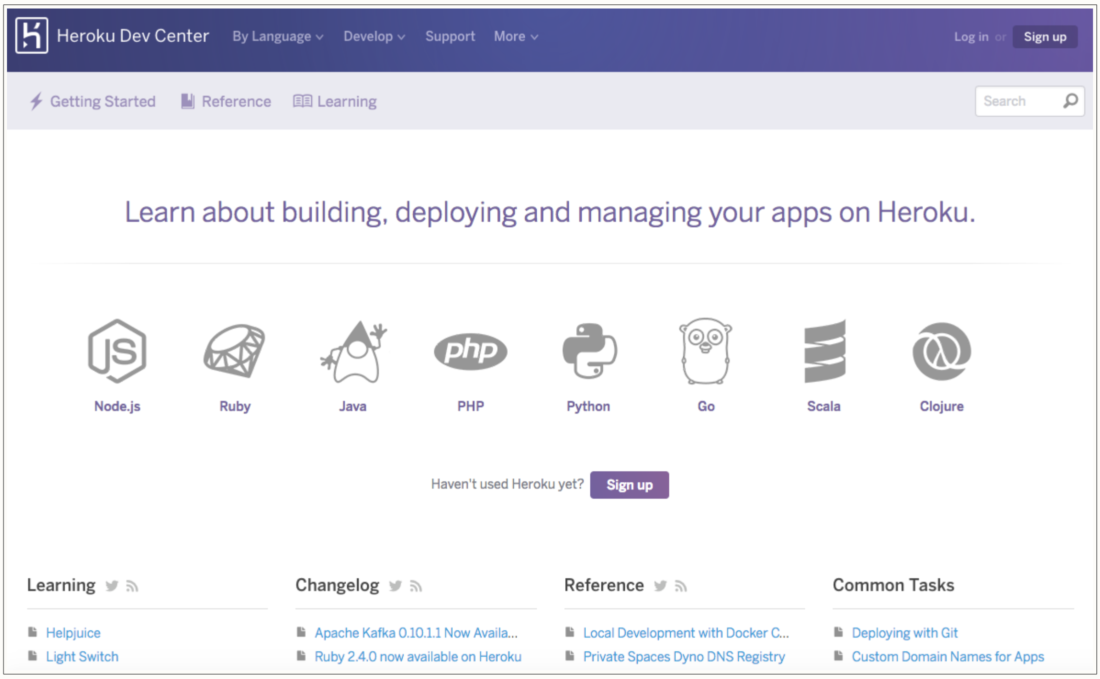
PART I – BEST PRACTICES

1.1 Intuitive Navigation

When a developer lands on your documentation home page, they're likely:

1. Curious what you're offering
2. Eager to get started
3. Stuck and in need of help

We need to make sure the developer has an easy access to all the information.



Learn about building, deploying and managing your apps on Heroku.

Learning	Changelog	Reference	Common Tasks
Helpjuice	Apache Kafka 0.10.1.1 Now Availa...	Local Development with Docker C...	Deploying with Git
Light Switch	Ruby 2.4.0 now available on Heroku	Private Spaces Dyno DNS Registry	Custom Domain Names for Apps

To start, the core non-navigation text on the page shouts the purpose of the site in 30 pixel font: "Learn about building, deploying and managing your apps on Heroku." Below that, it speaks to developers in the eight languages supported by Heroku. Immediately, developers know what Heroku offers and whether there's something for them.

1.2 A Getting Started Page

A quickstart or getting started guide plays an important role in introducing new technology to developers.

The document should demonstrate how to get started using the API, bringing the developer from zero knowledge to a working piece of code. If they can get to that minimal working piece of code, then they will feel much more motivated to continue exploring the API using just the reference.

GitHub is a tool with an advanced audience, but their getting started document doesn't use the reader's knowledge level as an excuse to make the content complex. At over 2,000 words it's not a particularly short guide, but it eases into its overview of what's possible in the API. It starts very simple, working its way up to useful calls including:

1.3 Copy-paste Ready Samples

Provide the code needed in a way the developer can simply copy and paste. You'll find plenty of examples of documentation where the code is *almost* ready to go: just insert your API key here, or include the appropriate cURL command to make a complete API request.

1.4 API References

Once developers understand the basics of an API, they will likely leave the documentation as they work on their implementation. When they return, they come to answer a specific question. Usually, they'll find the answer in an API reference—something that needs to be easy for them to find.

Clearbit documentation is easy to browse. Since it's on a single page, a great feature of an API reference, it's `Ctrl+F`/`Cmd+F`-able. That is, you can search using your browser's find functionality. Every section is detailed in the navigation on the left side, which expands as you scroll. The far right column of Clearbit's API reference is dedicated to example requests and responses, organized by language. The snippets can be copied and pasted nearly as-is; you just need to insert your API key.

1.5 Getting Feedback

You should also solicit feedback from your community–the developers who use your API or tool. One of the best ways to make your commitment to the community clear is to treat your documentation like an open source project.

> Good documentation allows feedback from readers so they can point out inconsistencies or typos and have them addressed quickly. Even better is providing a feedback loop where those readers can see that their issue has been noted and track progress and see how it fits into the rest of the work to be done. Better still is a place where readers can jump in and submit their own edits if they feel inclined.

1.6 Code Playground

It can sometimes be a lot of work for a developer to setup an environment to start using a particular API – sometimes, it's so much work that they don't ever do it. If a developer can start playing with API code live on your site, without any setup at all, and see what the code results in, then they're more likely to get excited about an API and put in the effort to start using it. That's why interactive code playgrounds are a nice complement to documentation.

1.7 Articles, Blogs & Tutorials

While a developer's guide should walk a developer through the basic usage of an

API and its functionality, it can’t cover every possible use of that API in a coherent way. That is where articles and tutorials come in, to teach developers tangential or specialized uses of an API, like combining it with another service, framework, or API.

Articles vary in form - some are like tutorials that step you from beginning to a final output, some are a collection of tips and some can be screencasts visually demonstrating a process. Each of those formats appeal to a different developer and work for different content, and it’s a good thing to experiment with the different formats and see what works for your audience and API.

PART II – CASE HEROKU

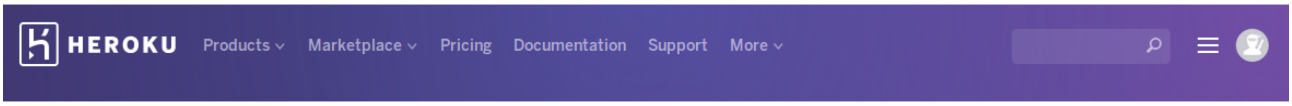
2.1 Heroku Overview

What is Heroku? Here's what they say on their website:

> Heroku is a cloud platform that lets companies build, deliver, monitor and scale apps — we're the fastest way to go from idea to URL, bypassing all those infrastructure headaches.

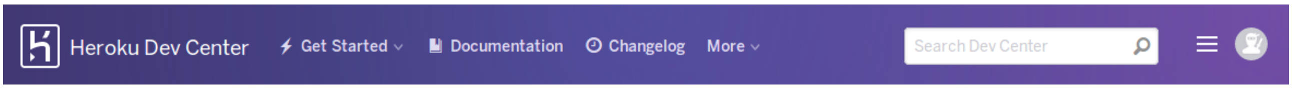
Heroku allows developers to build and deploy applications quickly. The website is excellent and has a massive library of developer documentation & articles integrated into it. Let's have a look.

Main page menu:



Link: https://www.heroku.com/home

Documentation page menu:

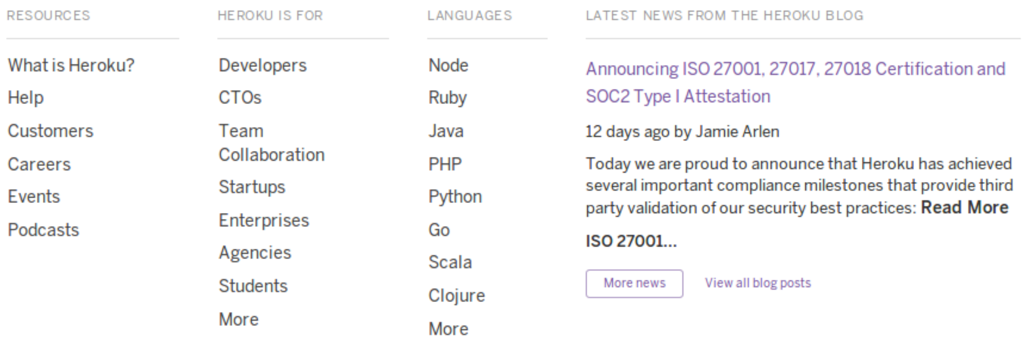


Link: https://devcenter.heroku.com/

Support page menu: *(the same as the main page menu)*

Link: https://www.heroku.com/support

'More' drop-down menu:



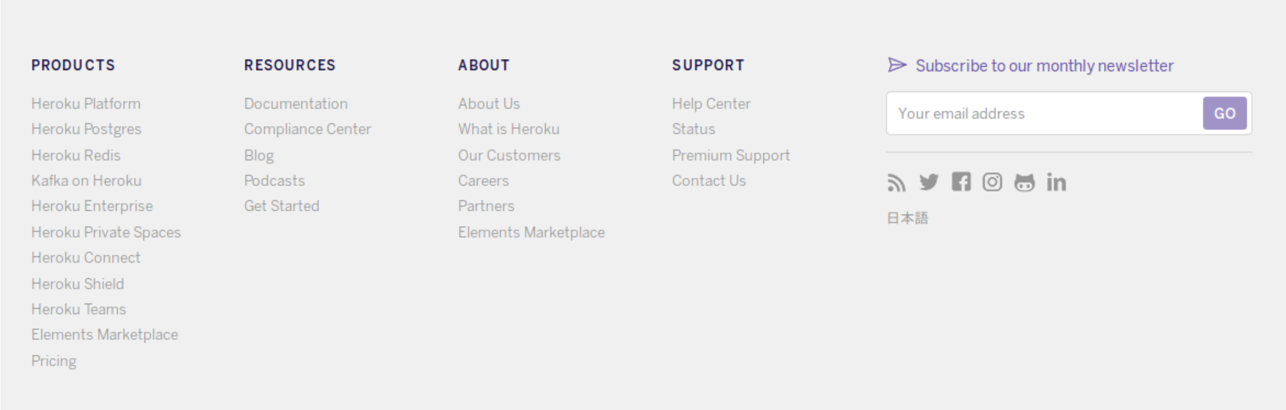
Announcing ISO 27001, 27017, 27018 Certification and SOC2 Type I Attestation

12 days ago by Jamie Arlen

Today we are proud to announce that Heroku has achieved several important compliance milestones that provide third party validation of our security best practices: **Read More**

ISO 27001...

Main Page Footer:



PRODUCTS

- Heroku Platform
- Heroku Postgres
- Heroku Redis
- Kafka on Heroku
- Heroku Enterprise
- Heroku Private Spaces
- Heroku Connect
- Heroku Shield
- Heroku Teams
- Elements Marketplace
- Pricing

RESOURCES

- Documentation
- Compliance Center
- Blog
- Podcasts
- Get Started

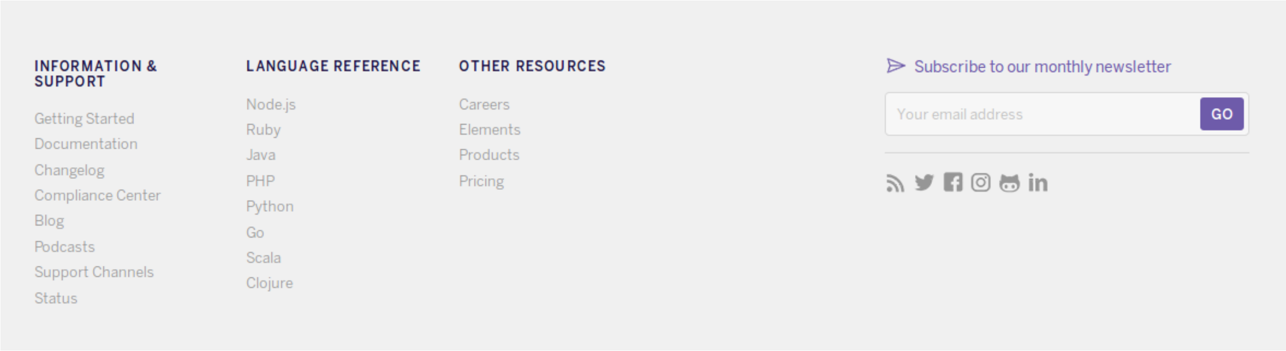
ABOUT

- About Us
- What is Heroku
- Our Customers
- Careers
- Partners
- Elements Marketplace

SUPPORT

- Help Center
- Status
- Premium Support
- Contact Us

Documentation Page Footer:



INFORMATION & SUPPORT

- Getting Started
- Documentation
- Changelog
- Compliance Center
- Blog
- Podcasts
- Support Channels
- Status

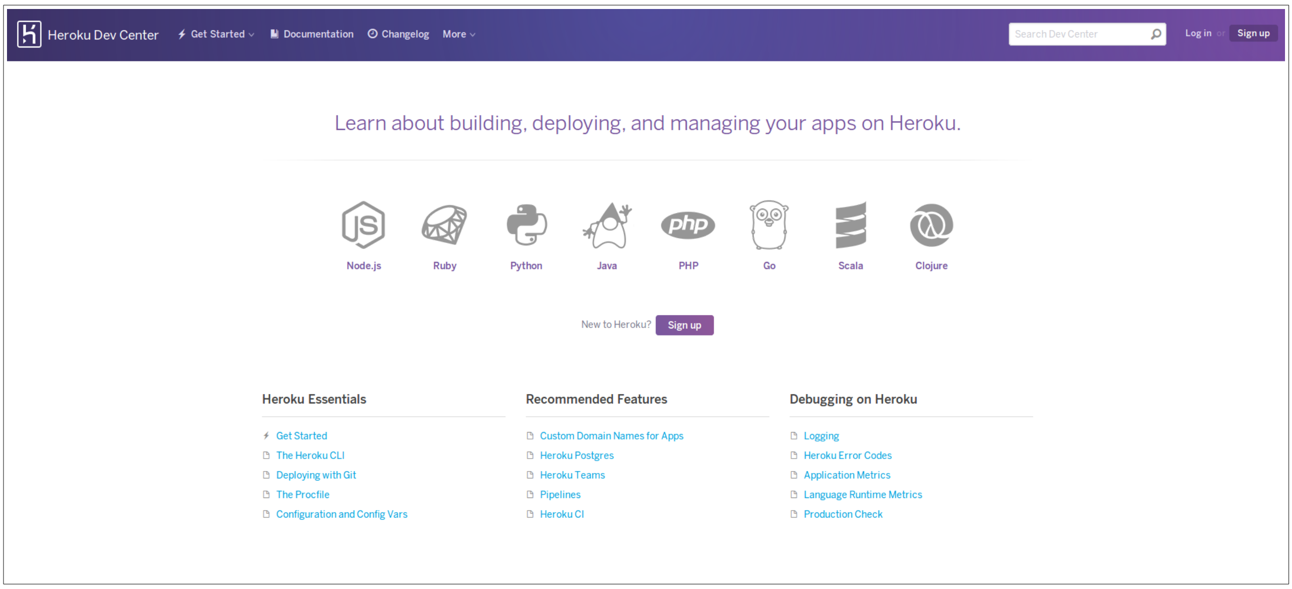
LANGUAGE REFERENCE

- Node.js
- Ruby
- Java
- PHP
- Python
- Go
- Scala
- Clojure

OTHER RESOURCES

- Careers
- Elements
- Products
- Pricing

2.2 Heroku Documentation Overview



Learn about building, deploying, and managing your apps on Heroku.

Heroku Essentials

- Get Started
- The Heroku CLI
- Deploying with Git
- The Procfile
- Configuration and Config Vars

Recommended Features

- Custom Domain Names for Apps
- Heroku Postgres
- Heroku Teams
- Pipelines
- Heroku CI

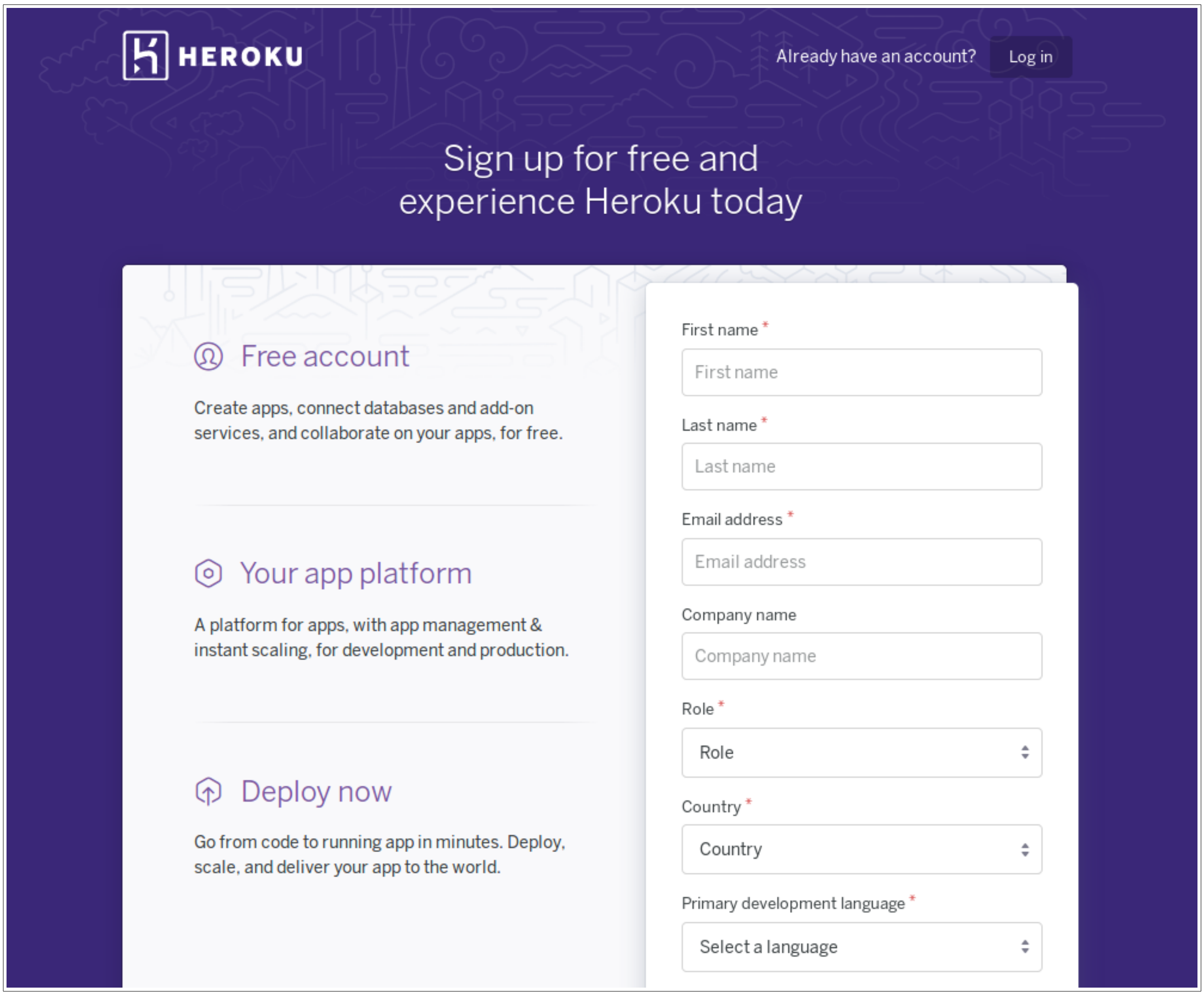
Debugging on Heroku

- Logging
- Heroku Error Codes
- Application Metrics
- Language Runtime Metrics
- Production Check

Image 1: Heroku Dev Center

I land on a page for developers in general, from which they can are funnelling the visitors to more specific places depending on what they are searching for.

There's a call-to-action to 'Sign Up' for new developers. Let' say I'm a new developer and I click it.



HEROKU

Already have an account? Log in

Sign up for free and experience Heroku today

Free account

Create apps, connect databases and add-on services, and collaborate on your apps, for free.

Your app platform

A platform for apps, with app management & instant scaling, for development and production.

Deploy now

Go from code to running app in minutes. Deploy, scale, and deliver your app to the world.

First name *

First name

Last name *

Last name

Email address *

Email address

Company name

Company name

Role *

Role

Country *

Country

Primary development language *

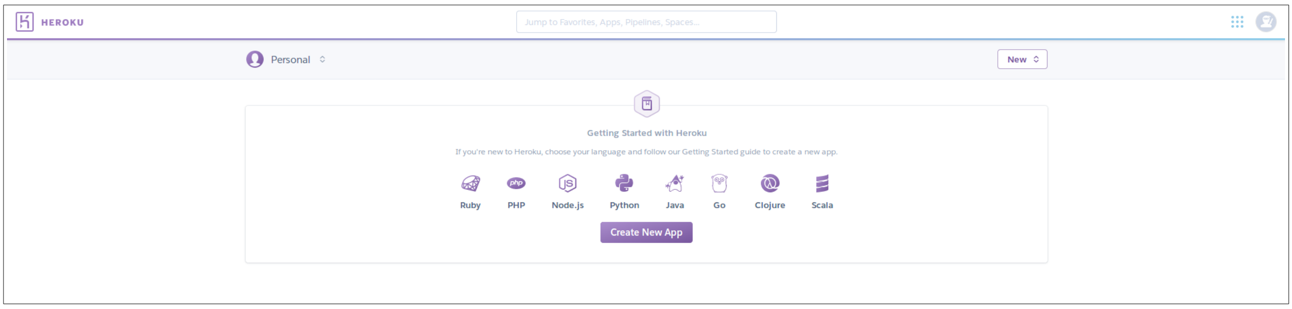
Select a language

Image 2: Sign up form

The sign up-page tells me more about what I can do by registering, and that the account is free. It also tells me that I'm signing up to build apps on their app platform.

1. Code & develop
2. Deploy
3. Scale-up

During the sign-up process, they collect information about me, such as my primary development language. I can even tell them that I'm not a developer.



Getting Started with Heroku

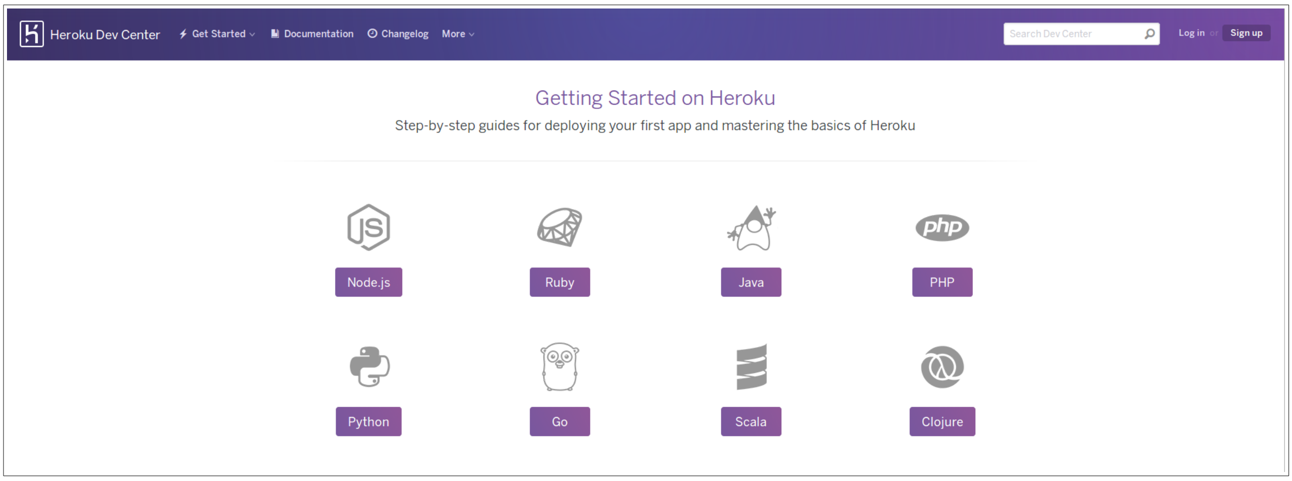
If you're new to Heroku, choose your language and follow our Getting Started guide to create a new app.

Image 3: Platform Dashboard

After signing in, I land on their dashboard. What is it? They explain:

> The Heroku Dashboard is at the center of the developer's Heroku experience. Dashboard is where you manage all of your apps and organizations, scale your deployments up or down, and manage databases and add-ons. The Heroku Dashboard makes all of this much easier and more intuitive, with thoughtfully designed workflows and UI.

The dashboard is a bit similar to what the 'getting started' page is on the Heroku Dev Center.

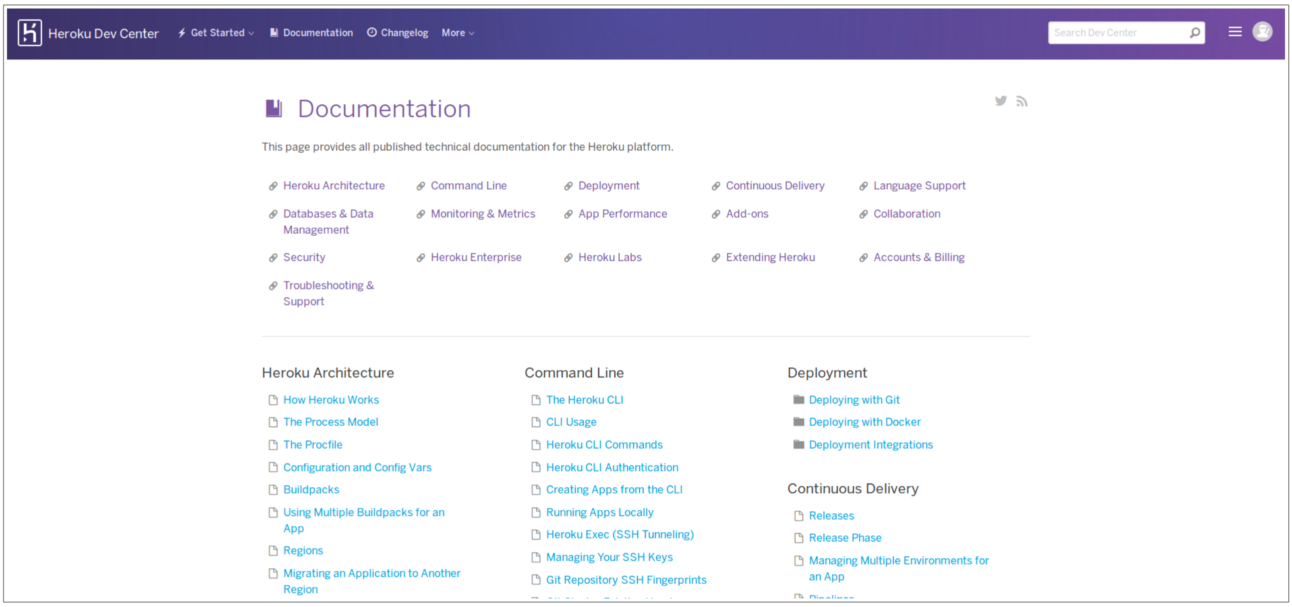


Getting Started on Heroku

Step-by-step guides for deploying your first app and mastering the basics of Heroku

Image 4: Getting Started (Heroku Dev Center)

Next, let's move from the default 'getting starter' page to the more in-depth content on the "documentation" link.



Documentation

This page provides all published technical documentation for the Heroku platform.

Heroku Architecture · Command Line · Deployment · Continuous Delivery · Language Support · Databases & Data Management · Monitoring & Metrics · App Performance · Add-ons · Collaboration · Security · Heroku Enterprise · Heroku Labs · Extending Heroku · Accounts & Billing · Troubleshooting & Support

Heroku Architecture

- How Heroku Works
- The Process Model
- The Procfile
- Configuration and Config Vars
- Buildpacks
- Using Multiple Buildpacks for an App
- Regions
- Migrating an Application to Another Region

Command Line

- The Heroku CLI
- CLI Usage
- Heroku CLI Commands
- Heroku CLI Authentication
- Creating Apps from the CLI
- Running Apps Locally
- Heroku Exec (SSH Tunneling)
- Managing Your SSH Keys
- Git Repository SSH Fingerprints

Deployment

- Deploying with Git
- Deploying with Docker
- Deployment Integrations

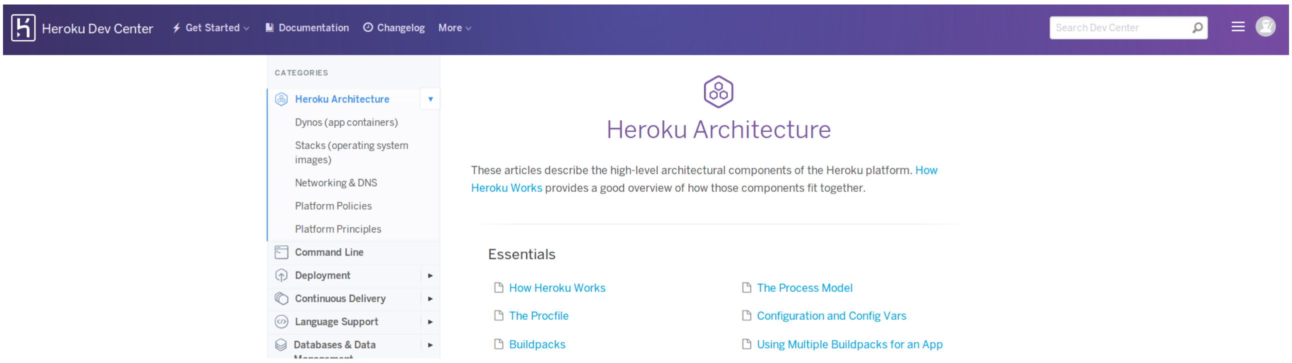
Continuous Delivery

- Releases
- Release Phase
- Managing Multiple Environments for an App

Image 5: Documentation (Heroku Dev Center)

The documentation page seems to have information from A to Z from ‘Accounts & Billing’ to ‘Security’.

The first thing that popped into my eye was the “Heroku Architecture” page which provides more information about the platform itself.



Heroku Architecture

These articles describe the high-level architectural components of the Heroku platform. How Heroku Works provides a good overview of how those components fit together.

Essentials

- How Heroku Works
- The Process Model
- The Procfile
- Configuration and Config Vars
- Buildpacks
- Using Multiple Buildpacks for an App

Image 6: Heroku Architecture page

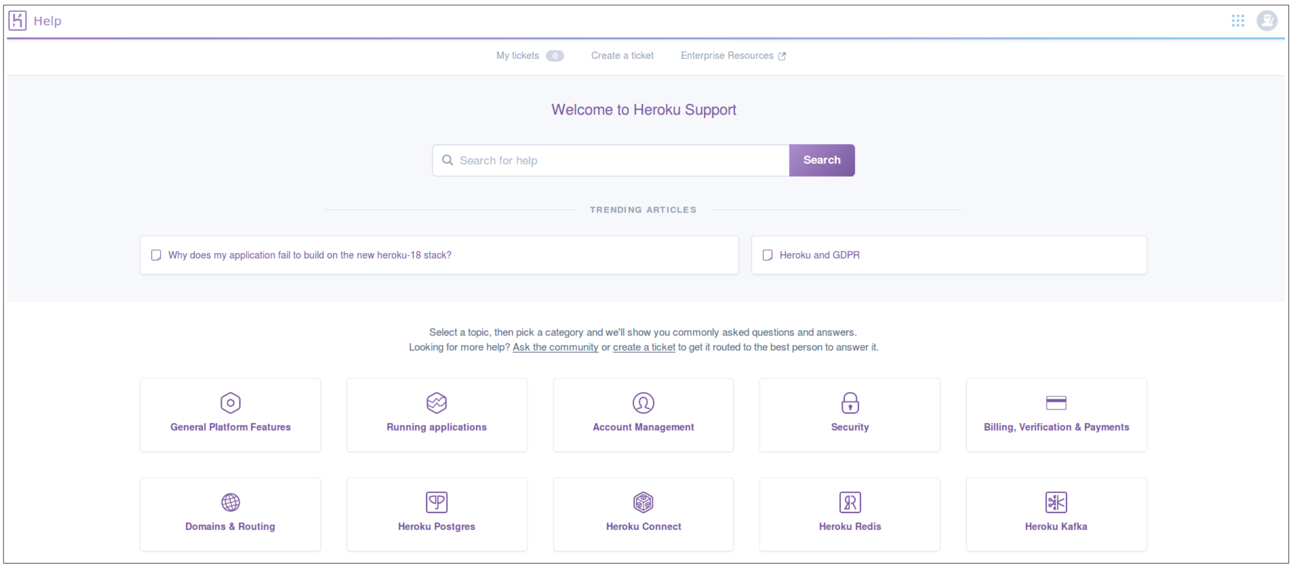
This information is separate from the developer ‘getting started’ tutorial pages. On the page they make the following note:

> Performing one of the Getting Started tutorials will make the concepts in this documentation more concrete.

We too should seek to keep the more advanced “how our technology works” documentation separate from, the more practical “how to get started today” articles.

2.3 Heroku Support

They also have a separate support page for developers.



Welcome to Heroku Support

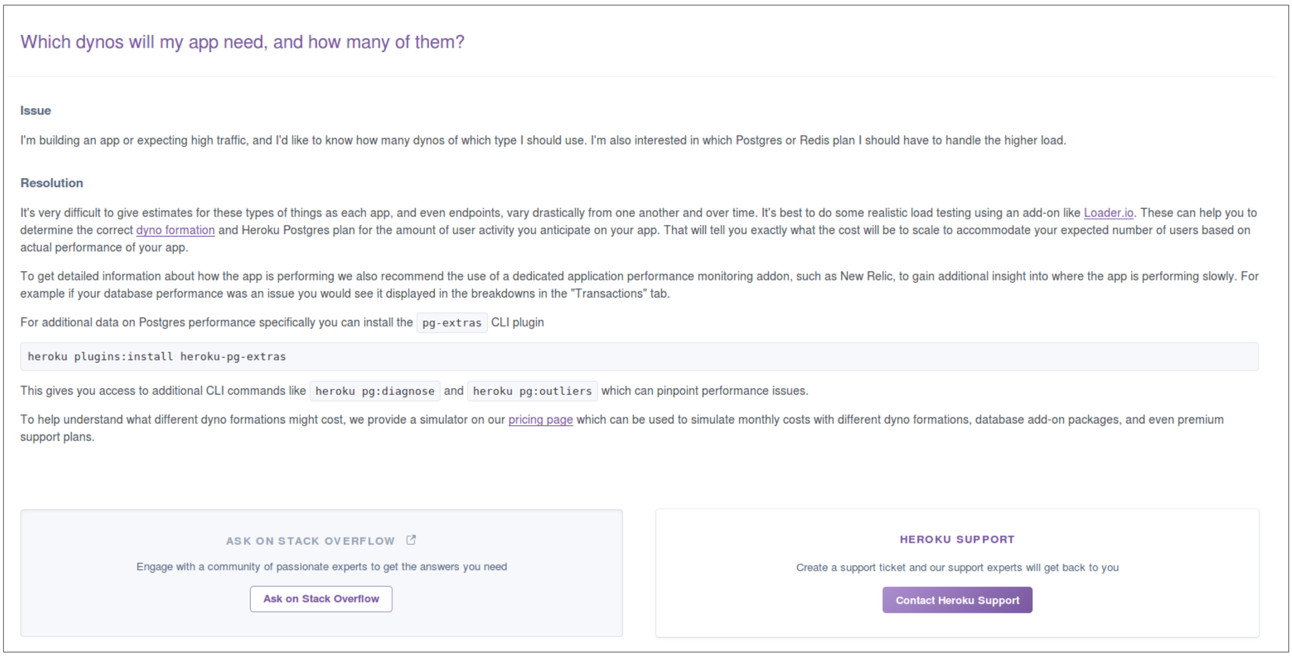
Why does my application fail to build on the new heroku-18 stack?

Heroku and GDPR

Select a topic, then pick a category and we'll show you commonly asked questions and answers.
Looking for more help? Ask the community or create a ticket to get it routed to the best person to answer it.

Image 7: Heroku Support

The support page is for troubleshooting and for opening a ticket. Useful tickets are published with an ‘issue’ and ‘resolution’ format, see below:



Which dynos will my app need, and how many of them?

Issue

I'm building an app or expecting high traffic, and I'd like to know how many dynos of which type I should use. I'm also interested in which Postgres or Redis plan I should have to handle the higher load.

Resolution

It's very difficult to give estimates for these types of things as each app, and even endpoints, vary drastically from one another and over time. It's best to do some realistic load testing using an add-on like Loader.io. These can help you to determine the correct dyno formation and Heroku Postgres plan for the amount of user activity you anticipate on your app. That will tell you exactly what the cost will be to scale to accommodate your expected number of users based on actual performance of your app.

To get detailed information about how the app is performing we also recommend the use of a dedicated application performance monitoring addon, such as New Relic, to gain additional insight into where the app is performing slowly. For example if your database performance was an issue you would see it displayed in the breakdowns in the "Transactions" tab.

For additional data on Postgres performance specifically you can install the `pg-extras` CLI plugin

```
heroku plugins:install heroku-pg-extras
```

This gives you access to additional CLI commands like `heroku pg:diagnose` and `heroku pg:outliers` which can pinpoint performance issues.

To help understand what different dyno formations might cost, we provide a simulator on our pricing page which can be used to simulate monthly costs with different dyno formations, database add-on packages, and even premium support plans.

ASK ON STACK OVERFLOW

Engage with a community of passionate experts to get the answers you need

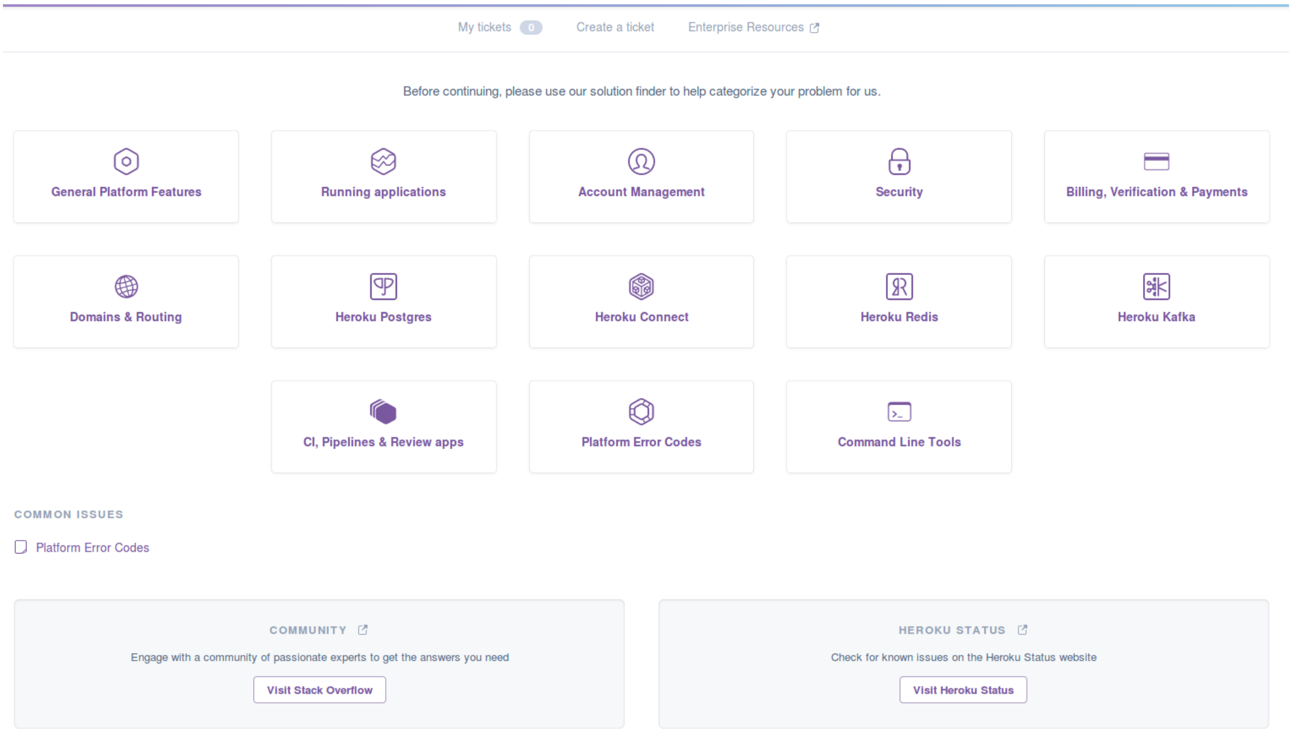
HEROKU SUPPORT

Create a support ticket and our support experts will get back to you

Image 8: Heroku Support – issue & resolution

If you can’t find a solution through the search function, then you can open up a ticket. To open a ticket, you first have to select the category where your issue belongs to.

While clicking through the categories, the site provides potential answers automatically. Some questions lead to the 'issue & resolution' reply while some forward to the usual documentation pages.



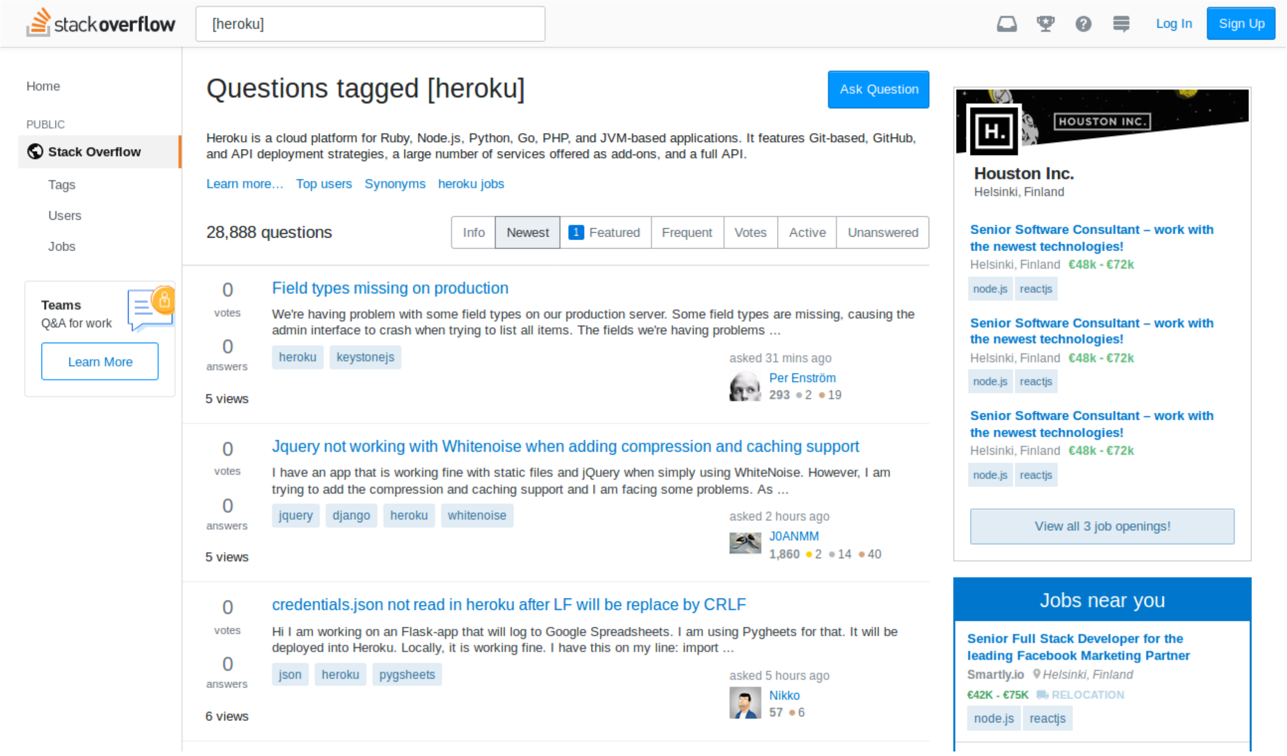
Before continuing, please use our solution finder to help categorize your problem for us.

Engage with a community of passionate experts to get the answers you need

Check for known issues on the Heroku Status website

Image 9: Create a new ticket page

Note that on the bottom left corner there's a link to community resources. Let's follow that link.



Questions tagged [heroku]

Heroku is a cloud platform for Ruby, Node.js, Python, Go, PHP, and JVM-based applications. It features Git-based, GitHub, and API deployment strategies, a large number of services created as add-ons, and a full API.

Learn more… Top users Synonyms heroku jobs

28,888 questions

0 votes 0 answers 5 views

Field types missing on production

We're having problem with some field types on our production server. Some field types are missing, causing the admin interface to crash when trying to list all items. The fields we're having problems …

heroku keystonejs

asked 31 mins ago Per Enström 293 ●2 ●19

0 votes 0 answers 5 views

Jquery not working with Whitenoise when adding compression and caching support

I have an app that is working fine with static files and jQuery when simply using WhiteNoise. However, I am trying to add the compression and caching support and I am facing some problems. As …

jquery django heroku whitenoise

asked 2 hours ago J0ANMM 1,860 ●2 ●14 ●40

0 votes 0 answers 6 views

credentials.json not read in heroku after LF will be replace by CRLF

Hi I am working on an Flask-app that will log to Google Spreadsheets. I am using Pygheets for that. It will be deployed into Heroku. Locally, it is working fine. I have this on my line: import …

json heroku pygsheets

asked 5 hours ago Nikko 57 ●6

HOUSTON INC.

Houston Inc.
Helsinki, Finland

Senior Software Consultant – work with the newest technologies!
Helsinki, Finland €48k - €72k
node.js reactjs

Senior Software Consultant – work with the newest technologies!
Helsinki, Finland €48k - €72k
node.js reactjs

Senior Software Consultant – work with the newest technologies!
Helsinki, Finland €48k - €72k
node.js reactjs

View all 3 job openings!

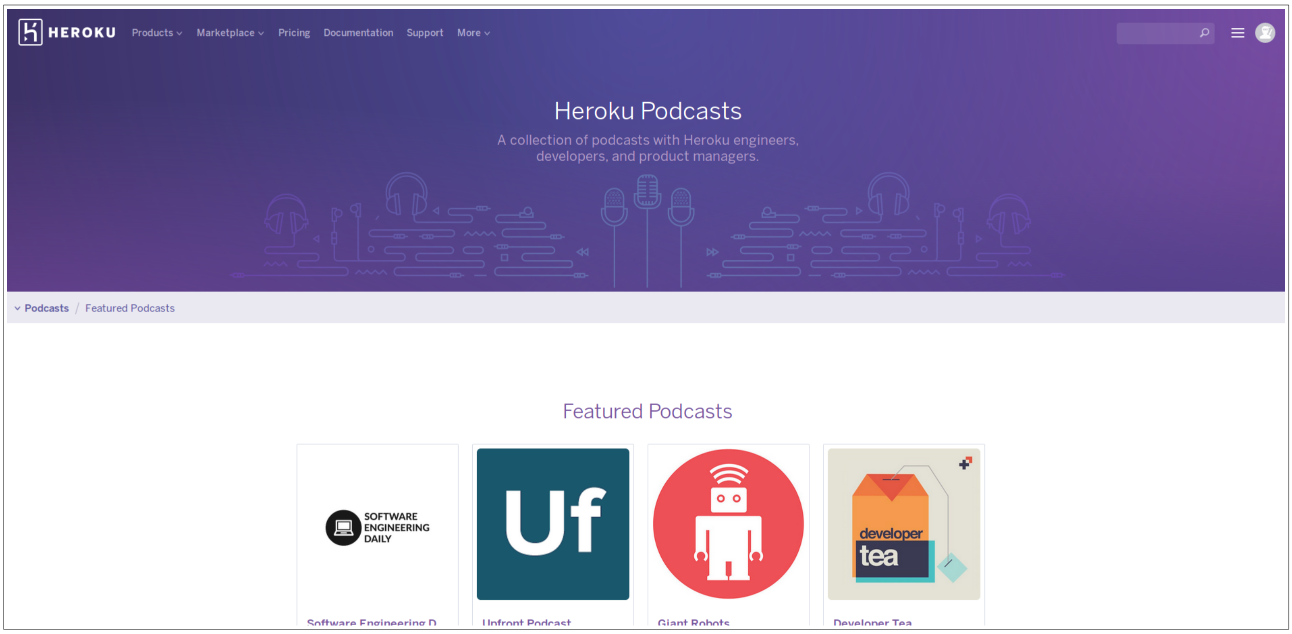
Jobs near you

Senior Full Stack Developer for the leading Facebook Marketing Partner
Smartly.io Helsinki, Finland
€42K - €75K RELOCATION
node.js reactjs

Image 10: Third party community forum

2.4 Building Up The Heroku Community

I found more interesting stuff from the ‘more’ drop-down. For example a page about Podcasts.



Heroku Podcasts

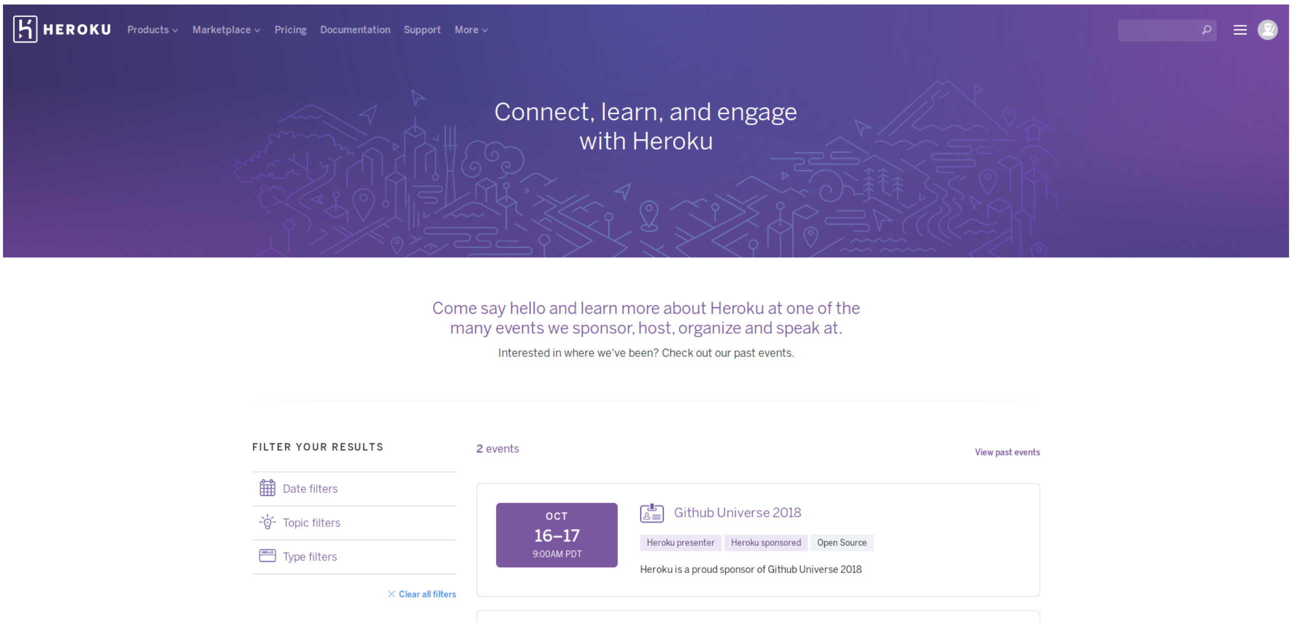
A collection of podcasts with Heroku engineers, developers, and product managers.

Featured Podcasts

Software Engineering D
Unfront Podcast
Giant Robots
Developer Tea

Image 11: Heroku Podcasts

…and events page.



HEROKU Products Marketplace Pricing Documentation Support More

Connect, learn, and engage with Heroku

Come say hello and learn more about Heroku at one of the many events we sponsor, host, organize and speak at.

Interested in where we've been? Check out our past events.

FILTER YOUR RESULTS

Date filters

Topic filters

Type filters

Clear all filters

2 events

View past events

OCT 16–17 9:00AM PDT

Github Universe 2018

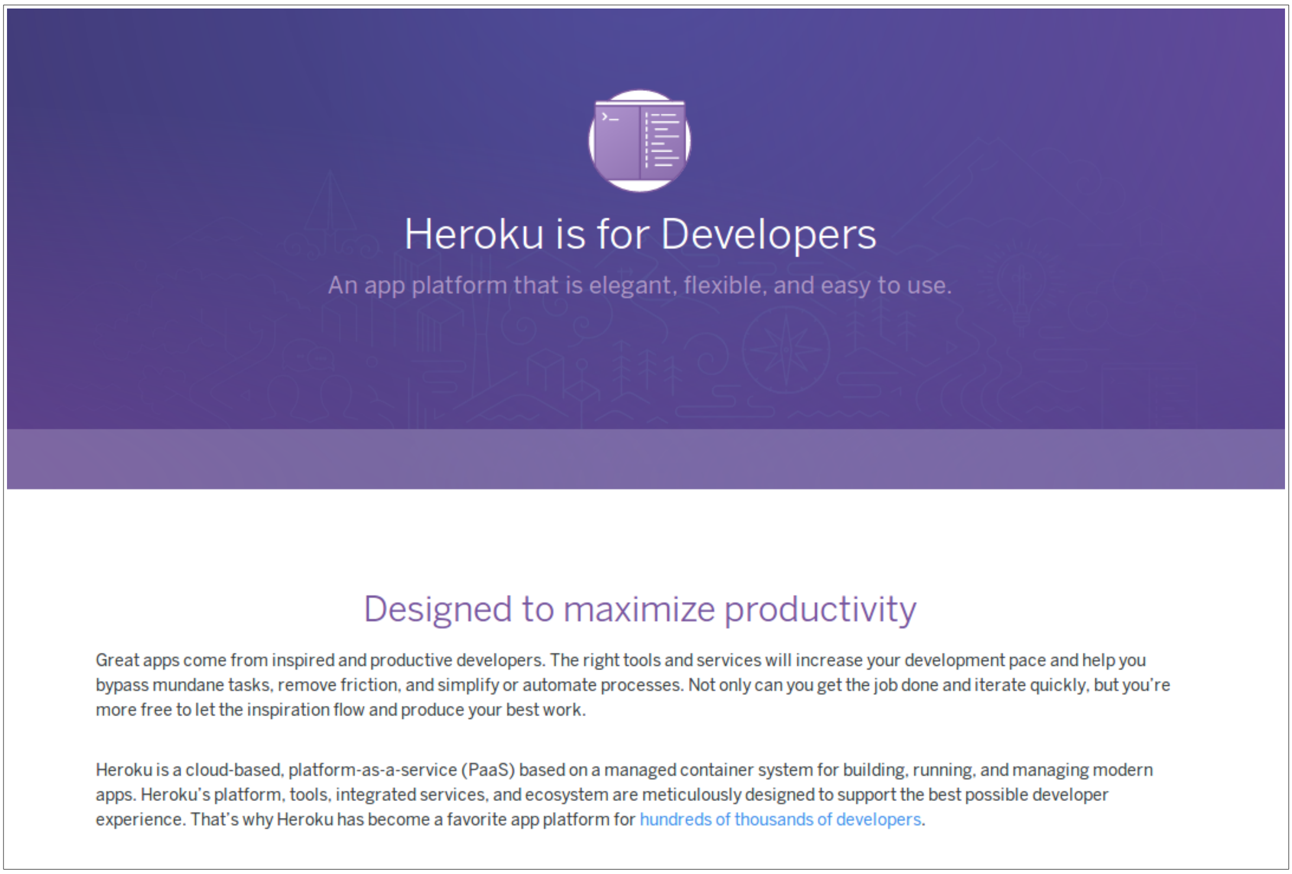
Heroku presenter | Heroku sponsored | Open Source

Heroku is a proud sponsor of Github Universe 2018

Image 12: Heroku Events

2.5 Heroku Main Page

Under the ‘more’ menu drop-down there’s a link to a dedicated page about each audience type (7 in total).



Heroku is for Developers

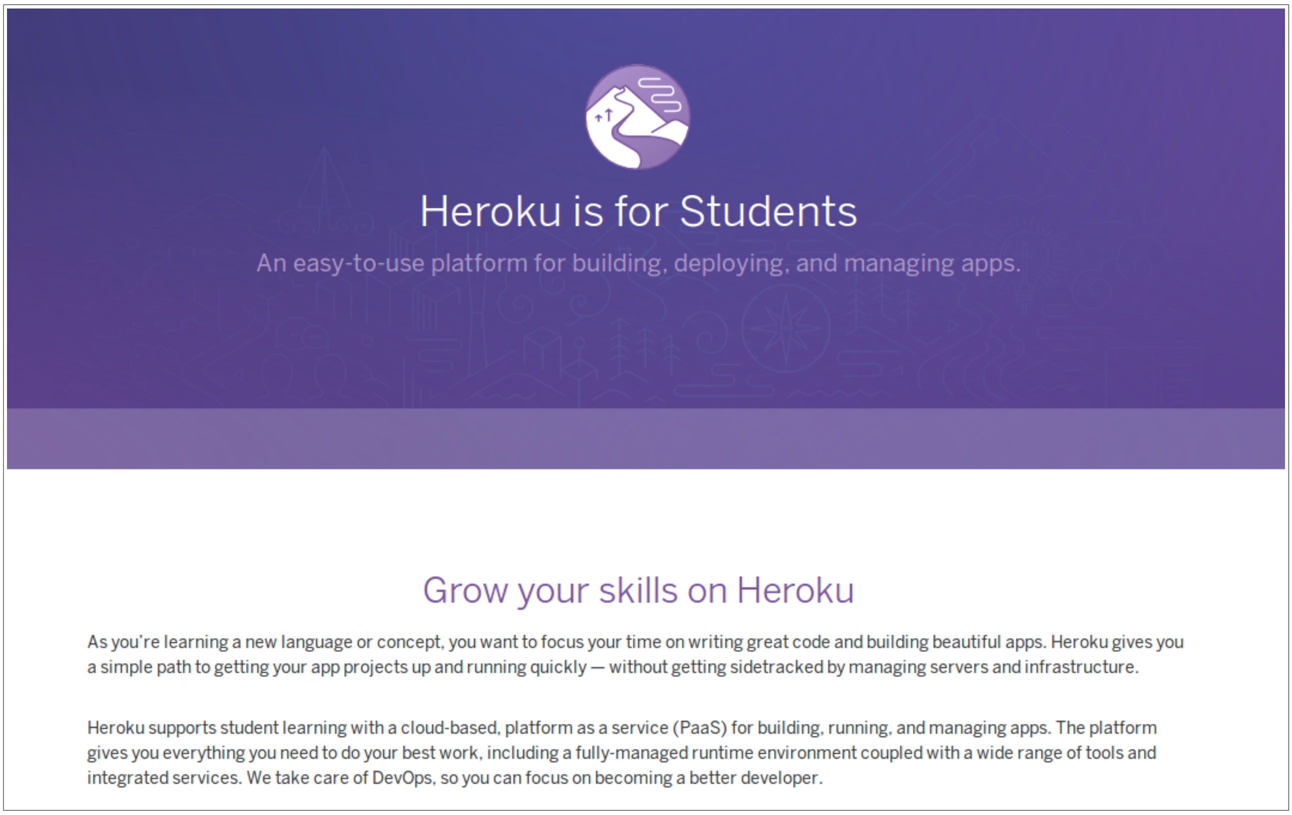
An app platform that is elegant, flexible, and easy to use.

Designed to maximize productivity

Great apps come from inspired and productive developers. The right tools and services will increase your development pace and help you bypass mundane tasks, remove friction, and simplify or automate processes. Not only can you get the job done and iterate quickly, but you're more free to let the inspiration flow and produce your best work.

Heroku is a cloud-based, platform-as-a-service (PaaS) based on a managed container system for building, running, and managing modern apps. Heroku's platform, tools, integrated services, and ecosystem are meticulously designed to support the best possible developer experience. That's why Heroku has become a favorite app platform for hundreds of thousands of developers.

Image 13: For Developers



Heroku is for Students

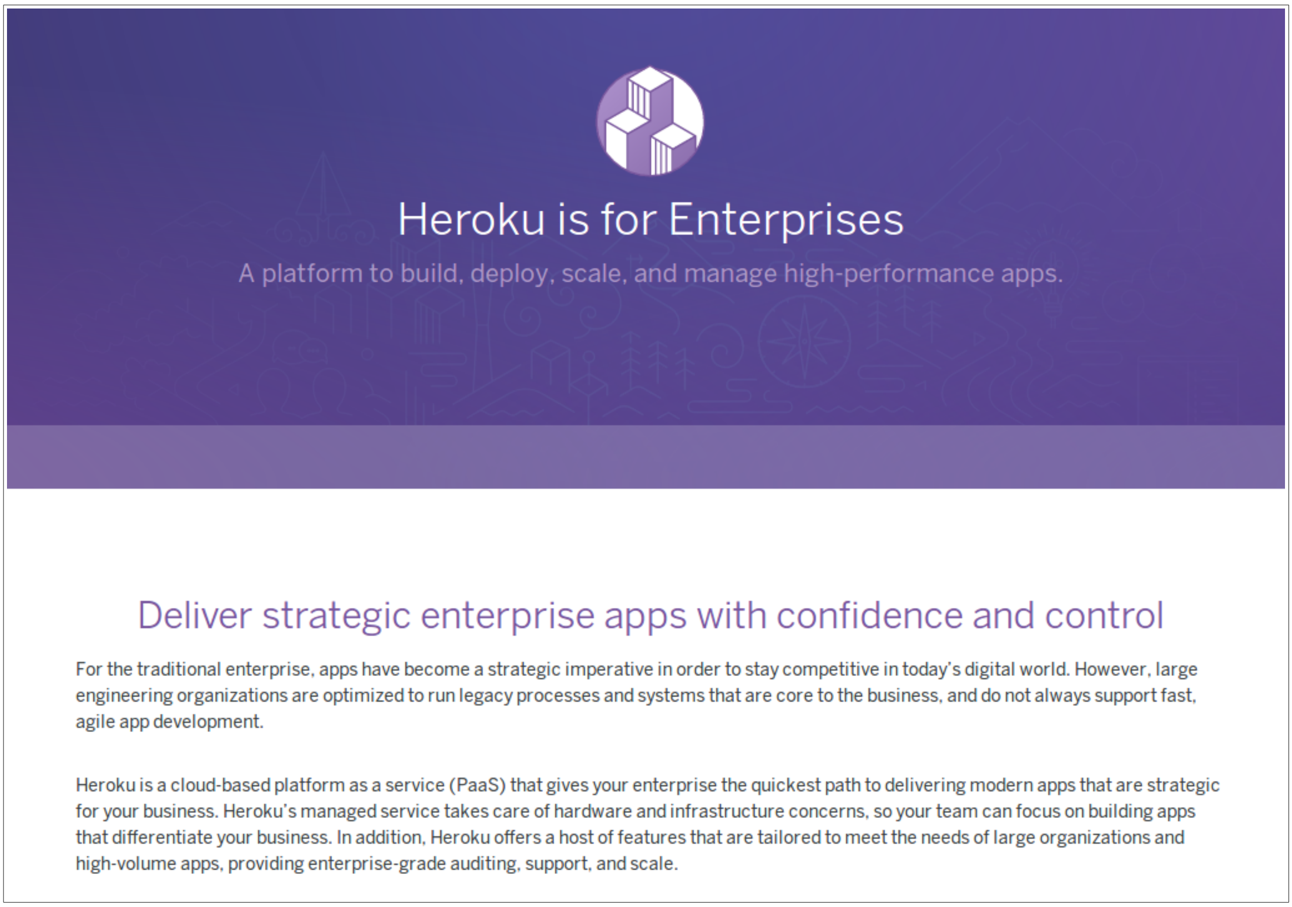
An easy-to-use platform for building, deploying, and managing apps.

Grow your skills on Heroku

As you're learning a new language or concept, you want to focus your time on writing great code and building beautiful apps. Heroku gives you a simple path to getting your app projects up and running quickly — without getting sidetracked by managing servers and infrastructure.

Heroku supports student learning with a cloud-based, platform as a service (PaaS) for building, running, and managing apps. The platform gives you everything you need to do your best work, including a fully-managed runtime environment coupled with a wide range of tools and integrated services. We take care of DevOps, so you can focus on becoming a better developer.

Image 14: For Students



Heroku is for Enterprises

A platform to build, deploy, scale, and manage high-performance apps.

Deliver strategic enterprise apps with confidence and control

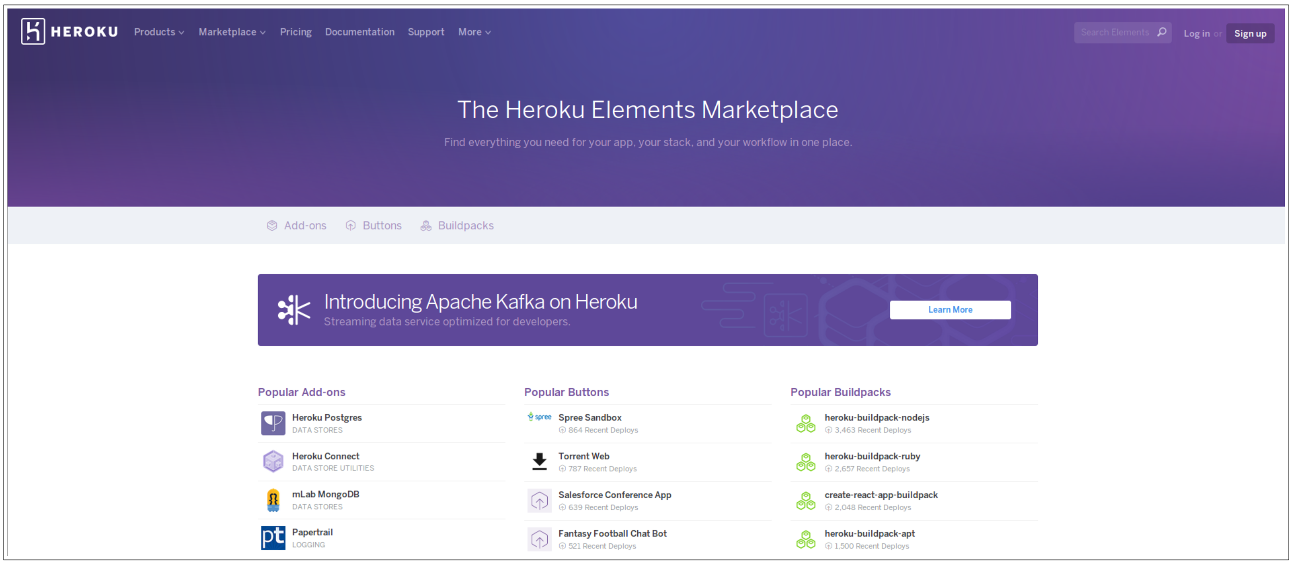
For the traditional enterprise, apps have become a strategic imperative in order to stay competitive in today's digital world. However, large engineering organizations are optimized to run legacy processes and systems that are core to the business, and do not always support fast, agile app development.

Heroku is a cloud-based platform as a service (PaaS) that gives your enterprise the quickest path to delivering modern apps that are strategic for your business. Heroku's managed service takes care of hardware and infrastructure concerns, so your team can focus on building apps that differentiate your business. In addition, Heroku offers a host of features that are tailored to meet the needs of large organizations and high-volume apps, providing enterprise-grade auditing, support, and scale.

Image 15: For Enterprises

2.6 Heroku Marketplace

They also have a marketplace, where (apparently) the developers can sell what they develop, similar to what we have envisioned for Komodo.



The Heroku Elements Marketplace

Find everything you need for your app, your stack, and your workflow in one place.

Introducing Apache Kafka on Heroku

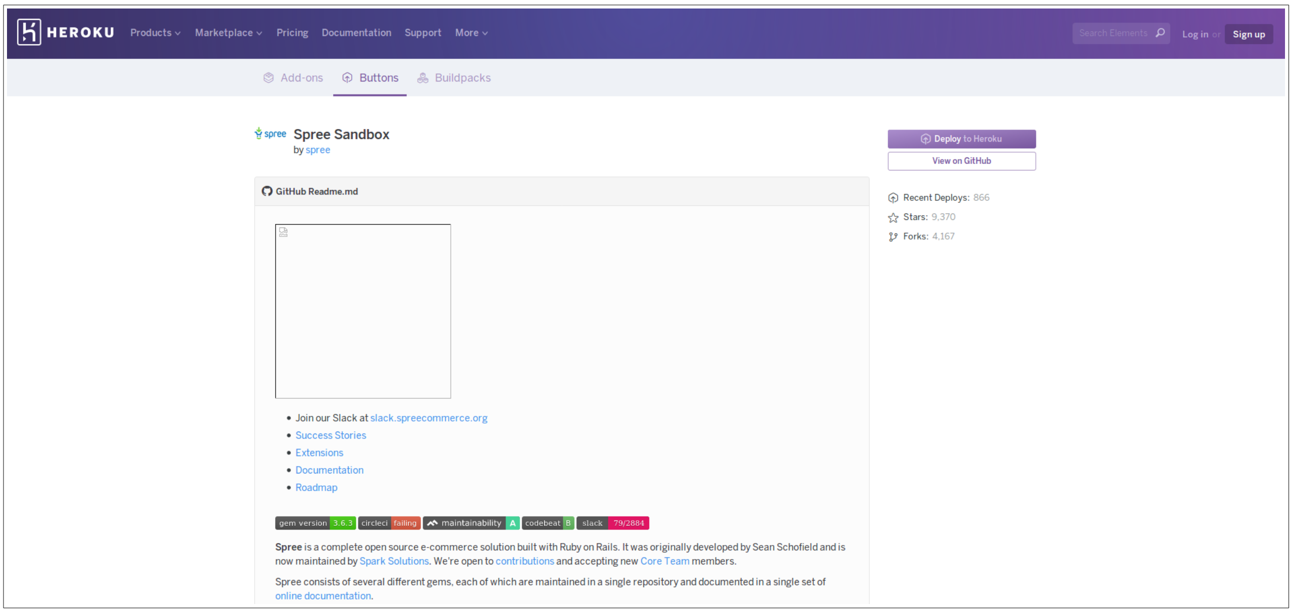
Streaming data service optimized for developers.

Popular Add-ons	Popular Buttons	Popular Buildpacks
Heroku Postgres DATA STORES	Spree Sandbox 864 Recent Deploys	heroku-buildpack-nodejs 3,463 Recent Deploys
Heroku Connect DATA STORE UTILITIES	Torrent Web 787 Recent Deploys	heroku-buildpack-ruby 2,657 Recent Deploys
mLab MongoDB DATA STORES	Salesforce Conference App 639 Recent Deploys	create-react-app-buildpack 2,048 Recent Deploys
Papertrail LOGGING	Fantasy Football Chat Bot 521 Recent Deploys	heroku-buildpack-apt 1,500 Recent Deploys

Image 16: Heroku Marketplace

There marketplace has three main categories:

- Tools and services for developing, extending, and operating your app.
- Your one-click provision, configure and deploy third party components, libraries and pattern apps.
- Buildpacks automate the build processes for your preferred languages and frameworks.



Spree Sandbox
by spree

Recent Deploys: 866
Stars: 9,370
Forks: 4,167

- Join our Slack at slack.spreecommerce.org
- Success Stories
- Extensions
- Documentation
- Roadmap

Spree is a complete open source e-commerce solution built with Ruby on Rails. It was originally developed by Sean Schofield and is now maintained by Spark Solutions. We're open to contributions and accepting new Core Team members.

Spree consists of several different gems, each of which are maintained in a single repository and documented in a single set of online documentation.

Image 17: Item from the marketplace

PART III – KOMODO WEBSITE & DOCUMENTATION

3.1 Heroku Case Takeaways

I didn't have to browse the Heroku website too long to understand what they do, who's their audience is, and what their vision & mission is.

The thing that grabbed my attention and respect was their mission of driving better developer experience (DX):

> At Heroku, we believe that great apps come from developers using tools they love. That's why a great developer experience has always been at the very heart of what we do. Heroku makes the processes of deploying, configuring, scaling, tuning, and managing apps as simple and straightforward as possible, so developers can focus on what's most important: building great apps that delight and engage customers.

We too need a concrete mission statement like that. What is it we are trying to do? Do we want to build an excellent developer experience for developers like Heroku? If yes, then we should take a closer look at what they and similar projects have done to create and maintain an active community.

Interestingly they also had a marketplace, where I assume the developers can sell add-ons and so forth. Sounds very similar o what we are looking to do.

Apart from that, they have a sandbox environment where the developer can try out if their application works. To me, that seems like a crucial thing to offer, as getting started by first creating a custom blockchain (or even just syncing KMD) looks like an unnecessary barrier for a curious developer. Could we also build such a sandbox environment where devs can try out smart contracts and API calls without using a real blockchain?

For the complete rebrand, we are looking to build a well-thought-out website like that. It's good to review the top notch sites outside of crypto to see and understand where we should set the bar.

3.2 Vision For Structure

Based on this research it seems all these things would ideally be kept more or less separated.

- Developer Audience

    - Documentation (getting started)
    - Documentation (in-depth info + other relevant info)
    - Support (FAQ, troubleshooting)
- User Audience
    - Documentation (how-to guides)
    - Support (FAQ, troubleshooting)

From what I understand we decided to keep the user documentation on the Freshdesk and developer documentation on docs.komodoplatform.com.

As the developer documentation is still a work in progress, we are missing a polished 'getting started' page and structure. Could we get this type of 'getting started' documentation finished for the upcoming Komodo website update?

3.3 Documentation Focus

In general, we have recognised three things that are marketable and more or less ready today.

1. Blockchain Starter-Kit (audience blockchain developer)
2. Security Service (audience existing blockchain project)
3. Atomic Swap DEX (audience: DEX developers and market makers)

In my mind, it would make sense to also split up the documentation into chunks that match with our "product offerings". Each should have a 'getting started' page and segment about the more in-depth documentation.

Something along these lines:

- Blockchain Starter-Kit (audience blockchain developer)
    - Creating an assetchain
    - Available technology modules
    - CC Smart contract language
- Security Service (audience existing blockchain project)
    - dPoW documentation
- BarterDEX Documentation (Audience: DEX developers)
    - How to build a DEX

  - How to become a market maker

3.4 Why I wrote this

Marketing and documentation go hand in hand, so we will need to work more closely together.

We have to know our audience types and create an intuitive ‘getting started’ page from where we funnel the visitors to more specific content they are looking for.

The main question in my mind is what we could do in short time frame to go in this direction? I feel like along with the coming website update we should have a developer documentation overhaul so that it matches with the content on the website.

For example, when we talk about “Blockchain Starter Kit” we should have a link to forward to that would be about “getting started with Komodo”, specifically about how to create an assetchain and then progress to the smart contract documentation.

How do we turn our documentation into a story that matches what we will have on the website?