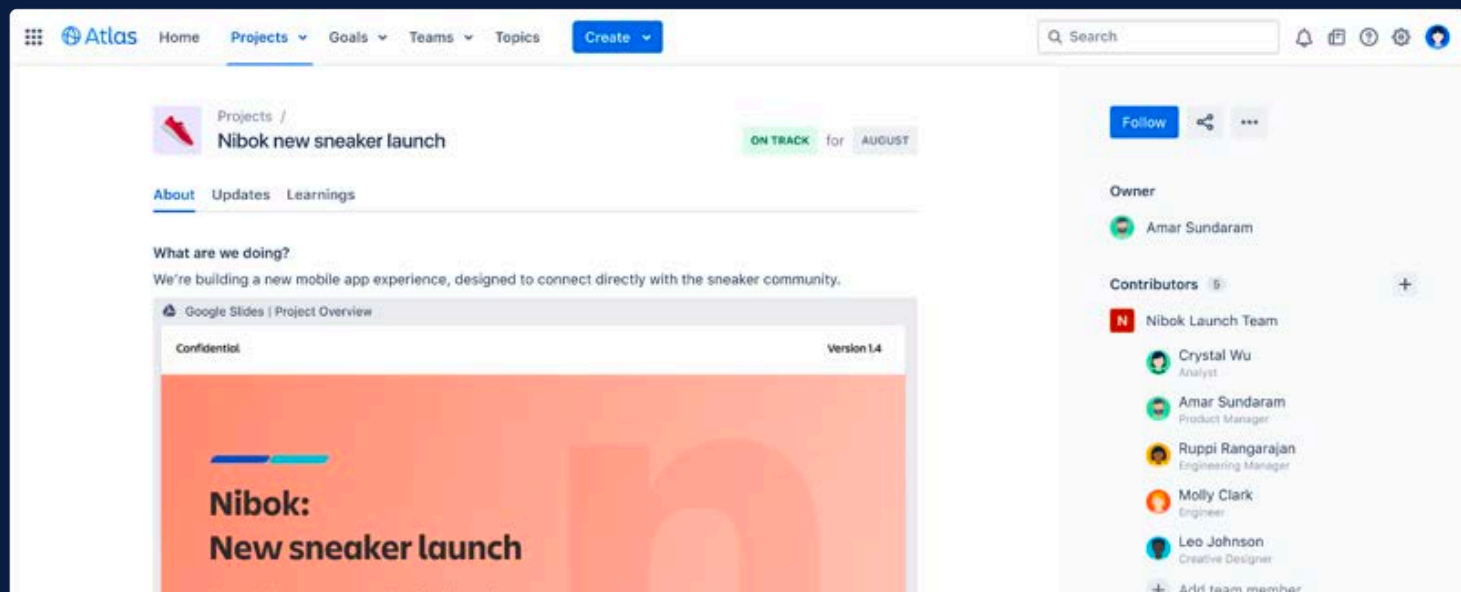
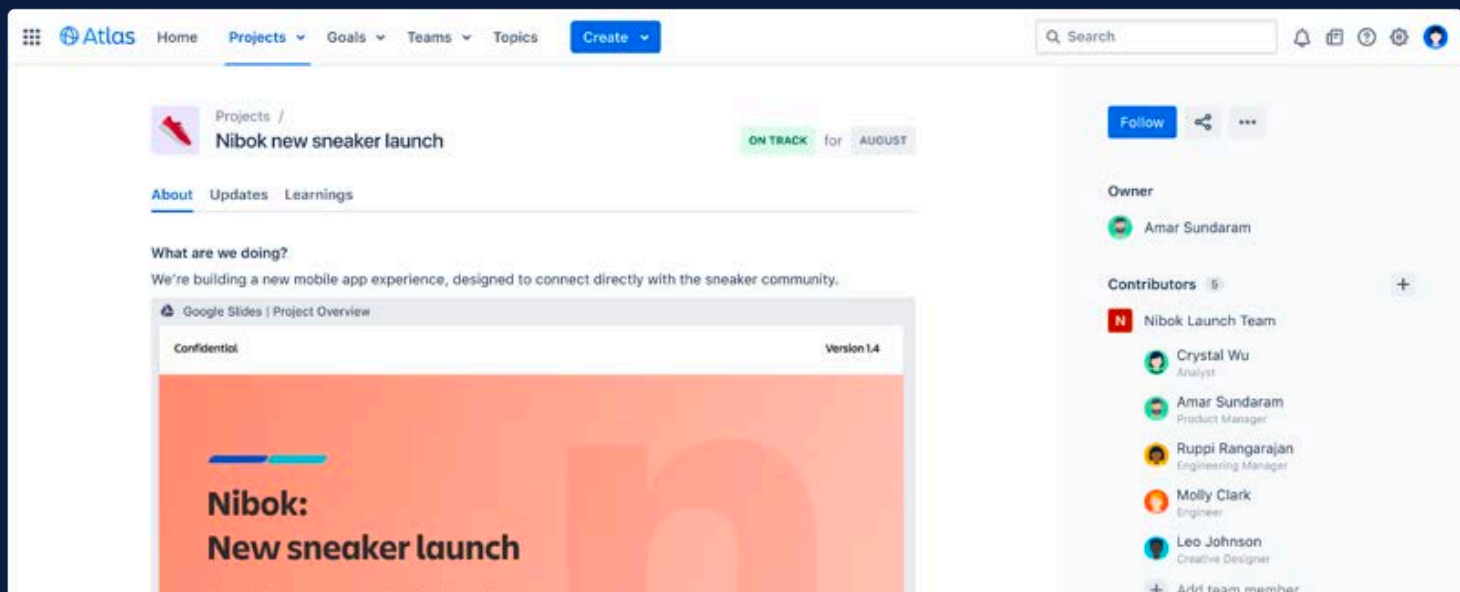
Engineer



Product Manager



Product Marketing





# It's May 2022



Atlas

~~Beta~~

# General availability projects



Roles & permissions



Editions



Private projects





## Roles and permissions

Give Atlas a proper permissions system



## Editions

Support three tiers of functionality, two of them paid



## Private projects

Add visibility controls to projects



## Roles and permissions

Give Atlas a proper permissions system



## Editions

Support three tiers of functionality, two of them paid



## Private projects

Add visibility controls to projects





## Roles and permissions

Give Atlas a proper permissions system



## Editions

Support three tiers of functionality, two of them paid



## Private projects

Add visibility controls to projects

Let's give this Uber Stream  
thing a go.



## OBJECTIVE 1

---

Beat the  
loneliness

## OBJECTIVE 2

---

Ship GA

# A song of Vegemite and peanut butter

How did we go about it?



# 1. Team structure

# THE UBER STREAM



Alex (Gisby)  
Feature Lead



Simi  
Designer



Roger  
Engineer



Vaish  
Engineer



Jimmy  
Engineer



Alex (Morgan)  
Engineer



Anish  
Product Manager



John  
Engineering Manager



Rachel  
Product Manager



ATLAS-17070  
Atlas Roles and Permissions



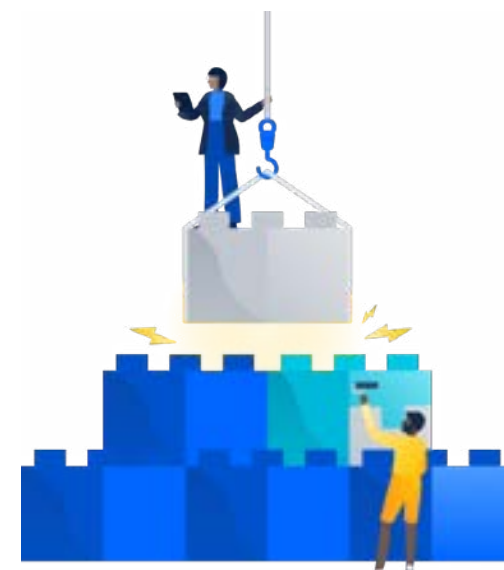
ATLAS-14180  
Atlas Paid Editions: In-product work



ATLAS-15538  
Private projects



# Engineering plans



## Well-defined deliverables

What you're doing, and how you know it's done

I know what I'm doing.



## Context for all

Everyone knows every deliverable

I know how to help.



## What's first? What's next?

Delivery sequence diagram so everyone knows what's ahead

I know what else is happening.

## CORE PRINCIPLE

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Everyone can flex.  
Go where you're needed.

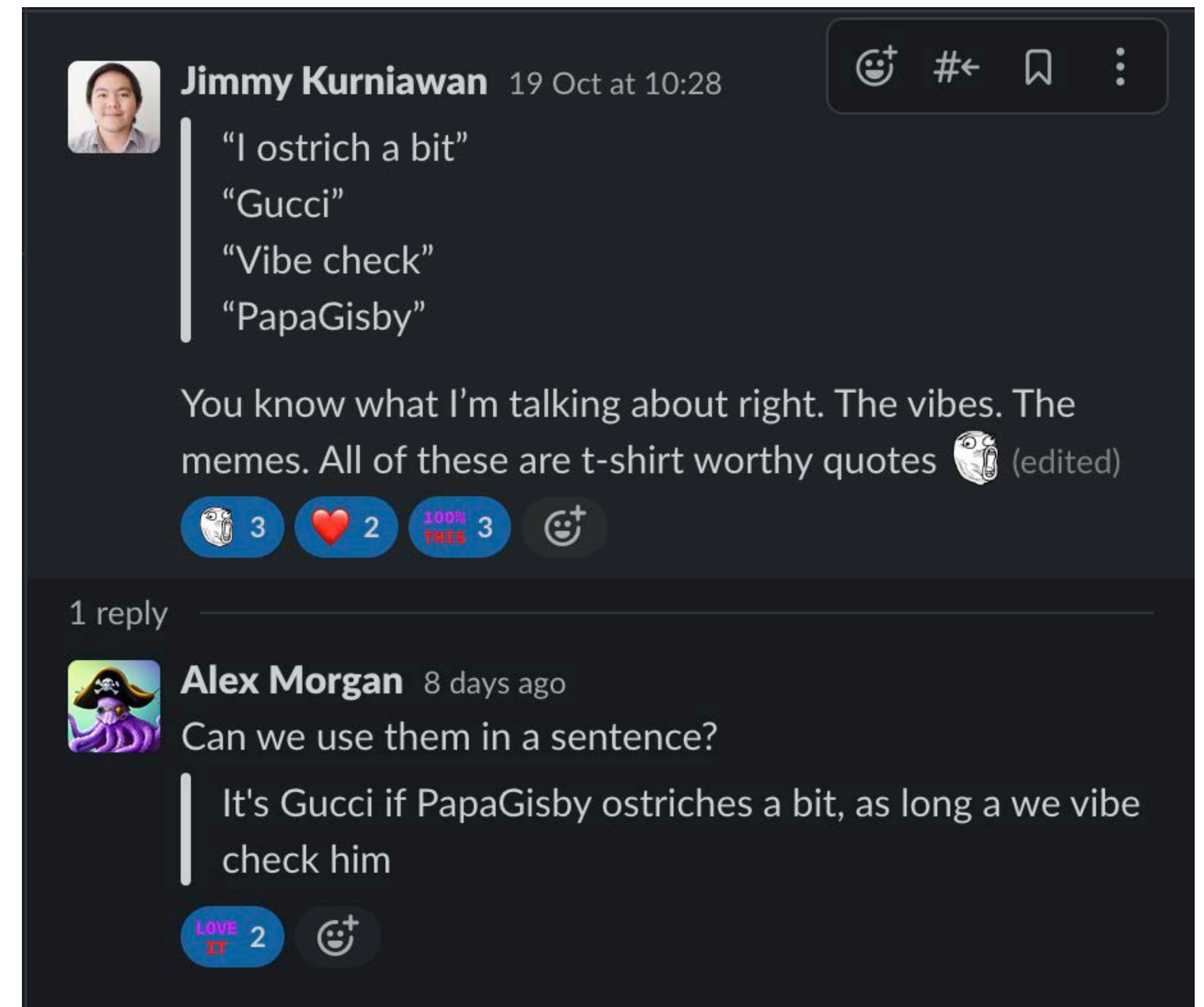


## 2. Communication rituals

# COMMS – SLACK – PROJECT CHANNEL

---

- Open project channel
- Emphasis on honest, fun comms
- Nothing in DM – all in the channel



A screenshot of a Slack conversation in a dark theme. At the top, a message from Jimmy Kurniawan, dated 19 Oct at 10:28, is shown. The message contains a list of four phrases: "I ostrich a bit", "Gucci", "Vibe check", and "PapaGisby". Below the list, the text reads: "You know what I'm talking about right. The vibes. The memes. All of these are t-shirt worthy quotes 🤪 (edited)". The message has four reaction buttons: a face with a hand over its mouth (3), a red heart (2), a "100% THIS" badge (3), and a smiley face with a plus sign. Below this message, a section labeled "1 reply" shows a response from Alex Morgan, dated 8 days ago. Alex Morgan's message asks, "Can we use them in a sentence?". Below this, a list contains the sentence: "It's Gucci if PapaGisby ostriches a bit, as long a we vibe check him". This reply has two reaction buttons: a "LOVE IT" badge (2) and a smiley face with a plus sign.

**Jimmy Kurniawan** 19 Oct at 10:28

- "I ostrich a bit"
- "Gucci"
- "Vibe check"
- "PapaGisby"

You know what I'm talking about right. The vibes. The memes. All of these are t-shirt worthy quotes 🤪 (edited)

3 2 100% THIS 3

1 reply

**Alex Morgan** 8 days ago

Can we use them in a sentence?

- It's Gucci if PapaGisby ostriches a bit, as long a we vibe check him

LOVE IT 2



# Two main communication cadences



## Daily

Async Slack standup



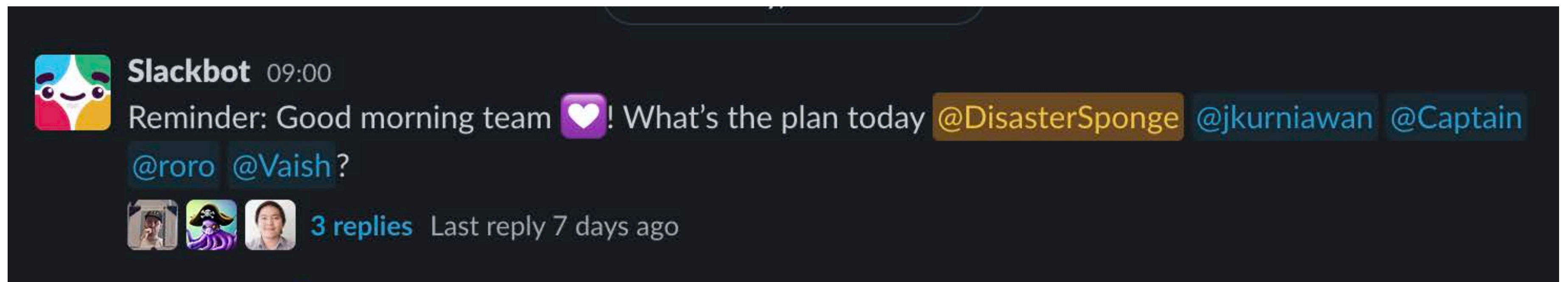
## Weekly

Friday Atlas project update

## COMMS – SLACK – DAILY STANDUP

---

# Keep it simple.



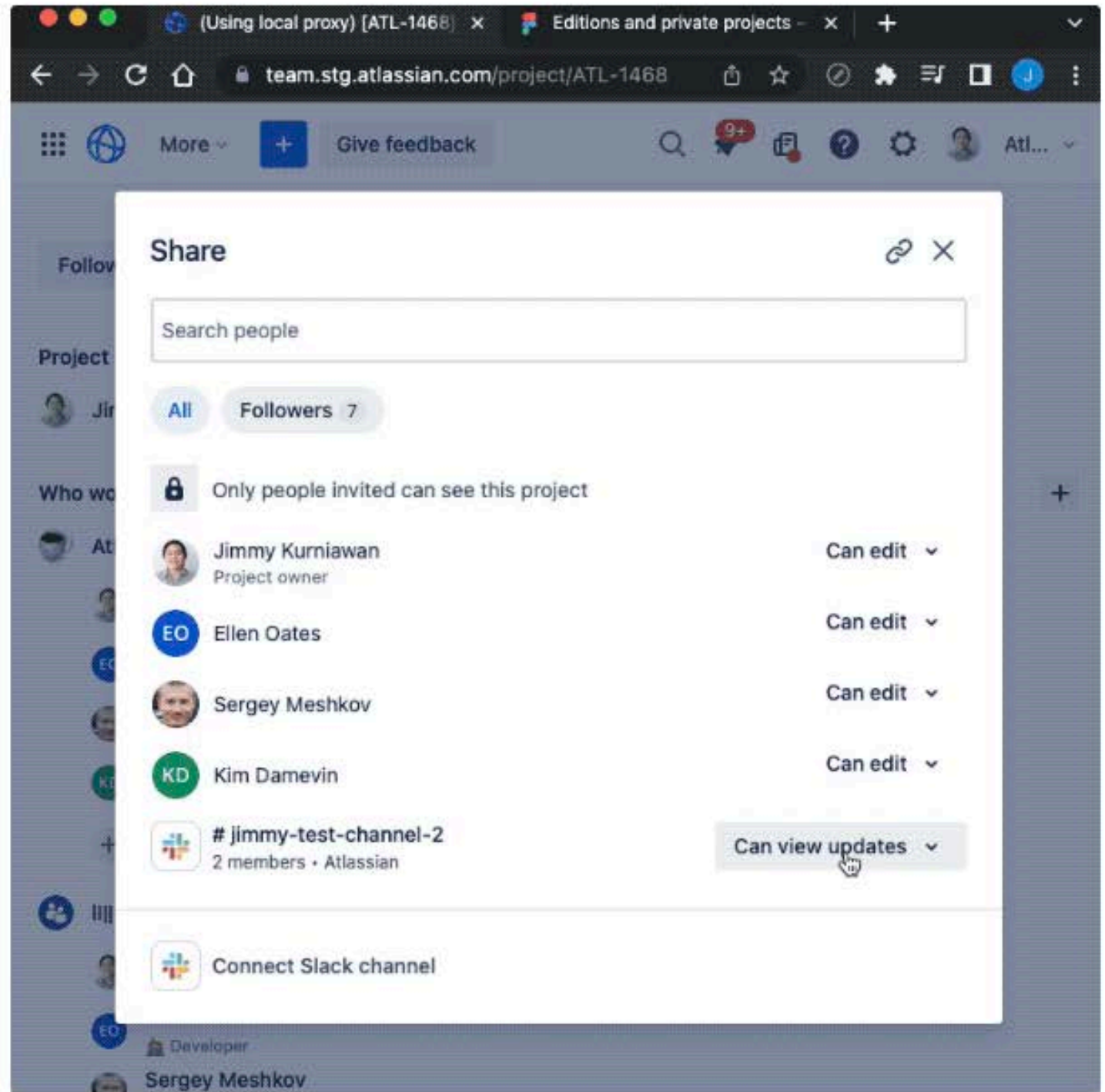


# COMMS – ATLAS – WEEKLY ATLAS PROJECT UPDATE

- Emphasize demos
- Emphasize contributors
- End the update with goal for next week

Alex Gisby 7 months ago ON TRACK for 31 Aug 2022

@Jimmy Kurniawan has implemented Slack channel connection in the new Share modal:



The screenshot shows a web browser window with the URL `team.stg.atlassian.com/project/ATL-1468`. A 'Share' modal is open, displaying a list of users and a Slack channel. The users listed are Jimmy Kurniawan (Project owner), Ellen Oates, Sergey Meshkov, and Kim Damevin, each with a 'Can edit' permission. The Slack channel is '# jimmy-test-channel-2' with 2 members and a 'Can view updates' permission. A 'Connect Slack channel' button is at the bottom of the modal.

The perms facade work has started, which will allow us to close of the final big bit of work - Search and Activity Platform.

Final go-live date for Private Projects to be figured out next week 🎉

Share • Edit • 🗨️ 6 🌟 5 🏆 1 😊

Sherif Mansour 7 months ago

Amazing demo! Nice work, team!

Reply • 😊

## DIGITAL SESSION

---

# Simplifying the complex art of communicating between teams





Rachel Lin





# COMMS – WEEKLY – ATLAS TICKET UPDATE


Status automatically shared to relevant Slack channels and stakeholders, thanks to Atlas!

 **Atlas by Atlassian** APP 13:51  
@Alex Gisby created an update

 **Atlas Paid Editions: In-product work**


On track  13 Oct


 Rollout has begun! CCP activities have begun, we are on track for completion by October 13th (SYD).


 The <https://atlassian.slack.com/archives/C041QL434KA> channel is being used to coordinate and announce progress on the rollout, with <https://hello.atlassian.net/wiki/spaces/STATUS/pages/1900823851/A...>  
[See more](#)



[View full update](#) [Manage connections](#)

@Alex Gisby created an update

 **Private projects**

On track  13 Oct

 Atlas GA rollout has begun! On-track: <https://team.atlassian.com/project/ATLAS-14180/updates/UHJvamVjdFVwZGF0ZTo1MTM3MjU>

 Dogfooding going great - 52 projects by 44 different authors have been created on Hello  Receiving and processing feedback for fast follows period between launch and end of O...  
[See more](#)

[View full update](#) [Manage connections](#)



## CORE PRINCIPLE

---

Keep comms open to  
keep context flowing

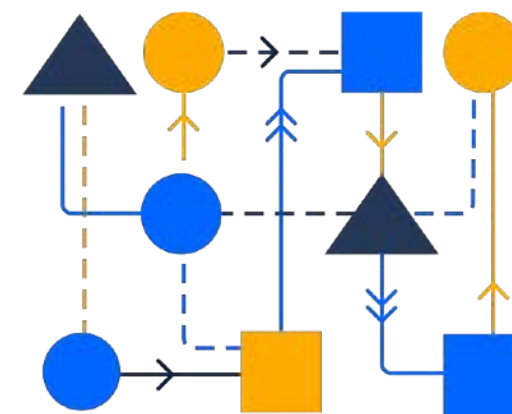
# 3. Vibe check

# The vibe check



## Team vibe

How's everyone doing?



## User experience vibe

Does what we're building still make sense?



## Delivery vibe

What's left – any dragons?



# Vibe check: team vibe

How are you?

How are you feeling about the project?

---

“ 100% confidence that we can deliver things on our side.  
5% confidence that things will work end-to-end.

“ I’m worried about whether the devs feel supported  
or that I’m involved enough.

“ I’ve been MIA so not really across what else has been going on,  
glad to realign in this session.

# Vibe check: UX vibe

How do you feel about what  
we're building?

Are there gaps in the experience that we need to  
call out?

---

“ How do we manage rollouts across the different teams?

“ Feels like we need a consolidated list of email  
notification scenarios across product.

“ How do we handle experiences for users who *cannot* upgrade  
to standard/paid?

# Vibe check: delivery vibe

What’s done? What’s left?  
And what could go wrong?

Big hairy deliverable	Progress so far	Vibe	Notes/Comments
<div>Roles and Permissions</div> <div><div>Atlas Editions Engine</div><div>ering</div></div>	<div>Done:</div> <ul style="list-style-type: none"><li>Permission / Edition gate frontend component done 🎉</li><li>New roles and perms system is real and on prod 🎉</li><li>Workspace settings are now admin gated 🎉</li><li>Projects are using new perms on prod 🎉</li></ul> <div>Todo:</div> <ul style="list-style-type: none"><li>TQL / List queries MEDIUM</li><li>Role grants (for Private Projects share modal) MEDIUM</li><li>Permissions facade sanity checks SMALL ⚠️</li><li>Roll out permissions system to other entities LARGE 🏠</li></ul> <div>Scope missed from Eng Plan:</div> <ul style="list-style-type: none"><li>TQL / list query integration. Yes, Gisby forgot about TQL 🐛</li></ul> <div>Scope Creep:</div>	<div>📈 Uppers - things we feel good about</div> <ul style="list-style-type: none"><li>...</li></ul> <div>📉 Downers - things we're feeling bad/worried about</div> <ul style="list-style-type: none"><li>...</li></ul> <div>👤 Imminent Catastrophes - what's about to hit the fan?</div> <ul style="list-style-type: none"><li><div>Slack message from Roger Lo in #atlas-perms</div> - Perms facade does not appear to be working as expected. May require work in permissions service MEDIUM</li></ul>	



# Vibe check: vibe check

How did the vibe check go?

## Chapter 4: Vibe check vibe

Okay, so having done the other chapters, how are you feeling now?

No accountability or anything, just smash emoji into this table:

Emoji feeling storm goes here:

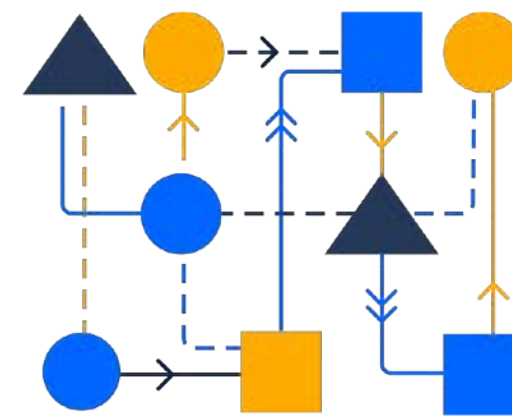


# The vibe check



## Team vibe

How's everyone doing?



## User experience vibe

Does what we're building still make sense?



## Delivery vibe

What's left – any dragons?

## CORE PRINCIPLE

---

Projects run on people,  
people run on feelings.

Your team-mates are here  
with you.



# Task loneliness

## Small, fragile teams

It's very easy to be left alone in the path of the tiger.

**Communication, vibe check**

## Context cost

There are few (if any) people to provide guidance, rubber-ducking, or reassurance.

**Team structure, comms**

## Easily blocked

Narrow work streams make small blockages into total stoppages.

**Team structure, vibe check**







A Union Pacific freight train is shown in motion, led by locomotive 2668. The locomotive is yellow and grey with the Union Pacific logo and the number 2668 prominently displayed. It is pulling several yellow and grey freight cars. The train is traveling through a hilly landscape with green hills in the background. The sky is blue with some clouds. The text "Time passes..." is overlaid on the right side of the image.

Time passes...



# WE SHIPPED!




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 [Project communication](#) [Pricing](#) [Get it free](#)


## Stay in sync, async


Atlas is the first teamwork directory to connect the dots across teams, their apps, and work – wherever it happens.

[Get it free](#) [Watch the video](#)

 [Home](#) [Teams](#) [Goals](#) [Projects](#) [Help](#)  

 Molly

 Your work

 Explore

### Last week

On track 7 2 from last week	At risk 3 +1 from last week	Off track 1 No change	No update 2 Same as last week	Completed 🏆 1 +1 from last week
-----------------------------------	-----------------------------------	-----------------------------	-------------------------------------	---------------------------------------

### Hot topics

- # marketing
- # remote-work



“

Huh, that was a bit boring,  
wasn't it?

---

**ATLAS HEAD OF ENG RE: ROLLOUT**

## OBJECTIVE 1

---

Beat the  
loneliness

## OBJECTIVE 2

---

Ship GA



The background features a dark blue gradient with a faint, light blue network diagram. The diagram consists of several circular nodes of varying sizes connected by thin lines, forming a web-like structure. A larger node in the upper center contains a white silhouette of a person's head and shoulders. 

# Task loneliness



# Retro time!

## Good stuff

- A really great sense of camaraderie from being an uber stream | The team felt like a team | Team vibes were ✨ Immaculate ✨ --- Why good vibes? First long running project, actually had a team structure. Feeling sad that it's coming to an end. Early tone set - getting alignment early to deal with the stuff that came down river. Highly skilled team, self starting, pragmatic. not needing hand holding. Team built shared language, terms, memes, jokes, shitposts. (4 votes)
- ☐ Long running projects - take the time to get the vibe right before heading into the work
- ☐ Analyse why this worked more deeply
- ☐ Vibe check helped, mid-point checkins for long running projects
- ☐ Solid pre-work phase allowed us to hit ground running. This is in tension with the shaping product decisions vibe
- Scope creep was kept to an absolute minimum (3 votes)
- Designer that's keen to work with limitations, suggest alternatives and spar with devs | Simi doing all the design for this stream! (3 votes)
- **Ejectors** and being ok to eject stuff | Coming back to ejectors after the mythical "post GA" (3 votes)
- Two PMs could have been a nightmare, it was actually a dream | Two PM stream worked great. Moaaarr of this! | PMs that actually cares about the product (2 votes)
- Vibe Check and Final Approach rituals helped a lot (2 votes)
- GISBY - the leadership, the innovation in our rituals, the coordination and dedication. Wow. | Feature lead that actually cares about roll out ;) (2 votes)
- Friday status update meetings really helped to track our progress (1 vote)
- Having 3 streams of work meant some variety was still available in the work we picked up, which was nice for a long running stream (1 vote)
- Anish spent a lot of time wrangling other teams, making things just flow in our stream | Basically none of the stress from other team/above got down to me as an engineer, so I could focus on the work, was very chill (1 vote)
- Our team channel was always vibing...we collectively sparred on many a thing, made sensible tradeoffs quickly and kept everyone in the loop. (1 vote)
- Engineers that are super keen for quality, ship fast and fix bugs as they come up | Devs are amazing (1 vote)
- Pre-work done by Product + Design was gold standard, really helped Eng hit the ground running (0 votes)
- The stream didn't feel like a slog despite being months long (0 votes)
- We're experimenting with our upgrade flows to optimise for learning (0 votes)
- Work breakdown felt about right (0 votes)
- Bold change to the Share/Followers/Apps UX because we wanted to get the experience right (0 votes)
- The uber stream structure has proven to be very effective. It has surprised me how well this has all gone :) (0 votes)
- Async standup | Slack standup felt good (0 votes)

## Ideas for next time

- More regular retros / check ins? (1 vote)
- More uber streams for complex projects? (1 vote)
- Having an "anchor" person per sub-epic could be nice? A domain expert that really knows all the context (0 votes)

## Bad stuff

- We were pulled in to work on other surfaces like Adminhub and multiple folks (not just PMs) were pulled into managing stakeholders, sharing context with other teams, etc...taking time away from their core work --- The stream succeeded in handling this, but they probably shouldn't have had to. We understood who to talk to, but no reciprocation; they'd just slam everyone. We didn't have the clout expected for a new product launch with certain teams. We managed this without COMMIT tickets, but missing context and urgency. Roro hot take: not a bad thing to get pulled into other teams. Context is hard to share - shitstorms can trigger urgency and focus. The issue was more lack of ownership - we were happy to do the work but needed the team to actually own the rollout/work. (5 votes)
- ☐ Big project kickoff - roles and responsibilites play
- It was quite confusing to know points of contact for the platform upgrade journeys (4 votes)
- Private projects was somewhat isolating (3 votes)
- 
- Three streams of work, Vaish had to go solo for a while waiting for us to catch up. There was opportunity to put more people onto the Share modal. Related to Jimmy's point from previous - bouncing around. Vaish is elite and knew what she was doing - Jimmy needed to be putting out fires with BAC. Vaish did wonder if she was doing the right thing. Does it take active choice to support, mentor and interact - push + pull. Counter - Cap working on TCS relatively solo - but cos he was new to BE, was forced to keep coming asking questions. Vaish: wordng slightly off - from engineering perspective wondered about capability; could this be done better with more people. Didn't feel lonely. Rachel - two PMs with a core split, things flowed smoothly but when chatting about Editions, Rachel deferred entirely to Anish. Was that a good or bad thing? Is two PMs a good thing?
- **I don't think this particularly fixed the silos problem** (2 votes)
- Gisby lost track a bit of how to keep the stream busy in the final phases whilst we waited for everyone else to sort stuff out | When we reached the sort of grab-bag of bits to do at the end I felt more adrift/solo than the rest of the epic --- This contributed to isolation feelings. The team is usually used to working in low-touch, but having worked in high touch, did this cause a culture shift. (2 votes)
- ☐ A missing ritual here - more formal ejector scope to address the lulls
- I'm gonna miss you all :( (1 vote)
- Generally not-great experience working with commerce (1 vote)
- Rollout was dumped on us and was a lot of work. Where were PGM? (1 vote)
- Feels bad that we can't customise the emails sent by platform (1 vote)
- hacky testing for editions before editions were shipped (0 votes)

## Raw feedback

- Jimmy: We're talking raw feedback right? I think the build up, anticipation, delays, etc are causing my anxiety to spike more than usual. I was quite demotivated at the end, not really caring about uberstream or Atlas in general. --- Atlas is usually ship fast; this ran counter to that and can be demoralising. Not a lot of closure. Upsell modal was the first and last thing to go, took months. (2 votes)
- Thanks Gisby for shielding us from all the bad things comin our way. Uber stream was a stress free experience (2 votes)
- I worry that running something like an Uber stream requires a lot of project management skills that people don't have/want. (2 votes)
- Because I was so sheltered from the external pressures/pain points I didn't really feel like I had a solid grasp of the larger context that was going on outside the stream (2 votes)
- Putting a newbie on the most long running isolated thing (TCS) was great for making it less lonesome since I had to be coming back to the team for teaching/help anyway (1 vote)
- Rethinking a permissions model is difficult and our customer feedback suggests we haven't got it 100% right yet. I expect small tweaks will still happen - maybe there could've been some permissions stuff tested with customers earlier. (0 votes)
- How was it having 5 engineers? Which good things/bad things were a result of this? (1000 votes)
- 
- Cap: lot easier to cover for each other (Gisby +1).
- Jimmy: 🟡 to above
- Vaish: agree - eyes everywhere and saw things coming and mitigate.
- Anish: focus on user (product engineering) - taking decisions on user facing stuff, made PM life easier.
- Roger: Gisby?
- Gisby: More devs==more speed so hard to stay ahead of the devs with engineering plans. First few weeks felt super close to too much load on the FL to get everything ready to work on. Potentially a cause of things slipping a bit toward the end of the proj as rollout + FL work both ramped up.
- 5%3 != 0 so at least one stream always stuck with one dev. Potentially may cause issues in future but was survivable this time. Should FL be coding? Gisby did heapz, would have gone insane if hadn't. Only got away with writing code by being solo on the stream before the other engineers turned up. So got FL work out earlier, making space during the epic to be able to also do some code



# Retro:

## What went well?

---

“ [There was] a really great sense of camaraderie from being an Uber Stream.

“ The early tone set got us alignment early to deal with the challenges that came later.

“ Team built a shared language of terms, memes, jokes, shitposts.

“ Having three streams of work meant some variety was still available in the work we picked up, which was nice for a long-running stream.

# Retro:

## What could have been better?

---



Private projects [were] somewhat isolating (Vaish had to go solo for a while, waiting for us to catch up). From an engineering perspective, [I] wondered about capacity; could this be done better with more people to help her out?



# Task loneliness

## Small, fragile teams

It's very easy to be left alone in the path of the tiger.

## Context cost

There were few (if any) people to provide guidance, rubber-ducking, or reassurance.

## Easily blocked

Narrow work streams make small blockages into total stoppages.

# Core learnings

## More people, more flex

Help and support can come from multiple directions.

---

## Team culture is everything

Shared experience, culture, jokes, terms, and support saved the day. Repeatedly.

# Core learnings

## More people, more flex

Help and support can come from multiple directions.

## Team culture is everything

Shared experience, culture, jokes, terms, and support saved the day. Repeatedly.

---



# Epilogue

Atlas, six months later...



**SMALL, CLOSE TEAMS  
WITH A CLEAR FOCUS  
ARE THE BEST TYPE  
OF TEAMS.**



In fact, that's exactly  
what we've learned.

# Atlas today



**Team Geodesy**



**Team Globetrotters**



**Team Cosmography**

**PREVIOUSLY**

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**NOW**

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