

Drupal administrators

Getting to know the users in our community

Audience research

- 10 Interviews
- 2000 survey responses
- Lots of analysis

Cultivating Communities of Practice:

- Rather than attempting to determine their expected value in advance, communities need to create events, activities, and relationships that help their potential value emerge and enable them to discover new ways to harvest it.
-
- In fact, a key element of designing for value is to encourage community members to be explicit about the value of the community throughout its lifetime.

Types of Admins

- 50% novices / 50% advanced

No. of Sites

- Majority had 2+ sites
- More sites, more experienced

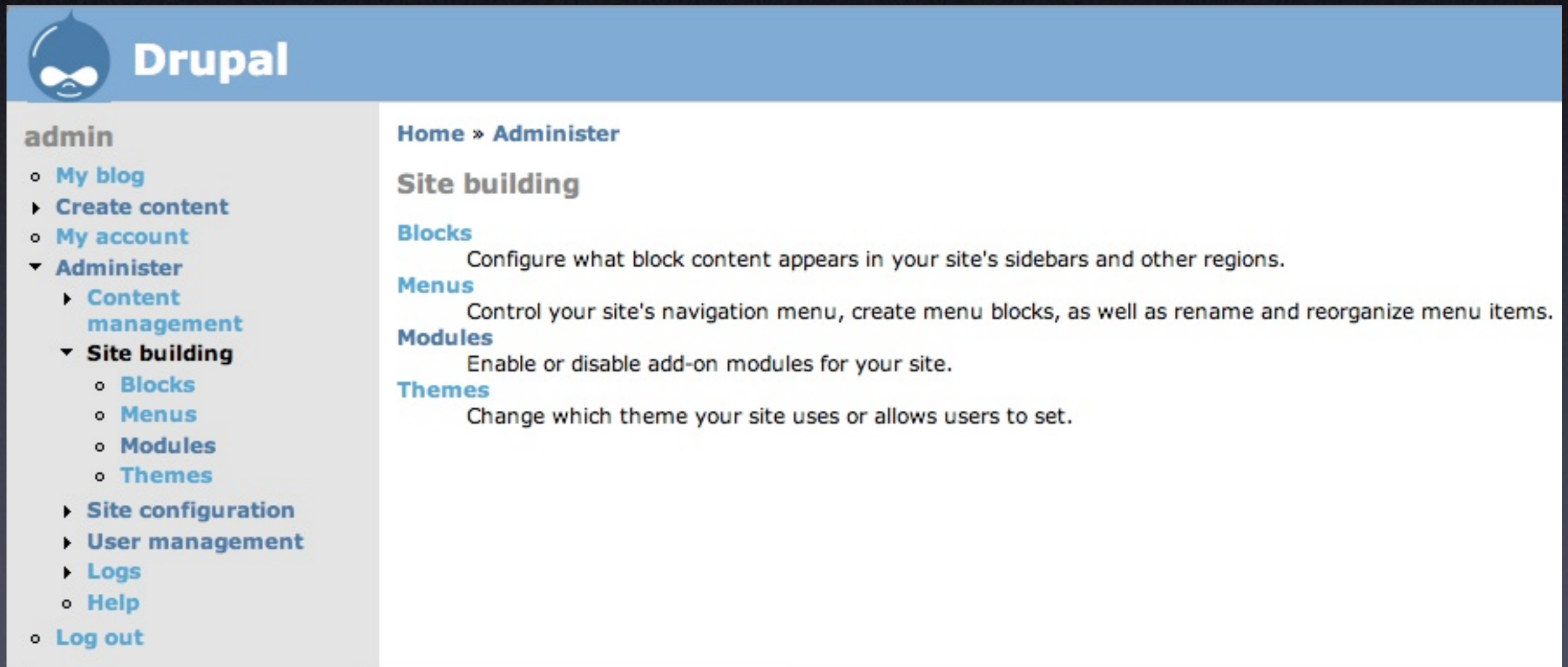
Types of sites

- Personal blogs, 85% running 2+ Drupal sites
- 70% Community sites run by experienced admins
- Missed education, faith, intranet sites

Skill level and usage

- Developers spend hours using administration
- Lower skills means frequently use site
- Higher skills means more time, e.g. full time job

Website building



The screenshot displays the Drupal administration interface. At the top, there is a blue header bar with the Drupal logo and the word "Drupal". Below the header, the interface is divided into two main sections. On the left is a sidebar menu, and on the right is the main content area.

admin

- [My blog](#)
- ▶ [Create content](#)
- [My account](#)
- ▼ [Administer](#)
 - ▶ [Content management](#)
 - ▼ [Site building](#)
 - [Blocks](#)
 - [Menus](#)
 - [Modules](#)
 - [Themes](#)
 - ▶ [Site configuration](#)
 - ▶ [User management](#)
 - ▶ [Logs](#)
 - [Help](#)
- [Log out](#)

Home » Administer

Site building

Blocks
Configure what block content appears in your site's sidebars and other regions.

Menus
Control your site's navigation menu, create menu blocks, as well as rename and reorganize menu items.

Modules
Enable or disable add-on modules for your site.

Themes
Change which theme your site uses or allows users to set.

Why Drupal

- Customize website - everyone

	#1	#2
New & devs	features quickly	publish web
Middle skills	publish web	features quickly

Lots of features

▼ Categories

- **3rd party integration (53)**
- **Administration (48)**
- **Categories (13)**
- **Commerce / advertising (15)**
- **Community (37)**
- **Content (75)**
- **Content display (82)**
- **Developer (17)**
- **Evaluation/rating (20)**
- **Event (11)**
- **File management (9)**
- **Filters/editors (40)**
- **Import/export (7)**
- **Location (6)**
- **Mail (24)**
- **Media (28)**
- **Paging (5)**
- **Security (13)**
- **Syndication (14)**
- **Taxonomy (27)**
- **Term (9)**
- **Theme related (16)**
- **User access/authentication (23)**
- **User management (13)**
- **Utility (64)**

Easy web publishing

 **Drupal**

tester

- [My blog](#)
- ▼ [Create content](#)
 - **Blog entry**
- [My account](#)
- [Log out](#)

[Home](#) » [Create content](#)
Submit Blog entry
Title: *

Body: *

- Web page addresses and e-mail addresses turn into links automatically.
- Allowed HTML tags: `<a>` `<em>` `<strong>` `<cite>` `<code>` `<ul>` `<ol>` `<li>` `<dl>` `<dt>` `<dd>`
- Lines and paragraphs break automatically.

[More information about formatting options](#)

Most common tasks by skill

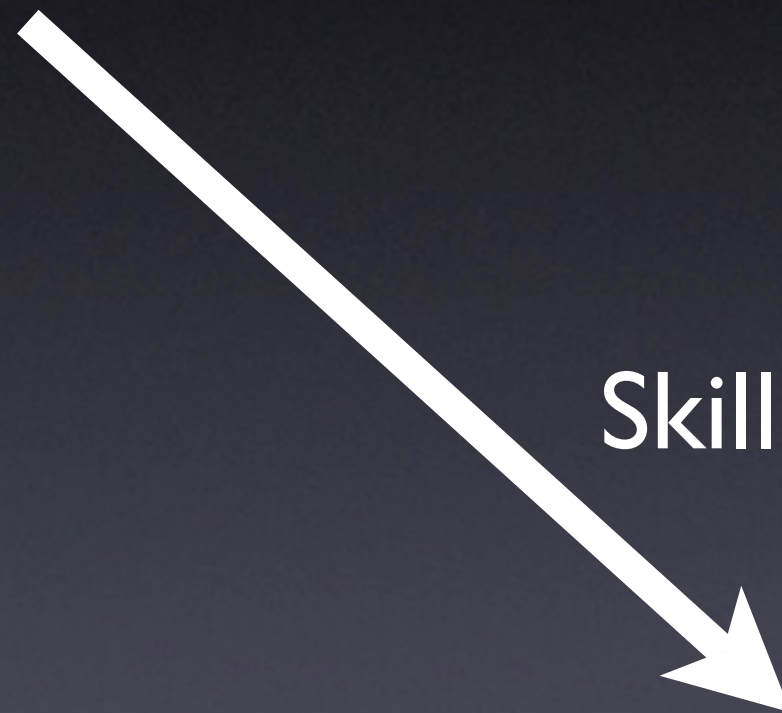
- Publish content

- Learn

- Learn

- Configure

- manage development of modules, themes



Skills increasing

Hardest

- Upgrading
- Dealing with theming

Important

- Theming

Demo