



Developer Relations Programs User Satisfaction Benchmarking

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User Satisfaction Benchmarking Service

What is your developer community thinking?

Evans Data can help you figure this out by surveying your developer community, and finding out how they feel about features and areas of your program. We will ask your users about 24 different program components along with any additional questions you may want to present. This service will give you the information needed to tailor your program to your user communities' needs and requirements – no guessing required.

How do you rate against your competitors?

Would you like to better understand how your developer relations program ranks in the market today? After surveying your users we will benchmark your program against your key competitors. This service will evaluate and summarize various features and attributes of these developer programs. We take the survey of your user base and evaluate what they think of the features in your program. Then we will benchmark against other top programs that we have looked at. We will provide the results in a report that clearly shows where your program stands relative to the rankings of the others.

The Benchmark Service includes:

- Educational events (workshops, conferences, etc)
- Email tech support
- Tutorials
- Business Development assistance
- Help in marketing your app
- Online marketplace
- APIs
- Pre-release versions of software
- Code from 3rd party resources
- Other tools for app development
- Presence of engineers in forums
- User shared content

- FAQs
- Phone tech support
- Web communications channels (blogs, wikis, RSS feeds, etc)
- Revenue sharing opportunities
- Help in distributing you app
- Pre and Post sales support
- SDKs
- Software updates
- Sample code
- Forums
- Recognition and perks for user participation
- Social networking features (tagging, social bookmarking)

This service will provide you with the up to date data needed to position or maintain your developer program in the top tier. The results of this service provide new insights into the relative strengths and weaknesses of your developer program features. Findings will show how certain programs are more successful than others, and identify where your program has room for improvement.

With this analysis and competitive review, you will be able to evaluate your program more effectively and enact the changes or create the features your developer community would like to see.

Evans Data Corporation is available to provide additional consulting services as requested.