

Drupalcon DENVER

2012

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Drupal Project Lead
[@Dries](#) on Twitter / [#Driesnote](#)



Winning

hearts
and
minds

through

innovation



Fish carrier



*What happens down there,
stays down there*

Soundproof Underwear

If your digestive process leads to the occasional embarrassing noise, then this could be an important innovation for you. What is it? Underpants that have been manufactured out of acoustic foam, a material specially designed to deaden sound.

Since it's made entirely from foam, soundproof underwear is obviously warm and comfortable, but its real virtue lies in its ability to kill uninvited noises. It knows (in other words) how to keep a secret.



Beard scarf



Beard scarf





Cat duster

Baby duster



Noodle cooler



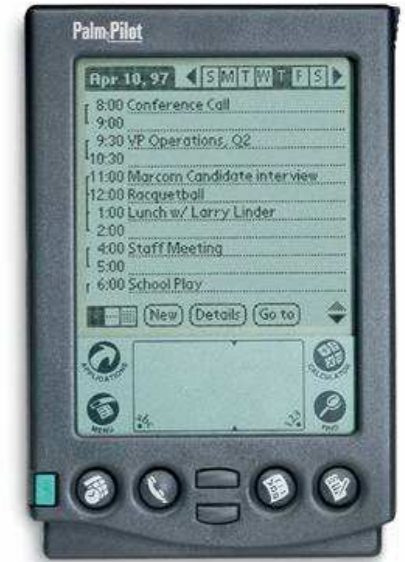
Noodle-eater hair guard



What products will win hearts and minds?



These were all once perceived as innovative



Today's standard of innovation



Google™



twitter



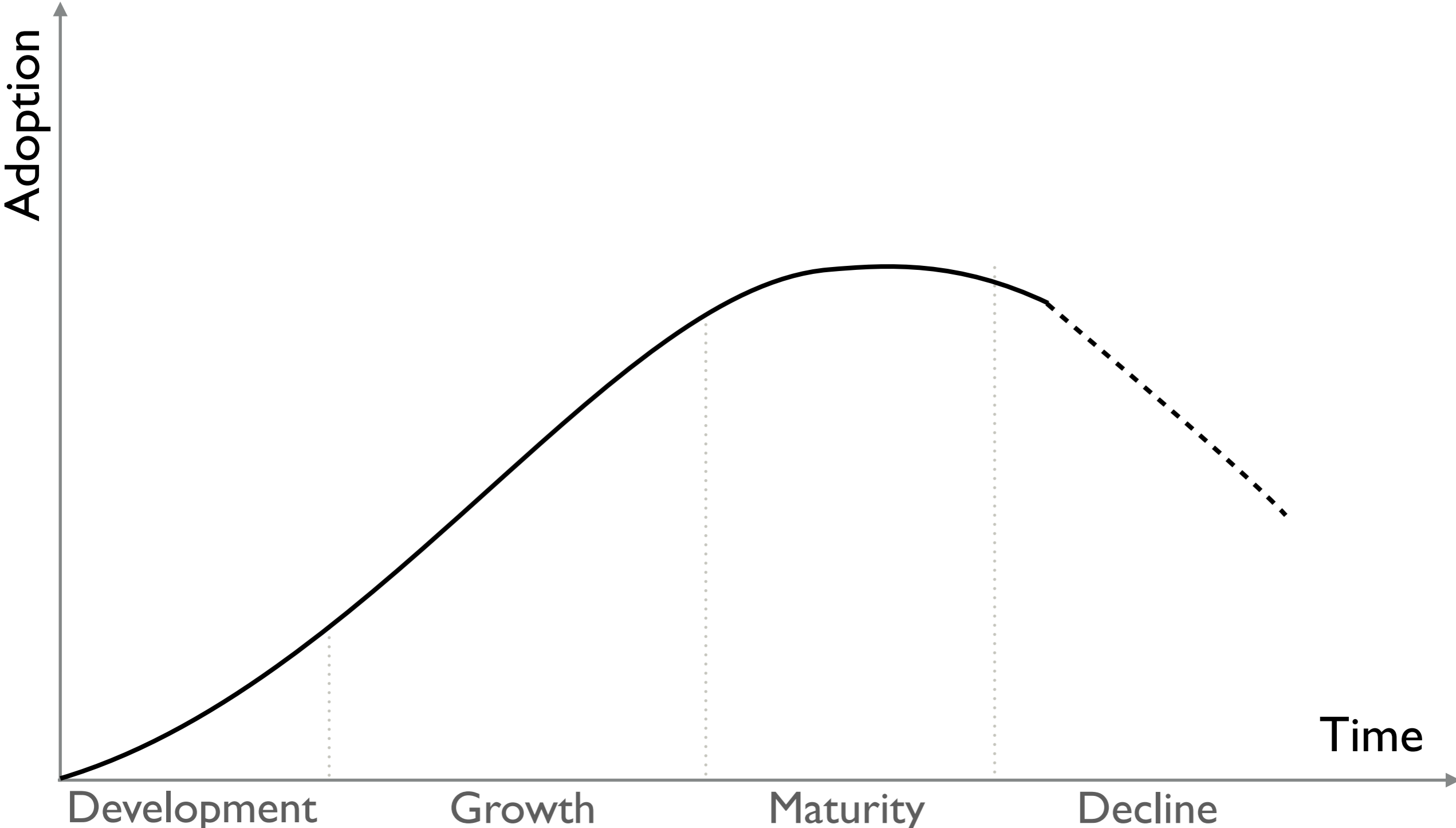
eBay®

So what is the difference?

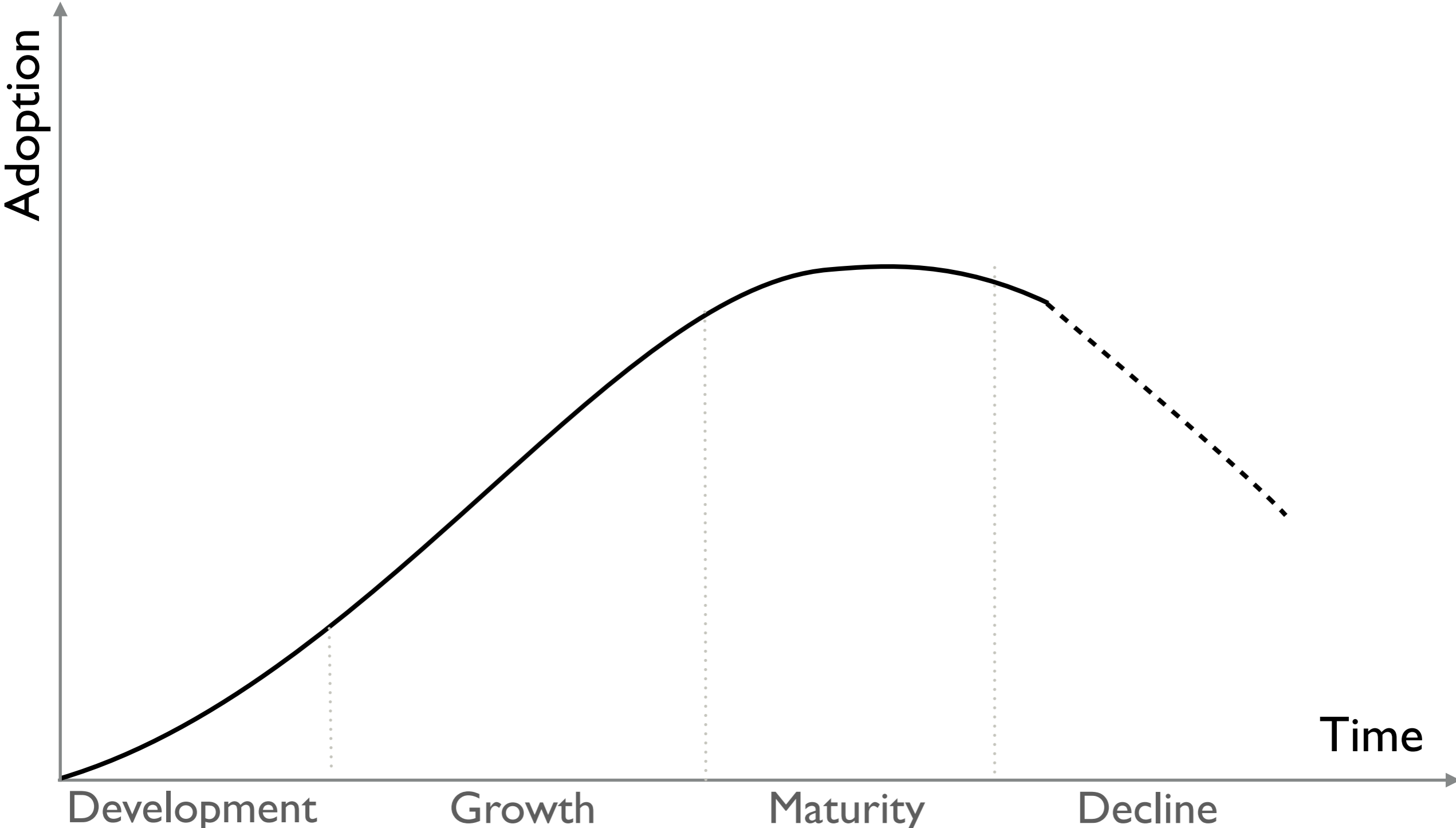


Continuous innovation!

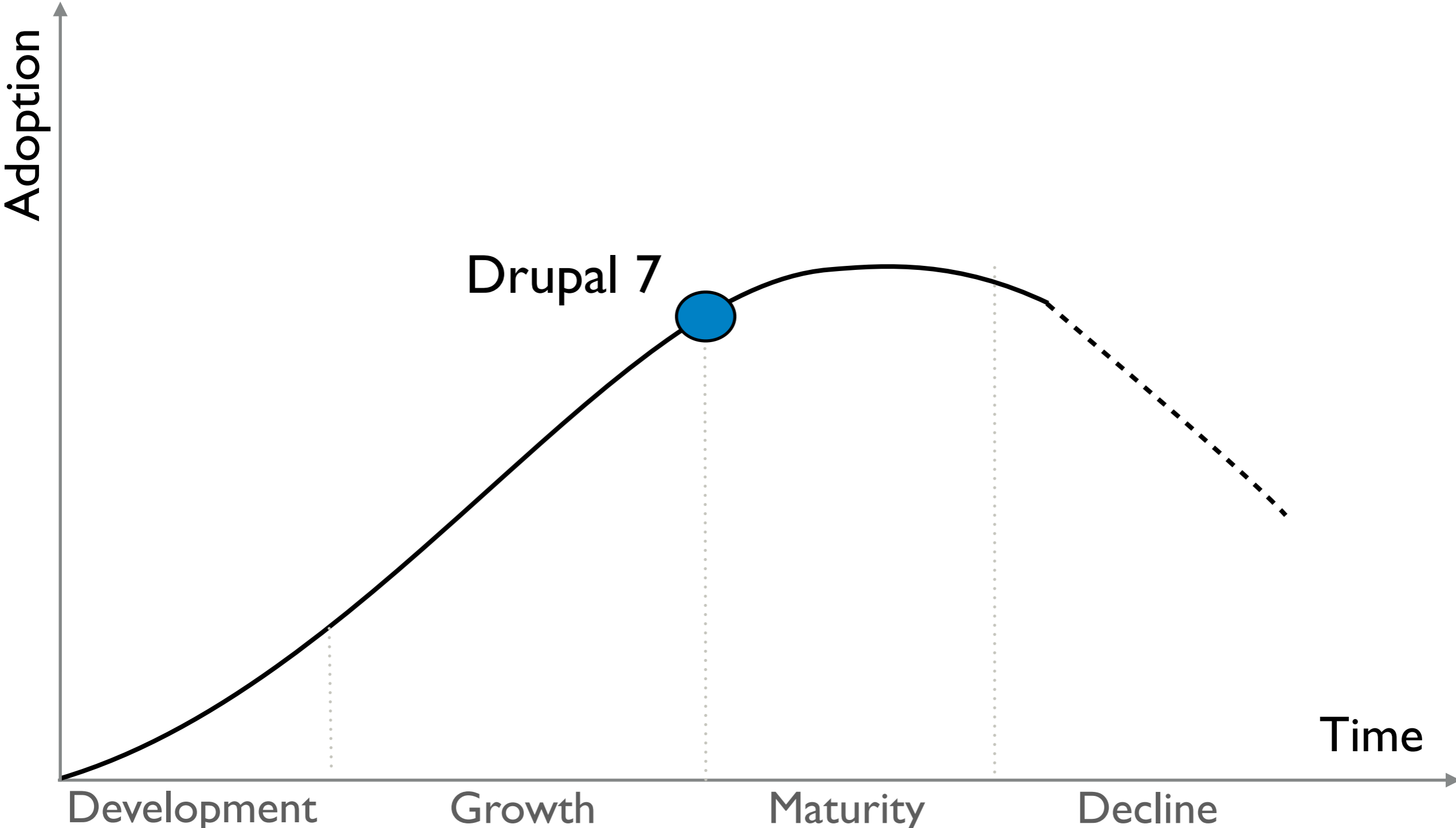
Product lifecycle



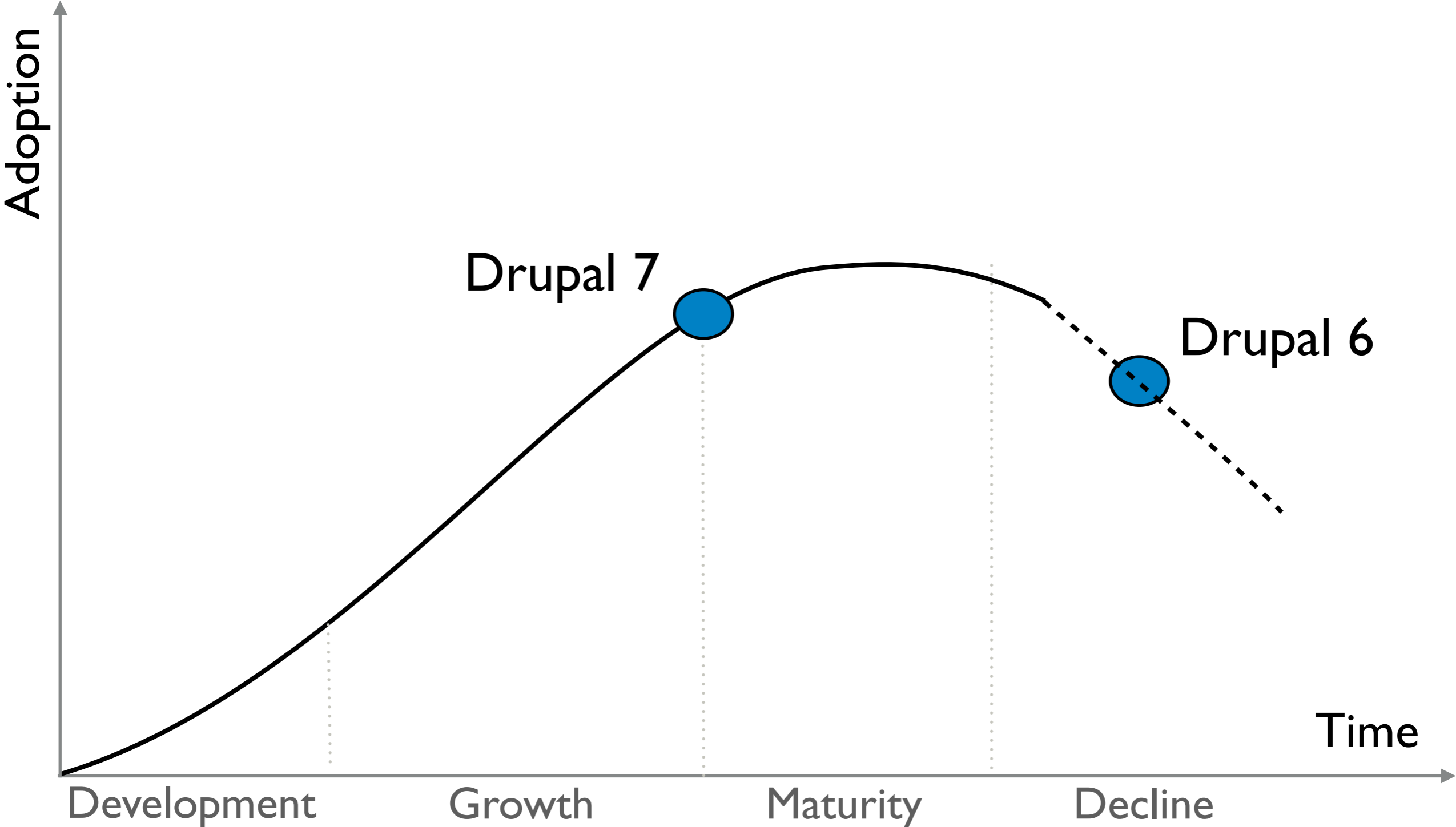
Product lifecycle



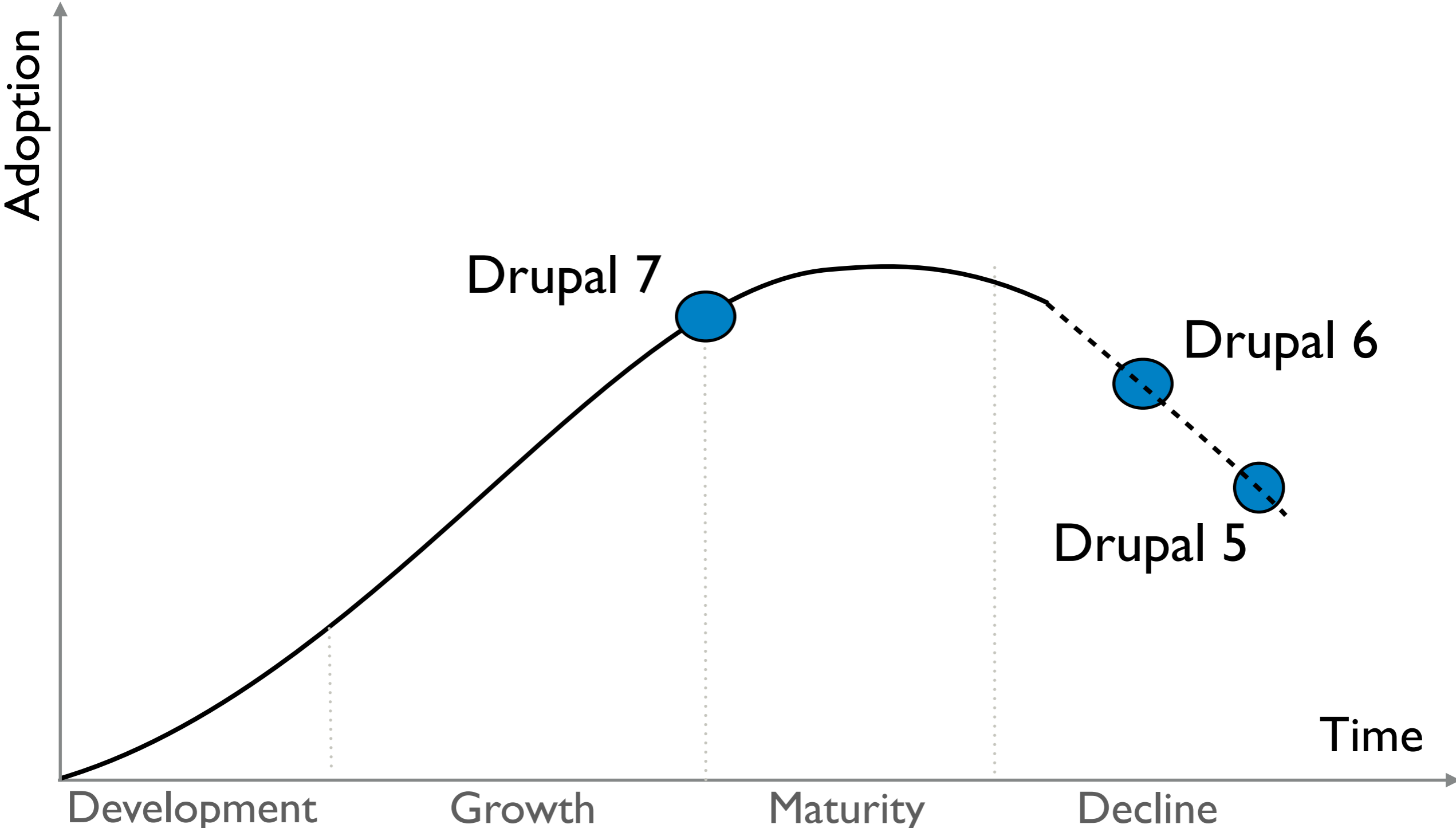
Product lifecycle



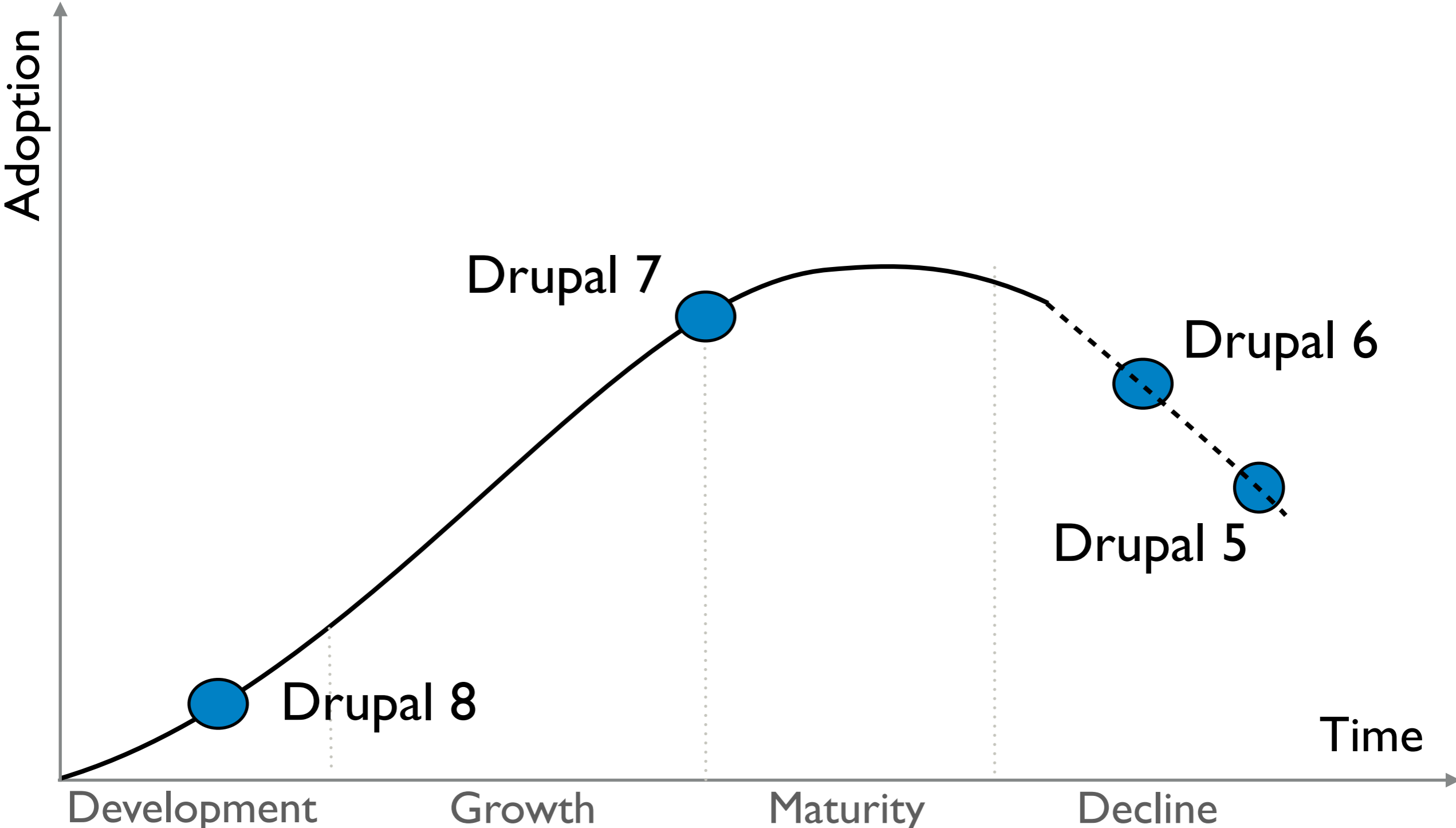
Product lifecycle

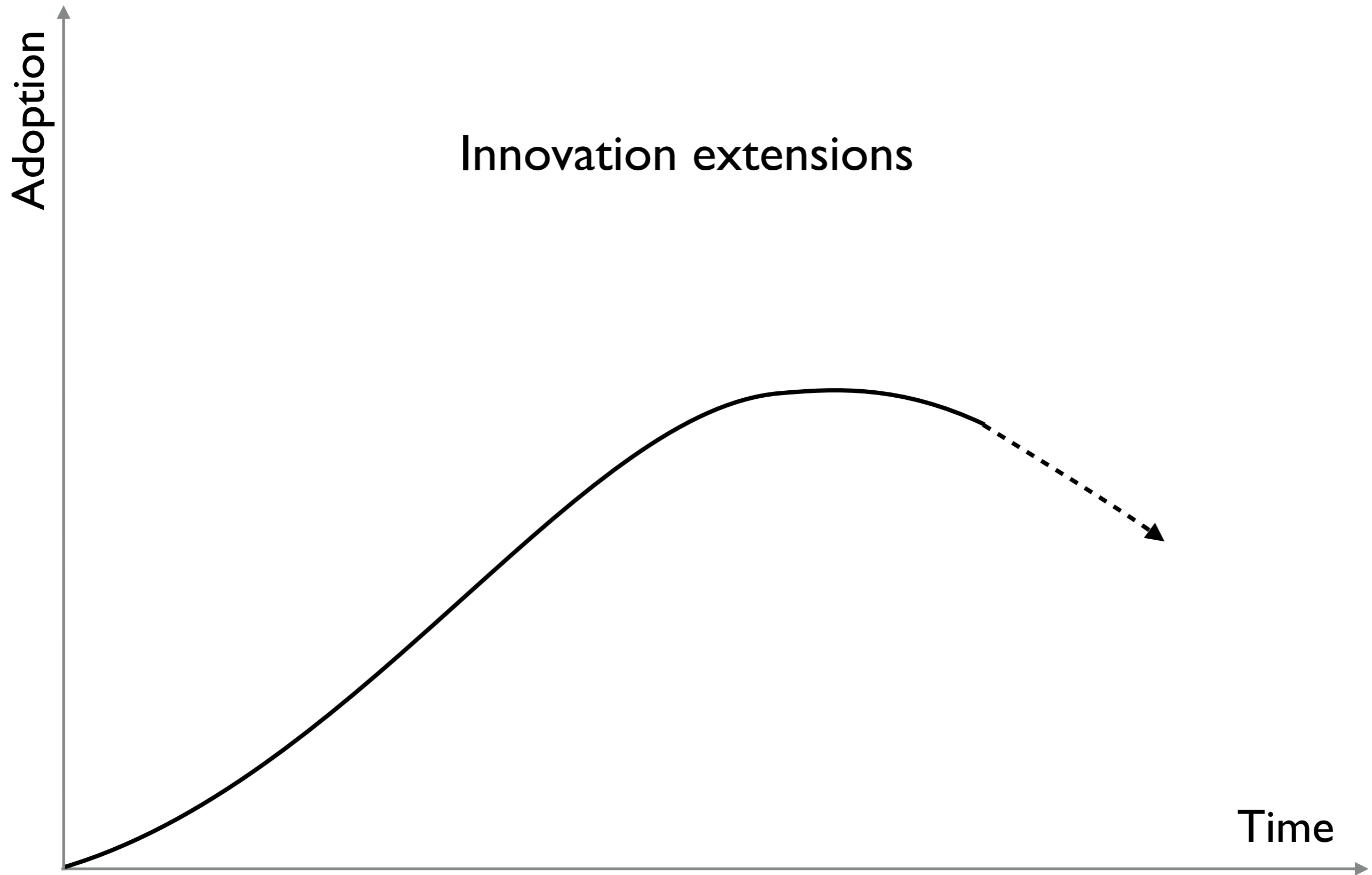


Product lifecycle



Product lifecycle

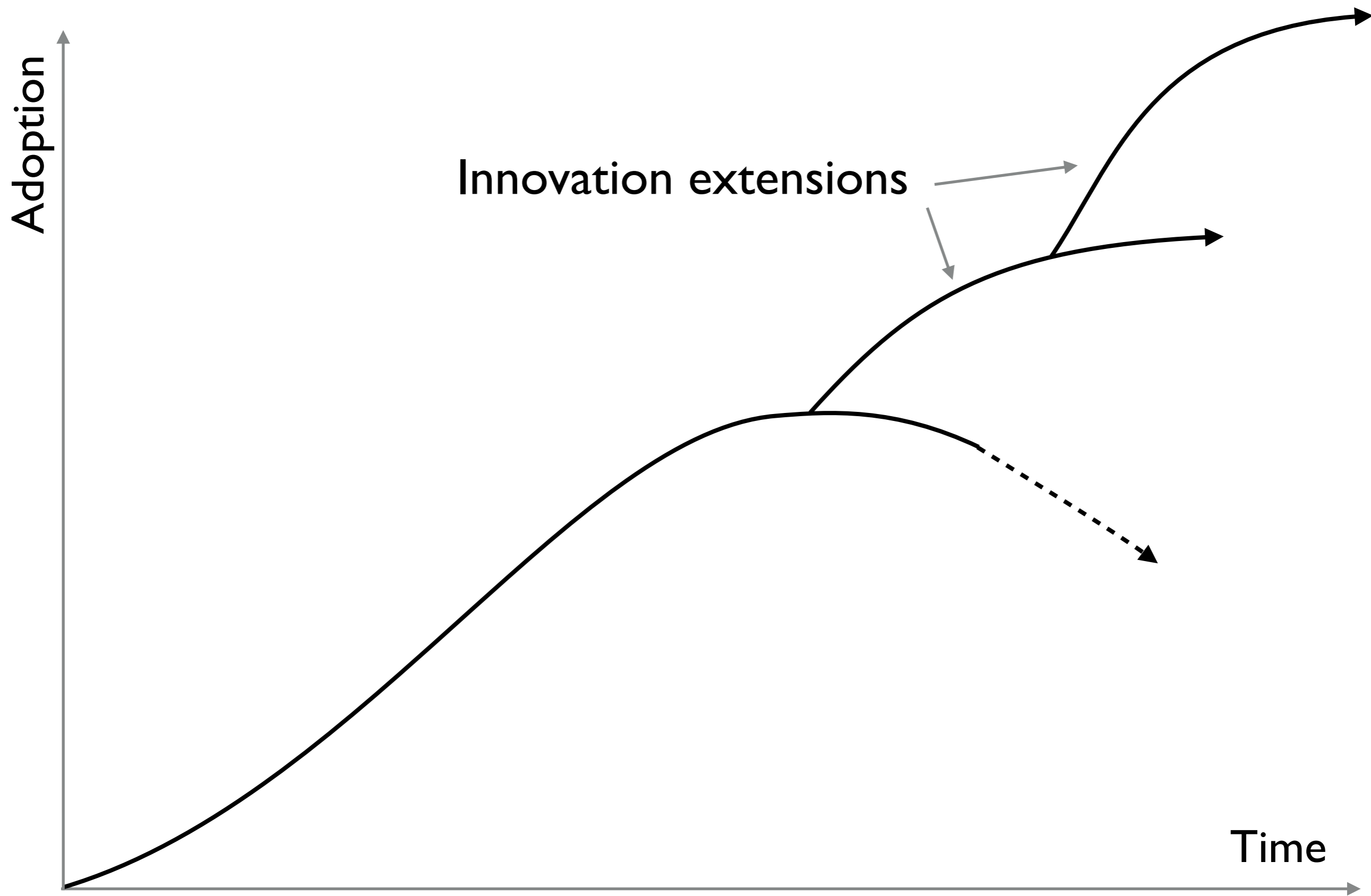


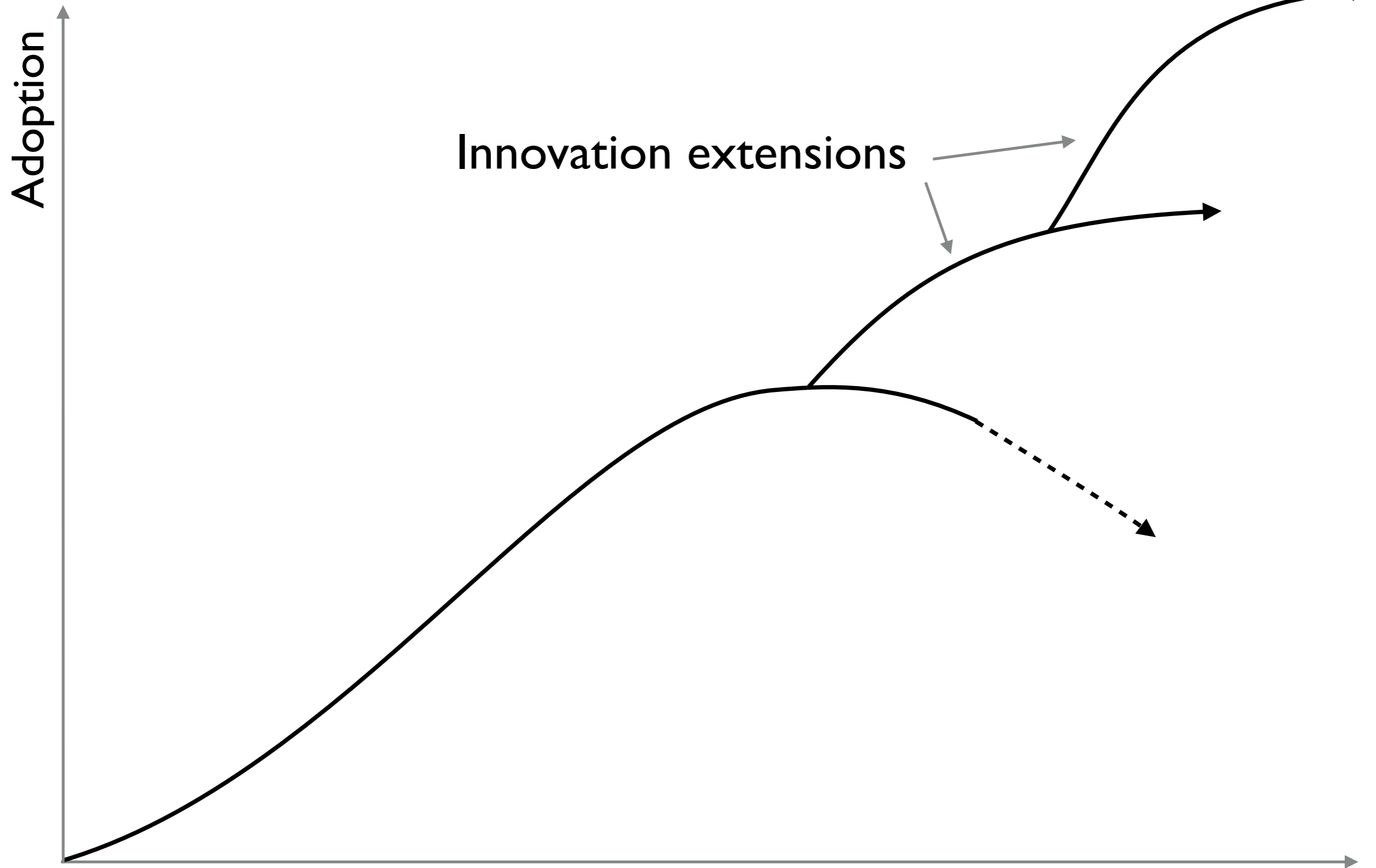


Adoption

Innovation extensions

Time



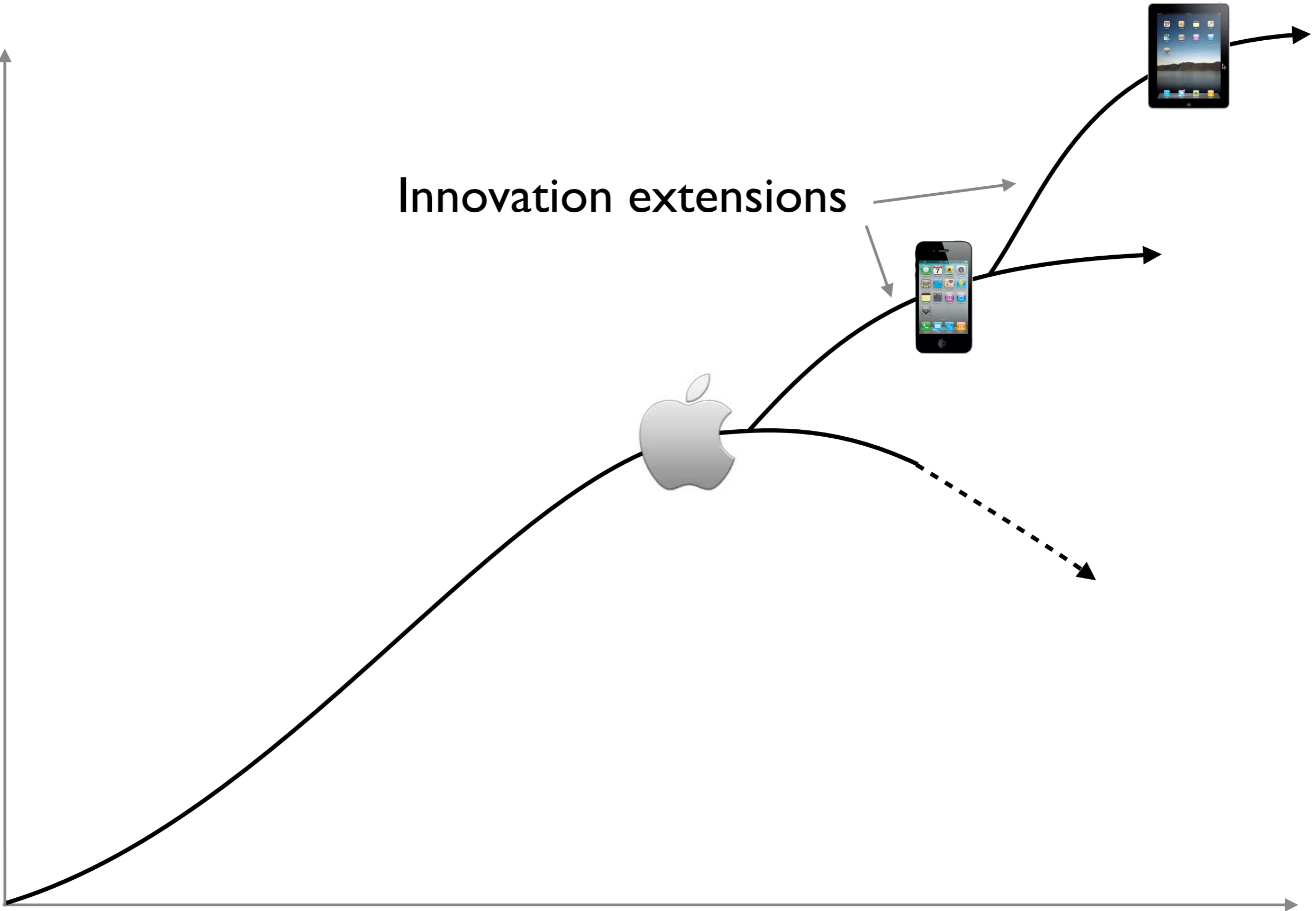


Adoption

Innovation extensions

Adoption

Innovation extensions

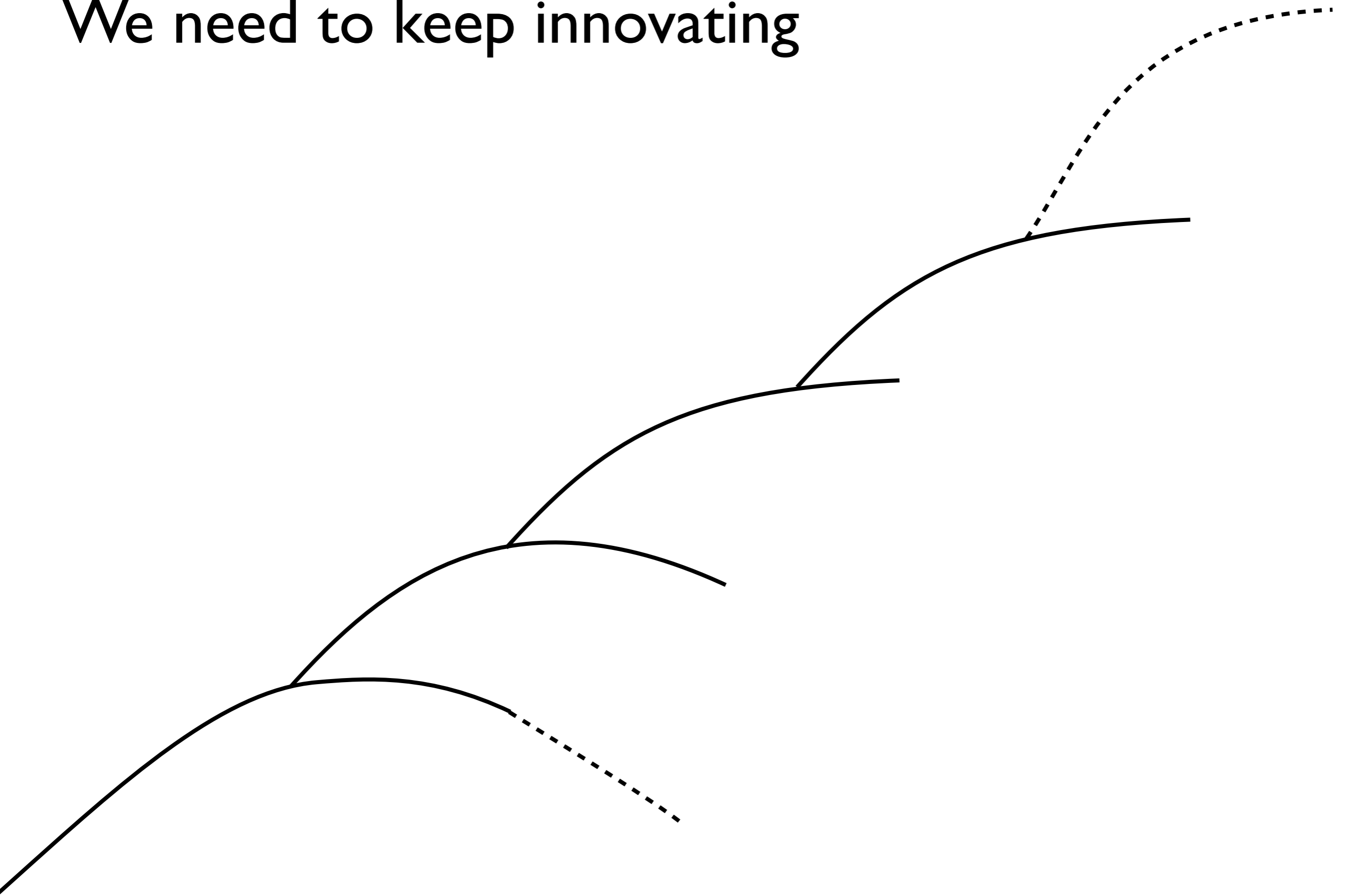


Adoption

Innovation extensions

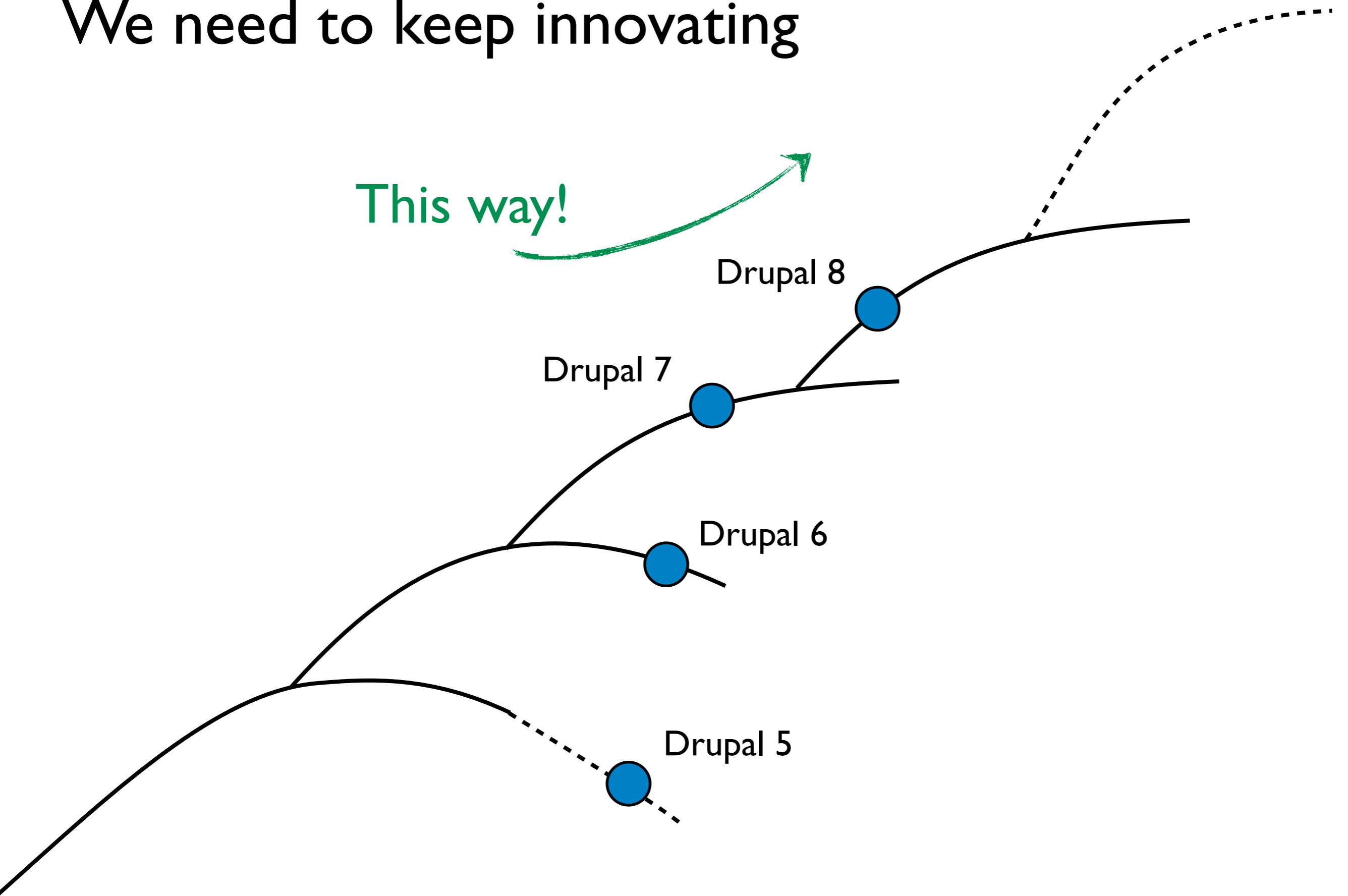


We need to keep innovating



We need to keep innovating

This way!





Let's look at the past before we look at the future

Drupal self-reflection



Drupal self-reflection

Strengths



Drupal self-reflection

Strengths

Weaknesses



Drupal self-reflection



Drupal self-reflection





Drupal self-reflection



Strengths



- Our community

Open Source





Open Source



Collaboration



Community



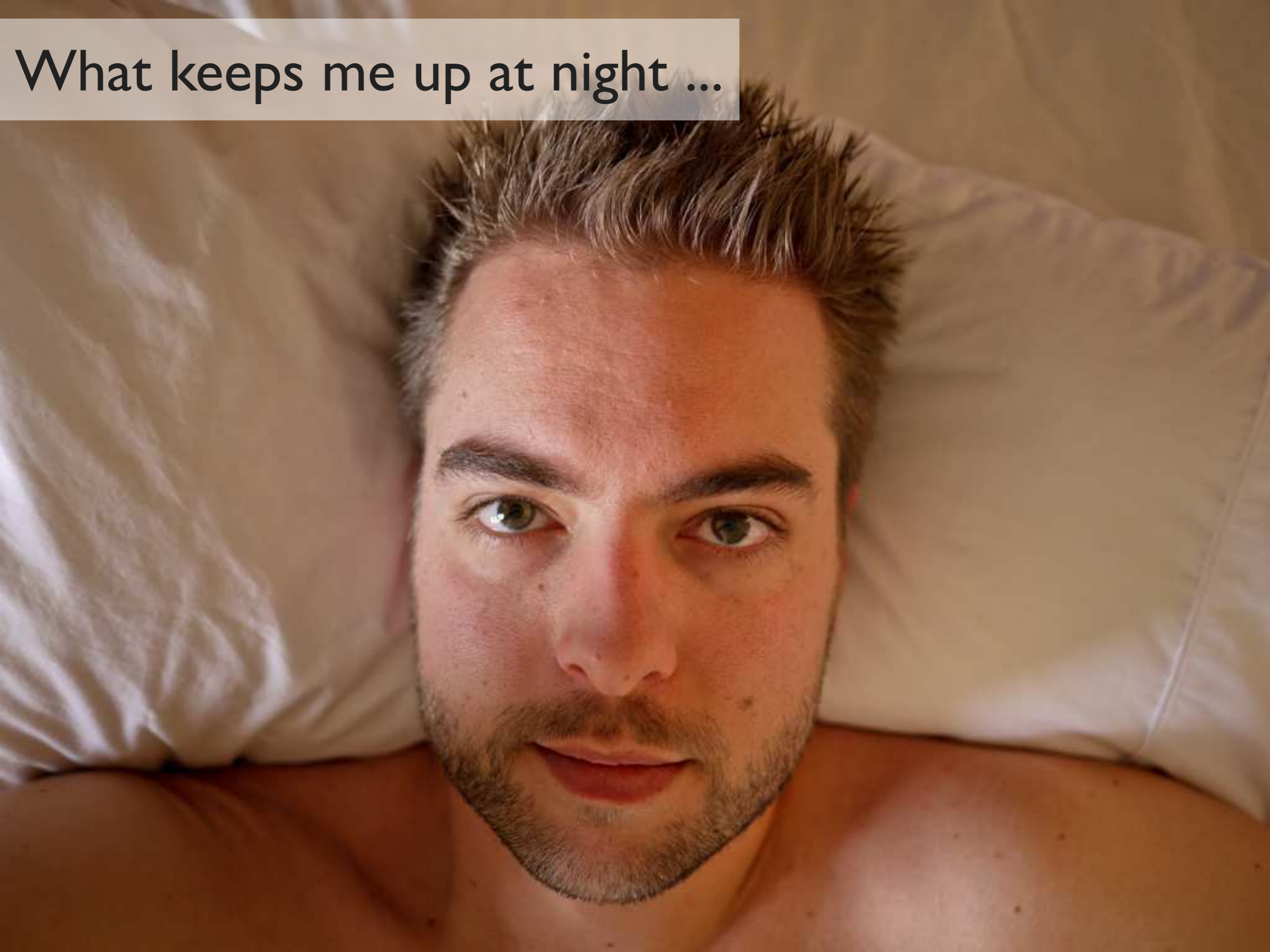
Innovation

Strengths



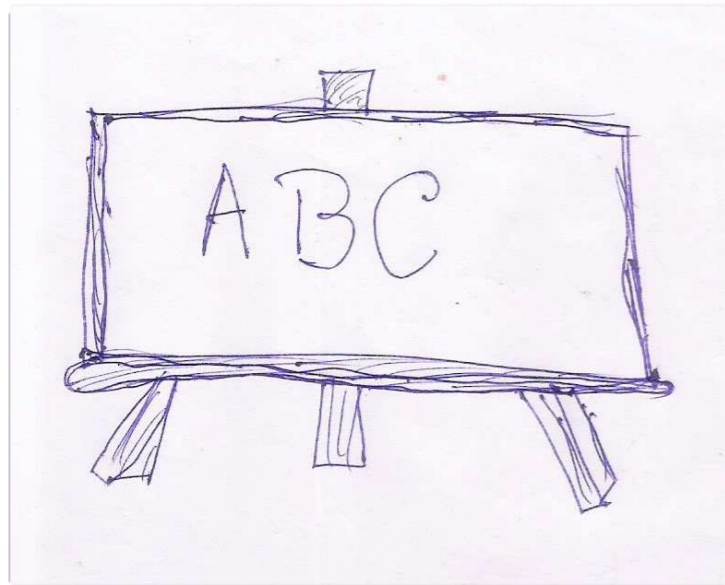
- Our community
- Flexibility
- Assembled web
- Time to deploy

What keeps me up at night ...

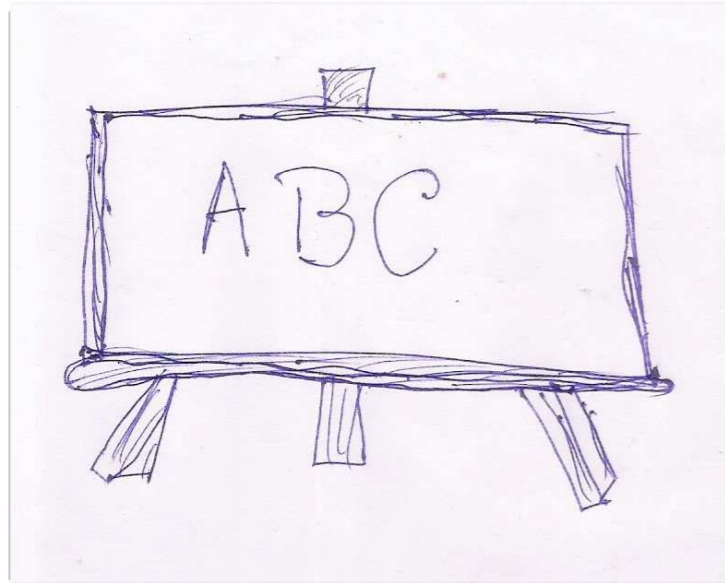


Drupal self-reflection





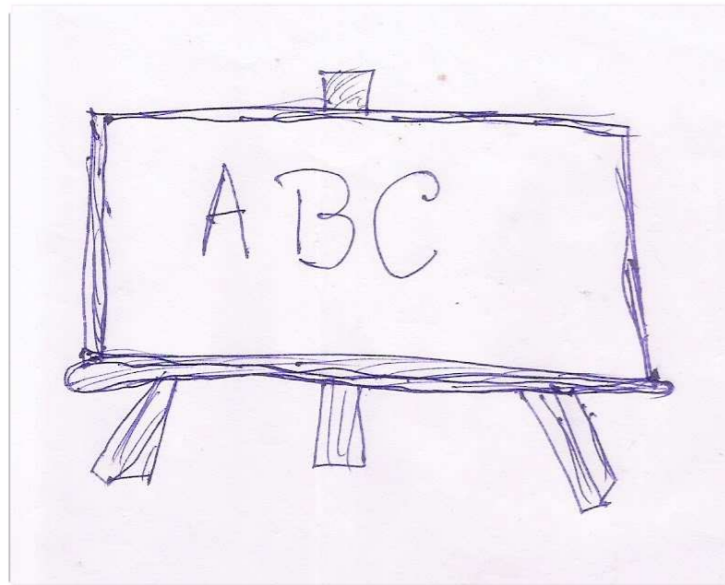
**Rudimentary
authoring
experience**



**Rudimentary
authoring
experience**



**Aging web
development
framework**



**Rudimentary
authoring
experience**



**Aging web
development
framework**



**Small
Drupal
talent pool**

Drupal self-reflection

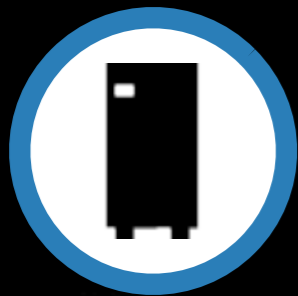


““ We are now in the
5th major technology cycle
of the past half century””

Mary Meeker
Kleiner Perkins

“ We are now in the
5th major technology cycle
of the past half century ”

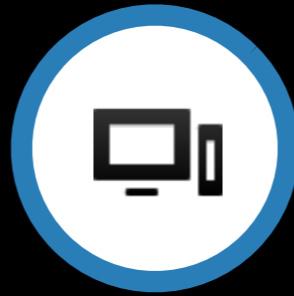
Mary Meeker
Kleiner Perkins



Mainframe



Mini-computer



Desktop



Internet



Mobile



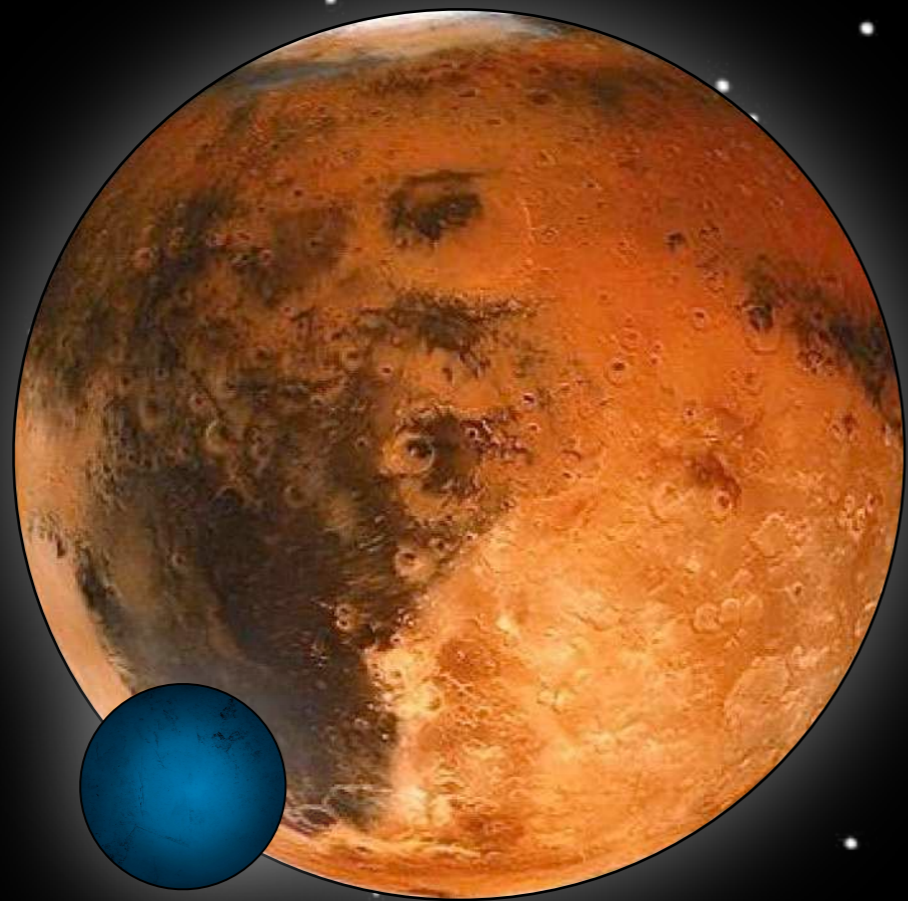
Drupal sites
1.5 million

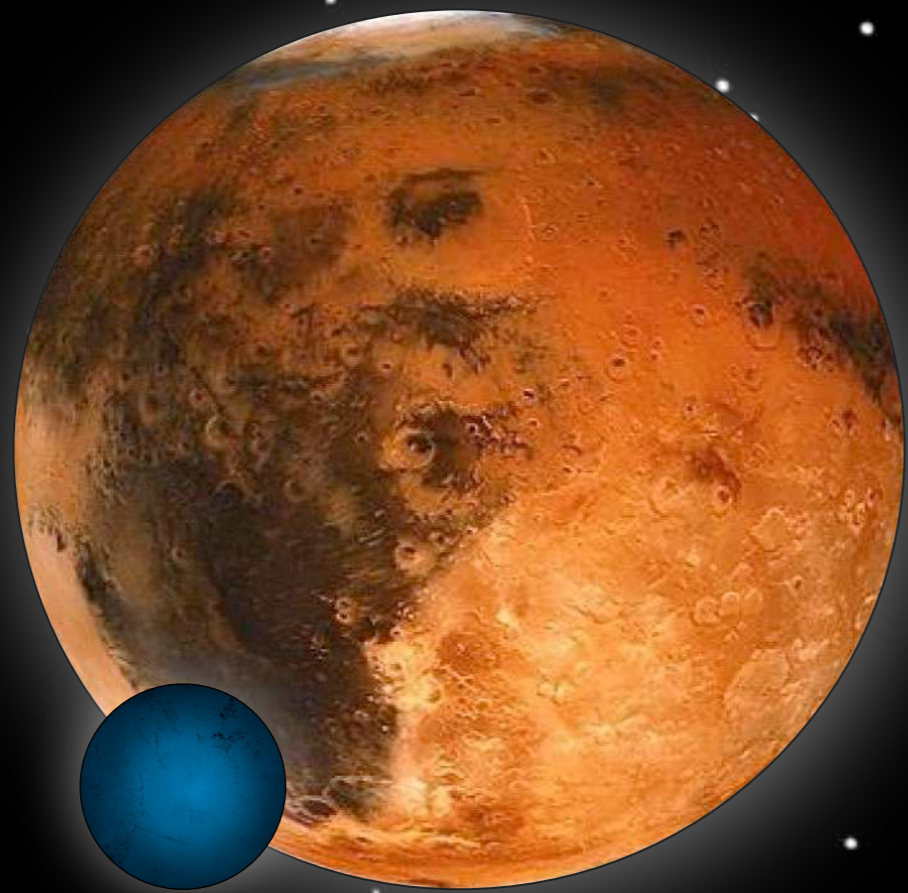


All CMS sites

6.7%





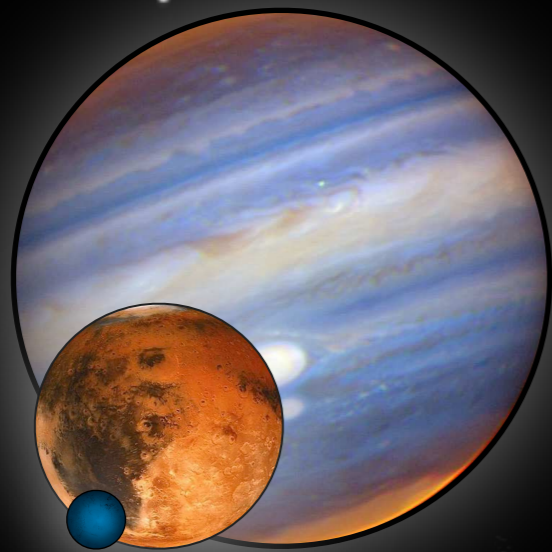


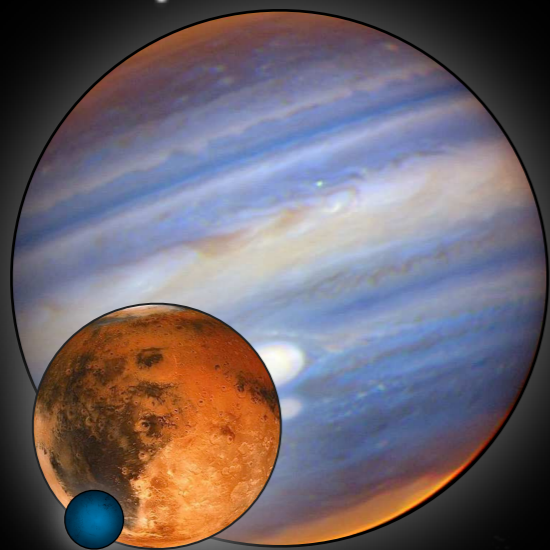


All sites

30%

CMS sites

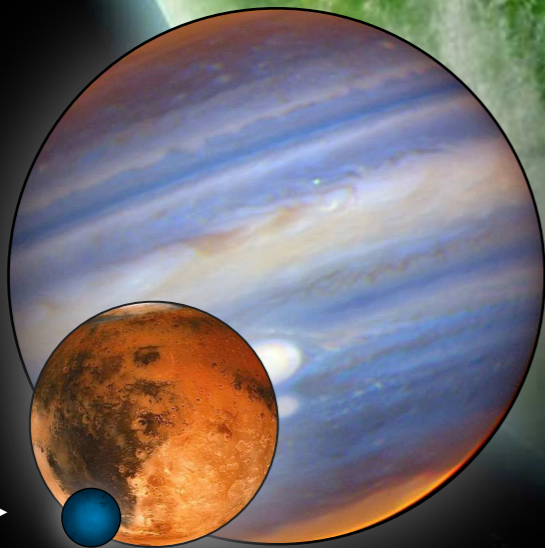




Mobile

25X growth
over next 5 years!

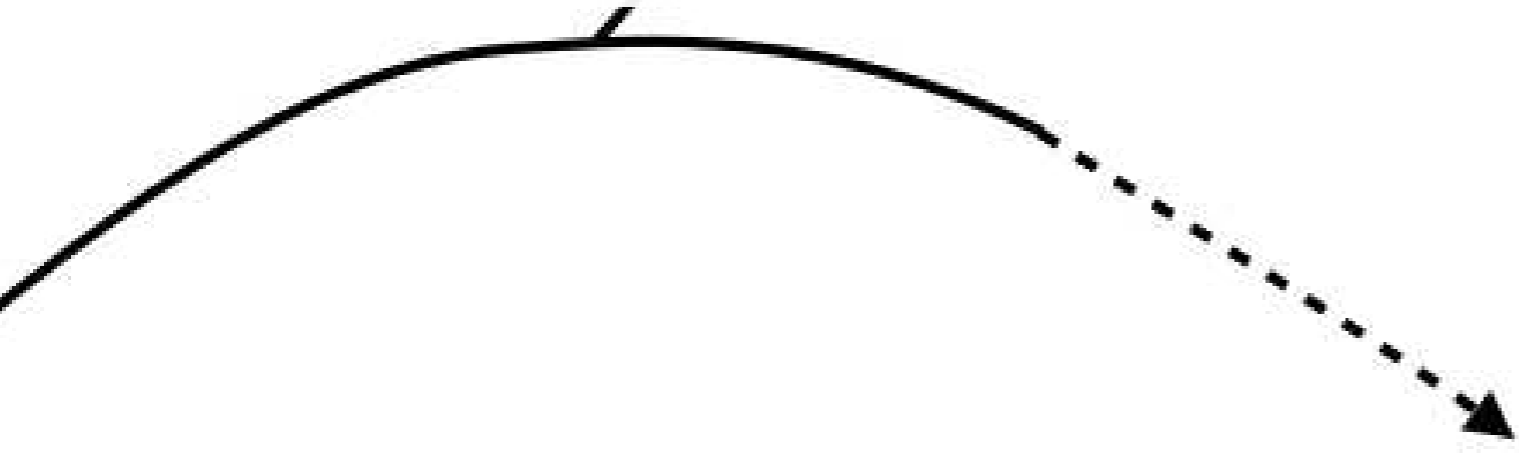
We
are
tiny



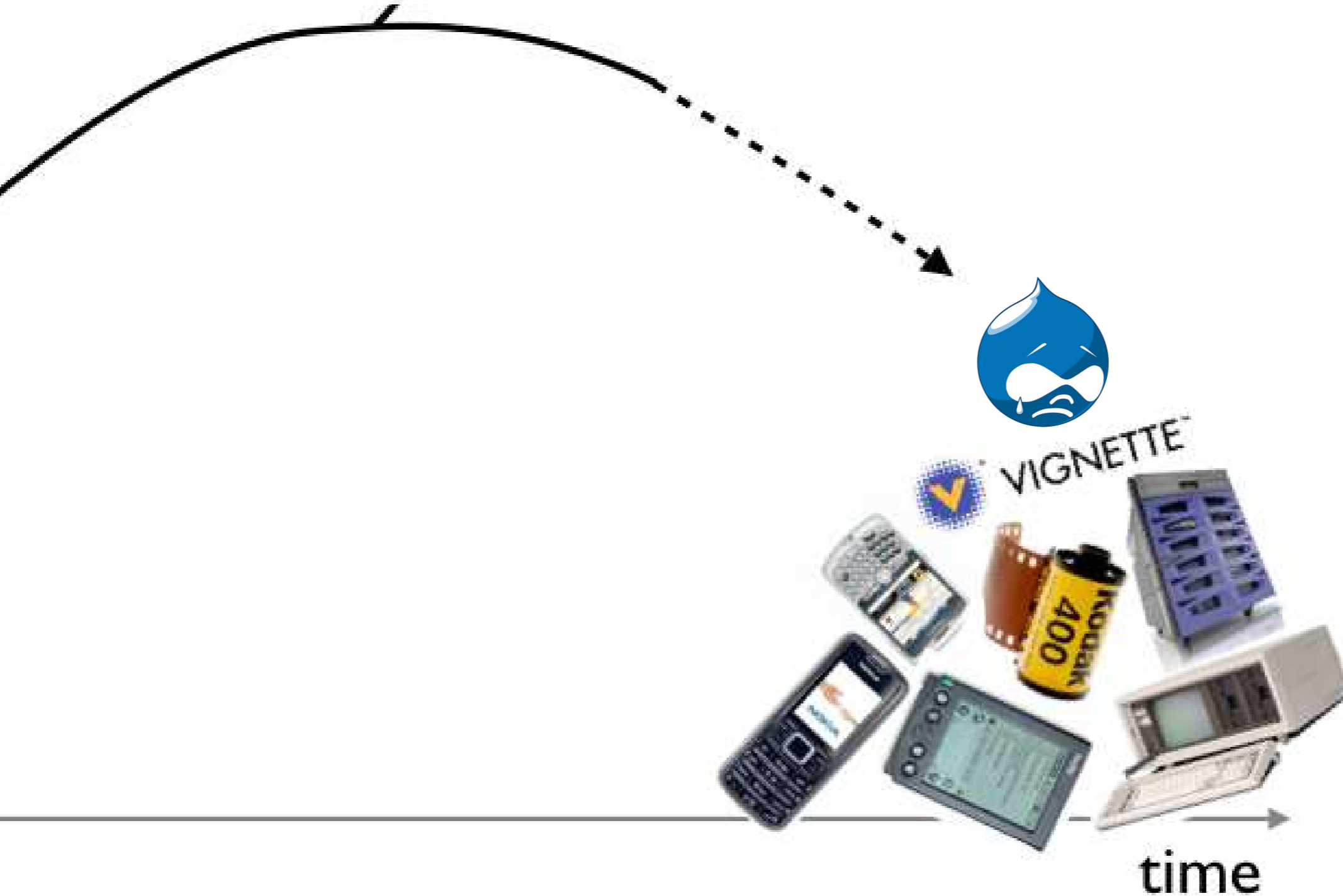
Drupal self-reflection



Threat is that we get passed by



Threat is that we get passed by



Drupal self-reflection



So now what?





**Time to kick ass
with Drupal 8!**



Authors

Site visitors

Developers

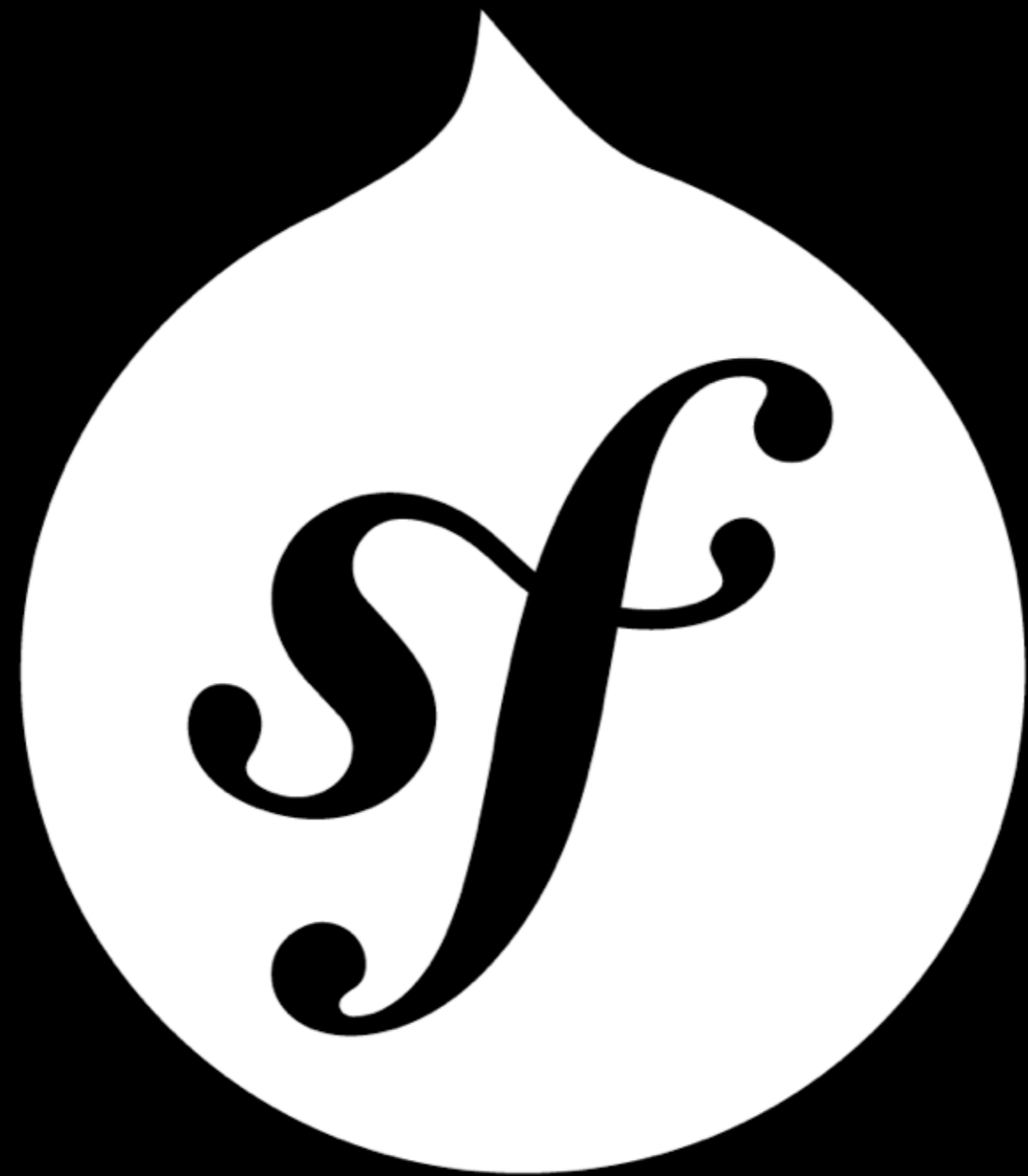
Authors

**Modern
framework**

Site visitors

Developers





Symphony





Symfony benefits

- ✓ A robust, modern toolkit for today's web
- ✓ Well-tested, open source code
- ✓ A healthy, welcoming community behind it

"It's like when we adopted jQuery, but for the backend!"

Helps us attract more of you!



Authors

**Modern
framework**

Site visitors

Developers

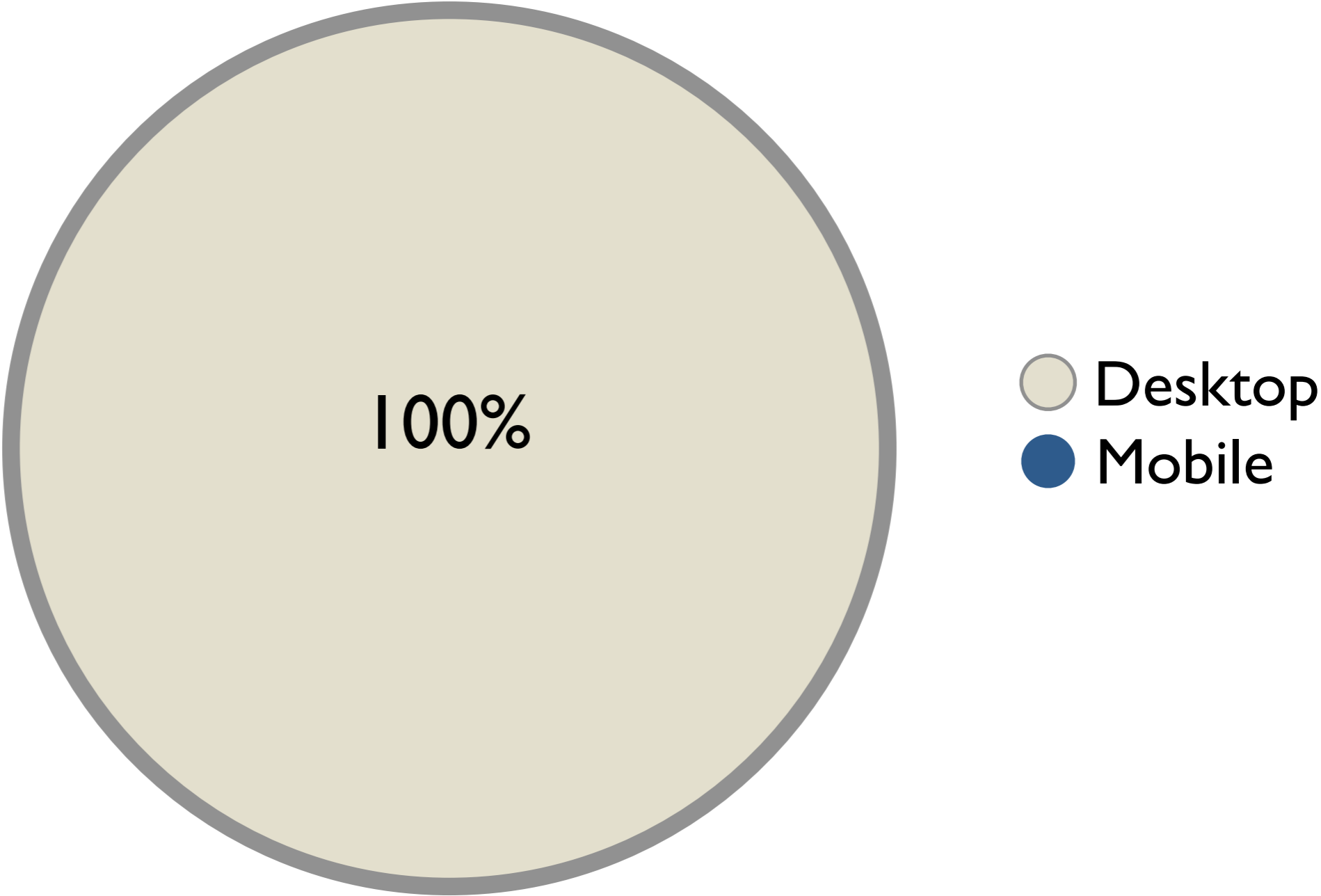
Authors

**Great
mobile
experience**

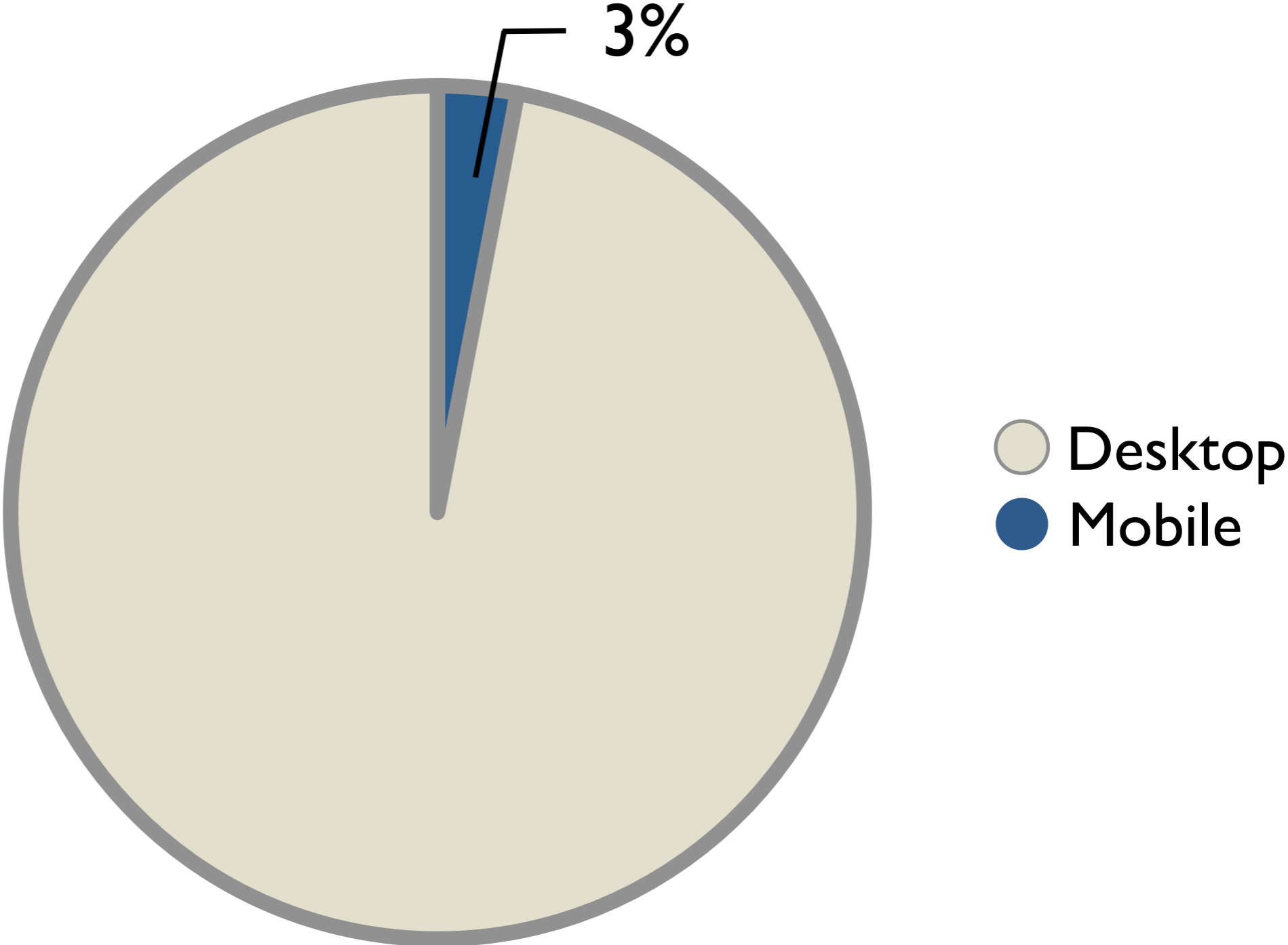
Site visitors

Developers

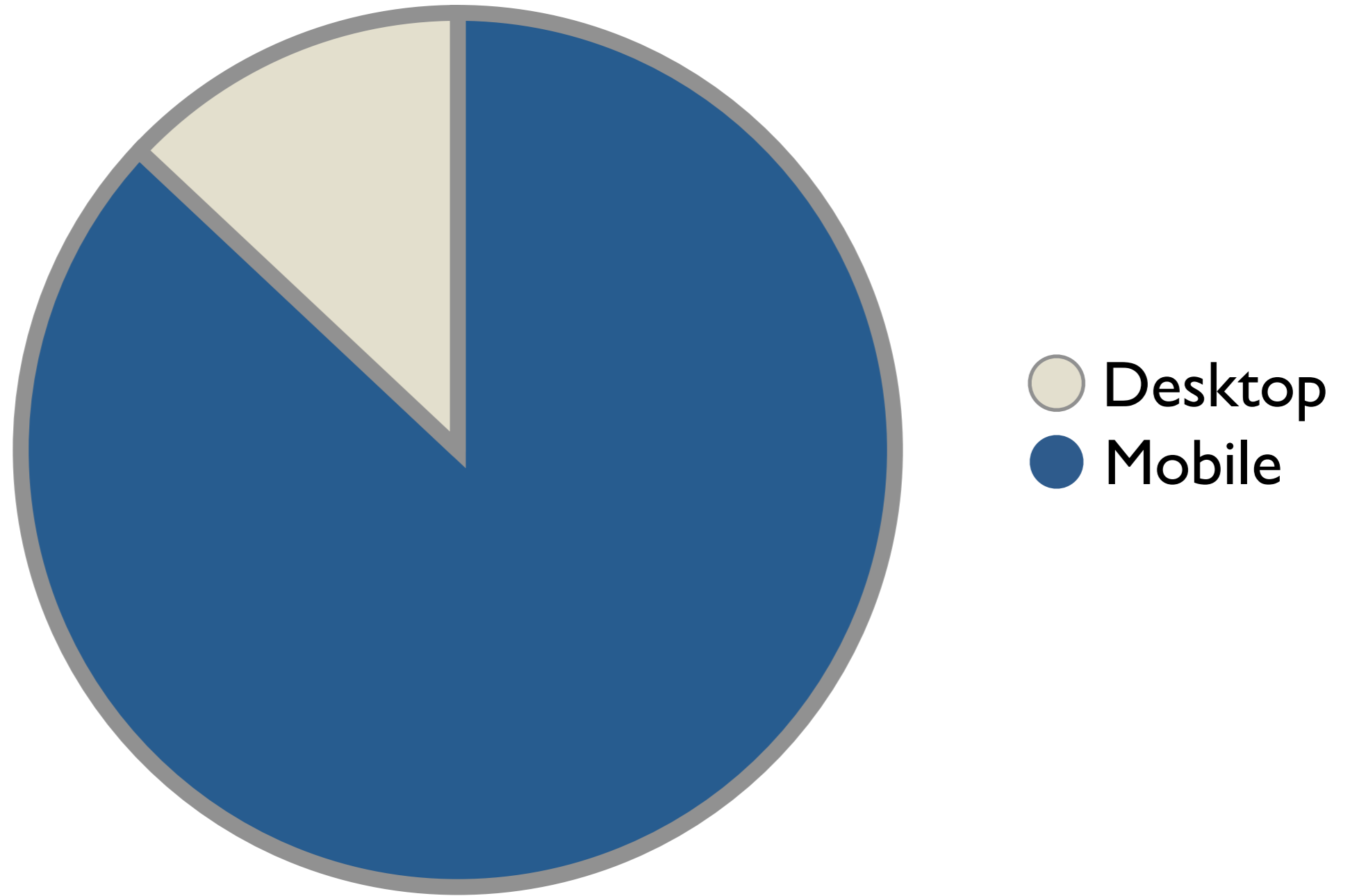
In 2000 all traffic came from desktop browsers



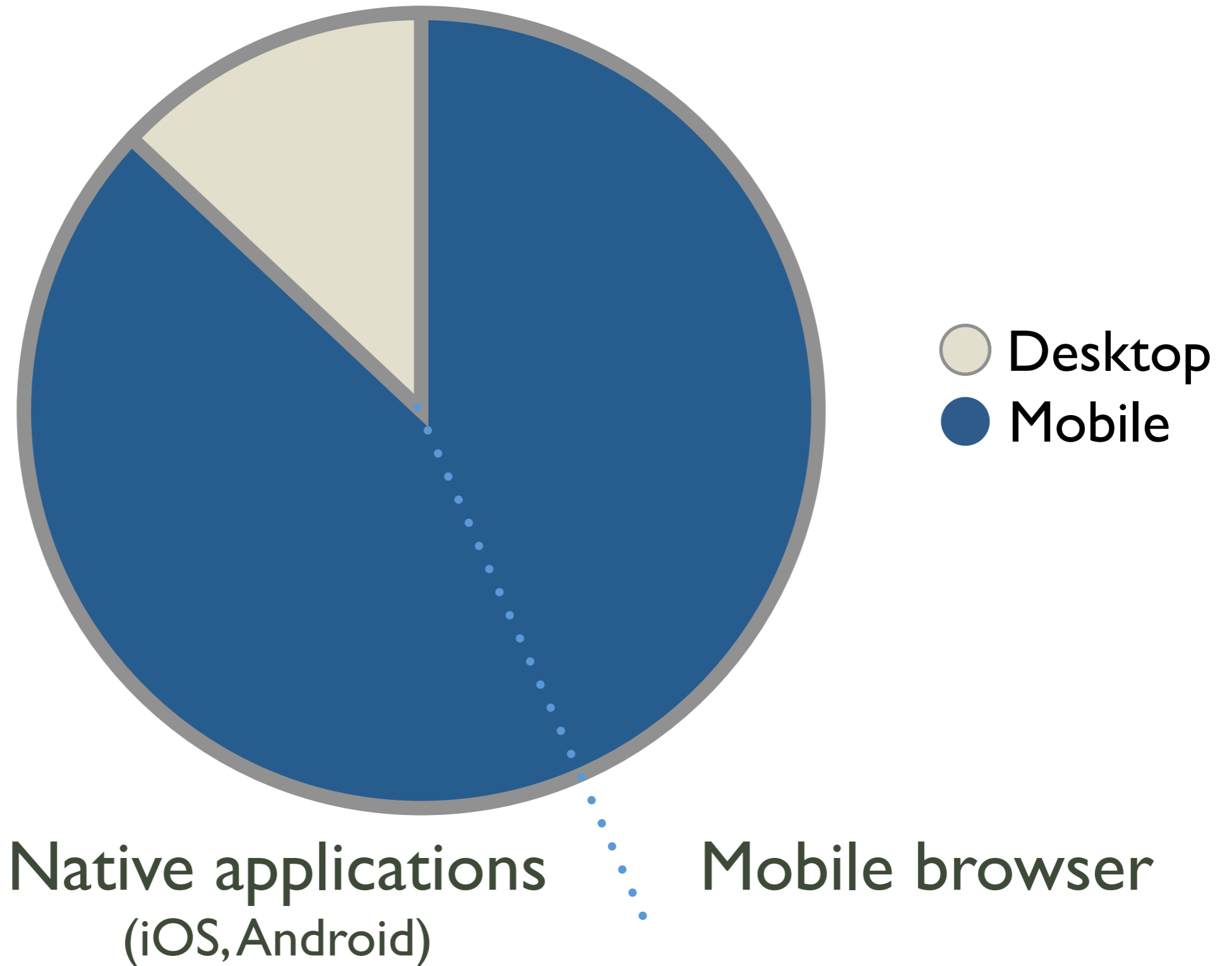
In 2010, 3% of all traffic came from mobile



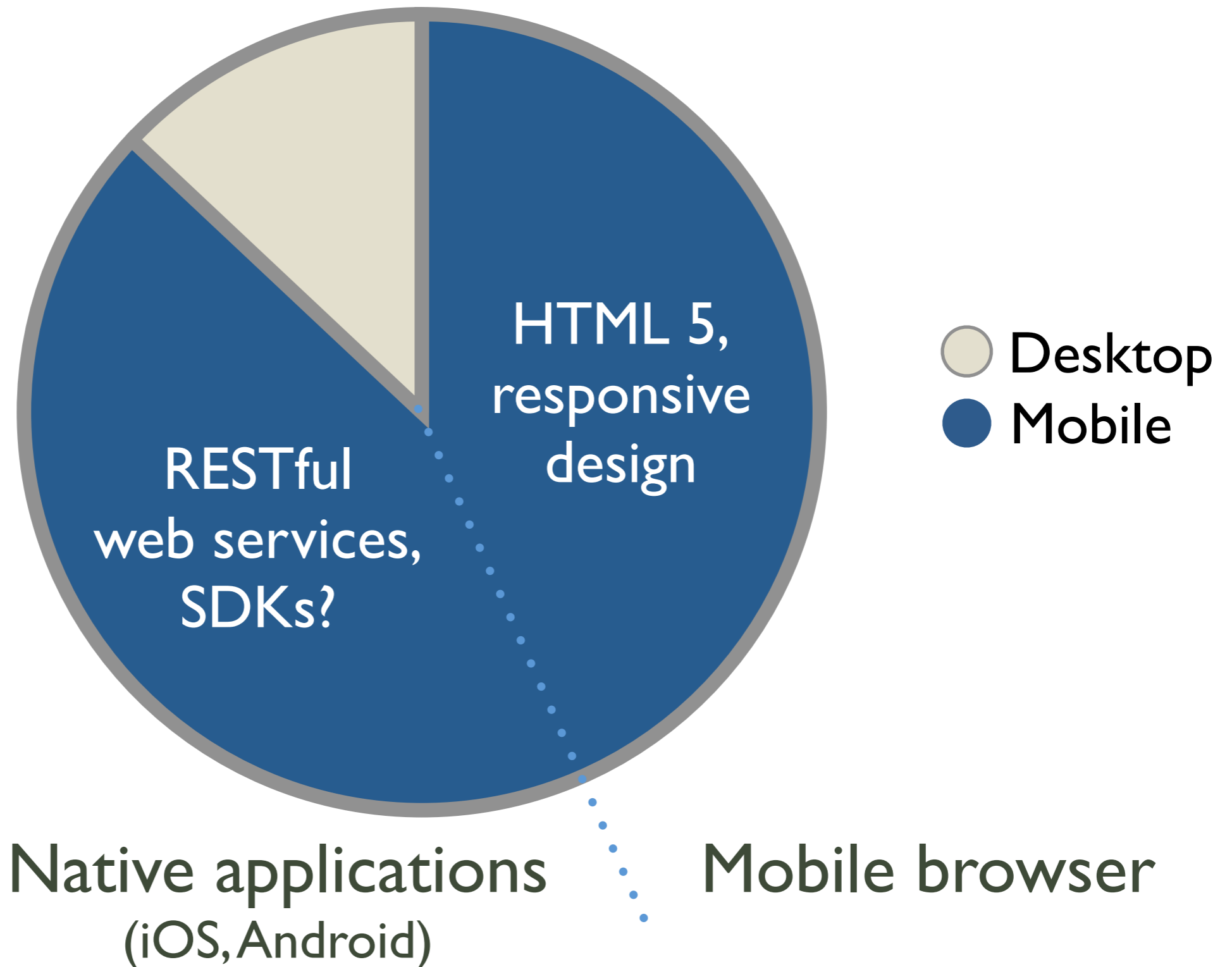
By 2015, mobile traffic will increase 25x



Mobile traffic will consist of 2 types



Drupal in the 5th technology cycle



We need to embrace the mobile culture!



Authors

**Great
mobile
experience**

Site visitors

Developers

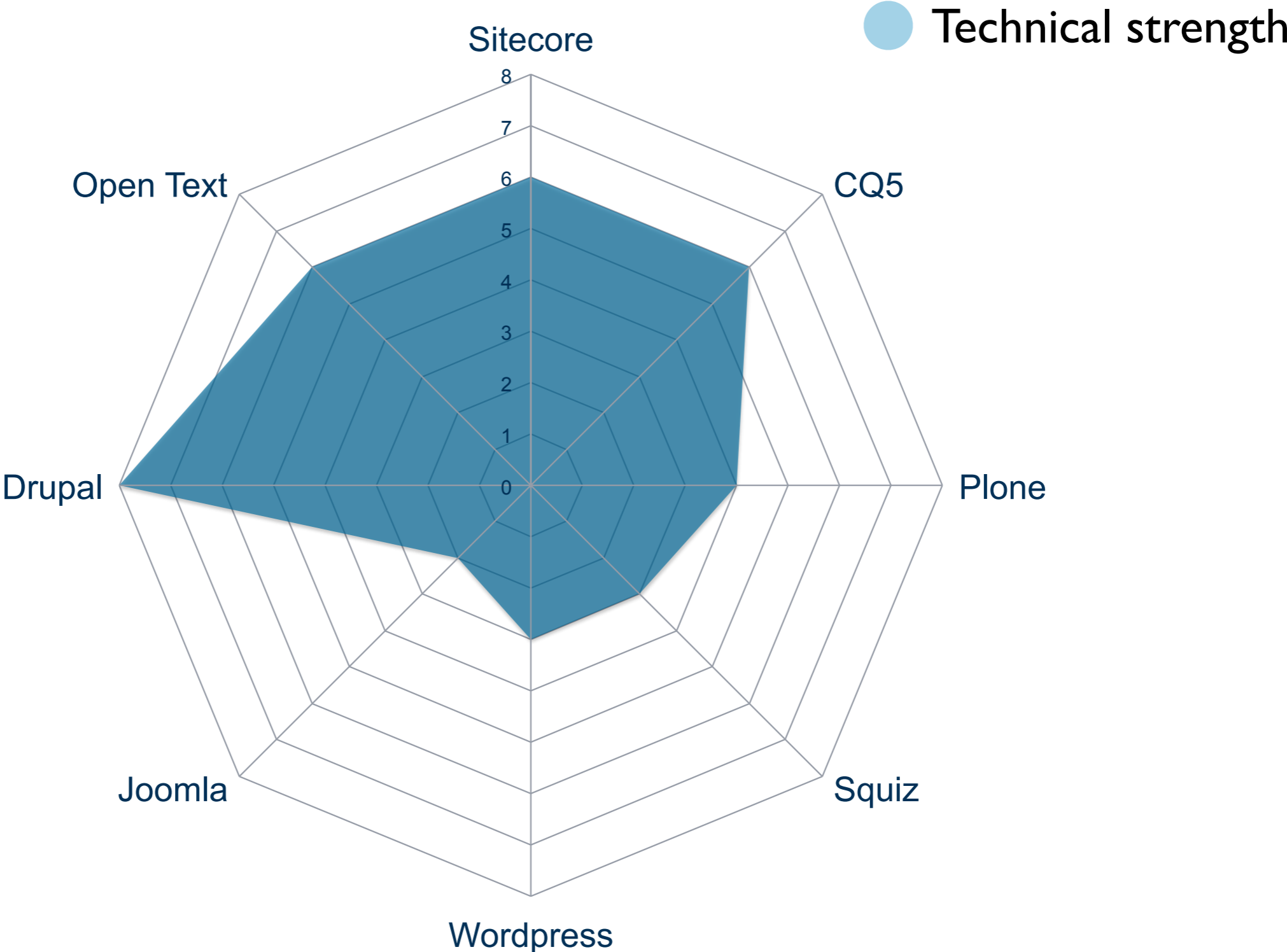
Authors

**Great
authoring
tools**

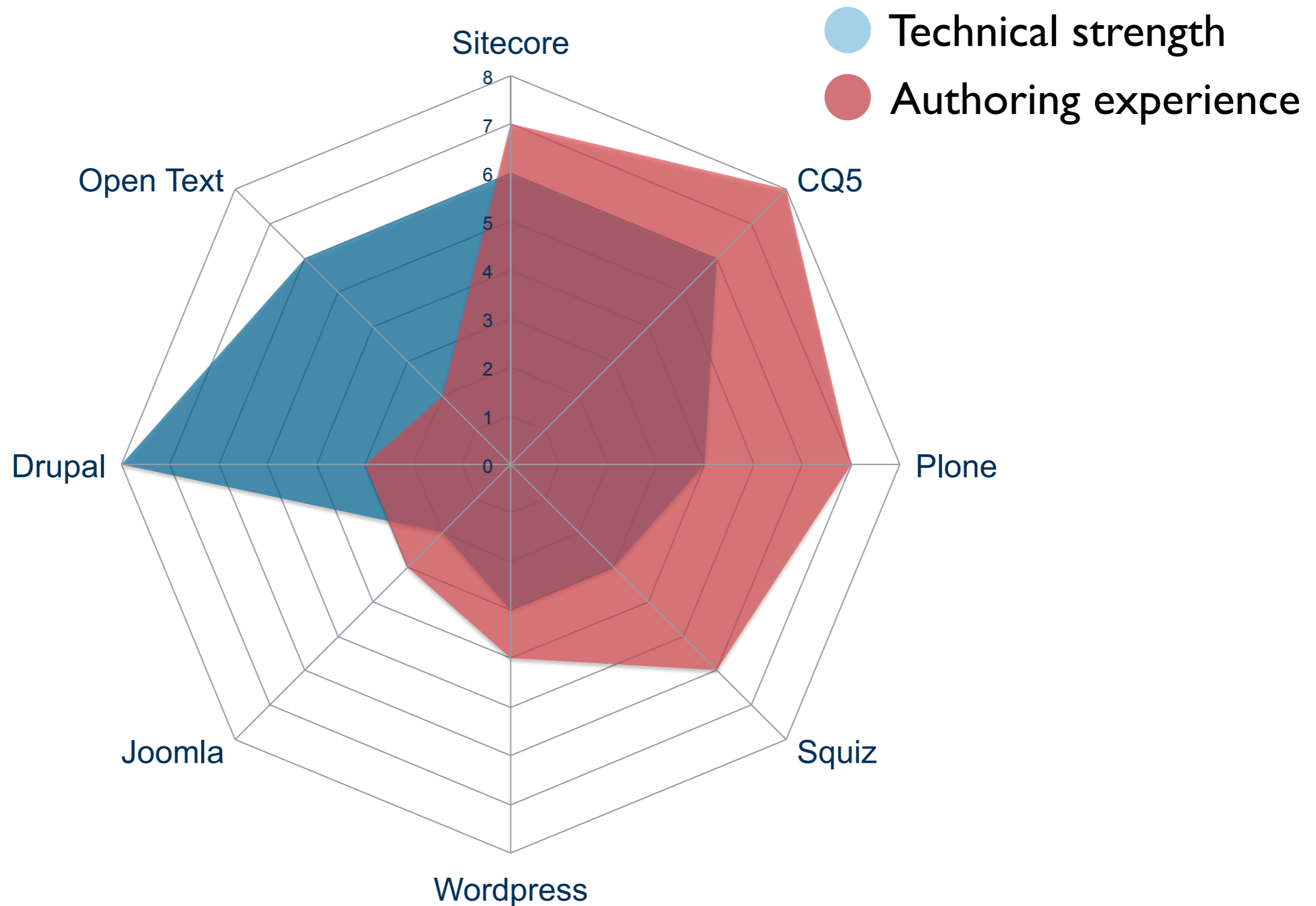
Site visitors

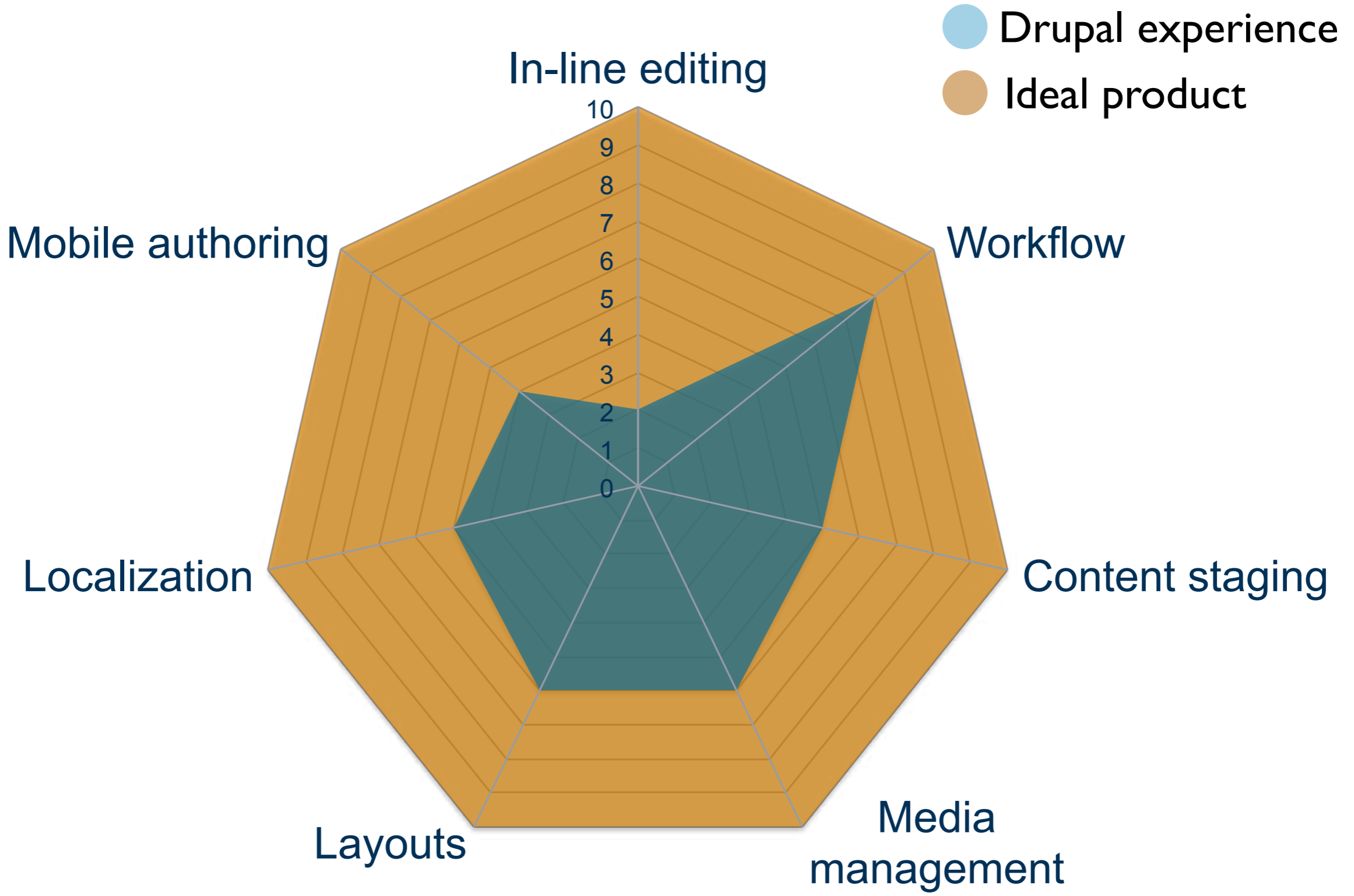
Developers

Drupal wins the technical decision ...



... but lags in authoring experience





How do we make content authoring easier?



How do we make content authoring easier?

Put “more in core”

- More in-line editing
- Improved content administration tools
- Better media support
- Page and layout building tools



How do we make content authoring easier?

Put “more in core”

- More in-line editing
- Improved content administration tools
- Better media support
- Page and layout building tools

Embrace distributions

- Better promote distributions on [Drupal.org](https://drupal.org)
- Grow community around distributions
- Figure out revenue model



Come for the software, stay for the community

Drupal is an open source content management platform powering millions of websites and applications. It's built, used, and supported by an active and diverse community of people around the world.

Search webchick drupal dev

Search

Refine your search

- All
- Modules
- Themes
- Distributions
- Documentation
- Forums & Issues
- Groups

New!

Drupal Homepage

Your Dashboard

Logged in as Dries

Log out

Admin

Why Choose Drupal?

Use Drupal to build everything from personal blogs to enterprise applications. Thousands of add-on modules and designs let you build any site you can imagine. Join us!

Get Started with Drupal

Drupal Distributions

Distributions package and configure themes and modules for feature-rich web sites. Current distributions include online communities, media, e-commerce, and more!

Learn about Distributions

New!

Sites Made with Drupal



Welcome to the Brand Ambassador Registration

Congratulations! If you are reading this page, you've been given access to the Twinkl opportunity to offer the members of your organization great prices on the best nation for every purchase they make.



Please note the code you entered to access this site is valid for one session only so please complete your registration at this time, please contact us at support@twinkl.com to receive a new code.

Drupal is used by some of the biggest sites on the Web, like [The Economist](#), [Examiner.com](#) and [The White House](#). Read more Drupal success stories.

Develop with Drupal

15,221 Modules

1,451 Themes

376 Distributions

16,133 Developers

This week

2,387 Code commits

1,481 Issue comments

New!

[Drupal Core](#)
[Security Info](#)
[Developer Docs](#)
[API Docs](#)





Difficult to get consensus on

- what is good UX, and
- what belongs in core



Drupal 8 is targeted for August 2013

2012

2013



We are here

Feature freeze

Code freeze

Release

Drupal 8 is targeted for August 2013

2012



We are here

2013

Dec 1

Feature freeze

Feb 1

Code freeze

Aug

Release

I'll have to make some tough authoring experience decisions

2012



We are here

2013

Dec 1

Feature freeze

Feb 1

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Release

I'll have to make some tough authoring experience decisions

Authoring experience timeline		
Analysis phase <i>Apr-May</i>	Design phase <i>Jun-July</i>	Implementation phase <i>Aug-Nov</i>

2012



We are here




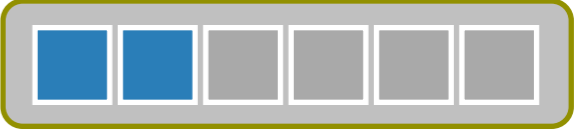




















2013

Dec 1
Feature freeze

Feb 1
Code freeze

Aug
Release

Drupal 8 initiative status

	Analysis	Design	Development
 Config Mgmt			
 Web services			
 Layouts			
 Multilingual			
 HTML 5			
 Mobile			



**Time to kick ass
with Drupal 8!**

Authors

Authoring tools

**Winning
hearts and
minds ...**

Site visitors

Mobile experience

Modern framework

Developers

Strengths

Weaknesses



Threats

Opportunities

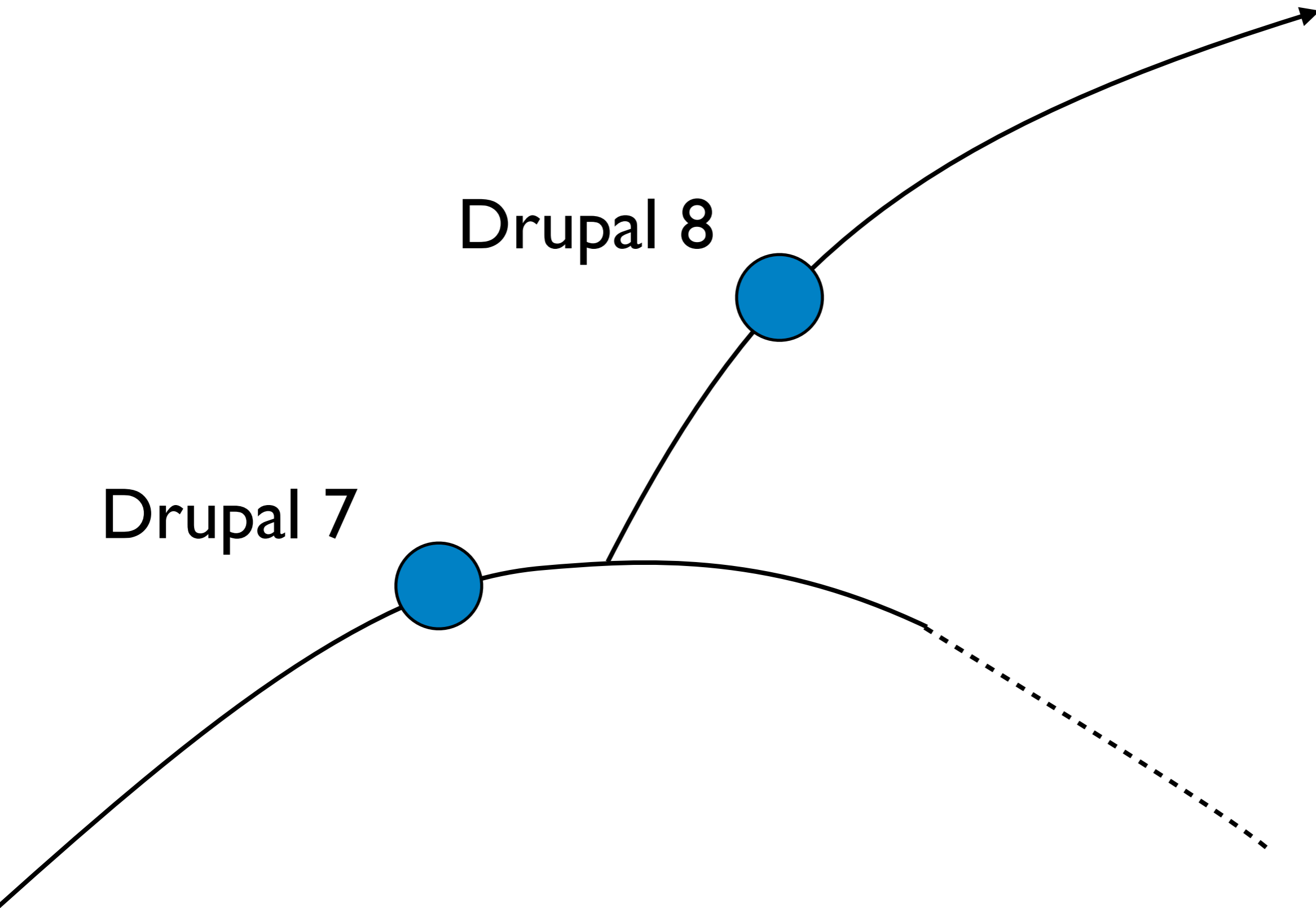
Strengths

Weaknesses



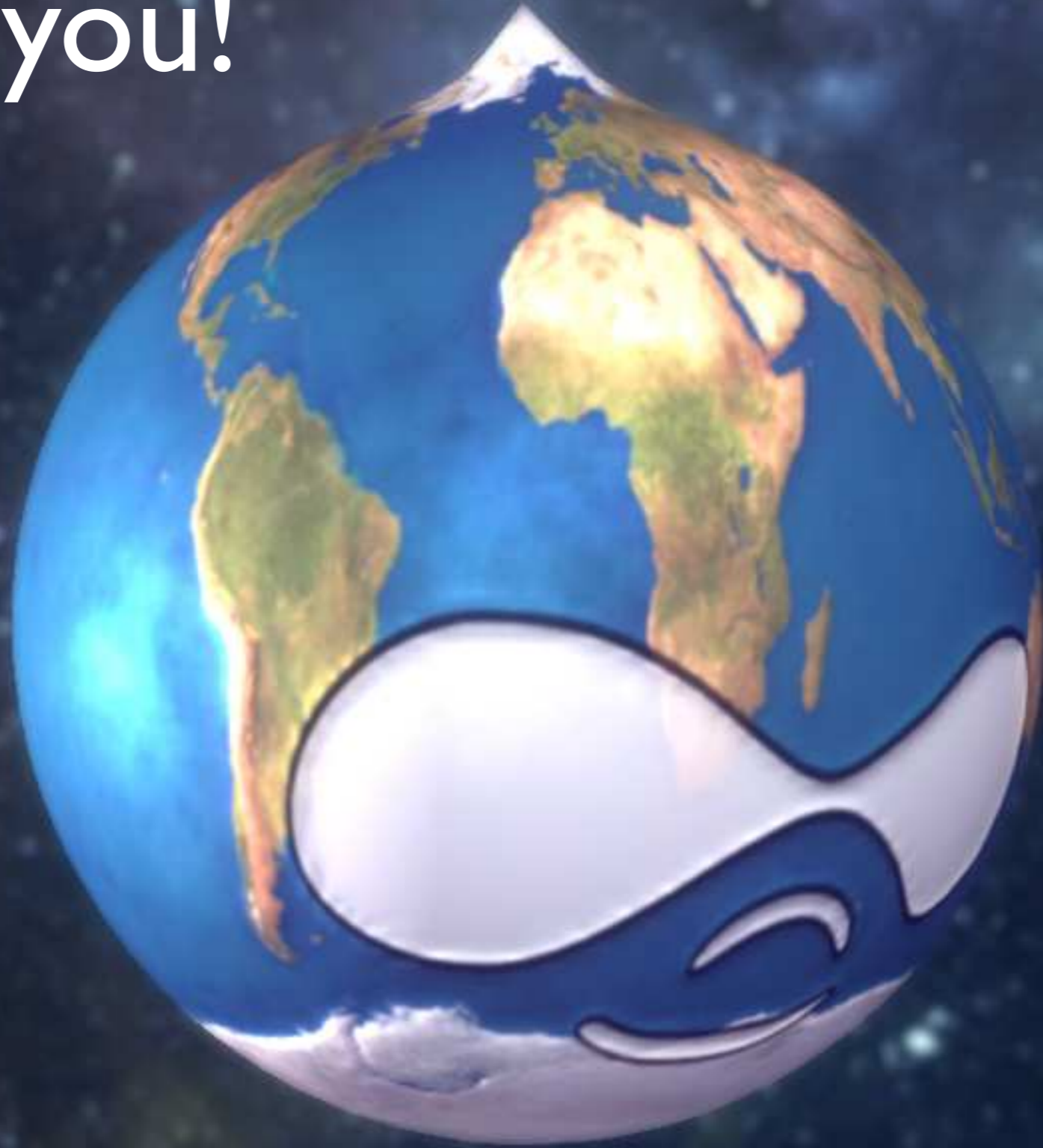
Threats

Opportunities



Thank you!

Q&A



Contact: <http://buytaert.net/contact>

Twitter: @Dries

Blog: <http://buytaert.net>