Tuesday, March 10, 2015 meeting notes

Attendees:
Julie Rudder
Karen Cariani

Agenda

1. Review Tom’s email specifically the following questions:
   - Which if any of the other sites are worth emulating?

   No one in the group felt any sites were to be emulated as a whole. When we begin developing the architecture or components of the new Hydra site and wiki, there are definitely places to look for inspiration on specific things like: Fedora’s Wiki technical organization and documentation. It would be good for others in the group to weigh in on specifics like this. Any other components to specifically call out?

   - Which of the personas listed are primary vs. secondary, and which are worth developing more fully
     - Karen and Julie updated the Audiences and Information Needs table
     - this should be reviewed by the rest of the group.
     - Questions remain
       - Consider adding Sys Admin - is this different enough?

2. Document key messages from email trail.

   Key messages for Hydra can be boiled down to:

   - Hydra is a "solution" for managing digital assets that is widely adopted, multipurpose, rich and rewarding to work with
     - and we welcome new adopters
   - Hydra is a robust, open source community
     - and we welcome new contributors

   The Hydra Web Presence should:

   - Accurately and compellingly describe Hydra’s features, benefits and values
   - Reflect our desire to foster adoption & uptake
   - Foster contributions & participation in the community
   - Help the community to run smoothly and produce high-functioning products/solutions.

3. Next steps

   Personas - target completion by mid April
   - Develop persona questions (in progress)
   - Conduct interviews
   - Develop personas

   Progress report to Steering Group?
   - Would the steering group want to review the Audiences and Information Needs and the Key Messages?

   More thinking topics:

   - How does the website contribute to/intersect with the 8 key strategies defines by the Steering Group?
   - Do we have google analytics on our current website?