

CX, UX, DX

WHAT IS DEVELOPER
EXPERIENCE,
AND WHY DOES IT
MATTER?

THERESA NEATE

REA GROUP

AGILE AUSTRALIA, SYDNEY

25/26 JUNE 2019

TODAY'S TALK



Customer



Customer eXperience



User eXperience



Developer eXperience



DX case study



REA Group



Tips for DX

CUSTOMER CUSTOMER CUSTOMER

A FRESH TAKE ON “CUSTOMER”



“1. A party that **receives** or **consumes products** (goods or services) and has the **ability to choose** between different products and suppliers.”



BUT ALSO ...



“2. Entity within a firm who **establishes the requirement** of a process (accounting, for example) and **receives the output** of that process (a financial statement, for example) from one or more **internal or external suppliers.**”

<http://www.businessdictionary.com/>

HAS THE “AGILE CUSTOMER” BECOME ONLY THE END-USER?



“Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.”

“... Agile processes harness change for the customer's competitive advantage.”

<https://agilemanifesto.org/principles.html>



EVERY TEAM HAS AT LEAST TWO CUSTOMERS

The purchaser of your product, is
your organisation's customer.

You are either serving them
directly or serving someone who is.

The consumer of your services, is
also your customer.

This Photo by Unknown Author is licensed under [CC BY-SA-NC](#)

©2019 @theresaneate

CX - CUSTOMER EXPERIENCE



The impression you leave with your customer.

How they think of your brand.

Influenced by among others:

- their experience across the lifetime of the relationship
- frictionless interaction
- speed of service
- problem resolution
- courtesy, friendliness, empathy

Can be reflected in Customer Satisfaction (CSAT) and Loyalty (NPS).

UX - USER EXPERIENCE



A “user” refers to a customer who *interacts* with (uses or operates) your product, a.k.a. “end-user”.

UX: “refers to a person's emotions and attitudes about using a particular product, system or service.”

Factors include:

- Findable
- Accessible
- Desirable

Measurement can be done on behaviour (e.g. abandonment) and sentiment/attitude (e.g. CSAT or NPS).



DON NORMAN

“I invented the term because I thought human interface and usability were too narrow: I wanted to cover all aspects of the person’s experience with a system, including industrial design, graphics, the interface, the physical interaction, and the manual.”

DX - DEVELOPER EXPERIENCE



“The experience a developer as a customer and an end-user has, in using a platform, library, service or tool.

This is influenced by, among others: Design, Usability, Emotional Intelligence.

Governed by all the rules of CX, UX & Usability, and DX itself.”

-- Theresa Neate



Effective Developer Experience (DX)

Facilitating better user experiences by making app development easier for developers.

Article No :639 | March 24, 2011 | by Jeremiah Lee Cohick



When Apple introduced the iPhone, the device captured the imaginations of its users. Its features satisfied basic needs and also inspired ideas of what could be done when the Internet was always in your pocket. Eight months later, Apple made the iOS SDK available, transforming the iPhone from a product into a *platform*.

A platform is a product that can be extended by a user for the benefit of other users. Platforms are not new; the concept is as old as the computer. Any product can become a platform by providing methods for people to extend it, and the Internet has enabled products to become platforms more easily by lowering the communication barrier between products.

When a product transitions into being a platform, it takes on a new type of user: the third-party developer. When developers build their own products on a platform, they are in effect users of that platform. But they are a special type of user, one that behaves as an intermediary between end users and the platform product.

An end user's experience with a platform product, such as the iPhone, includes the experience of using third-party apps. Every app is a use case that should reflect the user experience of the principal product. Platform product owners must be concerned with assisting developers in accomplishing this if end users are to have a good user experience overall. Attention to these details is called *developer experience* (DX), and enabling app developers to be successful through better DX will create a more successful UX for the platform product.

TERM “DEVELOPER EXPERIENCE”



<https://twitter.com/jeremiahlee>

<http://uxmag.com/articles/effective-developer-experience>



DX FOR YOUR INTERNAL TECHIES

(WHY CARE ABOUT YOUR
EMPLOYEES' HAPPINESS?)

“Happy employees ensure happy
customers.

And happy customers ensure happy
shareholders—in that order.”

-- Simon Sinek



REA GROUP: START WITH WHY

We are growing! How do we scale, at speed?

Can getting bigger be cheaper?

Growing sense of frustration in REA:

Product: “Why does it take so long?”

Engineers: “Too much time solving the same problems”

CFO: “How do we manage our cost growth?”

CEO: “How do we improve productivity?”

REA GROUP: WHAT

1. Factoring out commonality into a platform
2. Picking the right things to re-use
3. Solves a real constant problem
4. With ongoing investment
5. The birth of “Colab” platform





REA GROUP: HOW

Form teams to build and host the platform components

Created dedicated roles to support the platform: Product Manager, Developer Advocate, Technical Writer

Run product development for platform:

- proximity to customer,
- clear mission,
- adequate resources,
- autonomy on implementation



APPLYING *PRODUCT* *THINKING* TO OUR PLATFORM



A platform team builds the reuse tools like first class citizens



Strong vision



Great CX, UX and DX



Good documentation



Classroom style of training



Easy upgrade path



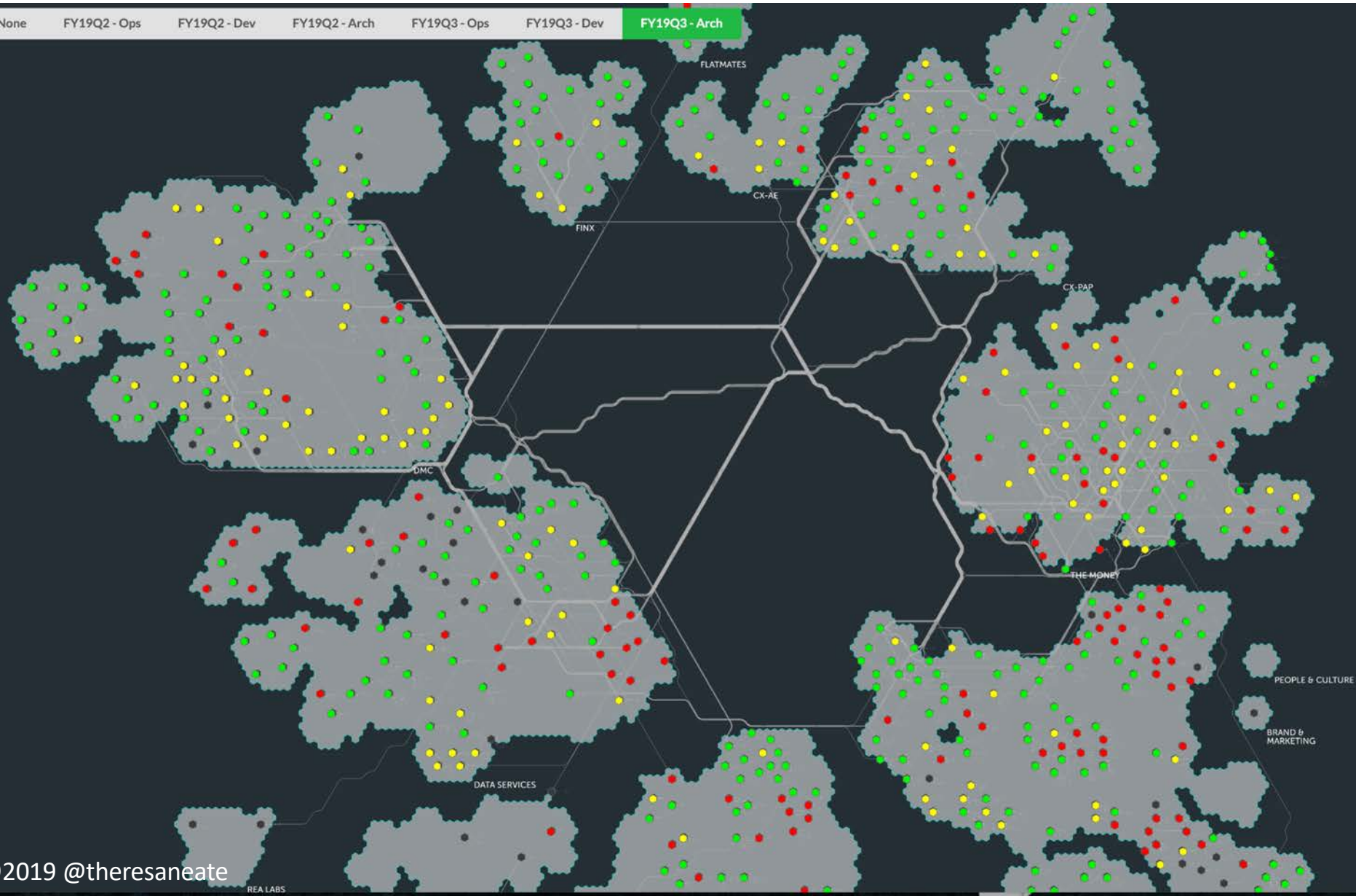
Open to feedback and contributions from users

THE PLATFORM



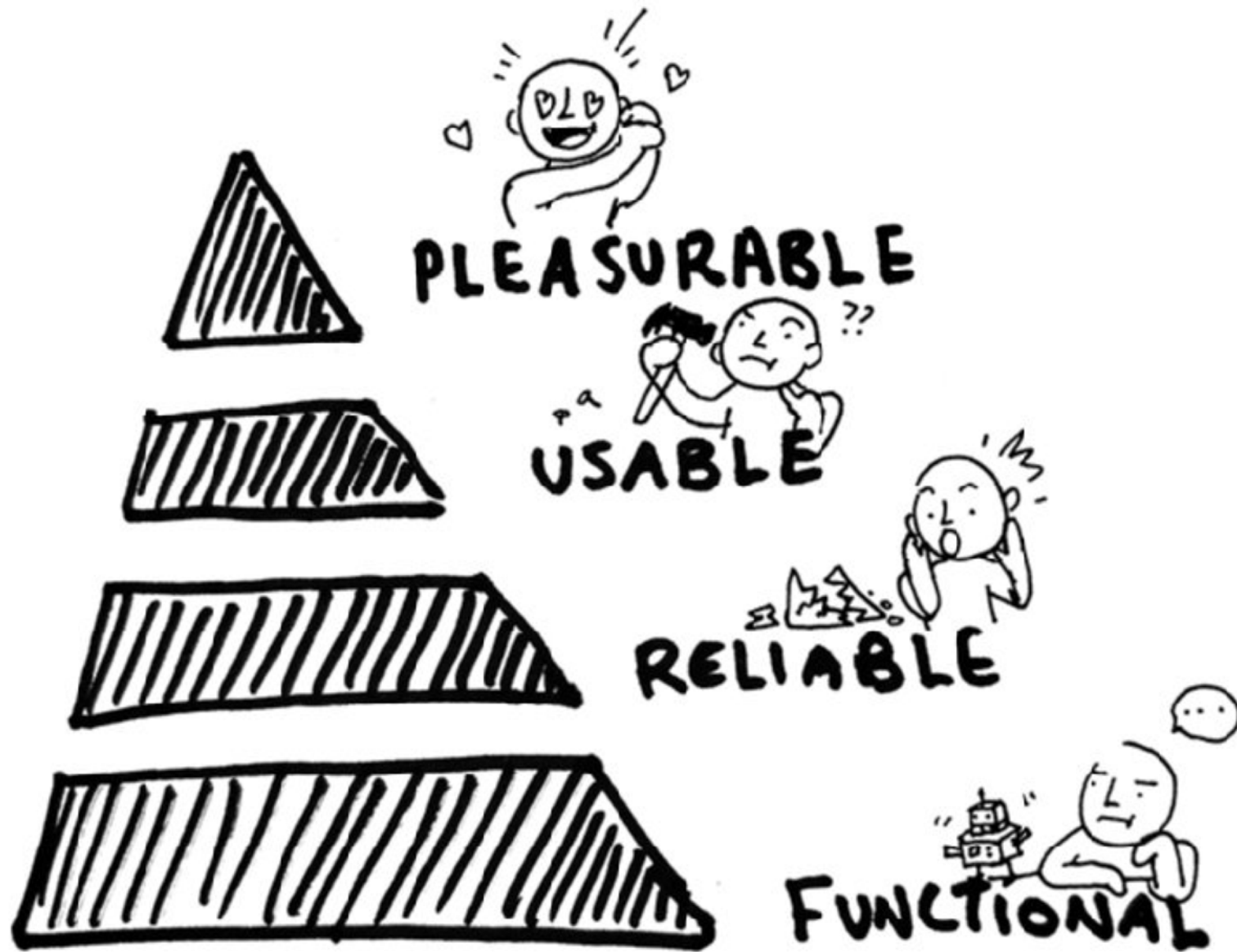


None FY19Q2 - Ops FY19Q2 - Dev FY19Q2 - Arch FY19Q3 - Ops FY19Q3 - Dev **FY19Q3 - Arch**



The background is a dark blue field filled with various circular and semi-circular patterns. Some are solid lines, some are dashed, and some have arrows indicating a clockwise direction. Interspersed among these patterns are numbers ranging from 40 to 260, often arranged in a semi-circular arc. The overall aesthetic is technical and futuristic.

DX HIERARCHY OF NEEDS



TIPS FOR DX



Helpful
Tips

Steve Krug



DON'T MAKE ME THINK

revisited

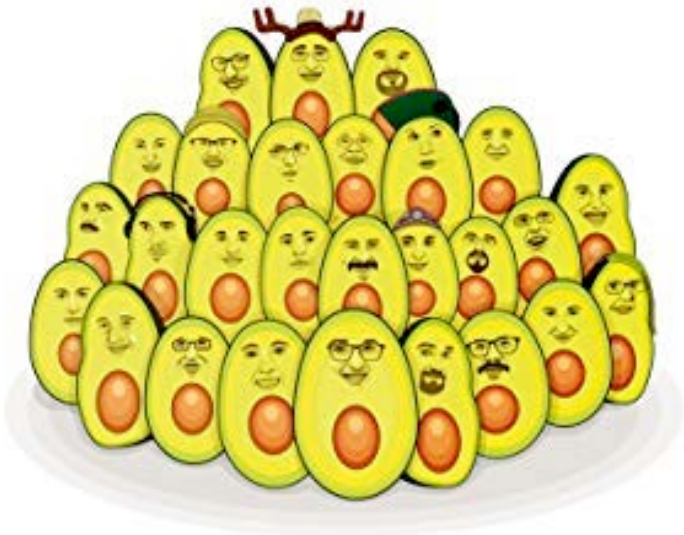
and Mobile
A Common Sense Approach to Web Usability

TIPS

- “Don’t make me think” / code (ref: Steve Krug)
- Instant sign-up
- Speed from zero to “hello world”
- Configurability
- Testability
- Clear SLAs
- Responsive support
- FAQs and clear documentation
- Ease of debugging
- Building-IN DX

A photograph of two cats, one fluffy and one sleek, looking at each other. The image is overlaid with a futuristic, semi-transparent UI consisting of various circular gauges, dials, and data points. The gauges have numerical scales and tick marks, and some have arrows pointing in different directions. The overall aesthetic is clean and modern, with a dark background for the UI elements.

THE MOST IMPORTANT TECHNOLOGY COMPONENT: EMPATHY



The Business Value of Developer Relations

How and Why Technical Communities Are Key To Your Success

—
With a Foreword by Jono Bacon

—
Mary Thengvall

Apress®

OBSTACLES?

©2019 @theresaneate

CONCLUSION

For all products including developer tools, uptake is essential.

With good DX:

- users of your products are happier,
- they promote it more,
- and they stay longer

Word of mouth promotion of your product is extremely powerful and credible in your quest for uptake.

BUILD IN DX: user-test upfront, build-measure-learn, know & understand your customer (empathy!)

THANK YOU



@THERESANEATE



THERESANEATE.COM

REFERENCES

Platform talk by REA CTO / Chief Engineer: <https://www.youtube.com/watch?v=KA9DEngmA7Q>

https://www.slideshare.net/andee_marks/developer-experience-dx-as-a-fitness-function-for-platform-teams

<https://agilemanifesto.org/principles.html>

<http://www.businessdictionary.com/definition/customer.html>

<http://www.persea-consulting.com/book>

<http://uxmag.com/articles/effective-developer-experience>

<https://www.amazon.com.au/Dont-Make-Think-Revisited-Usability-ebook/dp/B00HJUBRPG/>

<https://medium.com/@ashleymcnamara/what-is-developer-advocacy-3a92442b627c>

<https://careerfoundry.com/en/blog/ux-design/the-fascinating-history-of-ux-design-a-definitive-timeline/>