

Developer Portal

User Research

Agenda

- Objective
- What We We Want to Learn
- Process
- Results
- Design Considerations

Objective

Interview the Developer Portal target demographic to understand motivations, pain points, and utilize feedback to inform design direction of the new Developer Portal.

What We Want To Learn

- What Works / Doesn't Work
- Pain Points of Developer Portals
- Motivators
- Use of Workflow
- Navigation Dependency
- Support Experience
- Account / Identity Management
- Device Management

Process

Process:

1. Recruit. Recruit participants who have experience using developer portals such as Google, Apple, Amazon, Roku and Netflix
2. Qualify. Screen all respondents as well as complete questionnaire to identify motivations and pain points in their journey to publish their app/product in a developer portal
3. Interview. Candidates were interviewed for 30 minutes to discuss their user experience with developer portals

Questions

- 1. What Developer Portals have you used? (Apple, Google, Amazon, Roku, Netflix)
- 2. What is your experience with the registration process?
- 3. Was required documentation and developer tools easy to find?
- 4. Was the process to submit/certify your app or device easy?
- 5. What is your experience with customer/tech support and ticket management?
- 6. Describe your need to manage your account or identity.
- 7. Describe feedback from your portal use (text, notification, email)
- 8. What was your experience with navigation?

Who We Talked To

Who:

8 Developer Portal Users

- 4 Female / 4 Male
- Apple (4), Android (2), Roku (3), Netflix (3)
- Spread Across:
 - Application Developer
 - Digital Designer
 - Smart Device Builders

When:

Monday 12/10-Wednesday 12/12

How:

Over the phone interviews. Users were asked to go discuss 3 scenarios:

- Developer Portal Experience
- Device Certification Experience
- Digital Asset Workflow

Participant Persona's



Jennifer

Age: 26

App Developer

Bio Jennifer works for a company that creates stream apps for ROKU and Netflix. She constantly needs to know how to work with each platform and what is the latest process and SDKs

Pain Points Not being able to find the latest SDK.

Expectations Great navigation, and organized content.

Bio David is freelancer who works for an Ad Agency in NYC. He is used to creating digital assets and submitting them for approval.

Pain Points Not getting notified as to the status of his submission

Expectations Timely feedback and a quick turnaround time.



David

Age: 35

Digital Designer

Bio Stephen works for a start-up creating SMART devices for residential and commercial use.

Pain Points Having NO idea of the overall process or his current status

Expectations Stephen expects the device certification process to be easy and transparent.



Stephen

Age: 43

Smart Device Builder

Results

- **Portal Visual Appearance & Usage**

- Participants felt that the first impression of the developer portal was important to their continued usage. This includes reducing wordy pages and complex interfaces. Apple's Developer Portal received high marks here.
- **Recommendation:** Ensure familiar page templates are utilized that consistently present web standards of layout and content organization.

- **Registration Process**

- Participants who used developer.apple said the registration process was fast and easy, since it ported over information from an existing iCloud account without the user having to re-provide, etc.
- **Recommendation:** Design a registration process that is highly visual and reduces as much data entry as possible.

- **Documentation & Tools**

- Participants indicated that if documentation or tools is not readily available, they searched YouTube for instructional videos and content rather than the existing portal.
- **Recommendation:** Ensure content is well organized (via page templates), and up to date.

Results

- **Submission Process**

- Participants indicated that the overall application or device submission process is important to know, and that each step should be clearly defined as to what they need to do exactly. Participants said it would have been better if there was a "feedback bar" that indicated where they were on the submittal process
- **Recommendation:** Create a macro process that is highly visual (all steps) that also shows the micro process (current status).

- **Customer/Tech Support**

- Participants easily found support contact information readily available but less easy to be able to debug their code using the ticket submission process.
- **Recommendation:** Make it easy for developers to be able to see exactly where their support ticket is, and have it provide exact detail to help them debug and close.

- **Account / Identity Management**

- Participants talked about the need to manage their own id and profile, and also be able to set up other users as developers on their master account.
- **Recommendation:** Allow the ability for developers to manage other developers sub-accounts and access.

Results

- **Feedback**

- Participants felt timely feedback was very important – such as during registration, deployment, and payment. Same day feedback was indicated as an expectation. Google received low marks here.
- **Recommendation:** Ensure workflow settings for submissions, approvals, and processes are set to alleviate the time gap.

- **Navigation**

- Participants were more likely to navigate than search for information or documentation. They indicated that good navigation was “good organization”.
- **Recommendation:** Create efficient, clear information architecture that clearly allows users to know exactly where they are and where they need to go for anything they need.

Additional Design Considerations

- Create a dashboard when users first log in to track the progress of their product submissions and potentially profitability of their app or digital asset.
- Avoid flash and pop-ups throughout the site experience. Seen as annoying and not useful for mobile experience.

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