



DevRel 

2008 - 2010









@IAmJerdog



What is "DevRel"?

February 3, 2000

Developer + Relations

Relations(hips) with Developer(s)

“ build relationships with the developer community

- Mary Thengvall



@IAmJerdog







SHAME ON YOU

**“Ruthlessly eliminate any barrier
that keeps you from building a
relationship with your target
audience, and them with you**

- me



What does this have to do with
DevRel?









@IAmJuerdog





Coffee

	12oz	16oz
HOUSE COFFEE	1.50	1.75
COFFEE AU LAIT	1.75	2.00

Espresso

	Sgl.	Dbl.
ESPRESSO	1.75	2.00
caramel	12oz	16oz
MACCHIATO	2.75	3.25
CAPPUCCINO	2.50	3.00
LATTE	2.50	3.00
VANILLA LATTE	2.75	3.25
MOCHA LATTE	2.75	3.25
AMERICANO	2.00	2.50

Teas

	12oz	16oz
LOOSE LEAF TEA	1.50	1.75
TEA LATTE	2.00	2.50

Alternatives

	12oz	16oz
HOT CHOCOLATE	2.00	2.50
MEX HOT CHOC.	2.25	2.75

Extras

STEAMED MILK	.50
ESPRESSO SHOT	.75
EXTRA CHOCOLATE	.75
EXTRA SYRUP	.50
SOY MILK	.75

Iced Drinks

COFFEE	16oz
CAPPUCCINO	1.75
LATTE	3.00
VANILLA LATTE	3.00
MOCHA LATTE	3.25
TEA	3.25
CHAI LATTE	1.75

Frappes

MOCHA	16oz
CARAMEL	4.00
VANILLA	4.00

Smoothies

MANGO BANANA	16oz
STRAWBERRY	3.50
MIXED BERRY	3.50
PROTEIN SHOT	.50

*Soy milk upon request

Juices

OJ (fresh squeezed)	16oz
APPLE	1.50

Sodas/Water

ASSORTED SODAS	1.00
ITALIAN SODA	.50
BOTTLED WATER	1.00

Breakfast

CROISSANT SCRAMBLE	4.00
BREAKFAST BURRITO	4.00
BAGELS	1.00
w/ butter	1.25
w/ cream cheese	2.00
ASSORTED PASTRIES	2.00
HOT OATMEAL + GRANOLA	2.50
YOGURT (various flavors)	1.00

Lunch

GRILLED PANINIS	6.50
-TURKEY PROVOLONE	
turkey, tomatoes, provolone cheese, spicy red pepper spread on focaccia	
-CHICKEN PESTO	
chicken breast, pepper jack cheese, basil pesto mayonnaise, on sourdough	
-ITALIAN	
ham, salami, provolone cheese, marinara sauce on Italian bread	

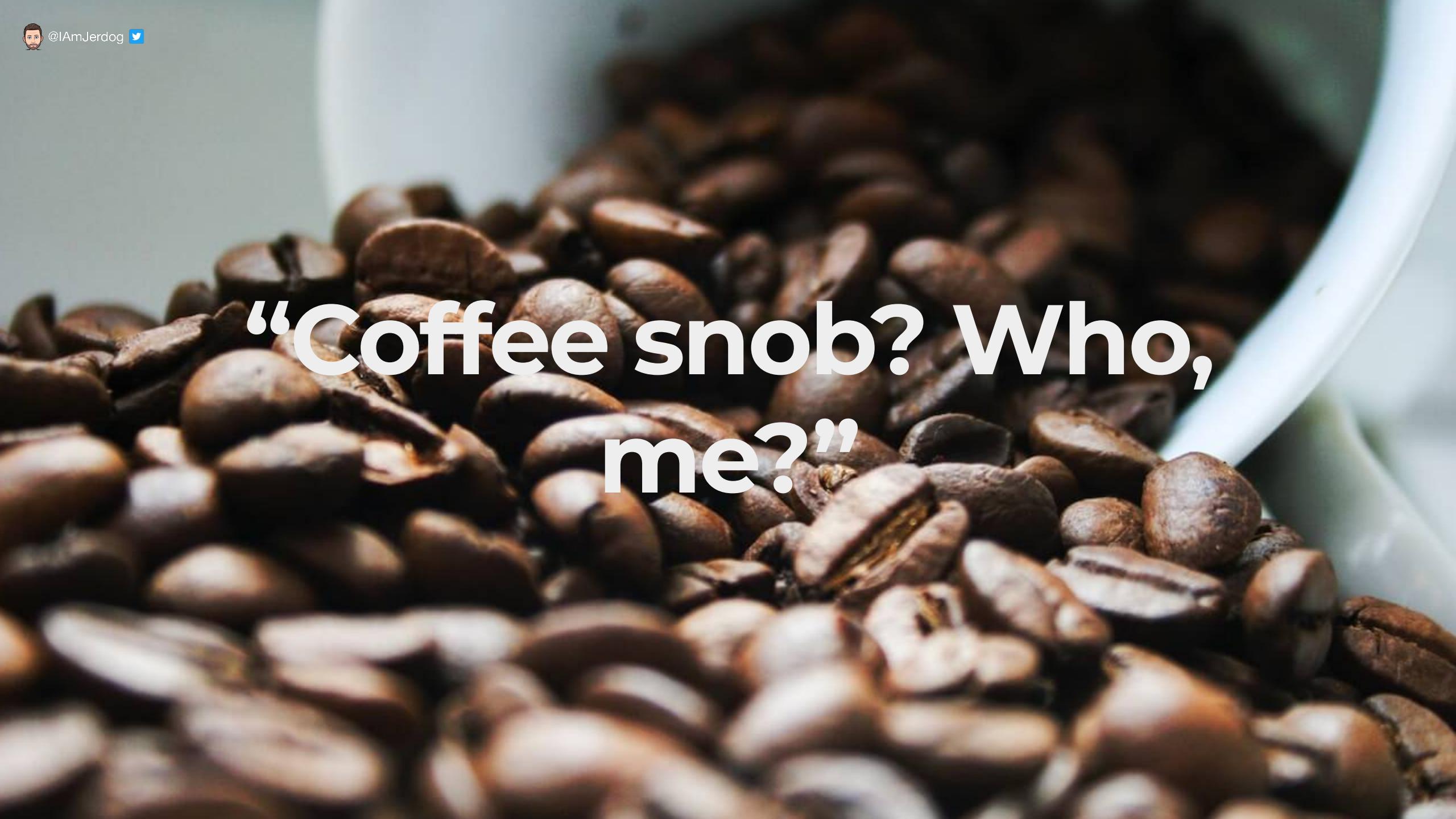
Assorted Salads

SMALL SALADS	3.00
BOWL OF SOUP	3.50

“Um, I'll just have a cup of coffee...

- Befuddled coffee shop patron





“Coffee snob? Who,
me?”







COUNTER CULTURE COFFEE **TASTER'S FLAVOR WHEEL**

	BODY
L	WATERY
I	TEA-LIKE
G	SILKY
H	SLICK
T	JUICY
M	SMOOTH
E	2% MILK
D	SYRUPY
I	ROUND
U	CREAMY
M	FULL
H	VELVETY
E	BIG
A	CHEWY
V	COATING
Y	



ADJECTIVES & INTENSIFIERS FOR COFFEE

MUTED DULL MILD	STRUCTURED BALANCED ROUNDED	SOFT FAINT DELICATE	DRY ASTRINGENT	QUICK CLEAN
CRISP BRIGHT VIBRANT TART	WILD UNBALANCED SHARP POINTED	DENSE DEEP COMPLEX	JUICY	LINGERING DIRTY

A close-up photograph of dark brown coffee beans, some whole and some split open to show their internal structure, creating a textured and organic background.

So what does this
have to do with
DevRel?

“ *To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity.*

- Douglas Adams

So about this coffee/devrel metaphor?





Equipment

Proper Tools



Water



introducing
@Introducing
personal

speak mutual request understanding humanity safety

communication

present compassionate warmth consciousness meeting being self

insight compassion soul hear presence communication emotional needs listening awareness responsive heart alive hearing feelings authenticit

empathy

understand relationship giving moment dialogue

connect

“*the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another of either the past or present without having the feelings, thoughts, and experience fully communicated in an objectively explicit manner*

- Merriam-Webster

Empathy, aka
Advocacy

“ *Developers don't care what you know, until they know that you care.*

- Me



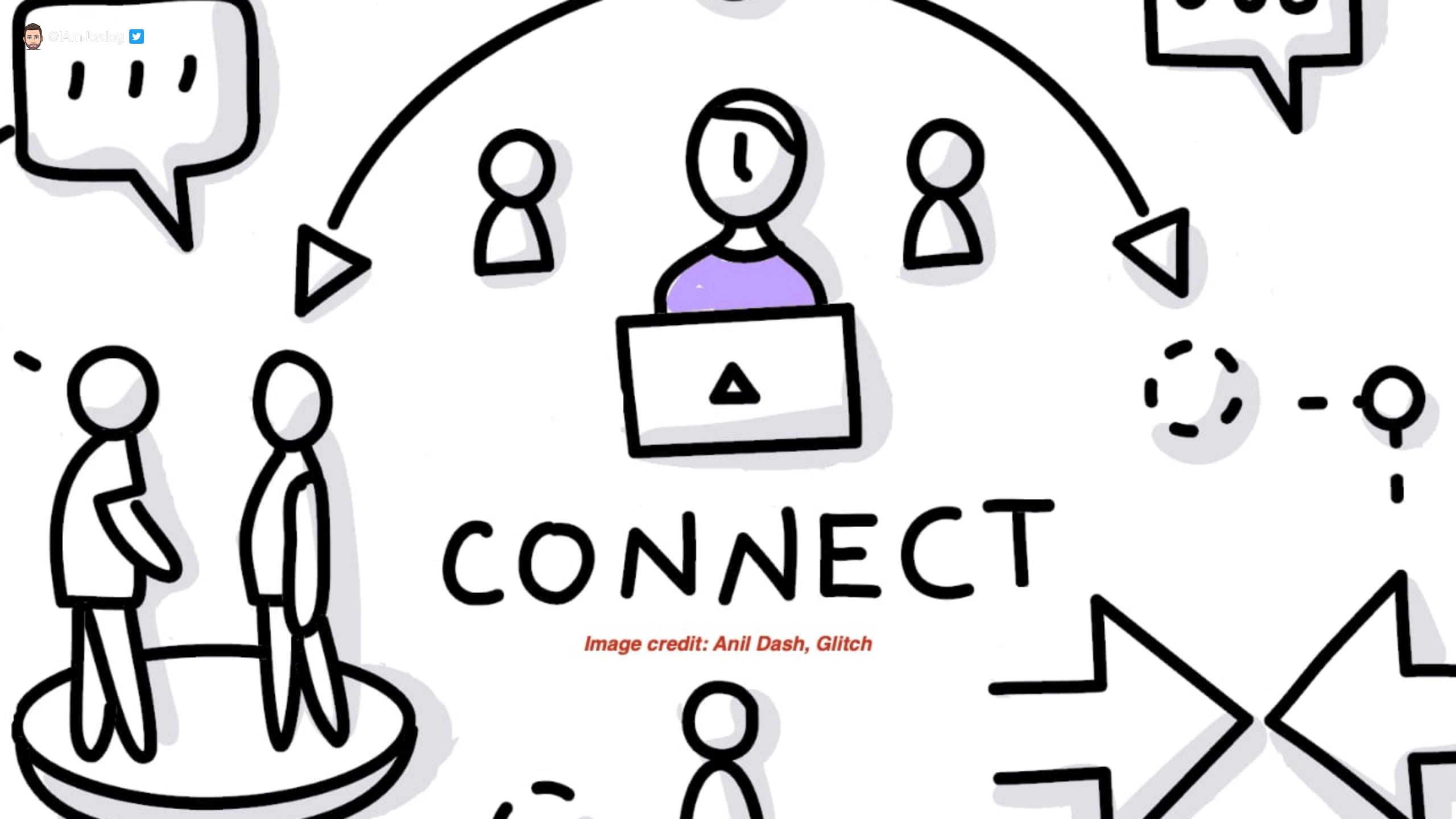




Barista

The Team





CONNECT

Image credit: Anil Dash, Glitch



DEVRELCON





Beans



Fresh Product

























Q&A