Philosophy

Developer experience principles that guide
the design and engineering decisions of Resend.

1

Make it for everyone.

Not every person lives in **London**.
Not every engineer has the same **skill level**.
Not every team uses the hottest **framework**.

We can't build something only for the wealthy users but also for **users at the margins** (think the 90th percentile) who may not be on the fastest computers, wifi networks, or have access to the **latest tech**.

That's why we have a **generous free tier**.
That's why we have **SDKs for all languages**.
That's why we have **docs for beginners**.
That's why it **must be fast**.

2

Friction must be zero.

We only have **one chance** to make a first impression, so the onboarding experience should be **flawless**.

It can't ask for a **credit card**.
It can't have **dozens of steps**.
It can't require a **"demo" or "call"**.
It can't be a two-day **verification process**.

If a developer's first attempt at using the product takes several hours, they won't be coming back.

They should be able to go from
hello world to **production in minutes**.

3

Documentation is the product.

Most companies treat documentation as an **afterthought**, something you do later.

For us, **documentation is not auxiliary** to the product. Documentation is the product.

It's one of the **first things developers** will interact with when they're learning, and it's the thing they'll keep coming back to as they **integrate deeper**.

This means we need to treat it as a first-class citizen. It needs CI/CD, it needs to be in-app, it needs to be up-to-date, and it **needs a roadmap**.

4

Uptime is like water.

Uptime is as **essential** for infrastructure as water is essential for life.

We can have the **most beautiful product** in the world, but if it's not online, then it's all for nothing.

Reliability is the foundation of everything we do, and every time there's a downtime, we lose trust.

At the end of the day, we're **providing infrastructure**, just like water, energy, and transportation. Would you **drink water** that is only treated 99% of the time?

5

Predictable by design.

The output of the product should be **credible**, consistent, and **predictable.**

Our platform is used by thousands of people in thousands of **different ways**. So, we must respect the contracts and interfaces we have with users. Updates should **not result in surprises**.

The response objects **shouldn't change** without notice. The error codes should follow the same structure. The API should be **backwards compatible**.

6

It must be fast.

When you load a page, when you visit the dashboard, when you make an API call, ***it can't be slow.***

We need to always be decreasing response times, and improving performance. We should be constantly asking ourselves, **"How can we make this faster?"**

When in doubt, **do what's faster for the user** even if it means making it harder for us to build, test, and maintain.

7

No detail is too small.

For Resend to **make an impact**, it can't be just a little bit better than what's available out there. It needs to be an **order of magnitude better**.

The way to do that is by **obsessing over every detail** no matter how small. We believe that the sum of all the small details is what **makes something special**.

That's why we're willing to **spend more time** on something that may not be noticed by most people but will be **truly appreciated** by the right people.