Identifying Contributors
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
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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#
Complete:

part 1: Defining Characteristics

&

Part 2: Empathy Map
Personas Worksheet

Thoughts Reflections on Worksheet?
Complete:

part 3: Next steps
Thoughts Reflections on Worksheet?