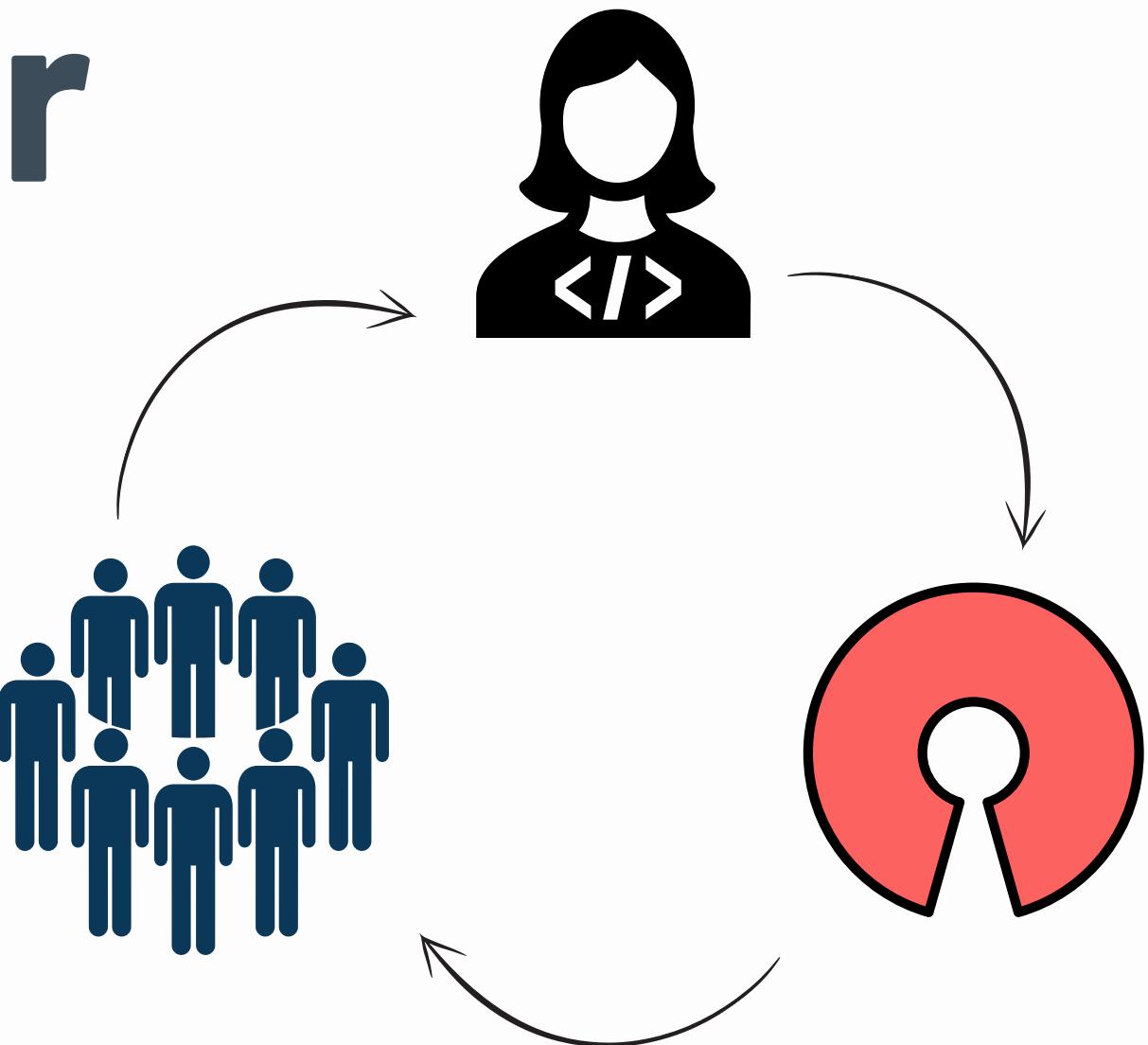
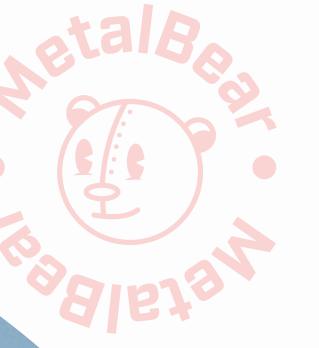


Building a Thriving DevRel Program for OSS Projects



I am . . .

- Developer Advocate at MetalBear
- Open Source fan girl
- DEI Advocate and a member of the Board at CHAOSS
- Organizer at the KCD Nigeria and CNCF Abuja



We will look at:

**What is DevRel?
What Is Open source**

**Why OSS projects
need a developer
relations program**

**Common Pitfalls in
Open Source Projects**

**Harnessing Developer
Advocacy for Open
Source Growth**

**Understanding the
Synergy**



What Is Open Source? What is DevRel?

Open Source

Software with a source code that anyone can inspect, modify, enhance and distribute

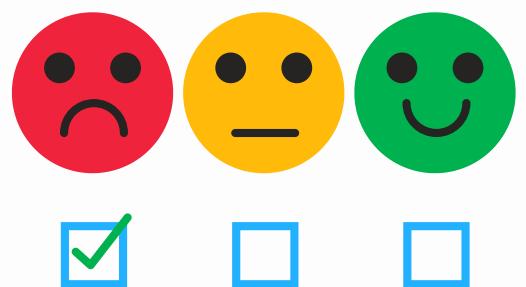
DevRel

The process for nurturing mutually beneficial relationships between organisations and software developers.



COMMON PITFALLS IN OPEN SOURCE PROJECTS

Poor Developer Experience



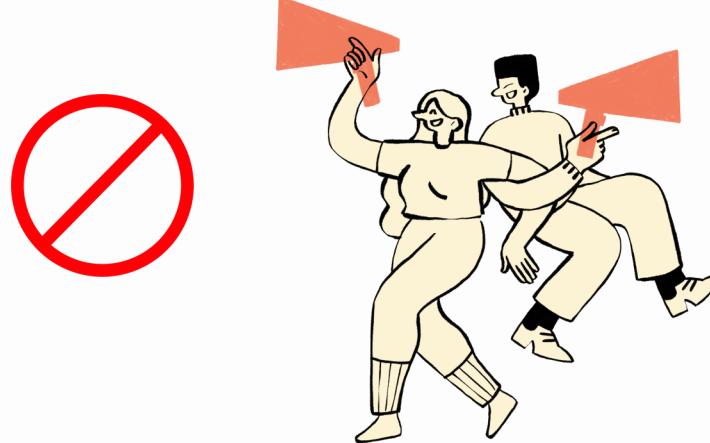
Poor Developer Documentation



Lack of community management



Inadequate Promotion



Poor user feedback/support



COMMON PITFALLS IN OPEN SOURCE PROJECTS

Quora

Why does open source software usually have poor UI and UX design? What can be done to improve this?

All related (50) ▾ Sort Recommended ▾

Answer Highlights

 Tildes ~tech

Why does it seem that FOSS users don't value user-friendliness very much?

Posted June 16, 2023 by [razorbeamz](#) (edited June 16, 2023)

Tags: [linux](#), [ask.survey](#), [software](#), [open source](#), [fediverse](#), [ui](#)

The vast majority of free and open source software available is well known for being clunky, having very unintuitive UI/UX and being very inaccessible to non-nerds.

We can see this in Linux distros, tools, programs and even fediverse sites.

I understand that a lot of it is because "it's free", but I also feel like a lot of people who make and use FOSS don't actually value user-friendliness at all. I feel like some of it is in order to gatekeep the less tech savvy out, and some of it is "it's good enough for me".

 **rahat.eth**    @Rahatcodes · Feb 4, 2023

No amount of marketing fixes **poor documentation** for an **open source** project.

It hurts it especially if you take resources away from proper documentation.

1 2 27 1.6K



Shrey Batra @ShreyBatra · Nov 13

The **open source documentation** on [@grafana Loki](#) is so bad, so bad, that I am crying since hours!! 😭😭 How do you all monitor / ingest your logs to a central system? What do you use?

#Cloud

Open Source UX/UI is notoriously bad. How FreeCAD is breaking the curse

November 15, 2023 • 5 n



Super Contributor



Posts: 4186



Country: [UK](#)

Doing electronics since the 1960s...



A rant about lack of support on open source software, or anything else actually

« on: August 09, 2022, 03:48:30 pm »

I have a very small business and have no real money to spend on R&D.

So I've had a guy working here Mondays (realistically, just the afternoon) doing various stuff like server IT. He also has supplement mine.

3-4 years ago we decided to develop a new product, which has an ethernet interface. TCP/IP etc was well above my embedded/comms/control plus I had not done any C for about 10 years. So he started on it, Monday afternoons. Started did the PCB, which worked 1st time. Another year later I realised progress was minimal and it would take another 10 (obviously, half a day a week means you forget much of what you did a week before) so I got stuck in, went up the stairs what needs to be done. Crucially I know what I have done, and it is all 100% solid code (solid except for the simple h

I quickly learnt that you end up working alone.

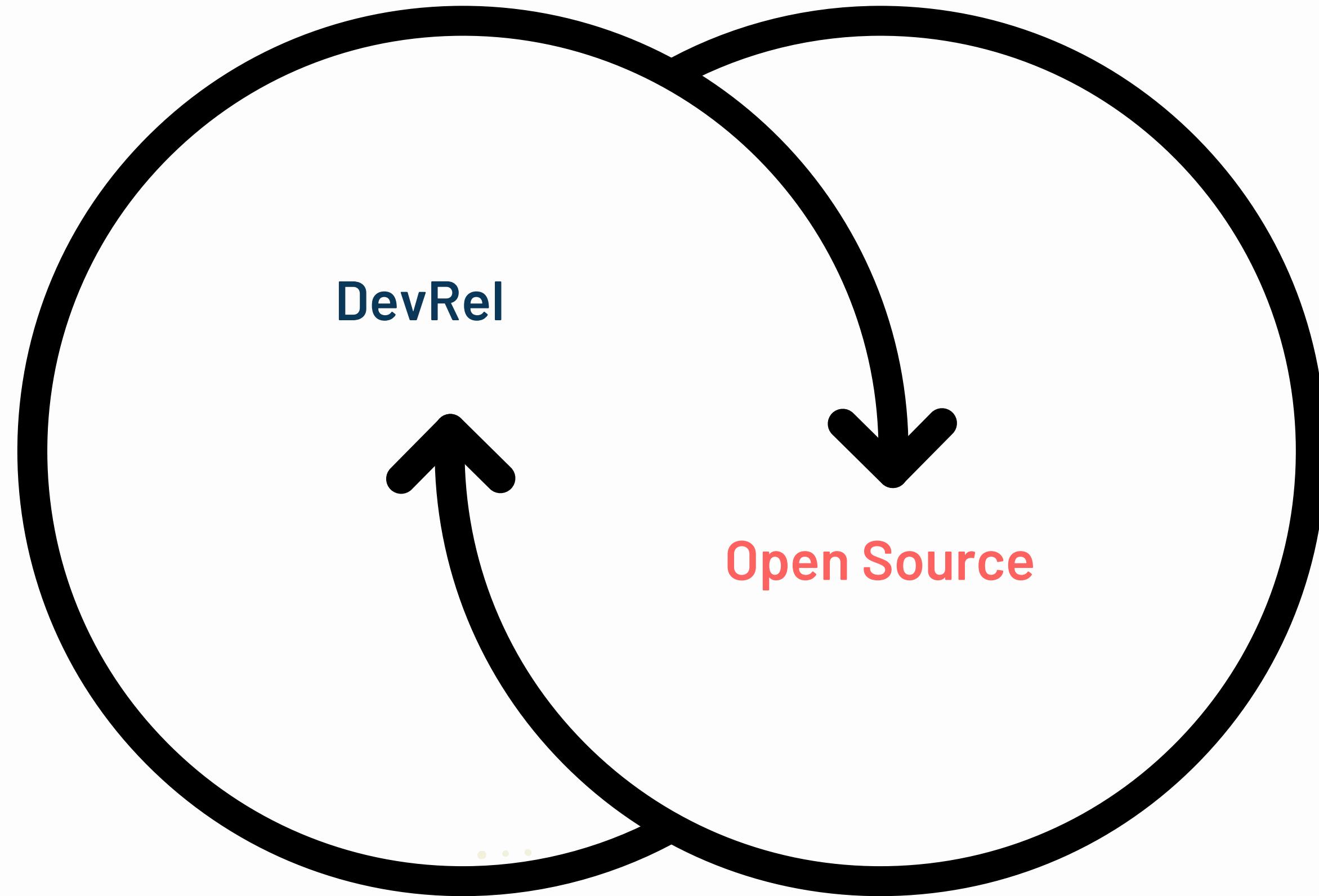
No support from ST (32F417). They have a forum which is full of desperate people, no ST presence (they are only a € support their products) and virtually no useful replies from anybody. Just one guy occasionally posts good stuff but complete moron. They do loads of videos which are barely legible (very poor English).

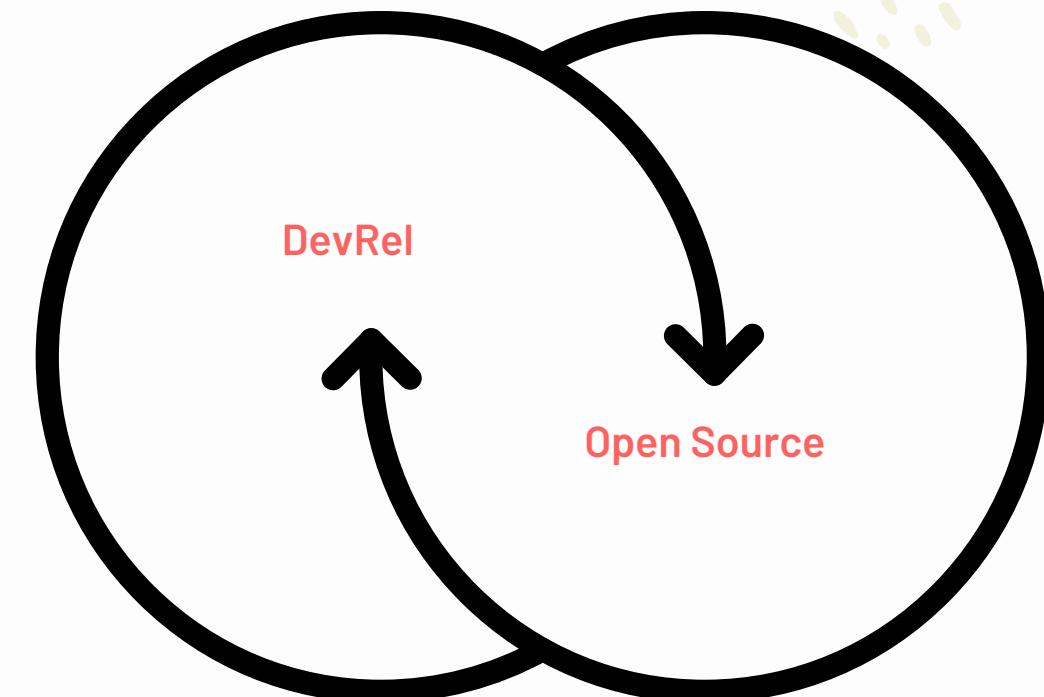
No support on LWIP. There is a mailing list which is dead. Vast amounts of bogus info posted everywhere.

No support on MbedTLS. There is a mailing list which is dead.

No support on FreeRTOS. There is a mailing list which is dead. Fortunately FR runs well.

What is the Synergy between Developer Advocacy and Open Source



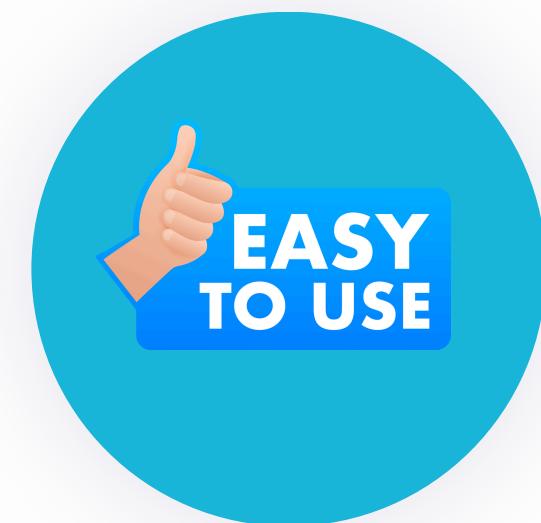


- Developer marketing
- Developer Advocacy
- Developer enablement
- Developer community
- Code
- Ownership
- Process
- Community-oriented development



WHY OSS PROJECTS NEED DEVELOPER RELATIONS PROGRAM





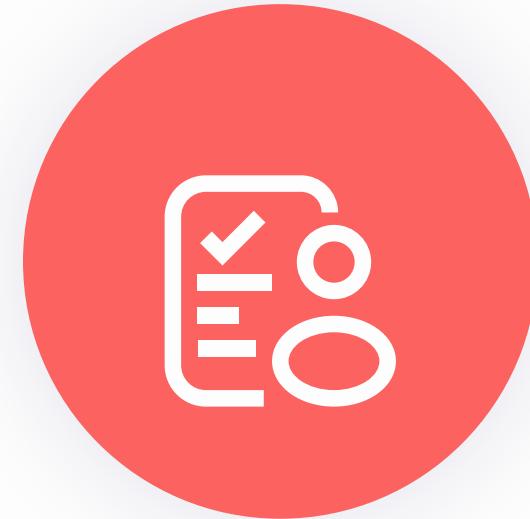
Create clear, accessible, and easy-to-understand educational content



Answer important questions
from the community



create awareness



Collect feedback from the
community

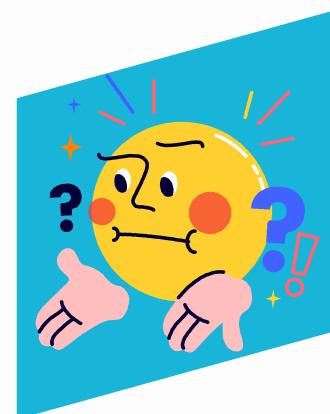


HOW CAN YOU HARNESS THE POWER OF DEVELOPER ADVOCACY FOR OPEN SOURCE GROWTH



UNDERSTANDING THE ROLE OF DEVREL IN THE DEVELOPER ECOSYSTEM

**What is Developer Relations
to Us?**



**What KPIs do we need
to set?**

**What are we looking for from
starting a Developer Relations
Program?**



**How do we Identify, execute, and
measure our DevRel Strategy?**

**Who is our target
market/audience?**



**Do we need to collaborate with
communities that have our target
market?**

UNDERSTAND YOUR PRODUCT FROM THE DEVELOPER-FOCUSED POINT OF VIEW

Do developers know about what we can offer them?



Do they know how to use our software?

Do they understand how it can benefit them and make their lives easier?

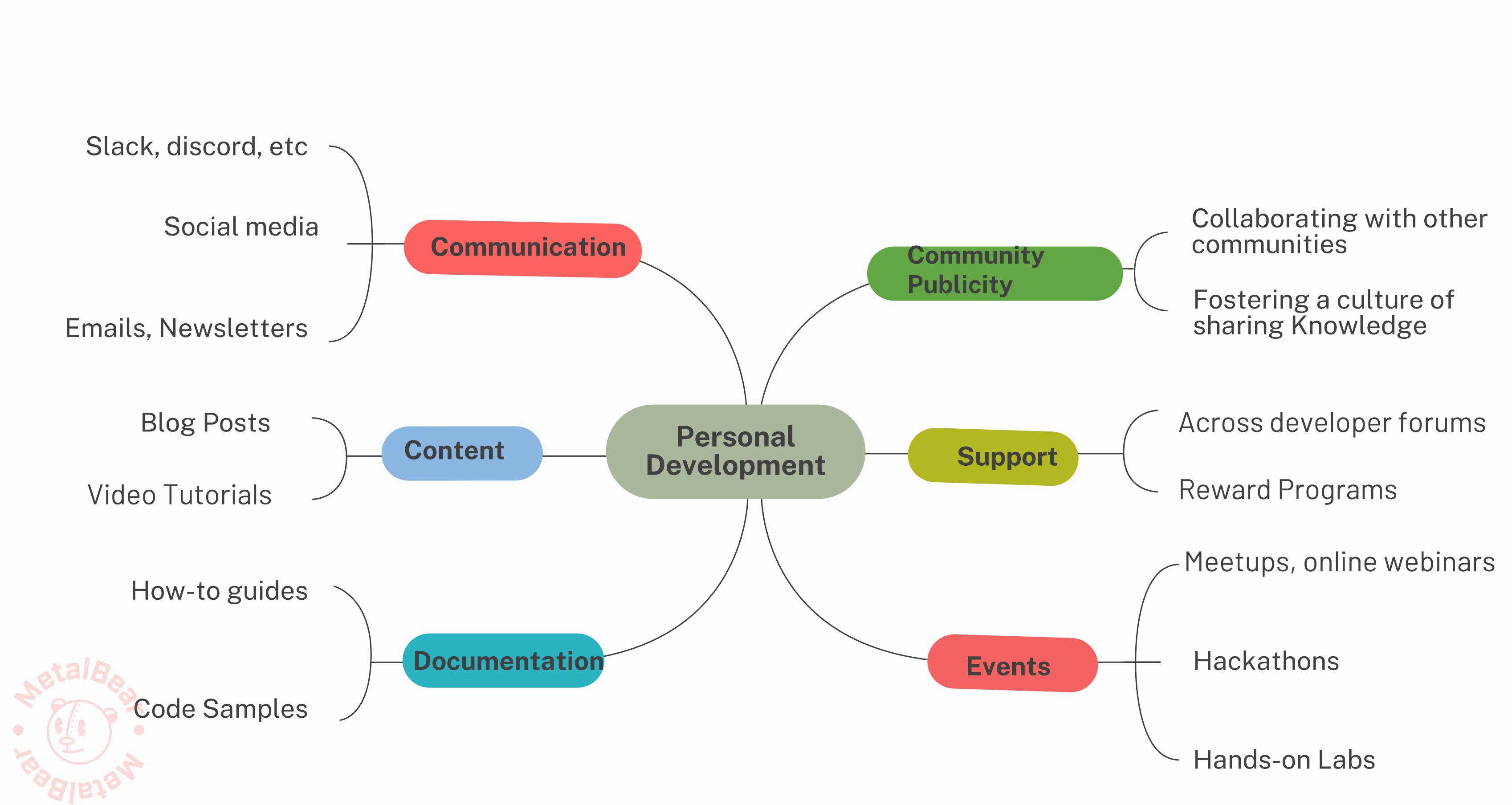
Will the software delight them and get them excited enough to want to learn more about it?

Can they trust the software?

Can they trust the Foundation?

LEVERAGING THE DEVELOPER RELATIONS TOOLKIT



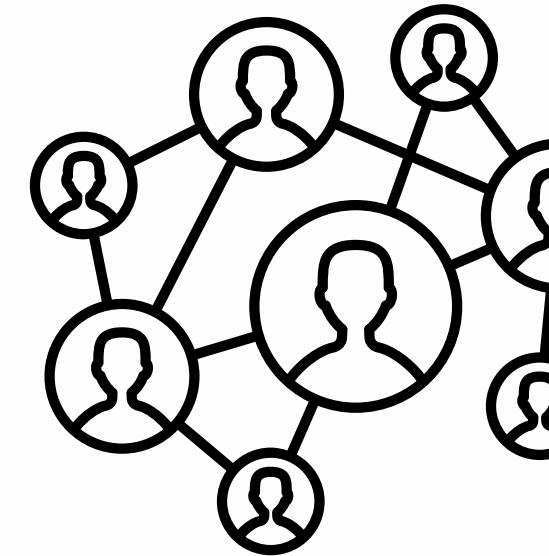


LEARNING IN THE PROCESS



“
X2

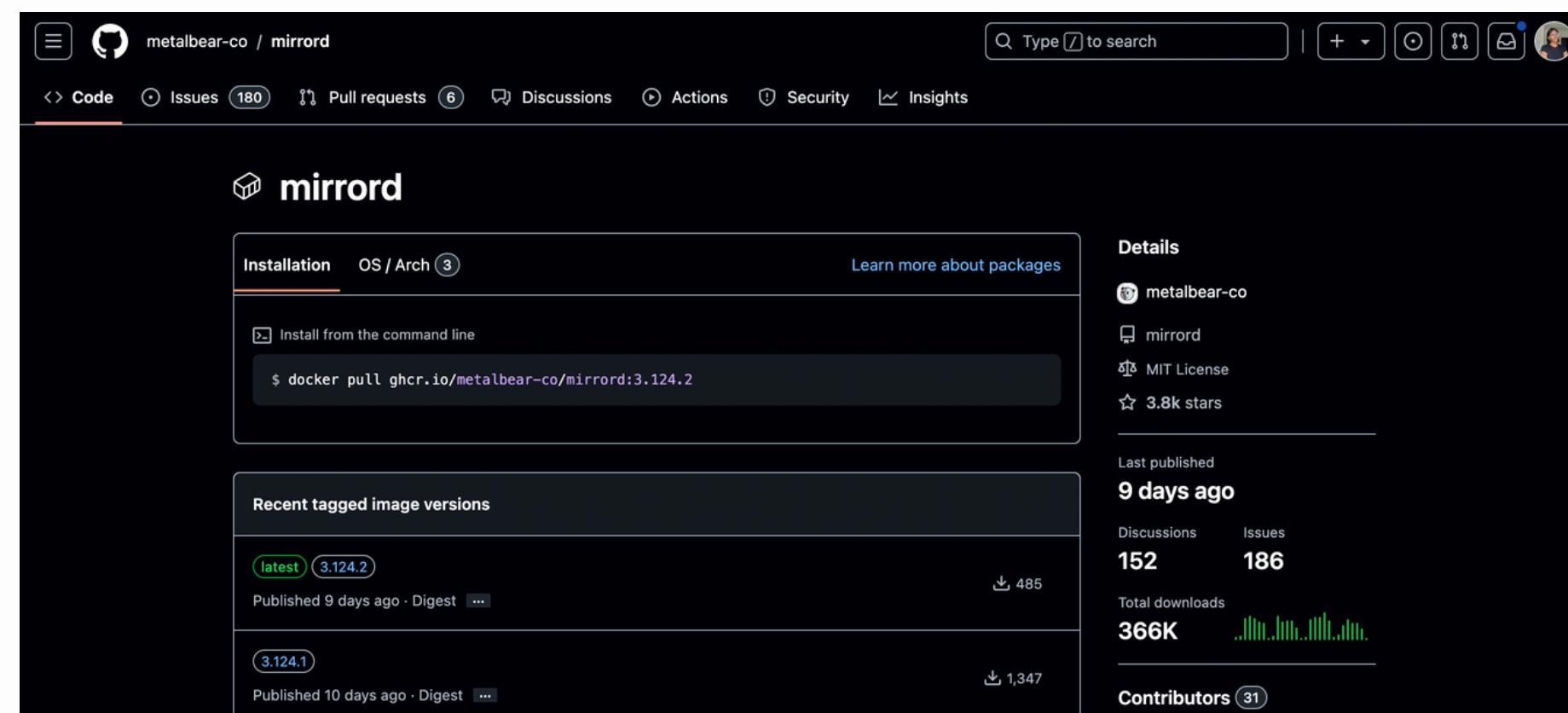
”



Community responsiveness

See how often and how quickly contacts receive a reply.

90.9% (10) of conversations include teammates • **2 minutes** median time to first team response 



The screenshot shows the Docker Hub page for the 'mirrord' repository. At the top, there's a navigation bar with links for Code, Issues (180), Pull requests (6), Discussions, Actions, Security, and Insights. Below the navigation, the repository name 'mirrord' is displayed with a Docker icon. The 'Installation' tab is selected, showing the command '\$ docker pull ghcr.io/metalbear-co/mirrord:3.124.2'. To the right, there's a 'Details' sidebar with information about the repository owner ('metalbear-co'), the repository name ('mirrord'), license ('MIT License'), and star count ('3.8k stars'). Below the installation section, there's a 'Recent tagged image versions' section showing 'latest 3.124.2' (Published 9 days ago - Digest ...) and '3.124.1' (Published 10 days ago - Digest ...). Further down, there are sections for 'Discussions' (152), 'Issues' (186), 'Total downloads' (366K), and 'Contributors' (31).

“mirrord is one of **the greatest tools** I have ever had the honor to use!”

“But a few days ago, I discovered this tool, mirrord, and I can't keep silent about it.

It has made such a big difference in my day-to-day work that it would be a crime not to share it with others.”



Anatoly Tarnavsky
Full Stack Developer




**Measure everything
you can**



**Keep
Experimenting**



**The developers are
the priority**

Thank you !

- mirrord.dev 
- [https://github.com/metalbear-
co/mirrord](https://github.com/metalbear-co/mirrord)
- <https://discord.gg/metalbear>
- anitai@metalbear.co 
- [Anita ihuman](#)  

