

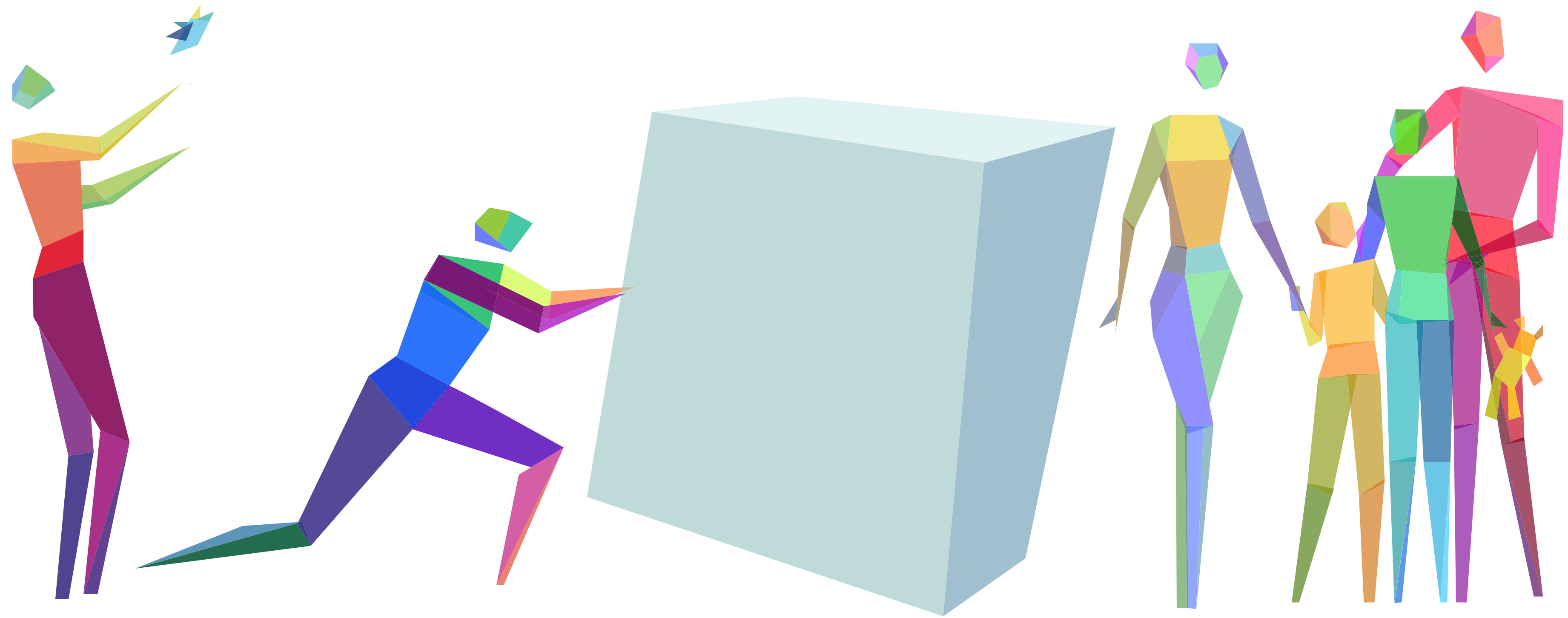


DrupalCon

Barcelona

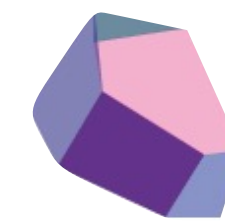
dries@buytaert.net // @Dries
#Driesnote

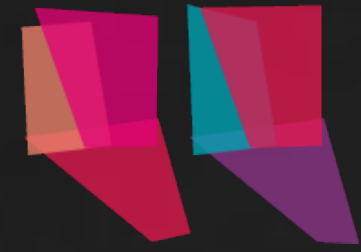
Work-life balance





We need to talk”





To escape fear, you have to go
through it, not around ”

~ **Richie Norton**

Uncomfortable questions





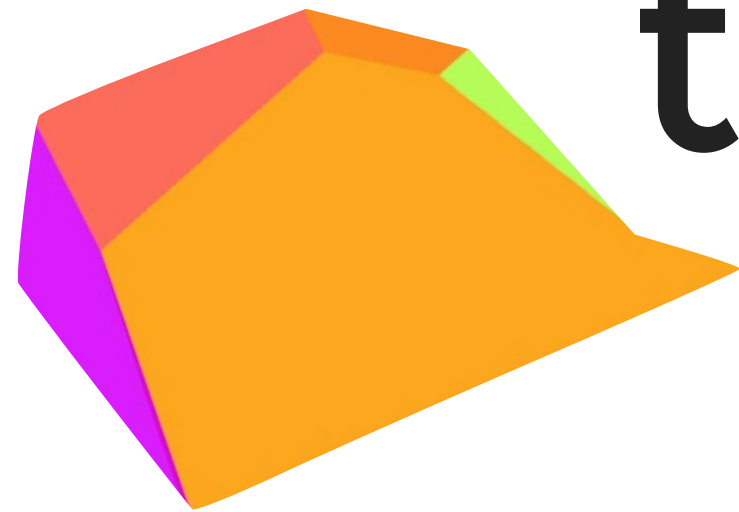
**Drupal companies
are losing business**



“Why isn’t my
phone ringing”

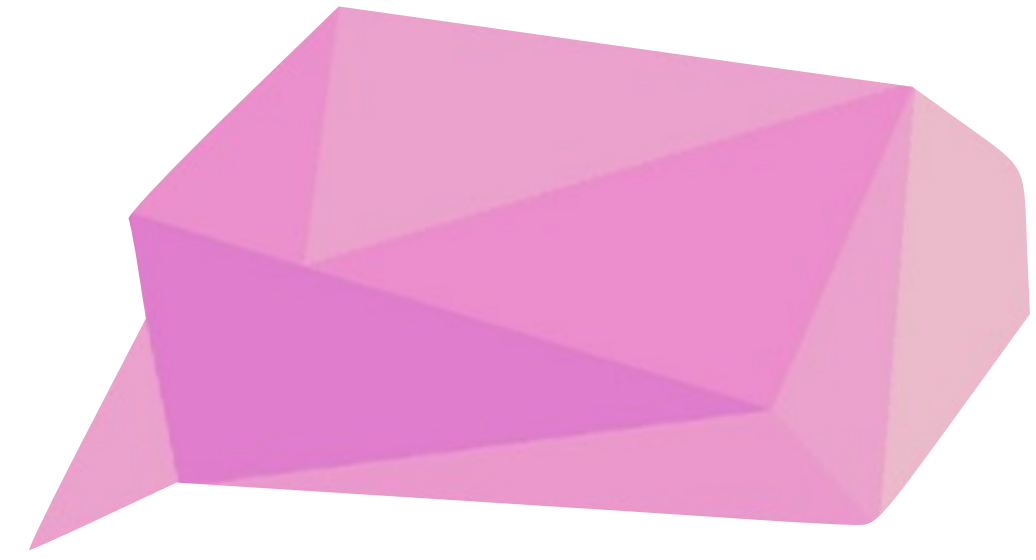
 Is Drupal losing
momentum?

**We need to
talk about that**





 Why can't we
release on time?



**We need to
talk about that**



“Wordpress is getting even bigger”



“Squarespace has a great developer experience”

“Proprietary CMSes are becoming full-featured product suites”



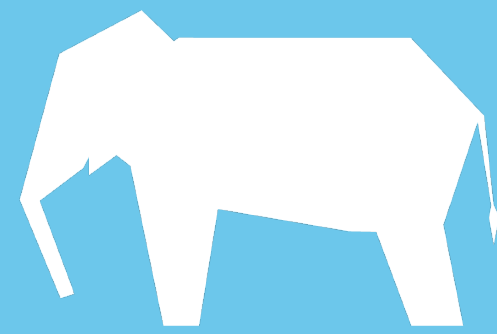
“What about content APIs?”



SQUARESPACE



Adobe



Can we compete?



CLOUD CMS



sitecore®



prismic.io

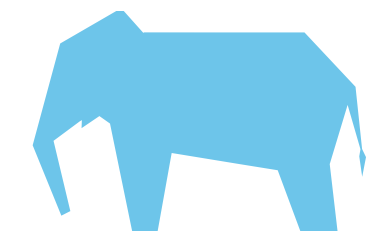


TYPO3



**We need to
talk about that**





Can we get user experience right?

“Where is the “new post” button?”

“Why can’t I just drag it in?”

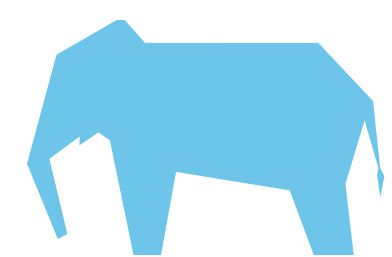
“I give up, this is just too hard”

“What is a ‘view’?”





**We need to
talk about that**



Client side apps

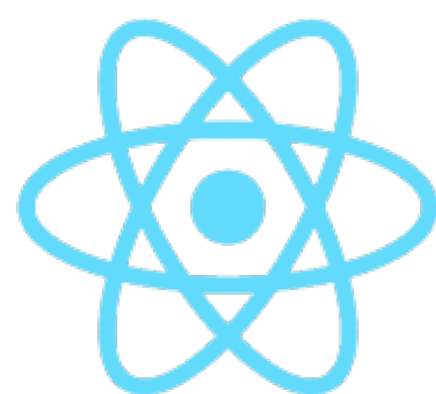
are a big trend and
they're not going away



BACKBONE.JS

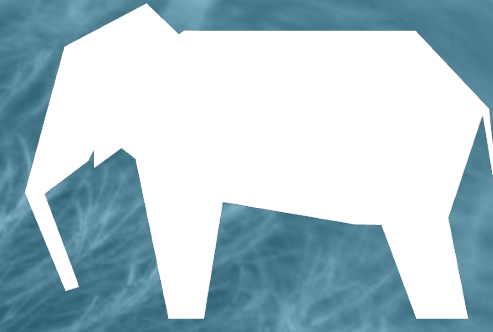


ANGULARJS
by Google



React

ember



Are they a threat?

Going headless looks fun

My friends are using Angular

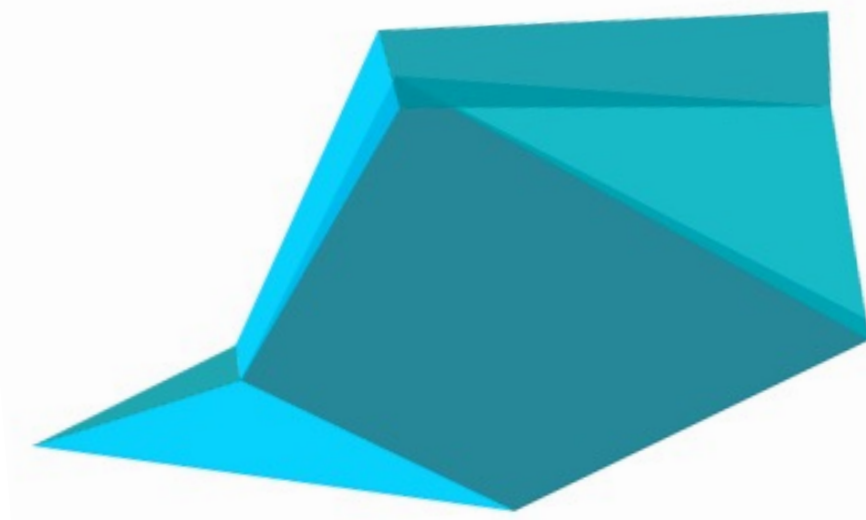
I won't have to fight the markup

Will my PHP skills be in demand?

I don't want to be 'out-of-touch'

Customers are asking for 'web apps'

**We need to
talk about that**





1

Development process

Are we losing momentum?

Why can't we release on time?

2

Market position

Can we compete?

Can we get UX right?

3

Technological relevance

Are the frameworks a threat?

How should we react to them?

So let's talk



1

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How should we react to them?



Development
process

Is Drupal losing momentum?

Yes.



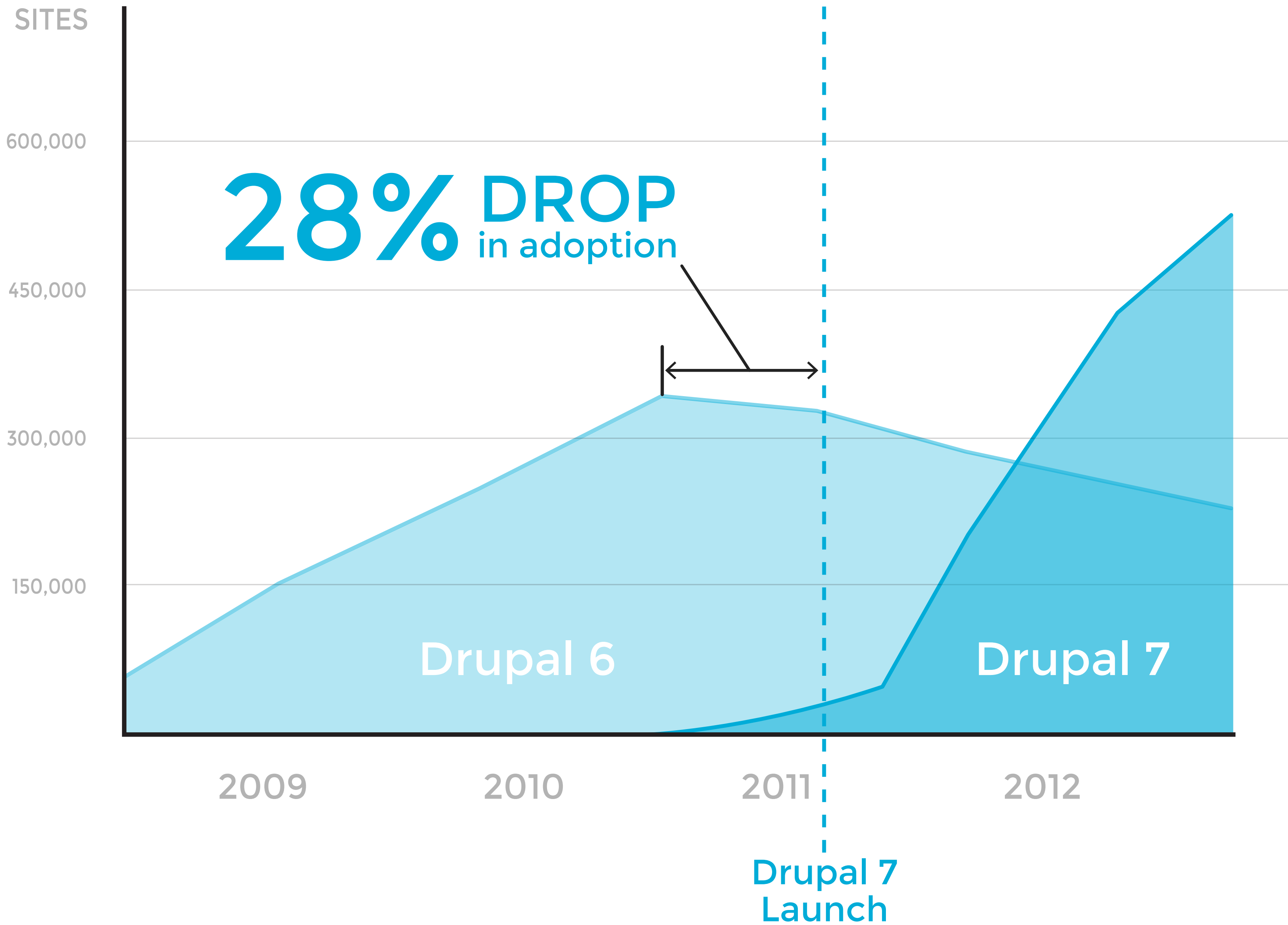
Users are
waiting for
Drupal 8

This is not 
unusual

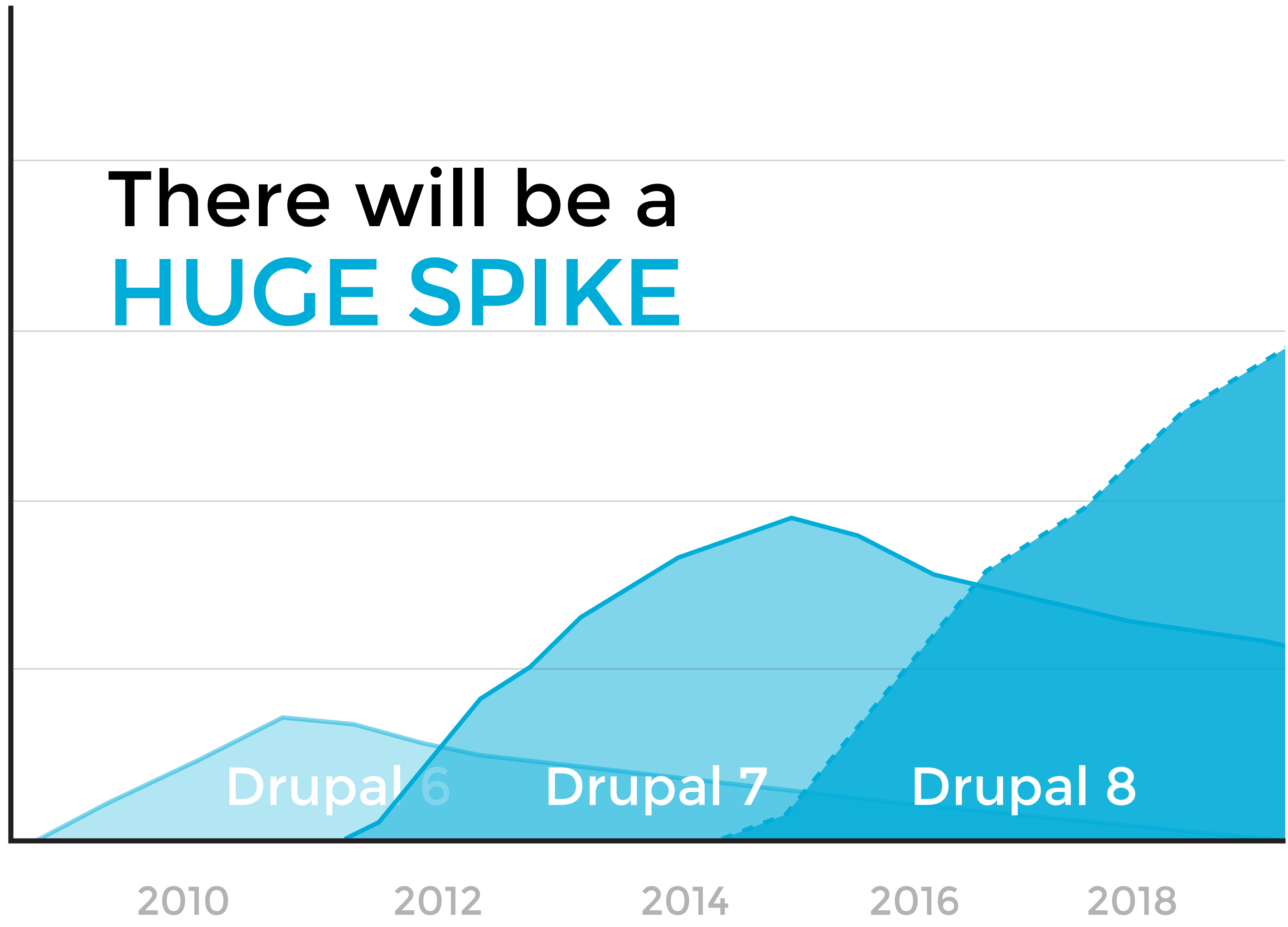
A photograph of Steve Jobs on a stage, wearing his signature black turtleneck and blue jeans. He is gesturing with his right hand towards a large screen behind him. The screen displays a grid of iOS application icons, including Phone, Mail, Safari, and App Store. The text 'The Osbourne Effect' is overlaid on the right side of the image.

The Osbourne Effect

Announcement of a new release slowed
adoption of the current version



There will be a
HUGE SPIKE



We need to get
Drupal 8 released



The background of the slide features silhouettes of horses and riders against a bright, low sun in a clear sky. One horse is captured in mid-air, performing a high jump or a similar maneuver. Below it, two riders are silhouetted against the horizon, one appearing to be working with a horse on the ground. The overall scene is dynamic and energetic, suggesting a focus on performance and activity.

Attend sprints

Donate money to fix bugs

Start developing on Drupal 8 today

Upgrade contrib modules

Donate time to fix bugs

3,000+ contributors

15,000+ committed patches

1,300+ fixed criticals

1 month without a surprise

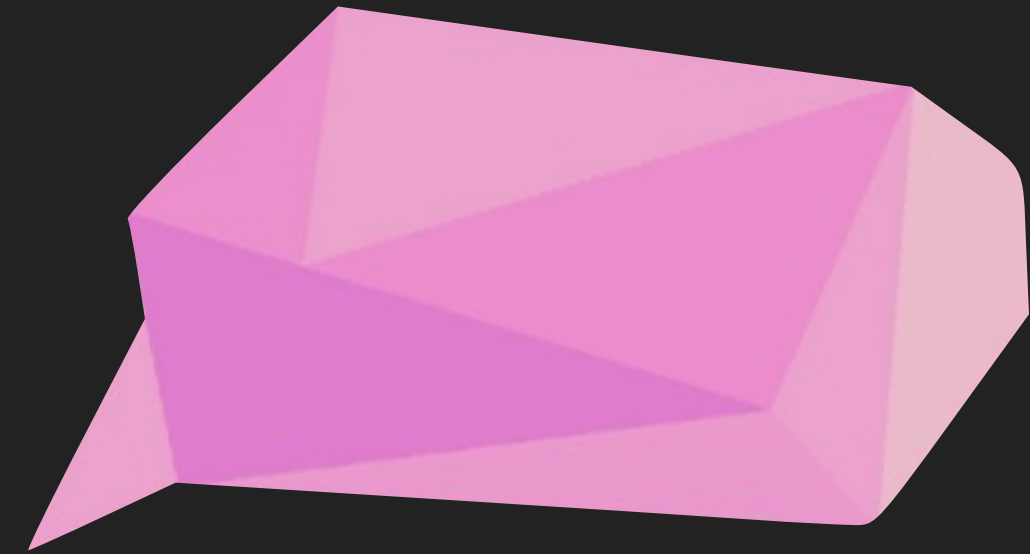
1 big problem left





(*) Assuming no security or data loss issues





However, there are some
things we need to change

1024 days

since Feature Freeze

Drupal is almost
15 years old

5 of those 15
spent on building
Drupal 8

That is
too long

1

Development
process

 Why can't we
release on time?

No one is to blame for this



No one is to blame for this
Except me



A photograph of Christopher Reeve as Superman, wearing his iconic blue suit with a red cape and the yellow 'S' shield on his chest. He is standing in a doorway, looking slightly to the right with a serious expression. The lighting is dramatic, with a strong red glow from the left and a blue glow from the right.

Heroic effort is usually
evidence of a flawed process

Expected life of a feature

 Planned work  Unplanned  Abandoned  Complete



Expected life of a feature

● Planned work ● Unplanned ● Abandoned ● Complete





**Everyone has a plan until they
get punched in the mouth.”**

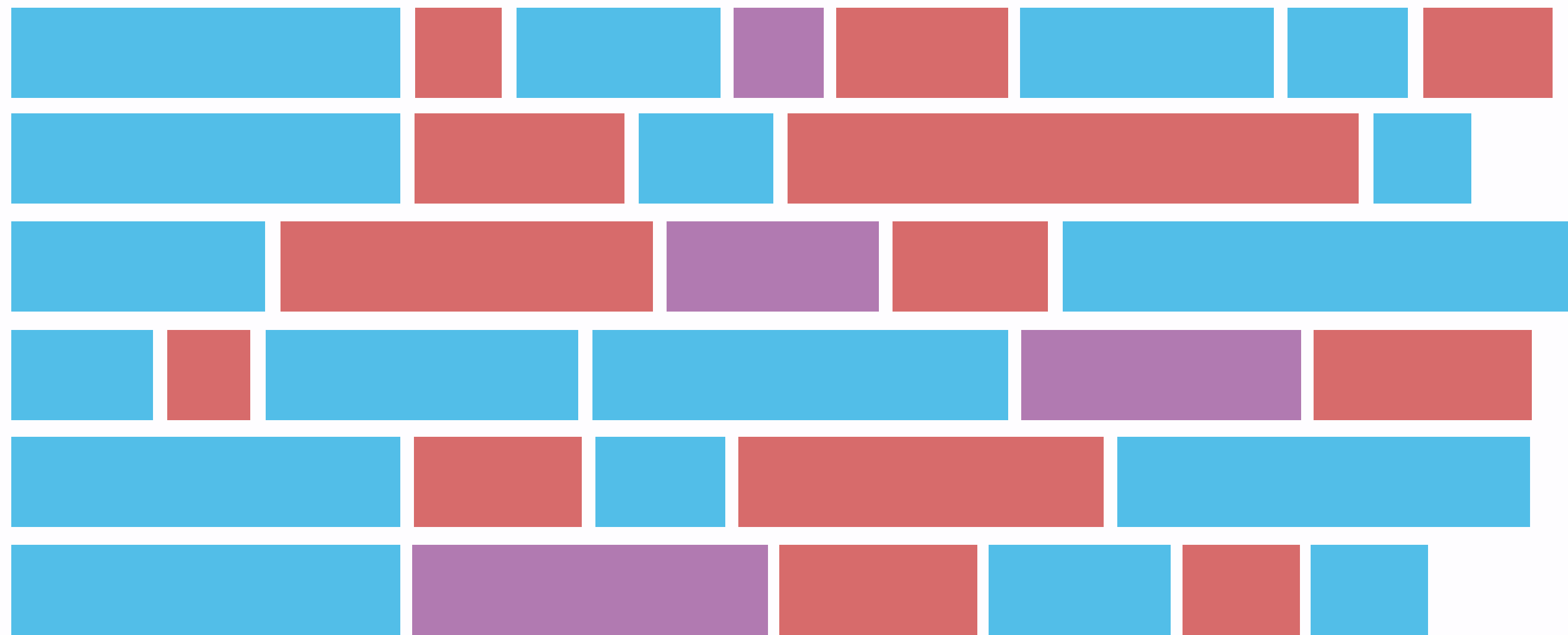
Mike Tyson

The Planning Fallacy

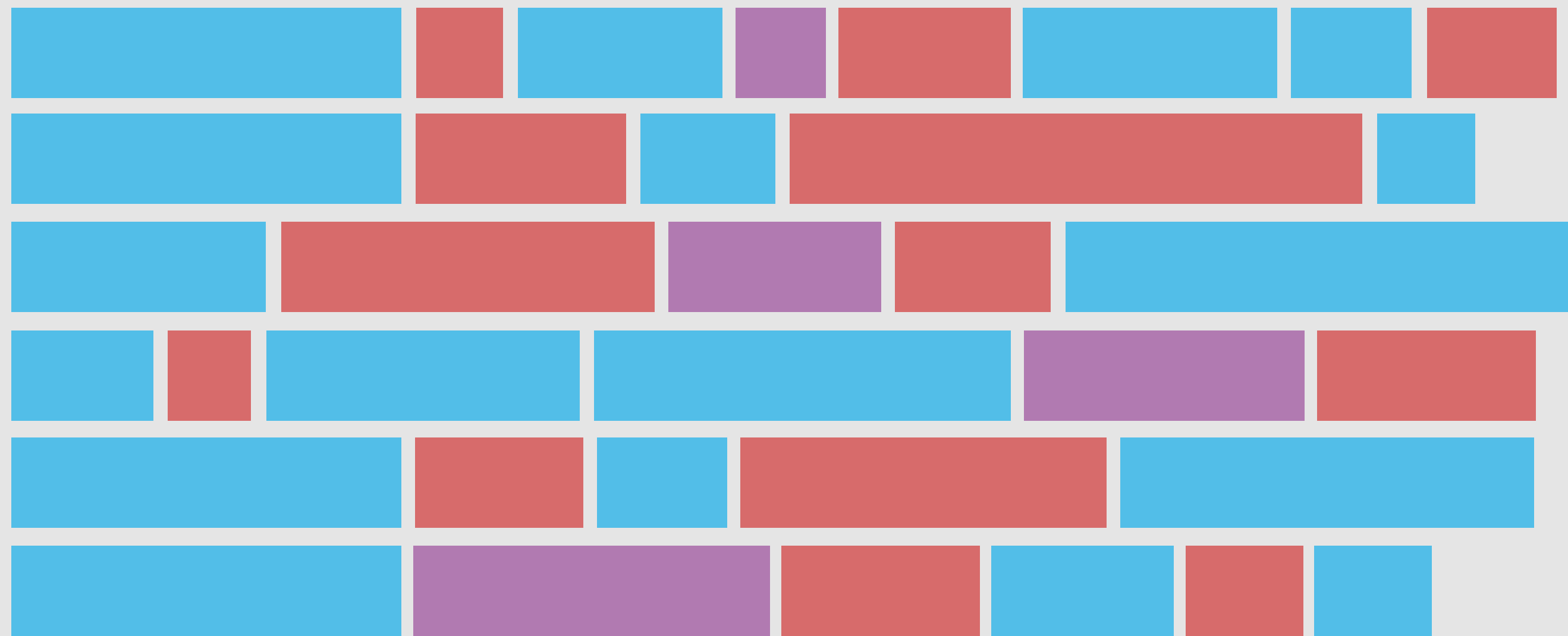
Daniel Kahneman and Amos Tversky, 1979

“Regardless of skill or prior knowledge humans tend to
underestimate project timelines by up to 75%”

Multiply times many features...

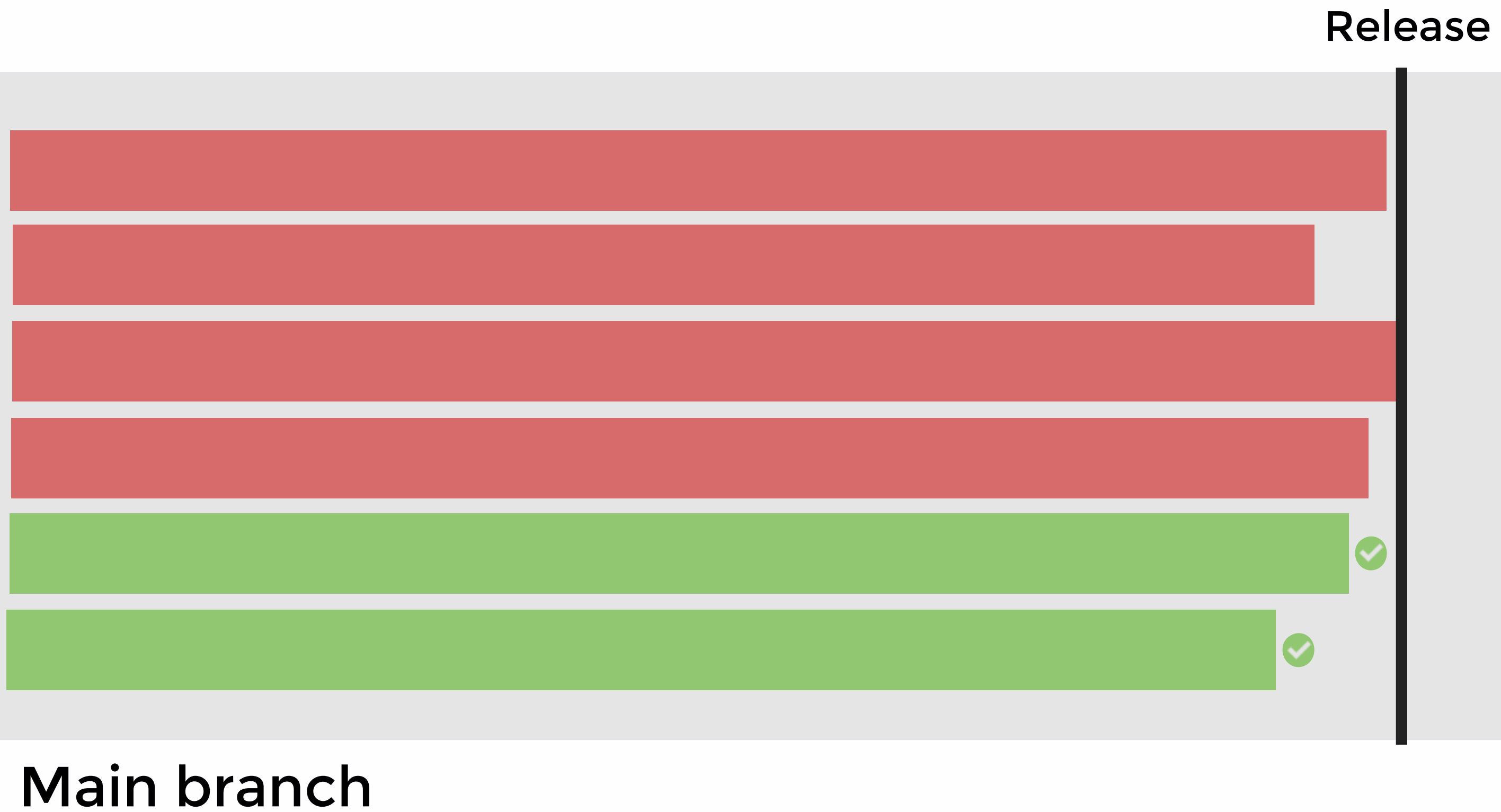


... and all in one branch

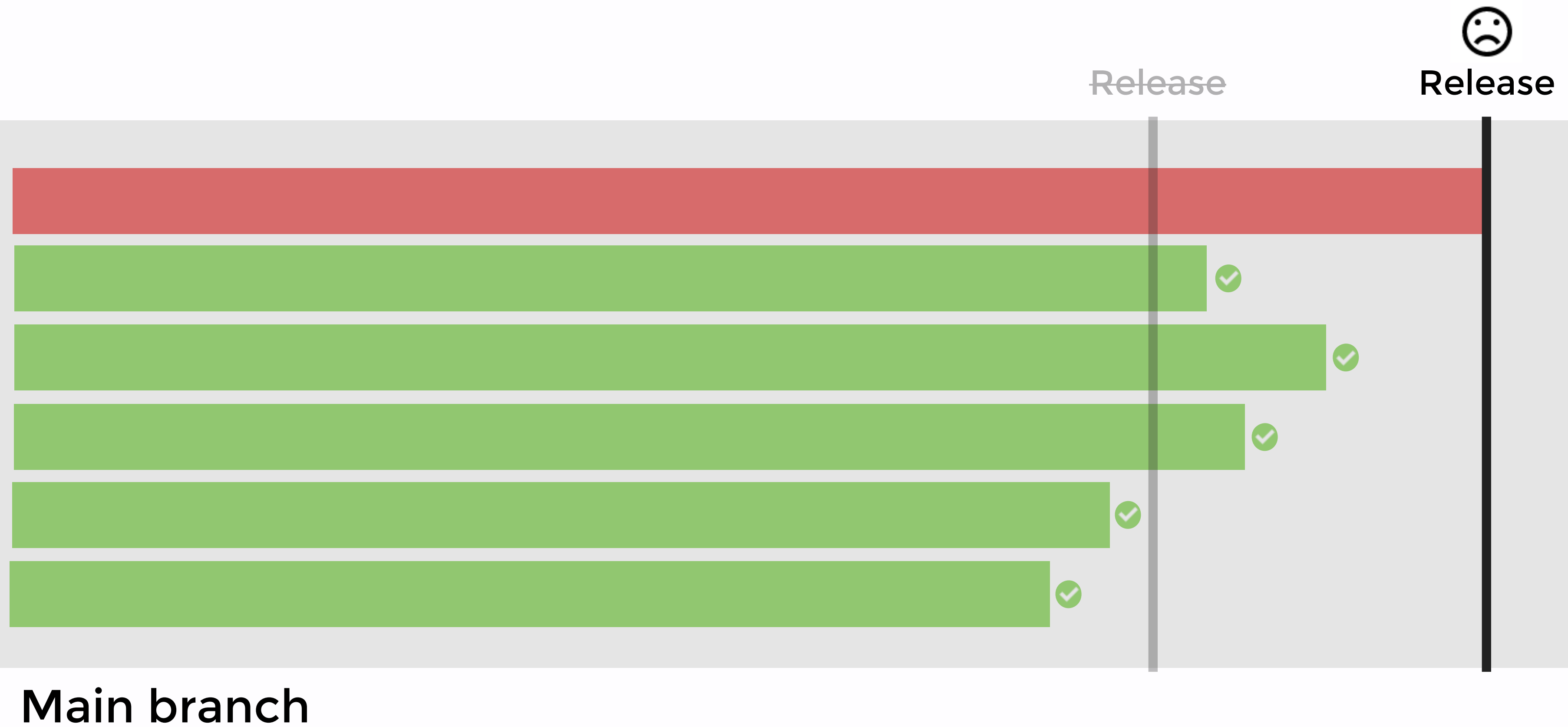


Main branch

... and all in one branch



Release pushed back





We can only go as fast as
our slowest feature

We added hundreds of features to Drupal 8 so imagine hundreds of these



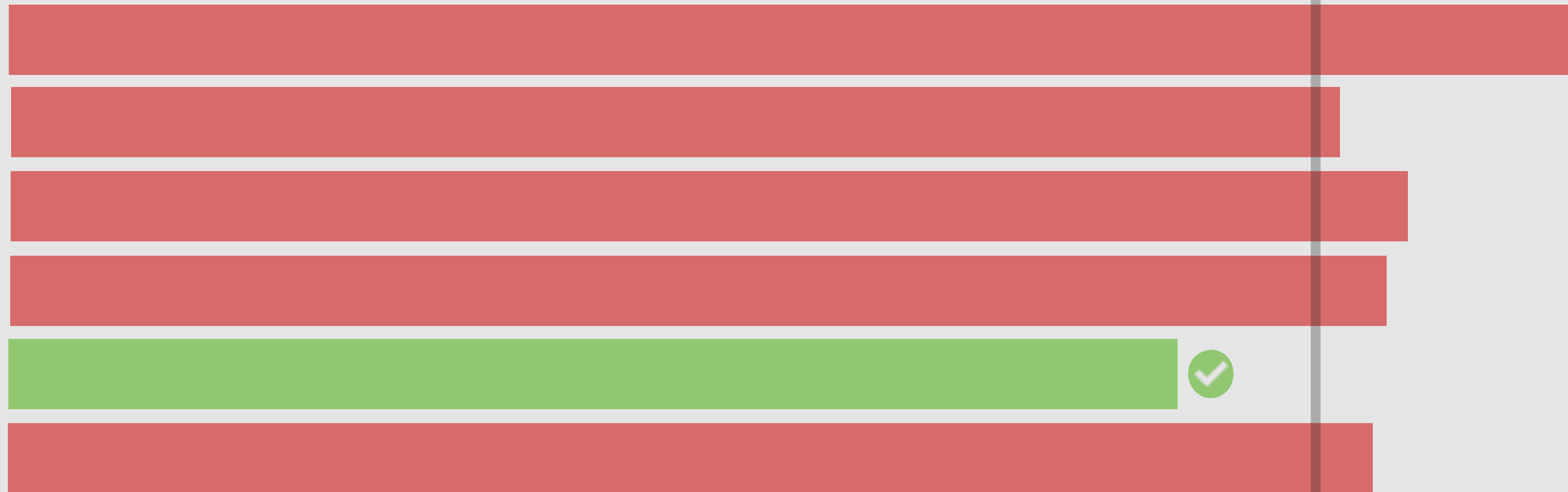
Release

We're now down to one feature (Twig!)

There must be a better way.

**We need to stop this or
we will not survive.**

Release



Main branch

#1: Create feature branches

Main branch

Release



Feature branches

#2: Only merge when shippable

Main branch

Release



Feature branches

#3: Date-based releases



Main branch

Release

Release 2



Feature branches



But what about merges?

#1: Break up features



Main branch

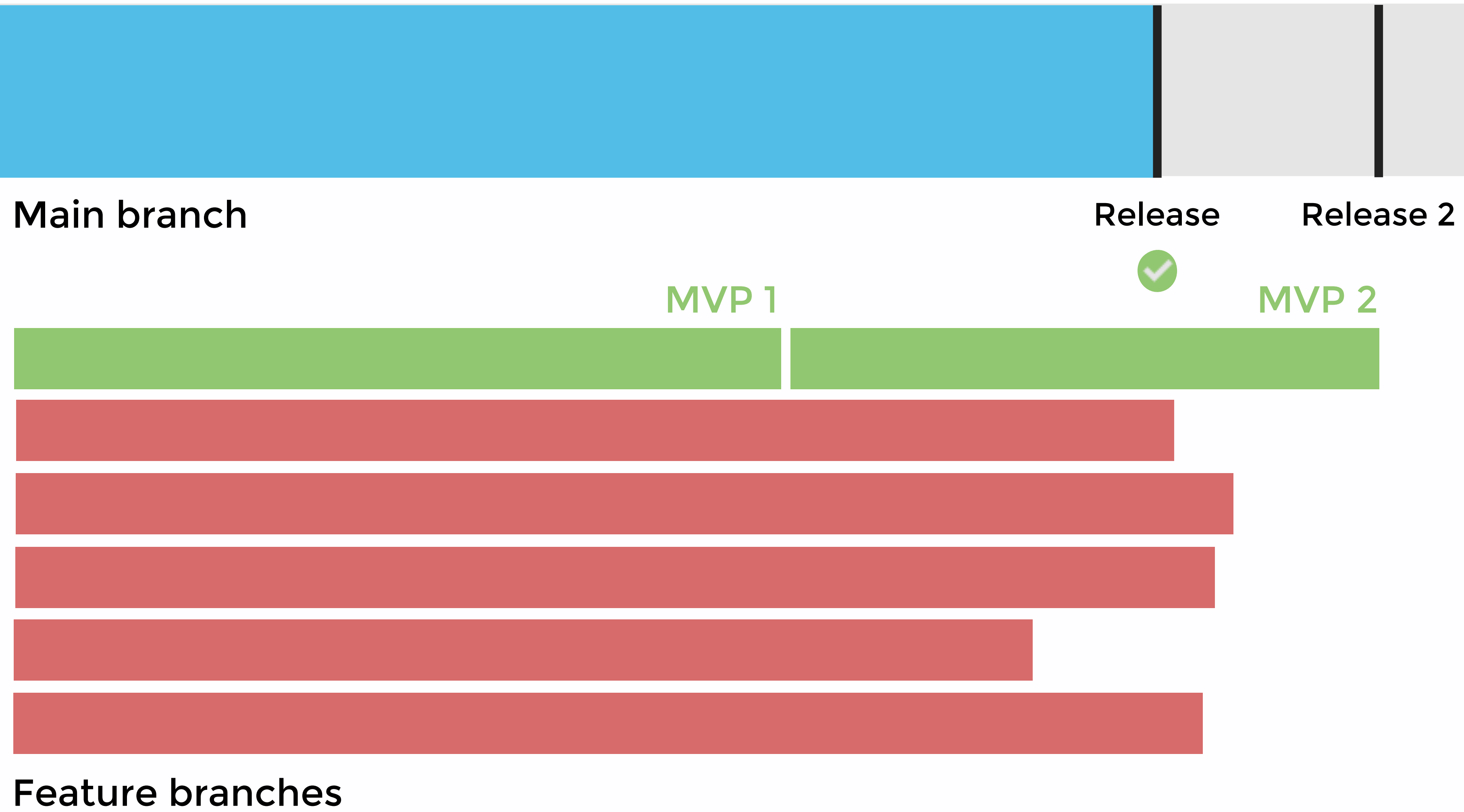
Release

Release 2

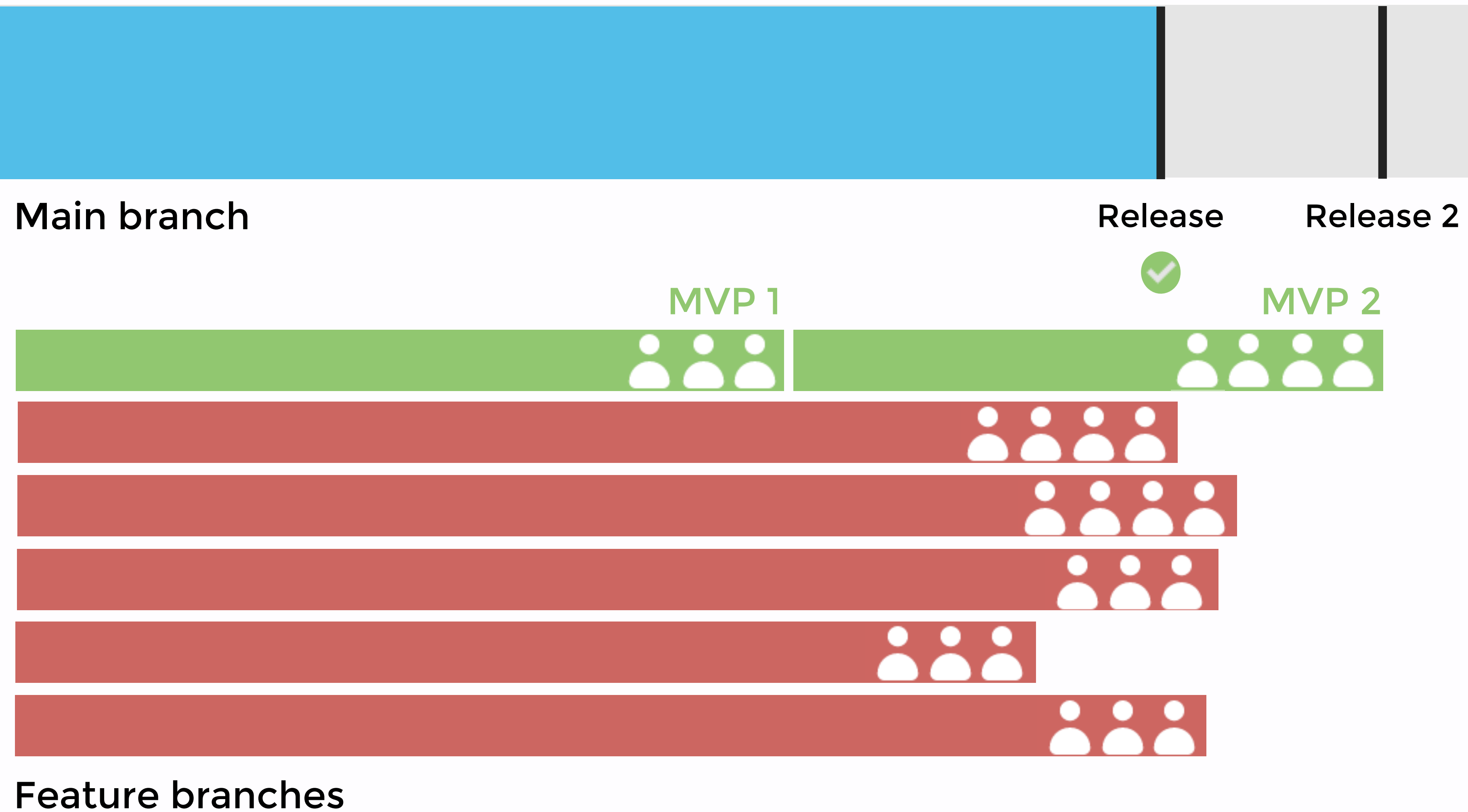


Feature branches

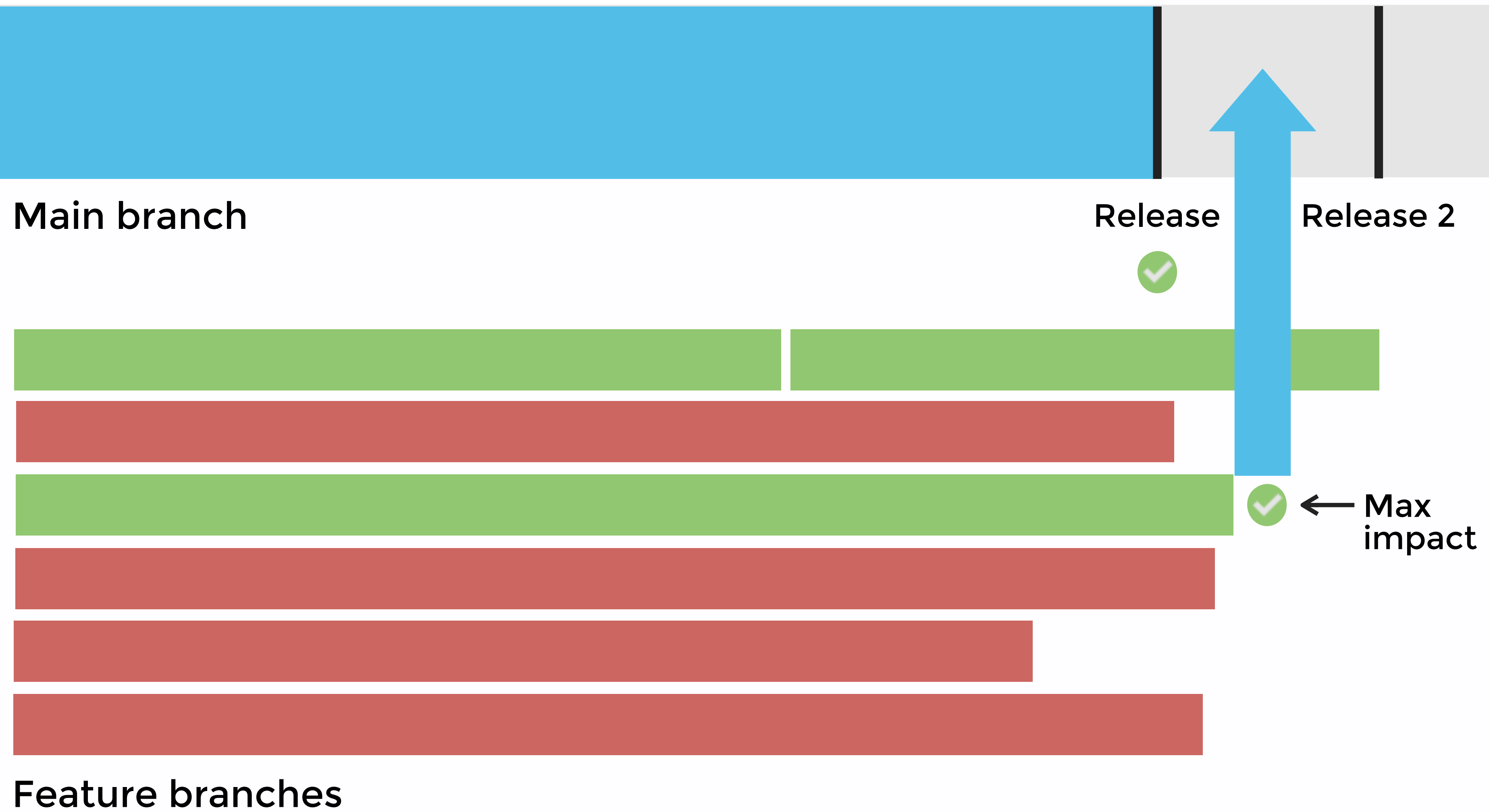
#1: Break up features



#2: Cross functional teams



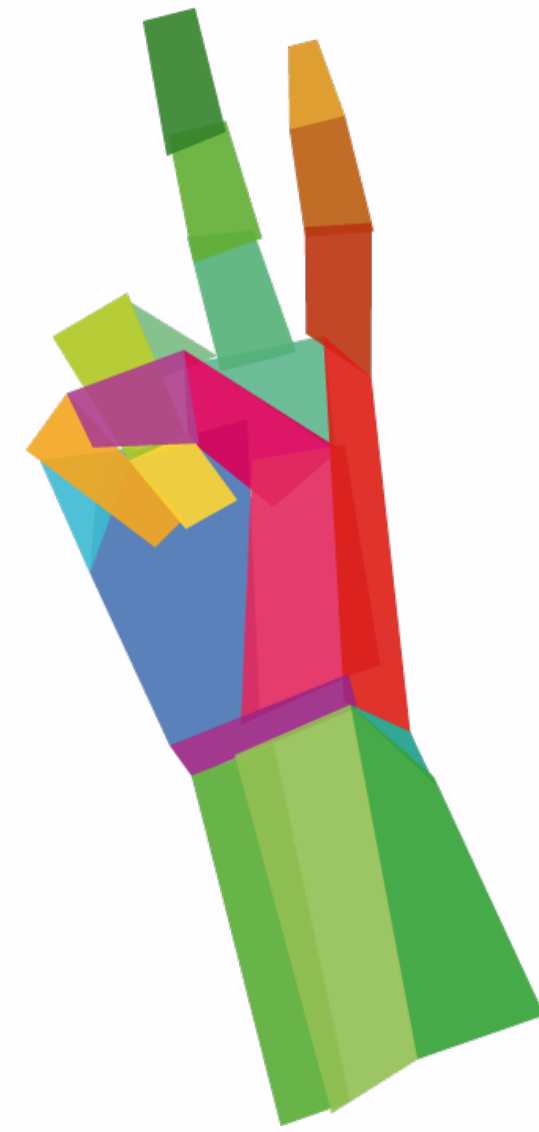
#3: Orchestrate merges



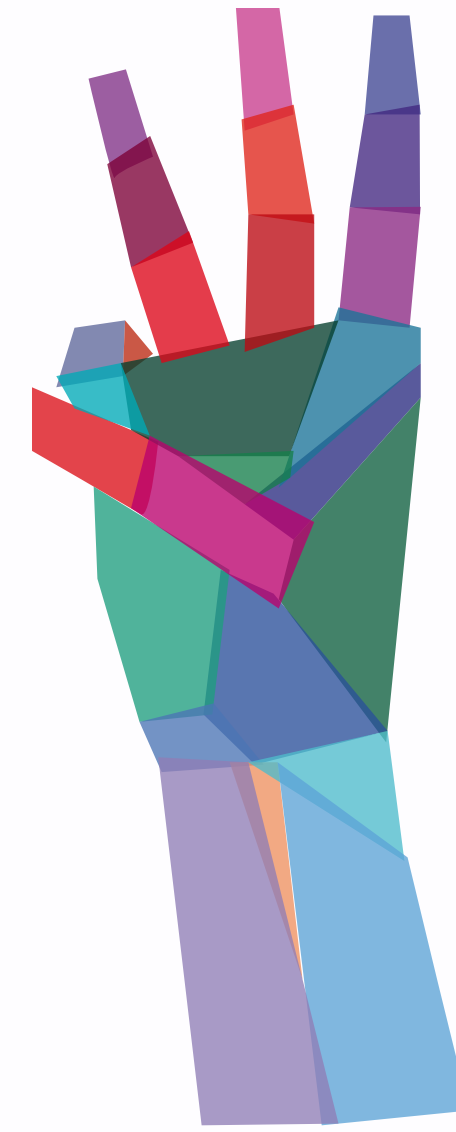
To sum up:



**We didn't
release on time**



**This wasn't
your fault**



**We will fix the
way we work**

A woman is sitting on a patterned sofa in a room with red and white floral wallpaper. There are several framed portraits on the wall, including a circular one in the top left and a rectangular one in the middle left. The room is dimly lit, with a lamp visible on the left. The overall atmosphere is classic and somewhat somber.

1

Development process

Are we losing momentum?

Why can't we release on time?

2

Market position

Can we compete?

Can we get UX right?

3

Technological relevance

Are the frameworks a threat?

How should we react to them?



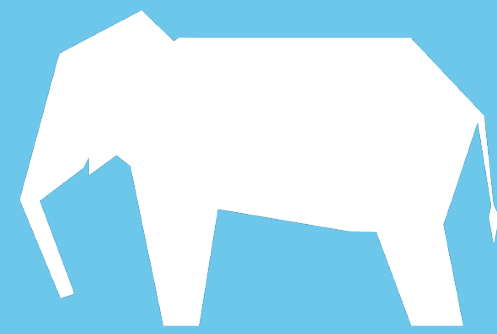
SQUARESPACE



2
Market position



Adobe



Can we compete?



CLOUD CMS



sitecore®



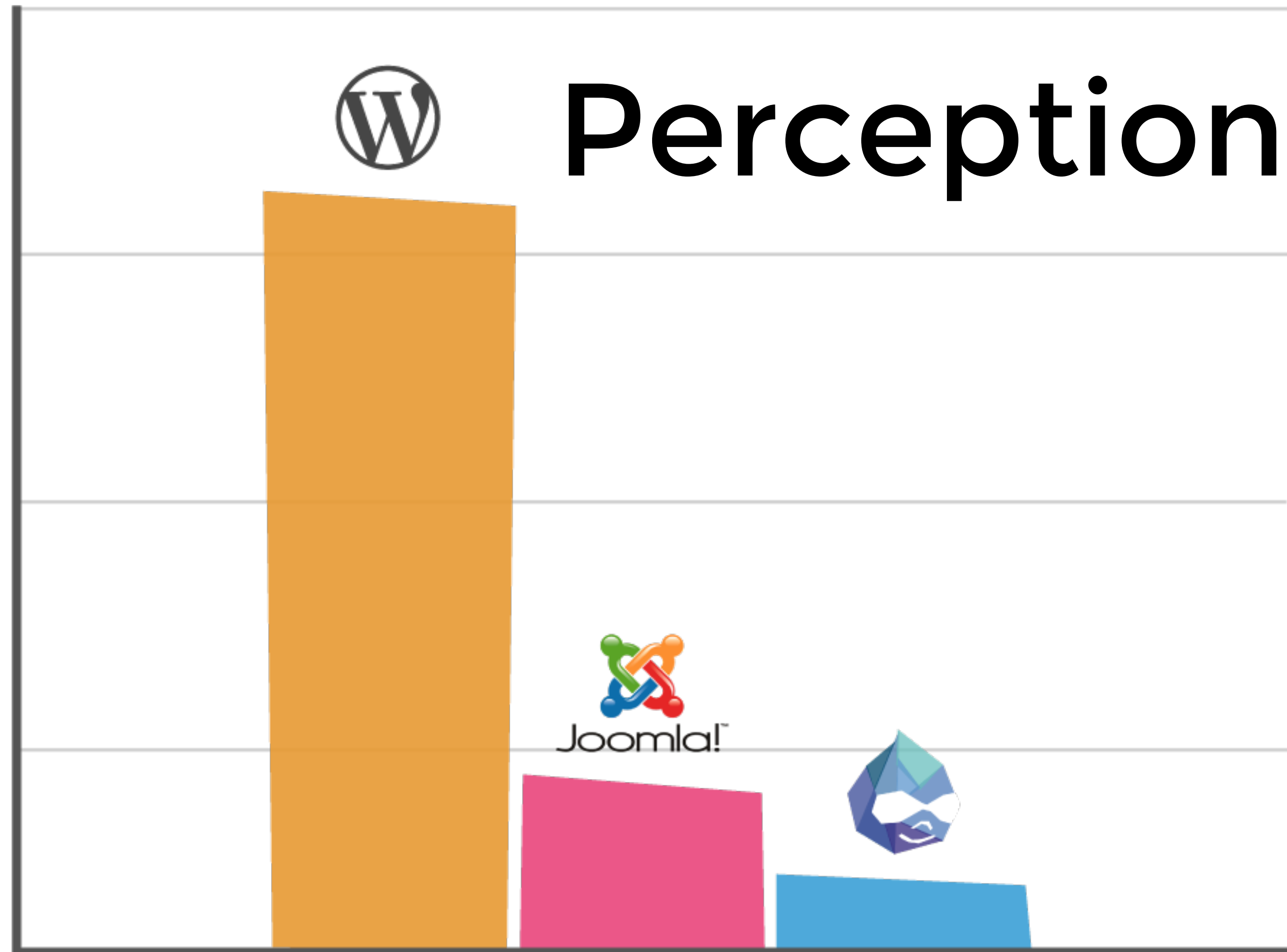
prismic.io



TYPO3



Total sites

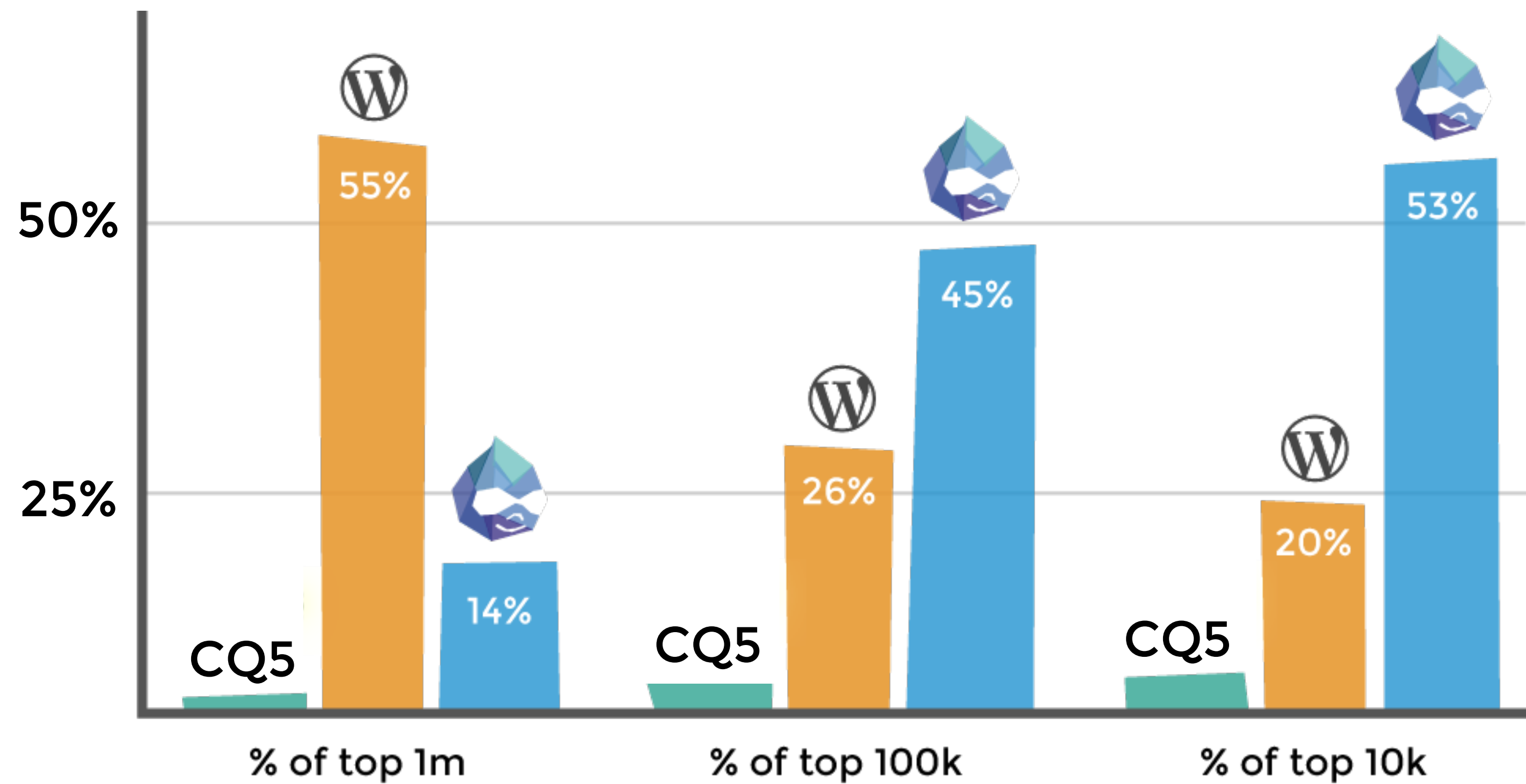


Perception



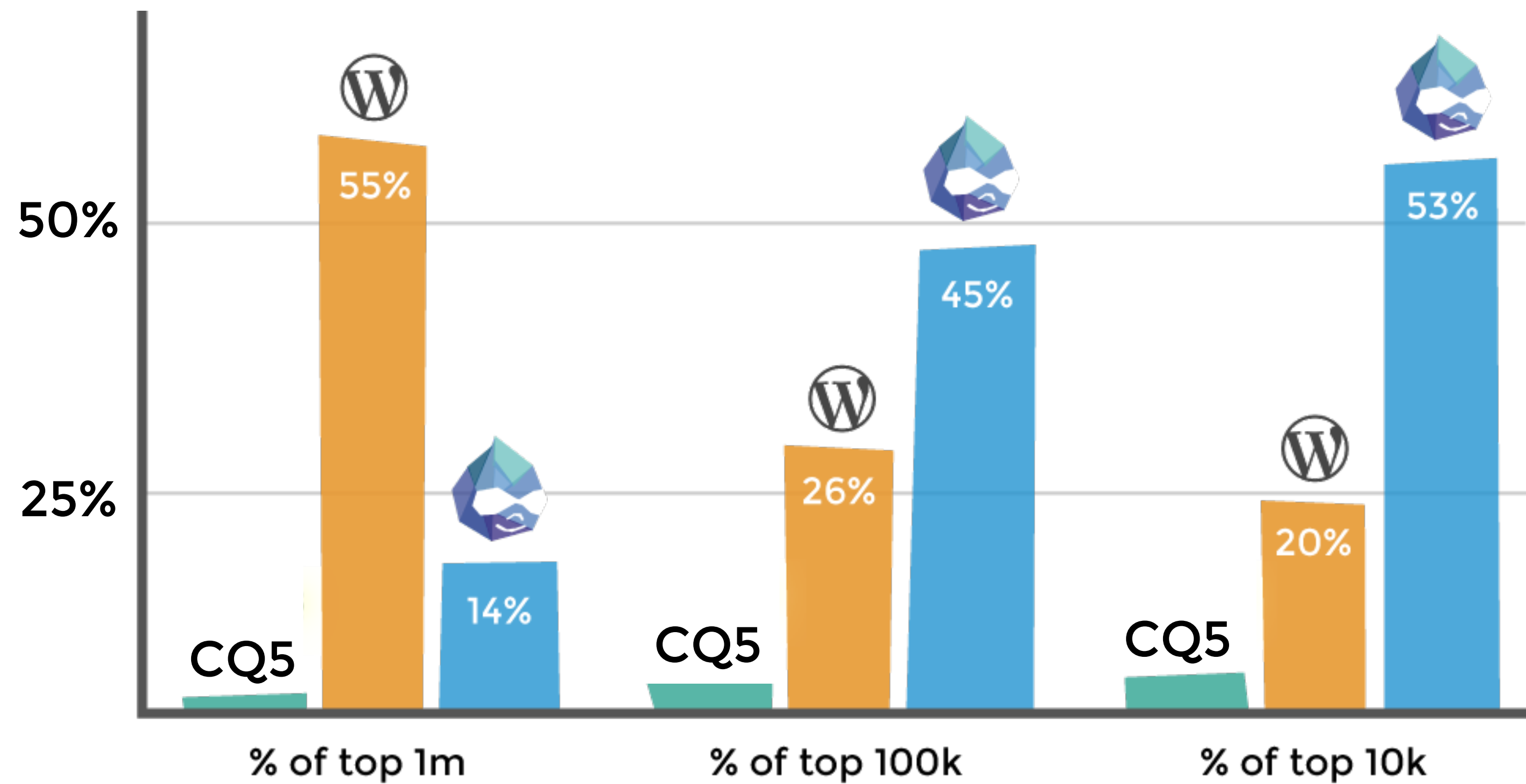
Alexa ranks, including subdomains

Reality



Alexa ranks, including subdomains

How did they do this?





It's a shiplotoad of **apples** to a
truckload of really big **oranges**



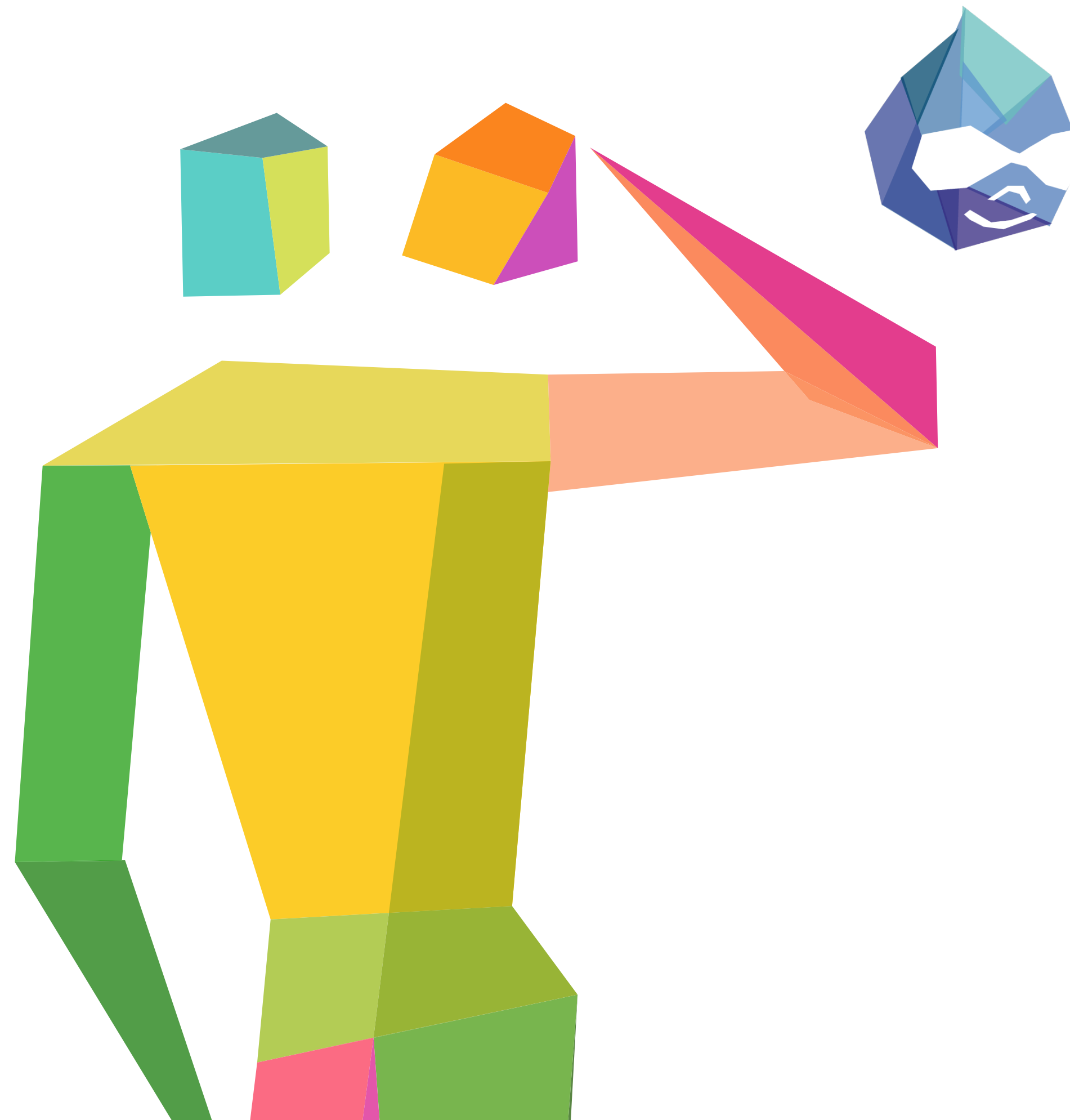
Site builder experience

~~Developer experience~~



~~Site builder experience~~

Developer experience



Déjà vu?

DrupalCon Barcelona 2007

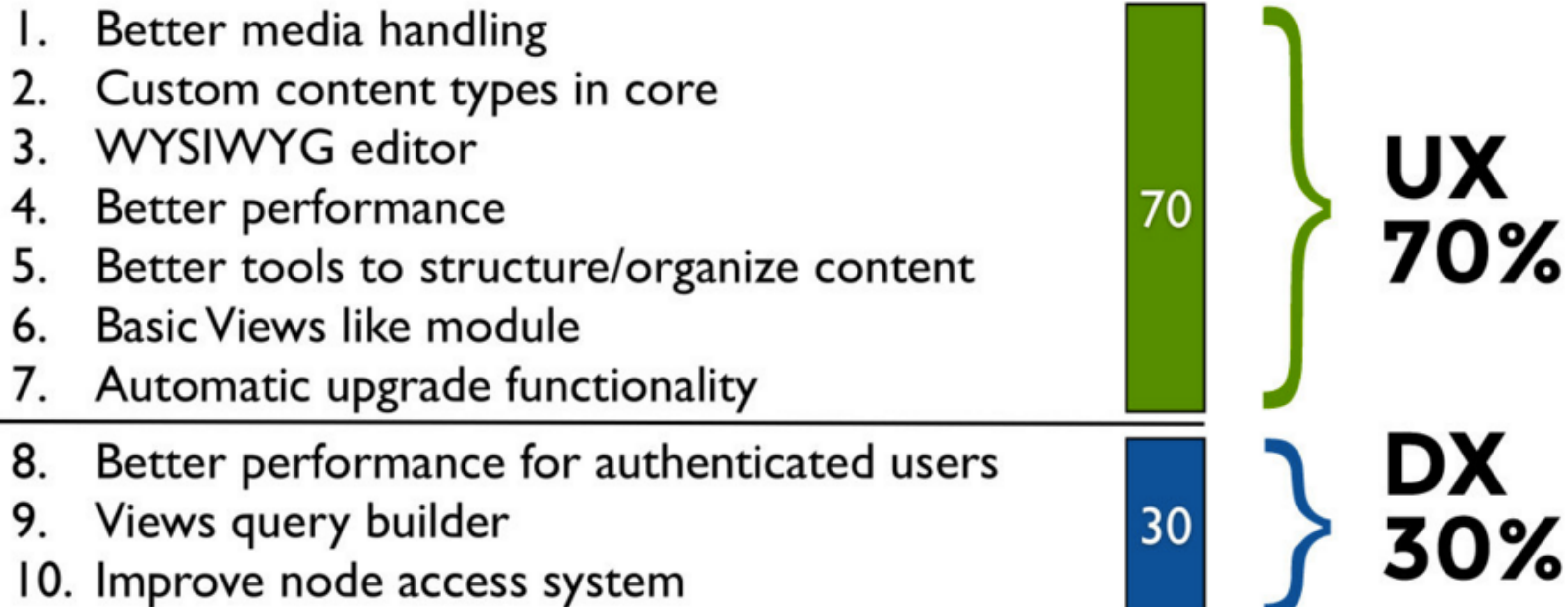
(8 years ago!)



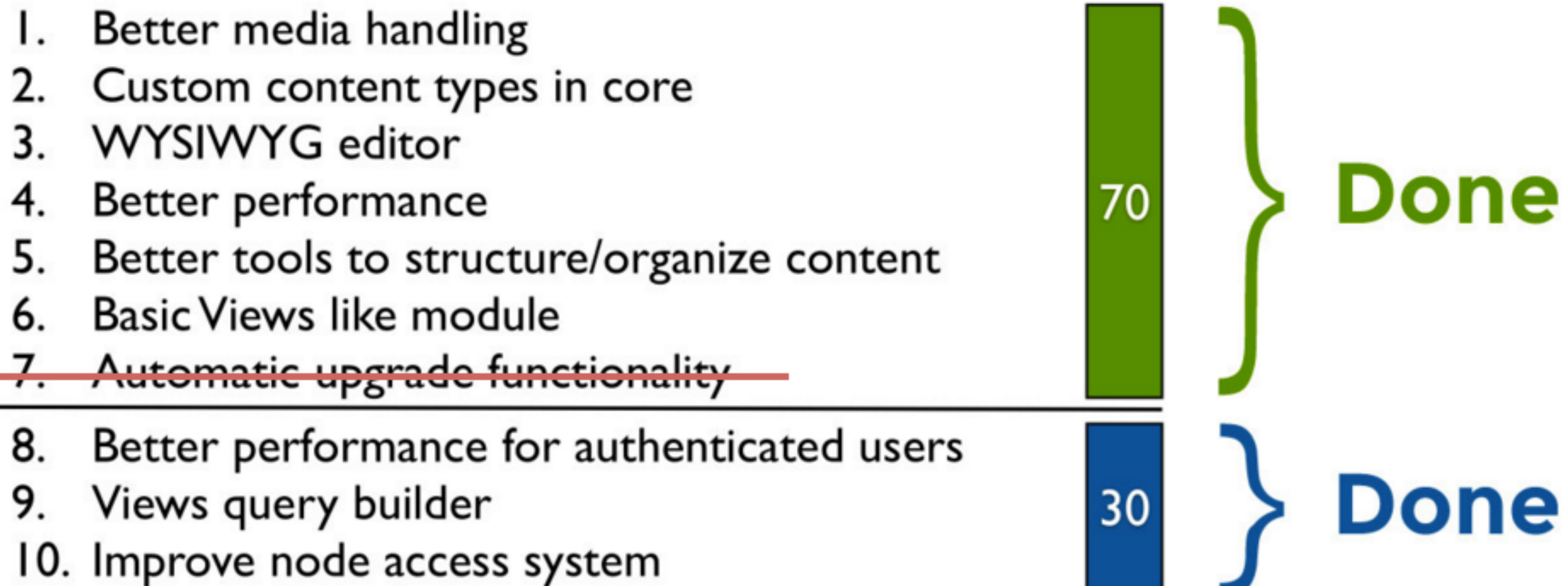


Slide from keynote in Barcelona 2007

Drupal 7 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~~



Done
UX
30%

8. Better performance for authenticated users
9. Views query builder
10. Improve node access system



11. **Symfony framework**
12. **Configuration management**
13. **Web services**
14. **Performance and caching**
15. **Plugin system**
16. **Twig**
17. **Full views in core**

Also done
DX
70%

Can we get user experience right?

“Where is the “new post” button?”

“Why can’t I just drag it in?”

“I give up, this is just too hard”

“What is a ‘view’?”



We need to focus more on
the non-coders



Experience is not just a list of features

Drupal 7 killer release

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

It's getting user effort
as close to zero
as possible



How do you know?
Let them try it!



Expected life of a feature

● Planned work ● Complete & shippable

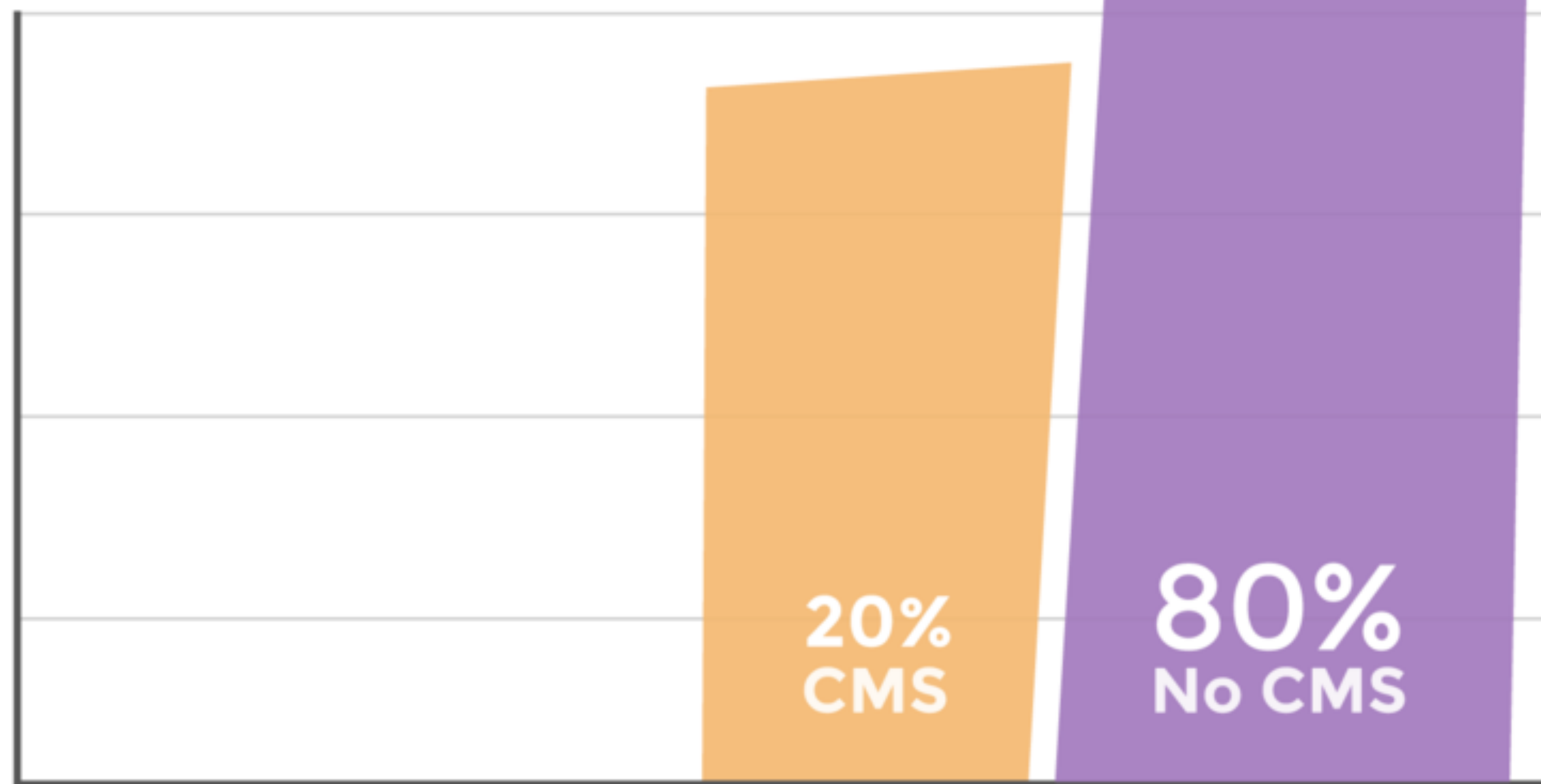


Build, measure, learn

● Paper test ● Prototype ● User test/demo ● Patch



If we focus on the non-coders, there is tremendous potential



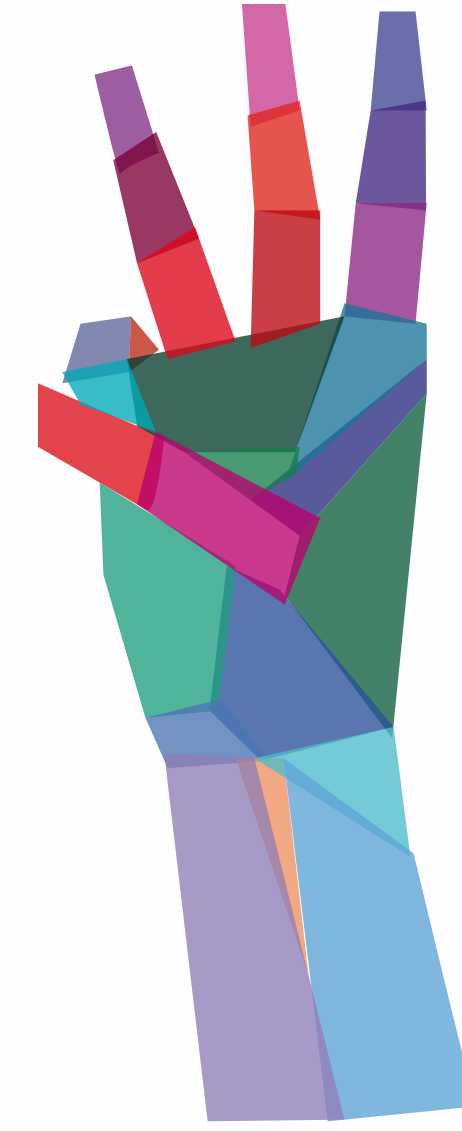
To sum up:



We're in a
good position



But we still need
to get better at UX



If we do, there's
a big upside



1

Development process

Are we losing momentum?

Why can't we release on time?



2

Market position

Can we compete?

Can we get UX right?



3

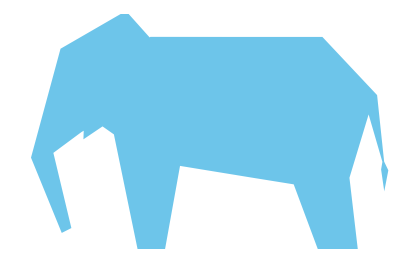
Technological relevance

Are the frameworks a threat?

How should we react to them?

3

Technological
relevance



Client side apps

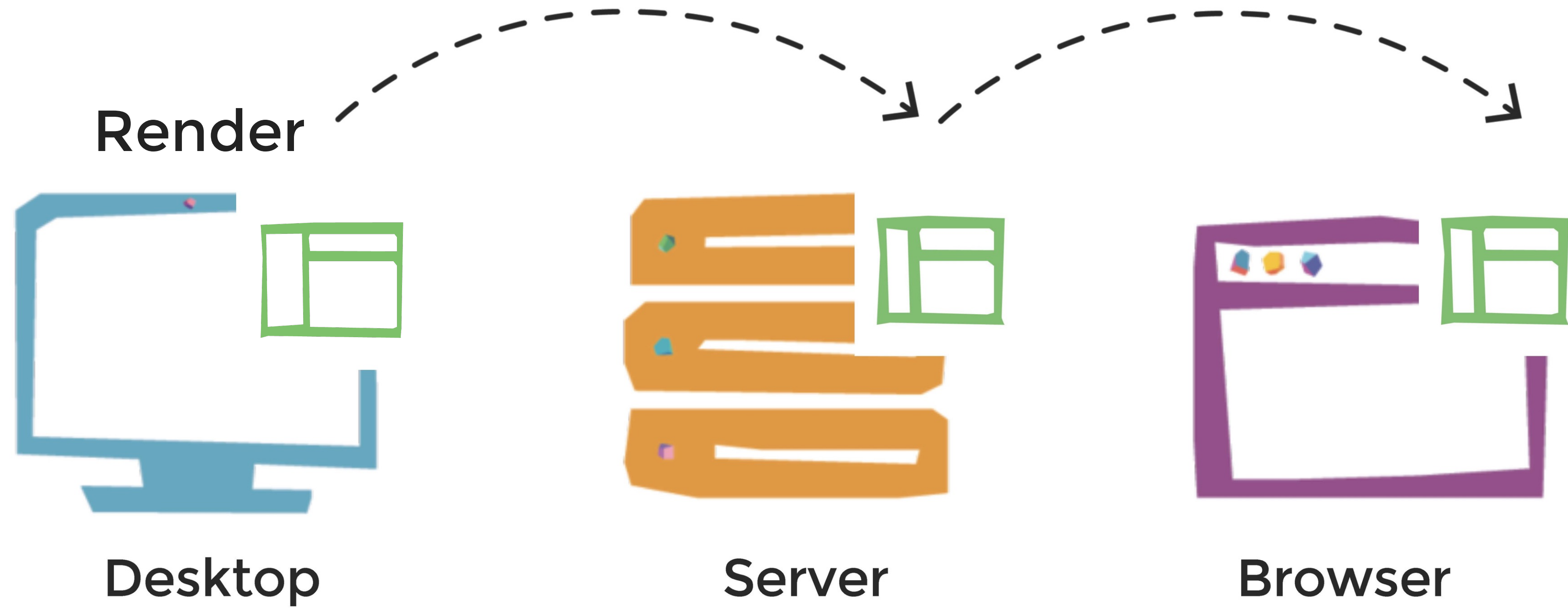
are a big trend and
they're not going away



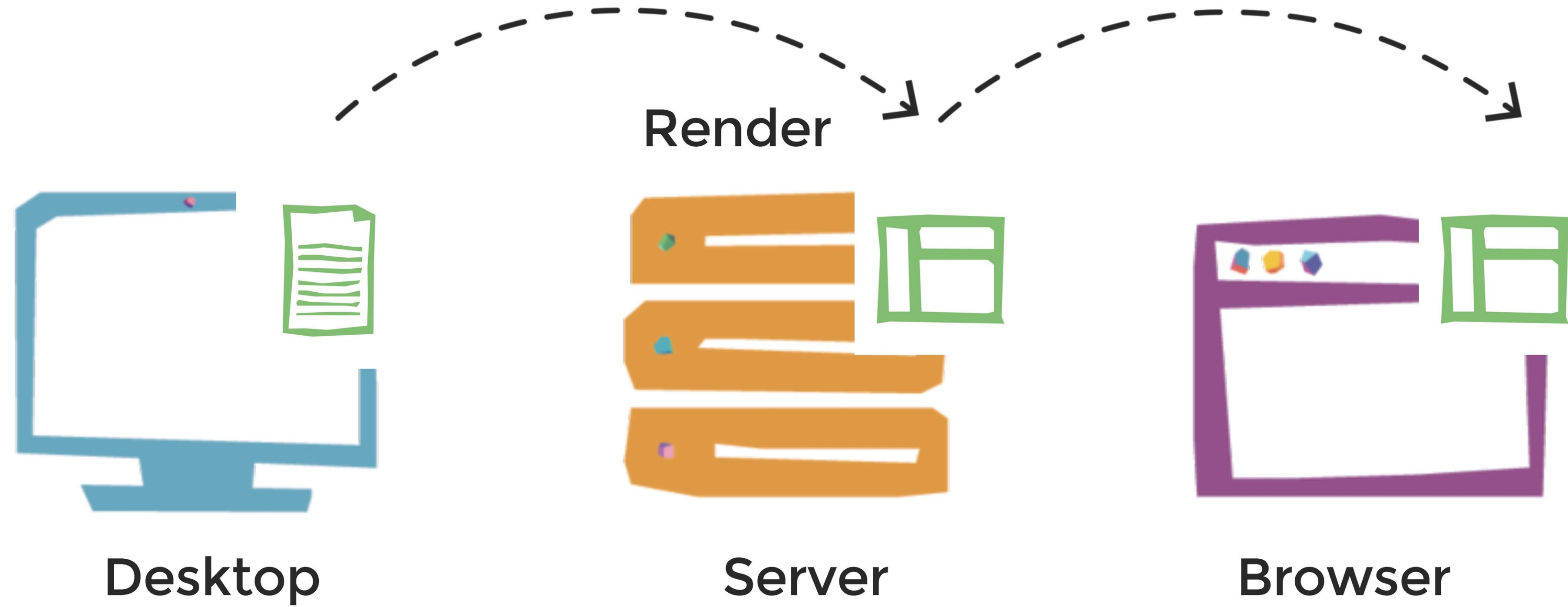


A little web history

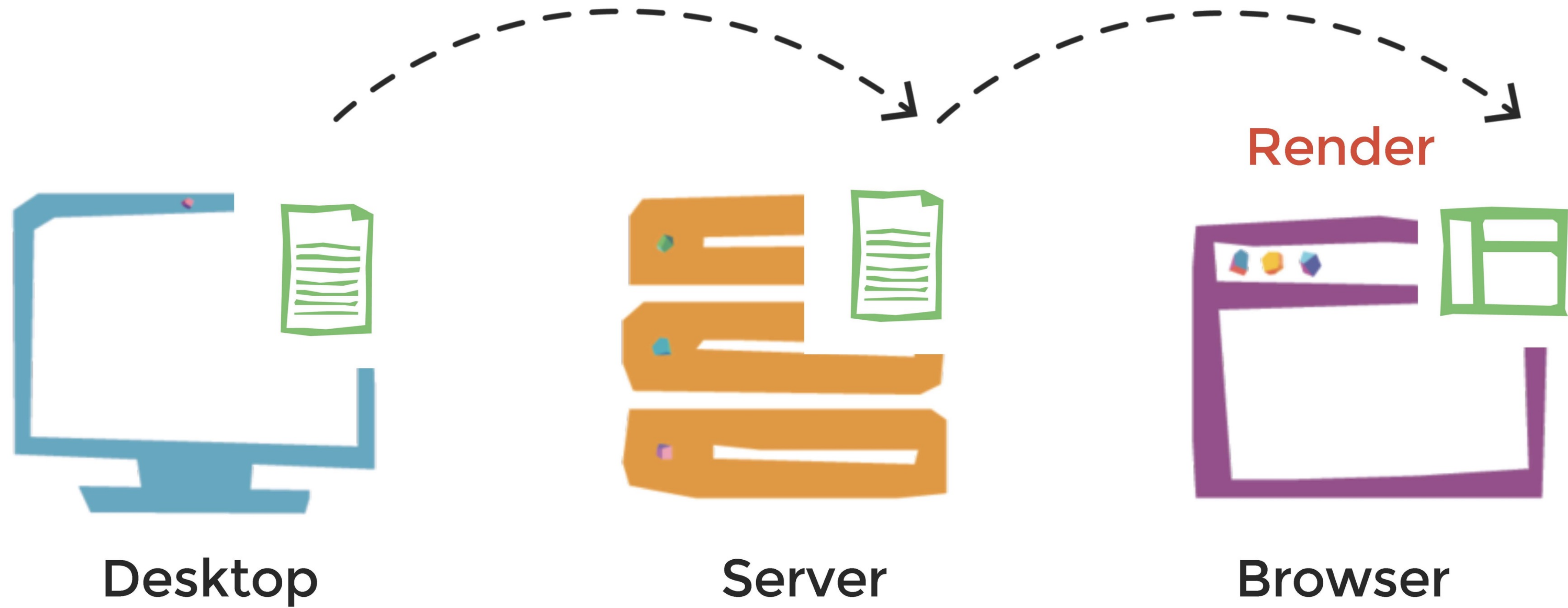
Early Web



Traditional CMS

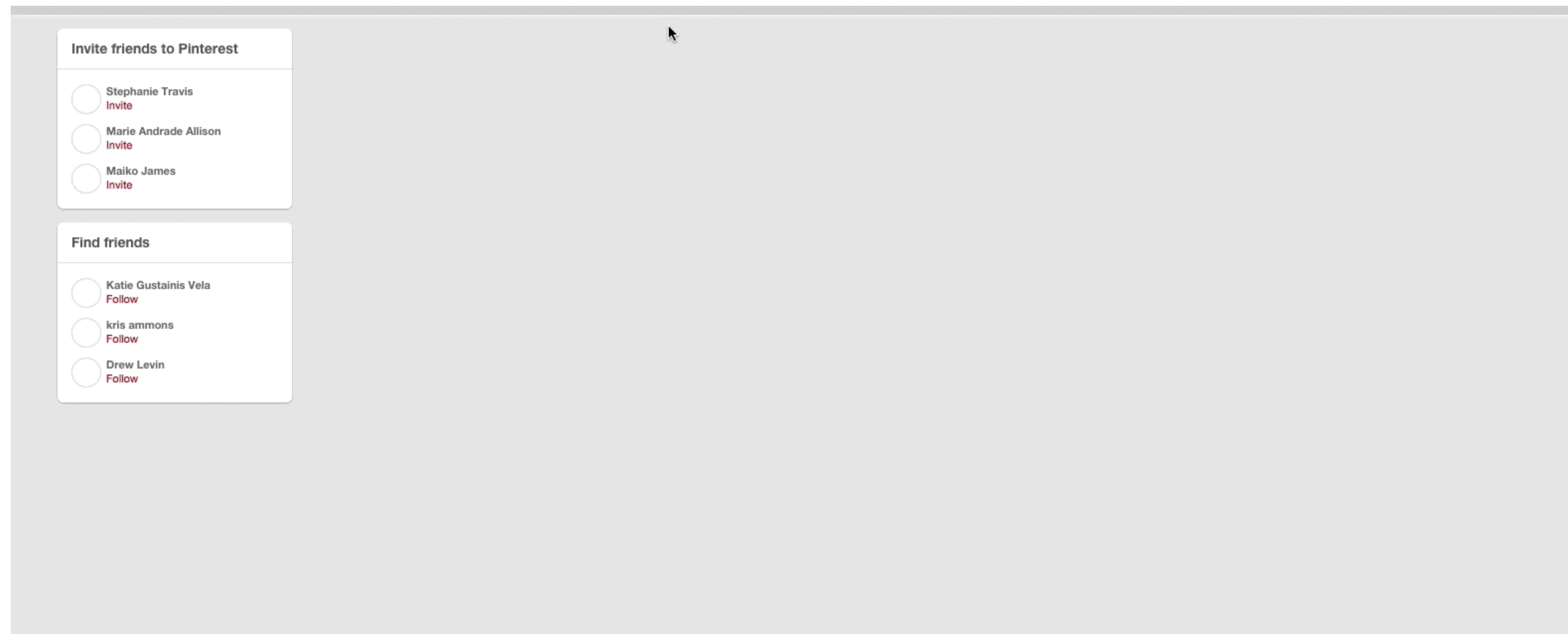


Client side apps



What are the benefits of client side apps?

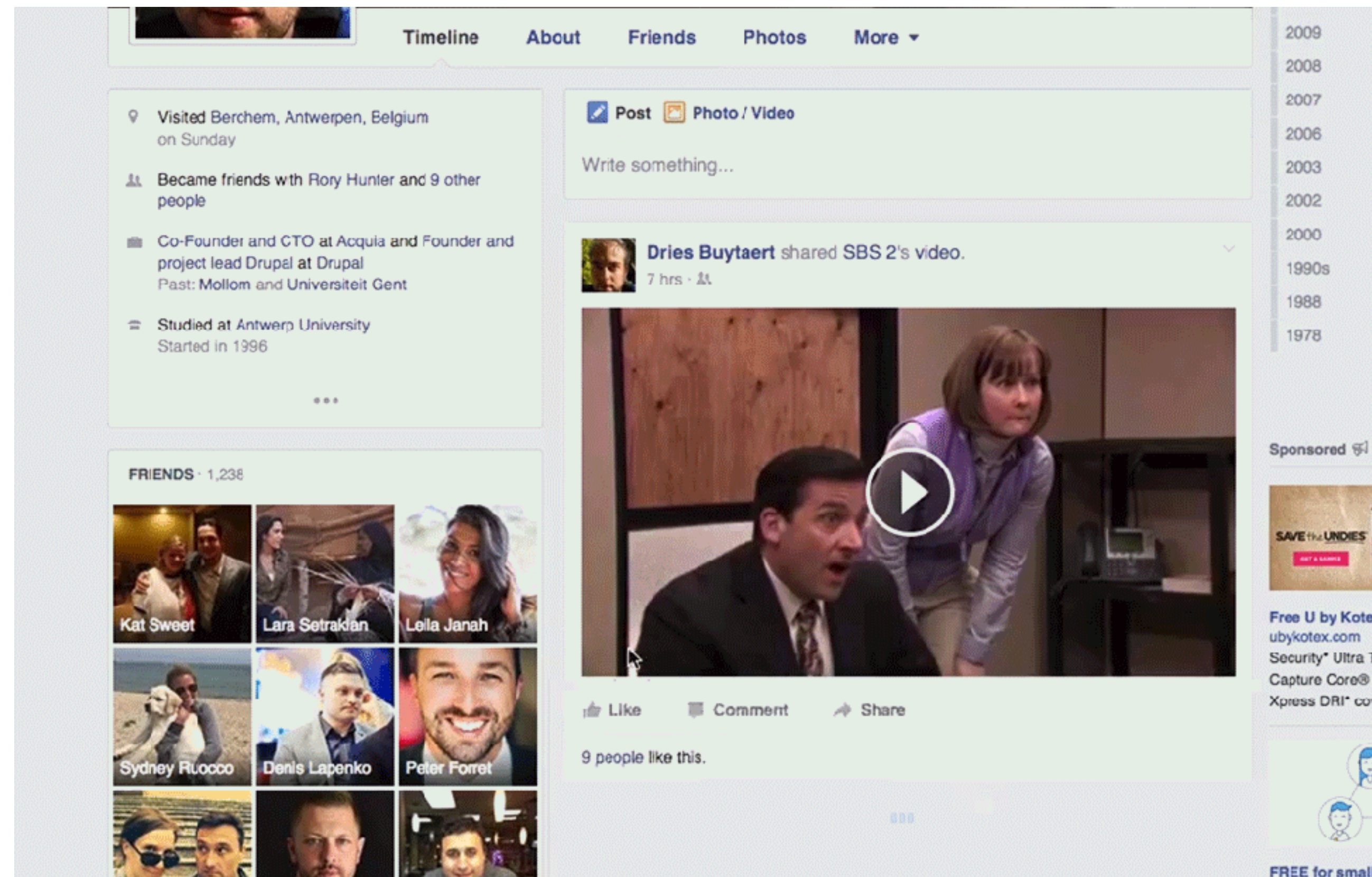
Optimistic
Feedback



What are the benefits of client side apps?

Optimistic
Feedback

Non-blocking
user interfaces

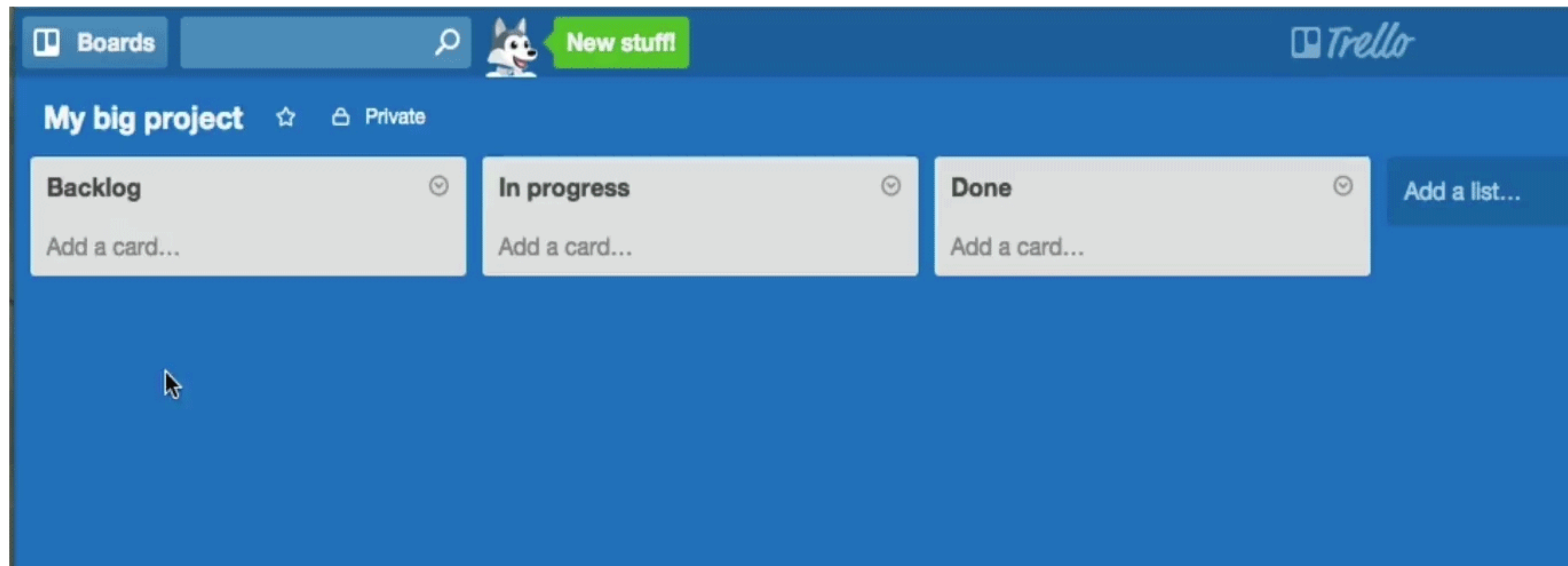


What are the benefits of client side apps?

Optimistic
Feedback

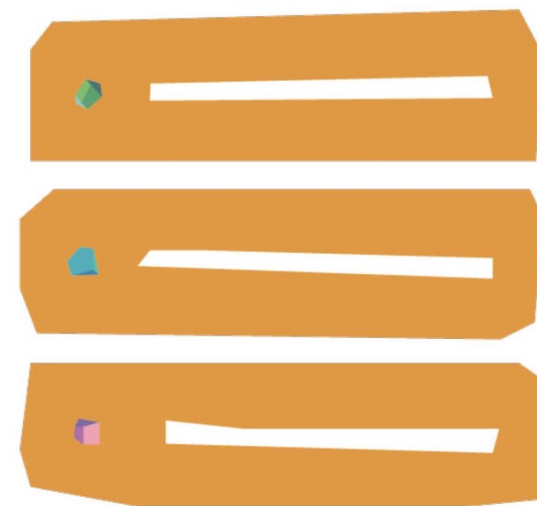
Non-blocking
user interfaces

Application
Experience

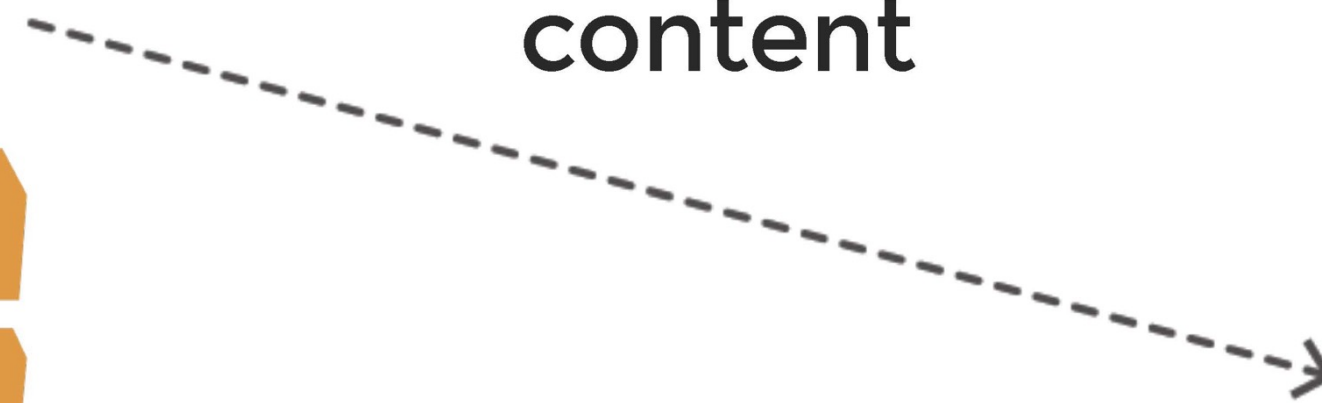


Architecture: Traditional

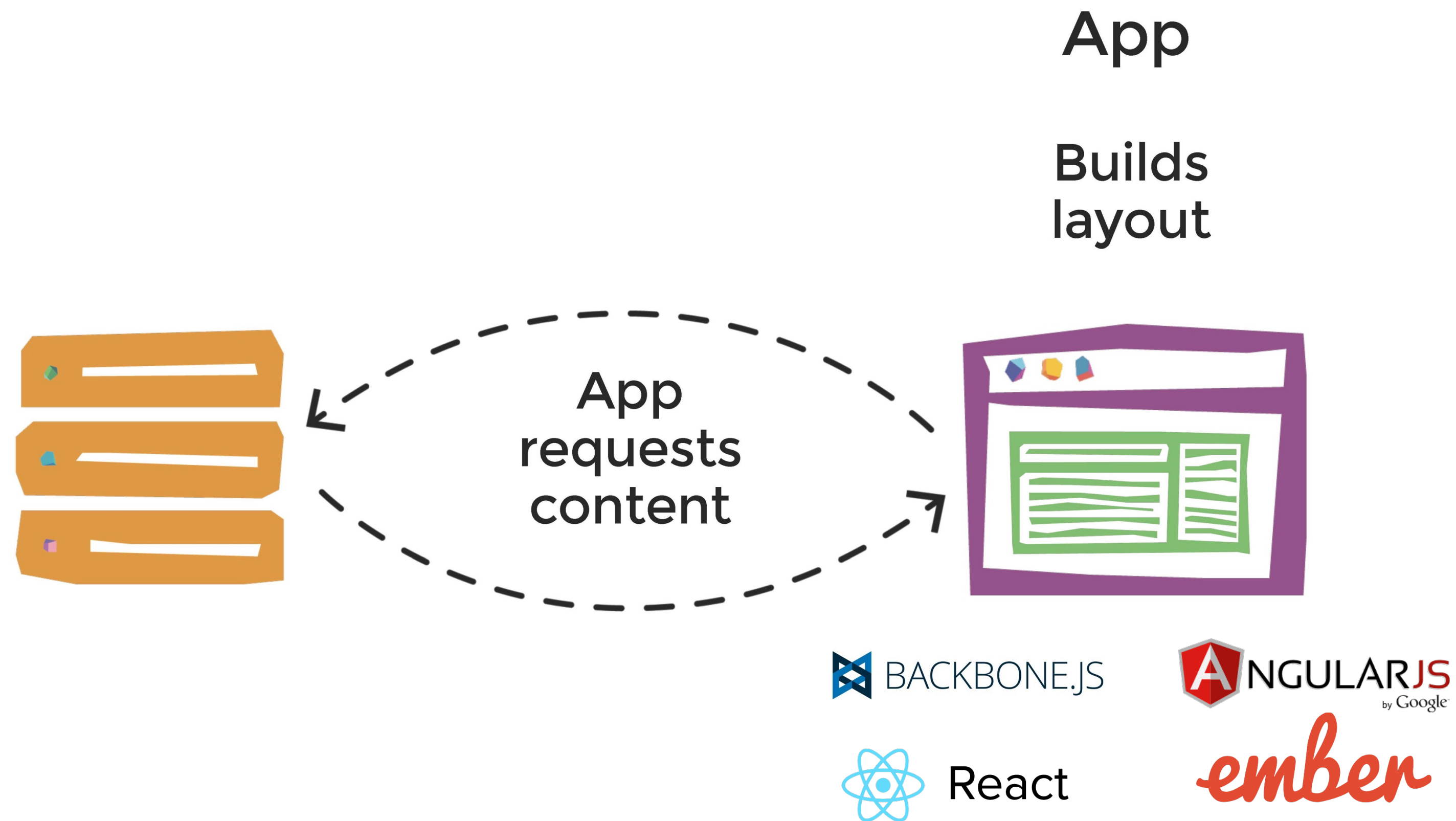
CMS



CMS sends
layout and
content

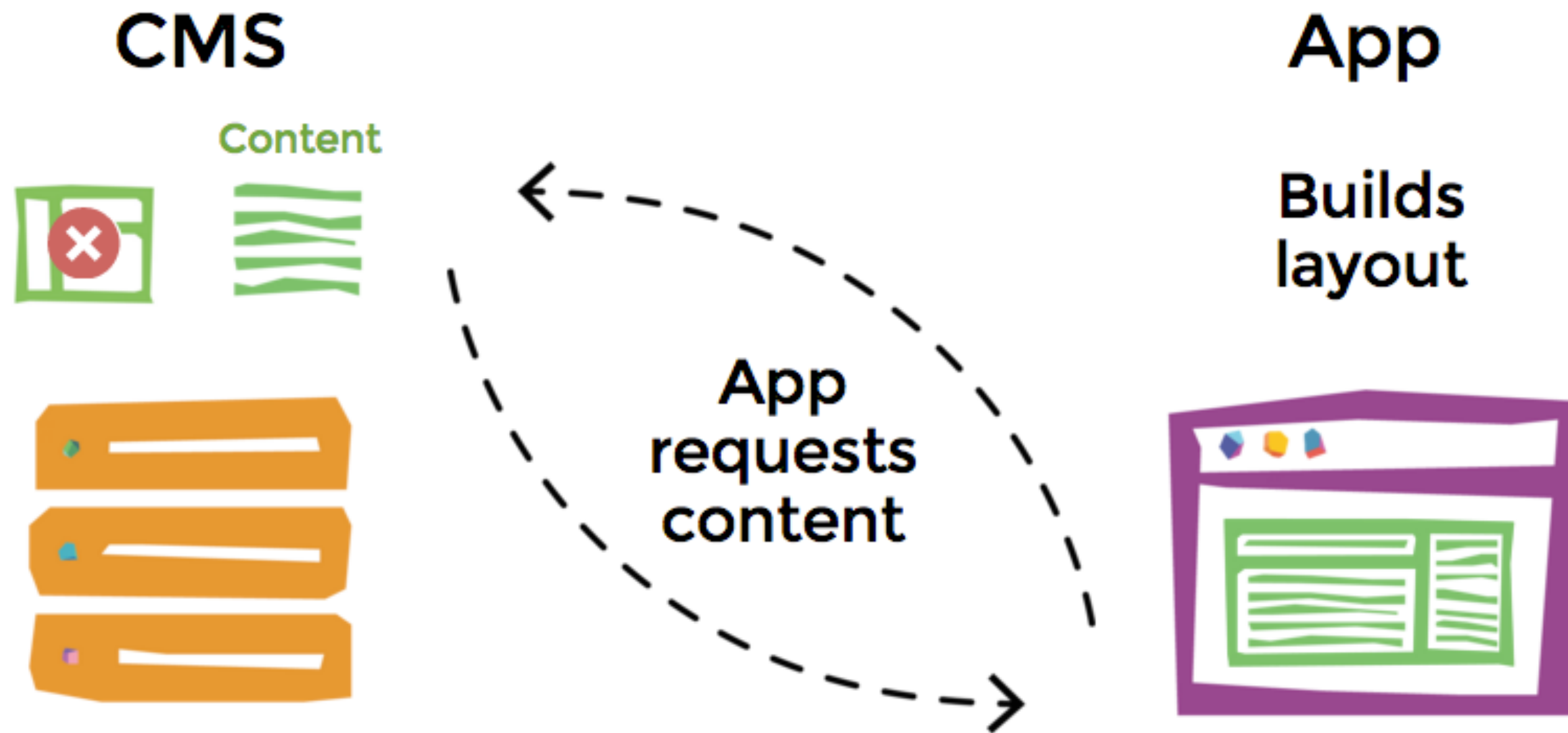


Architecture: Client side apps



Architecture:

Decoupled (CMS + Client side app)





A person with dark hair is shown in profile, resting their head on their hand in a thoughtful or stressed pose. The image has a blue tint. A white thought bubble is positioned near their head, containing the text 'Maybe this wasn't such a good idea'.

Maybe this
wasn't such a
good idea

Fully decoupled
is usually not
the solution

You lose a lot

No toolbar

No edit in place

No page layout

No RDFa

No ally

No preview

No form validation

The image shows a screenshot of a music website article. The header features the 'musicnow' logo in white and yellow on a blue background with silhouettes of people at a concert. Below the header is a navigation menu with links like 'THE PITCH', 'REVIEWS', 'TRACKS', 'FEATURES', 'PITCHFORK.TV', 'P4K RADIO', 'BEST NEW MUSIC', 'STAFF LISTS', 'ARTISTS', and 'FESTIVAL'. The main article is titled 'Yo La Tengo Stuff Like That There' by Stuart Berman, dated August 31, 2015. It includes a hand-drawn illustration of a person's face and a Spotify player for the song 'My Heart's Not In It'. A sidebar on the right shows 'PLAYING NEAR YOU' with a 'YO LA TENGO' section and a 'Book tickets now' button. The article text discusses the band's history and their approach to covering old songs. Several blue callout boxes are overlaid on the page, pointing to various areas and stating 'No toolbar', 'No edit in place', 'No page layout', 'No RDFa', 'No ally', 'No preview', and 'No form validation'.

Can we have our cake and eat it?

Benefits of Traditional

All of your Drupal site building tools

Faster performance with BigPipe

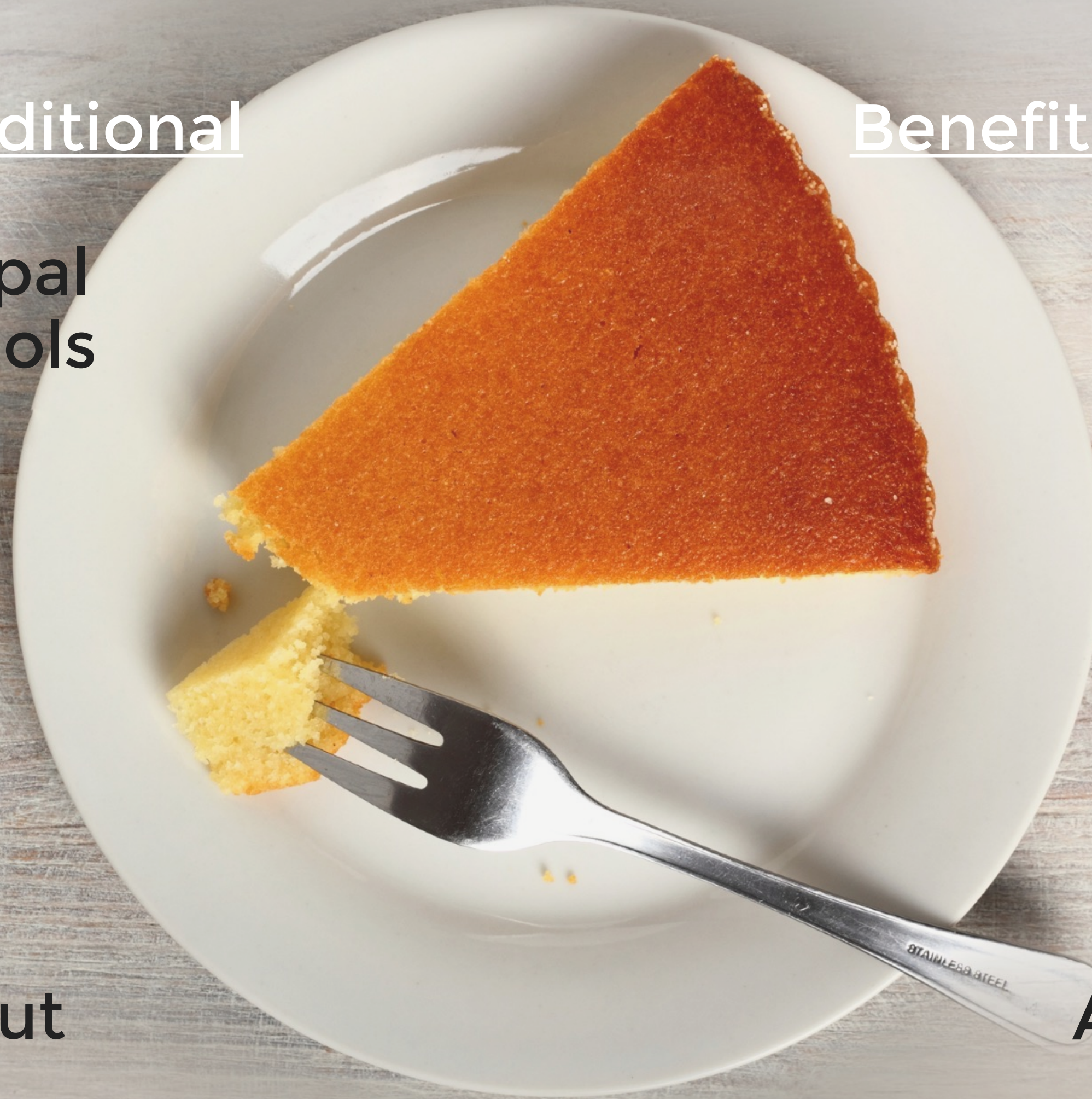
All of your layout tools

Benefits of Decoupled

Optimistic feedback

Non-blocking interfaces

Application-like experience



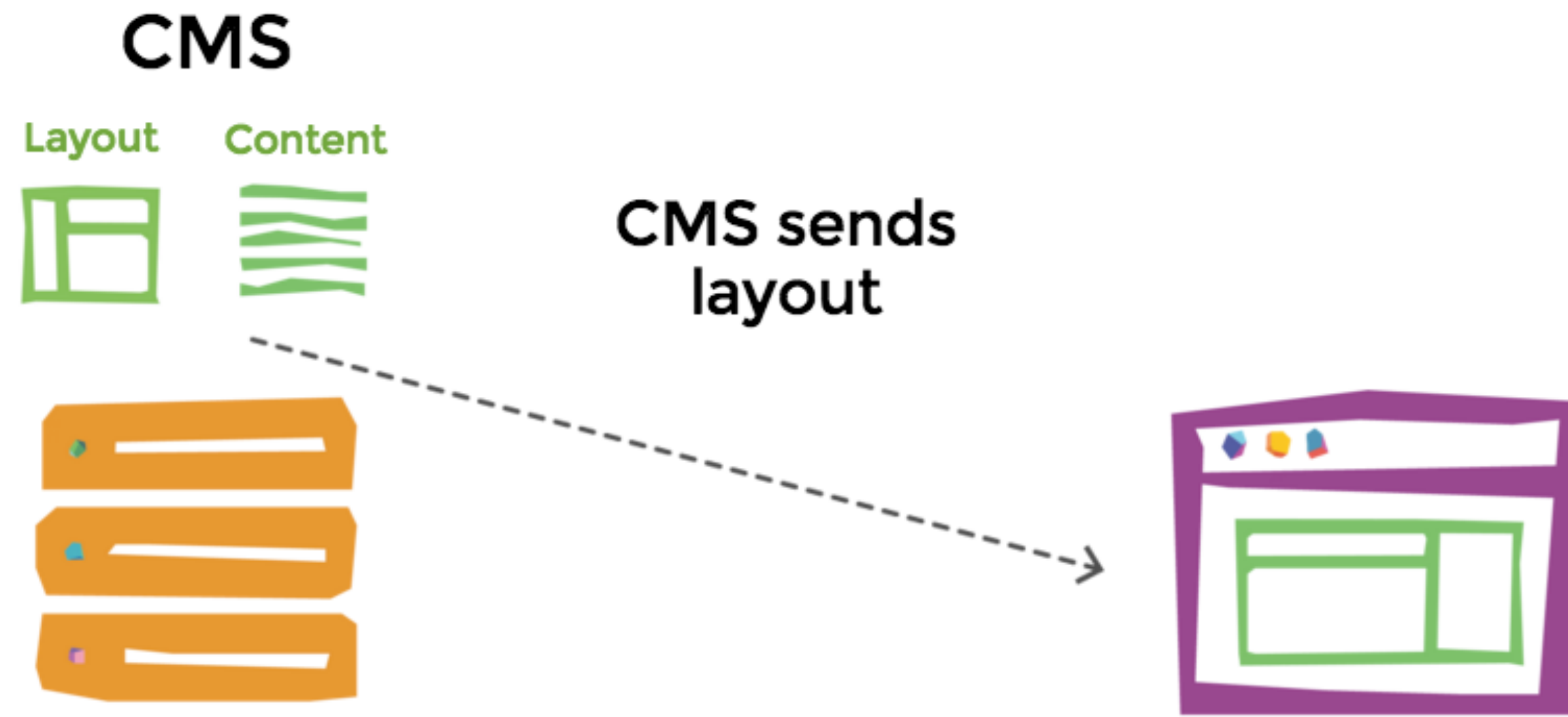


presents:

Progressive Decoupling

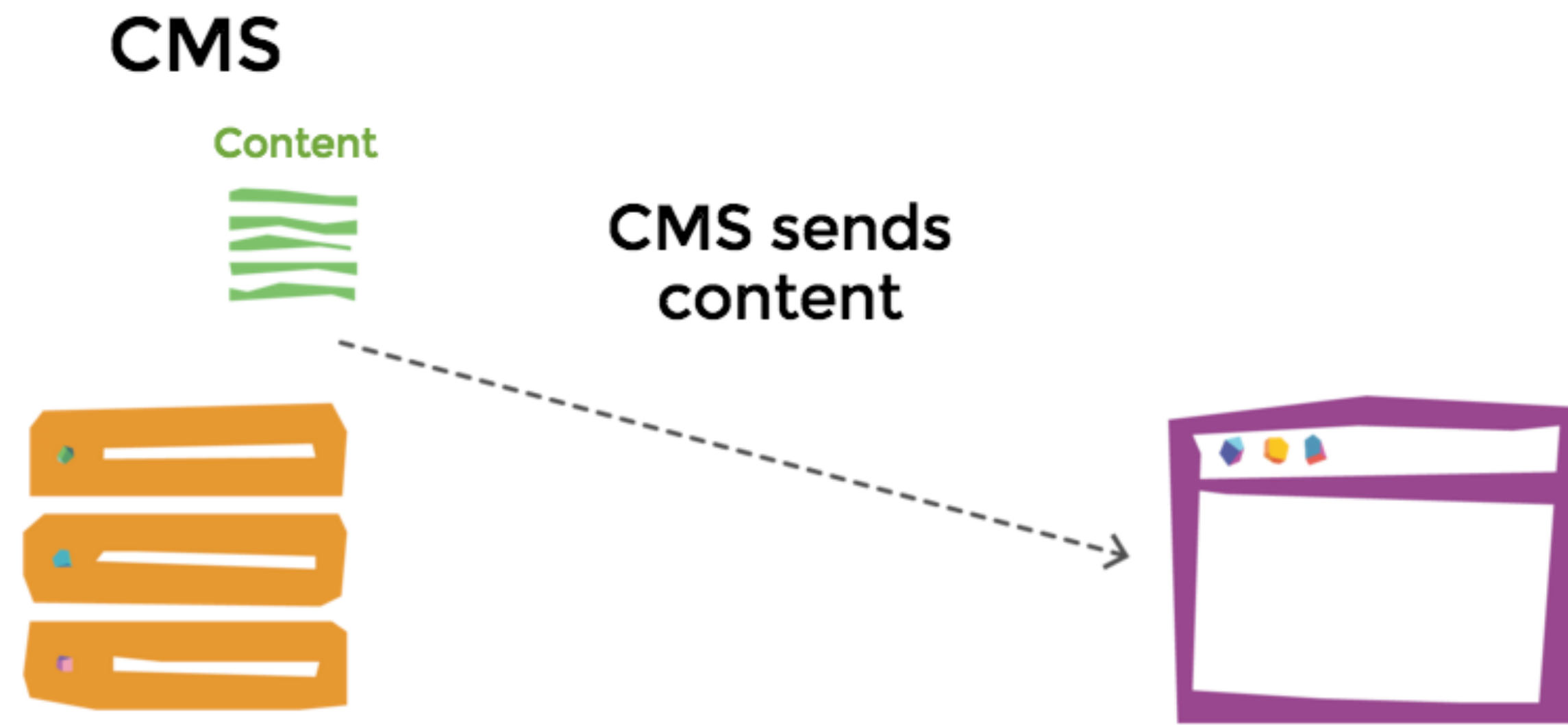
Architecture:

Progressive decoupling



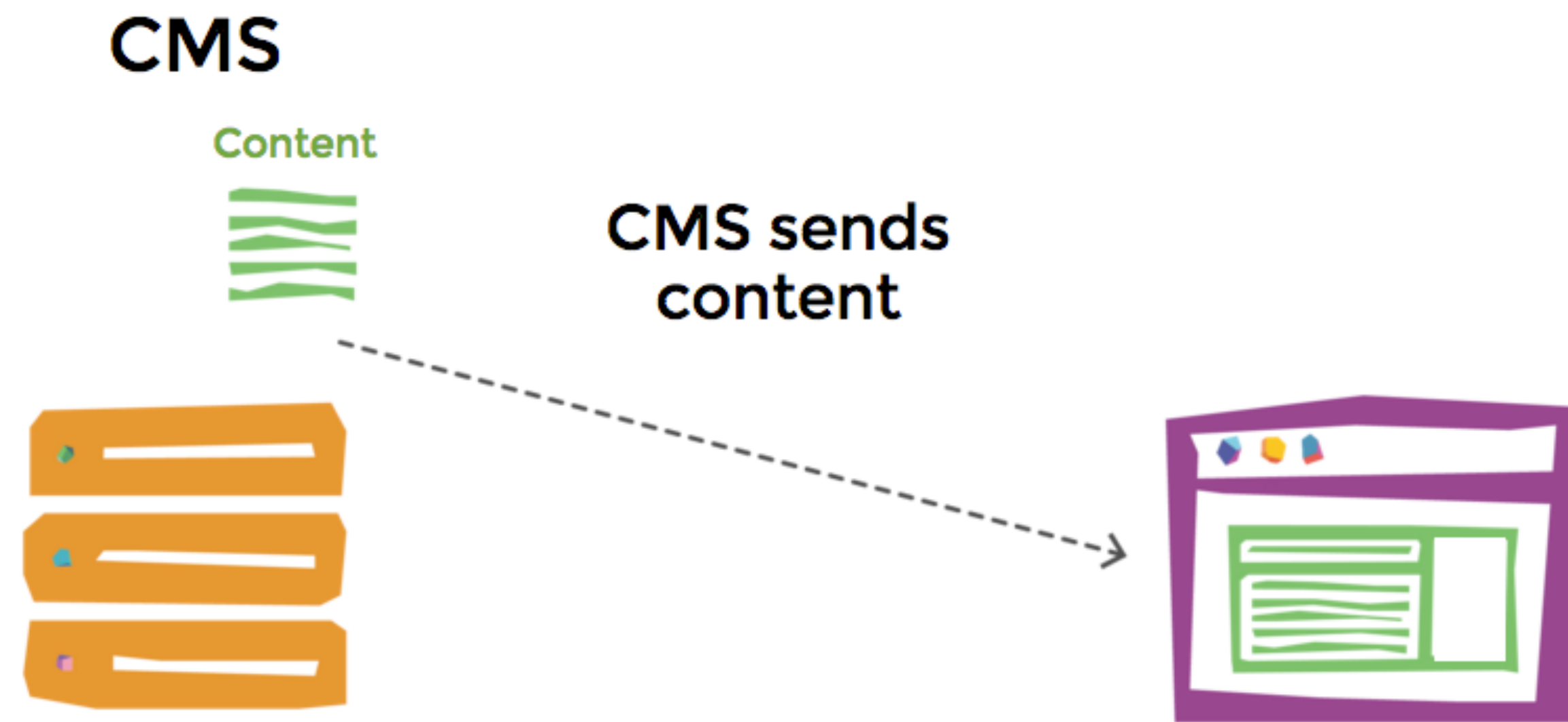
Architecture:

Progressive decoupling



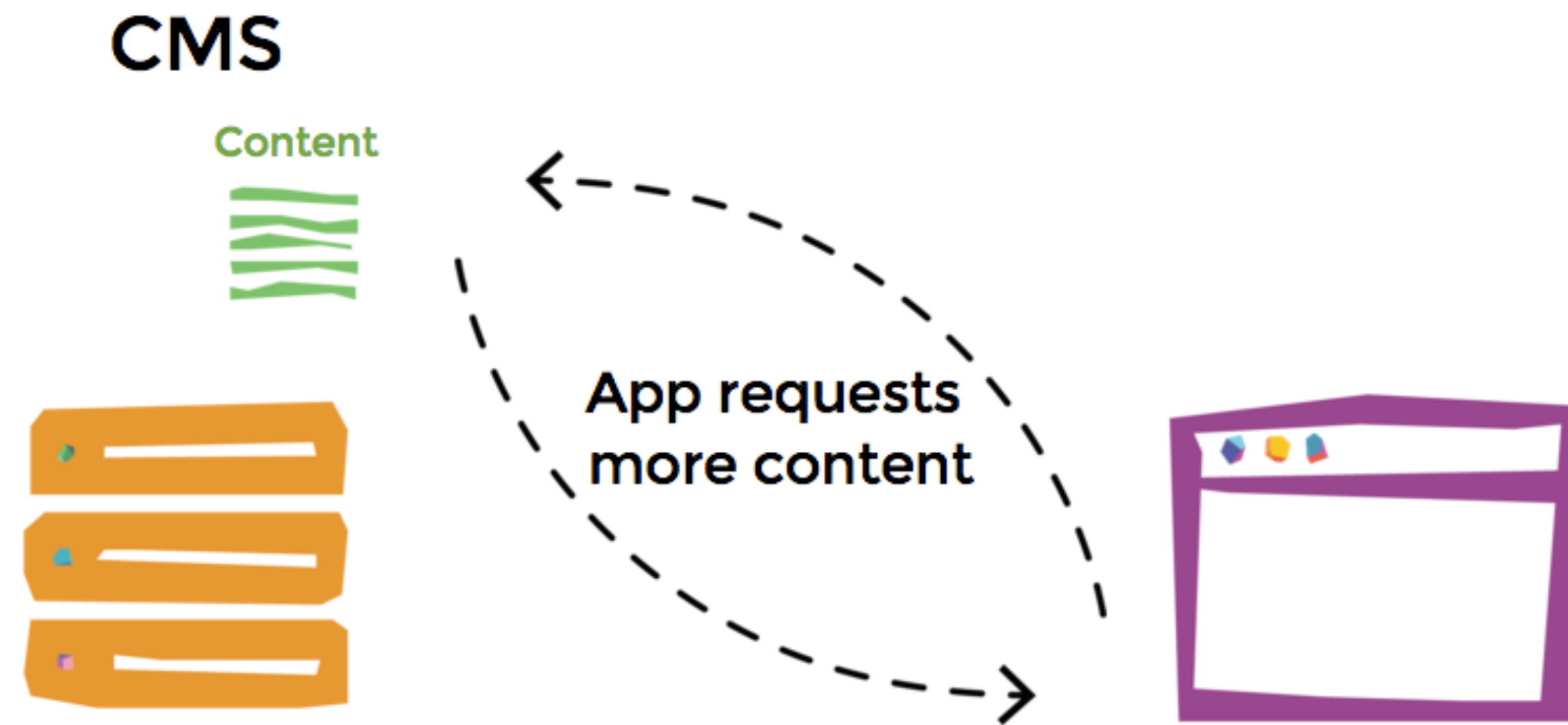
Architecture:

Progressive decoupling



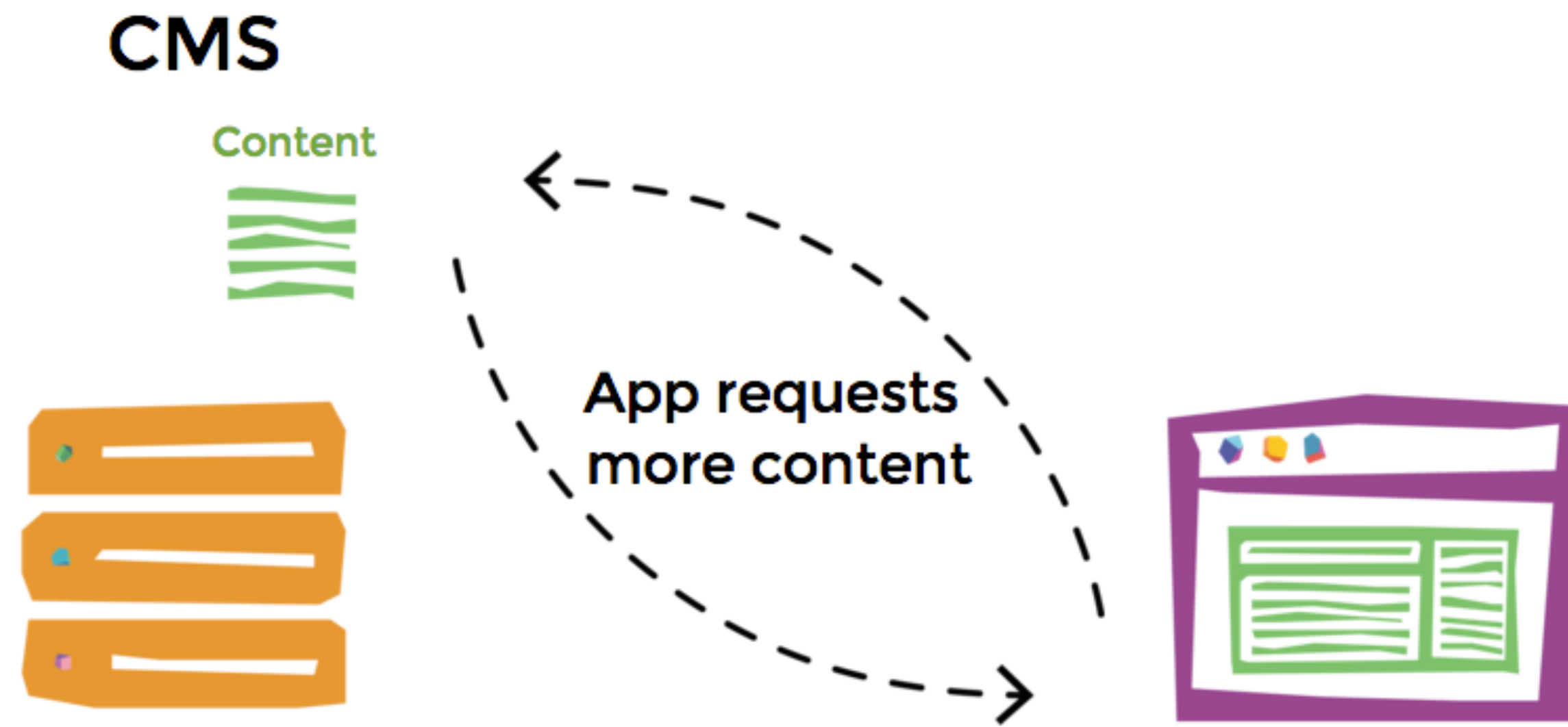
Architecture:

Progressive decoupling

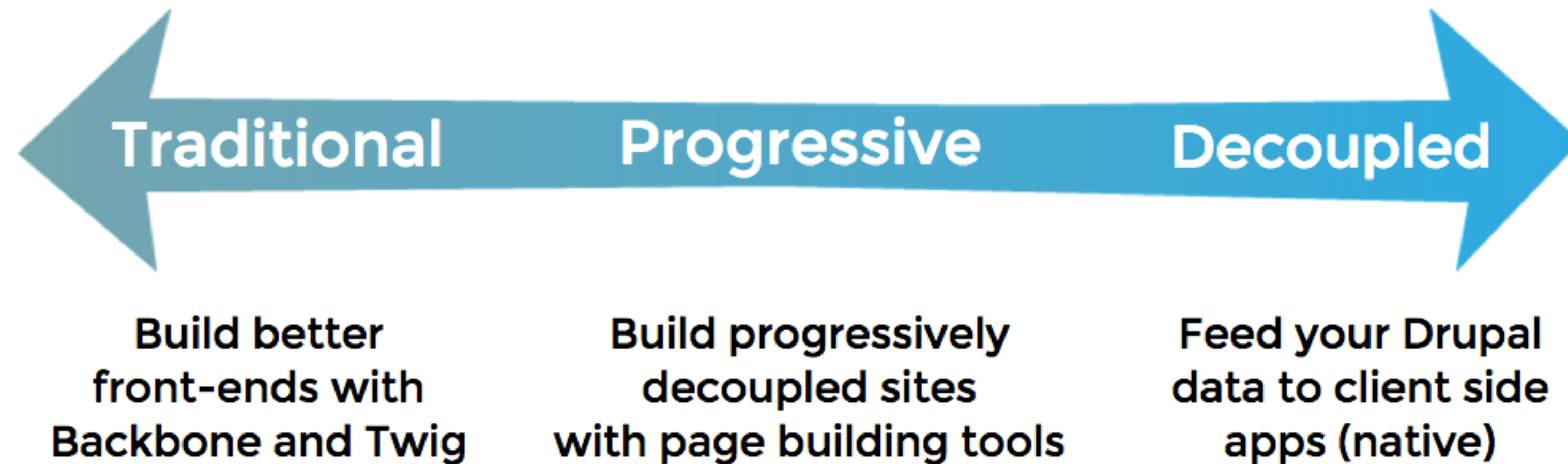


Architecture:

Progressive decoupling



We have our options open



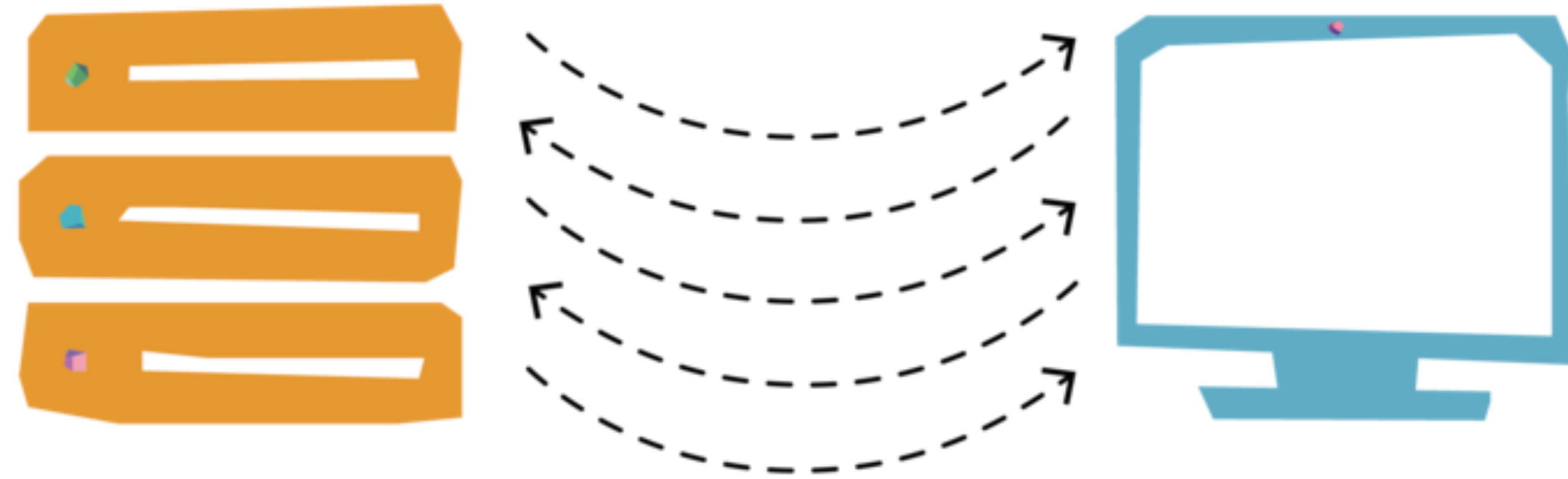
Build better front-ends with Backbone and Twig

Build progressively decoupled sites with page building tools

Feed your Drupal data to client side apps (native)

REST in Drupal 8

Great, but not perfect




Multiple
round trips

Too much, or too
brittle data

Poor dev
experience

What we need:



One API call
for everything
you need and
nothing you
don't



Better dev
experience
for query
building

We have these!

One API call for everything you need and nothing you don't



Better dev experience for query building



Sebastian Siemssen
'fubhy'



Home » Administration

+ Add content



Published status: - Any -
Type: - Any -
Title:
Language: - Any -
Region (field_region): - Any -

Filter

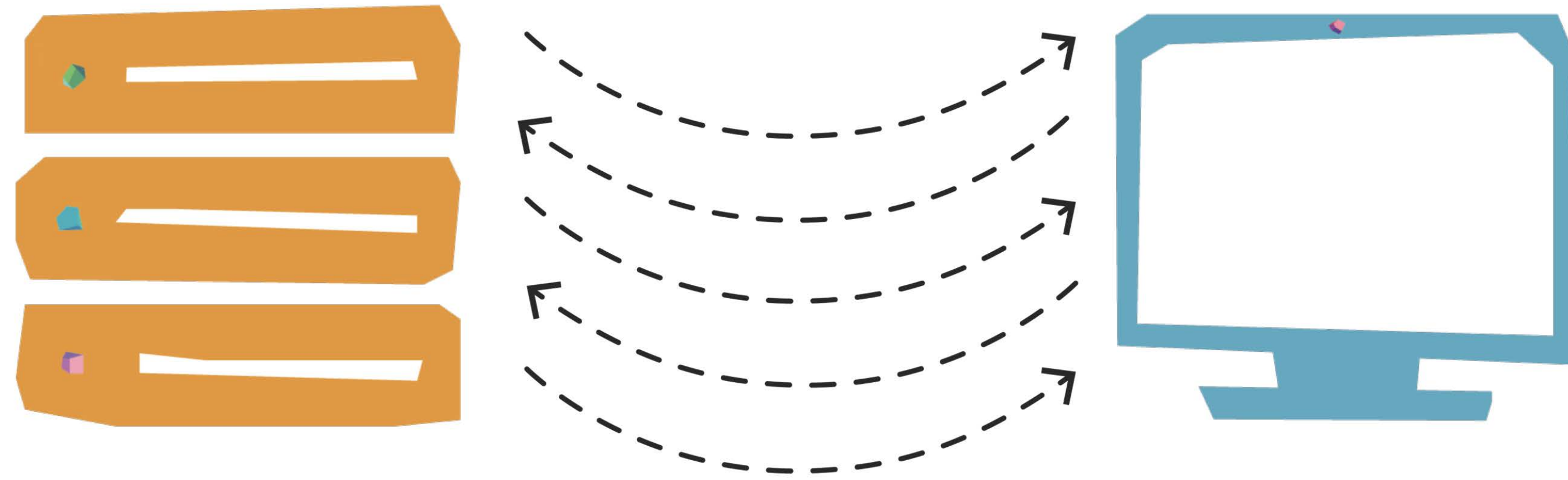
With selection

Delete content

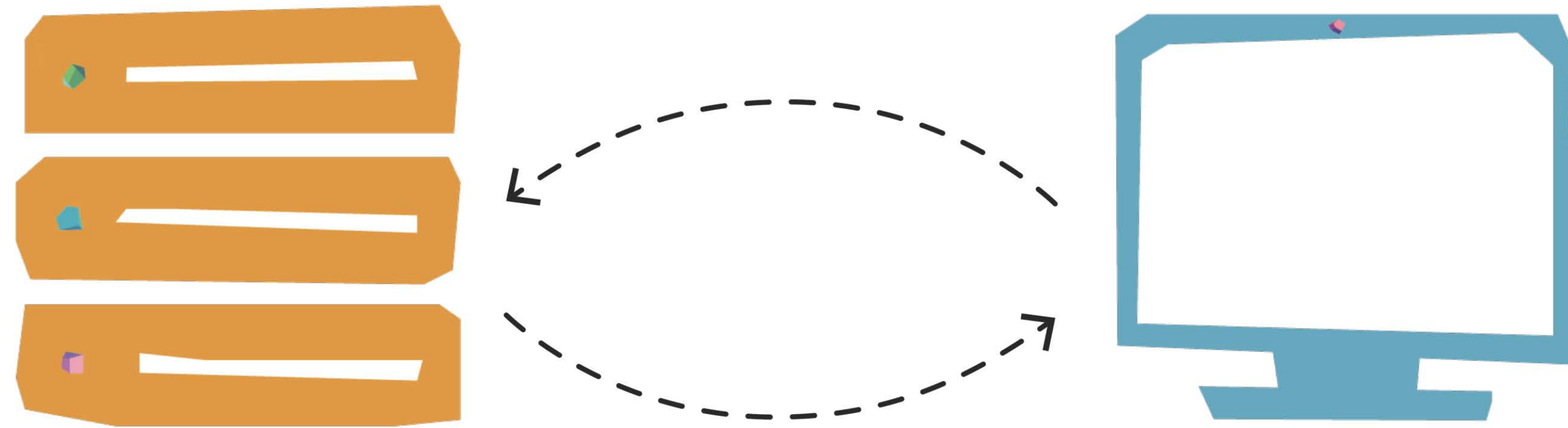
Apply

<input type="checkbox"/>	TITLE	CONTENT TYPE	AUTHOR	STATUS	UPDATED	OPERATIONS
<input type="checkbox"/>	Drupalcon	Conference	admin	Published	09/08/2015 - 15:10	EditDelete
<input type="checkbox"/>	Drupalcon	Conference	admin	Published	09/08/2015 - 15:10	EditDelete

REST in Drupal 8

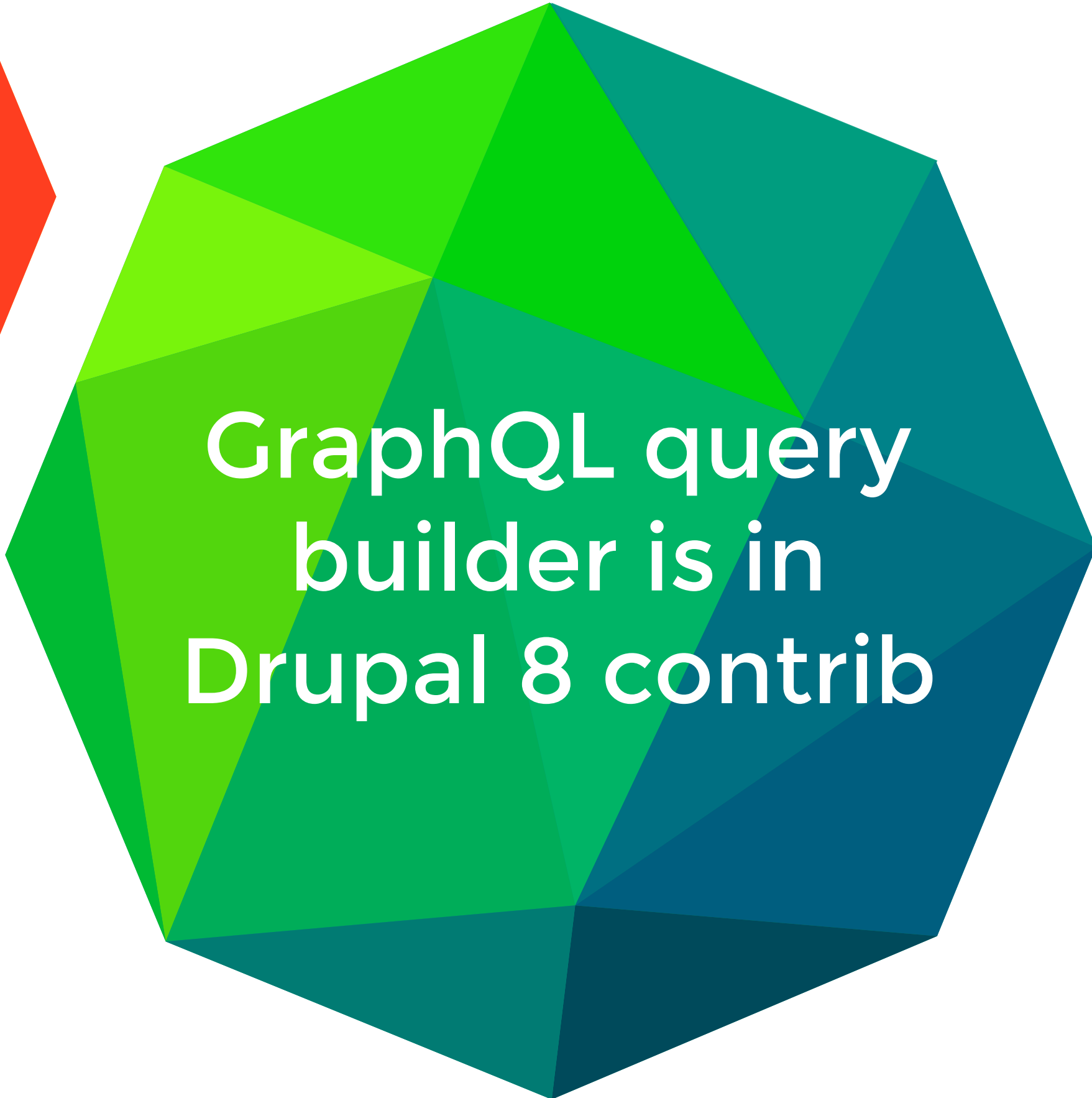


GraphQL in Drupal





Serialization and typed
data in Drupal 8 made
GraphQL possible



GraphQL query
builder is in
Drupal 8 contrib

Progressive decoupling and GraphQL puts us ahead of the competitors



Drupal 8



Competitors



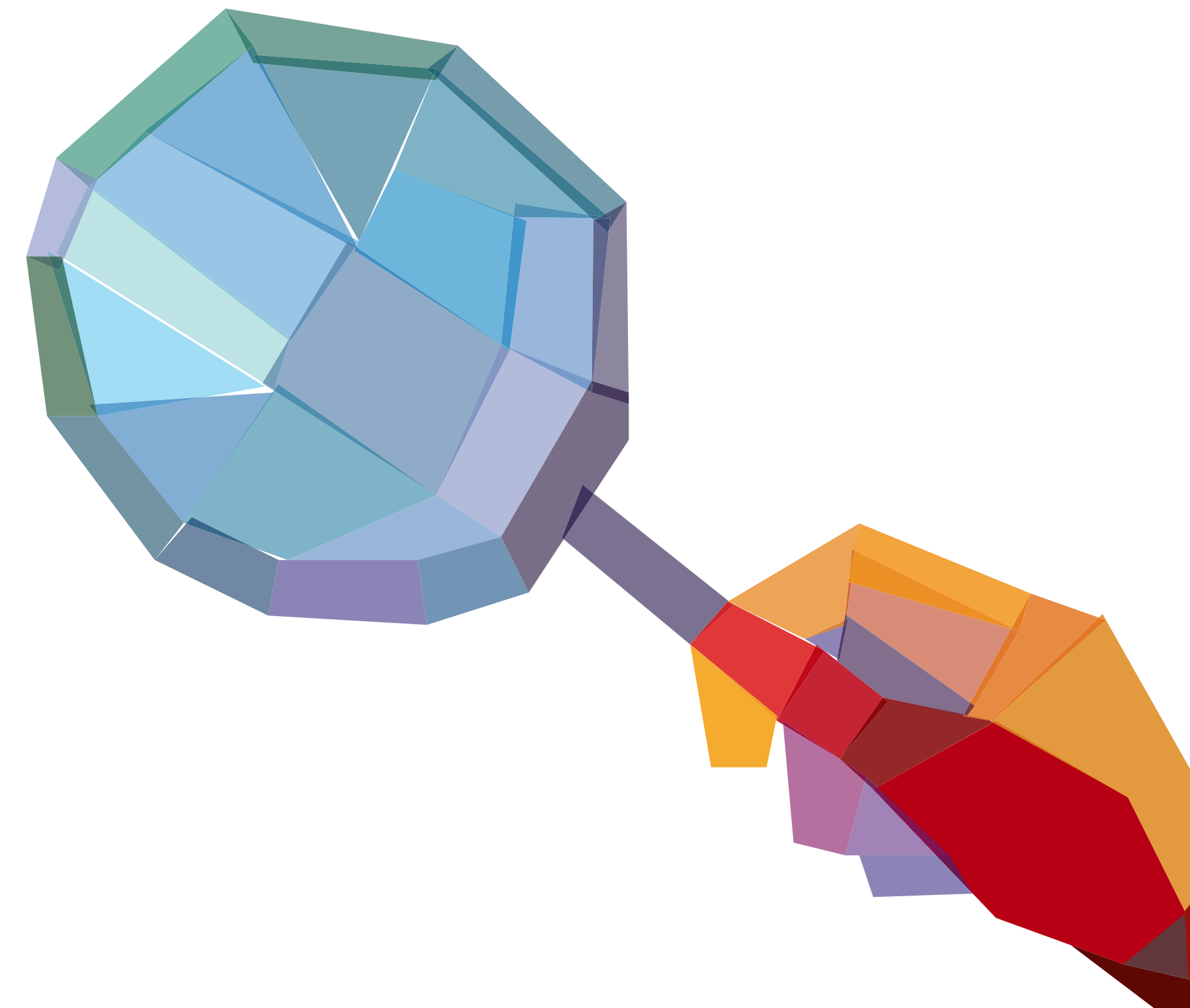
Innovators



Javascript MVCs

This is not a little shift, it's a big shift

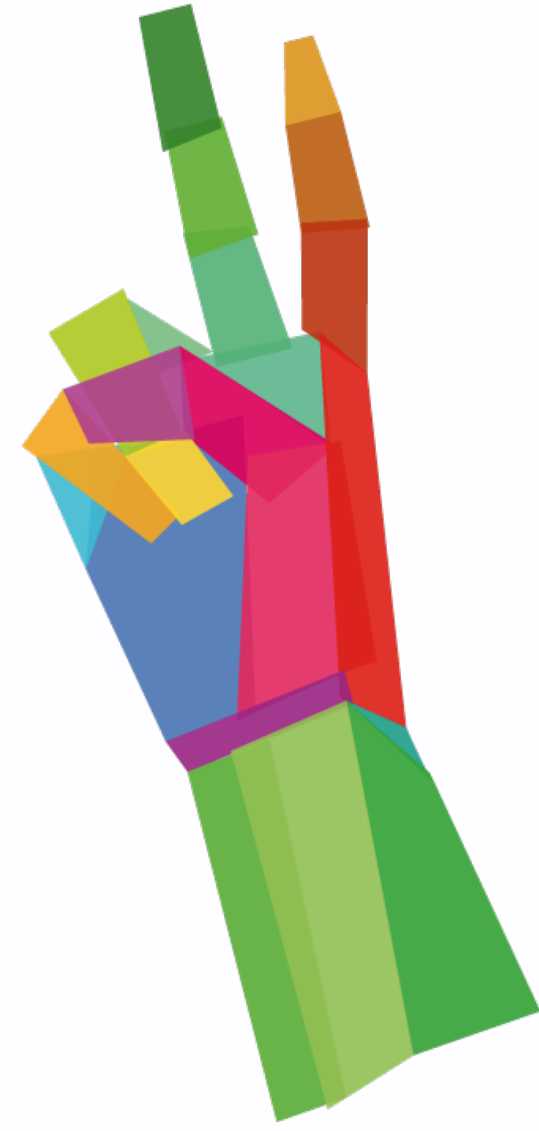
We need to keep exploring
decoupled architectures



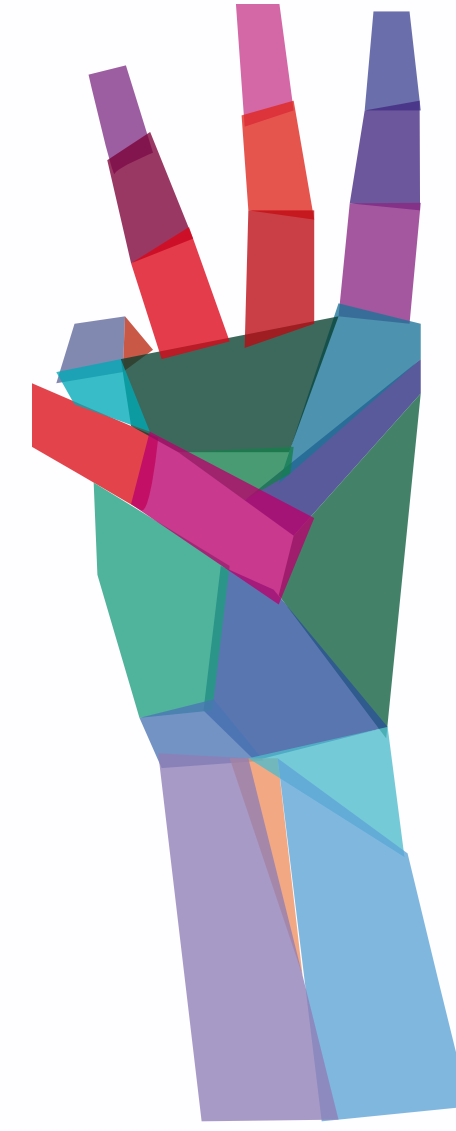
To sum up:



Fully decoupled
is not always the
best solution



Progressive
decoupling is the
best of both worlds



Drupal 8 + GraphQL
is ideal for apps
and sites



Development process

Are we losing momentum?

Why can't we release on time?



Market position

Can we compete?

Can we get UX right?



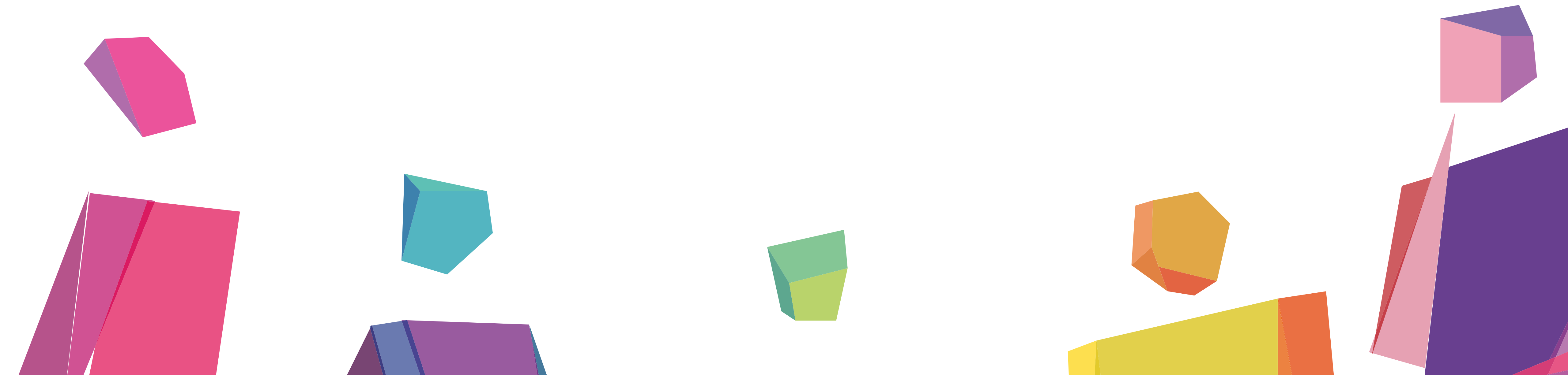
Technological relevance

Are the frameworks a threat?

How should we react to them?

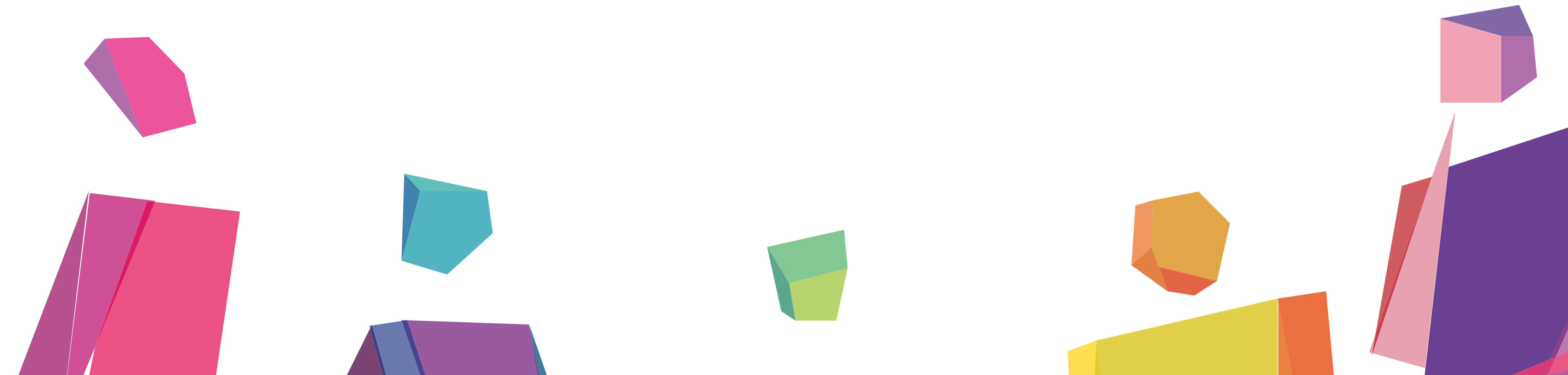
The take-aways

1. Regain Drupal 8 and momentum will come



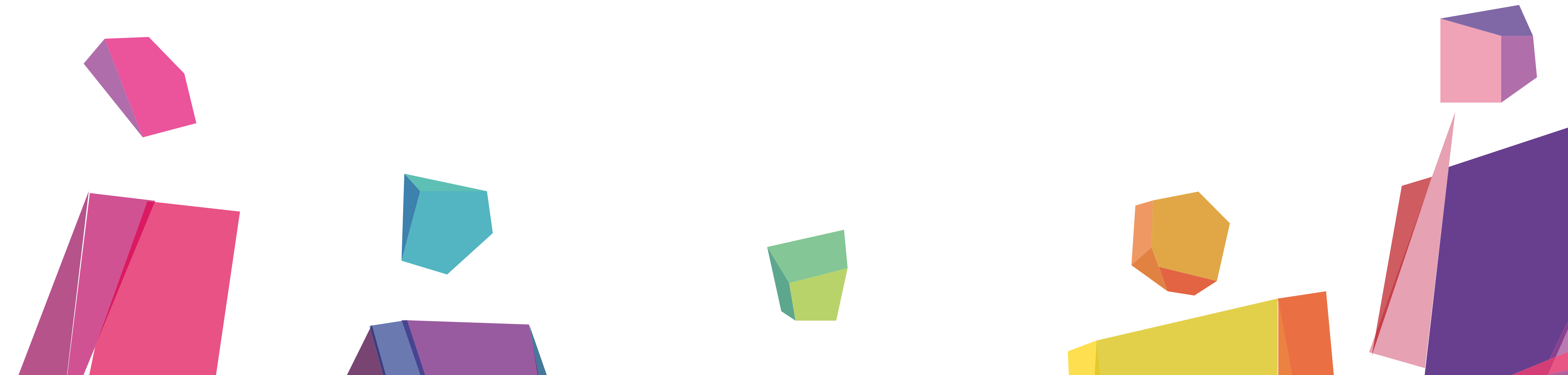
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1. Regain Drupal 8 and momentum will come
2. Move to a more sustainable release process



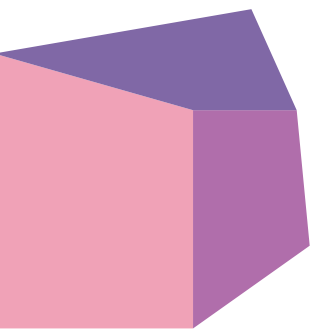
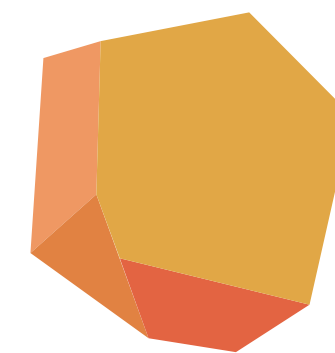
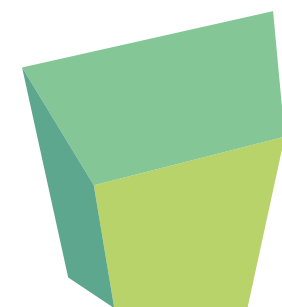
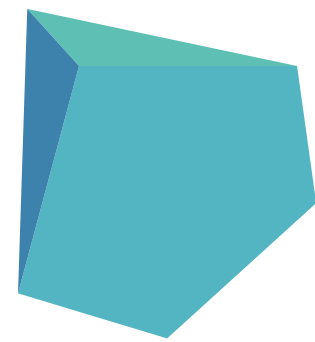
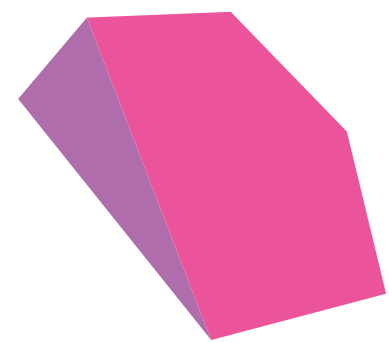
The take-aways

1. Regain Drupal 8 and momentum will come
2. Move to a more sustainable release process
3. Put non-coders first to increase our impact



The take-aways

1. Regain Drupal 8 and momentum will come
2. Move to a more sustainable release process
3. Put non-coders first to increase our impact
4. Drupal 8 will be the go-to platform for sites & apps





One final (Dries) note:



A high-angle, wide shot of a massive crowd of people, likely at a protest or public gathering. The image is heavily filtered with a blue color scheme. The text '3.1 billion are online' is centered in white, bold font.

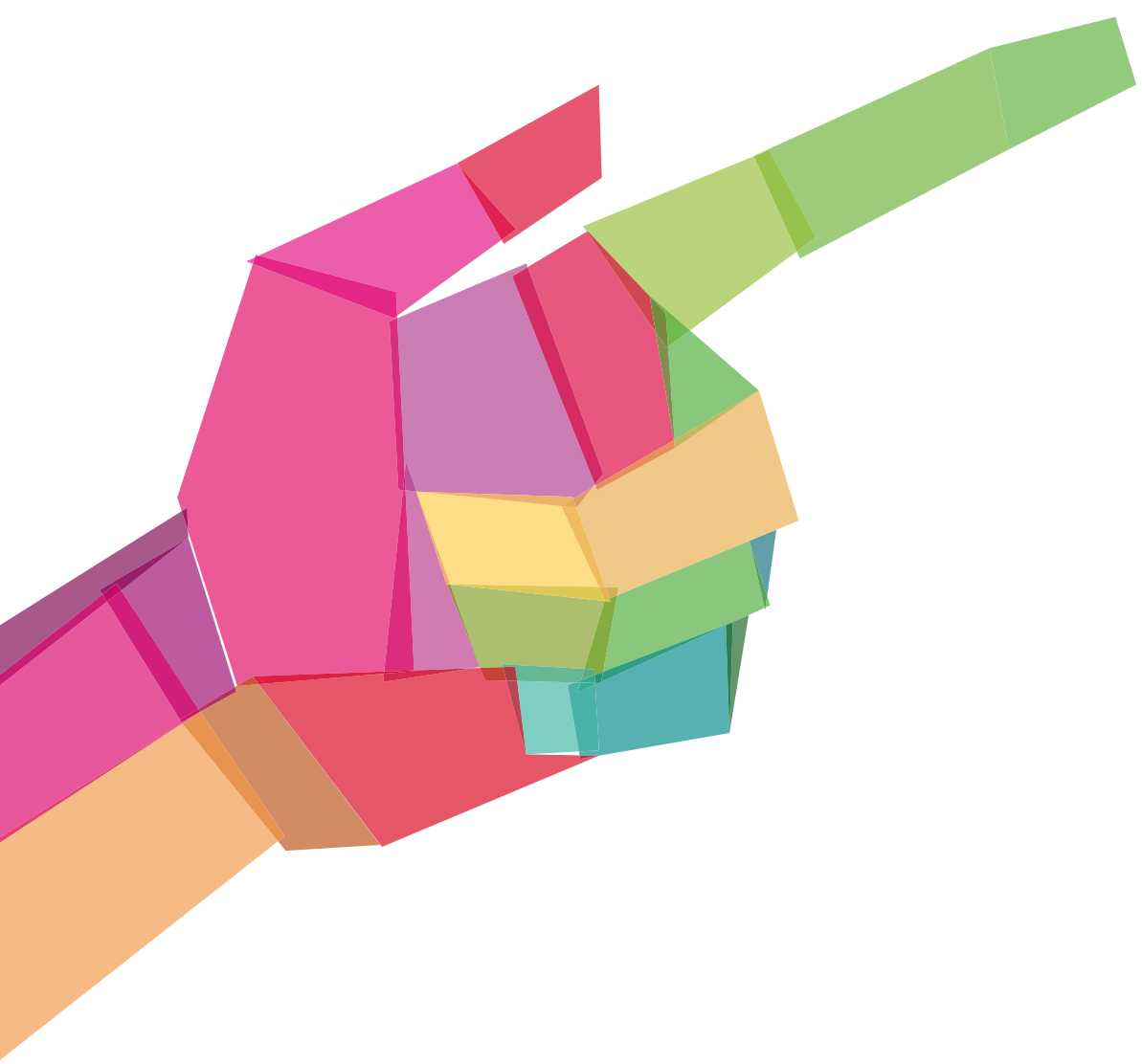
3.1 billion are online



With 1 in 40 sites
3.1 Billion touches online
almost all of them



By 2018 there will be
5 BILLION



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