A User Journey for Your Open Source Community
EVERY ONCE IN AWHILE, A REVOLUTIONARY PRODUCT COMES ALONG THAT CHANGES EVERYTHING.
Designed by Apple in California
This is it.
This is what matters.
How it makes someone feel.
Will it make life better?
Does it deserve to exist?

We spend a lot of time
On a few great things.
Until every idea we touch
Enhances each life it touches.
Experience is Everything
Focus on every user every step of the way
Be obsessed with user success
Agenda
Product Mentorship Empowerment

for n00bs sophomores experts
then...

all the awesome things you can do with community
But first: design Thinking
'Successful design, like successful gardening, is never finished and constantly changing'

Tim Brown, President and CEO, IDEO
Make things → Make People Products successful
Step 1: make the n00bs love you
‘We think about the first 2 minutes with Meteor. We are maniacal about the developer experience’

Matt Debergalis, Founder, Meteor Development Group
Step 1: make the n00bs love you

product:
the first two minutes
the first two hours
the first two days
Step 1: make the n00bs love you

mentorship:
how do they figure it out?
Started in 2004

NGINX
At the end of 2006 I have started to translate the src/core/nginx.c from the source... there wasn’t any docs for this even in Russia

May 2006: 52,092 Hosts

September 2006: 87,172 Hosts

NGINX
Step 1: make the n00bs love you

empowerment:
why do they stay?
• Rewards
• Get them excited
• Get them connected with each other
  – Study Groups
  – User Groups
Questions?
Step 2: 
the n00bs grew up: the sophomore
Step 2: the sophomore

product:
is it easy to scale?
can you grow up?
Step 2: the sophomore

mentorship: where are the resources?
• Books
• Blogs
• Planets
• Tutorials
• Videos/Screencasts
Step 2: the sophomore

empowerment: why do I stick around? am I awesome yet?
• Rewards
• Send the right message
• Connect!
Questions?
Step 3: the experts
Step 2: the experts

product:
they know it
they have ideas
Step 2: the experts

mentorship: bring them together make exclusivity work
• Enable a free flow of information
  – Summits
  – Mailing lists
  – Buddy systems
Step 2: the experts

empowerment:
turn them into leaders
use your expertise
Questions?
all the awesome things you can do with community
Committed Buyer

Likes the Brand—Considers it a Friend

Satisfied Buyer with Switching Costs

Satisfied/Habitual Buyer No Reason to Change

Switchers/Price Sensitive Indifferent—No Brand Loyalty
MARKET?
A set of actual or potential customers, for a given set of products or services, who have a common set of needs or wants and references each other when making a buying decision.
references each other when making a buying decision.
erhm, actually, we don’t buy anything in open source.
using a product = investment.
references each other when making a buying decision.
your community needs to communicate.
- Mailing lists
- Stackoverflow
- Facebook groups
- Github
- User groups
- BoaF
you need to guide them
n00b

expert
REMEMBER IT IS THEIR COMMUNITY TOO!
Experience is Everything
Questions?
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Booth #706