

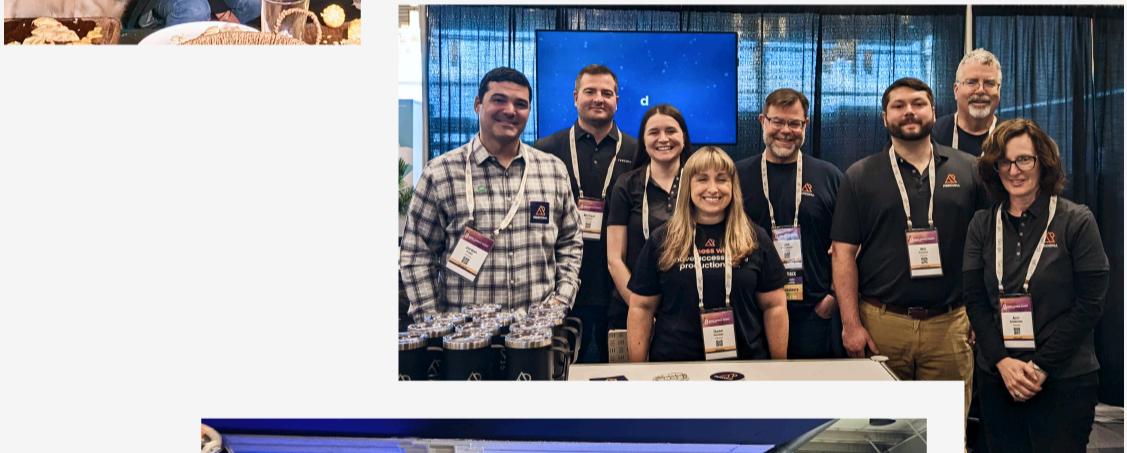
RE-THINKING PRODUCT ADOPTION THROUGH DOCUMENTATION DESIGN

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

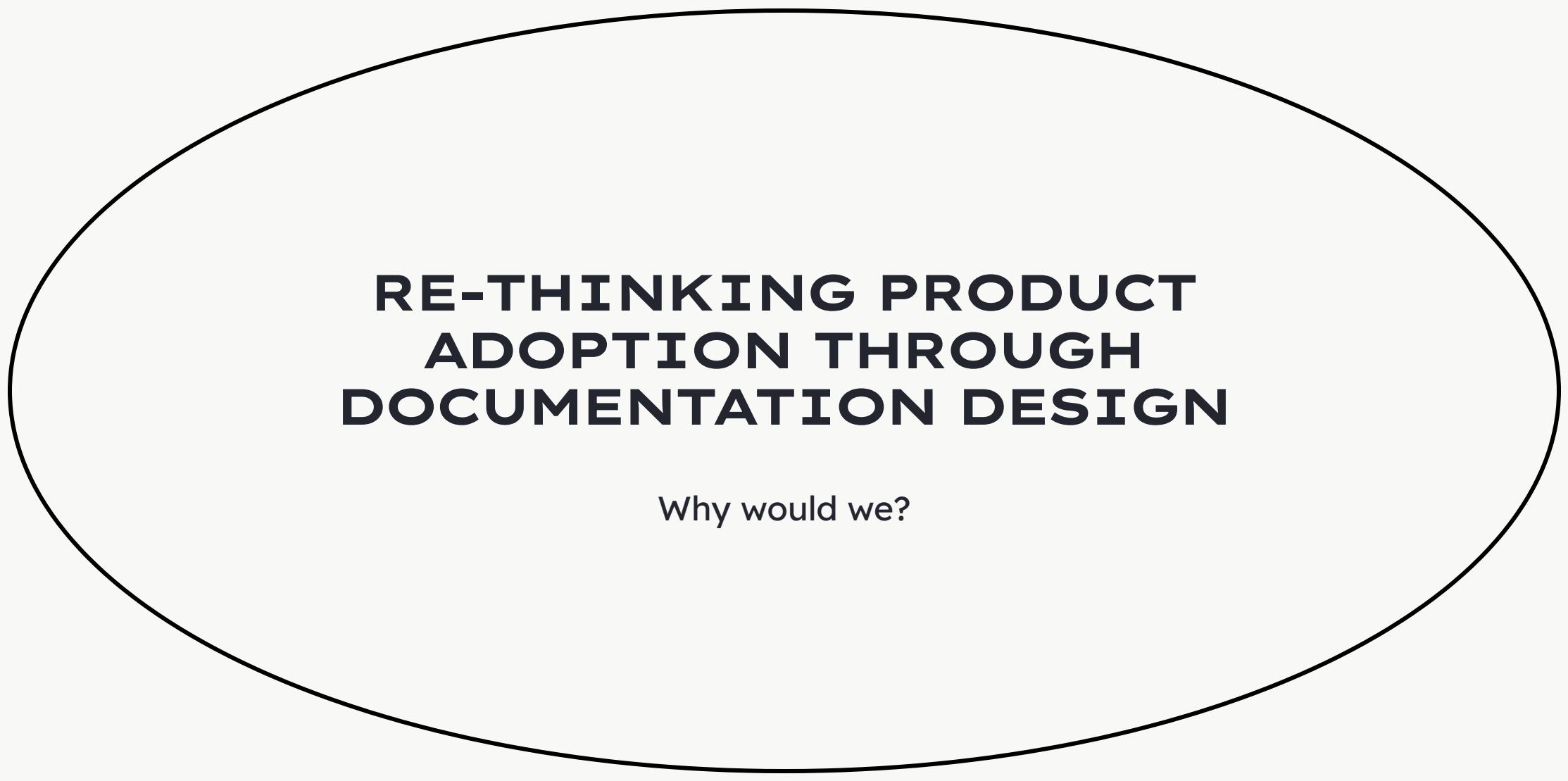




- Freedom to choose ethos
- Provider of open-source database services, support, and software

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

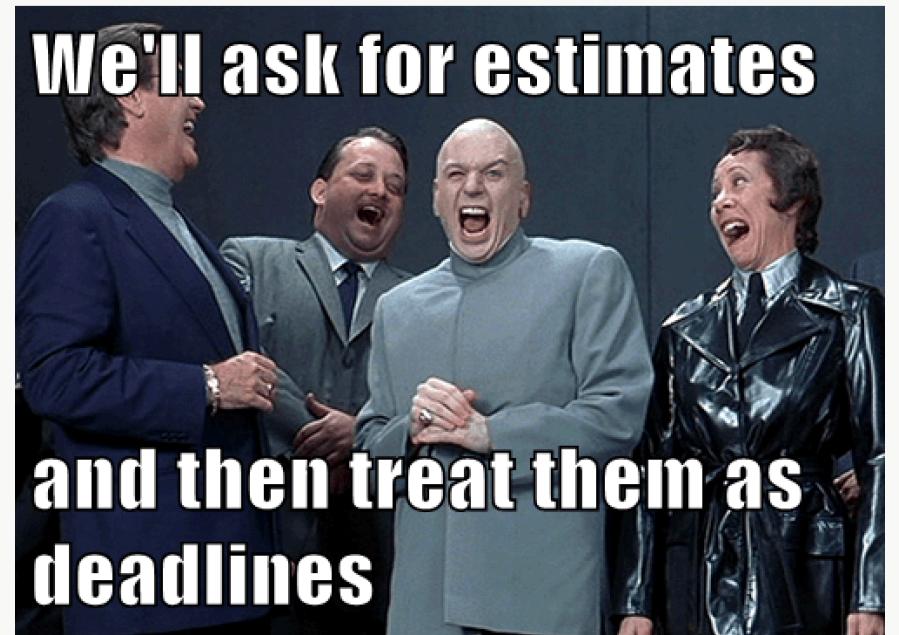


**DATABASES = HARD
SOFTWARE = HARD
DESIGN = HARD**

Technical, complex, costly

Error 404: Design culture not found

Rapid software ≠ Rapid UX



**We'll ask for estimates
and then treat them as
deadlines**

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

Imagine assembling this...

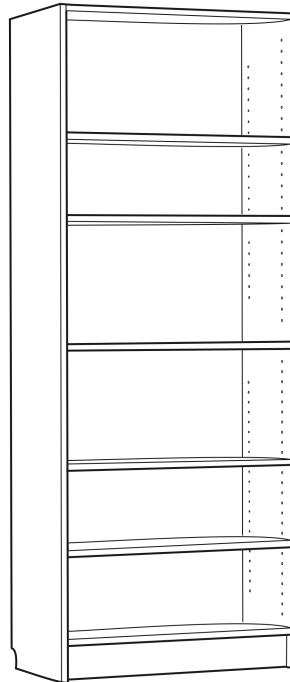


By only guessing



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

BILLY



IKEA
Design and Quality
IKEA of Sweden

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

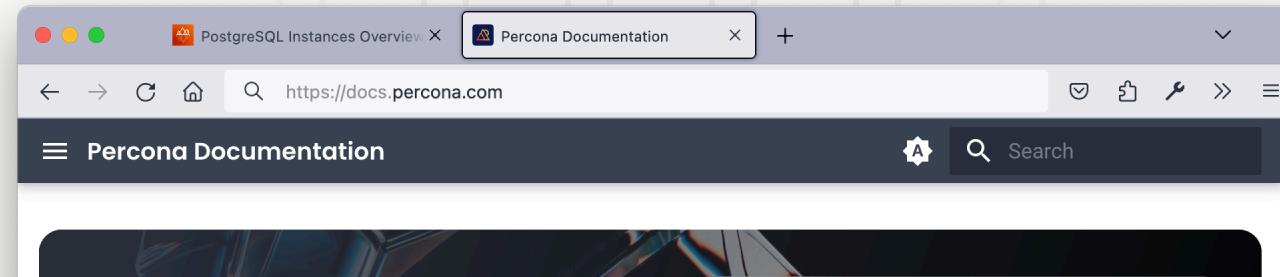
INSTALL

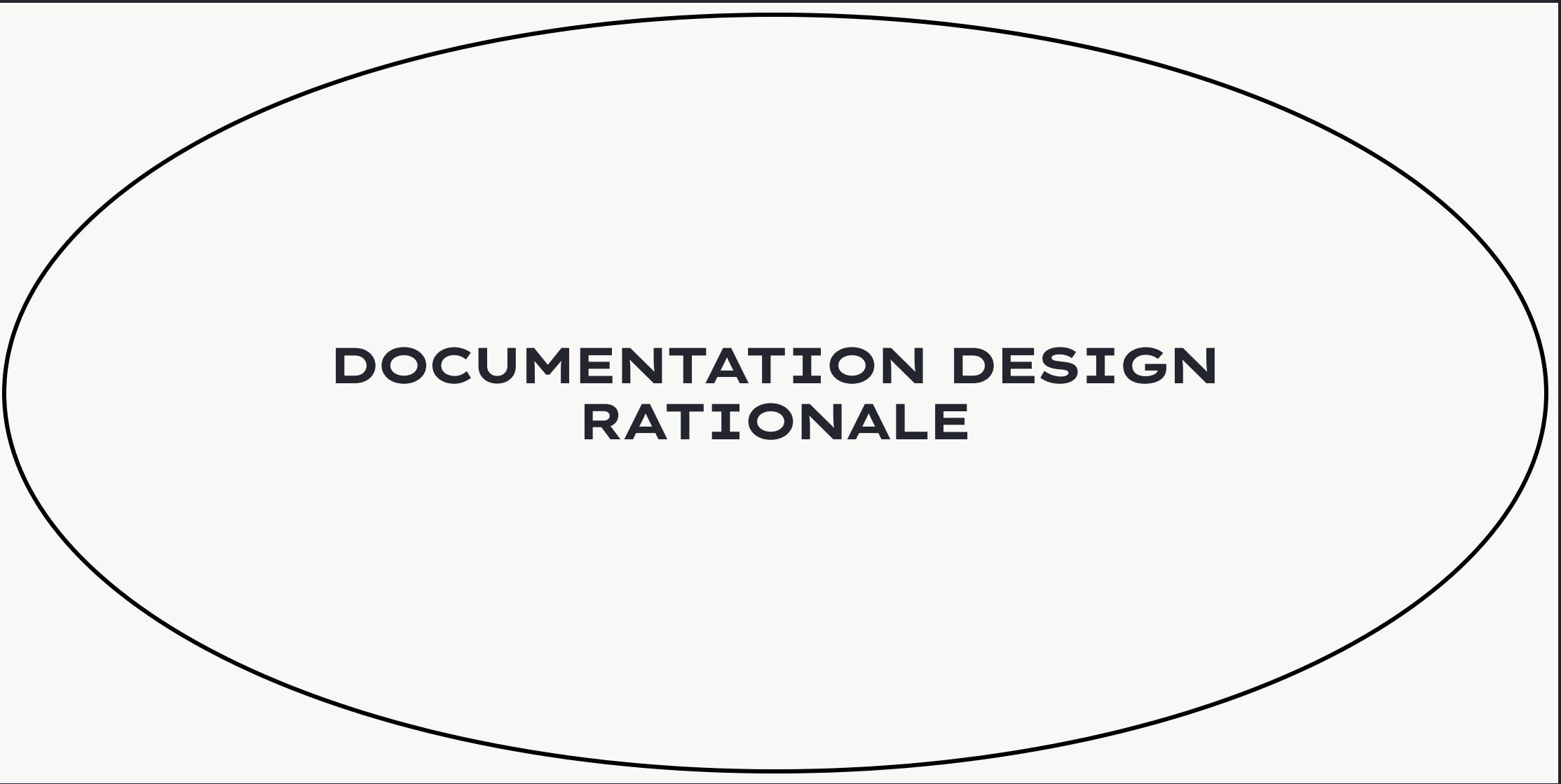


DEVELOP



UPKEEP





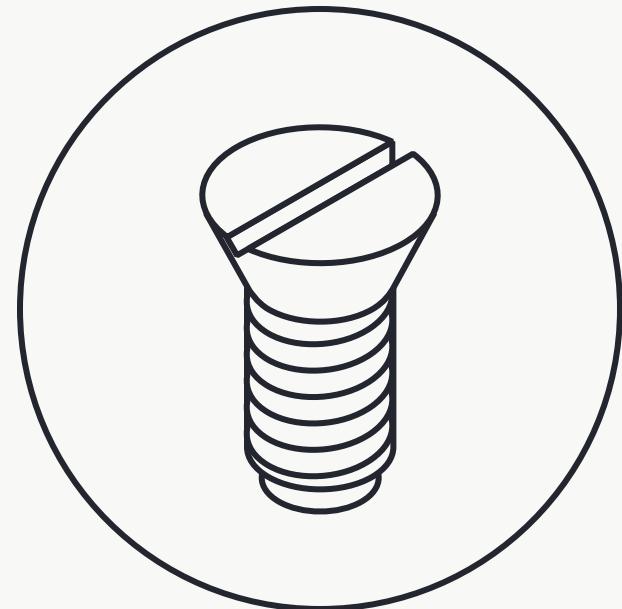
DOCUMENTATION DESIGN RATIONALE

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?



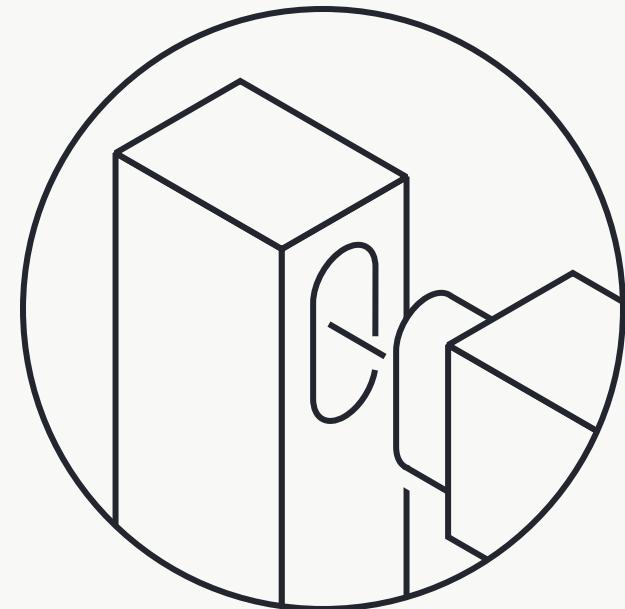
We want documentation to reach out to more **developers** interested in open-source databases for their applications so that adoption increases through more **installations**, proper **retention**, and evident **ease of use**.

ESTABLISH CO-OWNERSHIP

Who could help?

Where's the knowledge?

Who could share responsibilities?

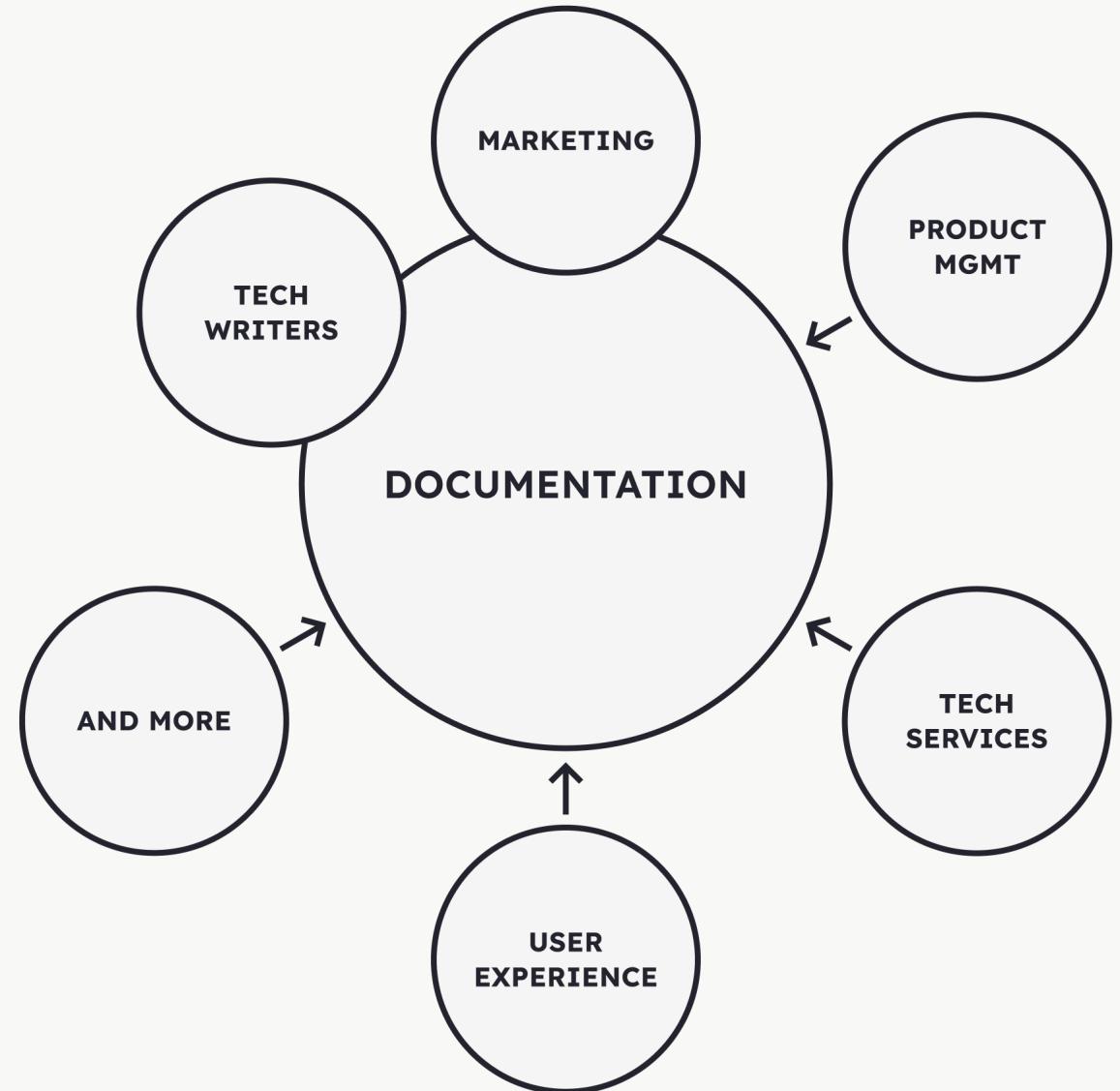


Kept

- Creation of content • Management
- Data analysis

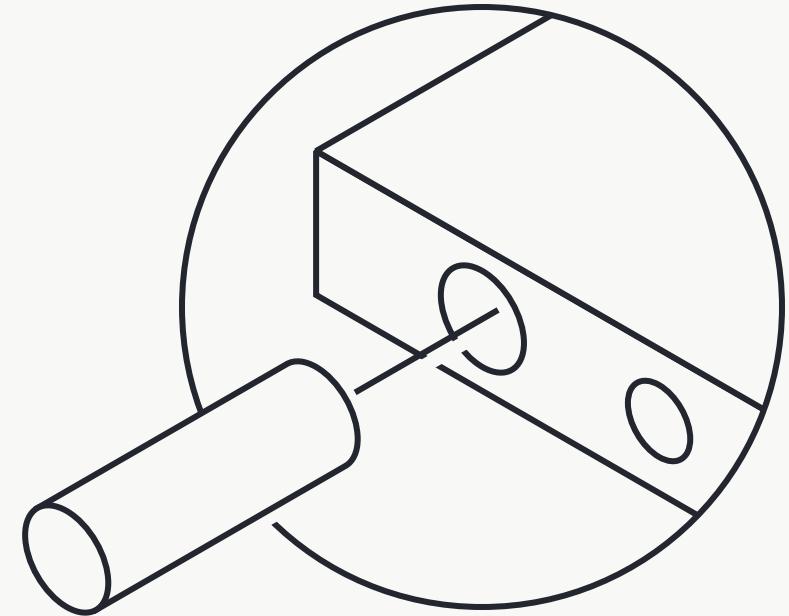
Added

- 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?



 0:00 / 0:11

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

The screenshot shows the 'Percona Operator for MySQL 0.6.0 (2023-09-05)' documentation page. The header includes the Percona logo, title, a search bar, and a navigation bar with links like 'About', 'Installation', 'How to', 'Backup and Restore', 'Security', 'Storage Engines', 'Troubleshoot', 'Reference', and 'Installing PMM'. The main content area has a dark blue background with white text. It features a sidebar with 'Features' and 'Release Notes' sections, and the main content includes 'Highlights' (with a list of changes), 'New features' (listing K8SPS-283 and K8SPS-160), 'Improvements' (listing K8SPS-162, K8SPS-163, K8SPS-205, K8SPS-270, and K8SPS-280), and a detailed 'Release notes index' section.

AFTER

The screenshot shows the 'Latest Release 8.0.33-25' documentation page. The header includes the Percona logo, title, a search bar, and a navigation bar with links like 'About', 'Installation', 'How to', 'Backup and Restore', 'Security', 'Storage Engines', 'Troubleshoot', 'Reference', and 'Installing PMM'. The main content area has a light blue background with dark blue text. It features a sidebar with 'About', 'Features', 'Release Notes', and 'Latest Release 8.0.33-25' sections, and the main content includes 'New features' (listing PS-8188), 'Bug fixes' (listing PS-8647, PS-8683, PS-8713, PS-8719, PS-8747), and 'Useful links' (linking to the GitHub location). A large black arrow points from the 'BEFORE' screenshot to the 'AFTER' screenshot.

Added

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

BEFORE

The screenshot shows a documentation page for the Percona Operator for MySQL. The header includes the title 'Percona Operator for MySQL based on Percona Server for MySQL' and a search bar. The main content is titled 'Install Percona Server for MySQL on Google Kubernetes Engine (GKE)'. It contains sections for 'Prerequisites', 'System Requirements' (specifically 'Install on Google Kubernetes Engine (GKE)'), and 'Create and configure the GKE cluster'. A note at the bottom indicates that commands can be run in 'Google Cloud shell' or 'local shell'. A 'Table of contents' sidebar on the right lists topics like 'Prerequisites', 'Create and configure the GKE cluster', and 'Troubleshooting'. A 'Note' section at the bottom provides a command-line example.

AFTER

The screenshot shows a documentation page for Percona Server for MySQL. The header includes the title 'Percona Server for MySQL' and a search bar. The main content is titled 'Quickstart Guides'. It features a 'Quickstart Guides' section with links for 'Install via apt', 'Install via yum', 'Kubernetes', 'Docker', 'Manual Download', and 'Post-installation tips'. Below this, there are sections for 'Package Manager', 'Kubernetes', 'Docker', and 'Manual Download'. A note for Ubuntu/Debian users and Red Hat Enterprise Linux/CentOS users is provided. A large arrow points from the 'Before' screenshot to this 'After' screenshot. The right sidebar includes a 'Table of contents' and links for 'Install via apt', 'Install via yum', 'Next steps', and 'Get expert help'.

Extended

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

The screenshot shows a documentation page titled "Uninstall" under the "Installation" section. The left sidebar lists various installation methods: "Install via apt", "Installation guide", "Run/Stop", "apt Pinning", "Uninstall", "Install via yum", "Kubernetes", "Docker", "Manual Download", "Post-installation tips", "Upgrade", and "Downgrade". Two arrows point from the "Uninstall" and "Docker" items in the sidebar to the main content area.

Either remove the packages.

```
$ sudo apt remove percona-server\
```

This will leave the data files (databases, tables, logs, configuration, etc.) behind. If you don't need them, you must remove them manually.

Or purge the packages and delete data files.

```
$ sudo apt purge percona-server\
```

Warning: This command removes all the packages and deletes all the data files (databases, tables, logs, and so on.).

Get expert help

If you need assistance, visit the community forum for comprehensive and free database knowledge, or contact our Percona Database Experts for professional support and services.

[Community Forum](#) [Get a Percona Expert](#)

Was this page helpful?

😊 😢

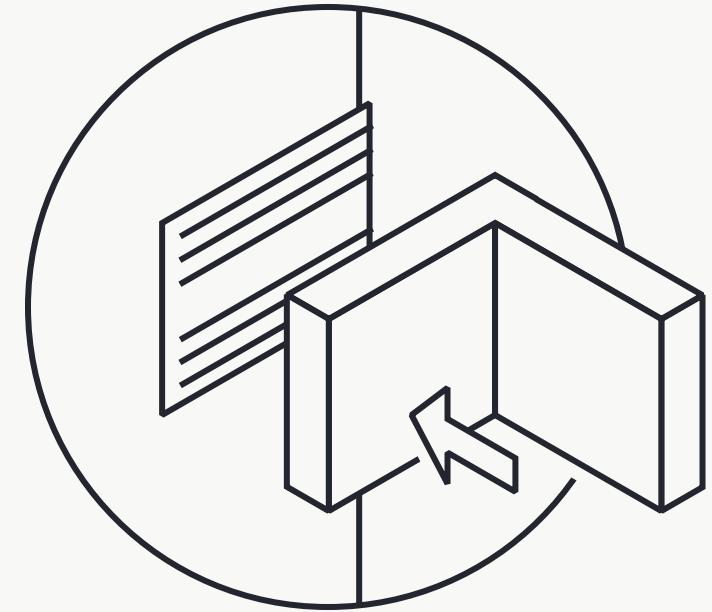
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IMPROVE THE USER EXPERIENCE

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

The screenshot shows a navigation bar with links for About, Installation (which is selected), How to, Backup and Restore, Security, Storage Engines, Troubleshoot, Reference, and Installing PMM. Below the navigation is a search bar and a user profile icon.

The main content area has a title "Installation guide". On the left is a sidebar with links: Installation, Quickstart Guides, Install via apt (expanded to show Installation guide, Run/Stop, apt Pinning, Uninstall, Install via yum, Kubernetes, Docker, Manual Download, Post-installation tips, Upgrade, Downgrade), and a "Table of Contents" link.

The main content area starts with a note about updating apt repositories and installing curl. It then lists the following steps:

- 1 The first step is downloading the `percona-release` repository package:

```
$ curl -O https://repo.percona.com/apt/percona-release_latest.generic_all.deb
```
- 2 Install the downloaded package with `apt` as root or with `sudo`, and then refresh the local cache to update the package information:

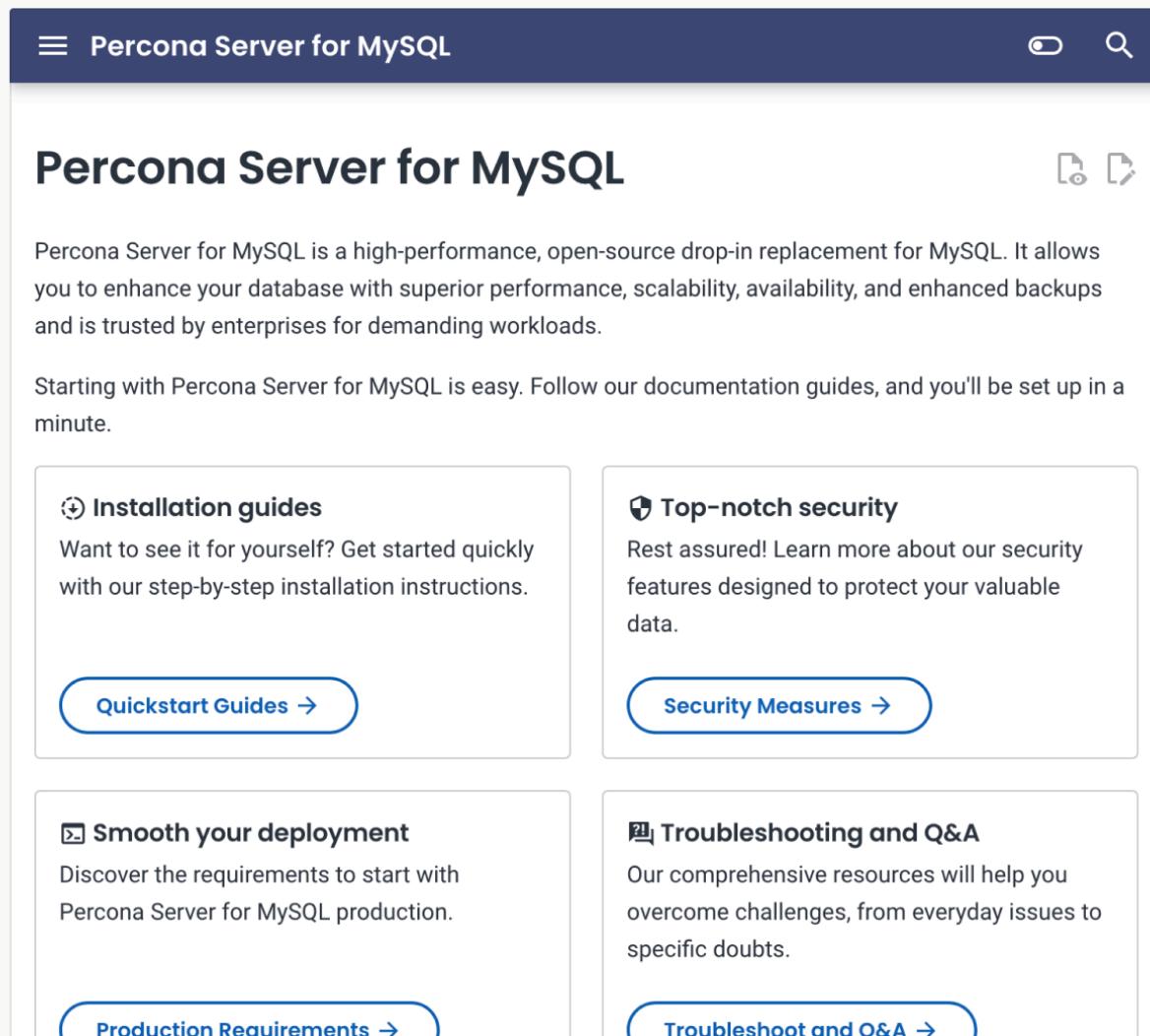
```
$ sudo apt install gnupg2 lsb-release ./percona-release_latest.generic_all.deb  
$ sudo apt update
```
- 3 Use `percona-release` to set up the repository for the Percona Server for MySQL 8.0 version:

```
$ sudo percona-release setup ps80
```
- 4 Install the server package with the `percona-release` command:

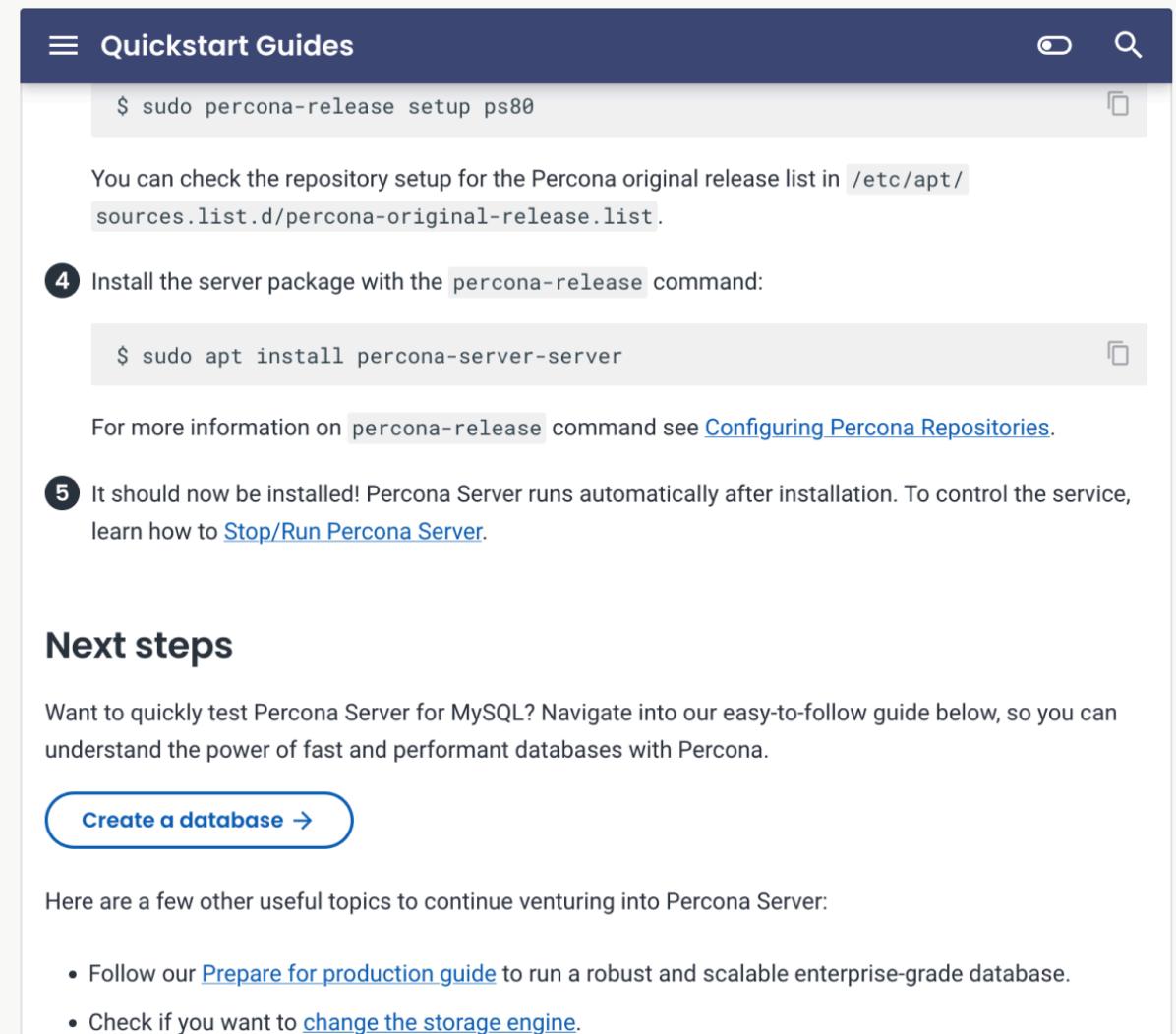
```
$ sudo apt install percona-server-server
```
- 5 It should now be installed! Percona Server runs automatically after installation. To control the

On the right side of the page, there are several small icons: a magnifying glass, a star, a person, a gear, and a checkmark.

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



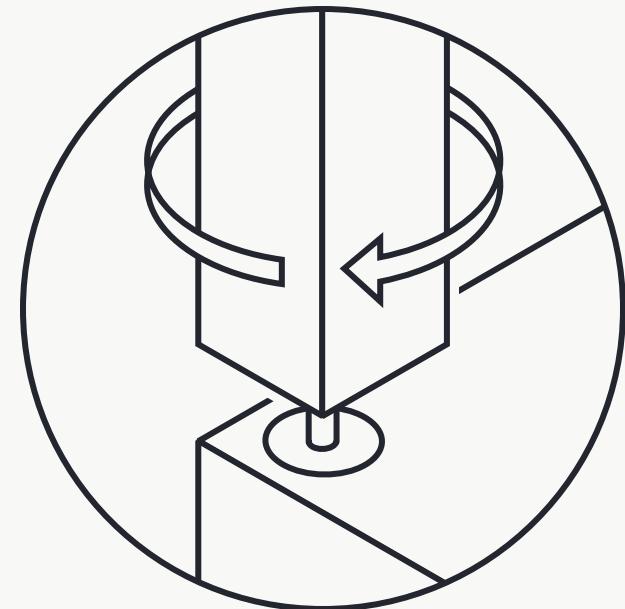
The screenshot shows the official Percona Server for MySQL website. The header reads "Percona Server for MySQL". Below the header, there's a main title "Percona Server for MySQL" with a brief description: "Percona Server for MySQL is a high-performance, open-source drop-in replacement for MySQL. It allows you to enhance your database with superior performance, scalability, availability, and enhanced backups and is trusted by enterprises for demanding workloads." A section titled "Starting with Percona Server for MySQL is easy. Follow our documentation guides, and you'll be set up in a minute." follows. The page features several cards: "Installation guides" (with a "Quickstart Guides →" button), "Top-notch security" (with a "Security Measures →" button), "Smooth your deployment" (with a "Production Requirements →" button), and "Troubleshooting and Q&A" (with a "Troubleshoot and Q&A →" button).

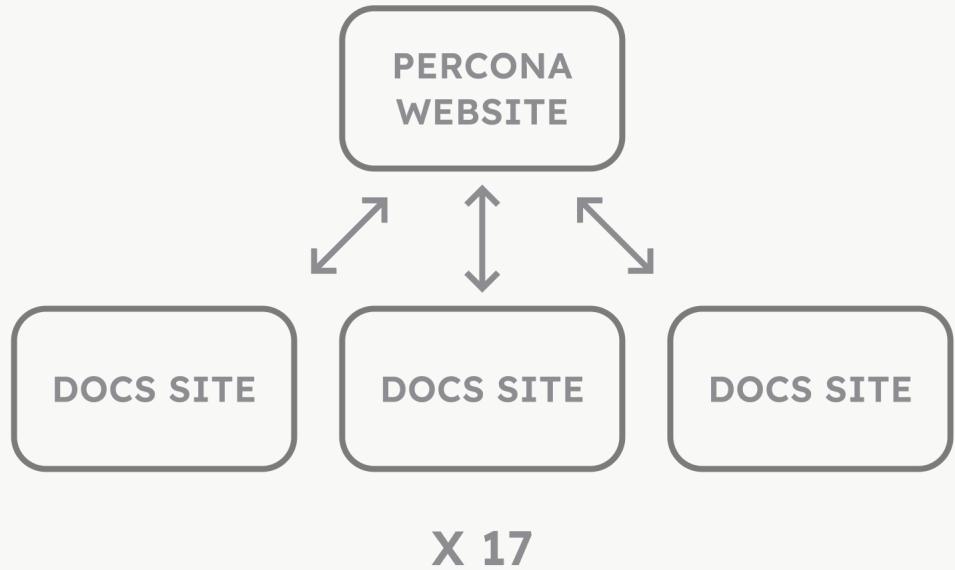


The screenshot shows the "Quickstart Guides" page. The header reads "Quickstart Guides". Below the header, there's a command-line interface (CLI) box containing "\$ sudo percona-release setup ps80". A note below it says: "You can check the repository setup for the Percona original release list in /etc/apt/sources.list.d/percona-original-release.list." An numbered list starts with "4 Install the server package with the percona-release command:" followed by another CLI box: "\$ sudo apt install percona-server-server". A note below it says: "For more information on percona-release command see [Configuring Percona Repositories](#)". The list continues with "5 It should now be installed! Percona Server runs automatically after installation. To control the service, learn how to [Stop/Run Percona Server](#)." A "Next steps" section at the bottom has a button "Create a database →". A list of other useful topics follows: "Follow our [Prepare for production guide](#) to run a robust and scalable enterprise-grade database.", and "Check if you want to [change the storage engine](#)".

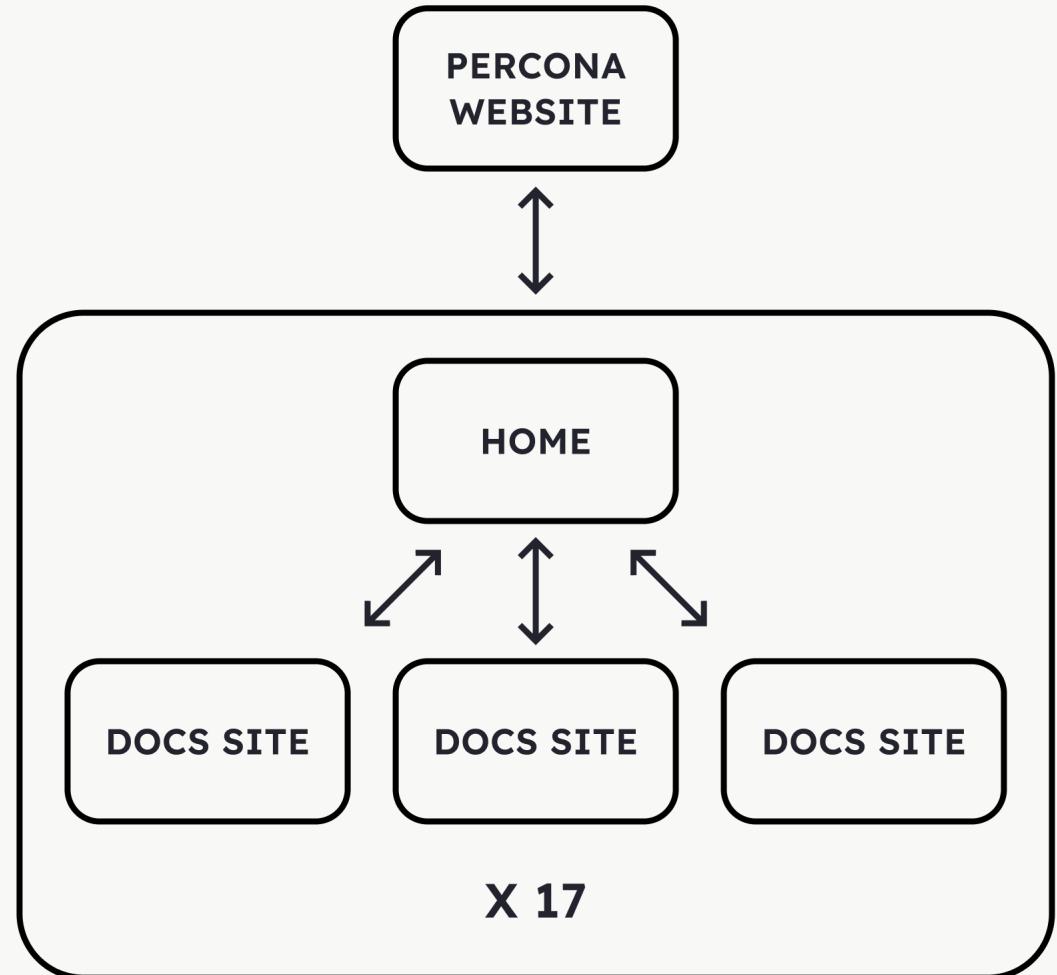
UNIFY THE EXPERIENCE

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





X 17



X 17



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 changes
- 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](#)