Personas and Pathways for hybrid events

Ben Krikler, Bezaye Tesfaye, Emmy Tsang, Jez Cope, Mateusz Kuzak, Neil Chue Hong, Patricia Herterich

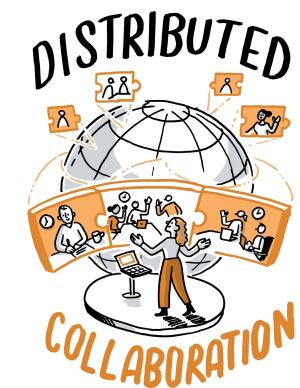April 2,2020

The challenge

- Currently many guides on virtual/remote events issued, not much guidance on hybrid events

Goal: A collection of resources to help event organisers run hybrid events which blend in-person and online interaction.

- Personas ensure inclusivity
- Mapping events and developing persona pathways clarifies pain points for attendees

Outputs:
- Tool / Surveys for helping to gather personas for event organisers, along with key categories that are more useful to collect
  - Can we also cluster personas, understand their pain points, and possibly map them to types of events
- Collections of best practice examples from others (Mateusz, Patricia)
  - Document: https://hackmd.io/@npch/HJ9DYEQvU
  - E.g. OBF small fundinos
  - SSI
  - Don
- Categorise
  - Doc
  - Mate
- Story mappi
  - Doc
  - Clus
  - Emn
  - story
  - Tem

Persona

Who am I?
Patricia, 31, Edinburgh, full-time paid by a European Commission funded project, married

My interest/ hobbies
- Spends a lot of time listening to podcasts
- Some reading and crafting

Priority

Thoughts:
- Describe so
  - Inclu
- Work on pa
- Matrix over

Personas
- "persona is actual poten
- Also have "
- References
  - For i
  - Pers
    https
  - Here
    https
    3Y2
  - And
    https
    oduct-backlog
- Useful categories
  - Nationality: do you need a visa to get to the event
    - Minimum time to plan your trip
  - Transport connections:
  - Resource availability for online events:
    - Do you have a suitable space and computing setup to join online
    - Do you have caring responsibilities
  - Resource availability for in-person events:
  - Personality
    - Energy levels
  - Frustrations were often not part of

Classification of hybrid event styles

Summary

This document summarises the different types and maps them, with examples, onto a set of g characteristics. This will allow organisers t options available to them and the characters particular combinations lead to, enabling the appropriate format for a specific planned eve

Scope & definitions

Event
: Something which is bounded in time, with a end, between which participants are mainly fo attention on participating in that event.

- Examples: conferences, workshops, focused
- Non-examples: undergrad courses, projects

Hybrid Event
: Something in which people can meaningfully interact in either a face-to-face or remote s combination, during a single event. [Wikipedi (https://en.wikipedia.org/wiki/Hybrid_event)

Features of a hybrid event

- Peer interaction:
  - Broadcast/didactic i.e. a presenter to
  - Interactive smaller groups discussions
- Synchronicity:
  - Synchronous: everyone connects / engage

Line 102, Columns 85 — 108 Lines

Best Practice for making events accessible to more personas

> [name=Jez Cope] Ok, will go through and edit the points for consistent style and grammar, and see if there's any duplication...

Summary

This guide documents examples of good practice in making events accessible to a wider set of personas.

> [name=Jez Cope] Is "persona" sufficiently well-understood to use? Does it need defining or replacing with a term better know to lay-people?

Hardware Infrastructure

Supporting Participants in Getting Access to Needed Infrastructure

Lack of suitable infrastructure can be a barrier to online participation for some.

- Provide hardware that facilitates active participation

    - *In preparation for the SSI fellowship online selection day, shortlisted fellows get sent headsets to ensure similar sound quality when participating in conversations and discussions as the interaction is a crucial part of the selection process.*

- Provide financial support to facilitate remote participation
    - *Open Bioinformatics Foundation (OBF) in 2020 is sponsorin ways to participate in conferences remotely & can cover high speed internet, headsets, etc. more in the [tweet]

Line 1, Column 1 — 94 Lines   Spaces: 4   SUBLIME

Storymapping for Ev

Summary

Guide to how to use s the personas you've from the collection t better events

Platform

We're on Miro:
https://miro.com/app /_

Steps

1. Building from Per
https://docs.google.c
1mIvptG5VV_POmkqsbYg
y3lY9EY0U4fzw9S1_le7
pli=1#slide=id.g7f7da
    - Why do people
    - What's stopping
joining / painpoints

Useful categories fo
* Nationality: do you get to the event
    * Minimum time t
* Transport connecti
* Resource availabil events:
    * Do you have a computing setup to j
    * Do you have ca

Line 16, Columns 31 — 30 Lines

The final product

- CC-BY 4.0 licensed GitHub repo at
  https://github.com/softwaresaved/hybrid-event-guide
    - Description of different categories of hybrid events, with
      mapping to examples
    - Best practice examples to ensure inclusivity for all types of
      participants
- V1 of a Google Form to crowdsource personas for
  your event (thank you Malvika!)
- Virtual event participation story map for event
  organisers

Types of hybrid events

Event Type	Objective	Interaction	Synchronicity	Geographic distribution	Examples
Traditional event with online elements (e.g. live streaming, remote presenters, Twitter walls/interaction)	Knowledge dissemination, Networking	Low ▼	High ▲	Low ▼	Biodiversity_next
Traditional event with recorded elements	Knowledge dissemination	Low ▼	Low ▼	High ▲	
Multi-site, single topic training	Knowledge dissemination	High ▲	High ▲	High ▲	Gallantries, Carpentries instructor training
Multi-site, multi-topic sprint	Community building, co-creation	High ▲	High ▲	High ▲	Mozilla Global Sprint
Hybrid un-conference	Networking, community building	High ▲	High ▲	Low ▼	NL-RSE meetup
Ask Me Anything	Knowledge dissemination	High ▲	Low ▼	High ▲	Reddit AMAs
Drop in / Help Session / Office Hours	Problem solving	Low ▼	Low ▼	Low ▼	
Webinar	Knowledge dissemination	Low ▼	High ▲	High ▲	RDA Plenary 15
"Community Notice Board" / Hacky Hours	Co-working/social accountability	High ▲	Low ▼	Low ▼	Queensland Hacky Hour

miro | Virtual event participation storymapping

User Story Map

Register for an		Setting up /					Get to know new			Talk/demo			
Signing up	participants	Setting up/joining	Parallel spaces	Setting	Keeping the event	1:1 conversations	Attend Social	Introductions/Iceb	Share	Providing	Respond to	Record

Neil Chue Hong

Physical participants

Provide name and	New story	Move physically to	Find out what	Follow host	Pac man rule	identify the	Buy people drinks	Name tags	Connect computer	Provide question	Speaker gives	New story
Provide dietary		Occupy a seat in	Can't move physically into different parallel		Feel excluded	go to the person	see people's body	Lightning talks	Upload talk to			
Conflict with						Swap business		Approach				

Remote participants

Provide name and		Have a physical	Find out what	Software does	Virtual pac man	Connect on	Can't buy	Lightning talks	Give talk at a	Provide question	Speaker gives	Watch back
Provide time zone		Get a computer	How do navigate	time zone	Feel excluded	Communication	Difficult to decide which	Introduction	Bad lighting on	Provide question	Speaker write	New story
Sign in with other		Get and test audio	getting help in a	time zone	Esp with conversations via	Can I trust the	Very easy to lose	excluded from	Upload talk to	DM speaker	Can answer	
Cheaper than in-		Get and test				Is the other	no facial identity if	no facial identity if	Easily distracted		Q&A is	
Conflict with		Crap internet			no perfume	New story	New story		Provide related			
		No space to sit at			cabin fever				Can explore slides			
		A/V malfunction			Typed				"Can you see my			
		Don't have to							lack of			
		Can be at home										

organisers

Confirming	Prepare	choose a software	Communicate	Identify speakers	How does the virtual and	Facilitate 1:1	Identify social	Identify icebreaker	Make sure	Identify good		Start and stop
New story	Prepare poster /	choose channel(s)	Explore capabilities of the	Compose agenda	Multiple ways of	New story	Catering (partner	How do people	Live captioning	More challenging		Make recording
	Email	Block unregistered	How many parallel spaces would we	Provide time for	How do you deal with a report that		May struggle with	New story				For remote talks, no need to sync
	ben krikler	Block unregistered					would you hold					

https://miro.com/app/board/o9J_kuKO2us=/

Sustainability

- Standalone resource for event organisers

- Linking/Integration into the Turing Way

- Reference for remotely.green and their community to include and build on