

# **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

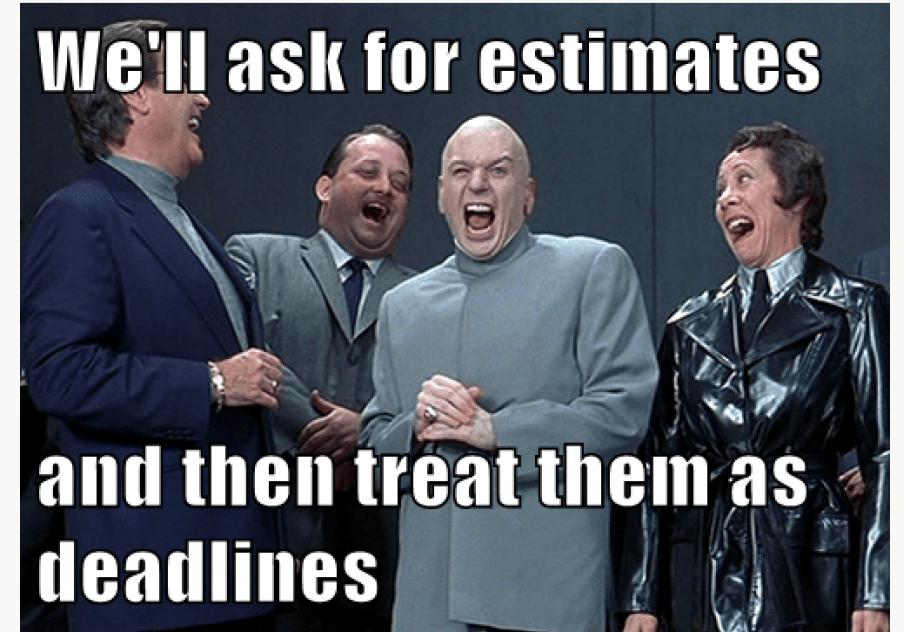


**DATABASES = HARD  
SOFTWARE = HARD  
DESIGN = HARD**

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...

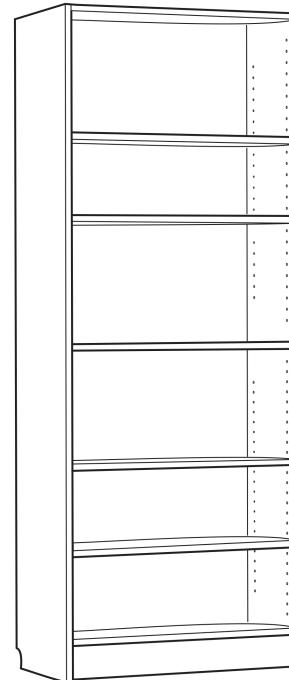


By only guessing



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?



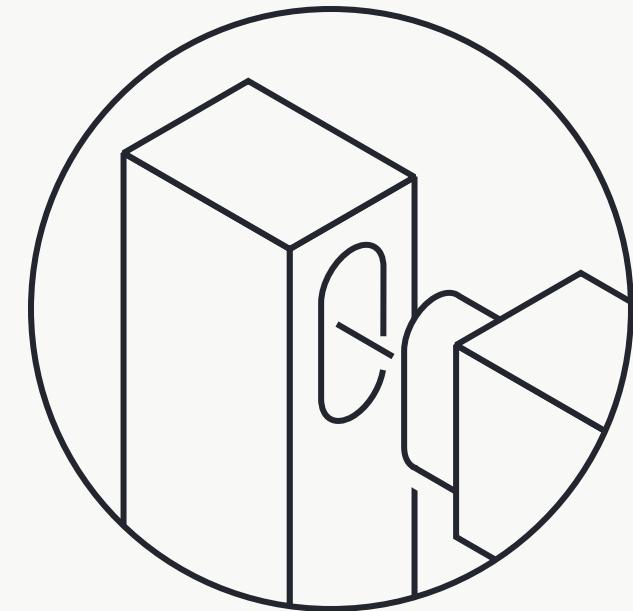
We want documentation to reach out to more **developers** interested in open-source databases for their applications so that adoption increases through more **installations**, proper **retention**, and evident **ease of use**.

## **ESTABLISH CO-OWNERSHIP**

Who could help?

Where's the knowledge?

Who could share responsibilities?

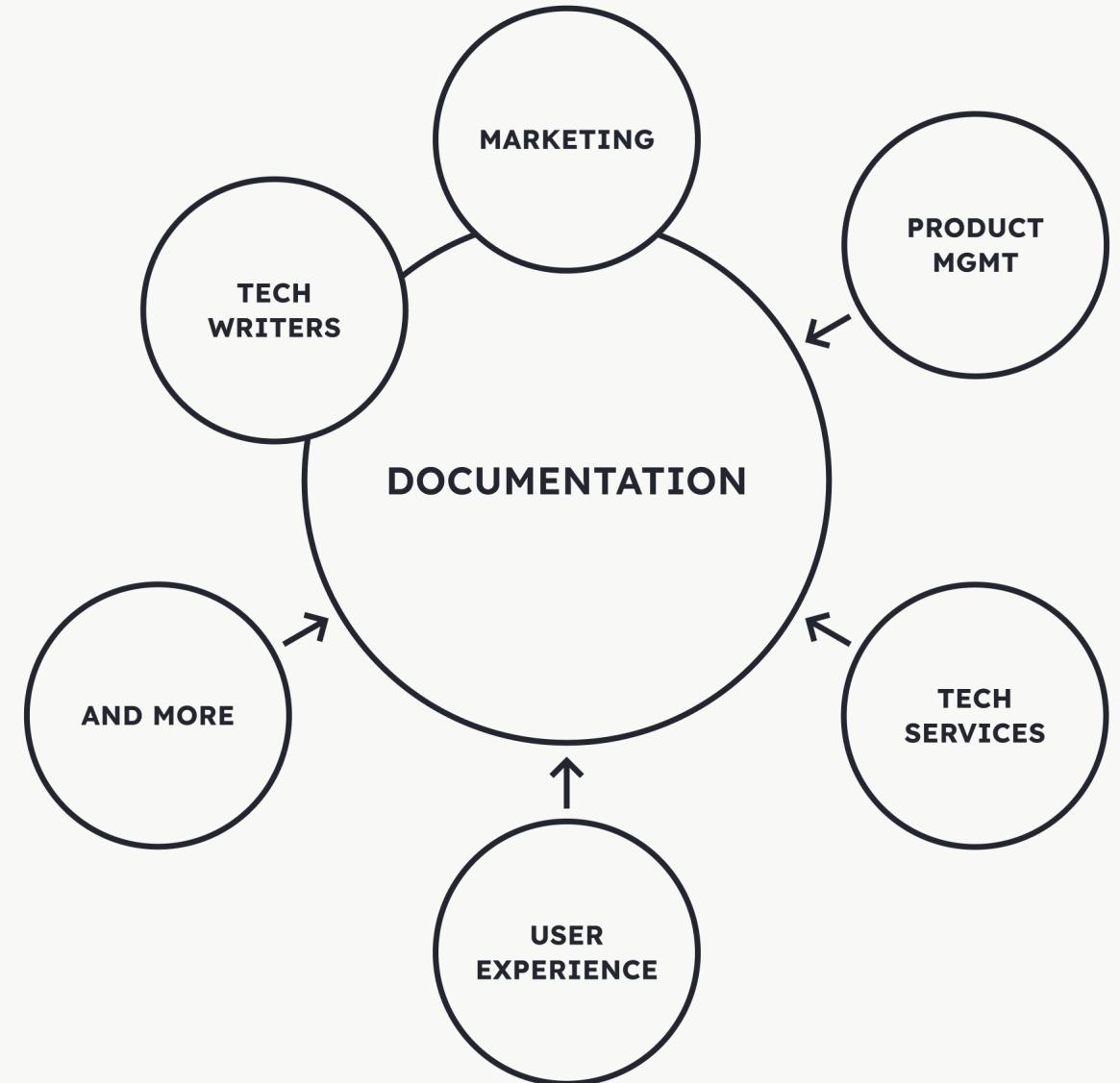


## **Kept**

- Creation of content • Management
- Data analysis

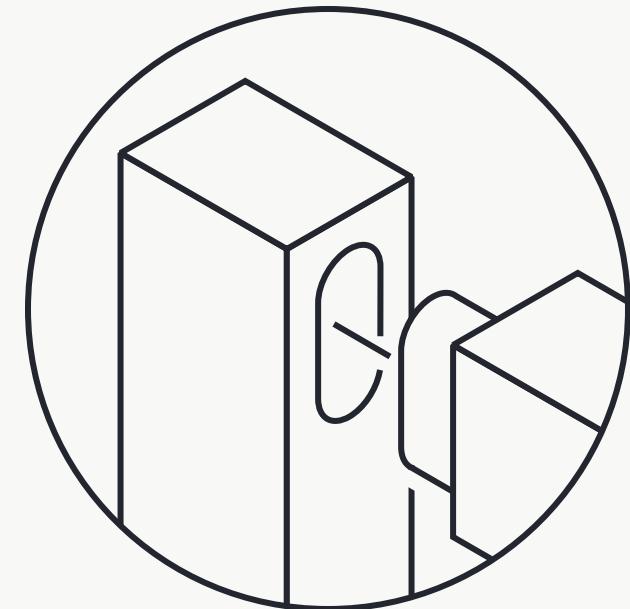
## **Added**

- 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 'Supported Platforms'. A 'Table of contents' sidebar on the right lists 'About', 'Highlights', 'New features', 'Improvements', 'Bugs Fixed', 'Deprecation and removal', and 'Supported Platforms'. At the bottom, there's a 'Download PDF' link.

## 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'. The main content area contains sections for 'About' (mentioning the removal of user-defined collations), 'New features' (listing PS-8188), 'Bug fixes' (listing PS-8647, PS-8683, PS-8713, PS-8719, and PS-8747), and 'Useful links' (linking to the Percona Server for MySQL GitHub location). A 'Table of contents' sidebar on the right lists 'About', 'Release highlights', 'New features', 'Bug fixes', 'Useful links', and 'Get expert help'. At the bottom, there's a 'Download product binaries, packages, and tarballs at Percona Product Downloads' link.

# 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 links for 'About', 'Installation', 'How to', 'Backup and Restore', 'Security', 'Storage Engines', 'Troubleshoot', 'Reference', and 'Installing PMM'. A search bar and a user icon are also present. The main content area is titled 'Install Percona Server for MySQL on Google Kubernetes Engine (GKE)'. It contains sections for 'Prerequisites', 'Create and configure the GKE cluster', and 'Verifying the cluster operation'. A 'Table of contents' sidebar on the right lists various installation steps. At the bottom, there's a 'Note' section with a blue note icon and some text.

## AFTER

The screenshot shows a light-themed web page for 'Percona Server for MySQL'. The top navigation bar includes links for 'About', 'Installation', 'How to', 'Backup and Restore', 'Security', 'Storage Engines', 'Troubleshoot', 'Reference', and 'Installing PMM'. A search bar and a user icon are also present. The main content area is titled 'Quickstart Guides'. It features a sidebar with 'Installation' and 'Quickstart Guides' sections, each with sub-links like 'Install via apt', 'Install via yum', 'Kubernetes', 'Docker', etc. Below this, there's a large section for 'Quickstart Guides' with text about the benefits of Percona Server for MySQL. At the bottom, there are two prominent buttons: 'Install via apt' and 'Install via yum'. A large black arrow points from the 'Before' screenshot to this 'After' screenshot.

# Extended

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

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 on the left 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 arrows point from the "Uninstall" link in the sidebar to the two main sections 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?

(smiley face) (frowny face)

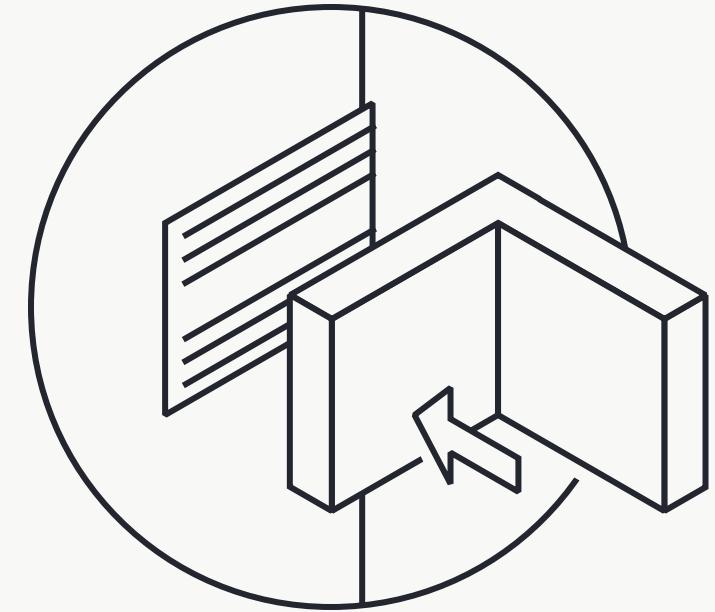
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# **IMPROVE THE USER EXPERIENCE**

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 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.

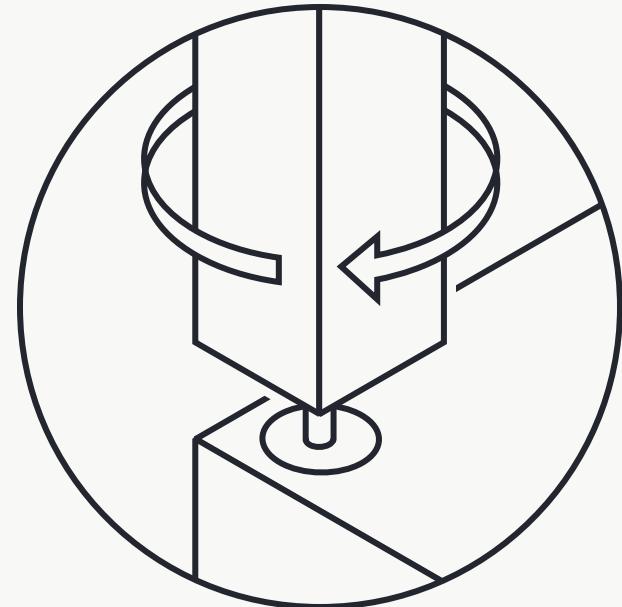
[Create a database →](#)

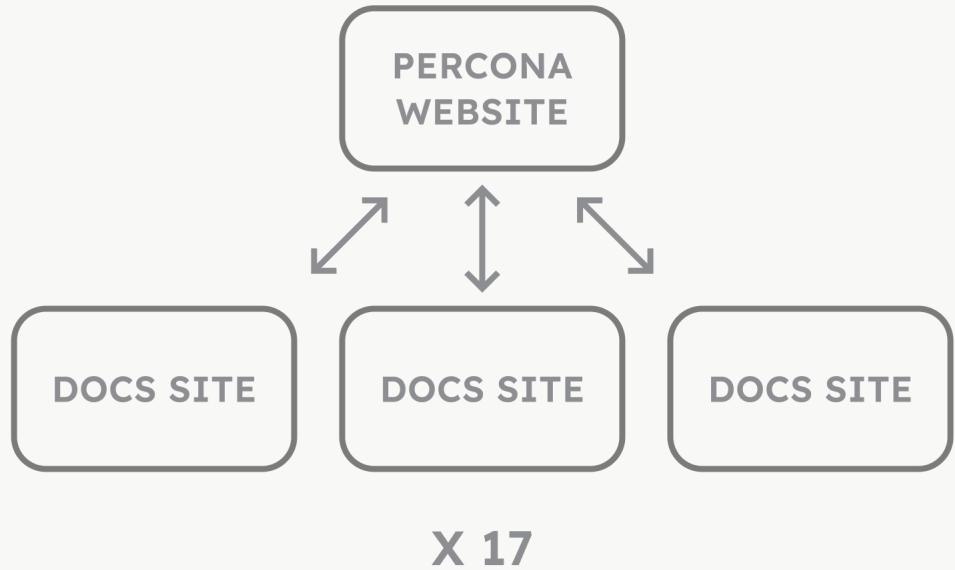
Here are a few other useful topics to continue venturing into Percona Server:

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

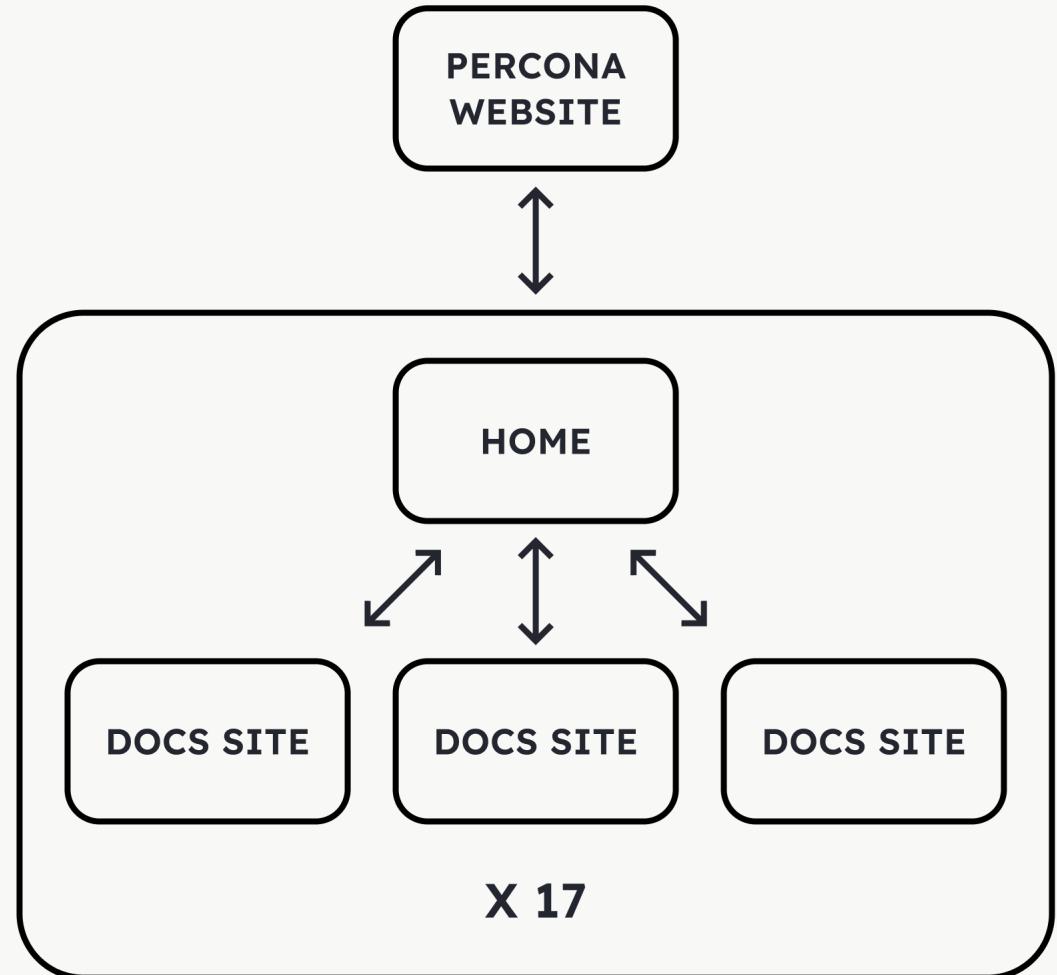
## **UNIFY THE EXPERIENCE**

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





X 17



X 17

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```

## 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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