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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
Profile template store	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	<b>SS</b>

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 aspose 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

