

Platform Strategy in Product

About me

Founder of the Box developer platform

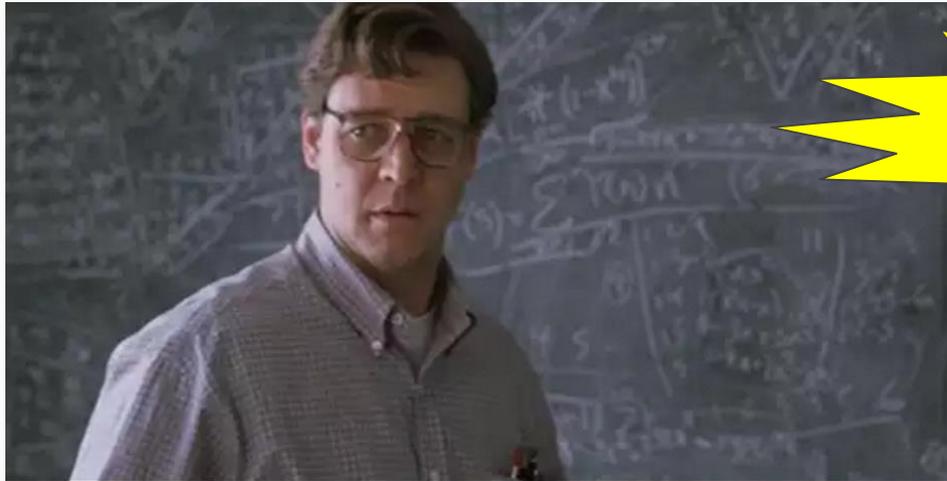
Early writer for ProgrammableWeb

Managed these platforms



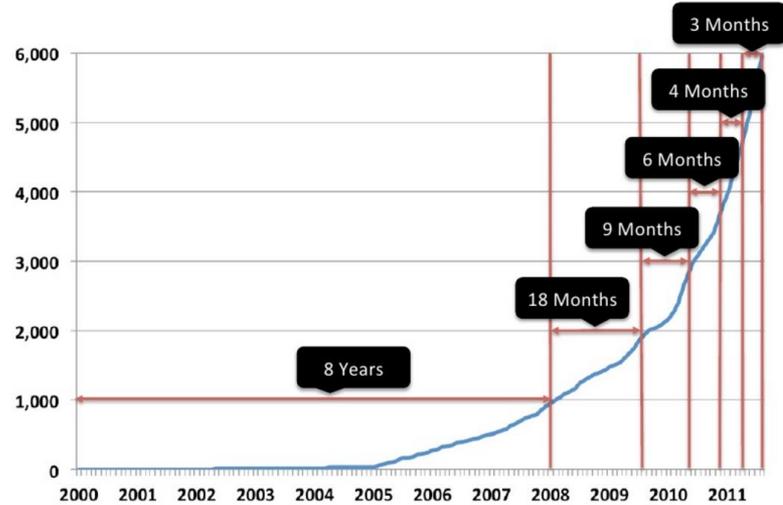
Mentor, advisor, consultant for other developer platforms

Funny story...



The Technical
Product Manager

API Obsession



API growth rate

Based on directory of 6,000 web APIs listed at ProgrammableWeb, May 2012

And how has it gone?



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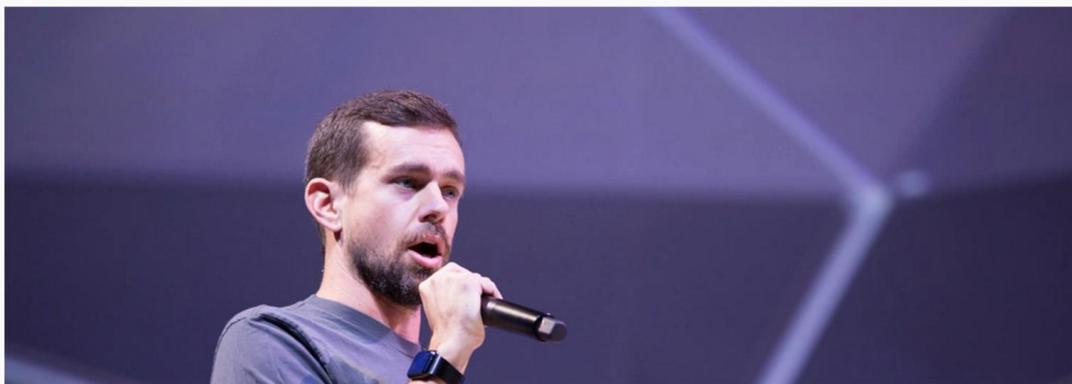


DISRUPT LONDON Prices Increase For Disrupt London In Only 4 Days [Save £250 On Tickets Now](#)

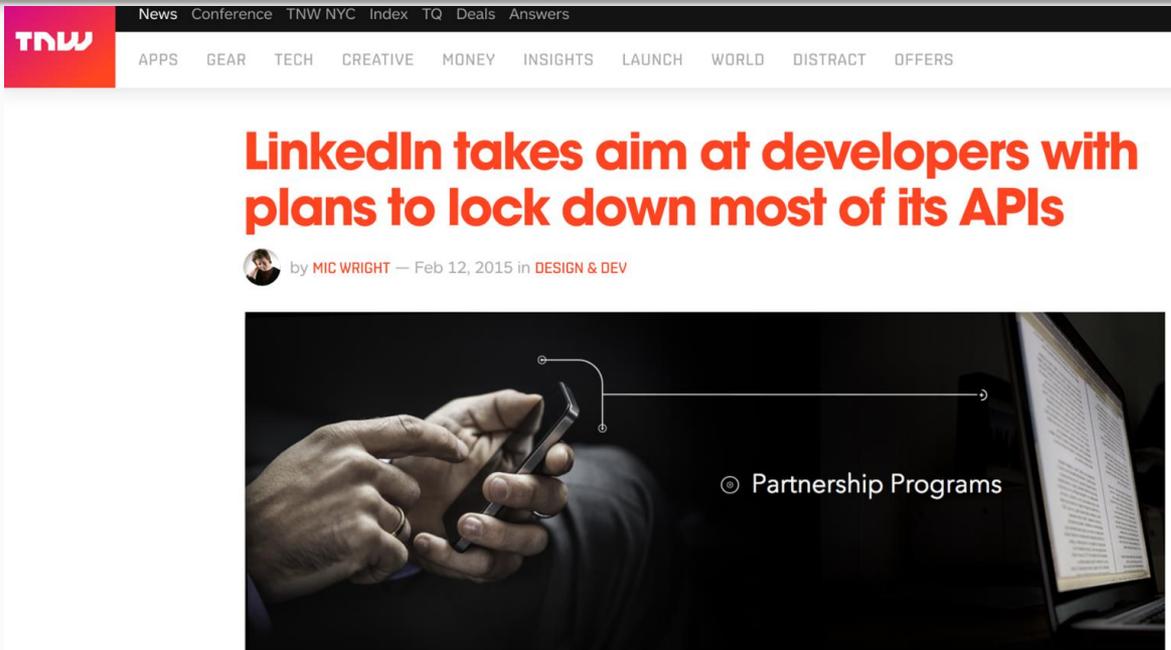
[Developer](#) [Twitter](#) [twitterflight2015](#)

Twitter CEO Dorsey Apologizes To Developers, Says He Wants To “Reset” Relations

Posted Oct 21, 2015 by [Ingrid Lunden \(@ingridlunden\)](#), [Drew Olanoff \(@drew\)](#)



Let's make fun of some more companies!



The image shows a screenshot of a TNW (The Next Web) website article. At the top, there is a navigation bar with the TNW logo on the left and a list of menu items: News, Conference, TNW NYC, Index, TQ, Deals, Answers, APPS, GEAR, TECH, CREATIVE, MONEY, INSIGHTS, LAUNCH, WORLD, DISTRACT, and OFFERS. The main headline of the article is "LinkedIn takes aim at developers with plans to lock down most of its APIs" in a large, bold, orange font. Below the headline, it says "by MIC WRIGHT — Feb 12, 2015 in DESIGN & DEV" with a small profile picture of Mic Wright. The article's featured image shows a person's hands holding a smartphone, with a white line and arrow pointing from the phone to a computer monitor in the background. The text "© Partnership Programs" is overlaid on the bottom right of the image.

News Conference TNW NYC Index TQ Deals Answers

TNW

APPS GEAR TECH CREATIVE MONEY INSIGHTS LAUNCH WORLD DISTRACT OFFERS

LinkedIn takes aim at developers with plans to lock down most of its APIs

by MIC WRIGHT — Feb 12, 2015 in DESIGN & DEV

© Partnership Programs

Yeah, I'll go there...

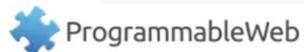


Will Facebook's Developers Defect to Other Platforms?

By BRAD STONE OCTOBER 4, 2007 9:25 AM

Today I [wrote](#) about the rush of developers to write for the Facebook platform, and their inflated hopes of dot-com riches.

Facebook is sure to have competition in the business of allowing third parties to participate, and make money, on its service. Google is



[API NEWS](#) ▾ [API DIRECTORY](#) ▾

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The Facebook API: An Ever-changing Source of Frustration?

[News](#)

Oct. 12 2010 By [Alex Stone](#)

Platform is a Product Problem

Being Technical is no excuse to not be a Product Manager

If you build it, they will come



It doesn't work elsewhere in Product, and won't work for APIs

Don't F^&* it up: Top errors



We already have APIs, just release those

- Slap documentation on internal APIs and see what happens



What happens? Nothing, if you're lucky...

Don't F^&* it up: Top errors



We have APIs for a mobile application

- Slap documentation on those and see what happens

A red, rectangular stamp with a double border, tilted slightly upwards to the right. The word "REALITY" is written in a bold, red, serif font across the center of the stamp.

What happens? Something small, if you're lucky...

Quick shortcut: copy your frontend

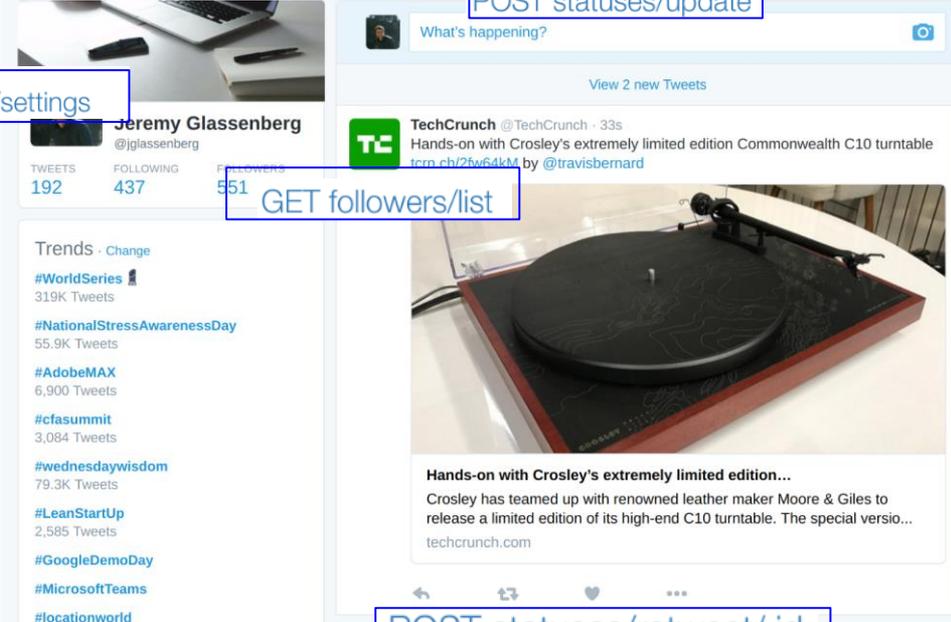
A PM already worked on this!

GET account/settings

POST statuses/update

GET followers/list

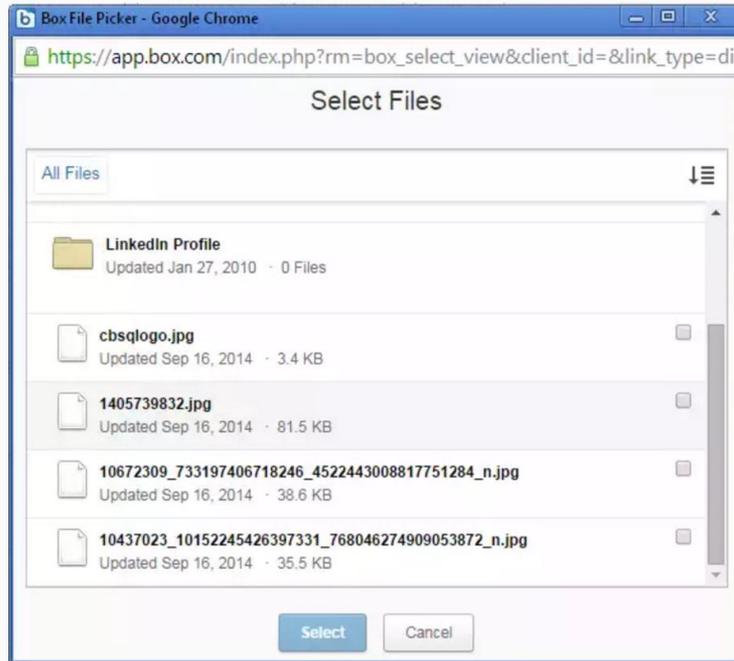
POST statuses/retweet/:id



Better...

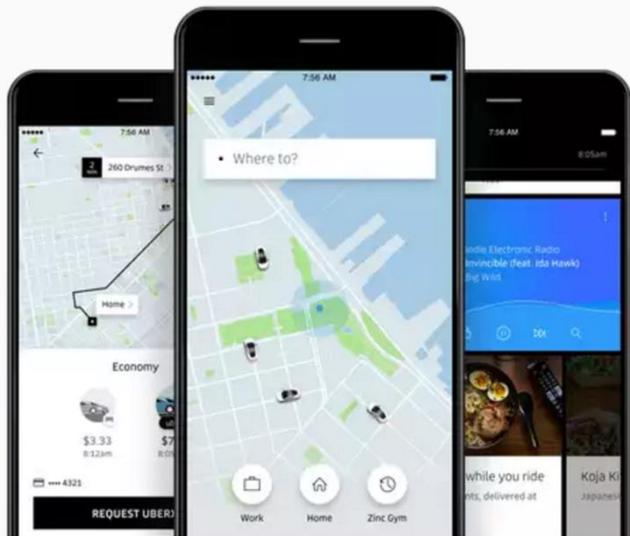
- Create personas, customers and developers.
- What applications do you want to see built?
- Define APIs to make that easy.

Use cases -> Developer tools



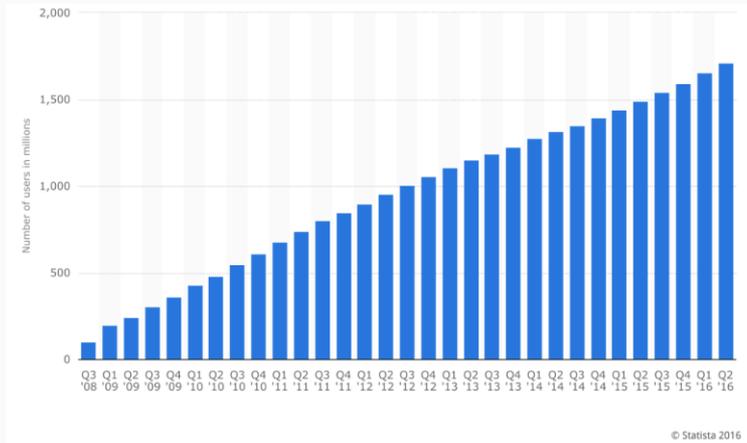
API design is different from Product

UX Product Managers: ye be warned...



APIs are not webpages

But Facebook did it!



Because they could...

But Twitter did it!

ProgrammableWeb

API NEWS ▾ API DIRECTORY ▾

LEARN ABOUT APIS	WHAT IS AN API ?	API RESEARCH	WEATHER	MAPPING
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Twitter's Jack Dorsey to Developers: We're Sorry. Let's Start Over.

Because they thought they could...

Betas: when not backwards compatible

Public Beta

Twilio's Messaging Services API is currently available as a Public Beta product. Some features are not yet implemented and others may be changed before the product is declared as Generally Available.

Public Beta products are not covered by a Twilio SLA.

More tips: deprecation and versioning

V1->V2: for massive redesign (new auth process, new ideas in design)

Deprecate: at least 1 year's notice. Often 3 years (Google, Box).

V1-V1.1: deprecate a method

- A method was limited and you want to redesign it
- Old method might still be usable
- Deprecate the old method - new developers can't use it. Keep it documented
- Create a new method - new API keys have to use it

OK, just break APIs

Security hole

Feature overhaul

Big mistake (BigInt apocalypse)

- How many developers are affected?
 - If minor, reach out 1:1 and pursue fast transition
 - Create new method, give short deprecation time for old method (if you can)
 - Apologize

Communication (speaking of apologizing...)

Top 10 API worst practices

10. Poor error handling
9. REST APIs that ignore HTTP rules
8. Exposing your raw underlying data model
7. Security complexity
6. Unexpected & undocumented releases
5. Poor developer experience
4. Expect an MVC framework 'gives' you a great API
3. Assume if you build it they will come
2. Inadequate support
1. Poor documentation

Appendix

Tips for backwards compatibility

- It's OK to add output. Don't remove or change the structure
- Optional parameters are your friend
- Be careful with features that will change

Pagination: get this right the first time

limit

optional, default is 10

starting_after

optional

ending_before

optional

```
https://api.github.com/user/repos?page=2&per\_page=100
```

Litmus test: Launch partners



More Than 50 Launch Companies



More little tricks

90% of developers used our API libraries

When in doubt, what would they do?

More advanced

[Docs](#) [API Reference](#) [Changelog](#) [SDKs](#) [Support](#)



Business secrets

Manage a blog regardless of whether people read it

Forums before you're popular is a really bad idea.

Same with developer events

Hackathons are great! For recruiting

Uber and Xext team up to offer riders a smarter way to get to their favorite destinations

This is a guest post from Xext's EVP Product & Strategy, Marc Ferrentino.



Marc Ferrentino
Sep 29



Hound and Uber—The voice interface future is here

Over 90% of requests for transportation via Hound are fulfilled by Uber



Uber Developers
Sep 28



Introducing Circulation

A platform for improving non-emergency medical transportation for millions of americans



Uber Developers
Sep 27



SmartRecruiters | BLOG

4 New Types of Hackathon Recruiting

Posted on December 12, 2013 by Rachel Ball in Interview Tips



<https://www.smartrecruiters.com/blog/4-new-types-of-hackathon-recruiting-strategies/>

Side note: PM for integrations

The screenshot displays a file management interface with a list of documents and a context menu for the selected file, 'Social Media Cheat Sheet.docx'. The list includes:

- Q1 Planning.gdoc** (4.2 KB, Updated today by Karna Warrior)
- Social Media Cheat Sheet.docx** (17.2 KB, Updated today by Karna Warrior) - Selected
- Social Media Plan.docx** (609.0 KB, Uploaded Jan 13, 2016 by Karna Warrior)
- Product Prototypes.pptx** (1008.7 KB, Uploaded Jan 13, 2016 by Karna Warrior)
- Budget.xlsx** (30.4 KB, Uploaded Jan 13, 2016 by Karna Warrior)

The context menu for the selected file includes the following options:

- Open with...
- Download
- Upload New Version
- Favorite
- Move or Copy
- Delete
- Lock File
- Sharing
- Properties
- More Actions

The 'Edit with Google Docs' option is highlighted with a red box. Other options visible in the interface include 'Send to Chatter', 'Send with DocuSign', and 'Add Applications'. The address bar at the bottom shows the file path: `files/0/f/6101487922/Marketing_Material_-_2016#`.

This took 11 tries.

3 worked.

1 was usable.

And you don't want to know how it actually worked.