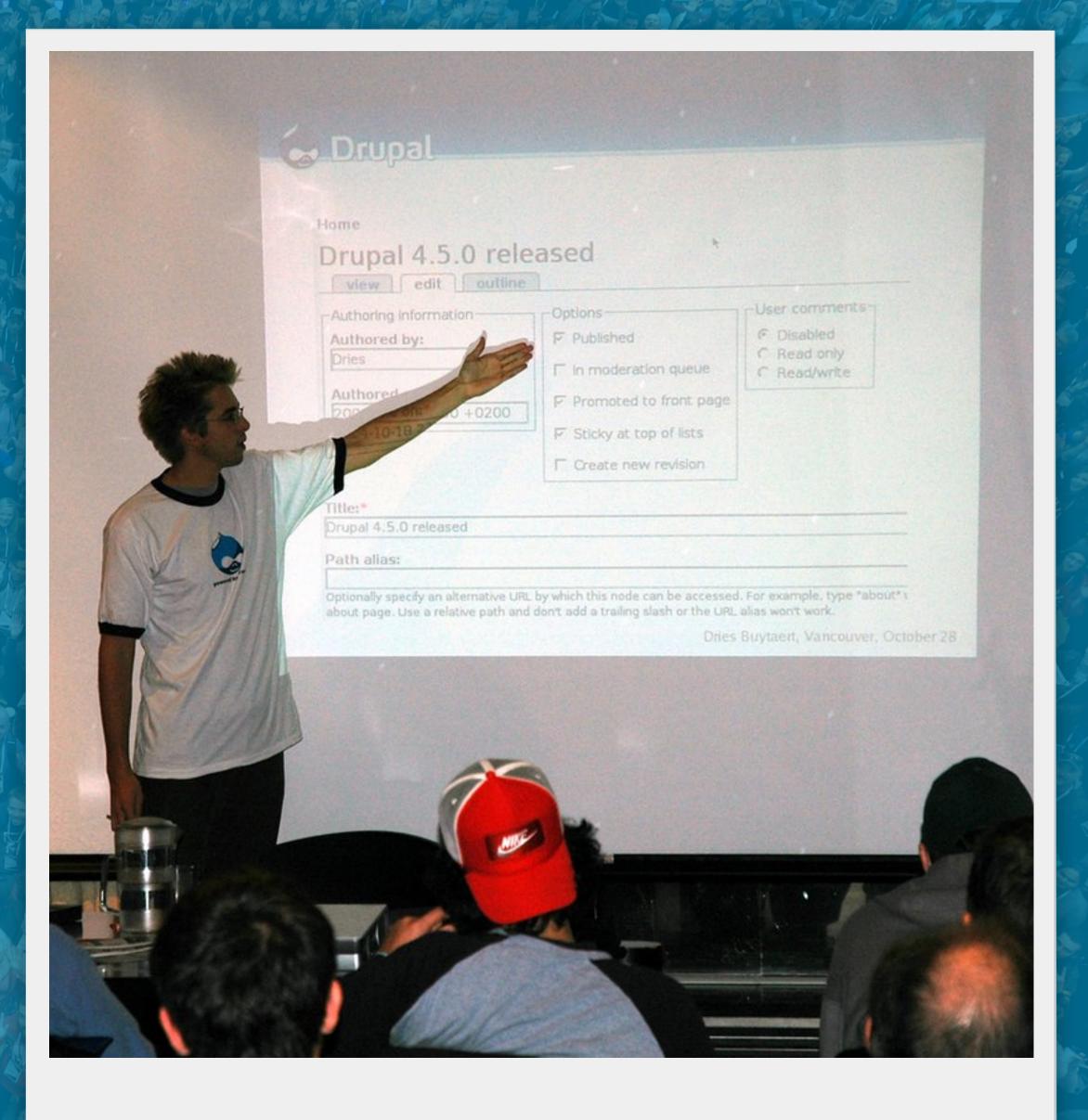
Things I wouldn't have guessed when I started Drupal:

How to optimize for impact

Driesnote DrupalCon Europe

Dries Buytaert, December 9th, 2020





My first Drupal presentation, 2004

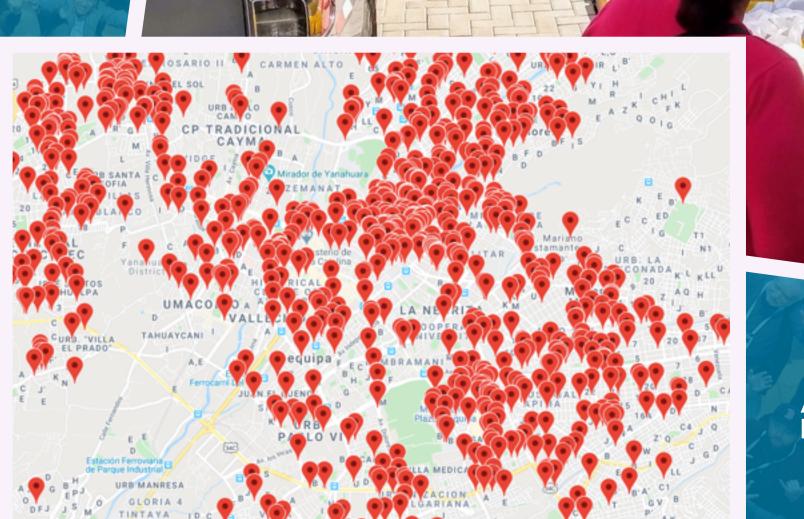




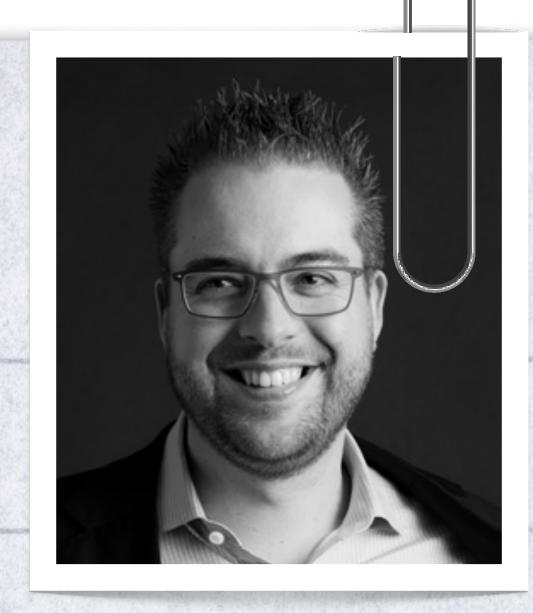
What would the world look like if Drupal didn't exist?

unicef WaterAid ACLU

A Drupal app helps to get food to the most vulnerable in Peru during the COVID crisis

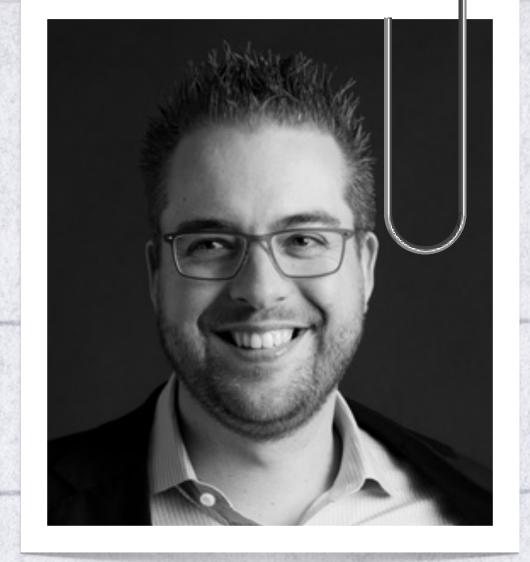


Alianza de Amor https://groups.drupal.org/node/536138



What I'll talk about today:

1) Things we did right
2) Things I would do differently
3) Things that surprised me



What I'll talk about today:

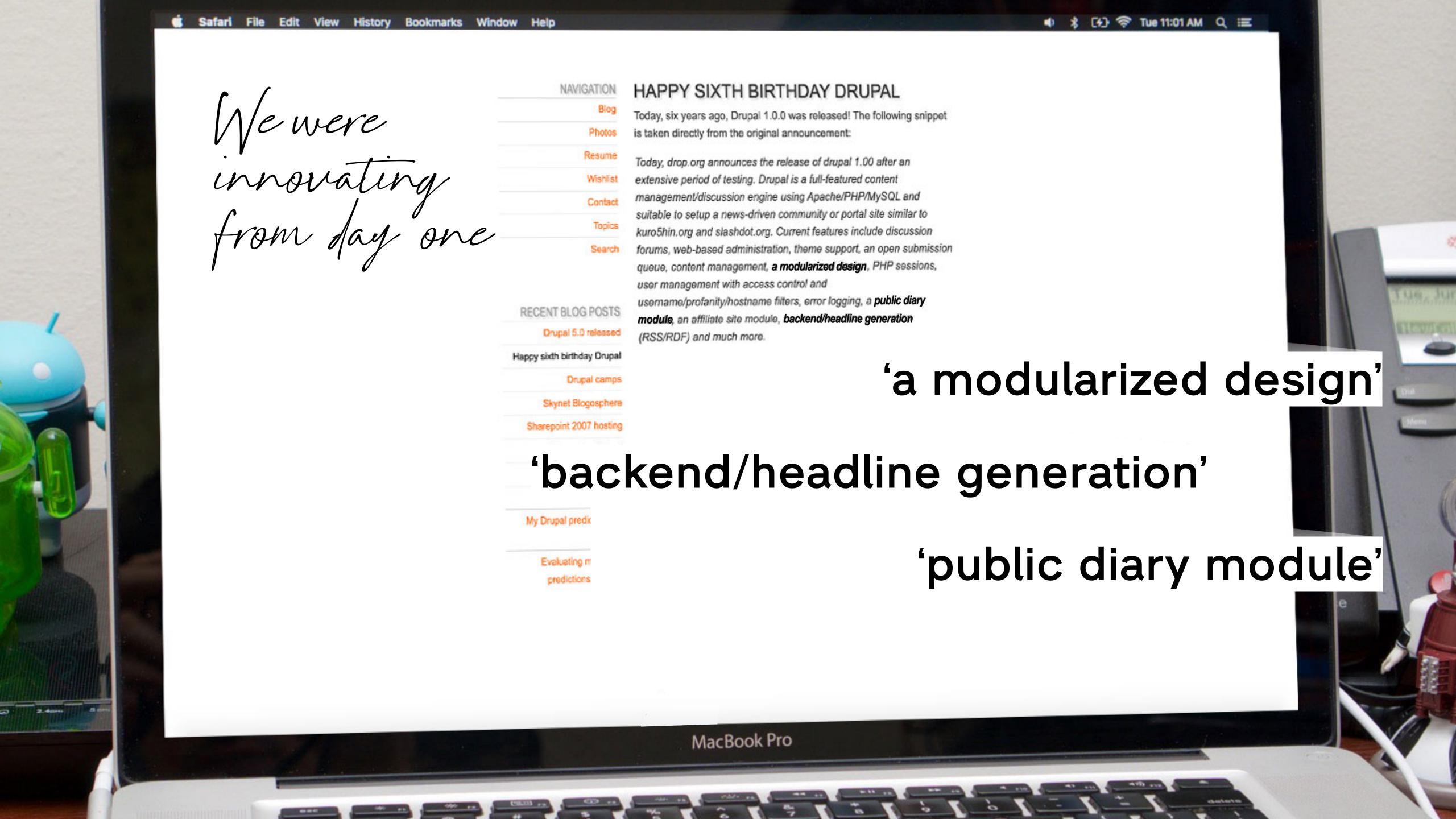
1) Things we did right
2) Things I would do differently
3) Things that surprised me

Later, Heather Rocker with

The Drupal Association's action plan

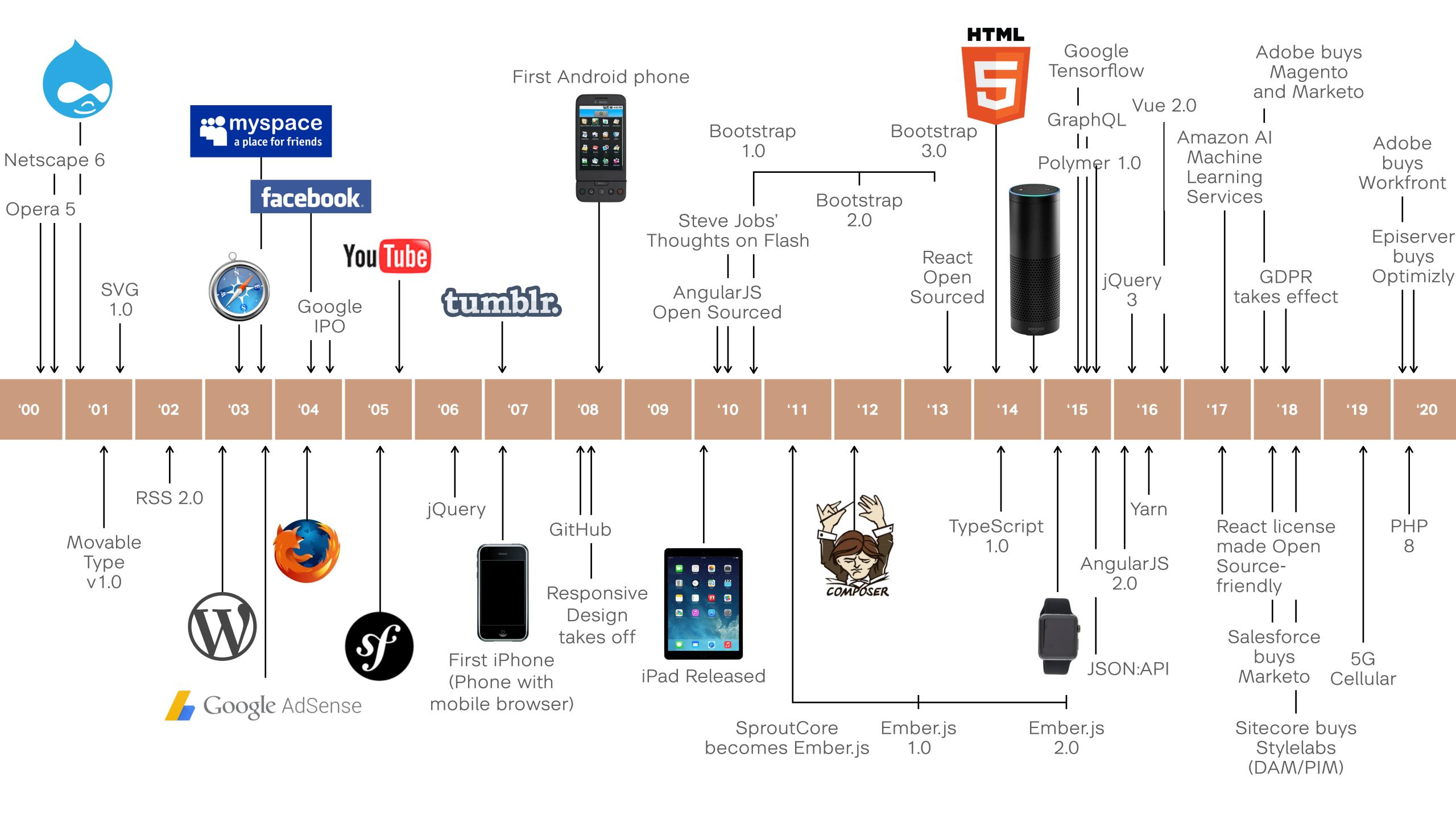


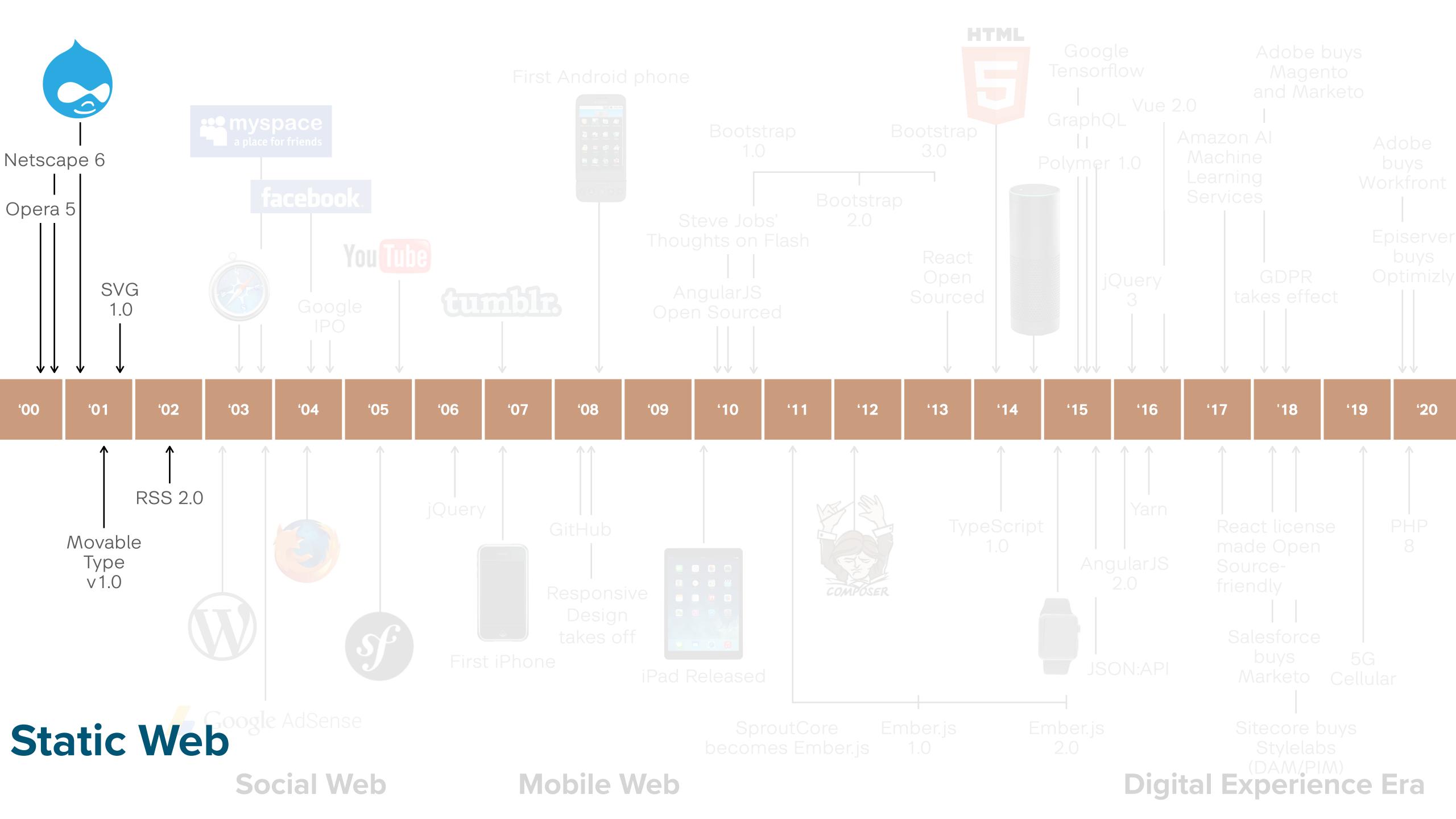
Things we did right

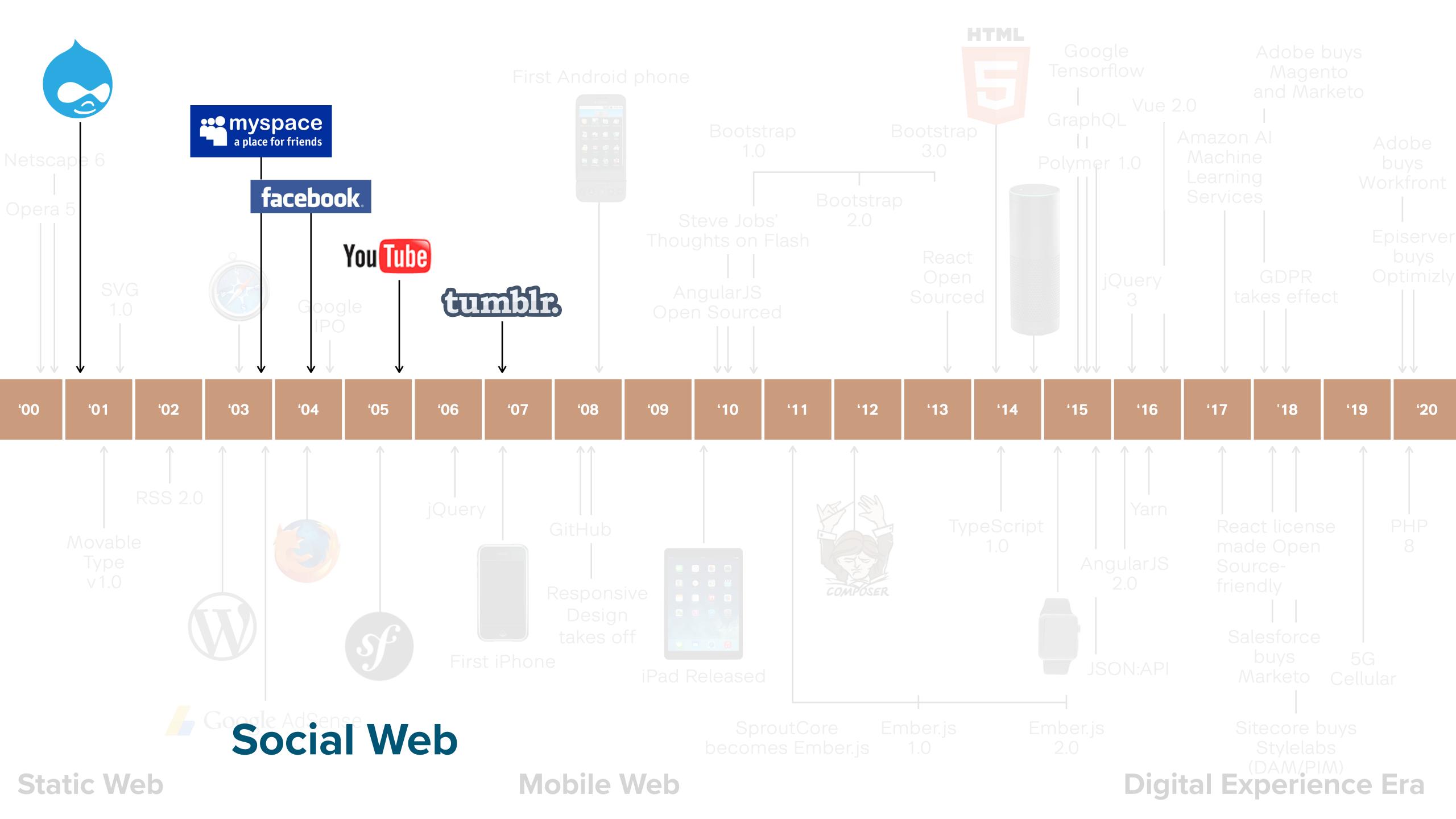


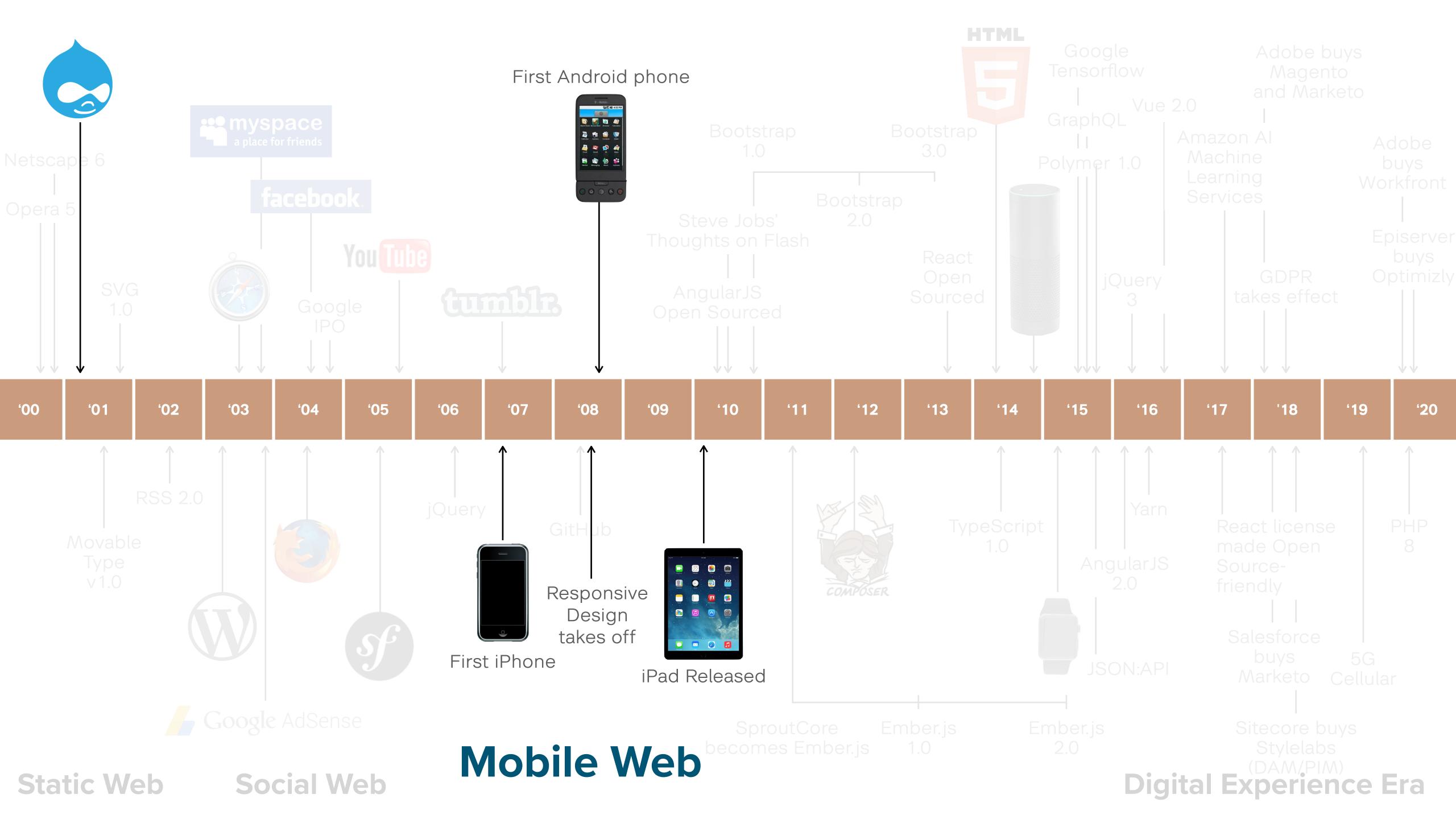
BEFORE BLOCK WAS COOL

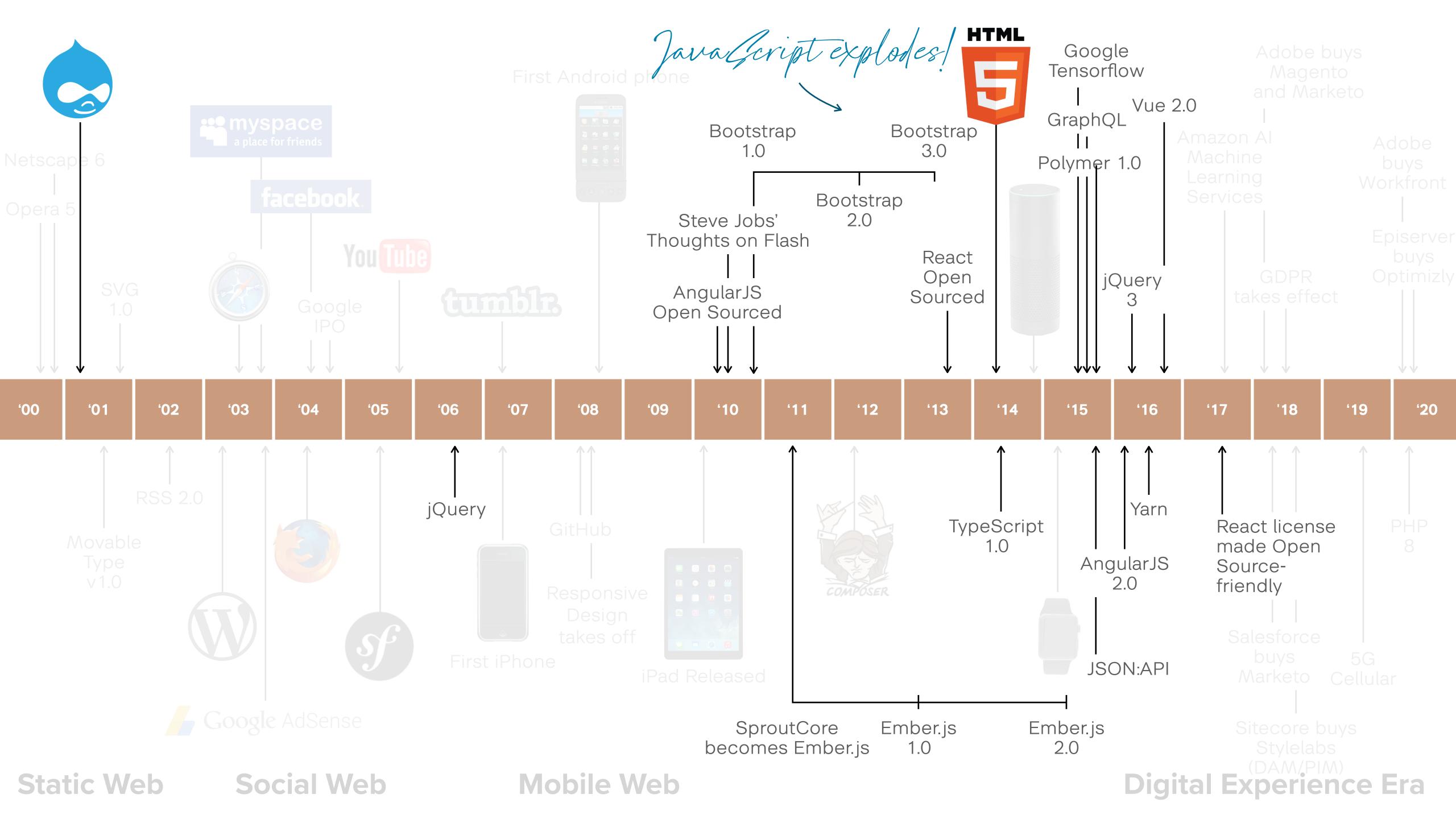
MacBook Pro

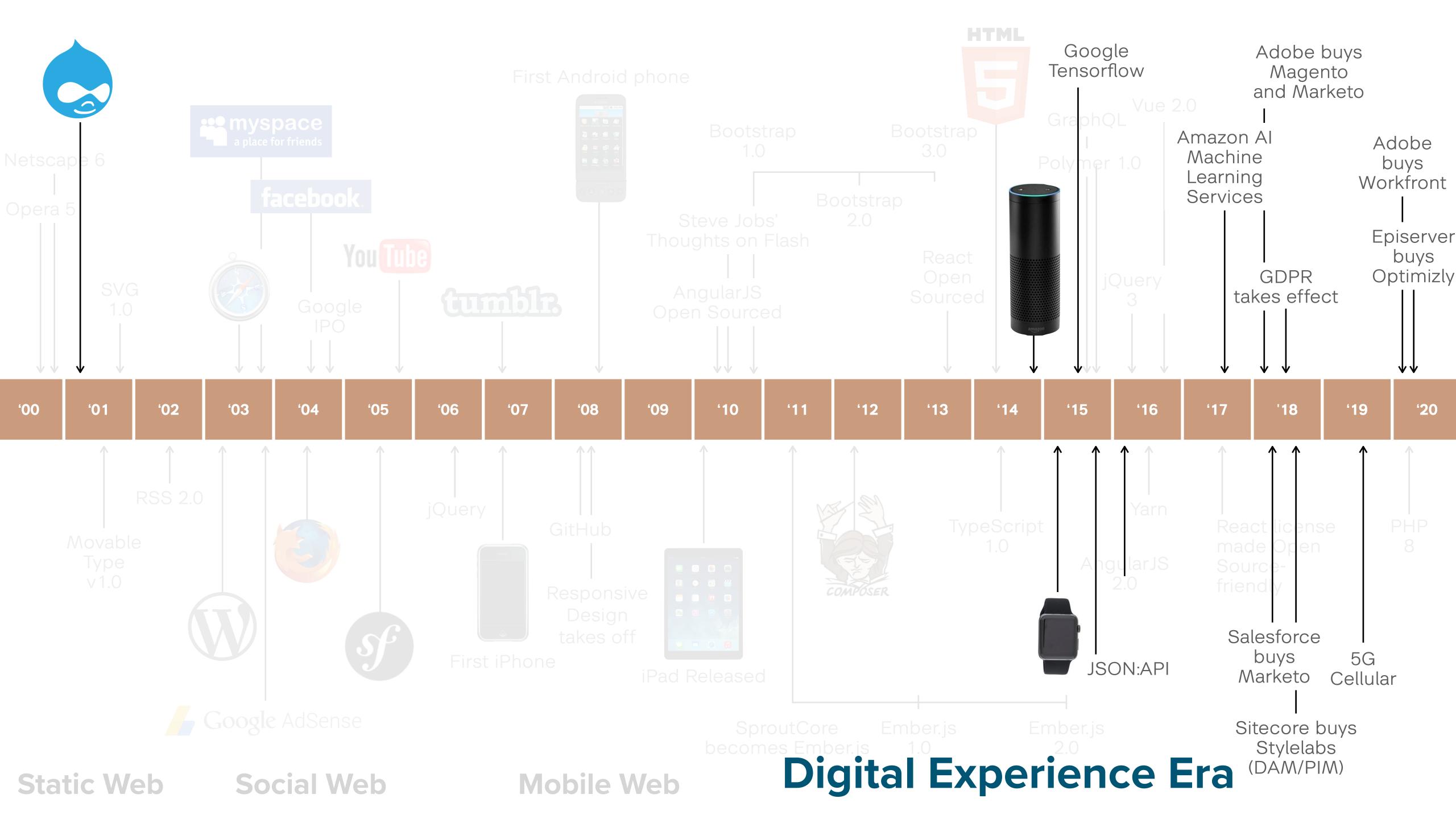














What did we do right?

1) We worked on things that mattered to end users

What did we do right?

1) We worked on things that mattered to end users

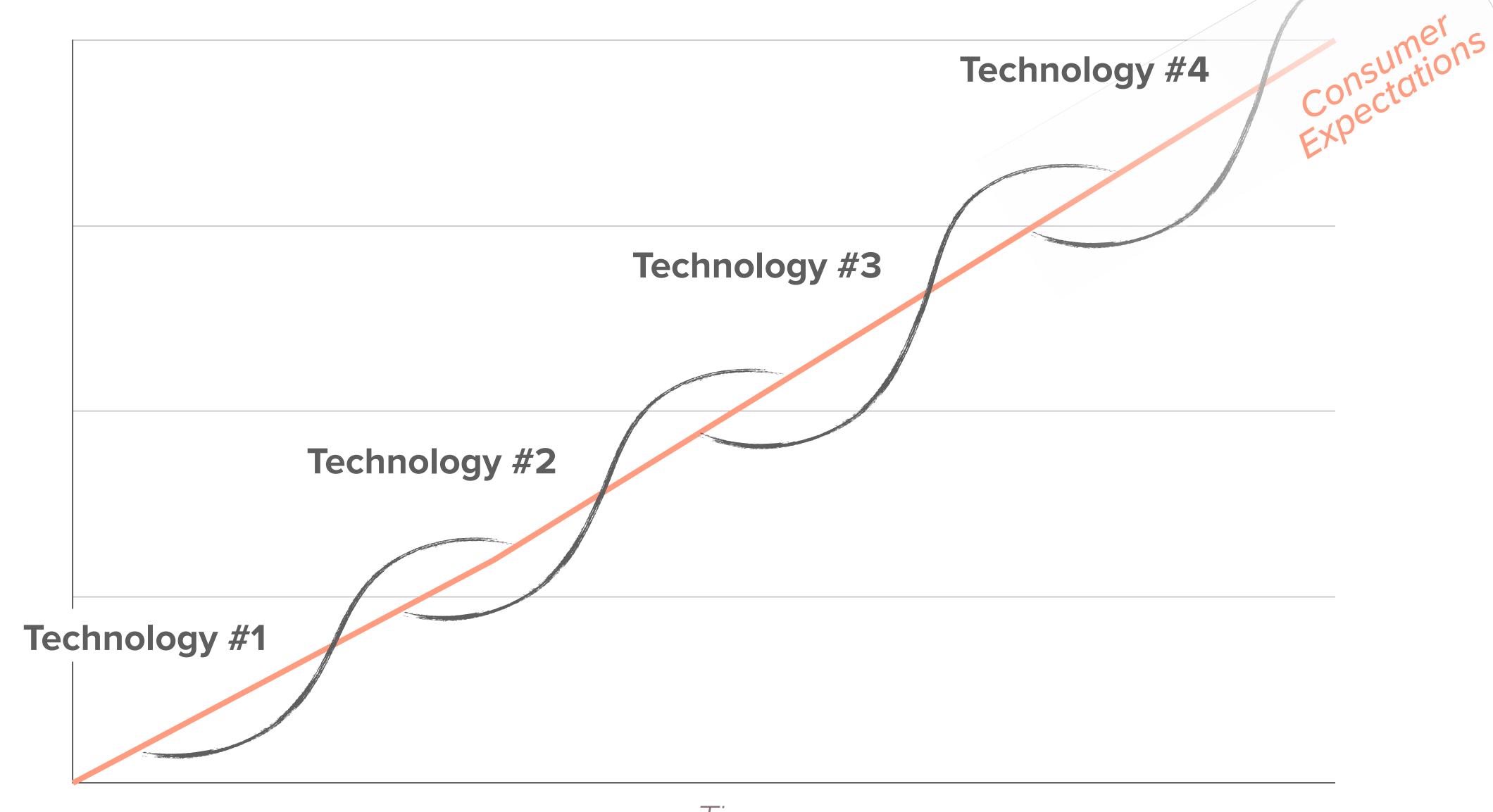
2) We are never afraid to embrace new technologies

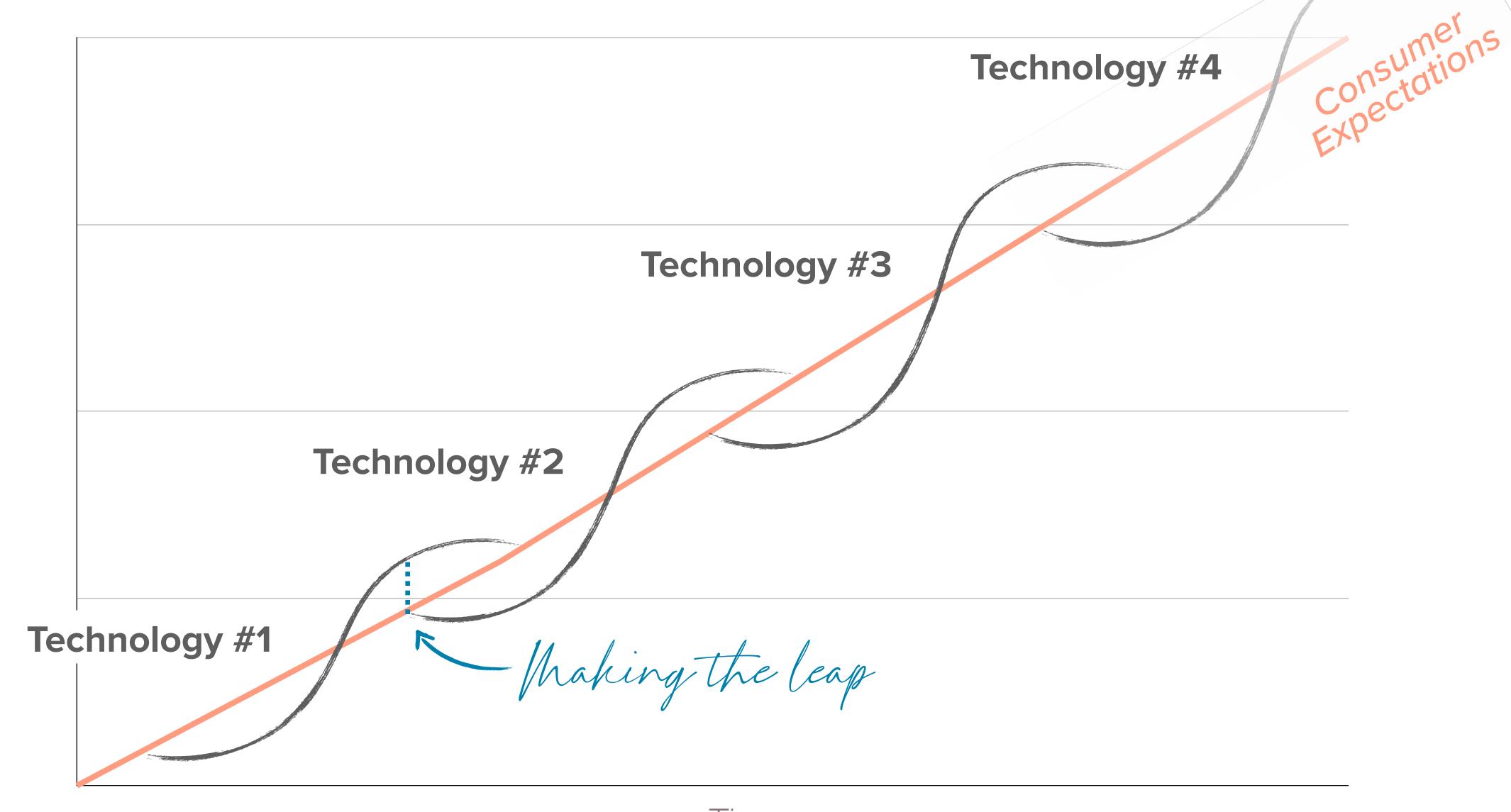
What did we do right?

1) We worked on things that mattered to end users

2) We are never afraid to embrace new technologies

3) We made it easy for end users to adopt

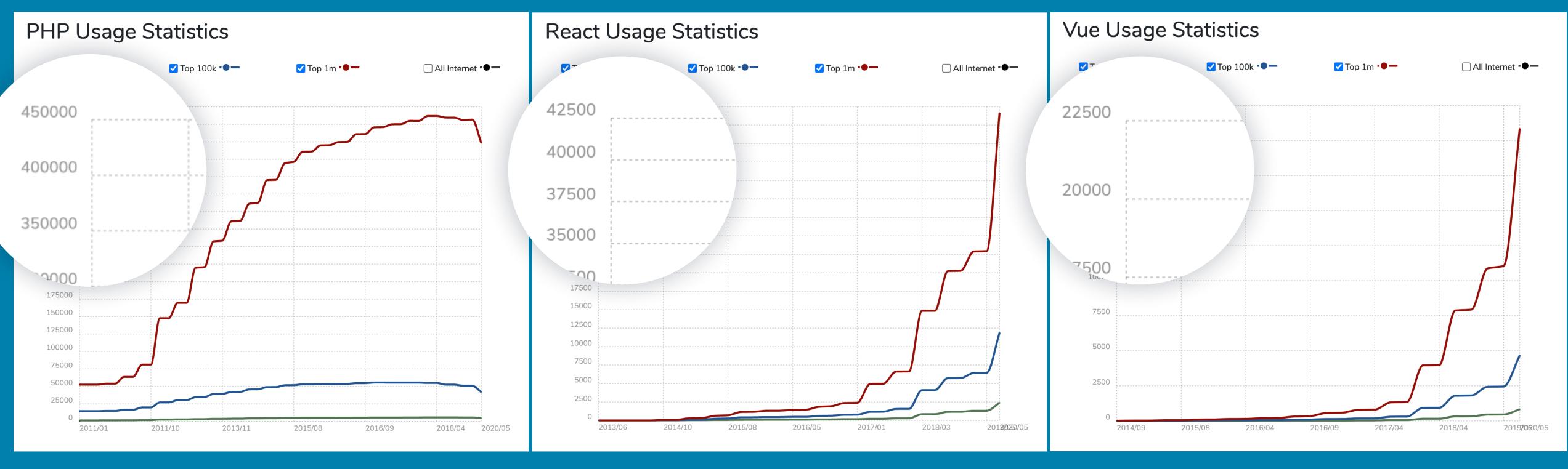




Digital Experience Era **Mobile Web Dynamic Web Static Web**

Digital Experience Era **Mobile Web** What powers this? **Dynamic Web** Integrated solutions - Composable and reusable content **Static Web** Different channels or modalities

JavaScript is growing rapidly



Usage of PHP us. React us. Vue

4th wave of the web + Explosive growth = (Digital Experience Era) + of JavaScript

Drupal 10 initiative

JS menu component initiative

Exploratory mission

Provide the best way for JavaScript front ends to consume configurable menus managed in Drupal



Path aliases

Routing

Menu web service API

Module-defined menu items

User-defined menu items

Menu hierarchies

Menu specific things

JS menu component initiative

Security management

Releasing to npm

Create npm package

Documentation for components

Testing

Things required to create many components

Path aliases

Routing

Menu web service API

Module-defined menu items

User-defined menu items

Menu hierarchies

Real mission

- ▶ Be the best decoupled CMS
- Have many JavaScript integrations



Security management

Releasing to npm

Create npm package

Documentation for components

Testing

Path aliases

Routing

Menu web service API

Module-defined menu items

User-defined menu items

/ Menu hierarchies

JS menu component initiative

Decoupled menus initiative

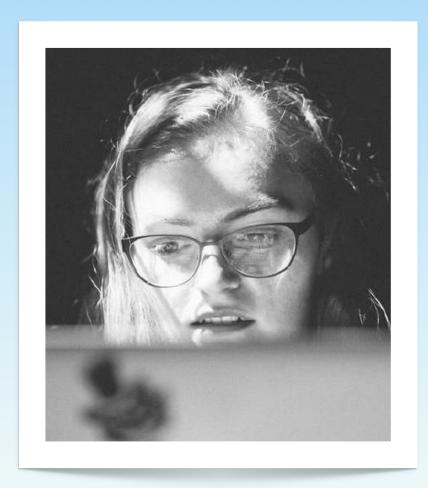
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Decoupled menus initiative

nod_ gabesullice baddysonja lhockley ashu1629 lauriii larowlan e0ipso yoroy justafish Sharique ashu 1629 hestenet The Drupal Association

Decoupled menus initiative

provisional core committers



justafish



nod_

Things we did right:

Solve important problems with technological innovation

Drupal 10 Initiatives



Decoupled Menus

drupal.org/project/ideas/issues/3170260

Automated updates

drupal.org/about/strategic-initiatives/automatic-updates

New front end theme

drupal.org/about/strategic-initiatives/olivero

Easy out-of-the-box (Claro + Layout Builder + Media)

TBD

Drupal 10 readiness

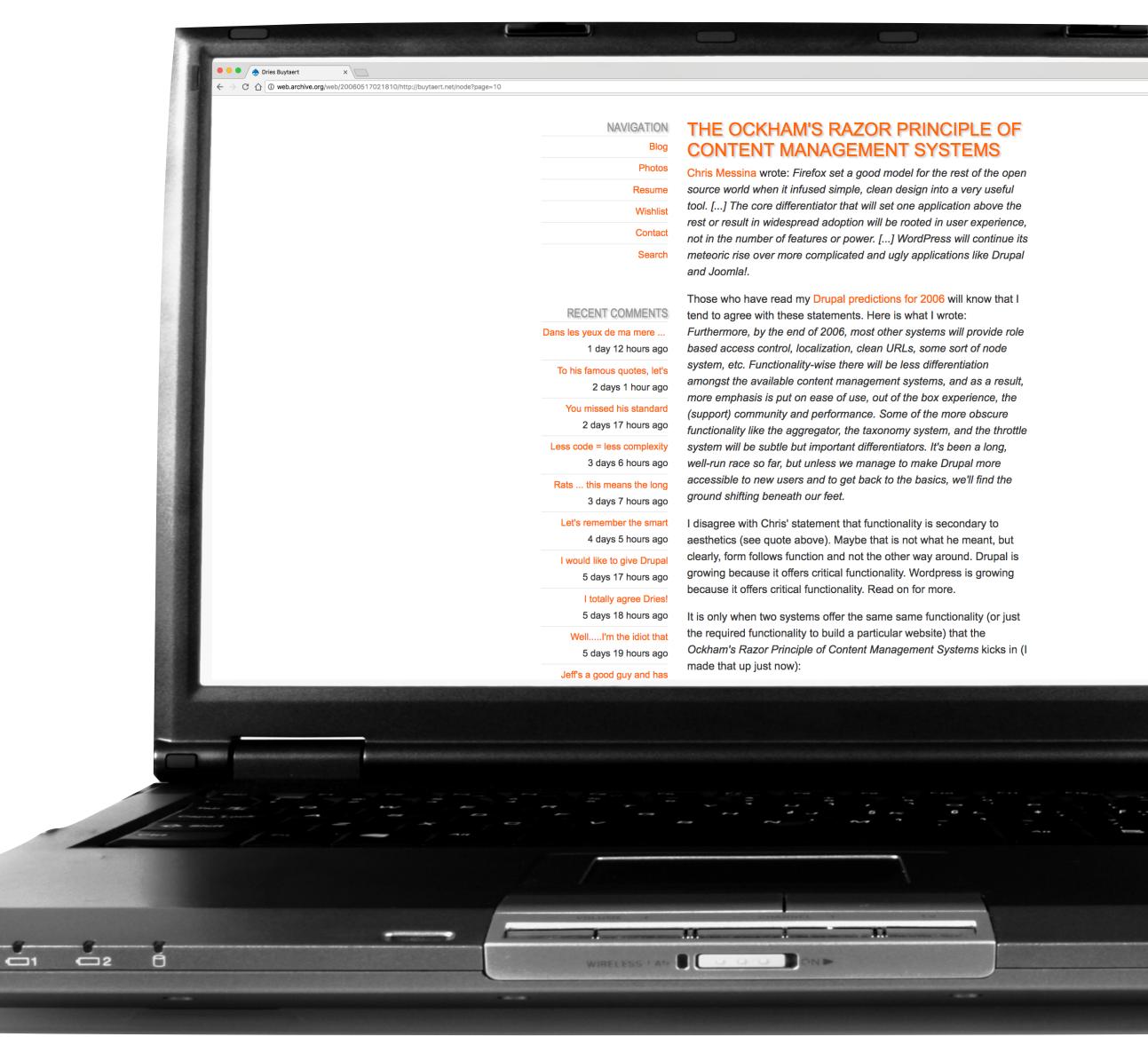
drupal.org/about/strategic-initiatives/drupal10

Things I would have done differently

"For long I focused, completely & utterly, on the aesthetics of Drupal's code, neglecting eye candy & ease of use."

-My blog circa 2006

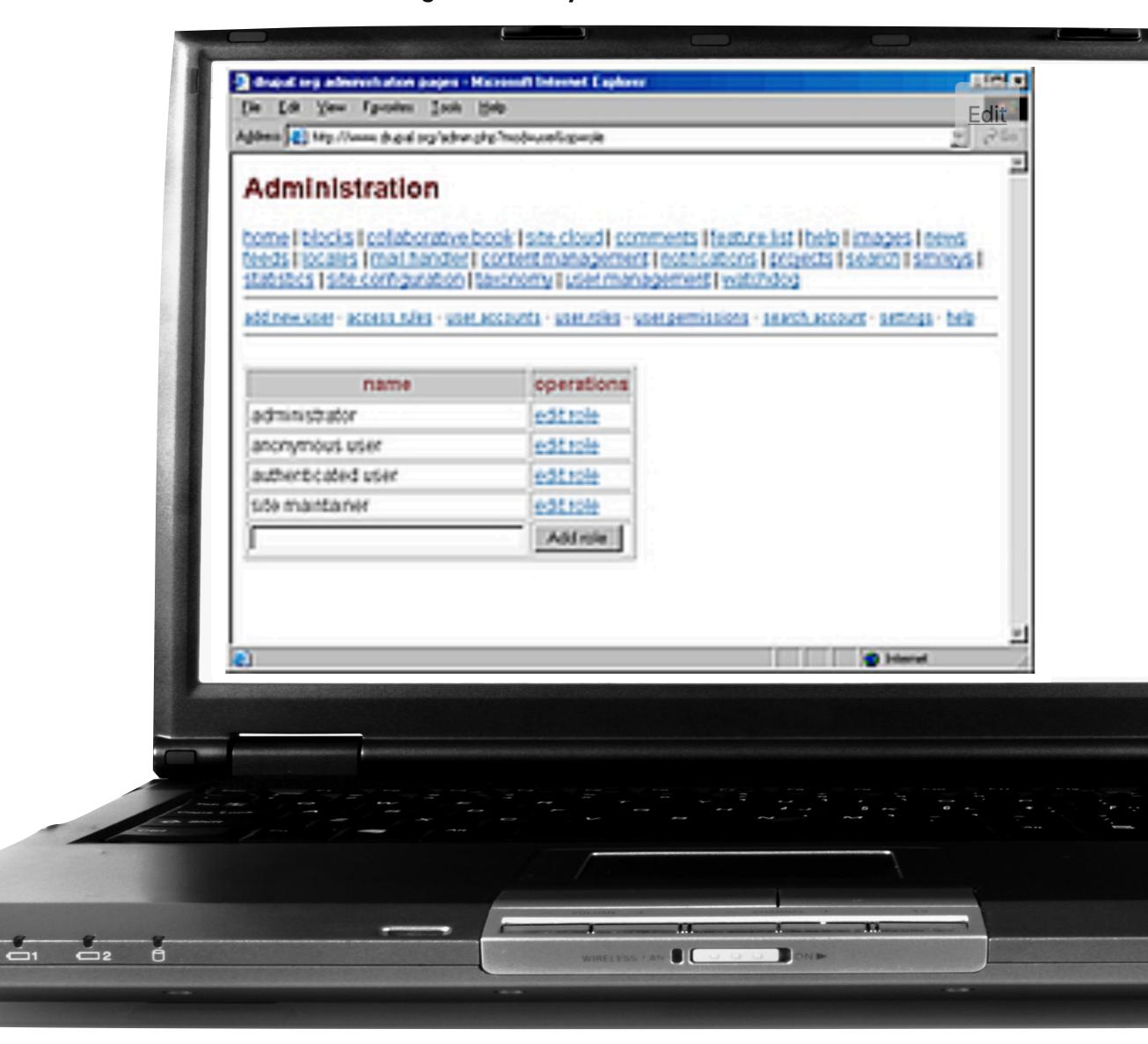
dri.es/ockhams-razor-principle-ofcontent-management-systems



"For long I focused, completely & utterly, on the aesthetics of Drupal's code, neglecting eye candy & ease of use."

-My blog circa 2006

dri.es/ockhams-razor-principle-ofcontent-management-systems





The best or first technology doesn't always lead to the widest adoption...



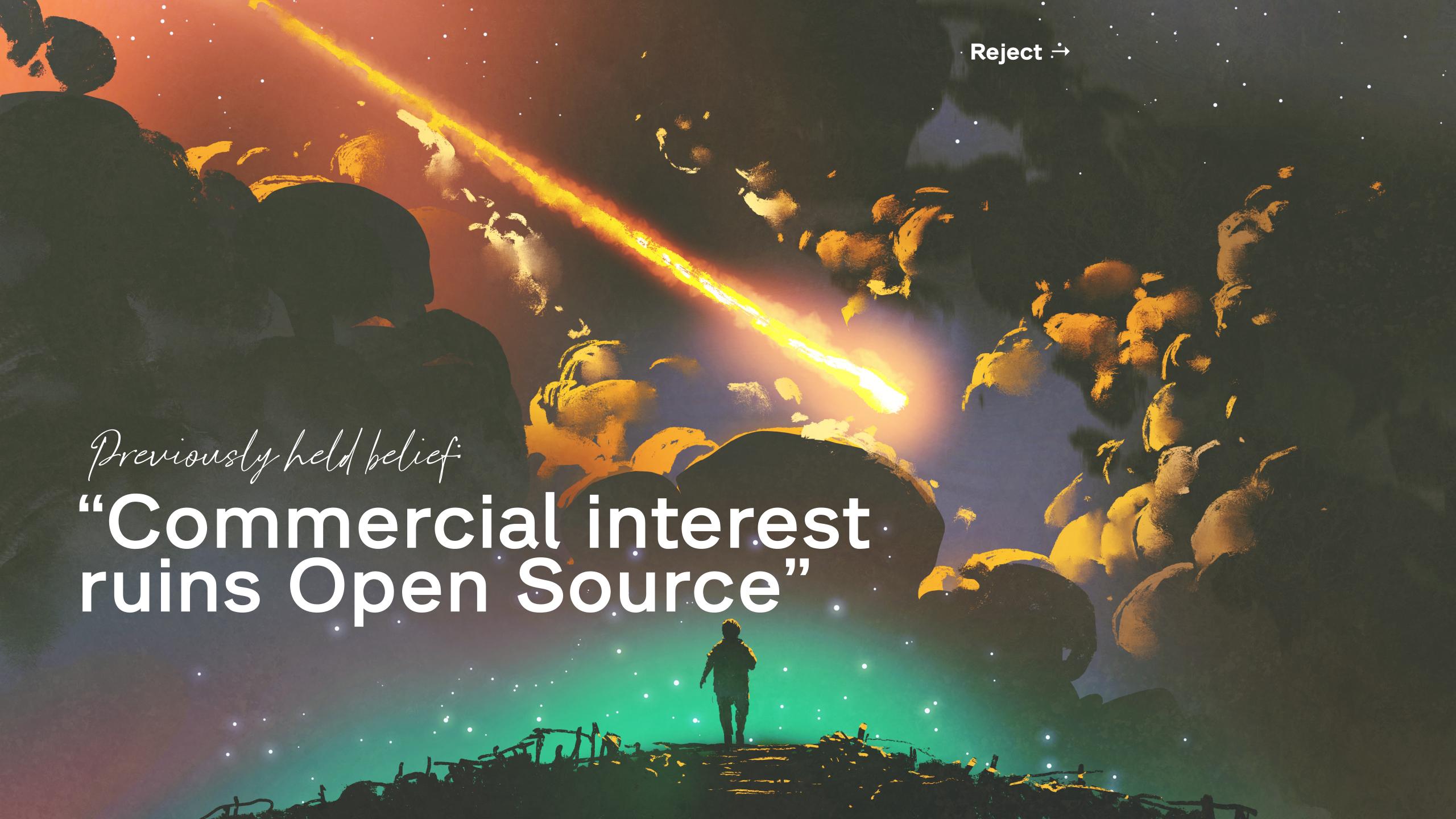
Induser experience matters most of all

Things I would have done differently:

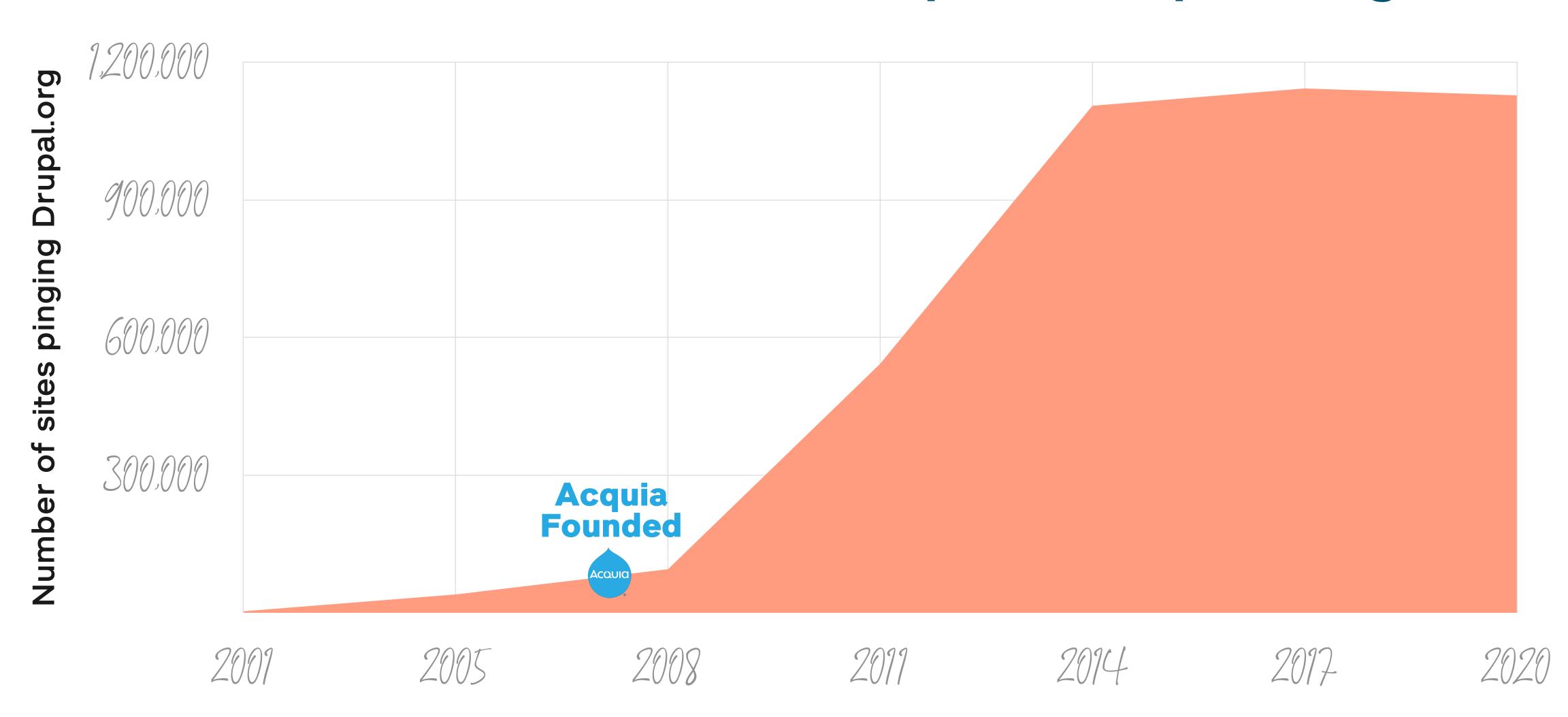
Be compelling beyond code

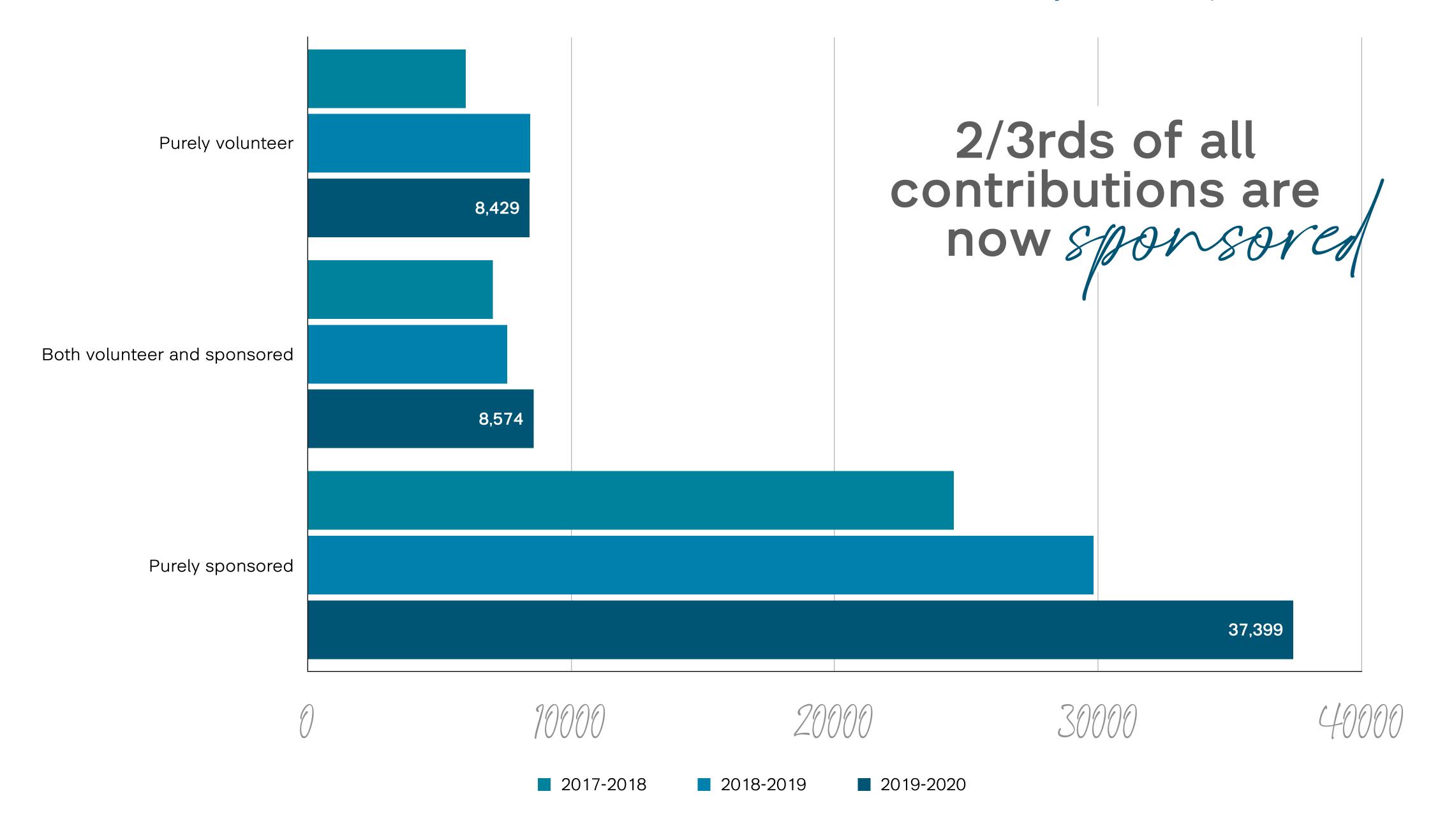
- Marketing Documentation
- · Branding · Gase of use
- Due-step install Great story telling





Commercial interest has helped Drupal to grow













The Big Blue House







MSYSTEMS





































vardot.









Valuebound



DrupalFit

S GOLENS



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DRUD



















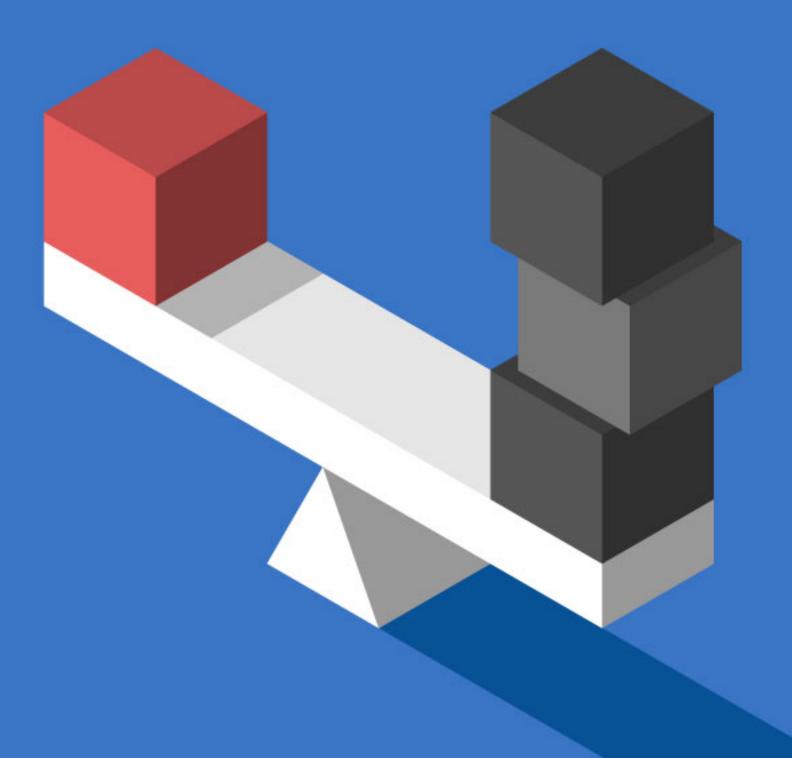






Maximize the speed of innovation by Rewarding Makers

dri.es/balancing-makers-and-takers-to-scale-and-sustain-open-source



Things I would have done differently:

- Be compelling beyond code
- Reward Makers

Things that surprised me



The evolution of my "My"

Making an impact on others became more and more important.

THE OPEN WEB

NON-USERS

END-USERS

CODE CONTRIBUTORS

MYSELF

Everyone's 'Why' is different and evolves over time

Build software that everyone can use Future of the web Compounding of the Why's Learning experience) Being part of a community





I didn't think about diversity & inclusion





Things that surprised me

- The Open Web = A web for all
- Cultivate a diverse & inclusive community

To optimize for impact:	Solve important problems with technology innovation
	 Maximize the speed of innovation by rewarding makers
	▶ Be compelling beyond code
	▶ Open Web = A web for all
	Cultivate a diverse & inclusive community

That is all nice to say, but what are we going to do about it?

Now, Heather Rocker will share

the Drupal Association's action plan



Thanks for listening, and Happy (almost) 20th Birthday Drupal