

***FIVE THINGS
SITE BUILDERS
NEED DEVELOPERS
TO KNOW***

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The image features a red background with a white starburst shape in the center. The starburst has a thick black outline and a jagged, multi-pointed edge. Inside the starburst, the text is written in a bold, italicized, black sans-serif font. The text is arranged in two lines, with the first line being larger and more prominent than the second line.

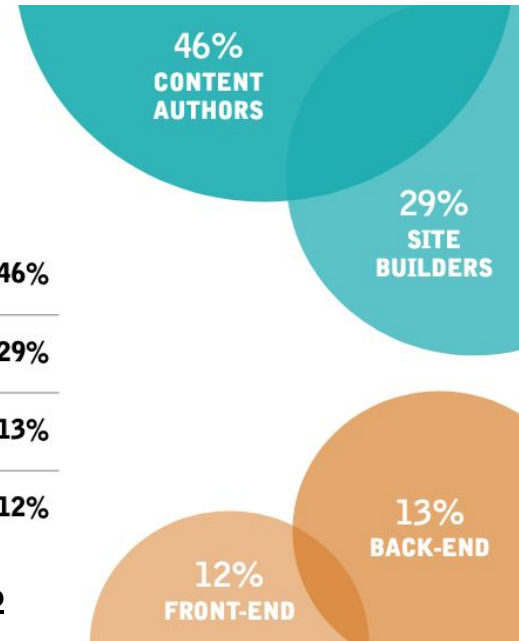
KNOW THY USER!

***(YOU ARE
NOT THY USER.)***

STATE OF DRUPAL SURVEY, 2016

WHO SHOULD WE FAVOR
when making product decisions?

Content Authors	46%
Site Builders	29%
Back-end Developers	13%
Front-end Developers	12%



Source: <https://dri.es/state-of-drupal-presentation-may-2016>



1.

We aren't “non-technical”
users. We got skills!

WE DO IT ALL

- × In fact we do tons of things. Front-end, back-end, UX, config, devops, project management, user support.
- × We are generalists. A little bit of everything.
- × But we don't want to do *all* the things, ie: digging in code, sysops.



2.

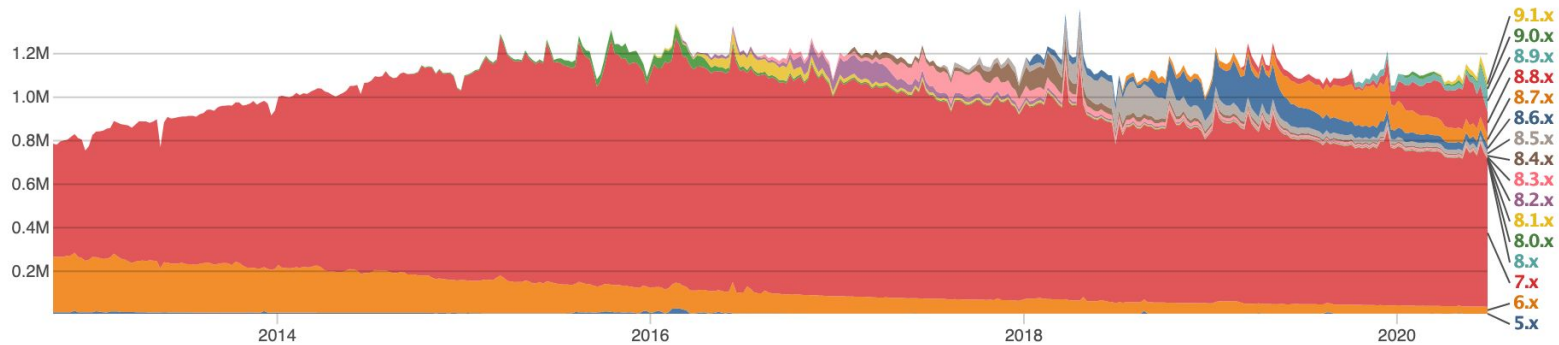
We have small teams and
small budgets.

WE ARE LIKE DEVELOPERS, BUT WITH TINY BUDGETS

- × We don't want to be on the bleeding edge. Migrations and learning new frameworks are expensive.
- × We make efficient use of modules instead of writing custom code.
- × We need turnkey hosting.

WE'RE NOT ALONE

The vast majority of Drupal sites (> 63%) are running D7.x. Less than 30% are D8.x.



source: <https://www.drupal.org/project/usage/drupal>



3.

We only work on a handful
of sites at a time.

WE DON'T NEED BIG DEV POWER TOOLS

- × If we only manage a couple of sites, we don't need tools that automate tasks we rarely do
- × We don't always have access to our servers.
- × It's often not worth the investment of time & effort to set up local dev environments, Docker/Drush/Lando/Composer, etc.



4.

We have to figure a lot of things out on our own.

WE ACTUALLY USE DOCUMENTATION

- × We don't always have experts we can ask.
- × We rely on contrib and core module documentation.
- × Make requirements clear so that we can choose the right modules and themes without trial & error.



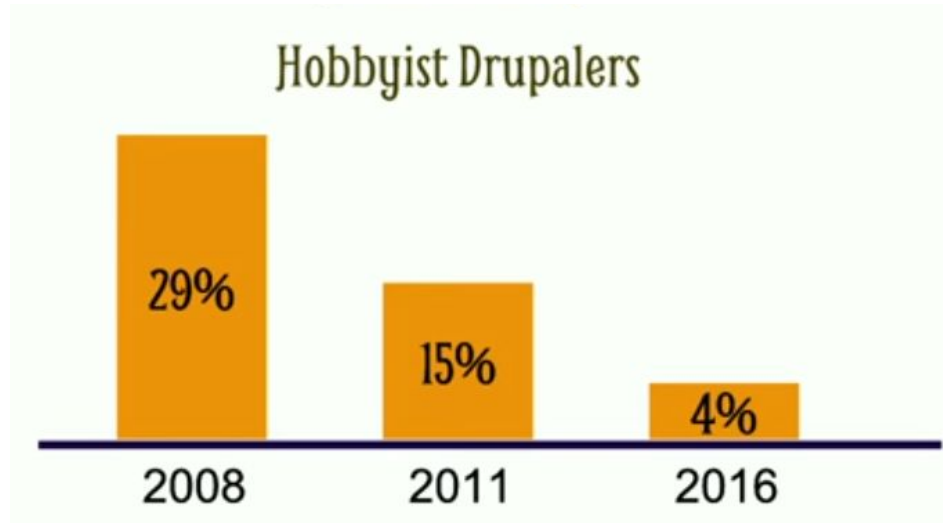
5.

We're part of what made
Drupal great.

WE MADE DRUPAL GREAT

- × 2000: Dries creates forum software
- × 2004: Howard Dean builds online community
- × 2005~2010: Nonprofits and grassroots groups discover Drupal can build community sites without tons of programming, & they spread the word

STATE OF DRUPAL, CORE CONVERSATION, 2016



source: <https://events.drupal.org/neworleans2016/sessions/state-drupal>

PLEASE DON'T FORGET YOUR SITE BUILDERS!

1. We aren't "non-technical" users. We got skills!
2. We have small teams and small budgets.
3. We only work on a handful of sites at a time.
4. We have to figure a lot of things out on our own.
5. We're part of what made Drupal great.

THANKS!

Questions?



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