



Strategic Plan 2020

Executive Summary

More Human Internet is a nonprofit with a vision of a more human internet where trust is built through a culture of openness and civility.

Our mission for 2020 is to create a free public platform to a collaborative community fostering a dialog between **maintainers** and **users** of the web. All maintainers of the web will be able to triage issues reported by, solicit feedback from, announce planned improvements to, and have constructive conversations with their users. Similarly, all users of the web will be able to report issues for, give feedback to, request improvements from, and have constructive conversations with maintainers to create more fulfilling online experiences.

Value Proposition

Our core value proposition to website maintainers is to foster a foundation of trust with users. Certainly, being able to gather direct, qualitative, actionable feedback from your users is incredibly valuable in itself. But by having that conversation take place in **public view**, maintainers show that they are willing to stand behind the decisions they've made. Even if users may disagree with some of those decisions, they will appreciate the demonstration of accountability.

Why Nonprofit?

We acknowledge that creating such a technology organization as a nonprofit and funding the services described with donations is somewhat nonstandard, but believe it is the right choice for us because it:

- **Eliminates barriers to usage:** If we charged a fee for websites to use the platform, some might not. Then users would not really be able to report issues for an arbitrary website, limiting the value of the platform.
- **Maintains neutrality:** For this platform to work, users and maintainers must know that we do not have a vested interest with any company.
- **Helps with recruitment and marketing:** Developers will be more interested in working with us in all capacities.
- **Does not restrict revenue:** Being a nonprofit need not limit revenue generation. If we assume good faith from the public, those who derive more value from the platform will be more willing to donate, resulting in a self-enforcing price discrimination policy.

Roadmap

Our roadmap outlines a path where we build out a community of maintainers, first internally , then externally, before opening up the platform for the public to report issues on websites that have not yet set up the platform. Our phased approach is to:

1. **Recruit Developers:** Launch a website highlighting the problem we are trying to solve, what our solution looks like, and call for developers to apply to volunteer with our team
2. **Dogfood our Platform:** Build out a platform where morehumaninternet.org is able to use itself as a public backlog of its work and allow users to report issues or request features
3. **Onboard Maintainers:** Allow maintainers of other websites to place a widget on their sites so that their users can report issues on morehumaninternet.org
4. **Support Public Issue Reporting:** Open up the platform so that users may report issues for websites we have not yet onboarded. Spread the message far and wide that morehumaninternet.org is a tool all websites should be using to engage with and build more fulfilling websites for their users.

Revenue Model

We are proudly non-profit, non-corporate, and non-compromised. As such we will rely on donations to carry out our mission. Donation widgets, pages, and email campaigns will be used strategically throughout the morehumaninternet.org experience. We will take the utmost care in choosing the appropriate placements of such solicitations. **Keep it classy!**

While we are open to donations from all, we will focus on garnering donations from maintainers, whose usage of the platform is most easily translatable into cash value. We can compare the features of what they get with our platform for free with what they can get from other competitive platforms, as our platform overlaps with some of the capabilities of JIRA, Zendesk, etc. These can be factored into a suggested donation calculation based on usage.

We can also look into other avenues for sponsorship including Github Sponsors or grants. In all instances, we will not change our priorities based on a possible revenue stream, but will be open to working with funders whose goals align with our own.

Values Statement

User advocacy: We exist to help users advocate for a better web.

Transparency: Our external communication should reflect internal communication; no secrets. Our technology will always be open source.

Private by default: Users must explicitly opt in to sharing their data.

Practice what we preach: We strive to make our site as usable and accessible as possible and make public any issues users report having with it

Technical excellence: Beautiful and seamless web experiences are built on well-designed and rigorously tested architectures.

One thing at a time: Focus on efficiency and completeness over productivity and breadth. Align the team with a linear roadmap so that everyone is clear, and is working toward, the highest priority.

🚫 Things we'll never do

Break the law: Duh! Pretty straightforward.

Advertise on our site: Ads are gross, cost users attention, and lead to conflicts of interest.

Sell or share personal data: Users should own their data.

Create pay to play schemes: Companies should be rewarded for making better versions of their websites, not by receiving favoritism.

Censor issues based on who is reported: All websites could be better; no maintainers should be immune from hearing what their users have to say about their experience.

Allow flame wars: There are plenty of other online spaces for unstructured debate. Web usability and accessibility are issues that affect all people regardless of their background and so our interface and content moderation systems should keep conversation focused on those topics.

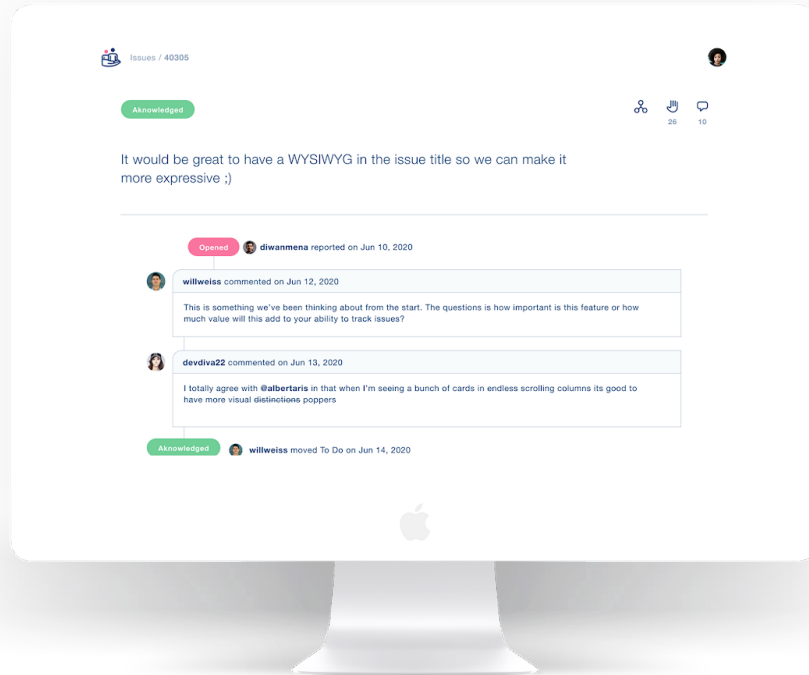
Put revenue ahead of mission: As a nonprofit, revenue should never come at the expense of our mission.

Sell out: We will build this organization to last and will ensure that it will be stewarded by those who believe in its mission.

Design with humanity

While we believe earnestly in our mission, we want the brand to be approachable and its tone and language accessible. We don't take ourselves too seriously, but we do put human interests first. We intend for our tone and language to:

- **Evoke a higher purpose**
- **Use a friendly tone**
- **Use plenty of emojis 🐻 awwhh!**
- **Not be afraid to show personality**



Marketing

Personas are broken into two groups which largely overlap:

- **Maintainer:** Product managers, developers, designers, and executives
- **Users:** Regular user of the web

Our marketing plan focuses on the maintainer, and in particular developers, as the key user persona to recruit as all critical paths require maintainers to use the system for there to be any value.

We view being a nonprofit as a key differentiator that signals to the larger community that we are serious about our values which will help bring people onboard.

Twitter

Twitter will be our primary communication channel for getting the word out and connecting with technology leaders. We will find conversations where people are highlighting the same problems we're discussing and participate in a dialogue about how we might move forward. We plan on remaining above the fray and remaining largely apolitical, since the issues we're highlighting affect people of all beliefs and backgrounds. Rather than getting mired in problems, we will highlight solutions that work for all. In general, our tone will mirror the same values as our team and website: openness, civility, and building trust.

We plan on posting, following, and retweeting frequently. We will engage with diverse people in the tech space with similar values. While we are still developing our site as a collaborative community, we will use twitter to "build in public" making our vision, mission, values, plan, and designs clear to everyone.

Blog

We're going to have our own blog when we have a team of people who can all write about the things they've learned and want to share with the world. These will be promoted on LinkedIn & Twitter so that we can tap into those existing networks.

Operations

Our operations are similarly focused around transparency, accountability, and collaboration. All plans are available for public consumption including our [strategy & roadmap](#) in Google Docs, [task board](#) in Trello, [designs](#) in Figma, [code](#) in Github, and [public conversation](#) on Twitter.

Internally, we use Slack for communication and operate on a weekly cadence with retrospectives on Friday.

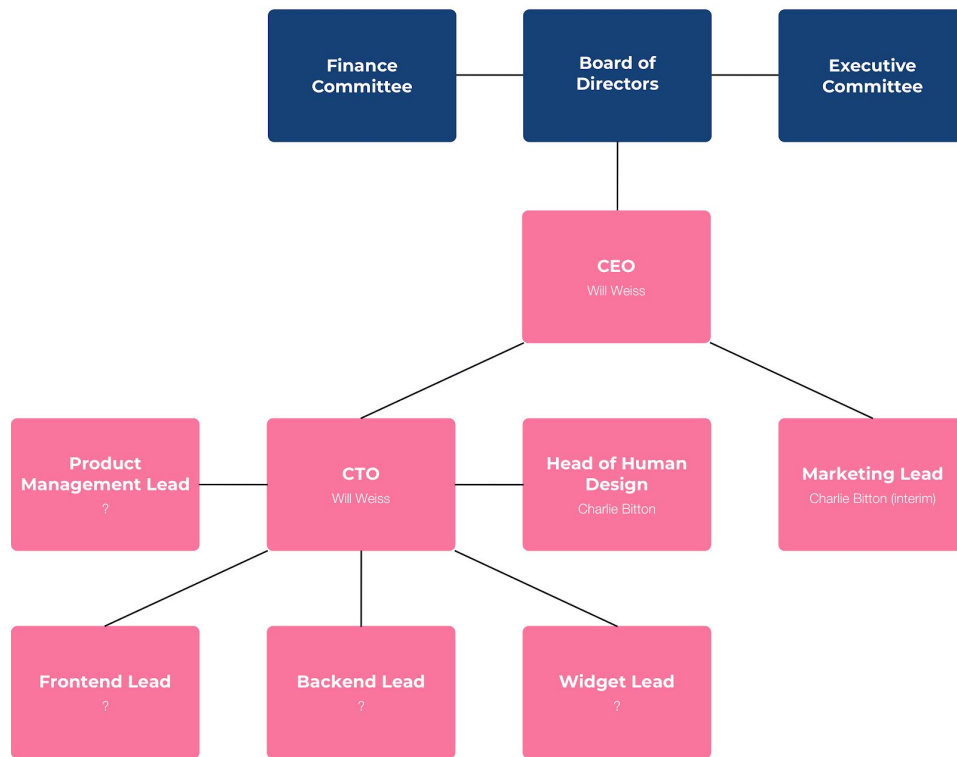
Best idea always wins, regardless of whose it is.

Staffing

Our nonprofit will be advised and its finances managed by an inclusive and accomplished board of directors while day to day operations will be in

Our staffing plan identifies some select roles needed to reach our roadmap milestones. We believe we will move more efficiently toward our mission by maintaining strong cohesion between the entire team rather than bringing onboard many people who aren't quite sure what the plan is. Team members will be entrusted fully and will have agency to own their area of

expertise. Our roadmap is presented linearly with any features not absolutely necessary to achieve the goal left until later, so that our team is all clear on where we're going and how.



Engineering

Our engineering approach aims to deliver a high-quality, well-tested product to market quickly. We are embracing the [Jamstack](#) and using third party services for core functionality to get more reliable results without having to invest development effort into areas we don't have a competitive advantage in.

On the [frontend](#), we're leaning heavily on [Gatsby](#) hosted by [Netlify](#) for a streamlined developer experience based on the familiar [React](#) ecosystem. On the backend, we plan on using [Auth0](#) for account management and [Stream](#) for social media capabilities.

Cost Model

Because More Human Internet is largely a volunteer team, personnel costs should stay low while the platform is being built. We will take advantage of free offerings of technology platforms for nonprofits, which Github, Slack, and Google Suite all offer. We will reach out to other vendors to see if we can work out better arrangements, potentially by being willing to hype their technology on our site/twitter/blog.