Arm Developer

What we learned about you, and the changes we are making

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Linaro Connect BKK19
Who am I?

• Chris Royston
  • Senior Manager, Content Services in Arm’s Sales and Partner Enablement Group
• Content Services responsible for:
  • Researching, defining, and delivering changes to Arm’s technical content platforms
  • Producing technical and e-learning content for Arm
  • Making Arm Developer the place to learn, develop, and collaborate on Arm
What we learned about you
What we learned about you

Where you came from

What you do

Experience on Arm

[Charts showing distribution of regions, industries, and experience]
Key findings
Competitor research

The best user experiences:

- Stick to a ‘single site’ model
  - create a unified user experience
- Pick a clear taxonomy and stick with it
  - keep the structure simple and consistent
- Provide ‘getting started’ resources
- Call out key tasks/scenarios
- Teach by example(s)
Top areas of concern

“the easiest way ... is outside of Arm with the Search engine”

Search

• Users unable to find content
• Tend to use Google over site search
• Inconsistent quality/presentation of results
• Unable to relocate previous helpful search result(s)

Navigation

• Tend to arrive deep in site from Google
• Inconsistent pathways to the same types of content
• Unclear which is the primary site for them:
  • (Arm.com, Arm Developer, Community, Infocenter, etc.)
• Getting started information missing

Community

• Rely on stackoverflow for answers to development questions
  • Often top Google search result
• Appreciate the site moderation, AKA quality of content
• Little awareness of Arm Community
• Unable to relocate previous helpful search result(s)
# Page-level observations

"more on how to get started ... and additional examples"

## Finding information
- Duplicated, or inconsistent navigation
- More direct links to related content/documentation
- More consistency of search results
  - Plus search filtering required
- Google search more likely to yield required result

## Unmet content needs
- Users need ‘getting started’ content
  - How to vs. reference
- More real-life examples needed
- Language is confusing
- Lack of consistency in pages
- Deeper level of information needed
- Benchmark data
- More graphics, less words

## Documentation pages
- Unclear where to find their product
  - Architectures vs. Processors?
- No organization to tree
- Infocenter still preferred
  - Preferred but still not ideal
  - Many arrived there after giving up on Arm Developer

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What have we changed?
Information architecture

We moved from:
Information architecture

To:
Information architecture

Multiple pathways to content

User activity
- Design an SoC
- Work with hardware
- Develop software
- Optimize software
- Etc.

Key tasks
- Etc.

Solutions
- Gaming & App development
- Infrastructure
- Etc.

Tools & Software
- Gaming software optimization content

Community
- Documentation
- Etc.
What’s coming next?
New Documentation hub

More robust back-end infrastructure, new front-end and UX

- ETA Q3 2019
- Confidential docs
Move to Arm 2.0 brand

- ETA Q4 2019
- New look & feel
Q&A ... of sorts
We’re going to use Mentimeter

Go to www.menti.com and use code 25 46 40
Got feedback after Linaro Connect?

https://developer.arm.com/BKK19
Thank You
Danke
Merci
谢谢
ありがとう
Gracias
Kiitos
감사합니다
धन्यवाद
 تشکر