User Feedback Initiative project planning

We'll be working on Node.js user feedback mechanisms as described in issue #96 to collect data to make better decisions to help improve every part of the Node.js project.

Project plan:

- Schedule a planning meeting where the initiative can be hashed out and a project plan is written. The Individual Directors should be present. In this meeting:
  - choose a survey medium(SurveyMonkey, Google forms, etc.)
  - make a list of current small surveys/feedback we need and create a schedule for these
  - document how folks could request a survey question/set(likely issue filing or a PR flow) so we could continue to add to the survey schedule moving forward
  - Identify relevant gatherings for holding user focus groups: choose a few places as a first step that people IN the meeting will be present at and could hold a meeting, collect feedback, and synthesize for publish.
- Publish User Feedback Initiative plan, implement, and iterate.
- coordinate with the Evangelism WG to share the surveys via their platform using the schedule

TODAY'S NOTES
- Find volunteers to help drive this, along with all other issues we have going on. Can we semi-automate a 'we need help with X this week!'. Tweet it out. Can the Individual Directors help us with this? Come up with a list of scheduled tweets. Email everyone once a week with possible tweets to share. Be explicit about contacts for questions or getting started.
- Create README and directory for this as a project in CommComm
- Surveys
  - Choose a survey medium(SurveyMonkey, Google forms, etc.)
    - Google Forms
    - How do we perm this for who can edit/admin? Scope it to the CommComm, filter sensitive materials, and then provide info to WG.
    - Write explicit rules about private data as guideline
    - Publish data to survey section of CommComm repo. We can publicize it with the strength/skills of Evangelism and scoped WG.
  - Make a list of current small surveys/feedback we need and create a schedule for these
    - Benchmarking WG has one they'll need to do! Good practice run.
  - How do WG submit a request for a survey? Create an issue template. Issue is closed when results of survey are merged and published.

- - Document how folks could request a survey question/set(likely issue filing or a PR flow) so we could continue to add to the survey schedule moving forward

- Feedback groups in-person
  - Examples are: VM Summit, Post-mortem. Can we identify key users to bring them together at intervals? Let's start with our full corporate member list because they aren't often and key users such as Netflix, HomeAway, OpenTable, etc….
    - Could Mark lead this along with a CommComm rep capturing and synthesizing this information? Plan questions ahead of meeting. Would be good to invite TSC Chair and Director, and CommComm Chair.
    - First meeting can be online, but NI is a good opportunity.
  - Identify relevant gatherings for holding user focus groups: choose a few places as a first step that people IN the meeting will be present at and could hold a meeting, collect feedback, and synthesize for publish.
    - It's especially helpful for this to happen at a non-Node.js focused event if we have a number of members.
    - Community manager and TSC Director were tasked with making short list of community events to partner--these are prime opportunities for these focus groups, too, if we can hold them.

An important thing to remember with this feedback is that we are a vehicle to disseminate this information to various parties in the Node.js Foundation–the Board, working groups, committees. We are not guaranteeing we or another group will act on this information. It's a data gathering exercise.

Notes from 10/31

1. **Capture feedback.**
2. **Disseminate data to relevant parties that can act on feedback.**

Capturing feedback from:
- Enterprise
- Individual membership
- URMs in tech/Node.js

- Be careful with surveys. Best with audience who already trusts the surveyor.
- Protect privacy and anonymity while preserving trust. This must be a priority.
- Let's try to use industry best practices so that the feedback is most helpful(statistical significance vs. good anecdotes)