Collaborating With Customers

tools and techniques. also examples.

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What is sendwithus?

(the twenty second version)



(even if it's just you)

All software has a customer

Goal: Write software

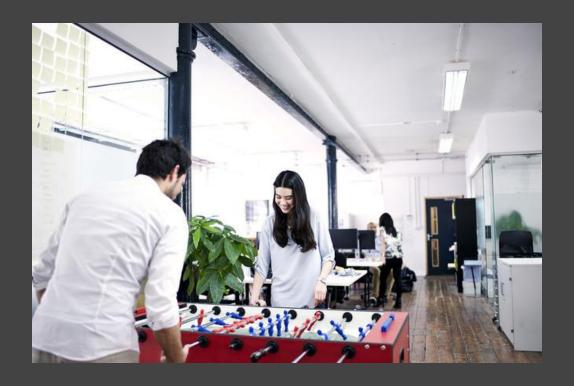
your customers want to use.

(this is the hard part of software engineering)

How? Collaboration.



(this is not software engineering)



(this is also not software engineering)



(this is software engineering)

How does sendwithus

collaborate with customers?

(how about some examples?)

(our customers are developers)

github.com/sendwithus

API Documentation

github.com/sendwithus/docs

API Client Libraries

github.com/sendwithus/sendwithus_*

Product Resources

github.com/sendwithus/templates

Team & Community Resources

github.com/sendwithus/jobs

github.com/sendwithus/vic-startup-jobs

Open Source Software Tools

- Git
 - o Github, Bitbucket, Gitlab
- Package and library managers
 - o NPM, PIP, RubyGems, Maven, etc.

(like, actually talking to people)

Email Support

Help Scout

Live Chat

Olark

Just talk to people!

Skype, Hangouts, Phone

Streaming Events

Google Hangouts on Air

Direct Communication Tools

- Email Support
 - Help Scout, Freshdesk, Intercom
- Live Chat
 - Olark, Intercom, Slack
- Just talk to people!
 - Hangouts, Skype, AirCall
- Streaming Events
 - Hangouts, Youtube, Twitch, Livecoding.tv

Engineering Transparency

(what goes on inside sendwithus)

Engineering Transparency

Product Releases

"in-app changelog"

Engineering Transparency

Engineering Blog

WordPress

Engineering Transparency Tools

- Changelogs and Product Updates
 - o Blogs, Intercom, Github Release Notes
- Engineering Blog
 - WordPress, Squarespace
- Open Development*
 - Kickstarter, Steam Greenlight

Behaviour Tracking

(how does a customer do, or doesn't)

Behaviour Tracking

Traffic Monitoring

Google Analytics

Behaviour Tracking

Product Usage Monitoring

Slack

Behaviour Tracking Tools

- Traffic Monitoring
 - Google Analytics, MixPanel, Segment.com
- Product Usage Tracking
 - Slack, Papertrail, Intercom

Conclusion

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Software collaboration isn't just for engineering teams

Most tools can benefit your customers too

Don't reinvent the wheel; use existing tools whenever possible

Amazing engineering teams

work with their customers

to build great things.

Questions? Feedback?

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