

Collaborating With Customers

tools and techniques. also examples.

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What is sendwithus?

(the twenty second version)



All software has a customer

(even if it's just you)

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)

How does sendwithus
collaborate with customers?

(how about some examples?)

(our customers are developers)

Open Source Software

github.com/sendwithus

Open Source Software

API Documentation

github.com/sendwithus/docs

Open Source Software

API Client Libraries

github.com/sendwithus/sendwithus_*

Open Source Software

Product Resources

github.com/sendwithus/templates

Open Source Software

Team & Community Resources

github.com/sendwithus/jobs

github.com/sendwithus/vic-startup-jobs

Open Source Software Tools

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

Direct Communication

(like, actually talking to people)

Direct Communication

Email Support

Help Scout

Direct Communication

Live Chat

Olark

Direct Communication

Just talk to people!

Skype, Hangouts, Phone

Direct Communication

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
 - 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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