

Aim:

To compare the various ways adopted by different outreach programs with same goals as Fedora. The study was mostly focused on the

1. Onboarding user journey for new contributors/ambassadors
2. Communication link between the students/universities with the community
3. Availability of the standard content for the events

Overview

Five outreach programs were studied (mozilla, hacker earth, wikipedia, microsoft and drupal)
There seems to be an underlying pattern through them.

1. All of them have mostly a cover banner/grid of pictures of their community
2. Linked names of mentors, ambassadors, etc
3. Action buttons to “get involved”, “start contributing”, etc
4. Links to join the mailing list, view the calendar
5. About page has stats about the community in numbers and a few milestones, goals
6. A sorted journey starting from the “start contributing” link
7. Resources for ambassadors and for learning

Mozilla

- "How can I get started". conversational dialogues making the process more engaging
- the map provides an overview of the area. links make it easier to contact the contributors/ambassadors
- pictures of community on the home page helps connect and foster a good feeling about the community

Hacker Earth

- used an illustrated cover of students for the home page. gives a youthful feel but doesn't help connecting to as does the picture on mozilla
- makes you log in-> fill your profile before letting you fill the ambassador application :signing up for fedora can guide the user to making FAS account and fedora wiki page

Drupal

- a side bar card "hot content" which showcases the latest articles from drupal community. a good way to lead people to fedora blogs
- on home page, no of active contributors, commits mentioned. good to engage contributors.
- Links of regional groups on home page

Microsoft

- A link to read the experiences of fellow ambassadors
- An “apply now” link leads to the application portal

Wikipedia Education Collaborative

- The homepage has a tabbed menu, a brief description, latest news and a grid of pictures of the community which open to the experiences.

- The grid of pictures gives a very quick visual view of the diverse community
- They have used action buttons like “get involved”, “start a new education program”, “join the mailing list” which works very well for the new contributors
- They too have their set of resources for learning, collaborating, etc
- Get involved action button -> takes to a "I want to..." page with descriptions of various things you can do. online Ambassador -> start training -> a textual course link with indexed modules : the user journey is smooth and leading to easy contributions
- The about page mentions the vision, goal, community, milestones reached last year, calendar, and mailing list