Guidelines
for a successful OW2 project

www.ow2.org

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Open Source is about sharing with the community

➲ **It is good...**

➲ **For you**

- An interesting personal opportunity/experience

➲ **For your project**

- Because this is good for the project

➲ **For your company**

- Transitively, this is good for your company too

➲ **And you can achieve...**

➲ **More**

- Leverage resources from the community

➲ **Better**

- Benefit from the ideas and the experience of others

➲ **Faster**

- Quick response from the community

Three main areas for achieving a successful project

1. **Develop the developer and user community**
- Expand your project with contributions from others

2. **Spread the word about your project**
- Use the OW2 communication resources

3. **Be part of the OW2 ecosystem**
- Participate in events and meetings, and in technical OW2 discussions

Develop the community

Get help from others

Develop the developer and user community

➲ **Encourage others to help you!**

- Be friendly on mailing lists
  - Early users or developers asking naïve questions may be the contributors of tomorrow
- Provide as much information as possible
  - On the mailing list, the website
  - Keep it up to date
- Tutorials, examples and documentation will help

User community principles

- ➲ **A project without users does not exist**
- ➲ **New users should be supported**
  - ▪ Active mailing lists are signs of a community
- ➲ **Publishing success stories is important to acquire credibility and attract users**
- ➲ **But**
  - ▪ Users of open source projects are sometimes hard to spot
    - • Check messages on mailing lists
  - ▪ Try publishing polls on the mailing lists and you will have nice surprises

Developer community principles

➲ **Real open source projects should survive their initiators. This requires**

- ▪ documentation
- ▪ communication
- ▪ good quality readable code
- ▪ user support

➲ **Publishing source code is not magical**

- ▪ *Myth: "My project will be automatically successful if I open the source code."*

Different kinds of contributions from users and developers

➲ **Code**

➲ **Bug Reports**

➲ **Documentation**

➲ **Mailing List Activities**
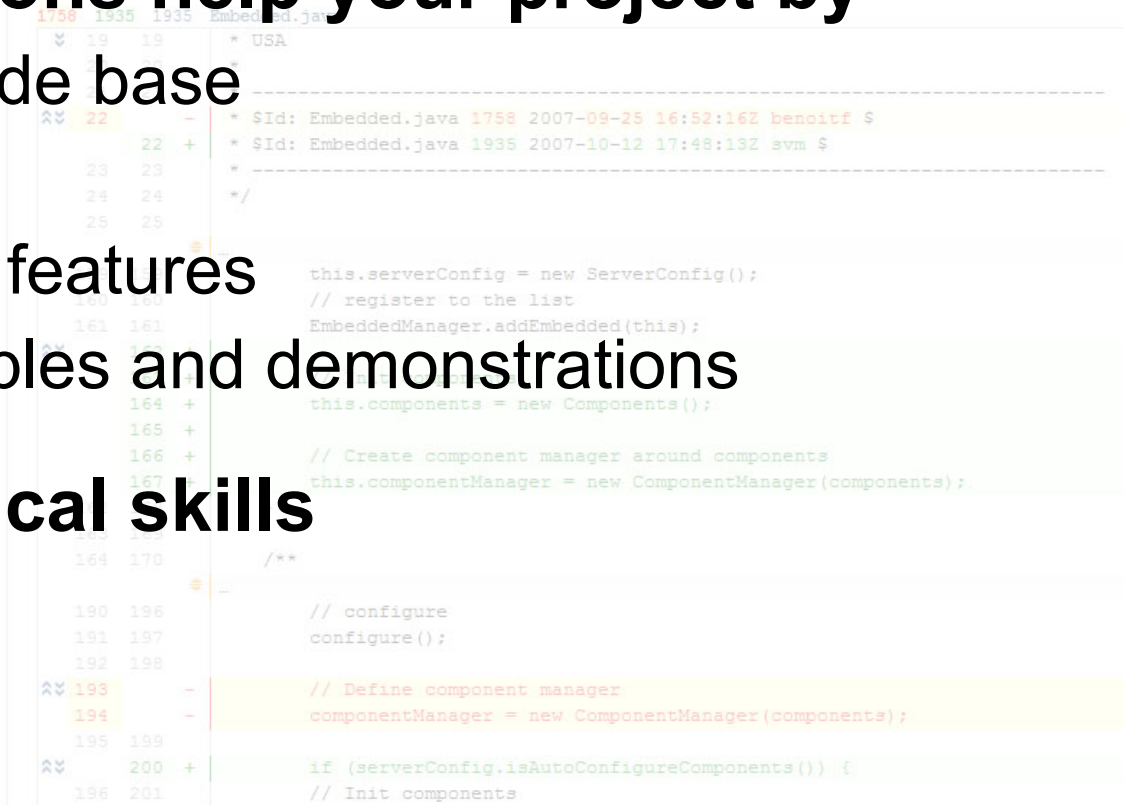
➲ **Success Stories**

➲ **Spread the Word**

Code contributions

➲ **Most evident way to contribute to a project**

➲ **Code contributions help your project by**

- Growing the code base
- Fixing bugs
- Proposing new features
- Improving samples and demonstrations

➲ **Requires technical skills**

Code contributions in practice

- **Each project decides how to manage its contributors and its code base**

- **Typical process:**
    1. identification of new contributors through posts in the mailing list
    2. contributors produce bug reports, feature requests
    3. contributors send patches to the mailing list
    4. the project team tests these patches
    5. when confidence is acquired, the project team adds the contributor to the list of project committers

Encourage users to contribute code

- ➲ **Publish your project roadmap**
  - ▪ in a dedicated roadmap page on your project website
- ➲ **Document feature requests**
  - ▪ using the Forge or JIRA
- ➲ **Publish topics in the yearly programming contest**
  - ▪ they will show that you are looking for help
- ➲ **Call for contributions on the project mailing list**

Get Bug Reports

➲ **Multiples issues can be detected by users**

- Environmental issues (Windows or more exotic systems you may not have available)

- Some limit cases not handled by tests suites

➲ **Precision is required → get users to:**

- Specify the product version
- Give stack traces or any logs
- Indicate any data you think that may be useful for resolution

➲ **Encourage patches that fixes the issue :-)**

➲ **Keep issues up-to-date in the on-line tracker**
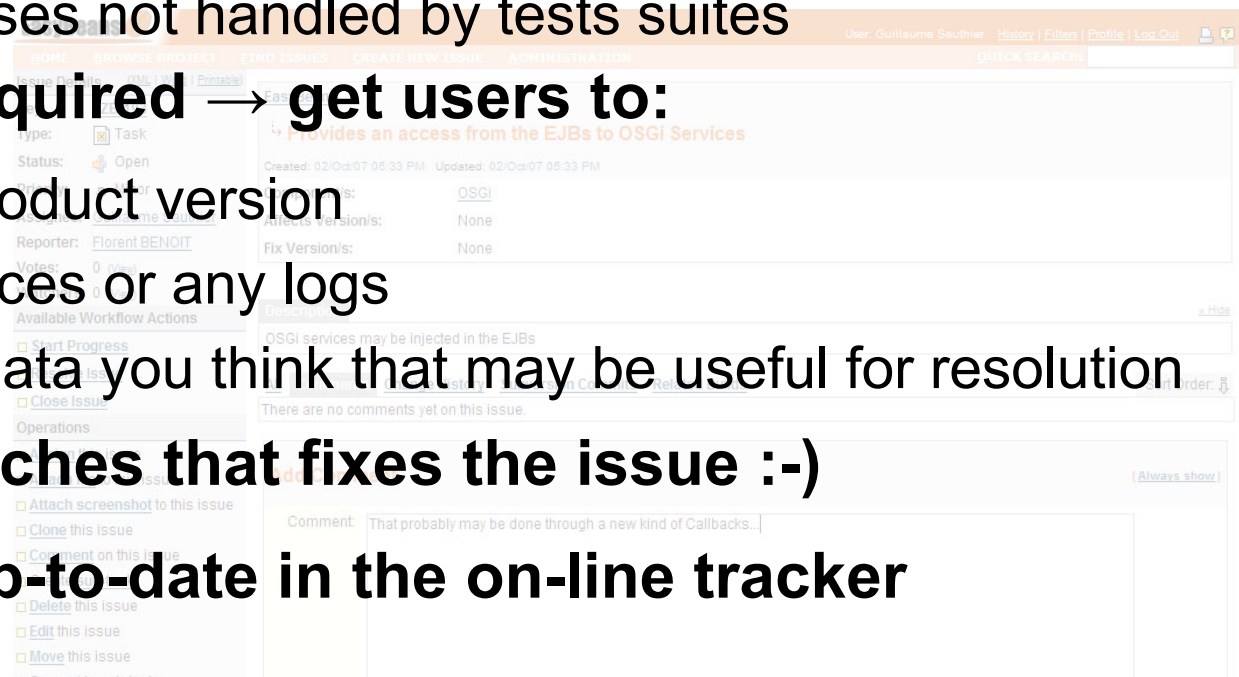
Get help with the Documentation

➲ **Pass the message that contributing documentation is good for those who**

- don't feel comfortable with coding

- think that the documentation is not clear enough or has mistakes

- found an area where there is no existing documentation

- have an interesting use case that is not already covered

- want to improve the language

- need documentation in another language

Encourage active Mailing Lists

➲ **Users' lists**

- Try to get users to provide support for issues they have already faced and resolved

  - Send identified users a private e-mail *"Dear Paul, I'm busy right now. Since you have already encountered this problem, could you please answer? Thanks!!"*

- Incite users to give details about the way they use your project

  - It will give ideas to other users

- If you know successful users, ask them to send testimonies on the mailing list

Encourage active Mailing Lists

➲ **Developers' lists are where developers**

- Follow the latest technical discussions ...
- ... and share their ideas
- Keep in touch with fellow developers
- Share their impressions and feelings about the latest developments
- Tell others about problems

➲ **Launch discussions**

- About future features you envisage
- About features others may want
- About problems you may encounter

Getting to know Success Stories

➲ **There is no successful project without users**

➲ **Users must understand that they need to tell you about their use of your project**

- if they use it in a real world environment
- if the project is used in production
- if the project works well with their application :-)

➲ **Detect users from the mailing list traffic**

- send them a private message asking for testimony

➲ **Send regular calls for success stories or polls on the user mailing list**

Help others spread the word

➲ **A healthy open source project needs some marketing**

➲ **Provide users with branding they can add to their application using your project**

- Logos

- Internet links

- Powered by ...
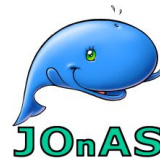
Encouraging the community

- **Users need support**
  - make sure support it provided on the mailing list
  - publicize commercial support offers if available
- **Before getting involved in source code, developers need documentation**
- **Changelogs should be shared**
  - use a public mailing list
- **The project should have a roadmap**
- **All information about design, configuration, the choice of new functionalities should be shared, even discussed**
  - use a public mailing list
- **Do not hesitate to give write access rights to encourage and recognize contributors**

Tips for friendly project organization

➲ **Aim at up-to-date documentation**
- User guide, white papers, conference slides, design documentation, specifications, API documentation

➲ **Publish coding conventions and style**

➲ **Publish results of daily non regression tests**

➲ **Produce simple-to-use packages**
- compressed files, packages for Linux distributions, graphical installers

➲ **Releases**
- Often and early for feedback
- Stable releases for confidence, with guarantee of support

Communicate!

Make your project famous

Communicate about your project

➲ **Tell others using success stories**

➲ **Publish news about your project**

➲ **Use the OW2 social network groups**

➲ **Write press releases**

➲ **Present your project at OW2-related events**

Publish success stories

- It could be your own, or one of your users
- Check examples on
  - http://www.ow2.org/view/NewsEvents/SuccessStories
- OW2 provides you with templates
  - http://www.ow2.org/view/NewsEvents/MarketingResources
- Success stories may be hard to obtain
  - Corporate Com agreement can be a nightmare
  - Think about publishing an interview instead
- Contact OW2 Management Office for help

Publish news about your project

➲ **Your project news in the Forge will be pushed to the OW2 website**

- Tell us about new releases
- Go to your project Forge page, then News
  - Don't forget to validate xxx

➲ **Member events can also be posted on the OW2 website**

- These can include xxx

Use OW2 social network groups

➲ **http://www.ow2.org/view/Community/SocialNetworks links to the OW2 related social networks**

➲ **Participate to these networks**

➲ **Do not hesitate to post**

- News about your project
- Questions for discussions

Press releases

➲ **The OW2 management office can help you with press releases**

- When you become an OW2 member

- For major product versions

- For significant success story annoucements

- ...

Present your project at events

➲ **OW2 regularly issues calls for participation to**

- Public events (tradeshows, conferences, …) with OW2 participation

- OW2 events (annual conference, roadshows, programming contest, ...)

➲ **There you can present your project**

- by renting a pod at a trade show

- by presenting a demo

- by proposing a presentation, a tutorial, a topic

➲ **The corresponding slides or paper can be used for project documentation**

➲ **When possible, we will film the presentation**

- which will provide you with communication material

Be part of the ecosystem

and the ecosystem will become part of you

OW2 has a lot to offer to projects

➲ **Governance**

- Technology Council
- Management office
- Board of directors

➲ **Activities**

- OW2 projects
- OW2 initiatives
  - Currently Business Intelligence, Open Source Cloudware
- Local chapters
  - North America, Latin America, Asia and Europe

The Technology Council

➲ **Participate**

- As a project lead, you should participate to the Technology Council
- The TC meets by IRC of physically every 2 months

➲ **What does the TC do – and what you'd be contributing**

- Management of the evolution and orientation of the OW2 code base
  - Sets the rules
  - Decides for the acceptation of submitted projects, for project lifecycle evolution
- Guides the Management Office for the services offered to project

The Management Office can help

➲ **For technical questions**

- For solving technical problems (login, website, …)
- If you have a technical requirement

➲ **For communication questions**

- Press releases
- Success stories
- Templates of presentations
- → *Everything is on the website*

The Board

➲ **Whether you are a corporate or an individual member, participate in the yearly election**

- and consider becoming a candidate!

OW2 projects

- **Make the most of the other OW2 projects and members**

- **Get to know their code base**
    - They may have interesting components to share

- **Interoperate**
    - Combining projects is the path to end user solutions

- **Meet and discuss**
    - At the Technology Council
    - During OW2 related events (trade shows, roadshows, conferences, ...)

Enjoy the Technology!
...Join the Community!

www.ow2.org

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