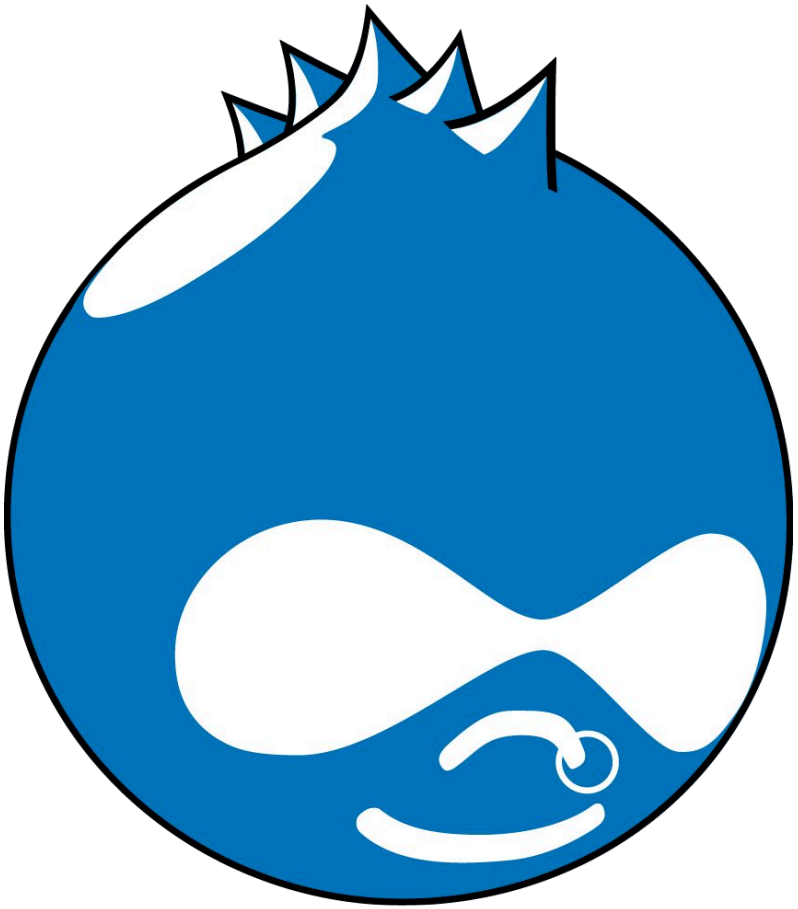


State of Drupal Hungary 2008

Dries Buytaert

During my presentation at DrupalCon Barcelona 2007 last year ...

Drupal.org served
20,000 pages

Drupal was
downloaded roughly
100 times

4 new Drupal sites
launched

3 of them were ugly

During the course of this presentation ...

Drupal.org will serve 28,000 pages instead of 20,000

Drupal will be downloaded roughly 200 times instead of a 100 times

7 new Drupal sites will launch instead of 4

? of them will be ugly

Data sources used in this presentation

- Drupal survey
  - 20 questions
  - 30 days
  - 1367 participants
- Drupal.org traffic statistics
- Drupal.org "ping home" data

What is holding us back?

Top 5 reasons based on survey

1. Slow porting of contributed modules

Source: 2008 survey results

What is holding us back?

Top 5 reasons based on survey

1. Slow porting of contributed modules
2. Learning curve

Source: 2008 survey results

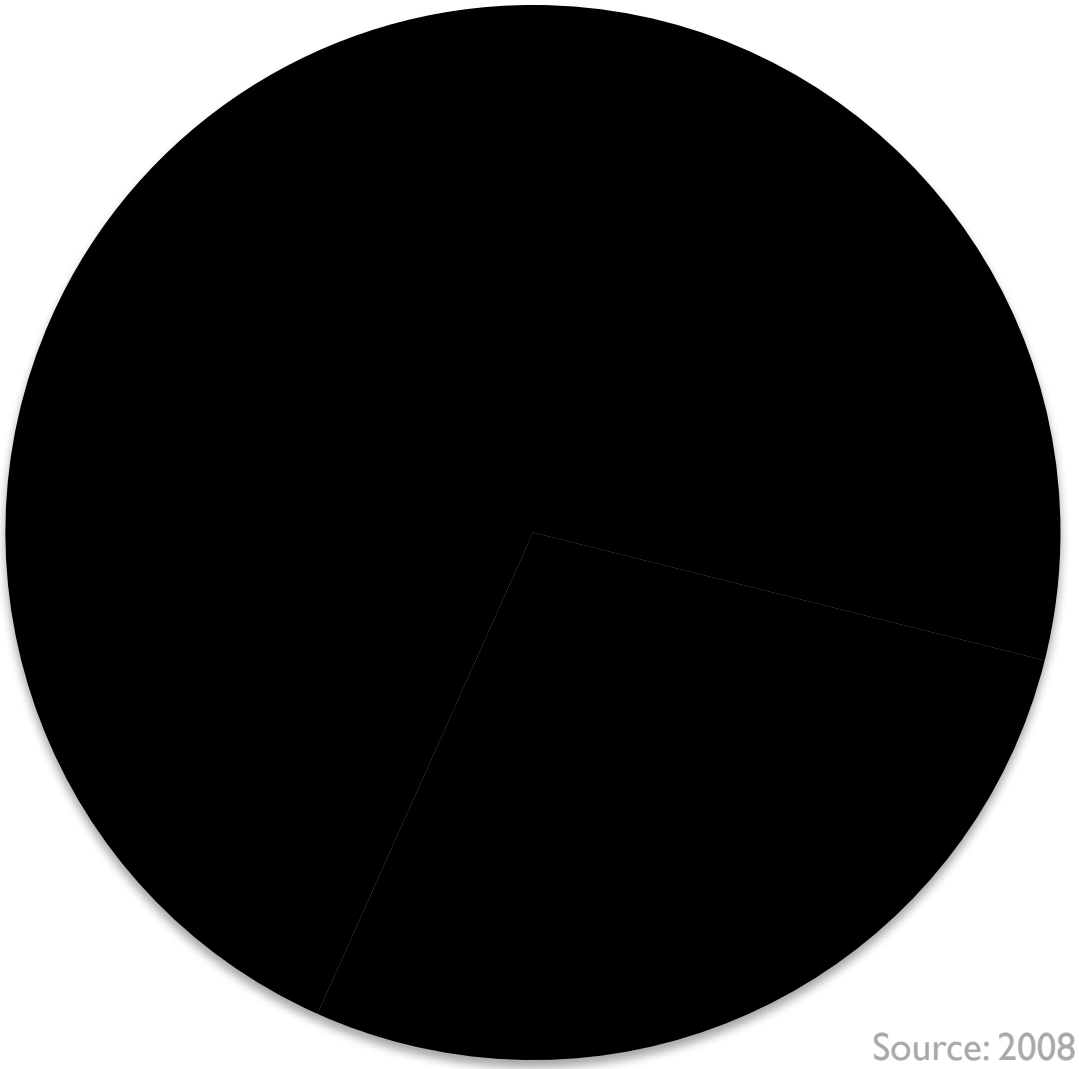
What is holding us back?

Top 5 reasons based on survey

1. Slow porting of contributed modules
2. Learning curve
3. Restricted access to Drupal talent

Source: 2008 survey results

Do you make money with Drupal?



Source: 2008 survey results

Top 5 most difficult things for novice users

1. Finding skilled Drupal designers	1,8
2. Finding skilled Drupal developers	1,75
3. Finding good documentation	1,69
4. Learning Drupal	1,66
5. Module selection	1,63

Top 5 most difficult things for expert users

1. Finding skilled Drupal designers	2,15
2. Finding skilled Drupal developers	2,08
3. Scaling Drupal	1,76
4. Module selection	1,7
5. Staging a Drupal site	1,61

(Source: ping home data)

The demand for Drupal talent exceeds the supply

- How do create an army of a 100,000 Drupal developers?
- How can we get more web shops to embrace Drupal?
- How do we get schools and universities to teach Drupal?
- How do we get even more people to write books?
- How can we help people make money with Drupal?

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Top 5 reasons based on survey

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Source: 2008 survey results

What is holding us back?

Top 5 reasons based on survey

1. Slow porting of contributed modules
2. Learning curve
3. Restricted access to Drupal talent
4. Drupal.org experience

Source: 2008 survey results

Who uses Drupal.org?

Survey

21% of the participants consider themselves to be a *Drupal end-user*

79% of the participants consider themselves to be a *Drupal developer*

Where are our end-users hanging out?

My personal goal for Drupal is to
empower people to
quickly and easily assemble
powerful, rich and interactive websites

dis mite be gud time
to switch to plan b
ICANHASCHEEZBURGER.COM

We are best at:

1. HTML
2. CSS
3. Hosting
4. CCK and Views
5. PHP development
6. SQL
7. Theme development
8. Graphic design
9. JavaScript/AJAX/jQuery
10. Web services
11. Module development
12. Security
13. Scalability
14. Test driven development
15. Flash/Flex/RIAs

Source: 2008 survey results

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15. Flash/Flex/RIAs

Learn more about:

1. CCK and Views
2. JavaScript/AJAX/jQuery
3. Module development
4. PHP development
5. Theme development
6. Security
7. Scalability
8. CSS
9. Web services
10. Test driven development
11. SQL
12. Graphic design
13. Flash/Flex/RIAs
14. Hosting
15. HTML

Source: 2008 survey results

What is holding us back?

Top 5 reasons based on survey

1. Slow porting of contributed modules
2. Learning curve
3. Restricted access to Drupal talent
4. Drupal.org experience
5. Lack of features

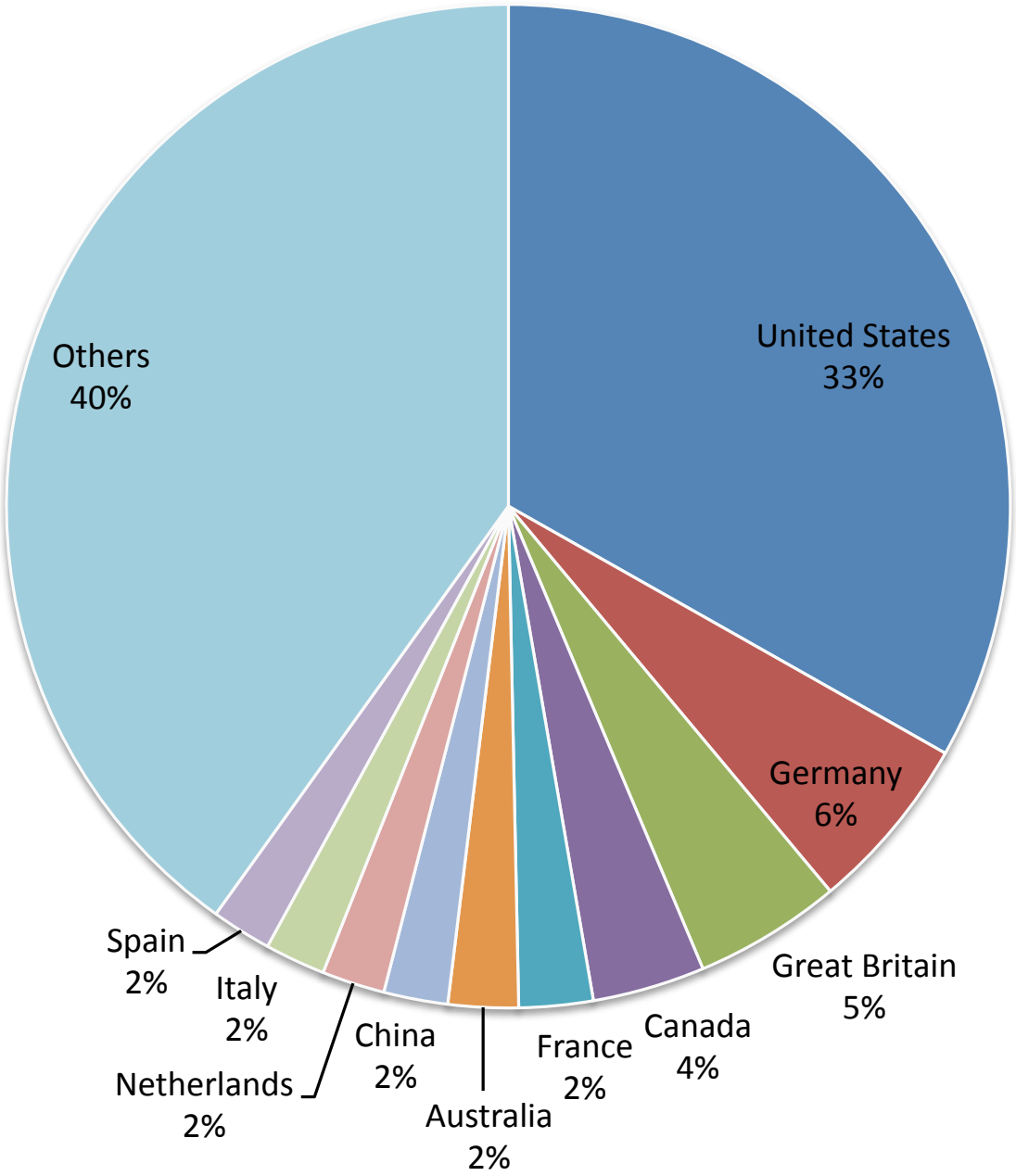
Source: 2008 survey results

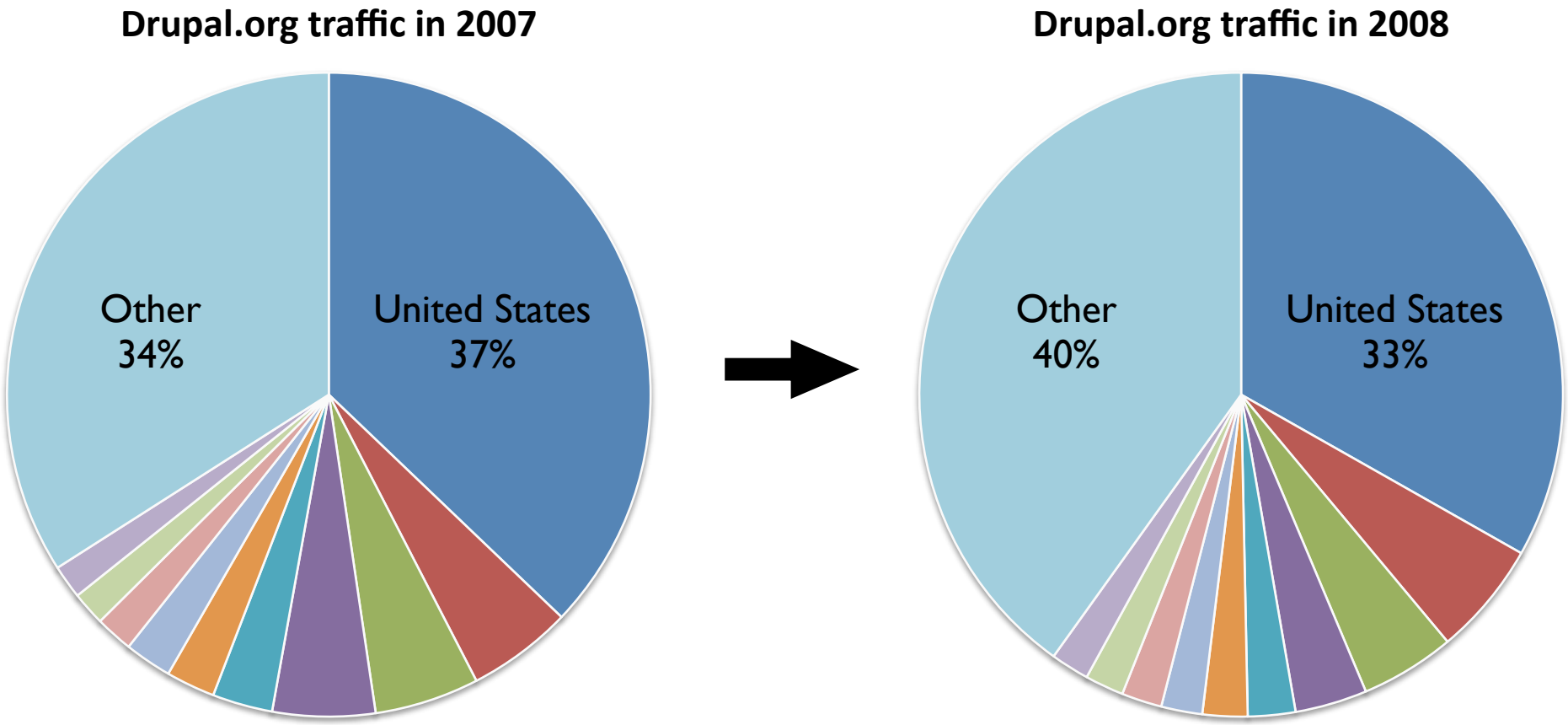
Drupal.org web traffic

July 2008

- 21 million pages
- 1.1 unique visitors
- 1659 GB
- Not counting http:/groups.drupal.org and other drupal.org properties

Drupal.org traffic in 2008





- Average traffic growth was 40% compared to last year
- United States and Europe grew less than 40%
- Strong growth countries: Slovak Republic, Russian Federation, Turkey, China, Mexico, Bulgaria, South Africa, Estonia, Spain, Israel, India, Chile

Where do you spend most of your time?

Novice users	Expert users
Drupal.org handbooks	Drupal.org issue queues
Drupal.org forums	Drupal.org handbooks
Drupal.org issue queues	Groups.drupal.org
Groups.drupal.org	Drupal.org forums
Dupal mailing lists	Drupal IRC channel
Drupal IRC channel	Drupal mailing lists

Source: survey results 2008

What do you think is most important for drupal.org?

Novice users	Expert users
Module reviews	Module reviews
Module ratings	Module ratings
Better search results	Test results for modules
Test results for modules	Better search results
An upgrade from D5 to D6	Better site performance

Source: survey results 2008

Drupal.org is a big project for us in 2008-2009

- Drupal Association elected *Mark Boulton Design* to help with the Drupal.org redesign efforts
  - Mark will be giving a keynote presentation at Drupalcon Szeged
- http://groups.drupal.org/drupal-org-redesign-analysis
- Drupal Association considering to help with project module upgrade

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Top 5 reasons based on survey

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2. Learning curve
3. Restricted access to Drupal talent
4. Drupal.org experience

Source: 2008 survey results

What is holding us back?

Top 5 reasons based on survey

1. Slow porting of contributed modules
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4. Drupal.org experience
5. Lack of features

Source: 2008 survey results

Drupal 6
More features
Easier to administer
Easier to scale
Easier to theme
Easier to developer for
More people

Drupal 6 added many features

Better menu system, better logging, syslogd support, e-mail notifications for user accounts, better signature handling, better URL alias management, support for left to right languages, language detection, i18n in core, security improvements, remember anonymous users, module version checking, drag 'n drop interfaces, password strength checking, better poll administration, more template files, better maintenance pages, better update.php, themed the installer, HTML corrector, conditional loading of include files, block-level caching, Javascript aggregator, support for reverse proxies, forum improvements, better API documentation, OpenID support, actions and triggers, update notifications, schema API, improved APIs, and more ...

What is holding us back?

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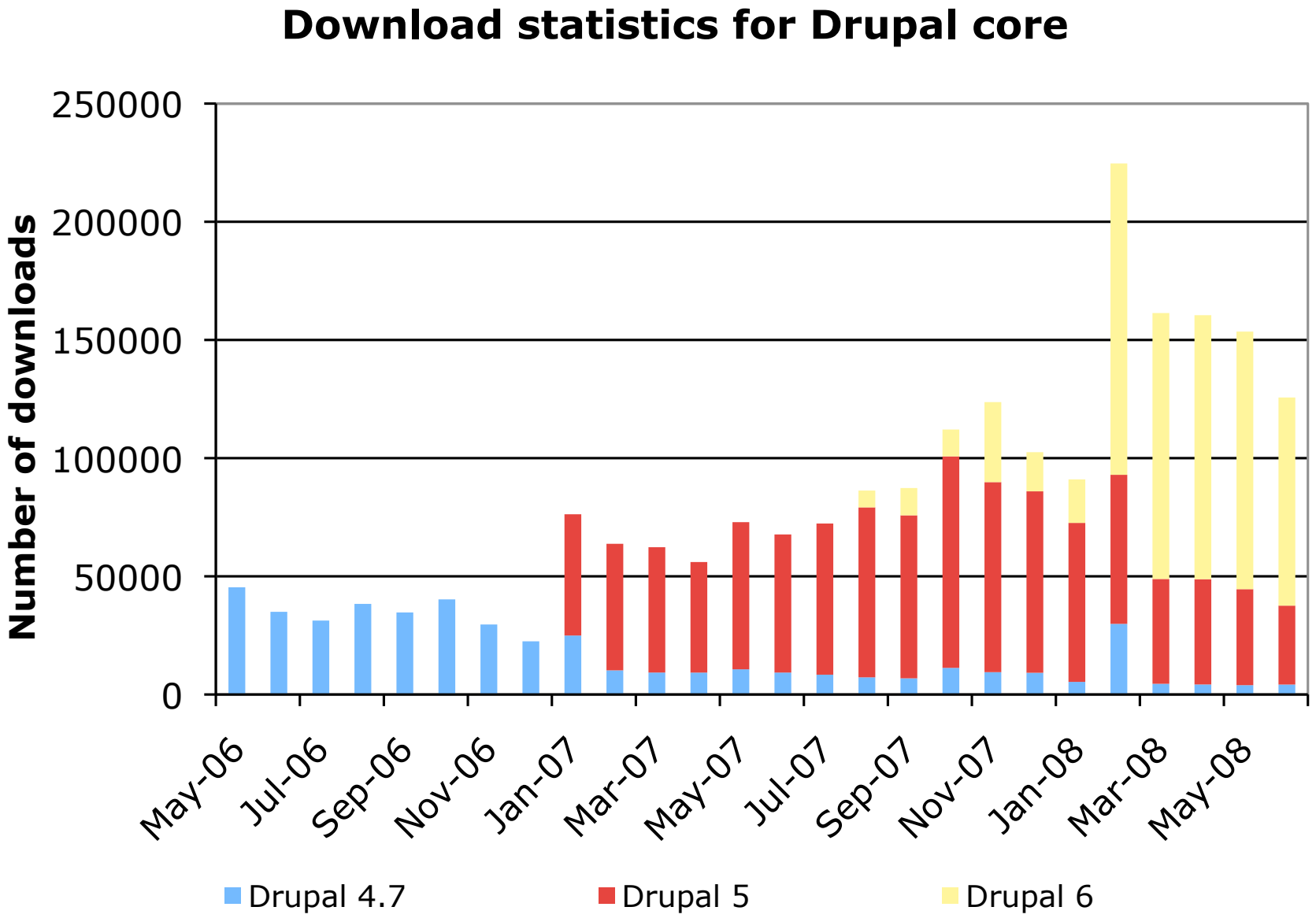
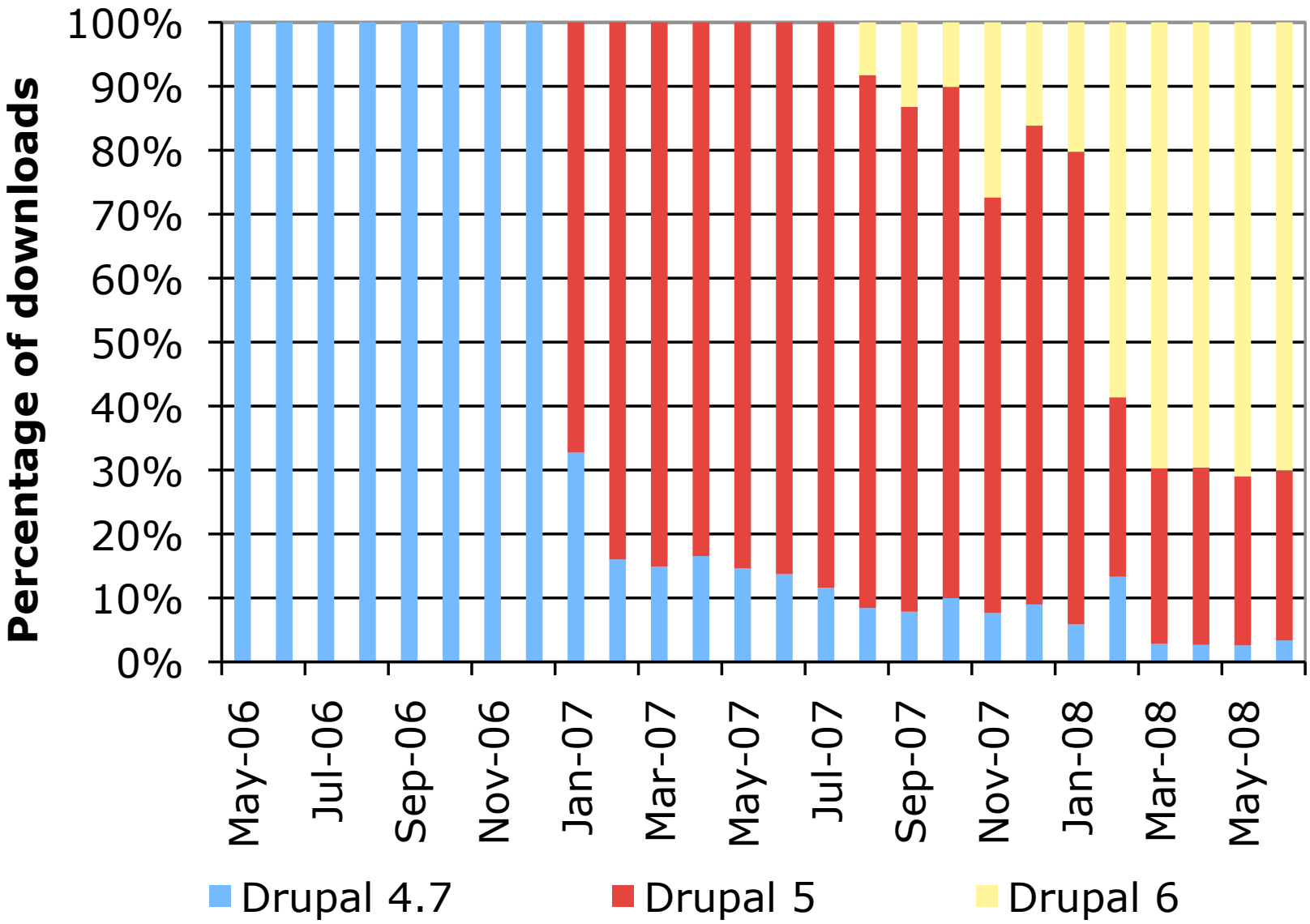
Source: 2008 survey results


Download statistics for Drupal core
Number of downloads
250000
200000
150000
100000
50000
0
May-06
Jul-06
Sep-06
Nov-06
Jan-07
Mar-07
May-07
Jul-07
Sep-07
Nov-07
Jan-08
Mar-08
May-08
Drupal 4.7
Drupal 5
Drupal 6

Download statistics for Drupal core



Drupal.org ping home data of the last 7 days

12,172

Drupal 5 installations

(update.module in contrib)

22,632

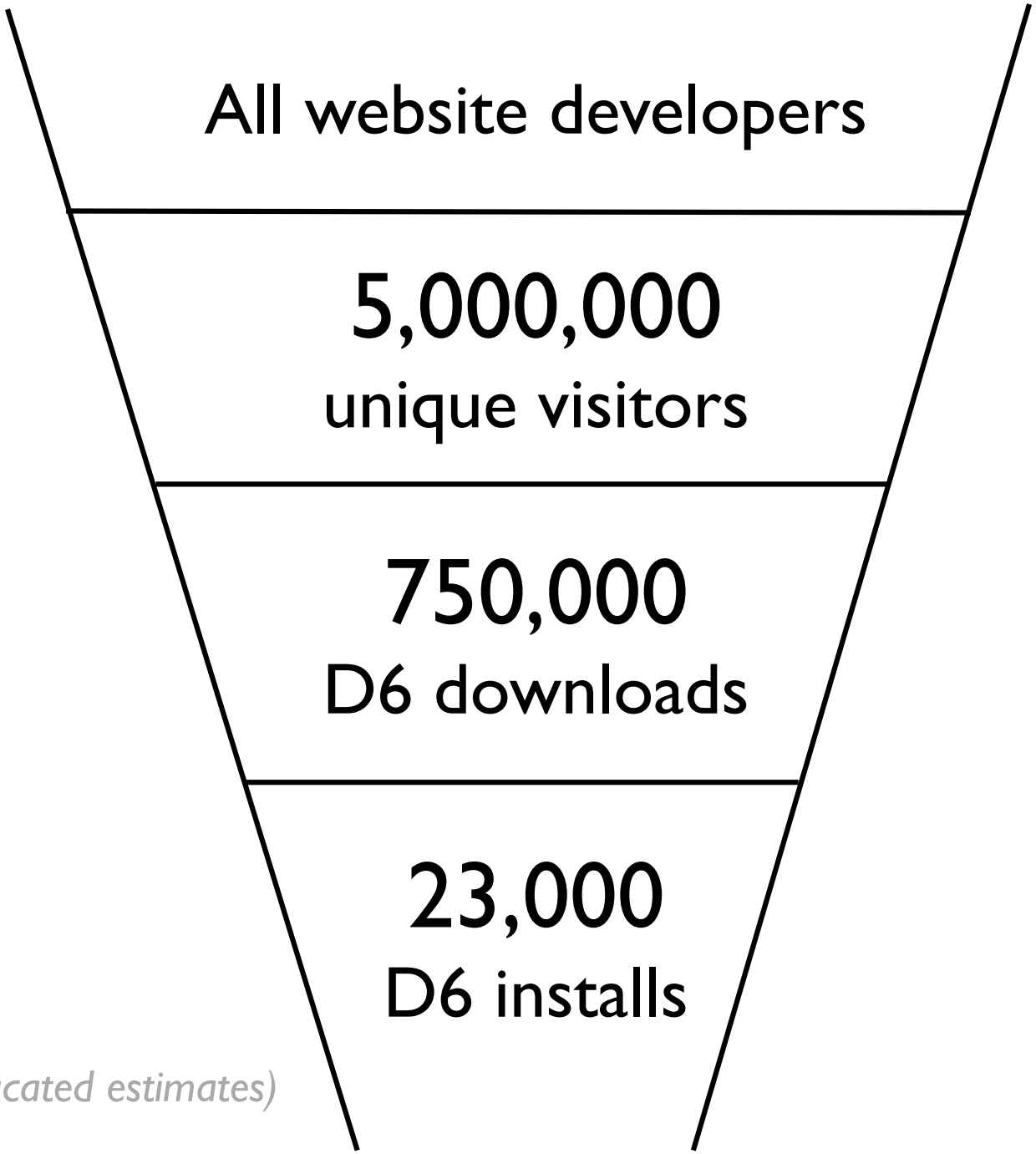
Drupal 6 installations

(update.module in core)

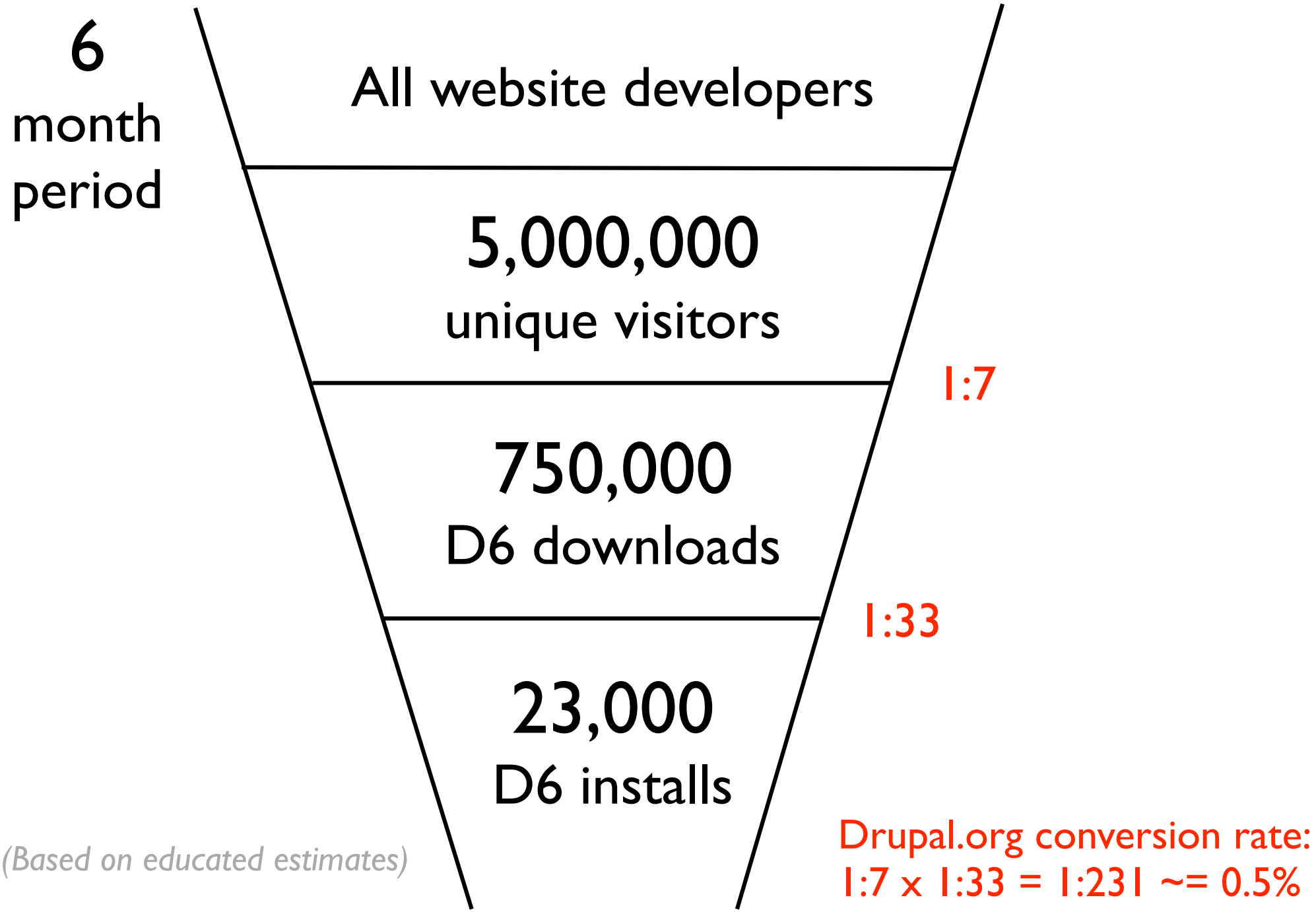
Actual number of Drupal 6 sites is higher

- How many enabled update notifications?
- How many enabled cron?

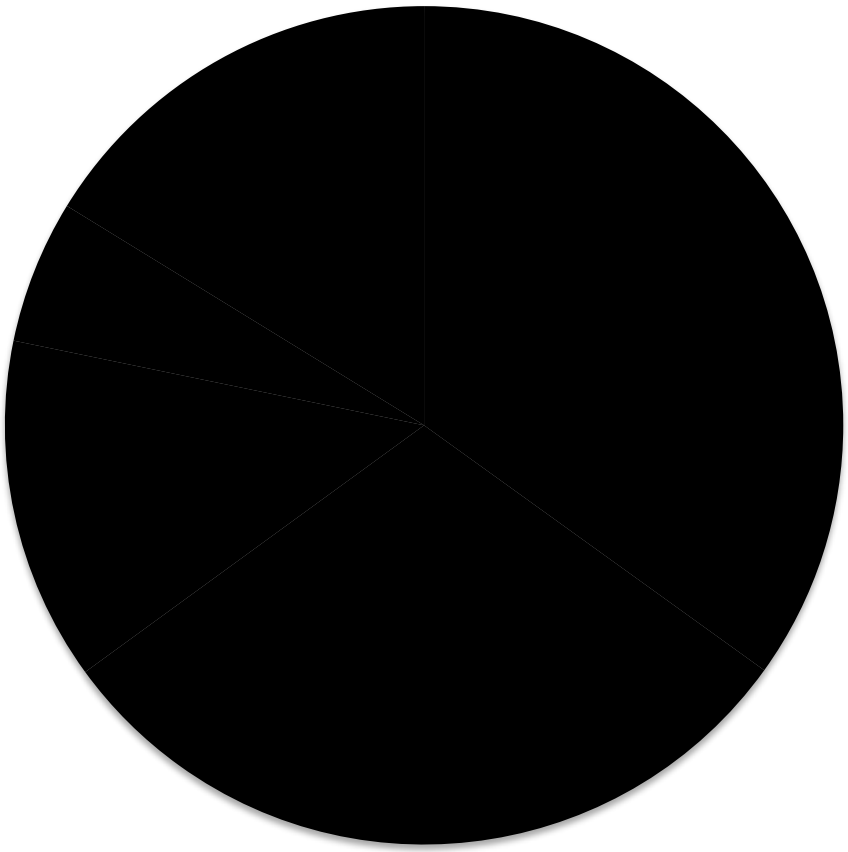
6 month period



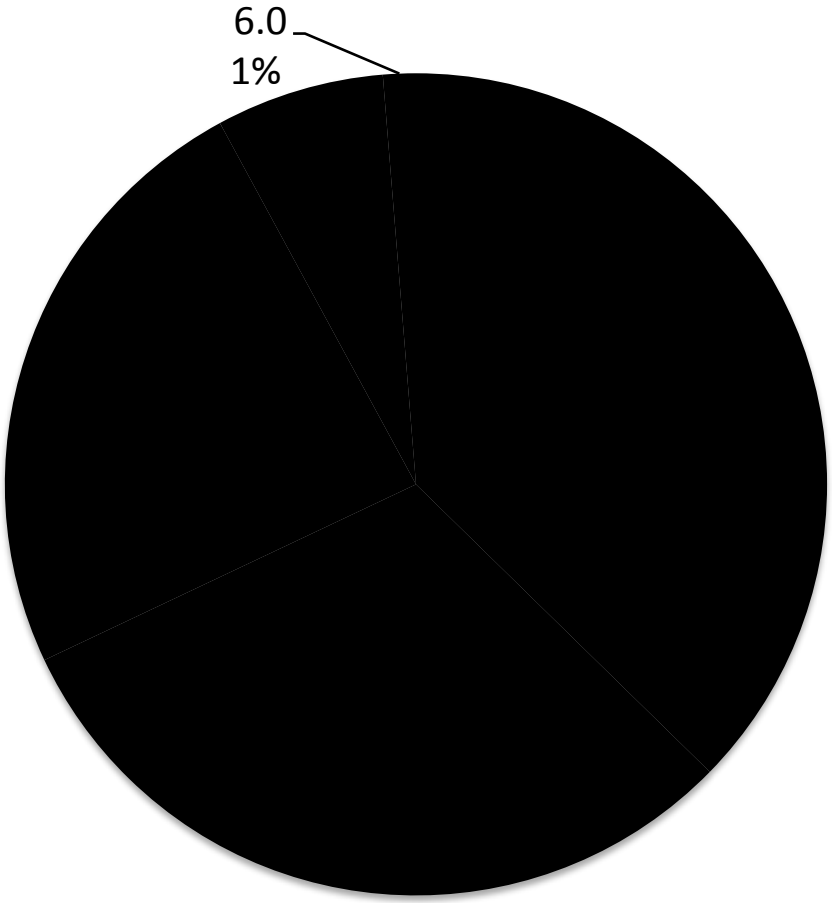
(Based on educated estimates)


6
month
period
All website developers
5,000,000
unique visitors
1:7
750,000
D6 downloads
1:33
23,000
D6 installs
(Based on educated estimates)
Drupal.org conversion rate:
1:7 x 1:33 = 1:231 ~= 0.5%

What versions are people on?



Drupal 5



Drupal 6

(Source: ping home data)

Update notifications are failing

Upgrades to become a big deal?

What Drupal 6 modules are in use?

1. views	29%
2. token	25%
3. CCK	23%
4. image	20%
5. pathauto	20%
6. fckeditor	17%
7. captcha	14%
8. google_analytics	14%
9. poormanscron	13%
10. imce	13%
11. tinymce	10%
12. advanced_help	10%
13. lightbox2	10%
14. nodewords	9%
15. date	8%
16. admin_menu	8%
17. xmlsitemap	7%
18. webform	7%
19. dhtml_menu	6%
20. tagadelic	6%

(Source: ping home data)

CCK and Views dominate the charts

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19. dhtml_menu	6%
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(Source: ping home data)

Pathauto has been popular forever

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19. dhtml_menu	6%
20. tagadelic	6%

... so I would accept some of it in core ...

(Source: ping home data)

FCKEditor wins WYSIWYG award

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19. dhtml_menu	6%
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17% FCKeditor
10% IMCE
\+ 10% TinyMCE

37% of users want WYSIWYG

(Source: ping home data)

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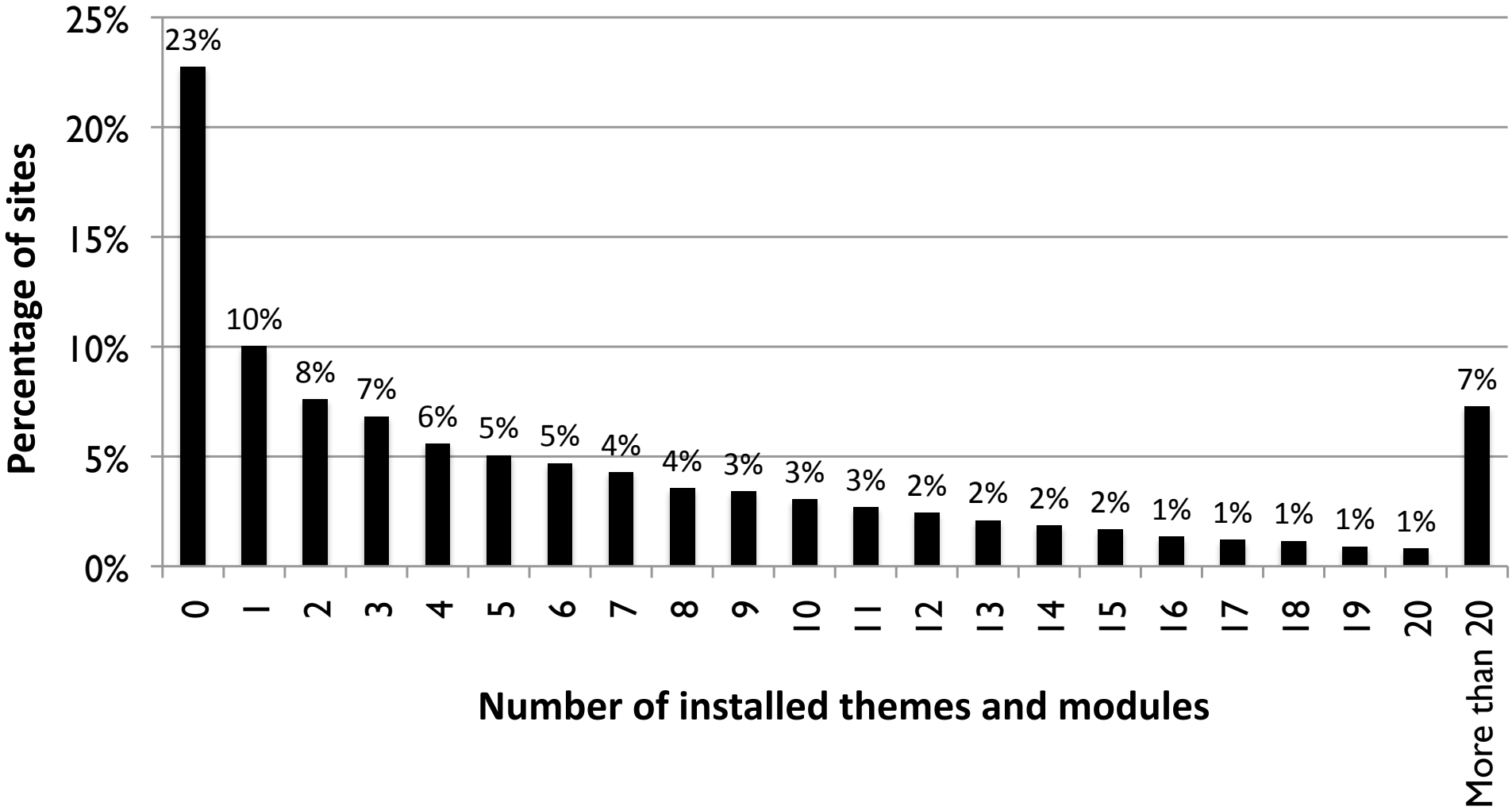
17. xmlsitemap	7%
18. webform	7%
19. dhtml_menu	6%
20. tagadelic	6%

21. votingapi	6%
22. img_assist	5%
23. contemplate	5%
24. print	5%
25. zen	5%
26. devel	5%
27. fivestar	5%
28. event	5%
29. extlink	5%
30. nice_menus	5%
31. marinelli	5%
32. link	5%
33. filefield	4%
34. i18n	4%
35. video_filter	4%
36. calendar	3%
37. jstools	3%
38. faq	3%
39. front	3%
40. imageapi	3%

(Source: ping home data)


25%
20%
15%
10%
5%
0%
Percentage of sites
23%
10%
8%
7%
6%
5%
5%
4%
4%
3%
3%
3%
2%
2%
2%
2%
1%
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1%
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1%
7%
0
1
2
3
4
5
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7
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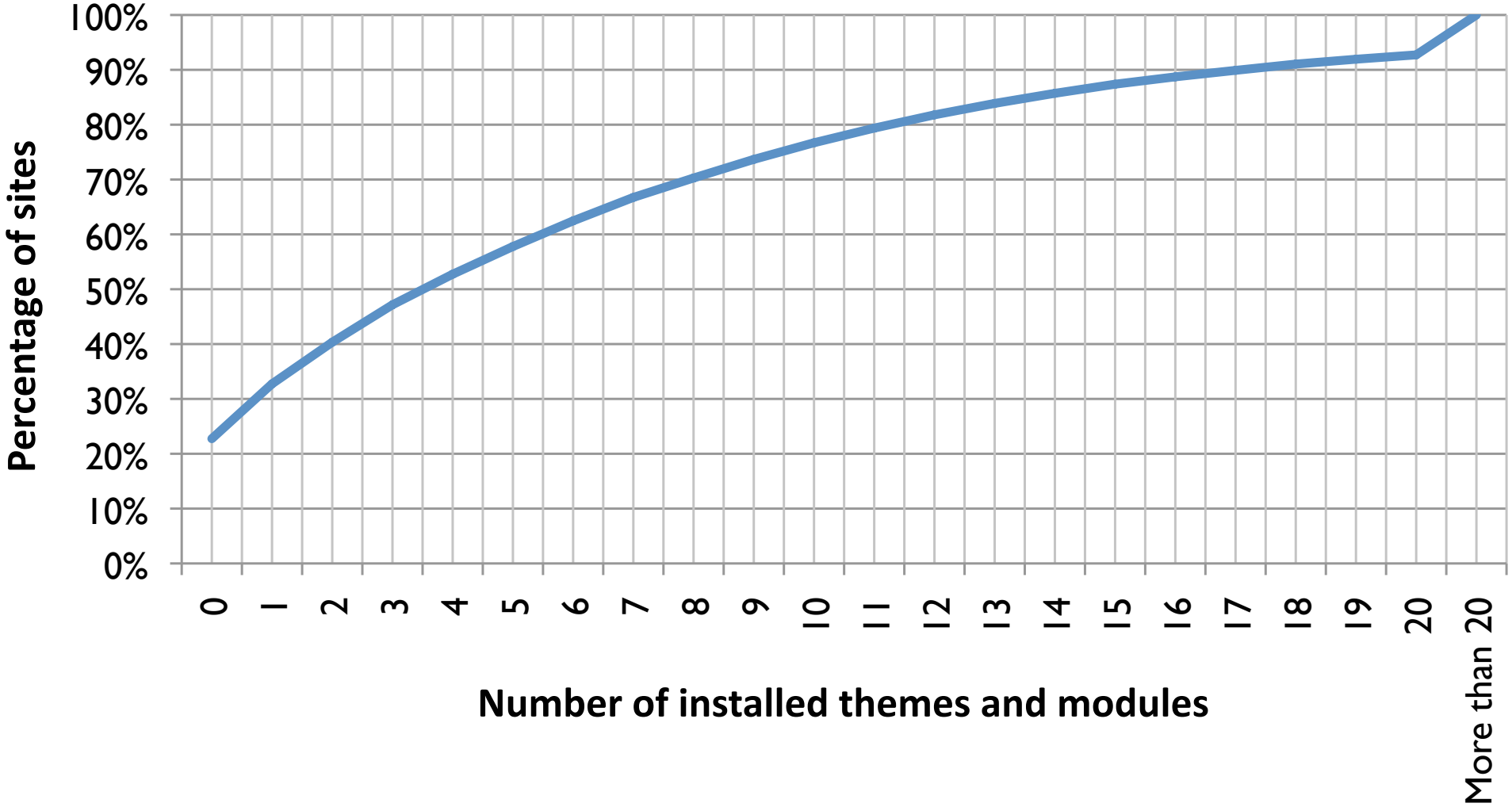
11
12
13
14
15
16
17
18
19
20
More than 20
Number of installed themes and modules


Percentage of sites
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
0
1
2
3
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5
6
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Top 10 Drupal 7 wish list novice users

1. Usability improvements
2. Better media handling (images, videos)
3. Custom content types and fields in core
4. Views in core
5. A WYSIWYG editor in core
6. Easier upgrade functionality
7. Performance improvements
8. Better document management
9. Better search
10. Better import/export functionality

Top 10 Drupal 7 wish list expert users

1. Better media handling (images, videos)
2. Usability improvements
3. Performance improvements
4. Custom content types and fields in core
5. Views in core
6. Improved APIs
7. Better import/export functionality
8. A test framework and lots of tests
9. Better document management
10. Improve node access system

Are we on track with Drupal 7?

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Usability improvements in Drupal 7

- Implemented drag-and-drop positioning for input format listings and poll options
- Provided descriptions for user permissions
- Removed comment controls for users and removed display order settings for comment module
- Added additional features to the default install profile, and implemented a "slimmed down" install profile designed for developers.
- Refactored access rules
- Removed ping and throttle module
- ...

Good, but not good enough
Lipstick on a pig doesn't cut it

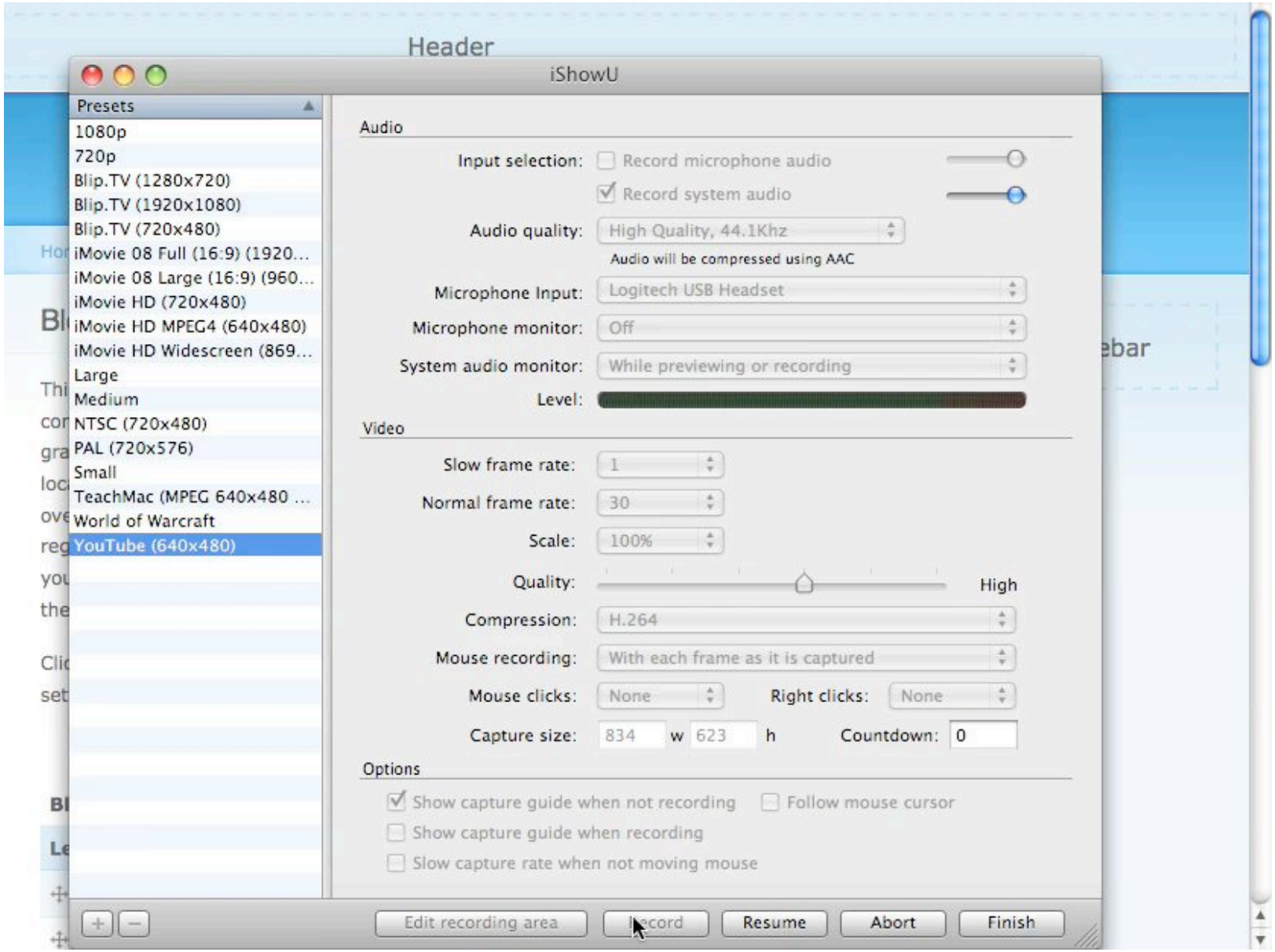
Usability, usability, usability

Source: Interaction Design and Information Architecture program at the University of Baltimore
See the full video at http://video.google.com/videoplay?docid=-3942663057311698508

Language/terminology fail

Mac users: download a copy of Skitch (free)

Mac users: buy a copy of iShowU ($20 US)



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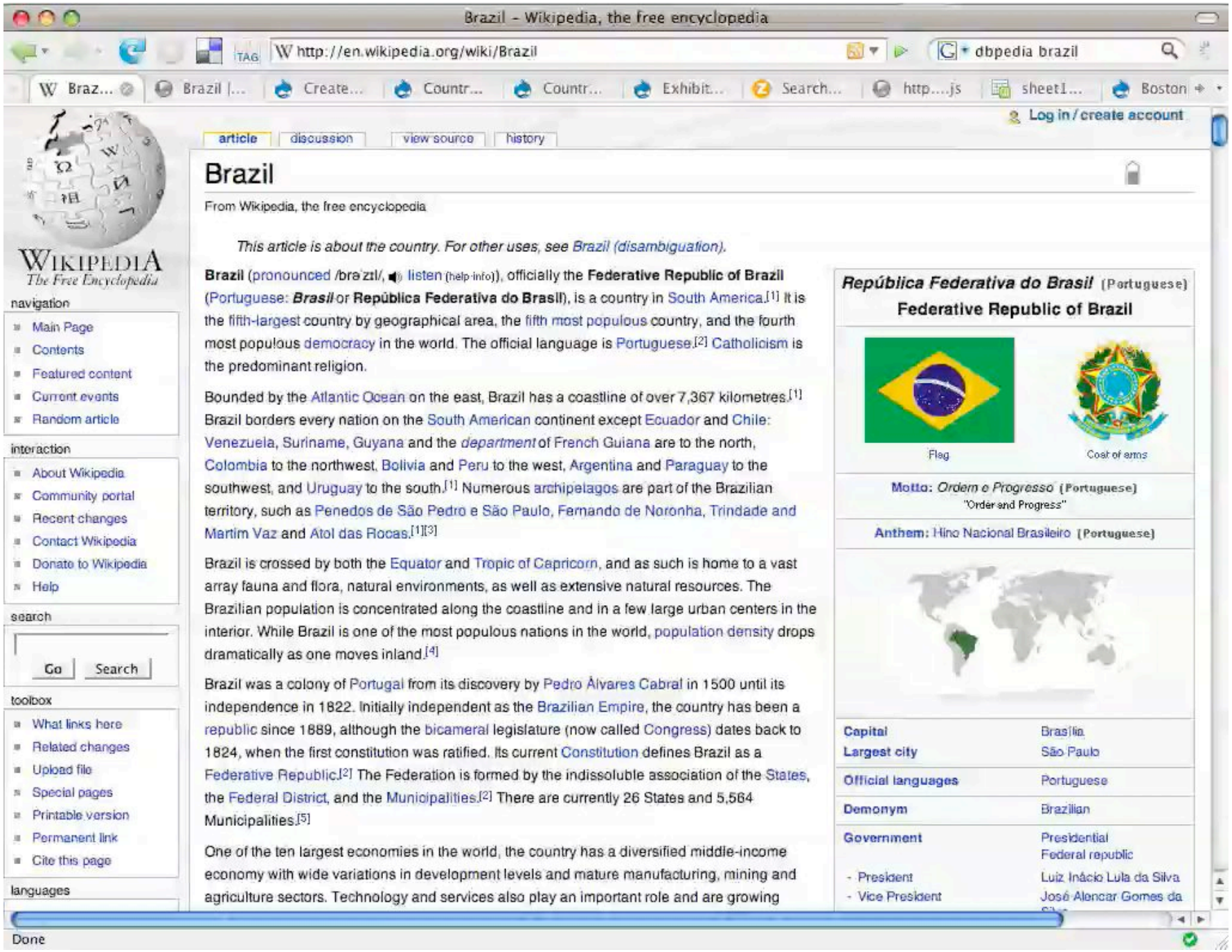
Let me show you a **video of the future**

(Views and CCK on steroids)



Made by Ben Lavender, Miglius Alaburda and Arto Bendiken.

If we are building something bigger, do you think differently about all the individual components and steps to take?
I do.

Are we on track with Drupal 7?

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#13

Dries - August 16, 2008 - 09:31

Status: patch (reviewed & tested by the community) » fixed

Committed to CVS HEAD. Thanks.

delete · edit · reply

#14

boombatower - August 16, 2008 - 22:16 **new**

That means we are at 100% pass!

delete · edit · reply

#15

webchick - August 16, 2008 - 22:23 **new**

YYYYAAAAAAAAAYYYYYYYYYY!!!!!!!!!

Best. Day. EVER! :)

delete · edit · reply

#14
boombatower - August 16, 2008 - 22:16

new

That means we are at 100% pass!

delete · edit · reply

#15
webchick - August 16, 2008 - 22:23

new

YYYYAAAAAAAAAYYYYYYYYY!!!!!!!!!

Best. Day. EVER! :)

delete · edit · reply

#16
mustafau - August 22, 2008 - 19:07

new

The tests committed with this patch were reverted by the DB:TNG patch. See: **http://cvs.drupal.org/viewvc.py/drupal/drupal/modules/simpletest/tests/c...**

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Are we on track with Drupal 7?

1. Usability improvements
2. Better media handling (images, videos)
3. Custom content types and fields in core
4. Views in core
5. A WYSIWYG editor in core
6. Easier upgrade functionality
7. Performance improvements
8. Better document management
9. Better search
10. Better import/export functionality
11. A test framework and lots of tests
12. Improve node access system

We're on track
but we have
a lot of work
left to do

Drupal 7
branch maintainer?

webchick
Drupal 7 co-maintainer

We'll freeze Drupal 7 when it is ready to be frozen

Very hard to
recreate momentum
after you lost it
We **must** get better in
everything we do

So that during my presentation next year ...

Drupal.org will serve 40,000 pages

Drupal is downloaded roughly 400 times

15 new Drupal sites will launch

1% conversation rate

have more than 50% on latest version

Thanks!