

www.gnome.org Planning

This is a compilation of the stable planning documents agreed by the GNOME Marketing Team.
You can find the latest drafts and discussion in <http://live.gnome.org/GnomeWeb>.

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Scope

www.gnome.org provides:

- an introduction to the GNOME project: software (desktop + applications), development platform and community
- an overview of what GNOME can do for users, developers and large deployments
- an overview of how to get involved in the GNOME project
- a selection of news related to GNOME (press room)
- a selection of events related to GNOME
- a gateway to the relevant GNOME subsites

With www.gnome.org users should be able to:

- find out how you can try GNOME
- find support or user documentation about GNOME
- find where to get extras for your GNOME system: software, artwork...
- do all the above in several supported languages

Source: <http://live.gnome.org/GnomeWeb/WgoScope>

Goals

- Explain clearly what is GNOME, why you want to have it and be part of it
- Be the primary resource of information and materials about the GNOME project
- Offer a simple interface with the GNOME community for feedback and support
- Provide communication channels and tools to all the profiles involved in the GNOME community
- Satisfy current ISDs, public sector and hobbyists using GNOME
- Attract new users and developers, primarily from the targets mentioned above
- Provide tools and materials to learn and increase the involvement of people in the GNOME project
- Assist the organization of successful meetings and events.
- Be as multilingual as the GNOME software and community

Source: <http://live.gnome.org/GnomeWeb/Goals>

GNOME Subsites

Site	Description
gnome.org	(You Are Here)
Planet GNOME	World, work and lives of GNOME hackers and contributors
GNOME Art	Artwork and Themes for the GNOME desktop
GNOME Live!	A collaborative web space for GNOME developers
Bugzilla	GNOME bug tracking system
The GNOME Foundation	... The GNOME Foundation?
GNOME Mail Services	GTK+ and GNOME Mailing Lists
GNOME CVS Services	GNOME CVS source code repository
Developer's Home Page	... Developer's Home Page
library.gnome.org	Documentation site expected to be released soon.
http://download.gnome.org	FTP repository

Source: <http://live.gnome.org/GnomeWeb/GnomeSubsites>

Policies

Address and naming policies

URIs should be simple and easy to understand, remember and type for our users. They should also build up a logical document hierarchy where there the documents can be placed and found without much cognitive work by the users. The path and query part should not be like:

/index.php?pageid=1545353 or

/portal/page?_pageid=33,31321&_dad=portal&_schema=PORTAL. More like

/support/tutorials/guide_to_garnome or */news/2006/large_deployment_to_local_schools*.

URIs should be:

- short
- easy to read
- easy to remember
- unique
- reflecting the document hierarchy

Related reading:

- <http://gbiv.com/protocols/uri/rev-2002/draft-fielding-uri-rfc2396bis-07.html>
- <http://www.w3.org/Provider/Style/URI>
- <http://www.useit.com/alertbox/990321.html>
- <http://www.isoc.org/HMP/PAPER/016/html/paper.html>

Format policies

The website should conform to certain standards, to enforce consistency among browsers and accessibility for users and search engines. It is obvious for the GNOME web site to conform to the XHTML and CSS standards, and it is important that all parts of the site will do this, also the parts made by content management systems or wikis. We should support all major browsers and versions, and not avoid the standards if there are workarounds that we will use for the major browsers not complying to the standards. The content and design should be completely separated, in ways that we use semantic web elements (such as `em`, `strong` and `code`) instead of styling elements (such as `i`, `b` or tables for layout). It is also a good habit to encode meta information (such as author, copyright), preferably in Dublin Core tags. Where documents consist of multiple pages, the pages should be linked together (with previous, next and toc links). The site should also strive to conform to the Web Content Accessibility Guidelines, that focuses on usability for people with some sorts of functional disabilities. It must work for people and devices with small screen resolution, such as handheld devices. The documents should also be made available in alternate versions for printing or feeds etc.

The documents should

- conform to XHTML1.1
- conform to CSS2.1
- be marked up with semantic structure
- allow referencing page fragments
- contain meta information (in Dublin Core, when one of those 15 tags fits the purpose)

- link to the neighbor documents when they are part of larger documents
- provide alternate versions for printing and rss-feeds
- be usable for people not using a mouse or a keyboard
- be usable for blind people and people with reduced sight
- be usable on handhelds and other devices with small screen resolution
- be tested with validators during development

Related reading:

- <http://www.w3.org/TR/xhtml11/>
- <http://www.w3.org/TR/CSS21/>
- <http://dublincore.org/documents/dces/>
- <http://www.w3.org/TR/WAI-WEBCONTENT/>
- <http://www.w3.org/WAI/References/QuickTips/>

Content policies

The *user pages* should be easy to read, and your children or grandma should be able to understand the vocabulary. Our message should be clear, both in terms of readability and marketing. The text should be made understandable for people not having the particular language as their primary language. Even the translated languages, as many of those are easier to understand than english for many users throughout the world. We cannot make such restrictions on the developer pages. If we will ever have business pages or pages for other groups, write for *those users*. Always keep your users in mind when writing.

The pages should be direct and informative, not telling too much about what you will find on every page or the subpages, but contain more of the information directly. The design of the pages should be made simple, so that the users does not get overloaded with lots of unrelated information.

User pages should be easy to read, by

- using a simple vocabulary
- having a clear message
- being written in second person (to you, the reader)
- keeping the translated text as simple as the original
- having a structured and simple layout
- not containing irrelevant information
- not explaining too much about content
- having usable links (not "click here" etc.)

Related reading:

- <http://www.w3.org/TR/WAI-WEBCONTENT/>

Authoring policies

Pages should have responsible maintainers that have the time to update the information, and the pages should contain contact information. Generic lists addresses are more reliable than personal addresses, and those should be used. The pages should also contain information about their status (draft, current, deprecated, obsolete), and this status should be made more visible by using graphical elements such as symbols or colors. Also the pages should contain information about their last

change, as a last resort for people wanting to know if the page is outdated. Some information about the last editor should be maintained, as that person possibly is the one to make new updates as well.

On www.gnome.org, only updated pages should be visible for users. If a page is outdated either we update it or we unpublish it. Depreciated subsites should be made unavailable to search engine crawlers. Drafts should only be accessible to users with permissions, such as editors, reviewers or translators.

Pages should

- be made unavailable if they are not updated
- be available only to editors (and other privileged users) when they are not in published state
- have a responsible editor (maintainer) or a small editor group
- provide contact information (email address) to the maintainers
- indicate authoring status
- show information about the last change

i18n policies

Pages on www.gnome.org should be available in multiple languages, and the users should easily be able to view the page in another translated language. It should be easy for existing translators to translate the site, and the translators should be able to view the last changes done in a page, to see what updates are needed. To get as many existing translators as possible to translate the site, it should have translation mechanisms integrated with the existing GNOME translation tools.

Pages should:

- be accessible in multiple languages
- provide a list or drop down menu where the user can select from the other languages that the page is translated to
- be easy to translate for existing translators
- have some sort of showing what has changed and needs to be updated in the translations
- be translatable in existing translation tools

Design and theme policies

The styling and themeing should use logos that are compliant to the logo guidelines and should be inspired by and using colors from the default desktop theme, Clearlooks. When the brandbook reaches some final state and is accepted by the board, www.gnome.org should strive to comply to this. If the default desktop theme later uses Tango colors, the web interface should also convert. The design should have a fluid layout to fit different window and font sizes, to support mobile devices and old monitors.

The style should

- be compliant to logo guidelines and the upcoming brandbook
- be inspired by the current GNOME desktop and the default theme
- use colors from the GNOME Human Interface Guidelines Color Palette, like the default desktop theme does
- be fluid, not having a fixed width, supporting a minimum screen resolution of 800x600 pixels

Related reading:

- [LogoGuidelines](#)
- [GNOME brandbook draft, by mihmo](#)
- [GNOME HIG color palette](#)
- [Tango color palette](#)

Source: <http://live.gnome.org/GnomeWeb/WebPolicies>

Audience and Use Cases

The Path to Enlightenment

The wgo meta-use-case is based on involvement: someone knowing a bit about GNOME wants to know more, someone using it wants to use it more, someone contributing to it wants to contribute more, and so on. Starting with users with an interest on software on freedom, these would be the broad steps of involvement:

1. Those interested in software and/or freedom want to know about GNOME.
2. Those interested in GNOME want to try it.
3. Those trying GNOME want to use it more / better.
4. Those using GNOME want to be involved.
5. Those involved in GNOME want to have a second iteration knowing more about GNOME, try other GNOME aspects, use it even more / better, get more involved... (let's leave this one for the next release)

Audience

This can be considered the primary targets of wgo. Let's concentrate on satisfying them before thinking on more secondary targets.

- **Hobbyists** - Specially those with a specific interest in software and/or freedom, having in mind the users of large GNOME deployments. We have GNOME / free software users, as well as non-free software users thinking of a change. Many use cases related to this profile are also found in the rest of profiles.
- **Press** - Specially IT journalists, also independent media and other interested in the social aspects of free software. Many press use cases are common to hobbyists' since both are passive profiles, but journalists are more demanding.
- **Third party developers** - aka independent software developers or vendors (ISD / ISV). They probably need to know as much as a journalist but a lot more about all the elements needed to make them choose our development platform and make a good use of it.
- **Public sector** - Specially with a focus on Education deployments, also corporate intranets; their specialization ranges from IT managers to sysadmins. They might comprise a mixture of the previous profiles plus sysadmins of large deployments.
- **GNOME contributors** - direct contributors, also those contributing via distros. Their needs include most of the previous use cases plus those related to regular internal communication and collaboration. Think that most contributors come from the profiles mentioned above.
- **Web maintainers** - strictly speaking they also need to be considered, see below.

These targets have been chosen following a very pragmatic approach, taking in account the three target markets prioritized in the [GUADEC Marketing BOF](#) ("Agenda") plus two obvious web user types.

Use cases

Most of the following use cases are obtained by combining the path to enlightenment with the target profiles. Use cases within a target audience are listed by relevance.

Hobbyists

Non free software users

1. I'm looking for a program to do this
2. What does your software and how does it look like
3. Are there instructions, manuals, support available
4. What else do I get from using your software
5. Can this software for free really be as good as software that costs money?
6. But... is GNOME really for me?
7. What is actually a computer desktop, a free desktop?
8. I want to check comparatives of your software with other alternatives
9. I want to know who is using GNOME
10. I want to know what others say about GNOME
11. Who develops this software and why do they give it for free?
12. Where can I read more about the GNOME software and project?
13. I want to suggest an improvement to the website / a page is broken.
14. What is a LiveCD
15. I'm looking for free downloads, I'm a Windows/Mac user, no idea what you mean with the beer and speech thing
16. I landed to a wgo page following a link (i.e. via search results) and I wonder what is this.

Free software users

1. What relation does GNOME have with my [freeOS/distro]
2. How can I try the GNOME desktop
3. Help me choose the distro that suits me best
4. I need help to install and start using GNOME applications / desktop
5. What should I know about the GNOME-KDE discussion?
6. What is the relation / positioning of GNOME about [hot topic] (free software community, open content, licenses, creative commons, software patents, [OpenDocument](#), digital divide, web standards, file sharing, blogging, accessibility, Web2.0...)
7. I'm using [not-GNOME], why should I try GNOME?
8. Is application X compatible with GNOME?
9. Is GNOME application X compatible with other desktops?
10. How is the GNOME community organized?
11. Someone from GNOME in my area/country?
12. How can I meet you in person?

GNOME users

1. How can I customize / pimp / power my GNOME system / application
2. I want to learn as much as possible about application X / GNOME

3. I want to receive news and updates about GNOME / about application X
4. I want to know about the latest & coolest unstable GNOME software
5. I want to understand the pieces that form GNOME
6. I want to follow the development of GNOME / of application X
7. I want to suggest an improvement / report a bug
8. I want to contribute code / texts / translations / design / testing / marketing...
9. I want to join a project
10. I want to buy merchandising
11. I want to produce/sell/distribute merchandising
12. I want to make a donation
13. I want to meet with other GNOME users
14. What does a GNOME user group do
15. Can our LUG be also a GNOME group?

Press

1. I want to receive press releases
2. I need fresh and cool success stories, with contacts to the people making them happen
3. Do you have a press kit?
4. I need materials (pictures, screenshots, videos...) I can freely publish
5. I need a quote about X / in language Y
6. Background information: history, milestones, places, statistics
7. Who is Who: key individuals, key organizations, key projects, key deployments
8. I want to interview / invite Mrs X
9. We are about to publish this article, is it ok for you to check it?
10. We have published this about GNOME and we want to let the GNOME community know
11. I'm going to event X, will you be there?
12. Tell me how to explain to my boss / my readers what is GNOME and why it matters
13. Can I use your logo
14. You could improve your press relations by doing this
15. Do you have GNOME software useful for press / media?
16. I want to know more about the press team
17. I might be interested helping you guys with press & promotion

ISDs

1. Where is the documentation for developers
2. We want to use library X, where is all the documentation
3. Why GNOME can be useful for us
4. We want to know about ISDs and commercial products using GNOME
5. We want to promote our project in the GNOME information channels
6. How this platform compares to other development platforms
7. We work usually with [programming language X], is it supported?
8. Best practices, known issues & common mistakes
9. How can we interact best with the GNOME community
10. How can we get free / paid support
11. Can you show us sustainable business models and success stories developing free software based in GNOME

12. What other developers / companies say about your development platform / your software
13. Does it make sense to develop non-free software with GNOME?
14. Overview of the GNOME architecture and development platform
15. What are the licenses, terms & conditions
16. What is the relation between GNOME and GTK+
17. Do you have a roadmap / long term plans for your development platform?
18. What are the compatibility issues we should consider
19. At which extent (backward) compatibility is assured.
20. We want to contact / meet / invite the developers of X
21. We want to give back
22. We want to submit a patch
23. Can we join you in your next meeting
24. What are the benefits of joining the Advisory Board of the GNOME Foundation

Public sector

1. We want to know and to contact case studies / huge deployments / best practices
2. We want to know about deployments howto's, institutional reports and recommendations
3. What the media say about you and other GNOME deployments
4. How to work together
5. How do I encourage the adoption of GNOME within my organization
6. How GNOME is dealing with standards, local languages, accessibility [and other features required in public developments]
7. How to provide quality feedback based on our GNOME experience
8. Can we invite a GNOME consultant/evangelist
9. We are searching partners for our GNOME projects
10. We need training for ours users / workers / administrators
11. Is it any kind of certification we could require when hiring GNOME administrators
12. Does it make sense for us to join the GNOME Foundation?

Contributors

Perhaps it would be useful to divide this target in "freelancers" or newcomers, team members and foundation members. These roles may overlap, but have generally different goals.

1. I want to know everything about product/project/team X
2. In which areas / projects is currently help more needed
3. Give me good reasons to help
4. I'm not an expert! Are you sure I can help?
5. I need some kind of test period / training / mentorship
6. I'm looking for contributors with similar profile/interests
7. I'm looking for info on people: profile, pictures, tasks, links, contact details...
8. Where can I help
9. I want to get a CVS account
10. I want to host my project in GNOME
11. I want my project to be part of the official release
12. I want to be in Planet GNOME
13. I want to publish stuff in [GNOME subsite X]
14. We want to publish / update information about our GNOME project in wgo

15. I want to help improving wgo
16. I want to promote GNOME (in my area), can you help?
17. Can I introduce myself as GNOME member in meeting/conference X?
18. I want to help in a GNOME boot at event X
19. What is the GNOME Foundation, is it something for me
20. How to apply to become a GNOME member

21. Do I know any member of the GNOME Foundation
22. When is it useful to contact the GNOME board
23. How to apply to become a Foundation board member
24. I want to have a GNOME related job

Web maintainers

A bunch of use cases are specific to web maintainers and only to them. Generally these use cases are satisfied through editing tools. Let's use by now the [GnomeWeb/CmsRequirements](#) as a source for use cases that will be satisfied by the CMS chosen.

We might want to consider an extra use case that would affect the public wgo:

1. I want to edit a page / maintain the website.

Source: <http://live.gnome.org/GnomeWeb/UseCases>

Components

Common to all pages

- General navigation bar - The same in all pages, in all the GNOME subsites.
- Language selection - Where the user can define her preferred language.
- wgo primary navigation bar - To browse between sections. Big GNOME logo + sections.
- Search bar - Search form, search button, perhaps "advanced search" link.
- Footer - Includes small GNOME logo - Contact - Copyright/Content license - Credits - "Last edited..." and what? To be deduced from policies and structure. Perhaps we could have a fat footer in the homepage and a slim one for the rest of pages.

Homepage specific

- Slogan - The magic sentence that sums up the best of GNOME
- Banner area - Could include just one big banner or several smaller. It should be possible to have text-based banners with no designer intervention.
- News block - Latest official news, link to news page, feed icon, subscribe to receive news.
- Upcoming events - List of events where you can meet GNOMERS.
- Featured product block - Name, logo, brief description and link to the product page.
- Get involved block.
- Planet link with mini hackergotchis.
- Possible block that displays GNOME application of the week or month?
- Block that displays quotes or comments from GNOME Users.
- Block that displays and offers a download for the GNOME LIVE CD, so users can try GNOME straight away!

Secondary pages

- Secondary navigation bar - To browse within a section.
- Footers which are smaller in size than the main home page wgo.

Optional components

They appear just in some pages or circumstances.

- Related Links block - In those pages where we offer links for further information i.e. in other wgo sections, other GNOME subsites or wherever in the Internet. Could be also (old comment) a passage of text that explains what the visitor can do from this page.
- Document navigation - Previous and next for pages needing it, or page numbering system.
- 404 component - (old comment) gnome.org needs a good 404-page with information and a feedback form.
- Breadcrumb bar

Source: <http://live.gnome.org/GnomeWeb/LayoutPlanning>