May 19, 2022

Improvement of Autoware's Brand Recognition

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Outline

- Background
  - Brand recognition is important, but currently, Autoware's recognition is low.
- Possible causes and countermeasures
- Proposal from TSC chair
- Call for cooperation
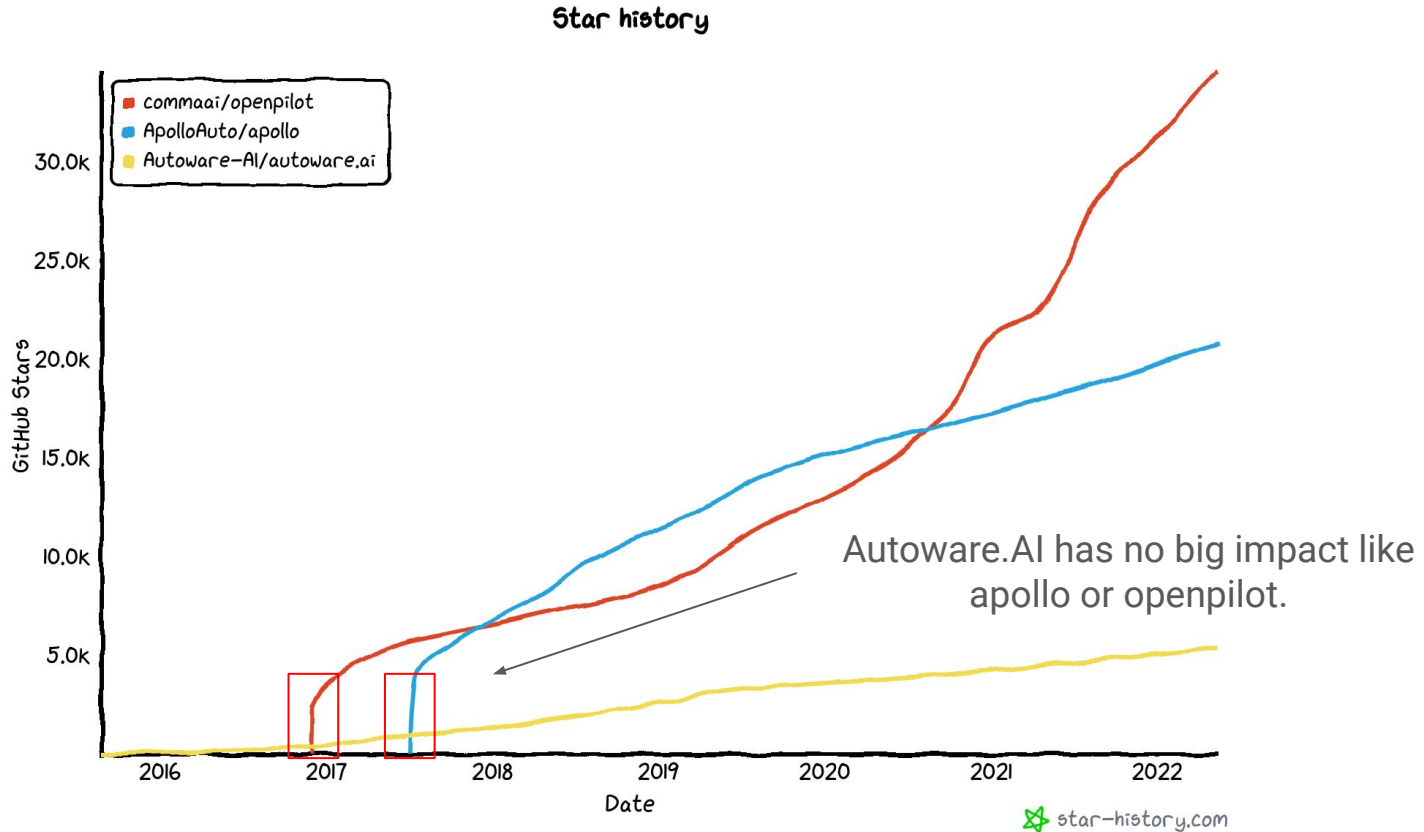
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Background

- The number of GitHub stars can be regarded as the brand recognition.
- Brand recognition is very important for the Autoware community.
  - More stars can make more contributors and more member companies.
  - A project with a few stars might be considered low-quality.
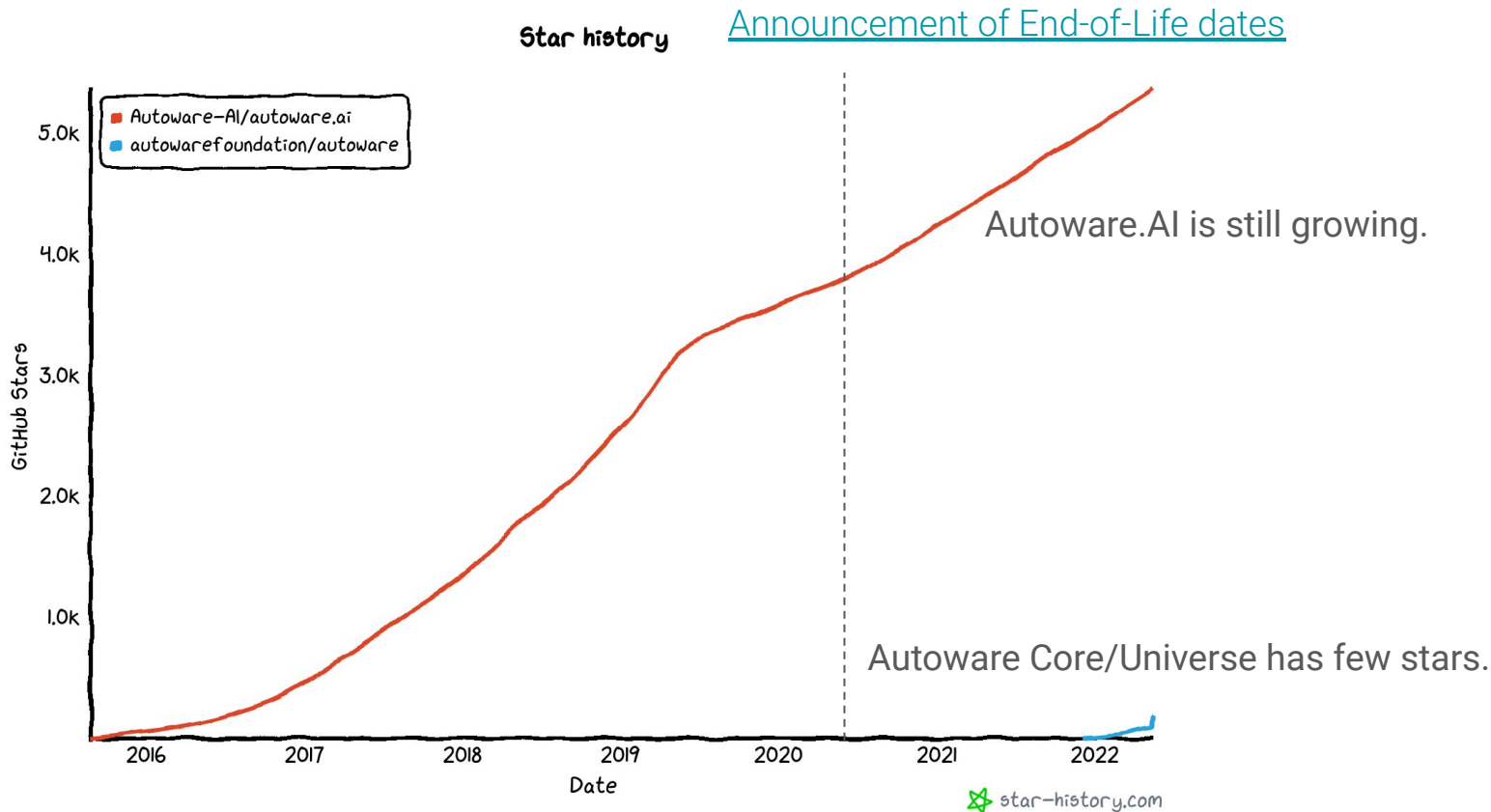   - Having many stars doesn't necessarily mean a good project, but having too few stars is a problem.

Problems (See the next slides for details)
- autowarefoundation/autoware has only about 0.2K stars.
  - Autoware-AI/autoware.ai: 5.4K
  - ApolloAuto/apollo: 20.7K
  - commaai/openpilot: 34.5K
- Many people are still going into Autoware.AI.

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Star history of Autoware.AI with competitors

Star history

Legend:
- commaai/openpilot
- ApolloAuto/apollo
- Autoware-AI/autoware.ai

Autoware.AI has no big impact like apollo or openpilot.

star-history.com

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Star history of Autoware.AI

Star history

Announcement of End-of-Life dates

- Autoware-AI/autoware.ai
- autowarefoundation/autoware

Autoware.AI is still growing.

Autoware Core/Universe has few stars.

GitHub Stars

5.0k
4.0k
3.0k
2.0k
1.0k

2016   2017   2018   2019   2020   2021   2022

Date

★ star-history.com

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Possible causes and countermeasures

Possible causes
- We haven't advertised or announced Autoware Core/Universe enough.
- We don't have enough tutorials or documentation, which is less attractive.
- There are few demonstrations using Autoware.
- There is no link to Autoware Core/Universe on autoware.org/autoware or autoware.org/blog-1.
- Some links on the Web still refer to Autoware.AI.

Possible countermeasures
- Advertise Autoware Core/Universe more.
  - Blogs/Articles/Social media sites
  - Announcements on GitHub or ROS Discourse
  - Presentations at conferences (e.g. ROS Con)
  - etc.
- Write more documents.
  - For example, prepare a quickstart so that people can try Autoware easily.
- Show more demonstrations that can attract people.
  - For example, a movie using a digital twin simulator.
- Improve the Web pages of autoware.org.
- Fix links on Web pages and guide people into Autoware Core/Universe.
- Announce a major upgrade of Autoware.AI, and transfer the repository to Autoware Core/Universe.

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Proposal from TSC chair

Considering the EOL of Autoware.AI is at the end of 2022,
- Try advertising Autoware Core/Universe until December.
  - Add more documents and demonstrations.
  - Write blogs and articles.
  - Improve Web pages.
  - Announce Autoware Core/Universe in the Autoware.AI repository and ROS Discourse.
  - etc.

If Autoware Core/Universe can't acquire more stars than Autoware.AI within this year,
- Consider transferring Autoware-AI/autoware.ai to autowarefoundation/autoware.
  - Supposing that it won't confuse people if it's after the EOL.
  - But before transferring the repository, we must get public user feedback on GitHub and ROS Discourse.
  - Possible approach explained in the second half of this presentation

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Call for cooperation

TIER IV (including the TSC chair) can lead these activities.

But there are several requests for member companies:
- Write or review Autoware's documentation.
  - Goal: Newcomers can feel attracted to Autoware.
- Write your company's blog and link Autoware Core/Universe.
- Advertise Autoware to your acquaintances and ask them to star Autoware.
- Share your achievements on GitHub Discussions or ROS Discourse.
  - https://github.com/autowarefoundation/autoware/discussions/214
- Try any other ideas that you come up with!

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