

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?

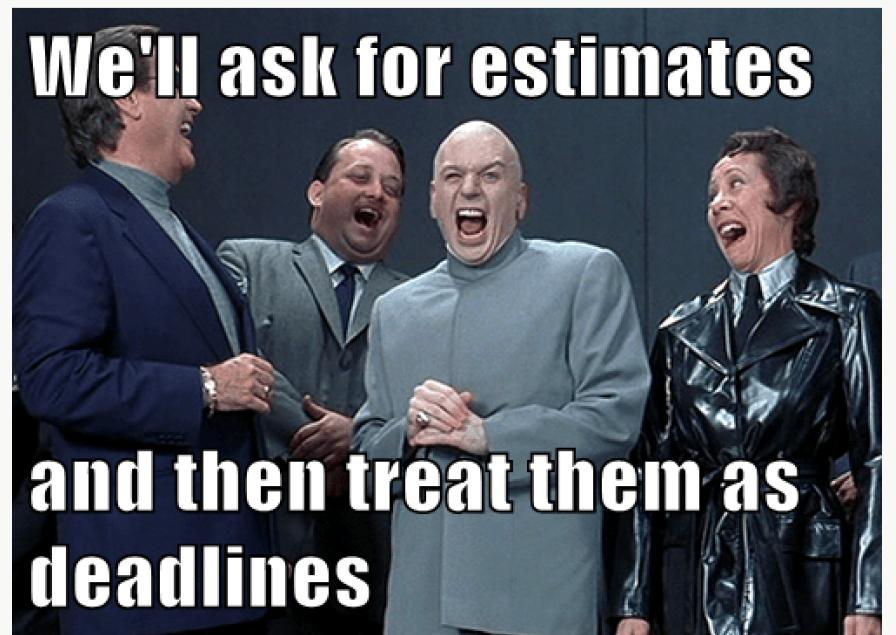
MOTIVATIONS

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



DATABASES = HARD SOFTWARE = HARD DESIGN = HARD

- Databases are technical and complex
- Expanding the user base means increasing research costs
- Error 404: Design culture not found
- Rapid software implementation ≠ Rapid UX implementation



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

Imagine assembling this...

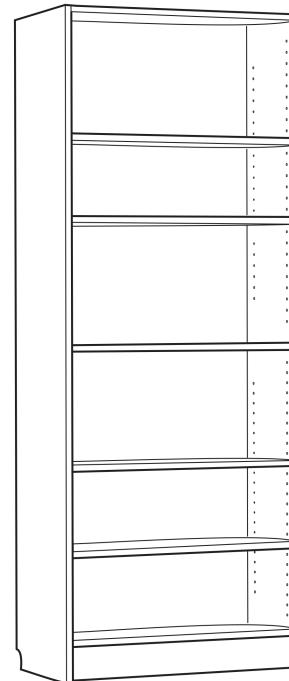


By only guessing



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.

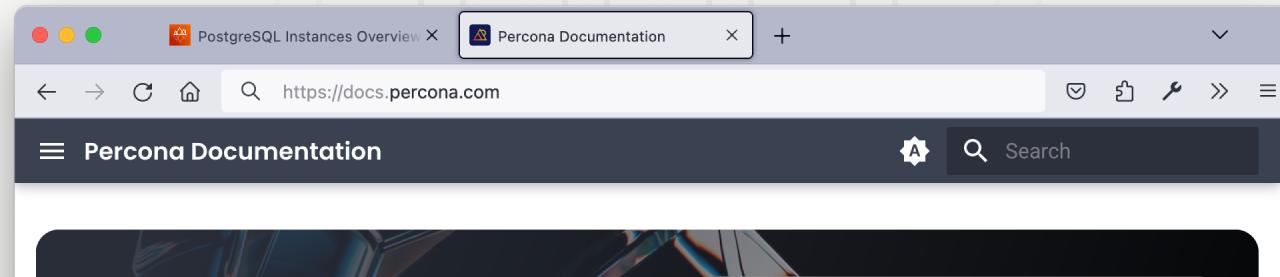
INSTALL



DEVELOP



UPKEEP





DOCUMENTATION DESIGN RATIONALE

STRATEGIC ASSET

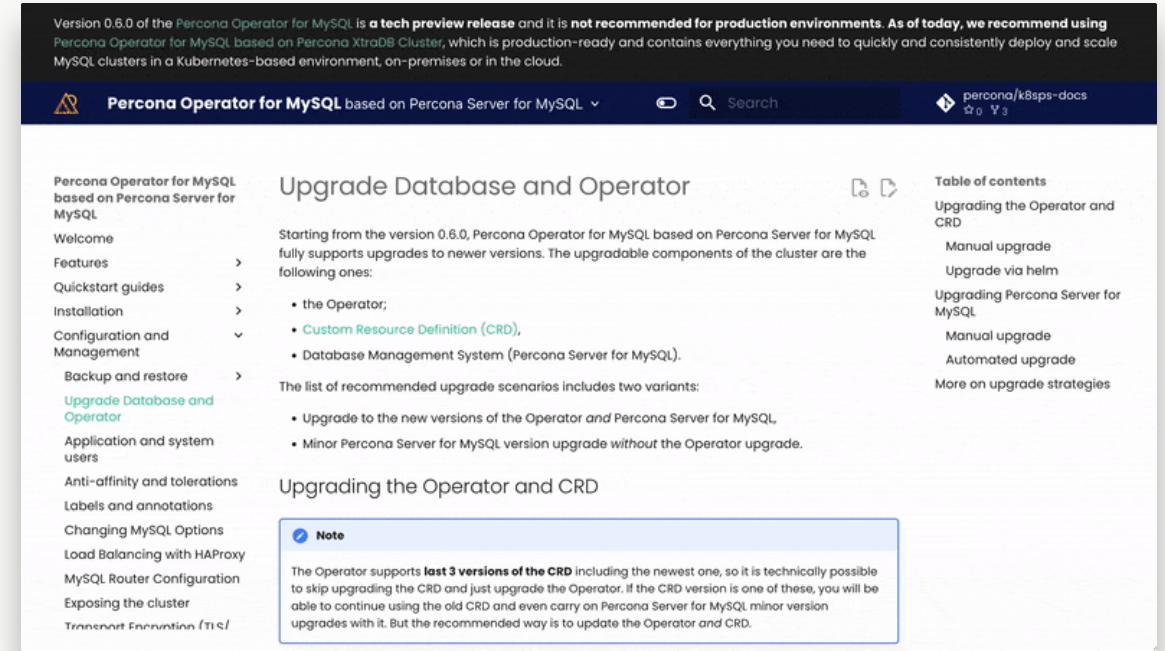
Who's reading our documentation?

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.**

- Identify people and audit accessibility
 - Set objectives • Define the action scope
 - Establish the ownership • Set standards
 - Define tech stack • Pick health metrics
 - Set feedback streams • Plan maintenance



CO-OWNERSHIP

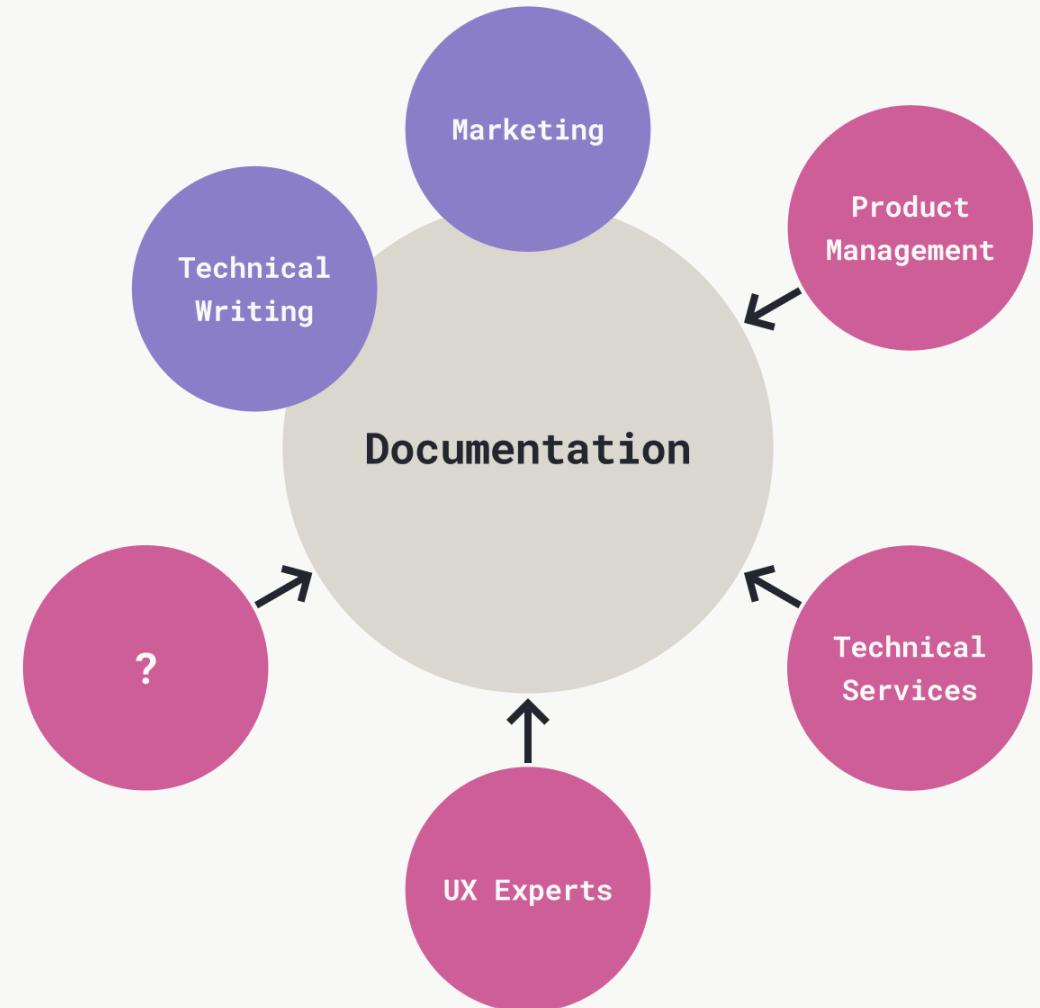
Who could help? Where's the knowledge?
Who could share responsibilities?

Kept

- Creation of content • Management
- Data analysis

Added

- Speed • Visibility • Openness
- The user's POV
- Horizontal communication
- New methodologies • New tools



CLARITY

Is the content accessible to people?

Does it provide intuitive access to their needs?

Are there untapped opportunities?

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, 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 background with white text. It features a sidebar with navigation links for various MySQL versions and sections like 'Features', 'Highlights', 'New features', 'Improvements', 'Bugs Fixed', 'Deprecation and removal', and 'Supported Platforms'. The main content area contains detailed text about the Operator's functionality, including its role as a tech preview and its compatibility with the Percona XtraDB Cluster.

AFTER

The screenshot shows the 'Latest Release 8.0.33-25' documentation page. The header includes the Percona logo, 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 background with dark text. It features a sidebar with navigation links for 'About', 'Features', 'Release Notes', and 'Latest Release 8.0.33-25'. The main content area contains detailed text about the latest release, including its support for user-defined collations and a list of bug fixes. The text is more structured and uses larger, bolder headings compared to the 'Before' version.

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 dark-themed web page for the 'Percona Operator for MySQL based on Percona Server for MySQL'. The main content is titled 'Install Percona Server for MySQL on Google Kubernetes Engine (GKE)'. On the left, there's a sidebar with navigation links like 'Welcome', 'Features', 'Quickstart guides', 'Installation', 'System Requirements', 'Configuration and Management', 'Troubleshooting', 'Reference', and 'Release Notes'. Below the title, there's a 'Table of contents' section with links to 'Prerequisites', 'Create and configure the GKE cluster', 'Install the Operator and deploy your MySQL cluster', 'Verifying the cluster operation', 'Troubleshooting', and 'Removing the GKE cluster'. At the bottom, there's a 'Note' section with a note about using the gcloud command.

AFTER

The screenshot shows a light-themed web page for 'Percona Server for MySQL'. The main content is titled 'Quickstart Guides'. On the left, there's a sidebar with navigation links like 'About', 'Installation', 'How to', 'Backup and Restore', 'Security', 'Storage Engines', 'Troubleshoot', 'Reference', and 'Installing PMM'. Below the title, there's a 'Table of contents' section with links to 'Install via apt', 'Install via yum', 'Kubernetes', 'Docker', 'Manual Download', 'Post-installation tips', 'Upgrade', and 'Downgrade'. A large arrow points from the 'Installation' link in the sidebar of the 'Before' screenshot to the 'Quickstart Guides' section of the 'After' screenshot. At the bottom, there are two buttons: 'Install via apt' and 'Install via yum'.

Extended

- New custom components
 - Tiny Admonitions: when you want to be a little more subtle
 - Framed Content: when you wish to disrupt and announce
- Use of out-of-the-box components
 - Feedback Module
 - And more

The screenshot shows a documentation page for "Uninstall". The top navigation bar includes links for About, Installation (which is underlined), How to, Backup and Restore, Security, Storage Engines, Troubleshoot, Reference, and Installing PMM. A search bar and a user profile icon are also present.

The main content area has a sidebar with links: Installation, Quickstart Guides, Install via apt, Installation guide, Run/Stop, apt Pinning, Uninstall (which is bolded), Install via yum, Kubernetes, Docker, Manual Download, Post-installation tips, Upgrade, and Downgrade.

Two large arrows point from the "Uninstall" link in the sidebar to two separate admonition boxes:

- 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.).

A call-to-action box at the bottom right says "Get expert help" with links to the Community Forum and Get a Percona Expert.

At the bottom of the page, there's a "Was this page helpful?" section with smiley and frowny face icons, and footer text about Percona LLC and cookie consent.

USER EXPERIENCE

What can we do for them?

How might we anticipate their needs?

How can we make them succeed?

Invested in

- Understanding the people's needs
- Experimenting with the navigation
- Creating guidelines for navigation streamlining
- Forming quickstart guides
- Make visually prominent guides

The screenshot shows a navigation bar with links: About, **Installation**, 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 dark header "Installation guide". Under "Installation", there are sections for Quickstart Guides, Install via apt, and Installation guide (which is expanded). The "Installation guide" section contains sub-links: Run/Stop, apt Pinning, Uninstall, Install via yum, Kubernetes, Docker, Manual Download, Post-installation tips, Upgrade, and Downgrade. To the right of the sidebar, a text block says: "Before starting, we advise updating the apt repositories and installing curl download utility to fetch the package. If you want to fetch the package manually, follow this guide instead: [Manual Installation](#)". Below this is a code block:

```
$ sudo apt update  
$ sudo apt install curl
```

. A note follows: "Once everything is updated and ready, you can follow the below tasks to install:". A numbered list of steps is provided:

- 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
```

At the bottom, a note says: "For more information on `percona-release` command see [Configuring Percona Repositories](#)". Step 5 is partially visible at the bottom.

We crafted journeys and woven them together so we could guide people by their hand, through key touchpoints, into discovering what they needed.

☰ Percona Server for MySQL

Percona Server for MySQL



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.

Starting with Percona Server for MySQL is easy. Follow our documentation guides, and you'll be set up in a minute.

⊕ Installation guides

Want to see it for yourself? Get started quickly with our step-by-step installation instructions.

[Quickstart Guides →](#)

🛡 Top-notch security

Rest assured! Learn more about our security features designed to protect your valuable data.

[Security Measures →](#)

✉ Smooth your deployment

Discover the requirements to start with Percona Server for MySQL production.

[Production Requirements →](#)

🚧 Troubleshooting and Q&A

Our comprehensive resources will help you overcome challenges, from everyday issues to specific doubts.

[Troubleshoot and Q&A →](#)

☰ Quickstart Guides

```
$ sudo percona-release setup ps80
```



You can check the repository setup for the Percona original release list in `/etc/apt/sources.list.d/percona-original-release.list`.

- 4 Install the server package with the `percona-release` command:

```
$ sudo apt install percona-server-server
```



For more information on `percona-release` command see [Configuring Percona Repositories](#).

- 5 It should now be installed! Percona Server runs automatically after installation. To control the service, learn how to [Stop/Run Percona Server](#).

Next steps

Want to quickly test Percona Server for MySQL? Navigate into our easy-to-follow guide below, so you can understand the power of fast and performant databases with Percona.

[Create a database →](#)

Here are a few other useful topics to continue venturing into Percona Server:

- Follow our [Prepare for production](#) guide to run a robust and scalable enterprise-grade database.
- Check if you want to [change the storage engine](#).

UNIFICATION

Imagine using the documentation.

How does it look like? How might we improve it?

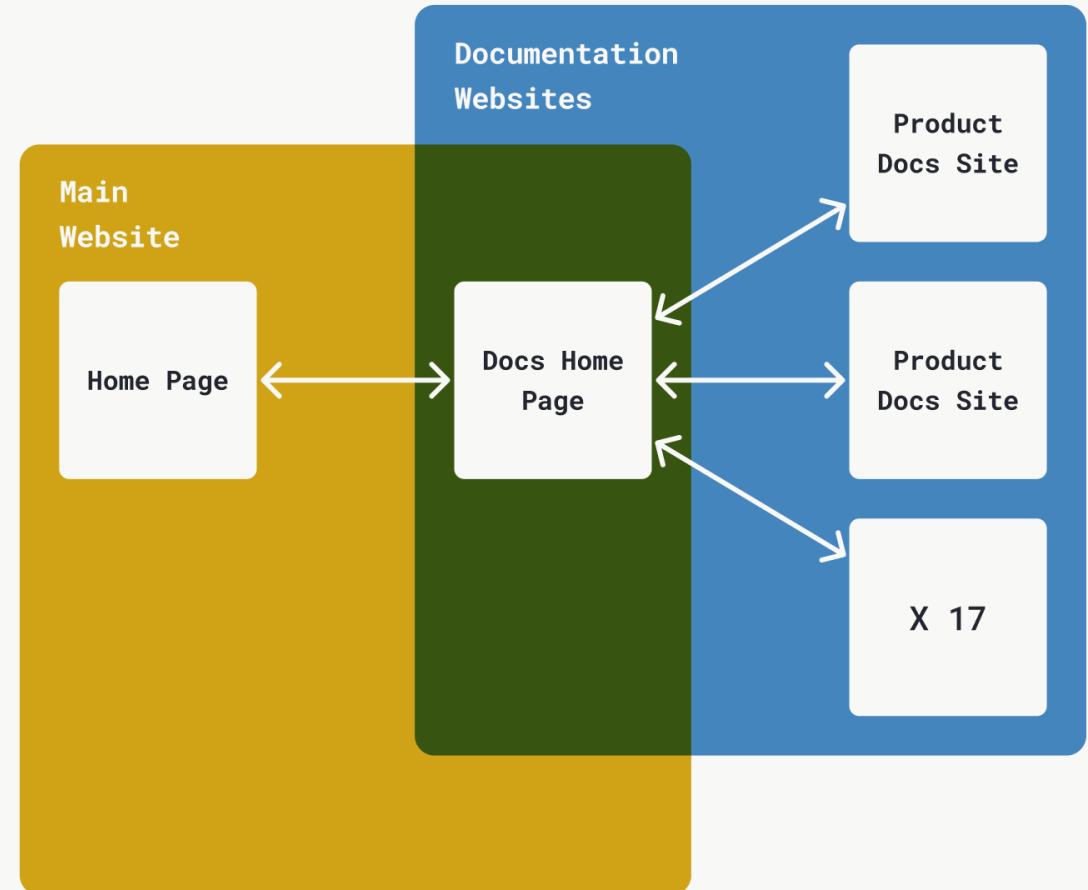
Does it feel whole and credible?

Changed things

- Documentation Home Page placement
- Main website → Documentation websites
- Kept link from Main Website Home Page

Gained

- Documentation Home feels similar to other documentation sites
- Navigation patterns are similar
- It feels like the same space
- It's whole and professional



OVERVIEW

- Defined a strategy for the documentation
- Established the co-ownership
- Made it clear and accessible
- Shaped a better user experience
- Unified the experience

THANK YOU!

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

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TO DO

- Final imagery from docs home
- Conclusion

Extras:

- Outdated documentation
- Inconsistent content across products
- Lack of practical examples