# Mozilla Webmaker

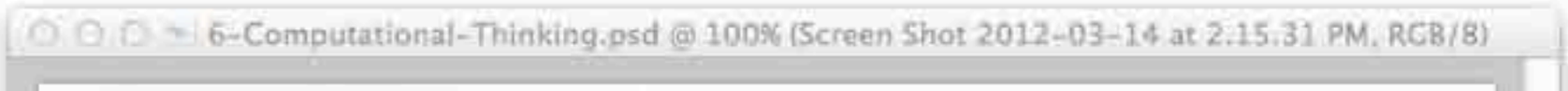
## content strategy & information architecture discussion

Matt Thompson -- April 14, 2012 -- DRAFT ONLY

5

## Built by Many Hands

- Creativity / Innovation
- Communication
- Collaboration
- Critical thinking
- Problem solving
- Decision making
- Hands-on




6

DON'T TELL

CONTRIBUTE

CREATE PROGRAMS

ENCOURAGE 'SHOWING YOUR WORK'

-SHOW VS TELL

TOOLS

& CONTRIBUTE

HOW-TOS

RESOURCES

& CONTRIBUTE

EVENTS

& CONTRIBUTE

mozilla Popcorn

mozilla HACKASAURUS

knight-mozilla OpenNews

mozilla FESTIVAL

mozilla OPEN BADGES

mozilla HIVE

mozilla ignite

program-centric

audience-centric

mozilla Popcorn

mozilla HACKASAURUS

knight-mozilla OpenNews

mozilla FESTIVAL

mozilla OPEN BADGES

mozilla HIVE

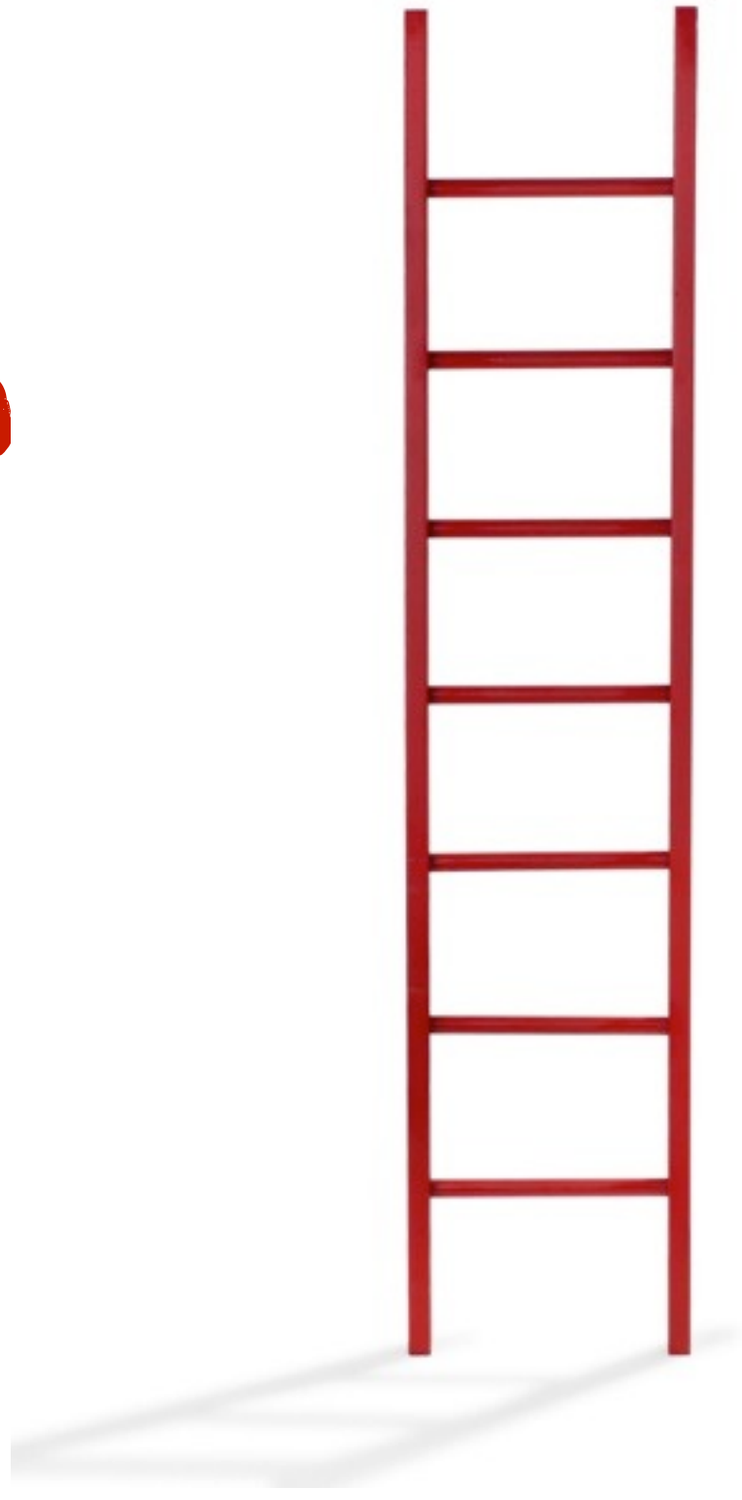
mozilla ignite

program-centric

"maker-centric"

# Make something awesome fast.

**CONTRIBUTION**
as the metric
that matters
most.



# CONTENT STRATEGY in a

...

1

## TOOLS

2

## RESOURCES

3

## EVENTS

for Webmakers

1

"software"

2

"recipes"

3

"events"

1

"tools"

2

"activities"

3

"events"

1

"tools"

2

"activities"

3

"events"

1

2

3

## tools

## resources

## events

Popcorn

Hackasaurus

“WebMaker” app

1

2

3

## tools

## resources

## events

Hack jams

Summer Campaign

Mozilla Festival

1

2

3

tools

resources

events

?

1

tools

2

"recipes"

3

events

?

1

2

3

tools

"activities"

events

?

# resources

| | | |
|---|---|---|
| “recipes” | activities | “missions” |
| kits | templates | challenges |
| how to’s | starter projects | |

1

2

3

tool

activity

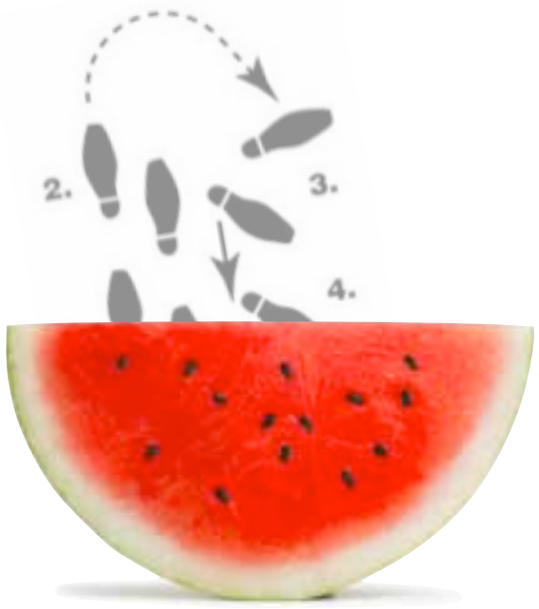
event

1

tool

2

activity




3

event

1

2

3

## tool

## activity

## event

what else is like that?

**IN FOCUS:** CAMERA EQUIPMENT

**WIN** VESPA PX 150 PLUS ACCESSORIES: VALUE R70 000

TECH » SCIENCE » WHEELS » HOME » OUTSIDE

www.popularmechanics.co.za
mobile.popularmechanics.co.za

# Popular Mechanics

OCTOBER 2011, **RSA: R29,95**
Other countries: R26,27 excl VAT

## *FRACKING DEBATE*
FACT VS FICTION

**WIN R130 000** IN OUR **iNVENT** COMPETITION

## GREAT SOUTH AFRICAN INVENTIONS

## AREA 51
WHAT *REALLY* HAPPENED?

## BACKYARD GENIUS 2011

- DRILL-POWERED TRIKE
- ANIMATRONIC HAND
- ELECTRON-GUN SHOW
- SCORCHED-EARTH ART
- AUTO-BREWSKI

**WIN**
BOSCH TOOL PACKS WORTH R23 000+

**UP, UP AND AWAY**
WE FALL IN LOVE WITH A **GYROCOPTER**

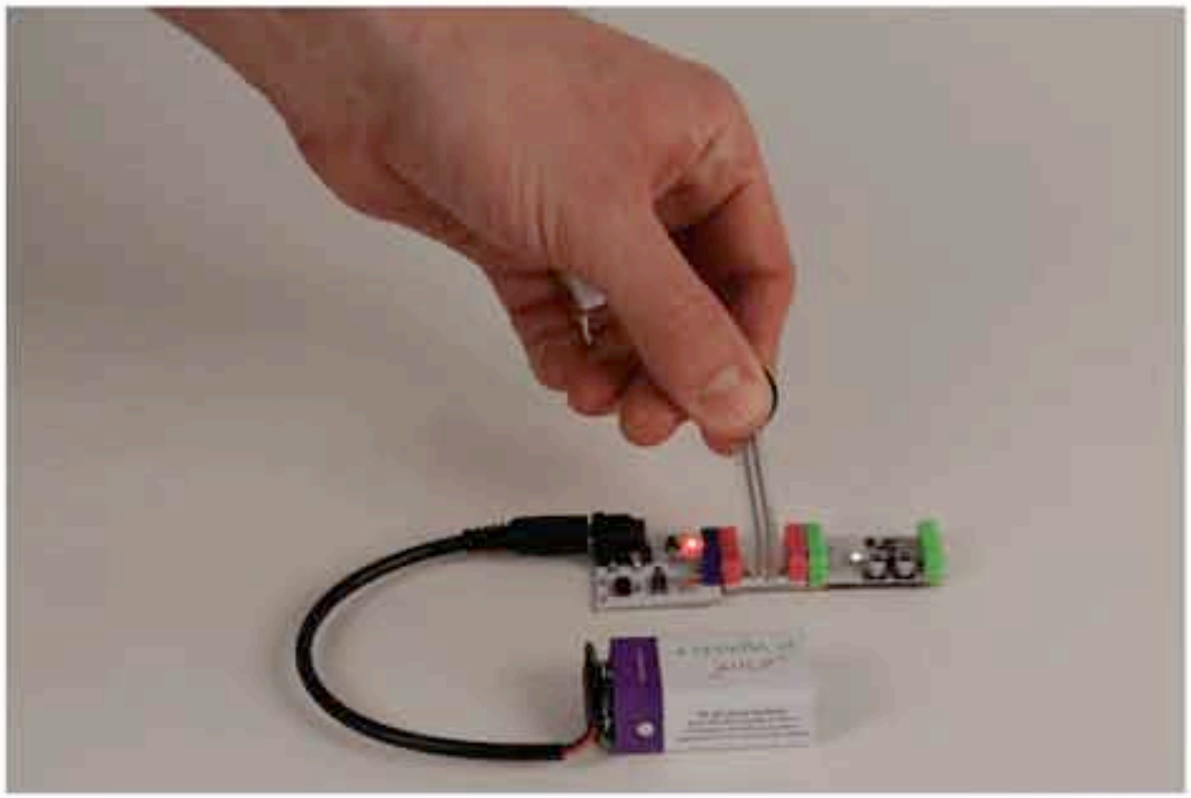
# littleBits v0.2

a littleBit of geeky fun!

littleBits is an opensource library of electronic modules that snap together with tiny magnets for prototyping and play.

Vimeo Twitter
Flickr Facebook

about | snapShots | newsBits | theBits | theKits | store | forum | community | dreamBits



check out all projects in the new community page!

## newsBits

See More News & Events

**04/6/2012** - **Launching the community site, as in now!**
We just launched the community portion of our site! After many months of developing, testing and thinking (with our amazing friends at HyperTiny), we are finally ready to unleash it! From an air version of pong, to confetti cannon balls, the community site is a gallery of people's projects, classes, lessons that they have developed [...]

**04/5/2012** - **Speaking at MIT Media Lab, Life Long Kindergarden Group!**
On Friday April 6th, I'm thrilled to be speaking at the MIT Media Lab's Lifelong Kindergarden group as part of their lecture series! As the group that gave rise to Scratch, LEGO mindstorms and PicoCricket, and practically invented the "Learning Through Play" game, LLK has always been a big inspiration of mine. For the first time, I [...]

**03/29/2012** - **Ayah Bdeir's TED talk!**
On Monday February 27th, littleBits founder Ayah Bdeir gave a 5 minute talk at TED 2012, Full Spectrum. Ayah ends her talk with this very inspiring quote "We want to encourage a world of creators, of inventors, of contributors because this interactive world is ours!" Check out our latest projects and pictures here [...]

**03/9/2012** - **littleBits workshops with GE Garage at**

## see it!

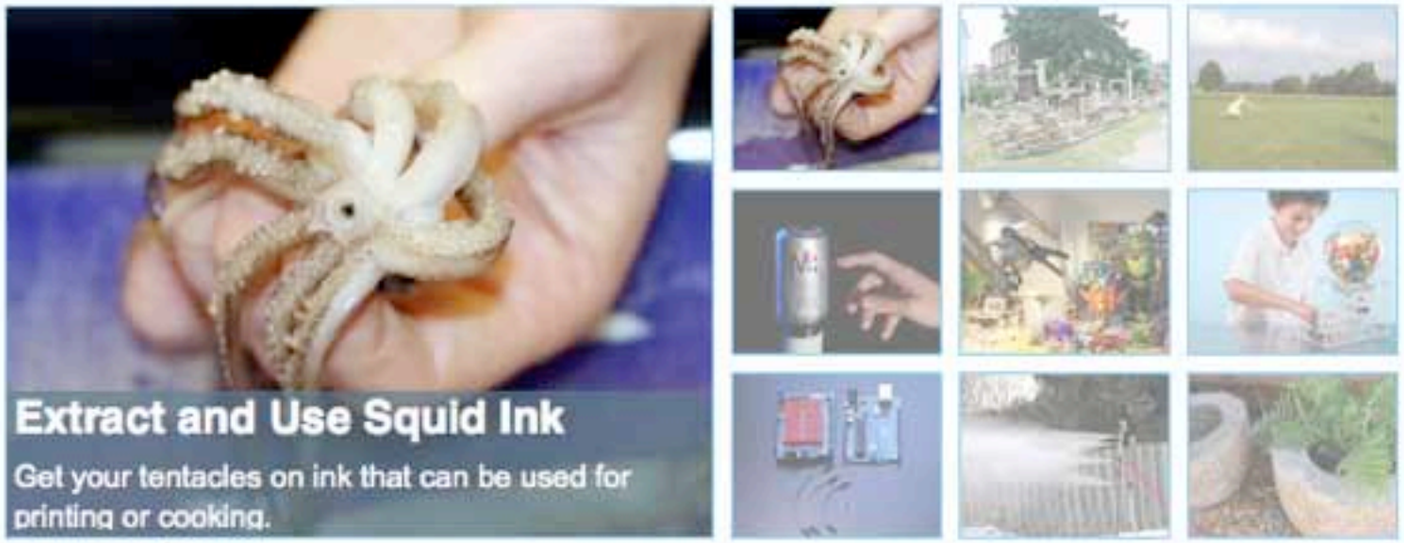
**What are some available littleBits?** Check out what you can play with in theBits >

## use it!

# Make: Projects

build, hack, tweak, share, discover





## Extract and Use Squid Ink

Get your tentacles on ink that can be used for printing or cooking.

Recent | Popular

All | Make | User

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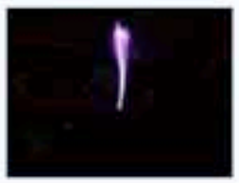

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- FOOD
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- MOTORS & ENGINES
- MUSIC
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- WORKSHOP

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Here's how to get started.

## Hey Makers: Gear up for sharing!

Win a $150 VISA gift certificate!

1

## tools

2

## resources

3

## events

“projects for makers”

1

tools

2

resources

3

events

“projects for **webmakers**”

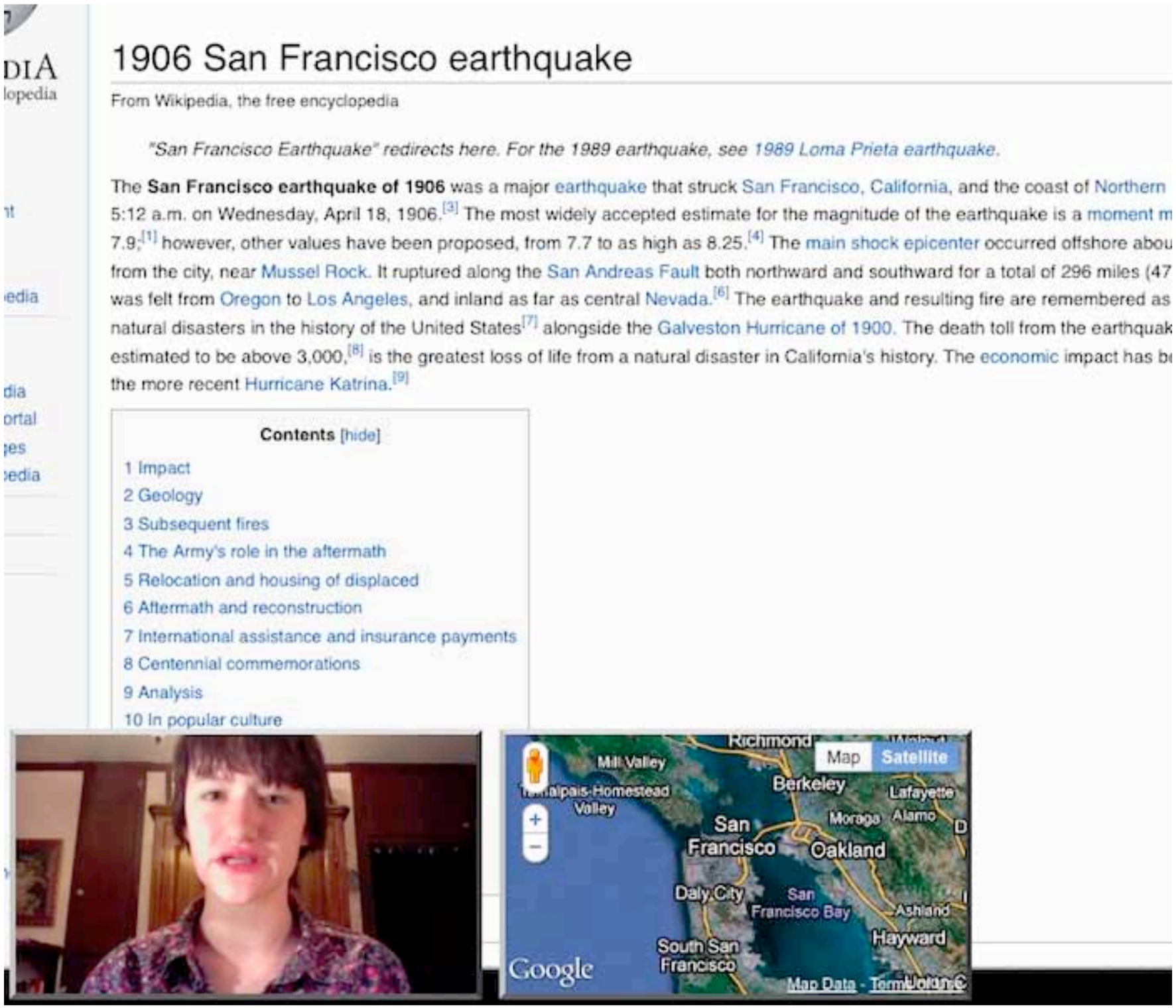
# make your first web page

mozilla

# teaching someone how

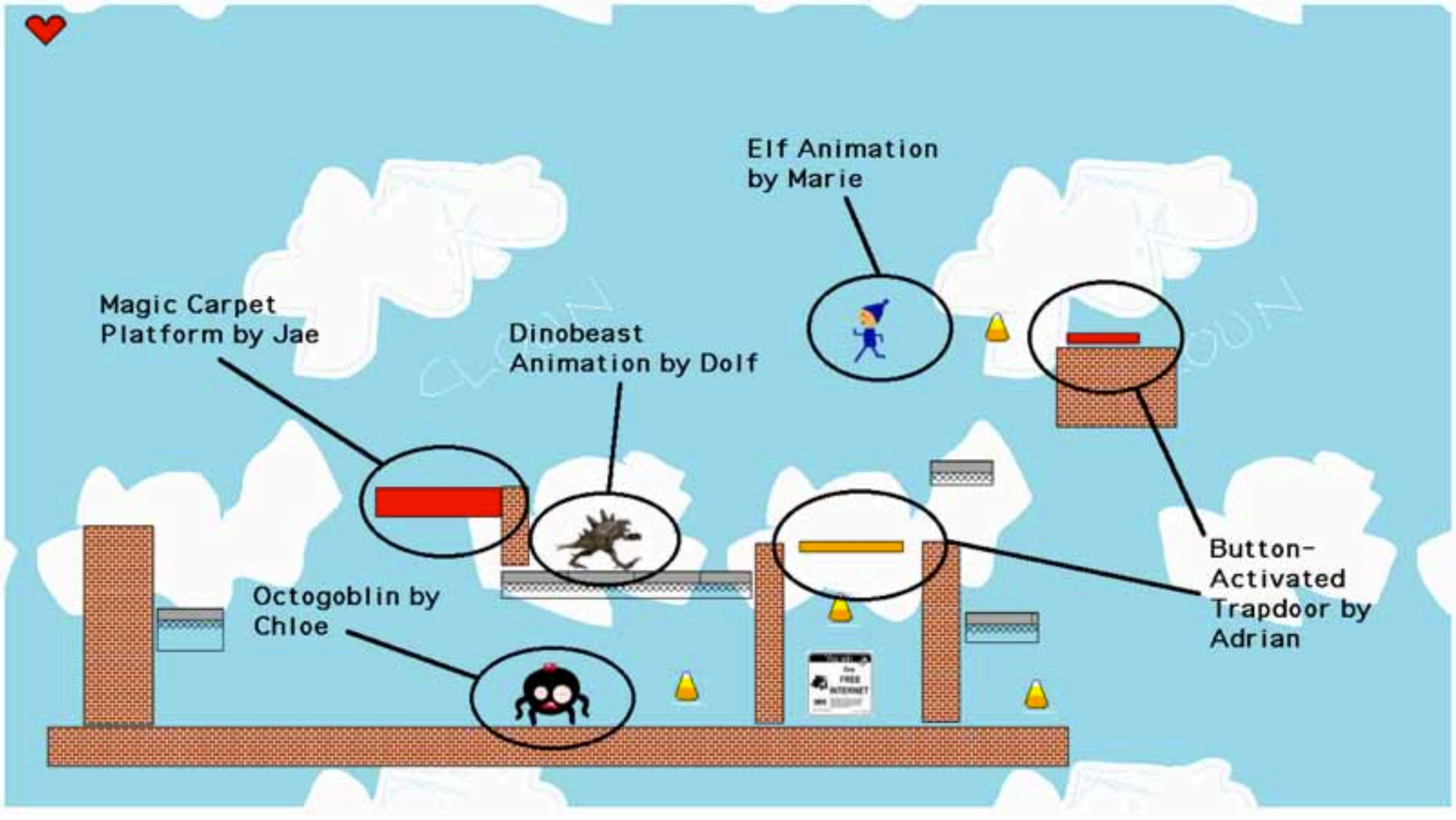
mozilla

# Make a web video book report




mozilla

# make your own web-based video game

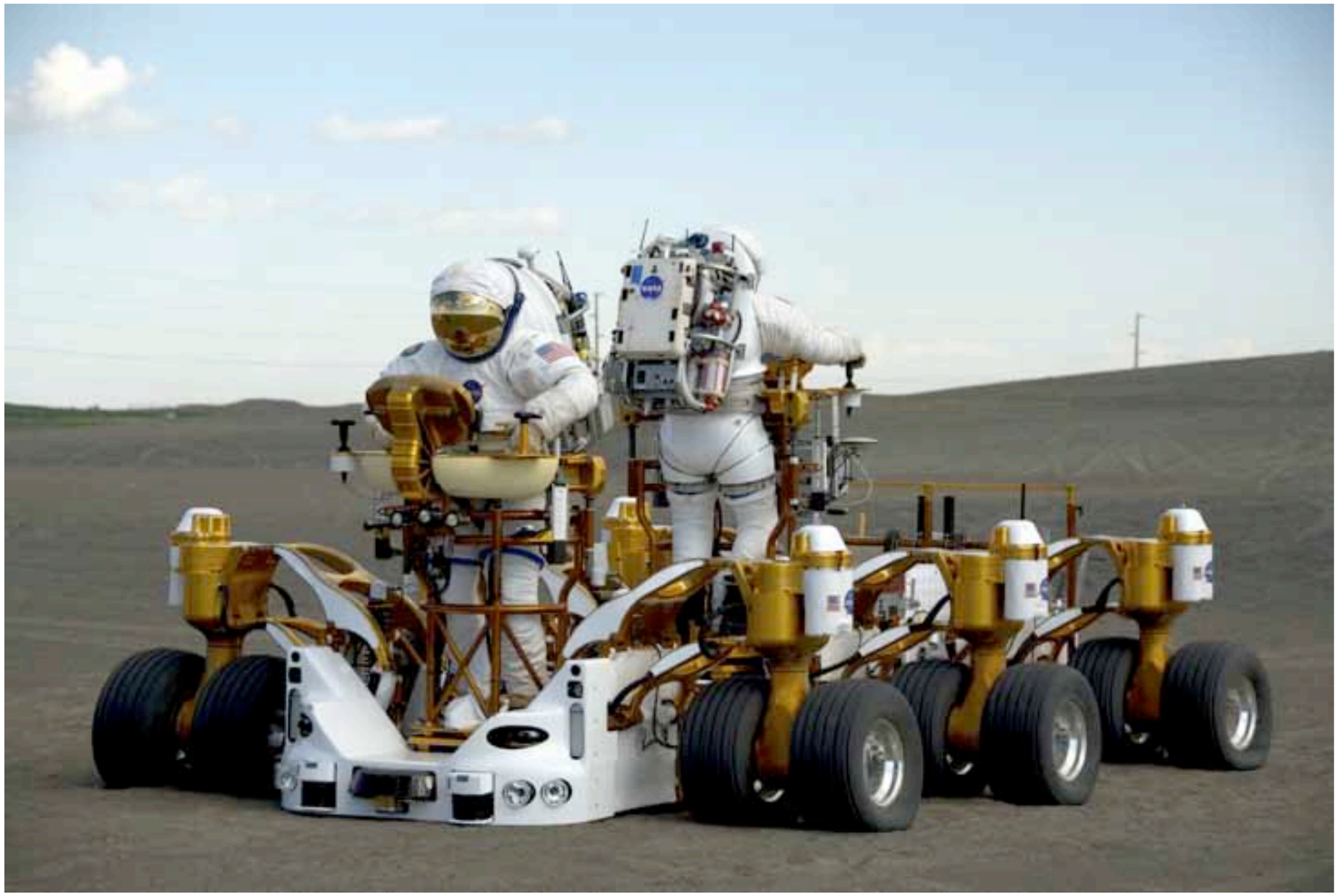



mozilla

# create a news app that changes the world

mozilla

# design a robotics badge for NASA



mozilla

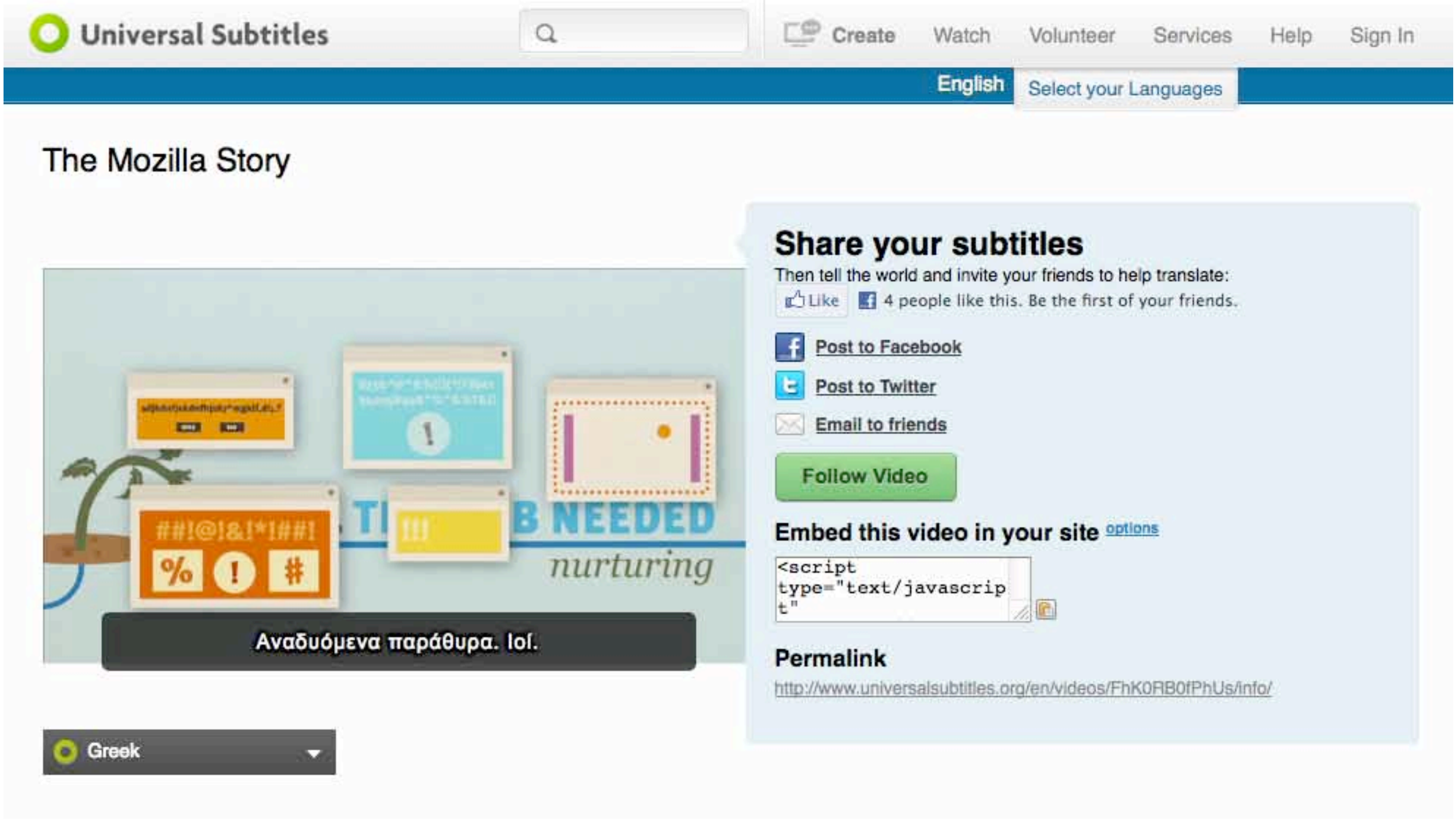
# make a web site that flies

mozilla

# make a Twitter-powered robot

mozilla

# Translate every video on the planet




mozilla

1

tools

2

resources

3

events

“projects for **webmakers**”

1

2

3

## tools

## activities

## events

a) “Make something”

b) “How To’s”

c) Contribute.
Build with us.

## a) **“Make something”** (easy)

“Make a pop-up video”

“Remix this web page”

“Build your first web site”

“Send a Love Bomb to mom”

“Earn your first digital badge”

## a) **“Make something”** (hard)

“Design digital badges for NASA”

“Build 1Gbps apps from the future”

“Build ‘Truth Goggles’ for news”

“Make your own Popcorn Maker template”

“Create learning challenges that teach advanced CSS”

# b) “How To’s”

“How to tweak your Tumblr template”

“How to make a web site using X-Ray Goggles”

“How to teach Hackasaurus for hip hop”

“How to make a hyper-video book report”

# c) Contribute. Build with us.

“Translate Hackasaurus into Mandarin”

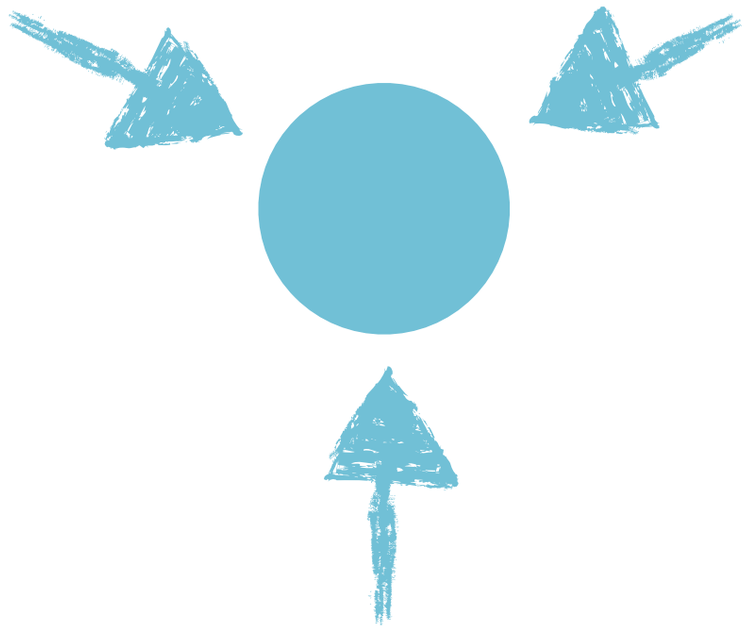
“Add 3D / Tilt to the X-Ray Goggles”

“Help build the next version of our Event Kit.”

“Beta test the next version of Popcorn Maker”

“Make something”

“How To’s”



Contribute / Co-build

different versions of MAKING stuff

different flavors
of the same thing.

Design & build your own template ›

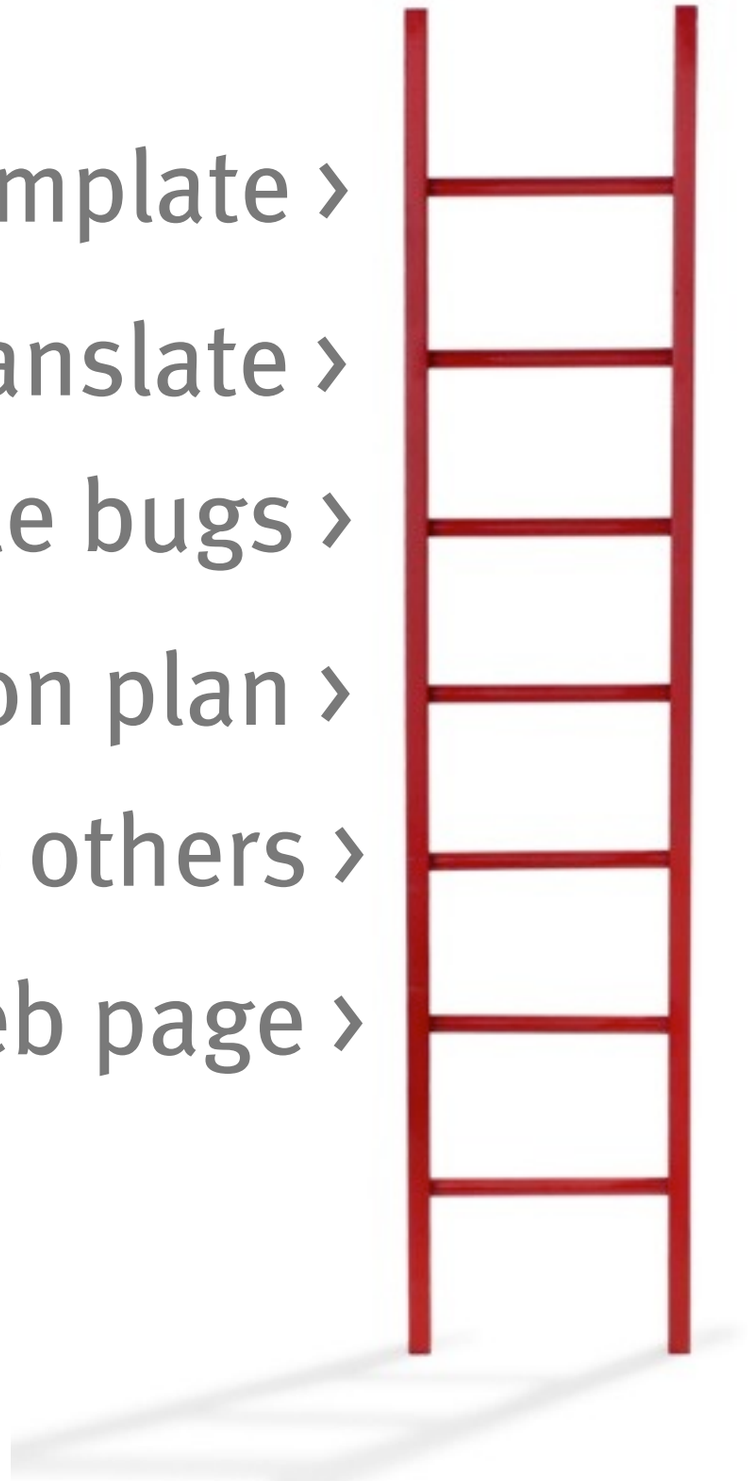
Help localize & translate ›

Make feature requests & file bugs ›

Share a Hackasaurus lesson plan ›

Learn how to teach it to others ›

Hack your first web page ›



# These groups dig each other.

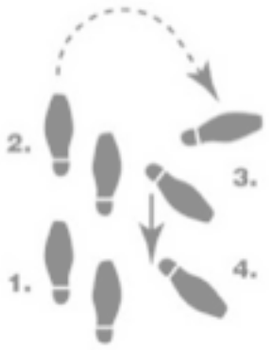
# Mixing casual making with deep co-building = very Mozilla!

**“wanna drive?”**

# common ingredients

cool thing

tools




recipe / steps

“electronics”
“arduino”
easy

tags

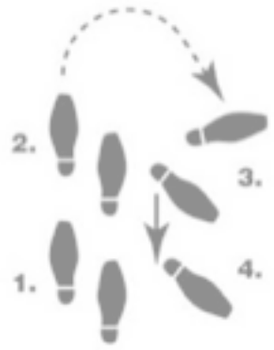
**Brookelynn Morris**

211 Reputation
18 Guides
*Member Since 07.22.10*

contributor

cool thing

tools




recipe / steps

“video”
“Popcorn”
“easy”

tags

contributor

# what does this all mean for our IA?

1

## tools

2

## projects

3

## events

1

## projects

2

## tools

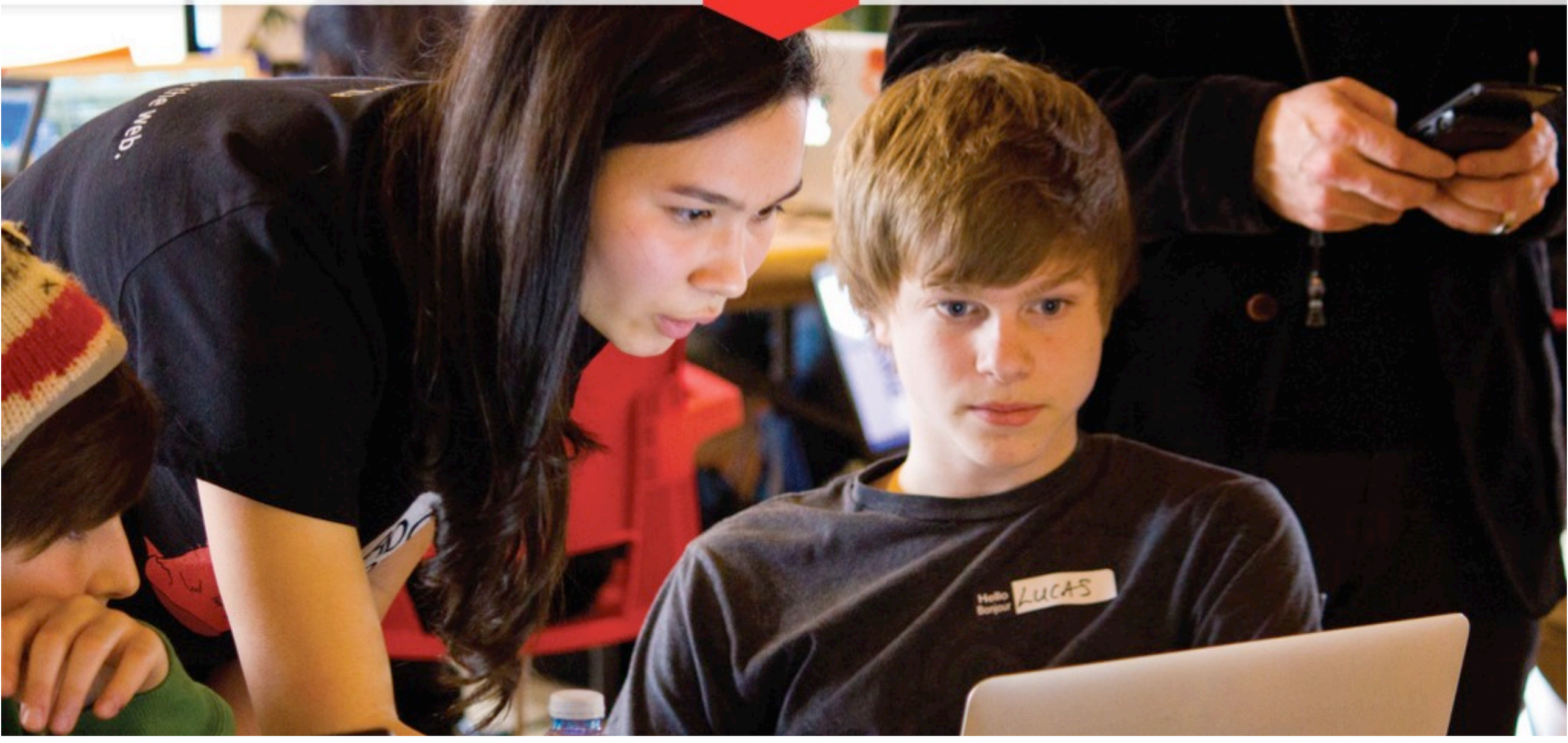
3

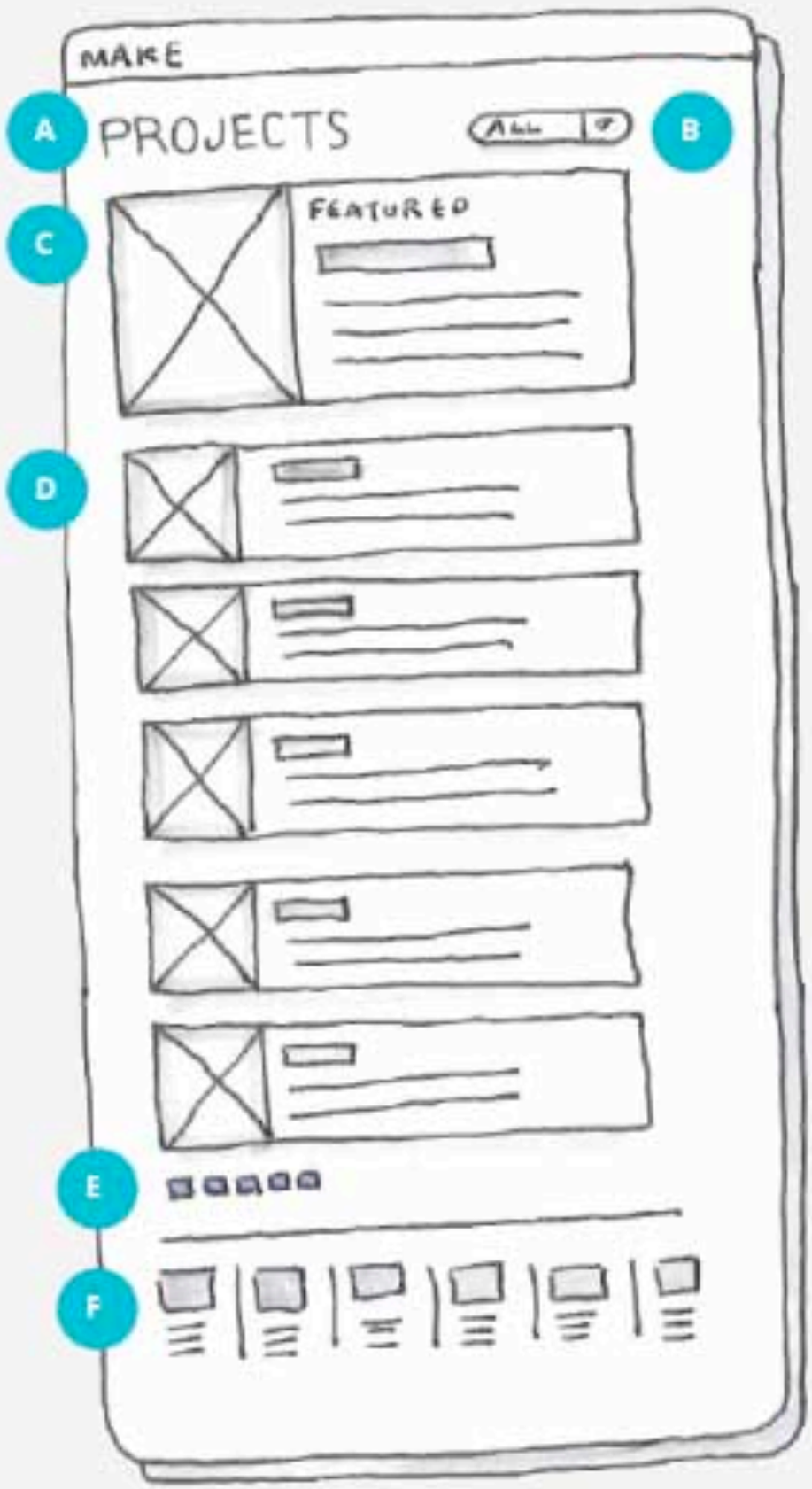
## events

mozilla webmaker

Projects Tools Events

mozilla






**A Header**
- Page Title
- Intro Description

**B Filter By**
- Tools used
- Audience type
- Difficulty
- Time

**C Featured Activity**
- (How to make a video with popcorn maker, how to hack this webpage, etc)
    - Title
    - Image
    - Description
    - Tags (tools used, audience, difficulty, time)
    - Meta data (comment count, share counts, date posted)

**D List of Activities / How To's**
- (How to make a video with popcorn maker, how to hack this webpage, etc)
    - Title
    - Image
    - Description
    - Tags (tools used, audience, difficulty, time)
    - Meta data (comment count, share counts, date posted)

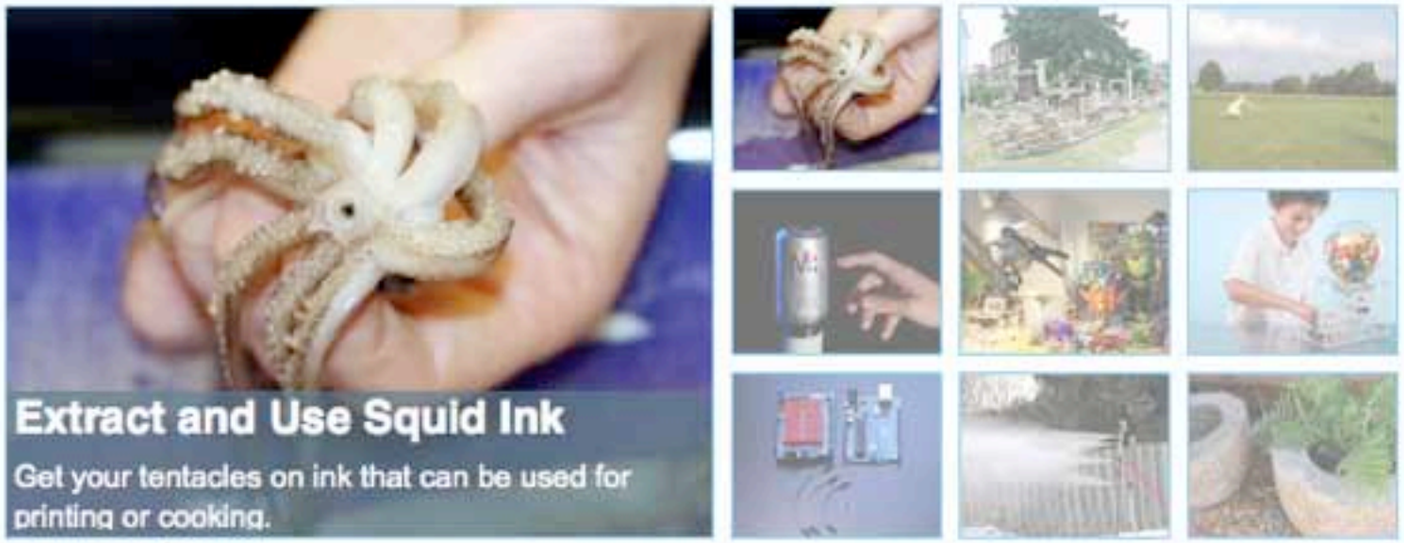
**E Pagination / load more**
- Link through to / load additional pages of activities

**F Projects**
- Popcorn
- Open news
- Hackasaurus
- Open Badges
- School of Webcraft
- Hive

# Make: Projects

build, hack, tweak, share, discover





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Get your tentacles on ink that can be used for printing or cooking.

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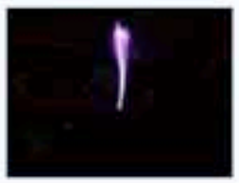

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- FABRICATION
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- MICROCONTROLLERS
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- WORKSHOP

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# 1.1.1 Project Single

**A Header**
- Activity Title

**B Share**
- Post to Twitter
- Post to Facebook

**C How-To Content**
- Headings
- Paragraphs
- In-line videos
- In-line photos
- Ordered lists
- Unordered lists
- Pull quotes
- Links

**D Author Profile**
- Name
- Photo
- Short bio
- Contact info
  - url
  - twitter

**E Similar Activities**
- List of similar activities

**F Comments**
- List of comments
- Post a comment

# WRAPPING UP...

## why do we like this?

# #1: "Gimme easy ways to get involved."

# Mozilla Webmaker

make.mozilla.org

**webmaker projects**:
simplified, bite-sized "recipe cards"
for making & getting involved

mozilla Popcorn

mozilla HACKASAURUS

knight-mozilla OpenNews

mozilla FESTIVAL

mozilla OPEN BADGES

mozilla HIVE NEW YORK

mozilla ignite

mozilla WEBCRAFT

“Design digital badges for NASA”

“Participate in the DML Badges for Learning Competition”

“Make a pop-up video”

“Try out Mozilla Popcorn Maker”

mozilla Popcorn

mozilla HACKASAURUS

knight-mozilla OpenNews

mozilla FESTIVAL

mozilla OPEN BADGES

mozilla HIVE NEW YORK

mozilla ignite

mozilla WEBCRAFT

"Create a digital learning network in your city."

"Learn more about Hive"

# #2: Simple. Avoids duplication.

"How does this affect my stuff?"

"Where will 'x' or 'y' live?"

mozilla

# Make your own mission

**Choose a remixable mission template** Remix one of these templates to make your very own challenge for friends to play.

## D.I.Y recipe

*Gummi bears gummies I love gummies pie. Wafer chocolate bar chocolate*

## HTML/ CSS

*Gummi bears gummies I love gummies pie. Wafer chocolate bar chocolate*

## Popcorn

*Gummi bears gummies I love gummies pie. Wafer chocolate bar chocolate*

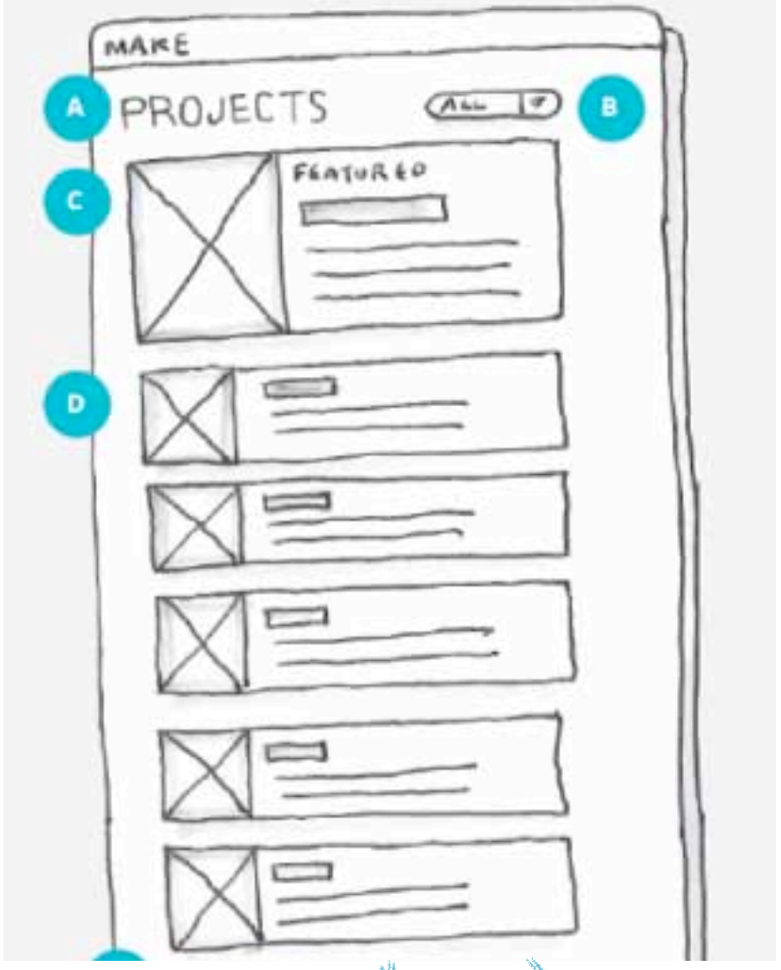
## Activity

*Gummi bears gummies I love gummies pie. Wafer chocolate bar chocolate*

‹ back

mullet strategy

"Thin, pretty and dumb."


MAKE
PROJECTS
ALL
A
B
C
FEATURED
D

mozilla
Popcorn
mozilla
HACKASAURUS
knight-mozilla
OpenNews
mozilla
FESTIVAL
mozilla
OPEN BADGES
mozilla
HIVE
NEW YORK
mozilla
ignite
mozilla
WEBCRAFT

cool thing

tools

recipe / steps

“video”
“Popcorn”
“easy”

tags

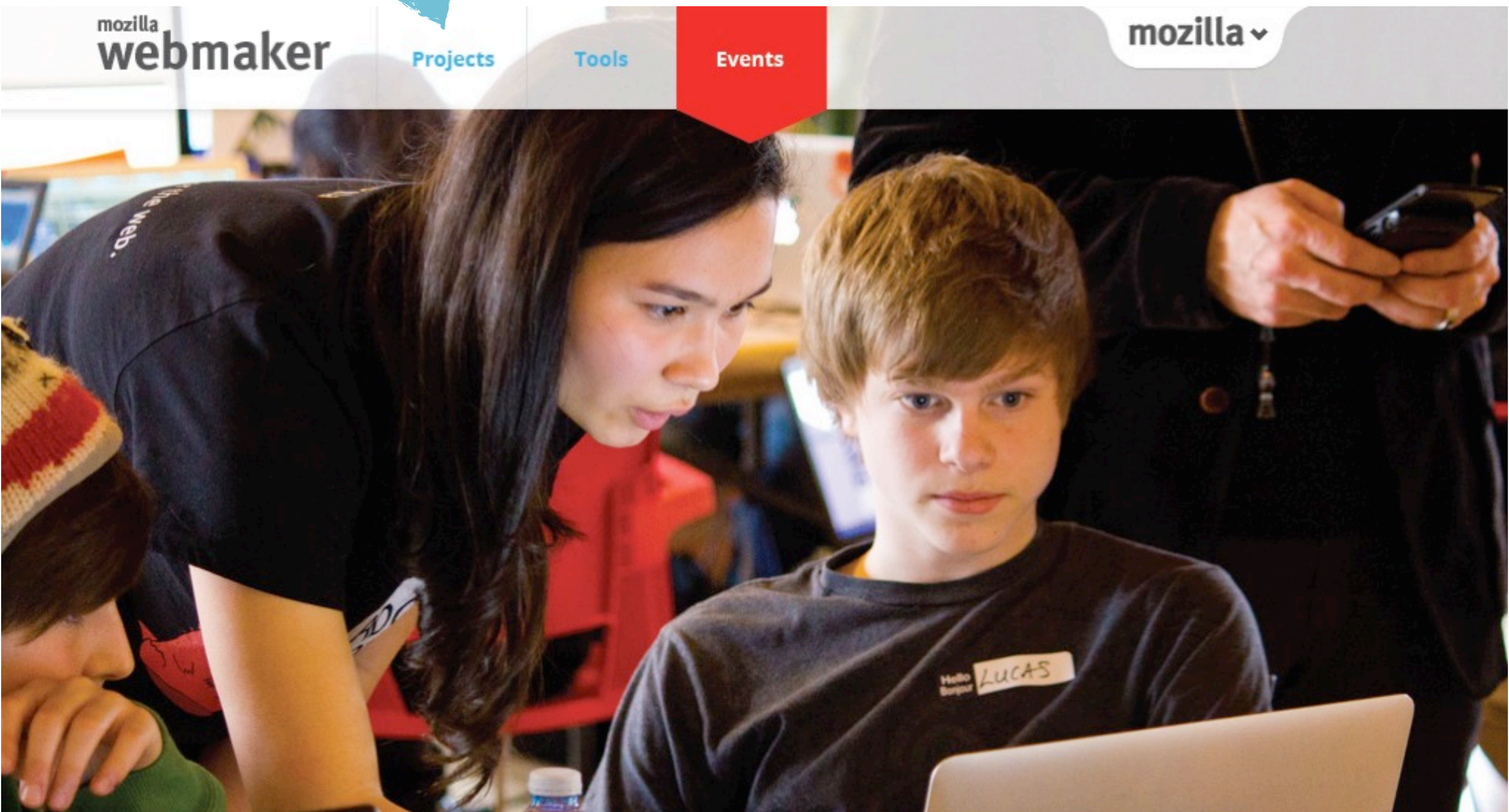
contributor

#3: opens the door for massively scalable contribution

# Questions

# Does this make sense?

# what do we call it?



does it scale?

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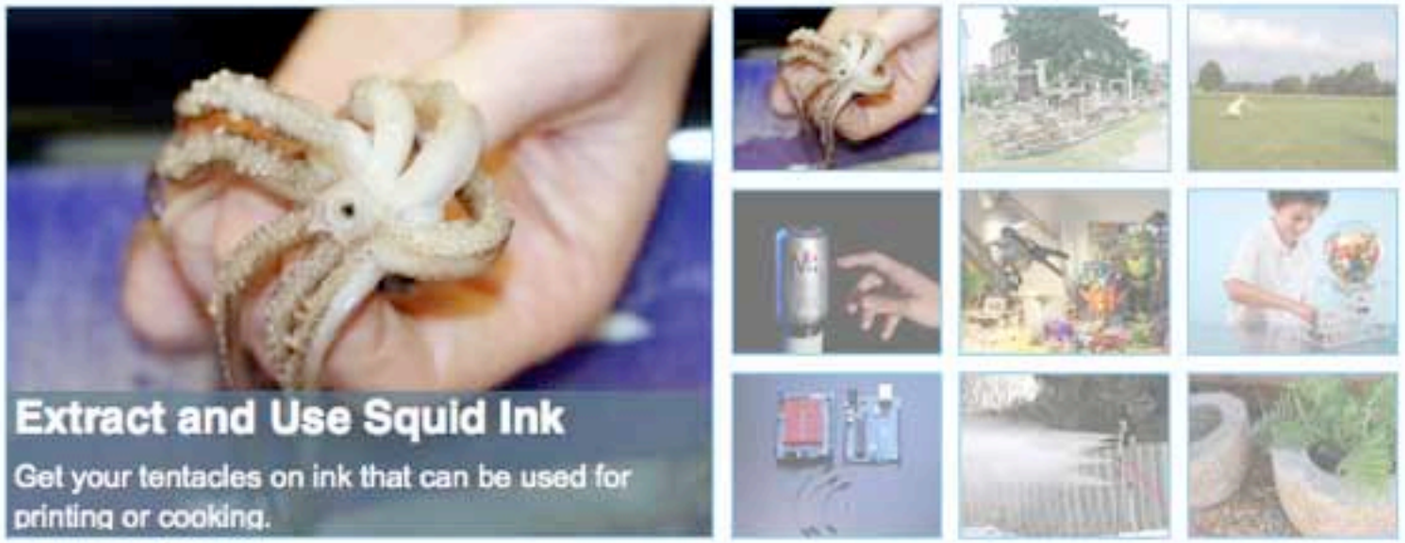

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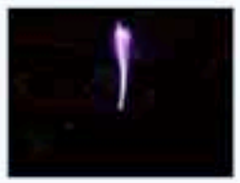

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do we have the capacity?

# Mozilla Webmaker web site meetings

- **Wednesdays** 7am PT / 10am ET
- **Agenda**:
  https://etherpad.mozilla.org/Webmaker-website
- **Dial-in**:
  same as Mozilla Webmaker community calls
  https://wiki.mozilla.org/Webmakers/Community_Calls