

Issue #15



Helping devtools win over technical audiences

MARKUP MINDSET

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TMM #15– A surprising eventful week in devtools



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Hey there, this week in The Markup Mindset

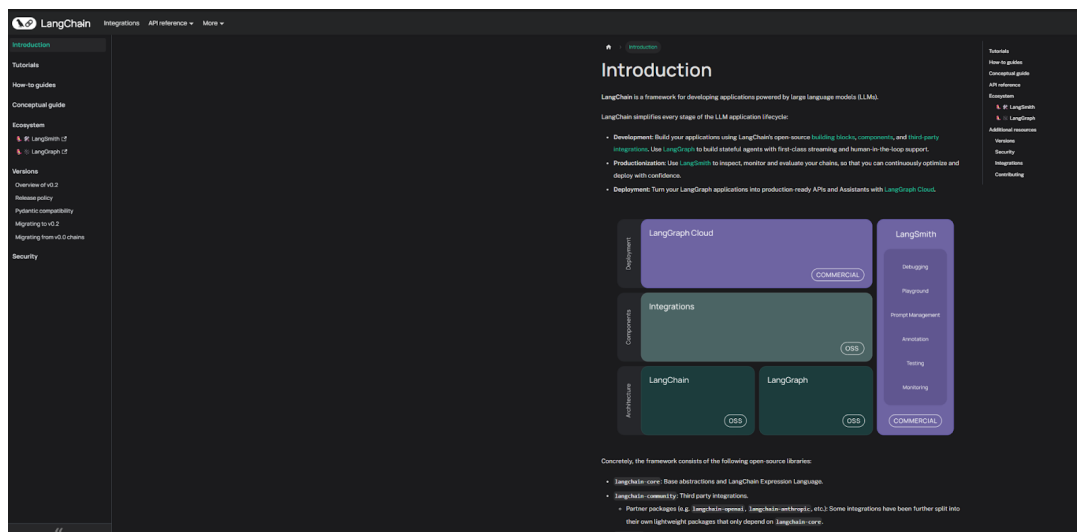
- LangChain dropped new docs and suddenly looks like a company with a mortgage and a 10-year plan.
- Doc tools are racing toward chat-first everything. Sentry, GitBook, Mintlify... everyone wants to be your autocomplete.
- An OSS project gained stars by adding five tiny runnable examples. Five. Not five features. Five code snacks.
- Will Russell reminded us that video content is basically customer support with better lighting.
- Tahir mapped the TOFU → MOFU → BOFU metrics that show whether developers are moving.
- Also... Turkish Airlines built an MCP server. We're choosing to believe this is canon now.

Lets get started!

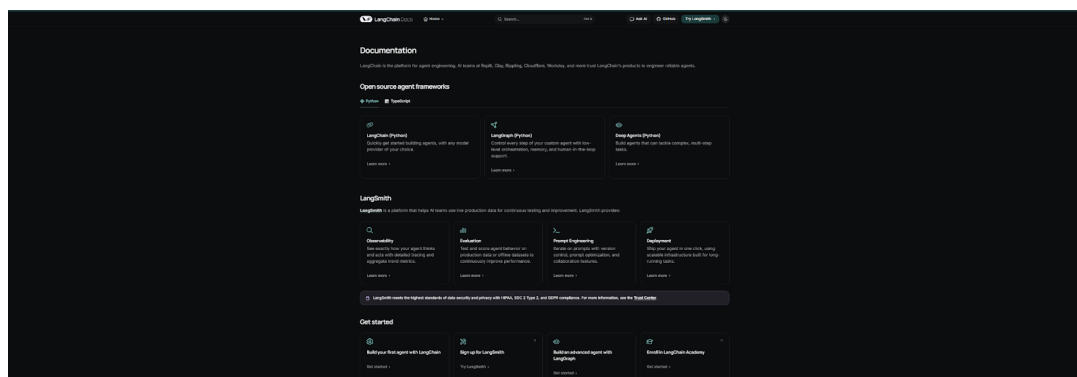
1. LangChain shades old skin + new lessons

Quick confession.

I don't use LangChain every day, so when Mo told me the docs had a new design, I ran straight to the Wayback Machine. And wow. The old version really looked like a side project that wandered into a Fortune 500 website. This glow-up was overdue, and the team finally grabbed the bull by the horns.



This new design gives us a hint that the team is ready to speak in platform language. The homepage reflects that with a rich, spacious layout, three clear pillars, and an invitation to step into something bigger than a toolkit.



This is similar to what Vercel and Stripe have mastered. The design tells you the company is preparing for larger ambitions, deeper partnerships, and a broader audience of builders who want clear guidance from the very first click.

For anyone shaping developer education, the lessons here are:

- Documentation should mature as the product matures
- A platform identity feels stronger when every surface shares the same tone
- A steady learning flow builds trust faster than feature descriptions
- A redesign can shift perception ahead of the roadmap

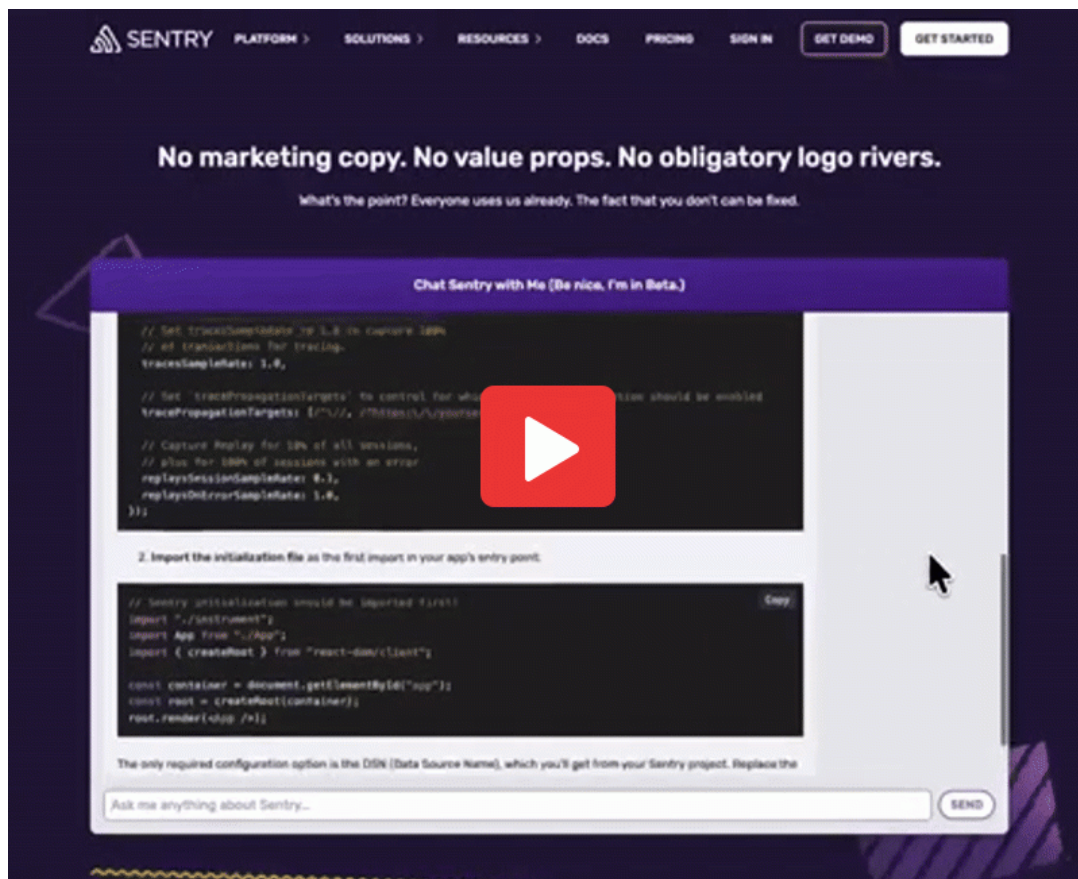
This redesign feels like LangChain saying, “Agent engineering is the future. Come inside and look around.” And honestly, the new docs sell that future with surprising elegance.

2. Industry Pulse: things that moved the ecosystem this week

If LangChain showed us how platforms signal maturity, the rest of the ecosystem showed us how teams signal momentum in smaller ways. A few moves stood out.

Chat-based docs are turning into the first interface.

Sentry added a chat interface to its product docs and calls it “no marketing mode.” Developers can ask for a specific step or answer without navigating the full documentation. This aligns with how most developers already work: they type the question they have and expect a direct response.



Other platforms are moving in the same direction. GitBook, Mintlify, and newer doc tools now ship with a chat or Q&A layer that can surface exact code snippets, configuration steps, or definitions pulled from the docs.

This changes how teams structure documentation. Pages still exist, but the chat layer becomes the first point of interaction, and the underlying docs need to be written so they can be retrieved cleanly through that interface

Open source projects are testing how to earn attention without shipping new features.

One of our OSS client added a block of five minimal workflow examples under their Getting Started section. Each example highlighted one common task in under ten lines of code and linked to a tiny runnable repo.

In three weeks, stars jumped by 12 percent. Developers shared these examples in threads because they could show exactly how the project worked without sending anyone to a long README.

Try this:

Add five short, runnable examples directly under Getting Started. Clear examples make your project easier for developers to share with others.

3. Community Pulse: what creators and partners are teaching us

If the industry is shifting how docs work, creators are shifting how teams communicate product value. Will Russell reminded us of this on the latest EOC episode.

Teams underestimate how much video reduces support load and accelerates product comprehension. Will shared that he grew Kestra's YouTube by answering the same questions developers kept repeating in Slack.

Those videos turned into a second support layer, a smoother onboarding path, and an asset library for sales. For GTM leads, this is the important part. Video compresses the work across support, activation, and qualification without asking teams to scale headcount.



4. Mini Spotlight: the metrics GTM leaders actually need

All of this circles back to something Tahir wrote this week.

Teams ship content, docs, videos, and demos, but many still track nothing beyond traffic and signups. That leaves GTM leaders blind to movement.

This model maps metrics to the actual stages of movement.

- TOFU shows influence. Signals like repo views, troubleshooting visibility, and problem-oriented search presence show whether the tool has entered the developer's mental shortlist.
- MOFU shows evaluation. Signals like API key creation, Quickstart completions, and starter repo activity show whether the developer reached a first working result.
- BOFU shows commitment. Signals like dependency presence, recurring CI use, and multi-module interaction show whether the tool has crossed into real work.

Once those three signals line up, real adoption begins. If one slows, you know exactly where to intervene. [You need to read this.](#)

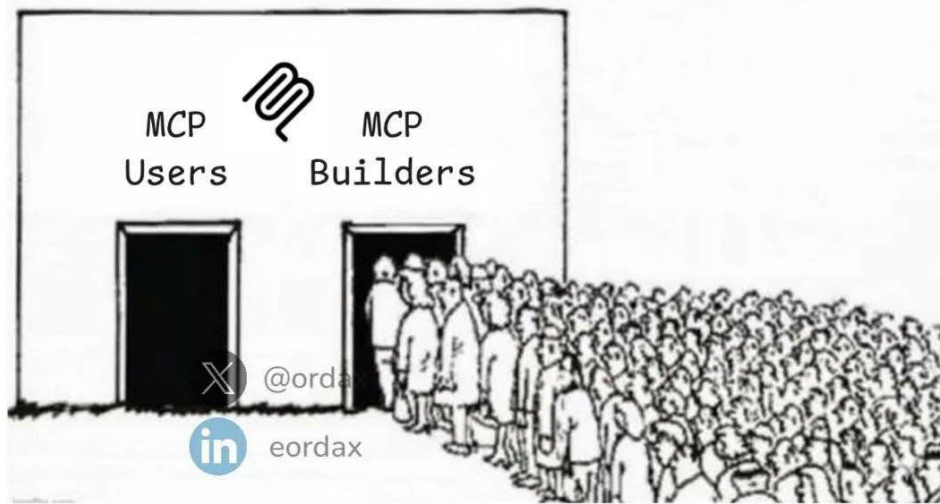


5. Question of the Day

This meme had me crying real tears this week 😂



Model Context Protocol



MCP is probably the only piece of tech that has more builders than users.

Is MCP the only tech where builders outnumber users 100-to-1? (And yes, Turkish Airlines apparently built an MCP server. We have questions.)

What other tech has more builders than users? Reply or tag us, we need to know we're not alone in this.

Henry

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