

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

A video frame featuring Bernie Sanders. He is an older man with white hair and glasses, wearing a dark olive-green parka. He is standing outdoors in a residential area with snow on the ground and bare trees in the background. The video has white text overlays.

Bernie

Building
product with
out a community

I am once again asking

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



The Airbnb Story

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 😊








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


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 Ansible	ansible code examples added	2 months ago
 Azure	Azure DevOps book	4 months ago
 Bash	removed broken links	2 months ago
 CI-CD	adding books	3 months ago
 CI:CD Security	CI/CD Security resources added	2 months ago
 Chaos Engineering	Rename chaos_engineering.md to readme.md	4 months ago
 Chef	commands added	3 months ago
 CircleCI	CircleCI added	3 months ago

About

Welcome to CloudCaptain, your one-stop-shop for all things cloud-related!

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linux

docker

kubernetes

yaml

aws

ansible

networking

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


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BUILDING PRODUCT WITH A COMMUNITY



THANK YOU