

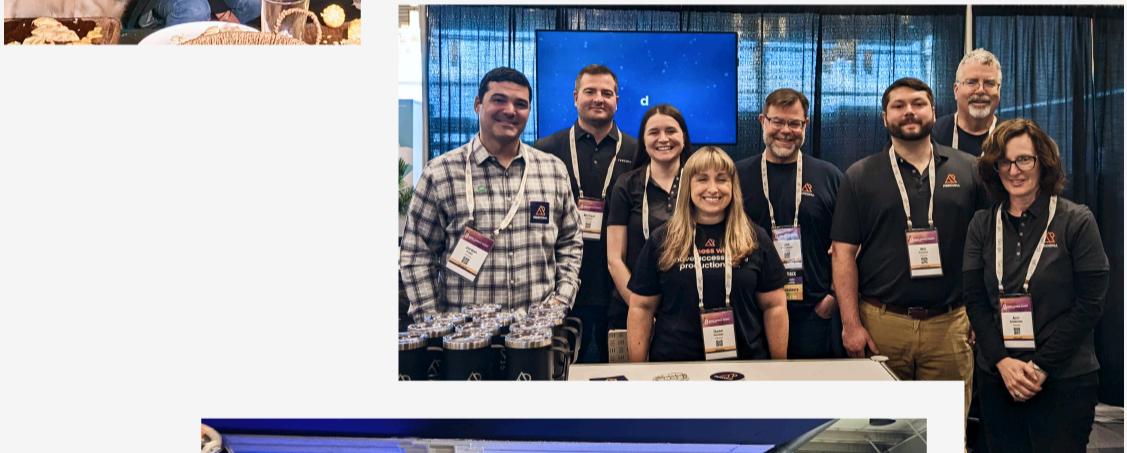
# **RE-THINKING PRODUCT ADOPTION THROUGH DOCUMENTATION DESIGN**

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

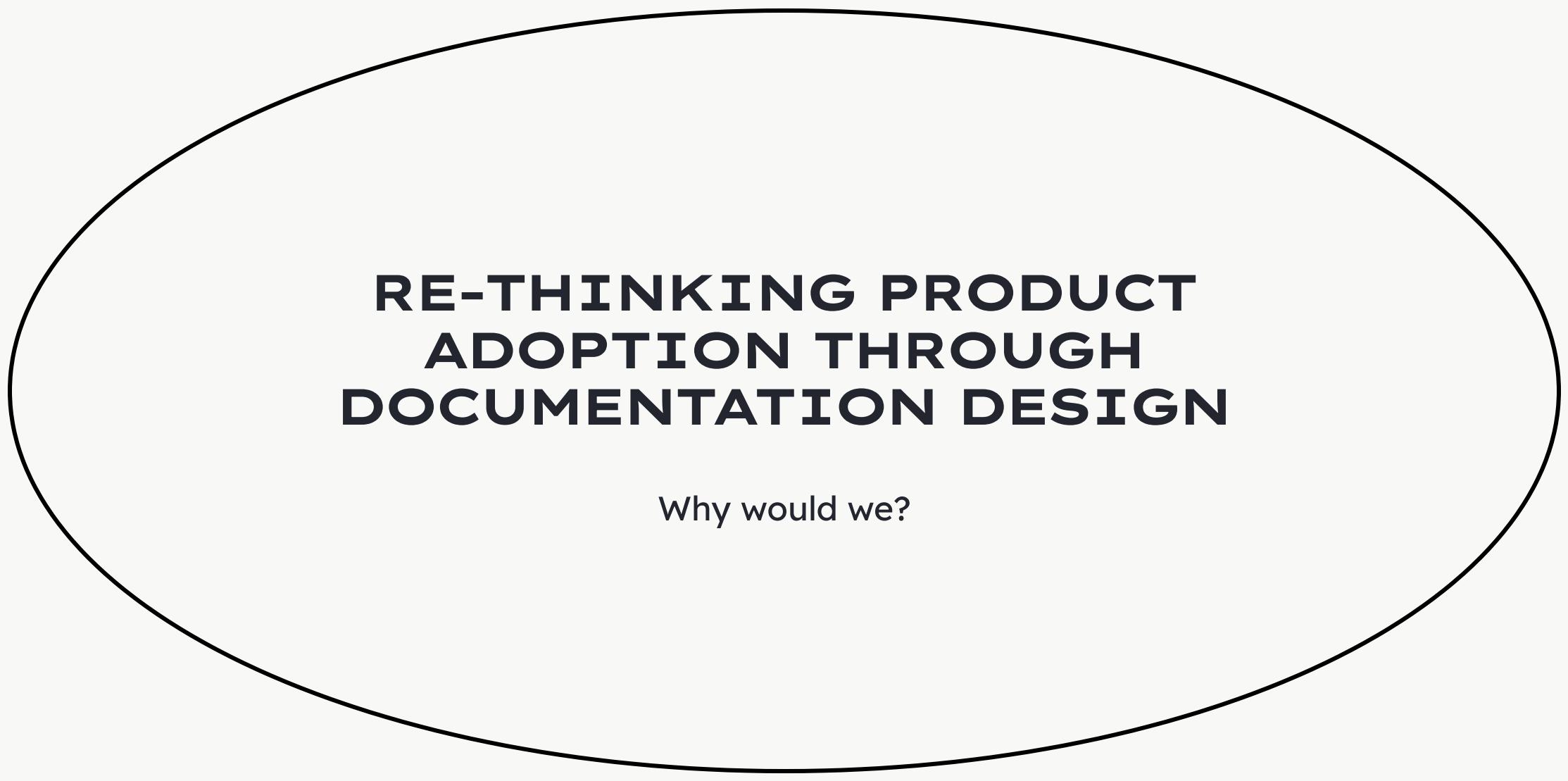




- Freedom to choose ethos
- Provider of open-source database services, support, and software

## 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?

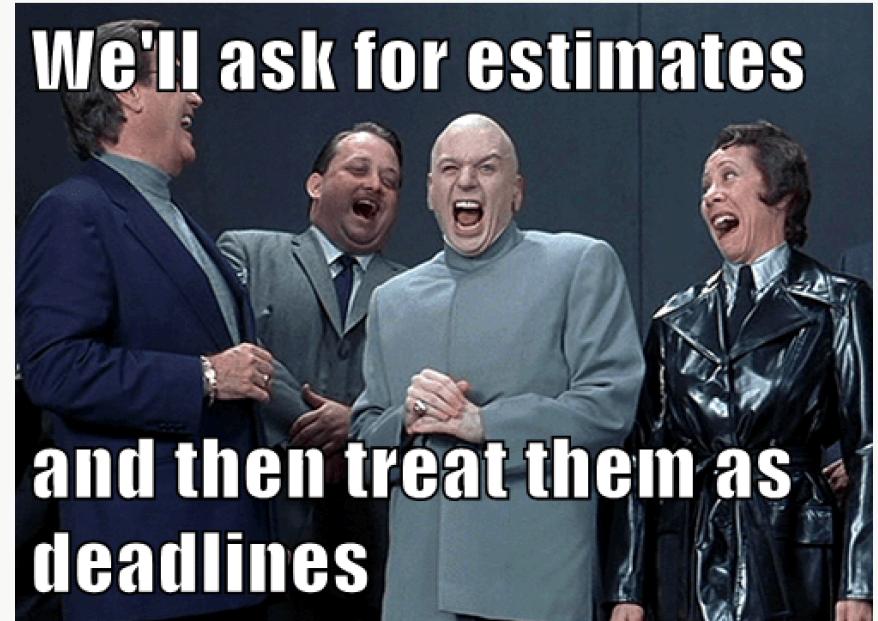
# MOTIVATIONS

- 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 dev. ≠ Rapid UX dev.



While we develop growth strategies in-product,  
what else could we do **now**?

Imagine assembling this...

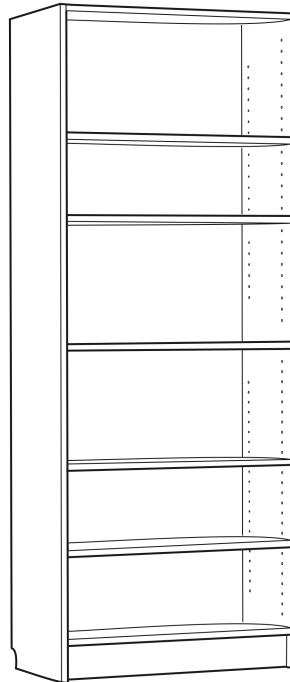


By only guessing



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

# BILLY



**IKEA**  
Design and Quality  
IKEA of Sweden

INSTALL

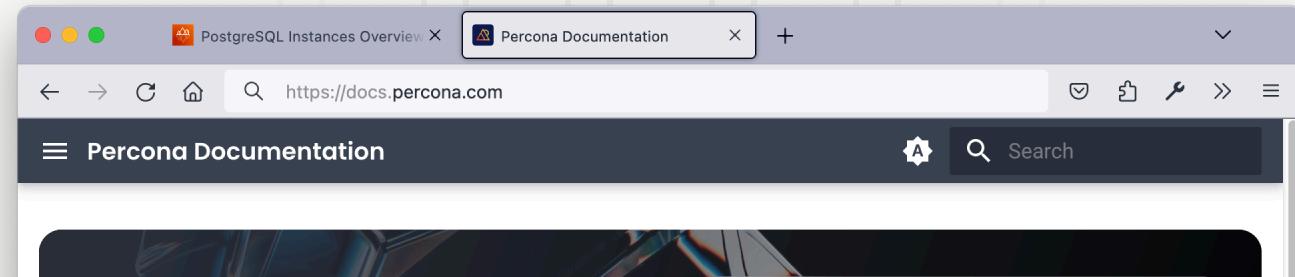


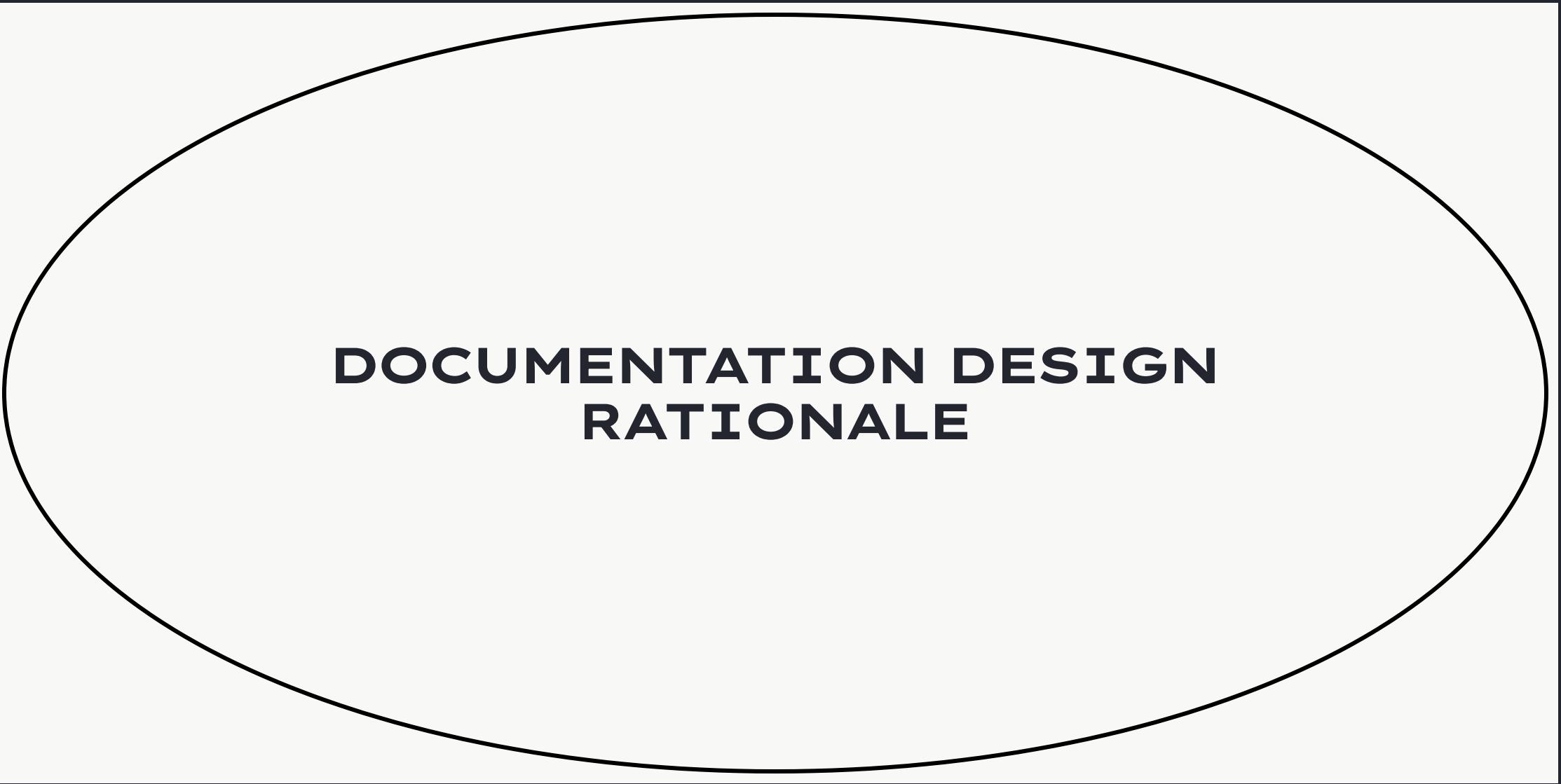
With databases, even if you're an expert,  
you must keep the documentation tab open.

DEVELOP



UPKEEP





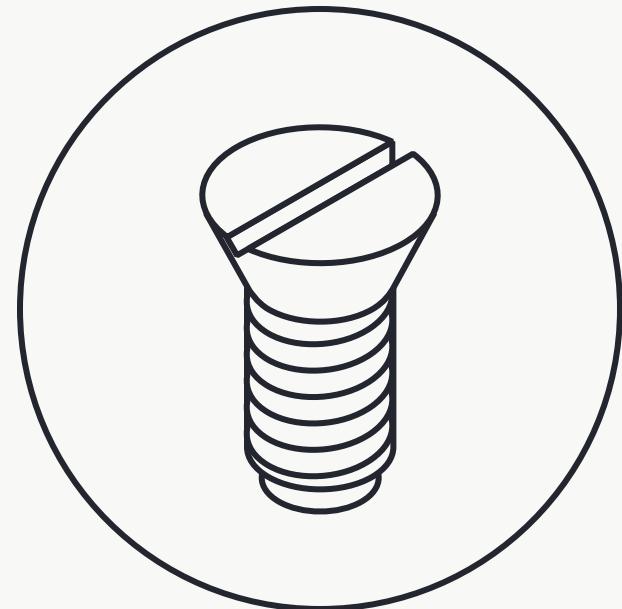
# **DOCUMENTATION DESIGN RATIONALE**

## **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?



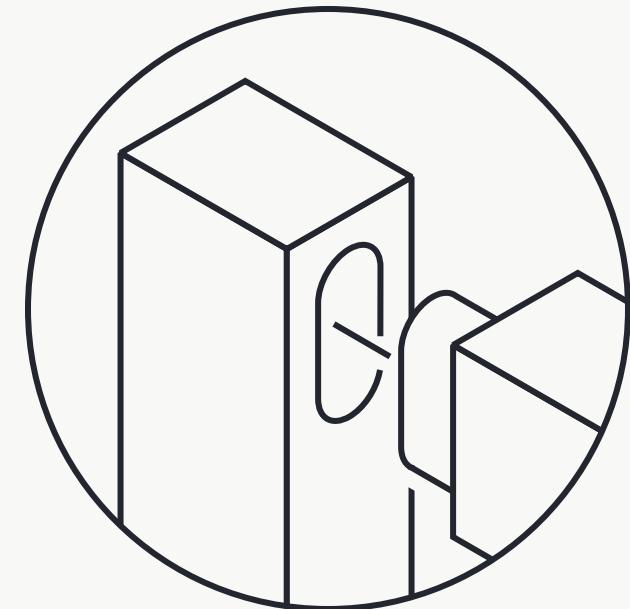
We want documentation to reach out to more **developers** interested in open-source databases for their applications so that adoption increases through more **installations**, proper **retention**, and evident **ease of use**.

## **ESTABLISH CO-OWNERSHIP**

Who could help?

Where's the knowledge?

Who could share responsibilities?

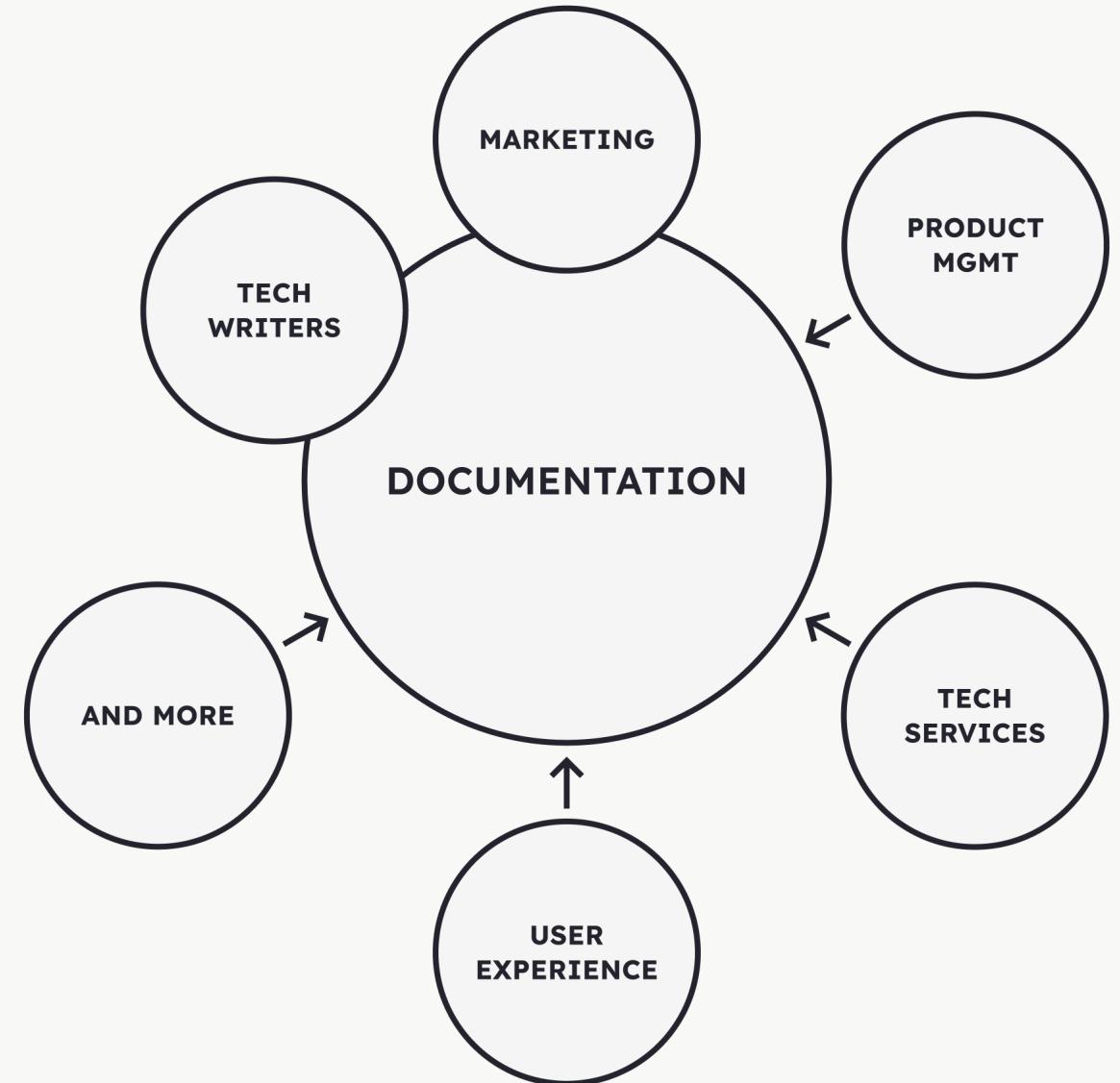


## **Kept**

- Creation of content • Management
- Data analysis

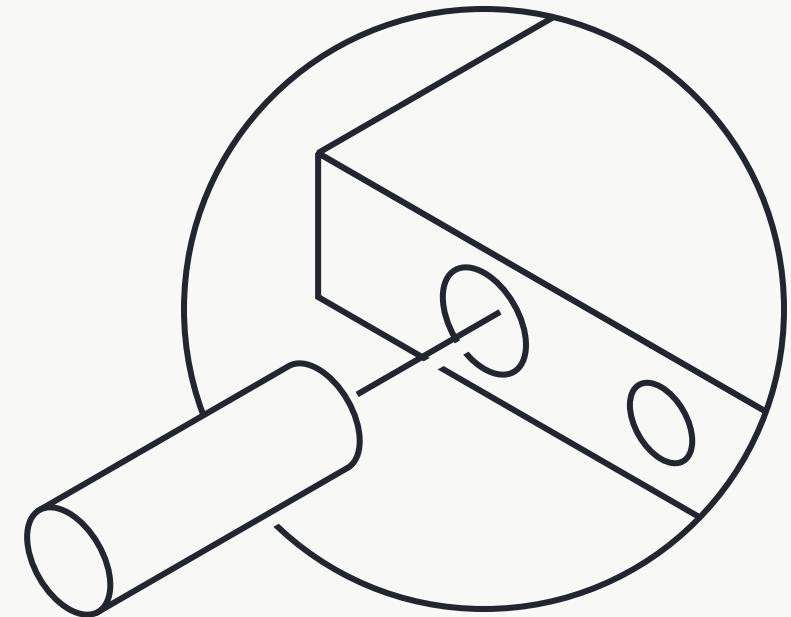
## **Added**

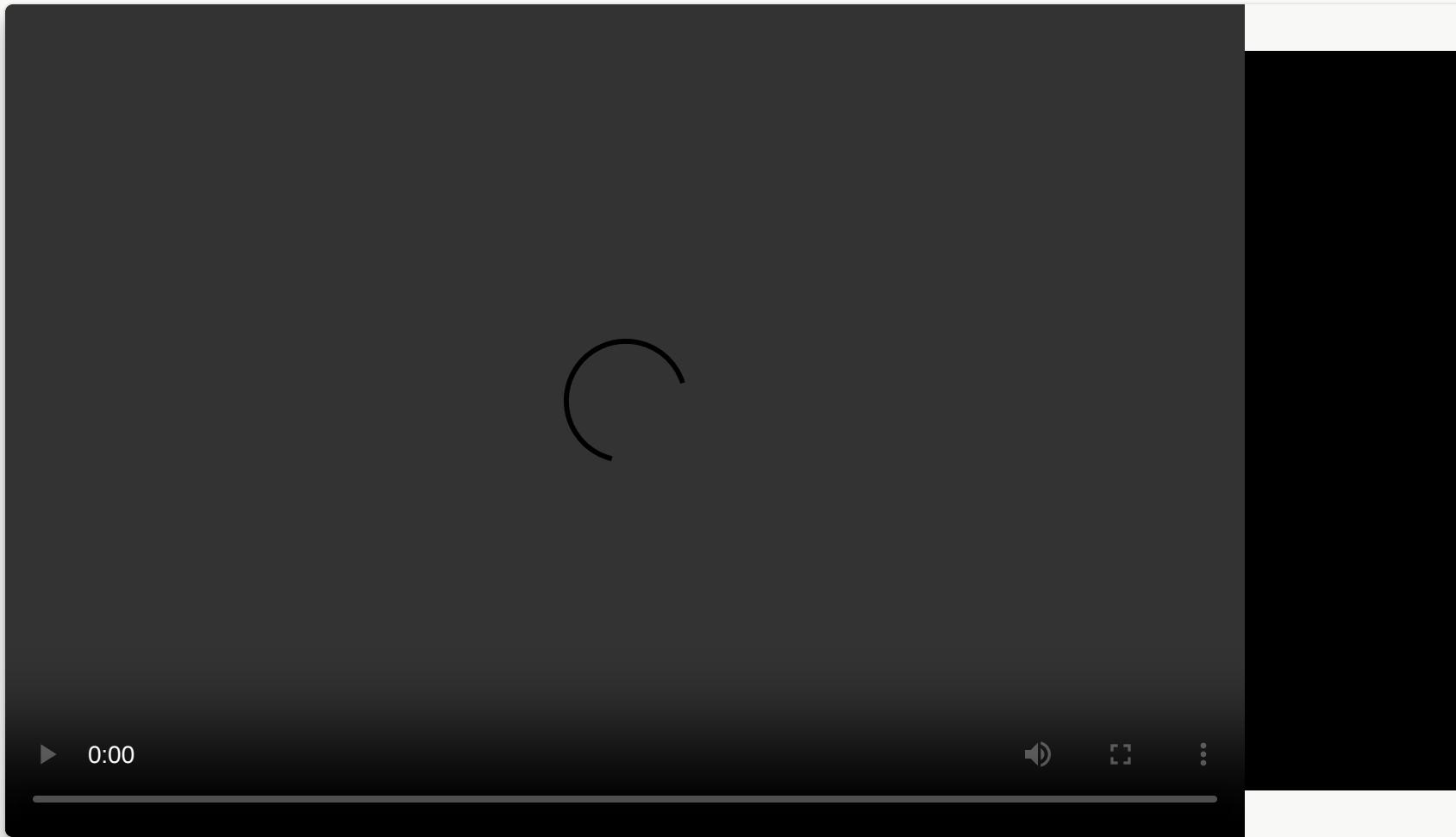
- Speed • Visibility • Openness
- User's POV • Horizontal communication
- New methods • New tools



## **BOOST CLARITY**

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





## BEFORE

The screenshot shows the 'Tweaked' version of the Percona Operator for MySQL 0.6.0 release notes. The page has a dark blue header with the Percona logo and navigation links like 'About', 'Installation', 'How to', etc. The main content area features a large heading 'Percona Operator for MySQL based on Percona Server for MySQL 0.6.0 (2023-09-05)', followed by a detailed description of the release. Below this are sections for 'Welcome Features', 'Quickstart guides', 'Installation', 'Configuration and Management', 'Troubleshooting', 'Reference', and 'Release Notes'. The 'Release Notes' section is expanded, showing a list of changes and fixes. The overall design is clean but uses a monochromatic color palette.

## AFTER

The screenshot shows the 'Latest Release 8.0.33-25' page. The header is dark blue with the Percona logo and navigation links. The main content area features a large heading 'Latest Release 8.0.33-25' with a date of '2022-09-22'. Below it is a 'About' section with a note about user-defined collations. The 'Release Notes' section is expanded, showing a list of bug fixes and changes. The design includes a mix of dark and light colors, with blue highlights for links and sections. A sidebar on the right contains links like 'Table of contents', 'Release highlights', 'New features', 'Bug fixes', and 'Get expert help'.

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



## BEFORE

The screenshot shows a dark-themed web page for the 'Percona Operator for MySQL based on Percona Server for MySQL' documentation. The main content is titled 'Install Percona Server for MySQL on Google Kubernetes Engine (GKE)'. It includes a 'Table of contents' sidebar with sections like Prerequisites, Installation, Troubleshooting, etc. A large central text area contains two bullet points:

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

Below the text, there's a code block for running gcloud commands to create a cluster, and a 'Note' section at the bottom.

## AFTER

The screenshot shows a dark-themed web page for 'Percona Server for MySQL'. The main content is titled 'Quickstart Guides'. It includes a 'Table of contents' sidebar with sections like Installation, Quickstart Guides, Troubleshooting, etc. A large central text area contains the same two bullet points as the 'Before' page, but they are now part of the main content flow. Below the text, there's a 'Package Manager' section with links for apt and yum, and a 'Install via apt' section with a code block for updating repositories.

# Extended

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

The screenshot shows a documentation page for Percona's Uninstall guide. The left sidebar lists various installation methods and related topics. Two arrows point from the 'Uninstall' link in the sidebar to the 'Get expert help' section at the bottom right of the page.

**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](#)

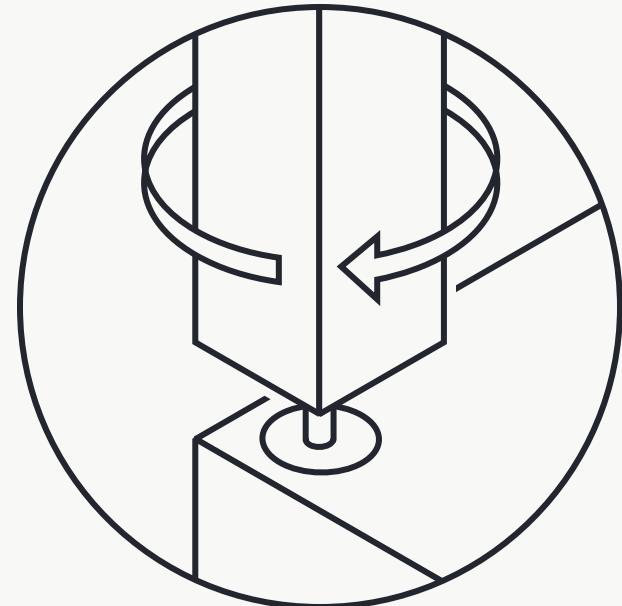
Was this page helpful?

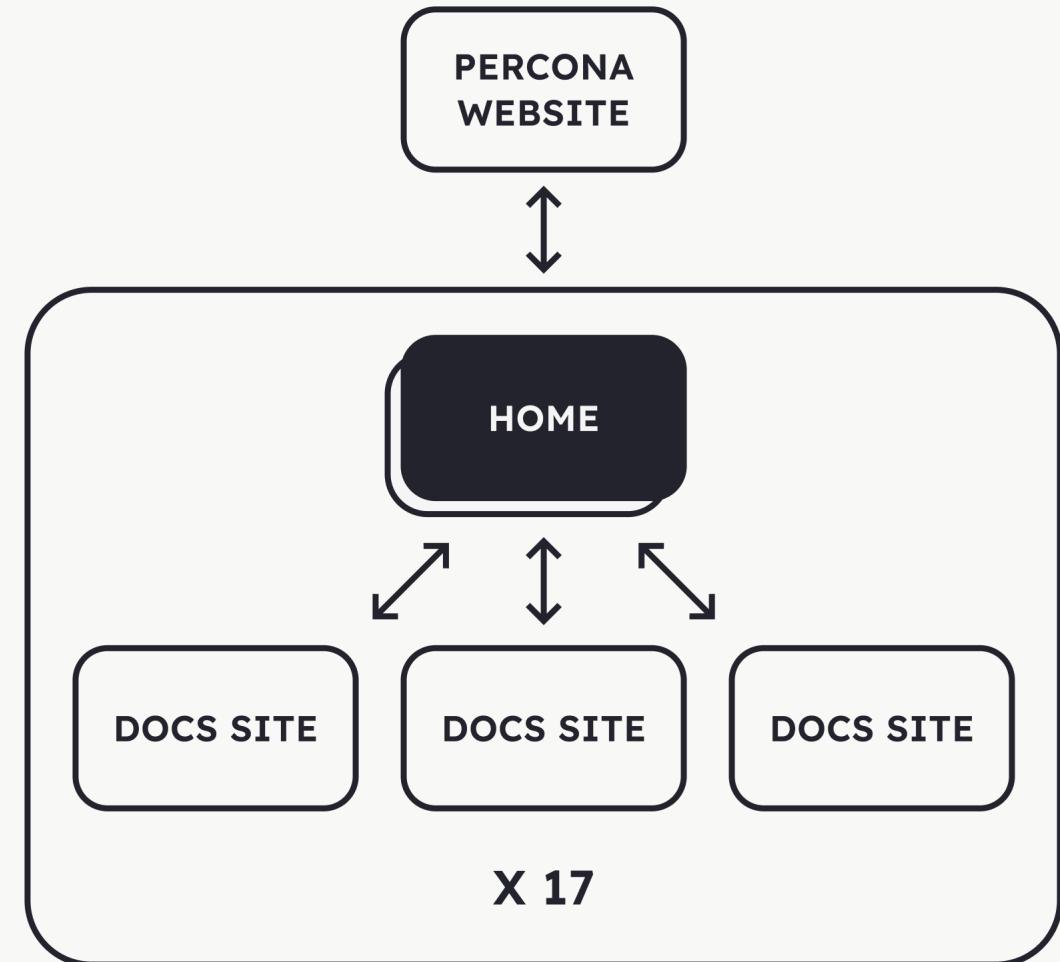
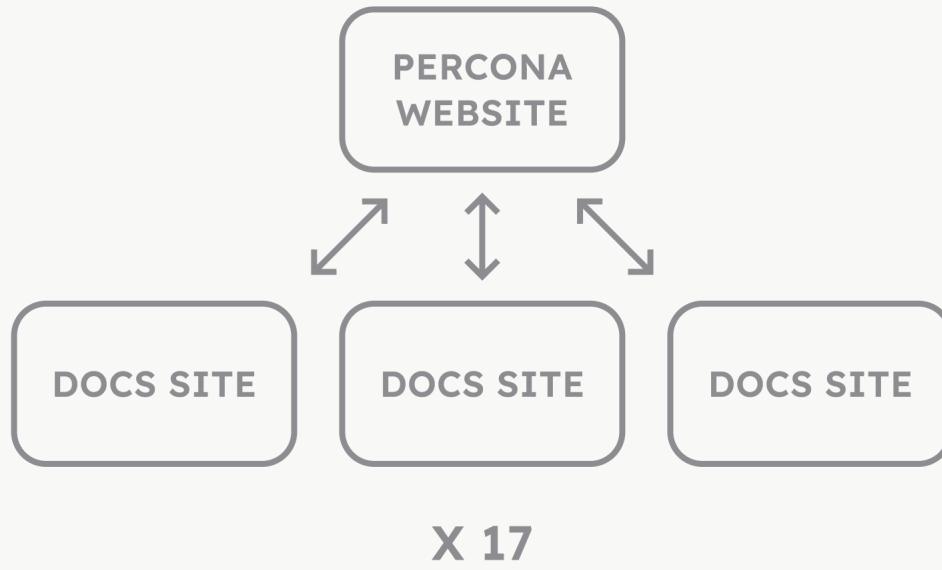
Was this page helpful?

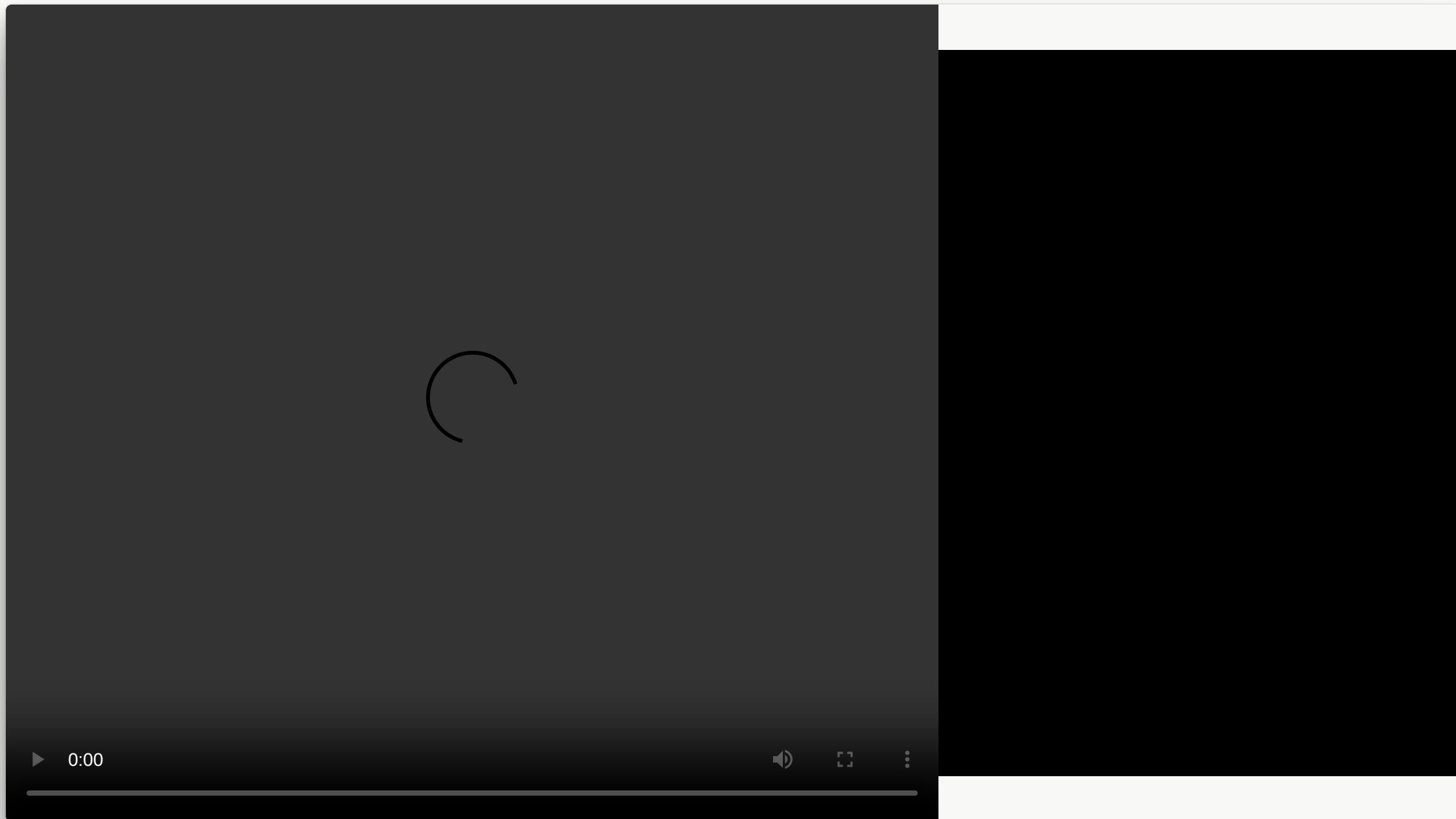
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## **UNIFY THE EXPERIENCE**

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





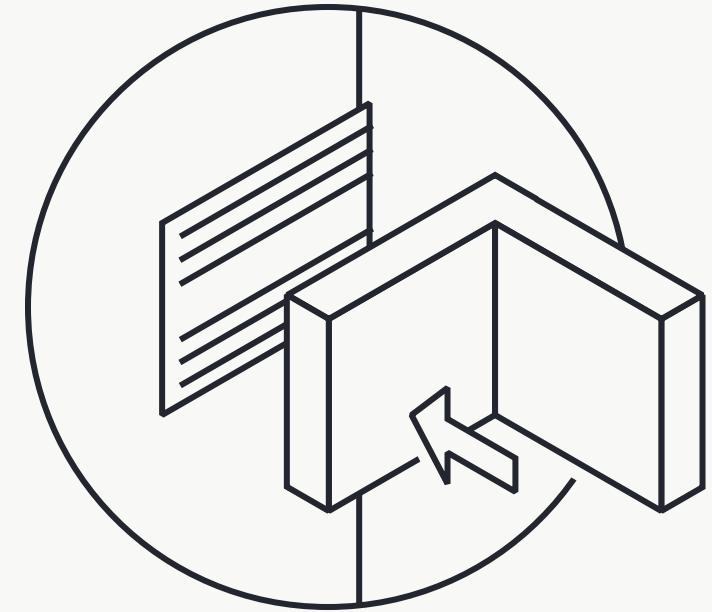


## **IMPROVE THE USER EXPERIENCE**

What can we do for people?

How might we anticipate their needs?

How can we make them succeed?



# Invested in

- 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

At the bottom, it says: "For more information on `percona-release` command see [Configuring Percona Repositories](#)".

The right side of the page shows a "Table of Contents" and some footer links: "Install the server package with the percona-release command", "Get experience", "Install", "Improvement (option)", and "Get experience".

## Percona Server for MySQL



Percona Server for MySQL is a high-performance, open-source drop-in replacement for MySQL. It allows you to craft your database with superior performance, scalability, availability, and automated backups, and is trusted by enterprises for demanding workloads.

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

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](#).

## 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**

By Pedro MC Fernandes at  PERCONA

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