

## 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

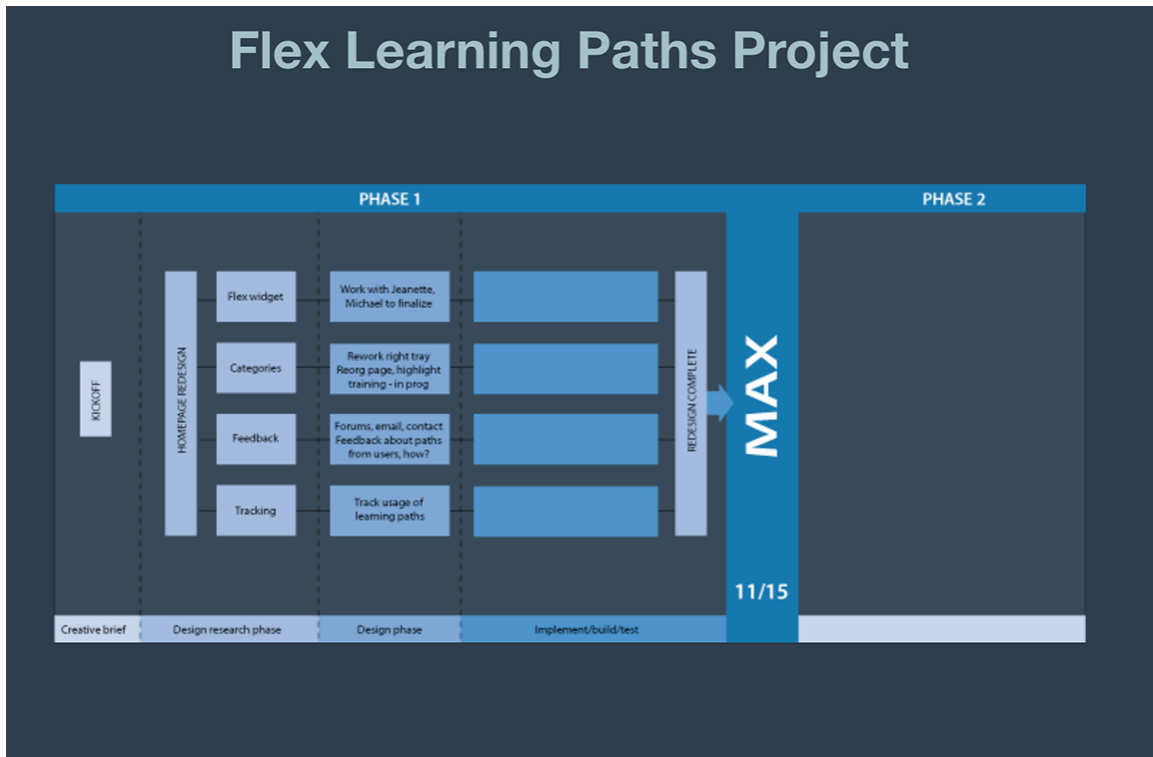


Figure 1. Planning and milestones.

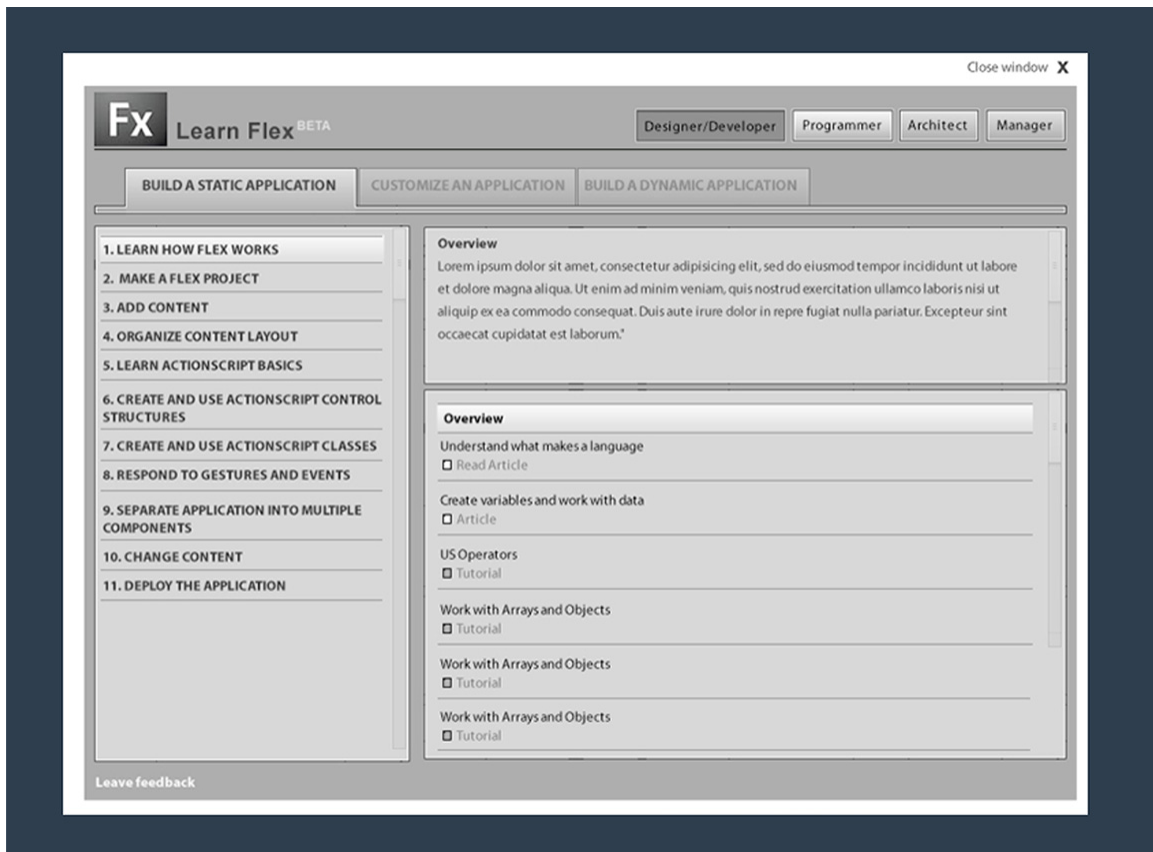


Figure 2. Learning paths prototype.

# Mini Learning Centers

- Overview
- Downloads
- Getting Started
- Learn More

The screenshot displays the Adobe Developer Connection website for the 'Flex and PHP' learning hub. The page is structured as follows:

- Header:** Includes the Adobe logo, 'ADOBE DEVELOPER CONNECTION', a search bar, and navigation links for 'PRODUCTS' and 'TECHNOLOGIES'.
- Breadcrumbs:** Home / Developer Connection / Flex Developer Center /
- Main Title:** Developer Connection: Flex and PHP
- Section: Build Flex and PHP apps**
  - OVERVIEW:** Contains a video 'Build a Flex and PHP app (12:10)', an article 'The architecture of Flex and PHP apps', and another article 'The technologies for Flex and PHP apps'.
  - DOWNLOAD:** Lists resources like 'To build Flex apps: Get the free Flex 4 SDK', 'To develop Flex apps faster: Try Flash Builder 4', 'To build data-driven apps: Get the Zend framework', and 'To develop PHP code faster: Try Zend Studio'.
- Section: GET STARTED WITH FLEX AND PHP WITH ZEND**
  - Learn about Zend powered Flex apps:** Includes an article 'Understanding the Zend Framework' and an e-seminar 'Combining Zend and Flex (00:00)'.
  - Download the software:** Mentions a community edition of Zend Server and a trial of Zend Studio.
  - Build a Flex and PHP app with Zend:** Includes a tutorial 'Build an app with Zend Studio and Flash Builder'.
  - Get more help with Zend and Flex:** Lists resources like 'Browse an archive of sample code', 'Zend community wiki', 'Flex and PHP forum', and 'Zend support center'.
- Section: GET STARTED WITH FLEX AND PHP**
  - Take a Test Drive:** Offers videos, code, and tutorials for building a Flex and PHP app, with sub-points for reviewing data, testing, and deployment.
  - Build a Flex and PHP app:** Focuses on connecting Flex and PHP, providing details on data topics and development tutorials.
- Section: LEARN MORE**
  - Week:** 'Learn Flex in a week. Free, in-depth Flex training through videos and exercises.'
  - Find sample code:** 'See all PHP recipes in the Flex cookbook. Featured: Create a login system. Featured: Start with AMFPHP.'
- Section: GET SPECIFIC**
  - Topic 1:** Lists video and tutorial links.
  - Topic 2:** Lists tutorial links.
- Right Sidebar:**
  - NEXT STEPS:** 'Become a certified Flex developer', 'Find a Flex consultant or trainer', 'Attend a Flex online seminar', and 'Flex Developer Center RSS feed'.
  - FLEX DEVELOPER CENTER:** Home, Architecture, Technology.
  - LEARN FLEX:** Getting started, Learning Paths, Flex in a Week video training.
  - INTEGRATE FLEX:** Flex and ColdFusion, Flex and Java, Flex and .NET, Flex and PHP.
  - DESIGN AND COMPONENTS:** Components, Security, testing, and deployment, UI design & RIA workflows.
  - PARTNERS:** Flex and Facebook, Flex and IBM iLOG, Flex and Intuit, Flex and Salesforce.com, Flex and SAP.
  - SERVICES AND TOOLKITS:** Data services.
  - DOCUMENTATION:** Flex 3.3 Language Reference, Flex 3 Developer's Guide (web), Flex 3 Developer's Guide (PDF), More documentation.
  - RELATED RESOURCES:** Flex Help and Support, Flex blog base, Flex SDK (Open Source), Adobe Labs, Adobe TV.

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

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