How can we promote Domain Specific Languages?

https://strumenta.community/

Goal

We as a community want to get better at *marketing* advanced Domain Specific Languages, the like of which you can build with JetBrains MPS, Xtext, or other solutions.

Marketing here means spreading this idea. Business opportunities are part of the goal, not the whole goal.

We want to do that:

- Because we believe in these ideas, we find them great and we want more people to benefit from them

- Because more money in this area means more investments and get us more resources to work with and this should leads to advancements in the field

Problems with selling DSLs

Some of the problems we are facing are:

- Lack of awareness

- Confusion in terminology

- Lack of providers

- Lack of other adopters (i.e., if others are not using it, it feels risky to adopt it)

- Not many good examples accessible (how many advanced DSLs you can play with?)

- They require significant investments without any guarantee

These are hard problems to solve, but I think we can solve them for some groups.

We can solve the *how* more easily once we figure out answers to other questions.

Plan

Before we understand *how* we can promote what we are doing, I think we need to understand:

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what we are selling,

to *who* we are selling it,

and *why* this person would buy this.

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What are we selling?

- Are we selling process automation?

- Are we selling consulting on redefining processes?

- Are we selling faster software development?

- Are we selling less bugs?

- Are we selling improvement process (no more need for requirements)?

- Are we selling cheaper software development?

- Are we selling tools to improve the productivity of domain experts?

Who are we selling to?

- Are we selling to CTOs?

- Are we selling to small business owners?

- Are selling to CEOs?

- Are we selling to companies of which size?

- Are we selling to companies which build software?

- Conversely, who we are not selling to?

- Where these people meet?

- How are clients would define themselves?

- Who are those mythical "domain experts"?

Why should someone be interested in this?

This is connected to what we are selling:

- Do they need better time to market?

- Do they need to reduce development costs?

- Do they need to put the experts in control?

- Do they need to reduce bugs?

In other words, what is the initial problem that triggers their search for "something" to improve their situation?

How should we sell this? (1/2)

How should we package it?

- Should we sell DSLs off-the-shelf?

- Should we sell training to start building DSLs in house?

- Should we sell consulting days?

- Should we sell fixed-price projects?

- What reassurances can we offer?

- What investment is reasonable to ask?

How should we sell this? (2/2)

How should let people know?

- Should we speak at conferences?

- Should we create webinars?

- Should we provide industry-specific examples and messages?

- Should we put more examples out there?

- Should we write more papers?

- Should we do more interviews with adopters?

- Should we write more case studies?

Other questions and topics

- Do people want to buy support to build DSLs or DSLs?

- Why people do not use DSLs?

- What DSLs can people really see out there? Can we improve here?

- Confusion around the term "DSL"

- What are the alternatives to DSLs (i.e., what is people buying instead?)

- What issues are preventing people from buying DSLs?