

Project: Create Learning Paths to Convert Developers

Business goal: Double the number of Flex developers within one year.

My role: Help convert developers new to the Flex (Flash) platform by providing an easy path to learning resources appropriate for users with different levels of experience.

Context: A common complaint from developers at the time was that the Adobe Developer Connection (ADC) had a lot of good content, but that it was hard to find. (Note also: At the time, the Adobe website was not powered by a CMS; content was created manually; attempts to curate and organize content in categories were few; new content appeared at the top of what looked like a long feed of articles and tutorials in the respective developer centers.)

In my role, I:

- Interviewed developer evangelists and community members to define a vision for what was required to help grow Flex users.
- Performed an audit of the entire content ecosystem and—with the help of an independent third-party Flex trainer and consultant—put together a quality evaluation, gap analysis, and proposal for learning paths that addressed the needs of different audiences: developers, architects, programmers, and business decision makers.
- Reviewed the proposal with community members to solicit feedback.
- Proposed a prototype of a content-rich web application for content delivery, an editorial calendar, and an estimate of cost, delivery timeframe, and maintenance requirements.
- Partnered with an internal designer and said third-party consultant to help build the final application.
- Worked with marketing to help drive Flex trial users to our resources through strategic e-mail blasts. (Note: Trial versions were time limited; the goal of the e-mails: remind trial users how much time is left until the trial expires and at the same time drive them to our learning resources through sample code snippets that demonstrated how easy it is to accomplish things in Flex followed by an invitation to “explore more.”)
- Guided the owner of the ADC’s Flex Developer Center on curating content in accordance with the new learning paths.

Flex Learning Paths Project

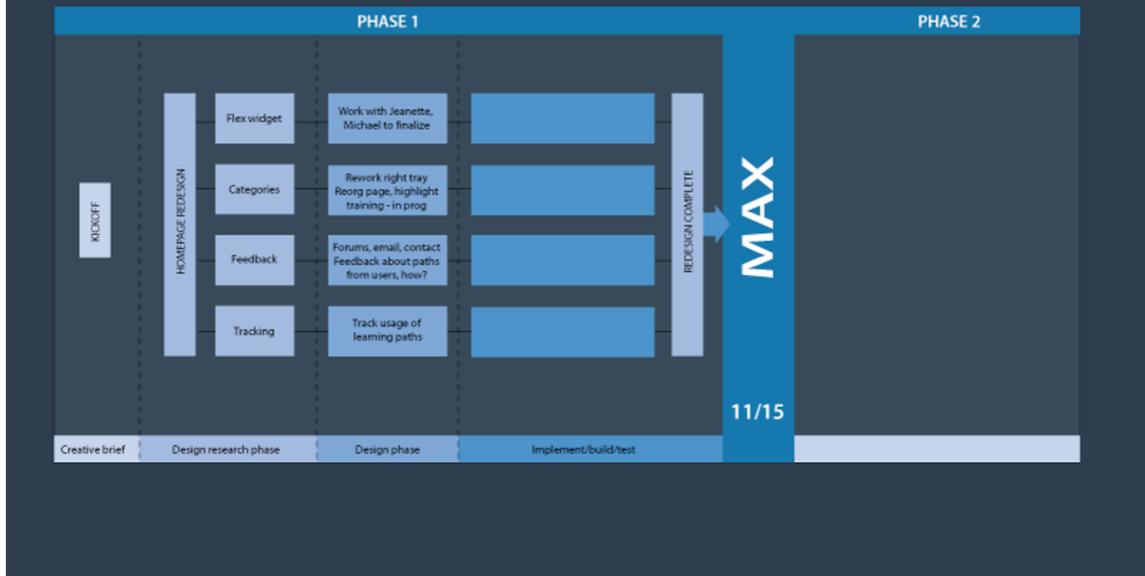


Figure 1. Planning and milestones.

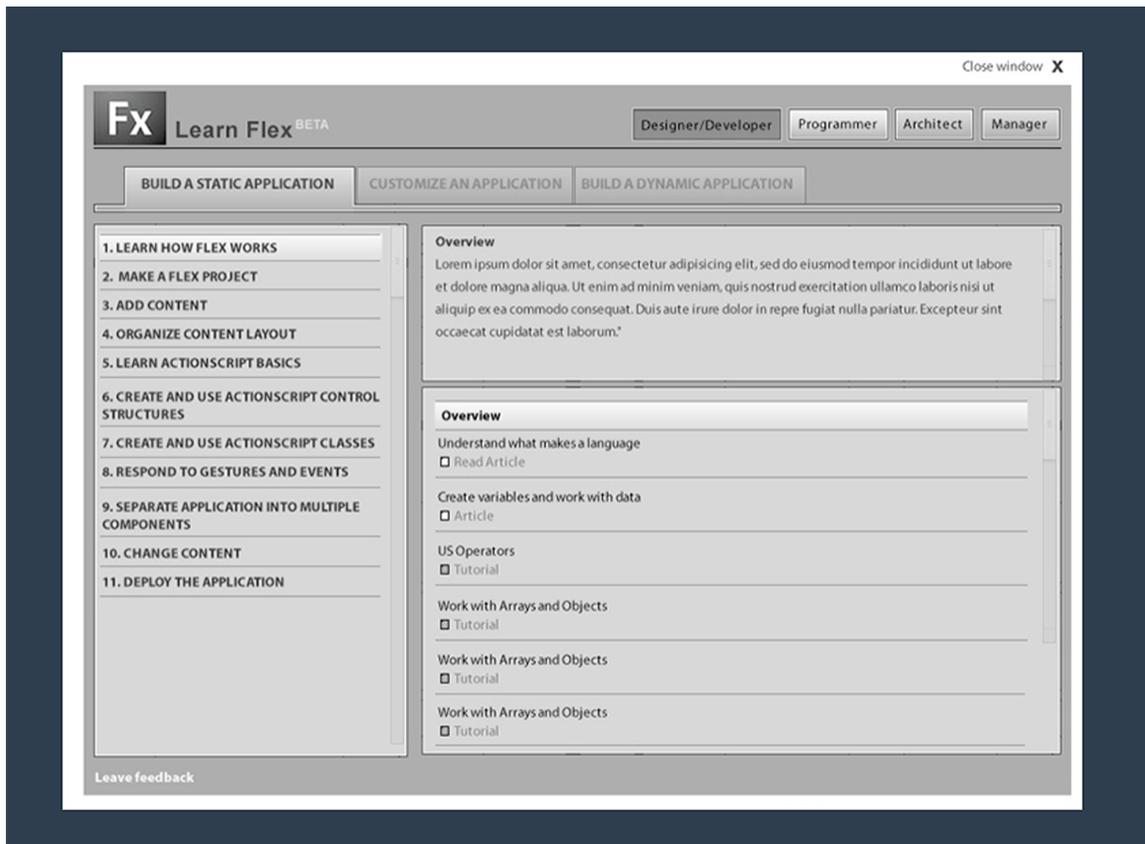


Figure 2. Learning paths prototype.

Mini Learning Centers

- Overview
- Downloads
- Getting Started
- Learn More

The screenshot displays the Adobe Developer Connection website, specifically the 'Flex Developer Center' page. The page is titled 'Developer Connection: Flex and PHP' and features a 'Build Flex and PHP apps' section. This section includes an overview with video and article links, a download section for Flex SDKs, and a 'Get Started with Flex and PHP with Zend' section. The 'Get Started' section is divided into 'Learn about Zend powered Flex apps' and 'Download the software'. Below this, there is a 'Learn More' section with a 'Week' of training and a 'Find sample code' section. The page also has a right-hand navigation menu with categories like 'Next Steps', 'Flex Developer Center', 'Learn Flex', 'Integrate Flex', 'Design and Components', 'Partners', 'Services and Toolkits', 'Documentation', and 'Related Resources'. The footer contains links for ADC Home, Online Privacy Policy, Terms of Use, Contact us, Accessibility, Report piracy, Permissions and trademarks, Send feedback, and Adobe.com Home.

Figure 3. Learning hub example (became prototype for other site areas).

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