# RE-THINKING PRODUCT ADOPTION THROUGH DOCUMENTATION DESIGN

By Pedro MC Fernandes at PERCONA

# PEDRO

- A father and a lover
- Living in greater Lisbon, Portugal
- Hands-on creator inspired by arts
- Experience with 0–1 projects + eCommerce + operations
- All-round designer
- Product designer at Percona
- Generalist contributor in FOSS

PERCONA

- Freedom to choose ethos
- Provider of open-source database services, support, and software

## Known for

- Open-source, drop-in replacements for **PostgreSQL/MySQL/MongoDB**
- **Percona Toolkit** command-line tools
- **PMM** database monitoring tools
- Cloud-native database **Operators**

# RE-THINKING PRODUCT ADOPTION THROUGH DOCUMENTATION DESIGN

Why would we?

# MOTIVATIONS

- Databases for everyone
- Promote independence
- More and better contributions
- Optimization of Support
- Don’t break the bank

# DATABASES = HARD
# SOFTWARE = HARD
# DESIGN = HARD

Technical, complex, costly

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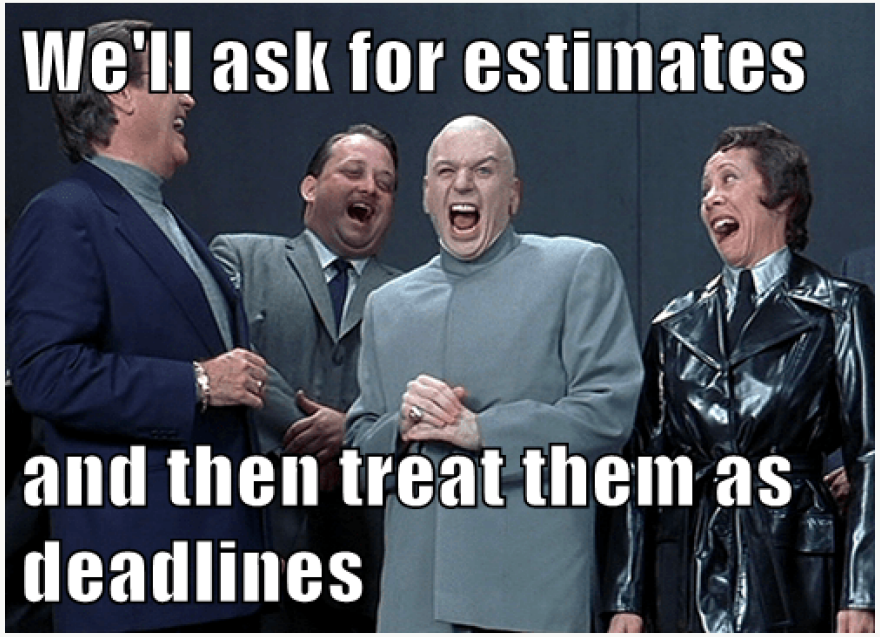
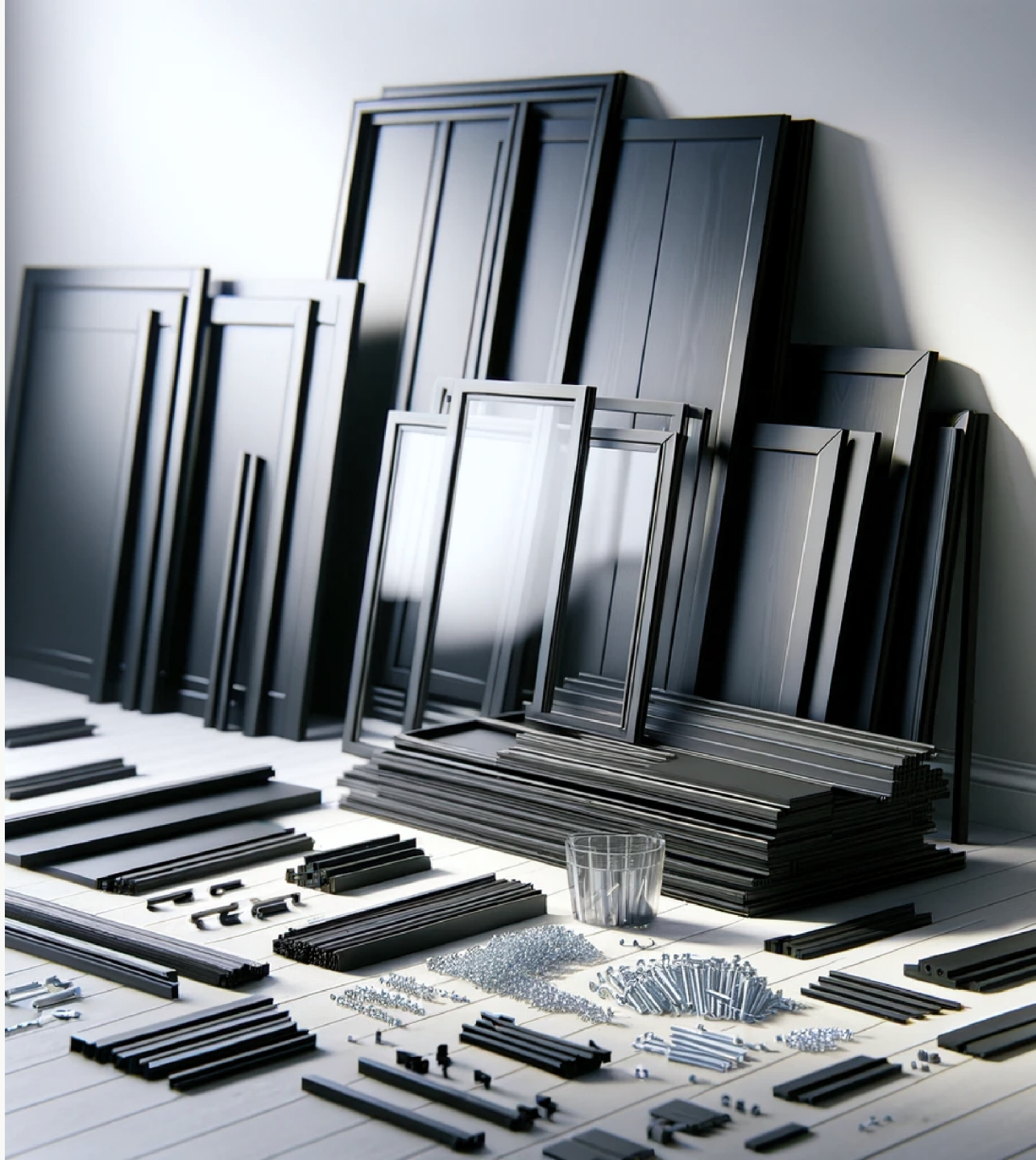
Rapid software ≠ Rapid UX



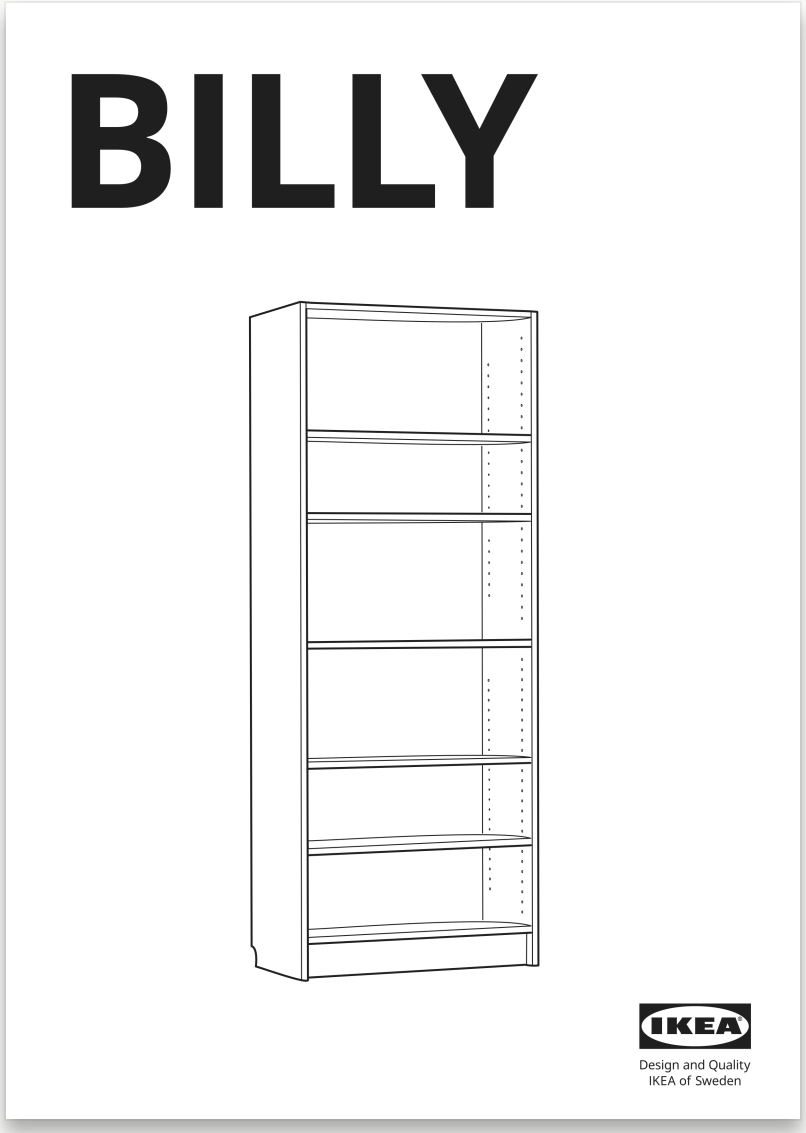
While we create something better in-product,
what else could we do **now**?

Imagine assembling this...

By only guessing



With documentation, we can promote the adoption and good use of products.

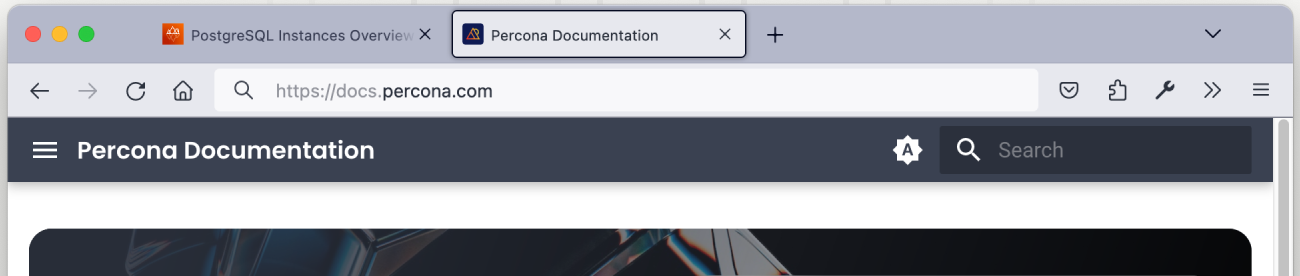


With databases, even if you're an expert,
you must keep the documentation tab open.

INSTALL

DEVELOP

UPKEEP



# DOCUMENTATION DESIGN RATIONALE

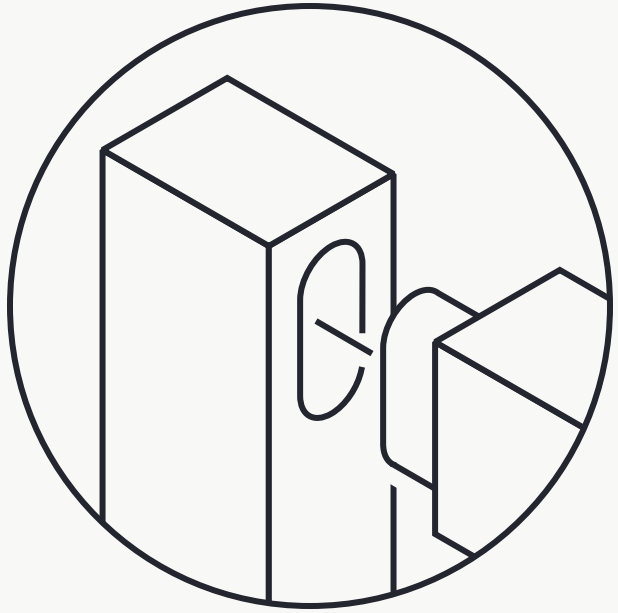
# DEFINE A STRATEGY

Who’s reading our documentation?
How can it help them and us achieve our goals?
How do we know if it is helping?

We want documentation to reach out to more **developers** interested in open-source databases for their applications so that adoption increases through more **installations**, proper **retention**, and evident **ease of use**.

# ESTABLISH CO-OWNERSHIP

Who could help?
Where’s the knowledge?
Who could share responsibilities?

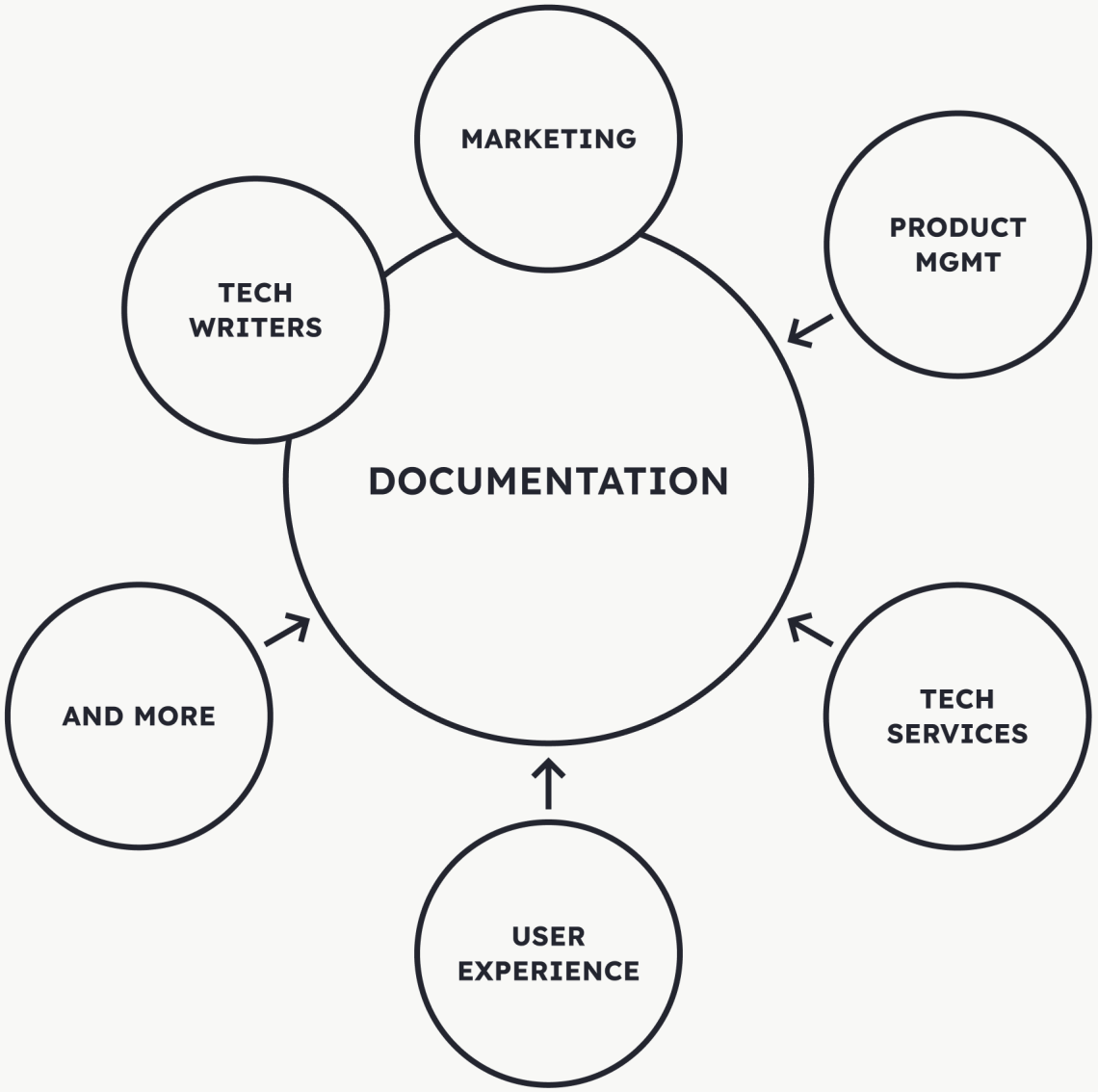


## Kept

- Creation of content • Management
- Data analysis

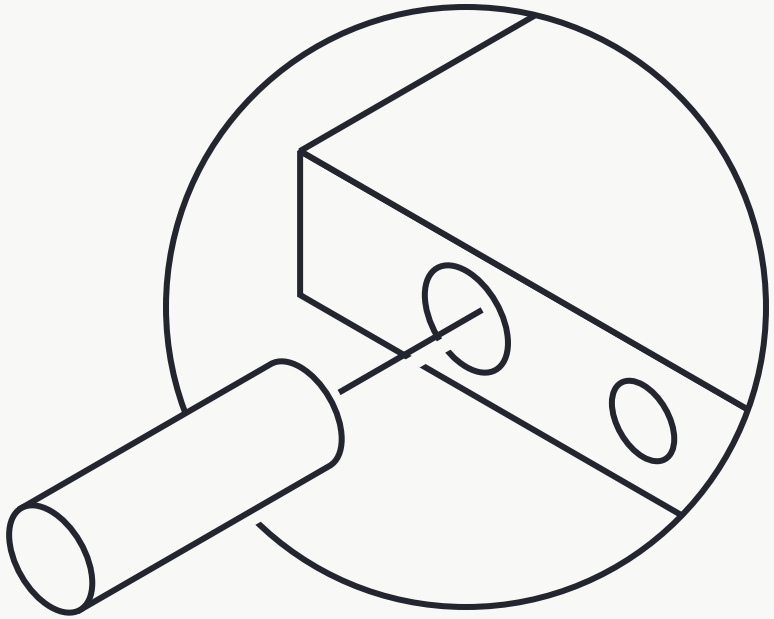
## Added

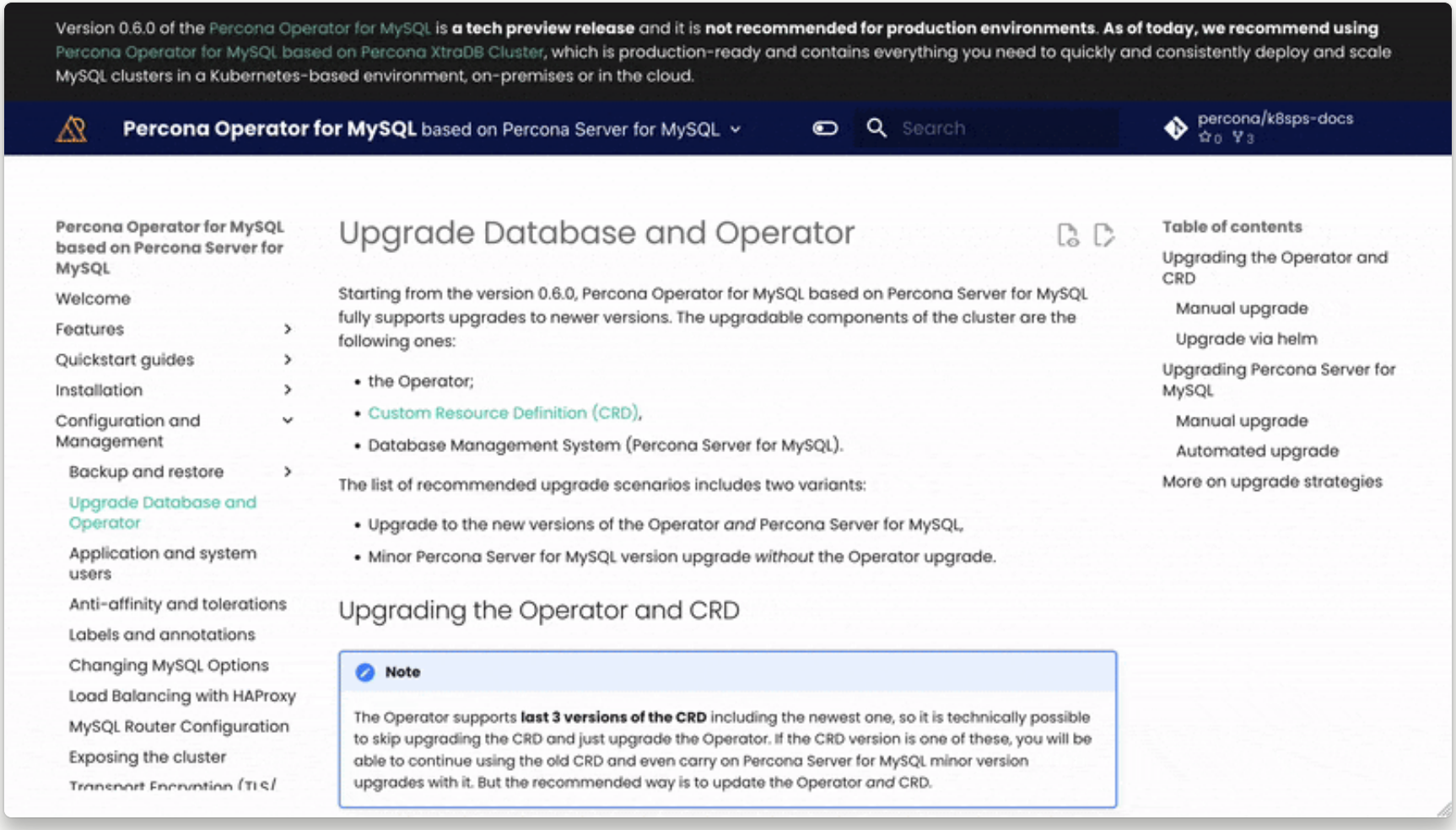
- Speed • Visibility • Openness
- User’s POV • Horizontal communication
- New methods • New tools



# BOOST CLARITY

Is the content accessible to people?
Does it provide intuitive access to their needs?
Are there untapped opportunities?



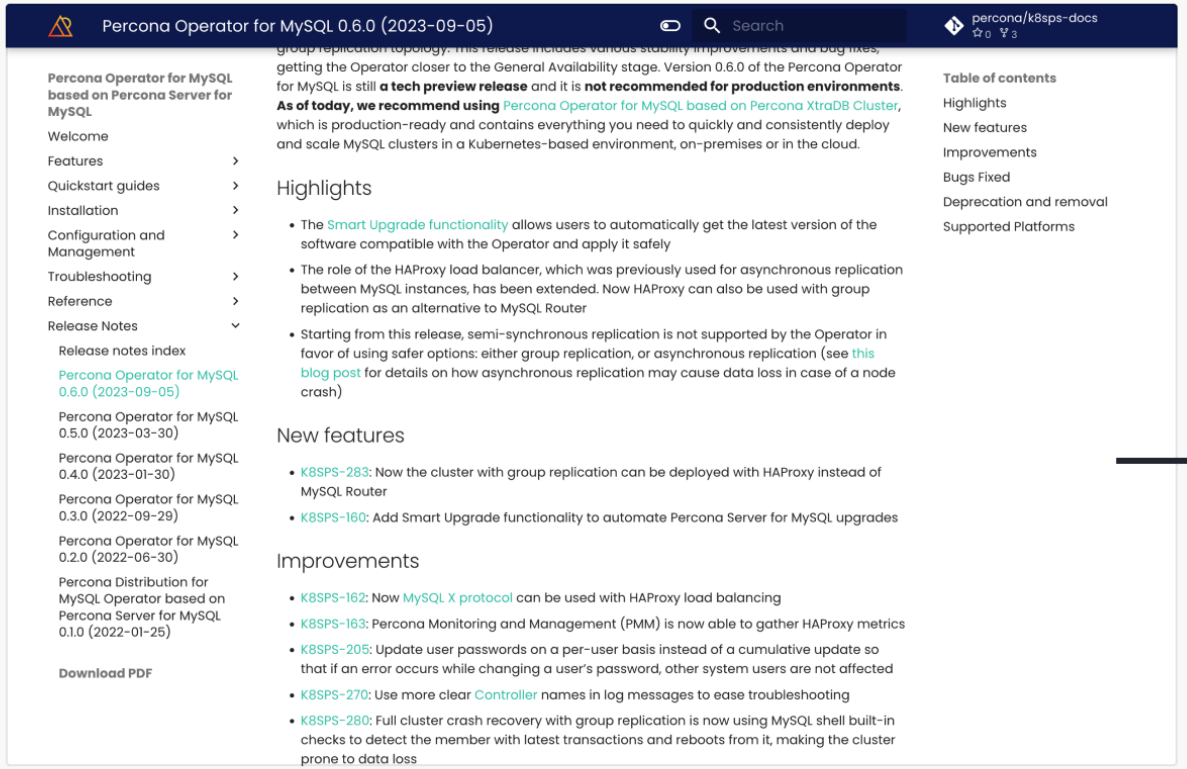



MATERIAL FOR MKDOCS

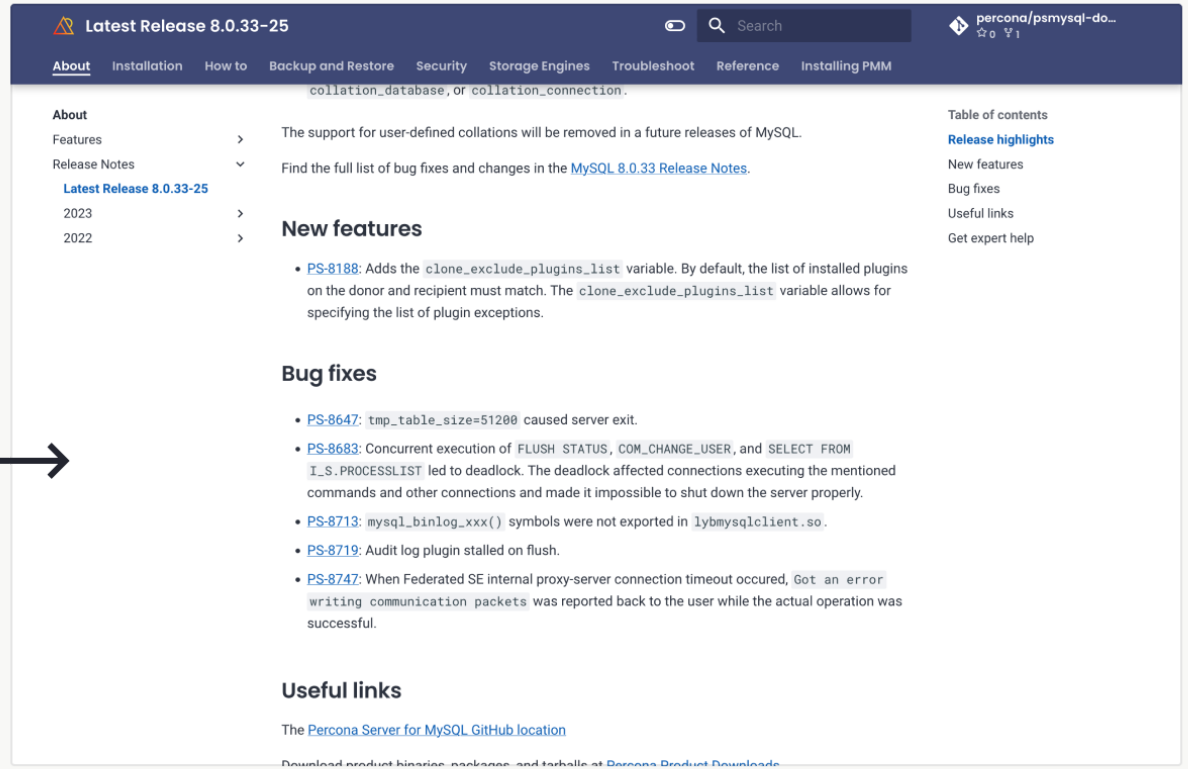
# Tweaked

- Applied readable fonts • Added spacing • Increased chromatic contrast
- Increased reading contrast (headings Vs. running text blocks) • On-brand re-styling

## BEFORE



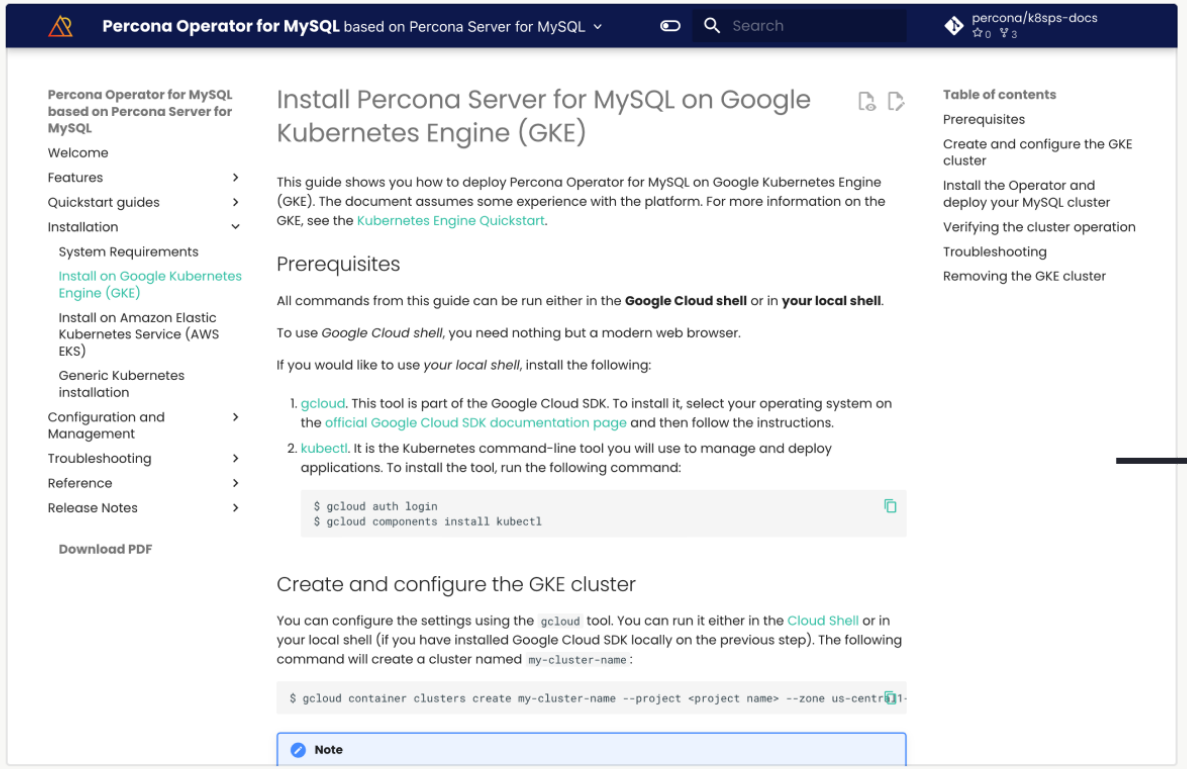

## AFTER



# Added

- Guidelines and resources to place icons, buttons, dividers, and tabs
- Guidelines to flag critical bits of content and decision-making points

## BEFORE

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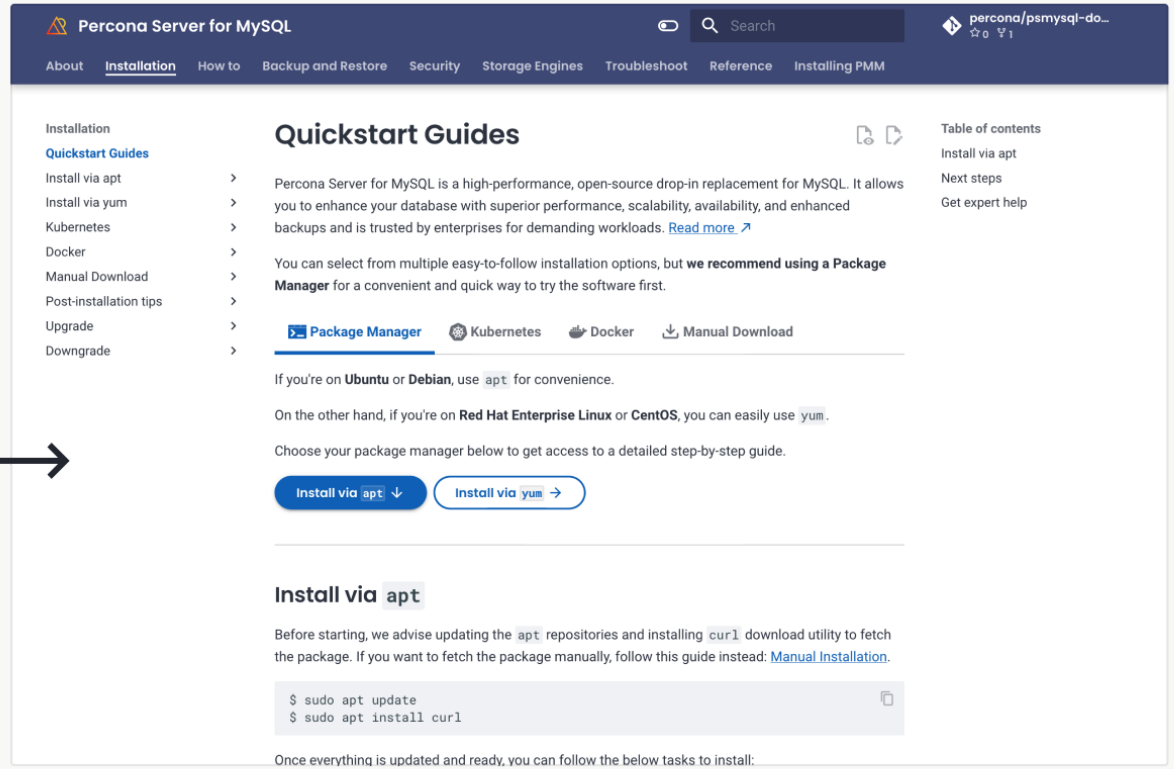
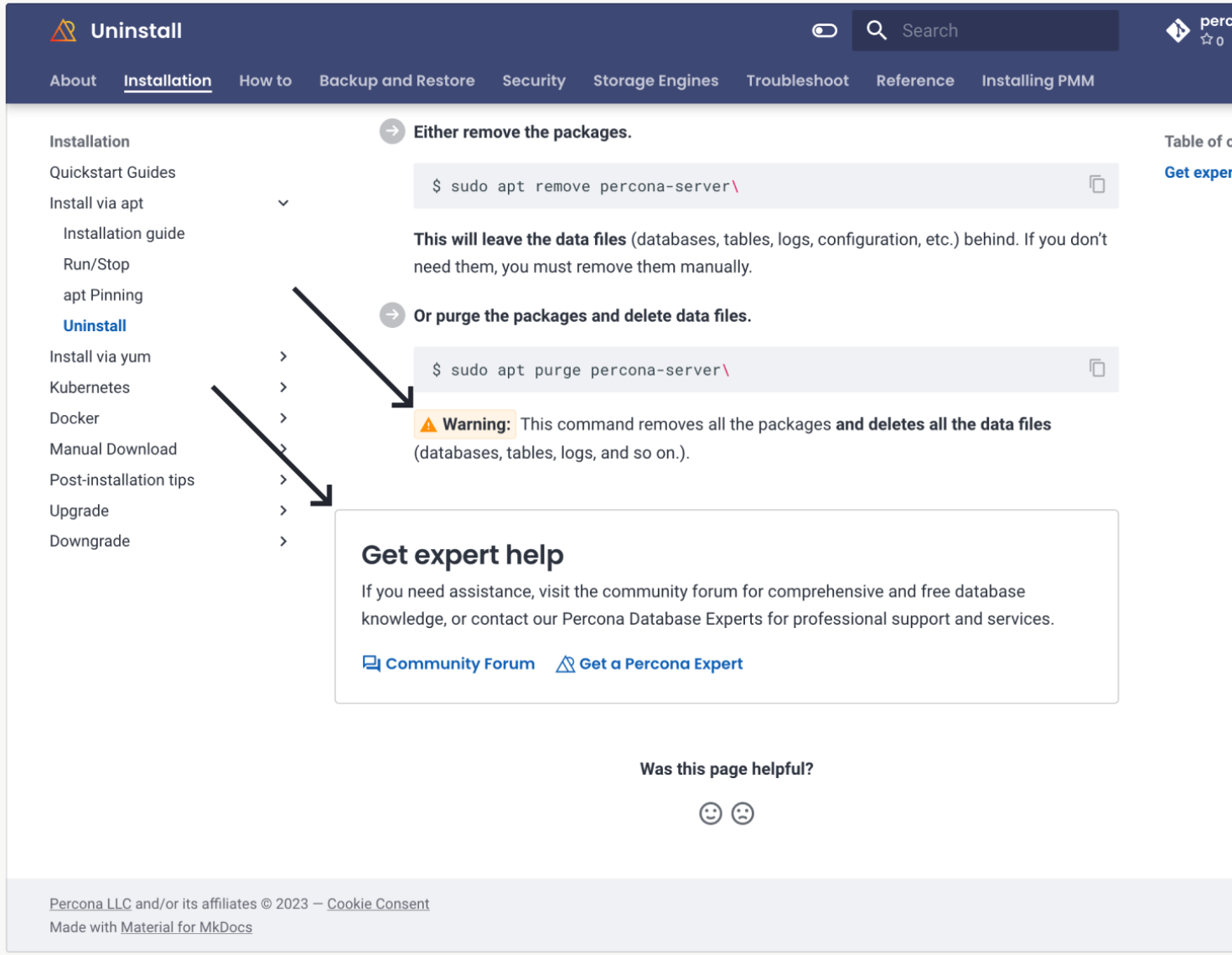


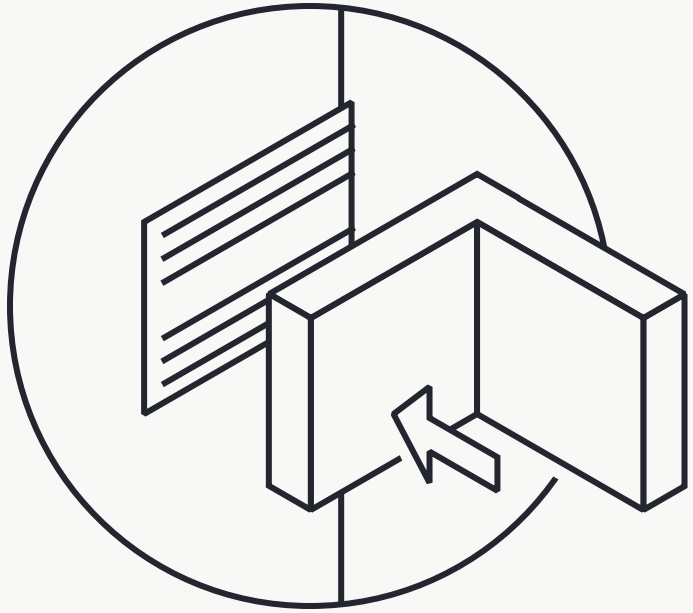
# Extended

- New custom components
- Use of more out-of-the-box components



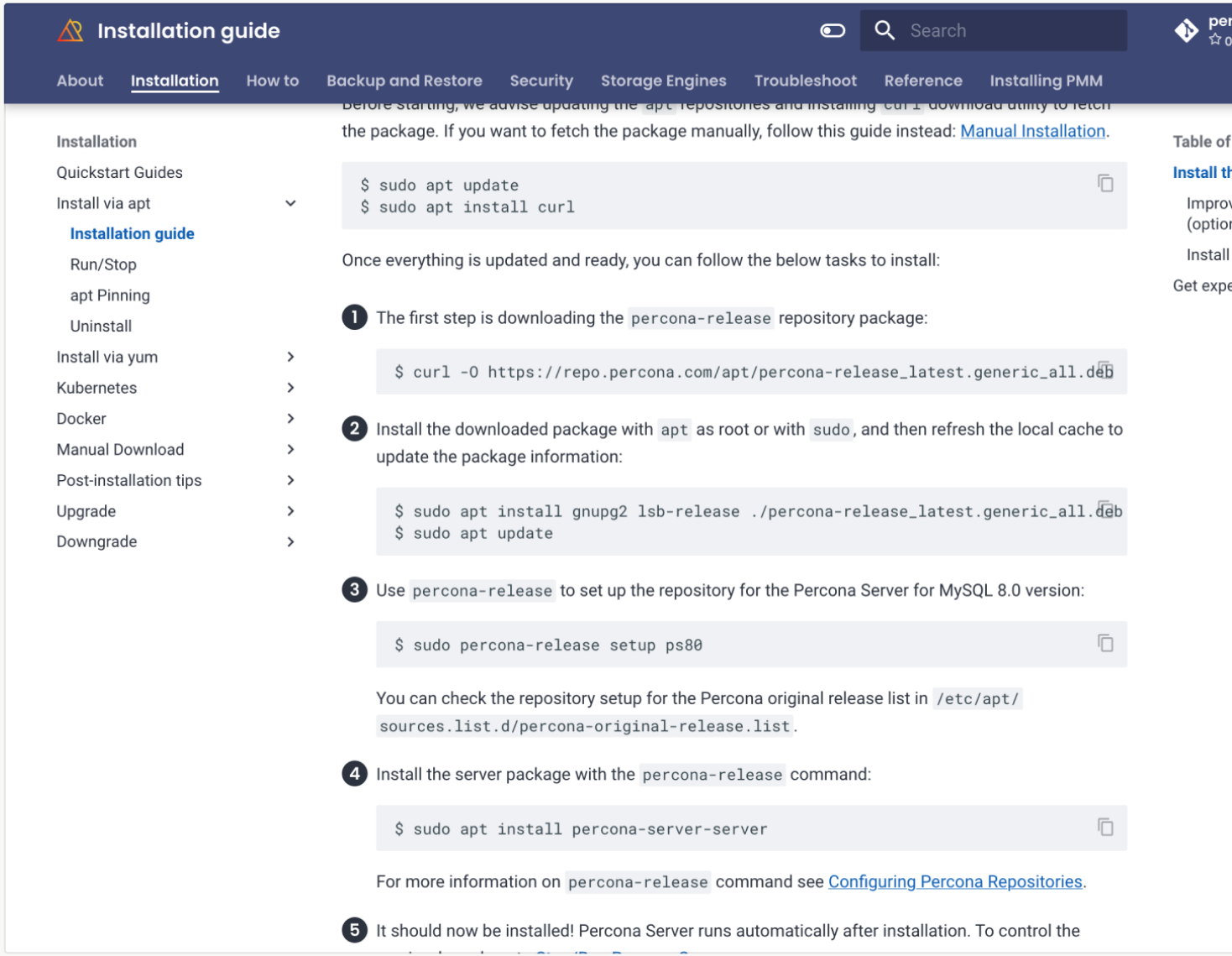
# IMPROVE THE USER EXPERIENCE

What can we do for people?
How might we anticipate their needs?
How can we make them succeed?

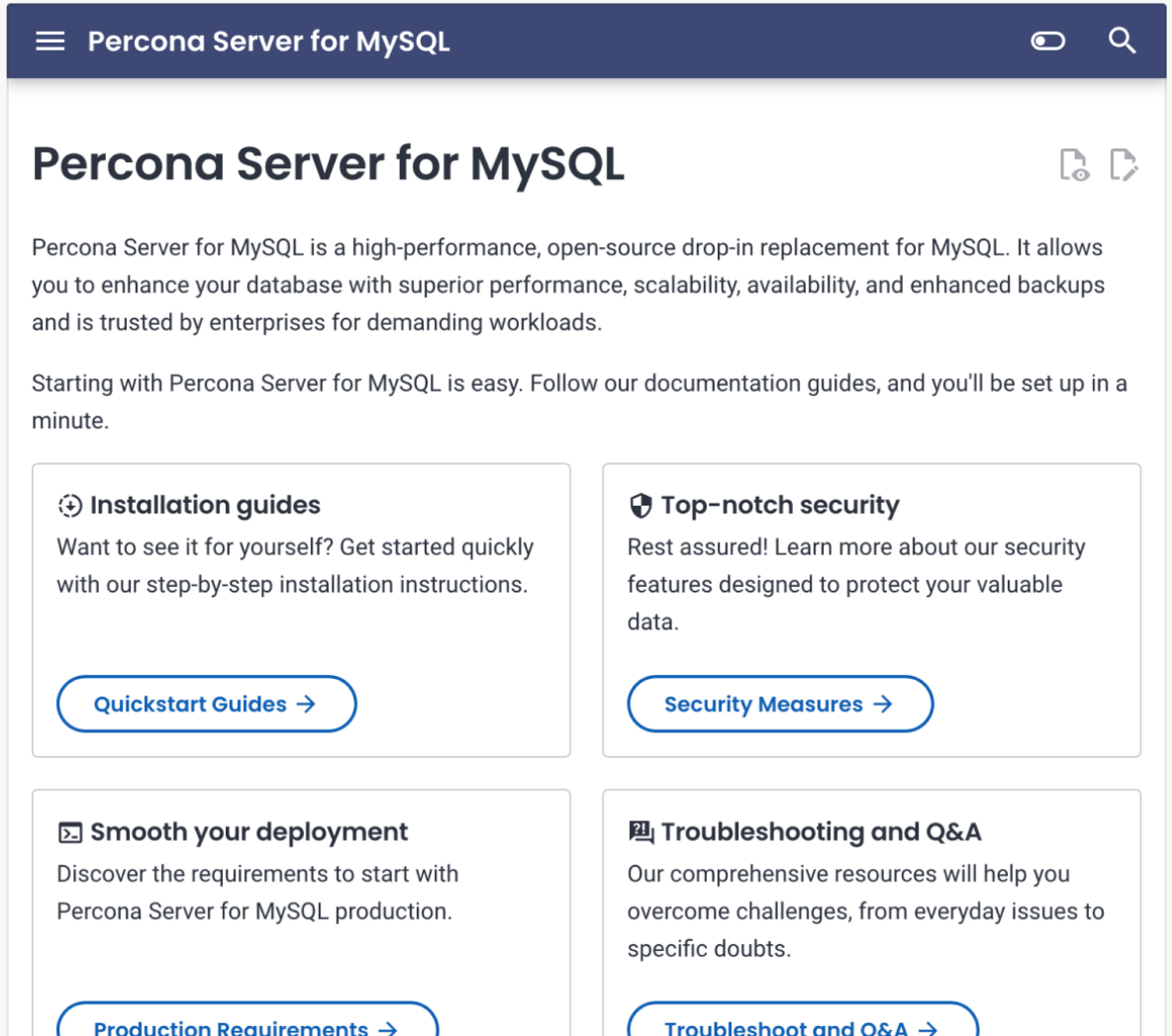


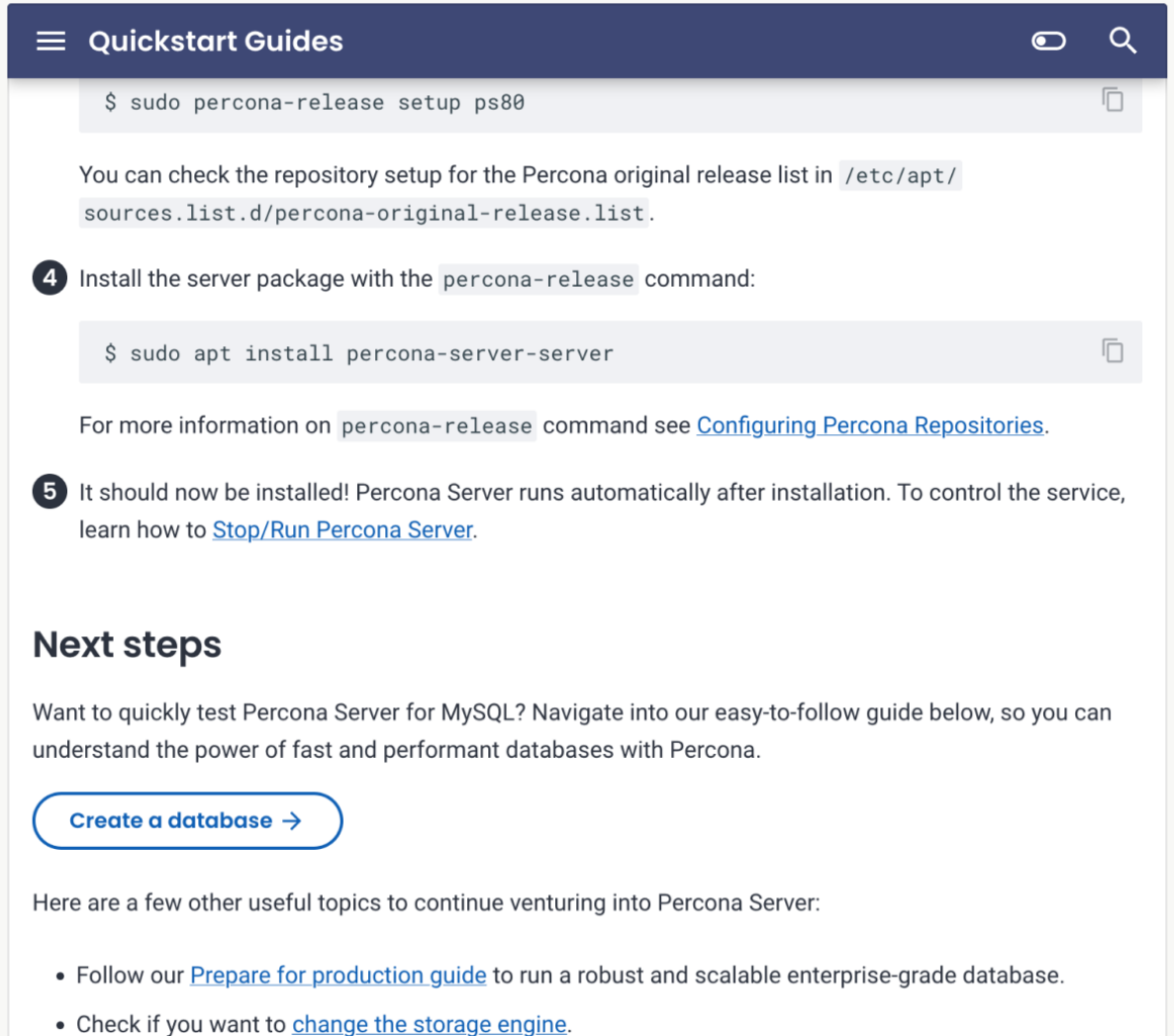
# Invested in

- Understanding people's needs
- Experimenting
- Creating guidelines
- Forming quickstart guides
- Visual prominence for what matters the most



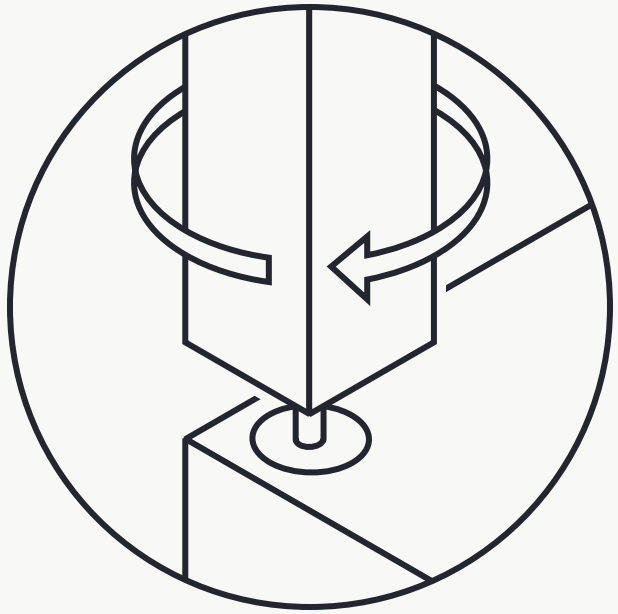
We crafted journeys and woven them together so we could guide people into **discovering the value** of our software.

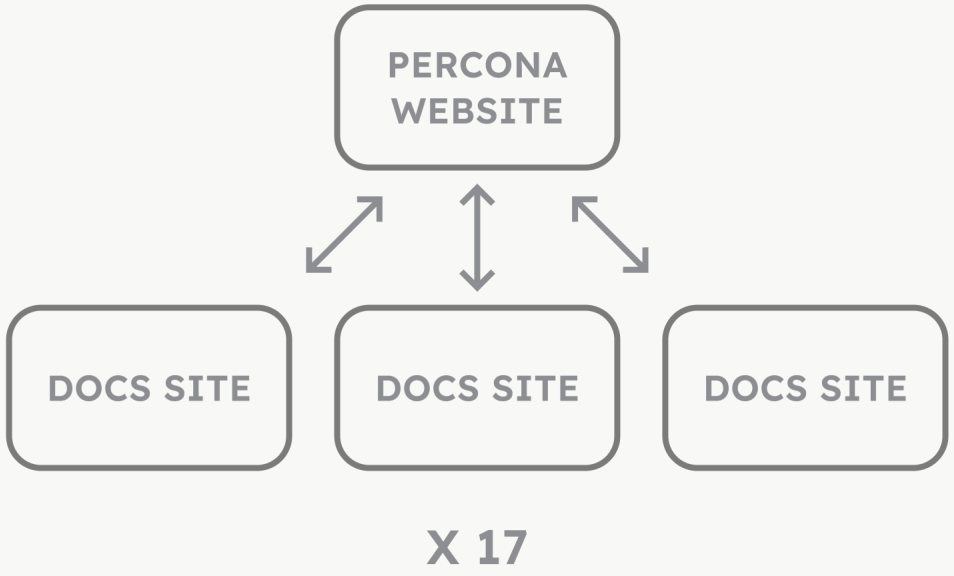


# UNIFY THE EXPERIENCE

Imagine using the documentation.
How does it look? How might we improve it?
Does it feel whole and credible?

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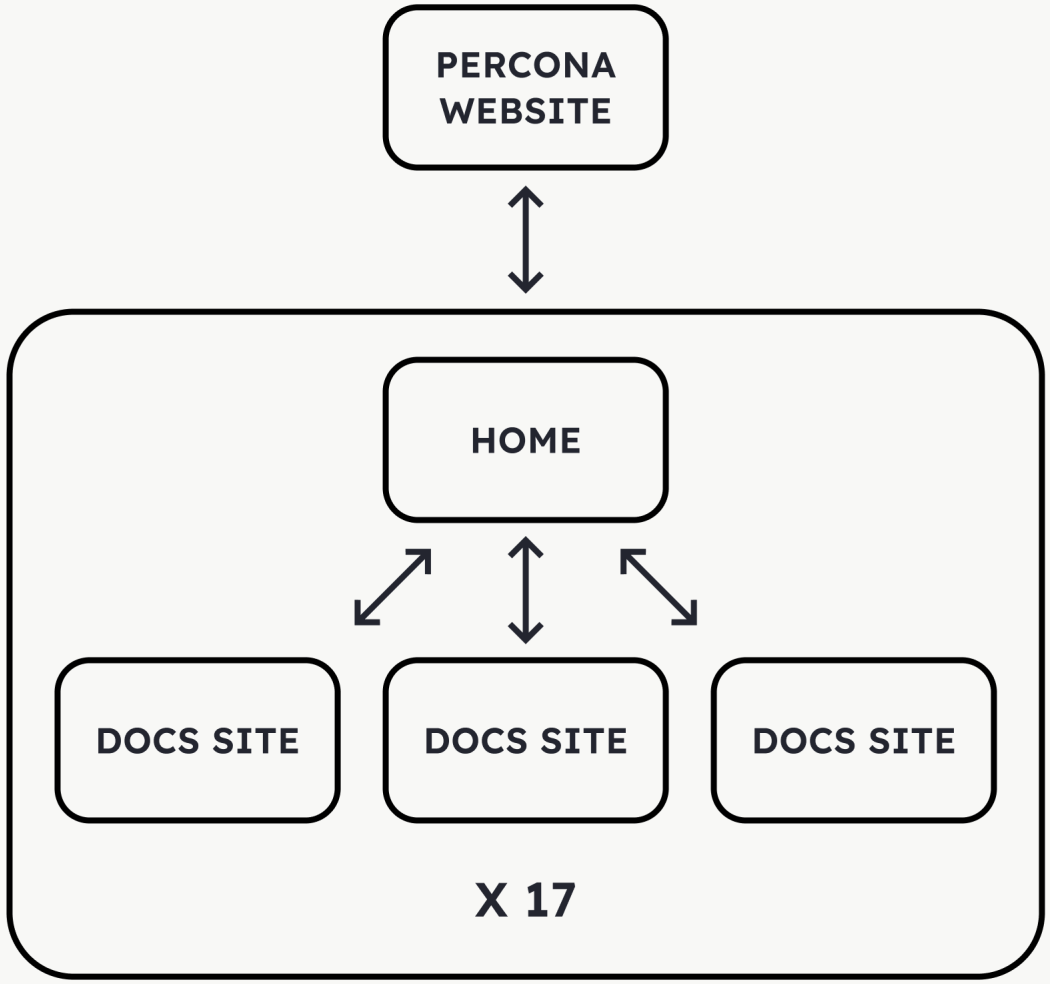
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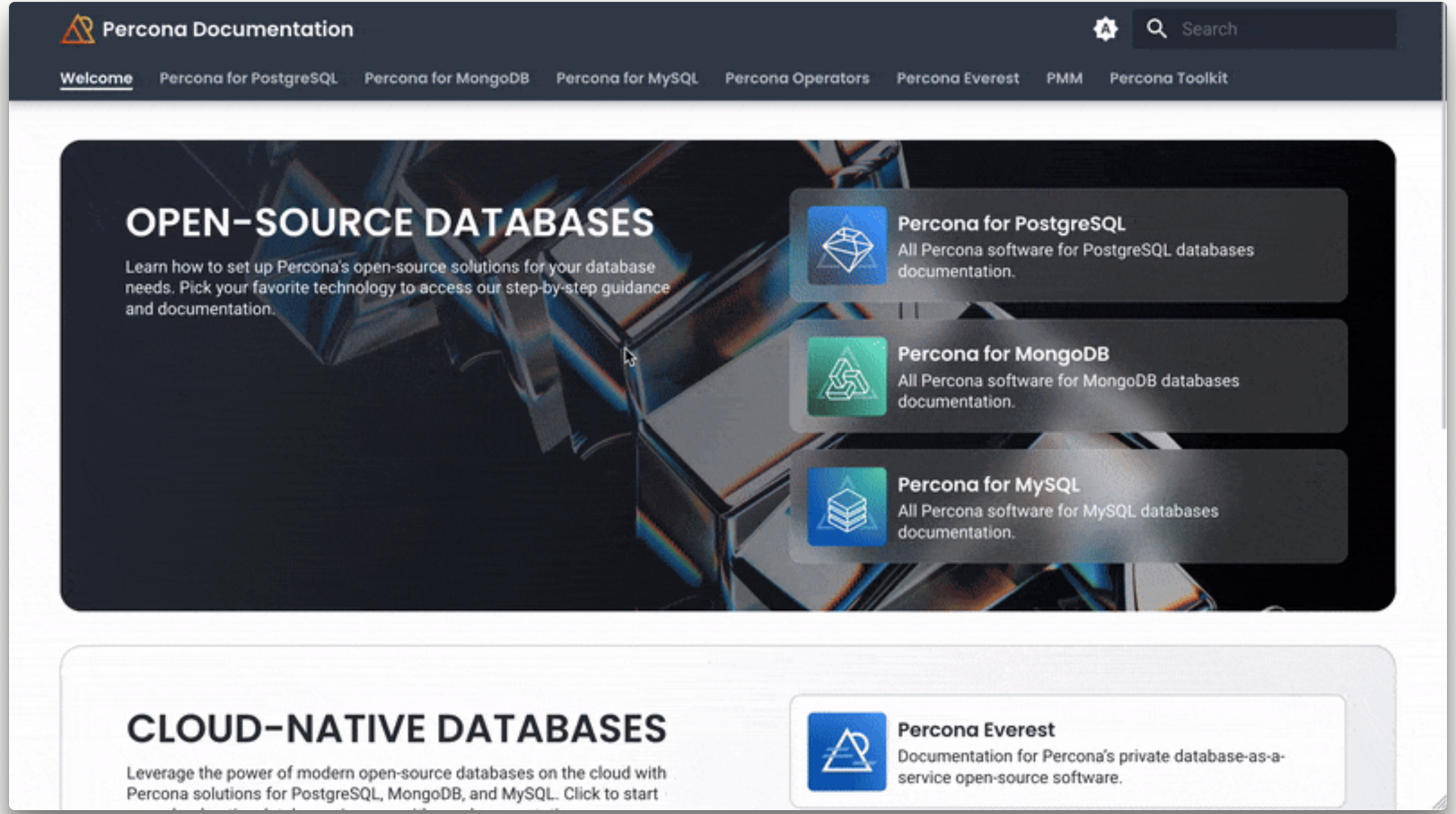
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Documentation for Percona's private database-as-a-service open-source software.

## OVERVIEW

- Defined a strategy for the documentation • Established the co-ownership
- Made it clearer and accessible • Improved the user experience
- Unified documentation websites' experience

## TO DO

- How users are experiencing • Review outdated content
- Weed out inconsistencies • Add practical examples/recipes

# THANK YOU!

**Re-thinking product adoption through documentation design**

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Rendered with Marp and Lexend