

THE COMMUNITY EXPERIENCE CANVAS

Map the journey a person actually moves through inside your community. Read the prompt for your kind of community.

Community:
My Role:
Date:

01. Arrival

- IN-PERSON** How do people hear about you before they walk in?
- REPO** What does the README say in the first five seconds?
- ONLINE** Do people know what they're walking into?

02. Welcome

- IN-PERSON** Who greets people at the door?
- REPO** What greets a first issue or PR — and who replies, how fast?
- ONLINE** Are people named as they join?

03. Participation

- IN-PERSON** What can a newcomer do besides listen?
- REPO** Is there a real issue behind the good-first-issue label?
- ONLINE** Can a newcomer do something in their first session?

04. Connection

- IN-PERSON** Where do people talk who aren't already friends?
- REPO** Do contributors meet each other, or only you?
- ONLINE** Is there a backchannel where relationships form?

05. Recognition

- IN-PERSON** Are volunteers thanked by name?
- REPO** What's waiting for someone's second contribution?
- ONLINE** Does a returner get recognised as one?

06. Growth

- IN-PERSON** How does an attendee become an organiser?
- REPO** How does a contributor become a maintainer?
- ONLINE** How does a participant become next cohort's mentor?

07. Safety

- IN-PERSON** What happens when someone's uncomfortable?
- REPO** A heated thread: repaired, or left to fester?
- ONLINE** Who's holding the room on a call?

08. Return

- IN-PERSON** Why come to the next one, not just this one?
- REPO** Why would a contributor open a second PR?
- ONLINE** What carries between sessions?

Where's the gap? Which stage is weakest? where are you losing people? Start there.

One change to test One small change you can start this month and how you'll know it worked.

Works

Breaks

Open Question