

Distribution Manager:

A distribution manager is someone who maintains OCaml on a particular operating system. They juggle the quirks of OCaml and its libraries, along with multiple package management solutions and not to mention the hundreds of other languages.

Teacher:

An OCaml teacher is someone who uses the OCaml language in a teaching environment whether that's teaching the language itself or teaching fundamentals like functional programming, compiler construction, SAT solvers etc. This requires managing various platforms for students to use and hooking into a grading system.

Application Developer:

An application developer is someone who wants to solve real world problems in a specific domain using tools and libraries written in OCaml. This could be in the browser, as a unikernel, from the command line or a host of different places.

Library Author:

Library authors build code that is portable, modular and consumable by others whilst also using other people's libraries to build their own. Documentation, CI, formatting and tooling are just a handful of topics they are likely to care about.

End user:

An end user wants to use a tool written in OCaml to solve a problem without getting caught up in the OCaml ecosystem. A good example of this is Unison, the file synchronization tool.

Beginner:

Beginners are just starting their OCaml journey. They want to learn the syntax, best practices and start getting their feet wet with minimal tooling. Once they are ready, they can progress to learning more complicated setups and techniques for programming in OCaml.

Funding Agency:

Funding Agencies are groups and bodies concerned more with philanthropic work, who fund interesting and beneficial projects. Funding Agencies want to understand the wider impact of the work or community that the webpage presents. Outlining the extent of the effort that is needed to keep the project moving is helpful and serves as a reason why the agency should provide funding. Mentioning victories and progress as well as providing examples of the product being used in interesting projects gives the agency a sense of what their resources could be turned into.

Corporate Partner:

Corporate Partners are companies and groups that use OCaml in their own products or processes, and as such have a vested interest in funding the development of the language. For corporate partners the important aspects to highlight are products and projects. They want to see a trustworthy partner whose products will clearly help and improve their own workflow. Keeping timelines of and updates on projects provides a sense of transparency (increases trust) and a sense of steady progress that yields added value for the partner.

Architect

An Architect is someone who works for a company and is in some way in charge of deciding what language / tools they should use for one of their ventures. We want to appeal to them so that they feedback back to their companies that OCaml is a well-supported and useful language for them to get involved with.