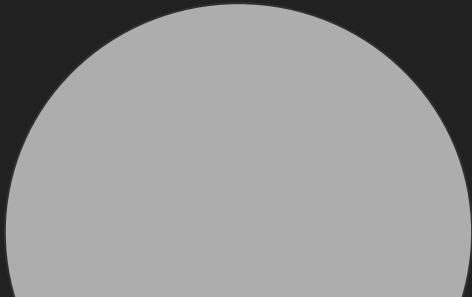


# Developing products that break out of our bubble(s)

The Product(s)



*A product is a vehicle to deliver value.*

*It has a clear boundary,  
known stakeholders,  
well-defined users or customers.*

*A product could be a service,  
a physical product,  
or something more abstract.*

The 2020 Scrum Guide

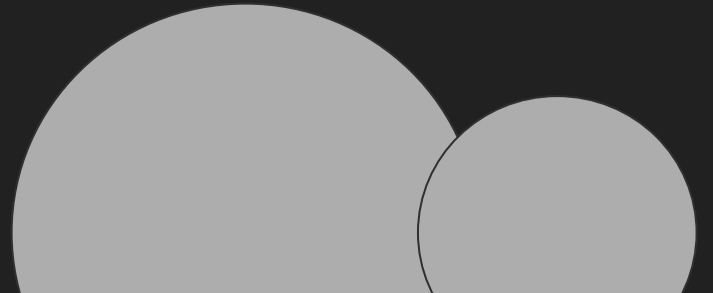
<https://scrumguides.org/scrum-guide.html>

In KDE's case, a product could be:

- A single application
- A group of applications
- KDE Frameworks
- Plasma, Plasma-Mobile
- A device (phone, laptop)
- A tool offered to users as a service (BBB, GitLab, Matrix)
- An event (Akademy, LAS)
- ...



# The Bubble(s)



# Bubble

*A **situation** in which you only experience things that you expect or find easy to deal with.*

*A **group of people** who have a lot of contact with each other but limited contact with people outside the group.*

<https://dictionary.cambridge.org/dictionary/english/bubble>

Solo

Team

KDE

FOSS

World



# Solo

## What it looks like

- Scratching your own itch
- Lonesome developer or maintainer
- Easier and faster to make decisions and implement changes

## Challenges

- Sustainability (Bus factor = 1)
- Quality
- Limited resources

# Team

## What it looks like

- Additional skills & resources become available
- Relationships and communication are now a thing
- Increased potential

## Challenges

- People have ideas & demands
- Defining processes is now a need
- Setting up collaboration tools

# KDE

## What it looks like

- Part of an organization that can support you and your product
- Lots of other specialized teams around
- Infrastructure to scale in place
- Your product ships in many distributions by default

## Challenges

- Increased complexity
- Need to abide by community rules, follow procedures and use specific tools
- Exposure to criticism
- Getting users of non-KDE focused FOSS systems to use KDE products

# FOSS

## What it looks like

- A growing community of users and contributors
- Increased visibility in the FOSS ecosystem
- Your project can no longer be a playground
- Possibility for sponsors

## Challenges

- More requests for integration
- Getting your product to ship by default with external products
- Increasing the distribution channels

# World

## What it looks like

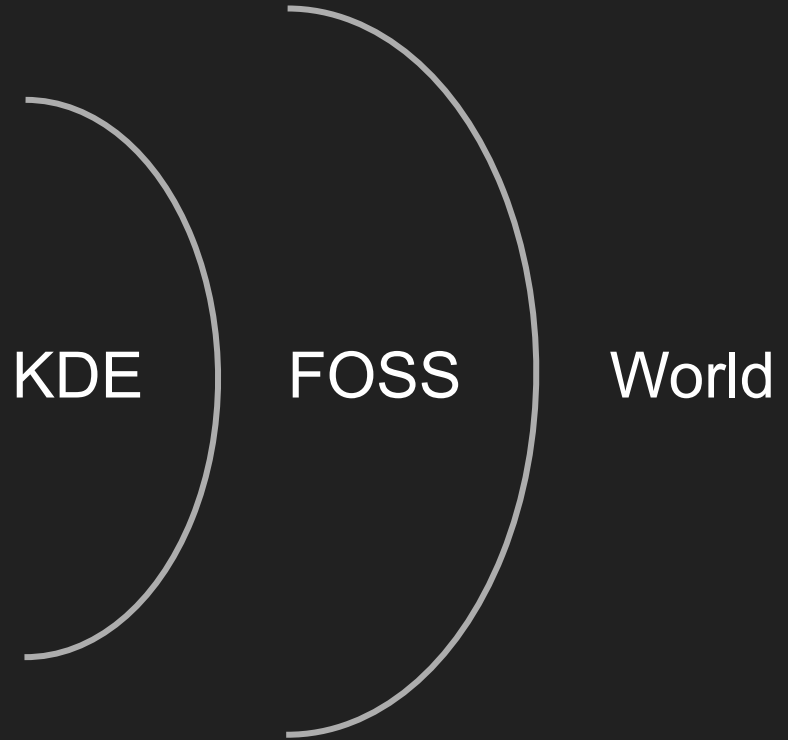
- Limitless potential for growth
- Your product is part of the market
- Opportunities to attract revenue
- An organizational structure should be in place by now

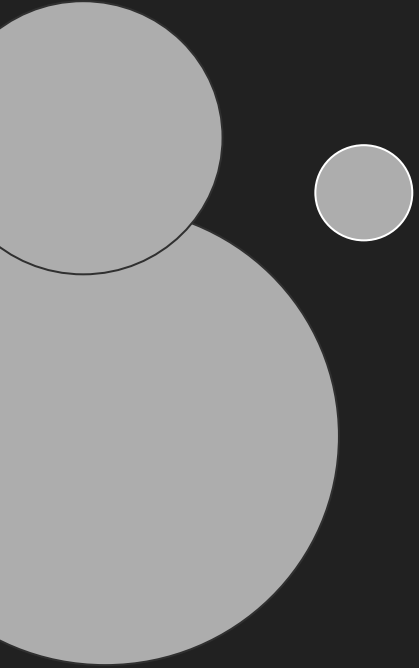
## Challenges

- Competition is fierce and you must keep up with it
- Constant demand for new features, high quality, security
- Fundraising is a necessity to continue growing
- Logistics, taxes, legal, hiring

# In which bubble would you place these KDE products?

- Plasma
- Krita
- Plasma Mobile
- KDE Neon
- Okular
- KDE PIM
- Frameworks
- Skanlite
- Dolphin
- KDE Connect
- Kdenlive
- GCompris
- Kirigami
- Neochat
- ...

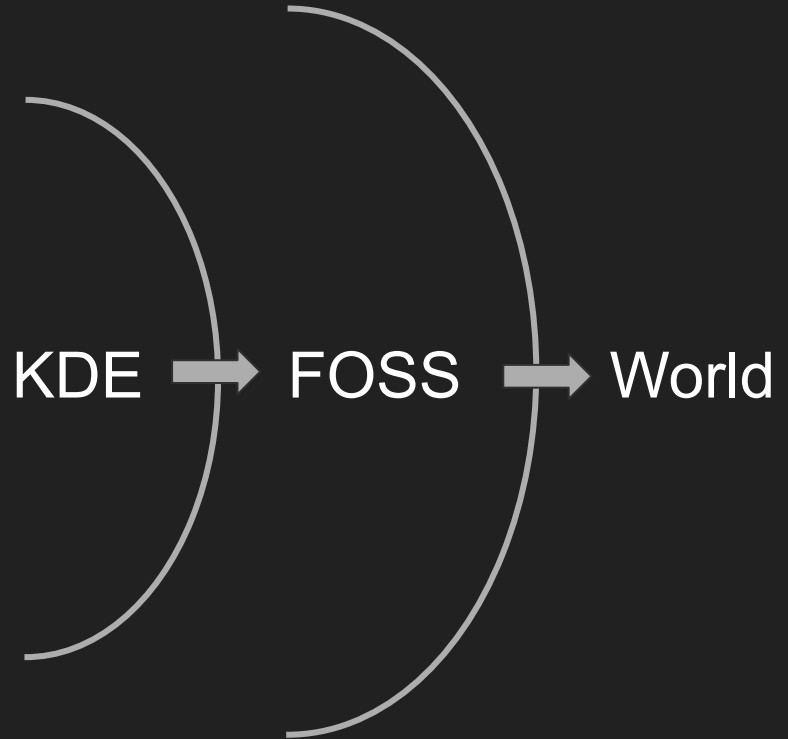




Breaking out

# What would push these products to the next bubble?

- Offering a unique solution to an existing problem
- Responding to a growing demand in their niche
- Delivering high quality software that corresponds to modern requirements
- Friendly User Interface
- Awesome User Experience
- Community building
- Raising awareness
- Creating a partners network







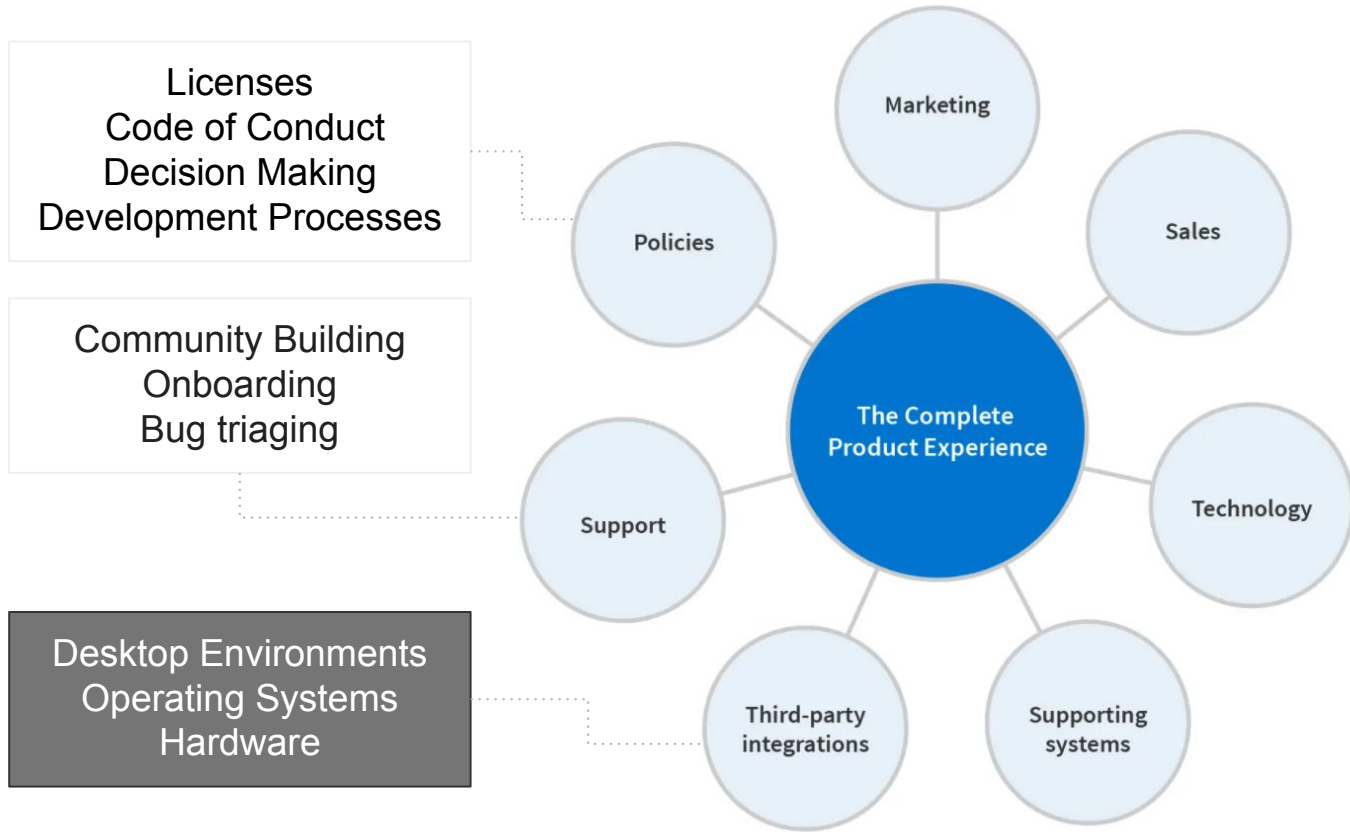
Licenses  
Code of Conduct  
Decision Making  
Development Processes



Licenses  
Code of Conduct  
Decision Making  
Development Processes

Community Building  
Onboarding  
Bug triaging



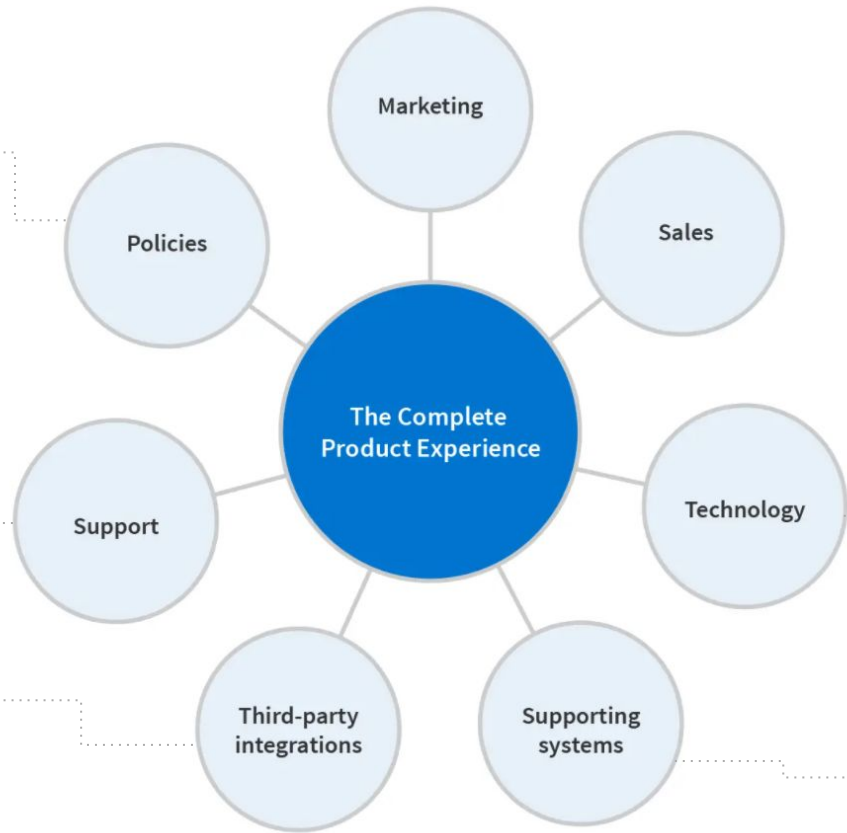




Licenses  
Code of Conduct  
Decision Making  
Development Processes

Community Building  
Onboarding  
Bug triaging

Desktop Environments  
Operating Systems  
Hardware



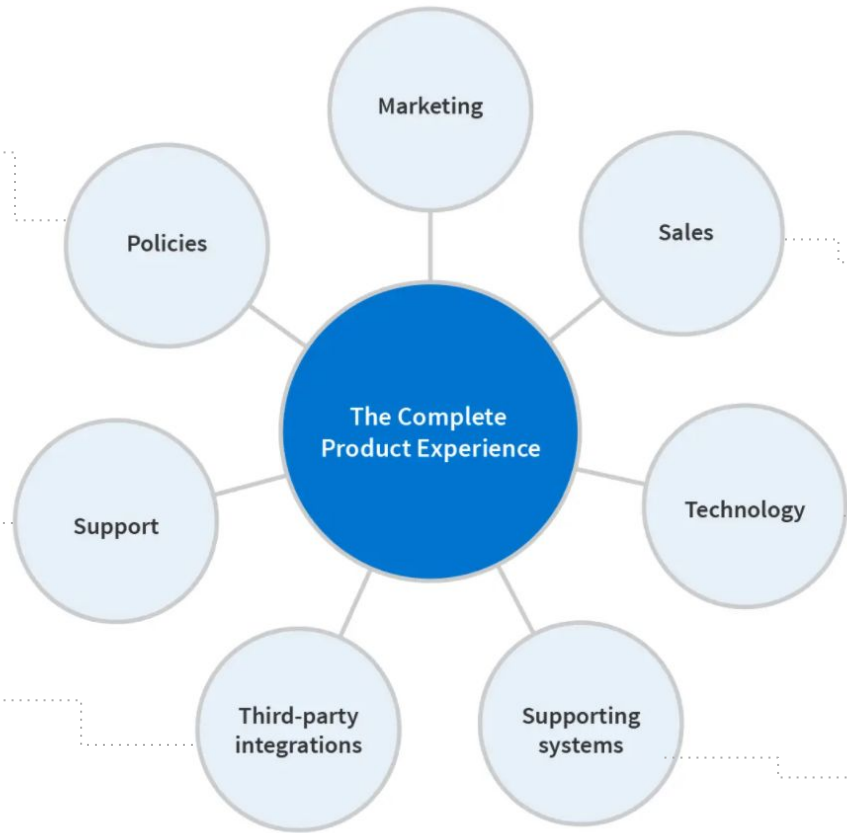
Features  
Quality  
Innovation  
User Interface/Experience

Release Management  
System Administration  
Code repositories  
Packaging

Licenses  
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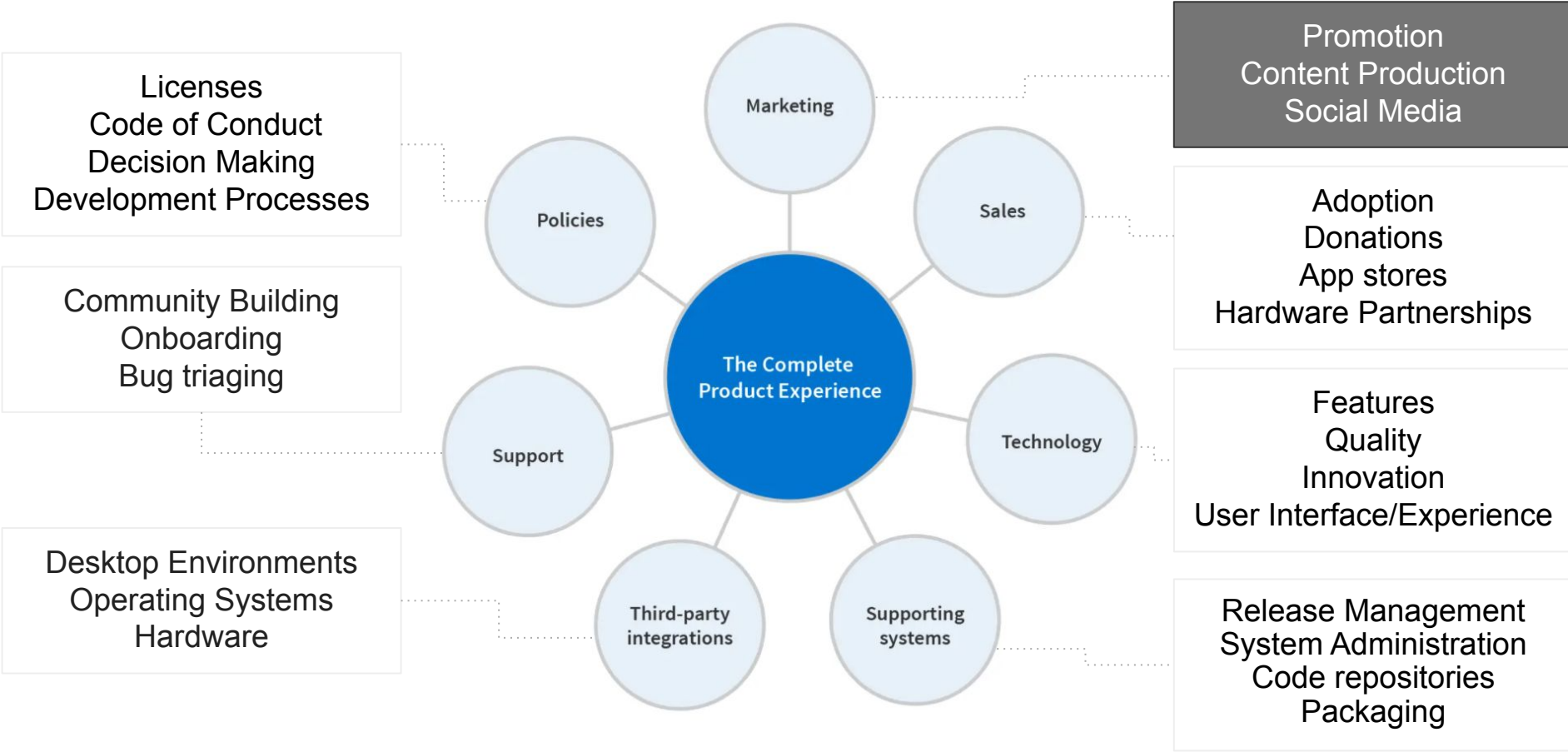
Desktop Environments  
Operating Systems  
Hardware



Adoption  
Donations  
App stores  
Hardware Partnerships

Features  
Quality  
Innovation  
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Licenses  
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Desktop Environments  
Operating Systems  
Hardware

Support

Policies

Third-party  
integrations

The Complete  
Product Experience

Marketing

Supporting  
systems

Technology

Sales

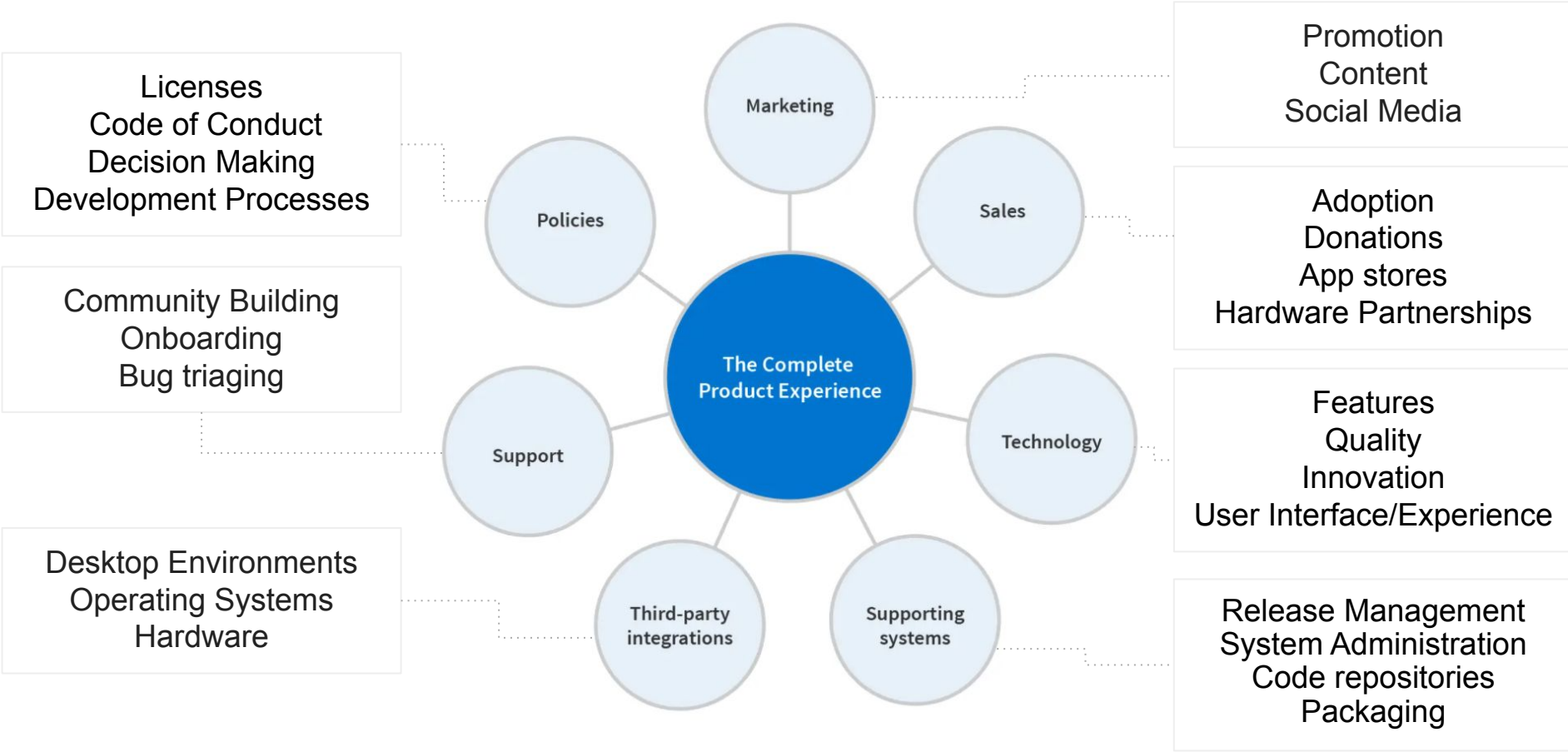
Promotion  
Content Production  
Social Media

Adoption  
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App stores  
Hardware Partnerships

Features  
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Release Management  
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**The Complete Product Experience**

Marketing

Sales

Technology

Supporting systems

Third-party integrations

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How can KDE help you  
and your product?

# Lots of specialized teams in our community

- Promo
- Visual Design Group
- Web
- Documentation
- Sysadmin
- KDE Network
- Bugsquad
- Translations
- Platform specific groups (Windows, Android, Bundles)
- KDE e.V. & Board
- Enthusiasts & early adopters



Your bubble(s) might vary



# A bubble can take various forms and meanings

- ▶ A familiar place we feel safe and comfortable in, where we can stay focused and be productive, by doing things we enjoy and know well.
- ▮▮ A controlled situation that allows us to experiment, learn and prepare our path for growth.
- ▶▶ A platform that enables us to validate our product and the demand for what we offer.
- ▶▶ A milestone we wish to achieve so we can move to our next target and reach our goals.
- A barrier or hurdle that we need to overcome to continue our growth.



- What are your bubbles?
- Do you have a plan to break out?
- What's the next bubble you want to reach?

# Stay in touch!

## Neofytos Kolokotronis

- [neofytosk@kde.org](mailto:neofytosk@kde.org)
- [@neofytosk:kde.org](mailto:@neofytosk:kde.org)
- <http://neofytosk.com>



<http://frozen-bubble.org/>