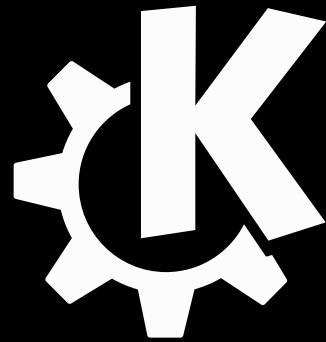


# KDE's Products

Visualising our relationship to our users

# KDE's products



**Aleix Pol i Gonzàlez <[aleixpol@kde.org](mailto:aleixpol@kde.org)>**

# Who am I?

Aleix Pol i Gonzàlez <aleixpol@kde.org>

KDE e.V. President

KDE hacker

Employed by Blue Systems

Barcelona

**We're all consumers of *things*...**

**How do consumers use our  
work?**

# The Marketing Mix

# 1. Product

## 2. Price



# 3. Place

# 4. Promotion

**How can KDE possibly fit  
there?**

**Let's take responsibility of the  
creative to delivery process**

**And let's do it as a team**

**What products do we have?**

# Apps

# Systems

What does e.g. Plasma mean?



# Frameworks

# Example: KTuberling

# Example: Plasma

# Example: KCoreAddons

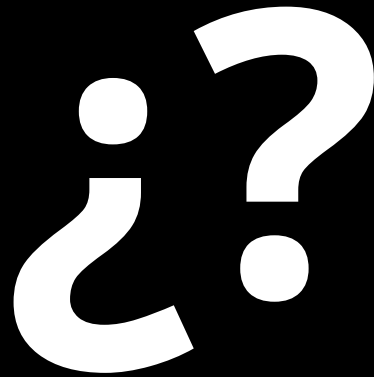
# Team

**Different roles! designers,  
promo, bug triaging**

**Do not blame!**

**Take responsibility and address what doesn't  
work**

**We are here to help**



**Aleix Pol i Gonzàlez <[aleixpol@kde.org](mailto:aleixpol@kde.org)>**