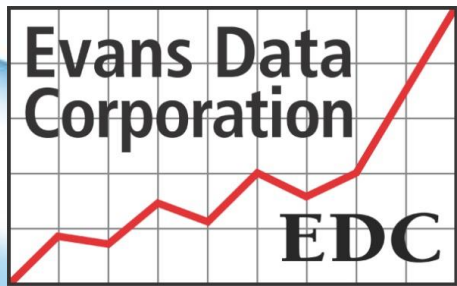


Assessing a Bad Developer Program and Prescribing Fixes to Rescue It

David Intersimone "David I"

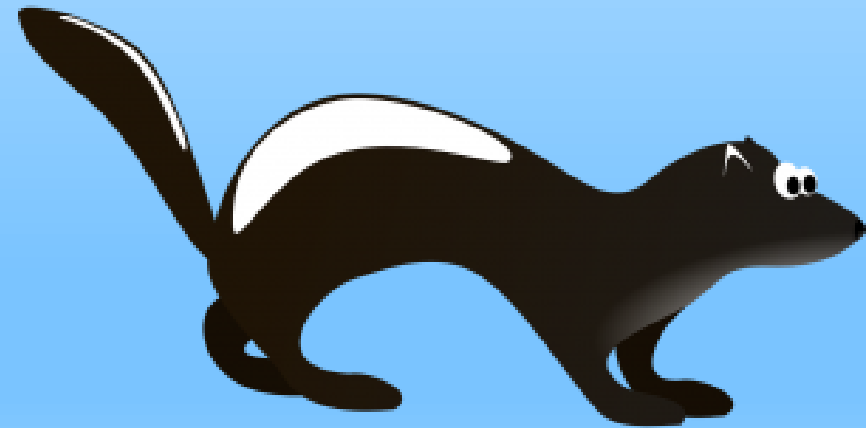


Evans Data Corporation
340 Soquel Avenue
Santa Cruz, CA 95062
800.831.3080
www.evansdata.com

Eureka Digital Works

- Fictitious software company
- Small team, big dreams
- Understaffed, untrained developer advocacy team
- www.eurekadigitalworks.com
- Sixteen Signs of a bad developer program – “Smells”

Code Smell
Community Smell



Sixteen Signs You Have a Bad Developer Program

- Ads in technical content
- Marketing in Technical Newsletter
- Dev emails more sales than tech
- “How To” webinars that are sales pitches

Sixteen Signs You Have a Bad Developer Program

- Community blog posts with vacation pics
- Quick Start Guides that aren't quick
- REALLY long How to Articles / Videos
- Site not mobile friendly

Sixteen Signs You Have a Bad Developer Program

- Community site full of sales/marketing banners
- Conference more sales/marketing and less technical
- Lack of tutorials – video and articles
- Missing/Dated documentation/content/videos

Sixteen Signs You Have a Bad Developer Program

- Non-engineers answering forum questions
- Lack of, or slow response to critical bugs
- Feedback black hole – listening but not doing
- Lack of timely content, posts, events, videos

Community Site

- Developer Portal
 - developer.xxx.com
 - api.xxx.com
 - docs.xxx.com
- Separate from Corporate/Marketing/Shop site
- Mobile friendly

<https://search.google.com/search-console/mobile-friendly>

Blogging – separate into different groups

- Technical blog
- Marketing blog
- Personal blog

Instructional Videos

- Teach me something useful
 - 3 to 5 minutes
 - 6 to 15 minutes
- You can also do deeper dives
 - But break them up into “bitesize” segments

Embarcadero How To:

<https://www.youtube.com/playlist?list=PLwUPJvR9mZHg6qx6v6uWn5duWEuK-2KNX>

Google Developers How I:

<https://www.youtube.com/playlist?list=PLOU2XLYxmsIlexEszFQujHy38pG4pIk0>

Tutorial Length – Online or Video

- **Sweet Spots**
 - Ten to Twenty minutes
 - Twenty to Forty minutes
- **Length can depend on complexity**
 - Consider breaking a tutorial up into steps that can be continued

Newsletters

- Once per month is the most desired technical newsletter frequency.
- Provide a preference center
 - Newsletter format – text/html
 - Email / Mobile
 - Technical
 - Marketing/News

Important Conference Activities – Top Five

- Technical Sessions
- Discussions / Interactions
- Session Videos
- Hands on Sessions / Code Labs
- Networking Opportunities

Developer Support / Forums

- **Support:**
 - Most want to talk to a developer support engineer
 - You should provide self-help options for common questions
 - Developers will pay for quality developer support - hourly
- **Forums**
 - A large majority of developers expect free support forums
 - Encourage community members to participate in your forms
 - Identify Most Valuable Professionals to help lead conversations
 - Reward top helpers

Bugs / Requests

- R&D/QA/PM & DevRel Jira – Community Jira
 - Team – feedback, workarounds, hot fixes, updates, R.I.B
 - DevRel – escalations, collaboration, communications
 - Community – bug reports, workarounds, feature requests
- UserVoice
 - Community, PM, DevRel moderation
 - Voting to highlight importance
 - Closing requests when new feature and/or fix

<http://quality.embarcadero.com/>

<https://delphi.uservoice.com/>

Questions

- It's your turn 😊

