



# Emerging Drag-and-drop Developer profile and developer experience

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# 100 Days DX

## 100daysdx.com

100 articles on what is Developer eXperience.

The biggest open resource on Developer eXperience so far.

# DXDOCTOR

## Doctor of Developer eXperience

[dxdoctor.net](http://dxdoctor.net)

Economics of the Developer eXperience

Why DX matters in product development and sales



# We are 5x too slow

Market demand for mobile app development services will grow at least five times faster than the professional capacity to deliver them.

Gartner

# 18.9M

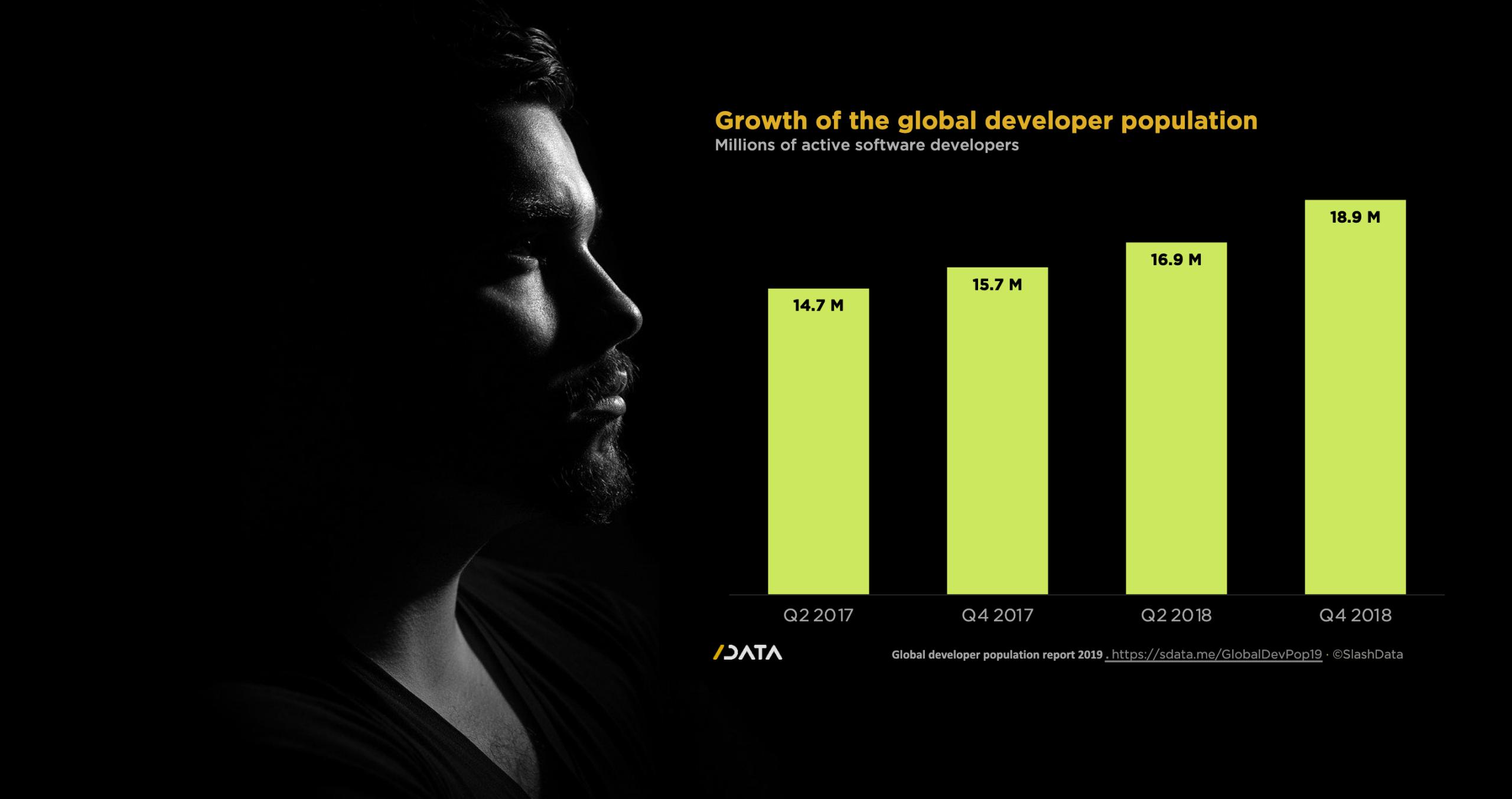
ACTIVE SOFTWARE DEVELOPERS GLOBALLY

# 12.9M

PROFESSIONAL SOFTWARE DEVELOPERS

## Estimated global population of active software developers, Q4 2018







# Needs

1. More developers creating apps
  - Constant lack of
  - Hard and long training
  - Not all are capable
2. Faster time to market
  - Fierce competition
  - First one grabs the most revenue
  - Not all apps needs to be complex

2025

I need a simple app to do one thing

...and eventually give up because of lacking ";"

2025

# I need a simple app to do one thing

Learn how APIs work

Setup development stack

Have security problems (avoid stack overflow copy-paste effect)

Learn programming in depth

Learn how to deploy to Azure, AWS, Heroku, etc

Debug my crappy code 80% of my time

...and eventually give up because of lacking ";"



# No-code/low-code platforms

allows programmers and non-programmers to create application software through graphical user interfaces and configuration instead of traditional computer programming.

**No code platforms are accessible to any end-business user** while low-code platforms require developers with knowledge of coding languages who can work within a platform's constraints to streamline the development process.



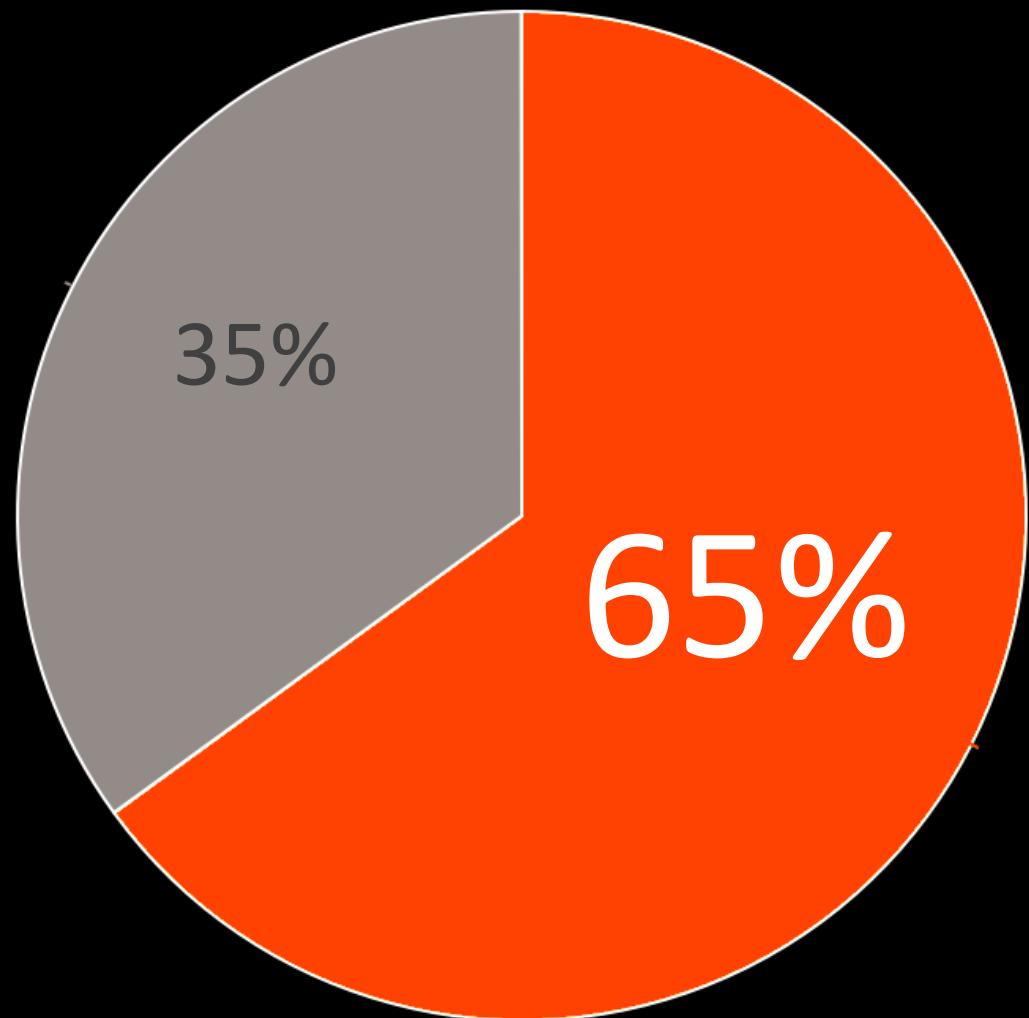
Simple everyday automations

Used by developers, kids,  
teachers, marketing people,  
basically "all"

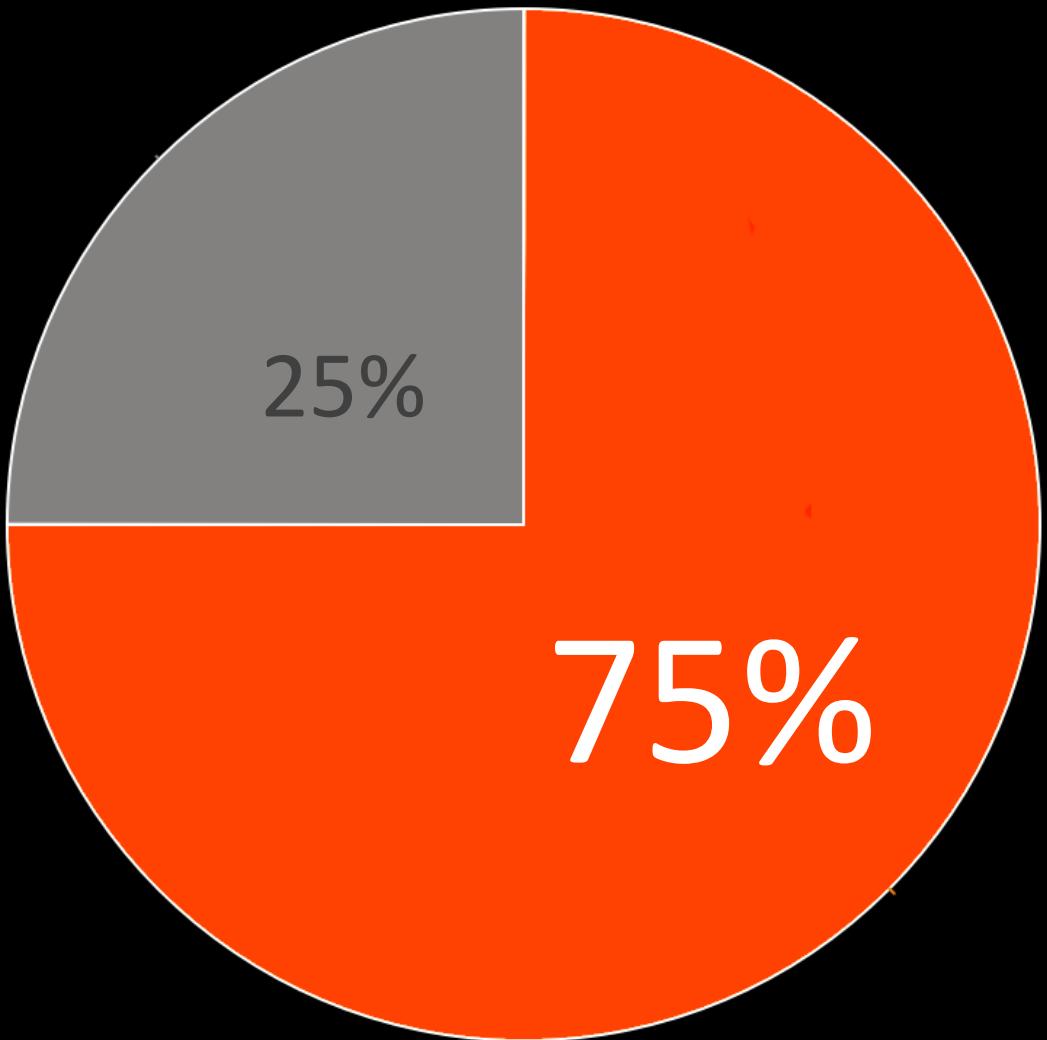
Mostly no-code, used by "all", for  
layman use

Offers low-code for advanced  
features, hobby developers+

“By 2024, **low-code** application development will be responsible for more than **65% of application development activity.**”



Gartner, Magic Quadrant for Enterprise Low Code Application Platforms,  
8 August 2019, [Paul Vincent, Kimihiko Iijima, Jason Wong, Mark Driver  
Yefim Natis Name(s)],



**”By 2024, three-quarters of large enterprises will be using at least four low-code development tools for both IT application development and citizen development initiatives.”**

Gartner, Magic Quadrant for Enterprise Low Code Application Platforms, 8 August 2019, [Paul Vincent, Kimihiko Iijima, Jason Wong, Mark Driver Yefim Natis Name(s)],

Ah, sounds good but is it  
just fantasy and dreams?

# Gartner 2019 Magic Quadrant for Enterprise Low Code Application Platforms

Huge players involved – piggyback their growth





**salesforce**

#### **Low-code approach**

- Data centricity
- Cloud-based architecture
- Cross-platform support
- Drag-and-drop (or point-and-click) tools
- Flexibility

2018 Salesforce acquired  
MuleSoft for 6,5\$ Billion

2019 Salesforce acquired Tableau  
for 15,3\$ Billion

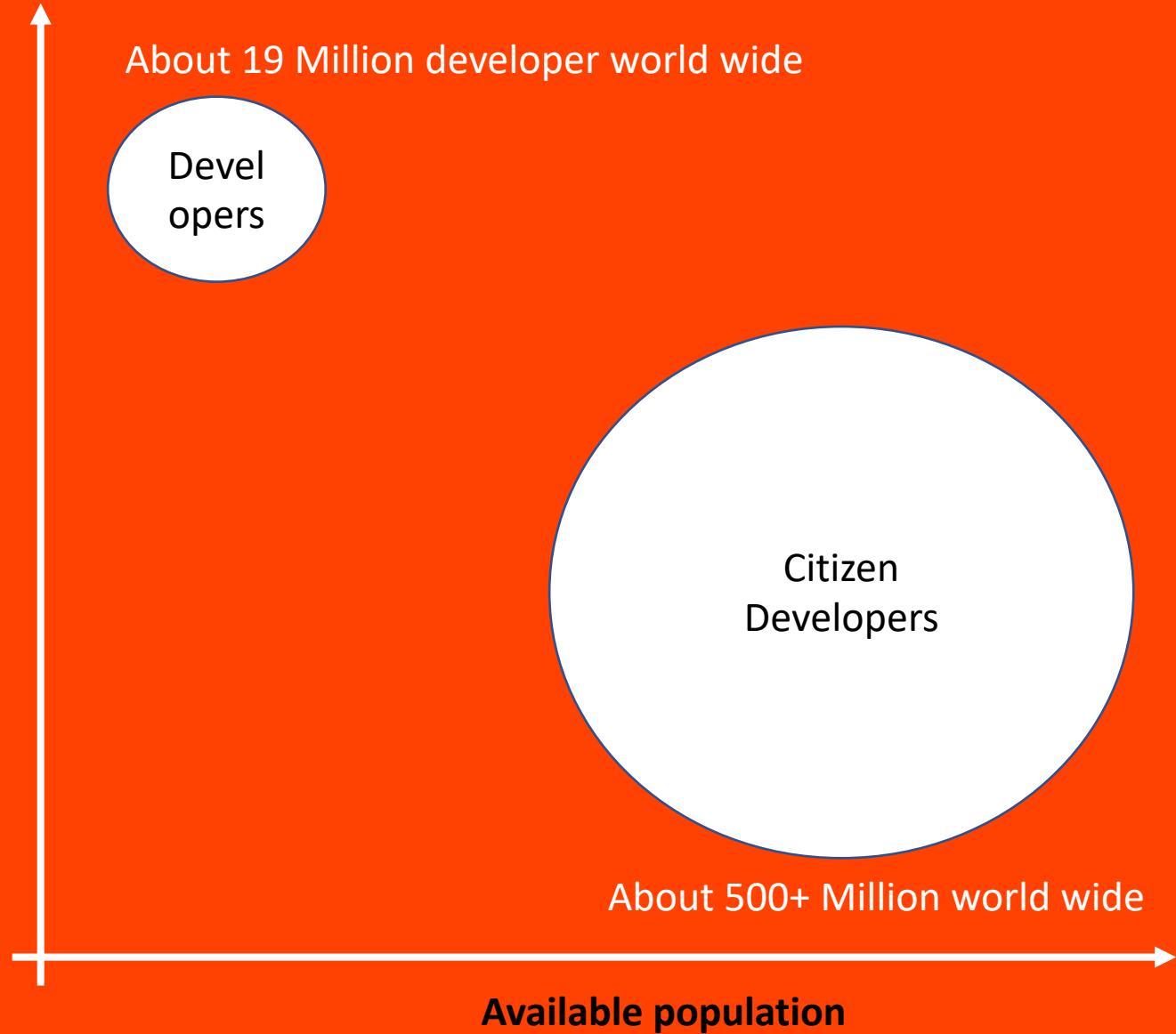
**79%** of Salesforce customers  
use apps made with low-code  
platform to boost business

**The lightning platform**

# What it means?

1. Huge amount of more developers, not just "hard core developers".
2. Apps are created faster.
3. We might see a lot of crappy applications

## Complexity of an app



**Speed of development**

About 500+ Million world wide

Low-code platforms  
No-code platforms

Citizen  
Developers

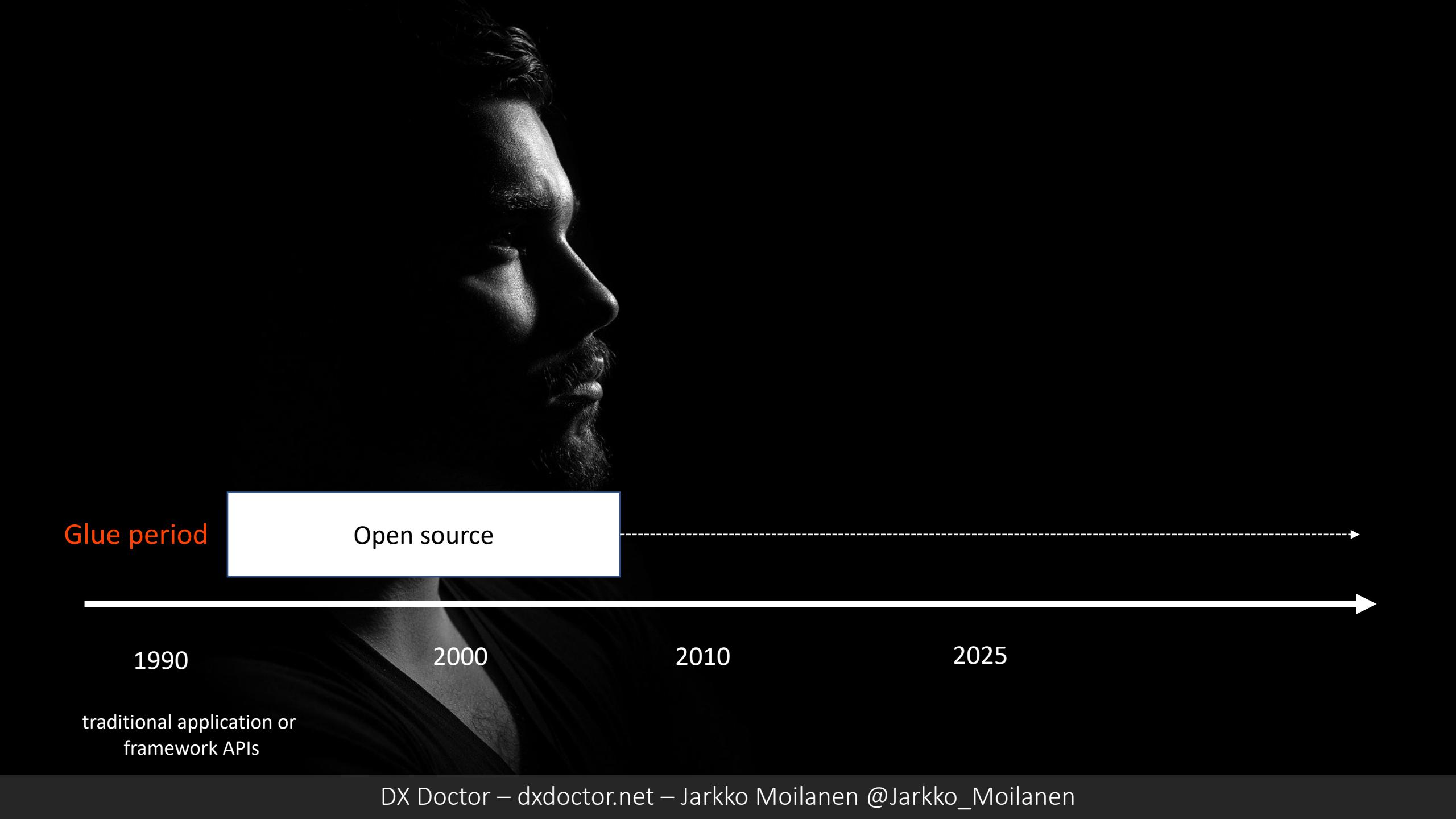
About 19 Million developers world wide

Devel  
opers

APIs  
Code libraries  
Traditional IDEs

**Available population**

8X  
faster



Glue period

Open source

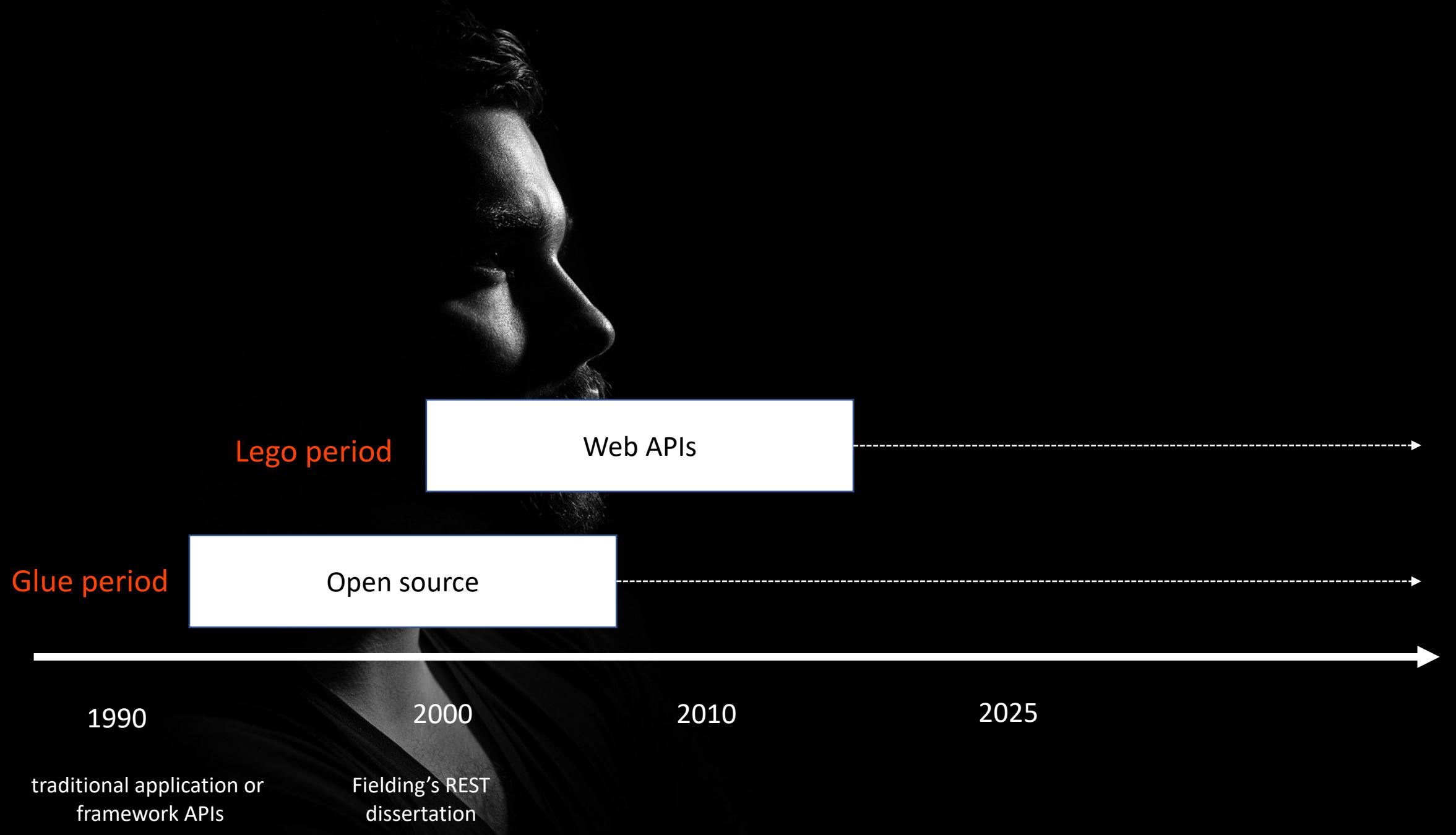
1990

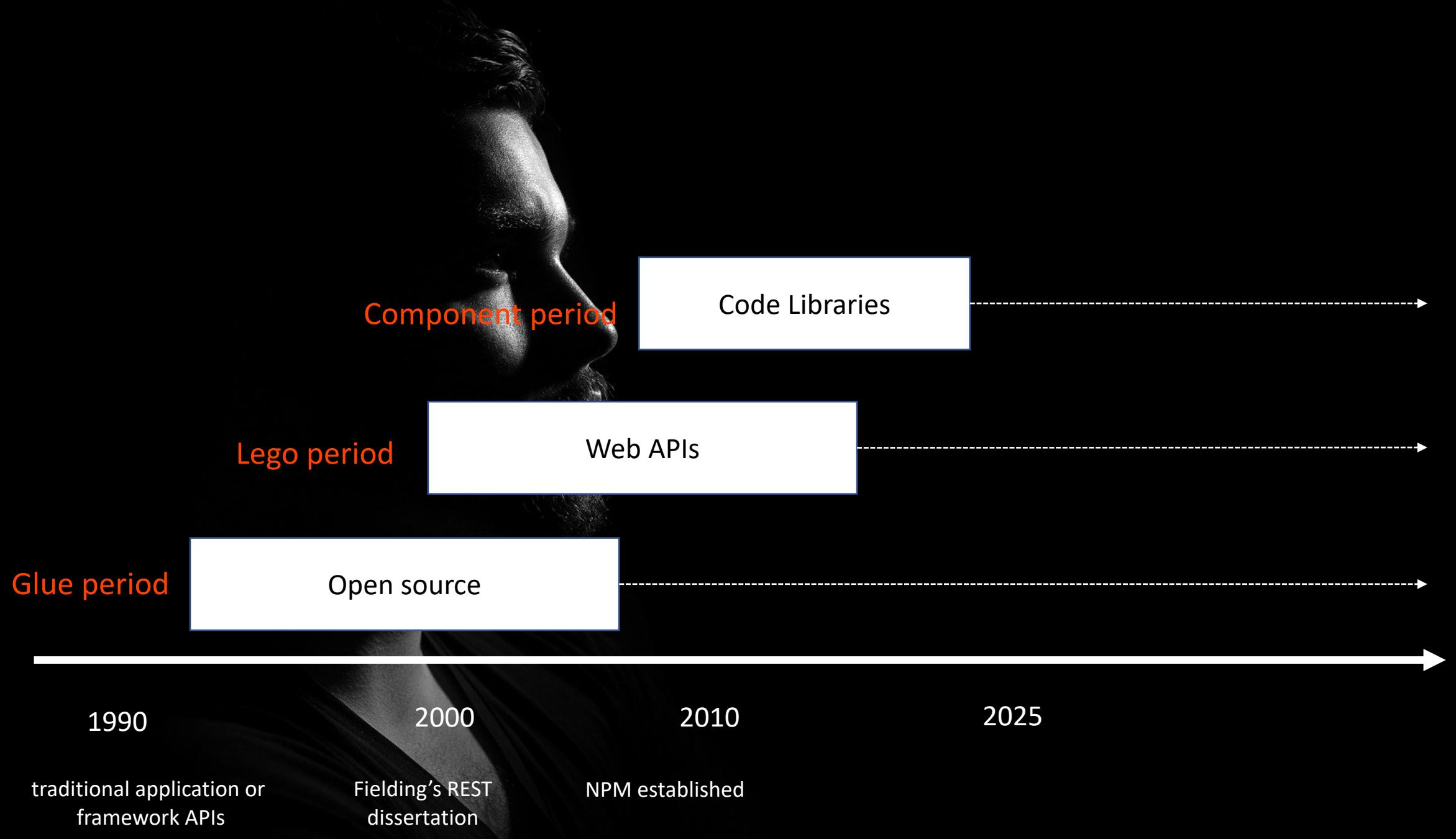
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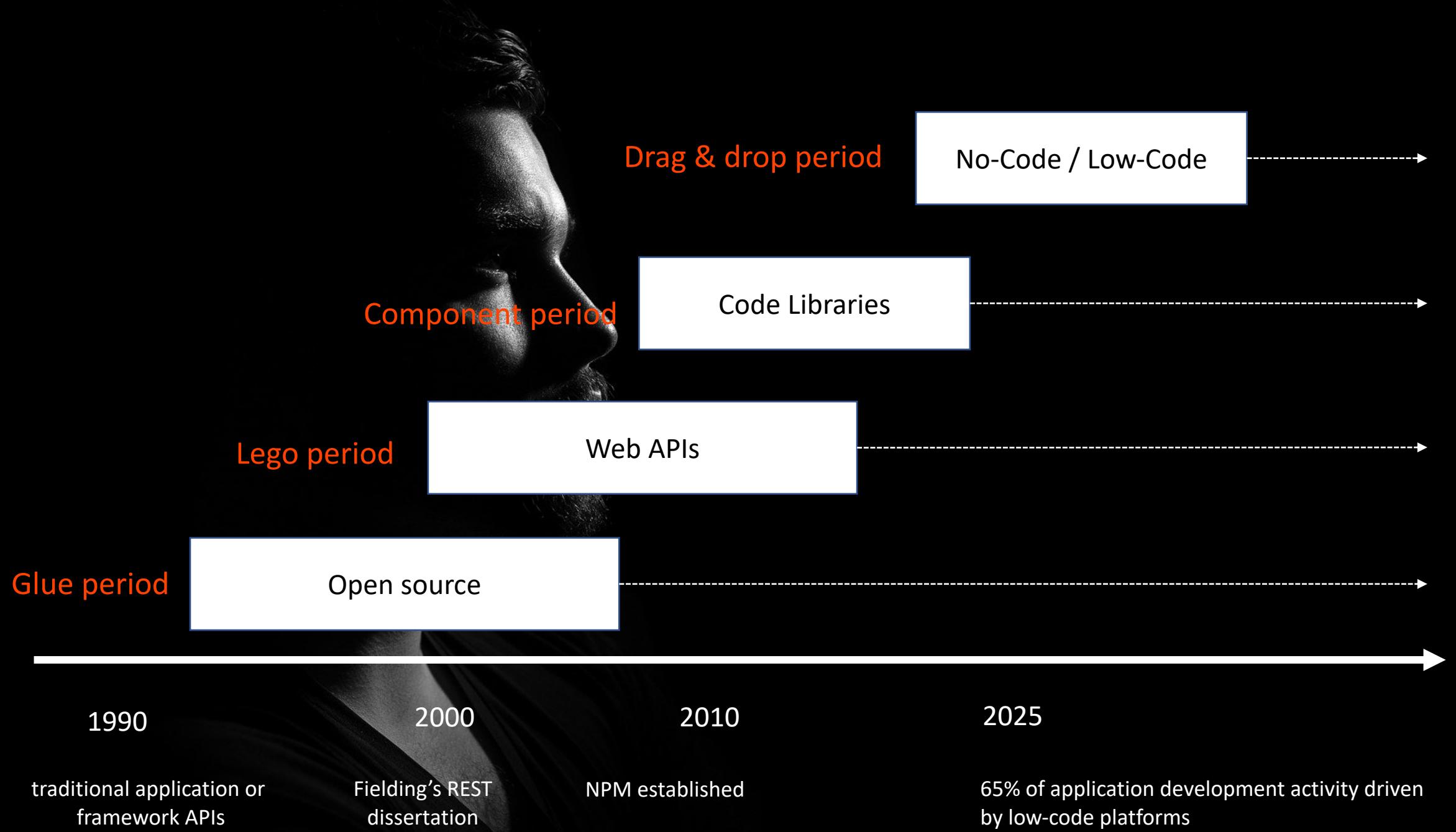
2010

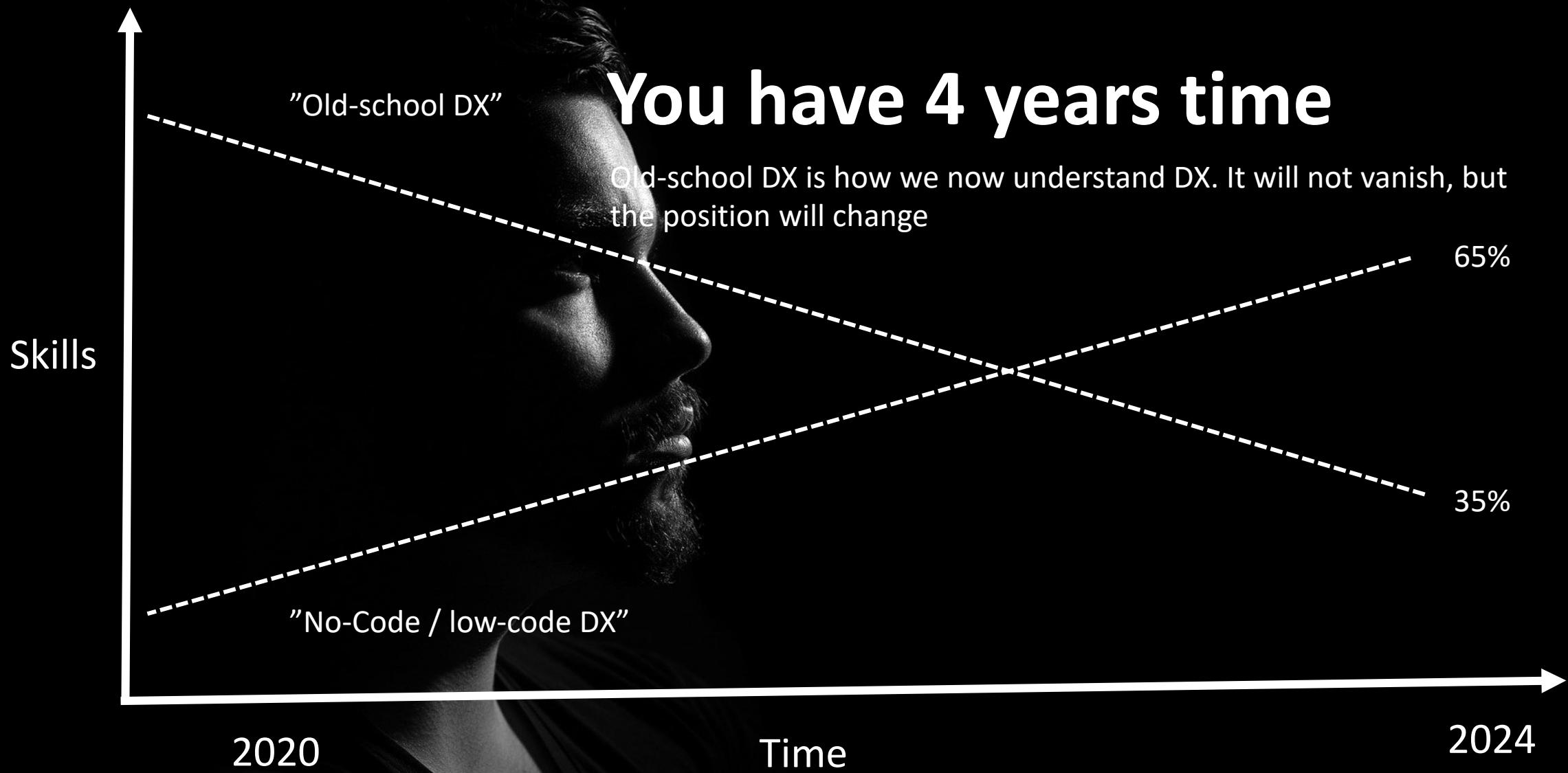
2025

traditional application or  
framework APIs









# What it means DX wise?

## 1. Ease of use becomes more important

GUI significance rise – CLI drops

Drag-and-drop

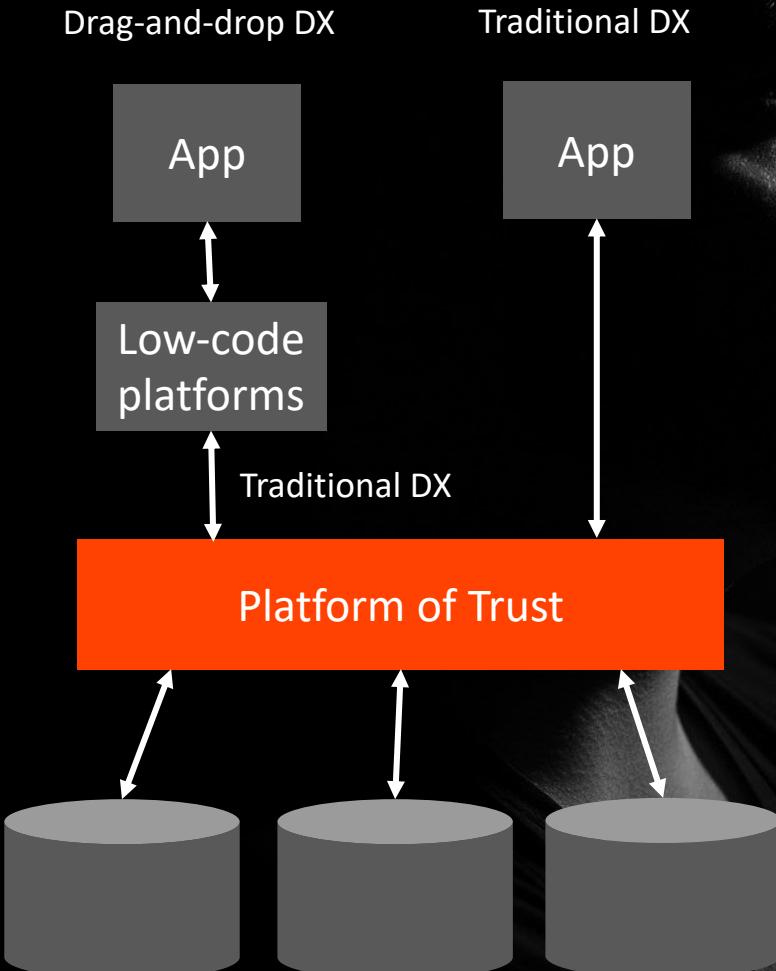
## 2. Basic level programming skills courses for staff

Users are not traditional developers

## 3. Not fiddling with "invented here" code

Reuse - ready-made functions, components, recipes become more important

# What it means for company?



1. **Traditional DX is important**  
Enables tools development in no/low-code platforms
2. **Build feed for low-code platforms**  
Piggyback the giants  
Become trusted data provider (remember that data is corner stone of for example Salesforce approach)
3. **Start building own low-code solution on top of your platform**  
Different kind of DX and marketing, different audience



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