



Effective user communication for open source development

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Bridging the maintainer-user gap.

How effective communication transforms open source projects.





Time to wake up! Interactive exercise:

On a scale of 1-5, how would you rate your current communication with users?
5 being excellent, 1 being minimal





Who are your users?

Beyond developers: understanding different user segments and their needs.





Still with me? Interactive exercise:

Can you identify one **assumption you've made about your users** that you've never actually verified. How might you test it?





Communication channels that work.

Right channel, right person, right message, right time.

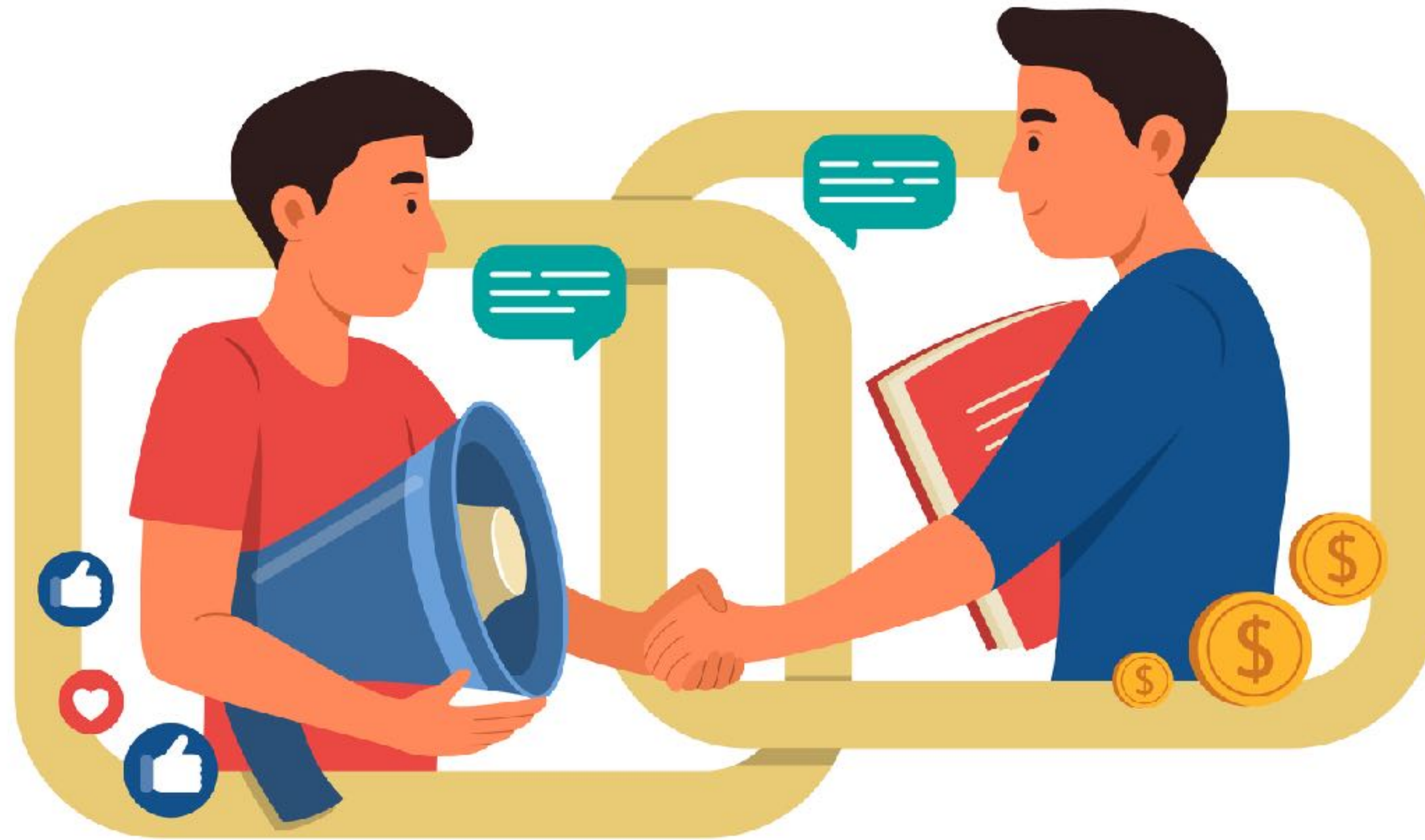




Interactive exercise:

What channels are you using? Are there gaps where certain users might be left out?





From passive to active.

Techniques which convert users into contributors and advocates.





Interactive exercise:

What's the smallest, simplest way someone could contribute? How, where and when do you encourage your users to do that thing?





Product development partnerships.

From feedback gathering to collaborative design.





Interactive exercise:

Think of a product decision you made which would have benefitted from user involvement. How could you involve more users next time?





Public by default as a marketing opportunity.

Transparent development practices naturally invite participation.





Interactive exercise:

Is there a decision you're making privately which could benefit from public involvement? Where could you bring more transparency?





Marketing through user stories.

Amplifying user voices to grow your community.





Interactive exercise:

Identify a user story which would resonate with potential adopters. What format would best capture their experience? How could you approach them to share it?





Your communication action plan.

Three high-impact strategies for you to implement right away.





Interactive exercise:

Write down one specific communication improvement you'll implement in the next week - be concrete and specific.





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