

Developer Personas

After you have completed your segmentation, you can start to create personas. Personas are a way to personalize your targets (i.e., put a name and face) to help you and your teams think more personally about your users.

Personas are most effective if used by everyone on the DevRel and product teams and other stakeholders so everyone is creating for and thinking about the same target audience.

Personas make it easier for everyone, whether you are creating your product and documentation or writing your messaging. The more specific you can be, the easier your job gets – for example, a mobile developer named Tom, who works at an ISV in London developing Android apps, is much more compelling than “we are targeting developers,” or “we focus on developers in Enterprise companies”.

Persona Criteria

We typically create three to four personas, although this may vary based on your product range. When putting together your personas, you’ll use the criteria you gathered from your segmentation exercise and add additional personal descriptors.

Additional information we use for personas includes:

- Name (ensure these are representative of different cultures, ages, and genders)
- Photo
- Job title/type of developer
- Type of company and industry where they work
- Type of technical skills they have
- What they are working on and for who (use case)
- Type of experience they have relevant to your product
- Their particular issues and pain points as developers
- Their level of decision influence
- Where they look for information about new developer products
- Their awareness of your company and product
- Their particular interest in your product (what will it help them solve)

Pricing thresholds if applicable You may also have others that are applicable to your company or product, but these are the main criteria.

■ **Important note** You may have noticed that we don't include additional personal or demographic information such as marital status, type of music they listen to, etc. That may be important for B2C segmentation and personas, but it's just a distraction for you. As well, there is no need to include the many accepted developer traits as reviewed in Chapter 6. You already know your target is a developer; hence, most of those traits are a given and not useful for this exercise.

Developer Persona Frameworks

There are a number of ways to layout your personas from tables to pictograms to canvases. Choose the one that works best for you and your team, when you need them.

We've included two examples for you that we've created and used. The first, the Developer Persona Canvas, is a great way to visualize your personas, one developer at a time. The second, the Developer Persona Framework, is in table form, allowing you to compare a number of personas side by side.

Developer Persona Canvas

Our Developer Persona Canvas, shown in Figure 13-1, is effective to visualize a developer's needs, on a single sheet of paper. Create one canvas for each persona. We have seen Developer Persona Canvases printed off and taped up on office walls. Then marketing and product teams alike can look directly at the person they are creating for and think: Would this work for “Mark”?




















Developer Persona Canvas									
INDIVIDUAL  NAME  LOCATION  COMPANY  JOB TITLE SKILLS  LANGUAGES  PLATFORM  EDUCATION		AWARENESS  AWARENESS 	PAIN POINTS 						
	BUSINESS INFLUENCE  SCOUTING  PURCHASING 	USE CASES 							
	PERSONAL DEVELOPEMENT 	PRODUCTS  CURRENT  FUTURE							
	COMMUNITY 								
DEVELOPER JOURNEY MAPPING <div> <div>DISCOVER</div> <div>EVALUATE</div> <div>LEARN</div> <div>BUILD</div> <div>SCALE</div> </div> <table border="1"> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </table>									

Figure 13-1. Blank Developer Persona Canvas

Let's run through the parts of the canvas and the information included in each.

The canvas starts with information related to the individual – a photo, their name, location, the type of company they work for, and their job title. Next, we establish their skills, especially how those skills relate to using your product. This includes their primary programming languages, frameworks, and platforms of choice. We then document their educational and vocational training, qualifications, and where they go to stay up to date on their skills.

Moving right, we measure how much they know about your company and product. Combining information on the canvas like where they go to learn new skills and which communities they participate in helps you plan where and how to engage, and understanding the tools and languages they prefer informs your DevEd and product activities.

We next assess their influence on purchasing new tools and products. This is of course vital to understand for sales and marketing. Firstly, we categorize their influence on searching or scouting for new technologies in the market and secondly their influence on making the purchasing decision.

Personal development captures how and where they learn new skills. Examples could include peer learning, self-paced online training, books, conferences, or formal training courses.

Community assesses which communities the developer self-identifies as a member of. This may include active participation or lurking in online communities, attending meetups and conferences, making open source contributions, etc.

In the far right column, we look at understanding their pain points and any problems they need to solve. This information will be vital to take forward into the development of your messaging, to ensure it resonates with the persona. Use cases identify relevant examples of how your product could be used by them to solve one or more of their pain points. This makes your messaging powerful and specific. Product provides an opportunity to tag which of your products the developer is using today and, based on your knowledge of them, which of your products may be of interest to them in the future.

Finally, we map “Mark” to his own Developer Journey (see Chapter 15), indicating where he goes to research information on new technologies, and the particular elements of your Developer Experience such as sample code or video tutorials that will most resonate with him.

To see the Developer Persona Canvas in action, we have created an example for you in Figure 13-2. In this example, we've based it on a collection of "never-before-seen" developer products as follows:

- An OAuth API that enables a developer to easily add login capability including third-party services like Google and Facebook login.
- An Out-of-Band Authentication (OOBA) SaaS offering that provides APIs to integrate OOBA into your app and the back-end infrastructure to coordinate OOBA processes (e.g., sending two-factor authentication codes via SMS).
- An HDK that includes a reference design board on which to prototype new devices. The HDK is backed by a collection of SDKs to implement and optimize apps on certain aspects of the hardware, along with hardware-specific compilers, debuggers, and profilers.

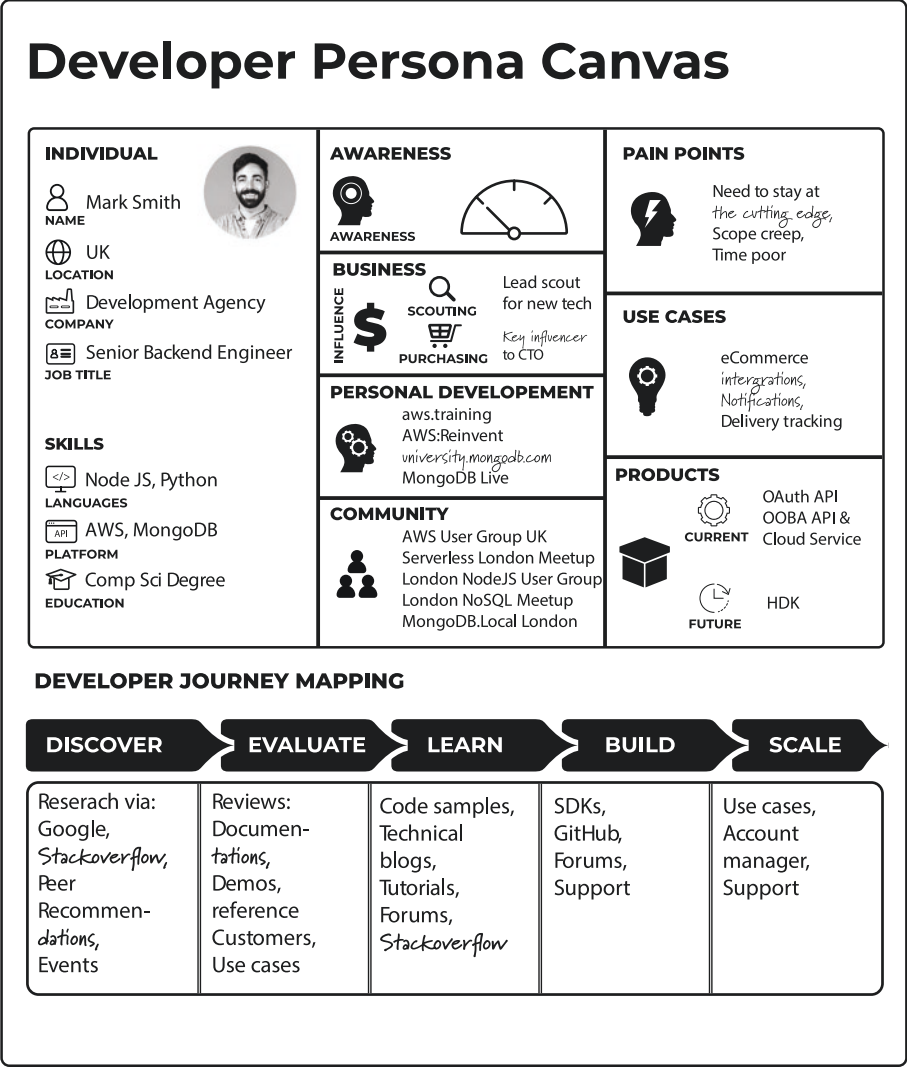


Table 13-1. An Example of Developer Personas in a Table Format

Developer Persona Framework

pt. 1

Category	Jackie Game developer, Large Game co Montreal	David Senior Backend Engineer, Agency London, UK	Raj CTO, Startup San Francisco
Company Type Vertical and Geography	Fortune 500 company	3 rd Party Development Agency, under 100 employees	Startup, small company, Round A funded
Issues/ Pain points	Super busy, no extra cycles; <i>tight deadlines</i> Learning done <i>after hours</i> Limited knowledge of AI	Need to stay on leading edge Time poor, tough customer demands	Need an easy, <i>flawless solution</i> Cash poor
Tech Skills and experience	C++, Unity, TensorFlow, Java	Mobile; platform- specific (iOS/ Android), Python, AR experience, Some AI experience	Previously at large gaming company Mobile; platform- specific (iOS/ Android), TensorFlow, New to VR and AR, Specialized AI experience
Use case - type of Develop- ment/ product	Created popular VR game on Oculus, wants to make <i>interactions with</i> environment more <i>realistic using AI</i>	Custom work for clients (e.g., contracted by game publishers to implement or port part or all of a game).	Gaming for enterprise use cases, health care especially, interested in VR and AR <i>implementations</i>

(continued)

Table 13-1. (continued)

Developer Persona Framework

pt. 2

Category	Jackie Game developer, Large Game co Montreal	David Senior Backend Engineer, Agency London, UK	Raj CTO, Startup San Francisco
Decision Influence	Low – decisions made higher in org but dev is an <i>influencer</i> ; team is building off of an existing core game engine with dependencies on existing/legacy technology that weights heavily on decisions around technology adoption.	Lead scout for new tech, <i>key influencer</i> Not usually bound by legacy systems, so able to recommend new technologies. Given the significant role of backend systems, David's recommendations often dictate what products must be used by the front end.	Decision maker Not bound by legacy systems as the product is still in development; able to pivot quickly on technologies as requirements or the target market are being solidified.
Where they find info on new products / Personal Development	Unity newsletter, TensorFlow forums, Reddit, Unity Unite, FB, Stack Overflow, GitHub sample repos, hardware vendor (e.g., Oculus) websites, special interest groups.	Google, Stack Overflow, Android developer, QDN,	Google, GitHub, SFVRCC, industry conferences, special interest groups. memberships in industry alliances
Existing awareness of us and what we offer	Yes/High – aware of us internally, but devs may not be aware of our software/tools	Low	No interest as yet because of lack of awareness

Summary

Creating developer personas is the next step from the work you did on segmentation. They bring personality and help your entire company understand and “see” the developers that you are targeting.

Combining all these data points together will inform your marketing and community strategy as well as your product, Developer Experience, and developer education direction. You will start to understand which cities and countries to target, which technical communities to be active in, which events and conferences to attend, which vendors to integrate with, how to enhance your docs, which code samples to write, what use cases are most relevant, the types of learning resources to create, and how and why your personas buy.

You’ll see how your personas work with your Developer Journey in subsequent chapters. In our next chapter, we focus on how this data shapes your messaging to developers, making it specific to maximize your chances of cutting through the noise.