DEVELOPER ADVOCACY CANVAS

WHY

What are the business goals of your company?
How would you describe the mission and vision behind your advocacy program?
How do your vision, mission with the company's business goals?
How will your program support achieving those objectives?

VALUE PROPOSITIONS

What value will your community deliver to its members?
What would you like your members to gain through your community?
What problems do your members face, and what can you do to solve them?

HOW

How can you reach your business goals and deliver value propositions?
What tactics and activities will you use to achieve them?
What channels will you use, and how do they align with the routine of your users?

WHO

Who should care about your developer community?
What is your target audience?
Who is your target persona, and why should they care your product and brand?
What type of relationship would you like to form with these people?

IMPACT

How will your advocacy program impact the business goals of your company?
How will you monitor the success of your program?
What will be your KPIs and what metrics will you use?

RESOURCES

What resources do you need to deliver value propositions?
What is the investment? How much will it all cost?
Who do you need on your team to achieve success?
Which tools will you use? How much do they cost?