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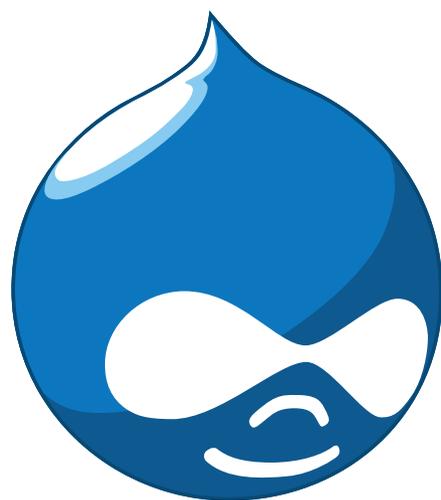
**Drupal™**

# Creating ways for the Drupal community to collaborate: a UX Vision for the Drupal Community Tools Team



May 10, 2014  
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# The Drupal.org Community Tools Working Group (CTWG)



*The Drupal.org Community Tools Working Group (CTWG) has been appointed to improve the overall experience of Drupal.org for the community which surrounds the Drupal content management system (CMS).*

*The following properties are considered to be under the purview of the CTWG:*

**Drupal Groups:** a venue for collaboration and discussion for community members. Includes space for discussion, user-generated wikis, and event listings.

**Drupal.org Forums:** Intended to be a support community for new members, forum activity has stalled because new members haven't been able to navigate the forums; also, knowledgeable community members prefer to focus on the Drupal.org Issue Queue, where bugs are reported and support requests are listed. As a result, support requests from new members are often moved to Drupal Answers, which is built on the Stack Overflow platform.

**Drupal.org User Profiles:** The user profile on Drupal.org is essentially the identity of any user currently active in the Drupal community. It contains the user's contributions to Drupal, and information about the user's work history.

**Drupal.org User Dashboard:** The dashboard aggregates all the Drupal-related content a user is following, including posts from Drupal planet, issues the user is following, etc. The dashboard also contains "contributor links" to inspire users to spend a bit of free time working on issues.

**Drupal Planet:** a feed of blogs and websites pertaining to Drupal curated by community members. Currently, Planet aggregates over 500 feeds.

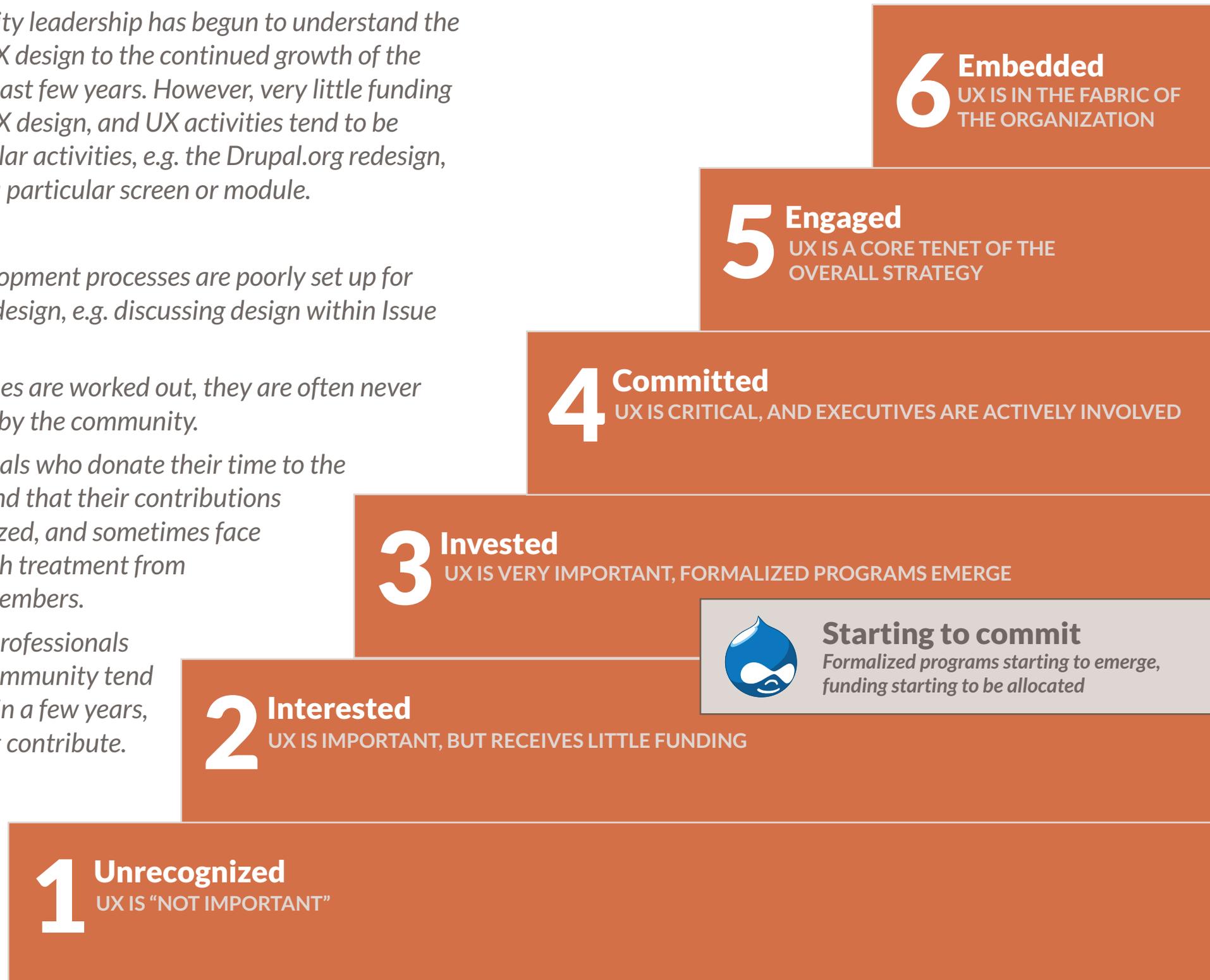
# UX Maturity Model

Drupal community leadership has begun to understand the importance of UX design to the continued growth of the project over the last few years. However, very little funding is put towards UX design, and UX activities tend to be focused on singular activities, e.g. the Drupal.org redesign, or issues facing a particular screen or module.

Additionally:

- Current development processes are poorly set up for UX/research/design, e.g. discussing design within Issue Queues
- When UX issues are worked out, they are often never implemented by the community.
- UX professionals who donate their time to the community find that their contributions aren't recognized, and sometimes face negative/harsh treatment from community members.

As a result, UX professionals who enter the community tend to burn out within a few years, or they just don't contribute.



Adapted from: <http://johnnyholland.org/2010/04/planning-your-ux-strategy/>

# Why Drupal needs to continue investing in UX

## WHY DOES DRUPAL NEED UX TO SUCCEED?

Open source projects such as Drupal need a constant inflow of code, design and documentation from committed volunteers. Additionally, Drupal is in an industry that has reached UX maturity; systems such as Wordpress are seeing increasing adoption because of their UX, and

When first learning Drupal, developers, designers and other community members are greeted with an overwhelming deluge of content that they can't sift through; the "barrier to entry" is still considered extremely high.

While the Drupal project has done a lot to create processes and documentation to improve the developer experience, the same can not be said for the experience of newer community members, particularly those who are not formal developers.

To this end, it is crucial to:

- Improve the onboarding process for new contributors;
- Find better ways to support our existing contributors, both in tools, but in motivation;

## WHAT BENEFITS WILL A COMMITMENT TO UX BRING?

- Bring a higher diversity of talent into the Drupal community, including contrib.
- Increased adoption of Drupal.
- Increased support for new community members and contributors.
- Increased conversion of passive Drupal users into active contributors.

# Bringing UX into Drupal

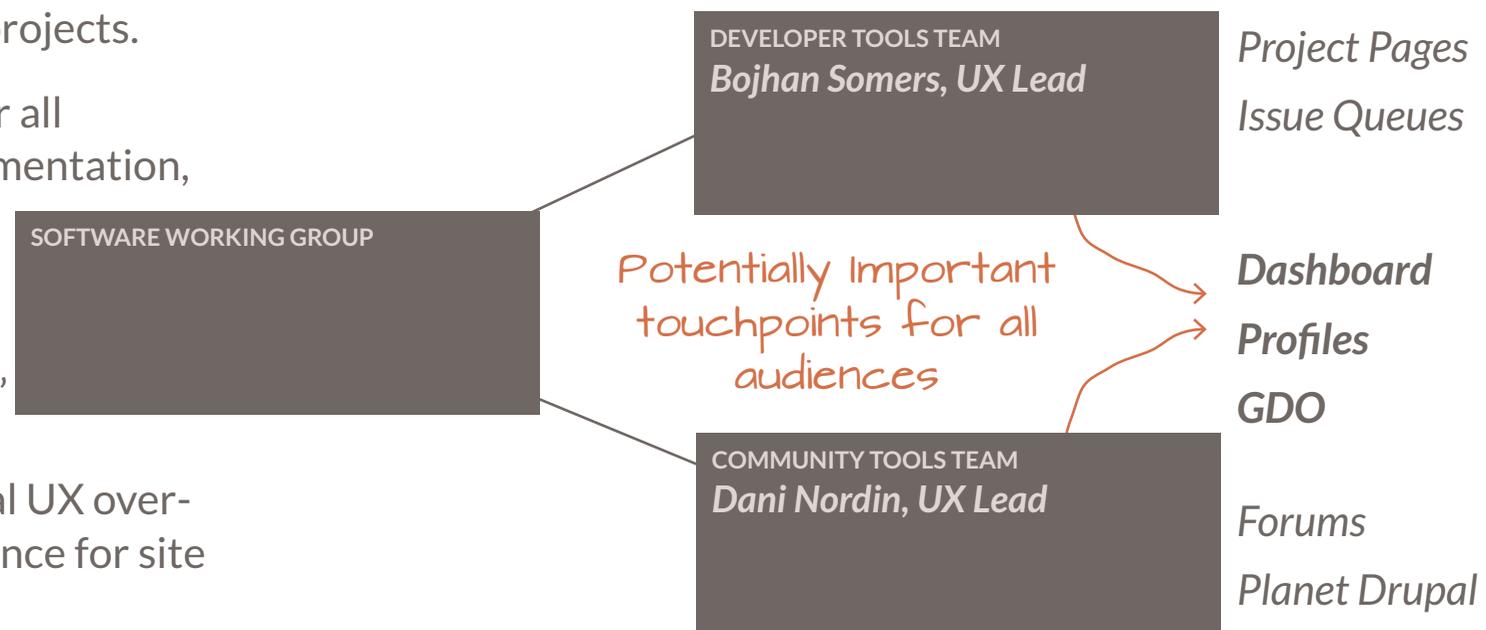
## HOW MUST WE SHIFT OUR PROCESS?

In order to meet the Drupal project's goals for increased contributions and better adoption of Drupal, a slight adjustment to the organizational structure is proposed. While the two teams would still be under the direction of the Software Working Group, stronger cross-collaboration is needed between the Developer Tools Team and the Community Tools Team. Our shared goals:

- Make it easier for new community members to find what they need to effectively use and troubleshoot Drupal.
- Make it easier for community members to find ways to contribute their time and skills, should they want to.
- Find ways to bring UX methods, such as wireframing, strategizing, and project goals, more prominently into Drupal.org projects.
- Give community members credit for all contributions, including code, documentation, design and support.
- (potentially) Find ways to pair UX designers, themers, etc. with module contributors as "co-maintainers" on popular modules, e.g. Views, Workbench, etc. to create additional UX oversight and ensure a seamless experience for site builders and content editors.

## HOW WILL WE MEASURE SUCCESS?

- Increase of sites using Drupal (already being measured)
- Increase of users creating accounts (or using previously inactive accounts) on Drupal.org
- Metrics of people contributing to Drupal (both code and other contributions, such as design, documentation or code review)



SECTION C.

# UX Vision for Drupal Community Tools

# A vision for facilitating collaboration within Drupal

The goal of the Community Tools Working Group is to facilitate collaboration among the Drupal community, give users easy access to the content that they want to see, make it easy to figure out what, how and why to contribute to the project. We will do this by aiming towards the the following vision for each product we cover:

1. **User Profile:** A user's profile is their identity within the Drupal community. Make them proud to show it off.
2. **Drupal Groups:** Create collaboration spaces that can cross disciplines—from discussion through design and into implementation.
3. **Drupal Forums:** Make it easier for new users to find the support they need to know and love working with Drupal.
4. **User Dashboard:** Make the dashboard a place where users can connect with all the content they follow—and a place where they can easily find a way to contribute back to the community.
5. **Drupal Planet:** Make it easy for users to find and collect just the content they find most relevant, and bring it to the forefront.



SECTION D.

# UX Frameworks

# UX Framework

## SYSTEMS

Systems that serve as the foundation for their efforts: software, infrastructure, real estate, etc.

Issue Queue

IRC

Project Pages

User Profiles

Drupal Groups

Forums

Dashboard

Planet

## PROCEDURES

Policies and procedures that govern how business is done. Employee policies, software systems, etc.

Bugs, feature requests and tasks are reported in Issue Queue

Short-term discussion about immediate priorities happens on IRC

Longer-term planning and projects happen in Groups; once things are ready to be implemented, they are moved into the Issue Queue piecemeal

All contrib goes through a review process; there have been challenges getting contributors to review code/patches

## TOUCHPOINTS

The different spaces—online and offline—in which user engagement occurs.

Google

Issue Queues

Forums

IRC

Local meetups

Cons and Camps

Using the software

Books

Work teams

## INTERACTIONS

The specific actions in which users engage with the product.

Turn to Google for answers on issues; sometimes find content on D.O, sometimes find it on someone's blog or on StackExchange.

Code Sprints at Camps/ Cons are common places for contrib; new users are often intimidated

Local Drupal meetups are common place for support and folks "looking for a Drupal developer"

Support happens through IRC, Issue Queue, Forums, Meetups and Googling.

## EXPERIENCES

The sum of all these interactions—and how they feel about your company/product as a result.

New users aren't sure where to turn for support; end up going to Google and finding what they can (even seasoned developers do this)

Non-developers, particularly designers and Drupal newbies, are turned off by attitudes in Issue Queues; however, developers want to steer all users towards them.

Groups is cluttered and confusing; groups fight for members, and users can't find groups they want to join.

Content is duplicated across working groups

Our goal: start from here ————— and work our way back

Adapted from: <http://blogs.hbr.org/2009/06/a-framework-for-building-custo/>

# User Experience Cycle for contributors

Users become contributors through a variety of touchpoints, online and off.

## 1. Connect & Attract

Hear about Drupal from a colleague

Need to use it for a work project

A vendor builds the organization website in Drupal

## 2. Orient

Training materials from vendors

Drupal.org documentation

Blog posts from community members (found via Google)

Forums

Drupal Answers

## 3. Interact

Downloading and adding modules to a project

Entering content into the new website

Going to local meetups

Attending DrupalCon or Drupal Camps

Finding bugs and reporting/patching them (Issue Queue)

Asking questions (Forums, IRC, Twitter, Facebook or LinkedIn Groups, nearby colleagues)

## 4. Extend & Retain

Has to customize a particular area of the site; if a vendor created it, they may have to go back to the vendor or find another vendor.

If they created it, might look on D.o to see if there's a module that can do what they need; if not, may create it and contribute back to the community.

Builds a knowledge base that becomes marketable (so much demand for Drupal expertise right now)

Begins to create patches and review code in Issue Queue

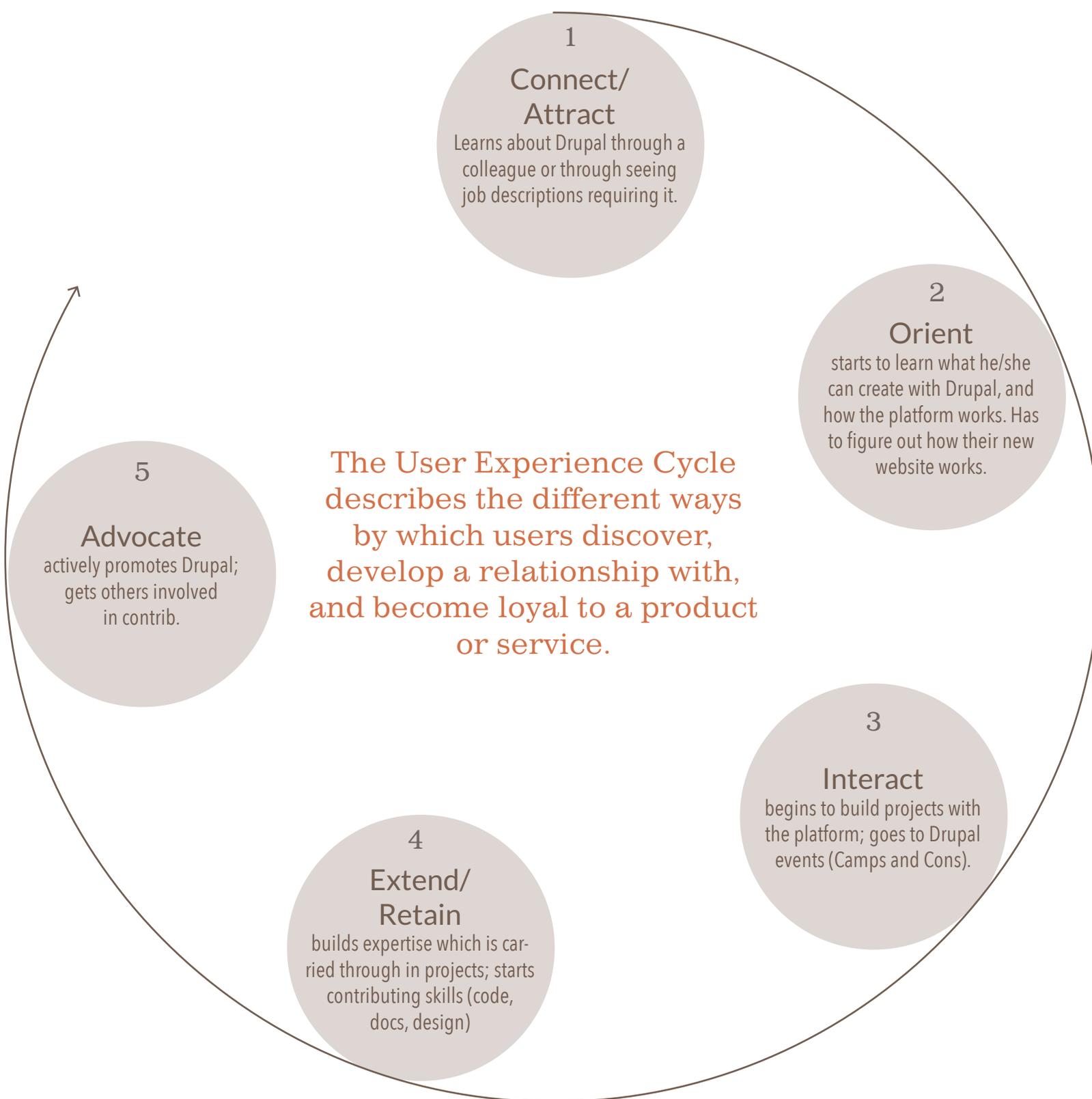
## 5. Advocate

Speaks at Camps and Cons

Participates in code sprints

Shows off work via blog posts, lightning talks

Starts to mentor new members (IRC, in-person, forums)



Adapted from: <http://www.dubberly.com/articles/interactions-the-experience-cycle.html>

## UX VISION: USER PROFILES

A user's profile is their identity within the Drupal community.  
Make them proud to show it off.

## CURRENT STATE

# User profiles

### CURRENT STATE

1. Contributors use profiles as a way to signal their contributions to potential employers and other community members.
2. Contributors who don't contribute code receive limited or no mention of their contributions on their profile, while code contributors may have dozens of lines representing their commits to Drupal. Even with this recognition, the list of commits is difficult to parse, and doesn't make the true contributions clear for a user who is just visiting a profile.
3. For those who haven't contributed yet, there is little incentive to contribute, other than the prompt to become a DA member.
4. Users looking to hire Drupalists find contact and work details about users hidden under a bunch of other content (like interests, bio, etc.)

### danigrll

Dashboard Your Posts Your Commits Your Issues Your Projects Profile

View Edit Notifications SSH keys

#### Drupal

**Drupal contributions** Wrote *Drupal for Designers* (O'Reilly, 2012) and contributed several chapters to *The Definitive Guide to Drupal 7* (Apress, 2011). Co-organizer of Design 4 Drupal Camp in Boston. Currently doing thesis research on how to increase the number of designers, tech writers and other non-code contributors in the Drupal community.

**My mentors** [modulist](#), [mlncn](#), [toddross](#), [jpamental](#)

**Roles in working with Drupal** UX Design and Strategy, Research, Visual Design, Theming, Site Building

[I contributed to Drupal issue queues](#)

[I provide Drupal-related services](#)

[I help mentor new contributors](#)

[I will attend DrupalCon Austin 2014](#)

[I attended DrupalCon Portland 2013](#)

[I attended DrupalCon Denver 2012](#)

[I attended DrupalCon San Francisco 2010](#)

#### Personal information

**Full name** Dani Nordin

**First or given name** Dani

**Last name or surname** Nordin

**Languages spoken** English

**My website** <http://tzk-design.com>

**Interests** food, urban farming, user experience design, yoga, what makes people work

**Gender** female

**Country** United States

**IRC nick** Danigrll

**LinkedIn profile** <http://www.linkedin.com/in/daninordin>

**Twitter url** <http://twitter.com/#!/danigrll>

**Bio** Independent UX Designer with a penchant for Drupal. Contributing author to *The Definitive Guide to Drupal 7* (Apress, 2011), and author of *Drupal for Designers* (O'Reilly, 2011-2012). I do speaking engagements about design workflow for Drupal, user experience and entrepreneurship. I also have a not-so-secret mission to bring more designers into the Drupal community. To that end, I help organize the annual Design 4 Drupal Camp ([design4drupal.org](http://design4drupal.org)) in Boston, MA, USA.

#### Work

**Job title** Independent UX Designer and Consultant

**Current company or organization** [the zen kitchen](#)

**Company or organization size** 1

**Industries worked in** Higher Education, Consulting, Consumer Products, Financial Services, Healthcare, Software and Technology Development, UX Design and Research, Usability Testing

**Companies worked for** Bentley User Experience Center—working with multiple Fortune 500 clients in the healthcare and financial services space, Intuit, Staples, Berklee College of Music, Babson College, CVS/Pharmacy, Design 4 Drupal Camp

#### History

**Member for** 5 years 3 months

Hey! Want to support the Drupal Community, Drupal.org's infrastructure, and get one of the cool [Drupal Association](#) badges on your profile page? [Become an Individual Member today.](#)

## FUTURE STATE

# User profiles (proposed)

### PROPOSED CHANGES

1. Think of the profile as a way to connect with other people in the Drupal community.
2. Keep profile content consistent between properties—i.e. a user's profile on groups.drupal.org is the same as their profile on Drupal.org.
3. Provide clarity to users about how to talk about their contributions, and what types of contributions they should list.
4. Focus on the user's work profile and Drupal role(s) before getting into specific Drupal contributions.
5. Make the difference between Drupal-related contributions and Drupal-related events more clear in the user badge(s).

**Drupal™**

Your Dashboard | Drupal Homepage | Logged in as danigrrl | Log Out

### Dani Nordin (danigrrl)

Dashboard | My Profile | Forum Posts | My Commits | Issues I'm following | Issues for My Projects

View | Edit | Notifications | SSH Keys

#### About Dani Nordin

Independent UX Designer and Consultant  
the zen kitchen

Independent UX Designer with a penchant for Drupal. Contributing author to The Definitive Guide to Drupal 7 (Apress, 2011), and author of Drupal for Designers (O'Reilly, 2011-2012). I do speaking engagements about design workflow for Drupal, user experience and entrepreneurship. I also have a not-so-secret mission to bring more designers into the Drupal community. To that end, I help organize the annual Design 4 Drupal Camp (design4drupal.org) in Boston, MA, USA.

#### Find me online

IRC nick: Danigrrl  
tzk-design.com  
linkedin.com/in/daninordin  
twitter.com/#!/danigrrl

Gender: female  
Country: United States  
Languages spoken: English

Contact

#### My Drupal Activity

**Individual Member**

**My mentors**  
modulist, mlncn, toddross, jpmantal

**My activities**  
I contributed to Drupal issue queues  
I provide Drupal-related services  
I help mentor new contributors  
I organize Drupal events (meetups, cons, camps, etc.)  
I speak at Drupal events

**My events**  
I will attend DrupalCon Austin 2014  
I attended DrupalCon Portland 2013  
I attended DrupalCon Denver 2012  
I attended DrupalCon San Francisco 2010

#### Drupal Role(s)

Member for: 5 years, 2 months

UX Design and Strategy	Visual Design
User Research	Site Building
Usability Testing	Theming

#### Drupal Contributions

Wrote Drupal for Designers (O'Reilly, 2012) and contributed several chapters to The Definitive Guide to Drupal 7 (Apress, 2011). Co-organizer of Design 4 Drupal Camp in Boston. Currently doing thesis research on how to increase the number of designers, tech writers and other non-code contributors in the Drupal community.

#### Interests and Specialties

**Personal Interests:**  
food, urban farming, user experience design, yoga, what makes people work

**Industries Worked In**  
Higher Education, Consulting, Consumer Products, Financial Services, Healthcare, Software and Technology Development, UX Design and Research, Usability Testing

**Companies Worked For**  
Bentley User Experience Center—working with multiple Fortune 500 clients in the healthcare and financial services space, Intuit, Staples, Berklee College of Music, Babson College, CVS/Pharmacy, Design 4 Drupal Camp

UX VISION: DRUPAL GROUPS

Create collaboration spaces that can cross disciplines—from discussion through design and into implementation.



## CURRENT STATE

# Drupal Groups

1. *Groups is currently being transitioned from Drupal 6 to Drupal 7, using a stock version of Drupal Commons provided by Acquia.*
2. *Users can't easily find groups that match their interests/region, and the inability to find the right group has led to various competitive groups popping up and fighting over members.*
3. *Groups are used both for regional meetups (which are generally based by geographic location, and feature mostly events and job posts, with the occasional discussion) and for team-level collaboration among community members. For example, the UX Team was organized for a while via Drupal Groups, as have been many of the contrib module development teams.*
4. *Currently, the space provided for collaboration on design work, both in Groups and in the Issue Queue, have proven inefficient for collaboration, and are often moved to outside, non-Drupal channels. This is especially true for UX work, where the inability to share and comment on images within discussions has been problematic.*

## FUTURE STATE

# Drupal Groups (proposed)

1. *Focus on Groups as a collaboration space for discussion of new features, collaboration on high-level design issues, and team collaboration within groups—independently of the Issue Queue.*
2. *Distinguish among the different types of groups (regional meetups, workgroups, etc.) and provide features specific to the needs of those groups.*
3. *Consider the Issue Queue a place where bugs are reported, and where “final” designs are sent to be discussed and implemented.*
4. *Find a way for Groups content to be easily referenced from the Issue Queue without relying on hyperlinked text.*
5. *Keep user profiles consistent between Groups.Drupal.org and the rest of the DA properties.*

UX VISION: FORUMS AND SUPPORT CHANNELS

Make it easier for new users to find the support they need to know and love working with Drupal.



# Problem Statements

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*Like user stories, problem statements help to frame the way a specific user type needs to interact with a system. Unlike user stories, problem statements use empathy for user “pain points” as their base.*

## Example Problem Statement: Forums

I am a Brand new Drupal User, working on my first project  
“WHO” WITH THREE CHARACTERISTICS

I am trying to Figure out why my site is broken after I installed a module  
OUTCOME/JOB

but I can't find an answer to my problem  
PROBLEM/BARRIER

because nobody answers in the forums  
POSSIBLE CAUSE

and it makes me feel frustrated and hopeless.  
EMOTION

## UX VISION: USER DASHBOARD

Make the dashboard a place where users can connect with all the content they follow—and a place where they can easily find a way to contribute back to the community.

## CURRENT STATE

# User Dashboard

1. The current dashboard contains little useful information to the majority of users. It is currently unclear what function the dashboard serves across the different audiences coming to Drupal.org.
2. There are currently limited or no metrics that show what pieces of the dashboard are currently being used, if at all.
3. Contributor links are more overwhelming than inspiring; a recent check showed over 500 “novice” issues that still needed to be worked on.
4. It isn't easy to figure out what, how or why a user can contribute to Drupal. This poses a serious problem for the health of the project.

## FUTURE STATE

# User Dashboard (proposed)

1. Allow users more fine-grained control over what appears on their dashboard; not just the number of posts, but also the type of posts and type of content contained within.
2. Consider a keyword-based subscription model where users can filter content based on certain preferred tags, e.g. “UX Design,” “Responsive,” or “Drupal 8.”
3. Create ways for users to self-select certain types of contributions, and set the content of “Contributor Links” to focus attention on specific actionable issues a user can work on TODAY.

## Contributor Links

Community initiatives

### Queues

Your issues

530 Novice issues

36 Critical bugs (8.x)

248 Major bugs (8.x)

76 Critical tasks (8.x)

298 Major tasks (8.x)

3653 Patch queue (8.x)

4357 Pending bugs (8.x + 7.x)

Issues needing triage

Issues needing review

### Play patch bingo!

Drupal Core

Contributions

### Play bug bingo!

Drupal Core

Contributions

Mailing list archives

Drupal.org webmasters

Drupal.org server administrators

Drupal.org Project applications

### Web links

Planet Drupal

Drupal talk

Drupal dojo

UX VISION: DRUPAL PLANET

Make it easy for users to find and collect just the content they find most relevant, and bring it to the forefront.



# Problem Statements

---

*Like user stories, problem statements help to frame the way a specific user type needs to interact with a system. Unlike user stories, problem statements use empathy for user “pain points” as their base.*

## Example Problem Statement: Drupal Planet

I am a Drupal themer, specializing in responsive design and SASS  
“WHO” WITH THREE CHARACTERISTICS

I am trying to See what others are saying about responsive and SASS in Drupal  
OUTCOME/JOB

but I can't find relevant articles on Drupal planet  
PROBLEM/BARRIER

because there's no way to filter by keywords, and there's way too much content  
POSSIBLE CAUSE

and it makes me feel annoyed, like I'm just going to try Googling it.  
EMOTION

SECTION B.

# Literature Review

# Self-Determination Theory

(Deci, Ryan, 2000)

We need to believe that we're good at what we do—  
and that we can get help if we need it.

At the most basic level, people are motivated by three things:

**1. Autonomy: A sense of control over how perform a given task or process.**

This means that the process by which people contribute their skills should map to a process that makes sense for that person's type of work.

**2. Efficacy: A sense that we are fully capable of doing what we need to do.**

This means that when people don't think they are capable of contributing, either because they "can't write code" or because they can't figure out how to contribute, they will choose not to.

**3. Relatedness: a sense that we are part of something bigger, and that others have our back.**

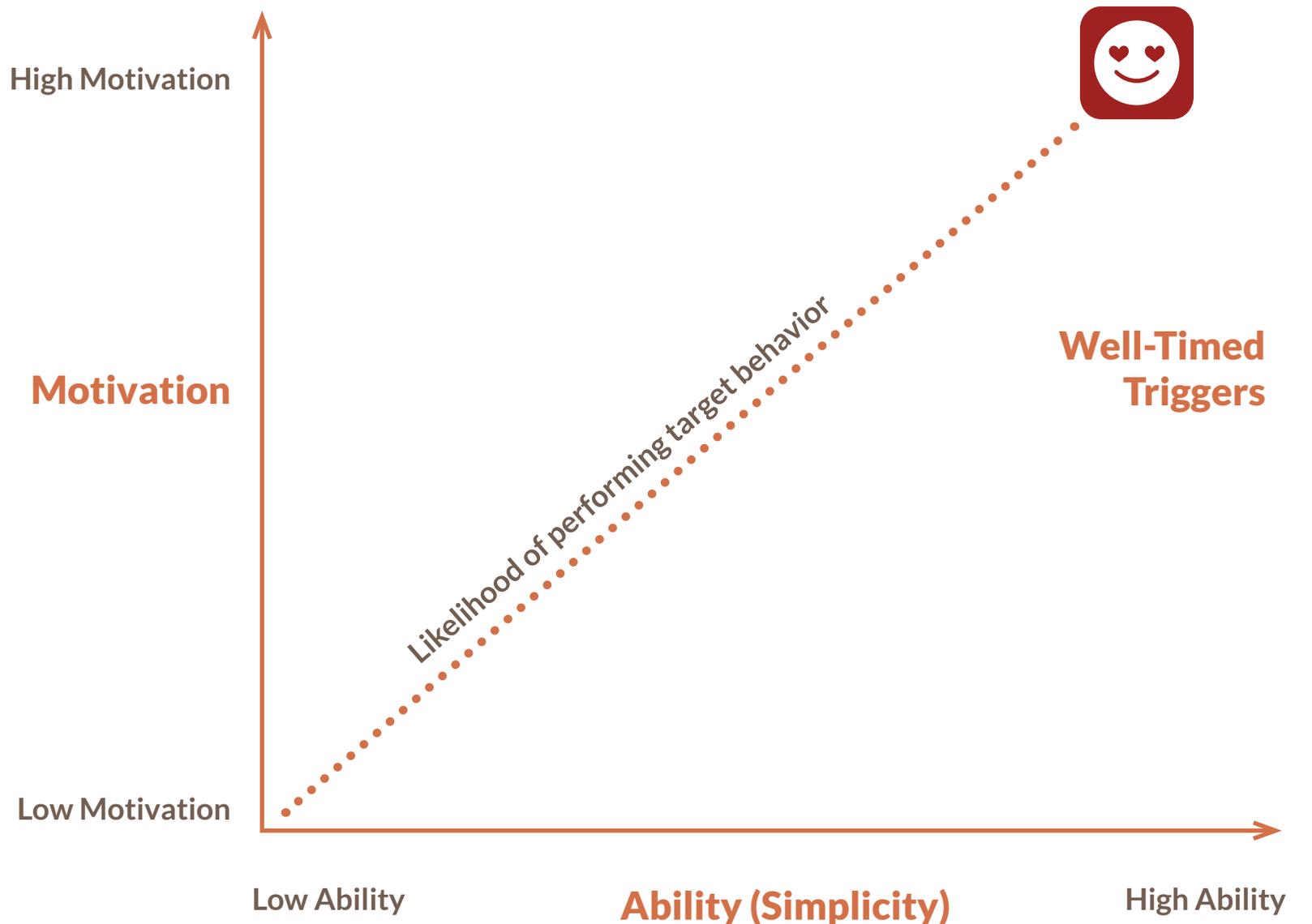
This means that the way we treat our community members—how we recognize their accomplishments, how we treat them in forums and issue queues, and during their overall experience in the Drupal community—makes a big difference in whether they choose to contribute.

<sup>4</sup> Ryan, R. M., & Deci, E. L. (2000). *Intrinsic and extrinsic motivations: Classic definitions and new directions*. *Contemporary educational psychology*, 25(1), 54-67.

Motivation + Ability + a well-timed trigger = behavior change

BJ Fogg (2009) says three things are needed to achieve a target behavior. First, a person must be motivated to do the behavior. Second, they must have the ability to do the behavior. Finally, and most importantly, they must be triggered to do the behavior.

When all three of these things are present, we can create sustainable behavior change.



<sup>3</sup> Fogg, B. J. (2009, April). A behavior model for persuasive design. In Proceedings of the 4th international conference on persuasive technology (p. 40). ACM.

# Motivations for sustained participation in open source

(Shah, 2006; Hippel & von Krogh, 2003)

There are two main reasons that open source contributors keep contributing: a) the need to use the software for work, and b) the positive emotions (fun, accomplishment, etc.) that contributors get from the act of contributing.

As users become more integrated into the community, and are recognized for their contributions, their commitment to the community increases, and they become more likely to participate<sup>1</sup>. Shah (2006) found that while open source contributors would often start to contribute due to a work-based need for the software, long-term contributors continued to do so because they had fun doing the work<sup>2</sup>. Shah also discovered that reciprocity—the feeling of “giving back” to the community—played a major role in sustained participation.

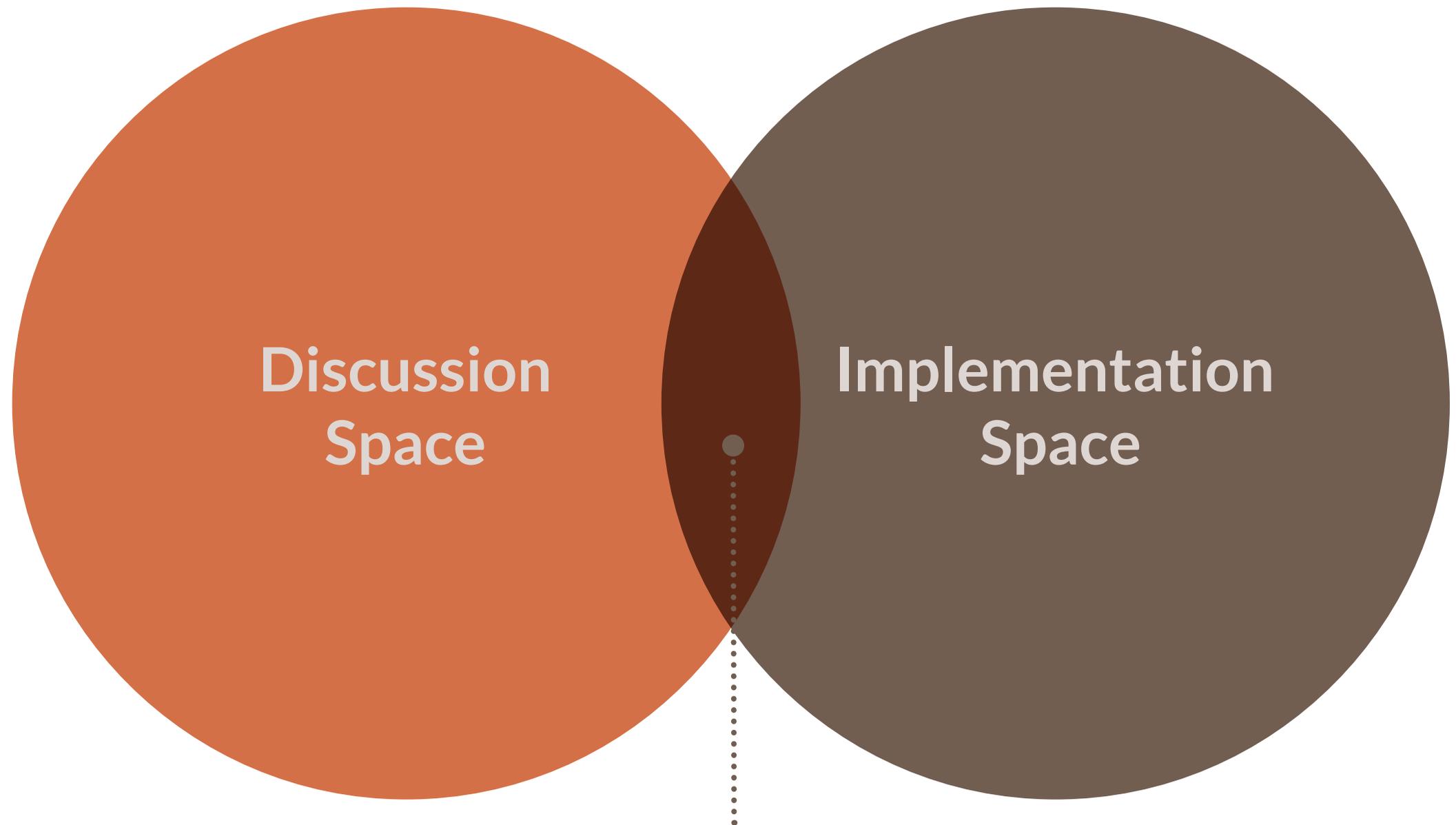
These factors are all present in the Drupal community. Long-term contributors (such as webchick and Dave Reid) spend time crafting their profiles and listing as many contributions as possible—further integrating themselves into the community, and gaining recognition for their contributions. Distributions such as OpenScholar and OpenAtrium are created because their creators required it for work they were doing. Many contributors have said openly that they do so for the love of the community, and a feeling of “paying it forward” for help and mentoring they have received from others. And more than one person has talked about creating code as a hobby, and contributing that work to Drupal.

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1 Hippel, von, E., & Krogh, von, G. (2003). Open Source Software and the “Private-Collective” Innovation Model: Issues for Organization Science, 14(2), 209–223.

2 Shah, S. K. (2006). Motivation, Governance, and the Viability of Hybrid Forms in Open Source Software Development. Management Science, 52(7), 1000–1014. doi:10.1287/mnsc.1060.0553

Barcellini, Détienne, and Burkhardt (2014) define two key collaboration spaces within open source development:



*I argue that **Design Space**  
Exists between these two spaces, and combines discussion with prototyping,  
UI design and collaborating with others on implementation within Drupal.*

<sup>4</sup> Barcellini, F., Détienne, F., & Burkhardt, J.-M. (2014). A Situated Approach of Roles and Participation in Open Source Software Communities. *Human-Computer Interaction*, 29(3), 205–255. doi:10.1080/07370024.2013.812409

# Thank you!

**Questions? Contact me anytime.**

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