DUBLIN
DRUPALCON

Who cares about Drupal?

How to win hearts and minds of businesses

DrupalCon Dublin 27.9.2016

LimoenGroen
sustainable websites

Observations

> It's not just about community

> It's no longer about good code

> Rational heads talking

> Assumption ITMOAFU

http://www.magic4walls.com/wallpaper/tag/giant-apple-pie

| Fear		Love
controls	←---→	allows
needs	←---→	wants
divides	←---→	unites
controlling	←---→	freeing
contract	←---→	expand
schemes	←---→	dreams
negate	←---→	creates
judges	←---→	accepts
anxiety	←---→	patience
hoard	←---→	share
tension	←---→	relax
attack	←---→	amend

DARK SIDE

SUFFERING

ANGER

HATE

FEAR

Domino's

Loyalty leaders grow 2.6 times faster than competitor average*

* Source: Bain & Company

http://adsoftheworld.com/media/print/dominos_pizza_street

Service Design: great Customer Experience (CX)

✓ **Physical** performance

✓ **Senses** touched

✓ **Emotions** raised

✓ On all touchpoints

✓ Intuitively measured against expectations
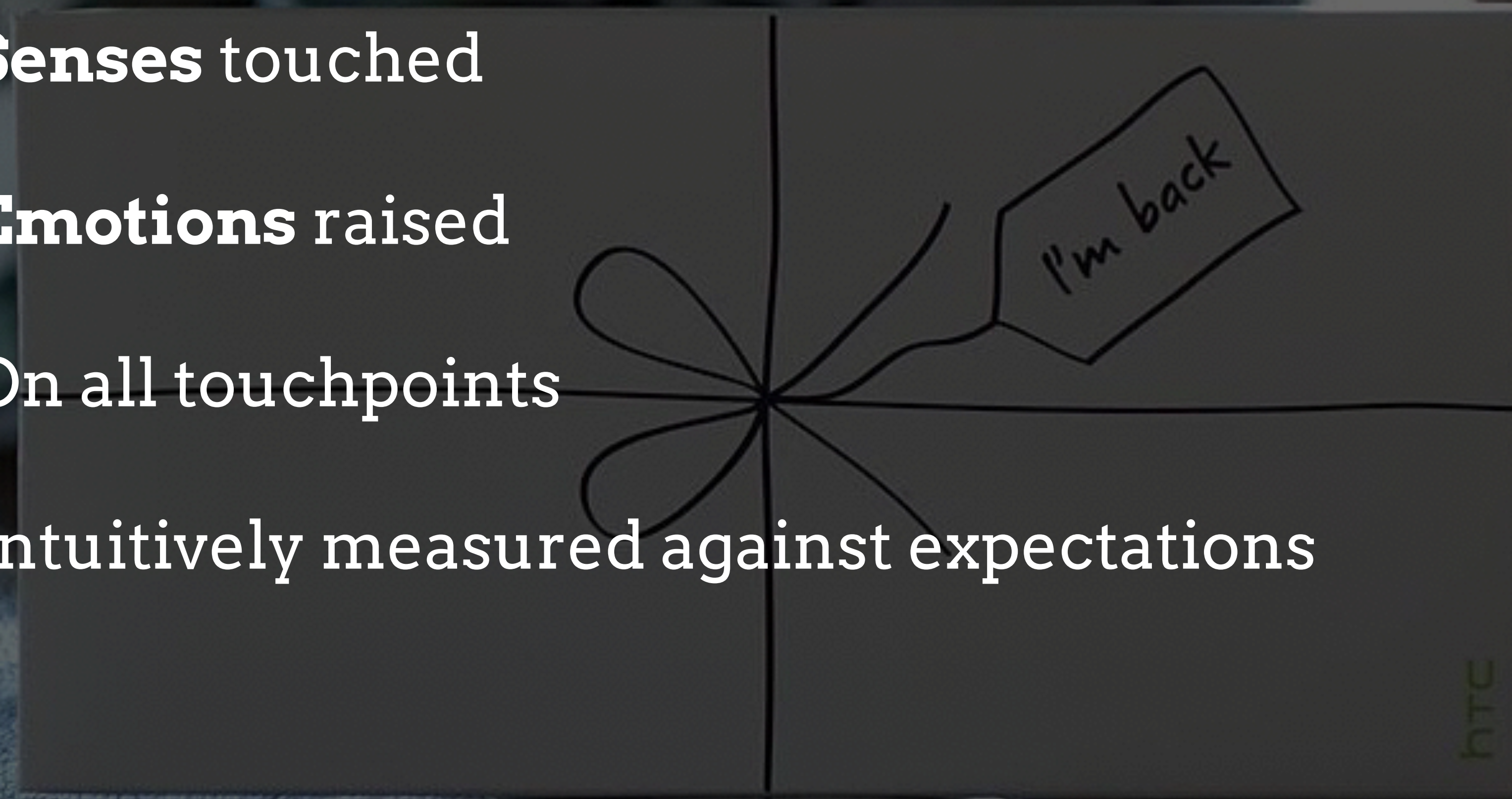
How to create a great Customer Experience

Emotional focus (Heart)

Delight customers in a personal or emotional way

They know me, They listen to me, They share my values

Wow, that's amazing!

Performance focus (Head)

Performance that exceeds expectations.

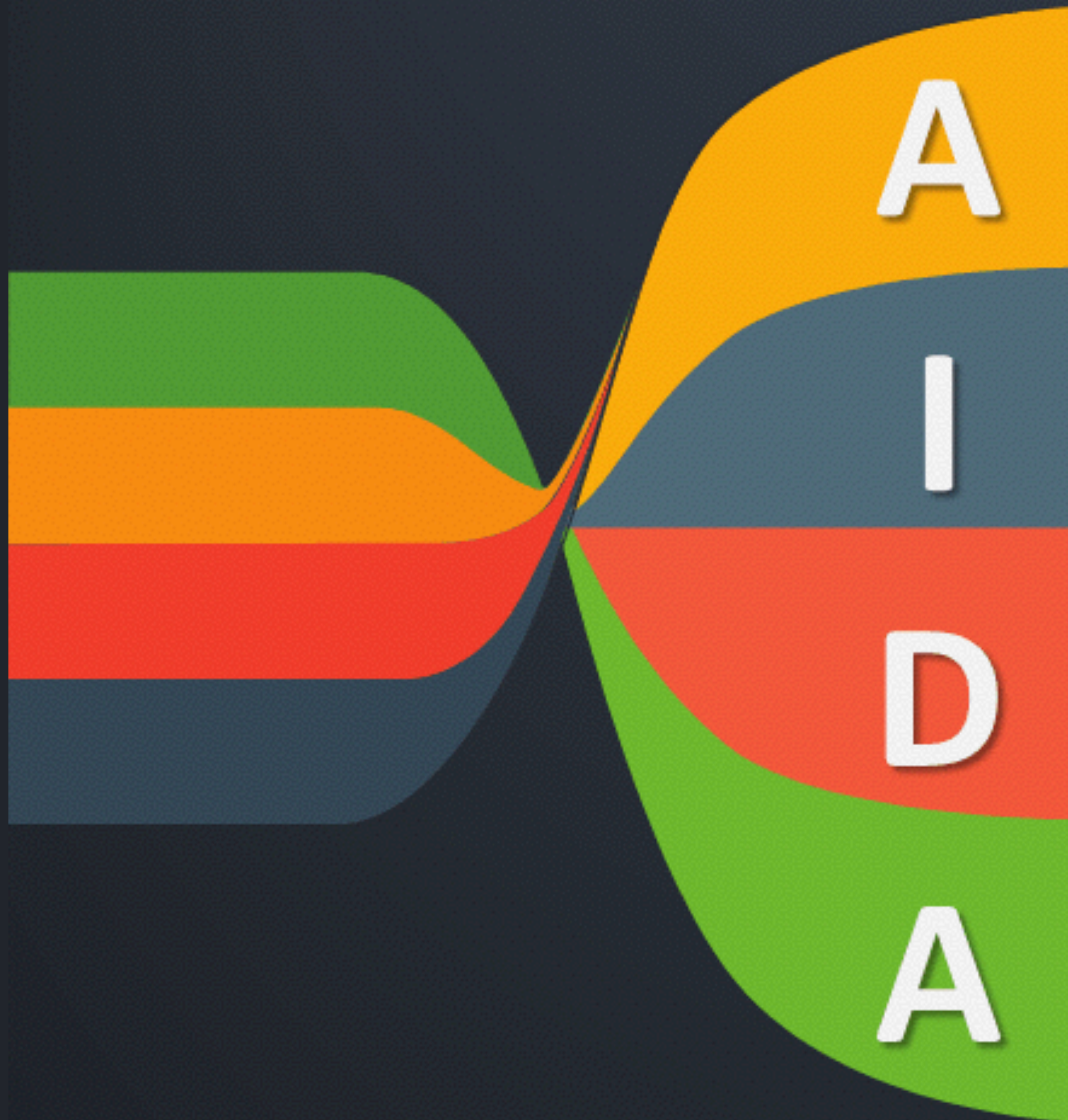*Product features, Quality, Speed, Price*

Great, it works!

Are you striving to be meaningful for people? Or are you just trying to get that website done well?

FIGURE 10 The Social Business Governance Maturity Map

	1. AD-HOC Inconsistant or no governance across the organization	2. PLANNING Organization begins planning for governance	3. FORMALIZED Governance is formalized in parts of the organization	4. STRATEGIC The organization has consistant, measured governance	So... Dig...
PEOPLE Get leaders aligned and determine structure	No formal organizational model or leadership engagement. Lack of accountability for social	Social teams operate in silos, no org design with sporadic leadership engagement	Formal social org design in place with leadership commitment in key groups	Leadership takes a strategic view of social and support organization-wide aligned teams	alig... dig...
POLICY Codify leader agreements and decisions in pol...	Inadequate policies result in ad-hoc decision-making and ...	Policies and decision-making consistent in only parts of the ...	Policies are formal at the group level with some shared organization-wide ...	Social policies are complete and integrated with related policies across the organization	So... de... co...

What is success??

Its when people start searching you
on Google instead of facebook.

ATTENTION (AWARENESS)

Creating brand awareness or affiliation with your product or service

INTEREST OF THE CUSTOMER

Generating interest in the benefits of your product or service, and sufficient interest to encourage the buyer to start to research further
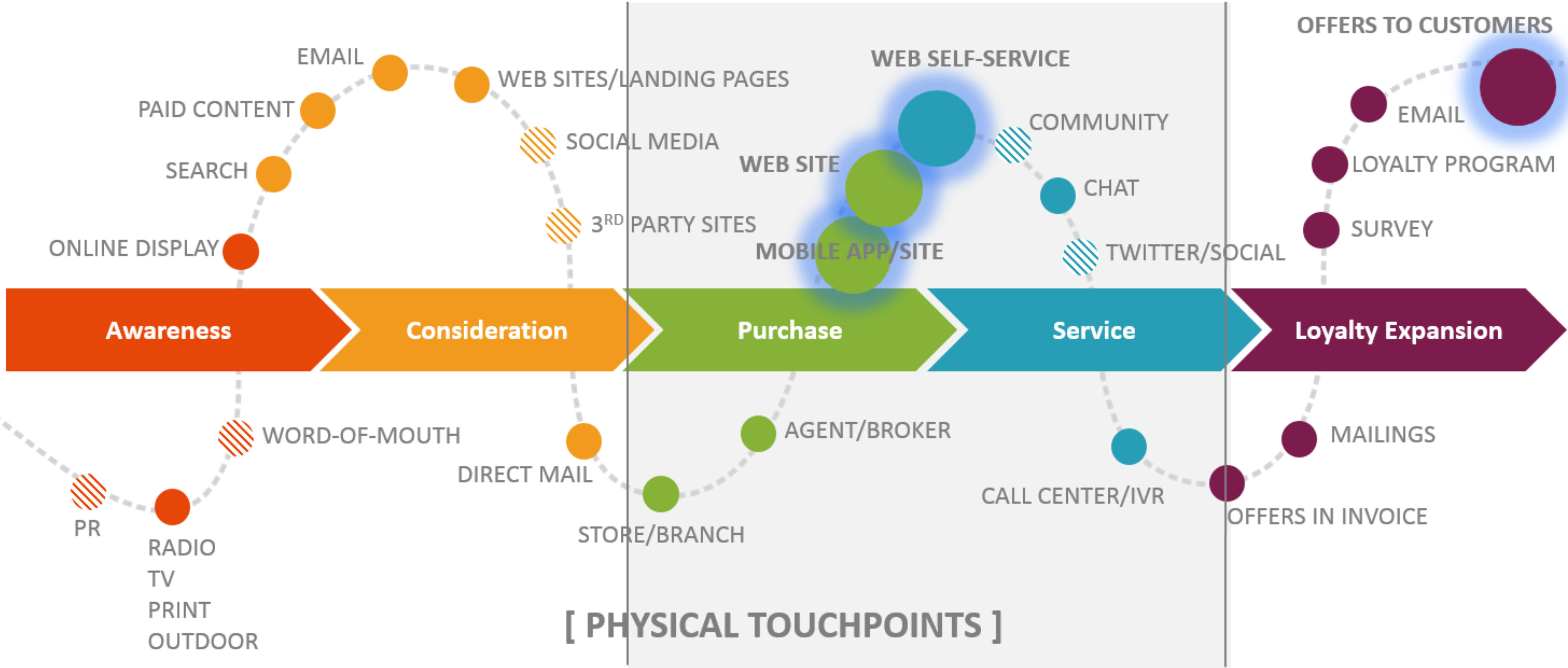
DESIRE

For your product or service through an 'emotional connection', showing your brand personality. Move the consumer from 'liking' it to 'wanting it'

ACTION

Move the buyer to interacting with your company and taking the next step ie. downloading a brochure, making the phone call, joining your newsletter, or engaging in live chat etc.

http://www.presentationgo.com/presentation/twisted-banners-aida-powerpoint-diagram/

[DIGITAL TOUCHPOINTS]

OFFERS TO CUSTOMERS

EMAIL
PAID CONTENT
SEARCH
ONLINE DISPLAY
WEB SITES/LANDING PAGES
SOCIAL MEDIA
3RD PARTY SITES
WEB SELF-SERVICE
WEB SITE
MOBILE APP/SITE
COMMUNITY
CHAT
TWITTER/SOCIAL
EMAIL
LOYALTY PROGRAM
SURVEY

Awareness → **Consideration** → **Purchase** → **Service** → **Loyalty Expansion**

PR
RADIO
TV
PRINT
OUTDOOR
WORD-OF-MOUTH
DIRECT MAIL
STORE/BRANCH
AGENT/BROKER
CALL CENTER/IVR
OFFERS IN INVOICE
MAILINGS

[PHYSICAL TOUCHPOINTS]

MANAGED TOUCHPOINT
EARNED TOUCHPOINT

http://www.crownpeak.com/images/digital-touchpoints.png

IF WE MAP THE USER'S JOURNEY...

35MM

LOAD   SHOOT   UNLOAD   DEVELOP   ENLARGE   PRINT   STORE   SHARE
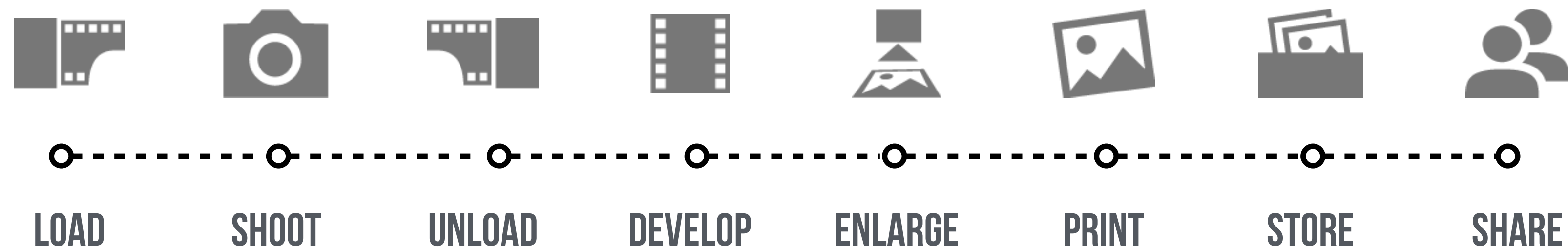
EACH ADVANCE REMOVES STEPS...

35MM INSTAMATIC 1985

LOAD   SHOOT   UNLOAD   DEVELOP   STORE   SHARE
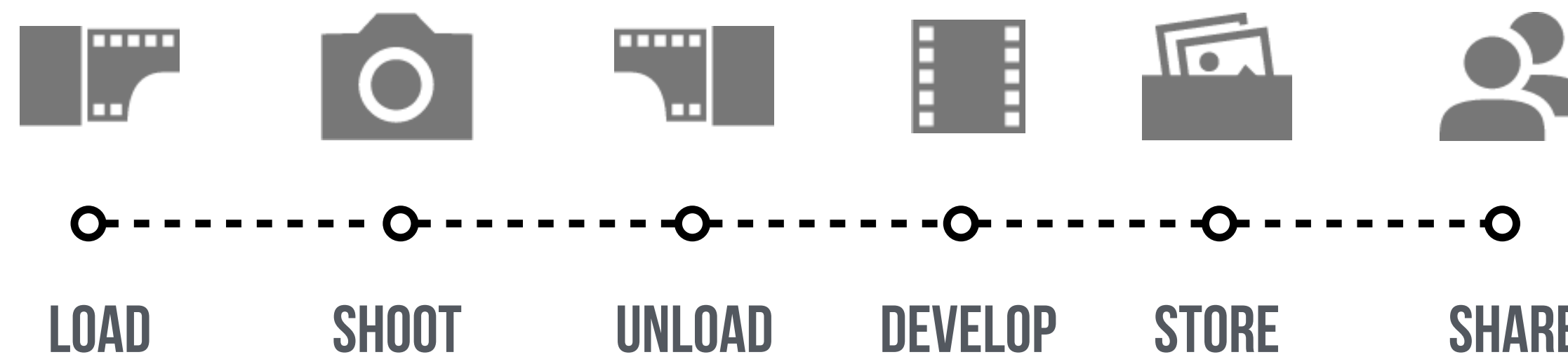
REDUCES EFFORT...

POLAROID 1970

LOAD   SHOOT   STORE   SHARE

IPHONE 2005

SHOOT

STORE
SHARE
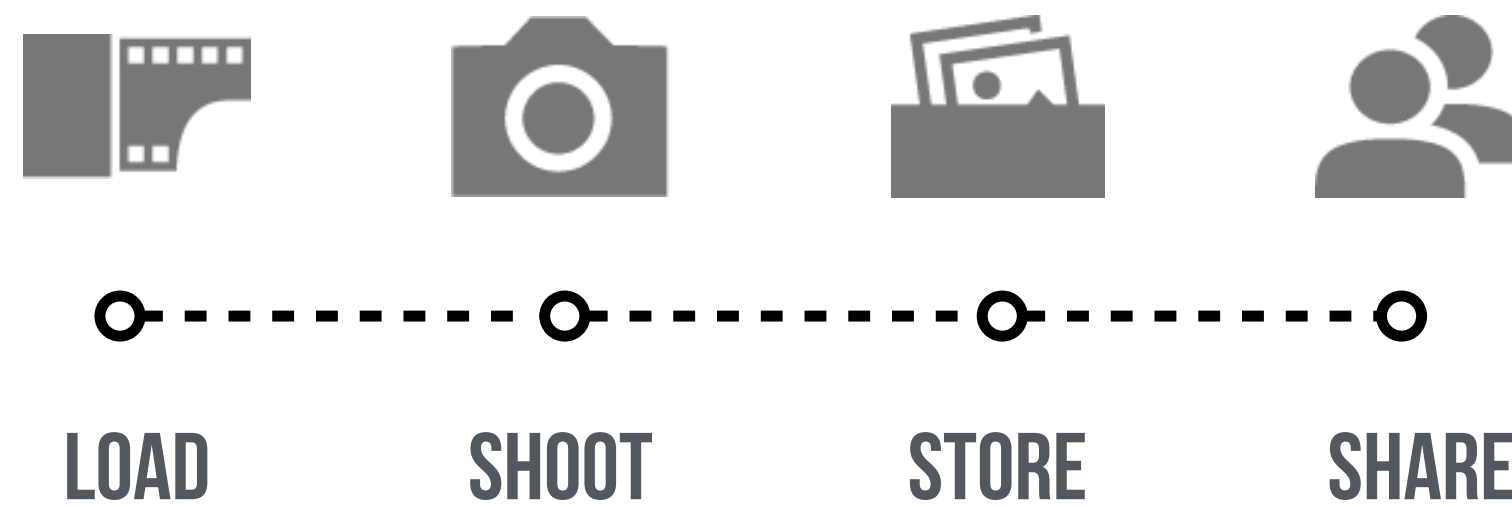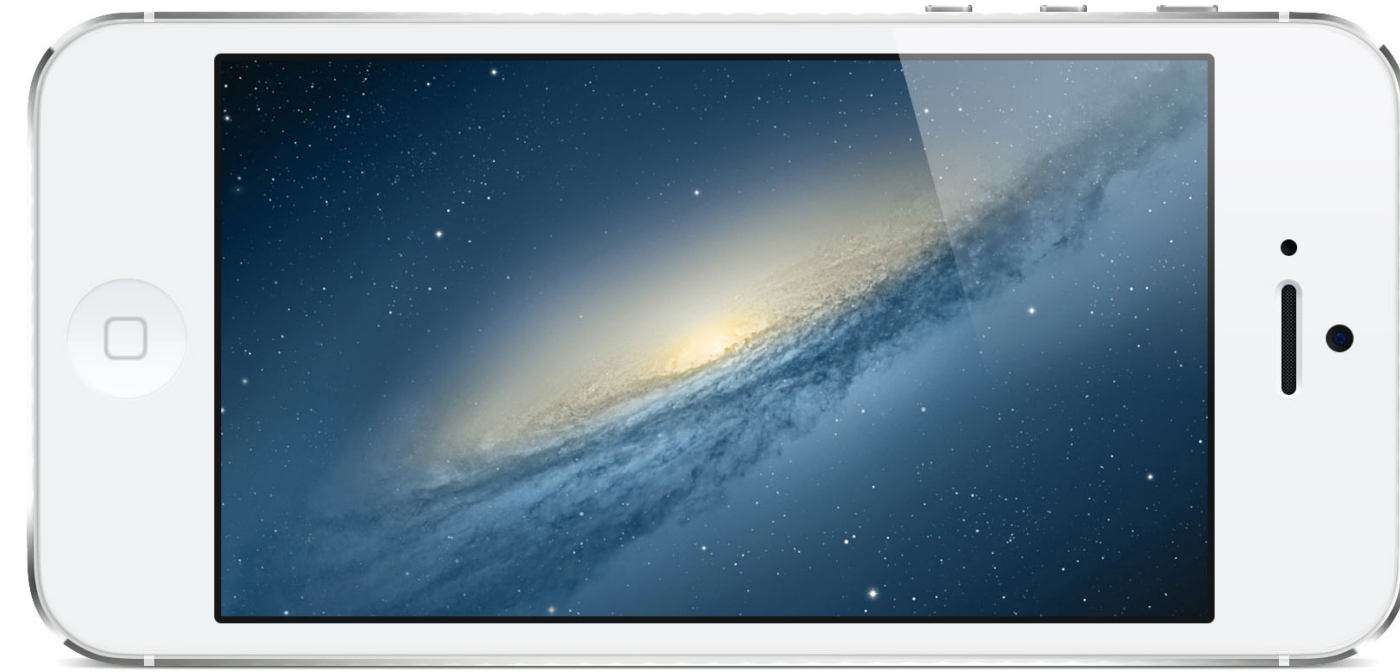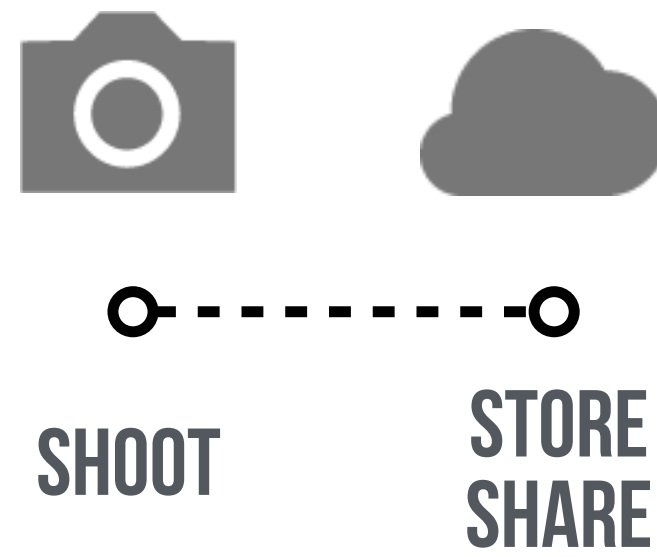
The site builders journey in the dynamic web

| DB SCHEMA | AUTH SYSTEM | RELATE DATA | QUERIES | DESIGN | FILE SYSTEM | PROFILE | CSS/JS |

| TEMPLATE | CONTENT | EMAIL HANDLER | PAYWALL | XML/JSON/RSS | ERROR HANDLER | WEB SERVICE | REST AUTH |

| REST ENDPOINT | CACHING | SEO | BACKUP SYSTEM | GEO INTEGRATION | DEPLOY PLAN |

http://www.slideshare.net/Dries/state-ofdrupaljune2014
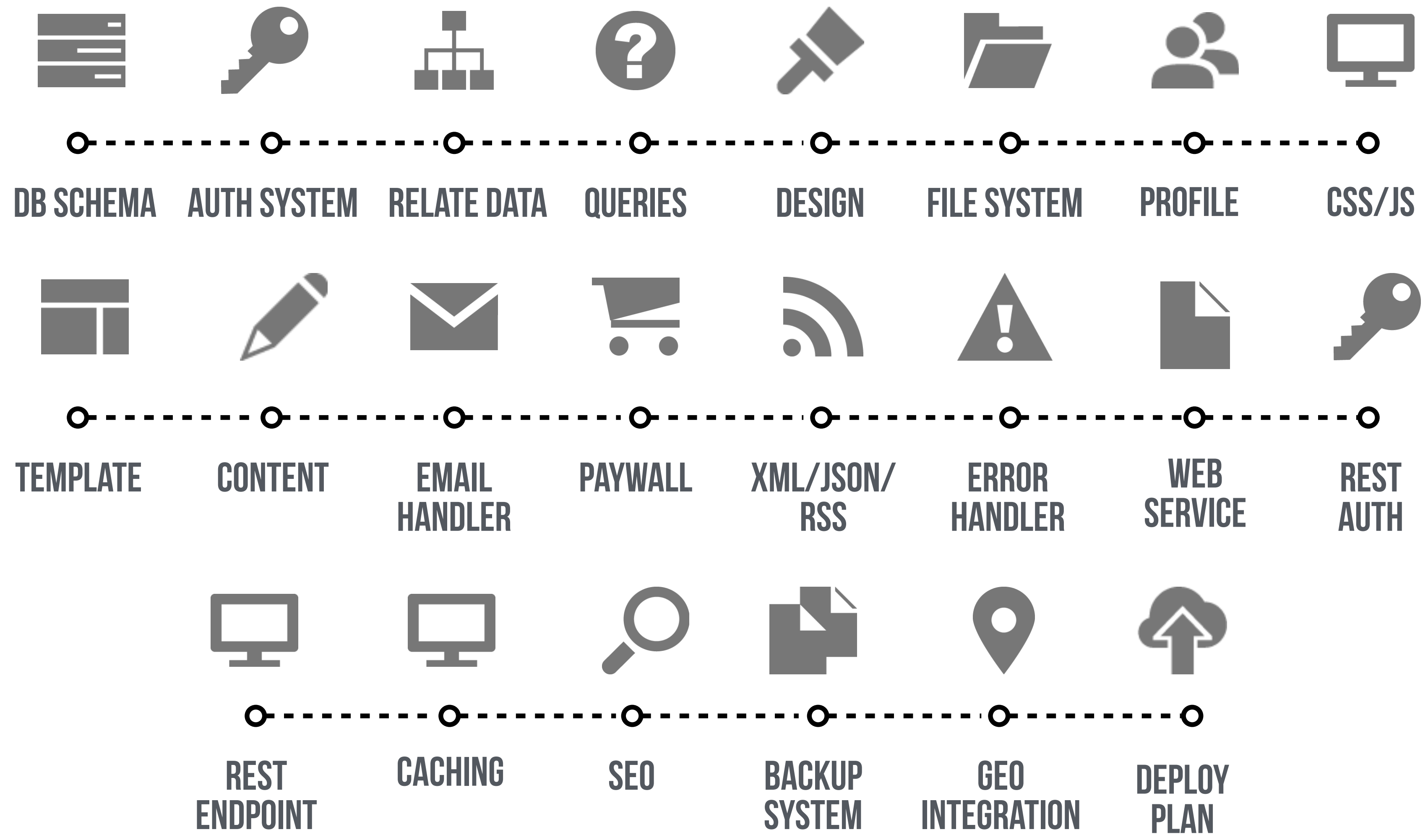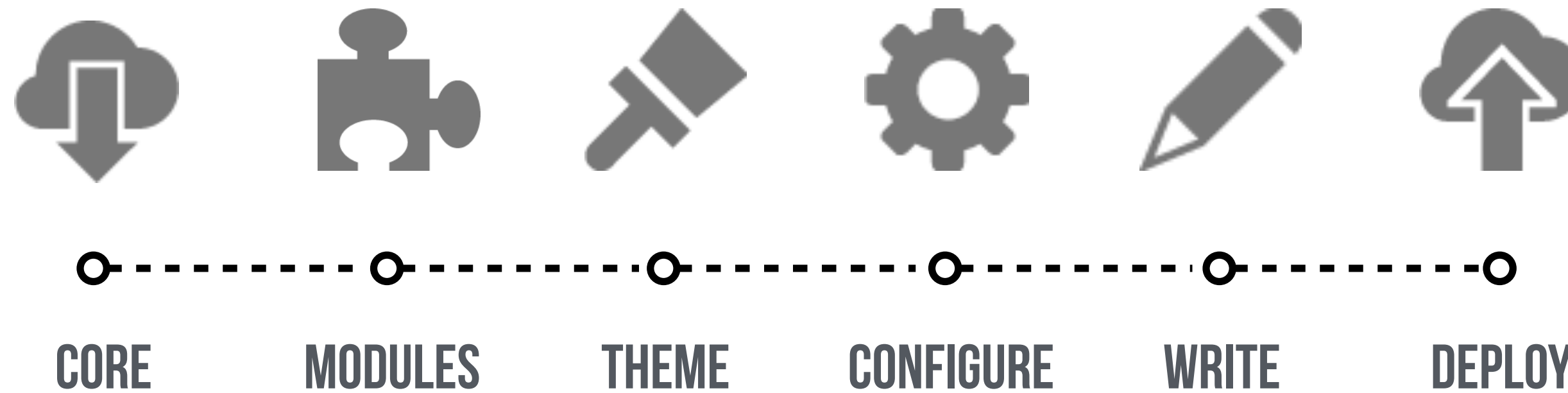
WITH DRUPAL 8, WE MADE THE
ASSEMBLED WEB EVEN MORE POWERFUL

"DISINTERMEDIATION"

(a big word for cutting
out the middleman)

monumenten.nl

Contact | Nieuwsbrieven

Weergeven   Bewerken   Node-export   Panelizer
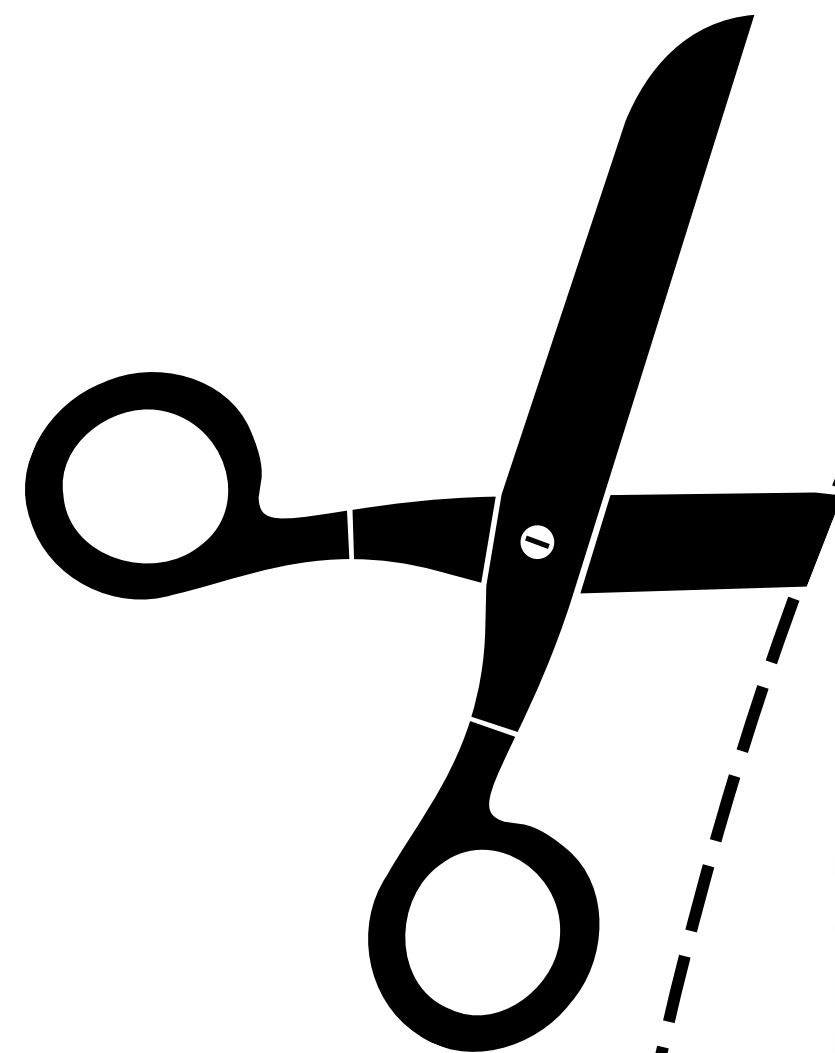
ALLES OVER

Financiering onderhoud en restauratie
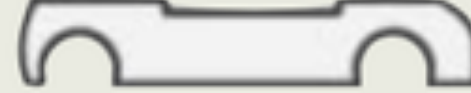
⚙ Deze pagina aanpassen   Lay-out aanpassen
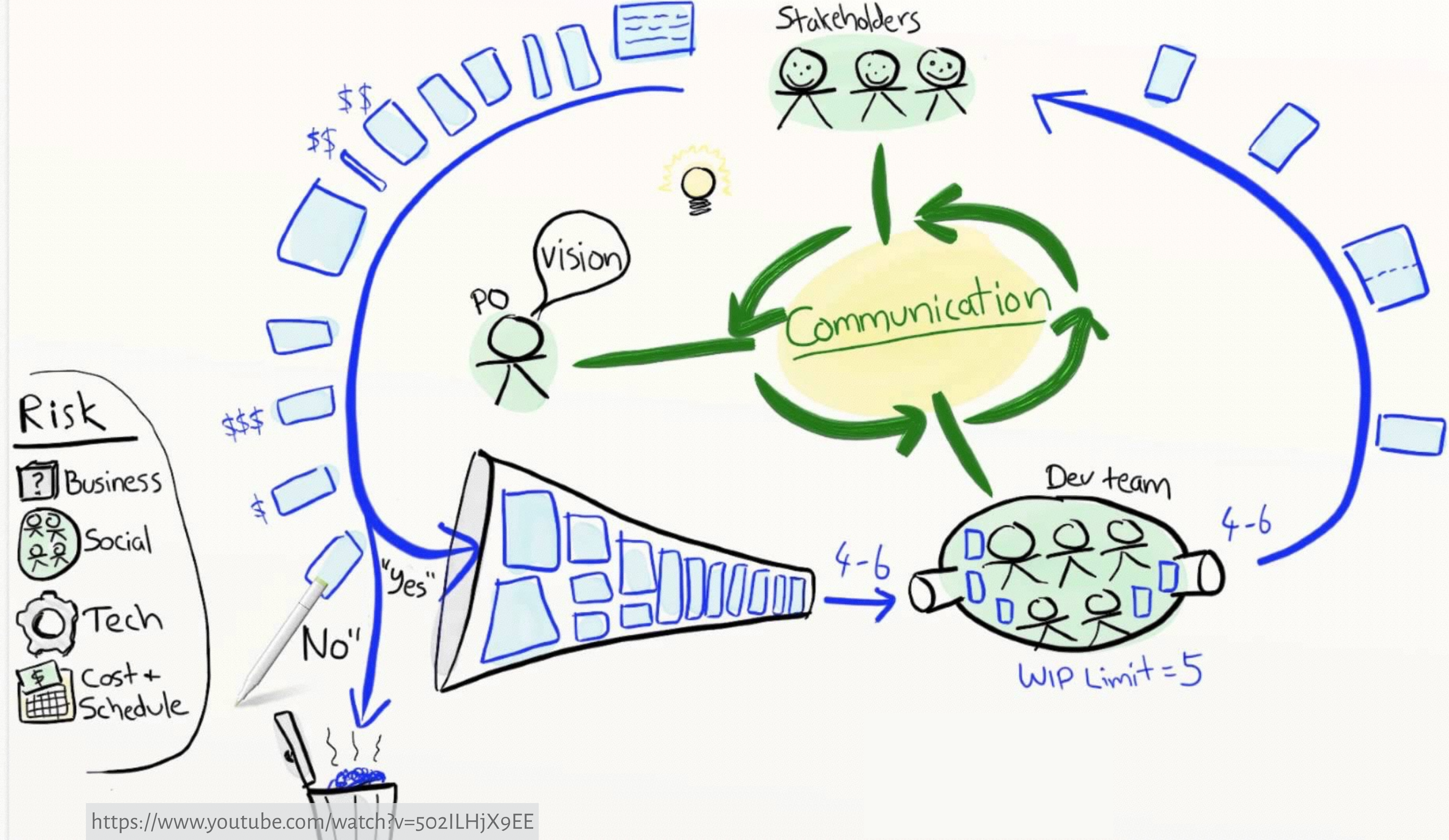
MVP

How **not to build** a Minimum Viable Product (MVP)

How **to build** a Minimum Viable Product (MVP)

3

We are radically and uncomfortably transparent.

AP Photo/Mel Evans

Proper product development is perfectly okay.

Consider you may need more to stay **relevant** and **win** the hearts and minds of businesses.

#1 Expand to Service Design

Combine great performance with customer experience to add value to people's lives.

#2 Build on trust, not (just) contracts

Focus on the team, not the terms. Contracts are good. So is trust.

#3 **Ensure a Definition of Succes**

Make sure you have a DoS, aligned with digital maturity.

http://9gag.com

SHOW ME, DON'T TELL ME

#4 **Show, don't tell**

Show examples of how you will make people's lives easier.
Understand what is needed, use what's already there.

Hire character.
Train skill.

#5 **Live through projects as you live your life**

It's people's work. Express your values.

Have everyone understand the bigger picture and work it together.

Go out there and
talk to people!

Love to hear your insights :-) 🐦 @imregmelig

#1 **Increase in Service Design**

#2 **Build on trust, not (just) contracts**

#3 **Ensure a Definition of Succes**

#4 **Show, don't tell**

#5 **Live through projects as you live your life**

LimoenGroen
sustainable websites

www.limoengroen.nl | +31 20 - 737 1880 | <u>hallo@limoengroen.nl</u>

https://events.drupal.org/dublin2016/sessions/who-cares-about-drupal

LimoenGroen
sustainable websites