

# **A Proposal For The Implementation Of An Invisible Internet Project Community Team**

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## **Mission Statement**

Community teams within the open-source world are an often overlooked yet integral part of the future usability and growth of collaborative efforts. While fantastic code is always the basis of a successful project, there is just as much importance in developing the internal structures that maintain the greater social impact and enthusiasm of the community, and those beyond it. This proposal aims to outline the purpose, functionality and goals of a potential ‘ Invisible Internet Project Community Team’, and how its conception will both unify and streamline volunteer efforts pertaining to support, usability, greater public awareness as well as improving the general health of the I2P social ecosystem.

## **Statement of Need**

I2P has been long regarded as one of the founding pillars of the online anonymity and information security world, and has many dedicated individuals working diligently to improve some of the items that the community team aims to bring structure to. Their efforts thus far have been vital to the projects’ growth – and though the community tries their best to maintain the order and hierarchy of the ever-growing task lists, there has unfortunately yet to be any sort of system implemented that allows long-time contributors, end-users and other knowledgeable community members to interact and collaborate in an effective manner. This ultimately has led to a lag in greater awareness, normalisation and wider usage of I2P when compared to similar projects that have had community-oriented programs operating for several years.

## **Primary Objectives**

The primary objective of the proposed community team is to operate in parallel with the existing development team to manage current and future dispersed efforts on the following:

- ◆ **Maintain documentation and translations**

There is an ever-increasing presence of documentation and internal pages which contain outdated information, grammatical errors, or are simply in need of general improvement and elaboration. Future upstream changes and development will inevitably continue this trend. The community team will have responsibility for ensuring that both the project website contents (including official documentation) and publicly built information repositories (ie, the wiki) are current and concise. This will be performed by closely monitoring existing mediums (such as tickets) in conjunction with regular ‘server sweeps’ that allow us to confirm that content is still up-to-date.

- ◆ **User advocacy**

Of course, a large part of what the team would be focused on is providing a vessel for users and contributors to have their ideas, difficulties and concerns be publicly evaluated and ultimately relayed to necessary interproject channels. This will be performed both passively and actively by monitoring tickets, IRC, the forum and other support platforms to learn more about the typical user experience. What problems are seen the most frequently? Can something be executed better? A process of this caliber will allow us to build a comprehensive understanding of where the project can make improvements to facilitate an easier setup and usage process for average end-users. This culminates with the creation of monthly reports that outline the current state of newcomer friendliness, common issues, simplicity, aesthetic suggestions and more. This will help streamline the support process as well as greatly shorten the time that relevant and useful information is received by those who need it most.

- ◆ **Awareness / normalisation campaigns**

A large part of the success that has been seen by similar projects in recent years is due to a handful of incredibly impactful normalisation campaigns to increase awareness and usage by ‘everyday people’. Unfortunately as we know, popular media has done a number on the public perception of anonymity technology in the name of advertising revenue. By organising and executing comprehensive social campaign strategies, I2P will be able to greatly increase the pace that it shakes off its negative reputation as an enabler of online wrongdoing.

- ◆ **Conferences and institutional presentations**

The community team will be able to co-ordinate conference presences all over the globe by dedicated volunteers looking to spread the word about I2P. As it stands, the only conferences that a project presence can be found at are the ones attended by core team members, totaling to a only a small handful every year. This can be significantly increased by an active effort to both find contributors who would like to be I2P advocates in their area as well as providing them with the necessary tools to successfully convey the projects concept, message and dispell myths in a language that tech-oriented audiences from all walks can understand.

- ◆ **Manage support and usability improvements**

While I2P is a revolutionary tool in its own right, it is largely targeted at a technically literate demographic. In order for it to gain wider adoption there must be an organised effort to implement features that make it simpler for everyone to access and use it, regardless of skill or any other factor. The community team will be the ‘welcome mat’ of the project, giving us a direct line into the thoughts and experiences of contributors and end-users alike. This allows me to give the development team incredibly comprehensive summaries of what users desires and needs are, which can greatly improve the quality and reception of future upstream changes.

- ◆ **Social media, blogging and outward presence**

The community team would, in some respects, also be responsible for maintaining the social presence of I2P. These tasks are currently performed by Sadie and zzz, and there is of course no reason to change this – however, it would be beneficial to create an organised and concise public message for the project, as well as begin regular blogging by more people on diverse topics. In regard to Twitter, providing some knowledge to those involved on popular social marketing strategies, effective message relaying and ways to increase content engagement would be highly beneficial. As someone who has built up several online followings totaling over 45,000 people, I would gladly be able to provide this guidance myself.

- ◆ **Monitor and maintain community health**

As another critical function, the community team will be responsible for maintaining the welcoming and inclusive atmosphere that is conducive of teamwork. It is critical for a project to stay focused, organised, and *highly passionate* about what we are collectively trying to achieve. Everyone should feel that they are able to begin participating easily and meaningfully to the best of their ability, without fear of ridicule or difficulty finding purpose.

- ◆ **Cross-project collaboration**

Another important aspect of the community is working with other likeminded projects to achieve mutual goals. The proposed team will often act as ‘diplomats’ to these situations, providing a positive and polite open hand to potentially fruitful collaborations. This can take many forms, from simple donation programs to cross-platform inclusions such as Tails and other operating systems.

My primary role will be to help organise and manage the above efforts, maintain communication channels, co-ordinate meetings and subteams as well as advocating on behalf of the community in discussions with the development team.

## **Evaluation and Planning**

The first task to be completed is to connect with the current committed volunteers that work on community-oriented tasks and learn more about what their views are, and where they see themselves fitting into the new team. This will culminate with determining who would be acceptable for managing particular efforts – ideally, these would be contributors already within the community who are capable of taking charge of specific tasks, and helping co-ordinate volunteer efforts around them.

To provide a small example, *slumlord* manages a significant amount of official documentation – it would be instrumental that committed individuals like them were able to not only continue what they are doing, but be aided in their work by being provided the necessary tools, information or volunteer support needed to be efficient. As this team will largely be structured around processing and organising to non-development related tasks, having reliable people is critical to a seamless operation.`

Once there is some considerable agreed involvement, a vote will be cast to determine a time and day to begin meeting weekly. These meetings will last at maximum one hour, and will take place on Internet Relay Chat. This time is used for sharing announcements, giving status updates, going over notes, planning events, discussing strategies, etc. These meetings also give volunteers a time to ask questions and share relevant information amongst ourselves, while simultaneously providing me with an opportunity to perform evaluations and address comments or issues contributors may have. It will ultimately be my goal to provide them with direction, and what they need to perform their task effectively.

Each Sunday discussion amongst the I2P core team will be an opportune time to relay the current progress of various community team tasks, learn more about shared thoughts, discuss our most recent obstacles and successes as well as laying out future roadmapping. I will also meticulously prepare a monthly summary regarding user advocacy, and what my observations from the prior four weeks have concluded.

My personal hours and time spent will be managed and recorded as per the direction of I2Ps funding program. Budgeting and expenses are outlined in the final page of this proposal.

## Six Month Roadmap

Below is an a six month roadmap outline for the community team. This aims to both create an order of events and milestones as well as give an idea of initial task prioritisation.

Phase	Dates (mos)	Description
1	2018-08 - 09	Phase one is primarily used for setting up communication channels, organising existing contributors, beginning weekly meetings, prioritising needs and creating tasklists for the various items covered under the teams new responsibilities. 'Subteams' will also be formed around our new tasks, centered on committed contributors as outlined in this paper. This time will also be used for getting everyone acquainted with the pace and expectations of the team, as well as helping volunteers figure out where they fit into this newly implemented system. Conference and presentation materials will be completed. Close to the end of this phase, the implementation of the large-scale internal structure will be well underway.
2	2018-09 - 11	This phase is dedicated largely to the initial execution of hands-on aspects. Subteams should be getting their footing, meetings will be established and fluent. Planning will begin for I2Ps first normalisation campaign, likely with a committee of volunteers to ensure efficiency. Co-ordinated 'server sweeps' of documentation and the wiki, community votes, ticket clean-up days and will be organised. This time will also be used for building social media marketing strategies with the core team, as outlined prior. This will also be the period in which the core team reviews and ultimately selects additional contributors to write for the I2P blog.
3	2018-11 - 12	By this point, subteams should be working fluently in their roles, and organised events (such as IRC meetings and server sweeps) operating successfully for several weeks. Preparations, budgeting and outlines should be coming to a close for the normalisation campaign, and preparations should be underway for a public announcement and execution in the beginning of 2019. As the community team will be operating smoothly at this point, it would be valuable to begin both seeking out potential repository or distribution inclusions (such as Tails) with the aid of a select group of contributors. Several assessments will have been shared with other core members at this point highlighting both usability challenges and general community health..
4	2019-01	As other aspects of the community team will have largely fallen into a maintained routine at this point, this final phase will be mostly focus on the public announcement and execution of the initial steps outlined in the normalisation campaign timeline. This will put the project in a position by the end of the month to carry on into Feburary or early March.
5	2019-01-30	On the final day of the roadmap, a complete presentation that includes summaries of findings from chonological assessments as well as general sentiments will be presented to the core team and any other relevant individuals.