



IF YOU BUILD IT, THEY WON'T COME

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Open Source and Standards

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**BUT MY
PROJECT IS
A GREAT IDEA!**

**AND MY CODE IS
REALLY SOLID!**

SO WHY AM I THE ONLY
ONE USING IT?



SONY **Betahi-fi**
ULTRA-FIDELITY STEREO SOUND

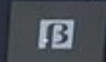


Betahi-fi
STEREO

PEAK PROGRAM METER



TIMER REC. WEEK MON TUE WED THU FRI SAT SUN



TIMER
● TURN ON
○ TURN OFF

EJECT
AUTO PLAY
REW PLAY FF STOP PAUSE
PICTURE SEARCH

Betahi-fi REMOTE SENSOR SOUND STEREO A B

TW/VTR CLOCK/COUNTER CLEAR/RESET EVENT PROGRAM/TM

RECORD

STEREO VIDEO CASSETTE RECORDER SL-HF150 PAL/SECAMost





HOW NOT TO BE BETAMAX DVORAK

HP TouchPad Apple Newton CueCat

Google Wave Nokia N-Gage Atari's ET game

YouCastr Joost Microsoft Zune Wesabe

HOW NOT TO BE

?

WHAT ARE YOU EVEN DOING HERE?

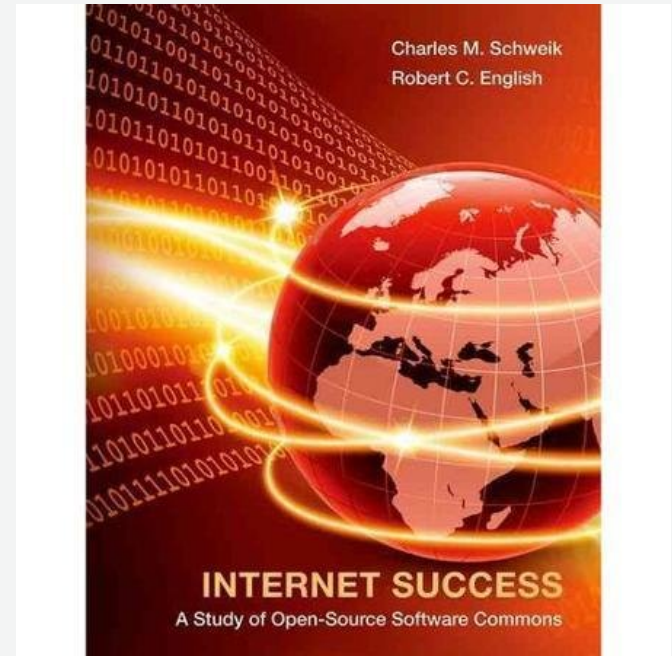
SET GOALS.

DEFINE SUCCESS.

MEASURE YOUR PROGRESS.

INTERNET SUCCESS: A STUDY OF OPEN- SOURCE SOFTWARE COMMONS

- Of 174,333 projects, they could assess only 145,575
- About 17% were successful
- 46% were abandoned before the first release
- 37% were abandoned after the initial release



CHARACTERISTICS OF A SUCCESSFUL PROJECT

- Clearly defined vision and communicating the vision early in the project's life
- A clearly defined set of users who have a need that can be met by the software
- Well-articulated and clear goals established by the project's leaders
- Good project communication – a quality website, good documentation, a bug-tracking system and a communication system such as an email list or forum
- Modular architecture

BITERGIA

Code Developers

292

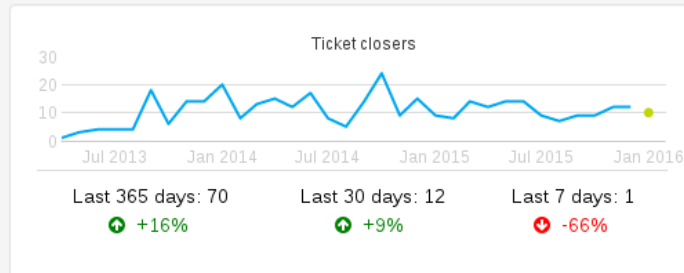
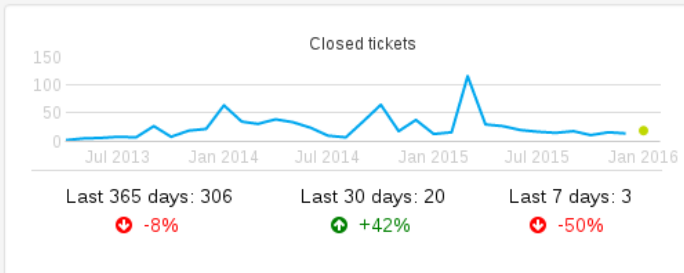
Core	Regular	Casual
46	91	153



Ticket Participants

1,190

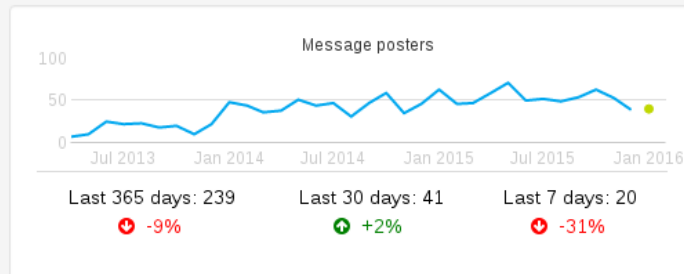
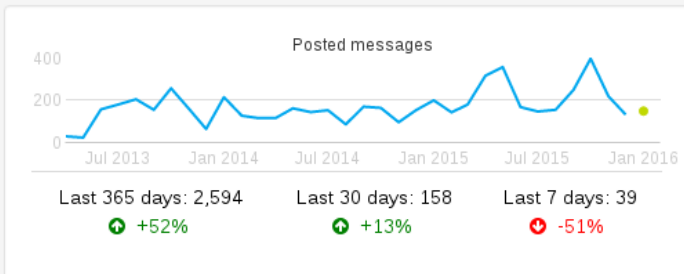
Fixers	Submitters
129	363



Mailing List Participants

438

Thread Initiators	First Repliers
284	358

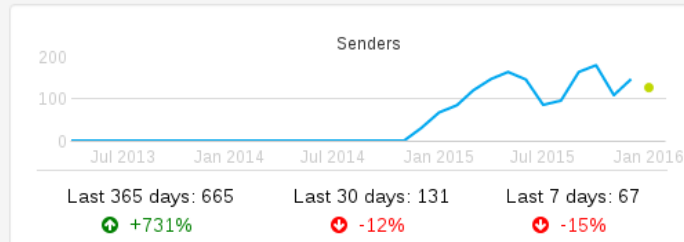
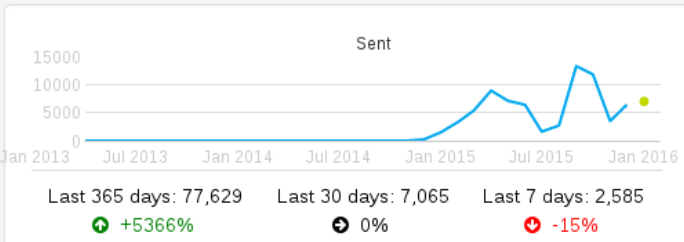


IRC Participants

701

IRC Messages

79,049



THE ROAD TO SUCCESS IS LITTERED WITH FAILURES.

**SONY'S FIRST PRODUCT WAS A TERRIBLE RICE COOKER.
THEY SOLD 100.**

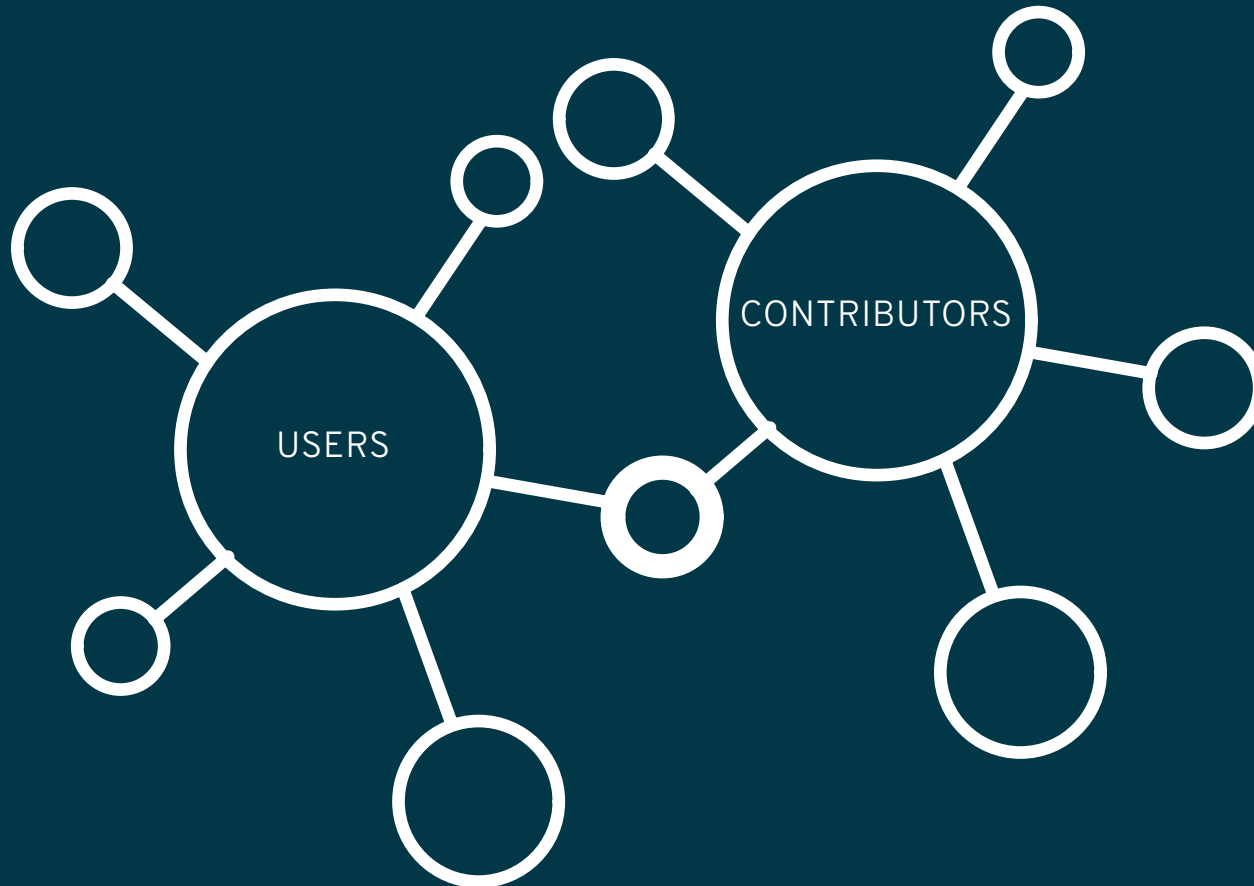
**CHARLES SCHULTZ WAS REJECTED BY WALT DISNEY.
SO HE DID IT HIMSELF.**

ANGRY BIRDS WAS ROVIO'S 52ND GAME.

**EVEN THE EMPIRE KEEPS BUILDING DEATH STARS, RIGHT?
(IF YOU'RE GOING TO GO THAT ROUTE, MAKE THEM HARDER TO BLOW UP.)**

FIRST THINGS FIRST:
COMMUNITY

FIRST THINGS FIRST:
COMMUNITIES



COMMUNICATION MATTERS

WHERE WILL YOUR USERS GET INFORMATION?

WHERE WILL YOUR CONTRIBUTORS GET INFORMATION?

HAVE A **PUBLIC** PLACE FOR PEOPLE TO COMMUNICATE WITH EACH OTHER

MAKE IT ENJOYABLE

THE RIGHT TOOL FOR THE RIGHT JOB

- What's the most useful tool for the task?
- Where will it be simplest for users and contributors to ask questions and get answers?
- Not simplest for *you*. Simplest for *them*.

ENJOYABLE = ENGAGED

ENGAGED = ACTIVE

ACTIVE = CONTRIBUTIONS

CONTRIBUTIONS = SUCCESS

MARKETING



MARKETING 101

- Website
- Social media presence
- Collateral
- Stickers! Stickers! Stickers!
- (And other swag)
- Give talks
- Create tutorials
- Hold meetups and hackathons
- **BE CREATIVE.**



INKSCAPE

Draw Freely.

English

Log in / Register

Follow us on:

- ABOUT
- DOWNLOAD
- NEWS
- COMMUNITY
- LEARN
- CONTRIBUTE
- DEVELOP
- SUPPORT US

Inkscape is a professional vector graphics editor for Windows, Mac OS X and Linux. It's free and open source.

[Download](#)

Current stable version: 0.91

Draw Freely.

- Overview**
 What is Inkscape and how can I get it?
- Features**
 Find out what Inkscape is capable of
- Gallery**
 Showcase of creations from the community
- Learning Resources**
 Resources to help you get the most out of Inkscape

Users

A powerful, free design tool

Whether you are an illustrator, designer, web designer or just someone who needs to create some vector imagery, Inkscape is for you!

- Flexible drawing tools
- Broad file format compatibility
- Powerful text tool
- Bezier and spiro curves

Want to find out more about how Inkscape can help you? Look at a full set of [Features](#) or [try it out!](#)

Developers

Google Summer of Code 2014

This is Inkscape's 10th year mentoring in Google's Summer of Code. Students, please see our [Summer of Code wiki page](#) for directions. Find an [idea](#) that interests you, and [let us know!](#)

Join our thriving community

We can always use help from more people. If you can write code, you may be able to help with development; if you can't, there are still lots of things we can use help with. For more information, take a

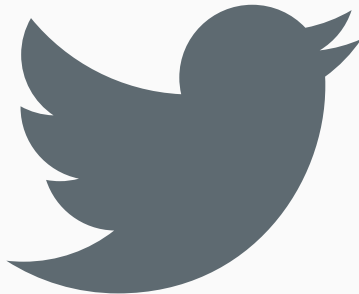
Recent News

Inkscape 2016 Executive Report

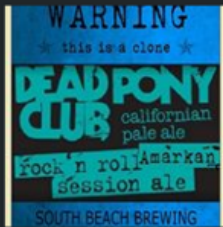
Jan. 14, 2016
The Inkscape board met and decided on some key areas for the project's 2016 goals: a budget for expenditures and W3C participation, the hackfest organisation in Leeds, UK, and the confirmation of the licensing intent. [Read more...](#)

Conservancy Supporter Fundraiser

Jan. 11, 2016
The non-profit home of Inkscape, Software Freedom Conservancy, is in urgent need of your immediate support! Conservancy must move to a supporter-driven organization so it can focus on



haeggen_



♥ 17 💬 0

madamalour



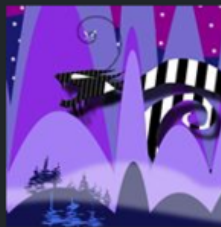
♥ 29 💬 1

bearandlionband



♥ 47 💬 6

vannik de



♥ 12 💬 0

octoshrimpy



♥ 9 💬 0

kandycups



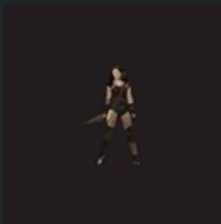
♥ 22 💬 1

kidproto



♥ 23 💬 3

jerejacobson



♥ 11 💬 0

russell.ellen



♥ 28 💬 4

sandro.rocha.7758



♥ 8 💬 2

cilvako



♥ 20 💬 2

c_l_aesthetic



♥ 17 💬 4

marki_ramachova



♥ 3 💬 0

randyscottlison



♥ 27 💬 3

wheelstudio_ve



♥ 58 💬 4

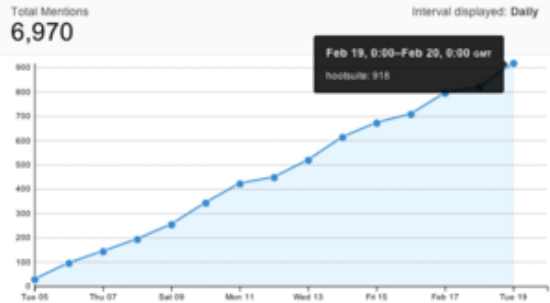
MORE

Twitter Engagement - Summary

Follower Growth - Count



Mentions - Count



Retweets - Count



Google Analytics

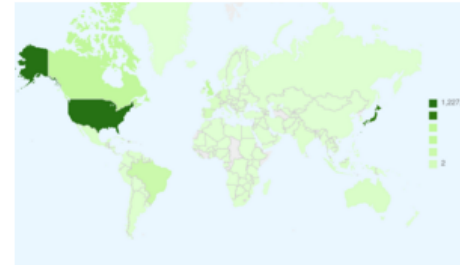
Site Visitors Overview



Sparklines



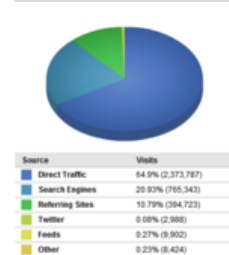
Regional Site Traffic - Map Overlay



Top Content

Pages	Pageviews	%Pageviews
/dashboards	4,478,079	67.45%
/home	943,448	14.21%
/signup/pro	389,230	5.86%
/about/features/reporting	248,359	3.74%
/mobile/iphone	176,033	2.65%
/login	77,993	1.17%
/plans	47,637	0.72%
/mobile/android	32,510	0.49%
/mobile/blackberry	24,695	0.37%
/hoollet	22,067	0.33%

Traffic Sources



Exploring Open Source

PHOTOGRAPHER

Edition



Exploring Open Source

MUSICIAN

Edition



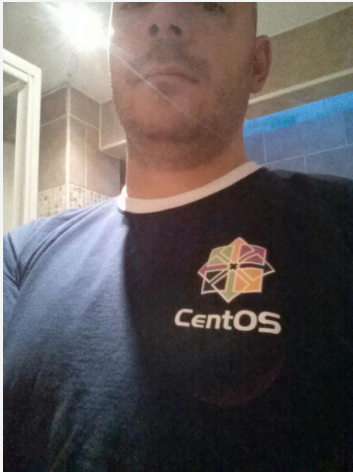
Exploring Open Source

GRAPHIC DESIGNER

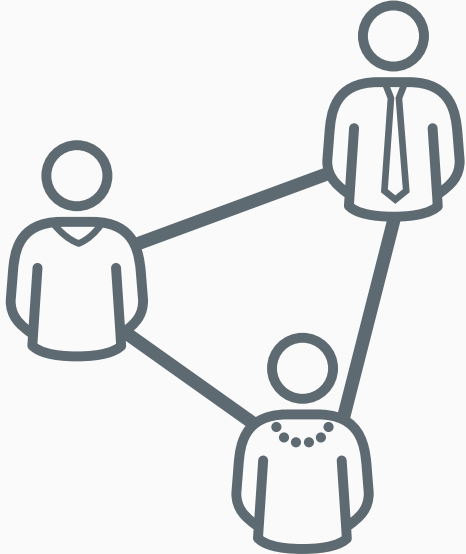
Edition







TALK TO PEOPLE!



NONE OF THIS IS EASY.

THAT'S WHERE CONTRIBUTORS COME IN. SPECIFICALLY:



WRITER



DESIGNER

- Gender** 
- Women
 - Men
 - Girls

- Price** 
- 0 - \$10
 - \$10 - \$20
 - \$20 - \$50
 - \$50 - \$100
 - \$100 - \$150
 - \$150 - \$200

[Party & Occasions](#) > [Halloween](#) > [Fat Girl Costumes](#)



\$25¹⁹ - \$29⁹⁷

**Lava Diva Female Vampire
Women's Plus Size Adult**

★★★★★ (1)

Free shipping on orders over \$50
Free store pickup



\$49⁹⁷

**Lava Diva Saloon Girl
Women's Plus Size Adult**

★★★★★ (1)

Free shipping on orders over \$50
Free store pickup



\$41⁵² - \$49⁹⁷

**Lava Diva Bewitching
Women's Plus Size Adult**

★★★★★

Free shipping on orders over \$50
Free store pickup



\$22⁵³ - \$24⁹⁹

**Lava Diva Queen of Hearts
Women's Plus Size Adult**

★★★★★

Free shipping on orders over \$50
Free store pickup

UX AND UI

PROTOTYPING: PENCIL

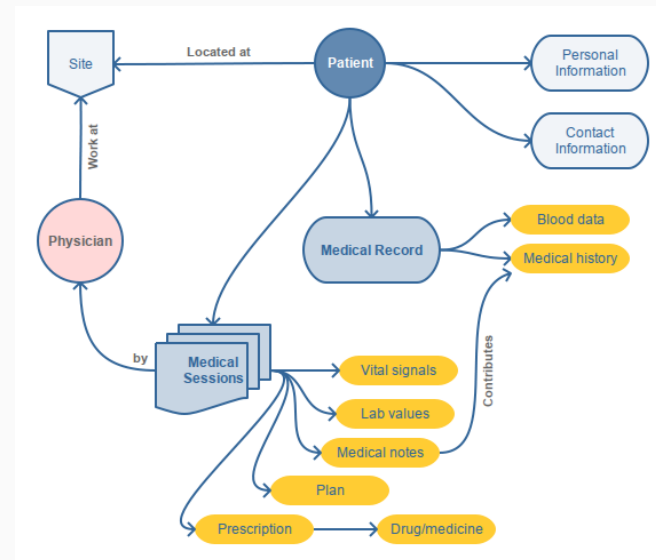
GUI prototyping--Create mockups, user journeys
pencil.evolus.vn

WEB TESTING: BROWSERSHOTS

Shows you a website in various browsers
browsershots.org

SITE MAPPING: FREEMIND

Create site maps/mind maps
sourceforge.net/projects/freemind/




```

* Contact training
Certification
  * All certifications and exams
  * For certified professionals
  * For employers
  * Certification Central
  * Ways to test
  * Contact certification
Consulting
  * Innovation paths
  * Cloud services
  * Application services
  * Infrastructure services

Red Hat Learning Subscription
A flexible training solution that saves you time, energy, and budget.

The value of a Red Hat subscription
Red Hat customers get the latest software, trust that it's secure, and gain access to a community of experts making software the open source way.
Explore Services & support

Customers
  * Adobe
  * Ampersand
  * Bayer Business Services
  * Beth Israel Medical Center
  * Bolsa Mexicana de Valores
  * See all...

Partners
  * HP
  * IBM
  * GCA Technology Services
  * Quru
  * Shadow-Soft

Telegraph Media Group supports a digital-first strategy
Red Hat helped Telegraph Media Group simplify the launch of new digital content to audiences on desktop, tablet, and smartphone devices, quickly and cost-effectively.

Peavey amplifies business intelligence
Red Hat helped Peavey Electronics speed the performance of its analytics solution and give remote users mobile reporting access.
Explore Success stories

Why Red Hat
  * Subscription model
  * Trusted in the industry
  * The Open Organization
  * Open Source Stories
  * Insights

Our company
  * Company information
  * Executive team
  * Newsroom
  * Events
  * Around the world
  * Investor Relations
-- press space for next page --
Arrow keys: Up and Down to move. Right to follow a link; Left to go back.
H>help O>ptions P>rint G>o M>ain screen Q>uit /-search [delete]=history list

```

DOCUMENTATION

CONTRIBUTOR DOCUMENTATION

HOW DO I CONTRIBUTE?

USER DOCUMENTATION

HOW DO I USE THIS THING?

**YOU
ARE NOT
YOUR USER.**

Cookies

Change language: English ▾[Edit](#) [Report a Bug](#)

PHP transparently supports HTTP cookies. Cookies are a mechanism for storing data in the remote browser and thus tracking or identifying return users. You can set cookies using the [setcookie\(\)](#) or [setrawcookie\(\)](#) function. Cookies are part of the HTTP header, so [setcookie\(\)](#) must be called before any output is sent to the browser. This is the same limitation that [header\(\)](#) has. You can use the [output buffering functions](#) to delay the script output until you have decided whether or not to set any cookies or send any headers.

Any cookies sent to you from the client will automatically be included into a `$_COOKIE` auto-global array if [variables_order](#) contains "C". If you wish to assign multiple values to a single cookie, just add `[]` to the cookie name.

Depending on [register_globals](#), regular PHP variables can be created from cookies. However it's not recommended to rely on them as this feature is often turned off for the sake of security.

For more details, including notes on browser bugs, see the [setcookie\(\)](#) and [setrawcookie\(\)](#) function.

User Contributed Notes 9 notes

[+ add a note](#)

▲ 45 ▼ Tugrul

10 months ago

Setting new cookie

=====

```
<?php
setcookie("name","value",time()+$int);
/*name is your cookie's name
value is cookie's value
$int is time of cookie expires*/
?>
```

Getting Cookie

=====

RESPECT NON-CODE CONTRIBUTIONS



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THANK YOU!