

Designing work
for participation

DISCLAIMER!

Goals

Understand:

- What makes for a good volunteer contributor?
- What incentivizes a contributor
- How to architect tasks to make it easier for volunteers

Explore

- structured way for thinking about these issues that might help create an action plan

Community Building Scenario

SUMO is short for support.mozilla.org, the official, community-powered support website for Mozilla Firefox.

"With more than 400 million users around the globe, Firefox is no longer a web browser used by just the tech savvy people. While we have seen tremendous community efforts to provide support for Firefox through the years, the resources have been scattered and hard for our users to find. The need for a centralized and official support channel has never been greater, and Sumo is Mozilla's attempt to meet that need."

Community Building Scenario

Take a look at

<http://support.mozilla.org/en-US/kb/superheroes-wanted>

Question:

What are some of the ways that Sumo has structured itself to make it easy for people to contribute?

Discuss in groups.

Community Building Scenario

Some key take aways:

- got the incentives right (why would someone contribute to SUMO?)
- created a system that's easy to join
- created discrete tasks that are achievable/require little direct management
- work can be highly skilled

Community Building Scenario

Simple Worksheet Walk Through

Will share this link somewhere useful:

<https://docs.google.com/a/eaves.ca/document/d/1r4zkMYObGt6RE2l5ch2i3xKz0Tnh-V61OTLdH3pY9r8/edit>

Community Building Scenario

Thoughts Reflections on Worksheet?