DEVELOPER-CENTRIC DESIGN FOR BETTER EXPERIENCE

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HELLO!

I am Tomomi Imura

Cloud Dev Advocate at Microsoft

Advisor at Code Chrysalis

DESIGNING DEVELOPER EXPERIENCE

1. Definitions
2. My experiences & stories, focused on dev content

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2. My experiences & stories

“

“User-Experience (UX) focuses on having a deep understanding of users, what they need, what they value, their abilities, and also their limitations.”

- Source: usability.gov

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- Source: usability.gov

"Developer-Experience (DX) focuses on having a deep understanding of developers, what they need, what they value, their abilities, and also their limitations."

- Source: usability.gov

By Jared Spool (CC-BY-SA)

“

押し間違えても、一切保証出きません

No guarantee for your misoperations
You are obligated to pay

7-Eleven Coffee machine:
https://twitter.com/ryo_sasaki/status/560229808362102784

BAD UX: USER REACTIONS

When a person tries to [pour a cup of coffee at 7-Eleven]:

- Confused
- Trial & Error approach
- Frustrated
- Repeat
- Totally upset

> *Come on, just give me f-ing coffee!*

BAD DX: DEVELOPER REACTIONS

When a dev tries to use [API with poorly written docs / No code samples]:

- Confused
- Trial & Error approach
- Frustrated
- Repeat
- Totally upset

> *Come on, just give me f-ing API that works!*

POOR DX: EXAMPLES - DEV PLATFORM / API

- No Documentation (Ugh!) / Poor Docs
- No changelog / versions
- API (services, platform, tools, etc) is just too complex
- No tools or SDK
- Inconsistent method names (naming conventions, API patterns, etc)
- Non-verbose error messages or explanations
- Operational problems - unstable service

POOR DX: EXAMPLES - DOCS

- Bad IA - hard to browse/navigate
- No changelog
- Outdated content
- Too complex
- No code samples / templates
- No diagrams, screenshots, illustrations
- No design guidelines / HIG

“

Approximately 65 percent of the population are visual learners

Visual learners learn through seeing. They may think in pictures and learn best from visual displays

(Mind Tools, 1999)

DESIGNING DEVELOPER EXPERIENCE

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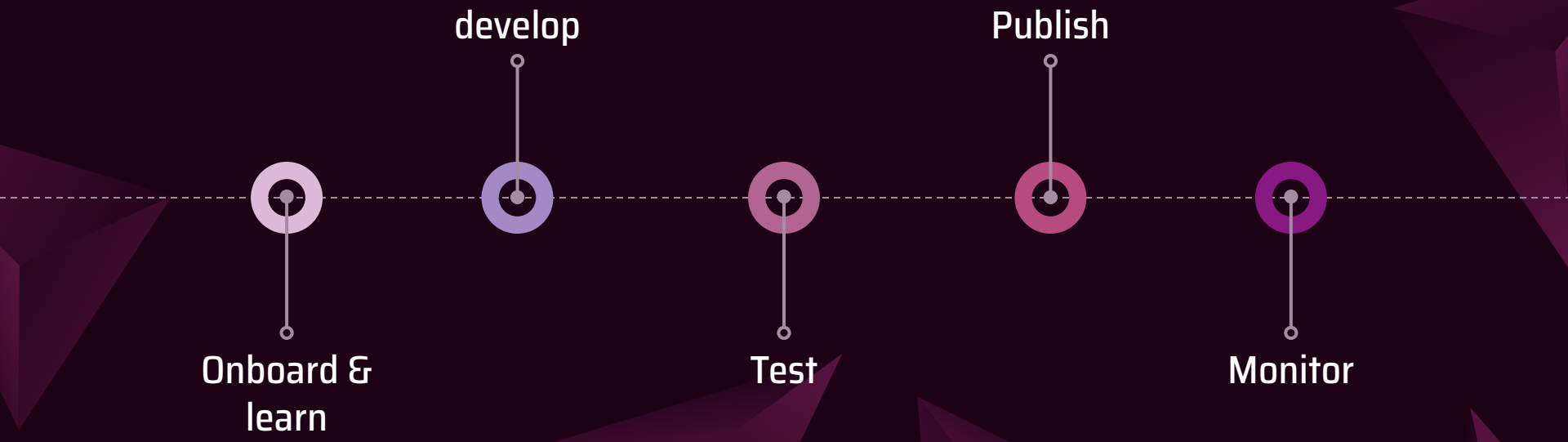
IMPROVING MICROSOFT TEAMS DOCS

Goal:

To reduce the learning curve for new developers and create a happy path for them

PHASES OF DEV LIFE CYCLE

OF TEAMS APP DEVELOPMENT



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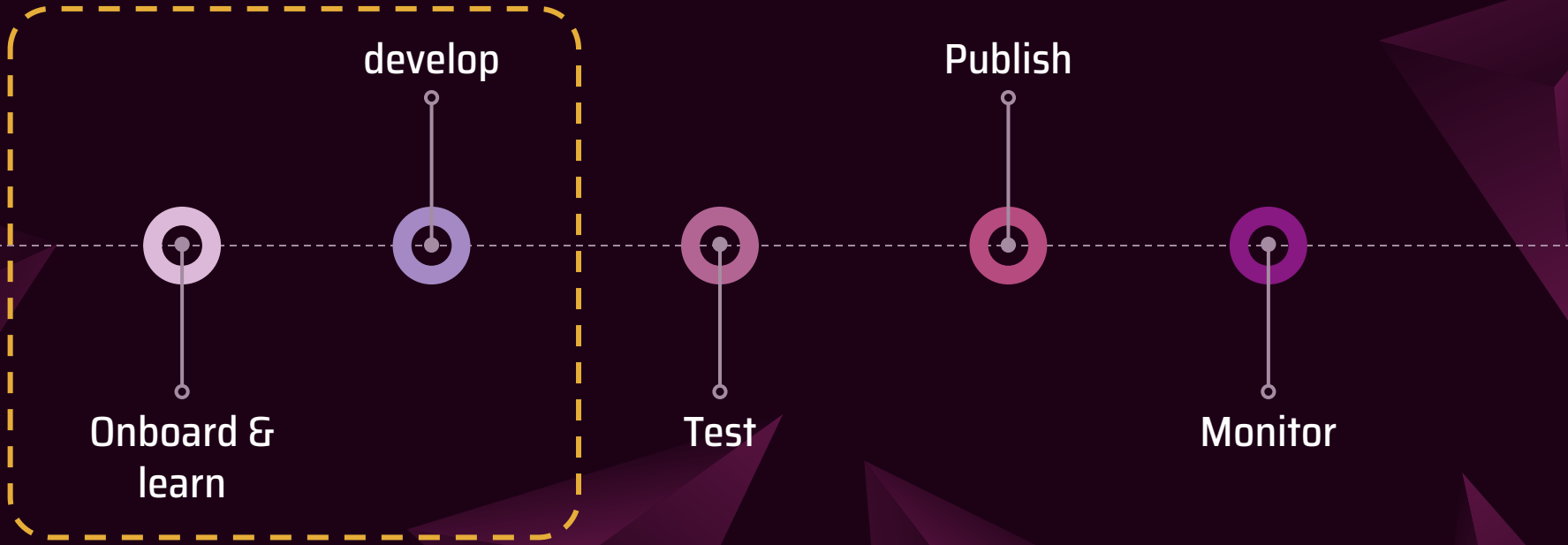
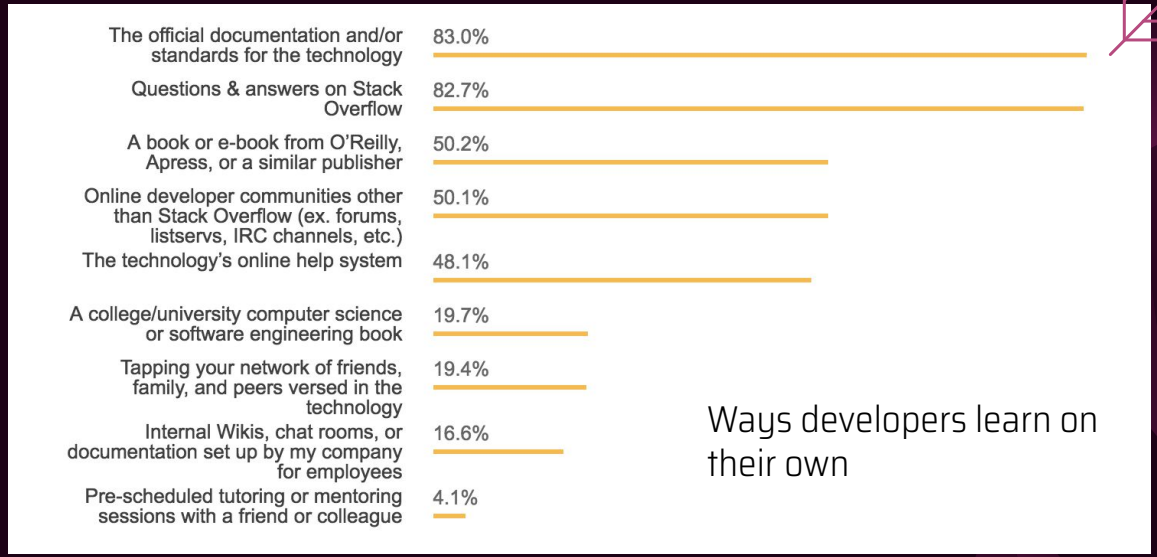


DEV JOURNEY: ONBOARDING EXPERIENCE



https://insights.stackoverflow.com/survey/2018

Docs - where the journey begins!

DEV JOURNEY: ONBOARDING EXPERIENCE

Engineer Tomomi says:

“OMG, I feel really stupid 😭”

DevRel Tomomi says:

“Hmm, this process must be giving her a bad developer experience. We need to fix this.”

KNOW YOUR DEVELOPERS

Developer-centric design

= Empathy-driven design

COLLECTING USE-CASES & PERSONA

No such thing as “average developers”

Find out who your developers are what they try to achieve

- Types of business
- Demogeographic
- Goals & challenges
- Product knowledge & experience

COLLECTING USE-CASES & PERSONA

For example:

What they try to achieve

- Publishing App: Survey app
- Custom automations: Git / CI notifications
- Custom tool: Helpdesk tool ...

Who they are: Experience levels

- Microsoft-all-the-things pro developers
- Unfamiliar with MS tech stacks but experienced with similar products
- Web developers
- Non-Engineers - No/Low-code

INTERVIEWING DEVELOPERS

Figuring out their pain points

	Who they are & what they do
Company A	SI (Microsoft Partner) , building internal tools for Teams
Company B	SaaS startup (No prior experiences with MS platforms), porting their product into Teams
Company C	EdTech (Front-end / Content), creating educational content to be viewed in Teams
Company D	Healthcare (Low code solutions), creating automation flows

UNDERSTANDING THEIR PAINS

Be honest to them so they tell you honest stories too.
Hear them rant!

- Don’t get offended
- Admit your mistakes
- Find where confusions come from

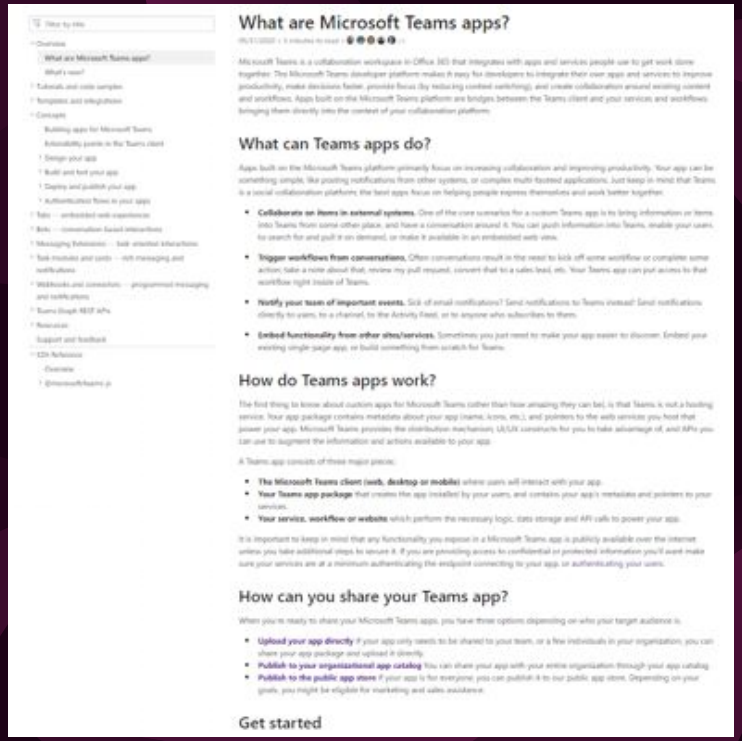
IMMEDIATE ACTIONS

- Bug report & fix
- Feedback to appropriate teams
- Follow-ups
- Brainstorming
  - Prioritizing content
  - What to be changed
  - What to be added
  - And how to present

IMPROVING DOCS

- More concise overview & getting started page
- Beginner-friendlier Table of Contents
- Prioritize & de-prioritize content & rearrange
- More visual elements
- Diagrams & charts
- Use-cases
- Terminology & better descriptions
- Inclusive supports - no-code / low-code
- Design guidelines & Figma assets

Before



What are Microsoft Teams apps?

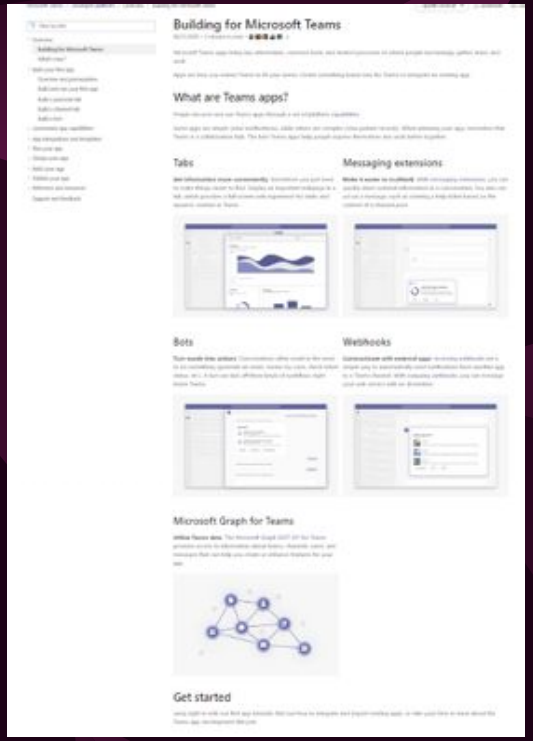
What can Teams apps do?

How do Teams apps work?

How can you share your Teams app?

Get started

After



Building for Microsoft Teams

What are Teams apps?

Tabs

Messaging extensions

Bots

Webhooks

Microsoft Graph for Teams

Get started

SUCCESS METRICS

- Massive increase in the docs KPI Score
- Increase in click-thru rate
- Increase in dwell rate
- Decrease in bounce rate
- Decrease in exit rate

SPECIAL THANKS

My awesome teammates at Microsoft:

- Dev Advocacy team
- Product team
- Design team
- Leaderships for support

INTERNATIONALIZING SLACK DOCS & TUTORIALS

Goal:

To not let the growing community left behind, support technical content in Japanese

KNOW YOUR DEVELOPERS

Again,
It is all about Empathy

ASKING DEVELOPERS

- Conference attendees
- Customers & partners
- Online Survey
- Feedback (tweets & email)

LISTENING TO DEVELOPERS

Majority of developer in Japan wanted the docs available in Japanese

- Language barrier is thicker than anybody (in the US) imagines
- Docs in friendly-tone is nice but don’t get translated by machine correctly
- The 3rd party tutorials in Japanese are outdated

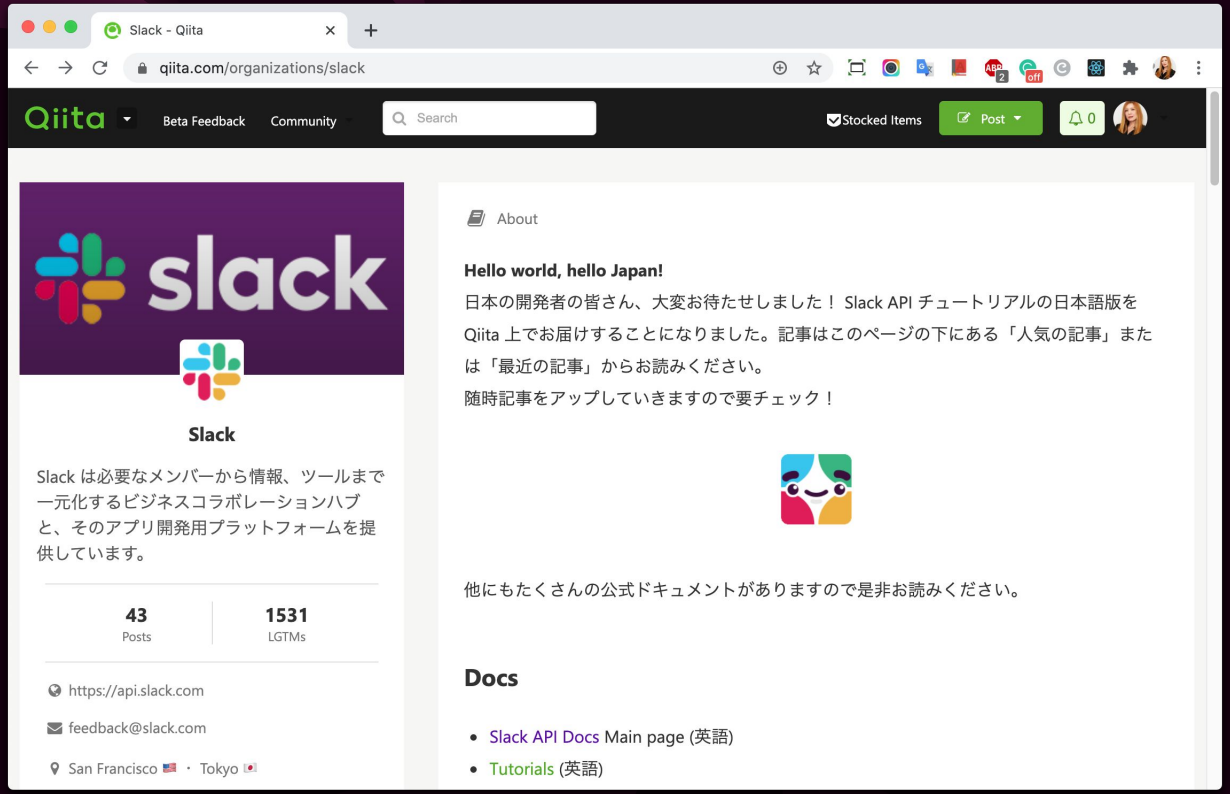
CONVINCING THE IMPORTANCE

Internationalization = often lower priority

- Budget
- Unknown business impact
- Not enough head-count / bandwidth
- Arrogance & lack of empathy - “Oh, people should learn English”
- Lack of knowledge - how to market right

JUST DO IT

- Volunteer & ask friends/coworkers for help
- Show stats & feedback
- Send execs to Japan 😜 (= have them talk to customers!)
- Prioritize which content must be translated (No time & budget for the entire docs)
- Research the market!


Slack - Qiita
qiita.com/organizations/slack
Qiita
Beta Feedback
Community
Search
Stocked Items
Post
0
slack
Slack
Slack は必要なメンバーから情報、ツールまで一元化するビジネスコラボレーションハブと、そのアプリ開発用プラットフォームを提供しています。
43
Posts
1531
LGTMs
https://api.slack.com
feedback@slack.com
San Francisco · Tokyo
About
Hello world, hello Japan!
日本の開発者の皆さん、大変お待たせしました！ Slack API チュートリアルの日本語版を Qiita 上でお届けすることになりました。記事はこのページの下にある「人気の記事」または「最近の記事」からお読みください。
随時記事をアップしていきますので要チェック！
他にもたくさんの公式ドキュメントがありますので是非お読みください。
Docs
Slack API Docs Main page (英語)
Tutorials (英語)

SUCCESS METRICS

- The announcement tweet got the record largest # of retweets
- Increase API calls from ja-jp region
- Increase # of apps built in ja-jp region
- Become the fastest growing dev community
- Increase community-driven content

As of March 2020

Slack Platform
@SlackAPI
日本の開発者の皆さん、大変お待たせしました！ Slack API チュートリアルの日本語版を @Qiita 上でお届けすることになりました。随時記事をアップしていきますので要チェック！
Translate Tweet
slack
Slack - Qiita
Slack は必要なメンバーから情報、ツールまで一元化するビジネスコラボレーションハブと、そのアプリ開発用プラットフォームを...
qiita.com
5:52 PM · Apr 1, 2019 · Twitter Web Client
559 Retweets
14 Quote Tweets
1.1K Likes

SPECIAL THANKS

My awesome former teammates at Slack:

- Internationalization team
- All teams in Japan & Japanese-speaking employees in the US, Canada, and Australia
- Execs for sponsoring

More DevRel talks on technical content & developer education (and JavaScript) by me are available at:

slideshare.net/tomomi

THANKS!

Any questions?

@girlie_mac

Credit:

- Presentation template by SlidesCarnival