"Build it and They Will Come" May Not Work: Investing Early in Developer Success

March 22, 2016

Lori Fraleigh, @lorifraleigh

Director, Developer Relations,
Intuit Developer Group

Lori's Journey Line

How Developer Relations Works

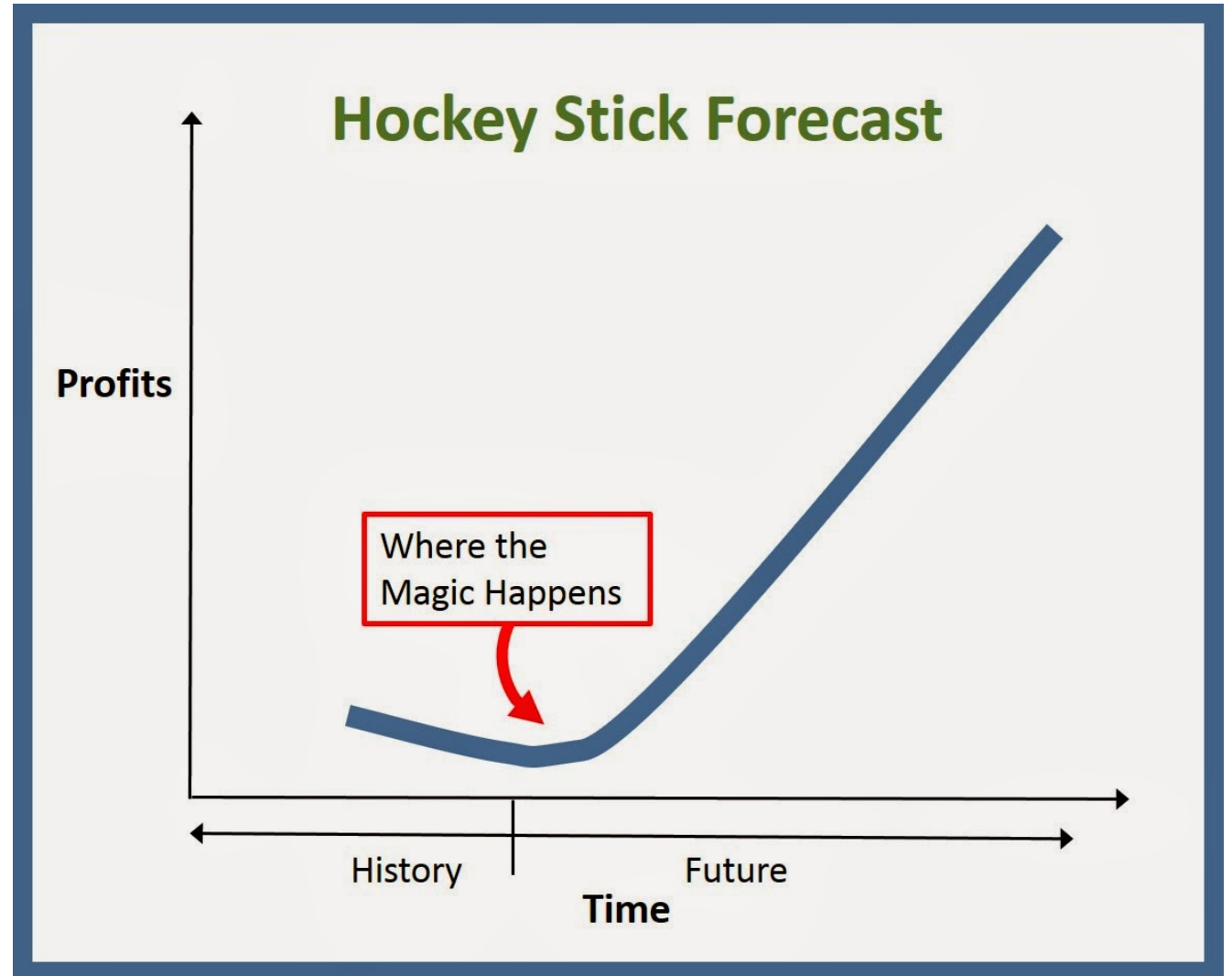# How Developer Relations Usually Works - You

Cool technology

How Developer Relations Usually Works - You

Market is about to explode

Hockey Stick Forecast

Profits

Where the Magic Happens

History   Future

Time

How Developer Relations Usually Works - You

How Developer Relations Usually Works - Developer

If You Build It, Will They Come?

What If No One Comes?

Leverage Networks to Enable Success

Intuit Developer – Fifteen Years Old!

"We're changing the world for developers and small businesses [...] We intend to build a dynamic small business economy designed to make developers successful and enable them to do what they're really good at [...] developing innovative solutions that small business can't live without."

Scott Cook,
Intuit Founder and Chairman of the Executive Committee

Catalyzing Network Effects

Developer Relations must connect developers and customers to make both successful

I need tools to save time and become a trusted advisor for my clients while being profitable

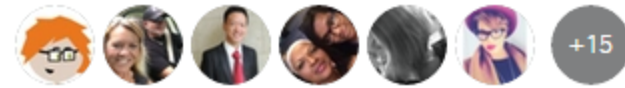*I want to build a solution that addresses customer issues and grow my business*

I need additional tools beyond QuickBooks to help me run my business

Accountants

Developers

Small Businesses

Did You Solve the Right Problem? Understanding Customer Pain Points

QuickBooks Online Feature Requests

← Customer Feedback for QuickBooks Online

Welcome to the QuickBooks Online Feature Requests forum. Please look through the submitted requests and vote or create your own suggestion that others can vote on. Make sure to give us plenty of detail so we can better understand the problem. It is not guaranteed that any suggestions will make it into the product, but it will help us identify the features you want most.

What apps do you use to make running your business easier?

OWN IT
A Network Dedicated to Small Business Success

OWN IT is a trusted network of small business owners and the self-employed supporting each other in growing our businesses.

Get Feedback Early

Build Connections

Your Favorite Business Apps

|		
12:11	@QBOchat	Q1: What are the top 3 Apps that you recommend to businesses? And Why? #QBOchat
12:12	@ChristineGalli	@QBOchat A1: @Billcom #QBOchat
12:12	@Redmond_Laura	A1: @QuickBooks Online, @Billcom , @Expensify #QBOchat
12:12	@AAGJsn	I've heard great things about @TSheet and Transaction Pro Importer, but I had an awesome live demo of @receiptbank that sold me! #QBOchat
12:13	@ChristineGalli	@QBOchat A1: (and I love @QuickBooksOnline and @Slack as well #QBOchat
12:13	@accountingpeace	@QBOchat A1: I recommend @mileiq (for tracking mileage) @tsheets and @expensify! #QBOchat
12:13	@Receipts_John	@ElaineOrrBiz @ReceiptBank it took a while but I'm glad we've finally announced it! #QBOchat
12:13	@QBOPro	@QBOchat A1. QBO, Expensify and Bill.com #QBOchat
12:13	@jazfun	RT @accountingpeace @QBOchat A1: I recommend @mileiq (for tracking mileage) @tsheets and @expensify! #QBOchat
12:13	@BizBooksCloud	A1 @tsheets @Expensify @hubdoc they are the tops for me at saving time and improving efficiency #QBOchat

It's Developer Relations, Not Just Evangelism

It's Not All About You

Small Businesses

Developers

It's Not All About You
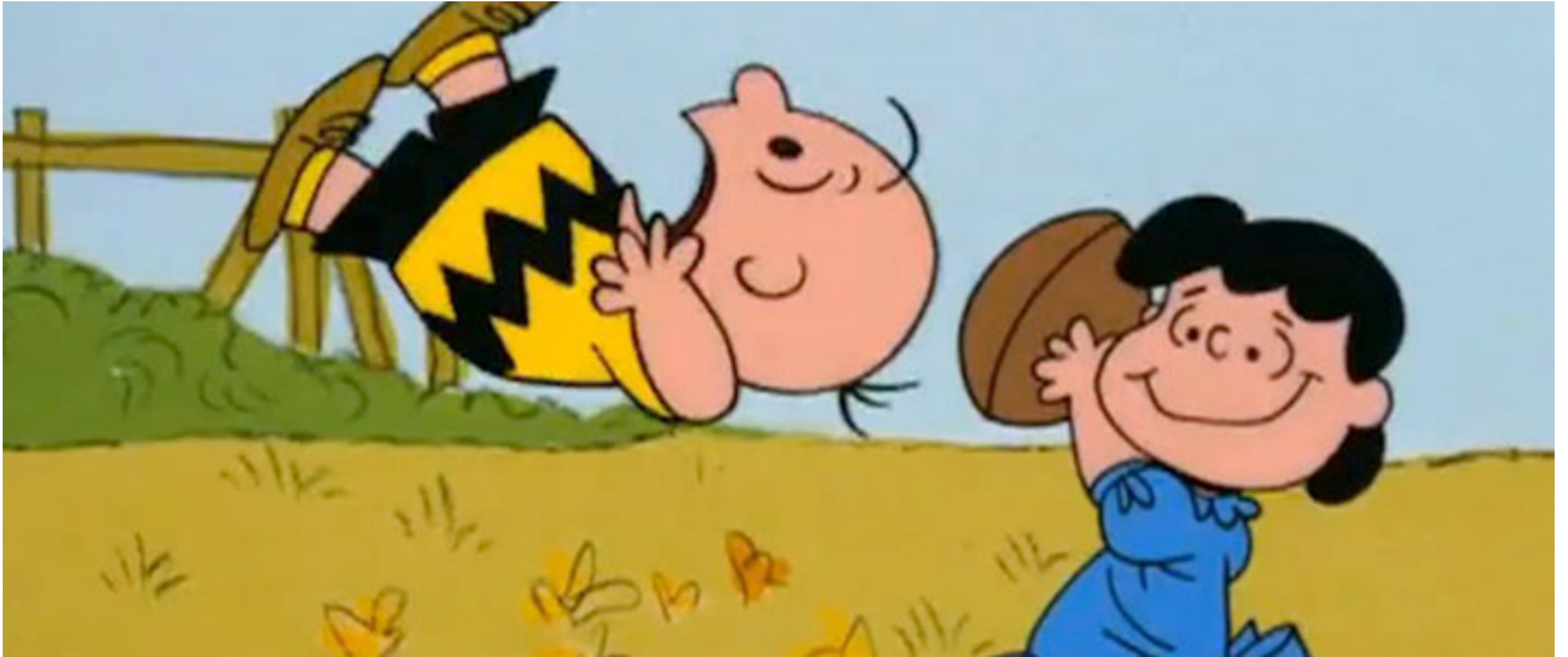

Small Businesses

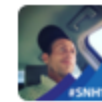Developers
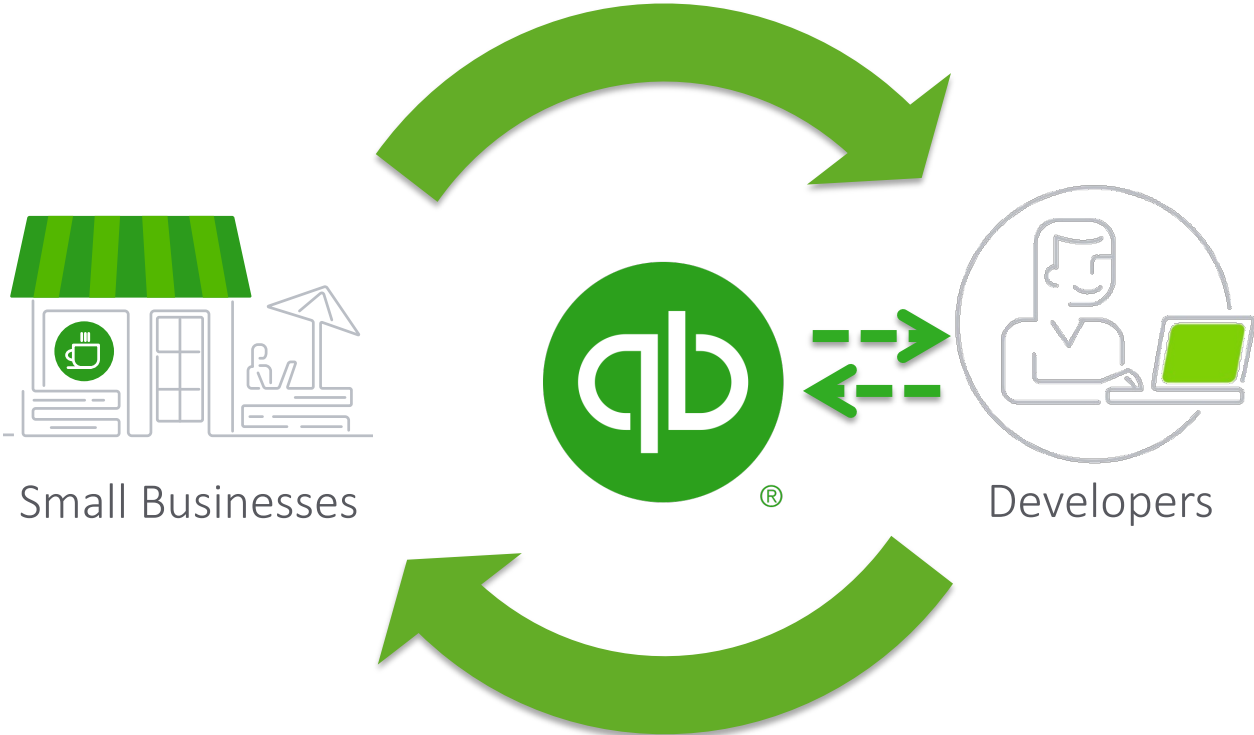
Build Trust
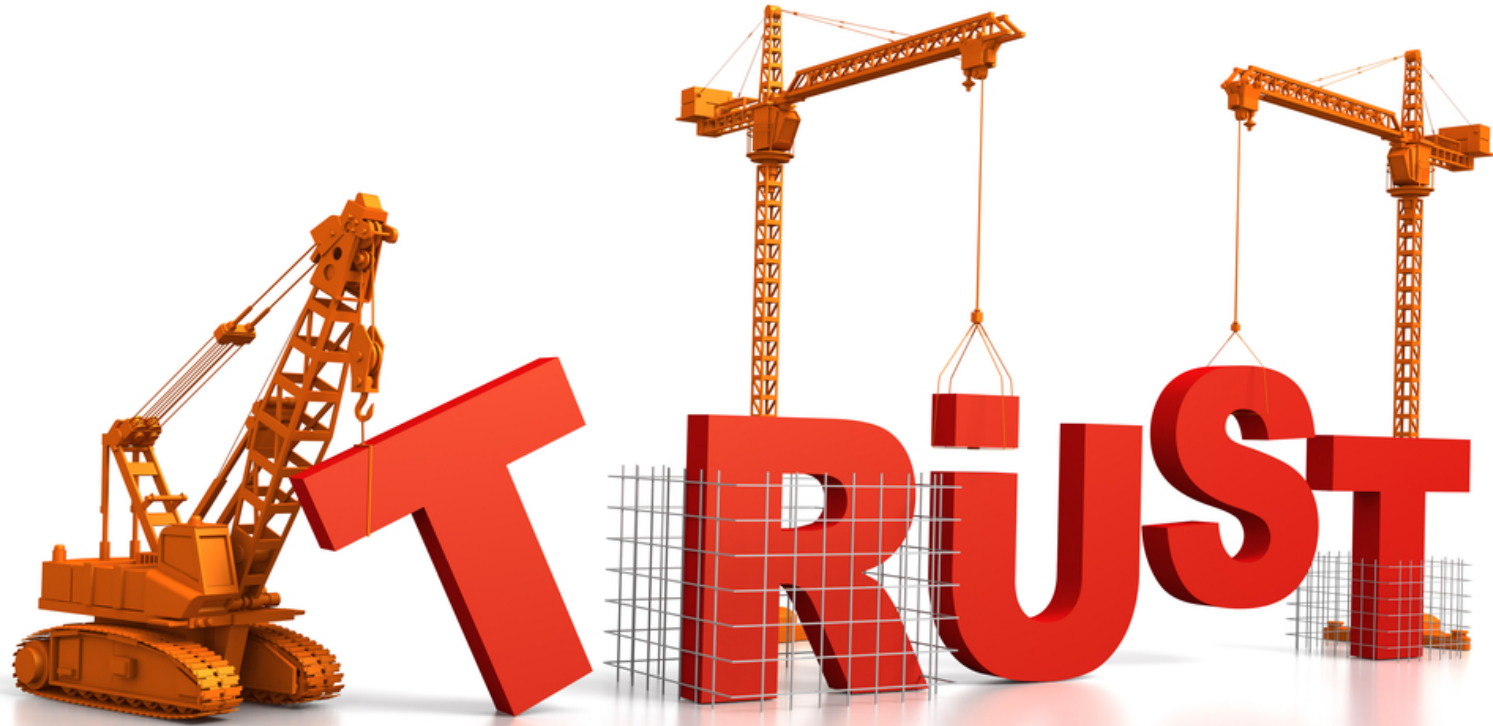
It's a Marathon, Not a Sprint

Plan for Deprecation

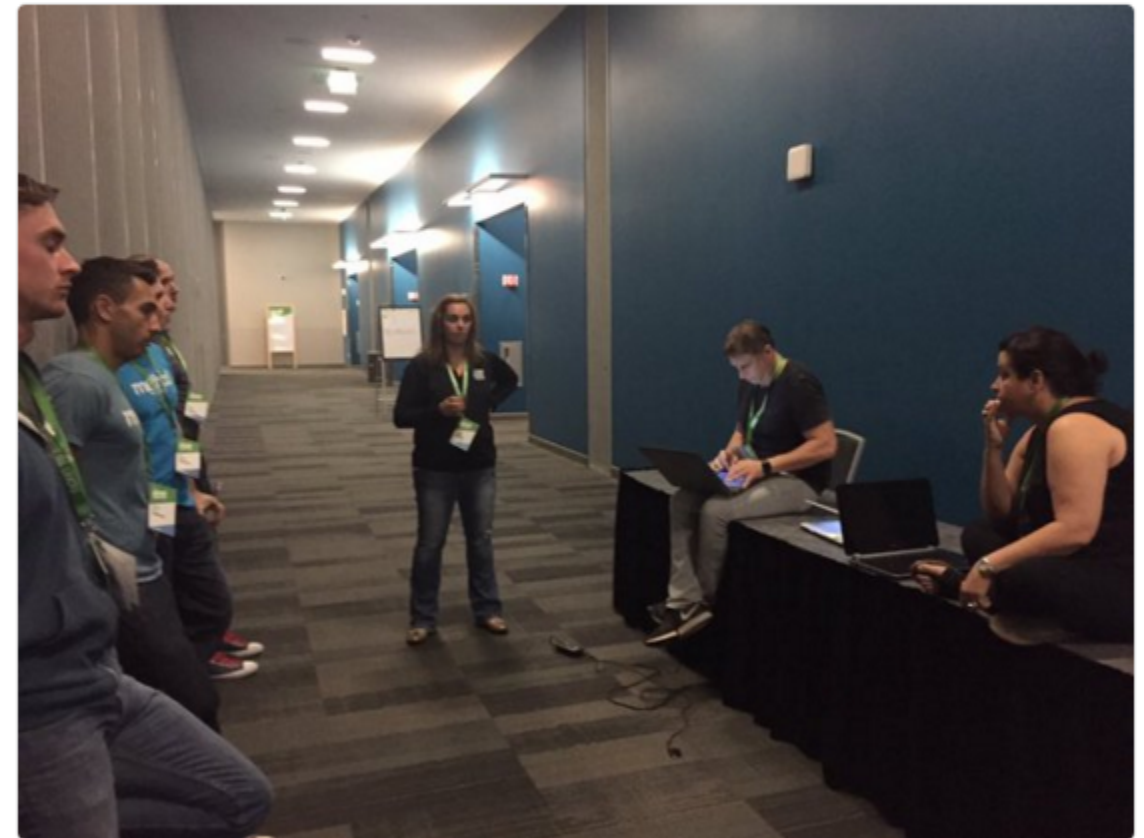# Are hackathons for you?

Djayed
@djayed

Following

Team Alpha5 having serious late night app discussions! With the help of the awesome @MethodCRM team! #QBHack

11:18 PM - 1 Nov 2015

You Won't Always Be Liked – That's OK

Motorola Has No Intention of Unlocking the Milestone

03-14-2010 06:53 PM

My friends, I just had a rather disturbing read. It would appear that our own personal devil, Ms. Lori Fraleigh, posted a reply to all of the negative posts here, in Facebook, and elsewhere. I won't quote directly as it is about eight paragraphs that can be summarised or paraphrased thus, "We heard you and we don't care. Locking the phones is Motorola policy and that will not change." You can read her post (and respond) here.

03-15-2010 03:50 AM

The difference is that Ms. Fraleigh's post is dated this past Friday, indicating that Motorola hasn't changed their mind.

I admit that for a little while I entertained the foolish notion that our various posts and the negative press might bring a change of mind on Motorola's part; not so much to change their overriding policy of locking everything they make down but at least giving European, Canadian, and Latam customers the same option they gave Americans. Reading that last re-statement by Ms. Fraleigh (may a thousand cockroaches lay their eggs in her sinuses) has obliterated any hope I may have had of Motorola actually being decent.

Fundbox Success Story

Thank You!