

DRUPALCON RECAP - USER EXPERIENCE FOR OPEN SOURCE: HOW TO GALVANIZE A COMMUNITY

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STUDY BACKGROUND

- Live usability study done at Google in February
- <http://groups.drupal.org/node/218959>
- Goal: bring usability issues to the forefront and try to improve usability issues in both contrib and core
- Process: Test new user's understanding of basic content admin processes and test user's understanding of interfaces like views, image uploading, etc. while building website
- Different setup for each test
- Live usability testing was shown to 100+ users at once and real-time discussion about how to solve problems

WHAT WERE SOME OF THE MAIN PROBLEMS?

- Information architecture/labeling
- Workflow issues - doesn't meet mental model
- Conceptual issues - too confusing

WHAT WERE THE OUTCOMES? HOW CAN I HELP?

- Conceptual Primer
 - Tutorial on basic concepts and terms
 - Introduction to Drupal community
- Results are on drupal.org at <http://drupal.org/node/1427940>
- Can get involved in the issue queue
- Can help with usability testing and become part of the discussion at <http://groups.drupal.org/usability>

OTHER NOTEWORTHY PRESENTATIONS

- [Designing for Media Platforms](#)
- [Tools, Tips, & Techniques - Project Management Using Hybrid Agile Development](#)
- [Creating Responsive and Mobile-First Drupal Themes](#)

APCO
STUDIO/ONLINE

DrupalCon2012 – A Recap!



Selling Drupal

- **Drupal's time to market can not be beat.**
- **Drupal has out of the box support for responsive design... or it will anyway.**
- **Drupal : the fastest, and highest quality for mobile friendly sites... mobile... mobile mobile mobile.**
- **Mobile.**

Mobilizing Drupal

- **Luke Wroblewski's Keynote... amazing.**

- Watch it: <http://bcove.me/wky21125>

Mobilizing Drupal

- **379,000 iOS devices were sold per day** (Apple's mobile platform). **Only 371,000 children were born each day (on average).**
- **Based on current trends, desktops/laptops will consume less than 15% of content on the internet.**
- In 2009 PayPal did \$141M in mobile payments; by 2011 that number was **\$4B in mobile payments.**
- **Facebook has 425M mobile users; that's a little more than half of their total user base.**
- 84% of people use their smartphones at home. 74% use them while waiting in line. 64% of people use them at work.
- **Everyone uses mobile in some capacity at some point in their day... and more than they're using anything else.**

Mobilizing Drupal

- **Drupal 8 is going to be built with mobile in mind... but won't be out until August 2013**
- **We can build capable mobile apps NOW using existing responsive themes like Omega.**
- **Native Apps can use modules like Services to communicate with Drupal**

Mobilizing Drupal - Challenges

- **20+ years of design and interfaces built for viewing the internet on desktop computers.**
- **Reducing the amount of space for presenting information by up to 80%!**
- **“Is that a swipe? A tap-slide? A double-tap slide-wipe-pinch?”**



The Drupal Community



The Drupal Community



Learn Drupal!

<http://learndrupal.org/>



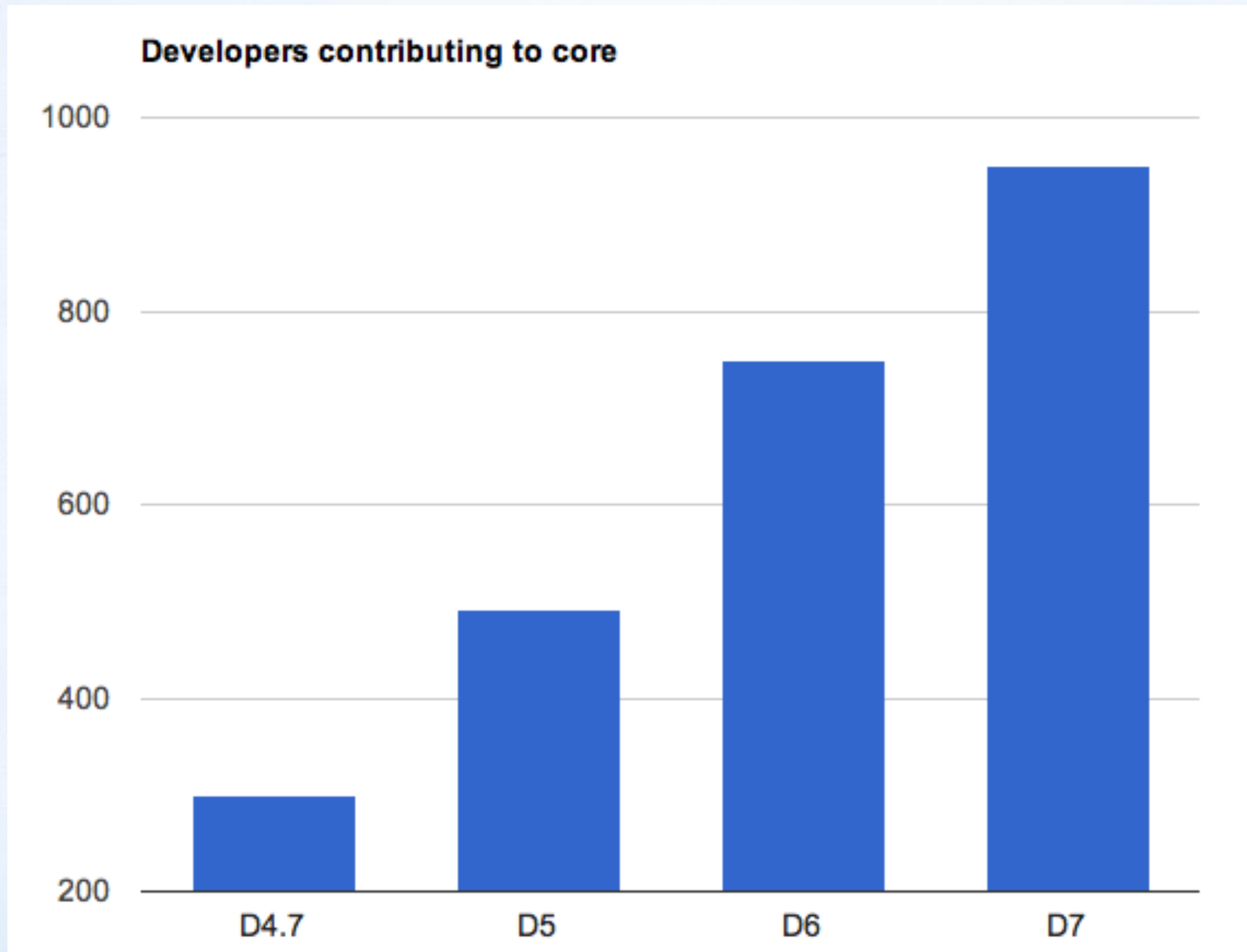
Learn Drupal

Bryan Hirsch
@bryanhirsch

Brock Boland
@brock

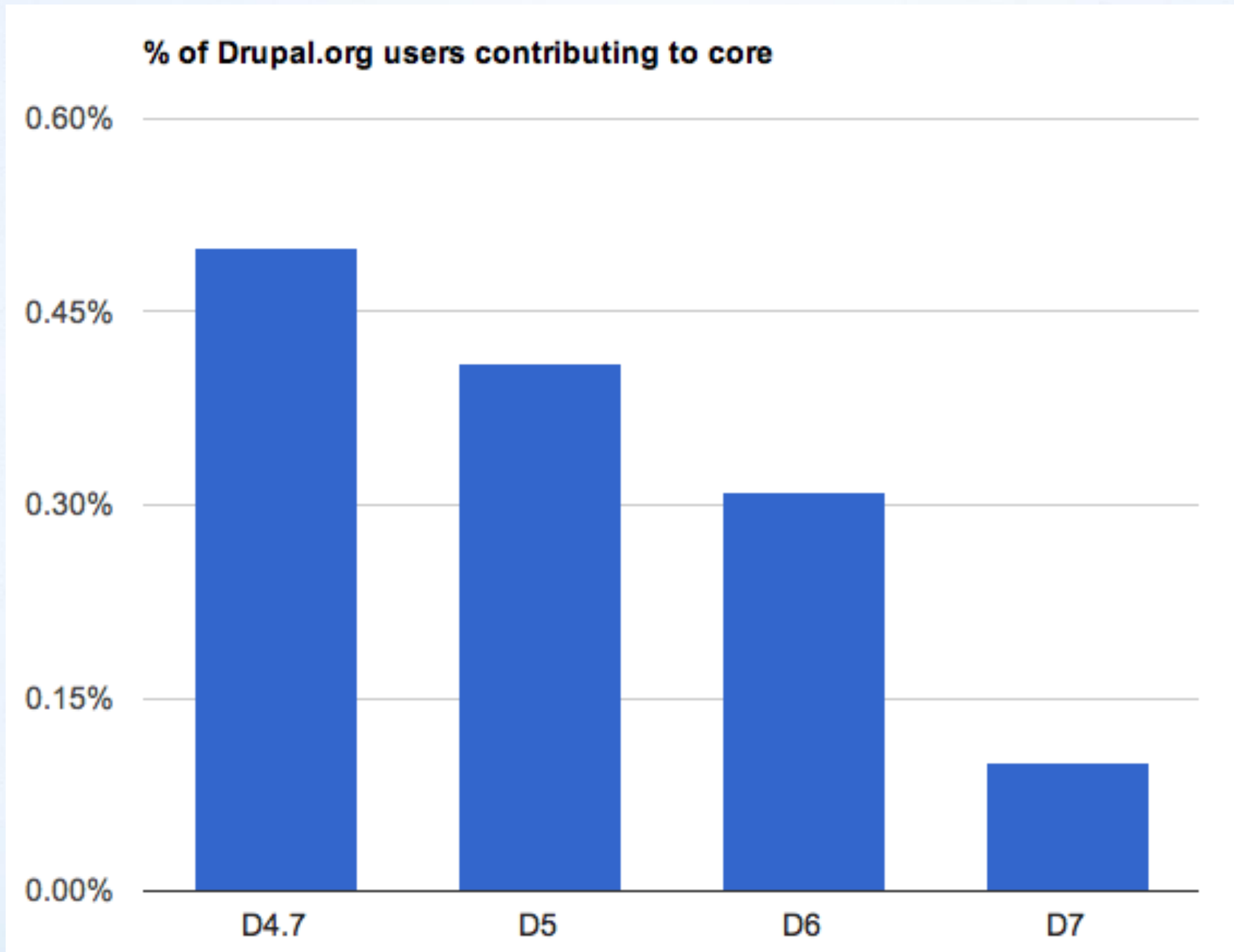
Problem

The number of people contributing to Drupal has gone up steadily with each major release.



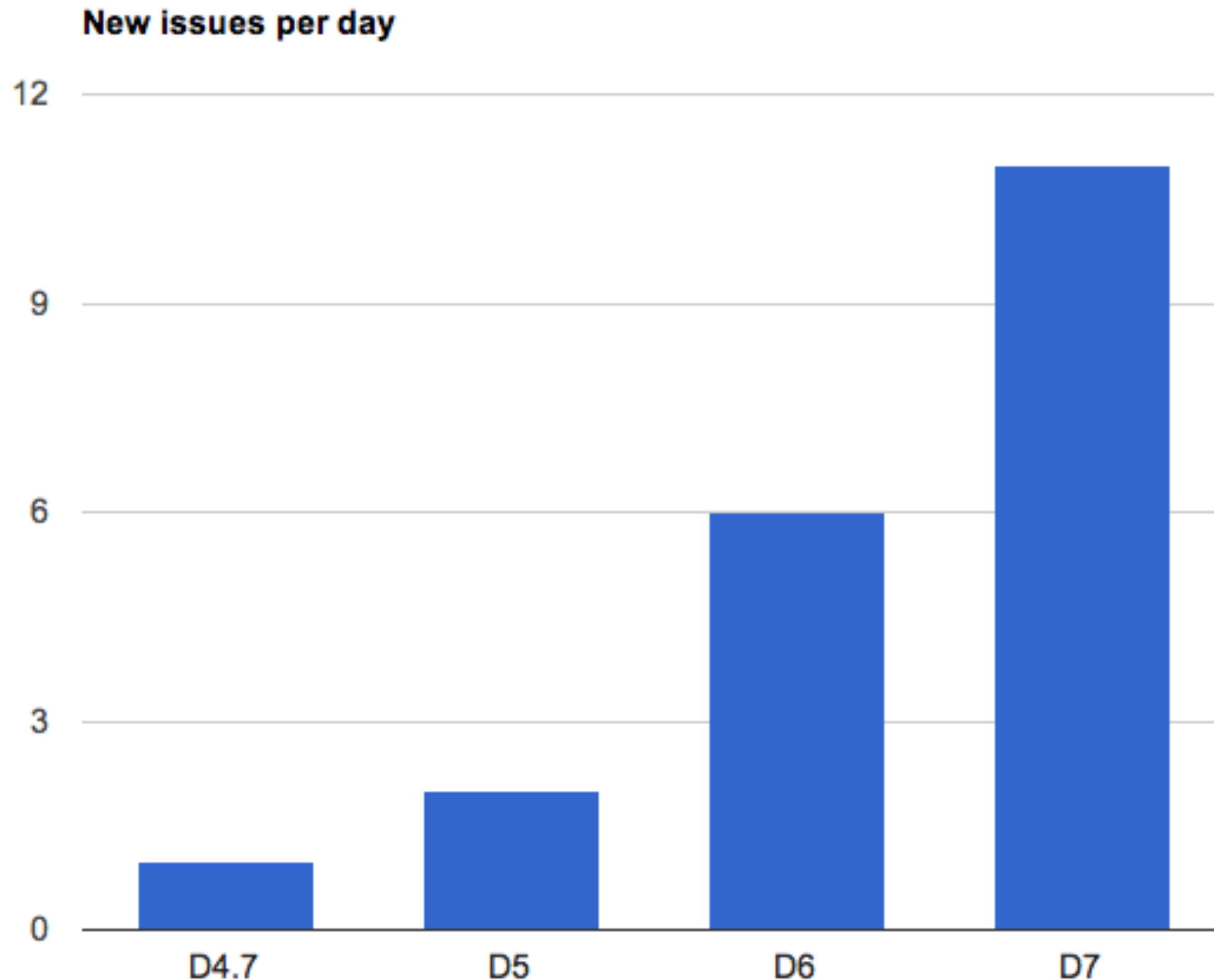
Graph by Jess Myrbo / xjm, <http://xjm.drupalgardens.com/blog/core-and-you>

But as a percentage of total Drupal users the number is going way down.



Graph by Jess Myrbo / xjm, <http://xjm.drupalgardens.com/blog/core-and-you>

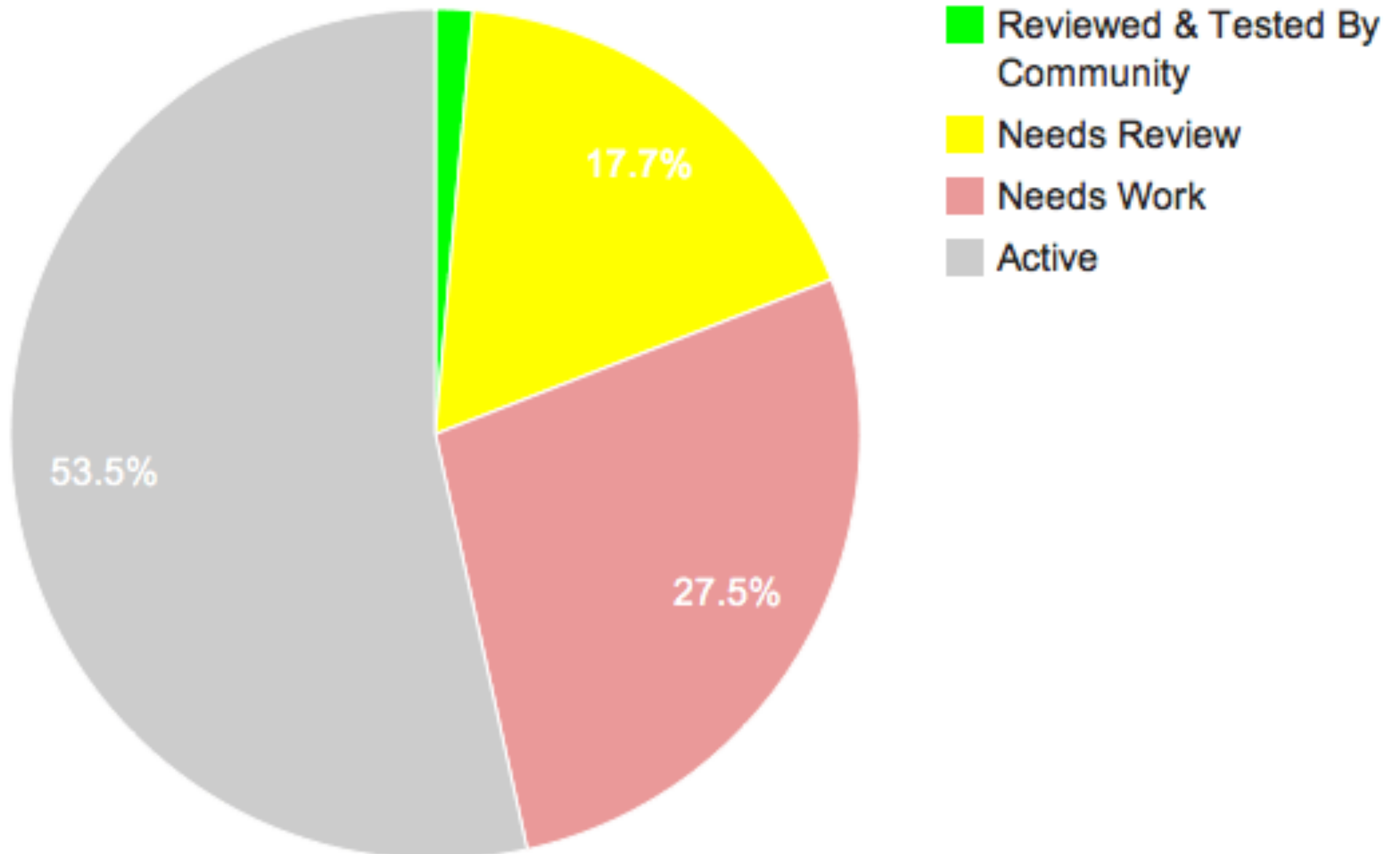
As our user base grows, more people create tickets and make suggestions in the issue queue.



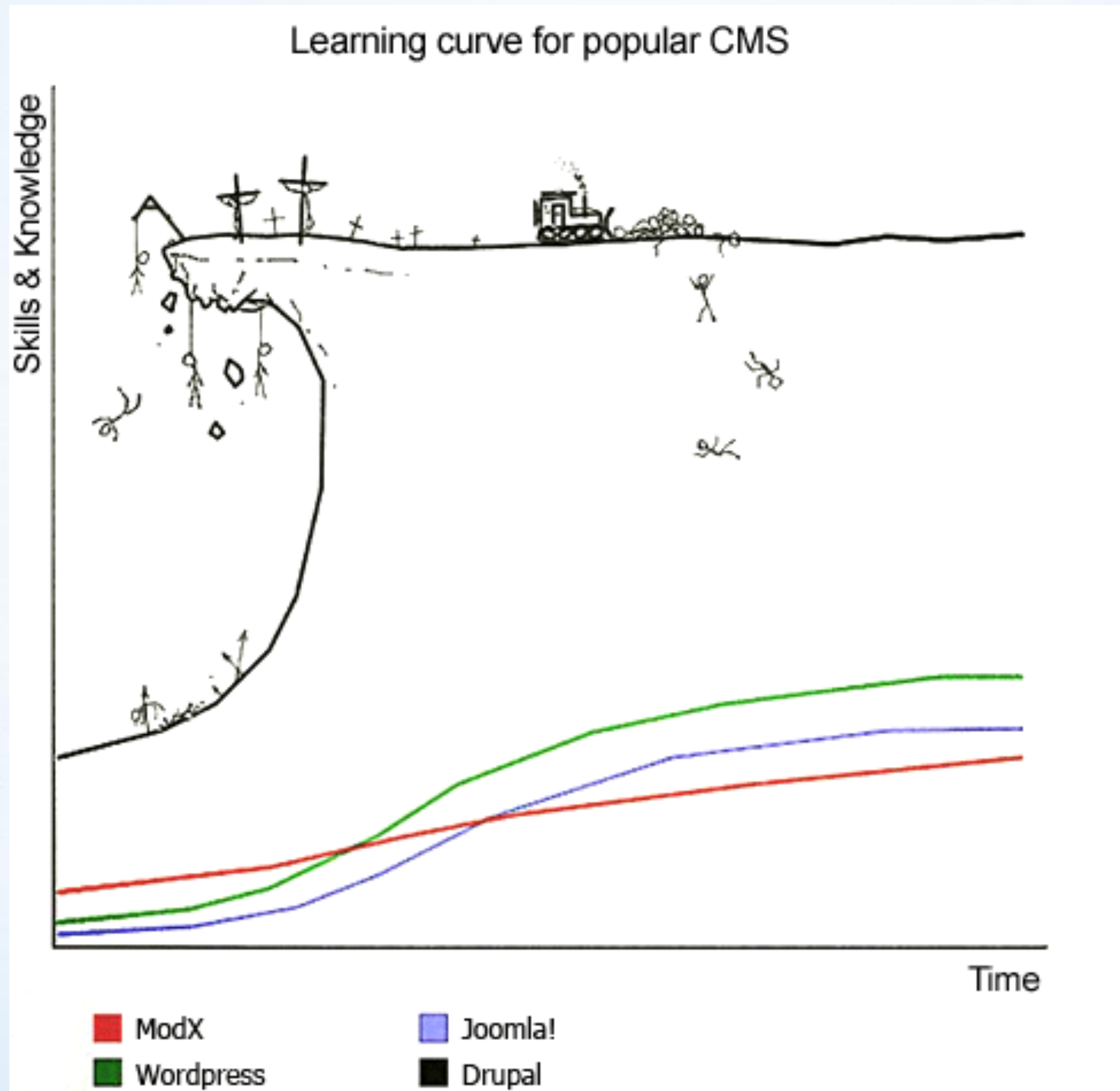
Graph by Jess Myrbo / xjm, <http://xjm.drupalgardens.com/blog/core-and-you>

Summer 2011 (8 months after D7 release)
9000 open core issues, 1600 need review

Open core issue statuses (D7&8)



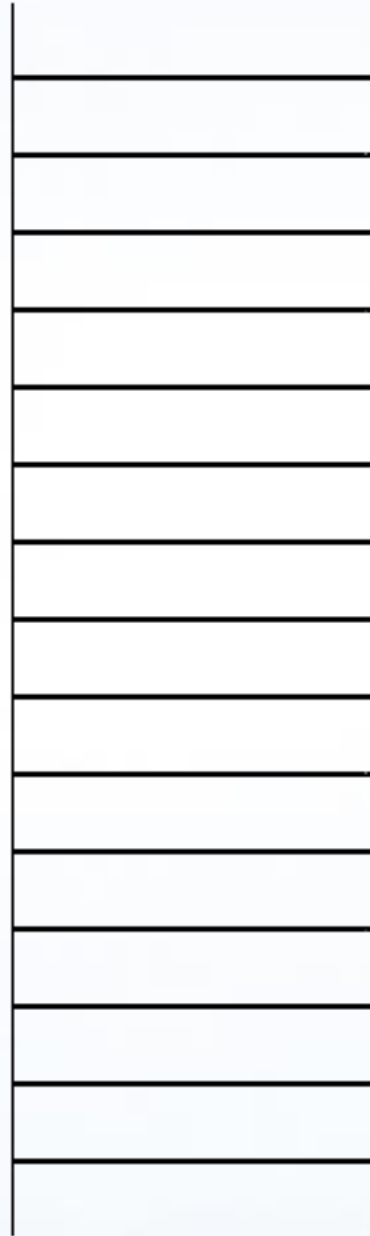
Meanwhile, as Drupal's code base becomes more complex, the learning curve for contributing to Drupal core gets steeper.



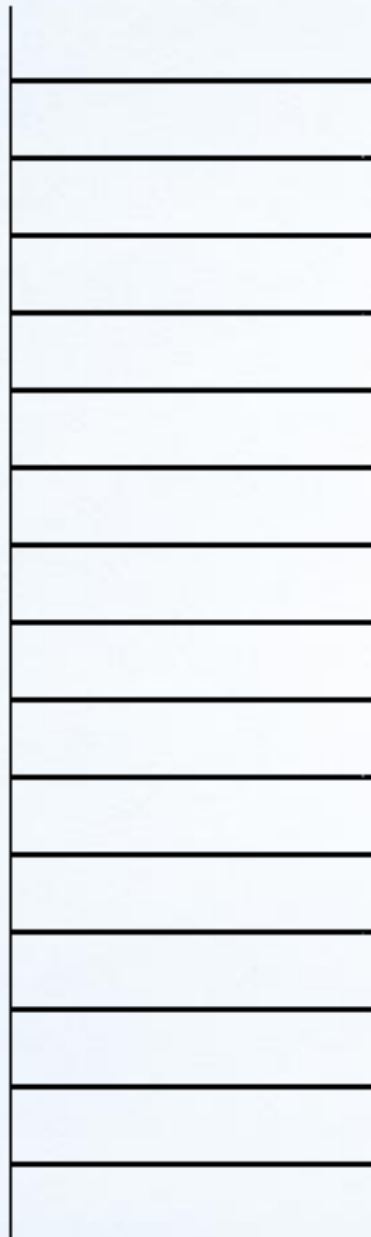
Solution

We need to make it easier
for people to learn about
and contribute to Drupal

The Drupal Ladder



The Drupal Ladder



Each step is easy if you've taken the previous step

First step is easy for anyone

Organize the list like a ladder

Make a list of all the ways people contribute

The Boston Drupal User group
piloted project
for 6 months in Boston
and developed materials and
activities to share with
other meetups.

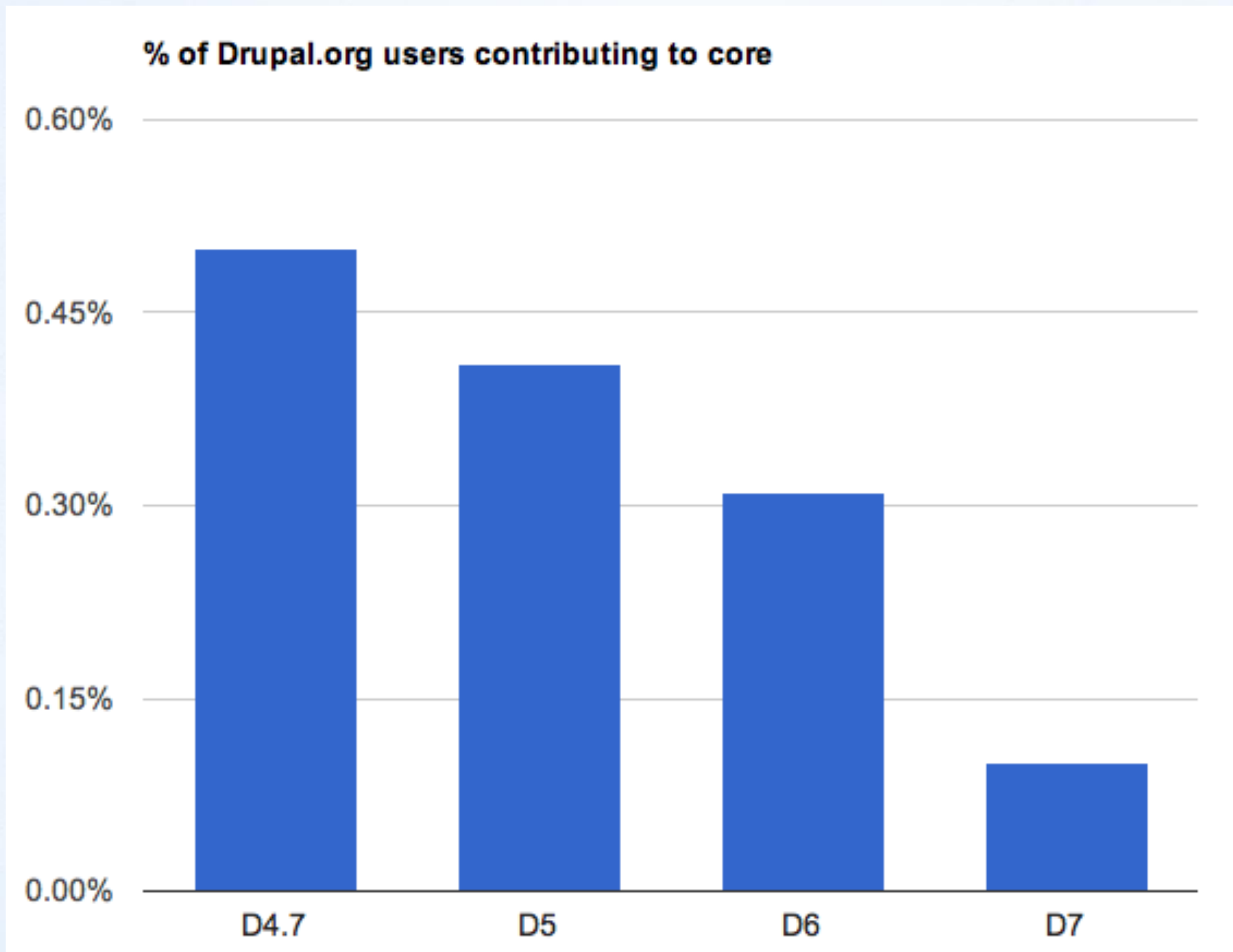
learn.drupal.org

drupal.org/project/learn

groups.drupal.org/learn-drupal

Learn Sprints

Issue Sprints



Graph by Jess Myrbo / xjm, <http://xjm.drupalgardens.com/blog/core-and-you>

1% by 2014

By August 2012:

+10 groups

relaunch Id.o

1.0 release Learn Drupal

Get Involved

VA: Tues, April 7
Phase2

DC: Wed, May 2
APCO

MD: Thur, May 17
Rock Creek Strategic Marketing



Learn Drupal

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