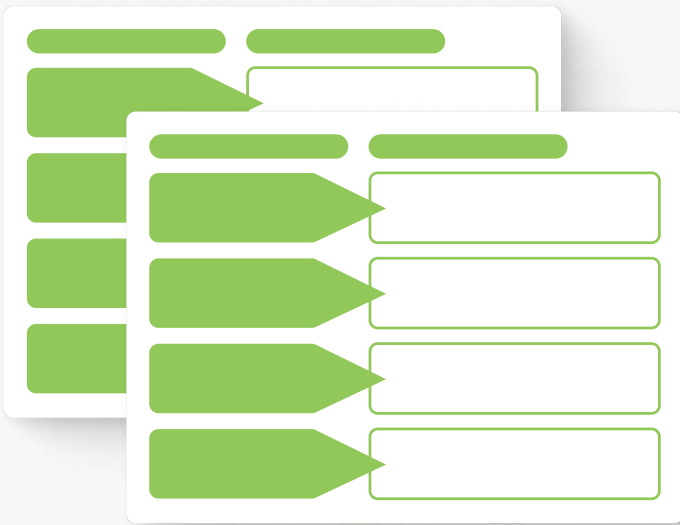# Developer Segmentation

Clarity on your target audience is a key to your Developer Relations success.

# Developer Segmentation

## Introduction

There is no single definition for "Developer."

Rather, the term "developer" refers to millions of individuals, all with different skill levels and purchasing authority, who use different technology stacks and programming languages. They speak different languages and live in different geographic regions.

They belong to different types of companies, are at different stages of their education or professional career, and are working on different use cases. The sheer variety of traits that make each developer unique quickly adds to a combinatorial explosion of attributes that create colossal diversity.

Because of this diversity, you can't expect the same message to resonate with them all. You can't expect to find them all in the same place. Nor do they all want or need your product. Indeed, your product was likely designed for a specific audience. It's not effective or necessary for you to target 'all developers', and you likely don't have the resources to attempt such a feat even if you wanted to.

### Segmentation is about focus and alignment

That's where Segmentation comes in. Focus is required because the alternative is unrealistic. To succeed, you must pursue targeted opportunities rather than the entire market.

# DevRel.Agency

# Developer Segmentation

By creating your segments (or target groups) and, subsequently, your developer personas, you will be able to:

- Craft more precise and tailored messaging
- Create a more effective go-to-market strategy
- Optimize your Developer Experience
- Enhance your product
- Nail down your product/market fit, and
- Decide on the type of support to offer

Start creating your Developer Segmentation by first understanding several key attributes of developers, including:

- Their motivation – why do they do what they do?
- Their skillset – what tools and resources do they currently use, and what gaps do they have?
- Their goals – what do they want to achieve?
- Their mindset – how do they evaluate and make decisions?
- The demands on their time – where and how do they need support? What type of projects are they working on?
- Their limiting factors – skills, budget, existing infrastructure choices, corporate culture?
- The demands on their attention – who are you competing with for mindshare?
- And where to find them?

# Developer Segmentation

## Do your homework

To start your segmentation, you'll gather data and information from multiple sources of information. This should include:

### Quantitative sources

- Your CRM
- Product analytics
- Your Product, Engineering and Marketing teams
- Proprietary surveys
- 3rd party surveys & reports, like Stack Overflow, SlashData, etc

### Qualitative sources

- Feedback from your community gathered by Developer Advocates
- Feedback from your community from Support interactions
- Advisory Groups, Ambassadors, Focus groups
- Industry Peers
- Tech Press

# Developer Segmentation

## The Developer Segmentation Framework

The Framework consists of four filters that help you define your target segments(s):

1. Technical - product focused
2. User - developer focused
3. Organization - your customers organization & use case
4. Market - industry vertical and geography focus

Each filter in the the Framework has suggested discovery questions for you to answer, designed to sharpen your focus. We suggest you add your own questions specific to your situation to create even deeper insights.

# Developer Segmentation

# Developer Segmentation

## How To Use The Developer Segmentation Canvas

We recommend you get interactive to complete your Canvas. Get you team and your stakeholders in a room, or on a video call. Recreate the Canvas template on a physical whiteboard, A3 paper, or digital workspace. There is a blank Canvas template included at the rear of this document.

Bring together your input data, and as a team, start working through the questions for each filter. As we mentioned above, also create your own additional questions that are more specific to your particular situation.

Discuss, debate, until you start to get a consensus forming. If you are in a physical environment, use post it notes to add your answers and refer out to key pieces of reference data that back up decisions. If you are online line, use a platform that supports real time collaboration so everyone can contribute and track progress.

As an example, we have included some commentary from a fictional Gaming startup for each of the filter areas:

### Technical

This product is only focused on the Android mobile operating platform and also integrates with Unity. Developers can use Java or C++ programming languages for the integration of our tool. The implementation takes place after the game has been designed and builds on top of Android's Telecom Framework, so the developer should have some understanding of telecommunications protocols. It includes a number of pre-trained TensorFlow models for generative imagery at the edge.

Our Technical criteria are: Android, Unity Java/C++, 4G, WiFi6, and TensorFlow models

# Developer Segmentation

**User**

The implementation of our SDK is fairly complex, so we would expect the developer to have around five years of mobile gaming development experience. This is a crucial technology for a game, so we would expect our developers to have the knowledge and authority to make the decision to adopt our SDK.

Our user criteria are: Mobile game developer, 5+ years of experience, key decision makers

**Organization**

These complex types of games and technology are likely created by big game studios; however, it is likely that a well-funded Series A startup with experienced developers may also be motivated to attempt this type of game.

Our organization criteria are: Companies that would be most successful with this type of game are (1) large game studios and (2) Series A startups. Their use cases are creating large branded mobile games.
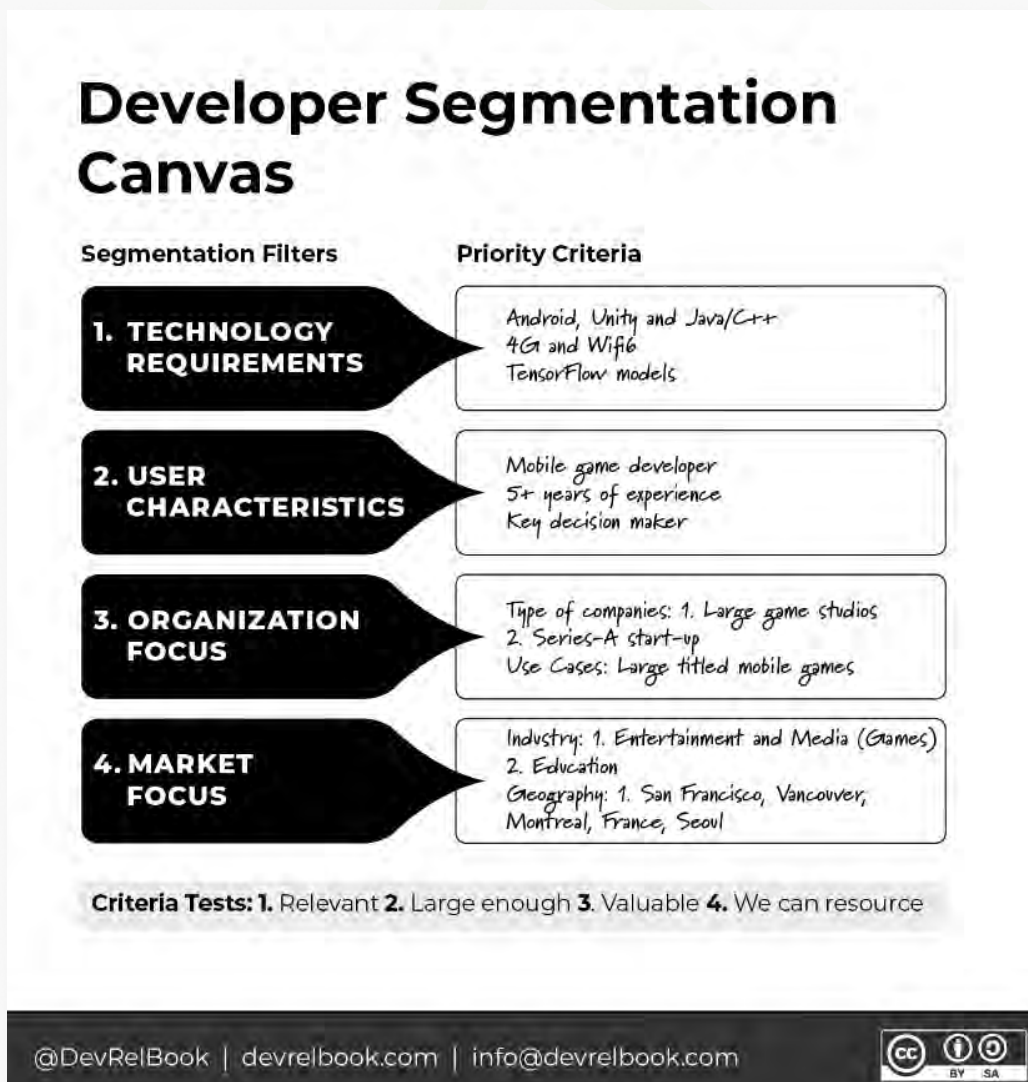
**Market**

The industry for our product is Entertainment and Media, notably games. However, we have seen the Education market, specifically because of the home-schooling trend, become more interested in these types of mixed-reality apps. Regionally, the larger game companies are based in the United States (San Francisco), Canada (Vancouver and Montreal), France, and South Korea. It makes most sense to start with our home market of San Francisco, where our CEO is connected.

# Developer Segmentation

Our Market criteria are: Industry (1) Entertainment and Media (games), (2) Education. Geography – San Francisco, Vancouver, Montreal, France, Seoul.

Your Canvas will likely look something like this as you complete it:

# Developer Segmentation

**Pass the test**

As you develop your potential segment, ensure it passes the four key tests:

1. Is the segment relevant to our business?
2. Is it a large enough segment?
3. Is it a valuable enough segment?
4. Can we target this segment based on our resources?

# Developer Segmentation

## Act on your findings

Segmentation is not a one-time exercise. To start, it's most important to focus on your current situation over the next 6 to 12 months. However, what's important today may change in the future, as the market changes (e.g., new entrants, developers' experience), or your situation changes (e.g., updates to your product or business objectives).

With such breadth and diversity across the entire Developer community, your product is highly unlikely to appeal to everyone, and even if you wanted to, you will not have enough resources to reach so many people and be effective.

The first step in honing your marketing effort is Segmentation. Segmentation is a crucial exercise for a Developer Relations program to undertake as it focuses the target audience while keeping in mind the goals and resources of the company.

- This is step one and, once complete, sets you up for creating your target Developer personas which bring your segments to life. With your segmentation and personas in place, you can then move on to step three, creating messaging that effectively articulates the value in your product tailored to the distinct set of people that will find the most benefit from it.

# Developer Segmentation

## Support & Resources

- The most comprehensive resource covering Developer Segmentation is
  Developer Relations - How To Build And Grow A Successful Developer Program
  available from Apress and all good bookstores.
- We have a number of blog posts on our website exploring Developer
  Segmentation and Developer Go To Market. Visit devrel.agency/blog to read
  more.

Getting a fresh perspective and facilitation from experts that are detached from
your product and company context can be helpful when creating your
segmentation. DevRel.Agency offers bespoke Segmentation workshops., delivered
either on site or remotely.

Learn more about our range of workshops.

# Developer Segmentation Canvas

**Segmentation Filters**

**Priority Criteria**

**1. TECHNOLOGY REQUIREMENTS**

**2. USER CHARACTERISTICS**

**3. ORGANIZATION FOCUS**

**4. MARKET FOCUS**

**Criteria Tests: 1.** Relevant **2.** Large enough **3.** Valuable **4.** We can resource