

**Usable
Freedom**

Everyone LOVES

**Free & Open
Source Software**

Right?

As well as

**Security & Privacy
Software**

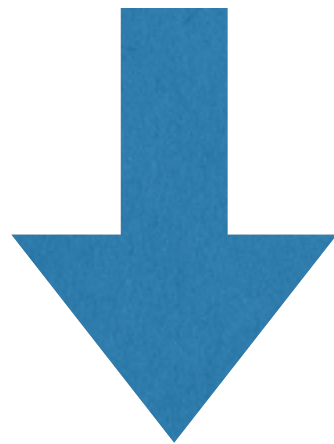
...but there are some “challenges”

- How usable is most security / privacy oriented software?
- How much of the user base / mind share does FOSS have?
- How sustainable are FOSS projects?

...so **why** are there these “challenges”

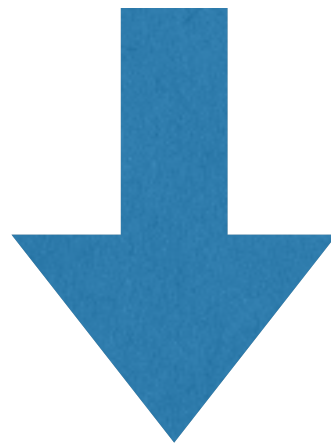
- How many FOSS projects have designers on their team?
- How many FOSS projects contract designers?
- How many people work on FOSS full time?

More Full-Time Devs



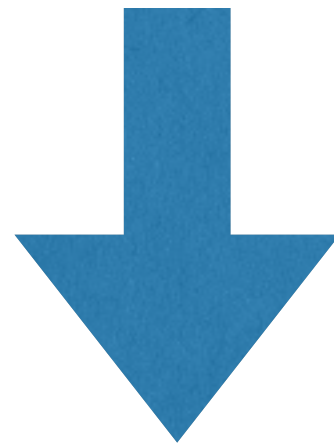
Better Software

Hiring Designers



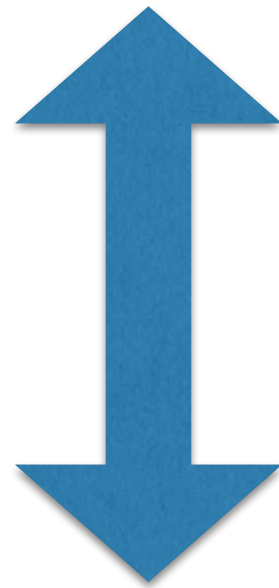
Better Software

Better Software



More User Adoption

More User Adoption



Better Software

So... Um...
What's the problem?

\$ \$ \$

Money!

Sources of money for most FOSS

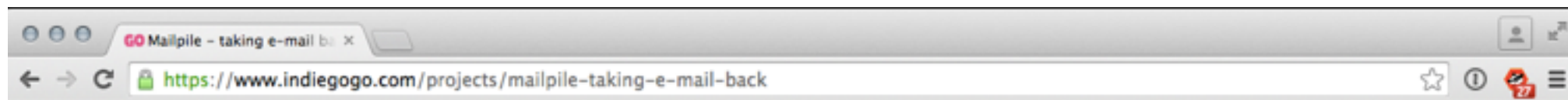
- Traditional VCs are allergic to FOSS projects
- Grants are time consuming & have long timelines
- Public donations are unstable and smallish in size
- A lot of FOSS is both “Free as freedom” and “free as in beer”

Crowdfunding is promising, but...

- Projects often under estimate dev time & resource costs
- Once funding runs out, can slip into crisis mode
- “Big Launch” campaign is not ideal for existing projects
- Good infrastructure work is usually unnoticed / unmarketable



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Mailpile - taking e-mail back

Reykjavik, Iceland Technology

Story Updates 8 Comments 303 Funders 3,639 Gallery 1



320
g+1



Email



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Link



Follow

from Brennan Novak



mailpile

100% Free & Open Source Software

A modern, fast web-mail client
with user-friendly encryption
and privacy features.

03:27

HD :: vimeo

\$163,192 USD

RAISED OF \$100,000 GOAL

163%

0 time left

This campaign started on Aug 03 and
closed on September 10, 2013 (11:59pm
PT).

Flexible Funding ?

CAMPAIGN CLOSED

This campaign ended on September
10, 2013

What's wrong with money?

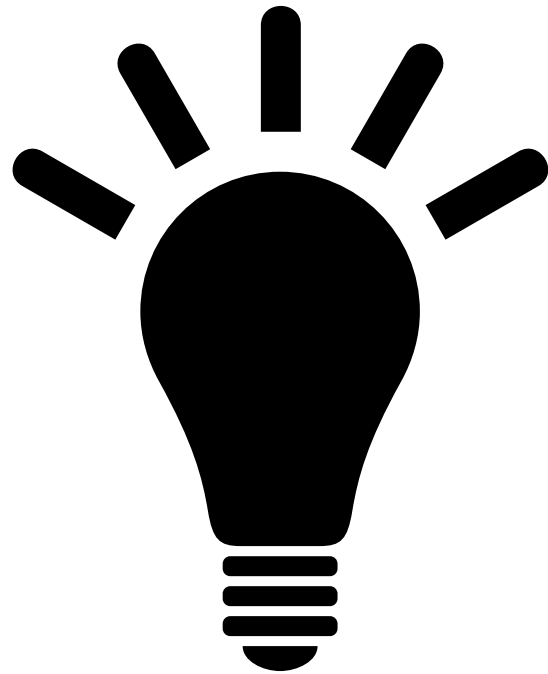
- Money pollutes free & open source software
- It attracts the wrong type of contributors
- It can motivate projects to make “wrong” decisions

Successful FOSS projects with biz models

- Ubuntu
- GNOME
- Mozilla
- Wikipedia
- WordPress
- Drupal

So, here's a **very rough**

Idea



UI & UX Design



Branding & Marketing

UI & UX Design



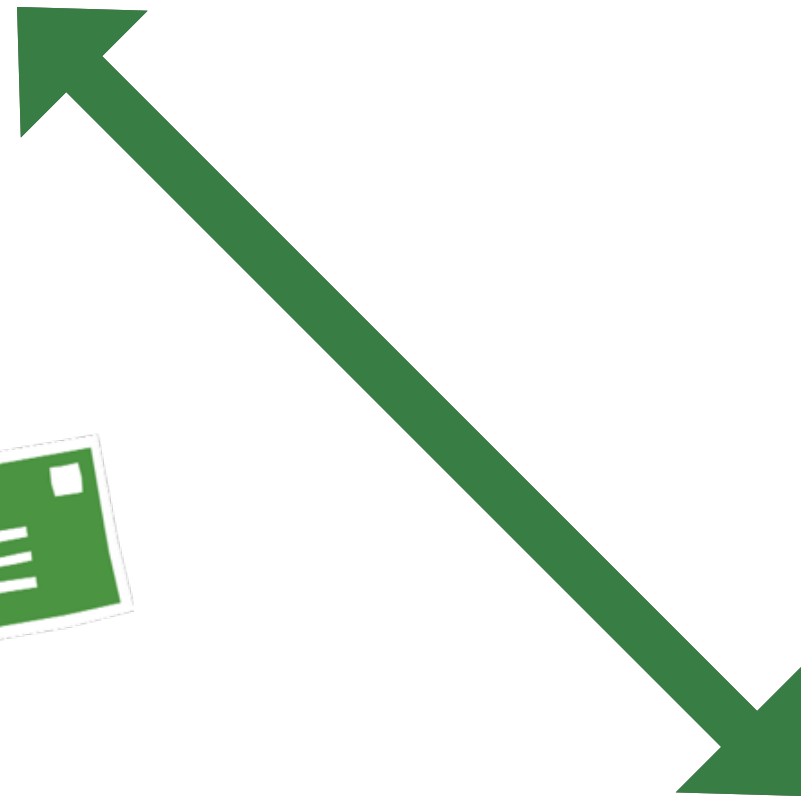
**Issue
Wrangling**

**Branding &
Marketing**

Issue Wrangling

- Infrastructure work & improvements
- Maintenance & bug triage
- Responding to user feedback
- Product & feature design / development

UI & UX Design



**Issue
Wrangling**



**Branding &
Marketing**

UI & UX Design

- Designing interfaces of the software
- Improving user experience and usability
- Conducting usability studies & user tests

Issue Wrangling

- Filtering bugs & issue tracking
- Creating new issues from usability studies
- Sprint & milestone planning
- Working with developers of projects

Branding & Marketing

- Logo, typography, colors of public facing material
- Designing websites of projects
- Improving design of Help & FAQ sections
- Improving usability of Documentation
- Creating help & marketing videos

A “slightly” new approach to

Funding



Grants

“Micro”

**Crowd
Funding**

**Industry
Partnerships**

End Users

Industry Partnerships

- Newspapers & journalistic organizations
- Lawyers & legal firms
- Universities & colleges
- Any industry where applicable

Industry Partnerships

The
New York
Times

the
guardian

THE // INTERCEPT

The
Washington
Post

Industry Partnerships

- Interests & use cases are optimized
- Missing needs & features are addressed
- Affordable dedicated support

End Users

- Professionals currently paying for closed / proprietary tools
- Input (voting?) on feature development & support
- Tax deductible donations

The
New York
Times

the
guardian



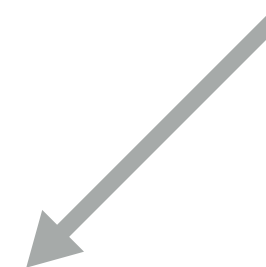
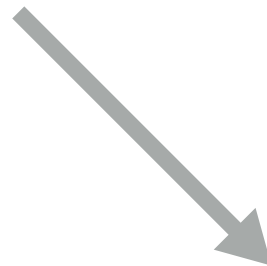
KF Knight Foundation

THE//INTERCEPT

The
Washington
Post



OPEN TECHNOLOGY FUND



OpenSource
Design

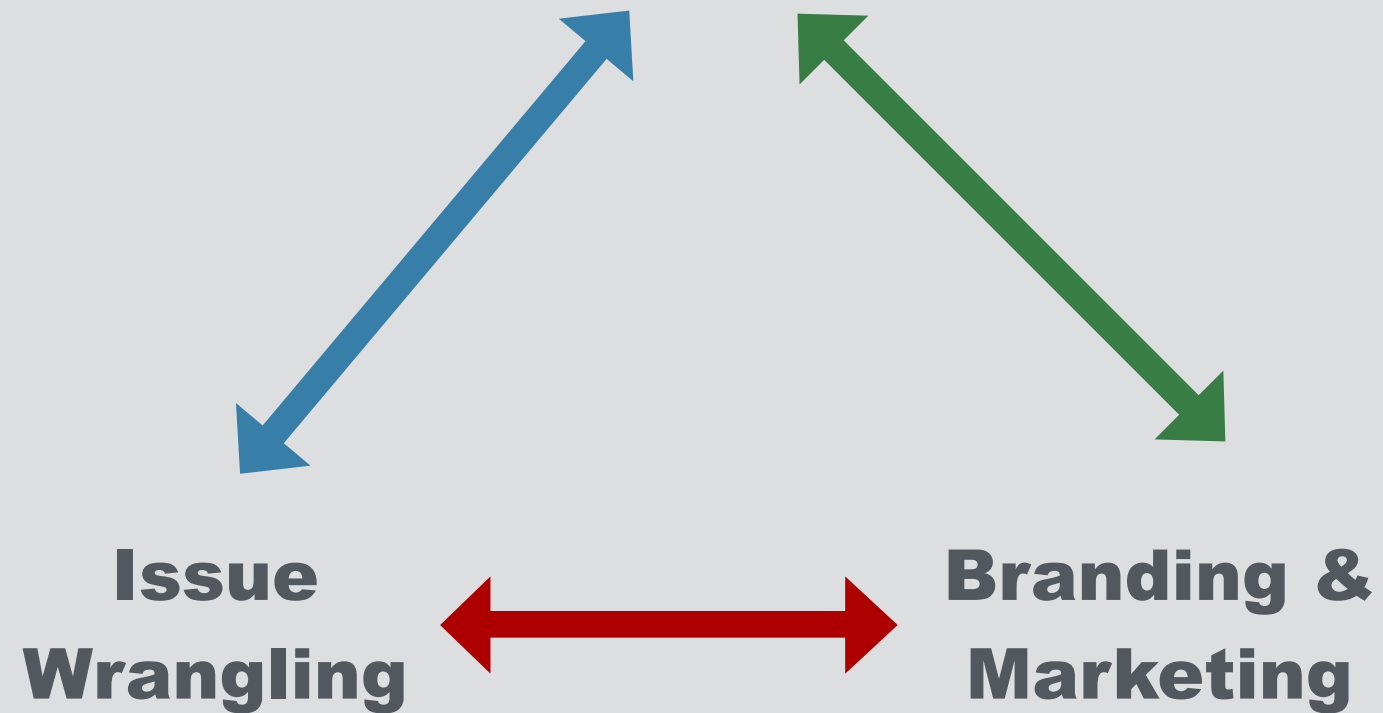


mailpile

And Others...

Stable Funding

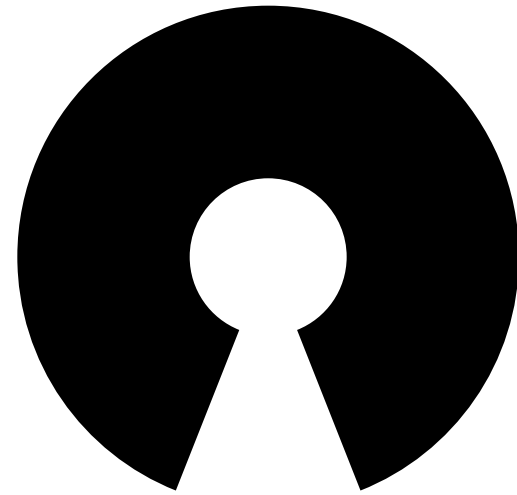
UI & UX Design



Benefits

- Lets developers focus on developing
- Allows designers to work full-time across multiple projects
- Increased cohesion and usability across projects
- Fills that missing piece of “well designed FOSS”

Open Source Design



<http://opensource.design.net>

<https://github.com/opensource.design>

#opensource.design on <irc.freenode.net>