

# Kick Starting a New DevEx Initiative and Backstage Adoption

Cloud-Native & Platform Engineering Meetup

21 November 2024



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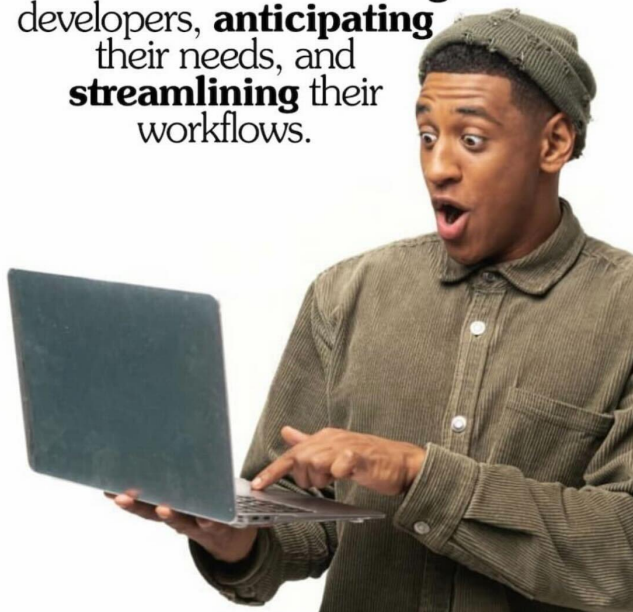
# Agenda:

- The idea: Developer Experience (DevEx) initiative
- DevEx Research
- Key DevEx areas of focus
- Backstage adoption as our IDP
- Challenges and Lessons learned
- Next steps

## What is DevEx?

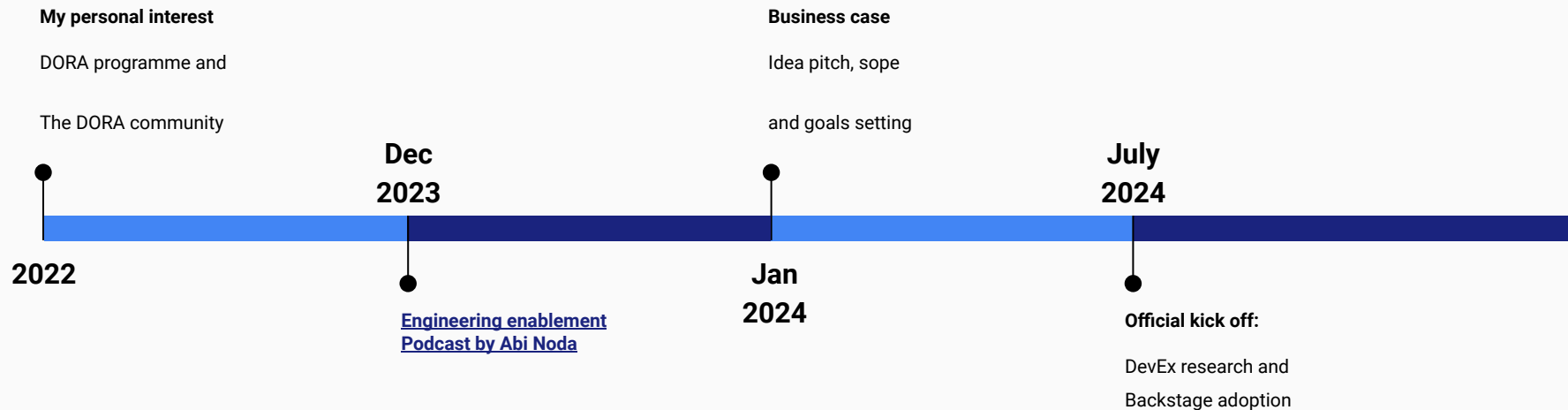
# WHY DX?

Developer experience focuses on **understanding** developers, **anticipating** their needs, and **streamlining** their workflows.



By Addy Osmani

- Developer's centric approach
- The overall feelings and perceptions a developer has while writing software
- The overall experience of developers when using tools, platforms and services to build software
- How easy or difficult it is for a developer to perform essential development tasks
- An environment tailored to meet developers' needs, ensuring they can code effectively and efficiently



# DevEx Research

- Goal: To better understand the needs of our Engineers
- Research method:
  - Discussion guide
  - Customer interviews
- Participants
  - 50 Engineers from more than 15 teams interviewed

# Strengths

**CI/CD process**

**Team collaboration**

**Cross- functional work:**

Engineers appreciate the  
opportunity to work across  
various domains

**READMEs: reliable  
source of truth**

# Challenges

**DOCUMENTATION:**  
maintainability,  
discoverability  
and centralization

Keeping software  
components/libraries  
versions up to date

Technical debt

Compliance,  
standardisation

Manual steps in the  
release process

Lower environments  
limitations

Cross- team  
collaboration and  
dependencies



# Key focus areas

**Centralized hub  
for technical  
documentation**

**Templating engine  
for new projects/  
integrations/  
pipelines**

**Components  
catalogue and  
links to useful  
resources**

**Tech announcements  
about outdated/  
deprecated versions**

**Engineering  
productivity  
metrics**

# Backstage adoption

- Components catalogue ~75 components
- Technical documentation
- Templates
- Other plugins...

# Challenges

- Engage and attract attention from stakeholders
- Adoption of DevEx capabilities including Backstage
- Establish feedback loops

# Lessons Learned

- To succeed , seek leadership support
- Start small, do comprehensive research first
- Step into the Engineers shoes
- Promote DevEx as a concept in your organisation

# Next Steps



User research  
User personas and Backstage insights

Optimal DevEx for

WordPress Engineers



Jan-  
March  
2025



Nov 2024-  
March 2025

Templates  
Backstage plugins:  
DORA metrics  
Customer Surveys



TBC



Thank you!

Q&A