JOURNEY MAP

Cam, API Wizard

STAGES

Determining the correct API	Using the API code	Troubleshooting the API code

ACTIONS/ MOTIVATIONS

Find detailed information on what can be achieved using the API.

Find and interpret example code from the docs

Locate the calls and responses that fit their needs

Implement code as efficiently as possible

Successfully complete API implementation

Use example code

Find everything they need within the API docs

Locate troubleshooting section within API docs

Perform QA and debug code. Post-release, receive user complaints about errors

Use docs to successfully troubleshoot efficiently

PROBLEMS

- Lack of information about authentication and calls
- Lack of code examples
- There's lots of APIs to choose from, how do developers determine if this is the right one for them
- Out-of-date information

- Documentation with only one example (or no examples) of code makes the developers job harder
- Documents that are hard to navigate waste time and create a frustrating experience
- Incomplete documentation can leave a developer stranded mid-project
- Out-of-date information

- Lack of troubleshooting information/explanation of error codes
- Poorly organized documents lead to inefficient work for the developer
- Out-of-date information

OPPORTUNITIES

- A tutorial or quickstart guide at the beginning of the documentation shows developers right away what it takes to use this API
- Easy-to-navigate documents are more appealing to developers
- Accurate up-to-date information draws in new developers gives them confidence that the docs will help them successfully use the API

- Well-organized, easy-to-navigate documents allow developers to find the information they need when they need it
- Keeping the docs up-to-date ensures technical accuracy for users
- When establishing documentation it's critical to have a plan on who is going to keep the information up to date and how often

- Always have a troubleshooting section
- Well-organized, easy-to-navigate documents allow developers to find the information they need when they need it