IF YOU BUILD IT, THEY WON'T COME

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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?
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
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

USERS

CONTRIBUTORS
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.
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

- Lava Diva Female Vampire Women's Plus Size Adult
  - $25.19 - $29.97
  - Free shipping on orders over $50
  - Free store pickup

- Lava Diva Saloon Girl Women's Plus Size Adult
  - $49.97
  - Free shipping on orders over $50
  - Free store pickup

- Lava Diva Bewitching Women's Plus Size Adult
  - $41.52 - $49.97
  - Free shipping on orders over $50
  - Free store pickup

- Lava Diva Queen of Hearts Women's Plus Size Adult
  - $22.53 - $24.99
  - 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

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
- Autodesk
- Bayer Business Services
- Beth Israel Medical Center
- Delta Mexicana de Salud
- See all...

Partners
- IBM
- GEP Technology Services
- Qlik
- Shadow-Soft

Telegaph 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.

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

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.
Help Options Print Go to Main screen Quit /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

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

Setting new cookie
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```php
<?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
THANK YOU!

red hat

THANK YOU!