Developer Journey Map

STAGE	DISCOVER	EVALUATE	> LEARN	BUILD	SCALE
GOALS/NEEDS	Is this of use to me?	Will it meet my needs?	How does it work?	Can I build a proof of concept?	Can I build to scale?
QUESTIONS	 What is it? Could it solve my problem? Is it credible? 	1. Does it look easy to use? 2. Are there any red flags? 3. Is pricing a barrier?	 Time to 'Hello World' Are the Docs a good experience? Do I have confidence? How do I get sup there a community? Is there a community? 	 Speed to MVP Is the product a good experience? How do I get support? Is it value for money? 	 Can I do more? How do I give feedback? How can I contribute? Will the product grow with me?
INTERNAL	Dev Hub	Docs	Getting Started/	Extensions	Developer Success
TOUCHPOINTS	Seo / PPC Social Events	FAQs Product pages	Quick Start Guide Code Samples Tutorials Sign up / Registration	Sandbox Reference Guide Changelog	SLAs Product Roadmap Showcase
	Blog Newsletter Case Studies	Forums Use Cases Pricing Page Webinars	Office Hours Training Learning Resources	Support Workshops	Ambassador Program Partner Program Certification
EXTERNAL TOUCHPOINTS	Online Media/Press Syndication Event, Meetups, Hackathons Referrals Online & Offline Groups	GitHub Stack Overflow ons	Technology Dependencies		

