

Orchard Engineering Dec'15 Hackathon



Mamuna Oyoyo

[Follow](#)



Dec 16, 2015 · 7 min read



And we're back! The Orchard teams did not fail to wow everyone when taking the stage to present tools and products created during our December Hackathon. Again, the teams were randomly assigned and consisted of engineers, product managers, QA's and

product designers. For this round, we decided to open up the idea box and let the company share some of their creative juices with us. We allowed everyone to contribute ideas/topics towards what they felt the engineering team should hack on. We had a great set of suggestions passed our way but we only ended up selecting from following for teams to hack on:

- Realtime Analytics
- Orchard Idea Box
- Client Help Desk
- Visibility into Our Systems
- Link It: Store Link Maker

Let's dig in and see what the teams came up with! At the end we'll announce the winners.



Team Members: Joe Viletto, Kevin Layman, Mike Swiss, Paulo Kuong, Raphael Antonmattei, Andrew Glassett

Description

Current is a directory service allowing internal users to create a profile and discover colleagues around the world. Users can view where other colleagues are based and for which department.

The image displays two parts of the 'Current' directory service interface. On the left is a profile creation form titled 'Fill out this information to get started'. It includes fields for 'FULL NAME' (Andrew Glassett), 'EMAIL' (aglassett@theorchard.com), 'DATE STARTED' (with a calendar icon), 'LOCATION' (New York), and 'DEPARTMENT' (Technology). There is also an 'Edit Photo' button next to a placeholder image and a 'SUBMIT' button at the bottom. On the right is a 'Directory' view showing a grid of 16 user profiles. Each profile card displays a circular profile picture, the user's name, email address, and department. The profiles include Jane Smith, John Doe, Paulo Kung, Raphael Antonietti, Joe Viletto, Kevin Layman, Michael Orsai, Andrew Glassett, Mamuna Oyoto, Candice Scrivanich, Michael Hirth, Michael Earls, Ben Rubin, and Chris Heydt.

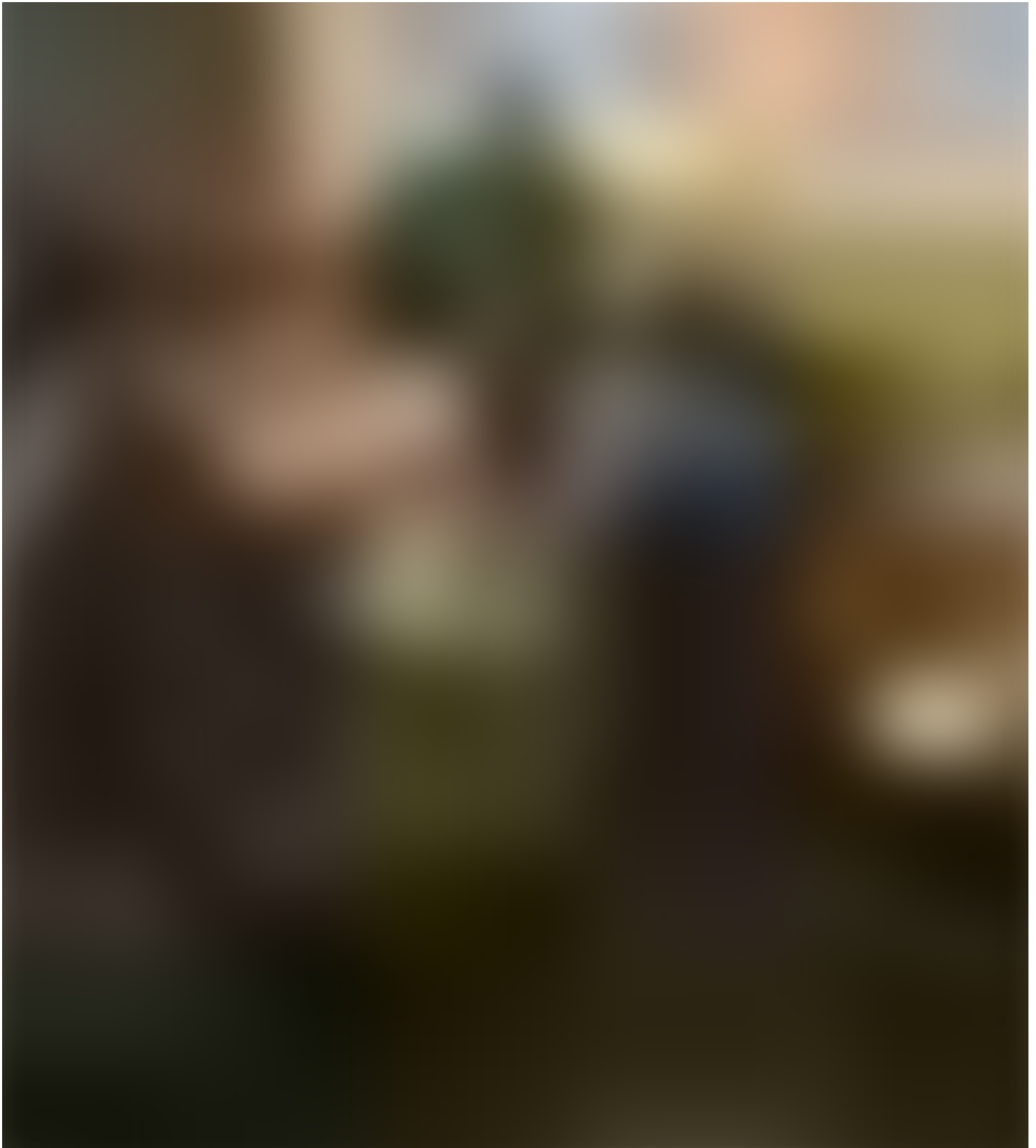
Tech Stack

Full Javascript: front and back (Node.js, Express, React, MongoDB)

Future Current

- Ability to create shoutouts/kudos
- Suggestion Box (company culture initiatives, product/tech ideas, event ideas)
- News (company-wide announcements, company news, department news, orchard events, shames plugs and self promotion)
- Polls & Surveys
- A way to get feedback from the entire Orchard family
- Share music, videos, etc





Team Current plugging away!

LinkCheque

Team Members: Jian, Glenn, Joe L. Ketan, Haseeb

Description

Dubbed the “Last Mile Problem”, the team started with the question — “What if we deliver content to stores but consumers can’t purchase it and we don’t know about it?” Because our catalog is only valuable if it is available to consumers, client managers and clients need a way to be certain that content is available as intended. To address this issue, **LinkCheque** added store links to the Delivery Report page in Release Builder & OA. Here, both clients and client managers can check the availability of any in_content release.



Next Steps:

- Build iTunes ingestion daily status report

- Add more retail store links
- Add alert for client managers in case a release misses the street date
- Allow user added links



LinkCheque building out its Bleeding Edge Technologies

TIMELINE ANALYTICS

Team Members: John Penner, Larron Armstead, Daniel Talsky, Mark Samuels, Gian Generoso, Andrew Glassett, Masha Thomas

Description

The primary question in this case was how do we enable up to the minute information in Workstation even in cases where we may not be able to get access to real-time data feed (Apple)? The team found that iTunes does not update data in real-time and so they were

not able to get real time data during the day. Spotify however provided more real time data with some caveats:

- Current data delivery integration is daily
- Analytics timestamped to the nearest 15 minutes in GMT
- Geo info provide at DMA level in US, ISO code for others
- Zip codes are scrubbed of last 2 digits

And so given these findings, the team decided to pivot, still keeping with the “time” theme they decided that they would provide our labels with more data on their own clients.

Final solution — **Timeline Analytics**, an interactive visualization that informs labels of when their customers are listening to their music as as the key demographic information about these customers. Our labels get paid by numbers of listens and so by providing these labels with sophisticated timing and demographic information we will empower them to better target their existing users as well as new targets with similar characteristics.



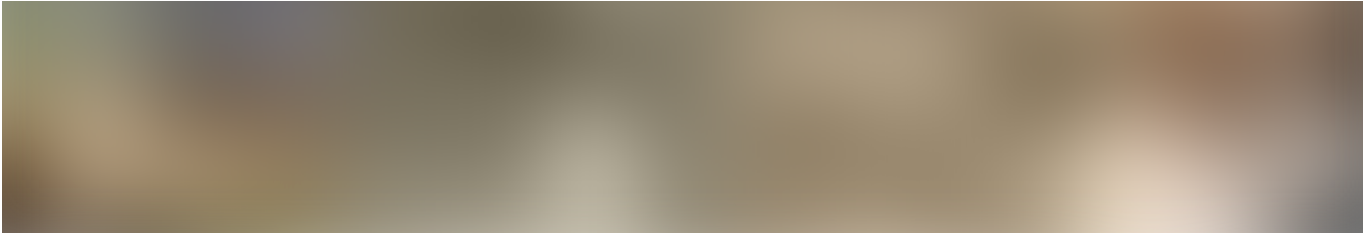


Tech Stack

- Data Source — Redshift DB
- Backend API — Tornado Python for setting up end points/support async networking ops
- Frontend — Read API and display data (Node.js, Bootstrap/jQuery)

Next Steps

- Setup backend messaging system
 - Work with partners to drop analytics more frequently & pipeline these to the messaging system
 - Updating Tornado Backend API server to ready from Messaging System and stream these data via websockets
 - Update frontend to use web sockets or long polling to stream data from backend API
- 



D-Dash

Team Members: Alexey Zinger, Charles Small, Rishi Satsangi, Candice Scrivanich, Peter Iannone, Sean MacGahan, Christian Tate

Description

At any given moment, The Orchard is firing off dozens or hundreds of songs and films to a variety of retailers. **D-Dash** (Delivery Dashboard) allows internal users to see delivery activity within our biggest partnered stores. With each store, the snapshot will provide:

- Releases per priority
 - Average time per phase of delivery (from transfer to content to final delivery)
 - Number of erred releases
 - Releases that missed street data
- 



Namaste from Team orchardZEN

Team Members: Jessica Chung, Chris Hedyt, Becca Garcia, Michael Hirth, Mamuna Oyoyo, Christian Tate

Description

Use Case — Internally within the Orchard, multiple teams are required to contact labels throughout the day or week for many reasons. At the same time, labels are reaching out to the Orchard for clarification, general questions and information, etc. Given this, the instances where a single label may receive emails from different teams or people within the same team is significantly high.

Goal — Our primary goal is to provide internal users with a **client management solution to coordinate and streamline communications with clients**. Secondly,

use of this tool will make transparent the number and types of requests being handled at any given time.



Major Features

- Capturing full email threads by cc: orchardzen@
- Filtering capabilities (by Team, Priority, Date, Status)
- Supports “threads”
- Assign status of incoming correspondences (New, Open, Pending, Solved)
- Set priority of incoming messages
- Supports expanded and condensed views to allow for easy scanning of content

Tech Stack

- Backend: Flask/Python
- Front-End: Bootstrap & JQuery
- Data Storage: Aurora

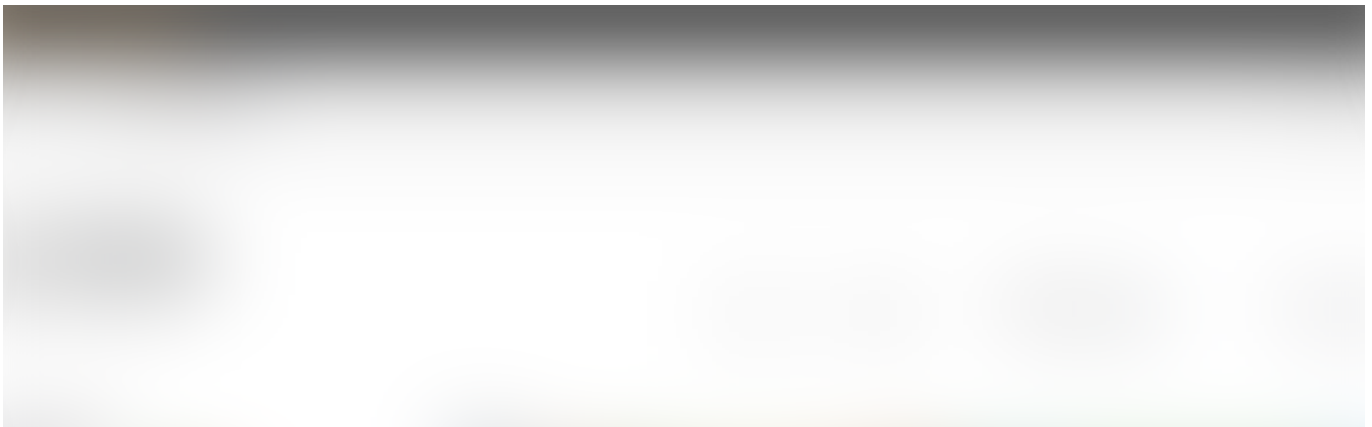
- Receiving & Parsing Emails: Node.js / AWS Lambda

Future orchardZEN Features

- knowledgeZEN is our future knowledgebase system which will allow Orchardites to:
 - -Convert thread/topics into content to be added to knowledgebase
 - -Capture common questions & known issues (for quick referral)
 - -Search through content
 - -Manage screenshots
 - -Capture questions not found by clients as an email request which then feeds directly back into the orchardZEN system as a prioritized item to be picked up.
- Jira Integration — Captures incoming bugs or engineering
- Ability for internal users to create and manage notes
- Ability to manage attachments
- Ability to reply to emails

Winner Winner Chicken Dinner

It was a tough one for the judges but they ended up choosing (drum roll please)...



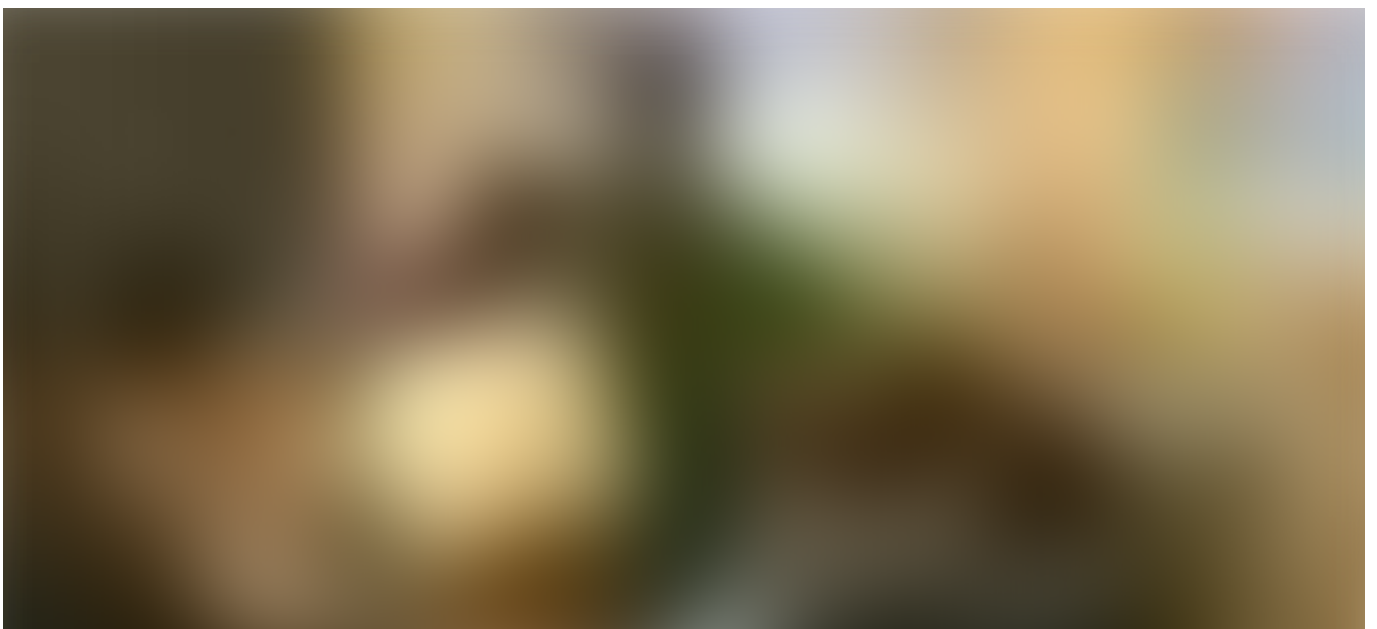
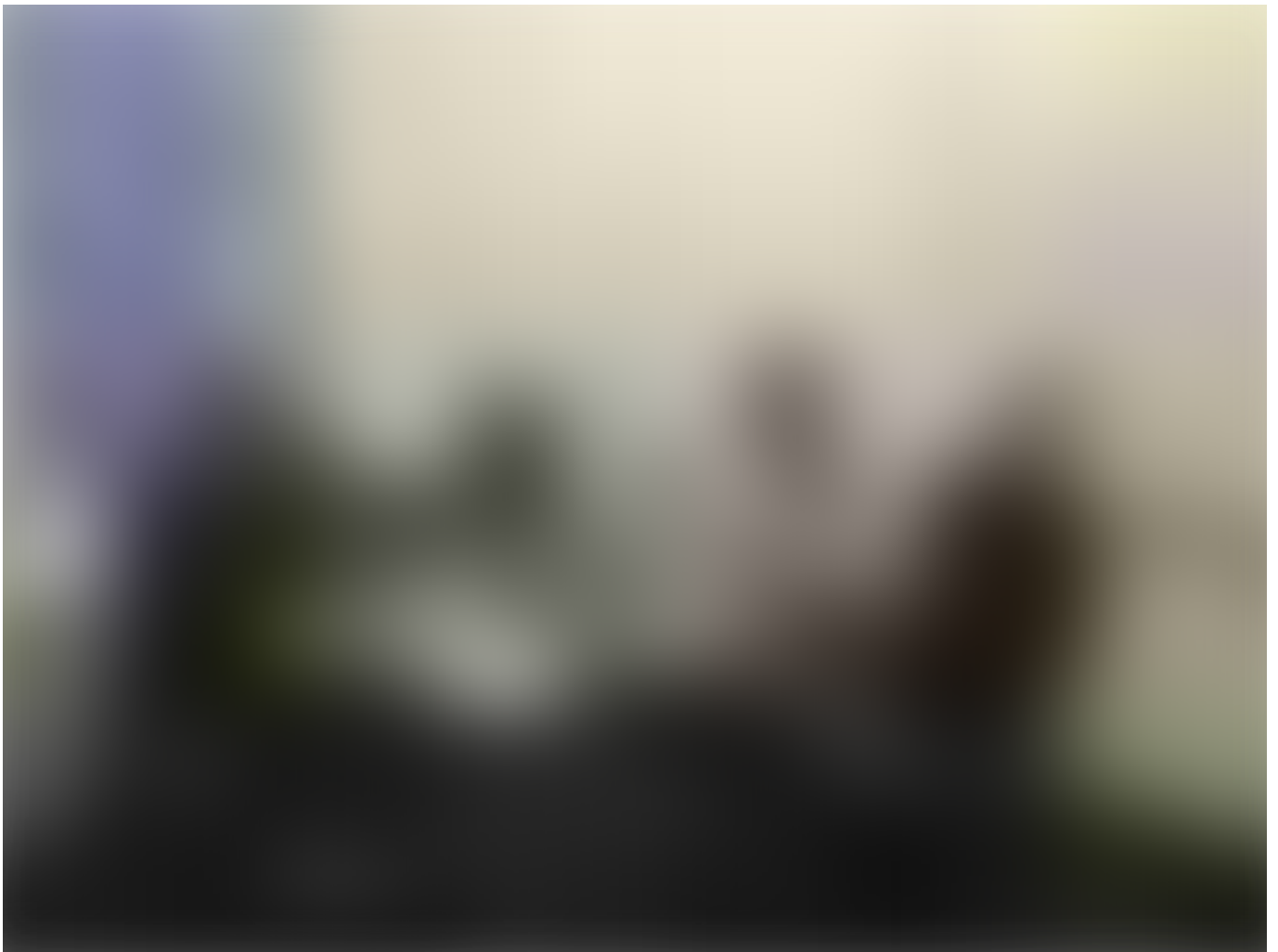


The availability of data combined with its preciseness gave it the winning edge of other teams. Well done teams. Till next month!

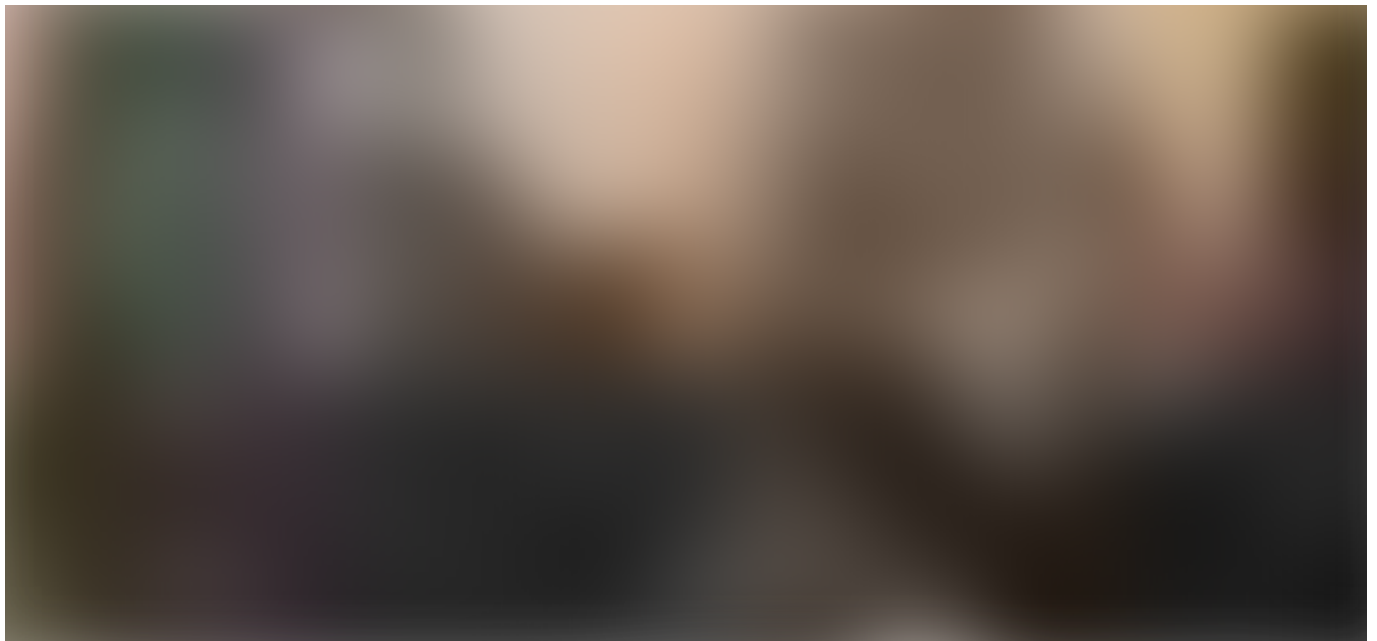
The Outtakes











Mamuna

Currently listening to Bipolar Sunshine — [Drowning Butterflies](#)

[Hackathons](#) [Music](#) [Technology](#)

[About](#) [Write](#) [Help](#) [Legal](#)

Get the Medium app

