

WORK IN IN PROGRESS

Resources:

<http://personas.dk/?p=54>

<http://personas.webmakerprototypes.org/5>

<http://uxmag.com/articles/book-excerpt-a-web-for-everyone>



Lurking Lucinda

Inspired and curious



Stanley Student

*Learning and participation thrill
seeker*



Newbie Ned

*Enthusiastic and invested new
contributor*



Sea-Legs Sangeta

*Engaging through small
successes*



Coasting Cora

*Project fixture, confident
contributor and team member.*



Dynamite Daphne

Project champion



Mentor Mel

Project Anchor

Personas of Participation

Through this first exercise we are just thinking about the people who turn up , or who already exist in our community. What their struggles and motivations are so that can then design for their distinct needs and expectations.

Goal: Real life contributors are complex and always changing, **but these personas will more easily let us enter the headspace of the individuals and their unique perspectives.** As we contemplate participation and learning pathways, we can refer to our personas by name.

NOTE: Will evaluate intrinsic and extrinsic motivations as part of pathway/ladder design vrs in the persona itself.

Meta

For each persona, we can design another layer specific to one or more of :.

Active/Inactive

Skill level

Skillset

Age

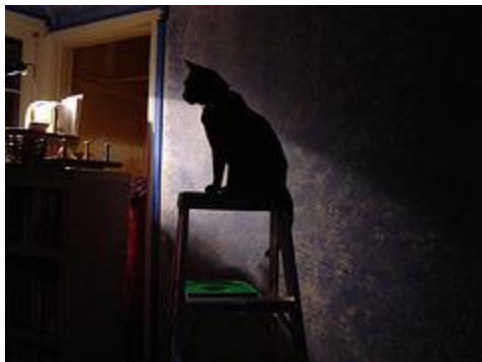
Gender Identity

Communication Skills

Geography/Regional placement

Project (participation ladders, which I will write about next, will propose vertical and horizontal ways these personas can grow)

Lurking Lucinda



Summary: Lurking Lucinda

Description	Potential contributor
Participation-Style	Spectator, inspired, curious
‘Sense of Belonging to Mozilla’	Outsider

Opportunity (for the project)	Engaged, and open to opportunity
Opportunity (for Lucinda)	Impact on cause, skill building, mentorship
Risk (to her participation)	Unwelcoming community, no match for skills/interest, no mentors

Description: Lucinda is interested in lending her skills, and building new ones, maybe also in connecting to people around a cause. Maybe she participated in an event/watched a talk/was told about a project at Mozilla that she should check out. So she's here. She's interested in the opportunity, but keenly aware of trolling, and negativity on the web, and wary of asking 'stupid questions'. **Lucinda is curious about opportunity.**

Short Description:

Participation Style: Depending on preference Lucinda lurks on IRC/Discourse/Twitter trying to evaluate friendliness, activity and opportunity. She follows links others post, click on issues people share but does not contribute to the conversation. If training and educational opportunities are offered, she will likely engage there first. **Lucinda is a spectator.**

Sense of Belonging: Very little.

Opportunities: Lucinda is here because she's been inspired to be here, the potential is great if she's already curious enough to evaluate. There are a LOT of people like this, and so encouraging healthy community standards around communication and outreach are super important.

Risks: We lose her interest..

Student Stanley



Summary: Student Stanley

Description	Learning and participating thrill seeker
Participation-Style	Sporadic with periods of intensity
‘Sense of Belonging to Mozilla’	Visitor
Opportunity (for the project)	Enthusiasm can grow into a sense of ownership and advocacy. Tinkerer.
Opportunity (for Stanley)	Skill building, mentorship
Risk (to participation)	Low sense of ownership/responsibility

Description: Stanley is a high school student/College student, interested in technology and has some basic understanding of open web advocacy. Online he learned about opportunities to participate in a project with skills he’s already using, but wants to get better at. Working on a real live project is exciting.

Participation Style: Stanley’s participation is sporadic, around activities and school - but also donates large amounts of time as he is able. He often follows his interests to new activities inside and outside the project.

Sense of Belonging: Stanley feels like a visitor to the Mozilla project.

Opportunities: Enthusiastic, optimistic with proper engagement can become a core contributor and community advocate. Willing to tinker with what doesn't yet work well.

Risks: Lower sense of responsibility, could drop off at any time if opportunities stall. Is less likely to dedicate to one project.

Newbie Ned



Summary: Newbie Ned

Description	Enthusiastic and invested new contributor
Participation-Style	Exploring, learning
'Sense of Belonging to Mozilla'	Visitor
Opportunity (for the project)	Increasing impact, ownership and advocacy
Opportunity (for Ned)	Skill building, mentorship, networking
Risk (to participation)	Slow response, imposter syndrome, unclear pathways

Description: Ned is a junior-level employee at a company or organization with a skillset he is keen to develop through skills-lending opportunities. He is also enthusiastic to learn more from people in this field, and network. Ned somehow finds a project in Mozilla that is both interesting to him, and benefits greatly from his skills.

Participation Style: Engages with some intensity in the beginning (a critical time for retaining his participation), he's willing to read a few wikis, post questions and expects to lose time to learning as he goes. Having said that, early wins are important to Ned's vision for the future.

Sense of Belonging: Ned does not yet identify as being ‘part’ of a project or the greater Mozilla community.

Opportunities: Ned has predictable periods available for contribution, he is motivated to create longer-term relationships in community, and to invest in the quality outcome of what he contributes to. Willing to tinker with what doesn’t yet work well. Potentially an ambassador for this project.

Risks: Needs immediate feedback and validation of his work at first, risk of quick drop-off if faced with frustration or unclear pathways. Imposter Syndrome

Sea-Legs Sagenta



Summary: Sea-legs Sagenta

Description	Engaging through small successes
Participation-Style	Confident with hesitations, invested participant and learner
‘Sense of Belonging to Mozilla’	Mozillian in residence
Opportunity (for the project)	Proven engagement. Valuable source of feedback, ideas. Helper of newbies.
Opportunity (for Sangeta)	Continued skill building, empowerment, increased opportunity
Risk (to participation)	Lingering imposter syndrome, glass ceiling, community conflict.

Description: Sally has contributed to one or two initiatives successfully, she understands the basics of picking up issues, and finding help. She’s had her work validated through community response and through the satisfaction of seeing her work become part of a bigger goal. Her key reasons for getting involved are merging with the value she’s finding in the experience.

Even though Sally has her 'participation sea legs', she still needs support and encouragement. Her reliance on documentation and educational resources actually increases as she looks to contribute more and in meaningful ways.

Participation Style: Sally is in honeymoon phase of participation. It feels good to help, to make a difference, she is setting aside (or finding time) to check in on communication channels, and tries to be patient as responses she's waiting on are sitting in the queue. Since she's come through some of the more challenging times of being a newbie, she feels accomplished already.

Sense of Belonging: Sally is starting to identify as being Mozillian, but perhaps still feels more like a 'helper' than a part of the project team.

Opportunities: Sally can not only lend greater support to the project, but is in a key position to report back on what works and doesn't work in those first steps as a contributor. She's can be key in helping others, and well on her way to success with the right support. She's shown her ability to overcome the initial stages of contribution, which demonstrates some level of engagement.

Risks: As she advances into the more advanced stages of participation, she risks frustrations, under qualified or non-responsive mentors, and a foggier vision of where she can go next. Imposter Syndrome can still be strong here.

Coaster Coral



Summary: Coaster Coral

Description	Project fixture, confident contributor and team member.
Participation-Style	Confident, collaborative and adventurous
‘Sense of Belonging to Mozilla’	Mozillian and project member
Opportunity (for the project)	Emerging leader, ally and advocate
Opportunity (for Sangeta)	Advanced skill-building and leadership opportunities
Risk (to participation)	Leading without leadership training, burnout, missing recognition can alienate

Description: Coral has become a regular fixture in one part of the project, she frequents other areas of the project - but ‘hangs her hat’ in one specific channel. She continues to be both challenged and engaged in her place of the project and so identifies as being both a team member of project, and part of the greater Mozillian community.

Coral is at a key place in time, where she can both lend to support to others, but needs to better develop her own skills, both project and inter-personal.

Participation Style: Coral has become a bit more independant, has strongly held opinions about what works, and does not work for participation in her area. She readily helps out, and even mentors new contributors. She is ready to take on roles with assigned responsibility, but may not take the leap to ask. There are things she would like to learn and get better at but doesn’t necessarily see a way to that in the project - and seeks outside resources/tutorials and video.

Sense of Belonging: Coral identifies as being Mozillian, and as being part of one or more teams.

Opportunities: Direct outreach in the form of ‘invites’ to calls, or some seemingly ‘employee’ or ‘core contributor’ focused activities will greater embed her as a member of the project, and spur her own imagination as to where she can go next. Coral can be a key ally in gaging community health.

Risks: Coral has accomplished a lot, and without proper recognition can start to reach a point of burnout, or just feel like she’s reached a glass ceiling.

Dynamite Daphne



Summary: Dynamite Daphne

Description	Project champion
Participation-Style	Dedicated leader, effective and reliable, takes on too much sometimes.
'Sense of Belonging to Mozilla'	Mozillian and Core Contributor
Opportunity (for the project)	Leader, activator and mobilizer. Strategist.
Opportunity (for Coral)	Significant accomplishment/recognition, resume building.
Risk (to participation)	High risk of burnout, entitlement, in mentorship roles without that being a strength.

Description: Daphne is a longer-term contributor, has an expertise in a certain area of the project, and perhaps more than one. She knows who to ask about all of the things, who can help move the needle on small or obscure requests and how to move both with and around bureaucracy. It's important to note that while Daphne often fills 'mentor', she is more of an activator of people, than nurturer. Daphne gets shit done.

Participation Style: Daphne turns up regularly, and predictably for calls, responds to messages, continually lends input when people ask and volunteers for opportunities and initiatives she knows she can positively impact. Daphne also 'starts' and leads initiatives. People often say 'I don't know where you find the time'.

Sense of Belonging: Daphne identifies strongly as a Mozillian; it has become a major part of her personal identity, along with work and family roles. She has gone beyond feeling “part of” Mozilla, and feels a sense of ownership in Mozilla.

Opportunities: Daphne can mobilize projects and people with proper empowerment and training, she aspires to see the project and people reach their goals, while also setting milestones for her own success. Daphne can play an important role in scaling initiatives, and can be trusted.

Risks: Burn Out, or reduced engagement with opportunities that help her grow as an individual. Contributors like this get used to leading, and sometimes forgets to identify ways professional development can lend to her goals. Daphne identifies as being a mobilizer, and so might (not?) always be the best at mentoring others.

Mentor Melvin



Summary: Mentor Melvin

Description	Project Anchor
Participation-Style	Dedicated leader, reliable, relationship builder.
‘Sense of Belonging to Mozilla’	Mozillian and Core Contributor
Opportunity (for the project)	Leader, teacher, empowerer of people.
Opportunity (for Melvin)	Significant accomplishment/recognition, resume building.

Risk (to participation)	High risk of burnout and resentment as someone that gives a lot of himself. Deviates from project goals to needs of people.
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Description: Melvin is a leader and mentor of people. He reflects on personal and project experiences that he's personally felt successful in, and tries to design experiences that help other people succeed as well. He's keen to fix what's broken, and is willing to invest time in solutions that have long-lasting and positive impact. Despite Melvin's 'helper' persona, he's the first one to speak-up when he feels individuals or initiatives are threatened. Melvin leads by example.

Opportunities: Melvin stays the course for important projects, even when rewards might be low, or intangible, when he invests you can count on him. Melvin is as open to learning, as he is to teaching and so is readily connects himself and others to opportunities. Melvin is thoughtful when thinking about the bigger pictures of participation and growing communities.

Participation Style: Melvin, like Daphne is reliable for calls, and project correspondence. He additionally takes time to connect with people on matters that impact people, but not necessarily project. Melvin is invested in building bridges for people and opportunities. He takes pride in the accomplishments of others.

Sense of Belonging: Melvin identifies as being a Mozillian and a member of one or more teams. Melvin has gone beyond feeling "part of" Mozilla, and feels a sense of ownership in Mozilla.

Opportunities: Melvin provides the glue to projects, initiatives, contributors and staff. He is honest about his availability but still turns up when it matters to the bigger picture. Melvin can grow communities, and empowers people.

Risks: Melvin's vision of personal growth and development for contributors might conflict with what projects need. Helper personalities in communities are always at risk of burn-out as communities always need help :)