

State of Drupal Barcelona 2007

Dries Buytaert



❁ Survey running for 30+ days,
collected more than 1000 responses

We're really good at



We're really good at

I. HTML



We're really good at

1. HTML

2. Administering Drupal



We're really good at

1. HTML
2. Administering Drupal
3. CSS



We're really good at

1. HTML
2. Administering Drupal
3. CSS
4. PHP



We're really good at

1. HTML
2. Administering Drupal
3. CSS
4. PHP
5. System administration



We're really good at

1. HTML
2. Administering Drupal
3. CSS
4. PHP
5. System administration
6. SQL



We're really good at

1. HTML
2. Administering Drupal
3. CSS
4. PHP
5. System administration
6. SQL
7. Module development



We're really good at

1. HTML
2. Administering Drupal
3. CSS
4. PHP
5. System administration
6. SQL
7. Module development
8. Theme development



We suck at



We suck at

I. Flash/Flex



We suck at

1. Flash/Flex
2. Module development



We suck at

1. Flash/Flex
2. Module development
3. Performance, scalability, HA



We suck at

1. Flash/Flex
2. Module development
3. Performance, scalability, HA
4. Marketing/evangelizing



We suck at

1. Flash/Flex
2. Module development
3. Performance, scalability, HA
4. Marketing/evangelizing
5. Javascript/JQuery



We suck at

1. Flash/Flex
2. Module development
3. Performance, scalability, HA
4. Marketing/evangelizing
5. Javascript/JQuery
6. Theme development



We suck at

1. Flash/Flex
2. Module development
3. Performance, scalability, HA
4. Marketing/evangelizing
5. Javascript/JQuery
6. Theme development
7. Graphics design



We suck at

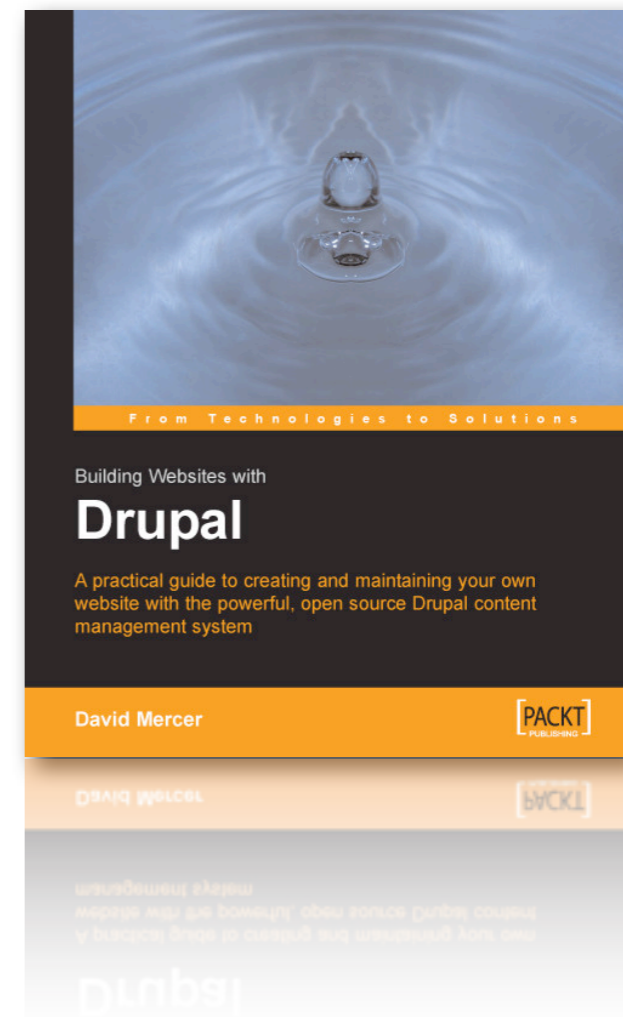
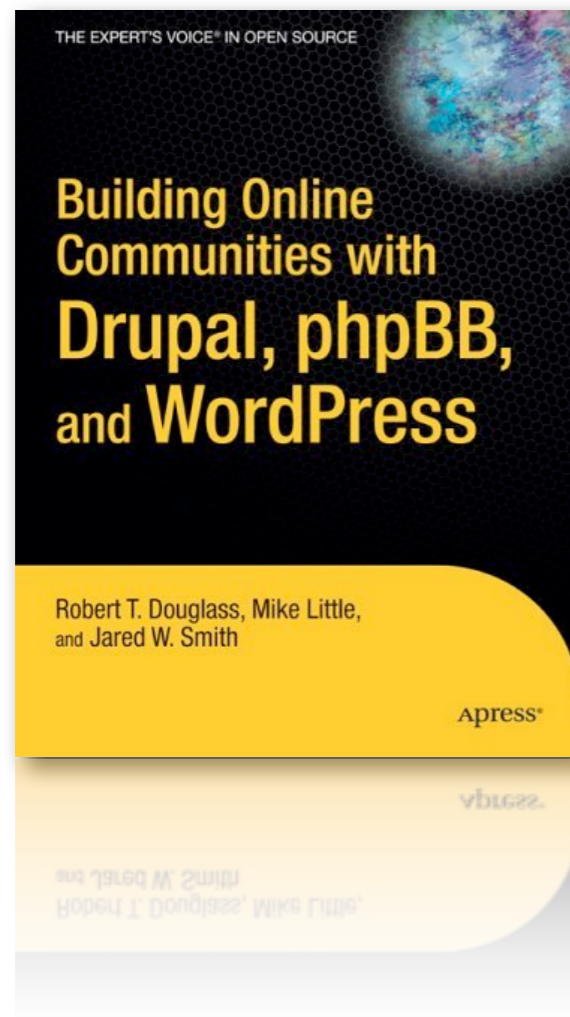
1. Flash/Flex
2. Module development
3. Performance, scalability, HA
4. Marketing/evangelizing
5. Javascript/JQuery
6. Theme development
7. Graphics design
8. Documentation writing



What we want to get
better at



Pay attention book authors and trainers



What we want to get
better at



What we want to get better at

I. Module development



What we want to get better at

1. Module development
2. Theme development



What we want to get better at

1. Module development
2. Theme development
3. Javascript/JQuery



What we want to get better at

1. Module development
2. Theme development
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4. PHP



What we want to get better at

1. Module development
2. Theme development
3. Javascript/JQuery
4. PHP
5. Performance, scalability, HA



What we want to get better at

1. Module development
2. Theme development
3. Javascript/JQuery
4. PHP
5. Performance, scalability, HA
6. Administering Drupal



What we want to get better at




1. Module development
2. Theme development
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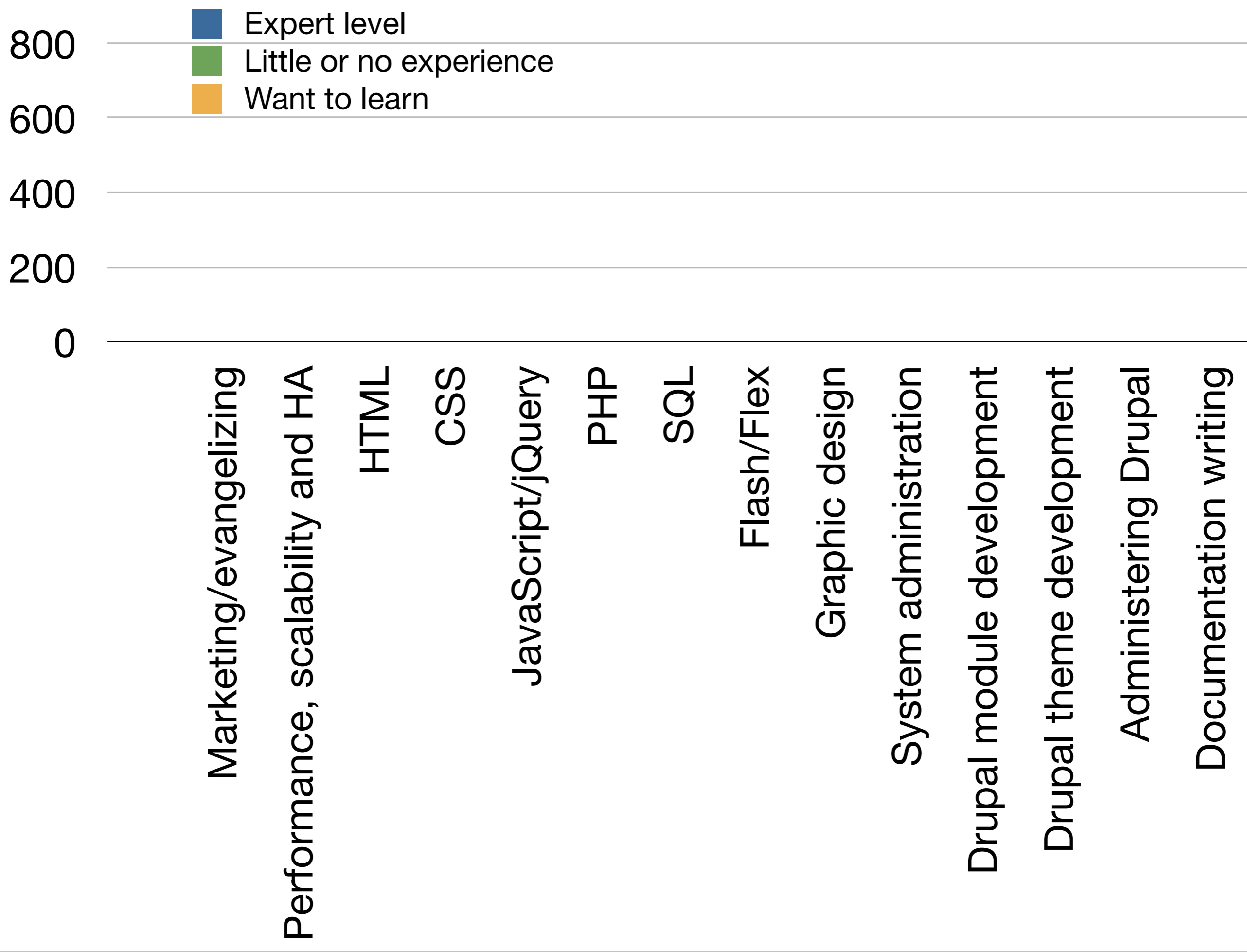


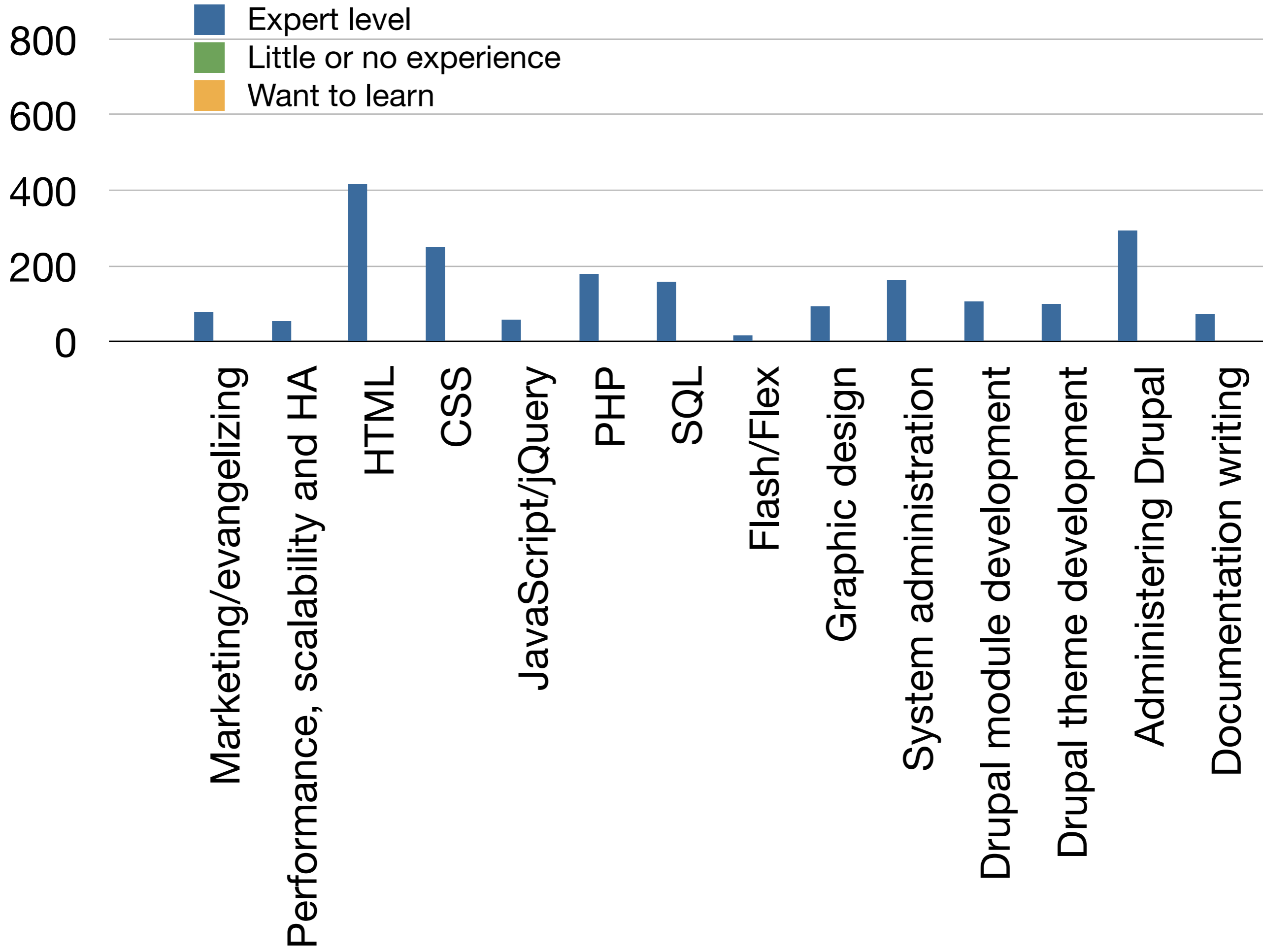
What we want to get better at

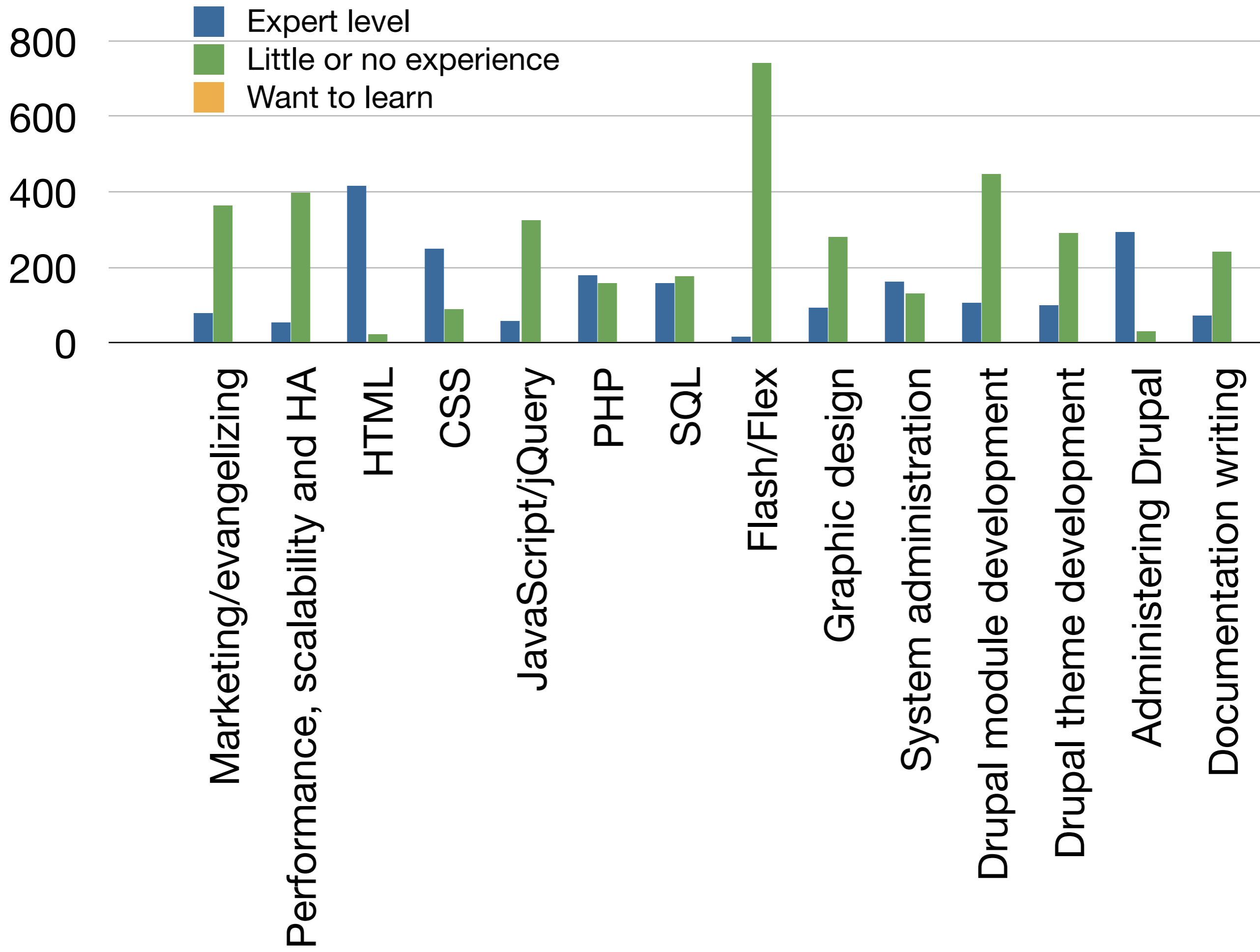
1. Module development
2. Theme development
3. Javascript/JQuery
4. PHP
5. Performance, scalability, HA
6. Administering Drupal
7. CSS
8. SQL

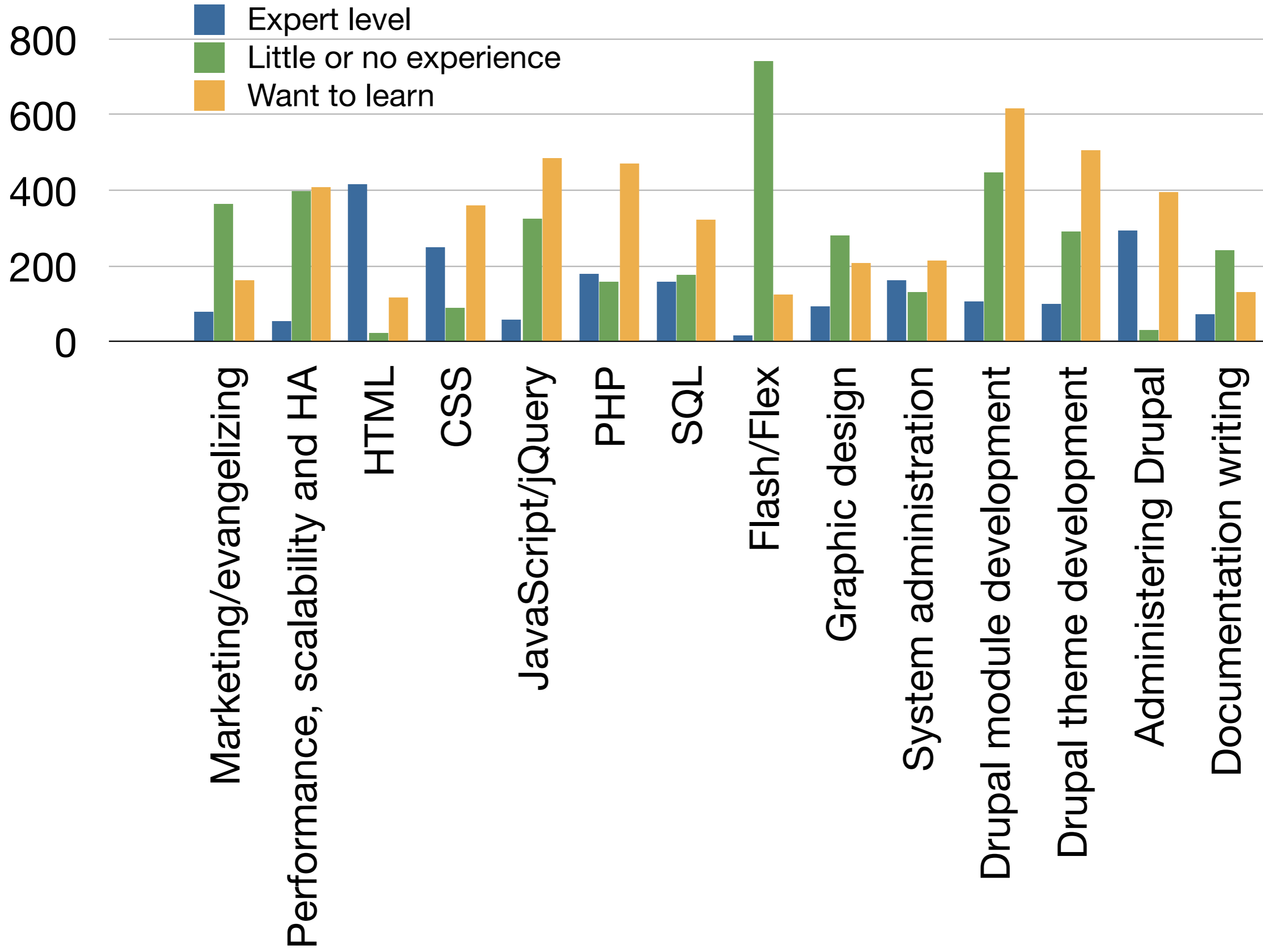


-  Expert level
-  Little or no experience
-  Want to learn



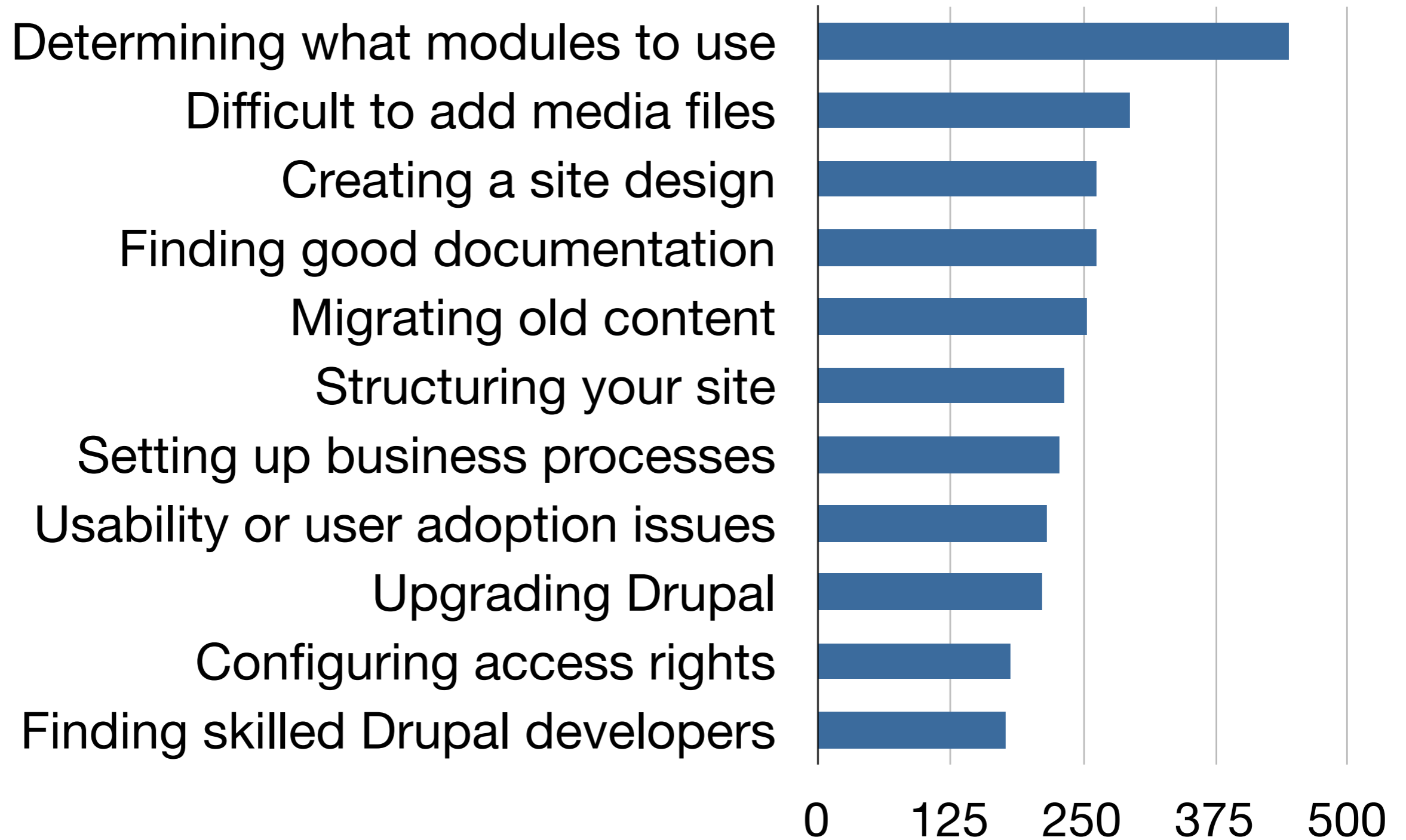






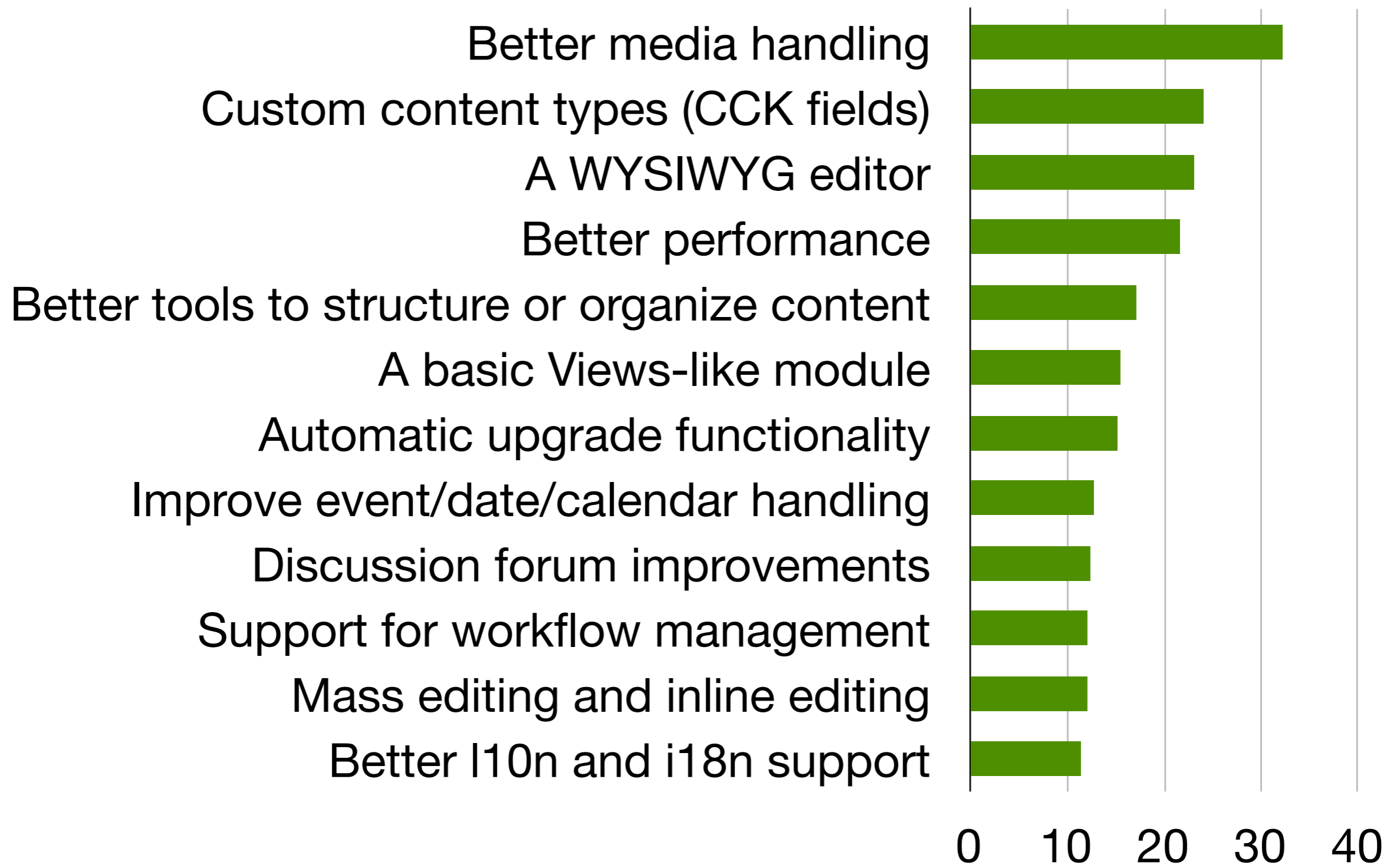
Problem areas

Problem areas



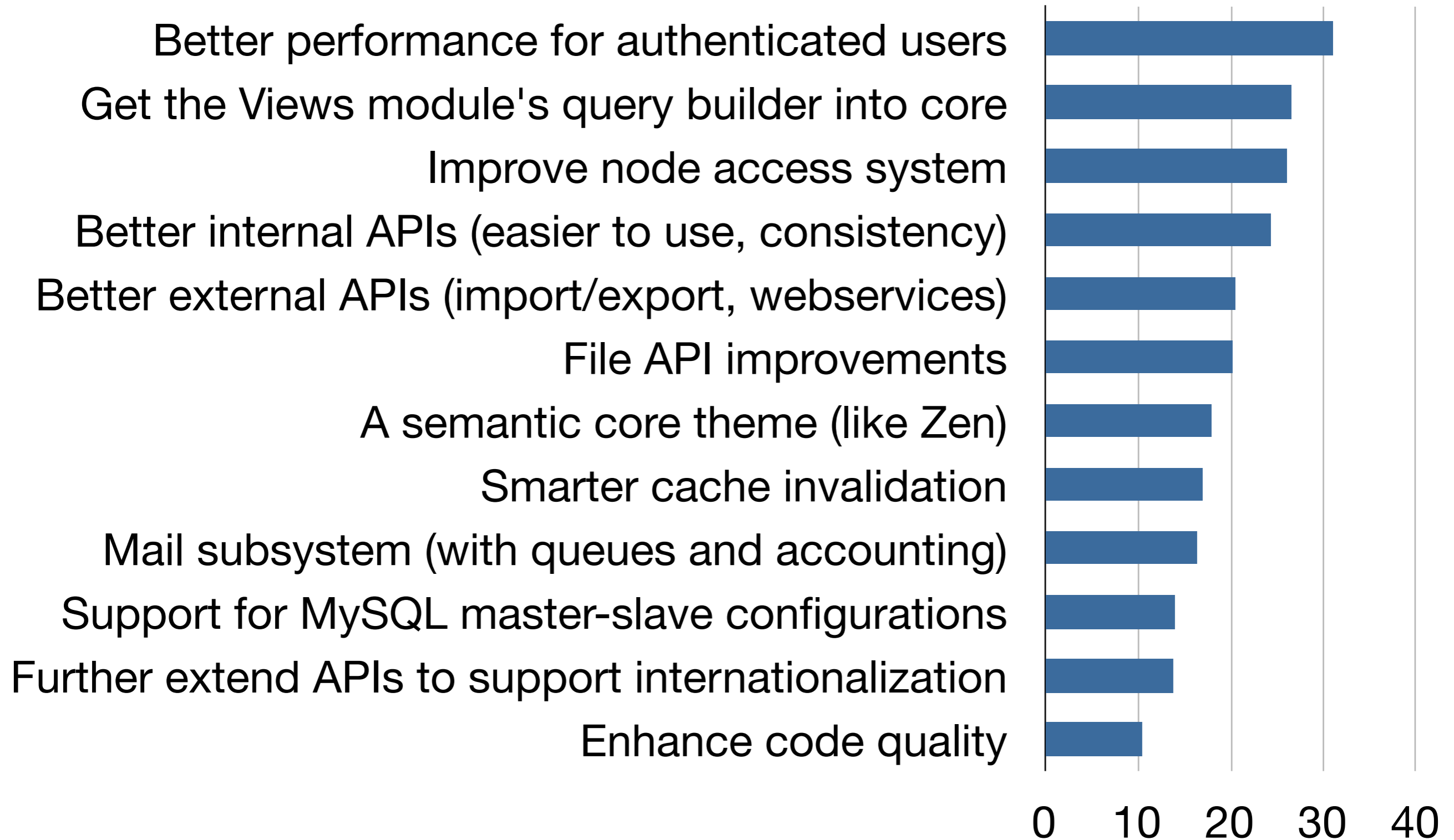
Most wanted end-user features for core

Most wanted end-user features for core



Most wanted developer features for core

Most wanted developer features for core



Survey surprises

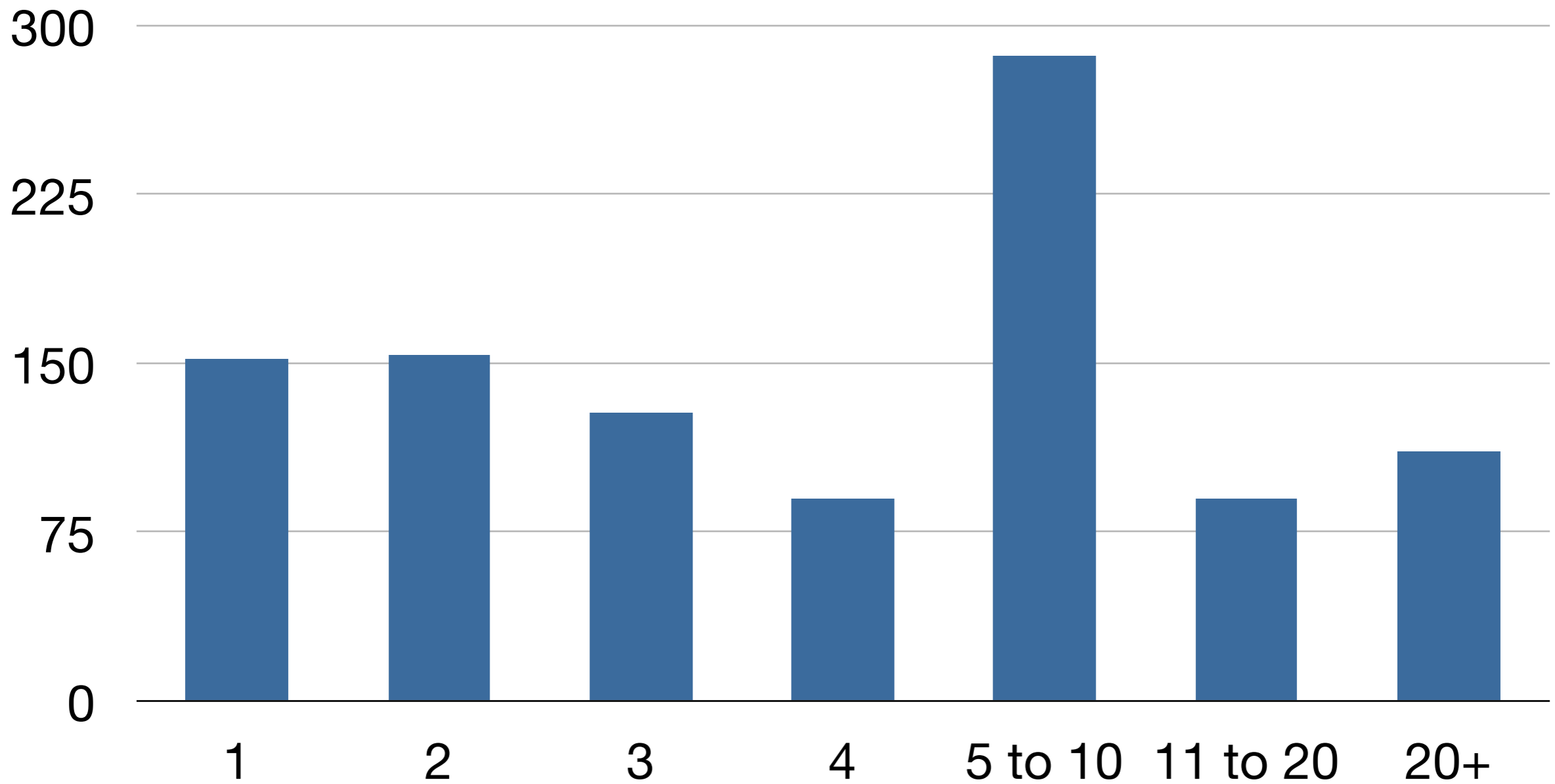
- Test-driven development **not** popular
- More database backends **not** popular

There are three kinds of lies: lies, damned lies, and statistics.

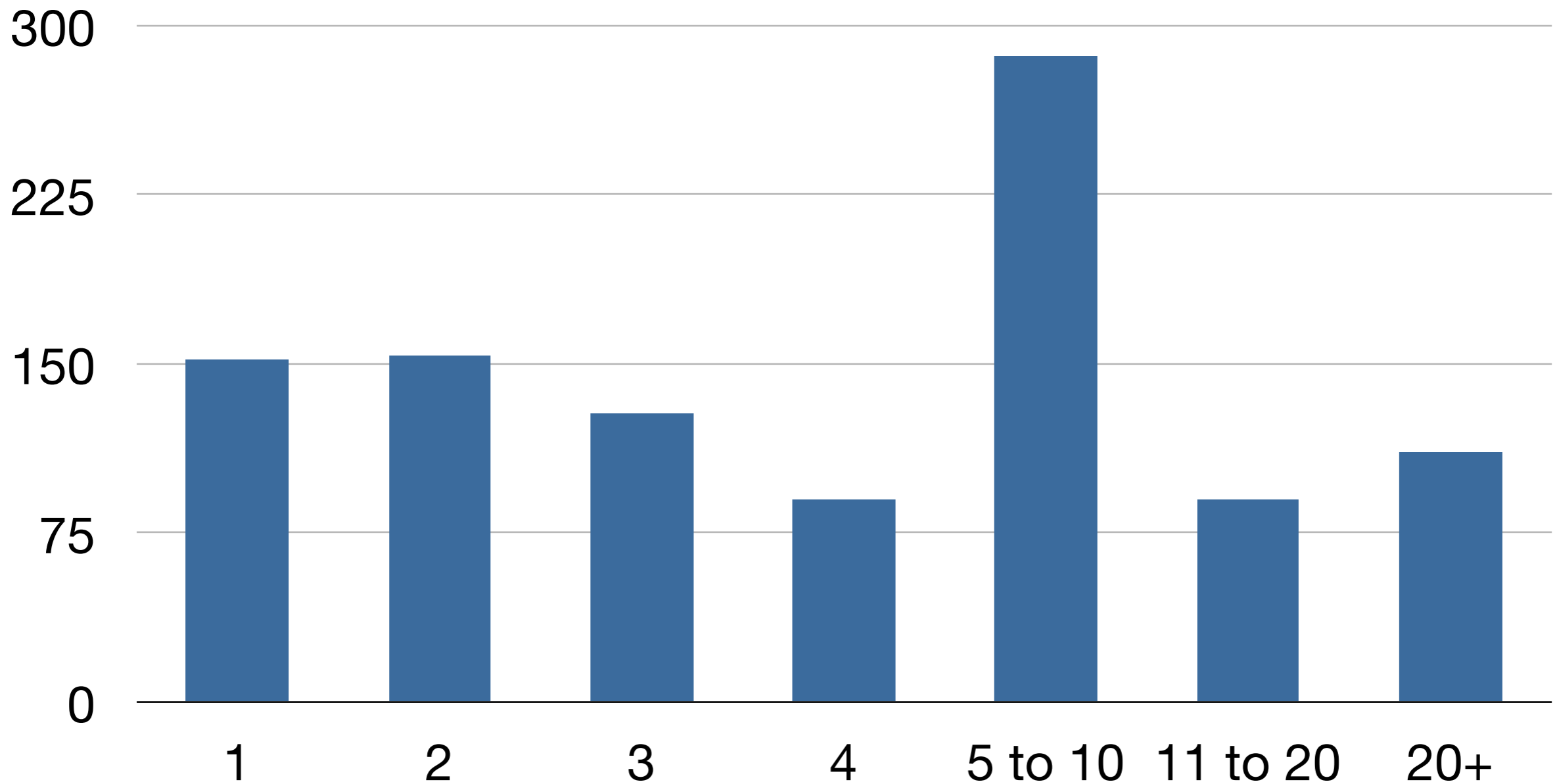
Mark Twain



How many Drupal sites are you involved with?



Whutt, 85% of the respondents have more than one Drupal site?



Drupal is what you need
customizable, and intera
the world. Assuming yo
guide you on your way



How many people gave up on Drupal?



What we want to get better at ...



... is **NOT** what I want you to get better at!

During the course of
this presentation ...





Drupal.org will serve
20,000 pages



Drupal.org will serve
20,000 pages

Drupal is downloaded
roughly **100** times



Drupal.org will serve
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4 new Drupal sites
will launch (estimate)



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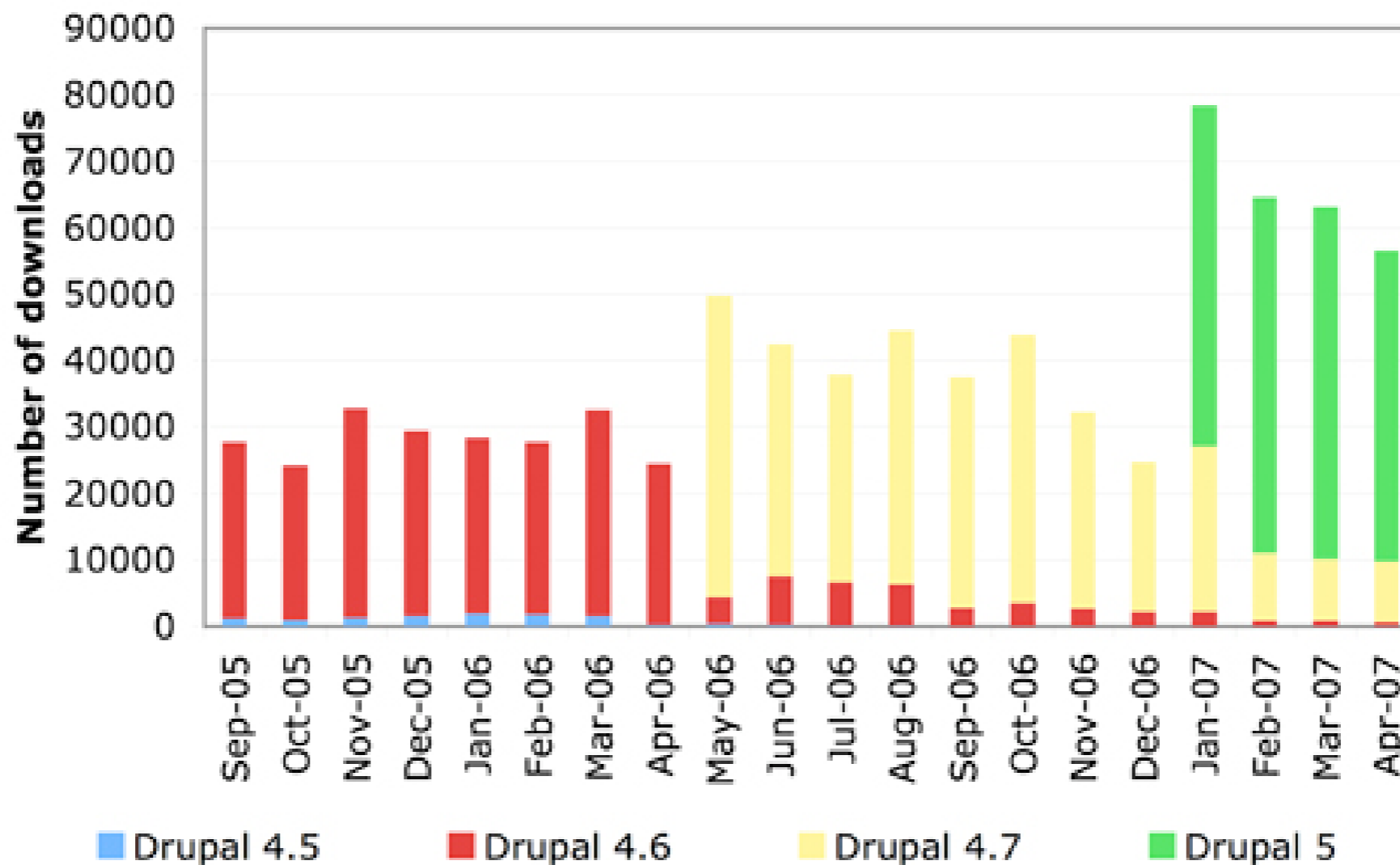
4 new Drupal sites
will launch (estimate)

3 of them will be ugly



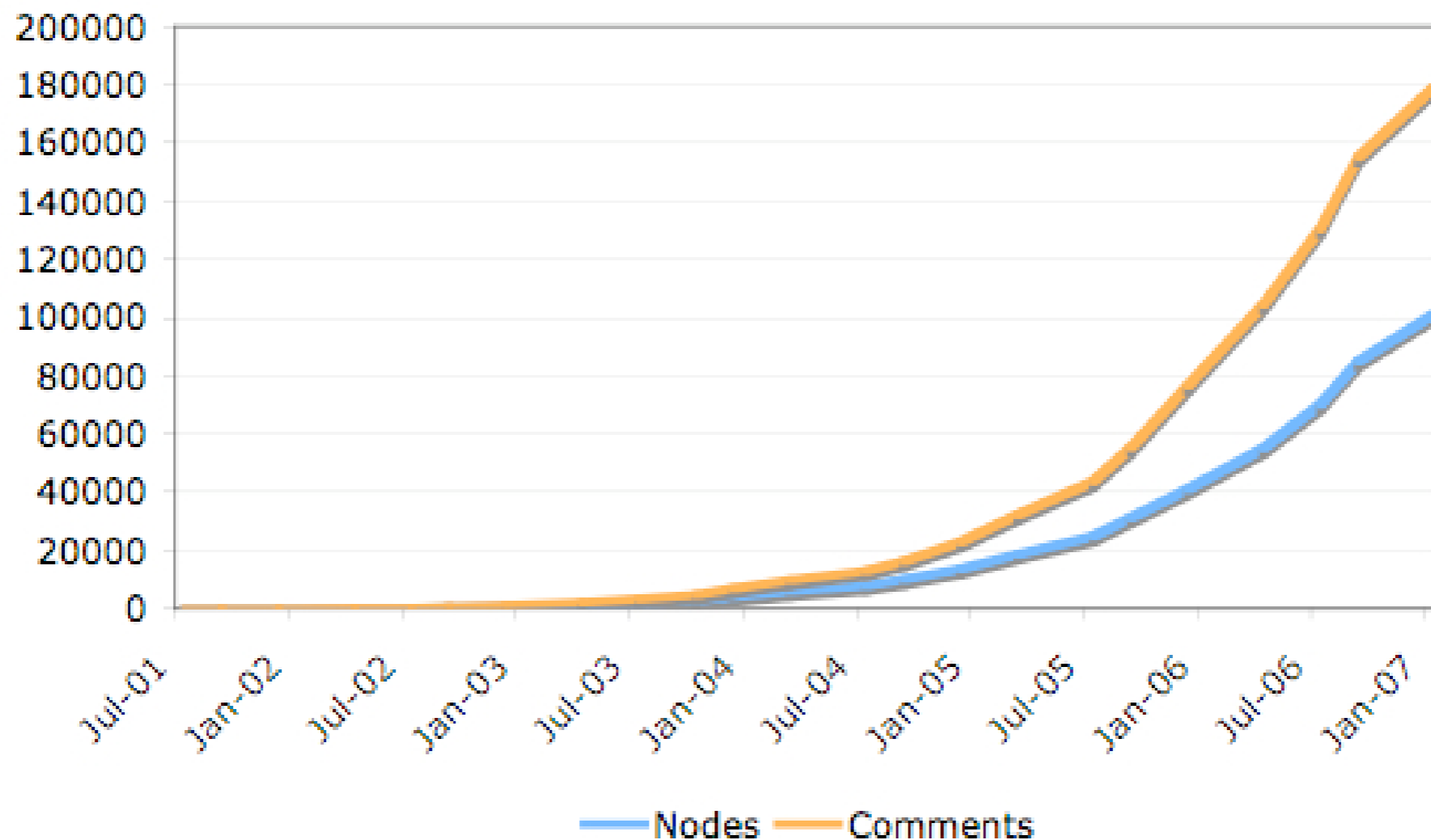
Drupal grew by more than 200% last year

Download statistics for Drupal core



Drupal grew by more than 200% last year

Drupal.org site activity (history)



We hope that during my
DrupalCon presentation
next year ...





Drupal.org will serve
40,000 pages



Drupal.org will serve
40,000 pages

Drupal is downloaded
200 times



Drupal.org will serve
40,000 pages

Drupal is downloaded
200 times

8 new Drupal sites
will launch



Drupal.org will serve
40,000 pages

Drupal is downloaded
200 times

8 new Drupal sites
will launch

5 of them will be ugly

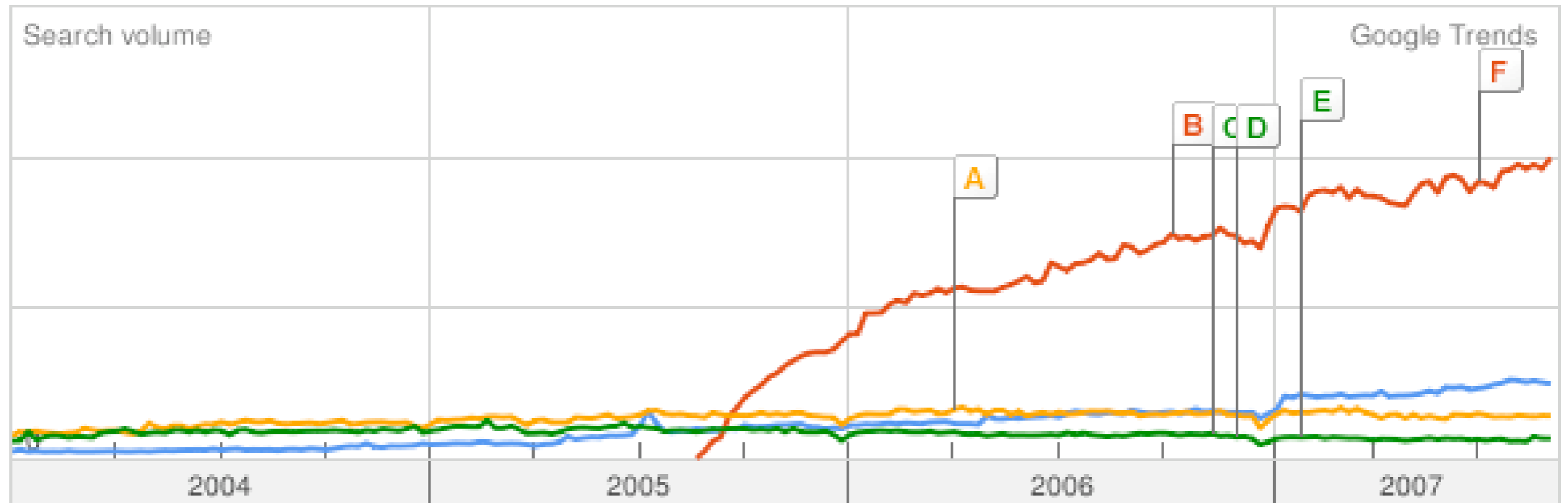


A microscopic view of numerous blue, star-shaped crystals, likely snowflakes, scattered across a red background. The crystals exhibit a hexagonal symmetry and are densely packed in some areas, while others are more isolated. The overall appearance is that of a textured, crystalline surface.

Not good enough

It wouldn't close this gap

● drupal ● joomla ● typo3 ● plone



Source: Google trends







So that during my
presentation
next year ...



Drupal.org will serve
40,000 pages

Drupal is downloaded
roughly 200 times



Drupal.org will serve
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Drupal is downloaded
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40 new Drupal sites
will launch



Drupal.org will serve
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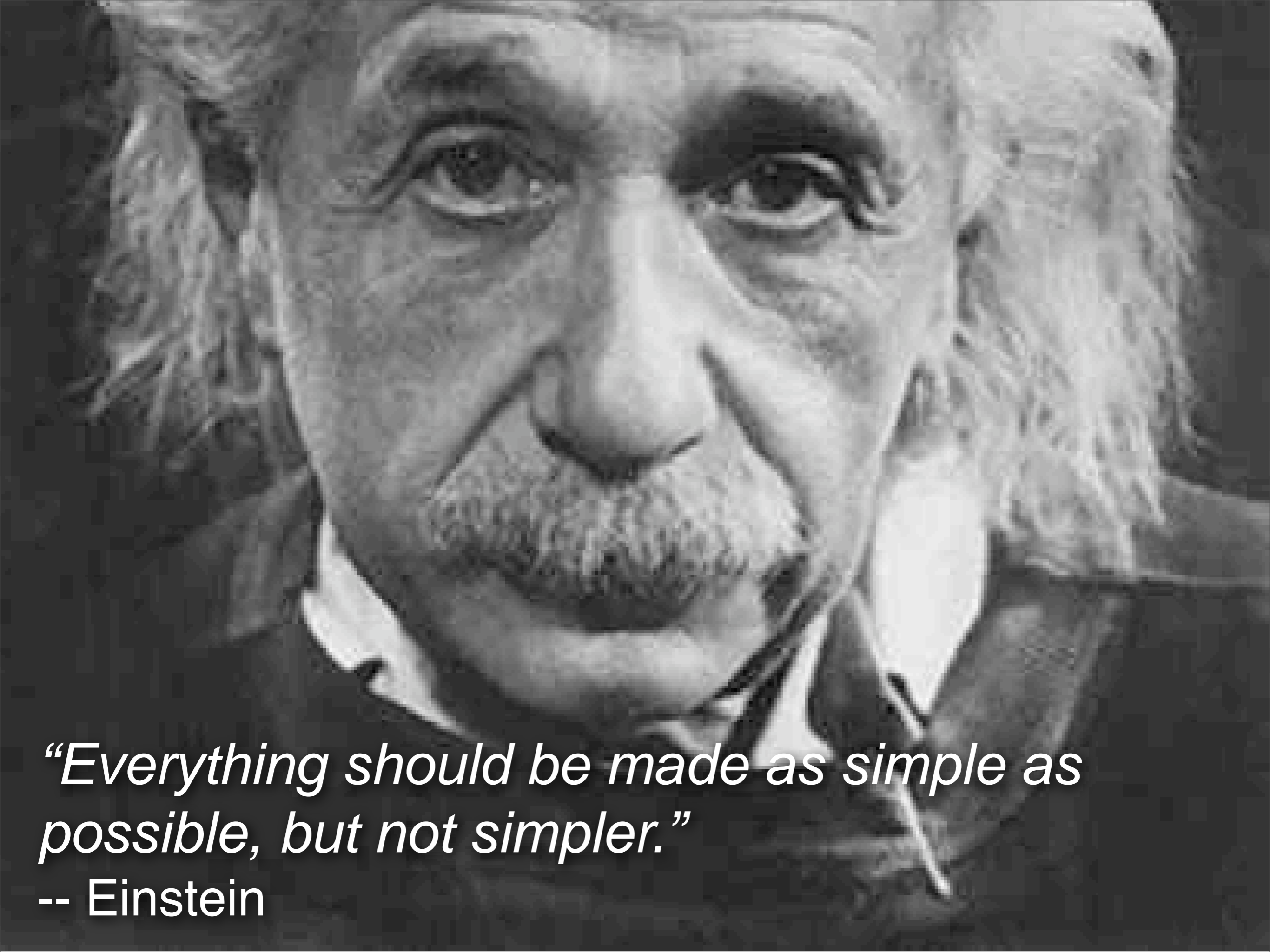
40 new Drupal sites
will launch

10 of them will be ugly





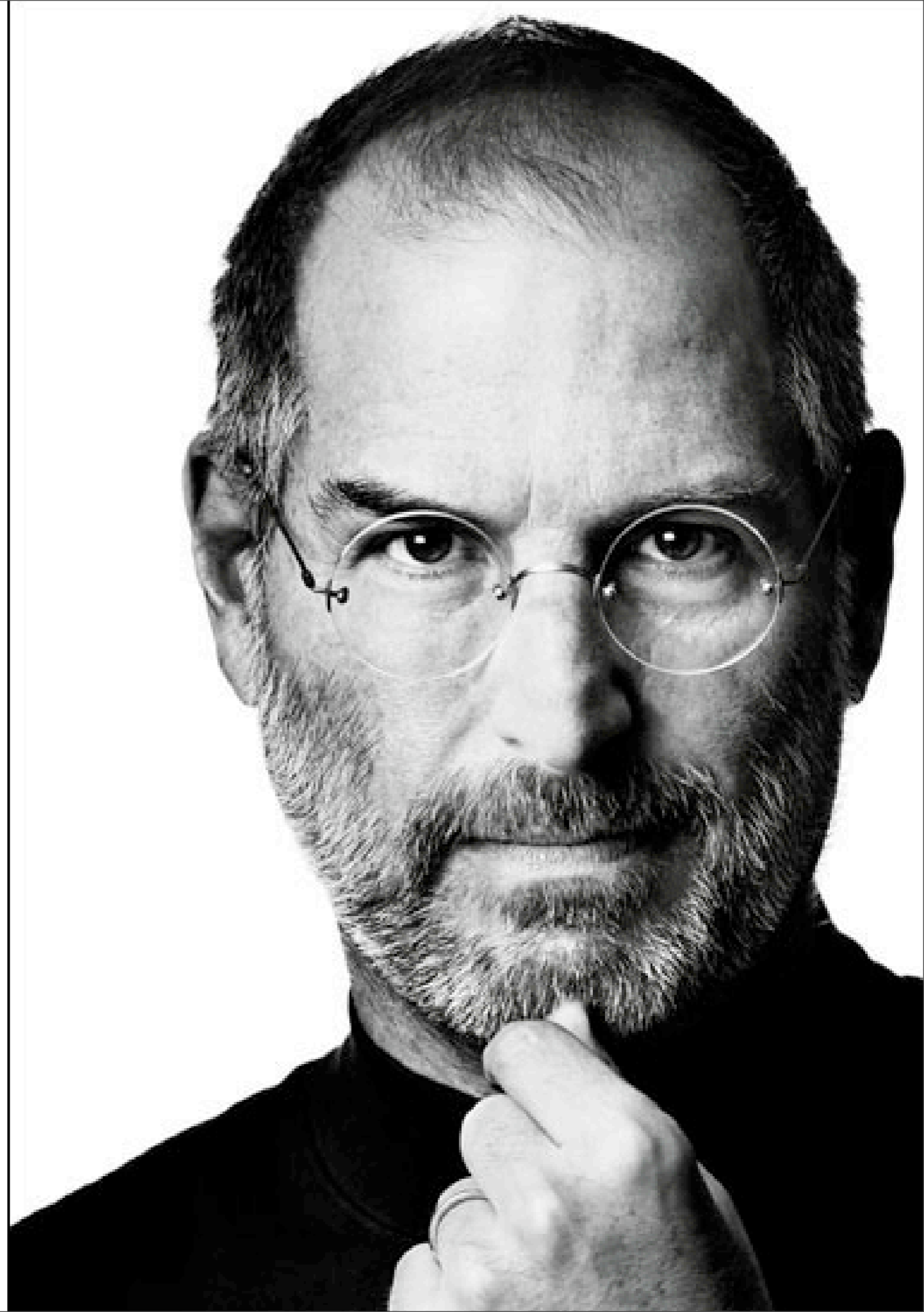
A satisfied user tells 3 people about it.
A dissatisfied user tells 11 people about it.



“Everything should be made as simple as possible, but not simpler.”

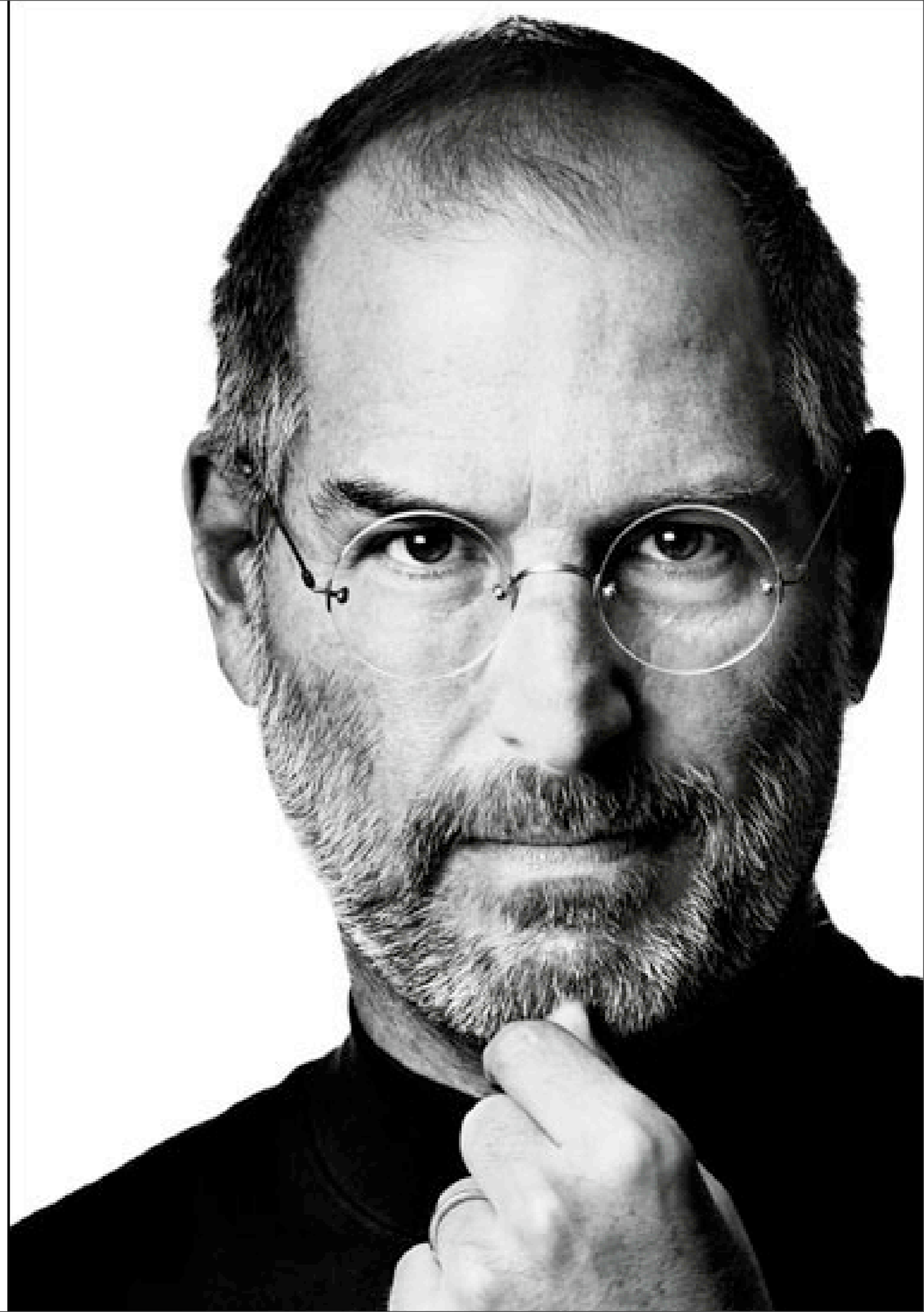
-- Einstein

Being simple is not that simple, eh.



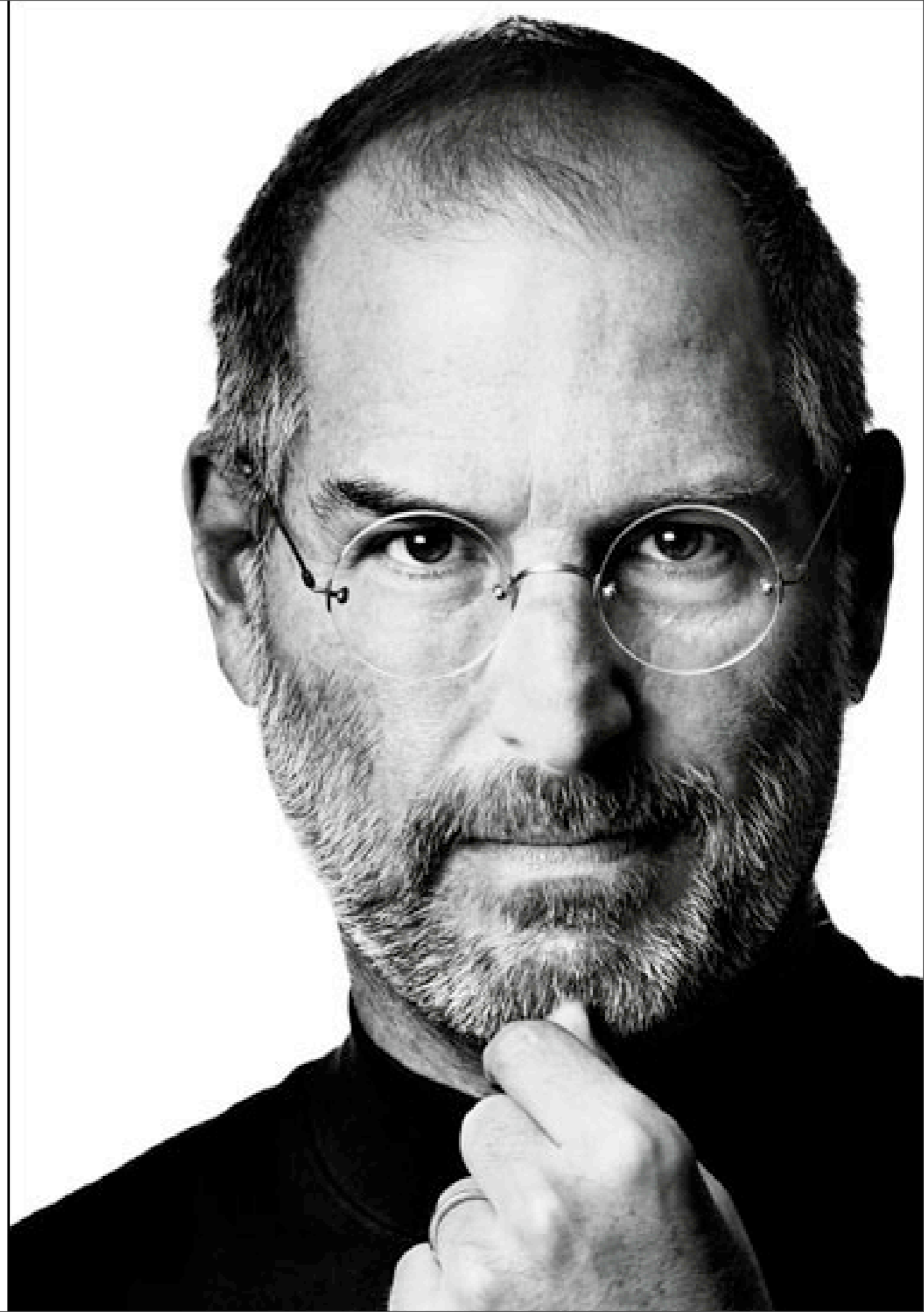
“Design is not just what it looks like and feels like. Design is how it works.”

Steve Jobs



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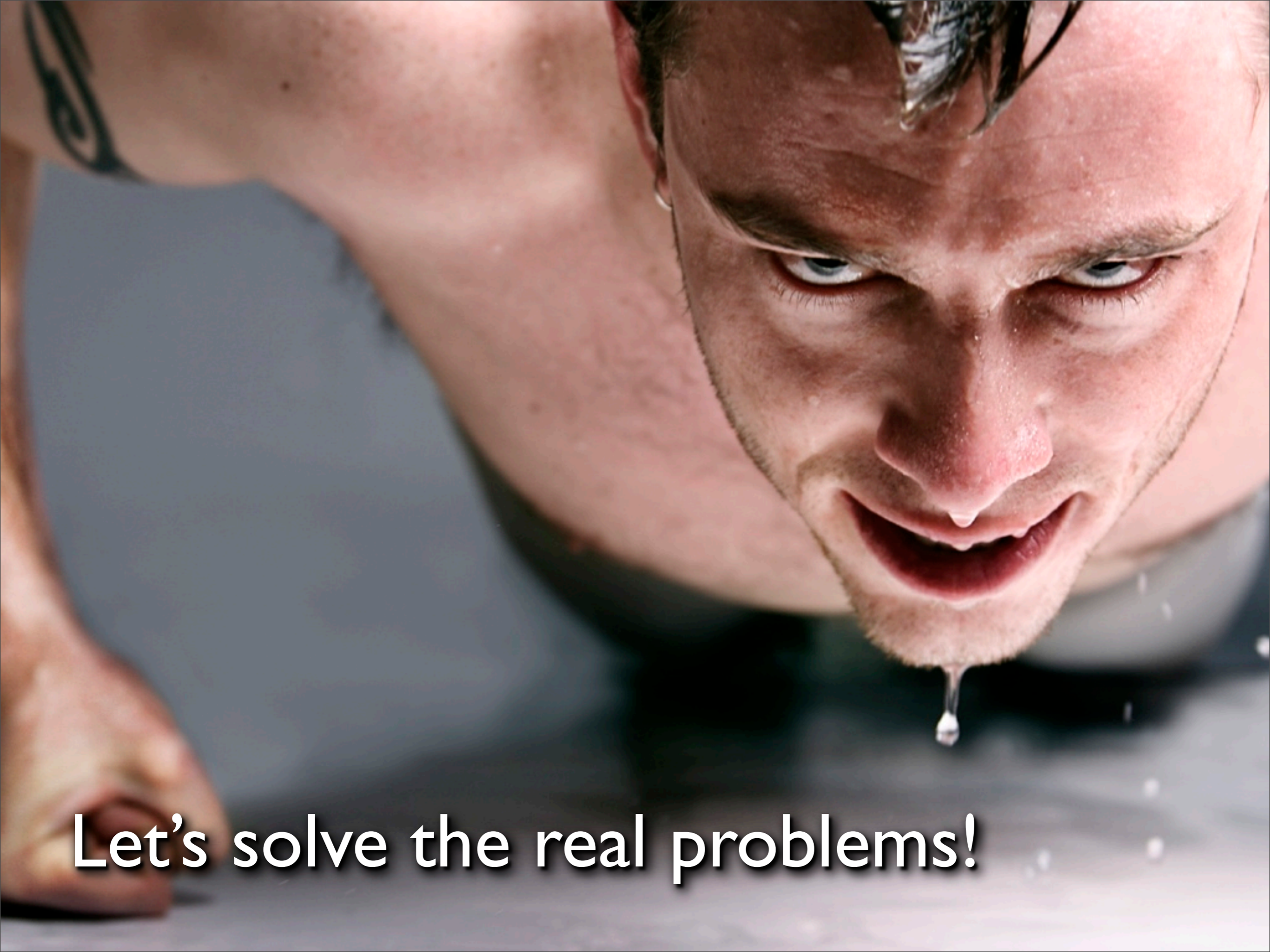
Steve Jobs



A close-up photograph of a pig's face. The pig has large, upright, pink ears and a prominent pink snout. Its eyes are dark and looking forward. The pig's skin is light pink with some darker spots. The background is dark and out of focus.

Translation:

Lipstick on a pig doesn't cut it



Let's solve the real problems!

Executive summary

- Give users what they want: image handling, WYSIWYG and CCK in core
- Make Drupal easier to work with

See DabbleDb if you need inspiration:

<http://dabbledb.com/explore/7minutedemo/>

*“If it needs instructions,
there is room for improvement.”*

**We need to
compete on the
user experience.**

**That is where the
innovation will
happen.**



“When technology delivers basic needs, user experience dominates.”

— Don Norman

User experience is
carefully engineered



User experience is
carefully engineered

We are engineers



User experience is
carefully engineered

We are engineers

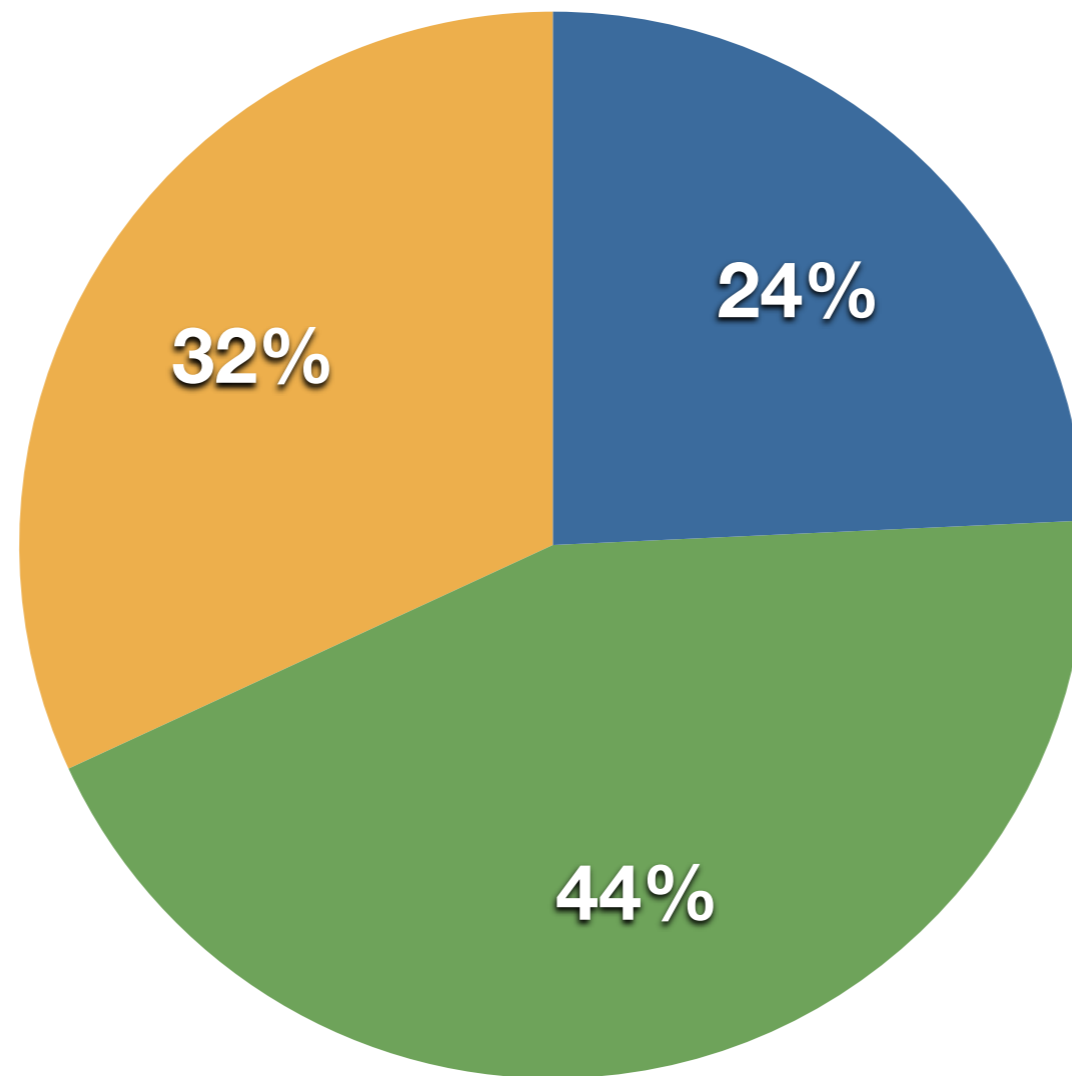
We can do it



Who is taking the lead?

Focus for Drupal 7

Focus for Drupal 7

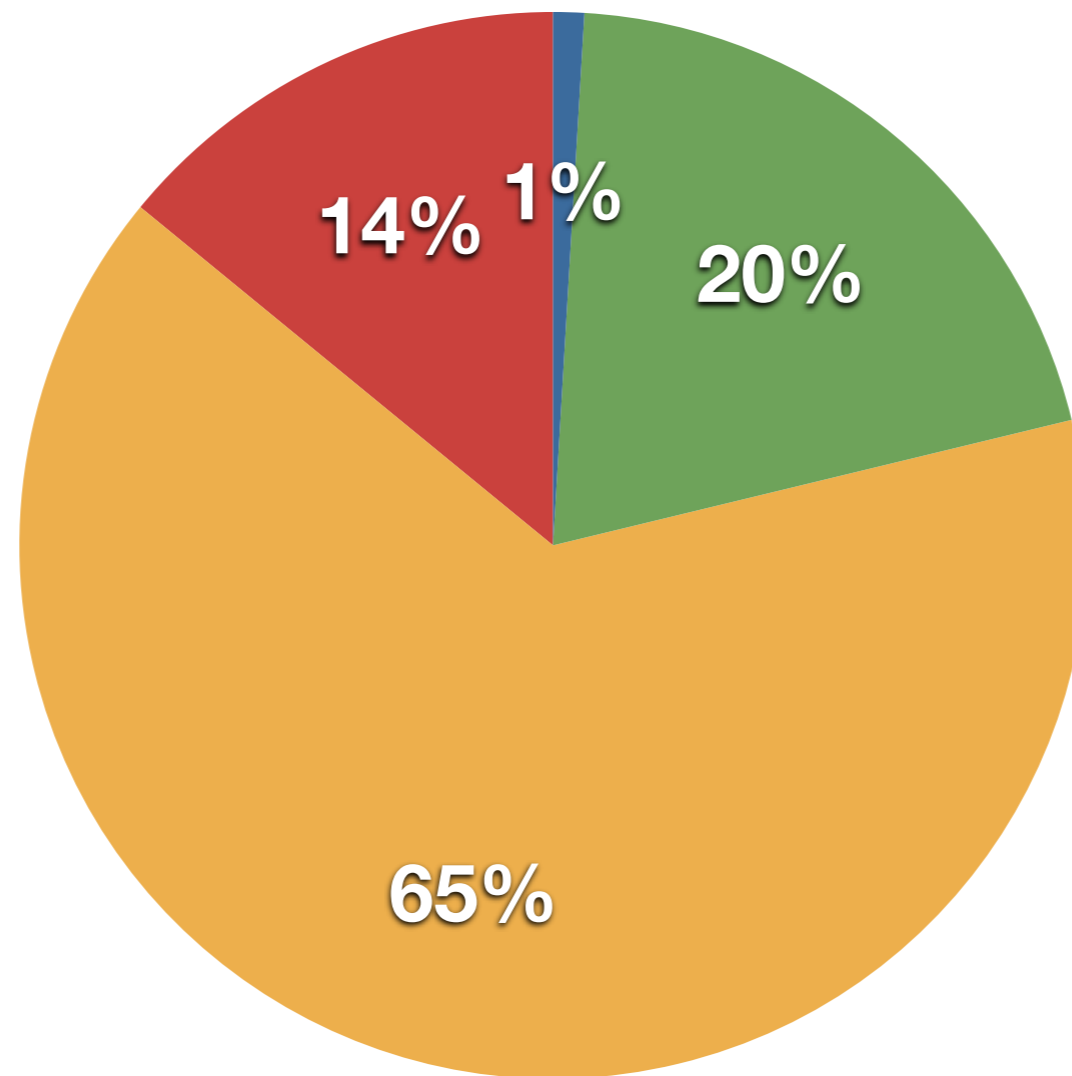


- End users with small or medium Drupal sites
- Enterprise users with large Drupal sites
- Web application developers

Preferred frequency of major Drupal releases

- One release every 3 years
- One release every 2 years
- One release every year
- Two releases a year

Preferred frequency of major Drupal releases



● One release every 3 years
● One release every year

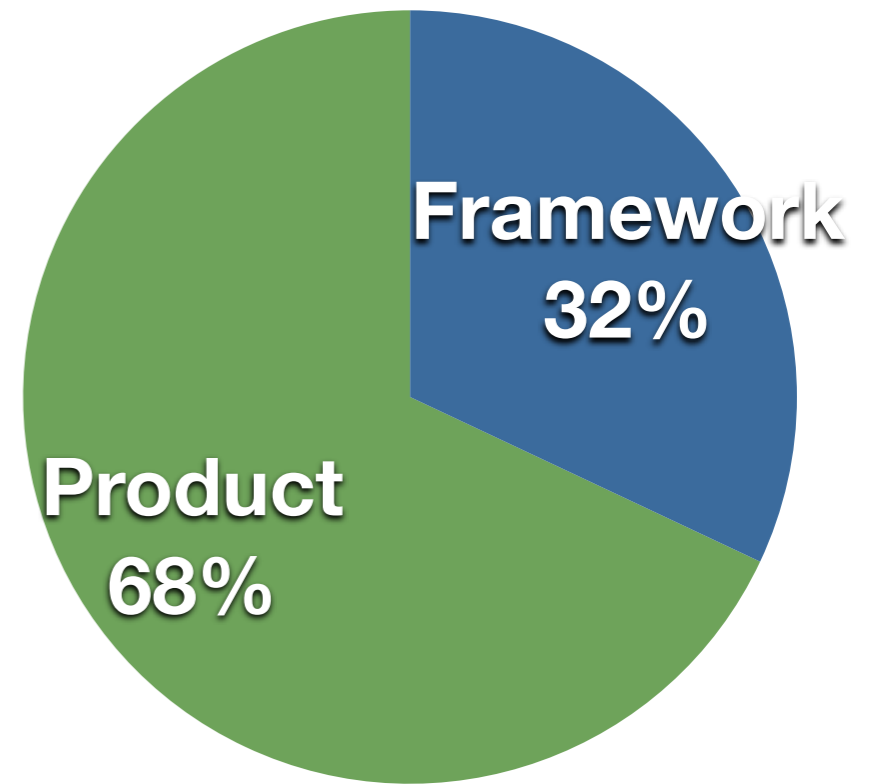
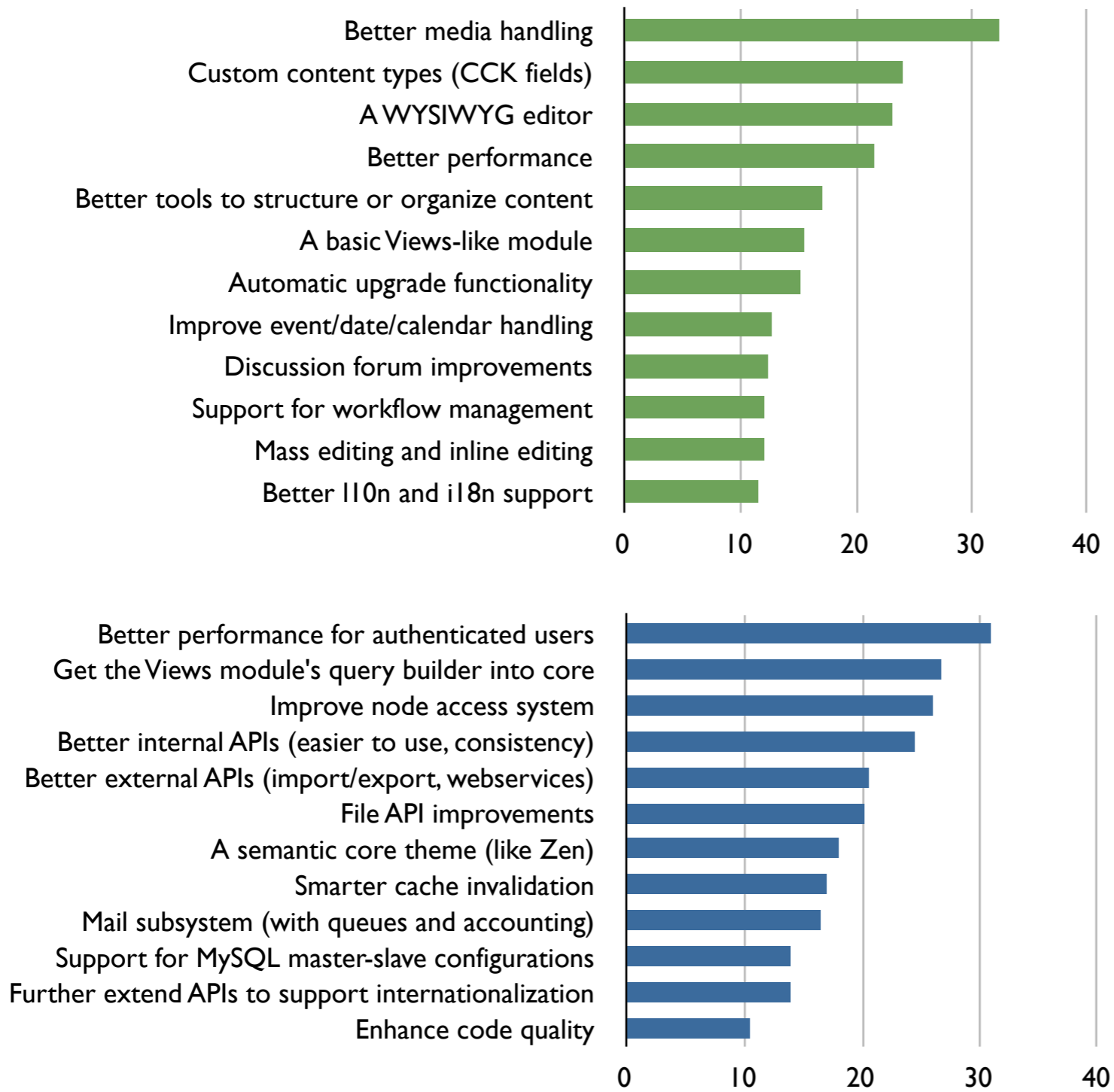
● One release every 2 years
● Two releases a year

What does this all mean?



Easy ...

Easy ...



7 end-user features
+ 3 developer features
= killer release



Drupal 7 killer release

1. Better media handling
 2. Custom content types in core
 3. WYSIWYG editor
 4. Better performance
 5. Better tools to structure/organize content
 6. Basic Views like module
 7. Automatic upgrade functionality
-
8. Better performance for authenticated users
 9. Views query builder
 10. Improve node access system

70

30

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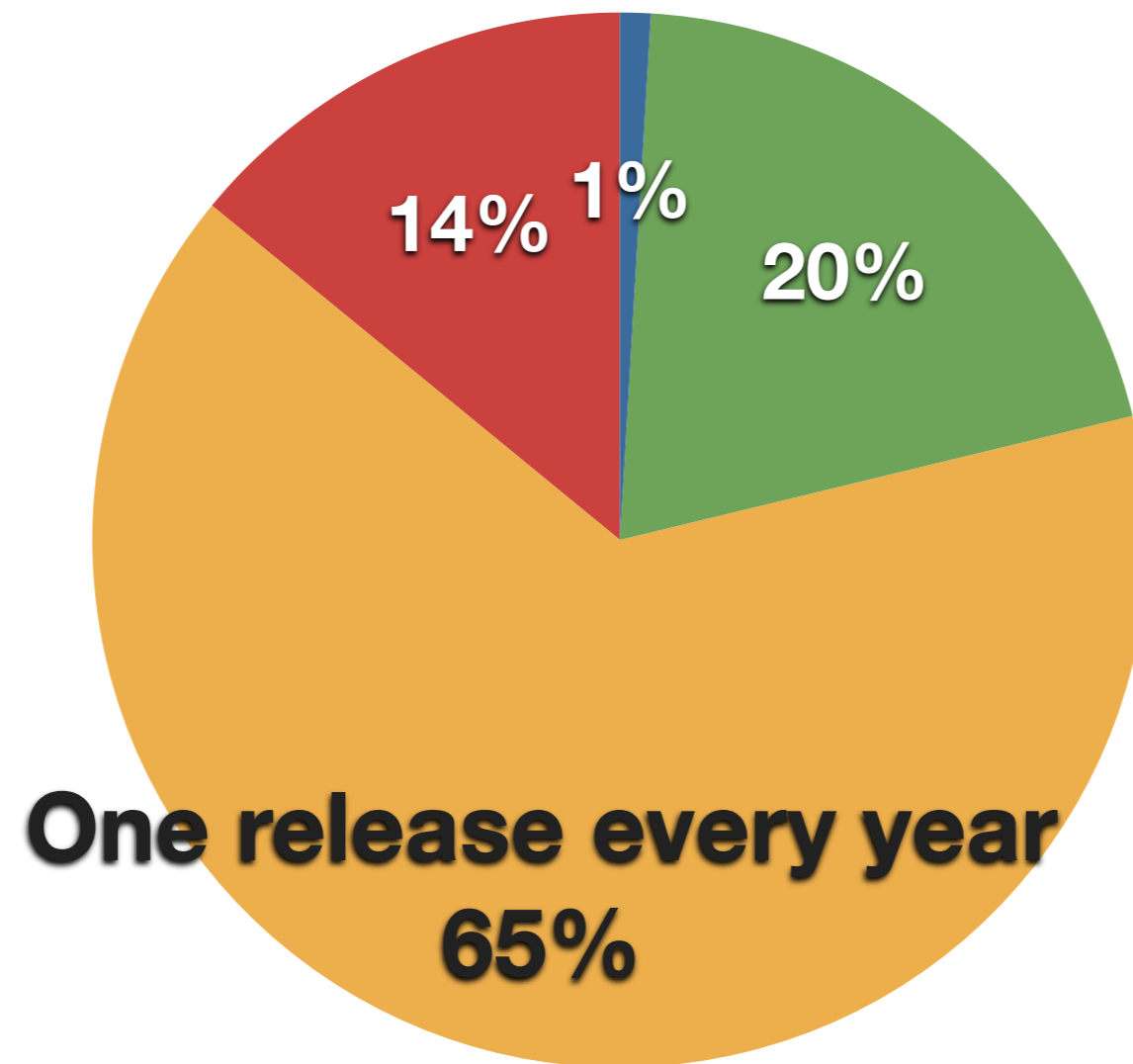
70

30

11. Usability

Oh ...

And we have to put out the
“Drupal 7 killer release”
one year from now ...



A microscopic view of numerous blue, star-shaped crystals, likely snowflakes or ice crystals, scattered across a red background. The crystals exhibit a hexagonal symmetry and are densely packed in some areas, while others are more isolated. The overall appearance is that of a textured, crystalline surface.

Not good enough

Drupal.org improvements

Drupal.org improvements

Quality/popularity ratings for modules

Better documentation

Faster page loads

Better search

Better structure/navigation

A marketplace for Drupal services

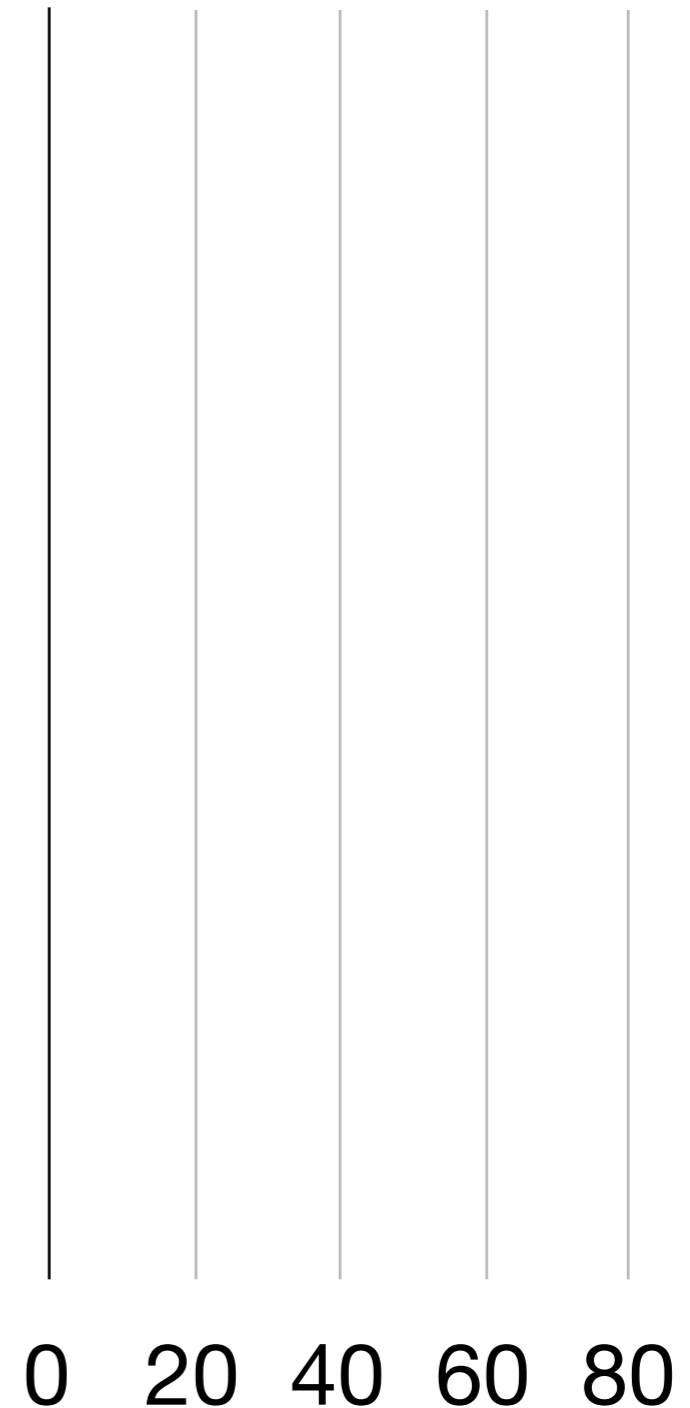
User ratings

New drupal.org theme

E-mail notifications for forum topics

Documentation in PDF format

Better marketing



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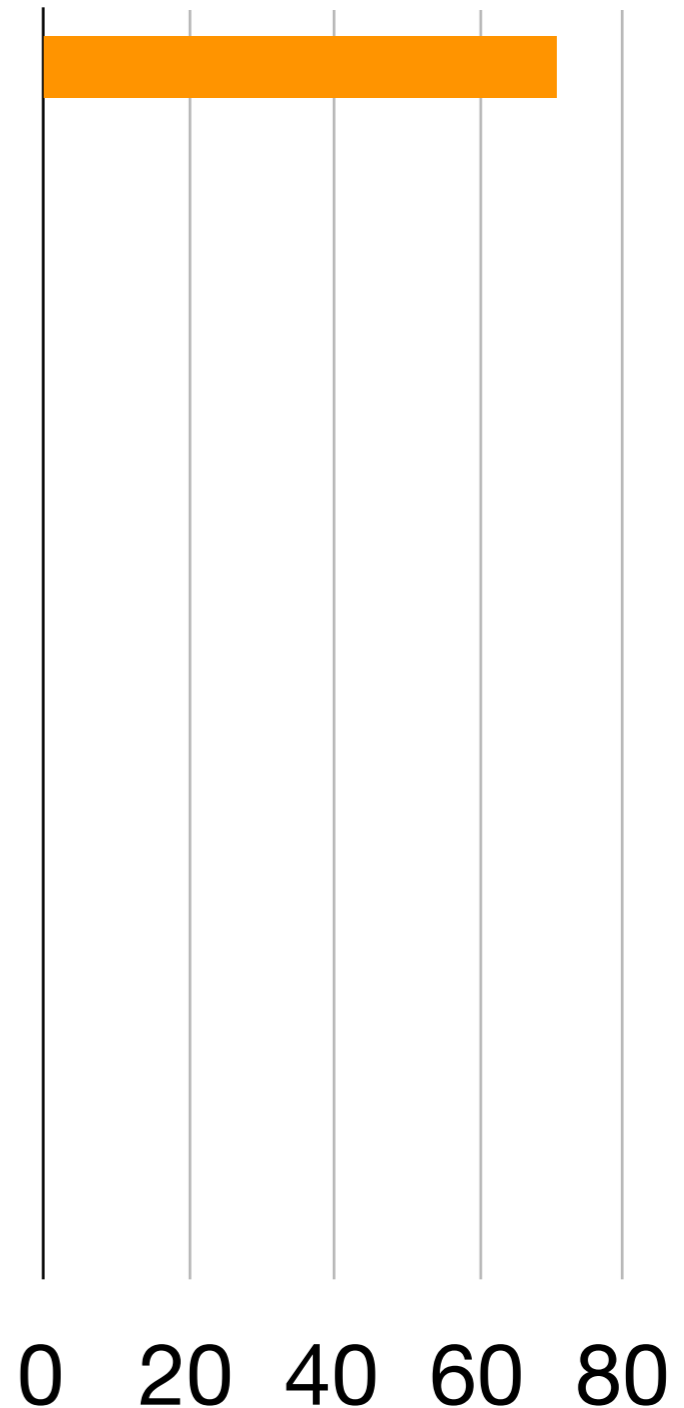
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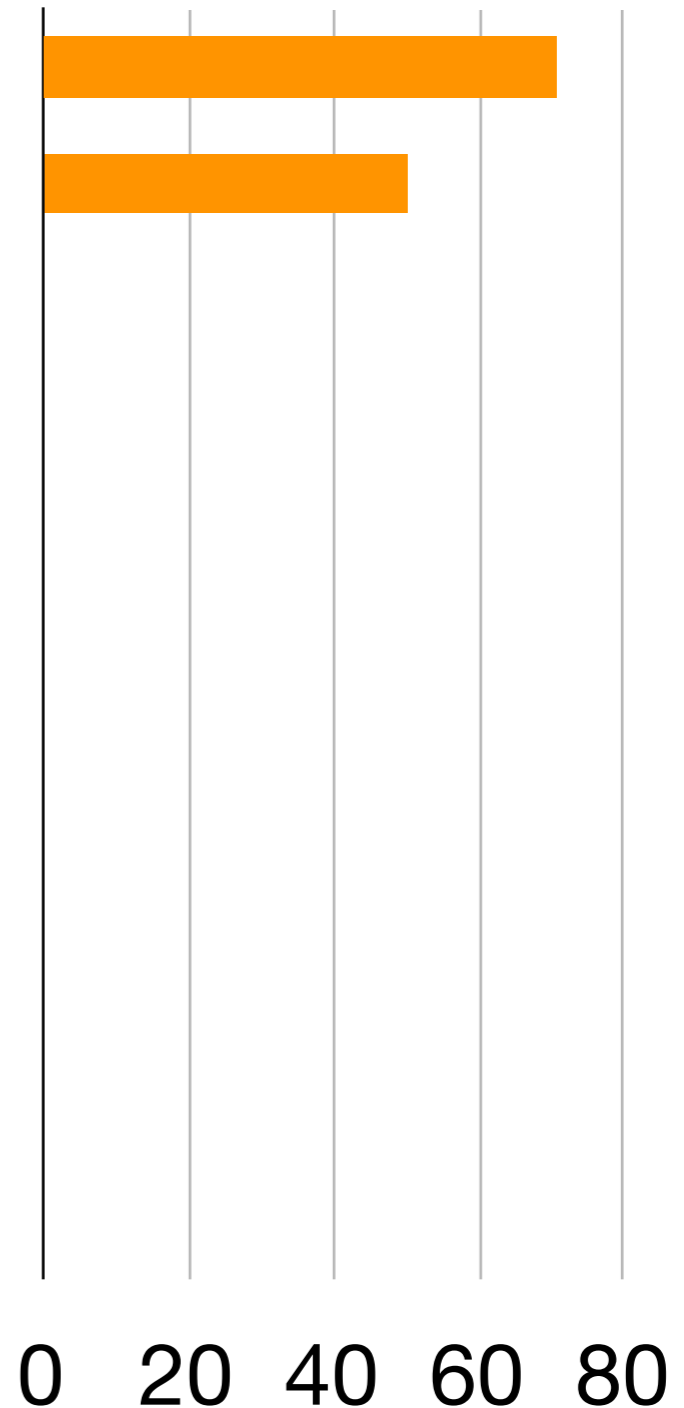
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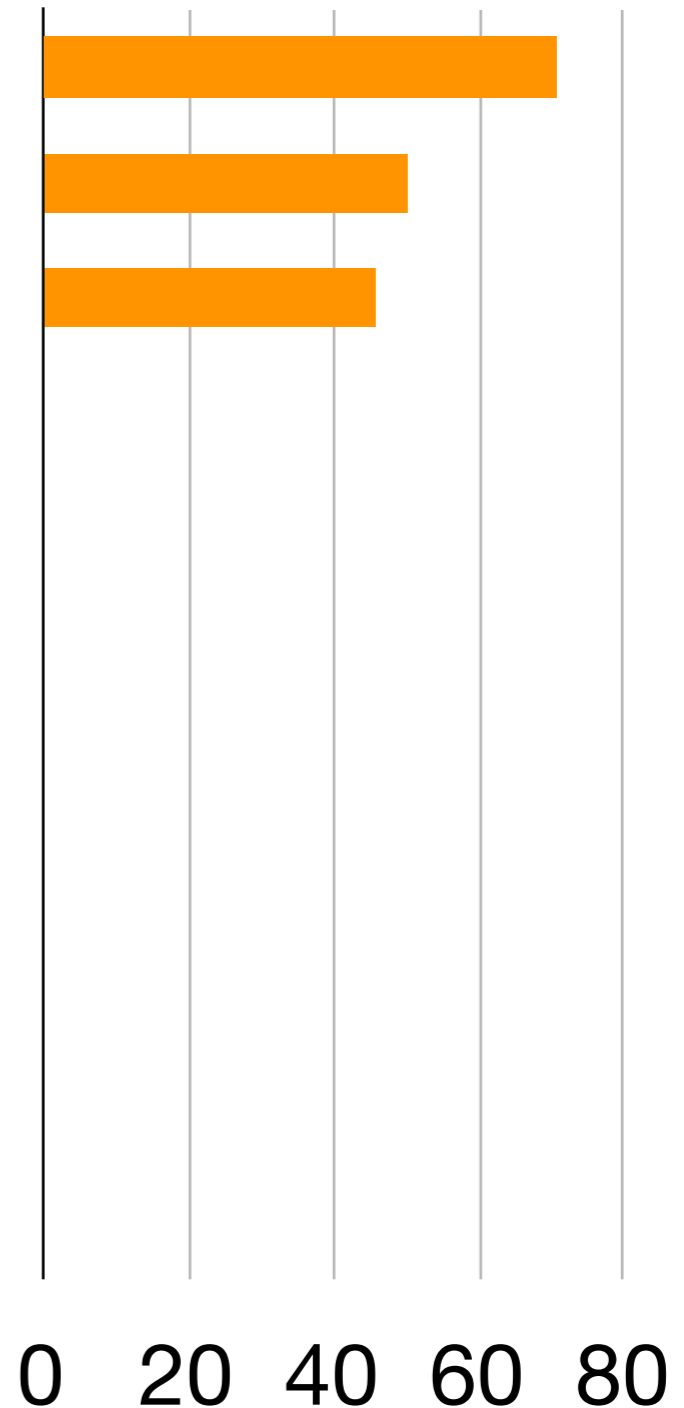
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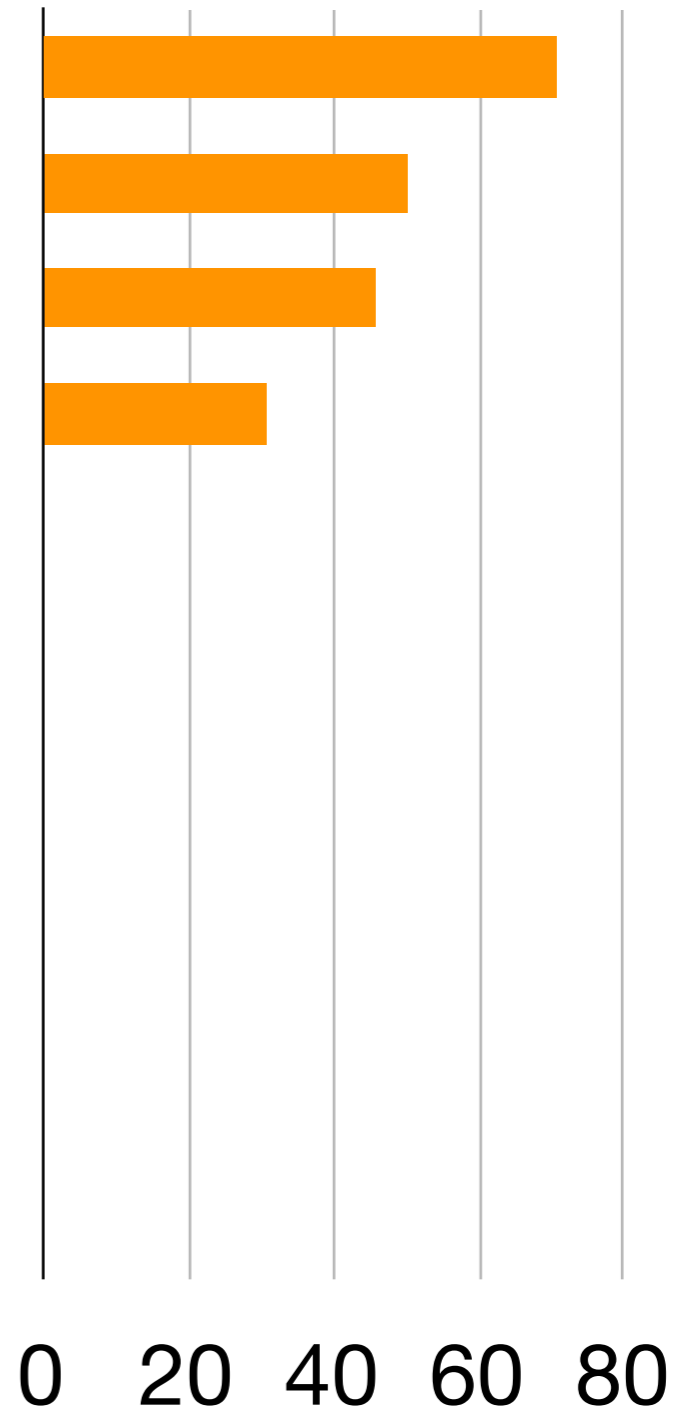
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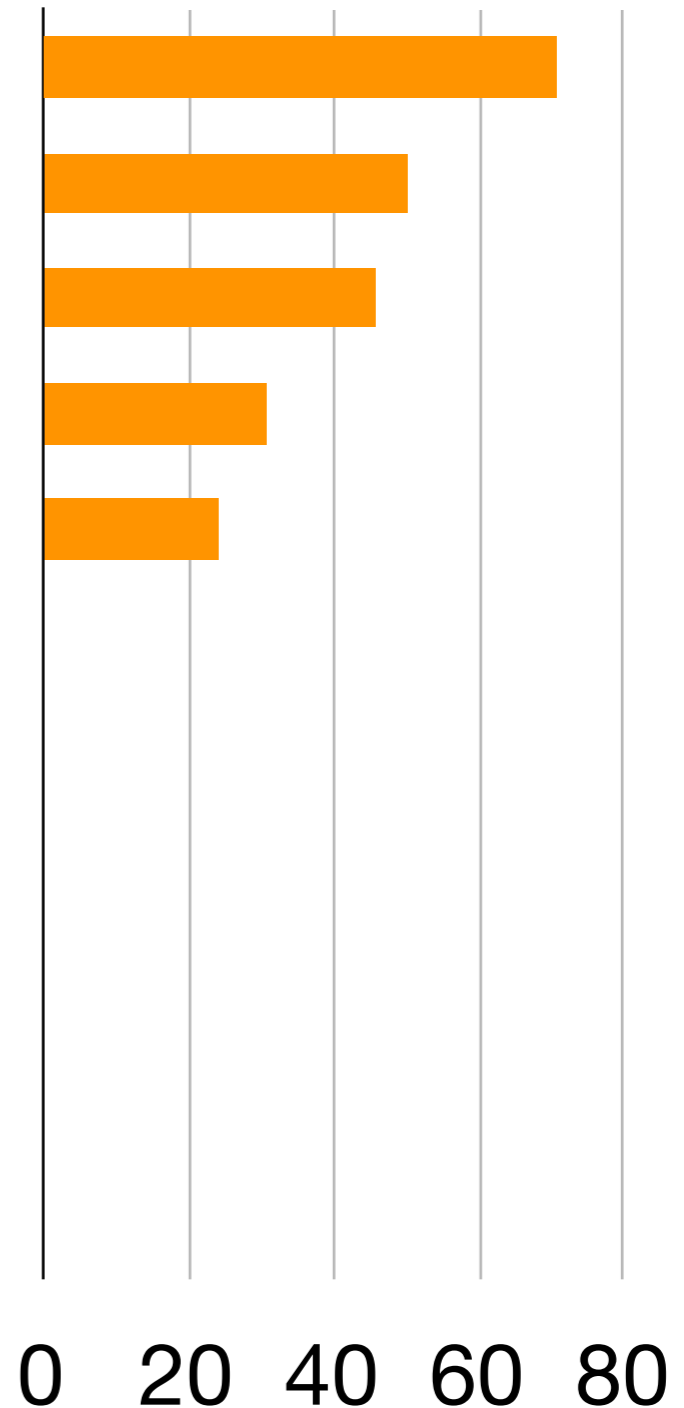
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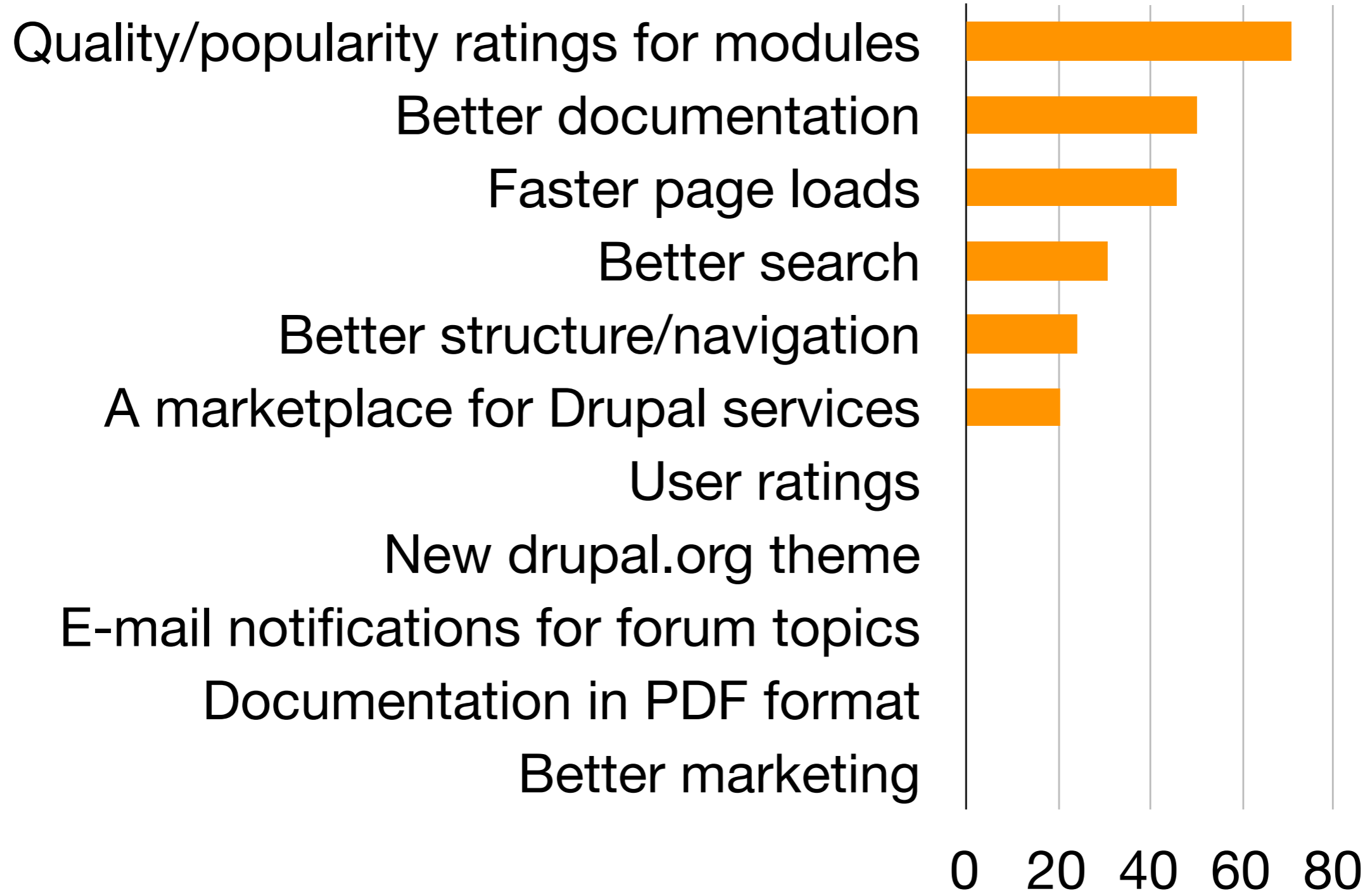
E-mail notifications for forum topics

Documentation in PDF format

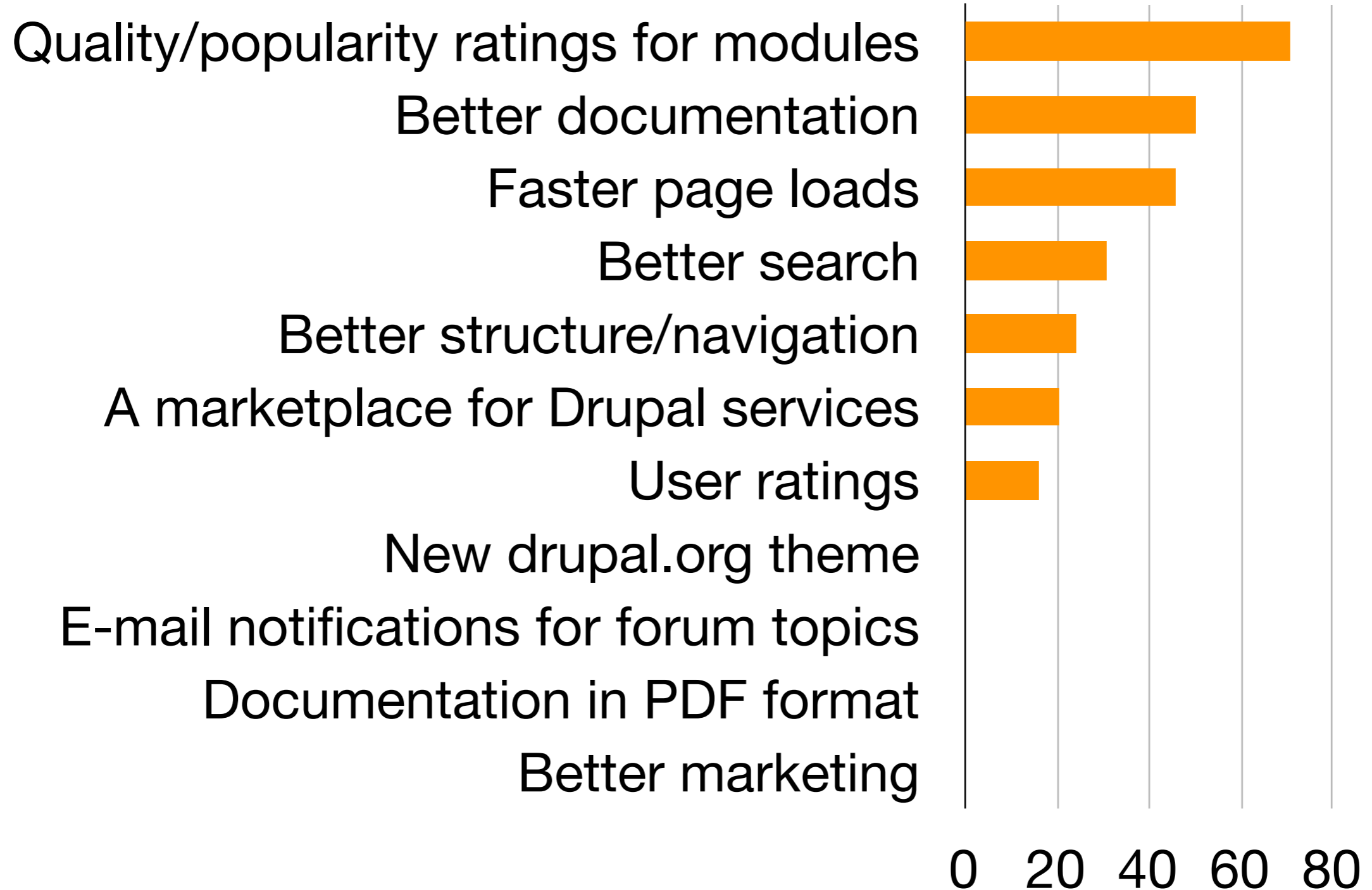
Better marketing



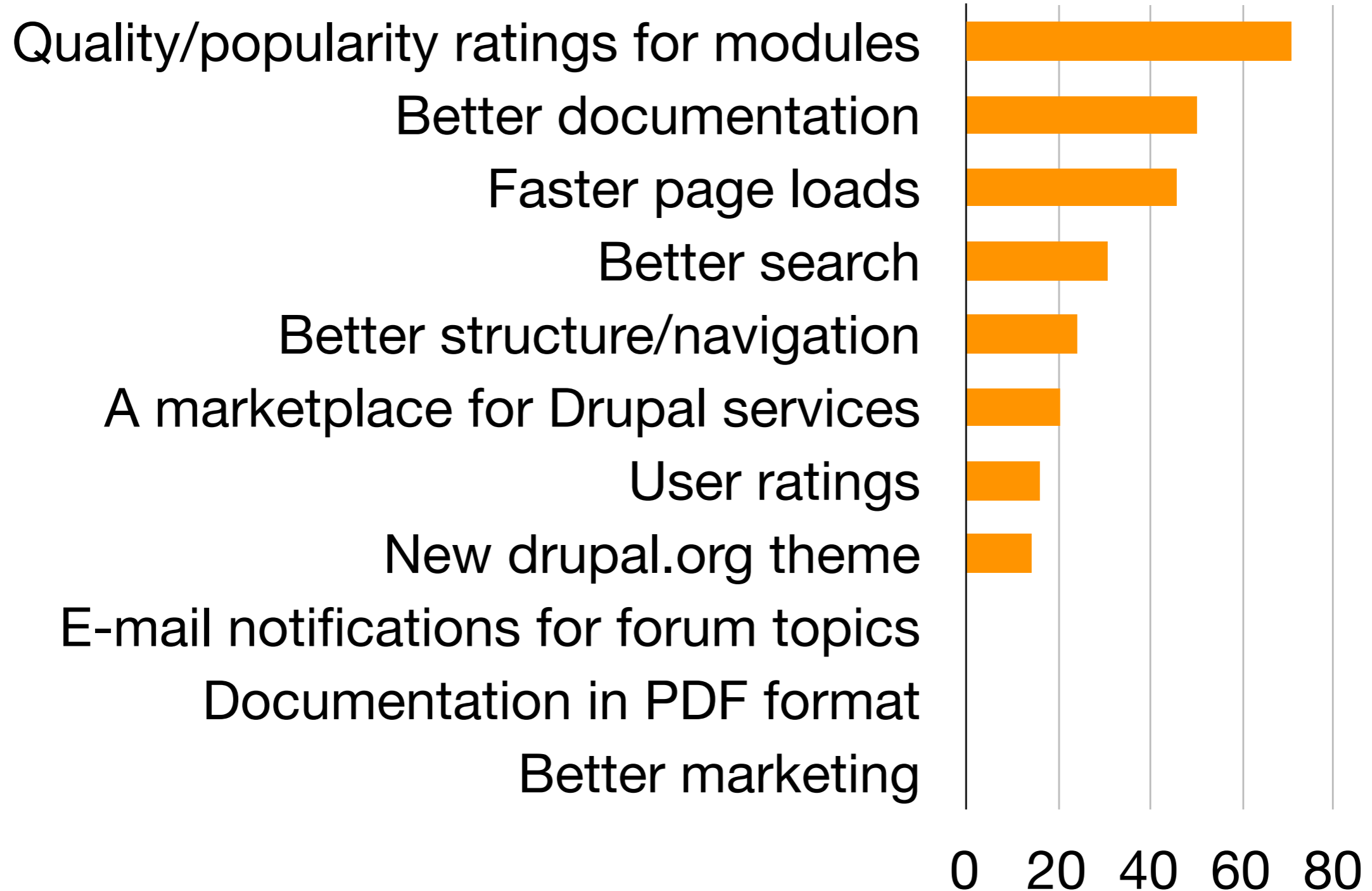
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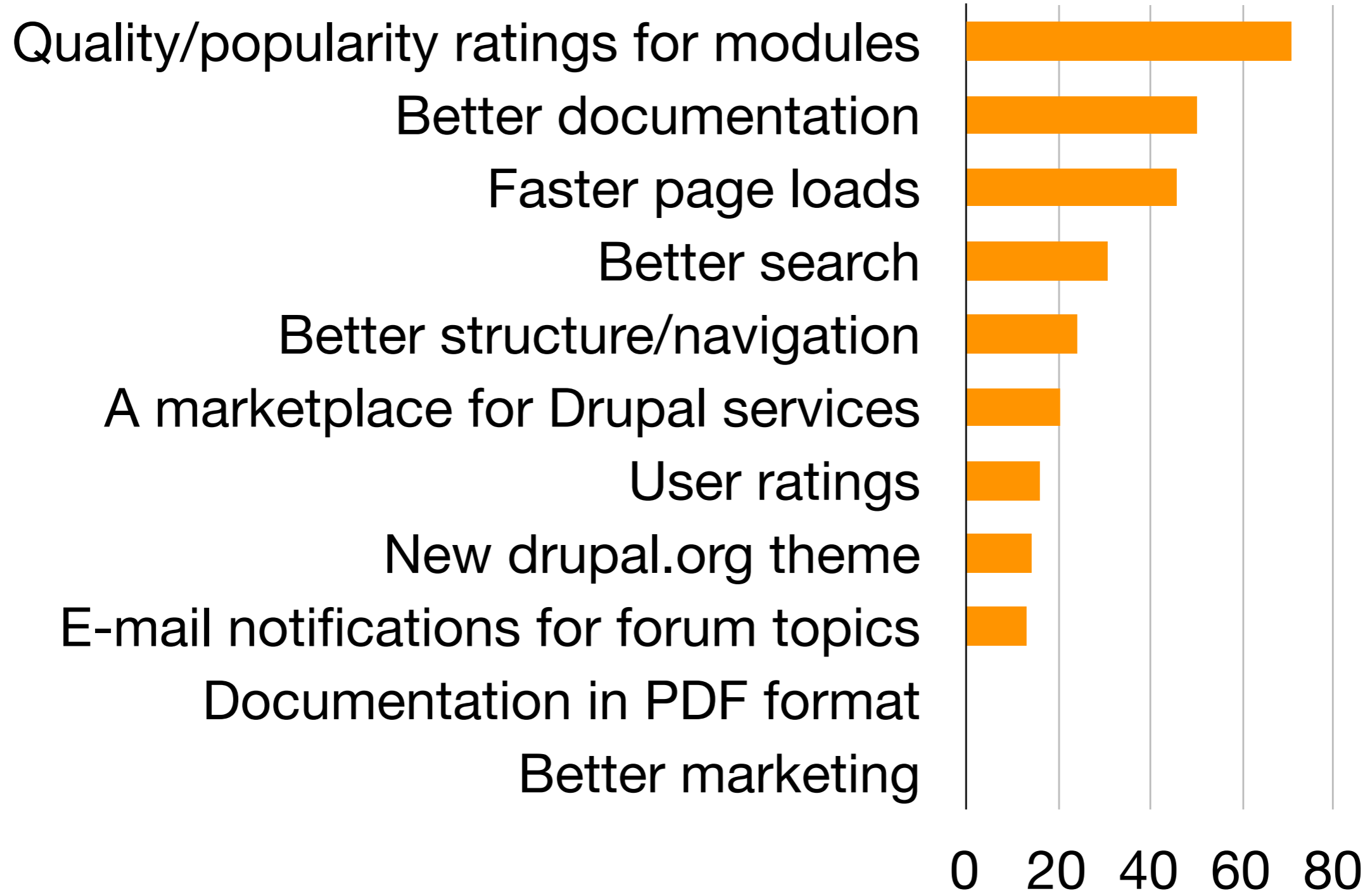
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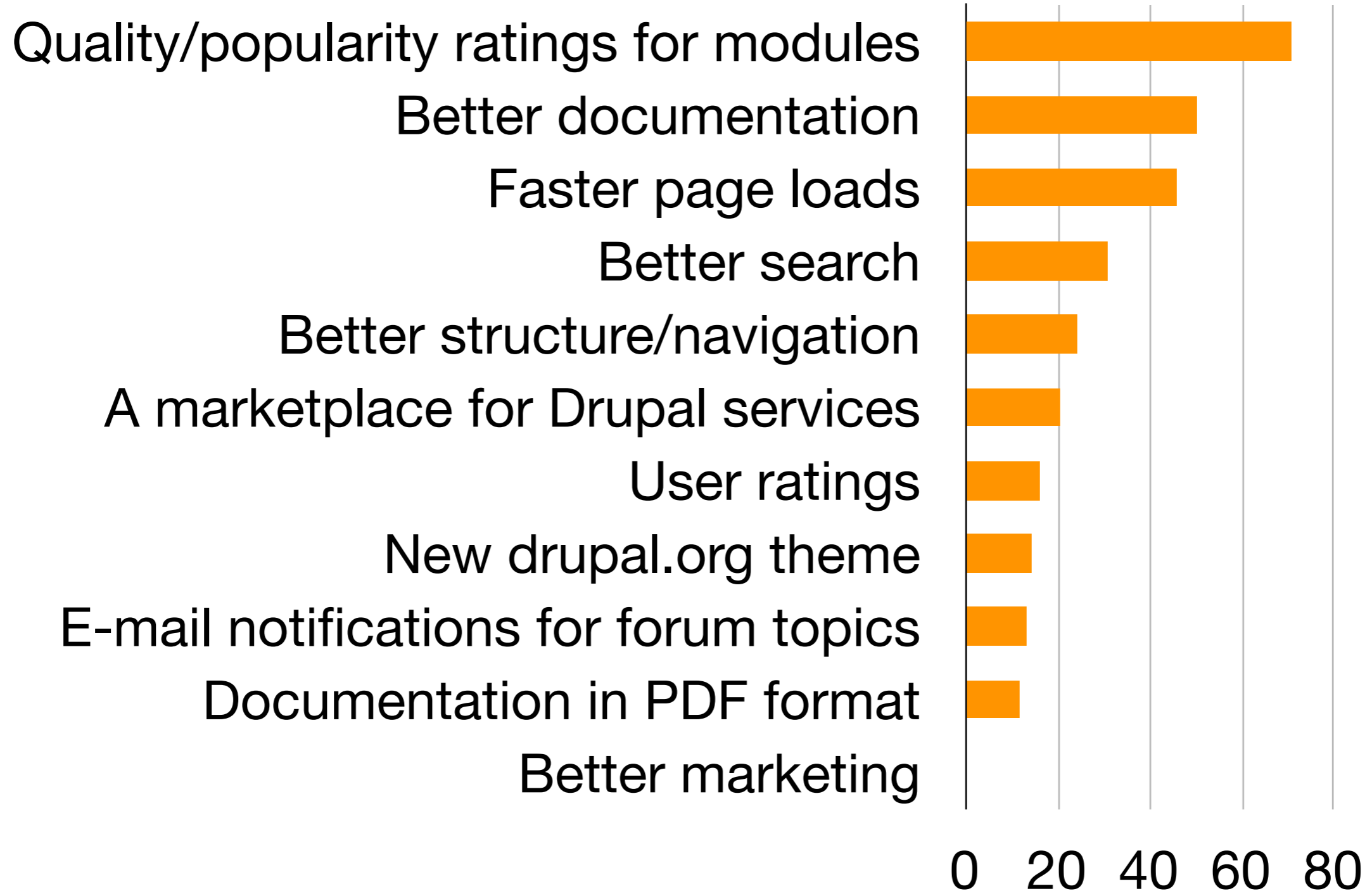
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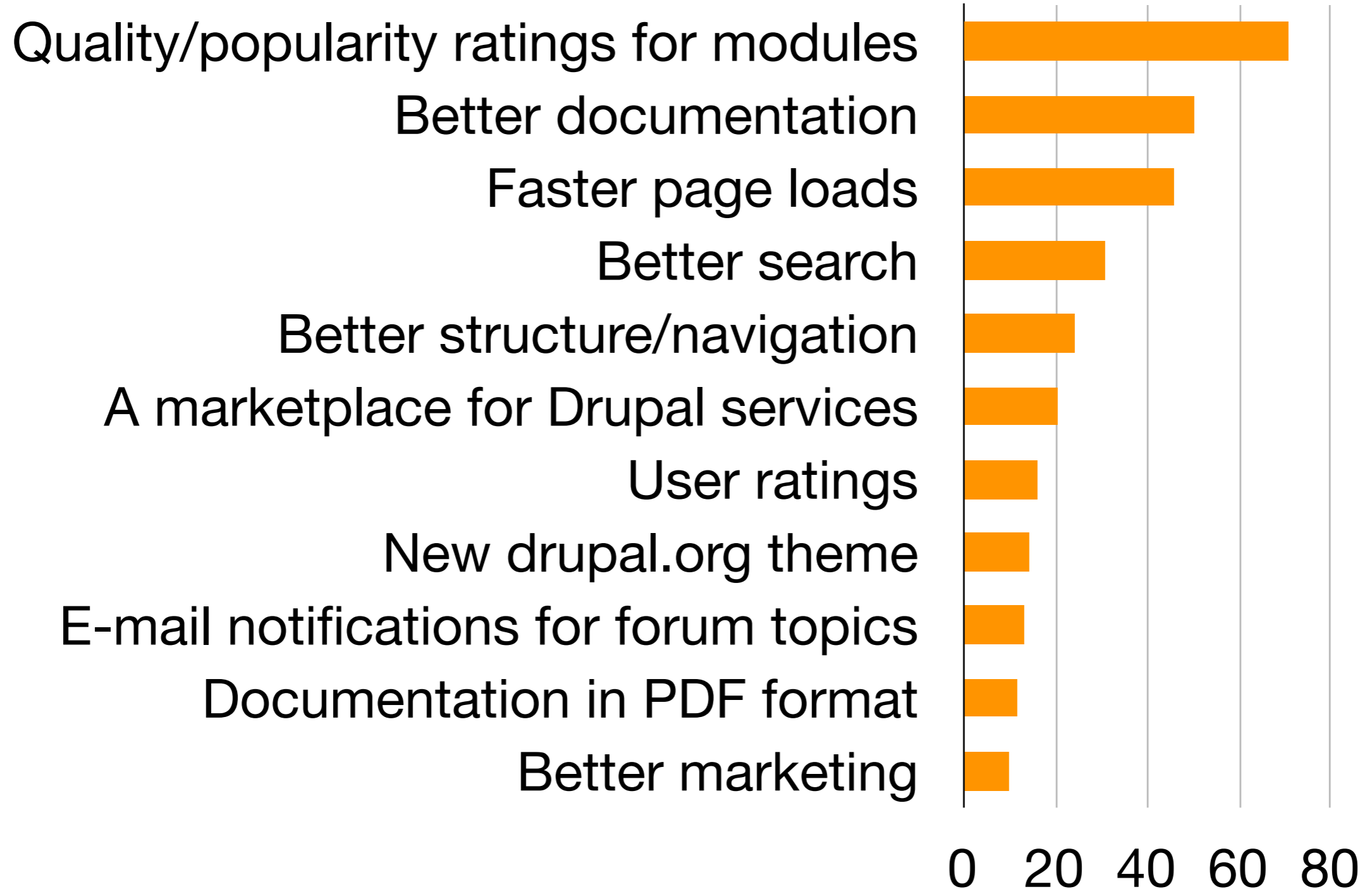
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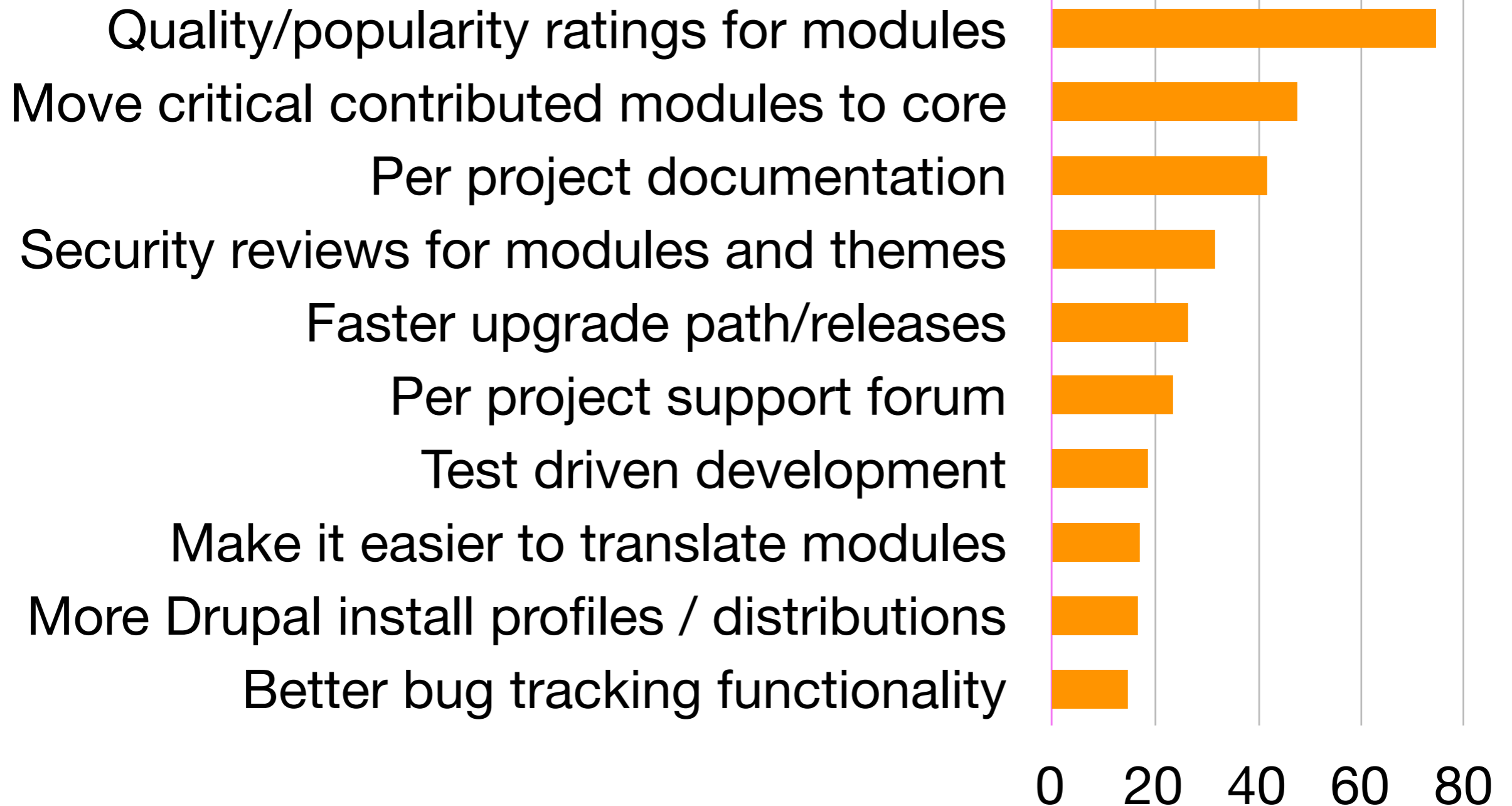
Drupal.org improvements



Drupal.org improvements



Most important for contributed projects



Project usage overview

The following is a summary of the the usage information for the projects on this site. The count is the total number of sites using any version of the project. Only sites that have opted to allow usage information to be tracked are included.

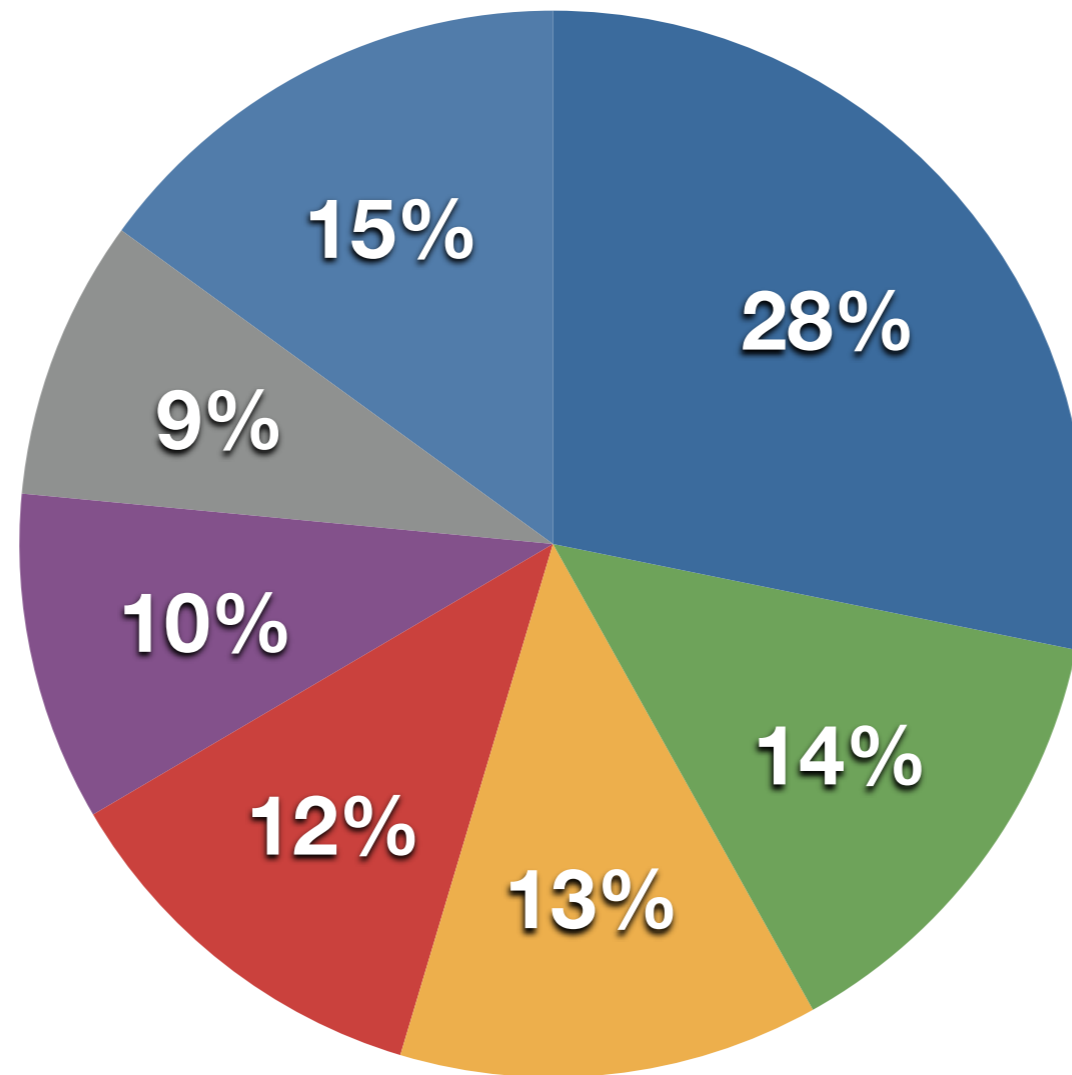
Project	Aug 5 ▼	Jul 29	Jul 22	Jul 15	Jul 8	Jul 1
Drupal	1366	0	0	0	0	0
Update status	1365	0	0	0	0	0
Views	946	0	0	0	0	0
Content Construction Kit (CCK)	738	0	0	0	0	0
Image	664	0	0	0	0	0
Pathauto	592	0	0	0	0	0
TinyMCE WYSIWYG Editor	462	0	0	0	0	0
XML Sitemap	439	0	0	0	0	0
Date	425	0	0	0	0	0
imagefield	362	0	0	0	0	0
IMCE	356	0	0	0	0	0
captcha	353	0	0	0	0	0

What sector are you in?

- Privately-owned company
- Full-time consulting
- Education
- Other

- Non-profit
- Occasional consulting
- Student

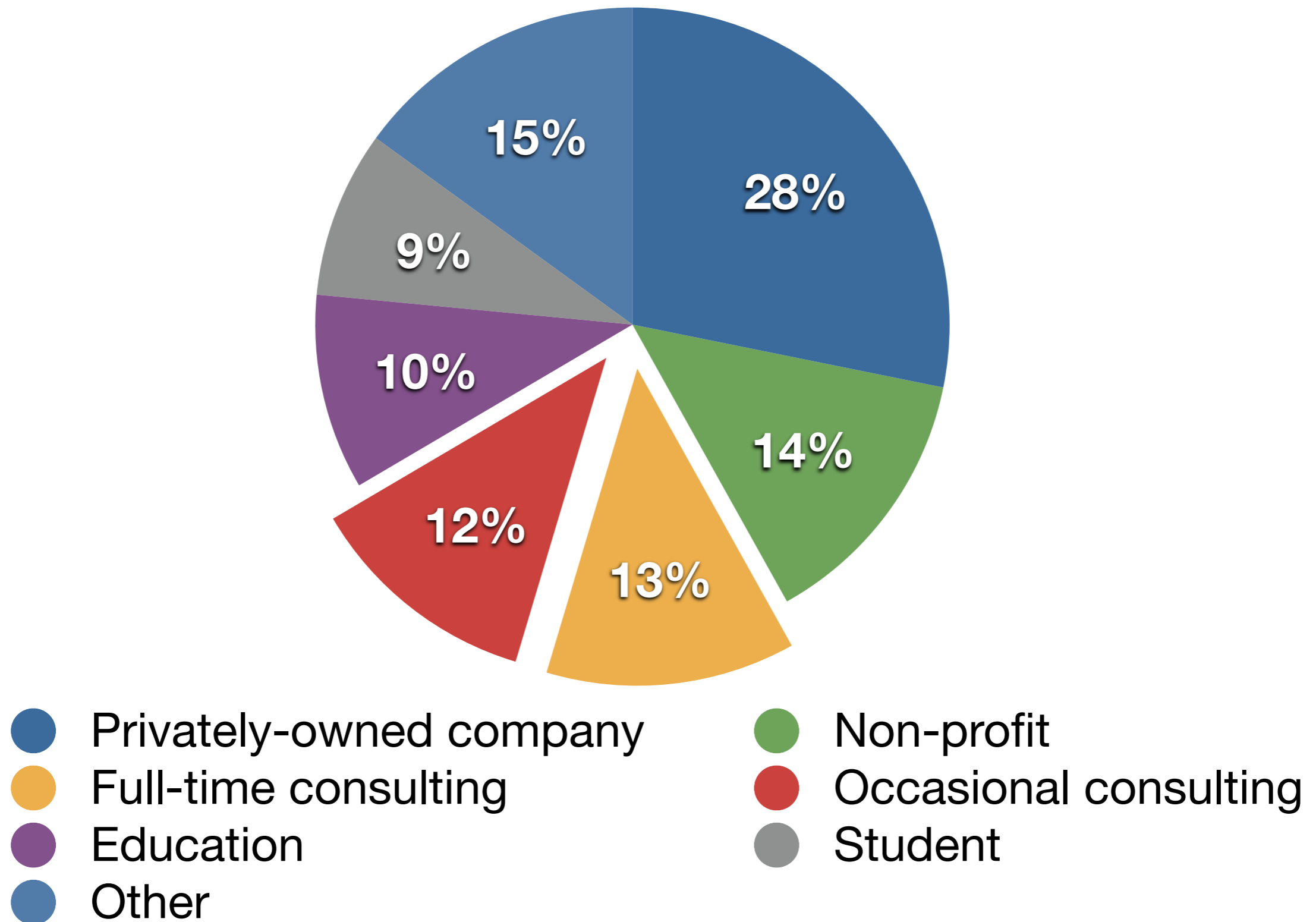
What sector are you in?



- Privately-owned company
- Full-time consulting
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- Other

- Non-profit
- Occasional consulting
- Student

Popular with consultants



- Only **3.5%** of the respondents work for a *public company*
- Only **3.7%** of the respondents work for the *government*

A microscopic view of numerous blue, star-shaped crystals, likely snowflakes or ice crystals, scattered across a red background. The crystals exhibit a hexagonal symmetry and are of various sizes and orientations. The text "Not good enough" is overlaid in white, bold font in the center of the image.

Not good enough

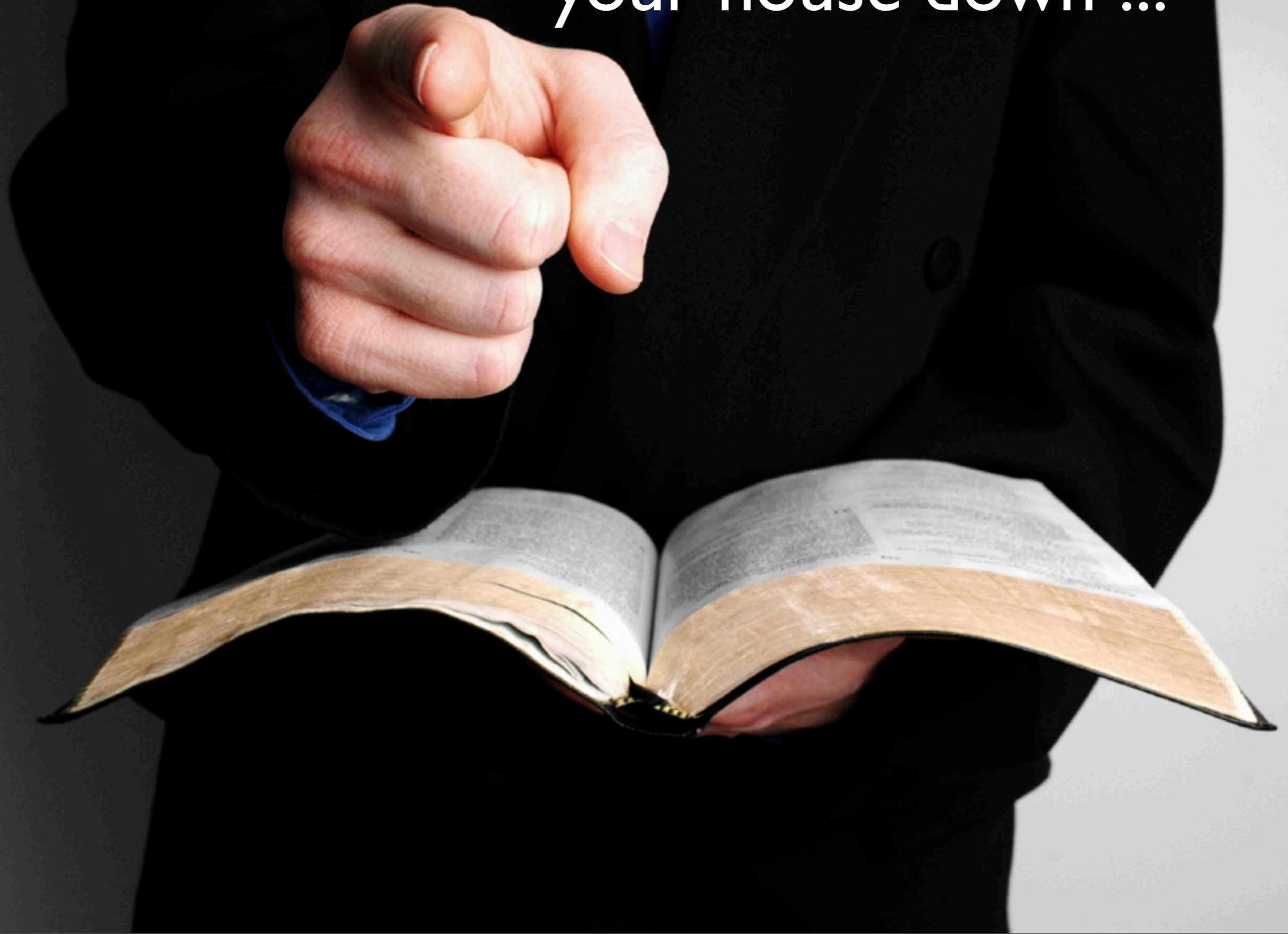


We must grow the ecosystem

“Who can afford to do professional work for nothing?” -- Bill Gates



Open Source zealots might burn
your house down ...



Open Source is not
incompatible with business

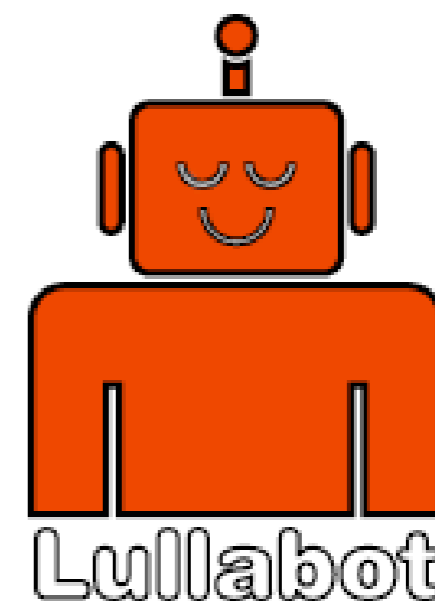


Many Open Source projects have benefited from healthy commercial environments around them ...





Development Seed 



achieveinternet



We need more of these ...



The dirty little secret
to get noticed as a
Drupal company ...
(or how to be a good bee)

BECOME PART OF THE COMMUNITY



Want me to spell it out in 4 four easy steps?

Become part of the community



Become part of the community

==

identify the bottlenecks / critical paths



Become part of the community

==

identify the bottlenecks / critical paths

+

find a way to give back



Become part of the community

= =

identify the bottlenecks / critical paths

+

find a way to give back

+

embrace the chaos



Become part of the community

= =

identify the bottlenecks / critical paths

+

find a way to give back

+

embrace the chaos

+

learn to collaborate



Identify the critical paths



Identify the critical paths



- You'll differentiate yourself

Identify the critical paths



- You'll differentiate yourself
- We'll be eager to collaborate

Identify the critical paths



- You'll differentiate yourself
- We'll be eager to collaborate
- You're fixing real problems

**Act out of self-interest but try
to looking for overlap to solve
collective problems**

Some concrete examples

(you don't have an excuse anymore)

Some concrete examples

(you don't have an excuse anymore)

- **Contribute a top-5 wanted feature**

Some concrete examples

(you don't have an excuse anymore)

- **Contribute a top-5 wanted feature**
- **Contribute a DBA**

Some concrete examples

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- **Contribute a top-5 wanted feature**
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- **Contribute testing person**

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- **Contribute a top-5 wanted feature**
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- **Contribute a marketeer**

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- Contribute a top-5 wanted feature
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Some concrete examples

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- Contribute a top-5 wanted feature
- Contribute a DBA
- Contribute testing person
- Contribute a marketeer
- Contribute a usability expert
- Contribute two usability experts

Some concrete examples

(you don't have an excuse anymore)

- Contribute a top-5 wanted feature
- Contribute a DBA
- Contribute testing person
- Contribute a marketeer
- Contribute a usability expert
- Contribute two usability experts
- Contribute a technical writer

Some concrete examples

(you don't have an excuse anymore)

- Contribute a top-5 wanted feature
- Contribute a DBA
- Contribute testing person
- Contribute a marketeer
- Contribute a usability expert
- Contribute two usability experts
- Contribute a technical writer
- Contribute a video cast producer

A red rotary telephone sits on a light-colored wooden surface. Four hands are positioned around the phone, reaching towards it from the top and sides. The hands are open and palm-down, suggesting a collective focus or attention on the telephone. The background is plain white.

The critical path is your best marketing tool



Let's listen to our users and
give them a
“killer Drupal 7”
and
Drupal.org improvements







Let's look ahead ...

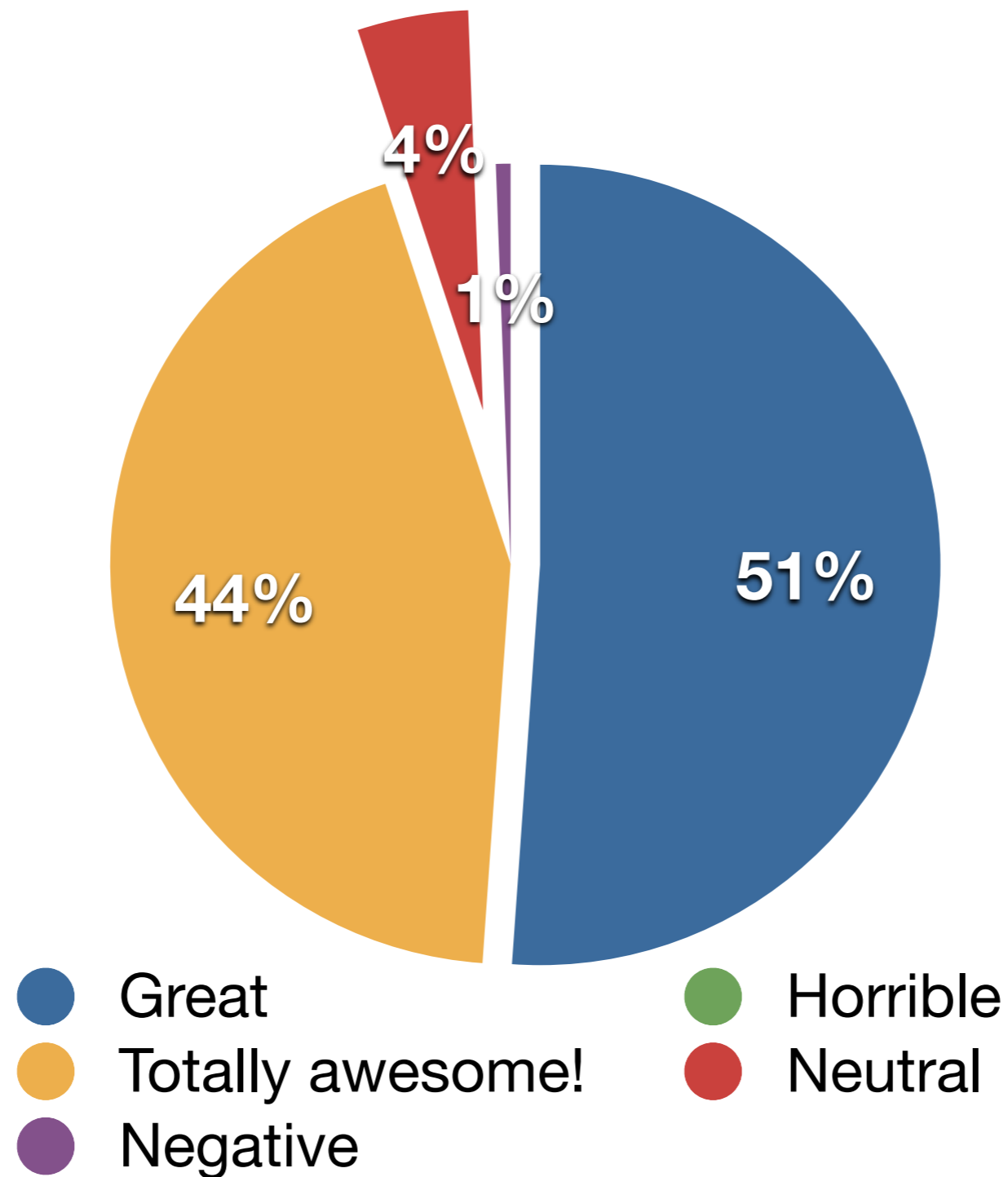
The next years are going to be extremely interesting for Drupal.
And so will the rest of today.



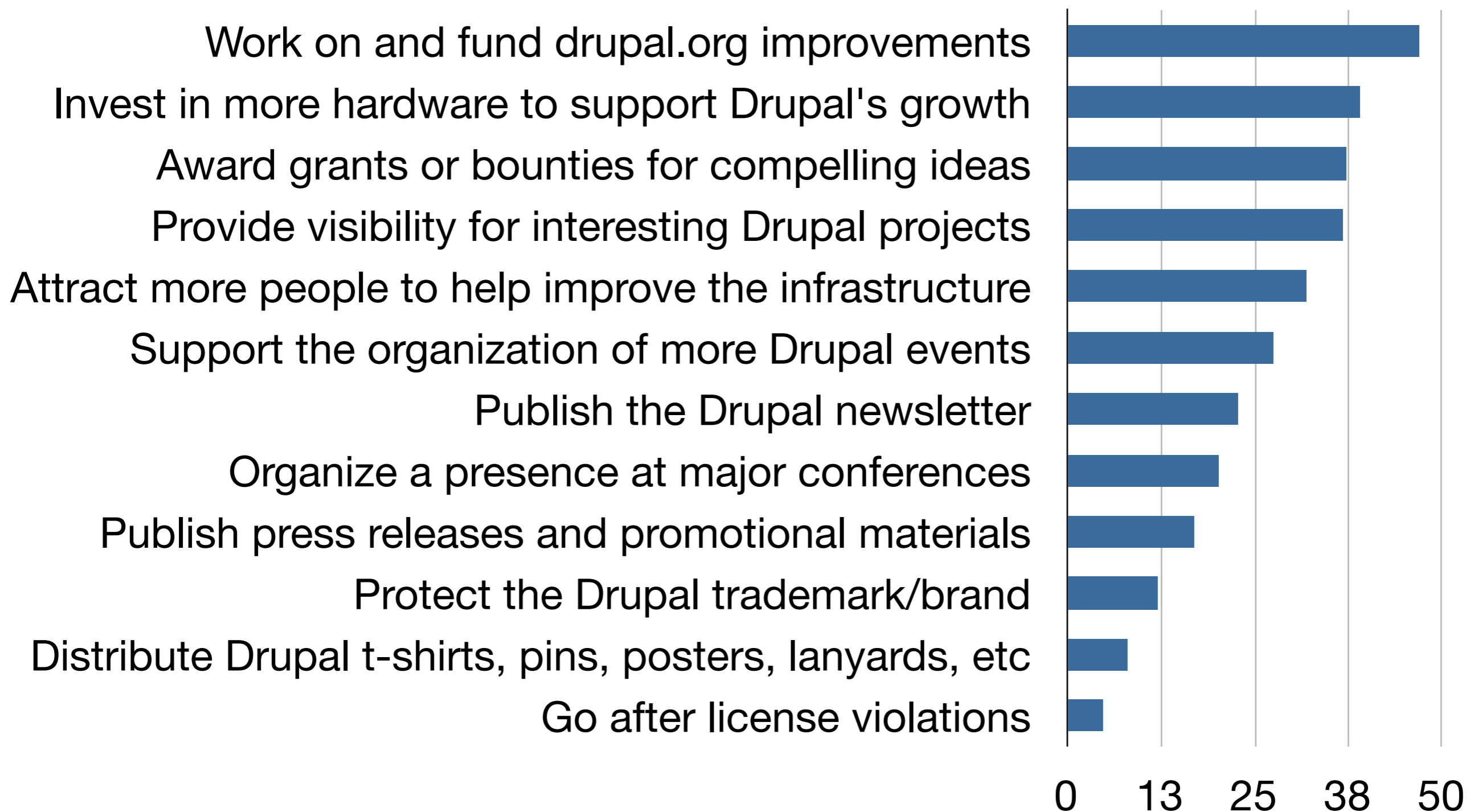
Thanks!

One more thing ...

Overall happiness



What should the Drupal Association focus on?



**Complexity
kills**

