

# Notice Me, Senpai!




Get Discovered with Creative Technical Content

Tomomi Imura (@girlie\_mac)



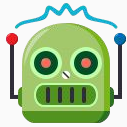
## Tomomi does:

- advocate open web & technology
- code JavaScript & Node.js
- writer & speak about tech
- hack useless stuff
- mentor & advisor
- currently work at 

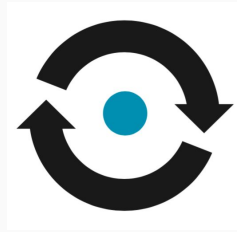
# Where I Have Been Doing DevRel at:



Slack API



Nexmo SMS,  
Voice, 2FA API



PubNub Realtime API



**NOKIA**

HTML5 (W3C) &  
Windows Phone



webOS Apps

# I Write & Have Written Articles on:



Technical editor for some books by:



**Get Discovered by Developers!**

# How Do Developers Find Your...



Word of mouth,  
on Slack, etc.



Tweets,  
newsletters, etc.



Search

API, Platform, Framework, Tools, etc.

# Awareness

When devs find your shiny new stuff passively on TechCrunch, ProductHunt, announcement / marketing blog, etc:

Sounds awesome!



# Awareness & Acquisition

When devs find your use cases, and with even better, easy-to-follow step-by-step tutorials on how to build:

Sounds awesome!



I may wanna try!





# Get Devs Hands Dirty!

- Workshops
- Hackathons
- **Blog & Tutorials**
  - Docs
  - Diagrams and Illustrations
  - Videos & Screencasts
  - Webinars



*My focus!*



**Make It Practical!**



# Practical & Fundamental

Tutorial examples:

- [\[Awesome API\] 101](#)
- Beginner Guide of [\[Awesome API\]](#)
- Getting Started with [\[Awesome API\]](#) in [\[Node.js\]](#)
- How to Build To-Do App with [\[Awesome.JS Framework\]](#)
- [\[Awesome API\]](#) Tips & Tricks
- [\[Awesome API\]](#) Best Practice



How to Add Two-Factor Authentication (2FA) to Your Node.JS Web Apps

Secure Your App with **Two-Factor Authentication** with Node.js

332393

How to Add Two-Factor Authentication (2FA) to Your Node.JS Web Apps

April 11, 2017 Published by Tomomi Imura

*This tutorial is part of the "Getting Started with Nexmo APIs and Node.js" series. See links to prior tutorials at the bottom of the post.*

Search

Categories

- Award
- Carriers
- Chat App
- Cloud Communications
- Customer Support
- Customers
- Dashboard
- Developer Challenge
- Developer's Corner
- Developers
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- Events
- Giving Back
- Hack-Worthy
- Messaging
- Nexmo News
- Number Insight
- Partners
- Product

Facebook

Twitter

LinkedIn

Stack Overflow

Email

+

PN Chat App Best Practice Guide x

Secure https://www.pubnub.com/blog/2016-04-28-chat-app-best-practice-guide-with-ja...

PubNub

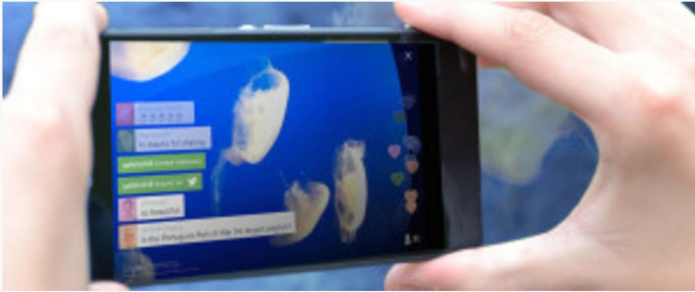
Jobs at PubNub | Blog | Support | Network Status | Login

USE CASES PRODUCTS & FEATURES BLOCKS CATALOG DEVELOPERS PRICING PLANS CUSTOMERS Get Started

# Chat App Best Practice Guide with JavaScript APIs

By Tomomi Imura | Follow @ | April 28, 2016

One of the most common use-cases of PubNub data stream network is for chatting. It can be a standalone chat app, or a chat feature in a larger application or website. A good example of latter is the one seen on [Twitter Periscope](#), where viewers can interact with the videocaster during a live video stream.



Python (15) | Arduino (31)

### Use Cases

Chat (76)

Visualizations (37)

Maps and Geolocation (29)

Multiplayer Gaming (37)

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**Make It Interesting!**



# Creative Projects (and How to Build Them!)

- GIPHY Chat App
- Slack Message Analysis w/ Watson
- Tweet Emotion: Sentiment Data Visualization w/ D3.js
- Raspberry Pi Spy Cam w/ Facial Detection
- Call Alexa from Phone
- Robot Dance Party
- Gotta Get'em All! Pokémon Go Relatime Mapping





Remote Control robot

When someone says that every dog gets a room

Guitar Hero

When someone says that every dog gets a room

When someone says that every dog gets a room

Home Light Show

Smart Dog

Utterance Over Chat bot

Fitbit for dogs

Proximity Chart

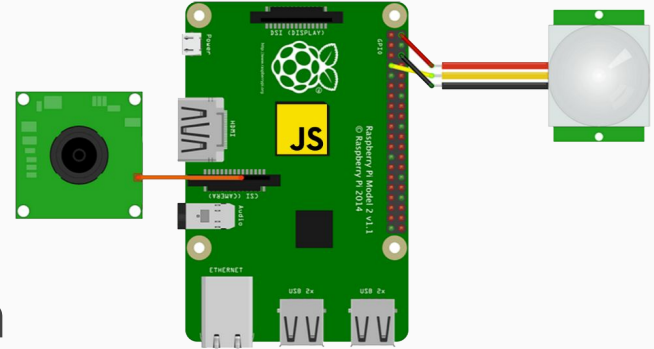
Smart Dog

Brainstorm



# Project Types


- Purely fun
  - Pokémon
  - IoT - cat camera
- Targeting a community / Ecosystem
  - Programming Language, Platforms
  - Frameworks - e.g. Standard Web APIs, React, Angular, D3
  - Hardware - e.g. Arduino, Raspberry Pi
  - AI - e.g. Amazon Alexa, IBM Watson



Tweet emotion: real-time Tweet analysis with PubNub Data Stream

Friday, December 5, 2014 | By Tomomi Imura (@girlie\_mac), PubNub Guest Post [00:49 UTC]

PubNub recently released a demo Twitter stream published through their hosted websockets. The stream can be consumed on a variety of platforms using one of their many SDKs. In Part 1 of this two-part series, guest blogger and PubNub Developer Advocate Tomomi Imura will walk you through creating a cartographic visualization using D3, Twitter data and the PubNub API.

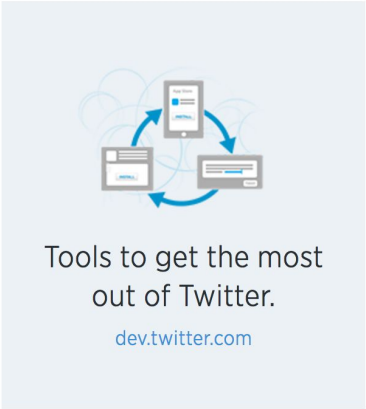


how is america feeling right now?

This map shows the emotional "state" of each state at any given moment. Positive or negative sentiments are loosely determined based on an analysis of key words used in tweets. The realtime data comes from the PubNub Data Stream Network and PubNub's out-of-the-box access to the live Twitter stream.

Related posts

- [Creating a realtime Tweet visualization in 3-D](#)



Tools to get the most out of Twitter.

[dev.twitter.com](http://dev.twitter.com)

Related links

PN Internet of Things 101: Getting Started

Secure https://www.pubnub.com/blog/2015-05-27-internet-of-things-101-getting-starte...

PubNub

USE CASES PRODUCTS & FEATURES BLOCKS CATALOG DEVELOPERS PRICING PLANS CUSTOMERS [Get Started](#)

Jobs at PubNub | Blog | Support | Network Status [Login](#)



# Internet of Things

With Raspberry Pi 2

## Internet of Things 101: Getting Started w/ Raspberry Pi

By [Tomomi Imura](#) | Follow @ | May 27, 2015

We've [published a number of Raspberry Pi tutorials and demos](#) recently, however, many of

### PubNub

The PubNub Data Stream Network powers thousands of apps, streaming 1.9 Trillion messages to over 330 million devices a month.

#### Stack

- JavaScript (208)
- Android (46) | iOS (36)
- Raspberry Pi (29)
- Python (15) | Arduino (30)

#### Use Cases

- Chat (76)
- Visualizations (36)
- Maps and Geolocation (29)
- Multiplayer Gaming (37)

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@girlie\_mac

Getting Started with IBM Watson

Secure https://vimeo.com/194215252

vimeo Join Log in Host videos Watch On Demand Search videos, people, and more Upload

Tomomi Imura  
@tomomi\_imura  
(Administrator)

MANAGE  
DEVICES  
DOWNLOADS  
VIEW CREDENTIALS

Download and Update

Looking to download the installer for Windows? Choose Windows

Download Intu Tooling

System Requirements for Intu Tooling

Will work on the latest version of Mac, Windows, Chrome and Firefox.  
This tooling will allow you to install Intu on device such as your workstations, Raspberry Pi, and Nao (Robots)

\*By downloading Project Intu Tooling you are accepting our [privacy policy](#)

Download Intu Starter Kit

Download and extract the zip file and follow the instructions in the Intu Starter Kit. This kit will help you to quickly configure and set up Intu.

Downloads

Name	Size	Kind
Intu-Tooling-OSX64	--	Folder
Intu-Tooling-OSX64.zip	88.2 MB	ZIP archive
telephone-304080.svg	2 KB	SVG image
wp_20161122_13_04_47_pro.mp4	6.8 MB	MPEG-4 mp4
Screenshot_20161116_181230.png	1.1 MB	PNG image
IMG_20161109_103348.jpg	1.6 MB	JPEG image
Stack.png	42 KB	PNG image
paper-planes-1605168.svg	38 KB	SVG image
temp	--	Folder
intu.zip	31 KB	ZIP archive
10-17-16_EmailCo_ership Agreement.pdf	122 KB	PDF Document
Screenshot_20161017-112611.png	121 KB	PNG image
heroku-toolbelt.pkg	12.4 MB	Installable package
Developer Experience Metrics.pdf	1.8 MB	PDF Document

01:49

## Getting Started with IBM Watson Project Intu & Integrating it with Voice API

from Nexmo PRO 5 months ago | more

More from Nexmo  
 Autoplay next video

Getting Started with... IBM Watson Project

@girlie\_mac

Company-wide annou...  
y cat s poop stunks! gross!

Watson Bot APP 4:32 PM  
girlie\_mac is feeling disgust

girlie\_mac 4:32 PM  
Yay, this is working!!! So awesome!

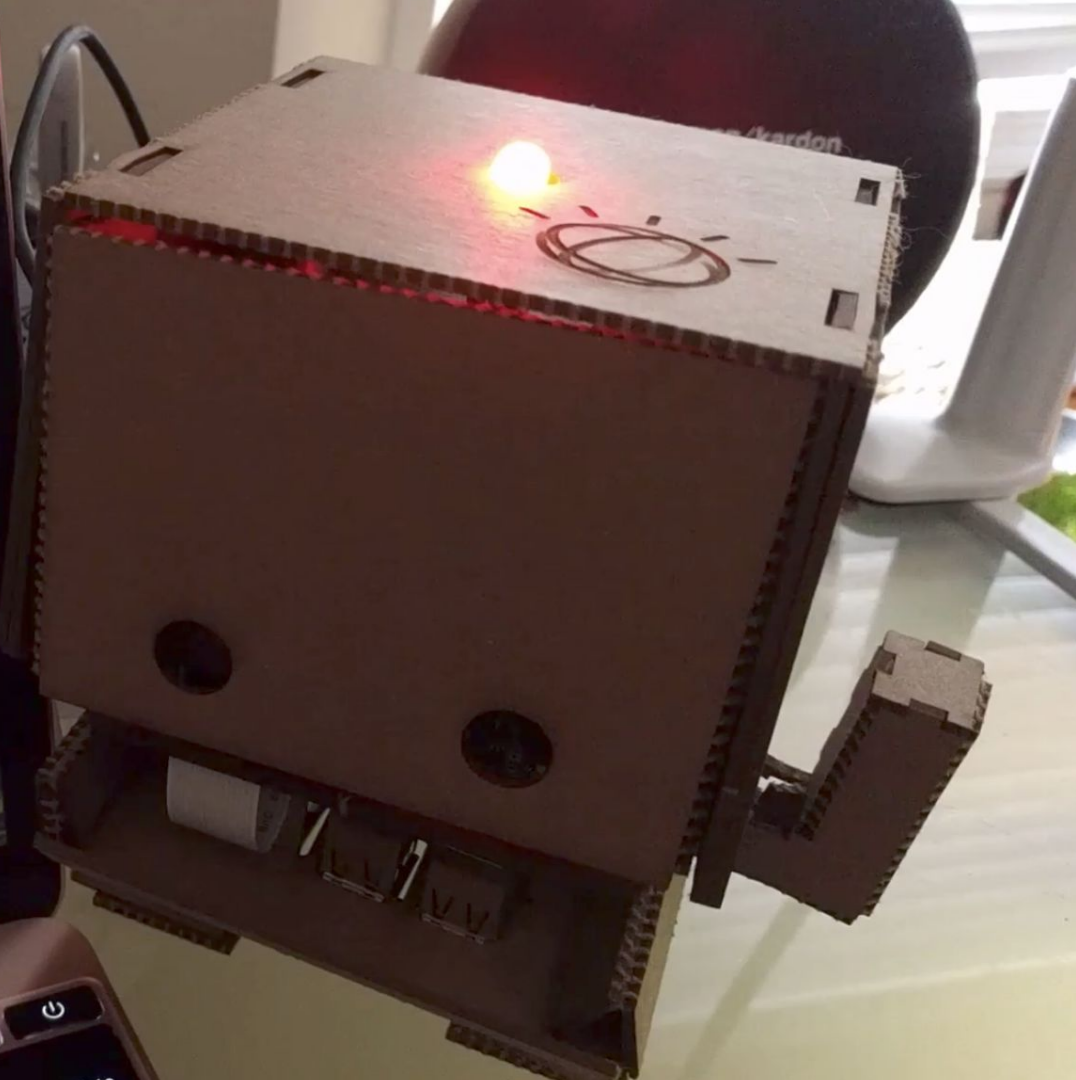
Watson Bot APP 4:32 PM  
girlie\_mac is feeling joy

girlie\_mac 4:33 PM  
I am so pissed off.

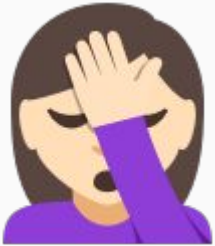
Watson Bot APP 4:33 PM ☆  
girlie\_mac is feeling anger

```
1. pi@raspberrypi: ~/slack-sentiment (ssh)
x pi@raspb... #5
x nf /User... #2
x fish /Use... #3
x pi@raspberr... #4

M web.1 | team_id: 'T1L92RL59',
PM web.1 | api_app_id: 'A403B6JRW',
PM web.1 | event:
PM web.1 | { text: 'girlie_mac is feeling anger',
PM web.1 |   username: 'Watson Bot',
PM web.1 |   bot_id: 'B4DSU36GM',
PM web.1 |   type: 'message',
PM web.1 |   subtype: 'bot_message',
PM web.1 |   ts: '1488760435.000079',
PM web.1 |   channel: 'C1LAPSQEM',
PM web.1 |   event_ts: '1488760435.000079' },
PM web.1 |   type: 'event_callback',
PM web.1 |   authed_users: [ 'U403FBU7J' ] ]
Spaces: 2 JavaScript
```



# Let Devs Adopt the Ideas



“Pokemon is **not** how we win the big \$\$\$ companies”

“Don’t get me wrong. We are providing the ideas”



# Adopting the Ideas for Real Apps

```
{  
  id: 'pikachu-012',  
  lat: 37.7234,  
  lon: -122.472  
}
```



```
{  
  id: 'taxi-012',  
  lat: 37.7234,  
  lon: -122.472  
}
```



Notice Me, Senpai!







**But Senpai doesn't  
even know me...**

# Piggybacking on Bigger Players




- Partner with other companies
- Be friend with their DevRel peeps
- Apply to be an author
- Pay sponsorship



Tweet emotion: real-time Tweet analysis with PubNub Data Stream

Friday, December 5, 2014 | By Tomomi Imura (@girlie\_mac), PubNub Guest Post [00:49 UTC]

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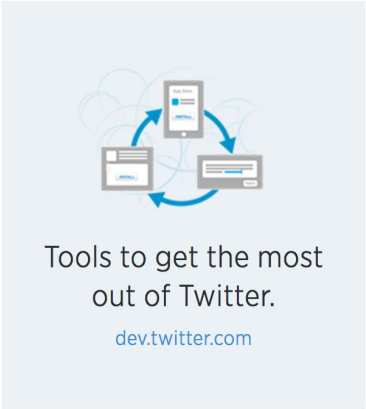


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Related posts

- [Creating a realtime Tweet visualization in 3-D](#)



Tools to get the most out of Twitter.

[dev.twitter.com](http://dev.twitter.com)

Related links

Arduino Blog » Getting Started x

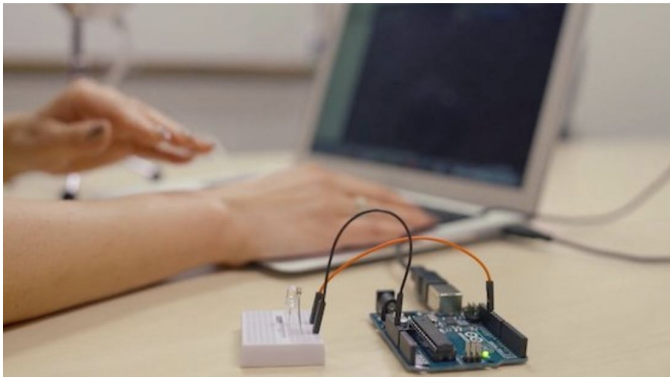
Secure <https://blog.arduino.cc/2016/07/19/getting-started-with-johnny-five-for-iot-part-1/>

HOME BUY SOFTWARE PRODUCTS LEARNING FORUM SUPPORT BLOG

ARDUINO PROJECT

## GETTING STARTED WITH JOHNNY-FIVE FOR IOT

Arduino Team — July 19th, 2016





Interested in the world of hardware hacking, but feeling left out because you just don't have the time to learn another language? Or maybe you aren't comfortable using Sketch to program? Have no fear, you can easily use JavaScript to program boards like **Arduino** and **Genuino**. Yes, just JavaScript!

In this series of video, **PubNub's Tomomi Imura** shows you **how to start hacking an**

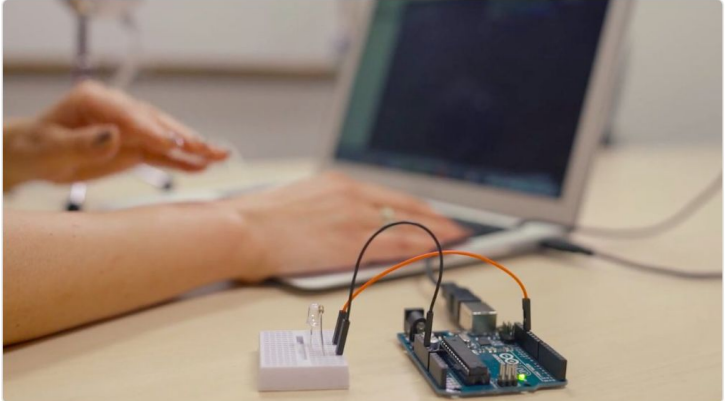
@arduino on twitter




- Grow your own salad with this rotating hydroponic system:  
<https://t.co/sjHrtBwGj4>  
<https://t.co/osjDHgSKrE> 05:23:48 PM  
May 13, 2017 from Twitter Web Client  
ReplyRetweetFavorite
- The Scienc Mill One is an open source, Arduino-powered desktop milling machine: <https://t.co/2P7XD25J4X>  
<https://t.co/iWgFOv6DYT> 04:39:05 PM  
May 13, 2017 from Twitter Web Client  
ReplyRetweetFavorite
- RT @Paperino\_io: Ultra low power<sup>2</sup>:  
@Arduino MKRFOX1200 &  
@Paperino\_io, 2x AA batteries, 6 months lifetime, #sigfox IoT  
<https://t.co/mQRugD7...> 10:20:54 PM  
May 12, 2017 from Twitter for iPhone  
ReplyRetweetFavorite
- RT @MarcSibila: Good Morning 🌞🍷  
@Ardumania\_jmanu &  
@rogerpaddagog here's #fenderino AC  
⚡ DC cover. @dcurtielles +  
@instroniks #ACDC #... 05:17:06 PM  
May 12, 2017 from Twitter Web Client

# ...and get THEIR Social Bandwagon!

 **Arduino**  @arduino · 14 Jul 2016

Start hacking an Arduino board with Node.js using Johnny-Five: [bit.ly/29TxOh3](http://bit.ly/29TxOh3) (via @PubNub)



 1  54  88

 **Scotch.io** @scotch\_io · Mar 7

Send SMS from the Browser with Web APIs, Node, and Nexmo by @girlie\_mac



**Send SMS from the Browser with Web APIs, Node, and Nexmo**  
Creating a Simple Web App to Send SMS Using Web APIs, Node.js, Express, and Nexmo  
scotch.io

 1  14  41

@girlie\_mac




The screenshot shows a web browser window with the URL `https://dev.opera.com/articles/web-notifications-pubnub/`. The page header includes the Dev.Opera logo and navigation links for Blog, Articles, Extensions, and TV. The article is by Tomomi Imura, published on 24 February 2015. The main text discusses the W3C Web Notifications API and Opera's implementation. An inset image shows a mobile notification for 'Ollie' from 'girlie\_mac' over a BBC News page.

Dev.Opera

Blog Articles Extensions TV

Search Dev.Opera

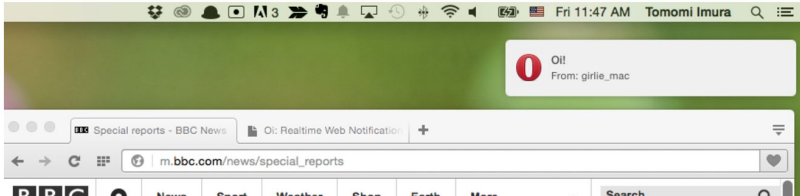
  
Tomomi Imura

Published on 24 February 2015 in [Articles](#). Available in [Russian](#), English. [Edit this article on GitHub](#). Licensed under a [Creative Commons Attribution 3.0 Unported](#) license.

[communication](#) · [javascript](#)

Notifications are a great way for apps to indicate that they have something to tell you, for example, that you've received a new Twitter message.

The [W3C Web Notifications API](#) allows your web browser to display notifications as well: it is a great way to engage with your users because these notifications can be displayed even when the page is not active — note however that the page must be opened in a background tab for the notification to be triggered. The W3C doesn't specify how notifications should look, so Opera has chosen to use native notifications so that your browser feels completely integrated with your operating system.








Community is magic!



DevOpera — Работа с уведомлени...

Secure <https://dev.opera.com/articles/ru/web-notifications-pubnub/>

Blog Articles Extensions TV Search Dev.Opera

  
Tomomi Imura

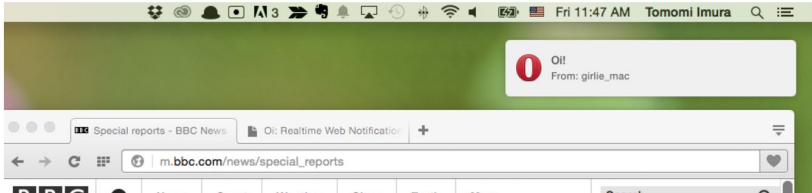
Published on 24 February 2015 in [Articles](#). Available in Russian, English. Translated by Anton Nemtsev . [Edit this article on GitHub](#). Licensed under a [Creative Commons Attribution 3.0 Unported license](#).

[communication](#) · [javascript](#)

## Работа с уведомлениями с помощью потоков данных PubNub

Уведомления — отличный способ показать, что у приложения появилась новая информация, например, что вы получили сообщение в Твиттере.

Спецификация [W3C Web Notifications API](#) позволяет браузерам тоже создавать уведомления: это отличный способ привлечь внимание пользователя, ведь уведомления показываются даже если страница неактивна — однако надо иметь в виду, что она все же должна быть открыта в одной из фоновых вкладок, чтобы создать уведомление. W3C не оговаривает, как уведомления должны выглядеть, так что Опера решила использовать нативные уведомления, чтобы браузер казался полностью интегрированным в операционную систему.






Browser window showing a blog post on HTML5Experts.jp. The URL is [https://html5experts.jp/girlie\\_mac/12359/](https://html5experts.jp/girlie_mac/12359/).

HTML5 Experts.jp  
日本に、もっとエキスパートを。


HTML5 Experts.jp  
エキスパート紹介

HTML5Experts.jp > Tomomi ❤️ Imura > PolymerでMaterial Des...

 **PolymerでMaterial Designなチャットアプリを作ろう**  
Tomomi ❤️ Imura  
Polymer, Web Components 2015年1月27日

108 41 89 480

今年注目のオープンWebテクノロジーのひとつに、Web Componentsが挙げられると思います。HTML5Experts.jpでも今まで幾度も関連記事、Polymer.jsについての記事が紹介されてきました。今回は実際に、PolymerとMaterial Designのデザインコンセプトを用いて、視覚的にもユーザエクスペリエンスにも優れたチャットアプリを実際にご作ってみましょう。

 **Material Design**

新たなアイデアやビジネスの創出  
**Windows Mixed Reality**の世界  
5/23(火) - 24(水) 開催  
de:code 2017  
お申し込み受付中! →

週間PVランキング > more

- 1 初心者でもわかる・できる! Arduinoを使った初めての電子工作実践
- 2 今話題のReact.jsはどのようなWebアプリケーションに適しているか?  
Introduction To React— Frontend Conference





**Go Social**



 **Slack**  @SlackHQ · May 16

Slack's mobile apps let you do more than ever before. Here are a few tips for staying in the loop on the go.



**1** **3**

**2**

**Expanding the mobile possibilities in Slack – Several People Are Typin...**  
Tips for doing more when you're not at your desk  
[slackhq.com](https://slackhq.com)

 2  13  41

# It's So META!

```
<!-- Twitter Card data (with a large image) -->  
<meta name="twitter:card" content="summary_large_image">  
<meta name="twitter:title" content="Title Here">  
<meta name="twitter:description" content="Page description">  
<meta name="twitter:image" content="http://example.com/image.jpg">  
  
<!-- FB Open Graph data -->  
<meta property="og:title" content="Title Here">  
<meta property="og:type" content="article">  
<meta property="og:url" content="http://www.example.com/">  
<meta property="og:image" content="http://example.com/image.jpg">  
<meta property="og:description" content="Page description">
```

1

2

3

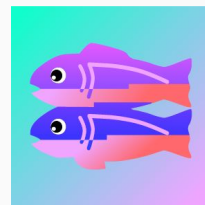
# Developer-Focused Social Space



Newsletters



Code Samples & Demo



# TL;DR

- Create attractive content
  - Make them practical / interesting
  - Focus on communities
  - Be inclusive
- Syndicate the content
- Go social
  - Use social media meta tags
  - Use developer-focused social space



# Thank you!

[@girlie\\_mac](#)

[girliemac.com](#)

[github.com/girliemac](#)

[slideshare.net/tomomi](#)





Attribution:

Open Emoji by [Emoji-One](#) (CC-BY 4.0)