

The background features several concentric red circles of varying line weights, some solid and some dashed, creating a ripple effect. A solid red arrow points downwards from the left side, positioned to the left of the main title.

Hypermedia Design Business Use Case

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TOPICS



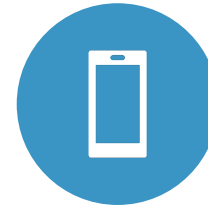
OBSERVATIONS



SOLUTION



SEMANTIC
DESCRIPTORS



STATE
DIAGRAM



MEDIA TYPE



JSON RESPONSE
BODY



SOURCE

Observations Of The Business

We are seeing a lot of API abandonment as your service requires the user register an API key before it can be used.

This is leading to developers abandoning your services as they don't know why it is necessary for them to register an account and create an API key.

Developers don't know how to register for an API key.

Your email support has fielded over 2000 emails on this issue in the last 2 months.

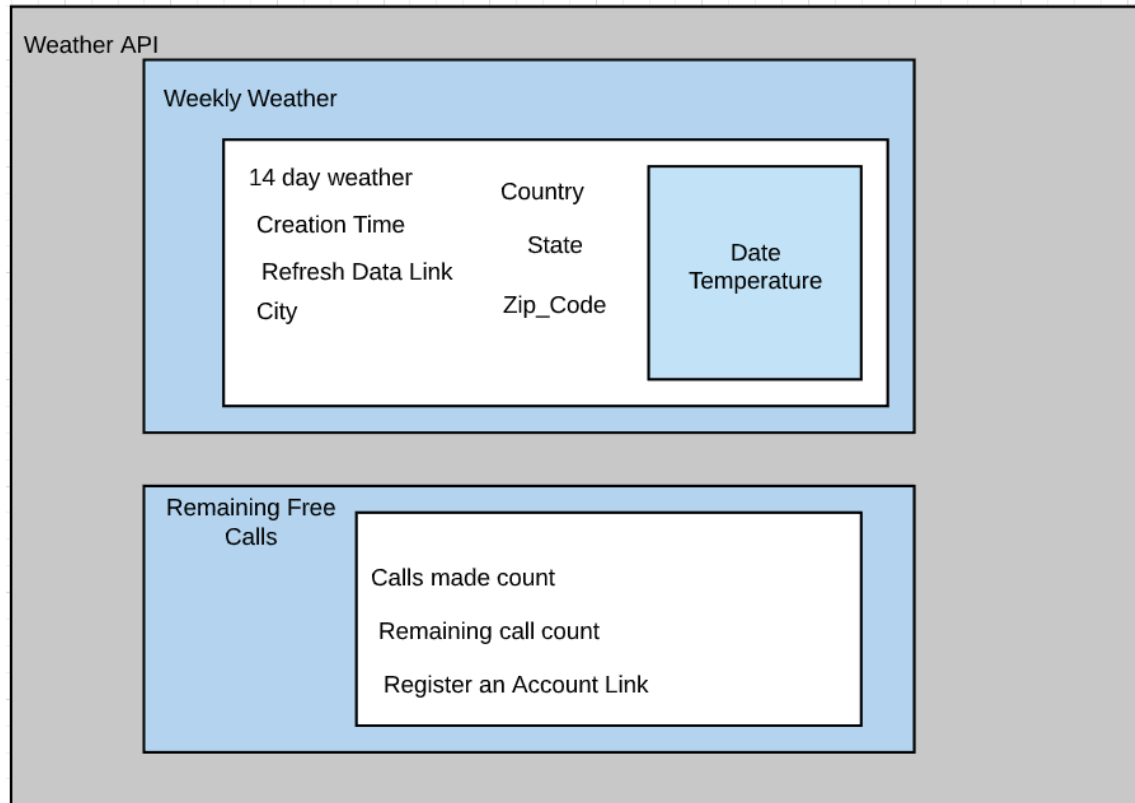
Solution



A way to resolve this would be to offer a set number of API calls that do not require an account. Each call will return the number of free calls that remain, along with a link that points to instructions for creating an account.

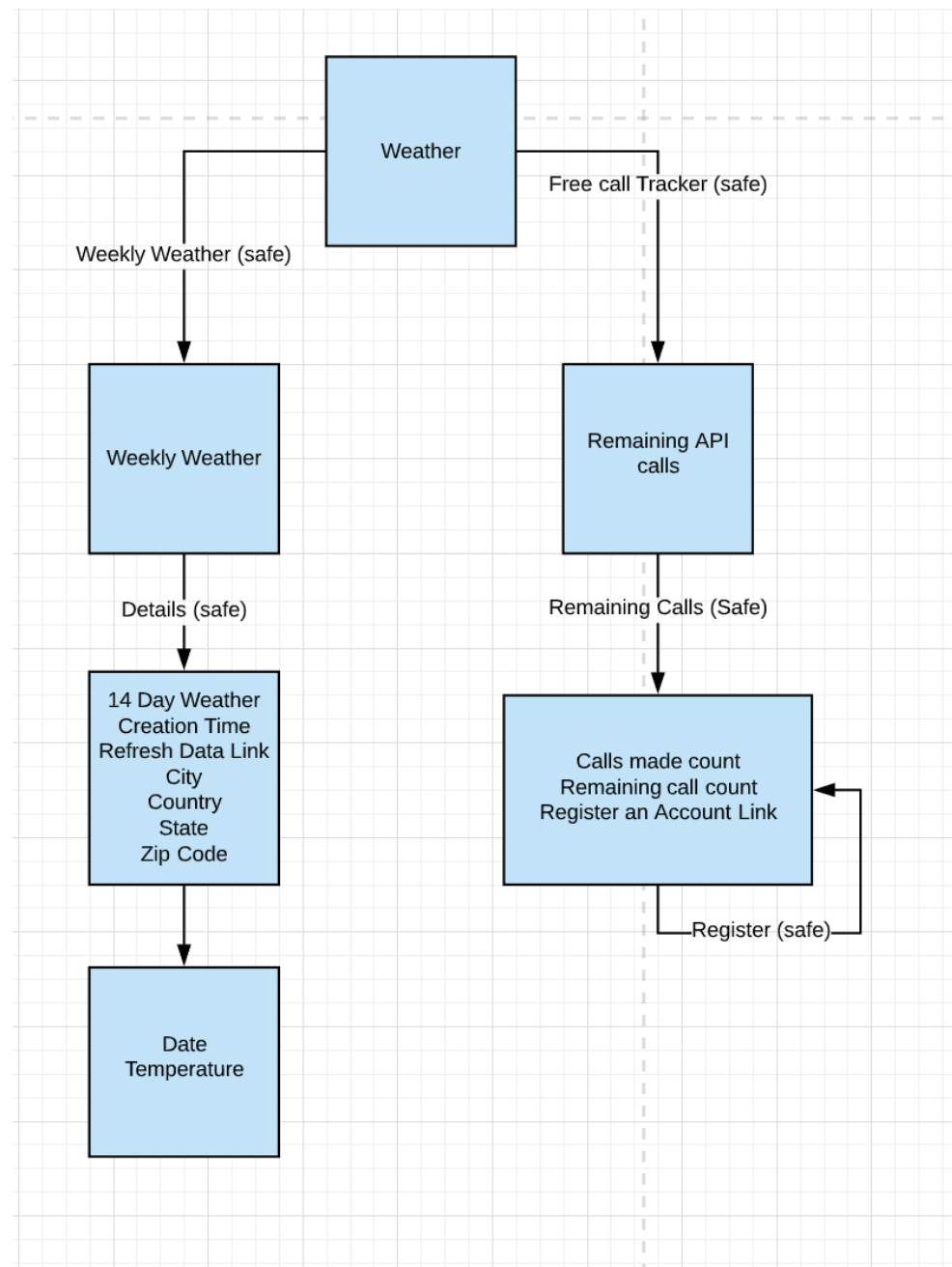


This will drive more engagement as users get a taste of what the software has to offer, while at the same time staying informed.



Semantic Descriptors

State Diagram



Key	DataType	isRequired
14_day_weather	Boolean	Yes
Creation_Time	String	Yes
Refresh_Link	Link	Yes
City	String	Optional
State	String	Required
Country	String	Required
Zip_Code	String	Required
Date	String	Required
Temperature	String	Required
GET Request Query Parameters		
City	String	Optional
State	String	Required
Country	String	Required
Zip_Code	String	Required

Media Type (JSON)

JSON Response Body of GET Request

```
{
  "Description": "weather api",
  "weekly_weather": {
    "14_day_weather": [
      {
        "Date": "1/1/2020",
        "Temperature": "100"
      },
      {
        "Date": "1/2/2020",
        "Temperature": "100"
      },
      {
        "Date": "1/3/2020",
        "Temperature": "100"
      }
    ],
    "Location": {
      "City": "omaha",
      "State": "NE",
      "Zip_code": "68103",
      "country": "US"
    }
  },
  "remaining_free_calls": {
    "calls_already_made": 25,
    "remaining_free_calls": 75,
    "links": [
      {
        "href": "https://www.registeryouraccount.com",
        "rel": "How to register your account",
        "method": "GET"
      },
      {
        "href": "https://www.aboutourapi.com",
        "rel": "Why our api isn't free forever",
        "method": "GET"
      }
    ]
  }
}
```


ROI



Less API abandonment



Increased usage



**Less consumer
confusion**



**Allows the client a
streamlined way of
onboarding**

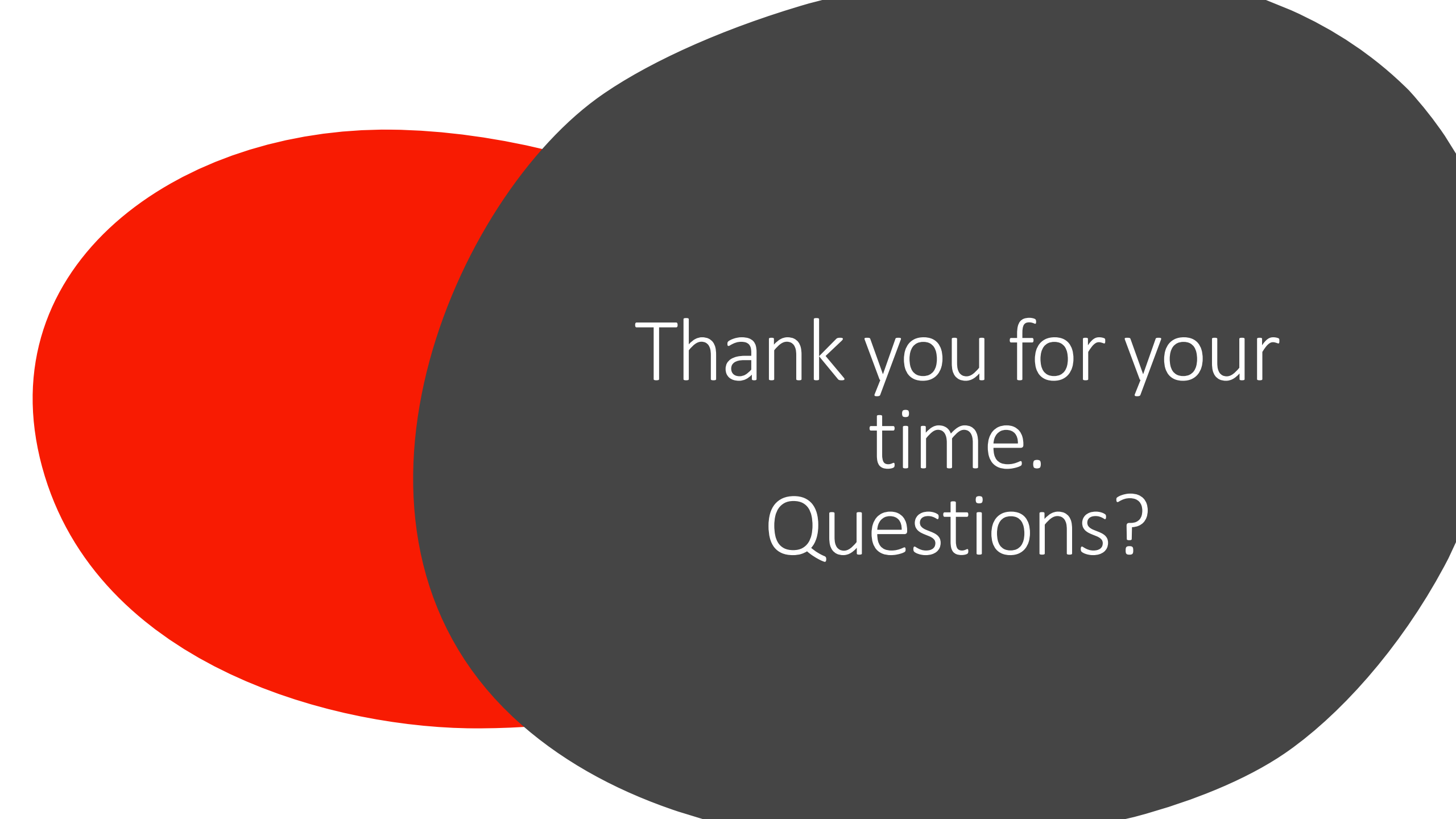


**Less calls to support
center for unauthorized
access errors because
api is transparent**



Source

- Richardson, L., & Amundsen, M. (2013). *RESTful Web APIs*.



Thank you for your
time.
Questions?