



API Asia Conference 2019

Connect, Collaborate & Transform

2nd October 2019,
Shangri-La Colombo, Sri Lanka

APIs for Humans



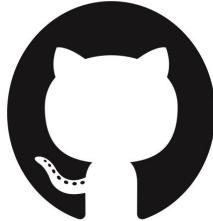
Uli Hitzel
API Evangelist
Axway



Developer Advocate



/in/uhitzel



/u1i/slides



IBM





cosmicrenaissance

1,257 posts

194 followers

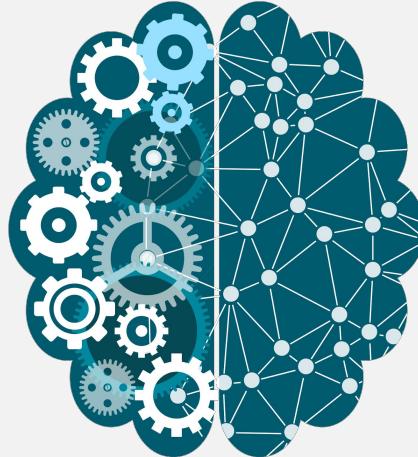
615 following

Just some guy, really.

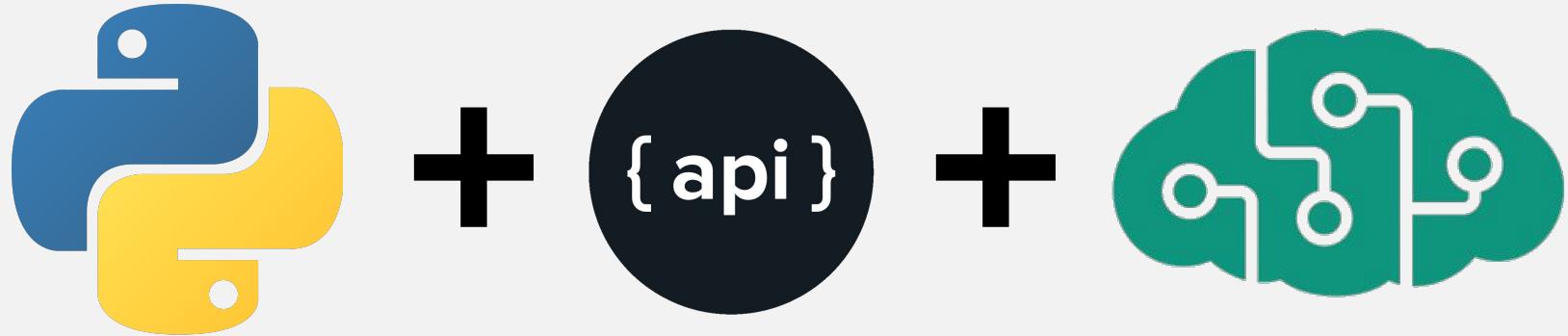
+65

City life, scenery, food.

Camera: Samsung Galaxy S7/S9

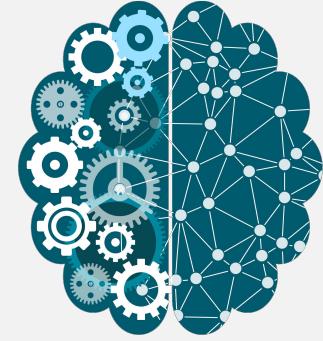


A word cloud visualization showing various nouns and adjectives in different colors (blue, green, orange, red) scattered across the page. The words are organized into several large, bold letters: 'clock' (top left), 'outdoor' (top center), 'city' (top right), 'water' (center), 'train' (left), 'tower' (bottom left), 'plate' (bottom center), 'view' (bottom middle), and 'field' (bottom right). Each letter contains a cluster of related words, such as 'sign' under 'outdoor' or 'boat' under 'water'.



Microsoft

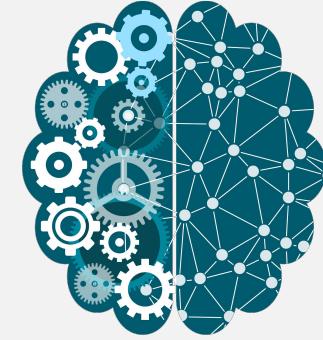
Cognitive Services



Text: "a close up of a pizza"

Confidence: 0.9246481371443355

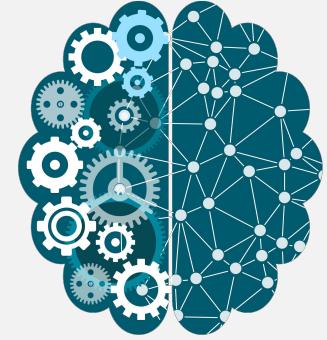
Tags: "pizza" "food" "table" "sitting" "cheese" "plate" "top" "piece" "slice" "toppings" "close" "eaten" "sauce" "covered" "wooden" "large" "pepperoni" "white" "pan"



Text: "a cup of coffee"

Confidence: 0.8527612488821656

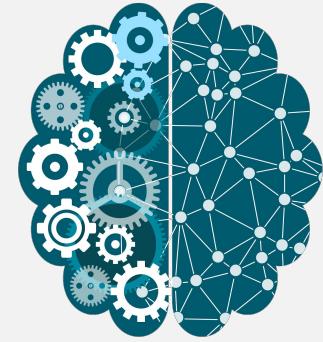
Tags: "cup" "table" "coffee" "food" "sitting" "drink" "plate" "sandwich" "breakfast"
"spoon" "glass" "close" "donut" "hot" "white" "phone" "soup"



Text: "a wooden table next to a window"

Confidence: 0.8365439206950018

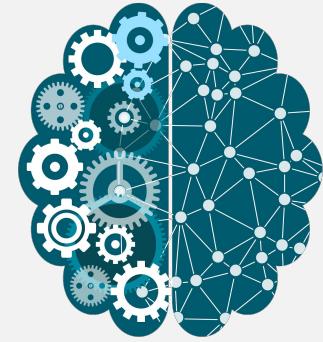
Tags: "table" "indoor" "window" "room" "sitting" "chair" "small" "desk" "wooden" "laptop" "lit" "top" "light" "counter" "computer" "living" "kitchen"



Text: "a sunset over the ocean"

Confidence: 0.8065587199349568

Tags: "outdoor" "water" "beach" "sunset" "ocean" "sun" "man" "pier" "track"
"board" "top" "large" "red" "standing" "surfing" "walking" "boat" "holding" "flying"



Text: "a bunch of bananas"

Confidence: 0.37608016747604295

Tags: "animal" "covered" "sitting" "old" "side" "large" "water" "lot" "many" "top"
"table" "bunch" "street" "fire" "bird" "snow" "parking" "group" "river" "ocean" "field"

Key Points

- 1 – Build APIs:
Design First, Code Later

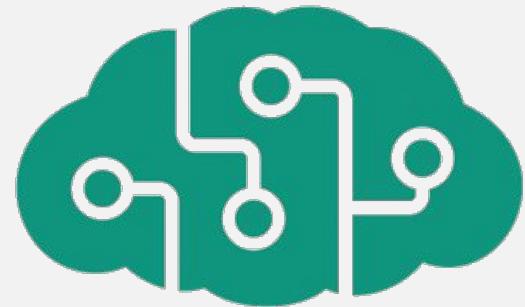
- 2 – Manage APIs:
Divide & Conquer

- 3 – API Adoption: Developer
Experience is Everything



You've just seen an example of this

- API abstracts something really complex
- Quick Results
- Easy to use → More Users → More Sample Data → AI learns → Better Product



 Microsoft
Cognitive Services



Design First

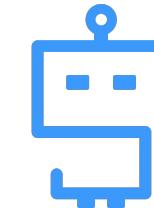
- Start with the Interface
- Use API Design Guides
- Quick Prototyping & Mocking

1

```
1  swagger: "2.0"
2  info:
3    description: "This is a sample server for
4      out more about Swagger at [http://swagger.io]
5      or on [irc.freenode.net, #swagger].
6      For this sample, you can use the api key
7      authorization filters."
8  version: "1.0.0"
9  title: "Swagger Petstore"
10 termsOfService: "http://swagger.io/terms/"
11 contact:
12   email: "apiteam@swagger.io"
13 license:
14   name: "Apache 2.0"
15   url: "http://www.apache.org/licenses/LICENSE-2.0.html"
16 host: "petstore.swagger.io"
17 basePath: "/v2"
18 tags:
19   - name: "pet"
20     description: "Everything about your pet"
21     externalDocs:
22       description: "Find out more"
23       url: "http://swagger.io"
24   - name: "store"
25     description: "Access to Petstore operations"
26   - name: "user"
27     description: "Operations about users"
28     externalDocs:
29       description: "Find out more about users"
30       url: "http://swagger.io"
```

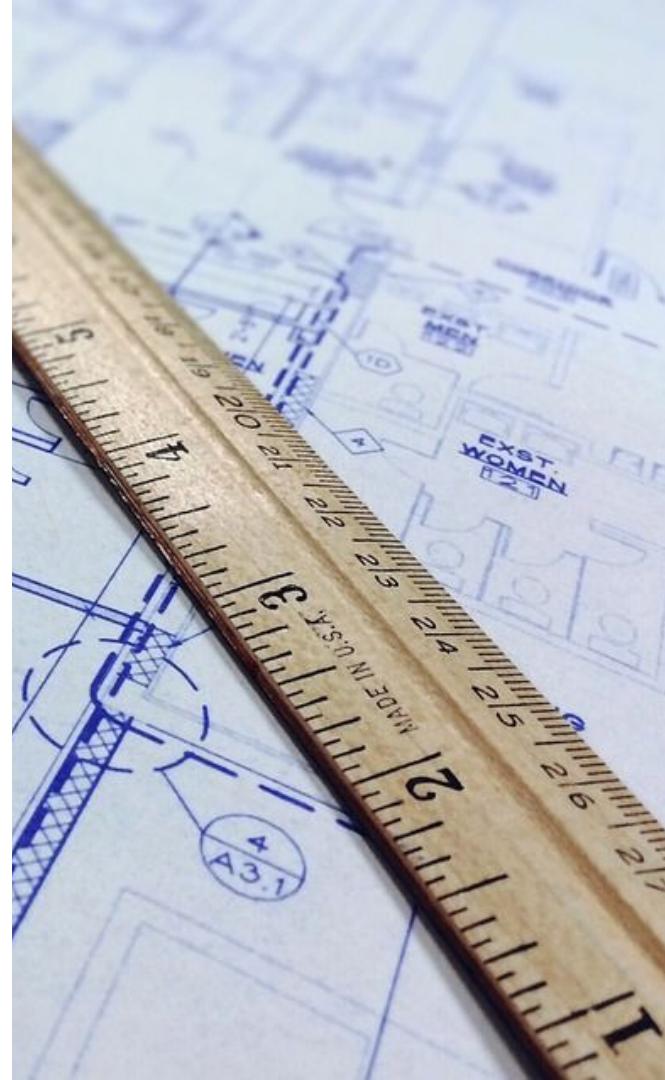
Contract First

- What can I do?
- What do I get?
- Data Models
- Authentication
- License



Be Strict about This

C REATE	→	HTTP POST /resource + Payload 201 + Location
R EAD	→	HTTP GET /resource 200 + Payload
U PDATE	→	HTTP PUT /resource/{id} + Payload 200/204
D ELETE	→	HTTP DELETE /resource/{id} 200/204



Use & Share Design Guidelines

The API Guidelines are split into two main parts:

- General Guidelines
- API type-specific Guidelines
 - REST APIs Guidelines
 - Kafka Guidelines

The general guidelines section discusses the core principles relevant to any kind of API. The API type-specific section further defines the guidelines specific to a given architectural style or API technique (such as REST, Kafka or GraphQL APIs).

How to read the Guidelines

These Guidelines are available for online reading at [GitBook](#) its source can be found on [GitHub](#).

The CAPITALIZED words throughout these guidelines have a special meaning:

1 The key words "MUST", "MUST NOT", "REQUIRED", "SHALL", "SHALL NOT",
2 "SHOULD", "SHOULD NOT", "RECOMMENDED", "MAY", and "OPTIONAL" in
3 this document are to be interpreted as described in RFC2119.



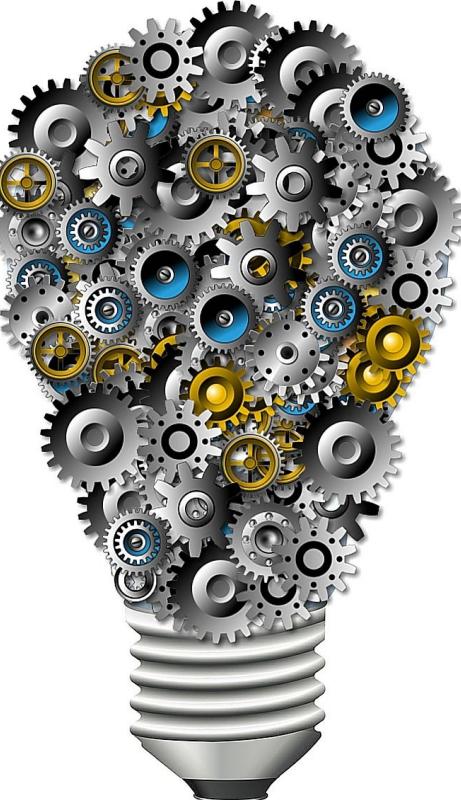
apistylebook.com



Iterations

Clean API Specs

- Generate Docu + SDK
- Mock with 'Semantics'
- Test
- Refine & Repeat



Divide & Conquer

- Do you really need to code?
- Centralized Governance
and Unified Experience
- API Management as
Control Plane

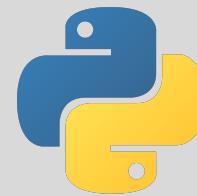
Use

- API Portal
- Swagger/OAS
- API Keys
- OAuth
- HTTP
- JSON
- Sandbox

Manage

- Access Control
- Security
- Quotas
- Transformation
- Service Catalog
- Self Service
- Analytics

Build





Developer Experience

- Who is your Customer?
- Give them Quick Results
- Involve them

3



Products made by Fans

Can you think like a developer, if you're not a developer yourself?

'Hello World' in 10 Minutes

- Instant Access
- Sandbox
- Examples, Tutorials & 'Flavored' Documentation



Involve & Empower your Audience

- Git powered Documentation
→ Pull Requests
- API Portal as your Developer Community
- Meetups, Success Engineers
- Developer Experience → Building Relationships



Takeaways

- 1 – Build APIs:
Design First, Code Later

- 2 – Manage APIs:
Divide & Conquer

- 3 – API Adoption: Developer
Experience is Everything



APIs for Humans



axway 