

# Platform.Coop Co-Design

## Survey Questions and Answers (Summarized)

Based on your experience, what are the most important functions/features of a website for the platform coop community? In other words, what do you want/expect to be able to find and/or do on the site?

- map/directory & stories/case studies of coops
  - including regional hubs
- understand what platform cooperativism is
- find and contribute articles
- search resource archives (legal, technical)
  - legal compliance info
  - business model examples
- know who is maintaining/running the site
- learn how to start a coop
- a guide as to how to join the consortium (for coops, freelancers etc)
- tap into online community
- events listing
- list of free/OS frameworks
- maybe a discussion forum (using Loomio or Discourse?)

How do you use the existing website to engage with others in the coop community, if at all?

- I don't
- I go to social media or mailing list instead
- I put my coop into the directory
- I look up conference dates
- I read blog posts, articles
- I look up news (from events)

Describe some activities or ways of connecting with others through the new site that you would like to see incorporated.

- connect/tap in to social media streams or other chats
  - allow open-ended, self-directed participation
- tap into existing content in platform coop community
- map
- forums
- it shouldn't be the purpose of the site
- maybe discussion/comments under blog posts?
- experimental field for collaborative creation of coop / collectively owned digital infrastructures.
  - how can developers engage?
  - coop repositories for collaborative software developments?
- overview of network/resources available
- share challenges/questions with other coops
- point of contact for coops (connect over shared resources)
- specific points of contact for different types of collaborators - such as freelancers having their own e-mail address to contact
- a way to join the project

What features of the existing site do you find useful?

- archive of content
- blog
- directory (not just the coops but also related orgs)
- get involved/ call to action
- basic info about platform cooperativism
- news
- links to social media
- resources/articles

What is the most important change needed on the existing website?

- archive needs regular updates (including crowd-sourced submissions and motivation to do so)
- better search engine (allow for searching date range, most recent, RSS feed, etc)
- landing page needs a clear, concise definition of Platform Cooperativism
- post links to livestream video recordings from past events/conferences panels
- provide connections to other platforms

- need a "how to start a coop"
- easier sign-up/onboarding to join the movement/other coops etc
  - ability to reach out to other workers to join their coop, freelancers who want to start a coop etc
- add "profile pages" of coops
- better events listing
- more support for developers
- include regional coop hubs
- right now there is too much text info/hierarchy in the structure
  - make it interactive
  - make targets more clear
  - more specific and granular organization

Are there any websites that you find particularly engaging and useful? What are the specific features and/or design characteristics that you like and why?

- <http://www.co-oplaw.org/>
  - narrow and specific focus, full of easy-to-find information
- <https://techaction.nyc/>
  - interactive, useful, entertaining
- [https://www.peoplespolicyproject.org:](https://www.peoplespolicyproject.org/)
  - very simple, basically a wordpress site, but does a good job of conveying information.
  - Any well-designed advocacy and research news blog could be a good example
- Airbnb <https://www.airbnb.ca/>
  - visual appeal
  - clear call to actions
  - showcases what it is all about by displaying a large number of interesting examples on the landing page
- World Economic Forum <https://www.weforum.org/> and the Climate Action Tracker websites <https://climateactiontracker.org/>
  - information on various topics and areas arranged in drop-down boxes
  - pill buttons, etc.
  - Focus on freely flowing, coherent, nested HTML and CSS elements over slower-loading and less flexible JavaScript elements,
  - Succinct descriptions of the purpose of each page, and what users can hope to do with the information on each page.
  - clear, bolded, elements of the site that encourages and entices users on how they can take action on issues.

Overall Summary

Features Feedback	Design Feedback
What is platform cooperativism - on landing page	Make it more clear what each page is for
Stories/case studies of coops - on landing page	Simple and clear targets
Directory/Map	Interactive
Call to action (how to start a coop)	Narrow, specific focus
Tap into existing social media streams	More specific, granular organisation
Provide links to current talks (videos etc)	
Access legal and tech resources - "how to..."	
Good search engine (for resources)	
Connect with others over shared resources/needs	
Tools for developers	
Blog	
Archive	
Events	