



# Using Personas and Pathways to Build Community

**moz://a**

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# *What we'll be doing*

- Design tools to increase participation
- Create solutions to participation barriers

*>>>What will participation in your project do for your contributors?*

# Persona

A persona a description of an imaginary person, based on real-world observations and understandings of actual potential or current users.

*>> Who are the people you most need you your community? Who is missing?*

# Example Persona

*Tasha is a librarian working in a small town outside of Chicago. She specializes in digital skills training for staff and patrons. Tasha attended an “open house” night at a local makerspace, for chance to meet some new techies, and learn new stuff to bring to her job.*

*She knows a little about Mozilla because a friend of a friend from the makerspace went to Mozfest last year. It sounded cool, and she’s been meaning to find out more about Mozilla... but lately she’s been very busy volunteering helping to collect and manage research data for local environmental group that works in the park near her home.*

# *What's in a persona*

- Name, age, convincing identifying details
- Skills, level of knowledge, experience
- Needs, motivations, barriers

*>>> What drives this person?*



## *Persona Images (optional)*



Grab any stock photo image! It helps your persona seem more real.

# *Pathway*

The journey that users or participants (represented by the persona) take in engaging with your project, from first contact to potential leadership.



*Remove barriers*





*Create a clear pathway*



# *Creating a Pathway*

1. Discovery
2. First Contact
3. Participation
4. Sustained Participation
5. Networked Participation
6. Leadership

# *Example Pathway For Tasha*

1. Tasha gets a email via her makerspace friend about Mozilla's Global Sprint
2. The friend follows up with Tasha, together they look at the Sprint website
3. Tasha and her friend attend a webinar about the Sprint, and decide to host a site at the makerspace
4. The library agrees to sponsor, and Tasha advertises via her network there
5. The Sprint is great! Tasha is well-prepared, and enjoys the event.
6. Tasha realizes her environmental data collection project could be open. She starts learning about Mozfest, and the Mentorship program...

# *Finding solutions*

Use the narrative/pathway you create to imagine solutions to potential problems/barriers to entry.

# *Example List of Solutions*

- Remind community members to spread the word about the Sprint
- Be sure that all relevant Sprint info is on the site, and easy to find
- Provide good training, like webinars and checklists
- Create a guide for working with sponsors
- Ensure that info on “open” is central to the Sprint
- Ensure that participants know about other Moz opportunities after the Sprint



# *Elements to Design/Redesign*

1. Communication Strategy
2. Instructional Resources
3. Follow-up Plan

*Thank you!*

