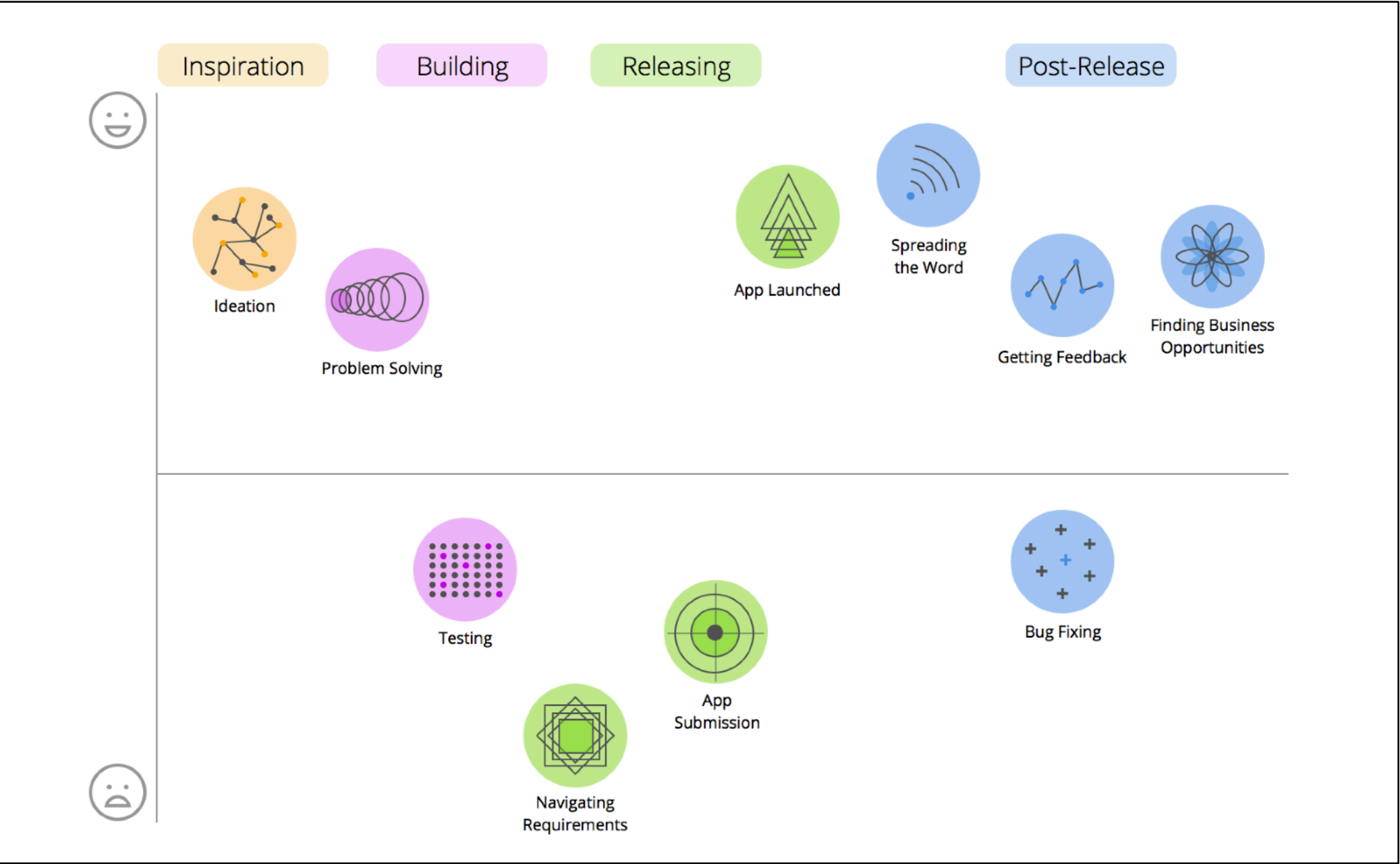


Experience Strategy for Devhub

CURRENT DEVELOPER JOURNEY (pulled from Moz UX Research May 2014)



KEY TAKEAWAYS

Three of the four low points in the developer journey are areas we can impact via devhub:

1. Testing - we can create ways for developers to launch test versions of their apps to gather feedback before a “public” launch, and we can give them advice about fine-tuning their apps.
2. Navigating Requirements - we can be explicit and transparent about requirements within devhub and then direct users who want to know the in-depth story to the longer MDN articles.
3. App Submission - we can make this process feel simpler with the use of sensible defaults, progressive disclosure, branching choices, and clear instructions.

App maintenance is a key opportunity for devhub - we can support developers and make it easy for them to track, manage, and update their apps, which will lead to a larger, more dynamic Marketplace.

An improved “developer friendly” devhub creates the conditions for a developer journey that looks and feels like this

FUTURE DEVELOPER JOURNEY

