

## Zooniverse Project Review: Best Practices & Flowchart

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Thank you for submitting your project for review. Before we send your project to our volunteers for beta review, your project will first go through our **internal review process**, in which a member of the Zooniverse team will review your project based on specific criteria. The project will then be sent to Zooniverse participants who have signed up to be beta reviewers. They will submit beta classifications to your project as well as provide feedback through a standard Google form.

**Please note that this process may take some time to complete.** In our experience, the entire process can vary from ~8 to 16 weeks in length from applying to beta to full launch, depending on how many projects are in the queue, and what kind of feedback you get at each stage of the review process.

We've compiled a list of Best Practices for project builders to help the review process go as smoothly as possible.

1. **Make sure your project build is completely finished!** If your project is missing content in the About page, Help text, Field Guide, etc., you'll be asked to finish building your project and re-submit. **You must have Talk boards set up** to have a public project launch.
2. **Create a test subject set to use for beta review and all pre-launch testing.** This will help to make sure you can easily identify pre-launch and post-launch classification data. This set should be **between 150-300** subjects, depending on the complexity of your task (e.g. Transcription Task projects will only require ~25 subjects). The aim is to include enough subjects to last for 5-7 days of beta review, but not so many that subjects don't get retired. That way, your beta test will produce enough completed classifications to be able to test your aggregation and data analysis methods.
3. **Request a data export and make a plan for data aggregation.** We'll ask you to share your data aggregation plan before launching your project, to ensure your project in its current state will provide data that you're able to use in your research. You'll also test your aggregation methods as part of your Beta review process to make sure they work as expected, and share the experience with us.

Were you able to aggregate your data? Did you need to adjust your methods?

4. **During beta testing, communicate with your testers and take their feedback seriously.** Be sure to monitor your project Talk boards during beta review, as the questions posted by reviewers can be a great source of information about your current project (as well as useful for adding to your FAQ section). When you receive your volunteer feedback at the end of the beta period, we'll ask you to write up a summary of your beta feedback and list the changes you've made to your project in response.
5. **If you plan to schedule institutional PR to coincide with your project launch, please communicate with us to make sure that the date you've selected is realistic and works for our team, too.** We understand that sometimes you have to schedule PR/media releases early, and we're happy to work with you to set up a date that is realistic and works for everyone's schedule! However, we are unable to accommodate PR events that have been scheduled without first checking with us. There is always a queue of projects waiting to launch, and it isn't fair to other teams if we have to prioritize launching your project because of previously-scheduled media events. Remember: until your project has passed volunteer beta review, there is no guarantee of a full, public launch. Best practice here is to consider it "in development" until you've received Zooniverse approval and a public launch date has been scheduled by our team.
6. **Make sure you're subscribed to Talk notifications and you're regularly checking the email address that is associated with your Zooniverse account.** As part of the internal review process, we'll create a private Team + Zooniverse message board. This is where all communication will take place once you've applied for review.
7. **Please be patient.** We'll do our best to get your internal review done quickly, but you should be prepared to wait several weeks. We're a small, grant-funded team, and at times can be quite busy depending on levels of traffic and interest in building projects.

Key

Project team action

Zooniverse team action

Both

Note: Times listed are estimates and can vary based on a number of factors.

