▲ **Vercel**

Four ways to improve your frontend workflow

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The way your team builds software matters.

You hired your developers to build amazing experiences that delight and convert customers. But there's a lot that can stand in their way of shipping great software quickly, from manual processes and slow build times to drawn-out iteration cycles. Without a solid workflow, developers end up spending too much time on the wrong things like configuration tools and servers.

That's where Vercel comes in. With personalized support and time-saving features, Vercel enables your team to retain knowledge, iterate quickly, get creative, and collaborate across your organization. In short, we help your developers do what they love to do: innovate to deliver best-in-class user experiences.

In this guide, we'll dive into the signs of a healthy development workflow and how Vercel can accelerate that journey at every stage, while making the developer experience genuinely great. We'll also show you how teams at Solana, Devolver, and Wander use Vercel to transform their workflows, ship features faster, and provide a fun, collaborative atmosphere across their organization.

The Vercel workflow
INTRODUCTION

Let's start here:
Why is the developer experience so important?

The developer experience at your organization directly impacts your bottom line. When the developer experience is challenging—whether it's from a lack of processes or a tedious and inefficient workflow—it's difficult for developers to do, well, anything.

For one, it makes it hard to collaborate with other teams. This not only creates delays and frustration, but it means new tech can't be implemented and adopted efficiently, especially when there are lots of stakeholders. All of these bottlenecks keep developers from being able to iterate, experiment, and deploy quickly, meaning it's even harder for your organization to take advantage of market changes or hit revenue goals tied to site performance (like SEO and acquisition). What's more: it gets harder to onboard and manage agencies, partners, and new team members.

What makes
a good workflow?

1. Default to open source

With open source tools, new employees can easily get up to speed—and you don't need to worry about maintaining custom, in-house solutions when there's turnover.

Teams grow and change. That's a reality for any organization. But having employees come and go introduces challenges. To ensure there's no time lost between transitions, you need to make sure that it's easy to get new employees up to speed, and that knowledge doesn't get lost when someone decides to move on.

The best way to retain all of that knowledge is to use open source. Vercel supports over 35 frameworks including our own Next.js, so developers can keep using the tools they already know and love, minimizing setup and onboarding time. And with a shared understanding across the organization and massive open source communities—around everything from Next.js and Svelte to Turborepo—teams across the business can move quickly.
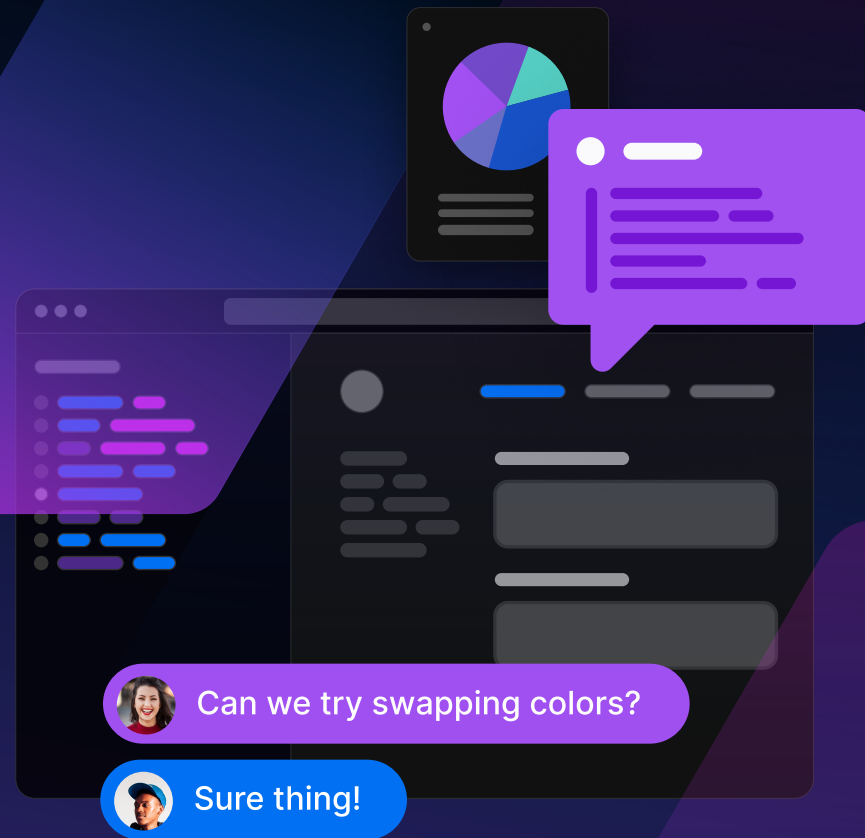
Want a tip? Set strong standards for your languages and frameworks early on. It takes work upfront, but it makes everything easier down the line—from onboarding new team members to large rewrites and refactors.

2,245,421
Next.js npm downloads per week

When it comes to infrastructure, Vercel also simplifies the set-up process with zero-configuration deploys. That means new team members don't have to learn all the ins and outs of complex architectures to start making an impact. With Vercel, their code will work from day one.

With an easy-to-grasp infrastructure, a framework that encourages collaboration, and a dedicated support team, Vercel helps your team develop and ship efficiently no matter how it grows and changes.

Can we try swapping colors?

Sure thing!

The Vercel workflow
DEFAULT TO OPEN SOURCE

2. Accelerate iteration cycles

Think of all the big and small updates your team makes. Can you afford each one to take hours? Having the right tooling is the difference between teams that ship daily and teams that ship weekly.

Developers need to be able to experiment, implement, and test quickly—without disrupting the user experience. Tedious tooling or an inefficient workflow will keep them from doing just that.

Let's take builds for example. When your developers make a change to a website, the application needs to be rebuilt and then production is updated. Many developers today push changes and wait for hours for their builds to complete.

Vercel is on a mission to improve build speeds at every step of the journey. In addition to the efficiencies gained through the platform, leveraging Next.js improves builds by over 5x. And for organizations using monorepos, Turborepo accelerates build speeds by 85% or more, giving teams the power to see changes reflected almost instantly.

After builds, but before pushing to production, your team's code goes to testing—another step in the process that causes delays, but is critical to get right. If you have an ecommerce site, for example, page load speed is the difference between a visitor bouncing out or making it to checkout. For every change your team pushes, you need a seamless way to ensure it's only improving the experience, not hurting it. With zero-configuration integrations for GitHub, GitLab, and Bitbucket along with built-in CI/CD, Vercel makes it simple for your developers to deploy and run automated tests on every pull request.

5x faster
builds with Next.js

Simplify how you build to transform what you build

"The way our previous solution handled plugins and versioning was convoluted, and the development environment was unfriendly. At the end of the day, it was really tough to get things done. Now with Vercel and Next.js, it's an order of magnitude easier for our devs."

Ryan Shea, Web Team Lead at Solana

3. Make time for creativity

When your developers are too busy configuring tools and waiting for builds, they can't do what you hired them to do: push the boundaries of digital experience.

Having a beautiful frontend is like having a beautiful virtual storefront. It's your differentiator in a crowded market. You want to make sure you're investing in making it a delightful experience for your customers so they want to buy.

Vercel alleviates the bottlenecks blocking your team from shipping delightful experiences with:

Fully managed infrastructure

100ms of latency can cost you a 1% decrease in conversions. Vercel's Edge network ensures your site is performing at the highest level, without your team having to even think about it.

Zero-configuration deployments

With Vercel, your team can bring their favorite tools and frameworks and have them work within seconds—no set-up time required.

Seamless integrations

Use the right tools for the job. With the integrations marketplace, your team can seamlessly plug in various systems, tools, and databases to build your application exactly how you want it.

Monorepo ready

Developers love monorepos because they improve transparency, discoverability, code sharing, and standardization. Turborepo, a monorepo build system that works out-of-the-box on Vercel, lets teams leverage monorepos without the complexity and maintenance burden, resulting in 85% faster builds.

Built-in CI/CD

Consolidate your tools with an intelligent CI/CD that's deeply integrated with your deployment and testing systems, ensuring everything is not only automated, but optimized.

Live previews

Accelerate feedback cycles by getting all stakeholders across the business involved early and often with live preview links that stay up-to-date with changes.

With all of these tools, you can expect your website to be fast and reliable by default— so your team can focus on their code.

To look at an example, let's check out Devolver Digital, a video game developer. They're a small team with many projects on the go. Their priority is to spend as much time as possible making their games look great without worrying about infrastructure. Vercel allows them to do just that. They use the tools on Vercel to spin up game sites quickly so they can focus on what they do best.

Frontend teams shouldn't be "on call"

"We treat Vercel as our CloudOps team. We spend our time adding over-the-top easter eggs. Our sites just work. We are never "on-call" in case there's a problem. We don't have to plan around traffic surges."
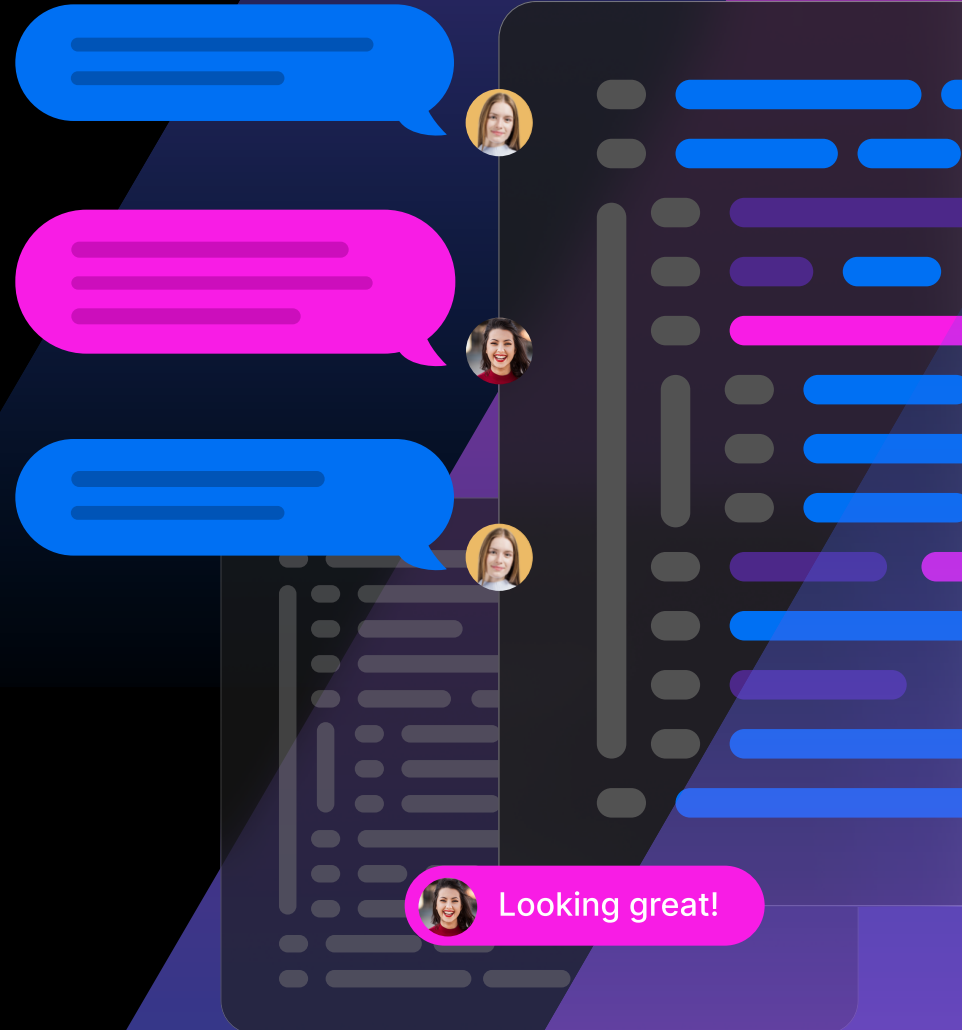
Eli Penner, Web Developer at Devolver Digital

The Vercel workflow
MAKE TIME FOR CREATIVITY

4. Collaborate across teams

Building great software is no longer just for developers. Low-code tools bring peers and stakeholders across the business into the development process.

For too long, departments have worked in silos. The divide between engineering and marketing leads to miscommunications, unrealistic requests, and unmet expectations. Breaking down these barriers is the best way to improve collaboration and lead to a more efficient workflow.

When collaboration is embedded into the workflow, it improves performance, helps with productivity, and makes your organization a better place to work. Tools like Vercel's Preview URLs ensure that different teams can discuss ideas, and in tandem with Next.js Live, your team can test out, discuss, and iterate in real time— improving the quality of work as a whole.

Looking great!

The Vercel workflow
COLLABORATE ACROSS TEAMS

The team at Wander relies on Preview URLs to collaborate and QA across teams quickly. With almost instantaneous preview environments and minimal setup, Vercel enabled them to spin up prototypes and collect feedback in minutes. Deployments happen alongside experimentation, freeing the team to focus on improving the product.

The end result: More time for collaboration and an upgraded experience for the Wander brand customers know and love.

Discuss ideas, not code snippets

"Being able to go from a design in Figma and then to seeing a prototype up on one of the dev links within a matter of a few hours is just great."

Nathan Potter, CTO at Wander

The Vercel workflow
COLLABORATE ACROSS TEAMS

Conclusion

Unlock a better workflow.
Make the Web. Faster.

At Vercel, we believe that great software development is rooted in knowledge and expertise, the speed of iteration, unhindered creativity, and a culture of collaboration.

As you can see from the examples with Solana, Devolver, and Wander, Vercel takes away the bottlenecks and frustrations of frontend building and gives your teams the time to focus on the things that make you unique, the things that allow your team to have fun, and the things that make your business successful. We'll take care of the rest.

[Learn more about how you can improve your development workflow and empower your org to ship better Web experiences with Vercel.](#)

Contact us at sales@vercel.com

The Vercel workflow
CONCLUSION

Vercel

Four ways to improve your frontend workflow

TRUSTED BY THE BEST FRONTEND TEAMS

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