



Fedora Ambassadors reaching out to new target audiences

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Today's Topics

1. Why target audience?
2. Traditional target audience
3. New target audience
4. Fedora.next target audience(s)
 - a. Workstation
 - b. Server
 - c. Cloud
5. Reaching out

Why target
audience?

Why target audience?



- The target audience defines
 - *"the minimum level of consumer for whom we'll design the default offering"*
- It allows us to focus our efforts on
 - *"someone who can immediately benefit from the usefulness and elegance of free software"*
 - *But: "Consumers who don't fit this minimum profile, though, might very well be pleased with what we provide."*
- Sources: https://fedoraproject.org/wiki/User_base

Traditional User Base

Traditional User Base

- Voluntary Linux consumer
- Computer-friendly
- General productivity user
- Likely collaborator

"We tend to favor consumers who are interested in taking a step toward collaboration."

Source: https://fedoraproject.org/wiki/User_base

New
(but already
outdated)
user base

New User Base



"People who have a github account" – Robyn Bergeron

Fedora.Next
User Base(s)

Workstation



"The Fedora Workstation working group aims to create a reliable, user-friendly and powerful operating system for laptops and PC hardware. The system will primarily be aimed at providing a platform for development of server side and client applications that is attractive to a range of developers - from hobbyists and students to developers working in corporate environments."

Source: <http://fedoraproject.org/wiki/Workstation>

Server



People Personas

- SysAdmin
- DevOps
- Traditional App Developer
- Junior Enterprise SysAdmin
- Decision Maker
- Server Role Creator

Source: <http://fedoraproject.org/wiki/Server/Personas>

Cloud



"Developers and operators creating scale out applications on top of public and private clouds, and organizations and users running those applications. Fedora is particularly interested in organizations that might want to contribute back to Fedora and be involved in helping find/report/fix bugs, and develop new features."

Source:

http://fedoraproject.org/wiki/Cloud/Cloud_PRD

Environments & Stacks



"User stories"

- *"Alan the Big Data analyst"*
- *"Student or Corporate developer needing multiple development environments"*

Source:

http://fedoraproject.org/wiki/Env_and_Stacks/Product_Requirements_Document

Reaching out
to new target
audiences

Developers

- Developers usually have their own conferences
 - Environments
 - Python: PyCon, EuroPython
 - Perl: YAPC (various!)
 - Java: JavaZone, ...
 - PHP: ...
 - Cloud:
 - CloudOpen
 - CloudStack Collaboration Summit

Developers



- Applications
 - OpenStack Summit
 - DockerCon
 - ApacheCon
 - KVM Summit
 - ...
- Android:
 - DroidCon
 - Android Builders Conference
 - ...

Developers



- Desktop Environments
 - KDE: Akademy, Qt Developer days (!), ...
 - GNOME: GUADEC
- Web developers: ???

Work with the working groups in Fedora to identify the relevant events and send the right people, **which may or may not happen to be ambassador!**

Creatives

- Maker movement, 3D-Printing
 - Maker Faire (various)
 - SXSW
- Designers
 - LibreGraphics Meeting
 - ???
- Musicians
 - SXSW
 - ???

Gamers

- PlayIt
- GamesCon
 - Affordable?
- Open questions:
 - Proprietary software?
 - Likely contributors?

Summary

- OSes are boring!
- Target audience has become broader
 - on the one hand: upstream communities
 - on the other: actual users / use cases
- To approach a new audience, we need
 - a decent offering
 - Work with the working groups to produce that offering
- Use user stories for marketing!

More ideas?



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