



**DEVELOPERS LIVE**

# **Developer Experience @ Experience Cloud**

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Experience Cloud**



# A Story in two parts...

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# 2020 and The New Normal



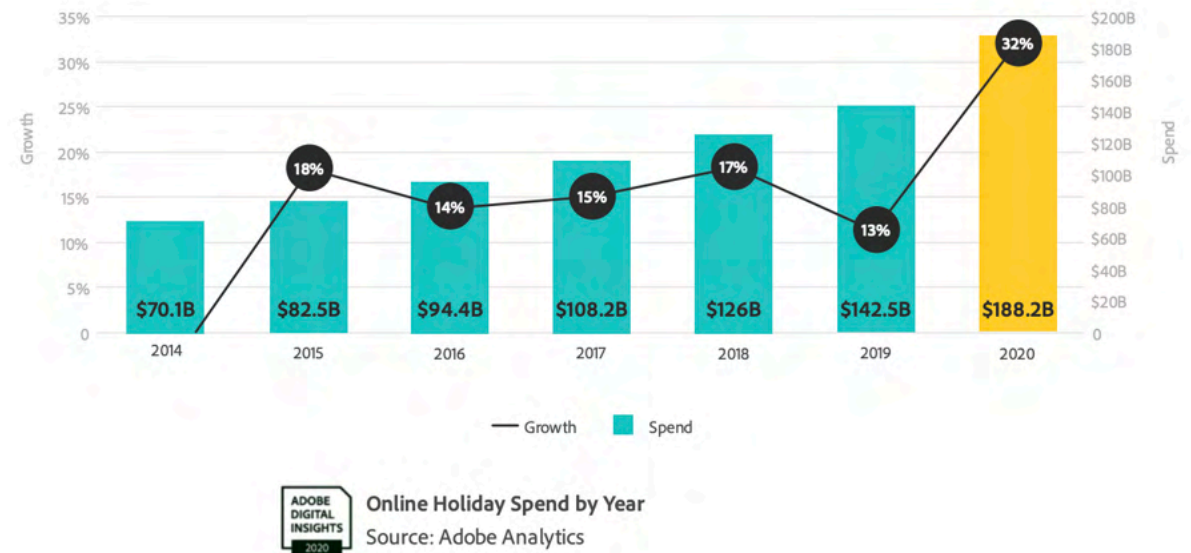
# Smartphones continue steady increase despite shifting to working from home

- Consumer behavior continues a trend started in 2015, steadily moving their shopping to smartphones.
- \$23B more was spent on smartphones this year during the holiday season.
- On Christmas Day retailers saw 52% of online spend come from smartphones – the first time over 50%



# E-commerce holiday season saw two years' worth of growth, reaching \$188.2B, +32% YoY

- The online holiday season exceeded \$188B resulting in a strong growth rate of 32% over the 2019 Season
- The COVID-19 pandemic accelerated the shift of spending to online starting in March. By the holiday season consumers shifted twice as much as expected into one year: the 32% is twice the 15% average annual growth rate seen since 2015.



# Pandemic Impact on Developers

**43%**

**Accelerating  
deployment  
velocity**

**45%**

**Working more  
in quarantine**

**50%+**

**Software  
engineers  
working  
outside of  
tech**



# DevX Mission

Empower the world's best  
Customer Experience  
community, ecosystem,  
and platform



# Core Pillars

1. One Unified Adobe
2. One Inclusive Community
3. Open Collaboration
4. Fostering Innovation





**DEVELOPERS LIVE**

**Returning Summer '21**



**Adobe Summit Dev Track! <https://summit.adobe.com/>**

Adobe Summit—The Digital Experience Conference

# The future of customer experience is waiting for you.

A free virtual event April 27-28, 2021

Join us to expand your skills, engage with other Experience Makers, and be inspired to create exceptional experiences that drive business growth and customer loyalty.

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# Adobe Contribution Day @Summit



## How to Reach Us



@adobedevs

<https://www.youtube.com/adobedevelopers>



<https://medium.com/adobetech>

<https://www.adobe.io>

<https://experienceleague.adobe.com/>



<https://github.com/adobe>

<https://github.com/adobe/react-spectrum>

# Developer Tools



## Project Firefly



## Web & Mobile SDKs



## React Spectrum

