

What is the MDN?

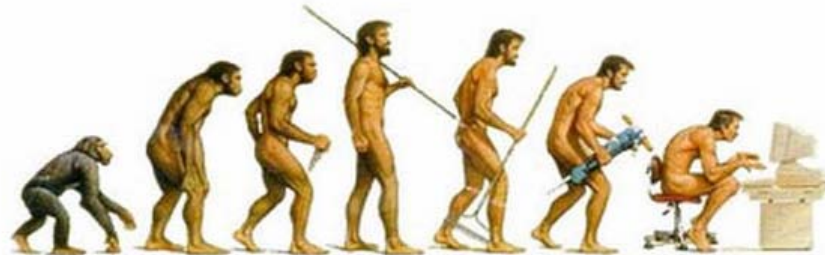
An update on the **Mozilla Developer Network**

Jay Patel

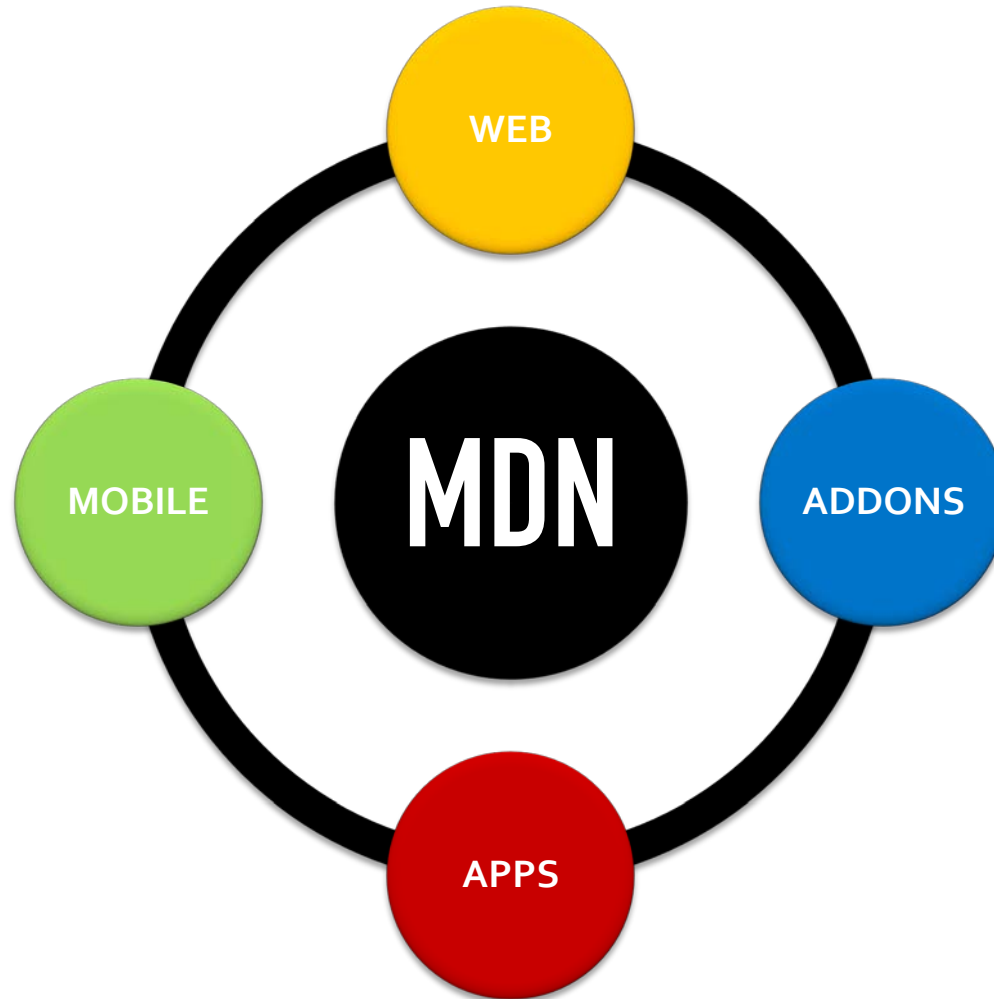
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An Evolution of MDC

- **New content** to compliment the amazing documentation already there
- **Web platform for evangelism** and developer marketing programs
- **Move to “Network”** to unify a diverse community of developers

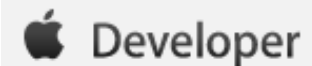


Developer Segments



Our Developer Brand

- Most tech companies have one...



- Now we do too.



MOZILLA
DEVELOPER
NETWORK

Goals

- Support **product** launches
- Expand developer **channels**
- **Engage** more developers
- Reclaim market **leadership**



MDN refresh for developer.mozilla.org

The screenshot shows the top section of the MDN website. On the left is the MDN logo, featuring a red horse head and the text 'MDN'. To its right is the title 'MOZILLA DEVELOPER NETWORK' in large white letters, with the tagline 'A comprehensive, usable & accurate resource for developers using Mozilla Technologies.' below it. Further right are links for 'Log in' and 'Become a MDN member'. A search bar with a 'SEARCH' button is also present. Below the title are navigation links for 'WEB', 'MOBILE', 'ADD-ONS', 'APPLICATIONS', 'DOCS', 'TOOLS', 'COMMUNITY', and 'LABS'. A dark red banner below contains a 'DEVMO' section with the text 'Welcome to the Mozilla Developer Network, a.k.a: DEVMO' and 'LEARN THIS HISTORY BEHIND PROJECT DEVMO >>'. It also features a 'New to MDN?' section with a wrench and screwdriver icon and a 'Already a member?' section with a person icon. The main content area below the banner features a featured article titled 'Project Sketchbook' with the headline 'Sketching out ideas on paper can help by leaps and bounds.' and a 'NETWORK TRENDS & HOT CONTENT' section with a bar chart showing 'Accessory' at 50 and 'Concept' at 80.

MOZILLA DEVELOPER NETWORK
A comprehensive, usable & accurate resource for developers using Mozilla Technologies.

Log in | Become a MDN member

Search **SEARCH**

WEB MOBILE ADD-ONS APPLICATIONS DOCS TOOLS COMMUNITY LABS

Welcome to the Mozilla Developer Network, a.k.a: **DEVMO**
LEARN THIS HISTORY BEHIND PROJECT DEVMO >>

New to MDN? Want to help make our network even better? Here's how to Get Started >>

Already a member? Customize your profile & fine tune your participation within the MDN. Log in >>

Project Sketchbook
Sketching out ideas on paper can help by leaps and bounds.
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NETWORK TRENDS & HOT CONTENT
Up to date trends and popular content based on number of tags on a given entry/doc/tool. Alphabetical order.

Accessory	50
Concept	80

- One destination for all developer segments
- Membership to track engagement and contributions

New Documentation Hub

The screenshot shows the Mozilla Developer Network (MDN) website interface. At the top left is the MDN logo, a red fox head, and the text "MOZILLA DEVELOPER NETWORK". Below the logo is the tagline "A comprehensive, usable & accurate resource for developers using Mozilla Technologies." and a navigation menu with categories: "WEB" (orange), "MOBILE" (green), "ADD-ONS" (blue), and "APPLICATIONS" (red). On the top right, there are links for "Log in" and "Become a MDN member", a search bar with a "SEARCH" button, and a secondary navigation menu with "DOCS" (yellow), "TOOLS", "COMMUNITY", and "LABS". The main content area features a search bar labeled "Search MDN Documentation" with a "Filter by tag..." dropdown and a "SEARCH" button. Below the search bar is a section titled "5 MAIN TOPICS FOR WEB DEVELOPERS" with a sub-headline "List of 5 main documentation topics for web developers summary goes here." and a list of topics, each with a placeholder image and the text "Quisque in wisi quis orci". On the right side, there is a section titled "TOP DOCS CONTRIBUTORS" with a grid of placeholder images.

- Web reference to **showcase content**
- Community features to **improve participation**
- Better tagging and search for **discoverability**

MDN Programs

- **Research & Metrics**
- **Marketing Channels**
- **Events & Meetups**
- **Experiments**

Thanks... any questions?

MDN wiki:

<https://wiki.mozilla.org/MDN>

Questions / Feedback:

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