

State of Drupal Hungary 2008

Dries Buytaert

During my presentation at
DrupalCon Barcelona 2007
last year ...



Drupal.org served
20,000 pages

Drupal was
downloaded roughly
100 times

4 new Drupal sites
launched

3 of them were ugly



During the course of this
presentation ...



Drupal.org will serve
28,000 pages instead
of 20,000

Drupal will be
downloaded roughly
200 times instead of a
100 times

7 new Drupal sites will
launch instead of 4

? of them will be ugly



Data sources used in this presentation

- Drupal survey
 - 20 questions
 - 30 days
 - 1367 participants
- Drupal.org traffic statistics
- Drupal.org “ping home” data

What is holding us back?

Top 5 reasons based on survey

- I. Slow porting of contributed modules



What is holding us back?

Top 5 reasons based on survey

1. Slow porting of contributed modules
2. Learning curve



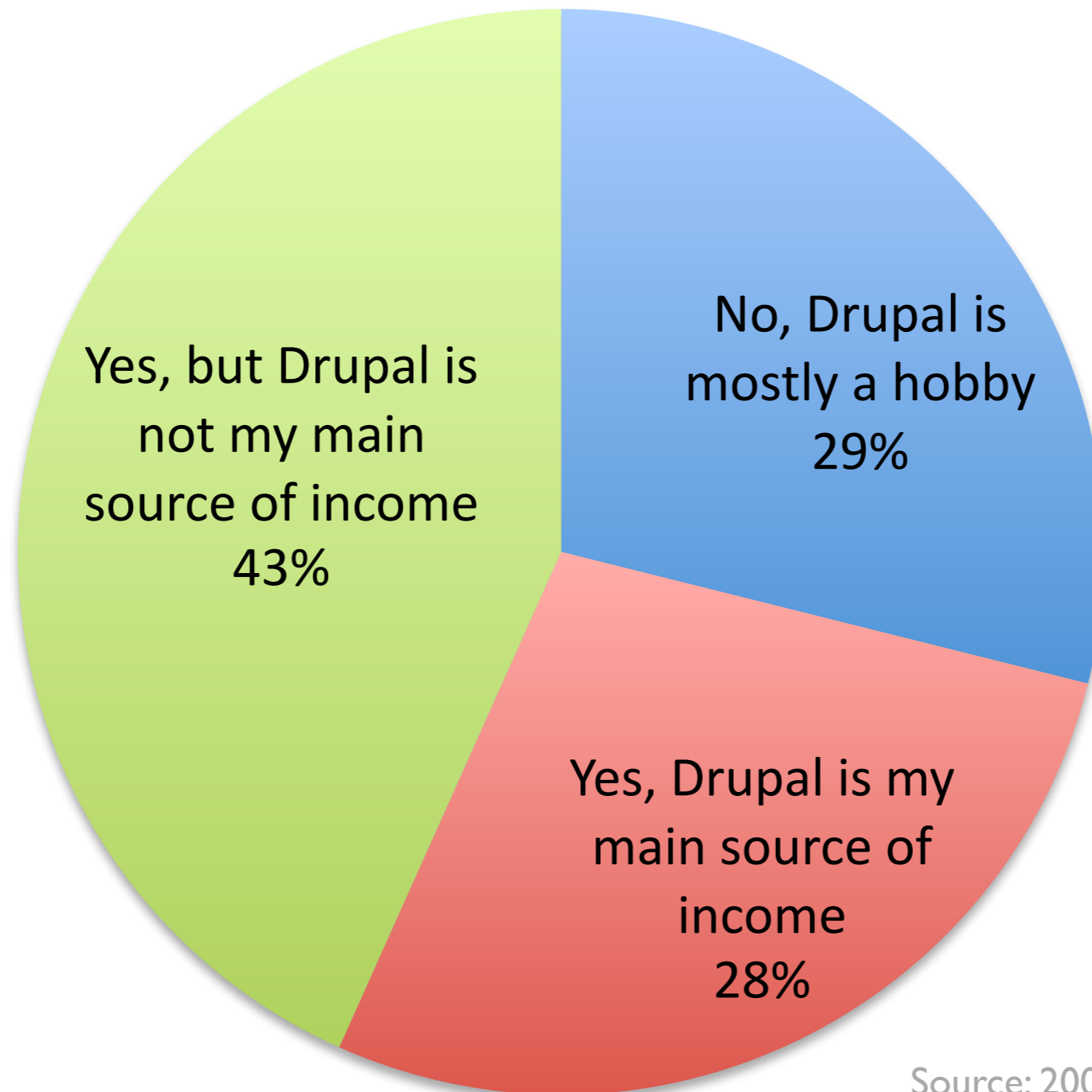
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Top 5 reasons based on survey

1. Slow porting of contributed modules
2. Learning curve
3. Restricted access to Drupal talent



Do you make money with Drupal?



Source: 2008 survey results

Top 5 most difficult things for novice users

| | |
|--------------------------------------|------|
| 1. Finding skilled Drupal designers | 1,8 |
| 2. Finding skilled Drupal developers | 1,75 |
| 3. Finding good documentation | 1,69 |
| 4. Learning Drupal | 1,66 |
| 5. Module selection | 1,63 |

Top 5 most difficult things for expert users

| | |
|--------------------------------------|------|
| 1. Finding skilled Drupal designers | 2,15 |
| 2. Finding skilled Drupal developers | 2,08 |
| 3. Scaling Drupal | 1,76 |
| 4. Module selection | 1,7 |
| 5. Staging a Drupal site | 1,61 |

(Source: ping home data)

The demand for Drupal talent exceeds the supply

- How do create an army of a 100,000 Drupal developers?
- How can we get more web shops to embrace Drupal?
- How do we get schools and universities to teach Drupal?
- How do we get even more people to write books?
- How can we help people make money with Drupal?

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Top 5 reasons based on survey

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2. Learning curve
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What is holding us back?

Top 5 reasons based on survey

1. Slow porting of contributed modules
2. Learning curve
3. Restricted access to Drupal talent
4. Drupal.org experience





Who uses Drupal.org?



Survey

21% of the participants consider themselves to be a *Drupal end-user*

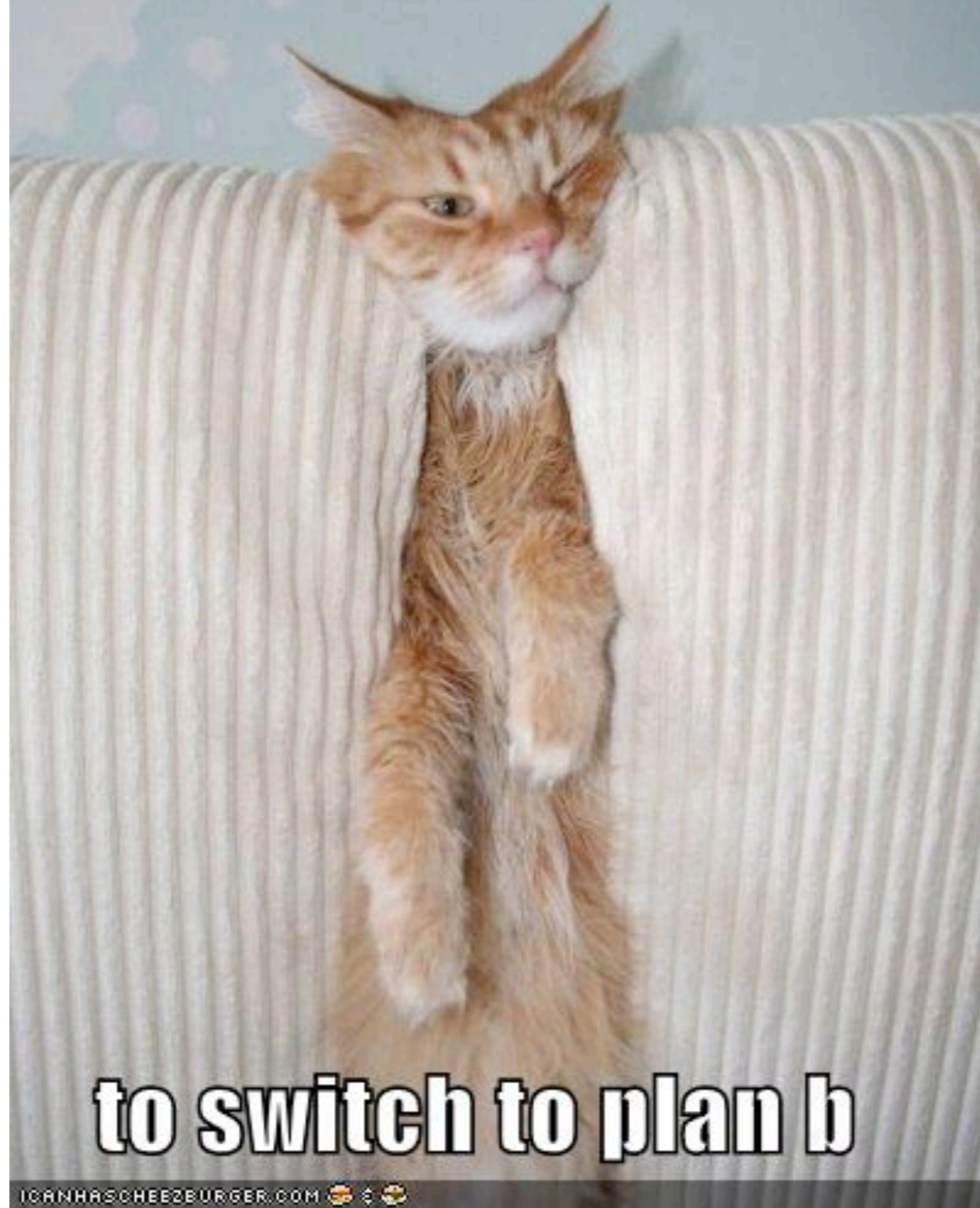
79% of the participants consider themselves to be a *Drupal developer*



Where are our end-users hanging out?

My personal goal for Drupal is to
empower people to
quickly and easily assemble
powerful, rich and interactive websites

dis mite be gud time



to switch to plan b

We are best at:

1. HTML
2. CSS
3. Hosting
4. CCK and Views
5. PHP development
6. SQL
7. Theme development
8. Graphic design
9. JavaScript/AJAX/jQuery
10. Web services
11. Module development
12. Security
13. Scalability
14. Test driven development
15. Flash/Flex/RIAs

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Learn more about:

1. CCK and Views
2. JavaScript/AJAX/jQuery
3. Module development
4. PHP development
5. Theme development
6. Security
7. Scalability
8. CSS
9. Web services
10. Test driven development
11. SQL
12. Graphic design
13. Flash/Flex/RIAs
14. Hosting
15. HTML

What is holding us back?

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1. Slow porting of contributed modules
2. Learning curve
3. Restricted access to Drupal talent
4. **Drupal.org experience**
5. Lack of features

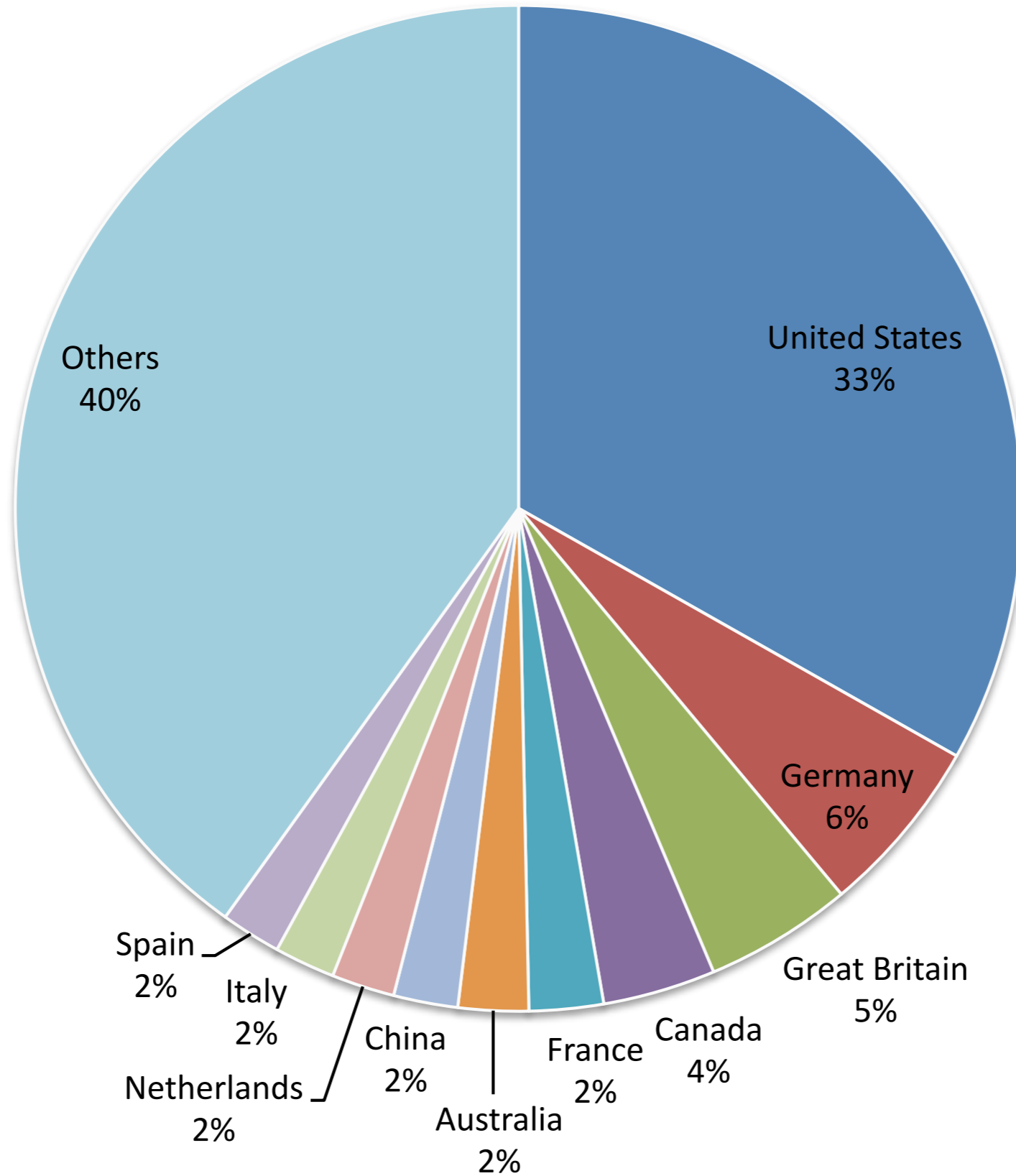


Drupal.org web traffic

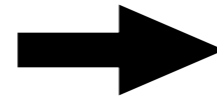
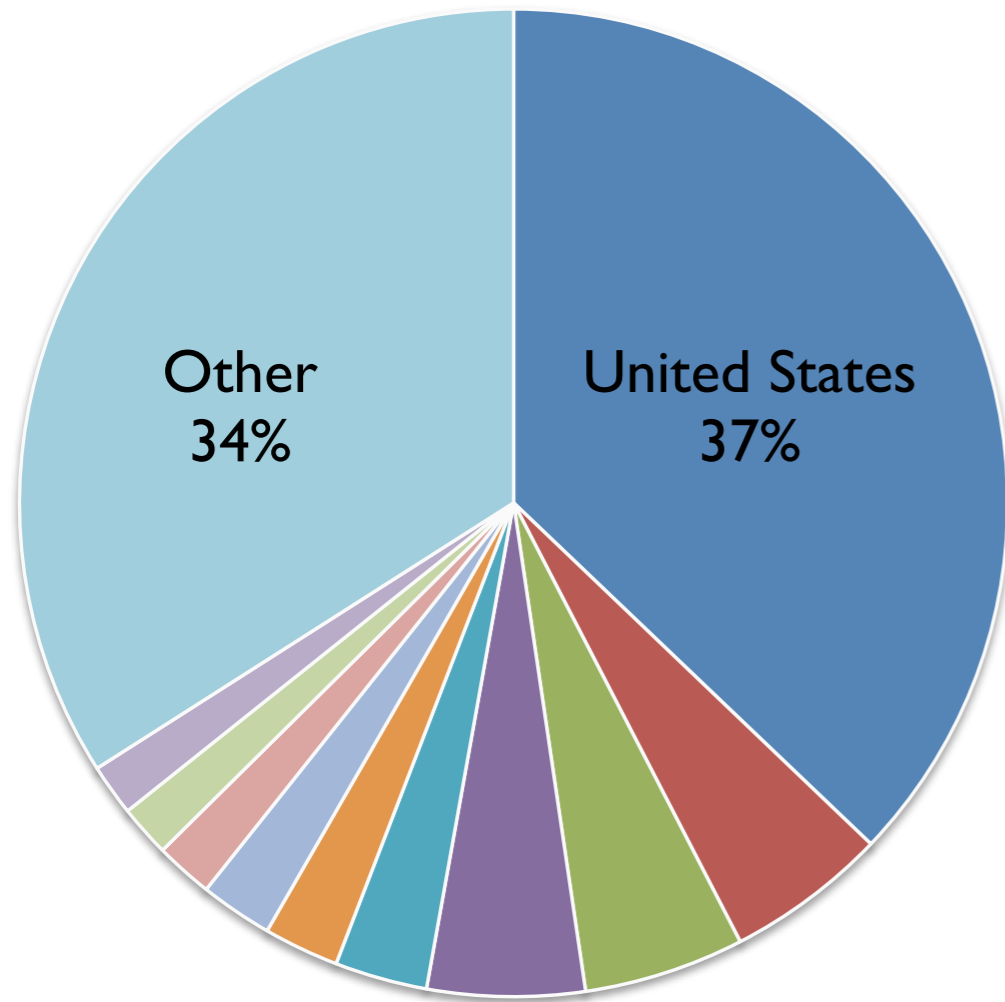
July 2008

- 21 million pages
- 1.1 unique visitors
- 1659 GB
- Not counting <http://groups.drupal.org> and other drupal.org properties

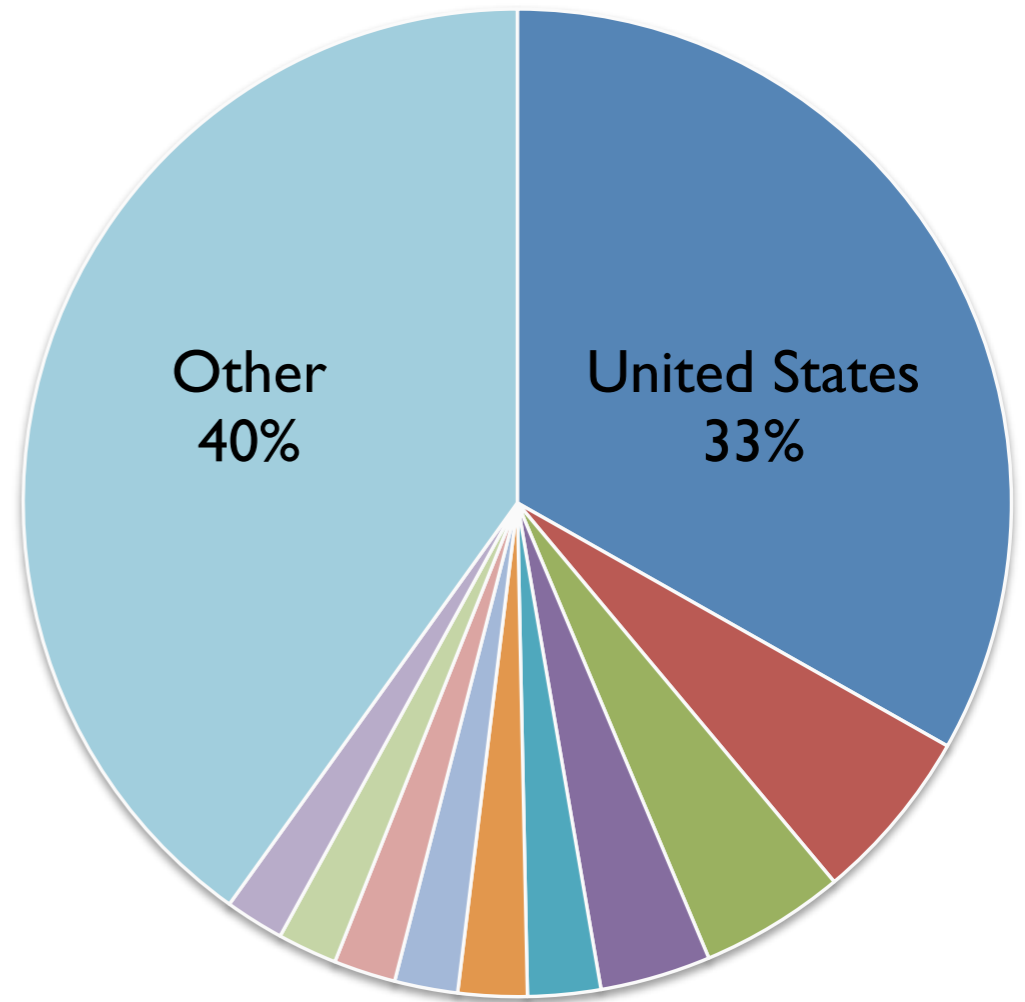
Drupal.org traffic in 2008



Drupal.org traffic in 2007



Drupal.org traffic in 2008



- Average traffic growth was 40% compared to last year
- United States and Europe grew less than 40%
- Strong growth countries: Slovak Republic, Russian Federation, Turkey, China, Mexico, Bulgaria, South Africa, Estonia, Spain, Israel, India, Chile

Where do you spend most of your time?

Novice users

Expert users

| | |
|-------------------------|-------------------------|
| Drupal.org handbooks | Drupal.org issue queues |
| Drupal.org forums | Drupal.org handbooks |
| Drupal.org issue queues | Groups.drupal.org |
| Groups.drupal.org | Drupal.org forums |
| Dupal mailing lists | Drupal IRC channel |
| Drupal IRC channel | Drupal mailing lists |

Source: survey results 2008

What do you think is most important for drupal.org?

Novice users

Expert users

| | |
|--------------------------|--------------------------|
| Module reviews | Module reviews |
| Module ratings | Module ratings |
| Better search results | Test results for modules |
| Test results for modules | Better search results |
| An upgrade from D5 to D6 | Better site performance |

Source: survey results 2008

Drupal.org is a big project for us in 2008-2009

- Drupal Association elected *Mark Boulton Design* to help with the Drupal.org redesign efforts
- Mark will be giving a keynote presentation at Drupalcon Szeged
- <http://groups.drupal.org/drupal-org-redesign-analysis>
- Drupal Association considering to help with project module upgrade



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1. Slow porting of contributed modules
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3. Restricted access to Drupal talent
4. Drupal.org experience
5. Lack of features

Source: 2008 survey results





Drupal 6

- ◆ More features
- ◆ Easier to administer
- ◆ Easier to scale
- ◆ Easier to theme
- ◆ Easier to developer for
- ◆ More people

Drupal 6 added many features

Better menu system, better logging, syslogd support, e-mail notifications for user accounts, better signature handling, better URL alias management, support for left to right languages, language detection, i18n in core, security improvements, remember anonymous users, module version checking, drag 'n drop interfaces, password strength checking, better poll administration, more template files, better maintenance pages, better update.php, themed the installer, HTML corrector, conditional loading of include files, block-level caching, Javascript aggregator, support for reverse proxies, forum improvements, better API documentation, OpenID support, actions and triggers, update notifications, schema API, improved APIs, and more ...

What is holding us back?

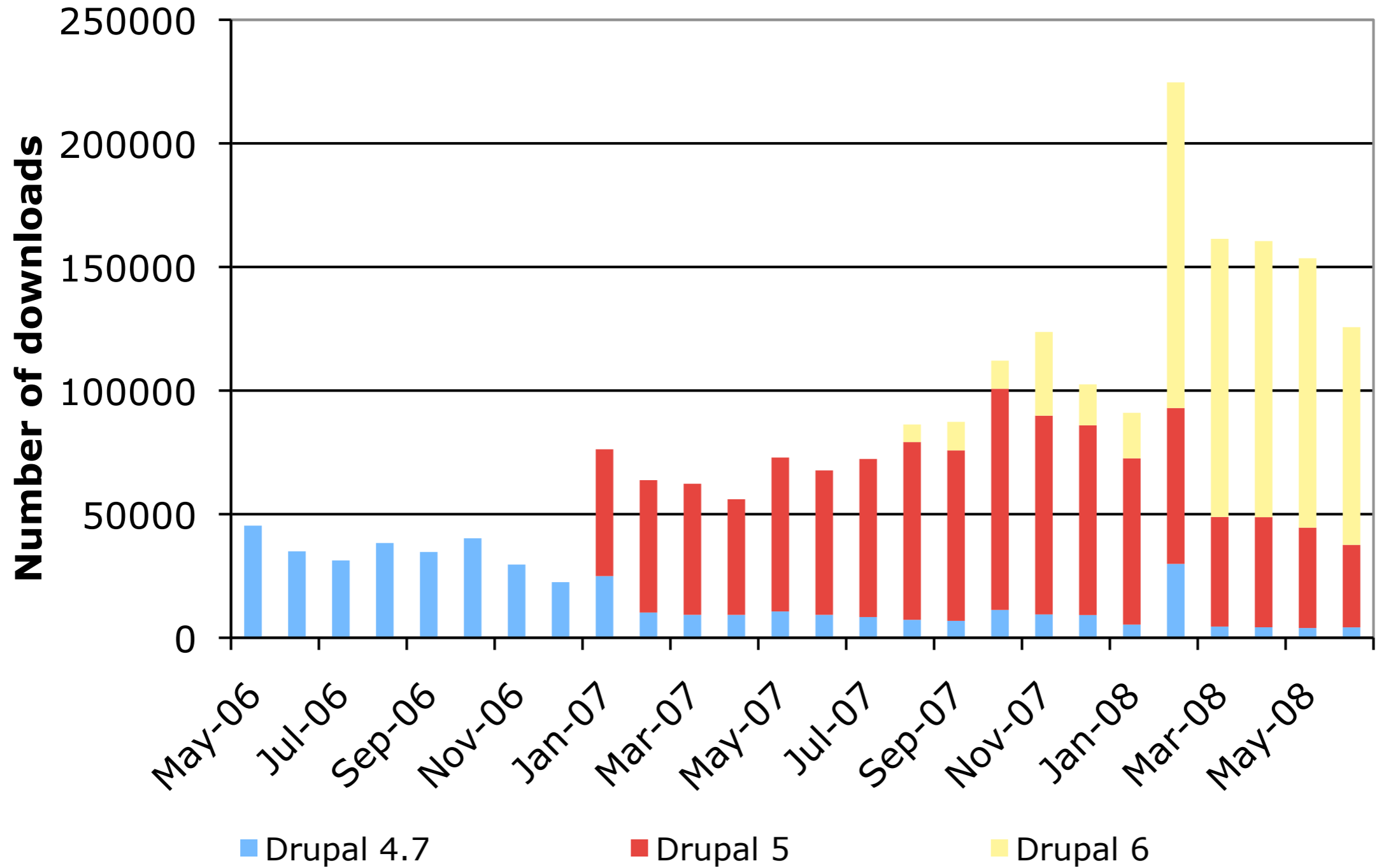
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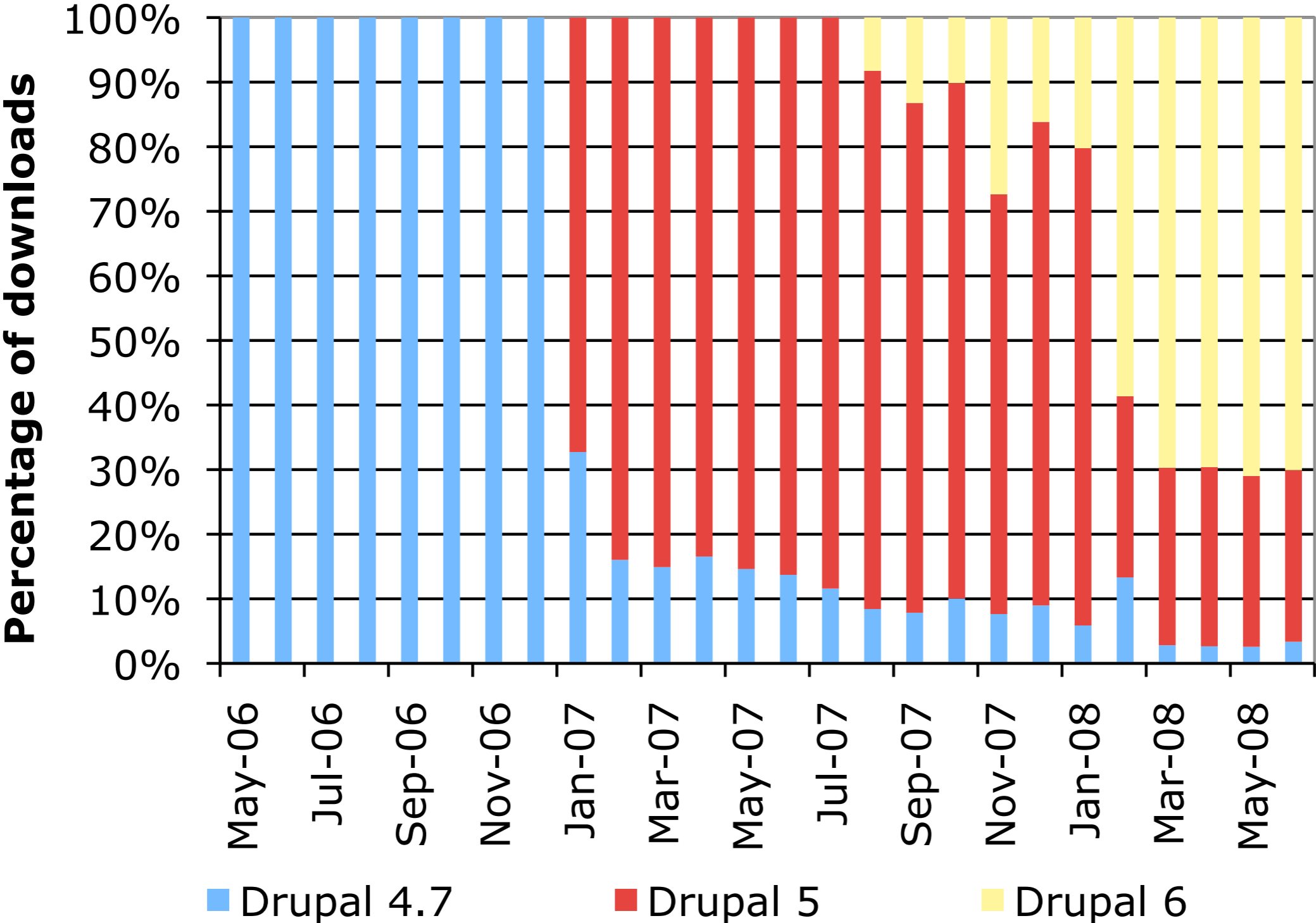
Source: 2008 survey results



Download statistics for Drupal core



Download statistics for Drupal core



Drupal.org ping home data of the last 7 days

12,172

**Drupal 5
installations**

(update.module in contrib)

22,632

**Drupal 6
installations**

(update.module in core)

Actual number of Drupal 6 sites is higher

- How many enabled update notifications?
- How many enabled cron?

6
month
period

All website developers

5,000,000
unique visitors

750,000
D6 downloads

23,000
D6 installs

(Based on educated estimates)

6
month
period

All website developers

5,000,000
unique visitors

1:7

750,000
D6 downloads

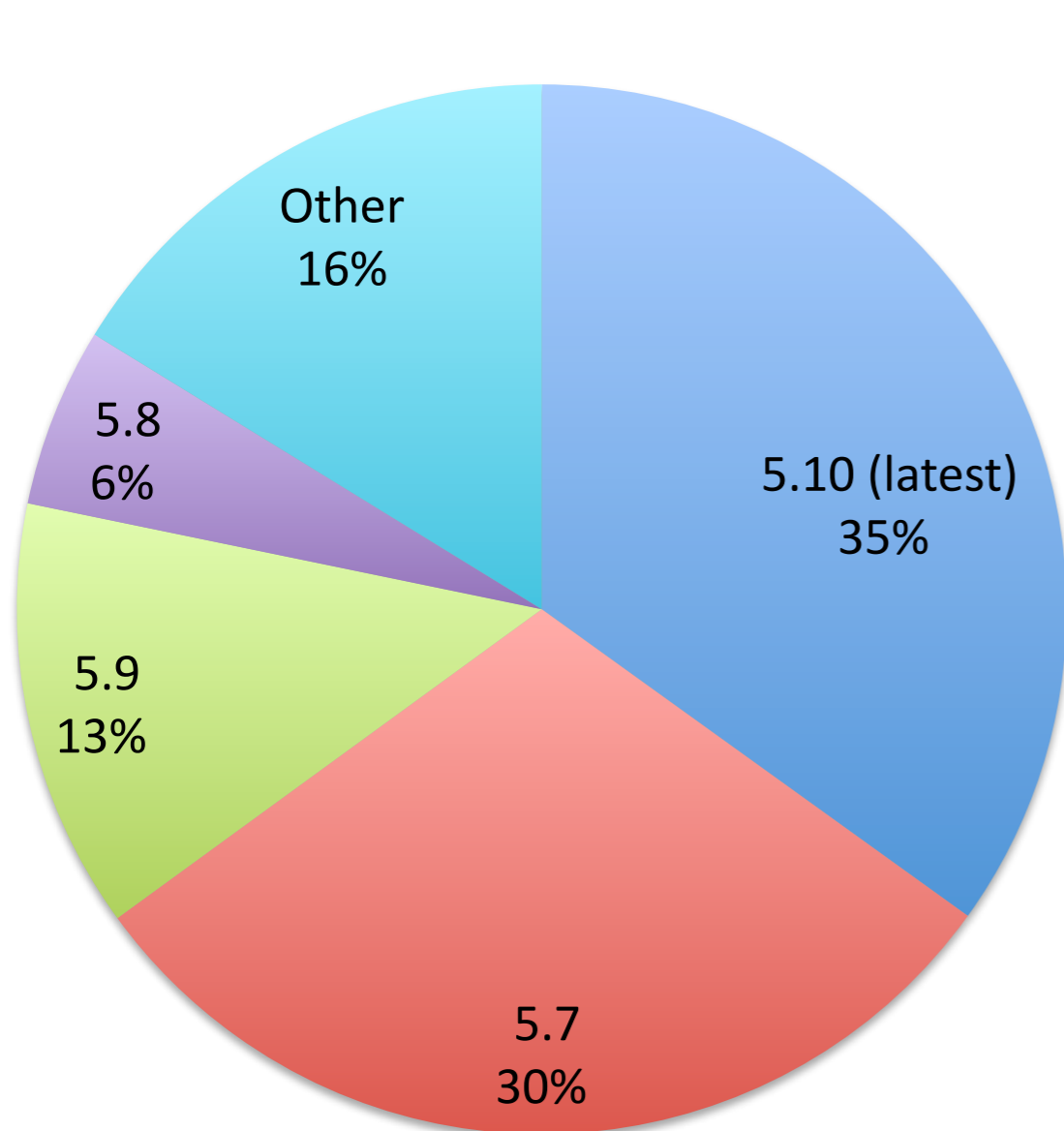
1:33

23,000
D6 installs

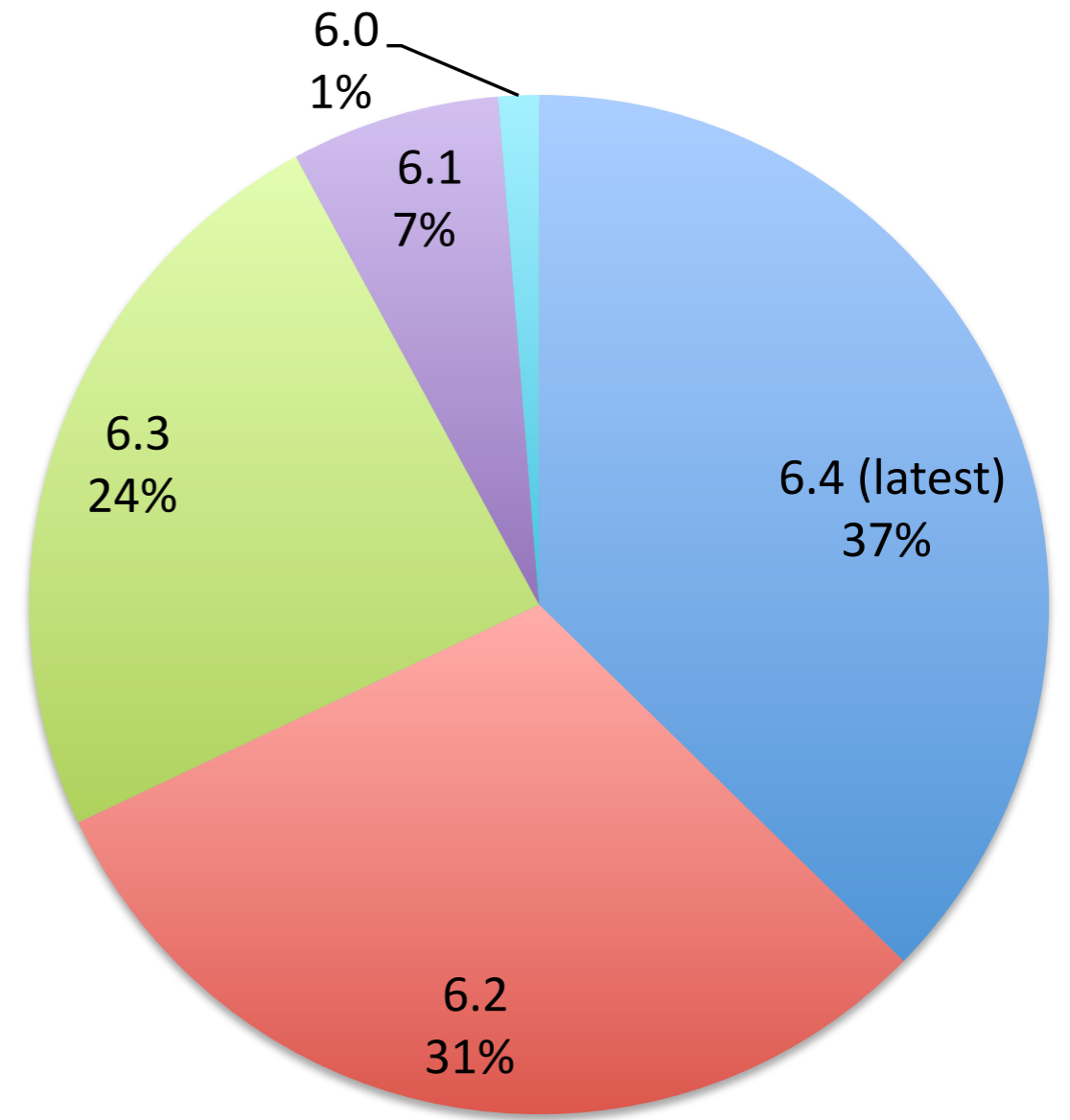
(Based on educated estimates)

Drupal.org conversion rate:
 $1:7 \times 1:33 = 1:231 \approx 0.5\%$

What versions are people on?



Drupal 5



Drupal 6

(Source: ping home data)



Update notifications
are failing

Upgrades to become
a big deal?

What Drupal 6 modules are in use?

| | |
|---------------------|-----|
| 1. views | 29% |
| 2. token | 25% |
| 3. CCK | 23% |
| 4. image | 20% |
| 5. pathauto | 20% |
| 6. fckeditor | 17% |
| 7. captcha | 14% |
| 8. google_analytics | 14% |
| 9. poormanscron | 13% |
| 10. imce | 13% |
| 11. tinymce | 10% |
| 12. advanced_help | 10% |
| 13. lightbox2 | 10% |
| 14. nodewords | 9% |
| 15. date | 8% |
| 16. admin_menu | 8% |
| 17. xmlsitemap | 7% |
| 18. webform | 7% |
| 19. dhtml_menu | 6% |
| 20. tagadelic | 6% |

(Source: ping home data)

CCK and Views dominate the charts

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(Source: ping home data)

Pathauto has been popular forever

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... so I would accept some of it in core ...

(Source: ping home data)

FCKEditor wins WYSIWYG award

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17% FCKeditor
10% IMCE
+ 10% TinyMCE

37% of users want WYSIWYG

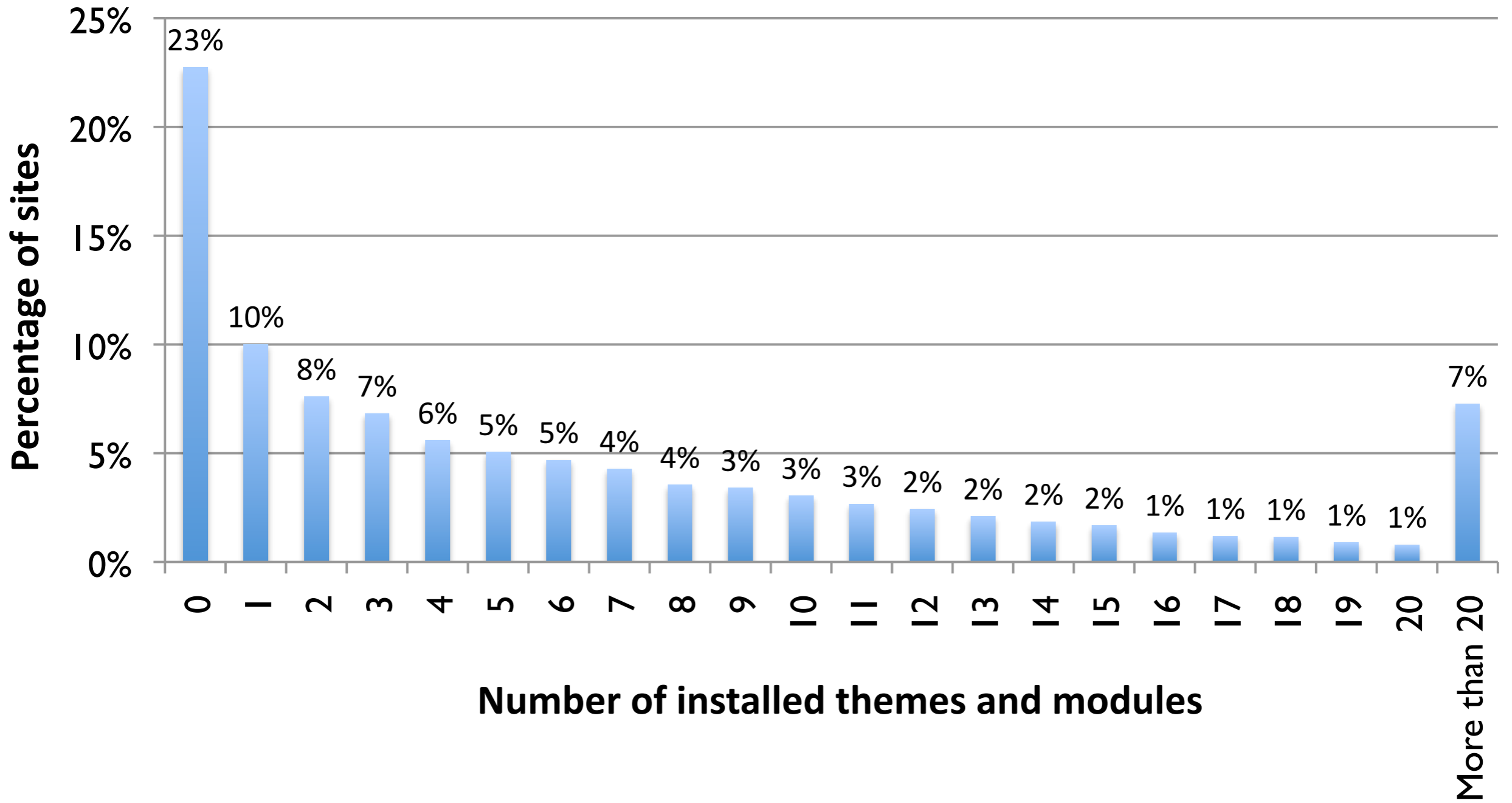
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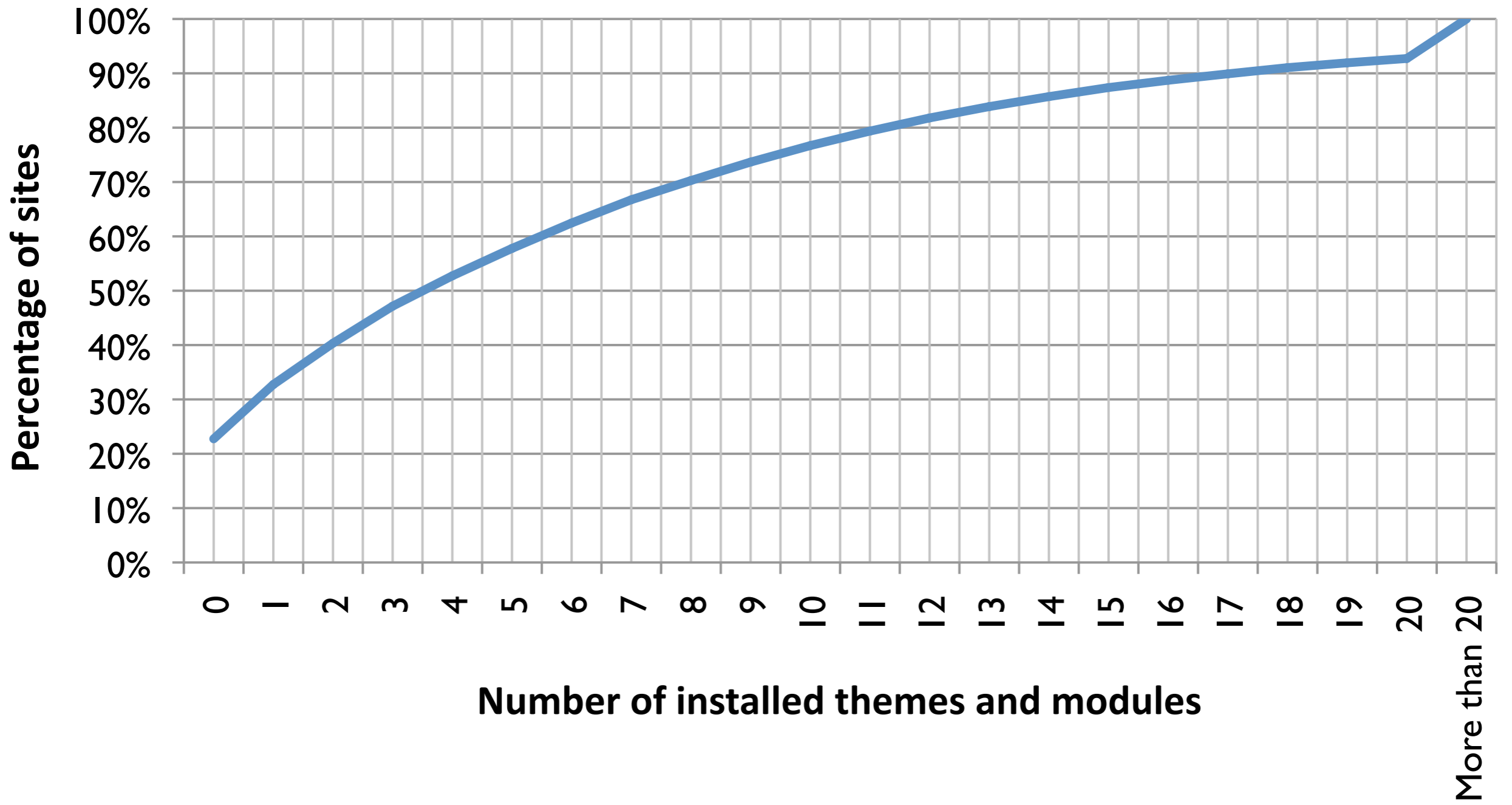
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| | |
|------------------|----|
| 21. votingapi | 6% |
| 22. img_assist | 5% |
| 23. contemplate | 5% |
| 24. print | 5% |
| 25. zen | 5% |
| 26. devel | 5% |
| 27. fivestar | 5% |
| 28. event | 5% |
| 29. extlink | 5% |
| 30. nice_menus | 5% |
| 31. marinelli | 5% |
| 32. link | 5% |
| 33. filefield | 4% |
| 34. i18n | 4% |
| 35. video_filter | 4% |
| 36. calendar | 3% |
| 37. jstools | 3% |
| 38. faq | 3% |
| 39. front | 3% |
| 40. imageapi | 3% |

(Source: ping home data)





Top 10 Drupal 7 wish list novice users

1. Usability improvements
2. Better media handling (images, videos)
3. Custom content types and fields in core
4. Views in core
5. A WYSIWYG editor in core
6. Easier upgrade functionality
7. Performance improvements
8. Better document management
9. Better search
10. Better import/export functionality

Top 10 Drupal 7 wish list expert users

1. Better media handling (images, videos)
2. Usability improvements
3. Performance improvements
4. Custom content types and fields in core
5. Views in core
6. Improved APIs
7. Better import/export functionality
8. A test framework and lots of tests
9. Better document management
10. Improve node access system

Are we on track with Drupal 7?

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Usability improvements in Drupal 7

- Implemented drag-and-drop positioning for input format listings and poll options
- Provided descriptions for user permissions
- Removed comment controls for users and removed display order settings for comment module
- Added additional features to the default install profile, and implemented a "slimmed down" install profile designed for developers.
- Refactored access rules
- Removed ping and throttle module
- ...



Good, but not good enough

Lipstick on a pig doesn't cut it

Usability, usability, usability

Drupal enables people around the globe
to create powerful websites

Source: Interaction Design and Information Architecture program at the University of Baltimore
See the full video at <http://video.google.com/videoplay?docid=-3942663057311698508>

Language/terminology fail



Mac users: download a copy of Skitch (free)

Remove 'Attach' button

View

Edit

Outline

Dries - August 19, 2008 - 17:52

Project: Drupal
Version: 7.x-dev
Component: usability
Category: task
Priority: normal
Assigned: Unassigned
Status: active

Jump to:
[First unread comment](#)
[Add new comment](#)

Description

File attachments

Gmail: just click 'Browse ...' and the file is automatically uploaded (1 step)

Drupal: click 'Browse ...' and click 'Attach' separately (2 steps)

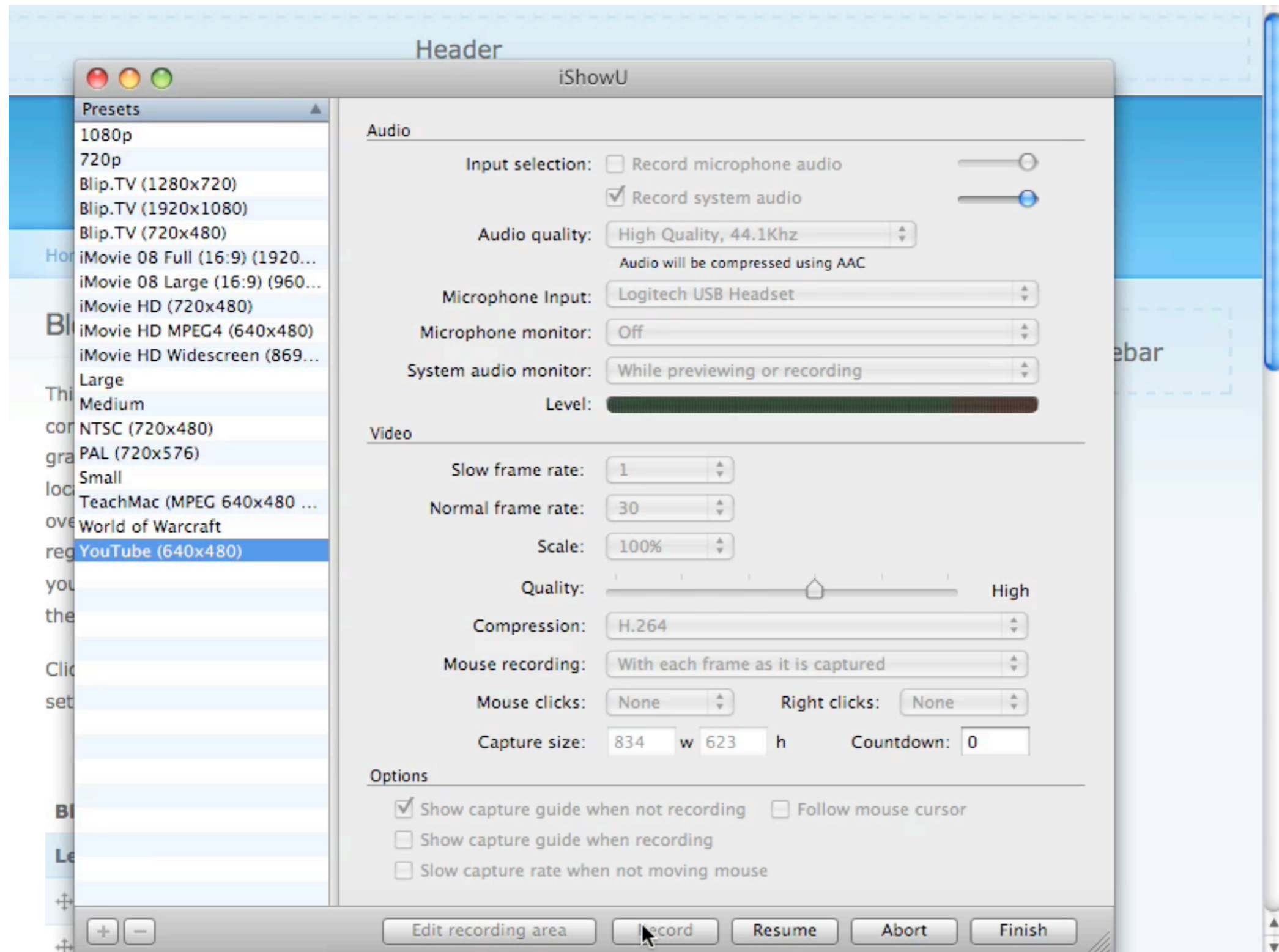
Task: remove the 'Attach' button

| Delete | List | Description | Size |
|--------------------------|-------------------------------------|--|----------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | update-settings.jpg http://drupal.org/files/update-settings.jpg | 60.17 KB |

Attach new file:

| Attachment | Size |
|-------------------------------------|----------|
| uploading-files.jpg | 45.13 KB |

Mac users: buy a copy of iShowU (\$20 US)



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Let me show you a
video of the future
(Views and CCK on steroids)

Pet project
alert!



Brazil - Wikipedia, the free encyclopedia

http://en.wikipedia.org/wiki/Brazil

Log in / create account

article discussion view source history

Brazil

From Wikipedia, the free encyclopedia

This article is about the country. For other uses, see [Brazil \(disambiguation\)](#).

Brazil (pronounced /brɑːzɪl/, listen^(help·info)), officially the **Federative Republic of Brazil** (**Portuguese:** *Brasil* or *República Federativa do Brasil*), is a country in [South America](#).^[1] It is the [fifth-largest](#) country by geographical area, the [fifth most populous](#) country, and the fourth most populous [democracy](#) in the world. The official language is [Portuguese](#).^[2] [Catholicism](#) is the predominant religion.

Bounded by the [Atlantic Ocean](#) on the east, Brazil has a coastline of over 7,367 kilometres.^[1] Brazil borders every nation on the [South American](#) continent except [Ecuador](#) and [Chile](#): [Venezuela](#), [Suriname](#), [Guyana](#) and the *department* of [French Guiana](#) are to the north, [Colombia](#) to the northwest, [Bolivia](#) and [Peru](#) to the west, [Argentina](#) and [Paraguay](#) to the southwest, and [Uruguay](#) to the south.^[1] Numerous [archipelagos](#) are part of the Brazilian territory, such as [Penedos de São Pedro e São Paulo](#), [Fernando de Noronha](#), [Trindade and Martim Vaz](#) and [Atol das Rocas](#).^{[1][3]}

Brazil is crossed by both the [Equator](#) and [Tropic of Capricorn](#), and as such is home to a vast array fauna and flora, natural environments, as well as extensive natural resources. The Brazilian population is concentrated along the coastline and in a few large urban centers in the interior. While Brazil is one of the most populous nations in the world, [population density](#) drops dramatically as one moves inland.^[4]

Brazil was a colony of [Portugal](#) from its discovery by [Pedro Álvares Cabral](#) in 1500 until its independence in 1822. Initially independent as the [Brazilian Empire](#), the country has been a [republic](#) since 1889, although the [bicameral](#) legislature (now called [Congress](#)) dates back to 1824, when the first constitution was ratified. Its current [Constitution](#) defines Brazil as a [Federative Republic](#).^[2] The Federation is formed by the indissoluble association of the [States](#), the [Federal District](#), and the [Municipalities](#).^[2] There are currently 26 States and 5,564 [Municipalities](#).^[5]

One of the ten largest economies in the world, the country has a diversified middle-income economy with wide variations in development levels and mature manufacturing, mining and agriculture sectors. Technology and services also play an important role and are growing

República Federativa do Brasil (Portuguese)
Federative Republic of Brazil



Flag



Coat of arms

Motto: *Ordem e Progresso* (Portuguese)
 "Order and Progress"

Anthem: [Hino Nacional Brasileiro](#) (Portuguese)



| | |
|---------------------------------|-------------------------------|
| Capital | Brasília |
| Largest city | São Paulo |
| Official languages | Portuguese |
| Demonym | Brazilian |
| Government | Presidential Federal republic |
| - President | Luiz Inácio Lula da Silva |
| - Vice President | José Alencar Gomes da Silva |

Done

Made by Ben Lavender, Miglius Alaburda and Arto Bendiken.



If we are building something bigger, do you think differently about all the individual components and steps to take?
I do.



Are we on track with Drupal 7?

1. Usability improvements
2. Better media handling (images, videos)
3. Custom content types and fields in core
4. Views in core
5. A WYSIWYG editor in core
6. Easier upgrade functionality
7. Performance improvements
8. Better document management
9. Better search
10. Better import/export functionality
11. A test framework and lots of tests
12. Improve node access system

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#13

Dries - August 16, 2008 - 09:31

Status: patch (reviewed & tested by the community) » fixed

Committed to CVS HEAD. Thanks.

[delete](#) · [edit](#) · [reply](#)

#14

boombatower - August 16, 2008 - 22:16

new

That means we are at 100% pass!

[delete](#) · [edit](#) · [reply](#)

#15

webchick - August 16, 2008 - 22:23

new

YYYYAAAAAAAAAYYYYYYYYYY!!!!!!!!!!

Best. Day. EVER! :)

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#16

mustafau - August 22, 2008 - 19:07

new

The tests committed with this patch were reverted by the DB:TNG patch. See: <http://cvs.drupal.org/viewvc.py/drupal/drupal/modules/simpletest/tests/c...>

delete · edit · reply

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We're on track
but we have
a lot of work
left to do



Drupal 7
branch maintainer?




webchick

Drupal 7 co-maintainer



We'll freeze Drupal 7 when it is ready to be frozen

Very hard to
recreate momentum
after you lost it

A 3D rendered scene of a dark, brick-lined tunnel. The walls and floor are made of dark grey rectangular bricks. A bright, glowing white light source is at the far end of the tunnel, creating a strong perspective and illuminating the path. The light creates a bright glow on the floor and walls near the exit, with some bricks appearing to be scattered or broken near the light source. The overall atmosphere is one of a path leading through a dark, possibly challenging or broken environment towards a bright future.

We **must** get better in
everything we do

So that during my
presentation
next year ...



Drupal.org will serve
40,000 pages

Drupal is downloaded
roughly **400** times

15 new Drupal sites
will launch

1% conversation rate

have more than **50%**
on latest version



Thanks!

