Group interview on Mar. 17, 2016   by Carla & Jaoyi

New members
Brian, John, Phoebe, Hailey

Summary (from Jaoyi)   Note: Carla's note attached below
Pain points
- Not enough clarity on opportunities
- Not sure how people without tech skills can contribute
- A lack of information on project needs

Needs
- Working on something more fulfilling than day job
- Contributing to community
- Working on specific civic issues
- Inspired by videos, project progress, inspirational talks, etc
- Project list to evaluate projects
- Have team leads talk to new members
- Be able to reach out to project team leads

Goals
- Networking with like-minded people
- Working on a project

Note from Jaoyi
One word to describe today's experience?
- Brian- accessible
  - Pain point: more clarity on opportunities
- Hailey- informative, lots of information and people seem open.
  - Pain point: Not sure how people without tech skills can contribute
- John- welcoming
- Phoebe- Informative
  - Paint point: lack of information of project group needs

What skills do you think you can contribute?
- Brian- Coding, ideas and different ways to approach things, connect with local business and organizations
- Phoebe- design, project management, UX
- Hailey- event (fundraising, getting people involved)
- John- code, graduate from development bootcamp….expected to brainstorm a lot and code

What's your motivation to come to code for America?
- Brian- reading the word get the impression, extra creativity, day job not fulfilling, want to do something for the community
    - ○ Need: wanting to do something more fulfilling than day job, contributing to community
- Hailey- EMS (emergency medical services), homeless (from SD...it's a big issues in SD)...
    - ○ Need: working on specific civic issues
- Phoebe- watching video from code for America, Prompt Lee....automated text for food stamps. She wants to contribute
    - ○ Need: to be inspired by videos, project progress, etc
- John- conference for diversity in tech community...initiatives for criminals to apply for less sentence by learning to code. Hy's friend is starting a program to teach women in Tenderloin to code.

What is your experience for being here for the 2nd week (for Phoebe)?
- Last week she was being introduced to people here
- Now she feels like 1st week
- It would have helped if there was more information about what each project needs

What do you think is your next step?
- Brian: if he can get involved with time, personal impact, contribution he can make, how it fits with interests with desires. He evaluates projects when looking through the list.
    - ○ Need: project list to evaluate projects
- John: (suggestion: post a short link to slack on the meetup site) He briefly went over the projects..... may want to jump to brigade hub
- Hailey: Perhaps have a break-away session for project owners to talk to newcomers
    - ○ Need: team leads to talk to new members
- Phoebe: hard to jump in when you're not a coder. (Group started talking about how people with different background, e.g. non-coders, can get involved) When she went over to Brigade hub, she wanted to access to owners. She saw people coding...not sure how to get involved. (Perhaps have an orientation from teams to introduce what they skills they need)
    - ○ Need: be able to reach out to project team leads

Imagine it's been two months, what do you imagine would have happened ? (perfect scenario)
- Brian: You look forward to meeting people off slack, threads of ideas in mind, contributing....Brian mentioned Toastmaster has very good new user onboarding process
    - ○ Goals: to network with minded people
- John: being on a team, having contacts to bounce ideas

- o   Goals: to work on a project
- Hailey: actively contributing, network of people to solve problems together, contributing, seeing things built
  - o   Goals: to network, to work on a project
- Phoebe: a part of a team,   contributing
  - o   Goals: to work on a project

High point of the night?
- Hailey: enthusiastic conversation about adopt a drain with Jesse. Seeing people contributing in all fields.
- Brian: Meeting Laura (someone he already knows)
- John: meeting like-minded individuals, knowing its for a good cause, Hy confirmed his understanding of other organizations
- Phoebe: Pitches last week
- Carla: food, happy hour

Bad point of the night?
- Hailey: communication (good point)
- Brian: self-identified proactive,
- Phoebe: not so proactive, data science table was full and hard to join

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Top Insights (from Carla)

#1 It's hard to see how a new member could fit into the projects, specially for non tech skills.
The main issues are: it's not clear what skills the project needs and how to approach the group without getting in the way of the work that is already happening.

"People were coding the project leader didn't come today, so I wasn't sure how to talk to the group or to know how I could be a part" (Pheebe)
"When the group is catching up into the project, we are in the orientation session, so it's hard to start a conversation, it's seems we are getting on the way". (Haily)

One of the new members tolds us that in another non-profit organization he was a part of, they would **give simple tasks for the new members** - not so important for the project (if they mess up it's ok), but it will give a look and feel of what's happening and how the group works. Maybe the project manager could have map things that are important, but know one has done it - desk research, references search, make a follow up on slack, etc. *(We should ask project managers to see what kind of tasks there are, and after orientation they could be divided for the participants).*

#2 The first day is not a problem itself: it has a lot of information, and it's good to have some time after all to look more deeply into the projects and see where they find a fit for themselves.

"In the meetup page it could have the link for the projects, so when Jacob presents I can look more deeply into each project and follow his presentation" (John)
"It would be nice if each project had the codes icons, so we can see visually see the skills need it in each of them" (Brian)

#3 Maybe the second day could be "the day"
It's good to have all the first day information, but in the second one, it could have a "matchmaking" between last week new members and the projects. Hy does that very well informally, but how can we have that as a procedure? Or how can visually people see what is the needs and skills desires for each project?

#4 They all just want to be a part and contribute

As we have already suspected and talked, the members are motivated by the idea of contributing for the projects. Since in the orientation, we talked about projects, that's the most logical form of being a part, right? But maybe it could be something for a brigade or being a part of a specific team.
the best future scenario, for more propositive members it's to be leading their own project or being part of brigade core team, and for more others members it's to seeing the outcome of their contribution - as a project online and ready to be used.

5 Personas

In my Master project, I map 4 different civic innovators personas. I think it could be use here as also.I believe in between activist and people with a more active position, we have what I call "PROPOSITIVE PERSONAS".

ACTIVIST - Are all about the cause. They see a future and that's the future they want. And they are not so open for a more flexible "in between" world. They are more about discussion and getting their point of view heard.

PROPOSITIVE - they have a vision and they want to make it real. They have a hands on attitude, so they will build the new world they want. They are very proactive and are have a lot of ideas. They are also good connectors between ideas, spaces, people, organizations, etc.
ACTIVE - these guys are makers! they want to be called and asked to do something. They are not the visionaries, they just want to be part and work for it.

PASSIVE - people who really like the cause, and want to know what is happening and help share the wold. They love facebook posts, change.org campaings, handing flyers, being a part of talkings, networking, etc.

So in SF Brigade, I could see people being divided on tho them…. can you remember anyone else?

Propositivies SF Brigade
They would look into the website before attending the meetup
They want to understand how the magic works, for someday start to lead their own project (maybe they already have their own project).
It's very clear their motivation or causes they would like to work on.
On their first night, they will talk to a group leader, and start a first conversation
They want to network

Actives:
They want to be part of a project, and not lead one
It would prefer to be assign to a project
They would stay some weeks only observing before choosing a project.
They will look into slack, to understand what's happening.
They want to help, and be a part of a good cause, they don't necessarily have a specific cause

Passives:
People that like to attend the meeting for a lecture or pitches
They like to share code for america projects and results online
They like to be part of campaigns (buttons, patches, etc)