



DEVELOPERS LIVE

Developer Experience @ Experience Cloud

Jonathan Roeder

Director of Developer Experience
Experience Cloud



A Story in two parts...

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2020 and The New Normal



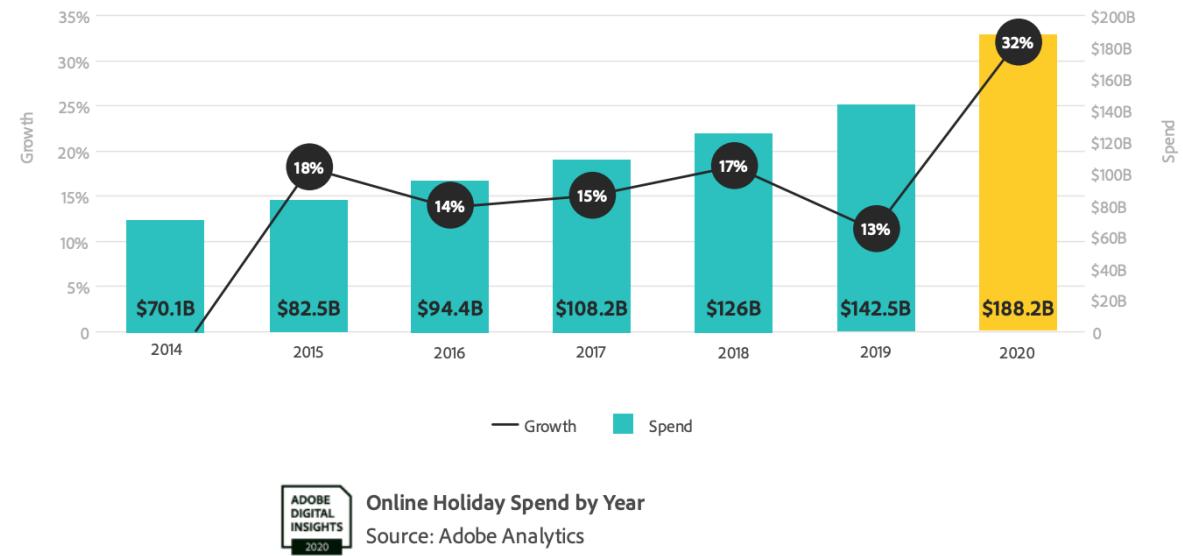
Smartphones continue steady increase despite shifting to working from home

- Consumer behavior continues a trend started in 2015, steadily moving their shopping to smartphones.
- \$23B more was spent on smartphones this year during the holiday season.
- On Christmas Day retailers saw 52% of online spend come from smartphones – the first time over 50%



E-commerce holiday season saw two years' worth of growth, reaching \$188.2B, +32% YoY

- The online holiday season exceeded \$188B resulting in a strong growth rate of 32% over the 2019 Season
- The COVID-19 pandemic accelerated the shift of spending to online starting in March. By the holiday season consumers shifted twice as much as expected into one year: the 32% is twice the 15% average annual growth rate seen since 2015.



Pandemic Impact on Developers

43%

Accelerating
deployment
velocity

45%

Working more
in quarantine

50%+

Software
engineers
working
outside of
tech

DevX Mission

Empower the world's best Customer Experience community, ecosystem, and platform



Core Pillars

1. One Unified Adobe
2. One Inclusive Community
3. Open Collaboration
4. Fostering Innovation





DEVELOPERS LIVE

Returning Summer '21



Adobe Summit Dev Track! <https://summit.adobe.com/>

Adobe Summit—The Digital Experience Conference

**The future of customer
experience is waiting for you.**

A free virtual event April 27-28, 2021

Join us to expand your skills, engage with other Experience Makers, and be inspired to create exceptional experiences that drive business growth and customer loyalty.

[Register Now](#)



Adobe Contribution Day

@Summit



How to Reach Us



@adobedevs

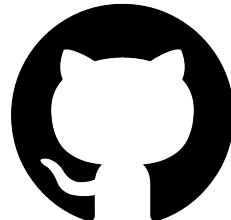
<https://www.youtube.com/adobedevelopers>



<https://medium.com/adobetech>

<https://www.adobe.io>

<https://experienceleague.adobe.com/>



<https://github.com/adobe>

<https://github.com/adobe/react-spectrum>

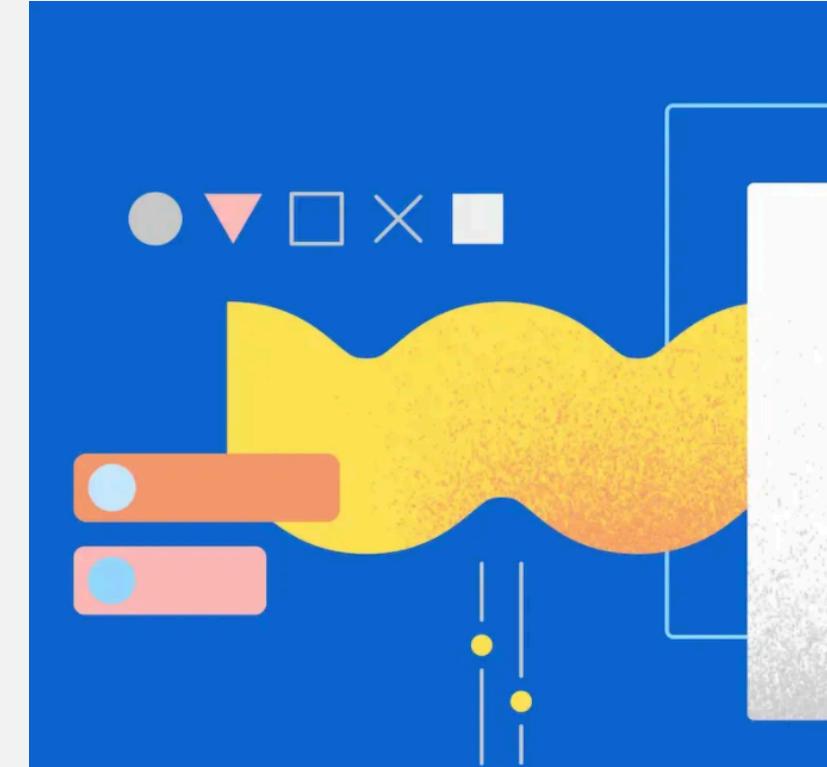
Developer Tools



Project Firefly



Web & Mobile SDKs



React Spectrum

