

# 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



Scriberia 

This image was created by Scriberia for The Turing Way community and is used under a CC-BY licence.

- 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/@nnoch/HJ8DYEQvU>
    - E.g. OBF small fundings
    - SSI
    - Doni
  - Categories:
    - Dooi
    - Mate
  - Story mapping:
    - Dooi
    - Clus
    - Emn
    - ston
    - 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

- Thoughts:
- Describe so
  - Work on pat
  - Matrix oven

#### Personas

- persona is actual poter
- Also have "i)

#### References

- Fori
- Pers
- Here
- And
- [https://en.wikipedia.org/wiki/Hybrid\\_event](https://en.wikipedia.org/wiki/Hybrid_event)

#### 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

```
# HackMD
# Classification of hybrid event styles
## Summary
This document summarises the different types and maps them, with examples, onto a set of characteristics. This will allow organisers to see the options available to them and the characters. Particular combinations lead to, enabling the appropriate format for a specific planned event.
## Scope & definitions
Event
: Something which is bounded in time, with a start and end, between which participants are mainly focused on attention on participating in that event.
- Examples: conferences, workshops, focused sessions
- Non-examples: undergrad courses, projects
Hybrid Event
: Something in which people can meaningfully interact in either a face-to-face or remote combination, during a single event. [Wikipedia] (https://en.wikipedia.org/wiki/Hybrid_event)
### Features of a hybrid event
- Peer interaction:
  - Broadcast/didactic i.e. a presenter to audience
  - Interactive smaller groups discussions
- Synchronicity:
  - Synchronous: everyone connects / engages
```

Line 102, Columns 85 — 108 Lines

```
# HackMD
# 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 known 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 sponsoring ways to participate in conferences remotely & can cover high speed internet, headsets, etc. more in the [tweet]
```

Line 1, Columns 1 — 34 Lines

```
# HackMD
# Storymapping for Events
## Summary
Guide to how to use story mapping to understand the personas you've gathered from the collection to plan better events
## Platform
We're on Miro:
https://miro.com/app/board/.../_
## Steps
1. Building from Personas
https://docs.google.com/presentation/d/1mIvptG5VV_P0mkqsbyGgY3LY9EY0U4fzw9S1-le7-7pli=1#slide=id.g7f7d...
- Why do people want to join?
- What's stopping them from joining / painpoints
Useful categories for personas:
* 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
```

Line 16, Columns 31 — 30 Lines

FreeHand. Each of these modes suits different scenarios and can help you customize

# The final product

- CC-BY 4.0 licensed GitHub repo at <https://github.com/software saved/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

The screenshot shows a Google Form titled "Persona and Pathway for Remote & Hybrid Events". The form is divided into two sections. Section 1 of 11 is titled "Persona and Pathway for Remote & Hybrid Events" and contains a paragraph explaining the purpose of the form: "When organizing an event, you must take into account that each of your attendees will have different backgrounds, different cultures, different time zones, different levels of skills and very different lived experiences. This form aims to capture different personas and pathways in order to understand who our members and event participants are. Persona is a detail of an imaginary user or member, based on real-world observations and understandings of actual potential or current users or members. The pathway is how those users or members might interact with our project." Below this text is a text input field with the placeholder "Give a fabulous name to your persona, and get started!" and a "Short-answer text" label. Section 2 of 11 is titled "Background" and contains four questions, each with a radio button and the label "Option 1": "Which job does this persona hold?", "What is their family status?", "Do they have any health issues?", and "What is their social environment?".

Section 1 of 11

## Persona and Pathway for Remote & Hybrid Events

When organizing an event, you must take into account that each of your attendees will have different backgrounds, different cultures, different time zones, different levels of skills and very different lived experiences.

This form aims to capture different personas and pathways in order to understand who our members and event participants are.

Persona is a detail of an imaginary user or member, based on real-world observations and understandings of actual potential or current users or members. The pathway is how those users or members might interact with our project.

Give a fabulous name to your persona, and get started!

Short-answer text

After section 1 Continue to next section

Section 2 of 11

## Background

This section will reflect on the job, career, education and family or the persona.

Which job does this persona hold?

☐ Option 1

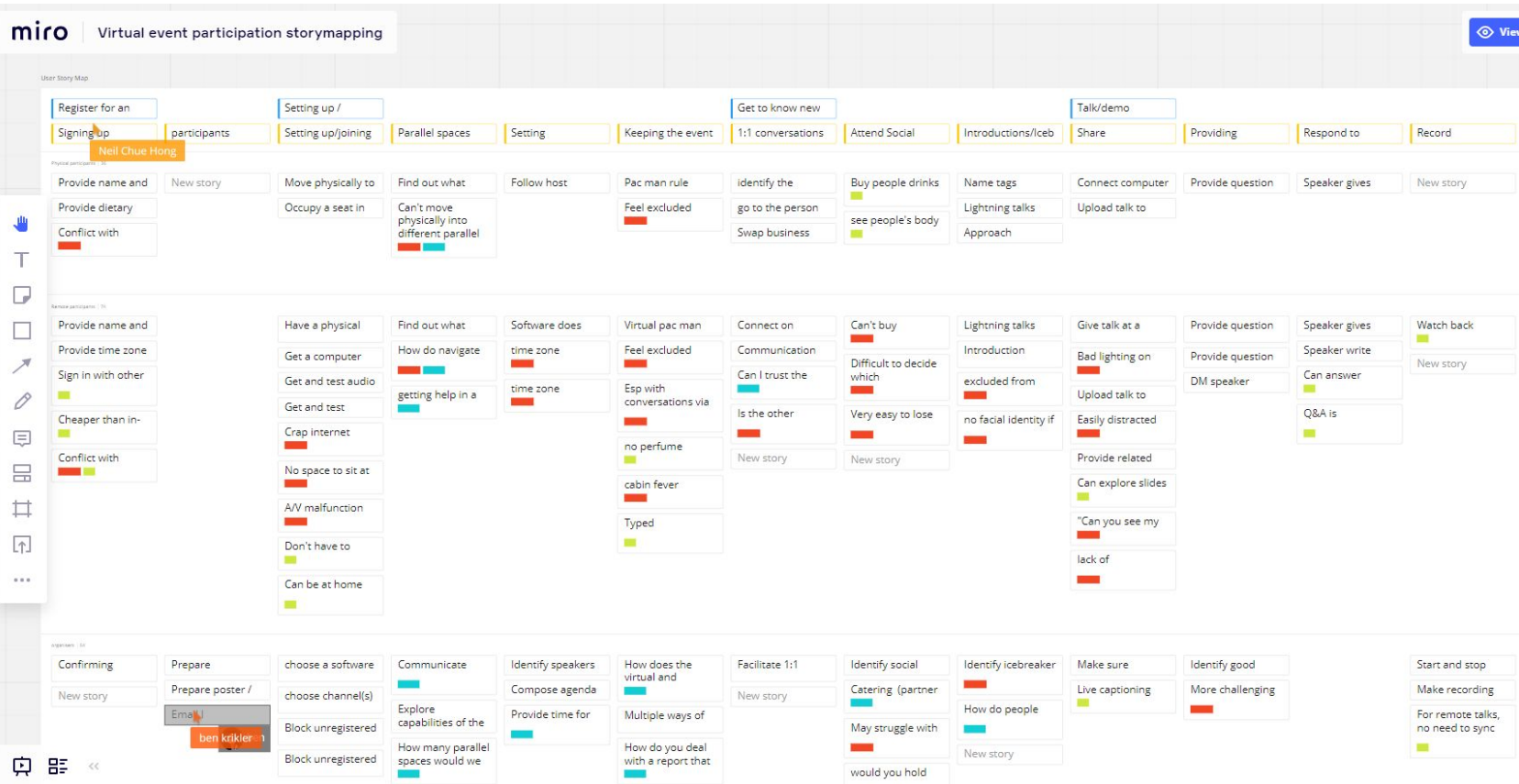
What is their family status?

☐ Option 1

Do they have any health issues?

☐ Option 1

What is their social environment?



# Sustainability

- Standalone resource for event organisers
- Linking/Integration into the Turing Way
- Reference for remotely.green and their community to include and build on



