

Trust signals

that help a developer portal succeed



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PRONOVIX

Developer portals



Acquia® apigee



#1

Define
architecture



#2

Evaluate
structure



#3

Create
pattern library



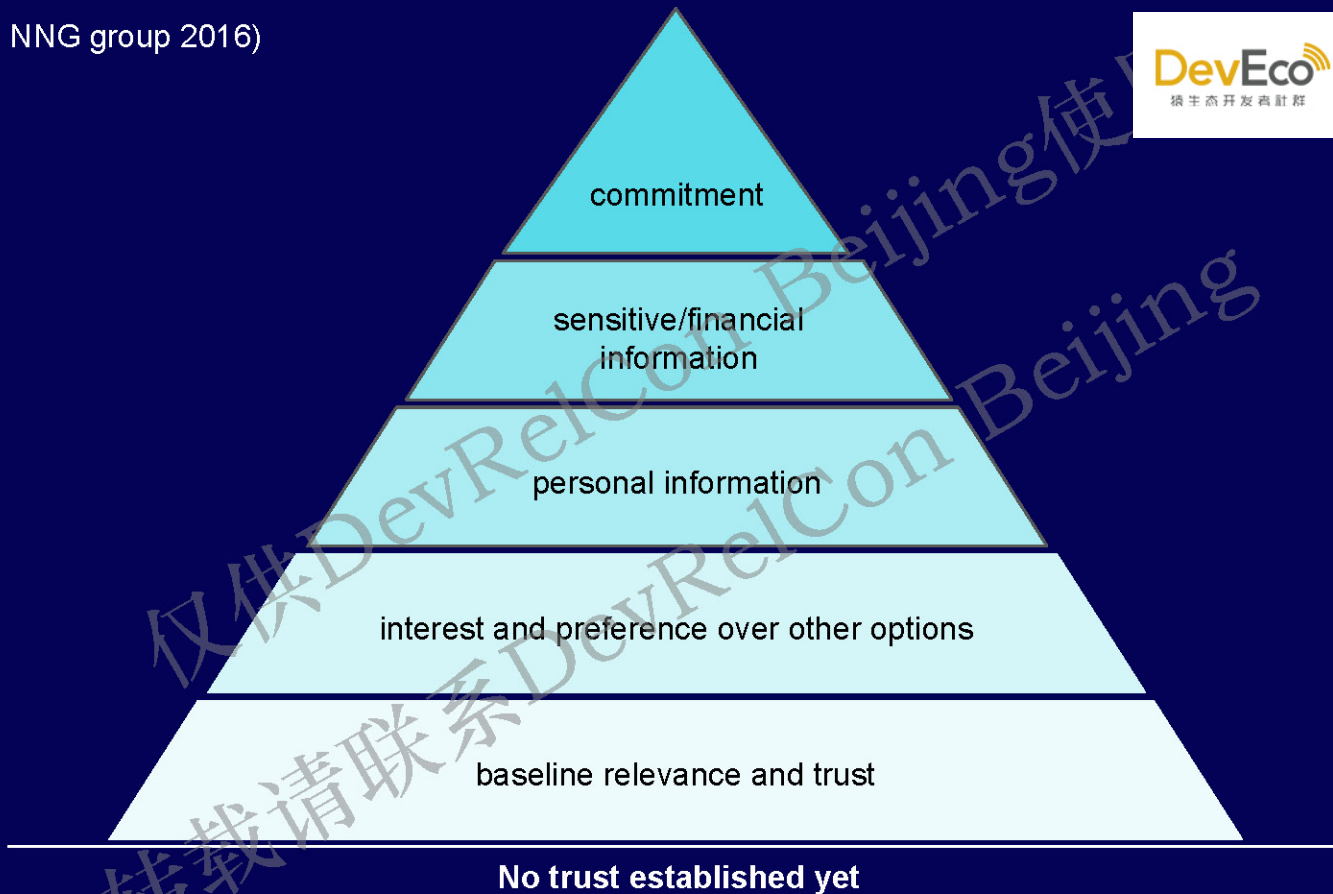
#4

Design

Developer Portal Research



Trust signals



The psychological perspective of trust

1st level - Self-evident and professional

- straightforward navigation
- appropriate and clear communication (e.g. consistent terminology)
- no typos, no broken links or such mistakes (they decrease credibility)

baseline relevance and trust

Pyramid of trust



API v2

My apps

API Explorer

Documentation

HTTP

.NET

Java

JavaScript

Python

Swift

Objective-C

Community SDKs

References

Authentication types

Branding guide

Data ingress guide

Dropbox for Python Developers

Overview

Install

Tutorial

Documentation

Dropbox for Python

Here's our Python SDK for API v2, which helps you easily integrate Dropbox into your Python app.

Code

[Dropbox for Python](#) - Dropbox for Python SDK is open source on GitHub.

Sample apps

[back-up-and-restore.py](#) - Simple app that shows how to back up user files and restore them to Dropbox.

[updown.py](#) - Simple app which demonstrates how to sync a local directory with a Dropbox.

stripe api

INTRODUCTION

Introduction

TOPICS

Authentication

Errors

Expanding Objects

Idempotency

Metadata

Payment

Requesting

Refunding

USE RESOURCES

Balance

Charges

Customers

Disputes

Events

File Uploads

Refunds

Tokens

Transfer

Transfer Reversals

USERS

Accounts

Errors

Stripe uses client

surveys or failing

to indicate to

that a request is

not a 401 error

Not a 401 error

map cleanly onto

HTTP response

codes, however,

When a request

is valid but does

not complete

successfully (e.g., a

card is declined),

we return a 402

error code.

ATTRIBUTES

type

The type of error

returned. Can be:

api_connection_error,

api_error,

authentication_error,

card_error,

invalid_request_error,

rate_limit_error,

stripe_error.

message

A human-readable

message describing

more about the error.

For card errors, the

code is optional.

code

For card errors, a

short string from

amongst those listed

on the right

describing the kind

of card error that

occurred.

optional

param

The parameter the

error relates to if the

error is parameter-specific.

You can use

this to identify the

error.

optional

api_connection_error

Failure to connect

to Stripe's API.

api_error

General API error.

authentication_error

Invalid authentication

token or expired

token.

card_error

Card-related error.

invalid_request_error

Invalid request.

rate_limit_error

Rate limit error.

stripe_error

General Stripe error.

api_connection_error

Failure to connect

to Stripe's API.

api_error

General API error.

authentication_error

Invalid authentication

token or expired

token.

card_error

Card-related error.

invalid_request_error

Invalid request.

rate_limit_error

Rate limit error.

stripe_error

General Stripe error.

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Keen IO

Docs

API Reference

Support

Q Search

Data Collection

Data Analysis

Data Visualization

SDKs

Integrations

Security

Overview

Custom API Keys

Security

As always, our first goal is to make analytics via API powerful but simple. We want to make your life as easy as possible. Like any good service, Keen IO takes security seriously. Unfortunately, there's a direct conflict between ease-of-use and security. Effectively securing an API almost always means making that API harder to use.

There's not a lot of room for compromise here. A system is either following cryptographic best practices or it's not. We follow best practices. That being said, we want you to be happy. Please [let us know](#) if you're not!

API Keys

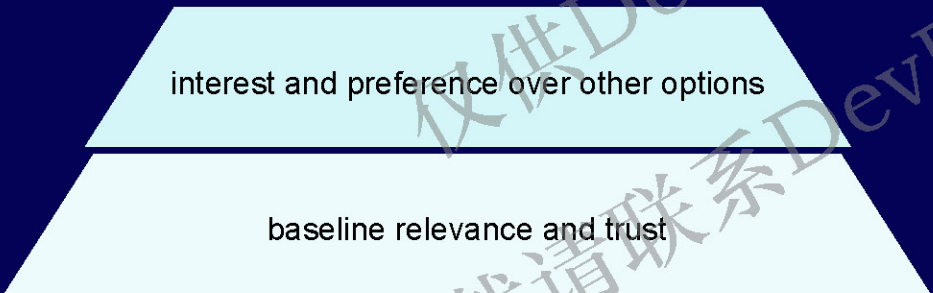
When you get your account, you'll notice there are 3 different API Keys.

- **Master Key** - The most powerful API key. It can be used to authenticate for any API call. It is required to perform administrative functions, such as deleting data.
- **Write Key** - An API key specifically for writing data. Any API request that writes data to Keen IO can use this.
- **Read Key** - An API key for querying and extracting data. Used to run analyses and extract data from Keen IO.

API quality

2nd level - Connected island

- connected to the rest of the web (social media, reviews, user feedback etc.)
- Presence
- Show transparency

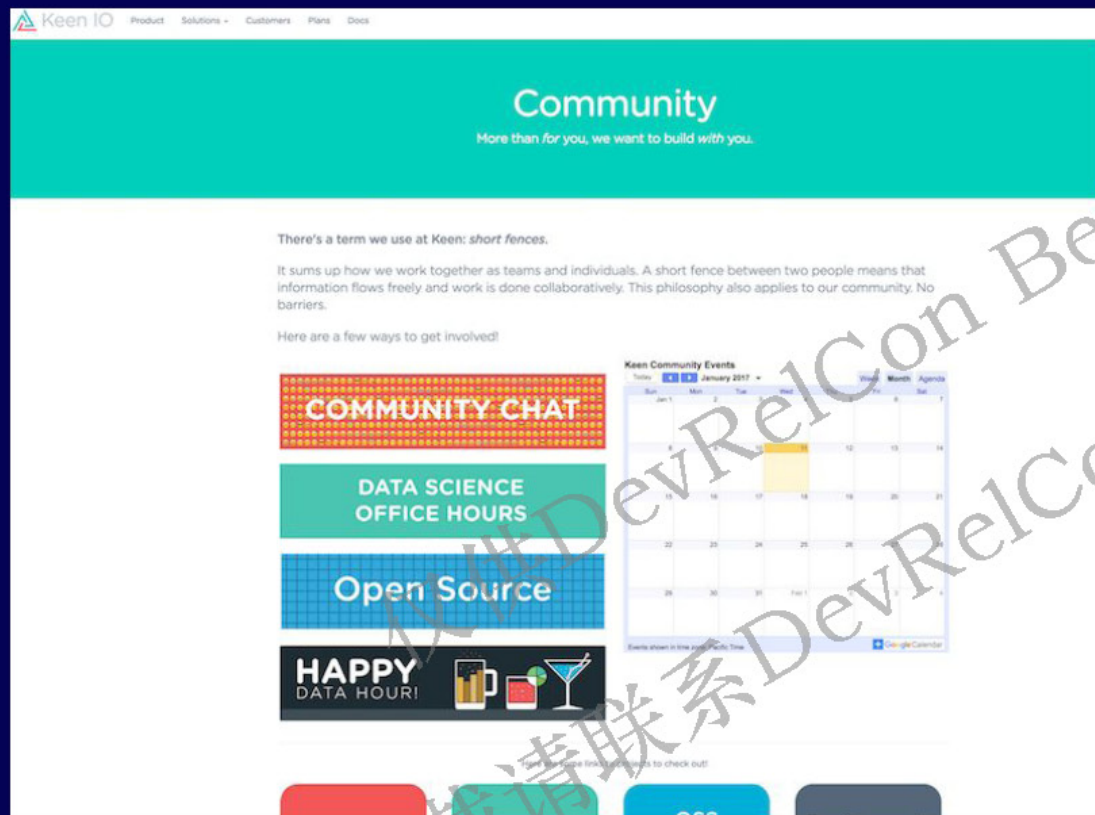


A diagram of a pyramid divided into two horizontal sections. The top section is light blue and contains the text 'interest and preference over other options'. The bottom section is white and contains the text 'baseline relevance and trust'. The entire diagram is set against a dark blue background.

interest and preference over other options

baseline relevance and trust

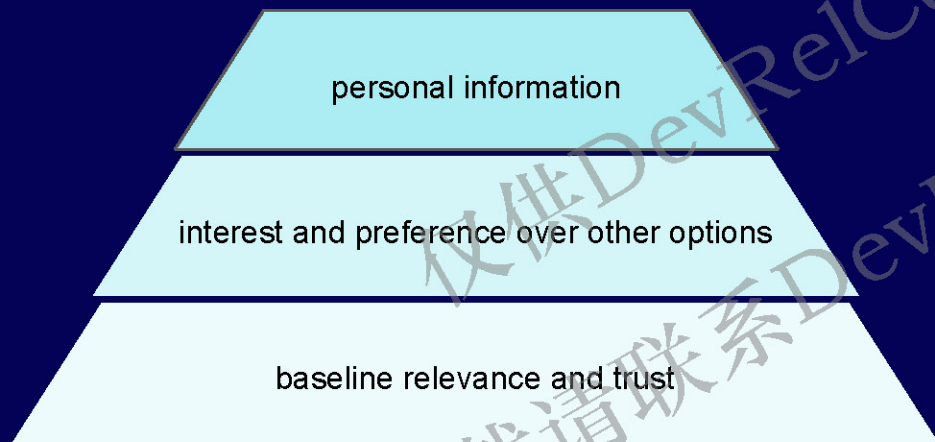
Pyramid of trust



Developer portal production quality

3rd level - Com. correct, and current

- is well informed and committed to helping its customers
- has a full range of information about services or products



Pyramid of trust

Docs Quickstart Guides Tutorials API Reference SDKs

LOG IN SIGN UP MENU & PRODUCTS

DOCS

I code in Ruby and would like to learn about Product

[Get Started](#)

QUICKSTARTS

[Get Started](#)

Get started quickly with a Twilio product. These five-to-fifteen minute tours get you acquainted with Programmable SMS, Voice, Video, Chat and more.

GUIDES

[Get Started](#)

Learn how to accomplish common tasks in the language of your choice. Guides are functional explorations of getting something done with Twilio in a task-sized format.

TUTORIALS

[Get Started](#)

Get to production faster with Twilio use cases you're likely to implement using through complete sample apps in your favorite programming languages and frameworks.

API REFERENCE

[Get Started](#)

Get in-depth information about Twilio REST APIs and SDKs. Authentication, parameterization, error messages, and everything else is all here.

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STATUS

WELCOME TO THE TWILIO STATUS PAGE. HERE YOU WILL FIND REAL-TIME INFORMATION ABOUT STATUS OF OUR SERVICES.

All Systems Operational Refreshed less than 1 minute ago

Programmable SMS	Operational
Programmable Voice	Operational
Programmable Video	Operational
Elastic SIP Trunking	Operational
Programmable Chat	Operational
Authy	Operational
Lookup	Operational

Website Server Render Time 114ms

Player Server Render Time 19ms

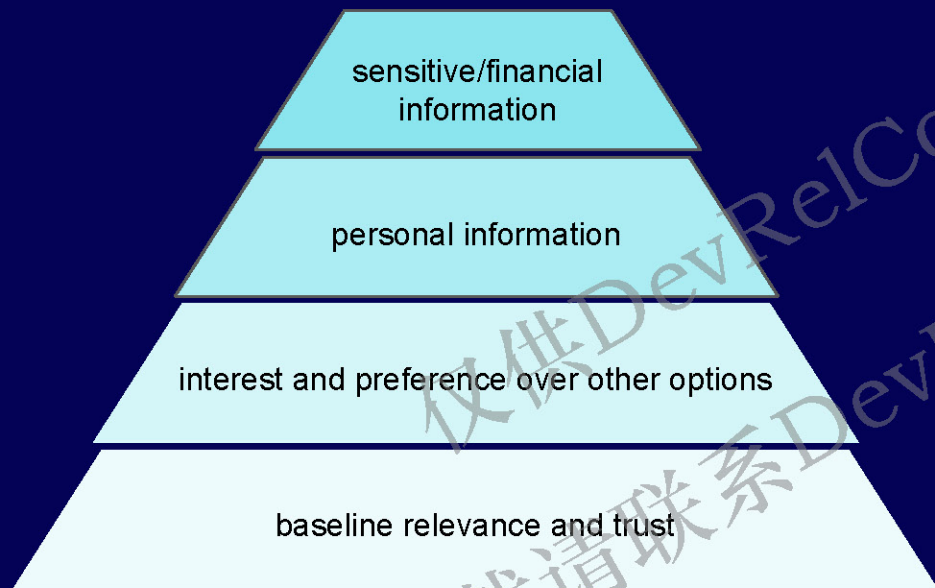
Website Client Render Time 5.55sec

Player Client Render Time 4.63sec

Documentation; API uptime status

4th level - upfront

- Upfront disclosure fulfills the reciprocity principle
- Provide all the information upfront



Pyramid of trust

Keen IO Product Solutions Customers Plans Docs Login Sign Up Free

Plans & Pricing

"Keen saved us months of work building real-time native analytics into our product. Our clients love seeing actionable insights as a native part of the user experience."

 PIXLEE

Jeff Chen
Co-founder & Director of Engineering, Pixlee

Developer	Professional	Enterprise
Projects & Small Startups PAY AS YOU GO 10 Queries / Minute Limit 1 Hosted Dashboard Up to 15 Million Events / Month Developer Benefits - Streaming Data Enrichment - Open Source Recipes & Templates - Over 15 SDKs NO CREDIT CARD REQUIRED Start Free	Growing Businesses ANNUAL CONTRACT High Frequency Business / Minute Up to 10 Hosted Dashboards Custom Events / Month Pro Benefits - Power Native Analytics - Build Intelligent Applications - Stream Raw Data to AWS - Sub-second Query Response Times Pro Support - Solution Architect - Security Level Assessment (SLA) - Quarterly Roadmap Feedback Contact Sales	Industry Leaders STRATEGIC PARTNERSHIP Keen offers everything needed to run a data-powered business at scale. Get in touch for details. Enterprise Benefits - Additional Data Encryption - Dedicated Data Centers - EU Data Protection - Migration Assistance Contact Sales

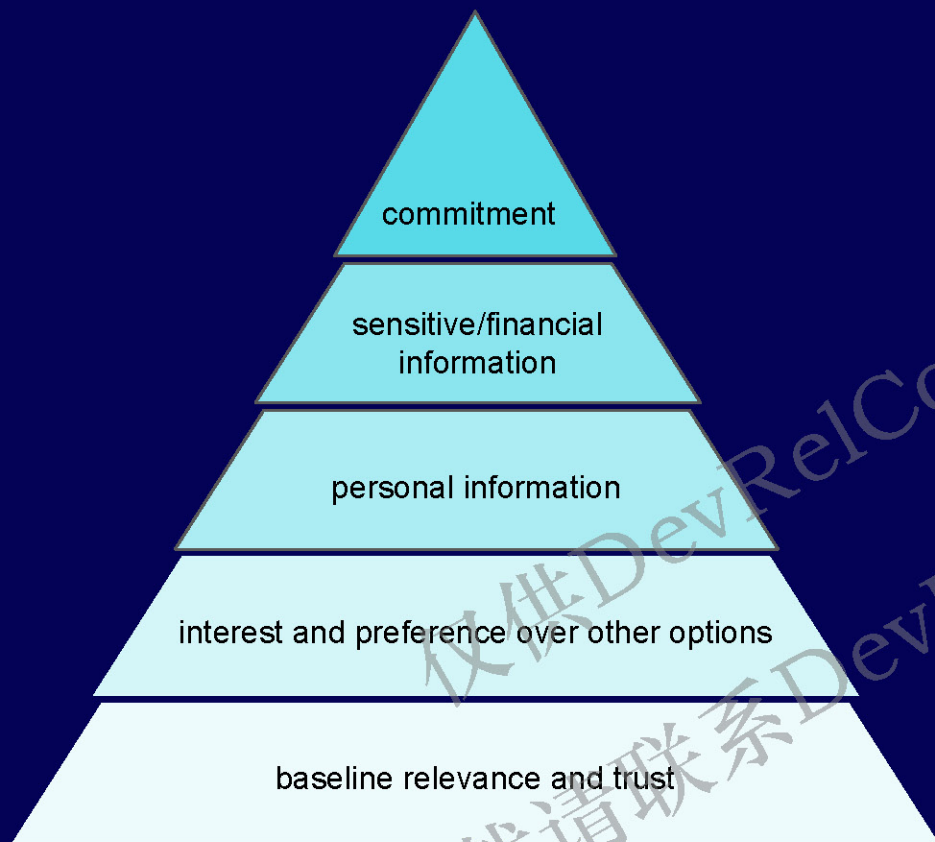
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API Documentation v2 Subsc Cloud

API V1.0 API V2.0

Getting Started

Business model; Versioning policy



Pyramid of trust

5th level - Com

- Future plans
- Long term stability

API Terms of Use

We're excited that you've chosen to develop on the LinkedIn platform. Our Developer Program enables you to create innovative professional applications that make the best use of LinkedIn. When you develop on the LinkedIn platform you are agreeing to be bound by the following terms, so please take a few minutes to read over the LinkedIn API Terms of Use below.

Last revised on February 12, 2015.

1. Introduction

When you develop on our platform you are entering into a legal agreement and you agree to all of these terms.

As a member of LinkedIn, you also have agreed to our [User Agreement](#), [Privacy Policy](#) and [Cookie Policy](#) - these terms are additional agreements with LinkedIn relating specifically to your use of our APIs.

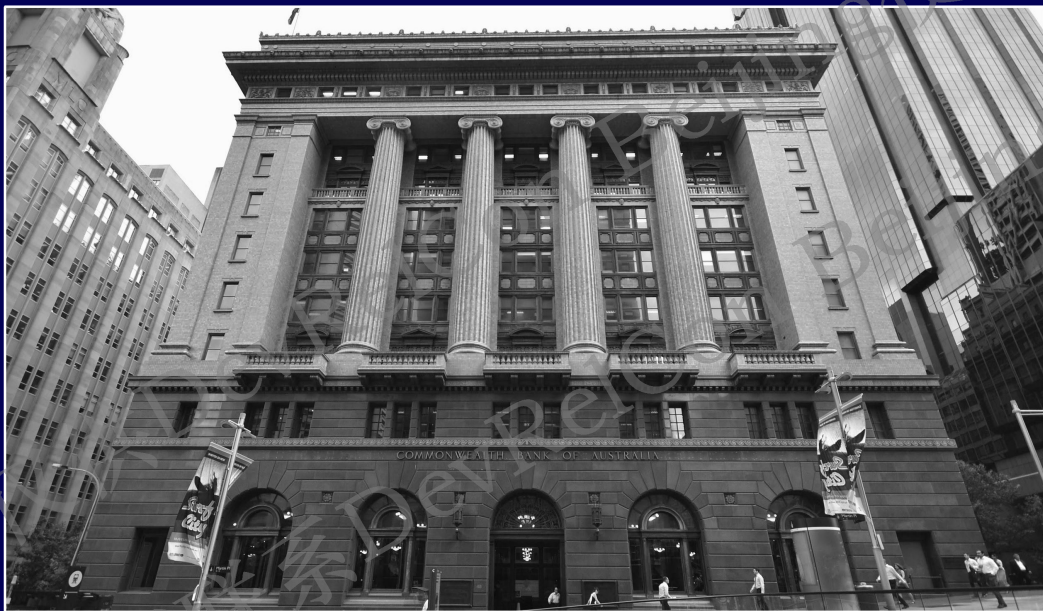
1.1 About Us and These API Terms of Use

You agree that by developing on the LinkedIn platform, you are entering into a legally binding agreement with LinkedIn Corporation (if you reside in the United States), 2029 Stierlin Court, Mountain View, California 94043, USA or LinkedIn Ireland Limited (if you reside outside of the United States), Gardner House, Wilton Plaza, Wilton Place, Dublin 2, Ireland ("we," "us," "our," and "LinkedIn").

By registering a software application, website, or product you create or a service you offer (an "Application") at the LinkedIn Developer Network site (the "Developer Site"), you acknowledge that you are currently a member of LinkedIn and have read and understood and agree to be bound by these LinkedIn API Terms of Use (the "Terms").

If you are developing on our platform on behalf of a company or other entity, you represent and warrant that you have full legal authority to register an Application on behalf of that entity and bind it to these Terms. If you are not authorized, you may not accept the Terms or register an Application for someone else.

Trustworthiness are the same, regardless of location



1. Build trust through a well designed onboarding experience
2. Provide sufficiently rich information texture
3. Developer portals are more than reference documentation

Thank you!

Developer portal news:
bit.ly/devportals

Image contributions

Screenshots (Sep 2016 - Mar 2017): Twilio, Dropbox, Stripe, Keen IO, DigitalOcean, Apigee, CenturyLink, Spotify, Dwolla, Adyen, Asana, IBM Cloudant, GitHub, StackOverflow