

## Tiki Vision 2012

Tiki is growing! At the [TikiFest2008-Montreal-3](#) about 25 members of the tiki community participated in a visioning exercise to capture the goals and objectives, bottlenecks and opportunities suggested by community members.

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Here are pictures of us using over 500 Post It Notes to create this list,  
[Regis' photos of the brainstorm session](#)

**Please, please feel free to add further items or comments, this process has not stopped, it is on-going and we really need your comments and additions!**

The following lists are the text of sticky notes that were posted on the wall. The outcome of this process is the [Vision 2012 objectives](#).

These responses are answers to the question: **"How do we make Tiki more successful in the next 4 years"**

#### Grouping Level 1 People

##### Grouping Level 1.1 – Guilds, Workshops and Lessons

Actions created:

Statement	Who?
Motivate people to support and represent Tiki Wiki	
Attract people to give Tiki Lessons	
Encourage people to provide workshops	

#### Yellow Post It's created

Present at conference

Tikifests become industry events (sponsored)

Tikifest 2012 to be held at the Javits Center

200 people attend Tiki conventions

Clone Marc

Provide tickets for people to attend Tikifest

#### Grouping Level 1.2 – Community decisions, spirit and organisation

Actions created:

Statement	Who?
Define community structure	
Keep the community spirit	
Promote the Wiki Way	<b>CAT</b>
Define how community decisions are made	<b>Nelson/Luci</b>

#### Yellow Post It's created

Involve homeless

Participatory Decision process for new features

A morphing community

Zen

Organic evolution

TW Person of the Year (Me)  
 Efficient and effective way to democratize  
 Keep the same spirit in the community  
 Resolve new/old conflicts  
 Peaceful resolution of conflict  
 Tiki Wiki Project  
 More work life today (Tikifest) with good/creative/professional people  
 Manage new influx effectively  
 Contributors who know each other  
 Working groups  
 A person or team behind each feature  
 Connected to each other  
 Get an Indian User Group  
 Stay open source  
 A place for everybody  
 Use immigrants  
 Shared values/focus  
 Distributed organisation  
 More modular organisation  
 Local user groups  
 Corporate Friendly  
 Know our users  
 Stay in touch with users  
 Local TikiWiki users  
 Find community Tiki evangelists and 'Mini Marc's'  
 Keep up internal dialogue  
 Development focus / teams  
 Strong belonging  
 Community votes proposals  
 Easy not to like TikiWiki  
 Show the inside  
 Fun to contribute  
 More inclusive for non-developers  
 Distributed and emergent leadership  
 Front end to Back end co-operation

### Grouping Level 1.3 - Contributors

Actions created:

Statement	Who?
Attract the right mix of contributors	<b>Nelson</b>
Identify international groups of roles for contributors	<b>Gary</b>
Publish/define opportunities for groups	<b>Nelson/Gary</b>
Publish things to do for potential contributors	<b>Gary</b>
Get feedback and contribution by users	<b>Gary</b>

Yellow Post It's created

International community  
 Get more Asian languages  
 Spread the word  
 Easy to join/participate

Developers Guild  
 Low entry barrier  
 Explicit thank you for each contributor  
 A rainbow  
 Unleash talent and energy  
 Users become contributors  
 Better inclusive system to incorporate new people  
 Attractive for organisations  
 Corporate usage  
 Used in all types of organisations  
 More companies involved  
 Attract groups, companies, organisations  
 Double community each year  
 Get many consultants  
 Need more AJAX type resource / talent  
 More consultants for hire  
 Authorised consultants  
 New blood  
 Better mentoring  
 Mentoring  
 Encouraging committee back  
 Smaller contributions easier  
 Easy to contribute  
 Radical coders - best choice  
 Strong community  
 Have enough coders to do what we need  
 Encourage non dev to help  
 More power users helping  
 Developers, developers, developers, developers  
 Attract more volunteers  
 More manpower  
 Thousands of developers / contributors  
 More contributors  
 Full time developers  
 Full time contributors  
 Lots of developers  
  
 More developers  
 People Orphans  
 Potential  
 Code dependencies around Redhat releases  
 Observant of other solutions  
 Lynda.com for Tiki  
 Potential!!

Grouping Level 2 Marketing and Logo  
 Grouping Level 2.1 - Distribution

Actions created:

Statement	Who?
Establish distribution strategy	None

Yellow Post It's created

Distribution channels

Market it

Cater to certain crowds

Attract 'cool' influential groups/people e.g Mozilla

More high profile TW sites

Template marketplace

Embrace non browser access

'App store', 'Theme store', 'Plug in store'

Profile store

Seamlessly operate in distributed architecture

Your solution - not a generic one

Grouping Level 2.2 - Evangelising

Actions created:

Statement	Who?
Establish a PR strategy	

Yellow Post It's created

Do open source for managers seminars

Participate in other open source events

Better communication - more events

Major credible supporters

Spokesman in the industry

Participation in events - on and off line

Presence

Encourage magazine reviews

Pro endorsement

Packaged in Linux distros

Tradeshaw and conference representation

Evangelists

Grouping Level 2.3 - Branding Values

Actions created:

Statement	Who?
Define brand	SS

Yellow Post It's created

Why use Tiki?

Feature power user support

Bets user experience

Best in class  
 Professional  
 Strong unified brand  
 Very strong branding  
 Strong brand  
 Make it look credible  
 Appear credible  
 Make it fun  
 Fun to use  
 Solution you can count on  
 Friendly brand  
 Showmanship  
 The 'everybody' solution  
 Make collaboration for all  
 Welcome pack  
 Cool design  
 Great first impression  
 Stay friendly  
 Credible product name  
 Make tiki look sexy  
 Shine  
 Avoid hacker look  
 Recognised CMS  
 Water brand

## Grouping Level 2.4 - Branding Tools

Actions created:

Statement	Who?
Design Brand - website, logo etc	SS

Yellow Post It's created

Sexy marketing  
 Have a promotion website  
 Appealing homepage  
 Website  
 Have a welcome pack  
 Have a reception homepage  
 Clean up TW.O websites (Structure information)  
 Fix the websites look  
 |One clear web home  
 Simple website homepage  
 Cleaned up website  
 One main website  
 Tiki groupware/CMS x 2  
 Project/Product identity  
 Tag lines  
 More colours  
 World record for ....  
 PR stunts

Tiki merchandise  
Theme song in .mp3 in package  
Pet shirts  
Run some pure fun events e.g. 'sail round an island'  
Name a pantone colour  
Tiki information on cereal boxes  
Branded cars  
Get TikiWiki in a rockband song  
Flexible design  
Viral TikiWiki  
Virals  
Tree - Baobab  
Coin new buzzword for what Tiki does  
Humour  
Mascot  
Cool Mascot  
Accurate description on listings  
Showcase usability via demo video  
Demo  
Demo videos x 2  
Tiki as a product  
Clear 'Powered by ... ' policy  
Use it to run the UN  
Do an article in Business Week  
Easy way to add third party features  
Flexible

Grouping Level 3 Templates and Usability  
Grouping Level 3.1 - Case studies and target users

Actions created:

Statement	Who?
Define target users	None
Track and demonstrate usage	None

Yellow Post It's created

Understanding use cases (translation)  
Better knowledge of what people are doing with TikiWiki  
Shareable success stories  
Case studies x 2  
List companies using TikiWiki  
Know who uses Tiki  
Show Tiki strengths  
Showcase benefits  
Track usage  
Get the web stats sorted out  
Package certain features

Grouping Level 3.2 - UI

Actions created:

Statement	Who?
Usability survey	None

Yellow Post It's created

Nice UI  
UI  
Simple/ easy good ergonomic usability  
Usability test  
Easy to use  
Welcoming  
Even more user friendly  
Friendly  
User friendly

Grouping Level 4 Docs and Tools

Grouping Level 4.1 - Communications

Actions created:

Statement	Who?
Communicate internally	

Yellow Post It's created

Create and separate news about design/ergonomics  
Centralised information - decentralised actions

Grouping Level 4.2 - Code Quality

Actions created:

Statement	Who?
Encourage quality code	PKDille + Dac Chartrand

Yellow Post It's created

Agile method  
Better comments in code  
Reliable Platform  
Complete interface translations  
Secure  
Fast/scaleable  
Able to scale to 1000 + users  
Access to bugs list by category and easy to see what is done  
Facilitate code maintenance  
More robust database performance  
No single point of failure  
No significant bugs

Code review ensure state of code understood  
Keep it simple  
Educative attractive code design  
Increase quality of code  
No bugs  
Rock solid code  
Make beautiful code fashionable  
Facilitate code maintenance  
Simple code

#### Grouping Level 4.3 – Install, back up and upgrade

Actions created:

Statement	Who?
Implement patch system	None
Improve set up	<b>Jyhem</b>

Yellow Post It's created

Easy set up  
Easy back up  
Windows installer for personal TW – wamp!  
Data retention policy / feature (archival)  
Configuration versioning  
Easy to install and update  
Easy enjoyable upgrade  
Explain benefits of upgrades  
Easy update  
Out of the box solution  
Install and off the ground in ten minutes  
Easy to install  
Install and forget  
Easy first install / set up Easy to start using  
Facilitate administration  
Risk free upgrade  
Why should I upgrade?  
Simple config checking / comparison

#### Grouping Level 4.4 – Import Export

Actions created:

Statement	Who?
Implement import export	None

Yellow Post It's created

Sophisticated reporting  
WISYWIG forms creator  
Content is transformable into different formats



Excel to trackers import  
Import tools to Drupal, Joomla etc  
Export profile - tpr file  
Fix re-naming problem  
Word to Wiki (like Google docs)

#### Grouping Level 4.5 - Docs

Actions created:

Statement	Who?
Write docs	<b>mlpvolt</b>

Yellow Post It's created

Video tutorials  
Help screen shot for no technical people  
French docs x 2  
Easy to understand  
Link from Admin to Forum / FAQ  
Appropriate information easily available  
Better documentation x 5  
Mark old stuff on doc.two

#### Grouping Level 4.6 - Books and Dev Guides

Actions created:

Statement	Who?
Write books	<b>mlpvolt</b>
Write guides	<b>mlpvolt</b>

Yellow Post It's created

Publish Tiki book x 8  
Write guides  
Style guides  
More clear development guides  
Guidelines  
Training for new developers  
Docs for techies x 3

#### Grouping Level 4.7 - Support

Actions created:

Statement	Who?
Organise training	<b>mlpvolt</b>
Provide support	<b>mlpvolt</b>

Yellow Post It's created

Easy to find an answer

Have a need help site

Availability of support options

Training options

Grouping Level 5 General

Grouping Level 5.1 – Eco system

Actions created:

Statement	Who?
Define ecosystem	<b>Pascal</b>

Yellow Post It's created

Strong ecosystem (dev/apps/user)

Commercial ecosystem

Healthy ecosystem

Grouping Level 5.2 – Inter app compatibility

Actions created:

Statement	Who?
Monitor compatibility	None

Yellow Post It's created

Compatible

No vendor lock in

Supports all major DB vendors

Tiki widget or similar

Grouping Level 5.3 – SaaS

Actions created:

Statement	Who?
Support hosting	None

Yellow Post It's created

Hosted solutions

SaaS

Web operating system

P2P / Distributed

## Grouping Level 5.4 – Legal structure

Actions created:

Statement	Who?
Make foundation	<b>Pascal St Jean</b>

Yellow Post It's created

Make foundation x 3  
Balance of influence  
Community not individual / company  
Legal fighting fund  
Sound legal structure  
Corporate donations  
Financially self reliant  
Alliances, collaborations with other projects  
Actual Tiki house

## Grouping Level 5.5 – Leadership Position

Actions created:

Statement	Who?
Pursue leadership position	None

Yellow Post It's created

Model netizen  
Top 100 SourceForge  
Become a market disruptor  
Continue growing with passion  
Optimal ideal community  
Green soft  
Uses standards  
Never follows always leads  
Challenge status quo

## Grouping Level 5.6 – Vision

**Actions created:**

Statement	Who?
Define goals	<a href="#">Kernel22</a>
Draft mission/vision	<a href="#">Kernel22</a>

**Context:**

On the surface, Goals and Mission/Vision are both very similar items. In the case of the discussion we had

with the post-it notes listed below, all of the ideas centered around a forward-looking objective, but the more we specifically considered each idea, there were two clear categories that you could put them into. The first category was **Defining Goals**, which can be a list of things we wish to accomplish as part of the project. Goals can change; once you obtain a goal, you create another one to challenge the group to achieve. Generally the goals you come up with will support the overall mission/vision of the project. Think of it almost in a context of Good vs. Evil. Good's vision or mission is to defeat Evil and bring peace and harmony to existence. Its goals reflect the values of that vision and support it (convert evil to good, rid the world of evil publications, get more people to attend church, etc). Bringing the Goals into a more relevant context for us, some post-its that asspouse some goals we may want to achieve would be:

- Clearly defined core features
- New features
- Regular releases
- Have a welcoming committee
- Tens of millions of installs

Looking at **Drafting the Mission/Vision**, we want to set the values and long-term direction for the project. Almost like a constitution. When we develop goals and other features over time, we should be asking what judges or lawmakers do: is this constitutional? Does this goal or feature agree with our mission or vision for the project? Specifically from the post-its, items that could define this are:

- Clarity of vision
- What about the kitchen sink?
- Dog food
- Keep close to the cutting edge of technology
- Governance
- Expand Wiki definition (perhaps a new buzzword?)
- Promote Wiki centric solutions
- Roadmap

### **Yellow Post-Its created:**

Freedom

Clearly defined core features

Clarity of vision

Help people

What about the kitchen sink?

Decisions – Yes/No

Dog food

Use it more ourselves

New features

Keeping up to date

Regular releases

Long term thinking

Steering committee

Resolve governance questions

More structured organisation

Roadmap

More Wiki Way

Have a welcoming committee

Expand Wiki definition

Just Wiki it (it's safe)  
Wiki Way  
Promote Wiki centric solutions  
Clearly defined short and medium term goals  
Incorporate next generation technology  
Ten of millions of installs

### Grouping Level 3.3 - Themes

Actions created:

Statement	Who?
Build a community of theme builders	<b>Gary</b>
Adopt power themes e.g. Wordpress	<b>Gary</b>

Yellow Post It's created

Prize for best template  
Template guild  
Template guide  
Graphic design and template guide  
Easy to create theme  
Top quality themes  
21st century themes  
Sexy themes  
Nice themes selection  
Good looking basic themes  
Theme choice on install  
Theme generator  
Advertise for graphic designers

General un-grouped items

Excellent TCO  
Transparency  
Download usage 1:1 policy  
Morphing Tool  
Risk free open sourcing  
Collaborative development platform  
Be able to measure vitality  
Feature owners  
Good because free and open source  
Google summer of code  
Integrate social networking collaboration tools  
Fashion statement

