



wikia 2016
**COMMUNITY
CONNECT**

What does the perfect new
contributor look like to you?

Focus Group. Trevor, July 2016.

Recap: Gain and Retain



Two requests...

1. Assume the user can understand any tool provided.
2. Assume the user will join making common edits.





Step 1: Adjectives

A word cloud of personality traits. The words are arranged in a roughly triangular shape, pointing downwards. The colors range from dark red to green. The words are: grumpy, inflexible, paranoid, vicious, forgetful, stubborn, selfish, bossy, childish, absent-minded, assertive, enthusiastic, Talkative, reliable, sympathetic, witty, loyal, faithful, visceral, and nosy.

grumpy
inflexible
paranoid vicious
absent-minded
enthusiastic Talkative
reliable sympathetic witty
loyal faithful visceral
nosy
forgetful stubborn
selfish bossy childish
assertive



Step 2: What advice would you give a brand new contributor?

"YOU MISS 100% OF THE
SHOTS YOU DON'T
TAKE. - WAYNE GRETZKY"

- MICHAEL SCOTT





Step 3: What do they avoid?





General discussion



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Thank you!

