Metanorma GSoD’21 Target audience

In order to create appropriate documents, we need to clarify who we’re writing for and what these users are doing. [The following questions](https://www.braintraffic.com/articles/assessing-your-user-centered-content-strategy) will aid us to better understand our target audience:

**Identity**   
The things that make them who they are. What are their names? Backstories? What affiliations do they have? What beliefs and principles are core to their identities? Is Metanorma used predominantly in one culture?

**Mindset**   
What they think and how they feel. Do they love you or loathe you (or could they not care less)? Are they excited or apprehensive about this task? What’s their technical or subject matter literacy? (Where identity is more fixed, mindset is more contextual.)

**Needs**

The stuff that drives them. What are they trying to accomplish? What are their pain points? What questions do they need answered? What are their motivations?

**Behaviors**

What they do. What leads them to your site? What paths do they follow? What habits and patterns do they lean on? What decisions do they make? What actions do they take?

Pain points when using the product & the documentation.

# Persona(s)

## Author - First-time user

**Identity**:

Joanne Greenwell, 27

Volunteers for ISO since recently and wants to work on her first standard. Has no experience with WYSIWYM.

**Mindset**:

“How do I get started?”  
“What is AsciiDoc”?   
“Is this very complicated?”

**Needs**:

* Training: Tutorial on the basics
* SDO-specific sample documents to learn
* Metadata information for her SDO
* Template for her document type

**Behaviors**:

* Looks at pre-existing documents from her SDO (if any)
* Asks the project maintainers for information whenever she encounters a problem

## Author - Experienced user

**Identity**:

Chidi Ifa, 32

Works at OGC for x years

**Mindset**:

**Needs**:

**Behaviors**

# User scenario(s)

The user scenarios are based on [Christine Anameier’s approach](https://www.braintraffic.com/articles/know-your-context):

| Scenario: Who does what, and in which context? | Likely state of mind: | Content needed: | Likelihood of the scenario |
| --- | --- | --- | --- |
| (1) A first-time user creates a new Metanorma document from scratch. | Curious, Over-  whelmed | Tutorial that explains the first steps with Metanorma. | High |
| (2) A first-time author wants to create a new document from a template. | Curious | How-to guide with code samples for pulling the template; at the end related links section:  How-to guide for editing a Metanorma document | High |
| (3) A first-time user wants to understand the intersection between the SDO workflow and how the metanorma accommodates it (Metadata). | Relaxed | In the flavor section:  Explanation: Overview of the metanorma process model & discussing the parallels with the SDO’s workflow. Related link: SDO page with workflow documentation. | High |
| (4) A first-time user wants to review documents, resolve comments. | Relaxed | How-to guide for reviewing documents: Writing comments Accepting / declining comments | High |
| (5) An experienced author wants to migrate an existing standard to metanorma because authoring in Word doesn’t work well. | Frustrated | How-to guide for using the conversion tool  Troubleshooting guide  Reference to well-formed documents. | Medium |
| A new user wants to set up a new metanorma project | Overwhelmed | How to edit and organize files: What folder structure to use, single file-standards vs. multi file standards?  → Let Ron, Anton and Nick decide what is best practice and what content is needed | Medium |
| (6) An experienced author wants to publish a document in different flavors, e.g. OGC & ISO | Frustrated: They will encounter errors if they need to change a lot in the docs structure. | Explanation: When it makes sense, pitfalls Reference to well-formed documents. | Medium |
| (7) An experienced author wants to do a data-driven document, not based on AsciiDoc. → Unique selling point | Curious | Blog articles that explain the process; Link to existing docs.   (SME will take care) | Medium (higher in the future) |
| (8) An experienced author wants to create a bilingual document. (Still in development) | Focused | Introduce feature on the blog  Create a How-to guide | Low (higher in the future) |
| (9) Collections of hyperlinked documents  (Still in testing) |  | Explanation: What are collections and why are they useful?  How-to guides: Creating a collection; Exporting collections | Medium (higher in the future) |