

- Reach Communities:
 - Reach through ReMo -send once a month an e-mail mentioning next events
 - Reach through bigger communities - Mozilla Hispano/ Balkans, Arabic, India
- Mailing list - use constantly the following list:
 - Android nightly testers
 - Mobile Test Drivers
- Newsletter: Naoki used to send it but it stopped
- Social Media:
 - use regularly all of them - FB, Twitter - announce all events
 -

Events:

- We used to have a list of Todos for all events/ testday with check points
- Testdays - announced in time, use all communication channels
- Presentation
 - MozCamp EU
 - MozCamp Asia
 - Mozilla Festival
 - Italy Workshop -

E-mail:

Testday Improvements

Step 1: Preparation

* A testday preparation page

1) Listing out the necessary Accounts and documentation

[litmus accounts, bugzilla accounts, mozillians accounts, moztrap accounts]

2) Environment

[machines, devices, specific websites, tools (logcat, ADB)]

2a) Specify project-based preparation requirements [

* Selenium automation will have prereq setup, robocop-Vm's, Device Anywhere account, etc..]

3) Tasks for the testday and beyond

* categorize tasks by time investments. We don't want to specify a weight of level of difficulty

** running litmus testcases, exploratory [15-20 mins]

** write testcases [1-2 hours]

** Running or creating automated tests, setting up build environment [4 hours]

** performing website compatibility [30 mins]

Step 2: Messaging

1) Broadcast to known communication channels

- ** Facebook QA, Twitter QA (Encourage other teams and followers to spread the word; retweet, like)

- ** Mozillians QA!

- ** XDA Developers (mobile)

- ** Planet, QMO

- ** Reddit/firefox

- ** Newsgroups and Mailing lists (android-nightly, dev.quality, MTD)

- * are there other QA communities in general we can spam? (linkedin QA no, they dont want spam)

- ** What about SUMO, and meetups?

2) Broadcast internally

- * Encourage developers more to join the channels, troll there

- * Message to testday users that they can use this session as a Q&A on specific tasks to developers [developers will be expecting this]

- * Yammer, Monday all hands

Step 3: Testday Moderating

1) Continue to fill the timeslot of moderators

- * Stick with your timeslot, and focus on the traffic; not be an afterthought. We need to sustain

- ** Talk more in #testday, less in #qa (make this channel the active one!)

- ** get devs involved more

- Answering questions, giving folks problems to solve, just having active discussions is the key.

Step 4: Following up

1) Feedback mechanism?

- * Survey, asking for an email to write a personal thank you, private messaging folks if we can follow up next time

2) Always have a follow up blog post summary

- ** Giving props to outstanding contributors, maybe even featuring a prize for their work

- ** Summarizing bugs found and fixed, even highlighting blockers

- ** Advertise joining mozillians.org, and they will be immediately vouched by mozqa

- ** Advertise for the next testday on schedule, and prepare a handoff procedure to next team

3) Send a follow up mail

- ** once we get old and new user emails, send a short follow up

- ** include steps on what's next they can do on their own time. (can be a generic post like test aurora builds, watch for bug fixes)

- ** invite them to meetups and bugdays?