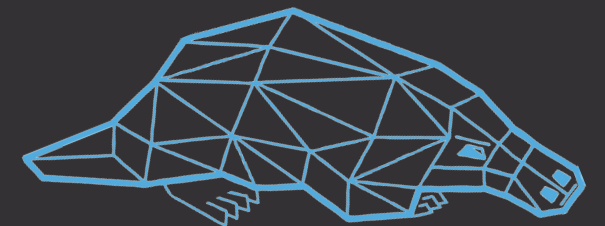


# Follow the Drupal Brick Road

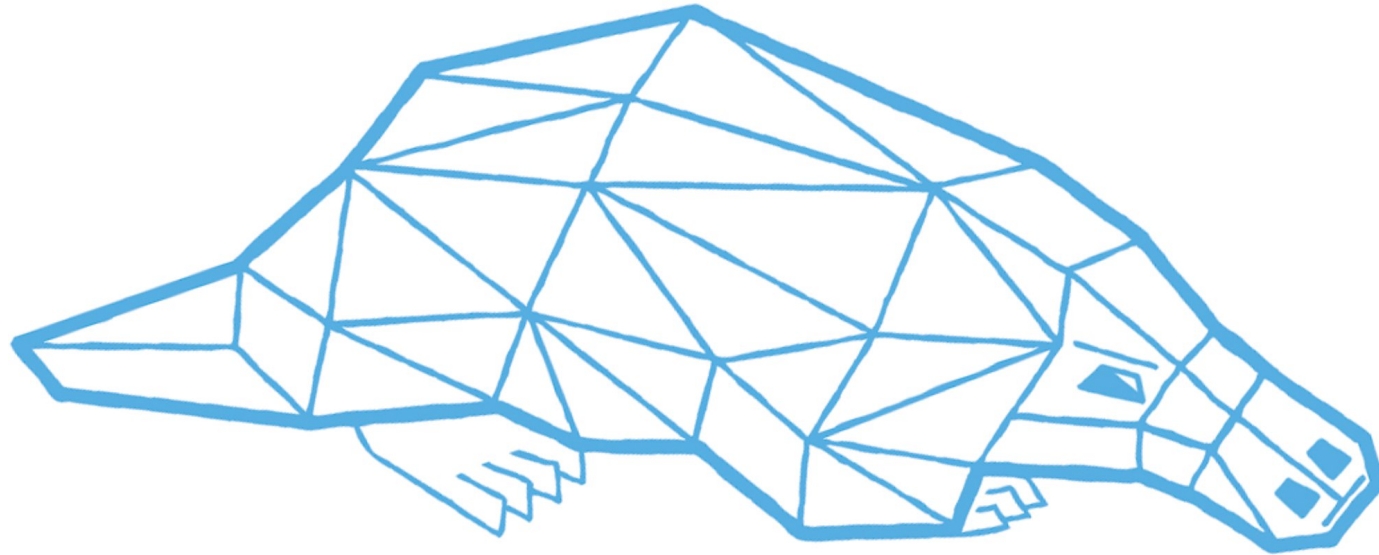
Is Drupal Becoming Too Complicated?



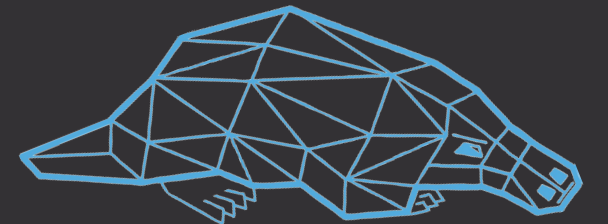
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Presented By:  
Platypus Media



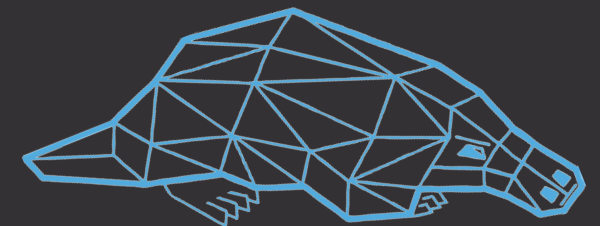
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# Who is Platypus Media?

- IT Consulting Firm
  - Networking and Hardware
  - Software
  - Process Engineering
  - Security Consulting and Physical Penetration Testing
- Drupal Website Development and Design Shop
  - Small to Large Scale Websites and Server Solutions
- Media Production

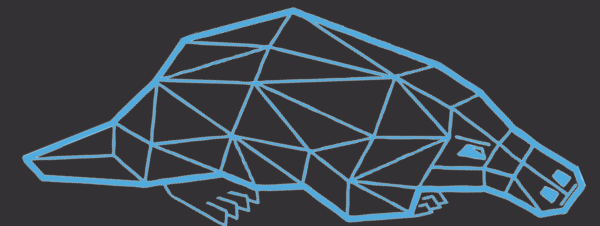
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# Who Am I?

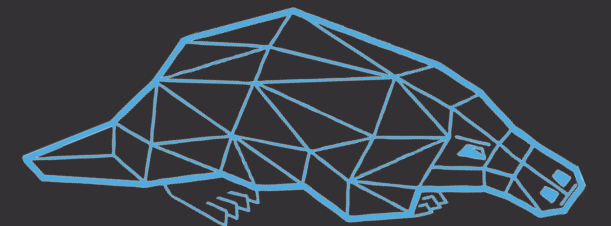
- Michael Goldsmith
- <https://www.drupal.org/u/ixlr8>
- I've been working with Drupal for close to 20 years.
- UID: 34863 which means that I'm a dinosaur... rawr.
- I've worked for The Children's Aid Society , Sony BMG, Lifetime TV
- Specialize in scalable multisite installations, aegir, e-commerce solutions, networking, process engineering and IT consulting, pen testing and security

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# What You Talkin Bout, Willis?

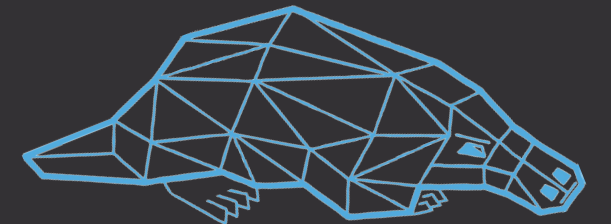
- Why does Drupal Matter?
- Who is Drupal for?
- Developers vs. Site Builders vs. Administrators vs. End Users
- Where did we begin?
- Where are we now?
- Where do we want to go and is this the right path to get there?



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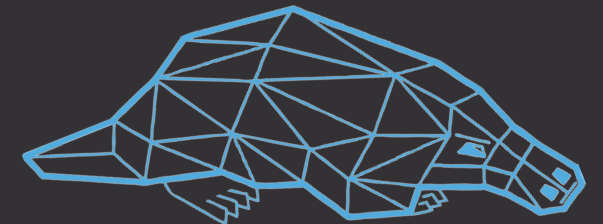
# From Humble Beginnings

- Dries Buytaert
- Drupal released 1/15/2001
- Message board to chat with friends in their dorms at University of Antwerp
- NOT Shaggy from Scooby Doo



# DeanSpace

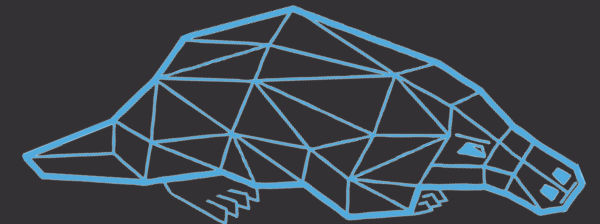
- Howard Dean- Democratic Party
- Open Source Sharing to build a network of 50 decentralized websites
- Grass roots advocacy- this is a **KEY CONCEPT** for Drupal
- Later Branched to CivicSpace
- Strong ties to nonprofits and community driven web spaces





# Early Drupal Installation

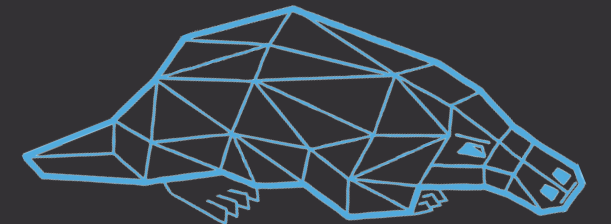
- Minimal Server Requirements
  - Apache, MySQL, PHP
- Simple Installation and Configuration
  - Create DB User- PHPMyAdmin
  - Download core to root directory
  - Navigate to `example.com/install`
  - Follow the Wizard
  - DONE





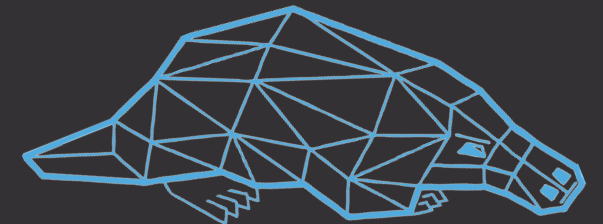
# Who is Drupal's Core Demographic

- Small Community Forums
- Non profits
- Universities
- Local government agencies
- Grass roots advocates



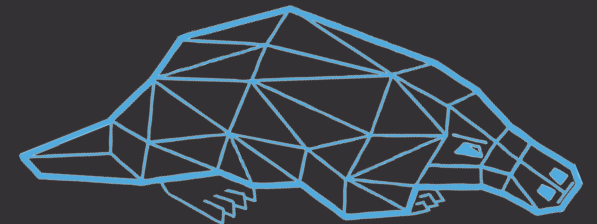
# Drupal 4.x

- Major turning point for Drupal
- Dynamic content types vs. Module driven content types
  - CCK- Content Construction Kit
  - Views
  - Panels
  - Ctools
  - Templating Tools makes theming easy for nondevelopers to dip their toes in the water



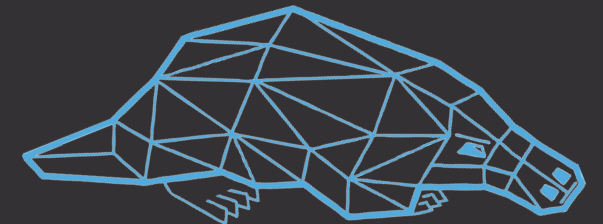
# Corporate Interest

- SonyBMG/ MyPlay- Sony became one of the first large corporations to take an interest in Drupal.
  - With the help of Lullabot and others, Sony built the world's largest infrastructure of Drupal websites, based on Drupal's core multisite functionality
  - 23 web servers, 7 db servers
  - Over 50 websites totaling over 20 million unique users per day



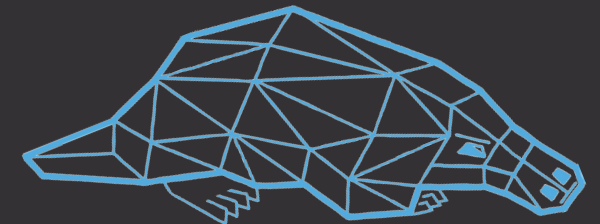
# Drupal 5/6

- Began to see an uptick in corporate websites
- Massive increase in developers and modules



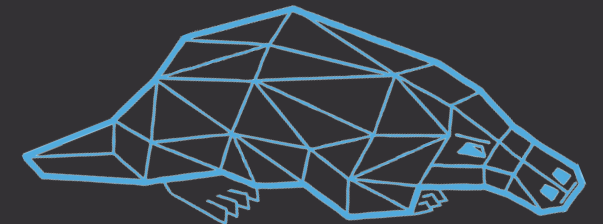
# Drupal 7

- Drupal's second major turning point
- Fields in core replaces CCK
- Implementation of Drush- first major reliance on CLI
  - Added functionality
  - Added complexity for users
- Dependency on developers who were comfortable working on the command line- great for devs, not so great for non-technical people.



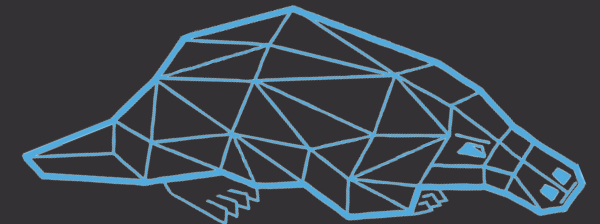
# Drupal 8, 9, 10

- Addition of symfony, composer
- Updates to Drush
- Updates to PHP requirements
- Beginning to lose backwards compatibility



# Drupal Market Share

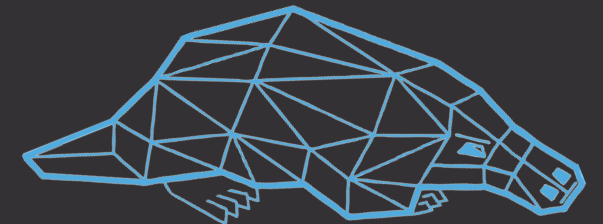
- Drupal 4.x - < 1% market share
  - Drupal 5 & 6 - 1% market share
  - Drupal 7 - 3% market share
  - Drupal 8 - 10 – between 1 - 2% market share
- 
- Increase of corporate and enterprise websites
  - Decrease of smaller community driven websites





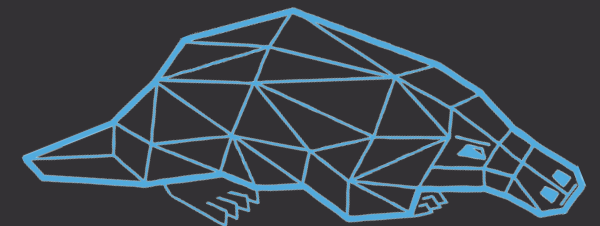
# Competition for Drupal

- Joomla
- Wordpress
- Wix
- Squarespace
- Webflow
- Weebly
- Shopify
- Square
- Woo Commerce
- Etsy
- Minimal technical expertise needed
- Simplified UI
- Hosted Solutions
- Flattened learning curves



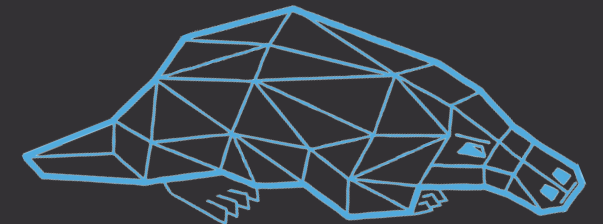
# Types of Users (Then and Now)

- Early users - minimal technical skills required
- Modern users - dev teams, enterprise level
- Third party dependencies are deterring non technical users from trying Drupal.



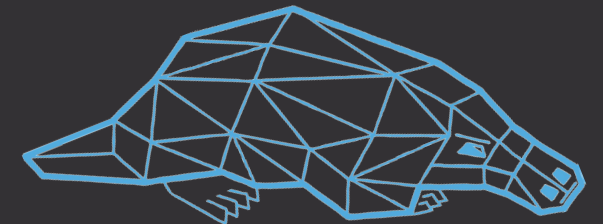
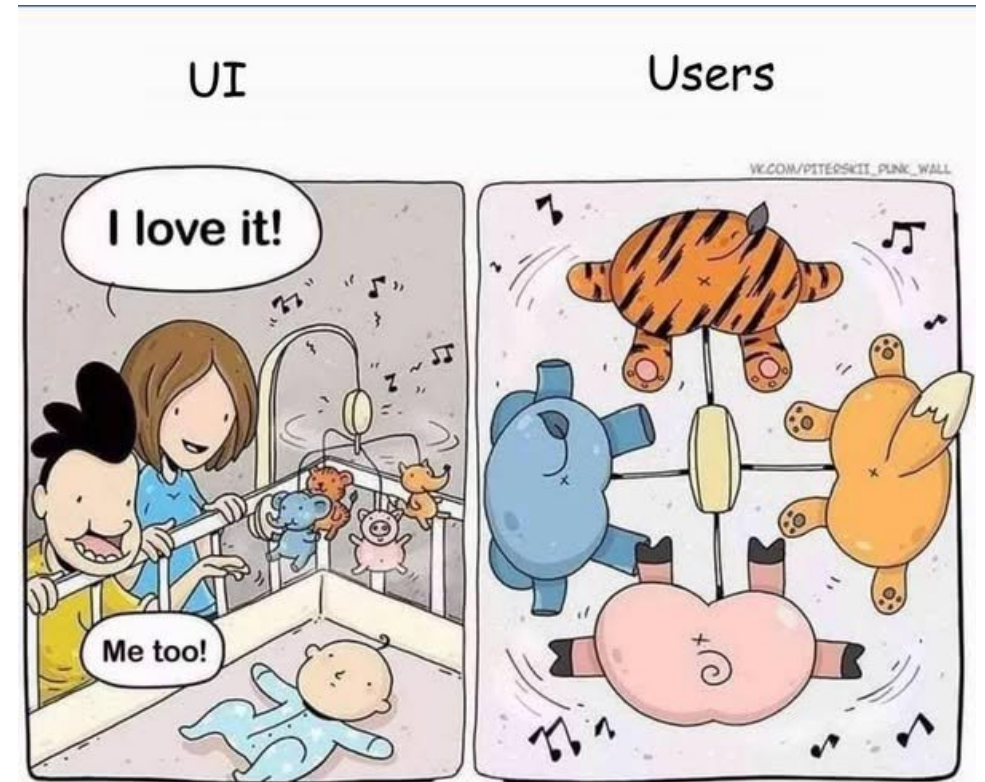
# Drupal Learning Curves

- Installation and Maintenance- Drush, Composer, Symfony, Ansible
- Thinking in “Drupal Terms”
- Theming
- Development



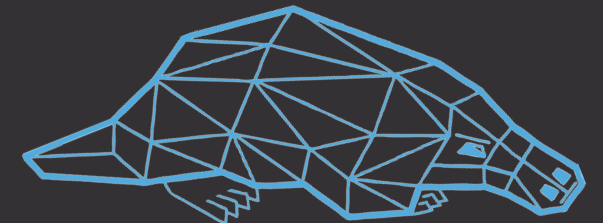
# Developers vs. Users

- As developers, we look at Drupal from the perspective already knowing the nuts and bolts of how Drupal is built, and oftentimes we lose site of what the end users' experience will be.
- Who is going to take control over the website once we've moved on to the next project? What experience do they have? Can they do what we do?



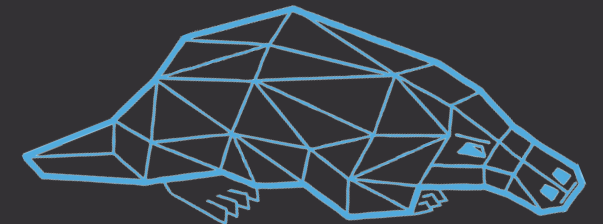
# Use Case- Dave's Deli and Sandwich Shop

- Dave owns a sandwich shop
- Dave needs a website for his business
- Dave can't afford thousands of dollars to hire a developer
- Dave doesn't have the time or interest to learn to be a programmer
- Dave just wants to make sandwiches and have a website
- Can Dave use Drupal?
- It's important to build for the lowest common denominator.



# Pain Points for Users New and Old

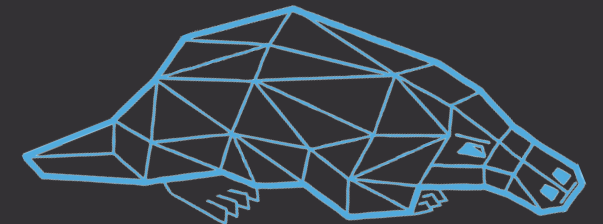
- Self Install vs. Hosted Solutions
- Adding modules and functionality
- Maintenance and security
- Upgrade paths
- Third party dependencies means more to learn
- Third party dependencies breaking core functionalities





# Composer Breaking Bad

- Composer limits where modules and themes can be placed inside the Drupal Docroot
  - sites/all/modules
  - sites/sitename/modules
- Breaks multisite for modules and themes
- Makes managing multiple sites more complex
- Because “we” don’t control composer, we can’t fix this





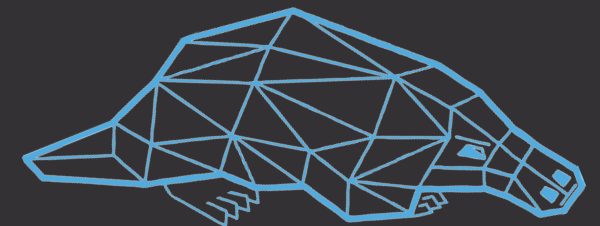
# Drupal CMS and Recipes to the Rescue?

## Recipes

- Preconfigured functionality for specific needs
- Reusable
- Default Content
- Simplifies distributions
- Limits Bloat

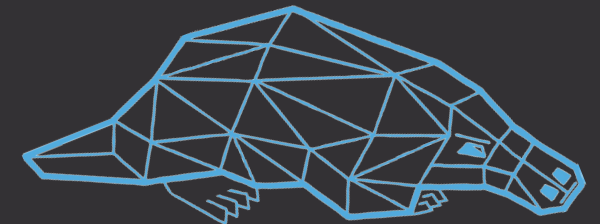
## Drupal CMS

- Designed for hosted solutions
- AI tools
- Recipes
- Default content types
- Content modeling
- Ease of theming



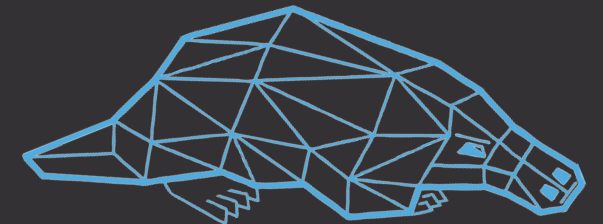
# Does This Actually Help?

- Drupal's AI Tools can do a lot for content creators and site administrators.
- It still requires specialized knowledge to get it up and running.
- Drupal CMS is largely designed to be a hosted solution which is a bit antithetical to Drupal's core value of it being "free as in beer"



# Bring Balance to the Force

- We need to find a balance between function and form
- New technologies allow us to do new and interesting things with Drupal, but this shouldn't be at the expense of the end user
- If we lose new users who don't have the experience and knowledge we do, what will happen to Drupal?



# Questions?

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