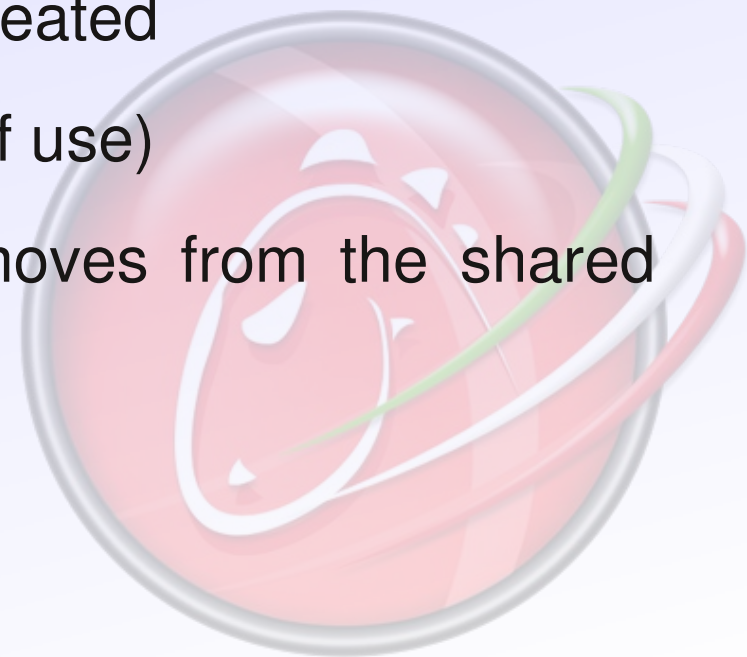


Mozilla Italia community



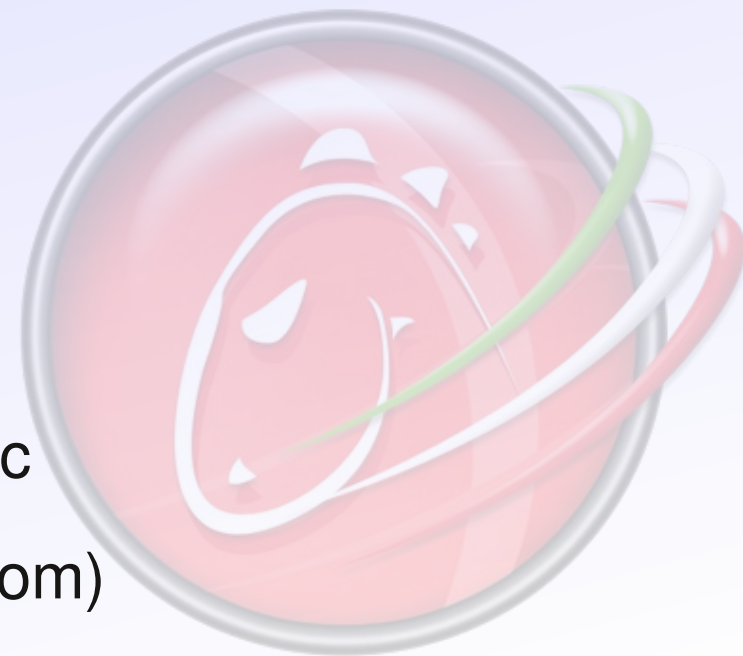
Timeline

- 1999 First Italian translation of Mozilla Suite
- 2000 MozDoesIT is created, with a website on a free hosting and a mailing list (for support and translation discussion) hosted by linux.it
- 2004 Mozilla Italia is created, with a website and a forum on a shared server at DreamHost
- 2005 A legal (non profit) association is created
- 2008 The mailing list is closed (for lack of use)
- 2010 The Mozilla Italia infrastructure moves from the shared hosting to a dedicated server



Community numbers

- 1 website
- 1 forum
- 17 staff members (15 active in the last 6 months, of which 3 are casual contributors)
- 6 main translators
- 34000 forum users (+100 every 8 days)
- 120 active users every day
- 16 new topics every day
- 116 new messages every day
- 5-10 minutes for an answer to a new topic
- 27% market share (source: statcounter.com)



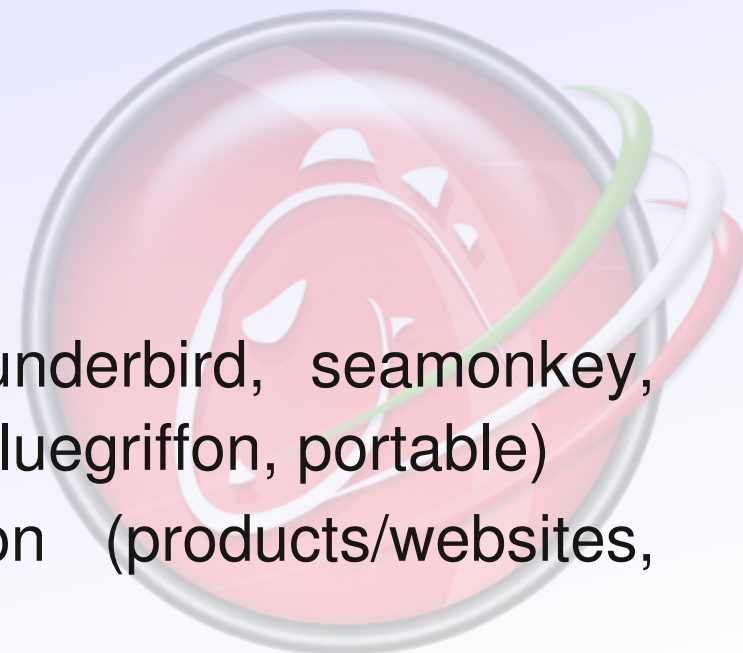
Tools

Website (WordPress based)

- News home page (new releases, events and so on)
- One overview page per product
- Download section
- Link to support (forum)
- Association pages
- How to join us and help, with a little dictionary
- Manifesto translation

Forum (SMF based)

- Administration
- One forum per product (firefox, thunderbird, seamonkey, calendar, camino, addons, kompozer/bluegriffon, portable)
- One forum per kind of localisation (products/websites, addons, knowledge base)



Tools

Forum (continued)

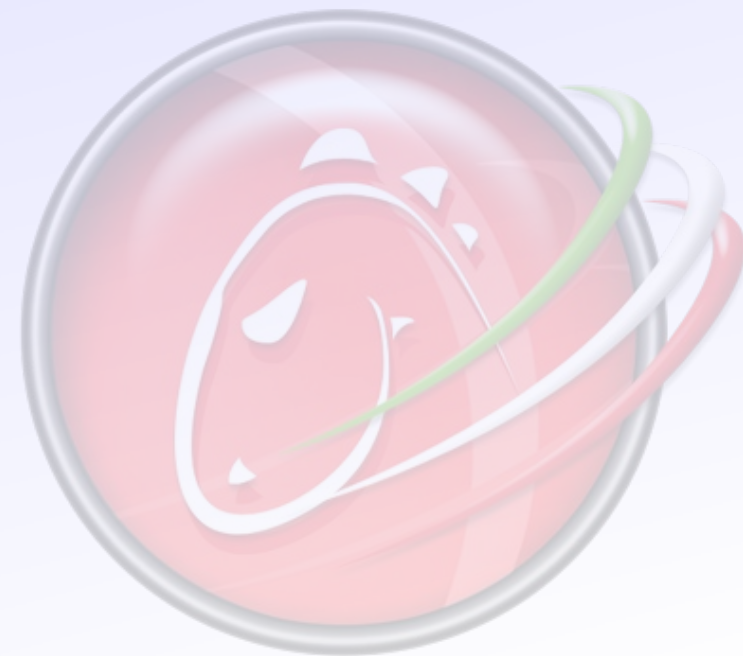
- FAQ
- Discussions about Mozilla world
- Broken websites
- Other stuff (no OT)

Use of Mozilla infrastructure and tools

- Mozilla.org pages
- SUMO

ExtenZilla (side project)

- Certified extensions
- Italian description
- Tips where necessary
- Ad-hoc CMS



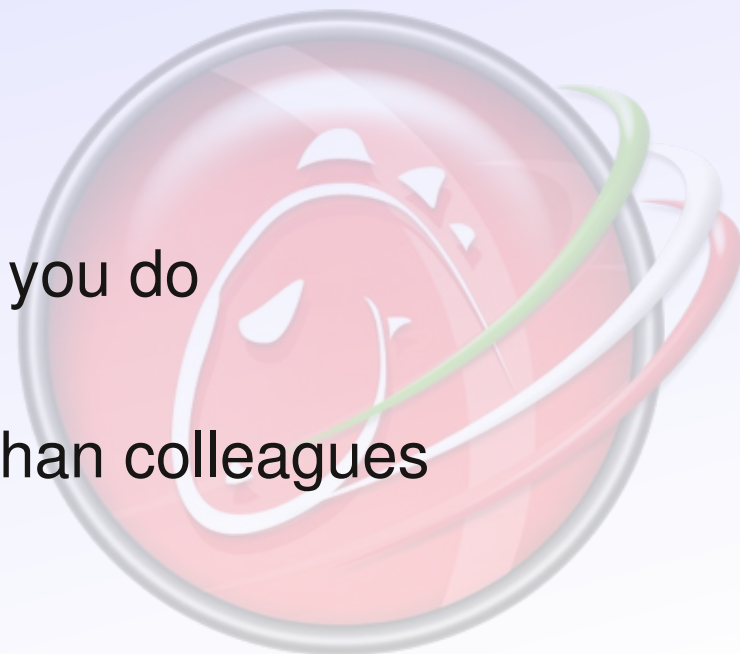
Structure & organisation

How we work

- No hierarchy
- Everyone chooses his/her tasks
- One person per task
- Everyone helps when needed
- We all do basic QA, sometimes more if asked/needed
- No meetings, the Admin forum is enough for everything

Our philosophy

- We're all volunteers
- Don't try to do everything, do well what you do
- Quality is more important than quantity
- We consider each other friends rather than colleagues
- We kick out unwanted, unpolite users



Recruiting

Support area

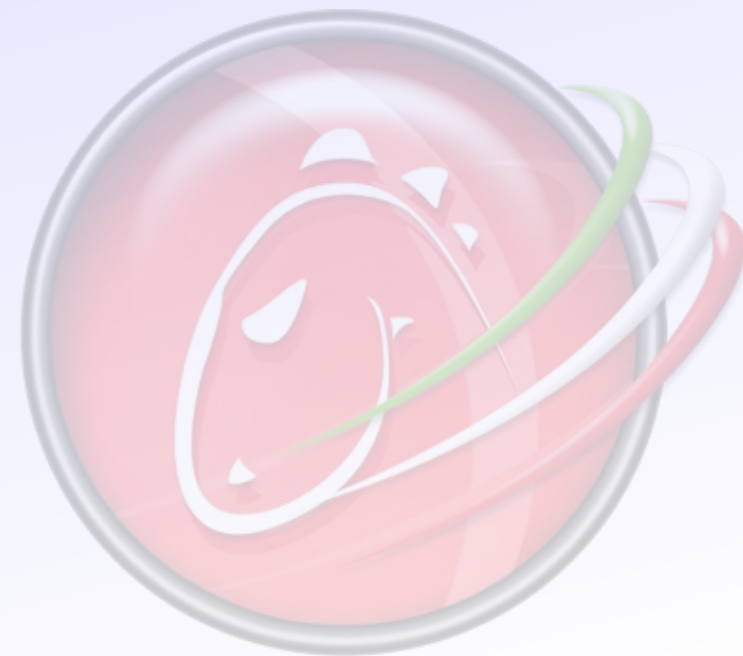
- Per needed basis
- Quality of answers
- Politeness and professionalism

Translators

- Initial mentorship and help
- Quality of translations
- Constancy
- Independence

What's needed, apart from skills

- Compatible character
- Trustworthy



Recruiting

Pros

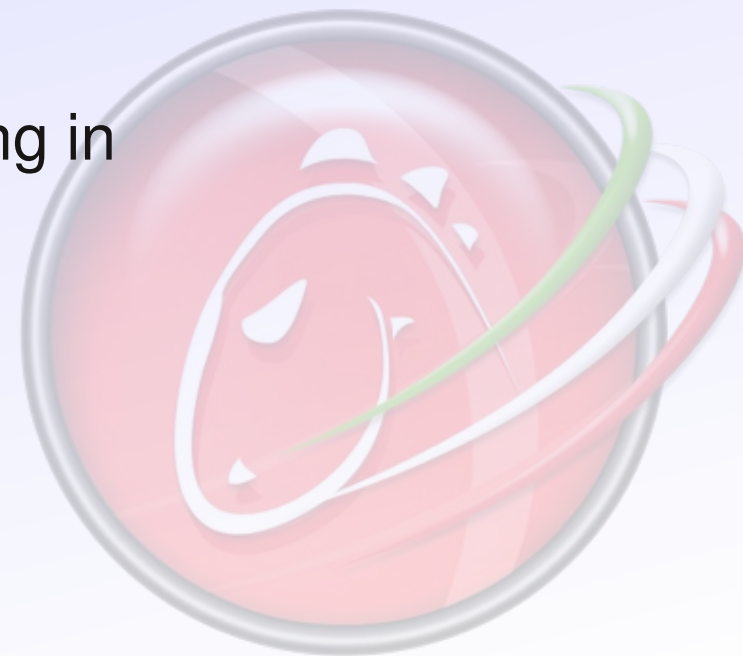
- Healty, relaxed community
- Diverse people, not only working in IT or translation worlds
- Community gets users' trust and respect

Cons

- Lack of people in certain areas (e.g. marketing)

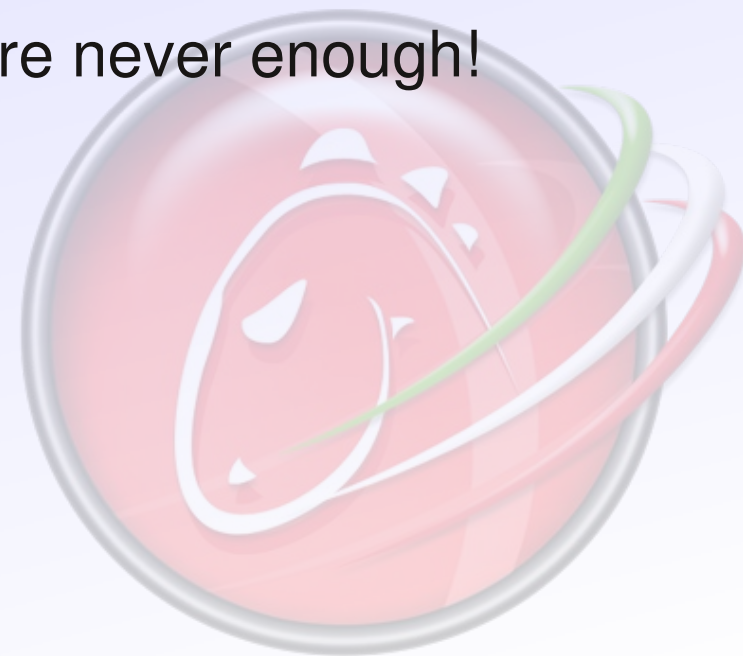
Pro or con?

- People get tired and leave before getting in



Plans and ideas for the future

- Open a “Marketing and events” forum section
- Try to find a member for marketing activities
- Meet together for the annual lunch
- Convince Mozilla to organise an inter-community meeting with other national communities (libreoffice, ubuntu, etc.) to share experience
- Try to find and grow new localisers, they're never enough!



Tips

- DreamHost is a good place for a starting community
- Try to let in only interested, passionate people
- Find your best way to talk among yourselves, but talk!
- Try to bond, don't talk only about Mozilla, just have fun together
- Find your way, make your own mistakes
- Go for quality, not quantity

