

Web Platform Docs Homepage Design

What is the purpose of the home page?

What job do we want it to do for people?

Let's imagine some people & how they end up on our homepage.

A front-end developer searches for specific web-technology details quite a lot. They used to end up at w3cschools, MDN, or CSS Tricks for the answers they needed. More often than not these days, they click on the web Platform Docs link because they really like the quality of information they find. Finally one day, they click WPD logo to land on the home page and learn: hey who the heck is making this site and how did it come out of nowhere to become so good?

A student is taking their second class in how to make websites. On the syllabus, their professor has listed resources for finding help. webplatform.org is listed, so he types the URL into their browser to find out how this will help them in the class.

A senior-level programmer with 15 years experience in a wealth of different technologies is listening to one of their favorite geek podcasts. Web Platform Docs is discussed, so she heads to the website to learn more about it.

Someone in the web industry googles the phrase "webplatform" because they keep hearing it used, but aren't sure what it means. webplatform.org is the first search result, and so they click on it, hoping to learn what all this web platform stuff is about.

A junior-level web developer has a friend who's been telling him one of the best ways to advance his career is to help out with an open source project. After asking around on Twitter and G+, he hears about Web Platform and goes to the site to see if this is the kind of open source effort that he'd like to get involved with.

Someone who already knows all about Web Platform heads to the website to find out the latest status on which sections of the content are mostly completed, and what is happening next.

Any other common usecases?

How might we want to prioritize these usecases?

What content will help these people do what it is they want to do?

A clear explanation of the Web Platform Docs project, who is driving it, why it's better than it's competitors — an explanation that does not require any prior knowledge whatsoever.

An easy-to-scan list of the ready-to-use resources that webplatform.org offers — not just top level categories, but lists of real one-click-to-something-juicy links that both give people a shortcut to get deep and a clear overall impression of what's on the site.

An invitation to help out with the project with clear, concise information about what kind of help is needed, who is qualified, and how to join in.

Sprinkled throughout — writing that educates beginners as they read it. There will be people who don't understand much of anything about web technology coming to the site. We don't want to alienate them and drive them away immediately. All writing should be kind and help, and direct people to our beginners tutorials. We want to find a balance where we aren't taking up space, boring professional developers with information that's too basic. But we also don't want to scare anyone off by being way over their heads. We should also remember a vast international audience of non-English speakers who write code in English all day, and use English resources (books and blogs), but aren't fluent enough to understand complex constructs or slang.

What other content do our users need on the homepage?