

# Identifying Contributors

**DISCLAIMER!**

# Goals

## Understand:

- Who are, or could be our volunteer contributor?
- What incentivizes a contributor
- How might we attract them to volunteer for Mozilla

## Explore

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

# Mozilla Phone Book!

<https://mozillians.org>

mozillians

Name, IRC Nick, Email or Location

About deaves -

## Welcome to Mozillians!

Stewards in your Functional Area



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## Browse Functional Areas

- systems administration
- boot2gecko
- localization
- quality assurance
- creative
- metrics
- marketing
- policy
- web development
- coding
- support
- ux
- communications
- program management
- labs
- webfwd
- security
- developer documentation
- developer tools
- mobile
- thunderbird
- apps
- evangelism
- graphics
- legal
- add-ons
- automation
- recruiting
- persona
- business development
- people
- accessibility
- fundraising

## Options

Invite a Mozillian

Invite other contributors to create a profile

# Mozilla Phone Book!

<https://mozillians.org>

Take a look

- Who are your current contributors? (if any)
- Are there any common traits?
- Do you think they represent who *could* be your contributors?

# Personas!

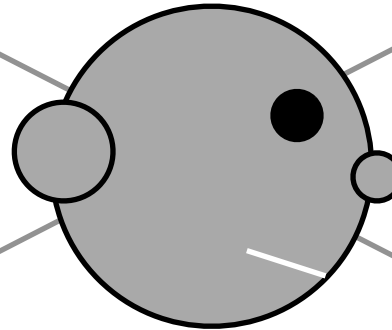
(not that kind, the other kind)

What does she **THINK & FEEL?**

core values  
major preoccupations  
worries & aspirations

What does she **HEAR?**

what friends say  
what influencers say



What does she **SEE?**

environment  
friends  
what the market offers

What does she **SAY & DO?**

attitude in public  
appearance  
behaviour towards others

**PAIN**

fears  
frustrations  
obstacles

**GAIN**

wants/needs  
measures of success

Credit: XPLANE

# Personas Worksheet

## Simple Worksheet Walk Through

Will share this link somewhere useful:

<https://docs.google.com/a/eaves.ca/document/d/1J-1Ag-5hTbCtY3iNK5J5O9yTh-HhIZJjTkzHwAYkDwQ/edit#>

## Sample completed Worksheet

[https://docs.google.com/a/eaves.ca/document/d/1wvoWoRJGWwHyc3P\\_kRPfUu2R4ZDcGVPEnp8PMPuTVOI/edit#](https://docs.google.com/a/eaves.ca/document/d/1wvoWoRJGWwHyc3P_kRPfUu2R4ZDcGVPEnp8PMPuTVOI/edit#)



Complete:

part 1: Defining  
Characteristics

&

Part 2: Empathy Map

# Personas Worksheet

Thoughts Reflections on  
Worksheet?

Complete:

part 3: Next steps

# Personas Worksheet

Thoughts Reflections on  
Worksheet?