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 Complete Product Experience

- Marketing
- Sales
- Technology
- Supporting systems
- Third-party integrations
- Support
- Policies
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

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
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
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
- ...

KDE

FOSS

World
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
The Complete Product Experience

- Marketing
- Sales
- Technology
- Supporting systems
- Third-party integrations
- Support
- Policies

https://www.linkedin.com/pulse/7-components-your-complete-product-experience-brian-de-haaff
Licenses
Code of Conduct
Decision Making
Development Processes
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
- @neofytosk:kde.org
- http://neofytosk.com

http://frozen-bubble.org/