



# Telling a **Developer Story**

Horyun Song



Narrowing Down



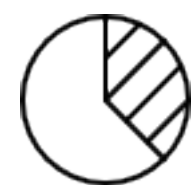
Research Questions



Flow Model & Research Plan



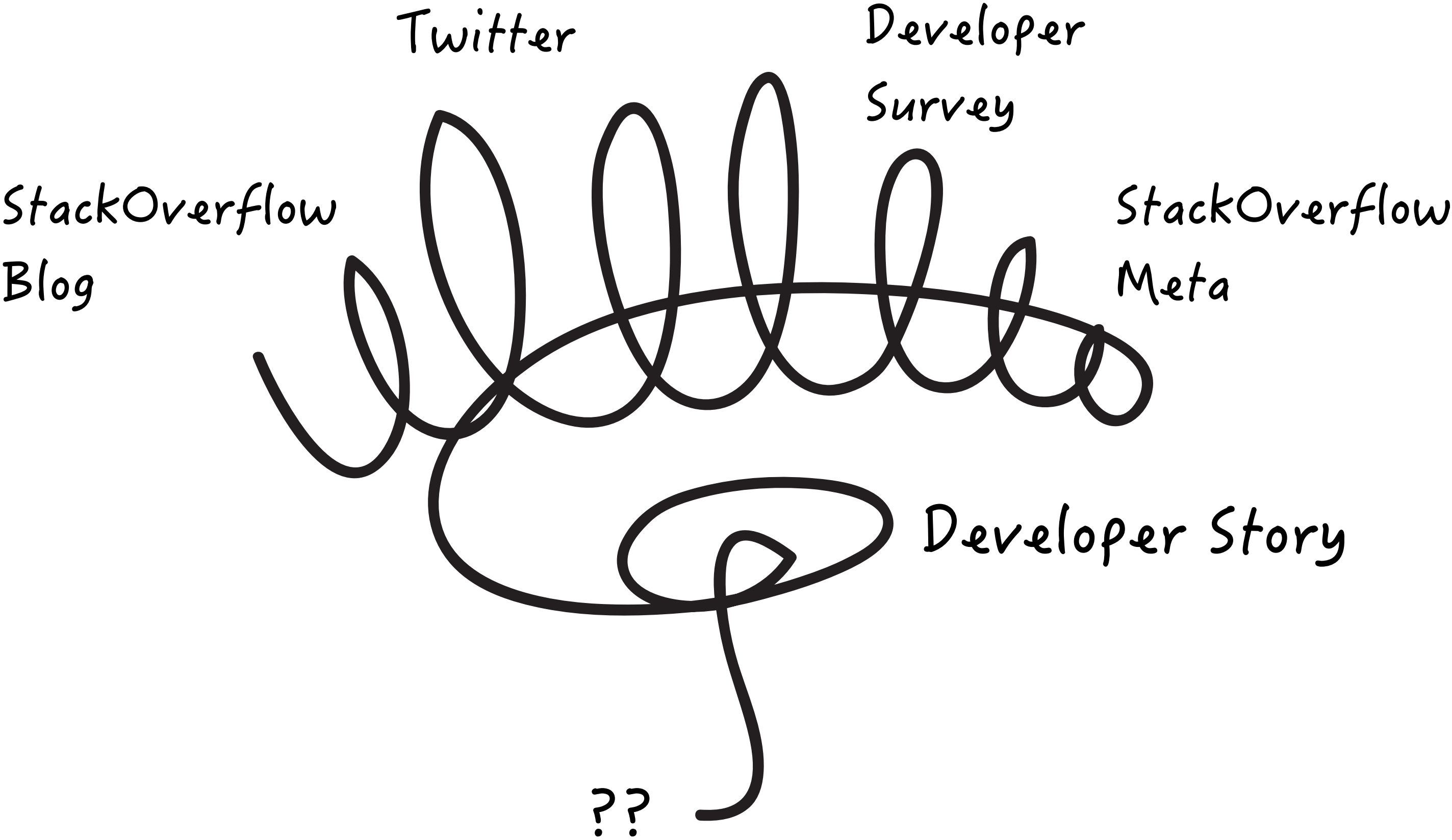
Research Design



Possible Deliverables



# Narrowing Down





[Top Navigation redesign A/B Test proved that]  
Clicks to Jobs increased by 99%  
(an expected 15% increase in overall Jobs traffic)

– Kurtis Beavers

StackOverflow Blog, “How Stack Overflow Redesigned the Top Navigation” 14 Feb 2017



Stack Overflow launches "Developer Story". Pretty cool.  
#developer #stackoverflow

– Developer000000

Twitter, 23 Nov 2016



I want to work with

python

javascript

gis

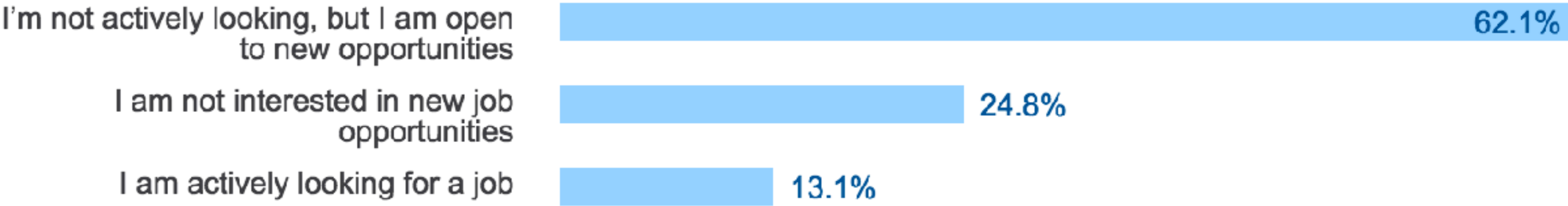


Joined Stack Overflow  
on December 04, 2012





# Job Search Status



– Developer Survey 2017



What if I'm NOT Rear Admiral Grace Hopper, but a regular developer? What does Developer Story do for me?

– DVK

StackOverflow Meta, 14 Oct 2016





## Research Questions

1

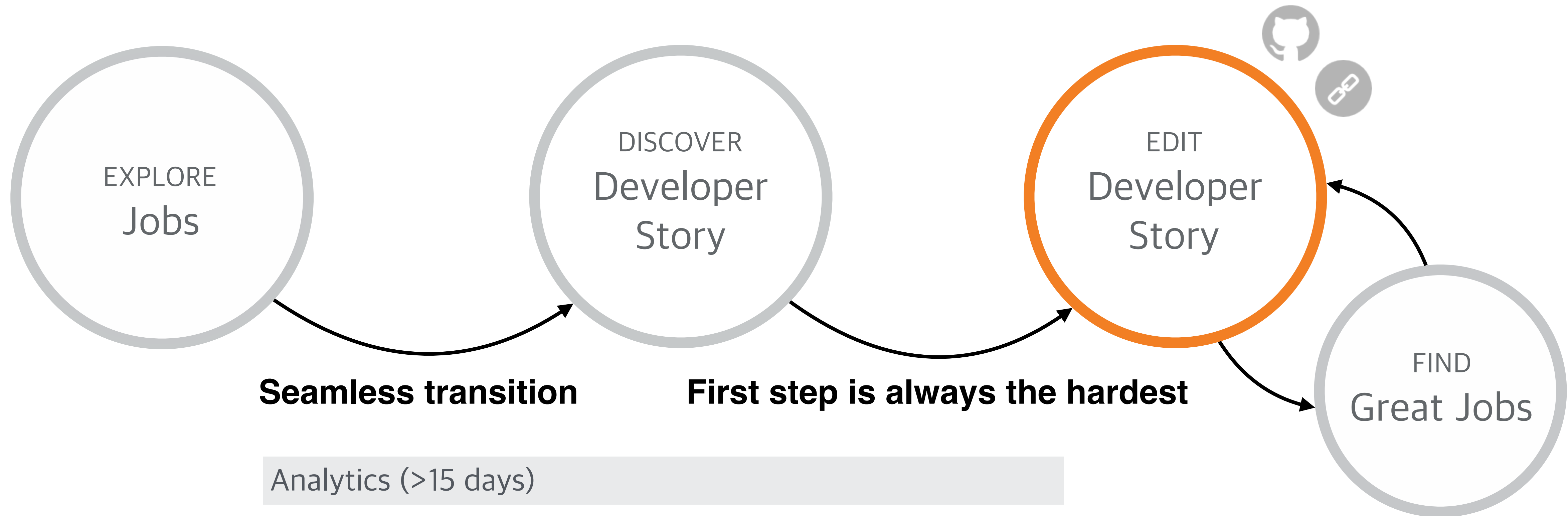
What are the **actions** the users are taking after landing on the **Jobs** tab and why?

2

What are the **factors** that motivate users to start (and complete) their **Developer Story**?



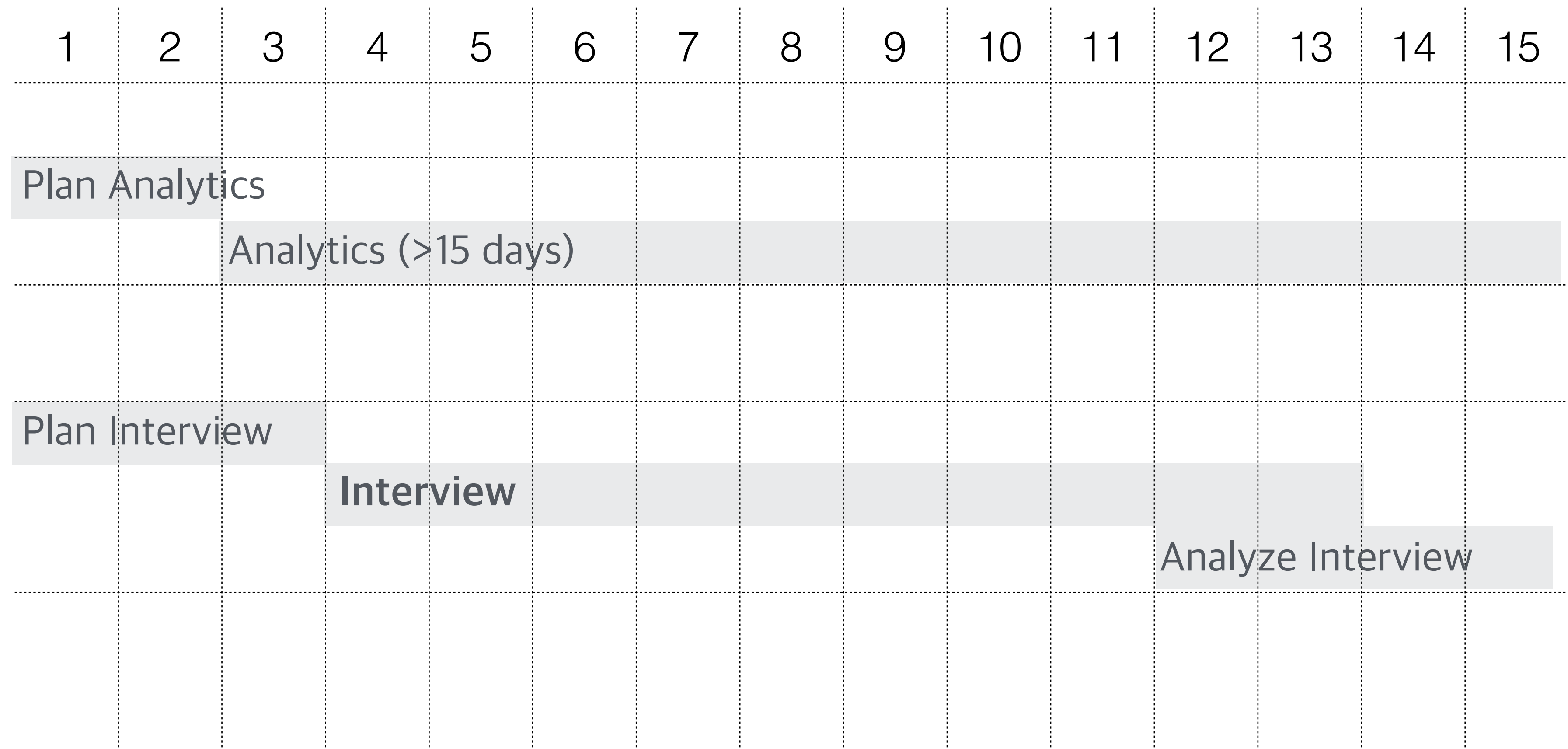
## Flow Model & Research Plan



Analytics (>15 days)

Interview (15 days)

Usability Study (After 15 days)





# Research Design

## Analytics (>15 days)

To gain objective data on user behavior in large quantity



Registered users with hidden or not established Developer Story



1. Immediate actions on Jobs
2. Clicks before landing on Developer Story
3. Engagement in Developer Story



# Research Design

## Interview (15 days)

To gain insights from diverse perspectives (Usefulness)



1. Registered users (n=14)
2. Two groups: with or without Developer Story
3. Diverse demographic (level of expertise, confidential work, etc.)
4. Fluent in English; > 18 years old



1. Remote, video conferencing
2. Semi-structured
3. Personal experience spanning from visiting Jobs to actually getting a job – How does DS fit in or not fit in?



# Research Design

## Usability Test (>15 days)

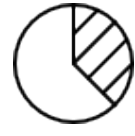
To discover the function and interaction difficulties (Usability)



Registered users with hidden or not established Developer Story



1. 1-1 Remote, video conferencing
2. Task: Enter data to Developer Story
3. Same task but different sets of data
  - Given data
  - Personal data
4. Between-subject
5. Conduct similar interview after the test



## Possible Deliverables

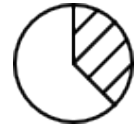
Click number and types in Jobs before Developer Story

Percentage of users editing DS out of users visiting DS

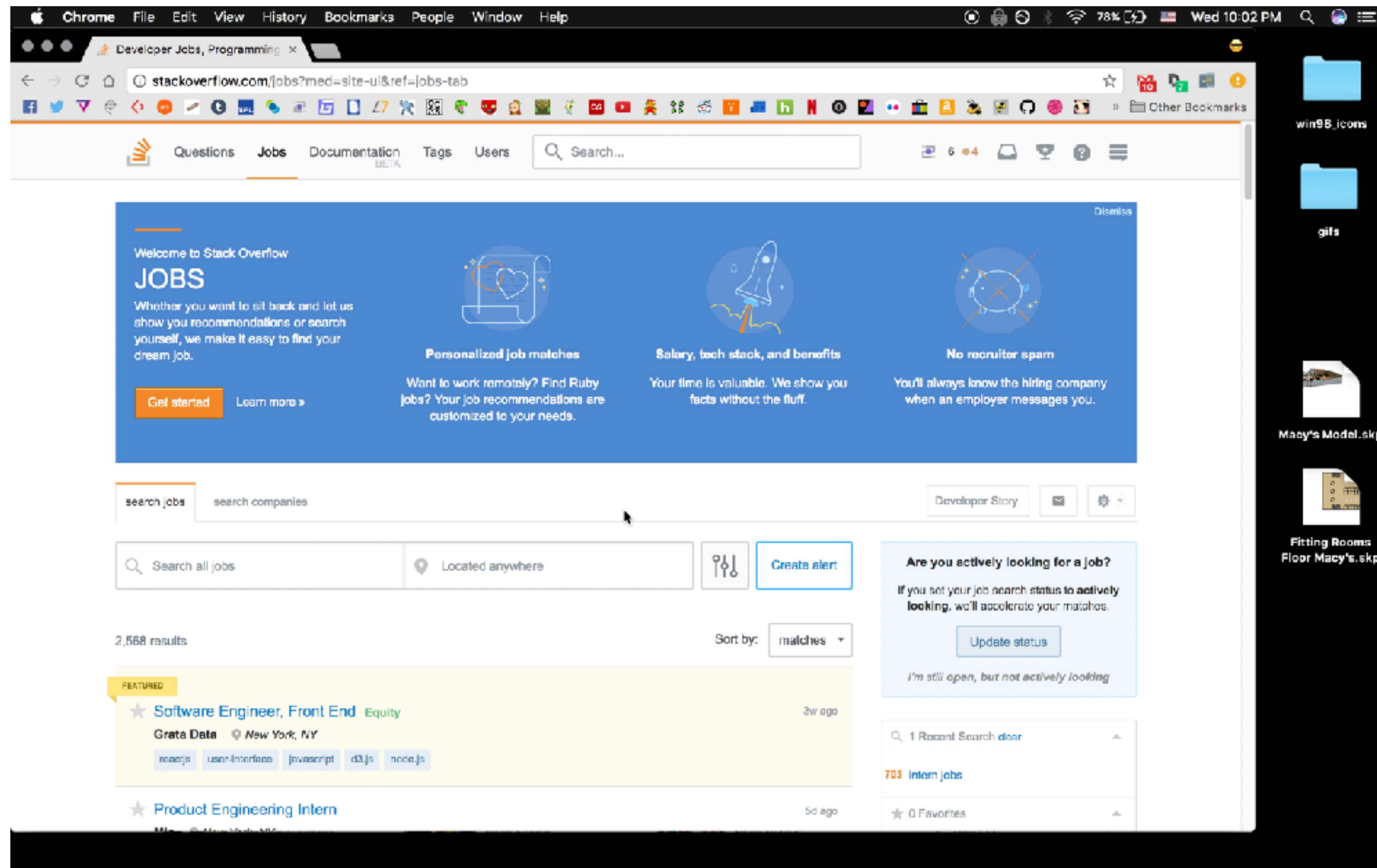
Interviewee behavior and demographic relationship

Interviewee behavior pattern without demography

Actionable insight/summary notes from interview data



# Possible Deliverables



## Profile or Developer Story? Confusing terminology

User could not link the term Developer Story to the ‘profile’ he thought he needed to update for “Personalized Job Matches.”

He struggled to find the link, despite of the fact that there are three different ways.

Developer Story button itself doesn’t give enough information.