



# Open Canvas for Project Strategy

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*OL5 Cohort C*

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**moz://a**

*Hi, I'm Daniela, a neuroscientist from Sardinia (hence @Neurosarda)*



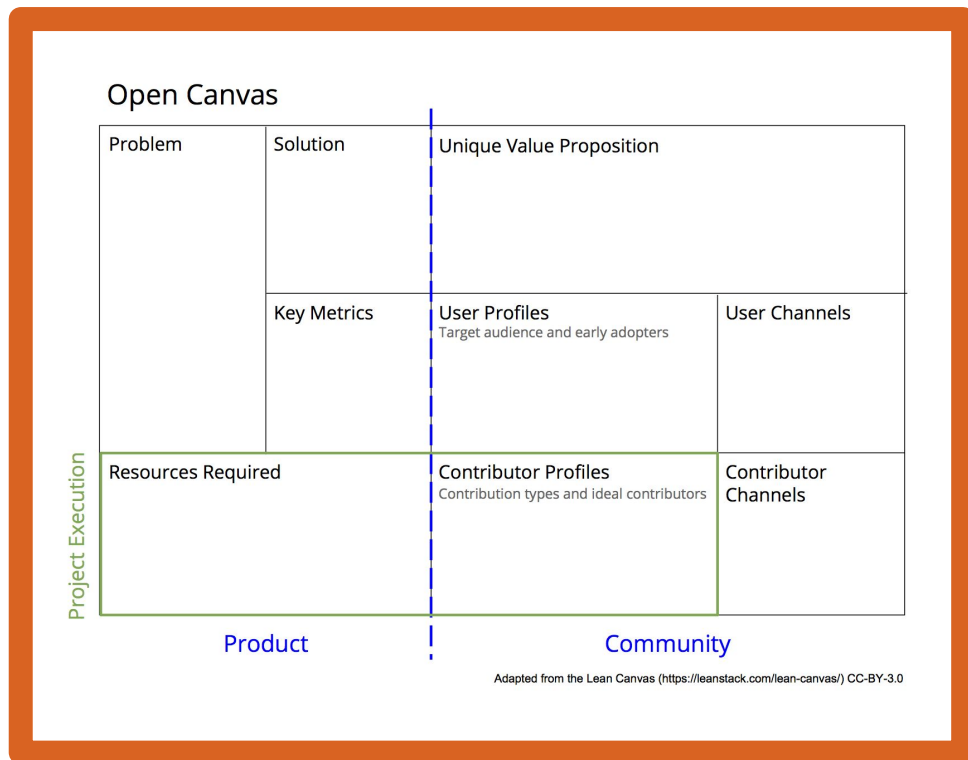
## *In your README, show:*

- what you're doing, for who, and why
- what makes your project special and exciting
- how to get started
- where to find key resources

# *What we'll do*

- Think through an Open project strategy
- Work through exercises & examples
- Create an Open Canvas 1-page project plan

# Open Canvas



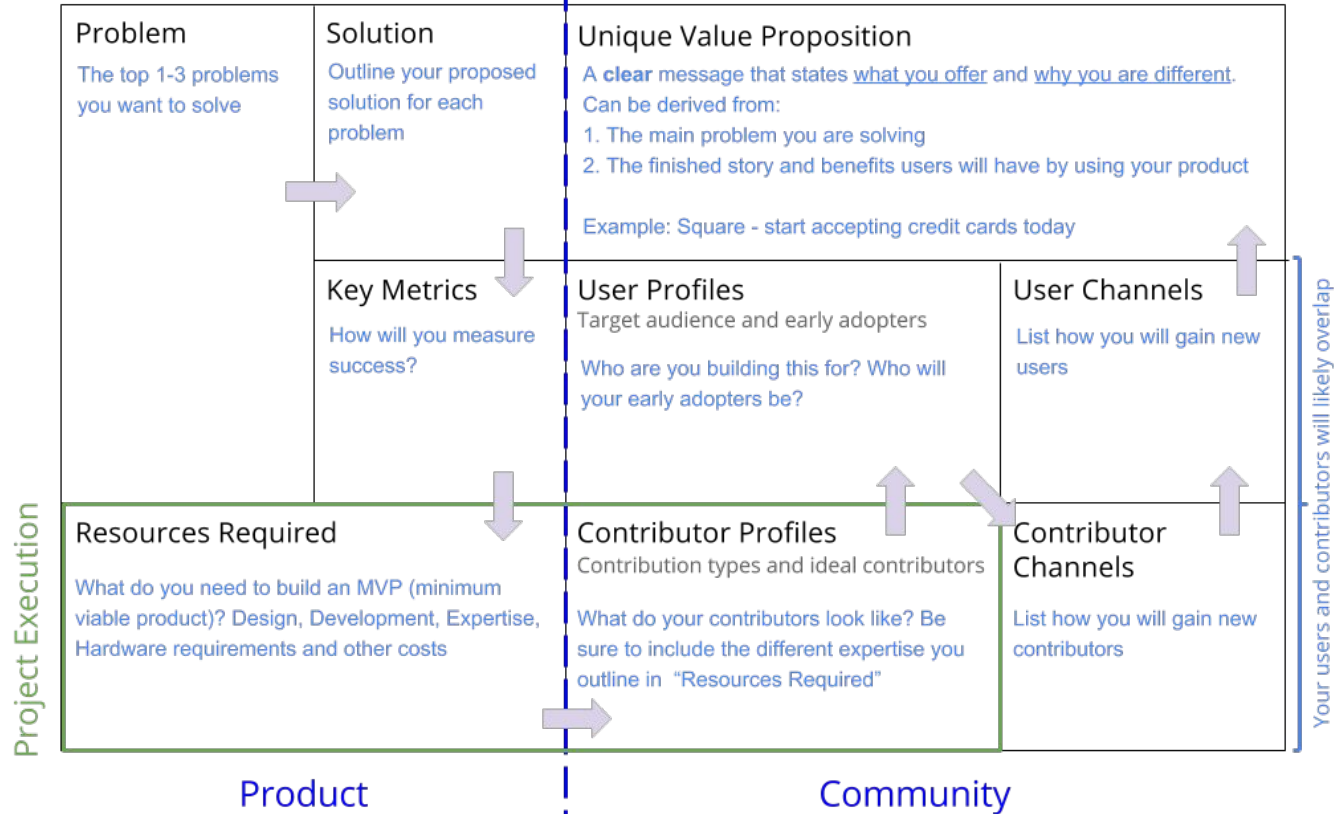
Adapted Adapted from the Lean Canvas (<https://leanstack.com/lean-canvas/>)  
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# *Problem Statement & Solution*

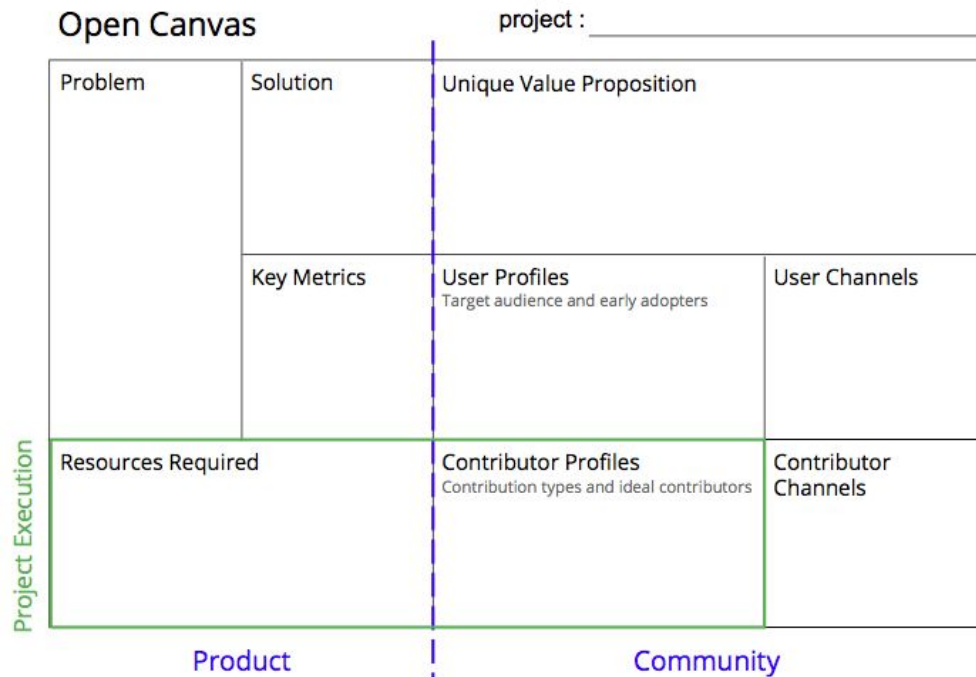
- What makes a good problem statement?
- How can you best summarize your solution?

# Open Canvas

project : Title

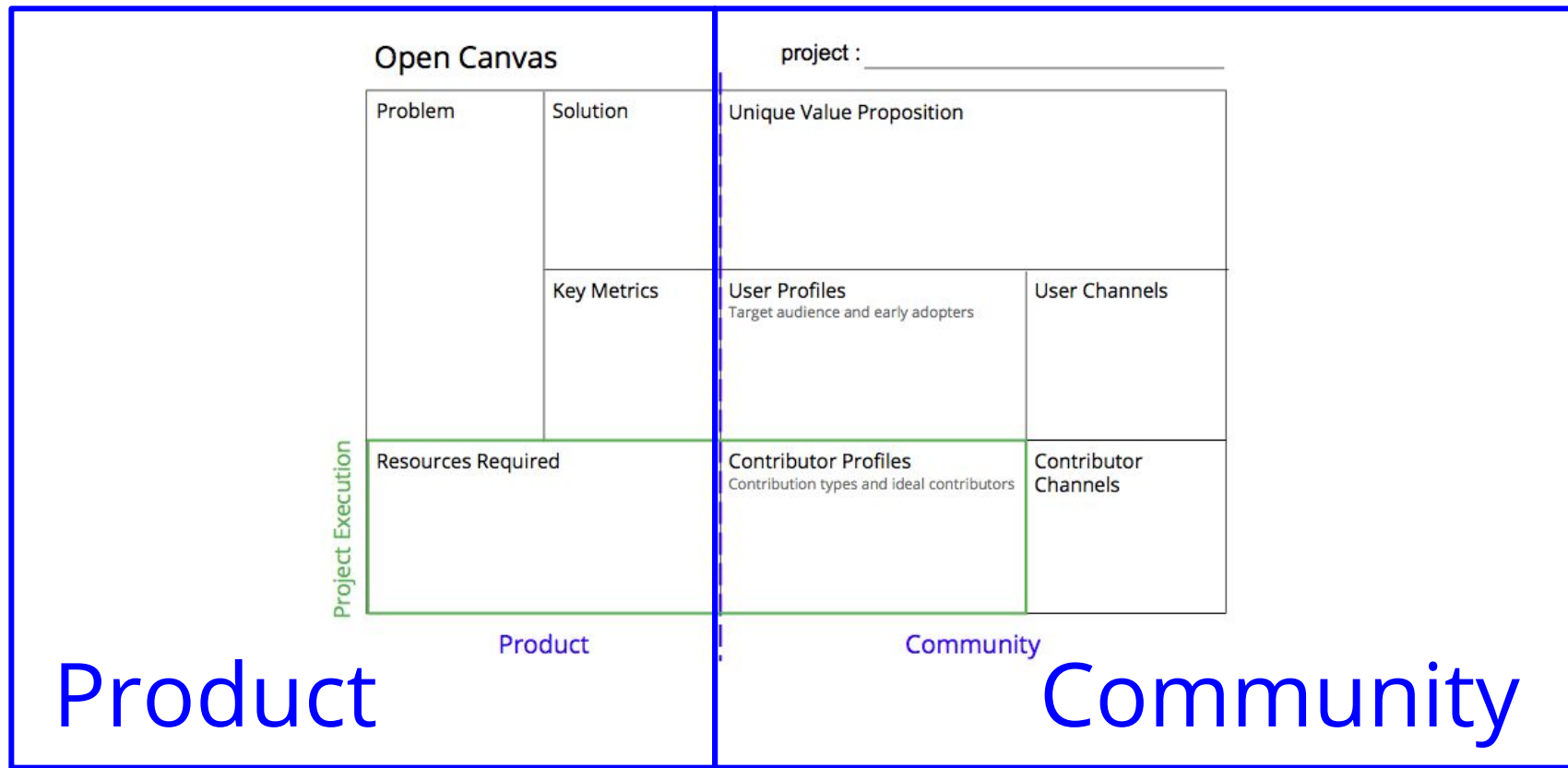


Adapted from the Lean Canvas (<https://leanstack.com/lean-canvas/>) CC-BY-3.0

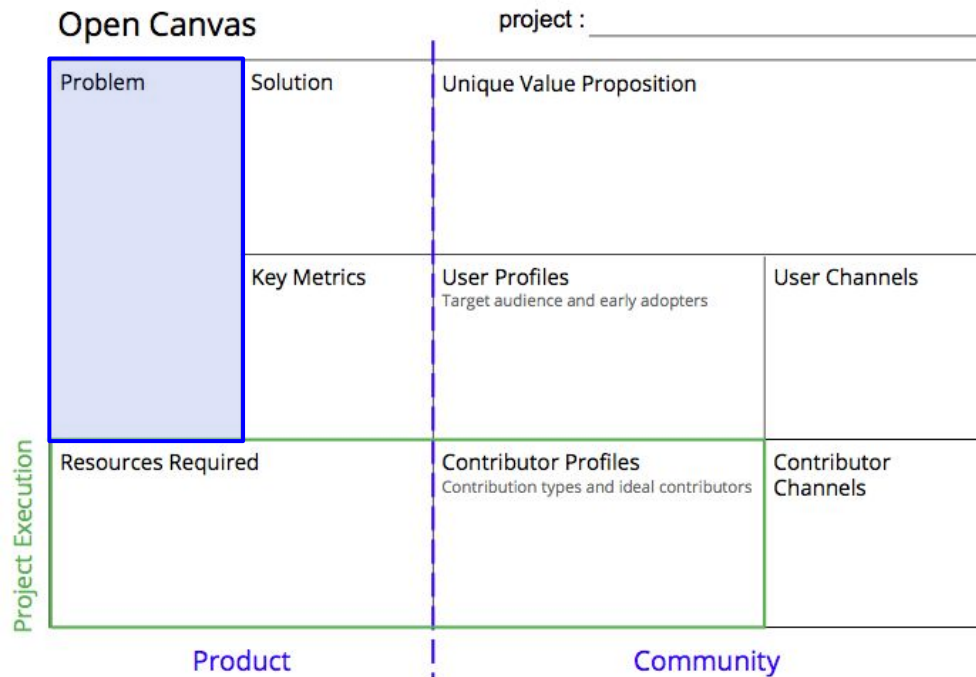


# Open Canvas Walkthrough



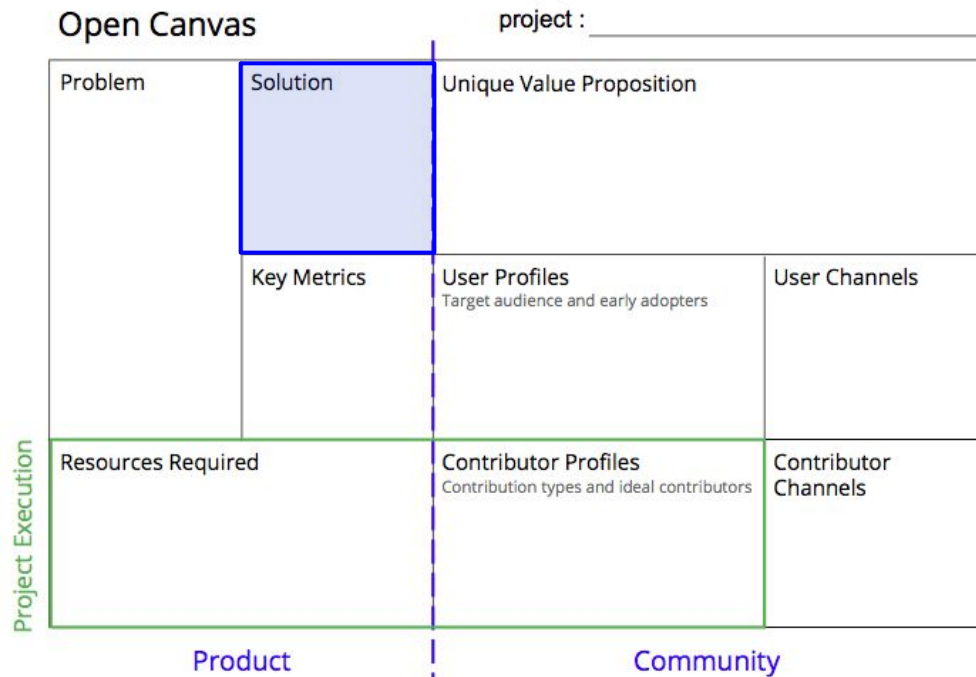


Planning how you'll build **the community** is as important as planning how you'll build **the product** [moz://a](https://moz.com/learn/seo/community)



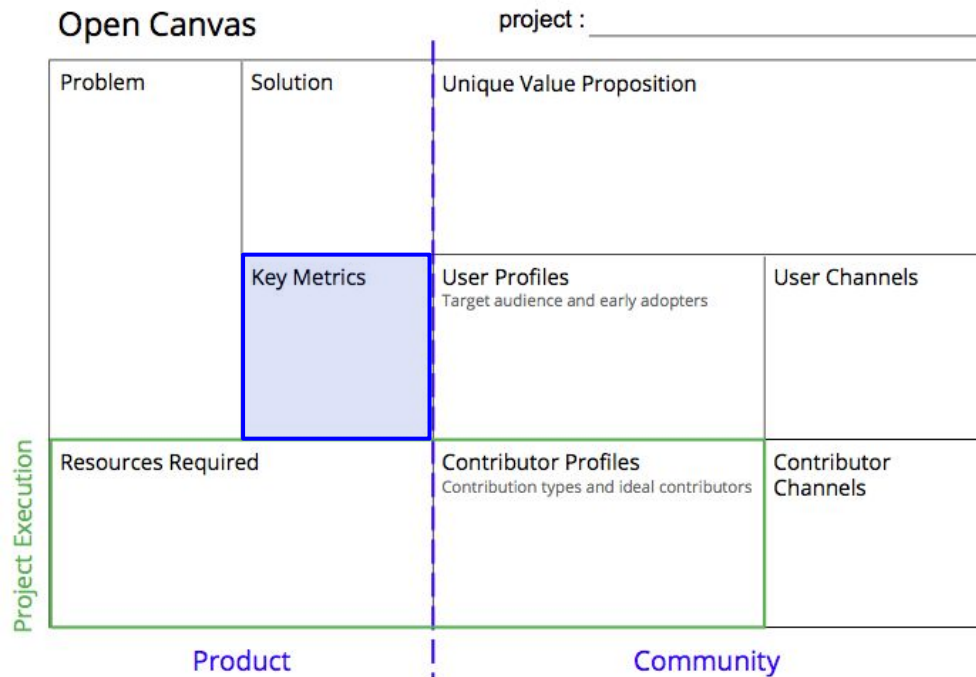
# 1. Problem

The top 1-3 problems you want to solve



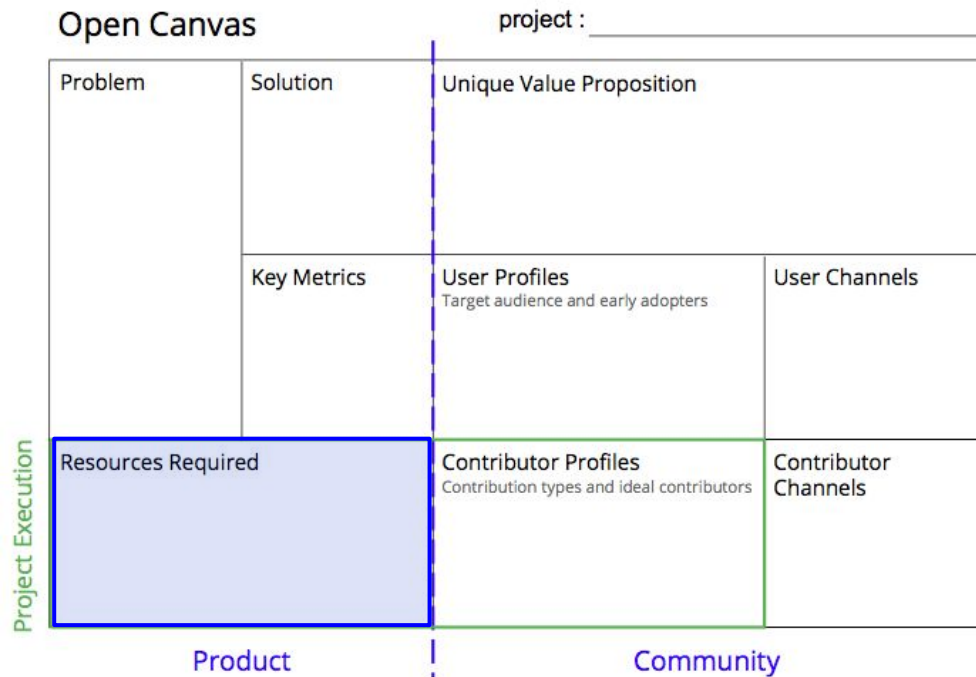
## 2. Solution

Your proposed solution for each problem



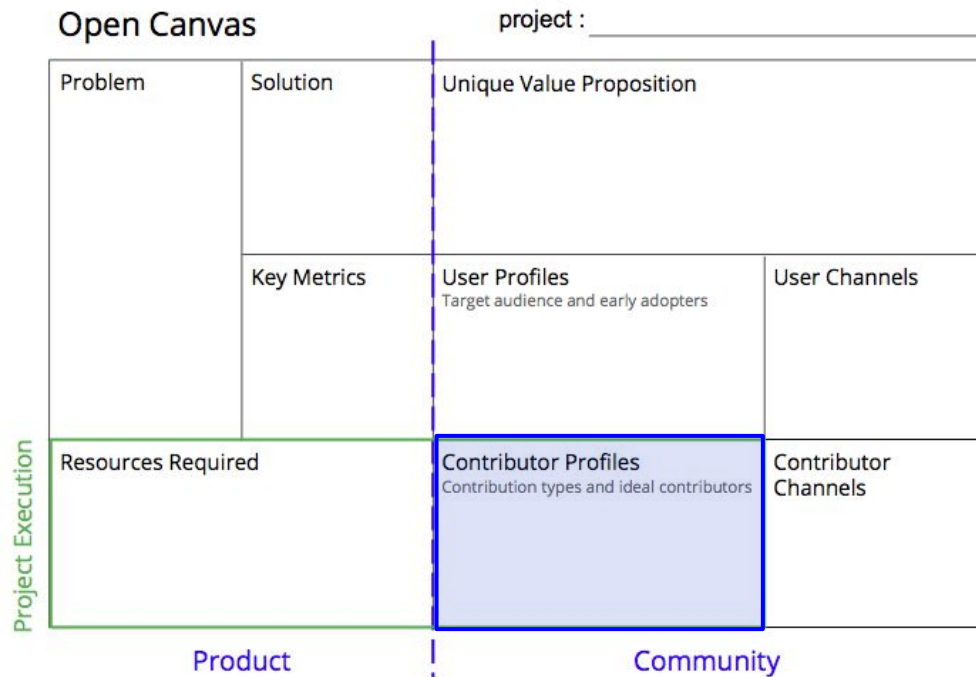
### 3. Key Metrics

How will you measure success?



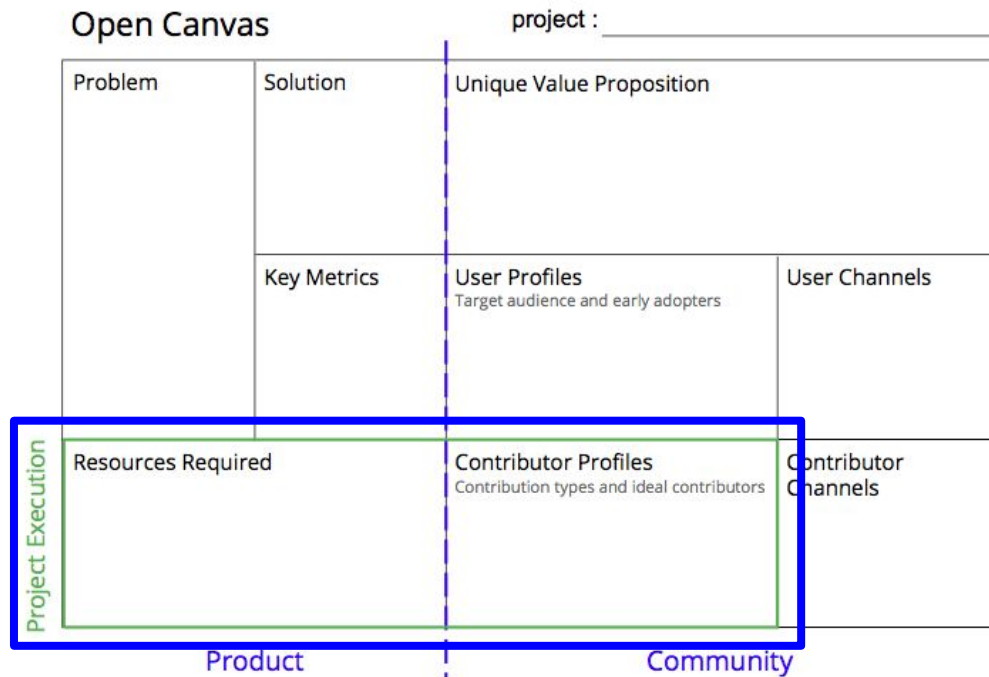
## 4. Resources Required

What do you need to build an MVP (minimum viable product)? Design, Dev, Experts, Hardware & costs



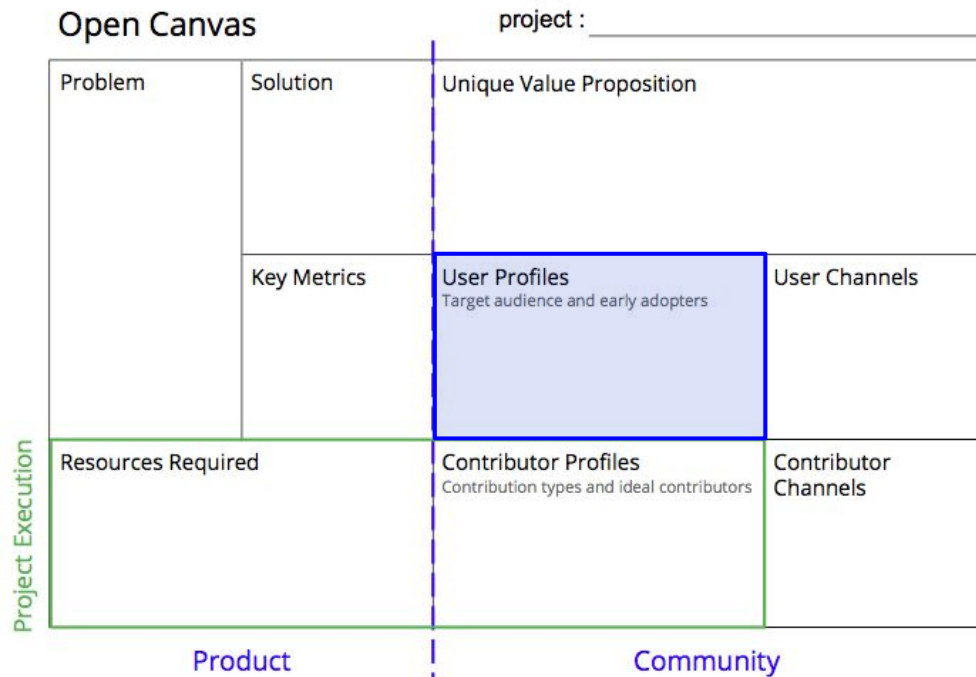
## 5. Contributor Profiles

Contribution types and ideal contributors. What do you contributors look like?



## Project Execution

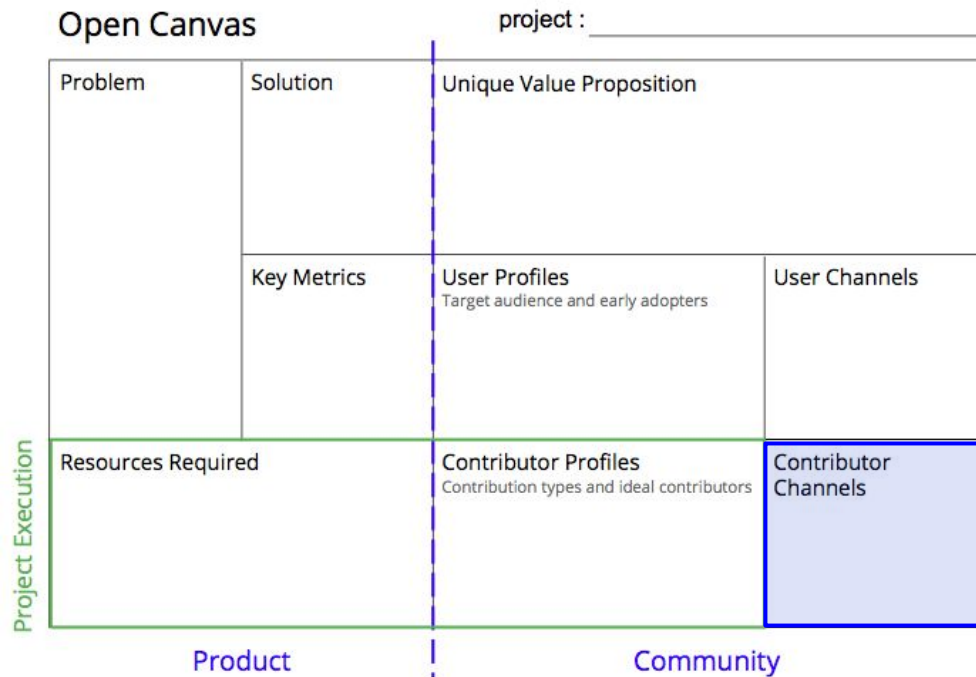
Your contributor profiles should fulfill the needs required to build your product



## 6. User Profiles

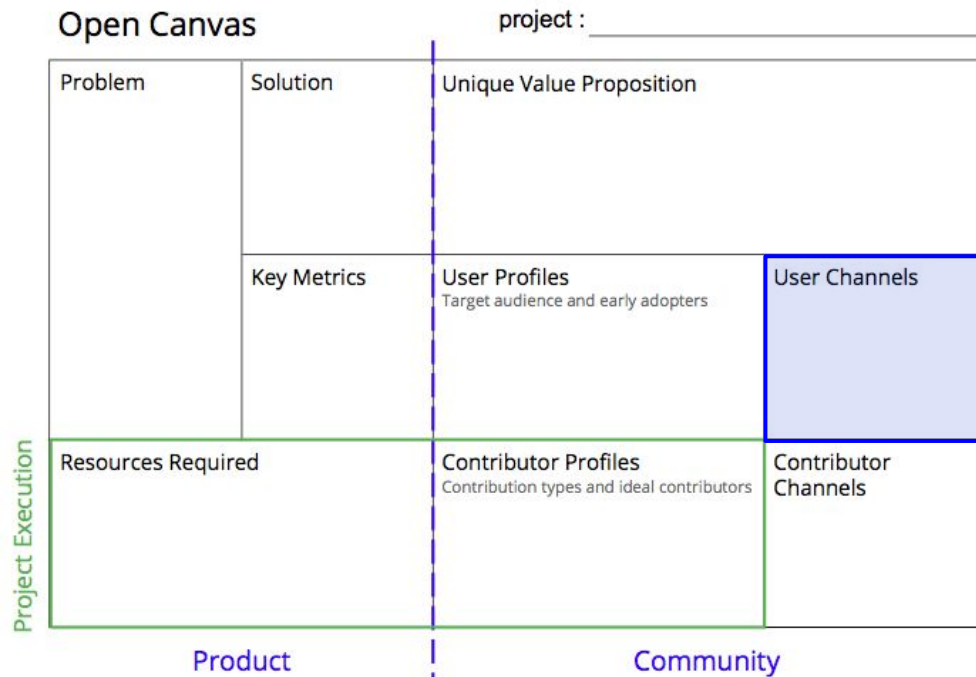
Target audience and early adopters. Who are you building this for? Who will your early adopters be? **moz://a**





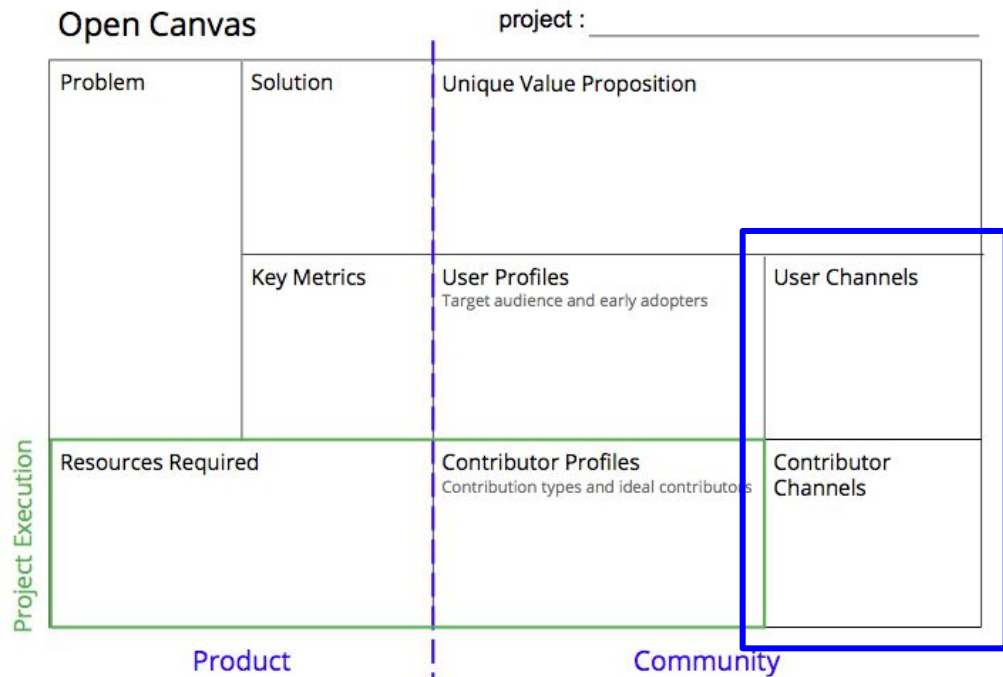
## 7. Contributor Channels

How will you gain new contributors?



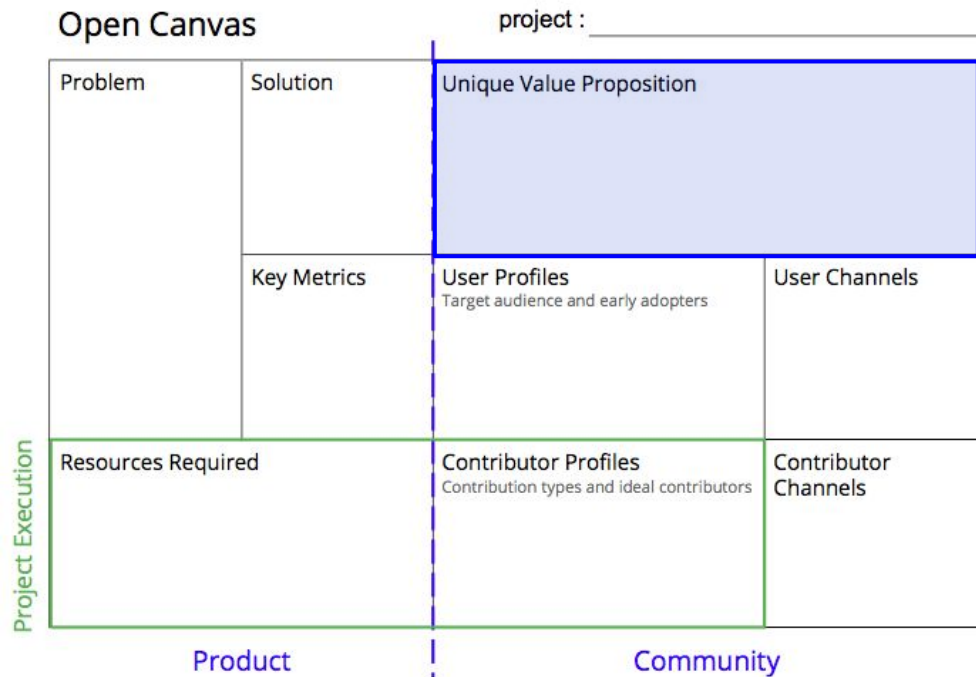
## 8. User Channels

How will you gain new users?



## Community Engagement

Contributors are often a subset of users



## 9. Unique Value Proposition

Clear message that states **what you offer** and **why you are different**.

# Open Canvas

project : PREreview Preprint Journal Club (JC)

Project Execution

<b>Problem</b> <p>Scientific publishing is slow, and retards progression</p> <p>Resistance to preprints (lack of awareness, education, rigid old habits)</p> <p>Closed peer review reduces scope of feedback and ECR training opportunities</p>	<b>Solution</b> <p>Integrating preprints into JCs will increase awareness of preprints. Our peer review resources will provide training for ECRs. Posting reviews will increase scope of feedback for authors.</p>	<b>Unique Value Proposition</b> <ul style="list-style-type: none"> <li>- Promote awareness of preprints and their benefits to scientists</li> <li>- Provide training for ECRs in the art of peer review</li> <li>- Recognize ECRs contribution to scientific evaluation</li> <li>- Make preprint reviews publicly available and citable objects linked to preprints.</li> </ul>	
	<b>Key Metrics</b> <p># of preprintJCs</p> <p># of preprint reviews</p> <p>Survey feedback from authors and JC hosts/attendees</p>	<b>User Profiles</b> <p>Target audience and early adopters</p> <ul style="list-style-type: none"> <li>- Scientists who will host and attend preprint JCs</li> <li>- ECRs who can benefit from our Peer Review training resources</li> </ul>	<b>User Channels</b> <ul style="list-style-type: none"> <li>- ASAPbio Ambassador Slack group</li> <li>- Twitter</li> <li>- Email institution program Admins</li> <li>- MozFest/OpenCon</li> <li>-Github</li> </ul>
<b>Resources Required</b> <ul style="list-style-type: none"> <li>- Develop PREview resources</li> <li>- Identify alpha and beta testers</li> <li>- Develop PREreview platform</li> <li>- Feedback surveys for JC hosts, attendees and preprint authors</li> <li>- Stickers to send to preprint JC hosts for attendees</li> </ul>		<b>Contributor Profiles</b> <p>Contribution types and ideal contributors</p> <ul style="list-style-type: none"> <li>- Scientists who will host and attend preprint JCs</li> <li>- ASAPbio Ambassador community</li> <li>- Open Science community to promote awareness of our resources/platform</li> <li>- Platform hosts: Authorea</li> </ul>	
<b>Contributor Channels</b> <ul style="list-style-type: none"> <li>- ASAPbio Ambassador Slack group</li> <li>- Twitter</li> <li>- MozFest/OpenCon</li> <li>- Github</li> </ul>			

Product

Community

# Open Canvas

project : [Contributorship Badges for Science](#)

Project Execution

<b>Problem</b>  lack of recognition on certain contribution types on academic papers  papers aren't taking advantage of the web as a medium	<b>Solution</b>  award badges to authors on academic papers based on their contributions	<b>Unique Value Proposition</b>  Issuing badges to credit authors on academic papers  Badges for authors on academic papers  Get author roles on your papers	
	<b>Key Metrics</b>  # of publishers using badges  # of badges awarded	<b>User Profiles</b> Target audience and early adopters Publishers who want to use the web to enhance paper reading experience Researchers ORCID	<b>User Channels</b> MSL community blog twitter talks
<b>Resources Required</b> Hardware: heroku 1 process (free) Development Design Publisher & ORCID buy-in		<b>Contributor Profiles</b> Contribution types and ideal contributors Devs @ Publishers Devs @ ORCID Researchers who can code / want badges	<b>Contributor Channels</b> buy-in from employer users who want new features

Product

Community

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# *Your own Open Canvas*

- <https://goo.gl/to6PYn>





*Thank you, and let's do this together, Mozilla style!*