

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...

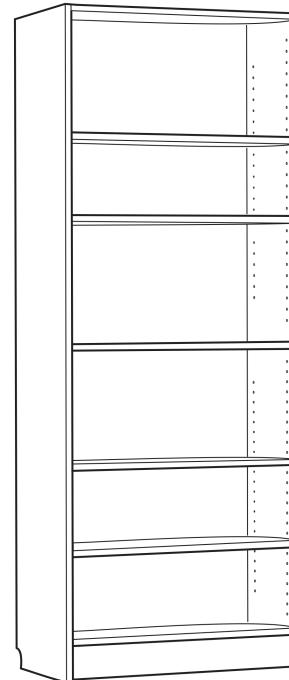


By only guessing



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.

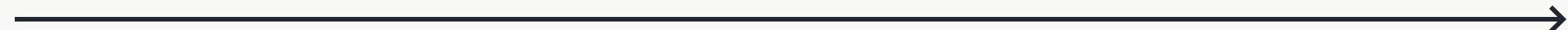
INSTALL



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?



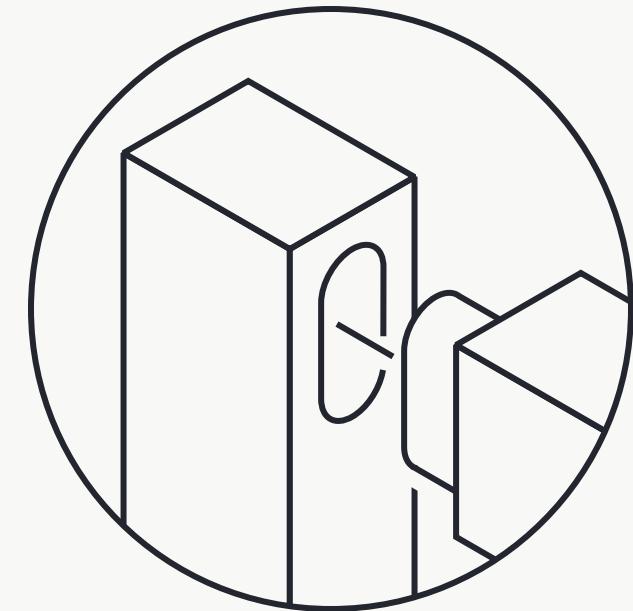
We want documentation to reach out to more **developers** interested in open-source databases for their applications so that adoption increases through more **installations**, proper **retention**, and evident **ease of use**.

ESTABLISH CO-OWNERSHIP

Who could help?

Where's the knowledge?

Who could share responsibilities?

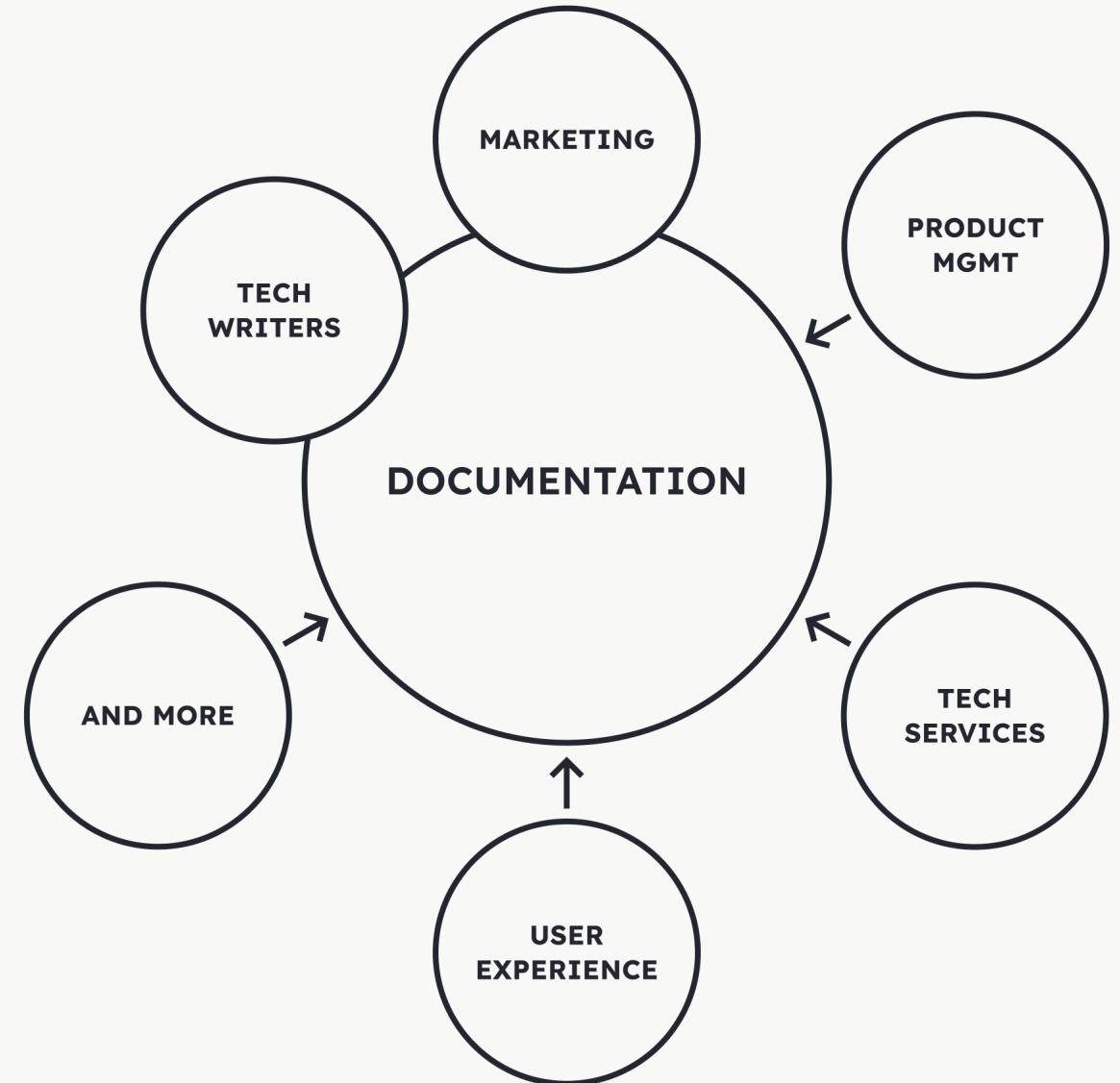


Kept

- Creation of content • Management
- Data analysis

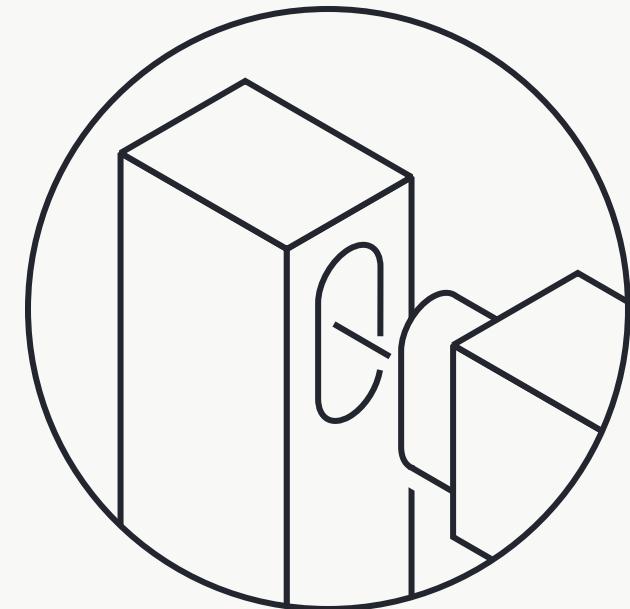
Added

- 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?



```
<video width="858" height="483" autoplay controls mute loop  
src="../img/docs-design/old.mp4"></video>
```



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)' 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'. Below the header, there's a sidebar with links for 'Welcome', 'Features', 'Quickstart guides', 'Installation', 'Configuration and Management', 'Troubleshooting', 'Reference', and 'Release Notes'. The main content area contains sections for 'Highlights' (listing 'Smart Upgrade functionality'), 'New features' (mentioning K8SPS-283 and K8SPS-160), 'Improvements' (mentioning K8SPS-162, K8SPS-163, K8SPS-205, K8SPS-270, and K8SPS-280), and 'Download PDF'. A footer at the bottom right shows the repository 'percona/k8sps-docs' with 0 stars and 3 forks.

AFTER

The screenshot shows the 'Latest Release 8.0.33-25' page. The header includes the Percona logo, a search bar, and a navigation bar with links for 'About', 'Installation', 'How to', 'Backup and Restore', 'Security', 'Storage Engines', 'Troubleshoot', 'Reference', and 'Installing PMM'. Below the header, there's a sidebar with links for 'About', 'Features', 'Release Notes', and 'Latest Release 8.0.33-25' (which is expanded to show '2023' and '2022'). The main content area contains sections for 'New features' (listing PS-8188) and 'Bug fixes' (listing PS-8647, PS-8683, PS-8713, PS-8719, and PS-8747). A footer at the bottom right shows the repository 'percona/psmysql-do...' with 0 stars and 1 fork.

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'. The top navigation bar includes a logo, a search bar, and a user icon. The main content area has a title 'Install Percona Server for MySQL on Google Kubernetes Engine (GKE)'. On the left, there's a sidebar with sections like 'Welcome', 'Features', 'Quickstart guides', 'Installation', 'System Requirements', 'Prerequisites', and 'Create and configure the GKE cluster'. The 'Prerequisites' section contains instructions for running commands in the 'Google Cloud shell' or 'local shell'. The 'Create and configure the GKE cluster' section includes a command-line example for creating a cluster named 'my-cluster-name'. A note at the bottom provides a tip for using the gcloud tool.

AFTER

The screenshot shows a light-themed web page for 'Percona Server for MySQL'. The top navigation bar includes a logo, a search bar, and a user icon. The main content area has a title 'Quickstart Guides'. On the left, there's a sidebar with sections like 'About', 'Installation', 'How to', 'Backup and Restore', 'Security', 'Storage Engines', 'Troubleshoot', 'Reference', and 'Installing PMM'. The 'Installation' section is currently active. It lists various installation methods: 'Install via apt', 'Install via yum', 'Kubernetes', 'Docker', 'Manual Download', 'Post-installation tips', 'Upgrade', and 'Downgrade'. Below this, there are sections for 'Ubuntu or Debian' and 'Red Hat Enterprise Linux or CentOS'. At the bottom, there are two buttons: 'Install via apt' and 'Install via yum'. The right side of the page includes a 'Table of contents' and links for 'Next steps' and 'Get expert help'.

Extended

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

The screenshot shows a documentation page for "Uninstall" on the Percona website. The main content area has a dark blue header with the title "Uninstall" and a navigation bar with links like "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 is titled "Installation" and includes sections for "Quickstart Guides", "Install via apt", "Installation guide", "Run/Stop", "apt Pinning", and "Uninstall". The "Uninstall" section is expanded, showing options for "Install via yum", "Kubernetes", "Docker", "Manual Download", "Post-installation tips", "Upgrade", and "Downgrade".

Two main steps for package removal are listed:

- Either remove the packages:
\$ sudo apt remove percona-server\\
- Or purge the packages and delete data files:
\$ sudo apt purge percona-server\\

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

A warning box for the purge command states: "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 two smiley face icons for feedback.

Page footer: Percona LLC and/or its affiliates © 2023 – [Cookie Consent](#)
Made with Material for MkDocs

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 the 'Installation guide' page from the Percona website. The navigation bar includes links for About, Installation (which is active), How to, Backup and Restore, Security, Storage Engines, Troubleshoot, Reference, and Installing PMM. A search bar is also present. The main content area is titled 'Installation' and contains several sections: 'Quickstart Guides', 'Install via apt' (with a sub-section for 'Installation guide'), 'Install via yum', 'Kubernetes', 'Docker', 'Manual Download', 'Post-installation tips', 'Upgrade', and 'Downgrade'. To the right of the sidebar, there is a large callout box containing terminal commands and numbered steps for installing Percona Server. The steps are:

- 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

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

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

The screenshot shows the top navigation bar of the Percona Server for MySQL website. It features a dark blue header with the text "Percona Server for MySQL" on the left, a search icon, and a refresh icon on the right.

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.

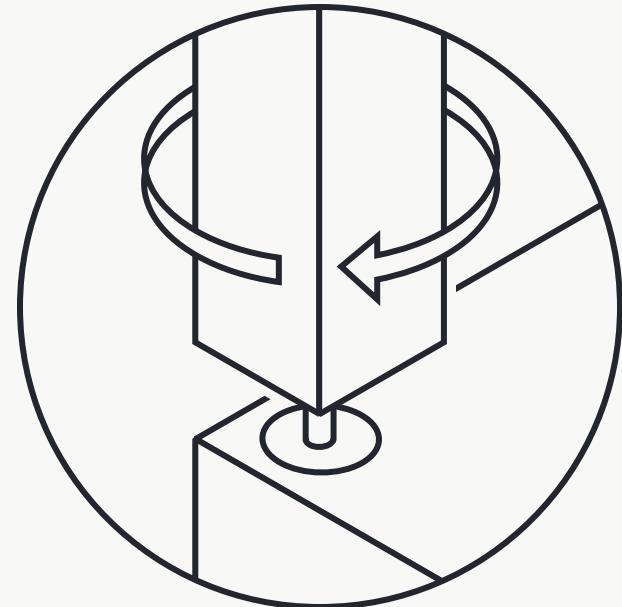
[Create a database →](#)

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](#).

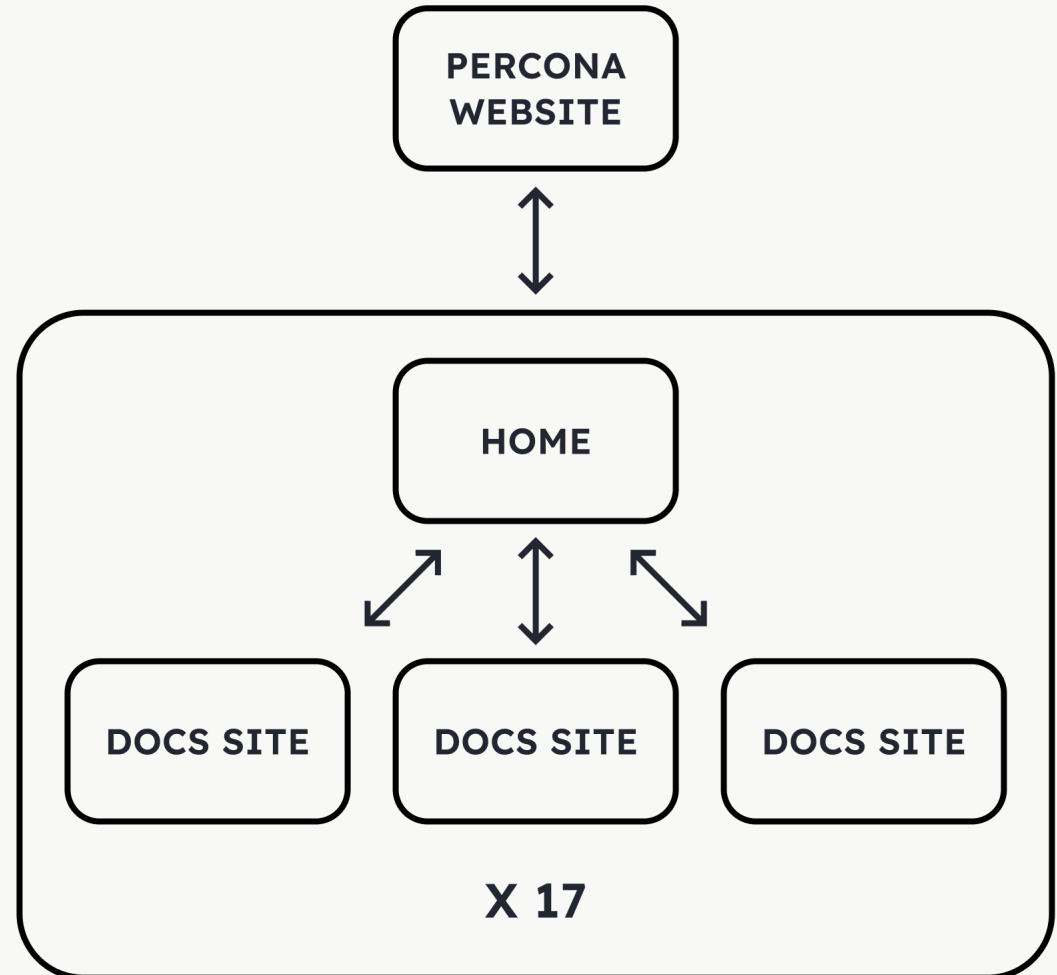
UNIFY THE EXPERIENCE

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





X 17



X 17

```
<video width="1120" height="630" autoplay controls mute loop src="../img/docs-design/home.mp4">  
    </video>
```

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

By Pedro MC Fernandes at  PERCONA

pedro@pmcf.xyz

freenandes@mastodon.social

Rendered with [Marp](#) and [Lexend](#)