



# COMMUNITY DESIGN KIT

V0.1 (Feb 2020)



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# ECOSYSTEM PARTICIPANTS & ROLES

*Role-based view on the community and stakeholders.  
It is used in mapping out the participant roles and  
how they are related to the mission of the  
community.*

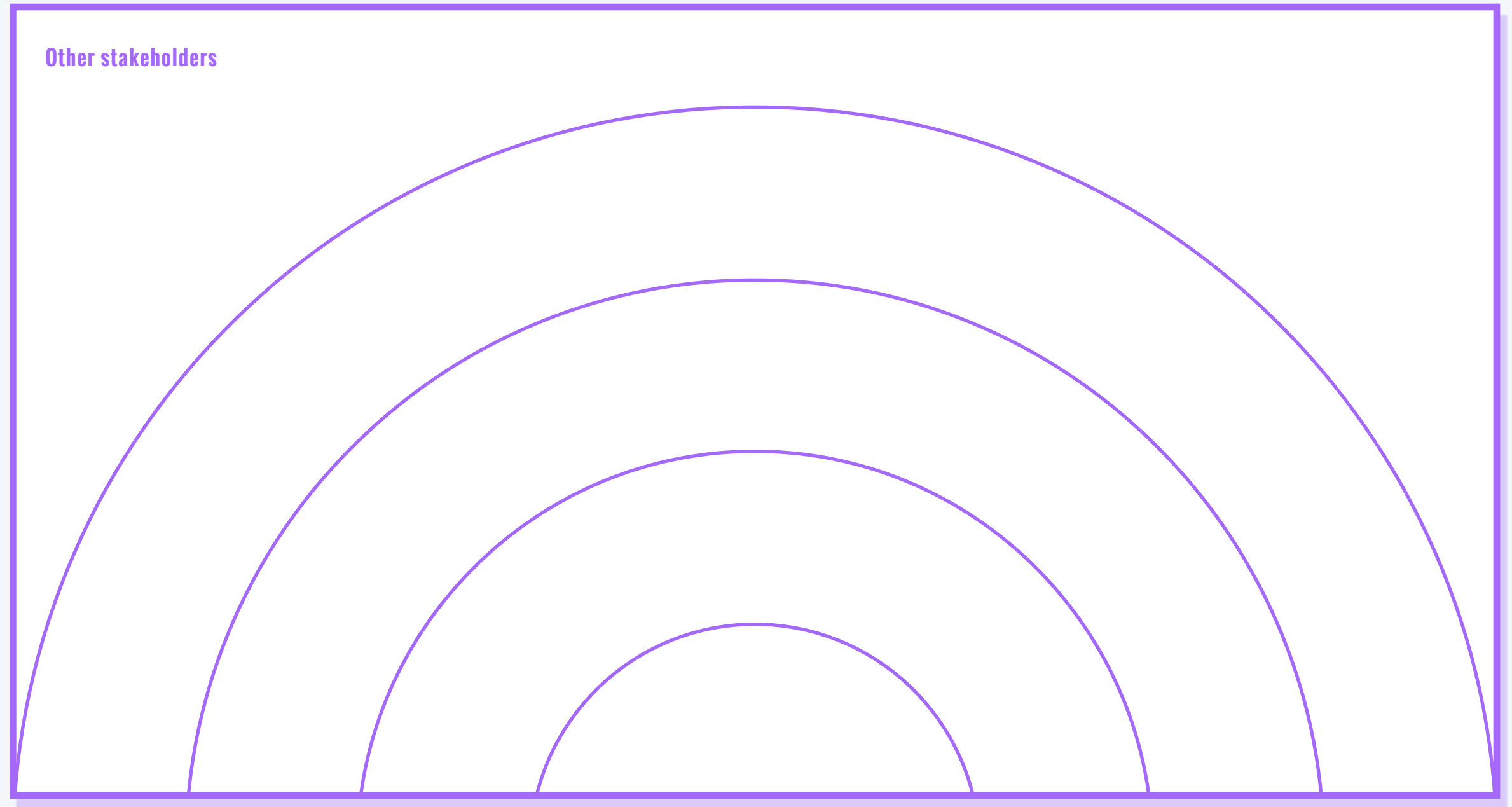
Designed for

Designed by

Date

# Ecosystem Participants & Roles v 1.0

Other stakeholders



Users

Contributors

Leaders & key partners

Ecosystem's mission



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Ecosystem Participants & Roles canvas: Original works by Simone Cicero (PDT) and Ville Eloranta.

# ECOSYSTEM MOTIVATION MATRIX


*A relational view on participant motivations. This matrix is used for heavy duty mapping of participant give-get relations within the community. It is used to unlock the full potential of ecosystem dynamics.*

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Ecosystem Motivation Matrix v 1.0

Gives to 						



# ECOSYSTEM PARTICIPANTS GROUPS

*A group based view. Some participant roles might form natural groups based on give-gain matches, a phase of a journey, special interest, organisation function, etc. Grouping is useful when considering targeted content and messaging.*

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Ecosystem Participants Groups v 1.0

Group	Definition of the group and its members
A	
B	
C	
D	
E	
F	
G	



# COMMUNITY PARTICIPANT CANVAS

*A detailed view on an individual participant role. This is an essential canvas, which is used for understanding what each role in the community is about. Assets, resources, skills, knowledge, etc. recorded in Give-Gain fields should be transferred into the motivation matrix.*



Community Participant Canvas v 1.0

<div><div>Description</div><div>The key attributes of a person who can fill this role</div></div> <div><div>Role</div><div><div><input type="checkbox"/> e.g "Mentor"</div><div><input type="checkbox"/> e.g "Student"</div><div><input type="checkbox"/> etc.</div><div><input type="checkbox"/></div><div><input type="checkbox"/></div></div></div>	<div><div>Experience</div><div>How should the participant experience the community</div></div>	<div><div>Knowledge</div><div>Knowledge that is valuable for the community</div></div>	<div><div>Motivations</div><div>Primary motivation for the participant to fill this role.</div></div>	<div><div>Incentives</div><div>Incentives, which help to boost the motivation to sign-up &amp; excel in this role</div></div>
	<div><div>Key Behavior</div><div>Describe the key behavior of this participant type.</div></div>			
<div><div>Gives (value)</div><div>Concrete value the presence of this role brings to the community</div></div>			<div><div>Gains (value)</div><div>Concrete value the participant should expect to gain if they fill their role as expected</div></div>	



# STEPS AND MILESTONES

*An action plan for implementation. This canvas helps in building up a community by taking the right steps in the right sequence to avoid stepping on any toes & missing out on vital rituals.*

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Designed by

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Steps and Milestones v 1.0

A	B	C	D	E	F	G	Activity/ Step/ Milestone/ Ritual
x		x	x				e.g "Onboarding: get app invitation, download app, create profile, get invitation to Founders Friday"
							Milestone 1:
							Milestone 2:
							Milestone 3:



# COMMUNITY FOUNDATION CANVAS

*A high level conceptual and strategic view on the community. It helps to define what is the purpose of the community, why does it matter, and how to measure success & impact.*

Designed for	Designed by	Date
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<b>Goals</b>	<b>KPI's</b>	<b>Rules</b> What behaviour is expected from members?  How to communicate and enforce the rules?	<b>Roles</b> What roles can members play?	<b>Rituals</b> Recurring activities which bring the members together and gives shared identity.
<b>Community purpose and the impact community is trying to achieve</b>			<b>Value created and distributed in the community</b>	



# GET IN TOUCH!

*Would you like to know more about Community Design, or need some help to facilitate your own workshop?*

*Interested in the Community Design methodology, our technology or Mesensei in general?*

*Don't hesitate to contact us!*

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