# The Human Factor: How Communities Can Make Products More Successful 🚀

# Neel Shah - A Community Guy

- Product Manager at Internauts Infotech
- Mentored more than 15 + hackathons and open source programs
- Building Devops centric communities
- GDG Cloud Gandhinagar Organiser
- Docker ,CNCF ,Hashicorp User Group Co- organiser

Bernie
Building
product with
out a community
I am once again asking
imgflip.com

Communities are essential for the success of many products. They provide a way for users to connect with each other and with the product team, share feedback, and contribute to the product's development.

There are many different ways that communities can make products more successful. For example, communities can:

- Help to identify and prioritize product features and improvements
- Provide feedback on product designs and prototypes
- Test products in real-world settings
- Help to market and promote products
- Provide customer support

# Use Cases :

Here are a few examples of how communities have made products more successful:

# GitHub:

GitHub is a popular code hosting platform with a thriving community of developers. The GitHub community contributes to the product by submitting bug reports, feature requests, and code contributions.

# Mozilla Firefox

Mozilla Firefox is a free and open-source web browser with a large community of users and contributors. The Firefox community helps to improve the product by testing new releases, reporting bugs, and translating the browser into different languages.

# Appwrite

The most welcoming Developer Community - Devrel Awards 2023

OPEN SOURCE FUND

## Time to give back to the community

Appwrite's Open Source fund is our way of saying *Thank You* to all the maintainers who work tirelessly to bring you some amazing open source software. We're setting aside $50,000 to share with open source projects in need of sponsors. Nominate your own project or share the news with your favourite OSS maintainers.

# Airbnb

It created a platform that prioritized user-generated content and encouraged hosts and guests to share their experiences on social media

# Factors Affecting Success

There are a number of factors that can affect the success of a community-driven product. Some of these factors include:

## The size and engagement of the community

A larger and more engaged community is more likely to be able to provide valuable feedback and contributions.

## The level of support from the product team

The product team should be responsive to community feedback and suggestions.

**The tools and resources that are available to the community:**

The community should have access to the tools and resources they need to contribute to the product, such as documentation, code repositories, and testing environments.

## Tips for Building a Successful Community around your product

Here are a few tips for building a successful community:

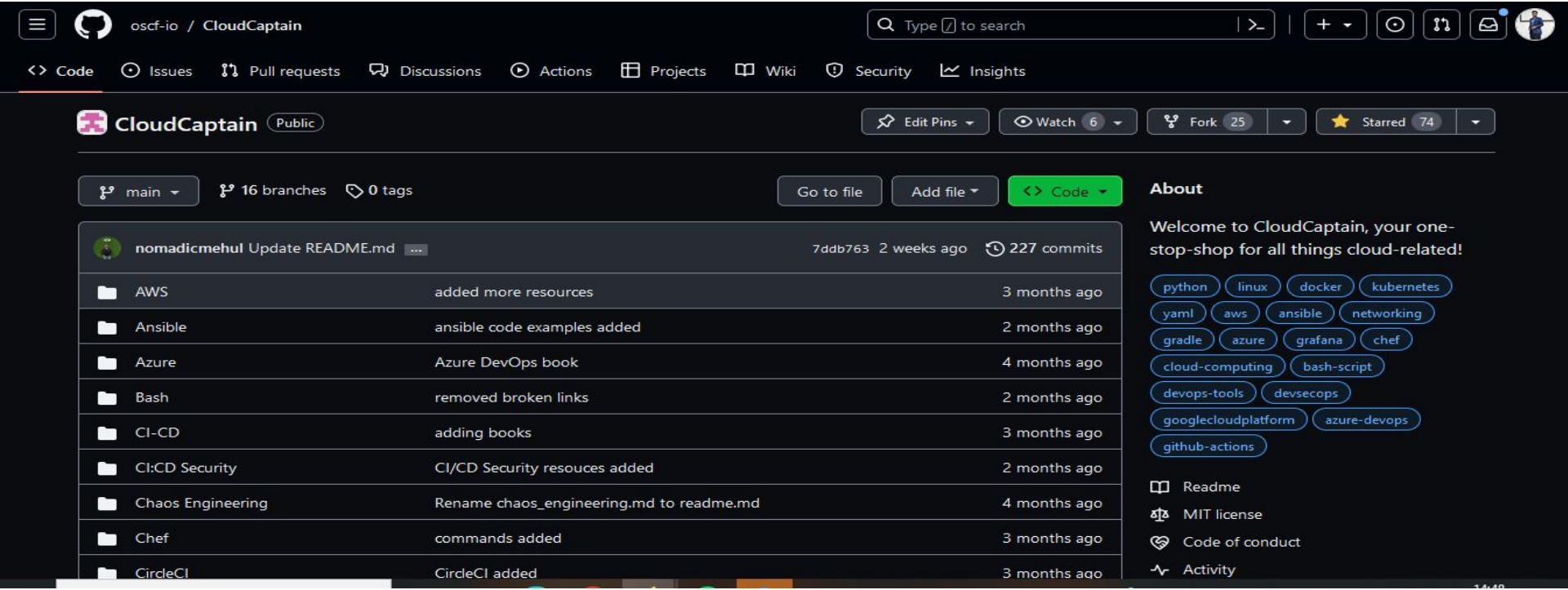
- **Identify your target audience**
- **Create a welcoming and inclusive environment**
- **Provide value to your members**
- **Promote your community**
- **Engage with your members**

# Benefits of  building a community for your startup

- Access to expertise and resources
- Increased visibility and reach
- Improved customer loyalty
- Access to funding

# Connect with me 😁

# https://oscf.io/CloudCaptain



BUILDING PRODUCT WITH A COMMUNITY
THANK YOU
imgflip.com