

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 and operations
- All-round designer
- Product designer at Percona
- Generalist contributor in FOSS





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

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?

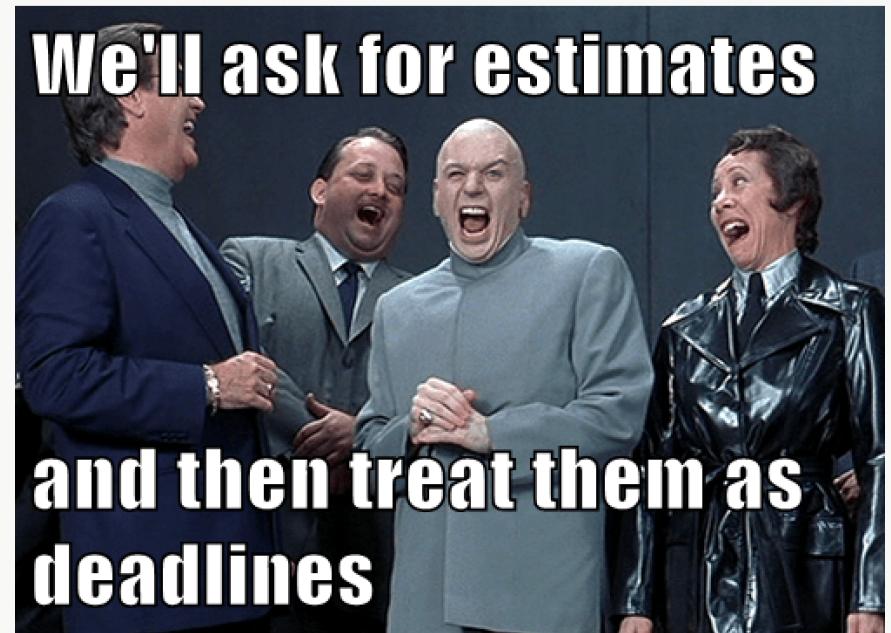
MOTIVATIONS

- 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 adoption and
good use of products.

BILLY



IKEA
Design and Quality
IKEA of Sweden

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

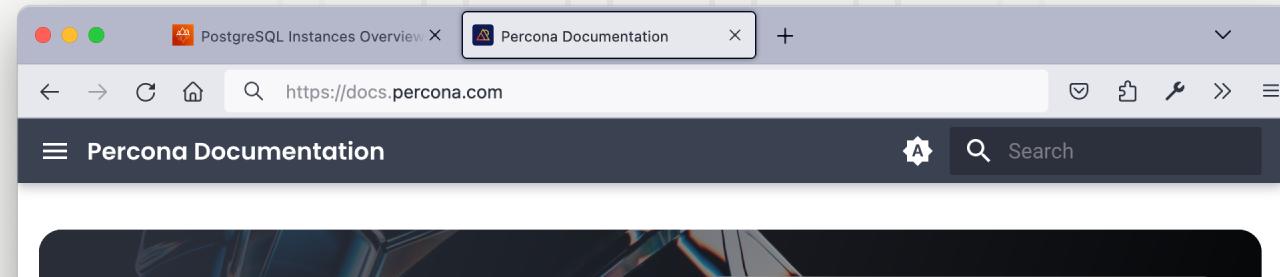
INSTALL



DEVELOP



UPKEEP





DOCUMENTATION DESIGN RATIONALE

A STRATEGIC ASSET

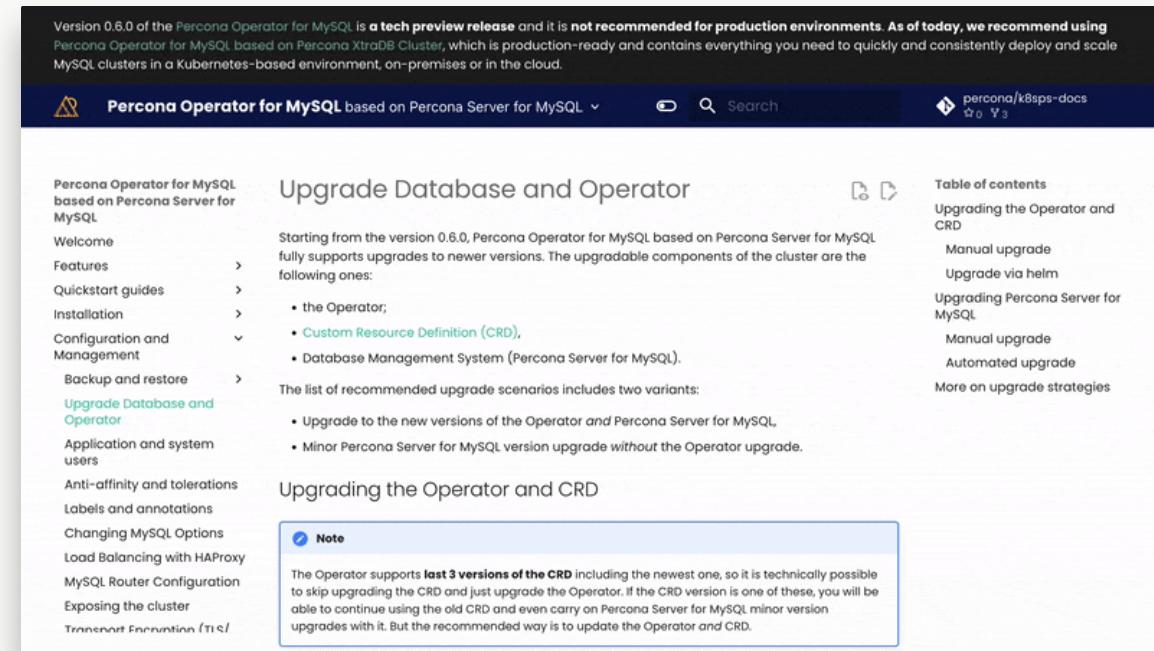
Who's reading our documentation?

How can it help them, and us achieve the goals?

How do we know is it helping?

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

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



CO-OWNERSHIP

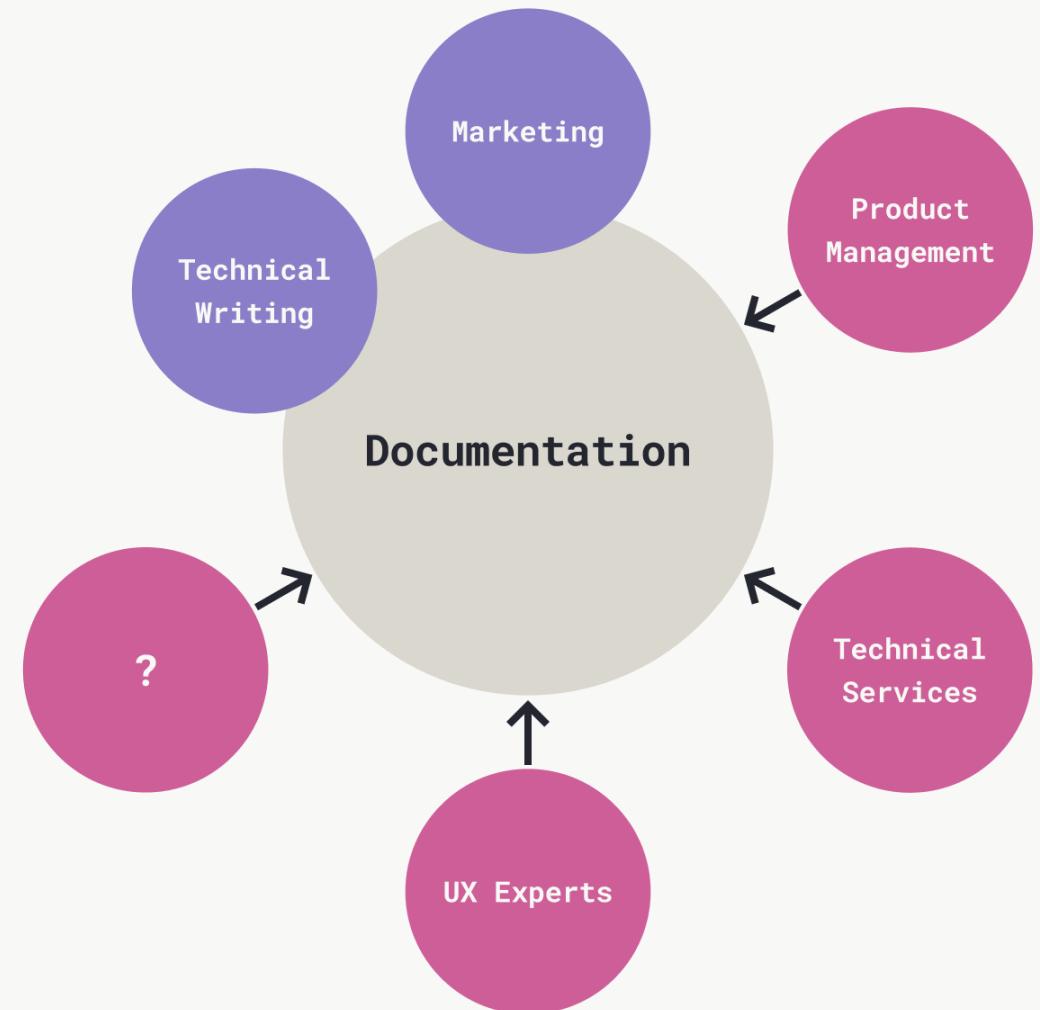
Who could help? Where's the knowledge?
Who could share responsibilities?

Kept

- Creation • Management • Data analysis

Added

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



PROVIDING 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
- More chromatic contrast
- More 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, the 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 background with white text. It features a 'Highlights' section with a bulleted list of changes, followed by 'New features', 'Improvements', and 'Release Notes' sections. A sidebar on the left contains a navigation menu with links such as 'Welcome', 'Features', 'Quickstart guides', 'Installation', 'Configuration and Management', 'Troubleshooting', 'Reference', and 'Release Notes'. The overall design is functional but lacks visual appeal.

AFTER

The screenshot shows the 'Latest Release 8.0.33-25' documentation page. The header includes the Percona logo, the 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 background with dark text. It features a 'New features' section with a bulleted list of changes, followed by a 'Bug fixes' section with another bulleted list. A large black arrow points from the 'Before' screenshot to the 'After' screenshot, indicating the transformation. The design is cleaner, more modern, and uses a consistent color palette.

Added

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

BEFORE

Percona Operator for MySQL based on Percona Server for MySQL

Install Percona Server for MySQL on Google Kubernetes Engine (GKE)

Prerequisites

Create and configure the GKE cluster

Table of contents

- Prerequisites
- Create and configure the GKE cluster
- Install the Operator and deploy your MySQL cluster
- Verifying the cluster operation
- Troubleshooting
- Removing the GKE cluster

All commands from this guide can be run either in the [Google Cloud shell](#) or in [your local shell](#).

To use [Google Cloud shell](#), you need nothing but a modern web browser.

If you would like to use [your local shell](#), install the following:

1. [gcloud](#). This tool is part of the Google Cloud SDK. To install it, select your operating system on the [official Google Cloud SDK documentation page](#) and then follow the instructions.
2. [kubectl](#). It is the Kubernetes command-line tool you will use to manage and deploy applications. To install the tool, run the following command:
\$ gcloud auth login
\$ gcloud components install kubectl

Create and configure the GKE cluster

You can configure the settings using the [gcloud](#) tool. You can run it either in the [Cloud Shell](#) or in your local shell (if you have installed Google Cloud SDK locally on the previous step). The following command will create a cluster named `my-cluster-name`:

```
$ gcloud container clusters create my-cluster-name --project <project name> --zone us-central1
```

Note

AFTER

About Installation How to Backup and Restore Security Storage Engines Troubleshoot Reference Installing PMM

Quickstart Guides

Table of contents

Installation Quickstart Guides

Quickstart Guides

Install via apt

Install via yum

Kubernetes

Docker

Manual Download

Post-installation tips

Upgrade

Downgrade

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. [Read more](#)

You can select from multiple easy-to-follow installation options, but we recommend using a Package Manager for a convenient and quick way to try the software first.

If you're on [Ubuntu](#) or [Debian](#), use [apt](#) for convenience.

On the other hand, if you're on [Red Hat Enterprise Linux](#) or [CentOS](#), you can easily use [yum](#).

Choose your package manager below to get access to a detailed step-by-step guide.

[Install via apt](#) [Install via yum](#)

Install via apt

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](#).

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

Once everything is updated and ready, you can follow the below tasks to install:

Extended

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

The screenshot shows a documentation page for the Percona Uninstall feature. 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 on the left listing various installation methods: Installation, Quickstart Guides, Install via apt, Installation guide, Run/Stop, apt Pinning, Uninstall (which is highlighted in blue), Install via yum, Kubernetes, Docker, Manual Download, Post-installation tips, Upgrade, and Downgrade. A large black arrow points from the 'Uninstall' link in the sidebar down to the 'Or purge the packages and delete data files' section.

The page content includes two main sections:

- 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 encourages users to "Get expert help" by visiting the community forum or contacting a Percona Database Expert.

At the bottom of the page, there are links for "Was this page helpful?", "Community Forum", and "Get a Percona Expert". The footer contains copyright information for Percona LLC and a note about cookie consent, along with a "Made with Material for MkDocs" credit.

HELPING PEOPLE

What can we do for them?

How might we anticipate their needs?

How can we make them succeed?

Invested in

- Understanding people's needs
- Experimenting with navigation
- Guidelines for navigation streamlining
- Quickstart guide creation
- Visually prominent guiding steps

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 sidebar with links: Installation, Quickstart Guides, Install via apt, Installation guide (selected), Run/Stop, apt Pinning, Uninstall, Install via yum, Kubernetes, Docker, Manual Download, Post-installation tips, Upgrade, and Downgrade. The 'Installation guide' link is highlighted in blue.

The main content area contains 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

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 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](#).

UNIFYING THE EXPERIENCE

Imagine using the documentation.

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

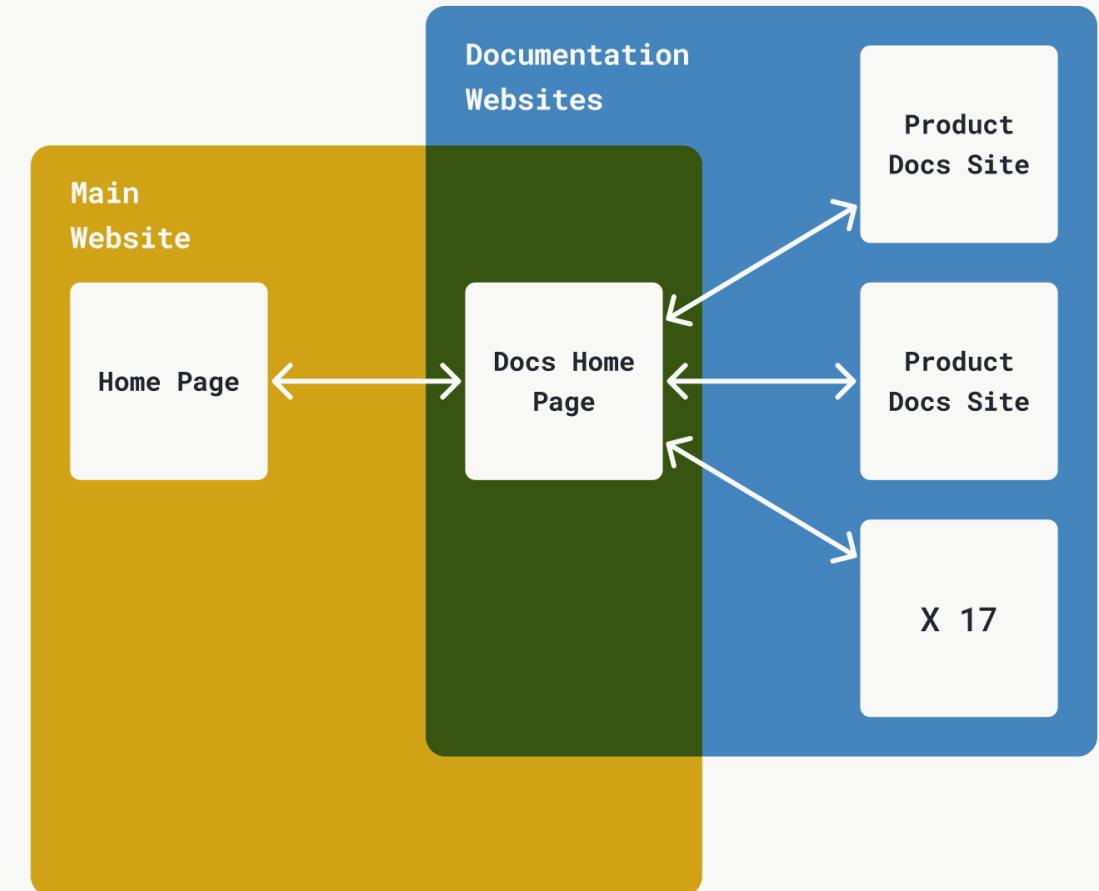
Does it feel whole and credible?

Changed

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

Gained

- Documentation Home Page feels similar to the product documentation
- Navigation patterns are the similar
- Feels like the same space
- Feels whole and professional



OVERVIEW OF WHAT WE DID

- Definition of a strategy • Set up co-ownership • Provide clarity
- Help people achieve their goals

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