Listening to our customers

Using developer research to build an engaging developer website and program offering
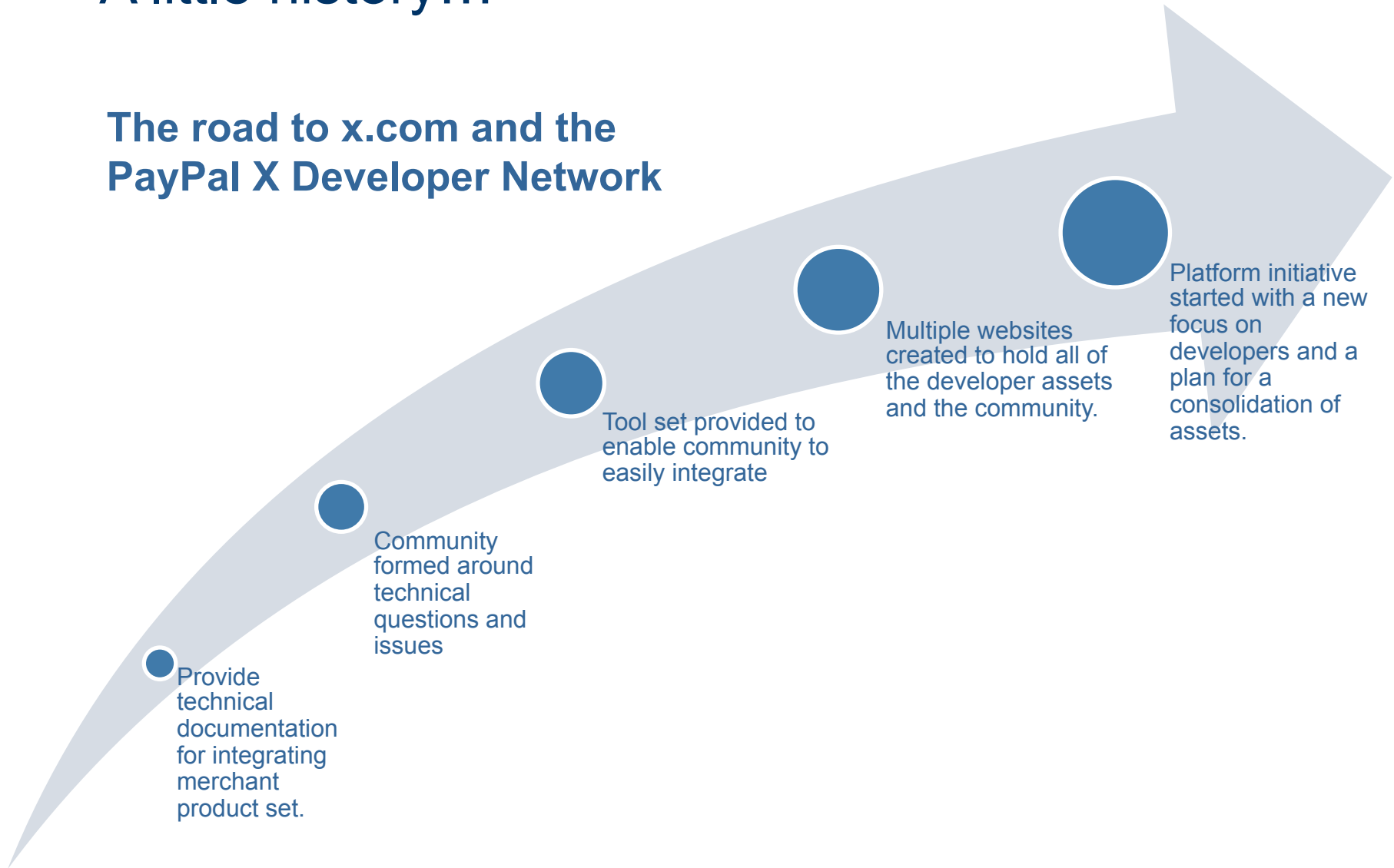
Little about me…

- "Zen Goddess of Developer Happiness"

- With Paypal for 5 years

- Have worked in technology for 20 years

  - Been a web developer, technical support manager and product manager

- Program, Community, x.com

Agenda

- Little History

- What is x.com

- What our developers were saying

- Research, Research, Research

- Program Research

- Program offerings for 2011

- Website Research

- x.com plans for 2011

- Conclusions

A little history…

**The road to x.com and the
PayPal X Developer Network**

Provide technical documentation for integrating merchant product set.

Community formed around technical questions and issues

Tool set provided to enable community to easily integrate

Multiple websites created to hold all of the developer assets and the community.

Platform initiative started with a new focus on developers and a plan for a consolidation of assets.

What is x.com

One stop shop for all Developers and Business Users using PayPal's Open Payment Platform – this includes All PayPal Products

Tools and Resources

– SDKs
– Code Samples
– Support
– Documentation
– Testing

Community

– Forums
– Blogs
– Industry News
– O'Reilly Media

Application Vetting

What our developers were saying

It too [is] easy to use in our web applications and the best thing is that that PayPal provides sufficient documentation to a new comer to enjoy this one.

Unify the experience between your websites. I have never been so frustrated with trying to find vital information and having to jump between websites that have disconnected UIs

- *PayPal's product support is great.*
- *The integration is easy.*
- *Integrated e-commerce makes life easy for customers.*

Make information easier to find. I found the initial page difficult to navigate.

Some really solid (and up-to-date!), step-by-step tutorials for web developers who need to incorporate paypal payments into an ecommerce website. No matter where I look I can't find clear, concise, step-by-step, here's how you do it , from beginning-to-end
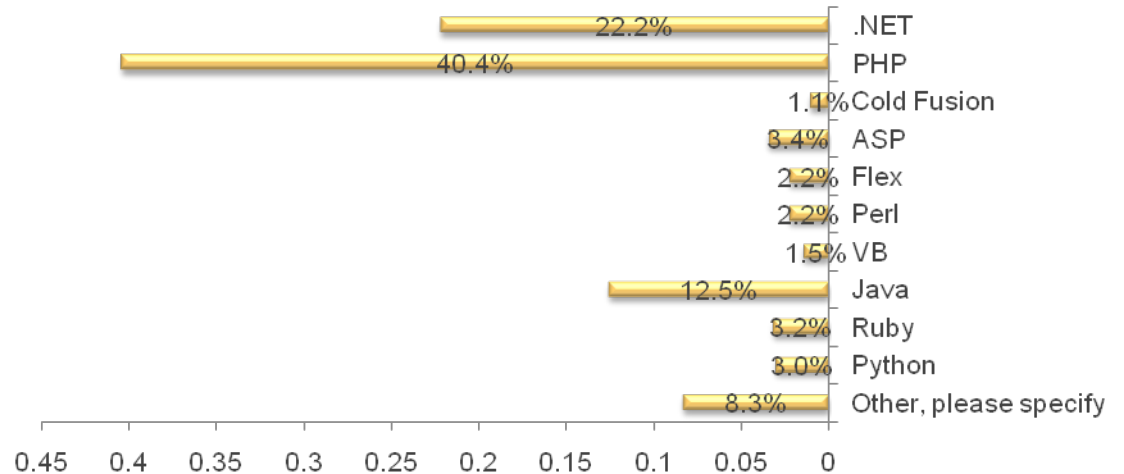
Research, Research, Research

- Goal is to make x.com the best developer experience on the web with the best programs
  - **User research on audience / programs**
    - **Developer Interviews**
    - **Evans global developer survey**
    - **Developer satisfaction survey**
    - **Innovate 2011 audience survey**
  - User research for website
    - Mental Model
      - Developer Interviews
      - Card Sorts
    - Content Map
    - Information Architecture
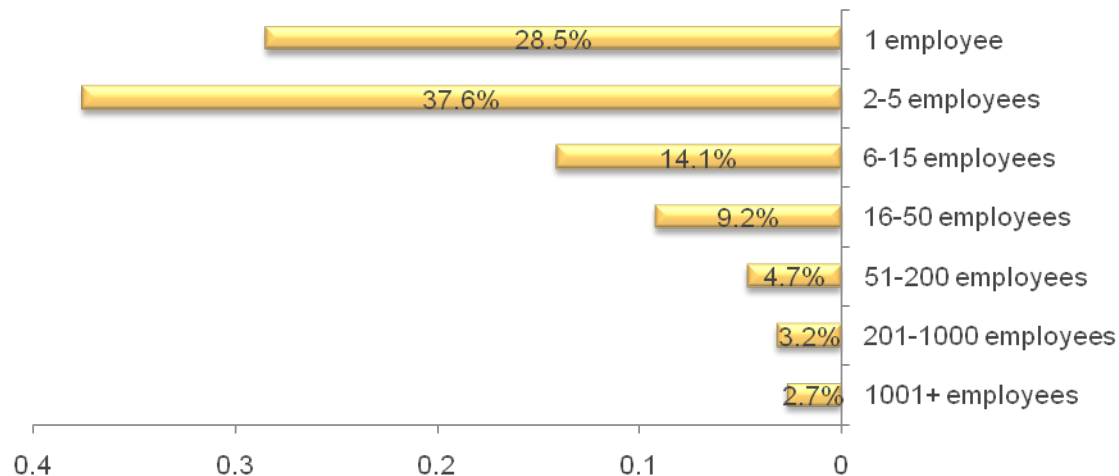   - User design testing

Evans Data

- Great global information about
  - What developers are building
  - How they are distributing
  - Revenue Models
  - Company size and experience
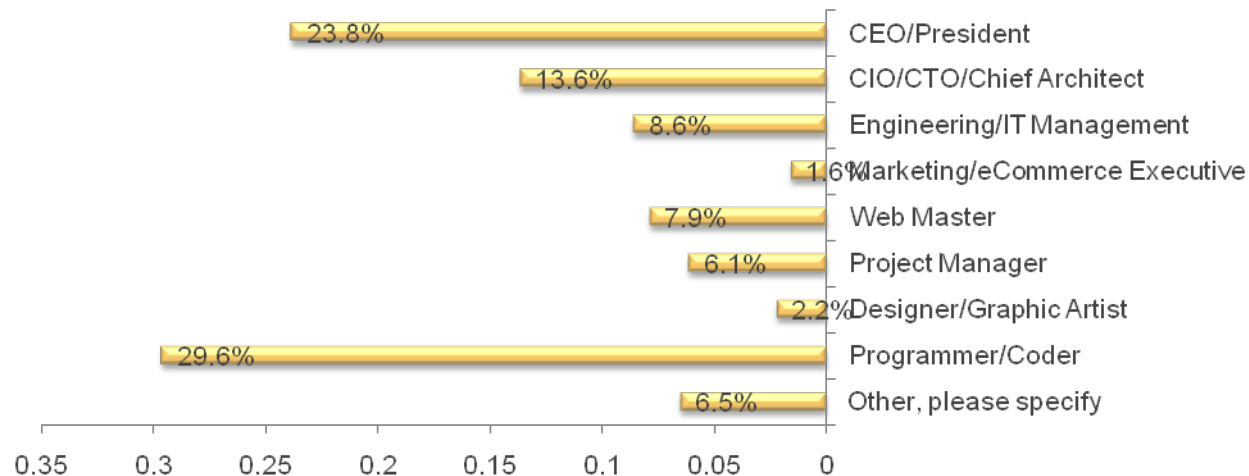
Audience

What is your area of expertise?

Area	Percentage
.NET	22.2%
PHP	40.4%
Cold Fusion	1.1%
ASP	3.4%
Flex	2.2%
Perl	2.2%
VB	1.5%
Java	12.5%
Ruby	3.2%
Python	3.0%
Other, please specify	8.3%

What is the size of your company?

Size	Percentage
1 employee	28.5%
2-5 employees	37.6%
6-15 employees	14.1%
16-50 employees	9.2%
51-200 employees	4.7%
201-1000 employees	3.2%
1001+ employees	2.7%

Audience

Which of the following functional titles best describes your role?

Developer Survey

Advertising and help selling my services and tools.

Bring back the VC contact function. I was going to take advantage of it to submit my executive summary, but it was no longer available when I was ready..

[More] Developer events. [Innovate] Was good event, a lot of interesting people and interesting things going on there!

Marketing of Certified Developers

• We need marketing and promotion to sellers who use PayPal. Building something and then having no economic way to reach sellers is a bad formula. X.com could help us solve this problem.

Make it easier to get started. Better tutorials, better code samples, easier to setup an environment. Right now it feels like a maze
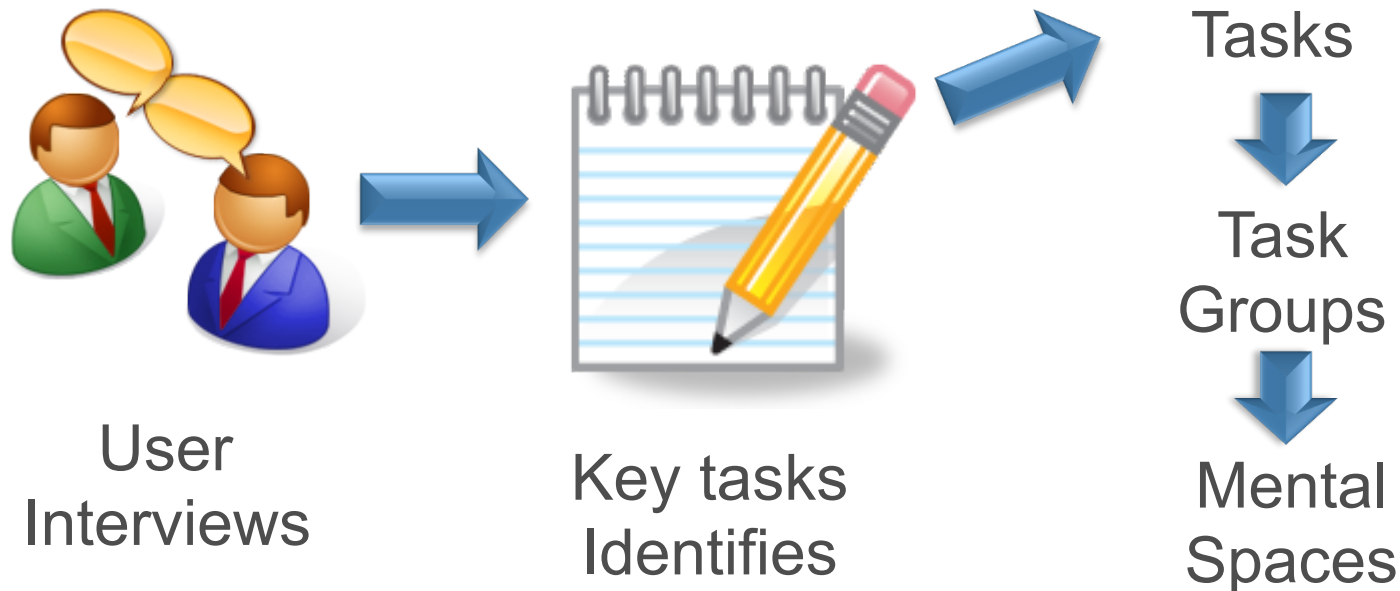
Program Offerings for 2011

- **More grass roots events** – due to our audience types and because of their feedback we are focusing more on hackathons/dev camps

- **Accelerator program changes** – new incubation strategies to attract and maintain startups that use our products. New marketing and PR offerings.

- **Combining programs / events** – developers told us that they thought the eBay and PayPal developer programs would be even stronger if they were one.

- **Certification** – changing certification to be more meaningful based on developer feedback.
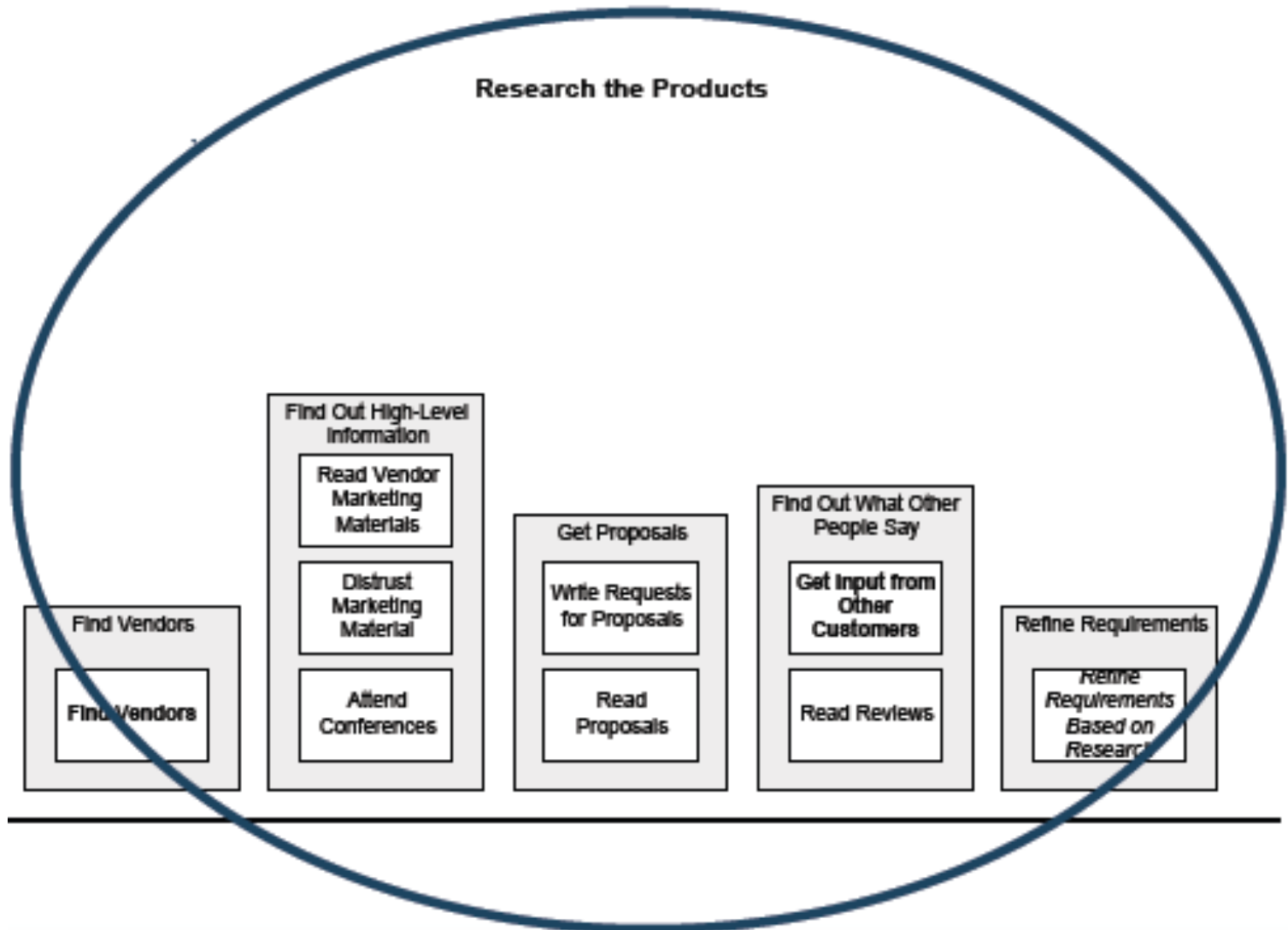
Research, Research, Research

- Goal is to make x.com the best developer experience on the web with the best programs

  - User research on audience / programs
    - Developer Interviews
    - Evans global developer survey
    - Developer satisfaction survey
    - Innovate 2011 audience survey

  - **User research for website**
    - **Mental Model**
      - **Developer Interviews**
      - **Card Sorts**
    - **Content Map**
    - **Information Architecture**
    - **User design testing**

Overview of a Mental Model

How the user thinks about and approaches their tasks and goals, usually defined within a system of interaction

User Interviews

Key tasks Identifies

Tasks

Task Groups

Mental Spaces

Mental Space

New IA and Page Layout Influence

New Navigation

PayPal X

My Account *(Shown when logged In)*
- My Apps
- My Blogs
- Private Messages
- Developer Dashboard
- Email Notification
- Rewards & Points
- Connections
- My Profile
- Edit Profile

Home

Products & Use Cases
- Product Details
- Use Case Details
- Product Comparison
- Product Selection Help

APIs & Documentations
- API References
- Code Samples
- SDKs
- Developer Guides
- Quick Start Guides
- Release Notes
- Training & Videos
- Sandbox
- Site Status
- Sales & Marketing Kits

Forums
- Forum Details
- Start a New Forum
- Developer Profile

App Showcase
- Submit an App

Programs & Events
- Accelerator Program
- DevZone
- Certification
- DevTalk Newsletter
- DevNet Events
- DevNet Blogs
- Country Home

Home Page

Log In | Sign Up | Sandbox | Contact Us | Search PayPal X | Search

English >

| Home | Products & Use Cases | Developer Tools & APIs | Forums | App Showcase | Programs & Events |

PayPal value prop for developer goes here

Use Cases
Mobile
Web Checkout
Enterprise Payments
Reporting Applications
Social
Local

View All Use Cases >>

Products
Adaptive Payments
Express Checkout
Mass Pay
Payflow Pro
Website Payments Pro
Website Payments Standard

View All Products >>

APIs, Tools & Docs
API References
Code Samples
Developer Guides
Quick Start Guides
Sandbox
SDKs

View All Docs & Tools >>

Need help choosing the right product for you?   Product Selection Help >>

Announcement Spot

| One | Two | Three | Four |

What's New on PayPal X

PayPal Coming to Game Consoles
Nov. 2010

Innovation Contest App Winner Announced!
Oct. 2010

RCDB Set Top Case Study
Oct. 2010

More Consumers are Using Credit Cards
Sep. 2010

PayPal Invites Developers to the Future of
Payments at Innovate 2010
Aug. 2010

PayPal X Events

Excepteur sint occaecat cupidatat non proident
Nov. 2010

Sed do eiusmod tempor incididunt ut
Oct. 2010

Excepteur sint occaecat cupidatat
Oct. 2010

Officia deserunt mollit anim id est
Oct. 2010

Popular Forums

Having problems testing in sandbox mode
Eddie Shipman, 17 posts since Sep 8, 2010

Split payments behind the scenes
Sean Clark, 6 posts since Nov 8, 2010

Adaptive-Pay with a credit card-default
Colin Cullinan, 7 posts since Jul 19, 2010

View All Discussions >>

Popular Blog Posts

PayPal X Google App Engine Toolkit tips
Bill Day, 1 day ago

Charion Hotels Launches Pilot Progrma For
NFC-Enabled Mobile Devices
Travis Robertson, 1 day ago

Mining and Visualizing Word Bank Data
Matthew Russell, 3 days ago

View All Blog Posts >>

Featured Apps

App Name Goes Here
Developer:
Someone Someone

App Name Goes Here
Developer:
Someone Someone

App Name Goes Here
Developer:
Someone Someone

Poll

What do you think of this idea of bla bla bla?
◉ Good
○ Bad
Submit

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Website Redesign for 2011

- Change **Information Architecture** to make things easier to find.

- Change **homepage layout** to offer better direction and user specific content.

- Reformat and create **new documentation** to provide quick start guides, step by step instructions and reference material.

- Change site to proved both **product and use case** based navigation through out.

- More interaction to **choose** products, programming languages and use cases.

Conclusion

- Try and fail fast

- Talk to your customers

- Find any way to talk to the people that will use your program and website
  - Interviews
  - User research studies
  - Qualitative and Quantitative

- Especially with developers – doesn't have to be expensive or fancy – just ask them what they think

- Any feedback is good – if they give you feedback they care

- Make it count ☺

Thank You

How to find me ☺

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- www.x.com

- https://www.x.com/people/PayPal_Carolyn