

What should EuroBurners.org do for you — according to 46 survey respondents — Request for Comments

Dr. Leo Sauermann*
Burning Man Regional Contact Austria

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Abstract

To improve Euroburners.org, we asked 46 Burners for things they would like to see and how much they would miss a thing if it wasn't there. From the results, a list of 10 “linear qualities” come out, that increase happiness of users the better they are implemented. These circle around finding Events and finding regional mailinglists and forums. Hosting our own forum is questionable. The comments answered in open questions confirm: people want an index, not so hosting of forums. The nifty methodology of asking questions and interpreting the results I used was developed by Noriaki Kano ages ago and has been often used in commercial product development and served well for this task.

If you just want to read the executive summary, jump to the “Conclusions 5”.

1 Introduction

We¹ want to improve the website <http://www.EuroBurners.org>. For this, we did a brainstorm and got many ideas. To rank these ideas, I wrote a questionnaire and circulated it. Feedback to the questionnaire was gathered from European regional contacts, event organizers, and people who are part of the

*I thank DFKI.de and the TU Kaiserslautern for educating me how to run and analyse questionnaires for IT projects.

¹members of the euroburners-web@lists.euroburners.net mailinglist

Burning Man community in Europe from 10th March 2014 to 21st March 2014. The questionnaire could be forwarded.

In this report, I will analyze the results. Interested readers can get an anonymized version of the questionnaire to make their own analysis. ²

If you want to contribute to the relaunch or maintenance of EuroBurners, or if you have other questions, write to euroburners-web@lists.euroburners.net to address all people involved in the relaunch or to dante.giura@gmail.com, Regional Contact Latvia, who is main communicator for this project.

1.1 Goal: Euroburners.org should make a difference

The question is: *What is really needed at Euroburners.org?*

We have limited resources to implement this and we should start with a useful selection of features. So a proper prioritization of features to implement would help.

The goal of this “scientific study”³ is to prioritize features while taking into account what people want to have, and what features can be cut without limiting the experience.

2 Methodology

First, a brainstorm happened on the mailinglist and in facebook groups. A lot of input ended up in a document we hosted on Google docs⁴. Good input was also a mail from Matt “Snowstorm” from 12th Oct 2011 that Stefan “Sbasskid” dug up. I took all input from the brainstorm and compiled a questionnaire out of it. I used the following method to make the questionnaire.

2.1 Kano Questionnaire

Lucky me, Noriaki Kano published a method to find out what “makes a difference”[1]. This method is known as “Kano method” of asking questions. Each question

²Anonymized meaning: the last question offered participants to enter their email address, the email addresses will be removed. As our roles in the community, country, and age are part of the questionnaire, anyone with enough interest will be able to identify some participants.

³This report is done with limited time and resources, but at least I have published a PhD in computer science, so it should live up to basic “scientific” standards. Meaning: proper methodology was used, if you would analyze the data, you should be able to replicate my conclusions or criticize them constructively.

⁴<https://docs.google.com/document/d/1z1ABw4819w8J4XUBWgluH3WQ60gQ2wwx3-FtaZf14Ws/edit>

in the questionnaire was asked twice. Once positive (“Love”), once negative (“Miss”). Example:

Question: How would you feel if EuroBurners is and does...

Is an entry point for the European community

Answer: (1) Love it! ... (5) Don't need this.

Question: If the following would not be possible right from the start, how would you feel?

Is not an entry point for the European community

Answer: (1) I can live without this. Just make the rest work. ... (5) I desperately need this. If this doesn't work, I am going to kill a kitten.

The answer was given on a 5-point Likert scale (1 being the leftmost option, 5 the rightmost).

The questionnaire was long, it took about 10-20 minutes to fill out. Most questions were mandatory.

3 Our Results for EuroBurners.org

First, some statistical summary. Then, a list how our features classify according to Kano and finally some Pearson-Correlation to see if there are groups within our participants or if certain properties of participants (i.e. being a regional contact or being German) correlate to their answers.

3.1 Data about participation

- 46 participants filled out the questionnaire. 40 participants filled out the questionnaire by 14th March.
- By country, the Germans managed to flood the questionnaire, see a full country analysis below.
- Out of 100 Questions, 80% of participants filled 74 or more questions, 27 more than 90 questions. Response is quite thorough.
- Ages of participants are between 21 and 66, 41 on average, standard deviation of 10.6.

Participants by Country

Austria	2
Czech Republic	1
France	4
German, UK, moved to USA 3 months ago, Euroburner for life	1
Germany	15
Greece	1
Ireland	1
Italy	1
Italy, Spain	1
Latvia	1
Lithuania	1
Netherlands	5
Poland	1
Spain	1
Sweden	1
Switzerland	4
UK	3
(no country given)	2

Answers came from (multiple choices allowed)

Burners	43
Event Organizers	23
Euroburner-Web members	12
Regional Contacts	17

3.2 How I classified and what the classes mean

For each feature, there is an average value indicating how much all respondents *love that feature* and how much they would *miss the feature* if it wasn't there.

These two numbers can be classified according to the Kano method, resulting in the following classes. For this report, results are between 1 and 5, the mean should be 3. To get a relevant number of entries in each category, I took an average value of 2.6 for *love* and sized the *neutral zone* at 1.9-3.3. For *would miss* I chose an average of 2.5 and sized the *neutral zone* at 1.9-3.1. Everything above and below the neutral zone is considered a strong emotional

reaction. In the below tables, the neutral zone is “0” whereas above and below are “1” and “-1” subsequently.

3.2.1 Mapping

The mapping from the ratings to the categories is:

	Love \leq 1.9	1.9<Love<3.3	Love>3.3
Miss \geq 3.1	Linear	Must Have	Questionable
1.9<Miss<3.1	Exciter	Indifferent	Reverse
Miss \leq 1.9	Questionable	Reverse	Reverse

You can chose other borders and you can make your own categorization by looking at the data (see Section 3.2.7) and interpreting it. This is just a simplification for us to benefit from the analysis toolkit and thinking method Kano developed. Kano defines the following categories (definitions adapted based on the wikipedia article on the method):

3.2.2 Must Have Quality

These attributes are taken for granted when fulfilled but result in dissatisfaction when not fulfilled. An example of this would be package of milk that leaks. Customers are dissatisfied when the package leaks, but when it does not leak the result is not increased customer satisfaction. Since customers expect these features and view them as basic, it is unlikely that they are going to tell the company about them when asked about quality attributes.

For Euroburners, this means: we should do them but if we overperform here, the users won't notice.

3.2.3 Linear Quality – The More, the Better

These attributes result in satisfaction when fulfilled and dissatisfaction when not fulfilled. They are notable and we should take care here. An example of this would be a milk package that is said to have ten percent more milk for the same price will result in customer satisfaction, but if it only contains six percent then the customer will feel misled and it will lead to dissatisfaction.

For Euroburners, this means: we should do them and we should do them good.

3.2.4 Exciters/Attractive Quality

These attributes provide satisfaction when achieved fully, but do not cause dissatisfaction when not fulfilled. They are not normally expected, for example, a thermometer on a package of milk showing the temperature of the milk. Since these types of attributes of quality unexpectedly delight customers, they are often unspoken.

For Euroburners, this means: if we want to overperform, we do them.

3.2.5 Indifferent Quality

These attributes refer to aspects that are neither good nor bad, and they do not result in either customer satisfaction or customer dissatisfaction.

For Euroburners, this means: We should not invest too much time here. It doesn't matter at the end.

3.2.6 Reverse Quality

These attributes refer to a high degree of achievement resulting in dissatisfaction and to the fact that not all customers are alike. For example, some customers prefer high-tech products, while others prefer the basic model of a product and will be dissatisfied if a product has too many extra features.

For Euroburners, this means: Implementing this may lead to people hating the result. People are different though, so you never know. Nevertheless, investing here may be a mistake.

3.2.7 Questionable Quality

These attributes refer to a confusion: answers to the love and miss questions contradict. Users do not know what they want or the question was asked wrongly.

For Euroburners, this means: Look into the data again.

3.3 Question Answers Result Data

For each feature, participants were asked how they would feel if the feature *exists* and how they would feel if it *misses*. In the following table, the mean value and the standard deviation is listed for all questions.

Love 1 means "Love it", 5 means "Don't need this".

LDev Standard Deviation of “Love”. The higher, the various the answers, the lower, the more participants agree.

LKano Kano classification of “Love”, see Section 3.1.

Miss 1 means “I can live without this. Just make the rest work.”, 5 means “I desperately need this. If this doesn’t work, I am going to kill a kitten.”

MDev Standard Deviation of “Misses”. The higher, the various the answers, the lower, the more participants agree.

MKano Kano classification of “Misses”, see Section 3.1.

Kano Resulting Kano class, see Section 3.1.

Question	Love	LDev	LK	Miss	MDev	MK
Entry point for the European community	2,22	1,4	-1	3,54	1,2	1
Helps newbies to connect with Burners	2,04	1,3	-1	2,63	1,3	0
Aggregates information from European groups	1,80	1,1	-1	3,17	1,3	1
Keeps Burners up to date with what's going on	1,93	1,3	-1	3,70	1,3	1
Beautiful visual on the front page (photo)	2,85	1,4	0	2,20	1,4	-1
Find small local events relevant for me	1,74	1,2	-1	3,39	1,3	1
Find out about larger European events	1,57	1,0	-1	3,89	1,1	1
See events on an interactive map	2,15	1,3	-1	2,37	1,4	0
See events in a calendar	1,74	1,2	-1	3,33	1,4	1
Find out about local groups	1,61	1,1	-1	3,65	1,2	1
See groups on a map	2,37	1,3	0	2,35	1,4	0
iCalender support so I can import it	2,83	1,5	0	2,20	1,5	-1
Links to European email lists+forums	1,85	1,3	-1	3,35	1,3	1
Links to European Facebook groups	2,15	1,4	-1	2,96	1,4	1
Find burners to collaborate	1,91	1,1	-1	2,78	1,2	0
Find burners to couch surf/carpool	2,30	1,3	0	2,28	1,3	0
Forum with threads, archive, search	2,41	1,2	0	2,41	1,2	0
Private forum area	2,93	1,4	0	2,11	1,3	-1
Public forum area (Google-able)	2,80	1,5	0	2,35	1,3	0
Upload and share photos	2,76	1,3	0	1,72	1,0	-1
Upload and share videos	2,98	1,4	1	1,59	1,1	-1
Profile Pictures	2,39	1,2	0	2,20	1,2	-1
Link to the facebook at profile	3,09	1,5	1	1,89	1,2	-1
Info "how to go to BM, noob boot camp"	2,46	1,5	0	2,48	1,4	0
Info "traveling to BRC"	2,04	1,4	-1	2,91	1,3	1
Survival guide for regional festivals	2,20	1,4	-1	2,76	1,5	0
Info "10 principles"	2,26	1,4	0	2,93	1,7	1
Info "quick overview about BM"	2,54	1,4	0	2,76	1,5	0
Info "Burners without Borders"	2,35	1,2	0	2,37	1,2	0
Event+Group translated local lang.	3,09	1,6	1	2,09	1,4	-1
Info sections translated local lang.	3,26	1,7	1	2,07	1,4	-1
Donate to art projects	2,57	1,2	0	2,04	1,1	-1
Donate to charities (BwB)	2,65	1,3	0	1,85	1,0	-1
Donate to EuroBurners.org	2,33	1,2	0	2,57	1,4	0
Features for Regional Contacts						
You can be contacted	1,62	1,1	-1	3,74	1,3	1
Add info: local events	1,38	1,0	-1	4,26	1,0	1
Add info: Burning Pub or Burner Cafes	1,48	1,0	-1	3,85	1,4	1
Promote my own Events	1,86	1,3	-1	3,33	1,4	1
Blog about my region	2,72	1,2	0	2,26	1,4	0
Chat with RC who are online	2,90	1,4	0	2,26	1,2	0
Re-Publish events on Facebook	3,52	1,5	1	2,22	1,4	0
Re-Publish events on BM Regional Calendar	2,07	1,4	-1	3,04	1,4	1
Re-Publish info on Regional announce-list	2,71	1,5	0	2,41	1,3	0
Re-Publish info on local mailman list	3,04	1,5	1	2,08	1,1	-1
Re-Publish blogpost on Twitter	3,57	1,4	1	1,70	0,9	-1

3.4 Resulting Kano Classes for User-Facing Features

According to the assumptions laid out above (section 3.1), the features intended for end-users fall into the following classes.

3.4.1 Must Have

- Read about the 10 principles

3.4.2 Linear – The More The Better

- Is an entry point for the European community
- Aggregates information from the various European groups
- Keeps Burners up to date with what's going on
- Find out about small local events relevant for me
- Find out about larger European events
- See events in a calendar
- Find out about local groups
- Find links to other European regional email lists and forums
- Find links to European regional FaceBook groups
- Find information on traveling to BRC from Europe

3.4.3 Exciters/Attractive

- Helps newbies to connect with Burners
- See events on an interactive map
- Find burners to collaborate on projects with, volunteer etc
- Read a survival guide that pertains to the quirks of a regional festival

3.4.4 Indifferent

- See groups on a map
- Find burners to couch surf or carpool with when travelling to BRC
- Have a forum where I can have a threaded, archived, searchable conversation
- Have a public forum area that everyone can find on Google when looking for answers
- Find a quick overview on how to go to BM boot camp for noob
- Read a quick overview about BurningMan

- Learn about Burners without Borders
- Be able to donate money to EuroBurners.org for site maintenance

3.4.5 Reverse

- Has a beautiful visual on the front page, for example a full-screen photo
- Have the EuroBurners.org as iCalender so I can import it
- Have a private forum area that can only be read after I logged in
- Be able to upload and share photos
- Be able to upload and share videos
- See a picture of a community member as part of their profile
- See a link to the facebook profile as part a community members' profile
- Read Event&Group information translated to my local language
- Read Guides (10 principles, about BurningMan) translated to my local language
- Be able to donate money to help fund art projects
- Be able to donate money to charities such as Burners without Borders

3.4.6 Questionable

- (none)

3.5 Resulting Kano Classes for Features for Regional Contacts and Event Organizers

The classification is the same as before.

3.5.1 Must Have

- (none)

3.5.2 Linear – The More, the Better

- You can be contacted
- Add information about local events
- Add information about Burning Pub or Burner Cafes
- Promote my own Events
- When I enter an event, it is also published in the BurningMan Regional Event Calendar

3.5.3 Exciters/Attractive

No items.

3.5.4 Indifferent

- Blog about my region
- Chat with other contacts who are online
- When I enter an event or blogpost, it is also sent to a Burning Man Regional announce list

3.5.5 Reverse

- When I enter an event, it is also published on Facebook
- When I enter an event or blogpost, it is also sent to a local mailman list
- When I enter an event or blog post, it is also sent to a Twitter feed

3.6 Results from open questions

At the end of each page, an open-ended question was asked as a place for general feedback. The results of these questions are – when filled out – as follows.

3.6.1 Comments on first page

The following questions were asked on the first page: Is an entry point for the European community. Helps newbies to connect with Burners Aggregates information from the various European groups Keeps Burners up to date with what's going on. Has a beautiful visual on the front page, for example a full-screen photo.

- perhaps instead of a full screen photo there would be a logo, or a map of europe and an icon, such as a flame, placed over the cities where we have active RC's, and scheduled gatherings, such as nowhere, borderland, degontas jonas, degoais janis, etc . . .
- Website does not need to ADVERTISE for BM
- Give European newbies first advice and directions
- Provide Euroburners with an overview of contacts and activities (calendar and link to local event)
- Be a sharing resource (best practice) for RC and active organisers
- Galvanise European efforts (e.g. CORE, summit, European Projects)
- Link collection/resource overview
- We do not need to mirror the BM website"
- EuroBurners should connect communities from various countries. It doesn't have to sport details about regions. This is what the local websites are for. It also should host information other regions can benefit from like translations and ideas.
- Beautiful visual is fine but no flash, needs to be mobile responsive
- Currency is key. Topical and timely.
- keep it simple. calendar with euro events and contact names for the regionals. fora etc can be found on eplaya
- I think it's important to remember Euroburners is about burning culture in Europe - not about Burning Man. It needs to reflect the incredibly diverse activities and groups across Europe, and help connect people with burning culture/burners in their area.

- have a collection of all the mailinglists, maybe a link to the current jackrabbitspeaks.
- First and foremost, we could use a condensed main guide, with EVERY EUROPEAN REGIONAL contact's email. I've asked the main office for this a thousand times and they informed me they couldn't provide one due to lack of budget. How F*****ing difficult is it to simply mail EVERYBODY EVERYBODY ELSE'S email contact?? I'm quite pissed at this lack of such an obvious step. I have to chase everybody down through Facebook & Burner pages? Seems a bit absurd really..
- "Newbie contact point - great, but it should connect to our existing German newbie contact point as well.
- Nice visual is good to have, but not the main point."
- "Please, my suggestion as a strategic designer: dont form things like you read the answers of a questionnaire. as designer always make things you can base on simple needs of your customers.
- So: dont ask. draw something."
- send at least a weekly update on events planned and happening
- In general used wuestengefluester as entry point
- "I think the entry point for newbies and experimented burners should be local (country or city scale), it's easier to meet if you live in the same area and we share the same language.
- Thought Euroburners could be an entry point for burners who live in countries where there is no burner community and no RC."
- "The question is why do people visit this page? When would we direct people towards this page? I'm thinking that it will be to a) give an overview what's going on in Europe e.g. from burners in other parts of the world b) link to all the other forums in Europe c) link to BM related material that we like e.g. the page of the 10 principles d) a blog section with blogs from different burner communities
- I also think information design (less is more - keep it minimal) and aesthetically look is important"

- In my vision, the Euroburners site should be an hub and a reference site for all regional Contacts and those who organize burners event across Europe. I don't think it would be a good resource for newbies and virgin, as their interaction would be more effective on a local scale, not european.... too many things virgins don't know, and too vast the network for being for them a point of entry. I still firmly believe that the original point of entry for virgins/newbies are their own RC, who can communicate in the same language, get the newbies more involved in local gathering and events, and actually welcome them into a community that, in brief time, they will discover being also spread out at a European and global scale.
- "As burner I would love to bring the burningman community/experience closer to europe and help to organise or create to make this happen.
- What I know about the crowd is that there is every first thursday of the month a Burning pub in Amsterdam.
- Now were planning to create another Burning pub in Rotterdam aswell."

3.6.2 Comments on more information

Answers to Question *Any other information that was not mentioned yet but you want to find on Euroburners.org?*

- perhaps instead of a public forum that can be found via google, it could be a feature that is accessible only once you have logged in
- Best practice sharing for RCs and other active organisers
- Rather than duplicate info link to BM pages however translations make duplicating such info ok
- No, but don't spend time duplicating the Burning Man site when you can just LINK to it. Keep the info relevant and local.
- How to become a regional.
The history & participation of the regional events (something like it's on burner map), when they started, how many people went each year, etc.
A "European Art Projects" section, for shared art projects in European events, and for artists looking for other artists, for specific projects (say I want to have a project & I need a welder, which I can't personally do)
Or maybe some kind of euroburners classifieds.

- immer alles auch auf deutsch bitte bitte
- This site isn't about Burning Man - Burning Man's website is for that. Similarly it's not about Nowhere (Nowhere's website is for that) or any other regional. It's about connecting people across Europe so they can get more deeply involved in burner events/culture. I'd hate to see it hijacked by Burning Man. Many, many people involved in European burning communities have never been to Burning Man and have no desire to - and many simply can't afford the time or money. This site is about Euro Burners, and it needs to stay focused on that. Similarly, it doesn't need to replicate info that exists in other places (part of radical self-reliance for these events is the work people need to put in to find that info). This site should be providing info that's not available elsewhere (eg a centralised recording of burner events and communities across Europe). It should also just be Europe (eg not Israel or any of the other events outside of Europe).
- Nope :-)
- Everything should be printed in both English AND native local languages. Don't forget- with the integrated European Union now there are many foreigners living in many foreign countries. Therefore BOTH languages should be required.
- Interesting would be to inform about or organize Burners without Borders in Europe.
- My pov: things in a specific language should be on the website of the specific community. Euroburner could be more of a "there is nothing in my country, i can find information here" than a mix of all the website from eu.
- I think it's important to not try to create a separate forum (people will still mainly communicate over facebook) so chat functions and profiles is not necessary in my mind. Transparency is also important for me.
- "One area that it is all about the organization of events / theme camps / collective art - with references, discussions, moderators who know their shit, repository of documents and such. A sort of reference place that I bet it will be much better than the pile of photocopies distributed in Berlin by Stephen Raspa. =)
- And we need a blog - with editorial team writing stuff. Sometimes announcing that the event X has been announced (and put link to it), some

other than the tickets for the event X are on sale (and put link), other than to share burners content (articles, videos etc) with a bit of introduction. We can have guest authors writing on some key topic (how to organize the kitchen of a theme camp, how to secure power via solar panels to a playa installation, etc), and have a regular, multiauthor blog going on. It can also be a good way for the RCs to talk about their events."

- volontaire list of creating art , art gallerie list
- As local group already do the translation work I'm not sure this need to be done centrally...

3.6.3 Comments on Donations

Comments given after the section on Donations.

- Donating to regional projects can be done on their websites or via a PayPal donation button.
- Again, encourage use of existing platforms like indiegogo or kickstarter rather than trying to build an maintain your own system.
- It should DEFINITELY find burner groups & events on a map, AND on a calendar.
As for the private or public forum question, my view is, organizational discussions may benefit if they're private, some discussions of regional contacts & event organizers will need to be private I guess, but for the rest I don't see any reason they should not be public.
As for the carpool thing, you don't mean just for BRC in Nevada right (that's what the question says)? This is mainly for Europe, so the carpooling facilitation on the website would be very very useful for European events!
- Too many questions.
There is a conflict of this page with other pages and I am not sure if I will not use facebook or the german group instead of this euro pages. I tend to use the german facebook for all this content. That all the questions are mandatory is a bit rude, btw!
- We're not Burning Man, we don't need to hit our communities up for donations! If we need to raise money for site maintenance, we can

fundraise for it (eg throw a party). Non-Burning Man communities (eg Nowhere, Borderlands etc) feel VERY strongly about being non-profit and the fact that EVERYONE buys a ticket and NO ONE is paid - asking for donations will piss people off a lot!

- I would to start seeing DONATIONS FOR MUSIC included with donations for art. How else can we support our soundsystems, which are an integral part of the entire Burn experience?
- Interactive Map gets 10 out of 5 for me :). Everything else usefully replacing reading text with graphics might as well get 10 points.
- I think Euroburners should be in english and provide material (communication about BM, guides, local events info...) in english to local RCs to translate and spread to the community they're in charge of.
- Do we need fundraising here? If not lets keep money out of it
- I started a google calendar for European events, and a few people have put things on it. <https://www.google.com/calendar/embed?src=4rnv6g314a35f0tmuhdbb40group.calendar.google.com&ctz=Europe/Berlin>
Ask me if someone wants to take over."
- OK, lets go through your sections one by one
 - 1 - events info
OK to have all events and group info, with calendar and maps - this should be a no-brainer.
 - 2 - Forum & Community
Good to have forums where to discuss details, and present projects and look for volunteers, announce fundraising campaigns, and discuss also other topics related to the organization of events - such as insurance, volunteer organization, fire safety, etc.
I dont think the area should allow users to upload pictures and videos - people already do this on FB, and I dont think the spirit of the Euroburners site should be to be a social network - I see it more like a shared resource hub. OK to have some social features, but I wouldnt push too much on that side, at least on a first release of the site and until we actually have a solid knowledge base on it.
 - 3- Guides and Information
Absolutely! All those info should be the backbone of our site, technically not very useful for event organizers, but useful in the sense that they can give visibility to their Survival Guides - in any case, it would be the good trick to get well indexed by search engines for everything related Burning

Man and burners.

4 - Languages

Please please please do not recur to automatic translations by Google. It sucks. We tried it years ago for the Nowhere site and it sucked. Big time. This is why we now go with a network of local translators who actually localize the content rather than do a straightforward translation. But yes, once we have the page of one event, it would be great to link to that page all the relevant info and resources in all the languages available, including guides, contacts for the event and to its site / organizers / community.

5 - Donations - I don't think that we should take charge of the donation transactions for art and charities. If we have an area for fundraising, we can simply embed the widget from Kickstarter/Indiegogo as the BM site does, and we can announce via blog post that there is a paypal link to donate to an event. And for site maintenance we can always plug into a small budget from Nowhere NORG, I guess....

PS: I understand you like Burners Without Borders, but I would like to point out that: 1) there are also other things like the Black Rock Art Foundation, Black Rock Solar, DPW and even burners-driven local entities who might need financing; 2) I don't think we should finance BM - they already have a lot of money, while our small community still struggles to find a balance in organizing events. Let's just talk about all the BM organizations (who already get a share of the ticket sales plus a direct donation upon the ticket purchase, plus a 10% donation by the regional events' poor finances....

- Any Euro-based information that speaks as a group should be truly non-regional. That is, it should not be obviously London-based, or Paris-based or Spain-based. It should be clearly egalitarian and not biased towards any particular region or event(s).

3.6.4 Comments on Questions for Regional Contacts

The following comments were given in the Section dedicated to Regional Contacts.

- Im not a regional contact Actually, but i have Send my candidacy
- ich würde nie eine Katze töten

- I want to retain control over what gets published/promoted where (eg it's more relevant to Nowhere to publicise our event to other communities in Europe than to get it in Jack Rabbit Speaks - if I want it there, I'll post it there). I think the whole point of this website is to collect information about European events and communities in one place - to benefit European burners.
- personally i would be glad if the rave mainstream could be redirected to burning man, the thing in the desert. but at the same time point to local intimate groups.
- Anything automatic would help us greatly. There are just too many details that might get skipped. It's hard enough as it is to follow everything/everyone properly between emails, blogs, facebook, twitter, etc. etc.. ENOUGH!! We could use ONE system that works for all, if possible.. Thank you
- to many questions
- I'd love to have the "publish automatically at all relevant info points" option! I spend so much time crossposting!!!
- Use Flattr for donations to the euroburners site.
- I really dislike things that are too integrated with FB
I don't need interactivity at the site
- Kind of twisted, hein? =)
Again, in my vision that I would like to share with the rest of the group, Euroburners should be a knowledge hub, specially for regionals. All the features in this pages are way more important than giving the opportunity to user to upload pictures and videos...
- I didn't use the website yet
- Would like to see a Euro-version of boot camp for noob addressing what it is like for people from 'over here' to attend and experience BM.
- Thanks guys for this amazing project. Hope it'll work ! :)
Cheers"

3.6.5 Last Comments

The following comments were added in the Section "Last Comments".

- thanks for putting all the effort into it!
hugs
- The website should represent in a small and smart way the European burner community
- If you'd set up EuroBurners.org with all these features, it'll be a mountain of work. Just focus on the important things first!

Do not invent the wheel again. The website needn't have to contain lots of information local websites already do but enable the visitor to find them.

- I love you for all the hard work!
Misa
- If you need developers to help you realise the new euroburners.org homepage, I'd be interested in contributing! (email removed for anonymity)
- Keep it local or with a local viewpoint.
Help burners in the boonies connect with others nearby.
Be good!"
- I love you people! You rock, and this questionnaire is FUN! :) Good work, Leo & others.
- lets get this baby on the road/web with the bare essentials we all need. calendar, info on localgroups and contacts
- Allerliebsten Dank für alle Euere Arbeiten, bin glücklich so viele liebe Menschen kennengelernt zu haben via Occupy dann zu nowhere und Chuchichäschтли/Domichäschтли Eurobürner etc.
- Thanks for doing this!
- I think it's important the site looks attractive - we're a highly creative and technically proficient community, so arriving on an ugly, old-fashioned site doesn't promote ourselves well. However, I'd like to see any imagery reflecting the diversity of communities and events we have across Europe, and definitely NOT using photos of Burning Man - perhaps a

carousel of photos? Or at least regularly changed, to represent all our events/communities/countries. And of course, we need to control the photos used, to ensure permission has been given by the subjects (eg I don't think we should use photos of naked women - such a burner cliché!)

- Where do I find that kitten?
- :-)
- Yes. Apparently 10
- toooooo many questions
- Thanks for survey, helped me to think about it.
- "thanks for bringing the europe burners even closer together
- I love the diversity of cultures in europe. Love the different languages and customs. something special and unique for europe,"
- "keep the focus on the support of building groups. support discussions in groups and with persons how are ""infected"" and wish to go. no advertising for events - even for bm.
- i think everyone will go when his/her time is up to move. no overwhelming nebbie guiding - the firstwater for to learn swimming is cold water. i mean when i went the first time i kept myself creative andtolerant before and after, because there wasno teacher or so - its in the heart"
- Great idea! Wish you luck and longlasting effort! Hugs!
- Keep it simple and leave space for the local RCs to do their job, organize and shape their communication to answer local communities needs.
- Keep it simple! Copy paste info from the other regional webpahes e.g. www.theborderland.se or facebook pages
- enabling European connections and planning should be the main focus, and sharing BM knowledge relavant for Europe
- "About the knowledge hub, here is an old blog of mine that I tried to maintain from 2005 to 2008 (it goes back to BM 2003), than I re-animated again in 2010, and finally dropped off. <http://burningmax.blogspot.com>

- Forget about the main content (which you could find interesting anyway), just have a look at the sidebar on the left and the links that it contains. Please note that in order to make it less boring I added clickable ""banners"" to BM photo albums to separate group of links - so keep scrolling down. More.
- You'll find stuff such as links to official BM and fundamentals, links to BM artists, collectives, theme camps, a section of links on everything you need to know to go to BM, and more and more reference links about BM culture.
- Please note that of course this should be updated, and maybe one day I will rebuild it from scratch and add more stuff to it - I'm just showing it as a past example of ""BM knowledge hub"". I hope you like it... =)
- Let's talk about it - I'd like to be included in the team that build Euroburners, as discussed in Berlin. Keep burning, and being dusty!!!"
- feel free to keep me up to date about event's
- <http://i.imgur.com/ShTprOL.jpg>
- "Please have someone with excellent English read these sorts of things over before posting. Most of it is fine, but there were some questions that I had a hard time figuring out which end of the scale corresponded to what. :(
- (Negative statements make agree/disagree answers much harder to figure out than they need to be. Sticking with ""I can live without posting pictures: Yes/no"" will avoid unnecessary confusion.)"
- that is Leo, finishing this up
- You guys rock! Thanks!

4 Correlation Analysis – do we have groups of answers?

A correlation analysis shows if participants answered certain questions in a similar way. I did a correlation analysis using Excel⁵ which returned the following results.

⁵Excel provides a Pearson-Correlation. I made a gigantic Matrix, poured color over it, and looked if something shiny sticks out in the big big Matrix. Nothing really caught my eye.

Did the Germans influence the answers? We have 15 Germans answering the questionnaire. That is the biggest group. Did they answer in a certain way? There is a correlation between being-German and the will to donate money.
Does Age have influence? Older Burners do not need the 10-principles written on the Euroburners page (correlation of 0.44).

Otherwise, I didn't find significant correlations.

5 Conclusions

Disclaimer: Before you make any decision based on this stuff, be aware: I used methods for this study which I have used in research and in my job, and I tried to work in decent quality. I interpreted the results and documented my decisions above (Section 3.1) — so this is influenced by me. I believe that we had enough people answering and that the data is coherent and that the following is a good recommendation. If you believe it wrong, go ahead and please improve: check the numbers, ask me for clarification, and come to a better decision yourself.

From the results, a list of 15 features come out, *which increase happiness of users the better they are implemented*. Take care to make these work excellently:

- **For Burners, Euroburners.org should...**
- Is an entry point for the European community
- Aggregates information from the various European groups
- Keeps Burners up to date with what's going on
- Find out about small local events relevant for me
- Find out about larger European events
- See events in a calendar
- Find out about local groups
- Find links to other European regional email lists and forums
- Find links to European regional FaceBook groups
- Find information on traveling to BRC from Europe
- ... read the footnote for a remark by the author⁷

⁶Leo Sauermann, the@leobard.net

⁷I believe that one feature is missing here which has been down-voted by the participants. I think EuroBurners.org has to look fucking awesome. An eyeball-stimulating, grandiose-looking beauty, something we artsy people will love. If you are sitting right now in a meeting deciding what to implement, and you have the same belly-feeling as me, be my guest also pushing for good looks and great design. The feature I miss here is: "Has a beautiful visual on the front page, for example a full-screen photo" — it doesn't have to be done like suggested here with a visual on the front page, but I believe good design will improve the website.

- **For Regional-Contacts...**

- You can be contacted
- Add information about local events
- Add information about Burning Pub or Burner Cafes
- Promote my own Events
- When I enter an event, it is also published in the BurningMan Regional Event Calendar

The following features are must have, but if we over-perform here, the users won't notice the extra effort we put in:

- **For Burners**

- Read about the 10 principles

Once above stuff is done and we want to over-perform, these features could be nice to work on:

- **For Burners**

- Helps newbies to connect with Burners
- See events on an interactive map
- Find burners to collaborate on projects with, volunteer etc
- Read a survival guide that pertains to the quirks of a regional festival

We should not invest too much time for this stuff, it doesn't matter at the end:

- **For Burners**

- See groups on a map
- Find burners to couch surf or carpool with when travelling to BRC
- Have a forum where I can have a threaded, archived, searchable conversation
- Have a public forum area that everyone can find on Google when looking for answers
- Find a quick overview on how to go to BM boot camp for noob

- Read a quick overview about BurningMan
- Learn about Burners without Borders
- Be able to donate money to EuroBurners.org for site maintenance
- **For Regional-Contacts**
- Blog about my region
- Chat with other contacts who are online
- When I enter an event or blogpost, it is also sent to a Burning Man Regional announce list

Implementing the following stuff may lead to people hating the result. People are different though, so you never know. Nevertheless, investing here may be a mistake:

- **For Burners**
- Has a beautiful visual on the front page, for example a full-screen photo^{l disagree7}
- Have the EuroBurners.org as iCalender so I can import it
- Have a private forum area that can only be read after I logged in
- Be able to upload and share photos
- Be able to upload and share videos
- See a picture of a community member as part of their profile
- See a link to the facebook profile as part a community members' profile
- Read Event&Group information translated to my local language
- Read Guides (10 principles, about BurningMan) translated to my local language
- Be able to donate money to help fund art projects
- Be able to donate money to charities such as Burners without Borders
- **For Regional-Contacts**
- When I enter an event, it is also published on Facebook

- When I enter an event or blogpost, it is also sent to a local mailman list
- When I enter an event or blog post, it is also sent to a Twitter feed

I think this could be summed up in a way that we should allow people to find and manage events on the page, and link to regional mailinglists and forums. Hosting our own forum is questionable. The comments answered in open questions (Section 3.6) confirm: people want an index to mailinglists and forums that already run, but they say that hosting of a forum is no good idea.

I could find no significant fuckup in the data: I looked if a certain social group (like, THE GERMANS) or a certain role (like, THE REGIONAL CONTACTS, who allegedly have supernatural powers) did answer the questions in a special way that would allow them to bend the whole study towards their evil will — and alas, I could not find anything (Section 4). The only thing I found was: Germans are more eager to donate money⁸.

Using the Kano method of asking questions and interpreting answers turns out to be clever and I hope this study gives others a good basis to make decisions what to put into EuroBurners.org.

References

- [1] Noriaki Kano, Nobuhiko Seraku, Fumio Takahashi, and Shinichi Tsuji. Attractive quality and must-be quality. *The Journal of the Japanese Society for Quality Control*, 14(2):39–48, 1984.

⁸So the conclusion would be: if you need funding for your art project, maybe go bug a German