

Quickly delivering  
feature requests  
using no-code tools

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Why should I care about this?

# Benefits

- Faster build times to get a working MVP
- Cheaper
- More control over the final product / feature
- Automate repetitive or tedious tasks
- Deliver on customer promises quicker (and w/ fewer resources!)

# The Rise of the Director of Automation

- Prediction - this is going to be one of the most hired roles in the next decade.
- All about building internal systems and tools
- No-code tools can play a huge part in this

# No-code tools ecosystem

## A NO-CODE MAPPING

Product builders

**WEB**

Websites

**webflow**  
WIX  
SQUARESPACE  
Carrd  
Landen

Ecommerce

**shopify**  
weebly  
eCommerce by Square  
Elliot

Web apps

**bubble**  
unqork  
budibase  
tabbli  
Boundless

Payment & Membership

gumroad  
shōgun  
buy me a coffee  
PICO

**MOBILE APP**

**Adalo**  
glide.  
AppSheet  
thunkable  
openasapp  
Bravo  
mxd mendix  
draftbit

**AI & DATA SCIENCE**

GYANA  
ACCERN  
colabel  
lobe  
obviously.ai  
intersect labs

**AUTOMATION**

tonkean  
airSlate  
BRYTER  
axiom.ai

**INTERNAL TOOL**

process.st  
Ninox  
Retool  
jet admin  
internal

**GAMING**

BUILDBOX  
CELESTORY  
DREAMCRAFT  
RIVE

**CHATBOT**

ada  
ManyChat  
chatfuel  
Landbot.io  
mindsay

**API**

Sheetsu  
Sheety  
NoCodeAPI

**AR & VR & 3D**

MINSAR  
scapic  
Plug

**VOICE**

voiceflow  
vuiix  
Mycroft

**DATA SCRAPING**

PHANTOM BUSTER  
APIFY  
Spider Pro  
Simplescraper

Base blocks

**DATABASE & SPREADSHEET**

Airtable  
EXPLO  
tadabase  
dashdash  
Google Sheets  
actiondesk

**CONNECTORS**

zapier  
tray.io  
Clay  
Paragon  
n8n.io  
integromat  
PARABOLA  
IFTTT

Enablers

**LEARNING**

Makerpad  
Nu  
NCD OE

**TEMPLATES**

Jetboost  
Smaal.

**AGENCIES**

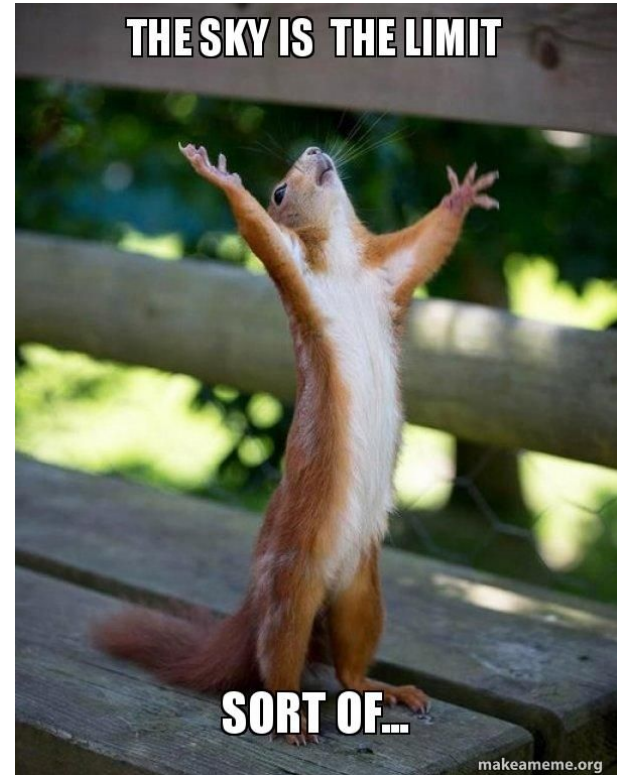
zeroqode  
8020  
ottho

**SAAS LEADERS**

HubSpot  
stripe  
INTERCOM  
Typeform

# What you can build with no-code tools

- Feature requests (within your product)
- Sales CRMs
- Employee directories
- Customer directories
- Internal resource directories
- Job boards
- Editorial calendars
- Event calendars
- Internal wikis
- Client /customer portals
- Employee LMS / Training portals
- And, the list goes on and on. . .



# When to use no-code tools

- Building an internal tool to speed up a repetitive process (Ex: customer support, billing, client portals, etc)
- Getting a quick MVP up to gauge if customers even want this
- Sending a working MVP to your product and engineering team to speed up development time



# The MicroConf Connect Community Wiki

## Key Pain Points:

- Hard to search for content in Slack
- All content disappears within a couple of months
- The more activity in Slack, the faster the content goes away



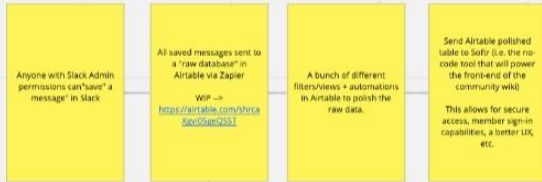
# No-code tech stack for the community wiki



softr

# Start with a mockup

## Behind the Scenes How to get the data from Slack to the Community Wiki



## What community members will see

### Member Login



### Once Logged In



### Individual UGC search result page



### Video search result page



### Password Reset Screen



Additional Notes



# “Back-end Code” - Database

The screenshot displays a web application interface for a community wiki. The top navigation bar is blue and contains the text "Interfaces" and "MicroConf Community Wiki". Below this, there are several tabs: "Community Threads", "Nested Community Discussions", "MicroConf Video Vault", and "Engaged Community Members". A secondary navigation bar includes options like "VIEWS", "Raw Data - Don't edit!", "4 hidden fields", "Filter", "Group", "Sort", "Color", and "Share view".

The main content area is a table with the following columns: "Community Membe...", "Profile Photo", "Post Comment", and "Channel Posted In". The table lists 15 rows of data, each representing a community post. The first row is highlighted with a blue border. The "Post Comment" column contains various text entries, some with links and some with "starter" or "hallway-track" tags. The "Channel Posted In" column lists "hallway-track" for most entries and "starter" for the last three.

Community Membe...	Profile Photo	Post Comment	Channel Posted In
Angel C		Anybody get real SEO organic traffic search boost by adding an industry specific GLOSSARY to your website?...	hallway-track
2 Angel C			hallway-track
3 Damian Thompson		I have been working on this & created an open Knowle...	hallway-track
4 Damian Thompson		Having to convert to blog	hallway-track
5 Mike Agar		Reminds me of this Sh*tUserStory post. Put yourself in the ...	hallway-track
6 Angel C		Wow you guys are like a truthful, tough, but loving family. I r...	hallway-track
7 Damian Thompson		These are quality KB articles: <a href="https://rev.team/kb/what-is-a-...">https://rev.team/kb/what-is-a-...</a>	hallway-track
8 Chris Salvato (Leevo)		anyone know any good resources on Game Theory?	hallway-track
9 Ray Deck		<a href="https://www.youtube.com/channel/UCJDIGW0ywWw9Kh9_...">https://www.youtube.com/channel/UCJDIGW0ywWw9Kh9_...</a>	hallway-track
10 Shai (RightMessage)		this is one of my favourite business/life articles. it's about o...	hallway-track
11 Chris Salvato (Leevo)		Cool link! I'm actually very familiar with that article and with...	hallway-track
12 Chris Salvato (Leevo)		For anyone following along at home, this book came highly ...	hallway-track
13 Ben Hill		Today I confidently said "No" to a business opportunity and...	starter
14 Ray Deck		Nothing "starter" about that insight.	starter
15 Dustin Overbeck		Saying "no" is important, not just for some business opport...	starter

# Airtable Linked Records & Lookup Fields

The image shows a screenshot of the 'Link to' dialog box in Airtable. At the top, there is a header bar with a menu icon and the text 'Community Member'. Below this, the main content area contains a text input field with 'Community Member' entered. Underneath is a dropdown menu with a blue background and the text 'Link to Community Threads'. Below the dropdown, there is a descriptive text: 'This field will link to records in the Community Threads table.' There are two toggle switches: the first is turned on (green) and labeled 'Allow linking to multiple records', and the second is turned off (grey) and labeled 'Limit record selection to a view'. At the bottom left, there is a link '+ Add description'. At the bottom right, there are two buttons: 'Cancel' and 'Save' (which is highlighted in blue).

Community Member

Community Member

Link to Community Threads

This field will link to records in the Community Threads table.

Allow linking to multiple records

Limit record selection to a view

+ Add description

Cancel Save

# Airtable Automations

Automation 2 ⓘ ⋮

OFF

TRIGGER



**When a record matches conditions**

If Profile Photo is not empty

ACTIONS

**Create record**



**Create record**

In Nested Community Discussions

[+ Add action](#)

# The Front-End “Code”

- Built in Softr
- You could send out the Airtable anyone, but there are many reasons why that might not be work well:
  - Gating content
  - Giving different layers of access
  - Better UI / UX
  - Make it harder to share the content with people who don't have access



## MicroConf Connect Community Wiki



Sign In

[Forgot Password ?](#)

or

Sign Up

# Search results

ALL CATEGORIES

hallway-track

starter

tools

saas

pricing-and-money

no-code

legal-and-accounting

growth

coding

sales

jobs-and-hiring

🔍 Type here to search



John Reynolds

saas

@adam424 I use Loom for everything and absolutely love it! I use it to send one-off replies to customers and they are especially impressed with that. But I organize videos I want to keep for KB pages in a folder in Loom. Helpscout is a lot cheaper than Intercom and if you don't care about the chat aspect as much, I'd probably pick Helpscout if I were in your shoes. Really great KB tool.



# Video Resources

🔍 Search videos in the MicroConf Video Vault



**RightMessage Year 1: From \$75k Launch to Virtually Bankrupt to Product Market Fit** – Shai Schechter

33:06

[Watch the video](#)



**Lean Analytics: How to Focus on What Matters**

Ben Yoskovitz

**Lean Analytics: How to Focus on What Matters** – Ben Yoskovitz – MicroConf 2013

44:08

[Watch the video](#)



**What I Learned Building Online Communities for Airbnb, Etsy, and Google**

Adam Howell

**What I Learned Building Online Communities for Airbnb, Etsy, Google, and More** – Adam Howell

12:20

[Watch the video](#)

# QA Process

- Does your internal tool work as designed across different browsers, tablets, and mobile devices?
- Don't just rely on yourself to find bugs and issues?
- Create a process where at least one other person (ideally more!) who hasn't worked on the build goes through the tool you built
- Record every issue that they find (You can use Airtable for this too!) so that you can prioritize and work through them.

# Feature Request Product Backlog

Add in Google SSO (less important)

Add in comments (v2) + reactions (?) - w/ custom code

Pull in additional blog posts -

Pull in everything from before September 2021

Custom graphics for the hero image

# Let's Chat



[JessicaMalnik.com](http://JessicaMalnik.com)

**Twitter:** @JessicaMalnik

# Wiki notes + feature requests -

Most do before launch -

Pull in all connect members from Drip and pull into Airtable. Then, use the airtable base as the login / user tab for Softr.

Find a way to automate the process where if a non-member signs up, they get the community application process. (set up through Zapier?) + a manual process to double check it weekly

Any member updates/changes in the wiki should go to Drip.

Make the name and picture being less prominent and more prominent the post topic / comment.

Send it first to the people who mentioned this issue in Slack!!!

Build out an automation through Zapier so that new members automatically get access.

V2 Launch -

Add in Google SSO (less important)

Add in comments (v2) + reactions (?) - w/ custom code

Pull in additional blog posts -

Pull in everything from before September 2021

Custom graphics for the hero image