

Xen.org Web Requirements

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Version: 1.0

Introduction

This document contains the requirements for a new Xen.org website being planned for development in Q3 2008. The website mission statement and community groups are profiled to better understand the needs and options available for the Xen.org website.

Executive Summary

For those with limited time who want to avoid all the details, here is the basic overview of the document in a few bullet points:

- Enhance the Xen.org website to focus on community members in the following groups: Community Activists, Education/Research Group, Technical Customers, Non-Technical Customers, Corporate Group, and the Advisory Board in that order.
- Redesign the Xen.org site to leverage existing community technologies to make Xen.org the information repository for all things Xen independent of how users get the data

Mission Statement

To support, promote, and accelerate the industry leading open source hypervisor development by fostering innovation, driving interoperability, supporting customers, and promoting the solution's enterprise success via a global, electronic web community site.

Web Tools

The following web tools are currently being used on Xen.org:

- Xen Wiki - <http://wiki.xensource.com/xenwiki/> - MoinMoin Powered
- Mailing Lists - <http://lists.xensource.com/> - MailMan version 2.1.5
- Bug Tracking - <http://lists.xensource.com/> - Bugzilla Version 2.20.1
- Source Code Presentation - <http://lxr.xensource.com/lxr/source> - LXR (<http://lxr.linux.no/>)
- Xen Blog - <http://blog.xen.org/> - WordPress 2.3.3
- Xen Mailing List Search - <http://xen.markmail.org/> - MarkMail

The new website must continue to use the Mailing Lists, Bug Tracker, and Source Code Presentation systems. No changes in these tools are required; however, the Xen Wiki and Xen Blog system are open to update with the only requirement that all content be transferred.

The Wiki update is a requirement worth researching as the current tool is not dynamic enough to support the community in a meaningful manner.

Existing Web Statistics from Google Analytics

The current Xen.org website is being tracked by Google analytics with the following data using statistics from 1/1/08 to 4/10/08:

- Average Number of Visitors Per Day – 2,100

- Average Number of Page Visits Per Visit – 2.60
- % of Visitors Who are New – 62.86%

- Traffic Sources

Direct - 21.72%
 Citrixserver.com - 20.37%
 Google - 15.79%
 Wikipedia - 9.00%
 Wiki.xensource.com - 8.70%

- 5 Top Visited Pages

www.xen.org – 35.62%
 /download - 21.74%
 /xen/documentation - 6.86%
 /xen - 6.29%
 /about - 3.38%

Followed by FAQs, Paravirtualization, Archives, Xen Summit Fall 2007

- Browsers (Just interesting to see...)

Firefox - 60.71%
 Internet Explorer - 24.16%
 Mozilla - 5.63%
 Opera - 4.58%
 Safari - 3.07%

Community Profile

Various people leverage the existing Xen.org website and the intention is to group these users into distinct groups to better design an online community site that supports their specific needs. The community is divided into the following groups for this requirement document:

- Advisory Board
- Mailing List Group
- Corporate Group
- Technical Customers
- Non-technical Customers
- Education/Research Group
- Community Activists

Advisory Board

Who – The Advisory Board membership is constituted from the top 5 contributors to the Xen project and key vendors that deliver the Xen hypervisor in their commercial products.

Role – The Advisory Board manages all aspects of the Xen open source project including oversight of the community code practices, product roadmap, and the Xen trademark policy.

Web Deliverables – The Advisory Board needs the following deliverables from the Xen.org website: (Items in BOLD are not available in the current system)

- Mailing List – a private mailing list for communication within the advisory board
- **Mailing List Archive** – all advisory board emails need to be stored in an accessible location on the website for Advisory Board access only
- **Advisory Board Data Storage** – a private location on the site needs to be available for advisory board members to share and store information such as data files, etc.
- **Advisory Board Calendar** – a private calendar for the advisory board for meeting information and other important dates

Importance of requirements: 5 out of 10

Mailing List Group

Who – The core group of Xen developers and users who are the most active community members

Role – This group is the most active mailing list users for *xen-devel* and *xen-users* as they support customers and other developers with the products 7 days a week

Web Deliverables – This group uses the following parts of Xen.org:

- Mailing Lists – Primary method for community activity and support
- Xen Wiki – Leverage the Xen Wiki on occasion to post information
- Xen Source Code – Method to obtain the Xen software
- Xen Downloads – Method to obtain the Xen downloads

This is the most important group of users in the Xen community; however they are the least likely to be impacted by the new website. The new site must continue to enable their access to the source and downloads as well as ensure that the mailing lists are not impacted. I expect little to no impact from this group with the new website.

Importance of requirements: 1 out of 10

Corporate Group

Who – The Xen hypervisor project is closely tied to several corporate identities who are “managed” within the community. The companies are Intel, AMD, IBM, HP, Oracle, & Red Hat.

Role – These companies are major contributors to the Xen hypervisor and leverage the product as a strategic component of their commercial solution.

Web Deliverables – This group uses the following parts of Xen.org:

- Bugzilla – Many companies leverage this tool to track bugs found during their development

- **Commercial Solution Promotion** – Xen.org needs a better way to promote the commercial offerings leveraging the open source Xen hypervisor. The following types of companies and solutions should be promoted: Software, Hardware, Service Providers, etc.

Many of the employees of these companies are active parts of the community and are probably best categorized as Mailing List Group members; however, there needs to be a larger part of the Xen.org website dedicated to the commercial products built on the Xen hypervisor.

Importance of requirements: 10 out of 10

Technical Customers

Who – People looking to use the open source hypervisor in their corporate IT departments who are technically capable of understanding how to use the product and even make the necessary changes to solve their specific issues if required.

Role - Customers who would rather deploy the open source Xen hypervisor then select a commercial offering.

Web Deliverables - This group uses the following parts of Xen.org:

- Mailing Lists – This group actively uses the xen-user mailing lists to ask questions during the installation and execution of a Xen hypervisor in their specific situation; some will even go further and leverage xen-devel when looking further into making code changes
- Software Downloads – Obtain the latest code releases from the community
- Documentation – Obtain information on installing, running, and using Xen hypervisors
- Xen Wiki – Obtain information similar to Documentation; more emphasis needs to be placed here as Xen is primarily a Wiki supported documentation community
- Bugzilla – Place to submit errors found during product usage
- Roadmap – Obtain information on next product release and future feature set; **there needs to be a feedback system to allow these people to provide feature requests**
- **How To** – Provide easy to follow instructions of how the community is run and where to get the information they need (e.g. Xen MarkMail Search, Wiki Structure, etc.)
- **Case Studies** – Provide access to case studies of companies doing similar work; only example today is the AG OS/2 study at http://wiki.xensource.com/xenwiki/Xen_Case_Studies.

Importance of requirements: 10 out of 10

Non-Technical Customers

Who – People looking to better understand the open source Xen hypervisor solution as they have probably read about the offering but understand very little about how it works or how to even use it

Role - Customers who come to the site looking for a “free” solution and quickly realize they need a commercial solution; I want to ensure that they are led to commercial solution content so they can stay within the “Xen” product family.

Web Deliverables - This group uses the following parts of Xen.org:

- Home Page – This group is most likely to search using Google and find the Xen.org home page

as a starting location; they will want to easily see where to go for information on the product and how to use it; News about Xen is also important to these users

- **Documentation** – This group will definitely be looking for information on how to use the product with an emphasis on installation; the current Wiki dependency may be difficult for these users to understand as Wikis are probably not something they see very often or understand
- **Software Downloads** – This group may go here to obtain a download of the product. The current download pages are targeted at the Mailing List Group and Technical Customer Group but not this segment.
- **Xen Overview Information** – This group is most likely going to read the information about Xen found at <http://xen.org/xen/>.
- **Commercial Solution Promotion** – Will be looking for commercial solutions once they determine that using the open source Xen is too difficult,

This is a very important group to focus efforts on to ensure that they have a quality experience in understanding that the open source Xen hypervisor is not really for them and finding commercial solutions that meet their needs.

Importance of requirements: 10 out of 10

Education/Research Group

Who – Many Professors, PHD, and Master's students leverage the Xen hypervisor for their research by either using it or implementing features associated with the product.

Role - Create publishable research based on the open source Xen hypervisor infrastructure.

Web Deliverables - This group uses the following parts of Xen.org:

- **Mailing Lists** – Obtain answers to questions with a high use of xen-devel
- **Xen Wiki** – Obtain documentation and examples needed to support their research
- **Software Download** – Obtain latest builds
- **Xen Source Code** - Obtain latest source code
- **Documentation** – Obtain as much information as possible; no issues with leveraging the Wiki as part of information gathering
- **Research Case Studies** – Place for all research individuals to post their work during all phases of development: Concept, Active Research, & Results. I would also like to have a searchable index of published papers created by these users
- **Research Centers** – Allow individual schools to create or link to Xen research centers that exist at their schools.

Importance of Requirements: 10 out of 10

Community Activists

Who – Active Xen hypervisor users and developers who are found in some of the previous groups but are actively looking for ways to contribute to the community beyond their role as a developer or user.

Role – Front line supporters who assist many customers in xen-users.

Web Deliverables - This group uses the following parts of Xen.org:

- Mailing Lists – This group is active in both the xen-devel and xen-users mailing lists answering questions. How can we better promote these individuals as experts and make their previous answers available to a wider audience?
- Blog – This group is most likely to not only follow the blog but also contribute to it; we need to ensure that these members become active bloggers on the site.
- Xen Wiki – This group will leverage the Wiki and is currently not satisfied with the level of technology and organization in the current Wiki
- Bugzilla – This group will leverage this tool and is looking for formal processes to better leverage bug tracking for the project

This is the critical group to ensure the new website delivers tools for. I want to expand the opportunities for this group to influence and support the community.

Importance of Requirements: 11 out of 10