

Why Your Product Sucks

(and what you can do about it)

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OPENGEO

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Our users don't think the same way we do.

This can be funny. Or
tiresome. Or both.



Your product is just as
important as your software.

All software has a
product.




Yes, you are building a
product.



This is from the
user's perspective.





You are a
product too.

You have an “outside” that
you show the world.

How to make a better product:

A crash course.



1. Compile

Don't make your users
do the heavy lifting.



2. Create installers



Get them to your software quicker.

3. Write docs



Show them what they didn't know was possible.

3b. Docs != Google

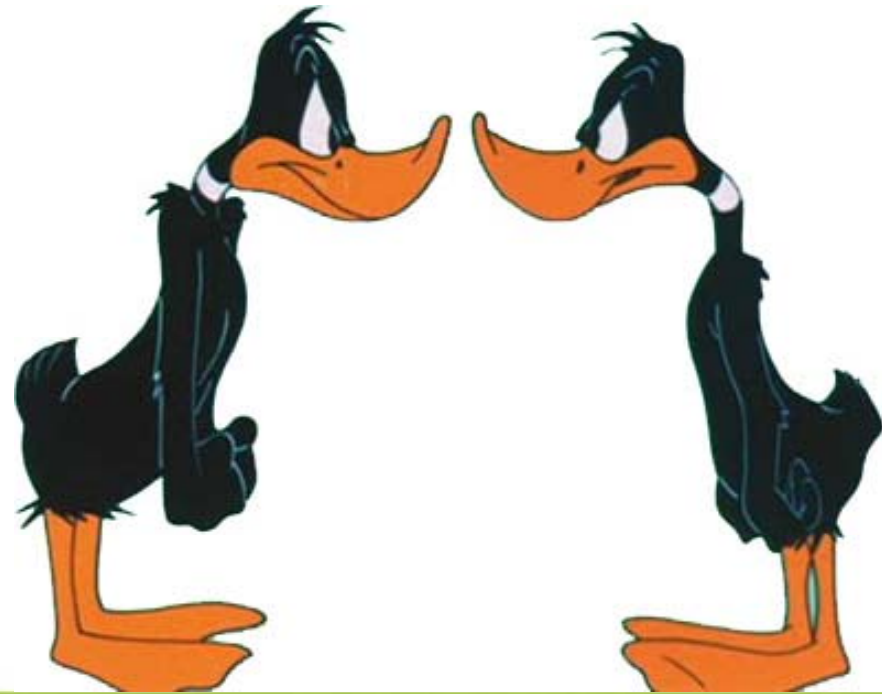


Web forums
aren't enough.



4. Be cross platform

You'll include more people who have money.





5. Provide support

Peace of mind is key.

“You have to be careful not to end up saying a bunch of things people already know. Most people know that installers are useful, and so on, it's just not something they can put on top of the plate full of other tasks in the unpaid love-based OSS environment.”

- Paul Ramsey

He's right.



But your users determine if
your software is a success.



And if they don't like the
product, they won't use
the software.

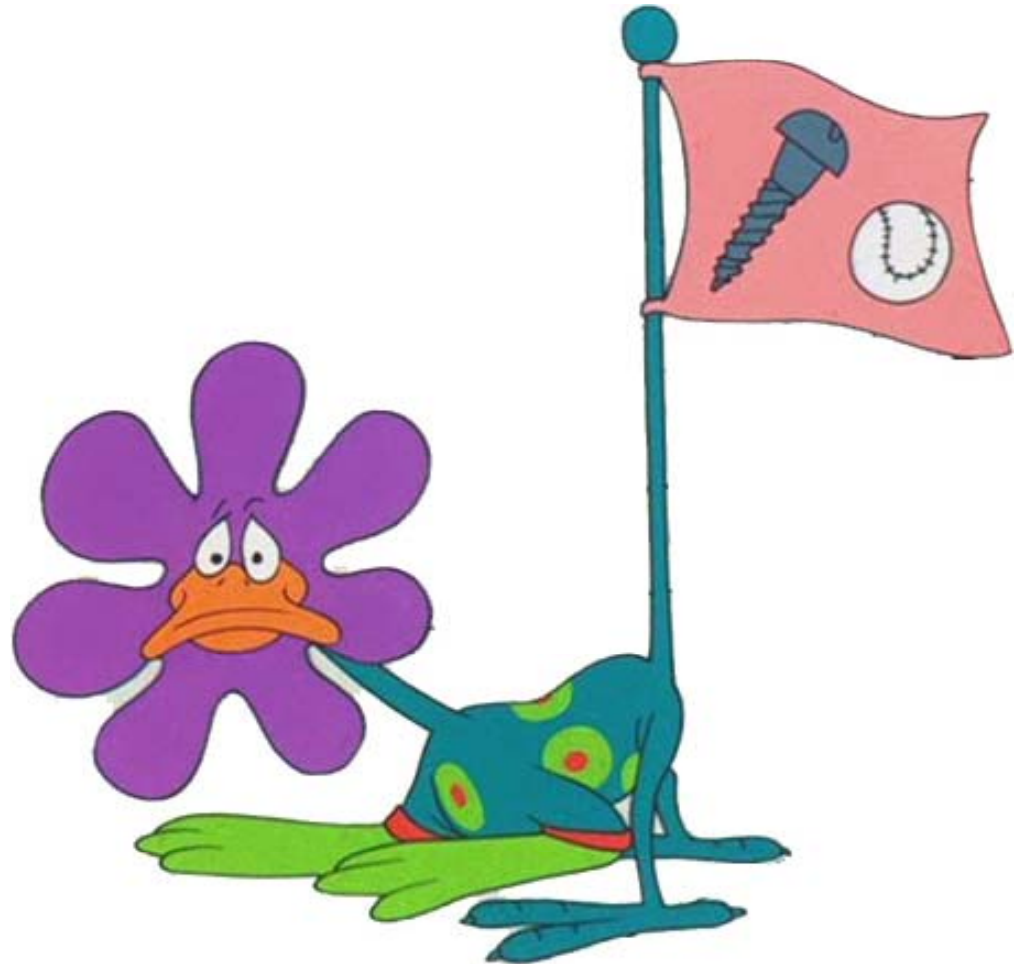
[tl;dr]

You may not have realized you were building a product. But you are.



Thanks.

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