Community End User

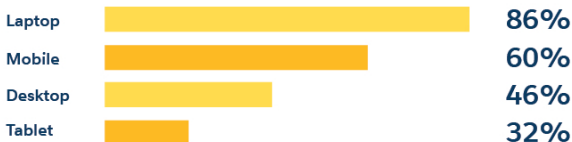Collaborate, get support and learn

> *I use the Community often to ask and mostly answer questions, search knowledge articles, and occasionally log cases*
>
> **"**

TOP ACTIVITIES

1. Browsing and reading feeds
2. Interacting with content
3. Collaborating with colleagues

DEVICES TO ACCESS COMMUNITIES

Device		Percentage
Laptop		**86%**
Mobile		**60%**
Desktop		**46%**
Tablet		**32%**

EMERGING TYPOLOGY

Support Seeker
Seek help to learn
or solve problems

Account Holder
Track account specific
information or resources

Collaborator
Work jointly with others
on content or projects

Community Manager

Protect & nurture the community

I take care of the quality of the content, assign topics to articles, and deal with frequent challenges to boost the participation.

"

TOP ACTIVITIES

1. Moderating forums
2. Running reports on health
3. Communicating with members

DEVICES TO ACCESS COMMUNITIES

Comm. Mgmt. Console		**56%**
Setup Page		**47%**
VisualForce		**38%**
Google Analytics		**25%**

TYPOLOGY

Protector
Enforce community standards

Nurturer
Manage content and member relationship

Planner
Plan strategy and manage resource

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FOR INTERNAL USE

Community Admin

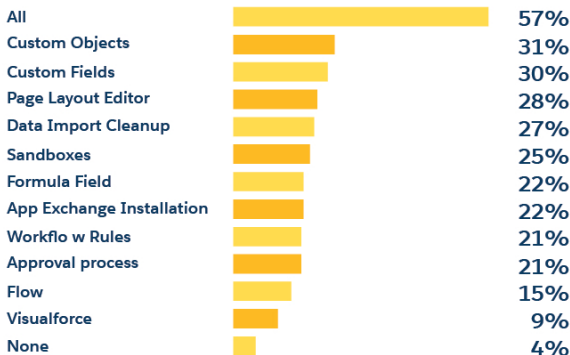Manage members & configure platform settings

I handle all non-development aspects of our Community including creating/adding new Profiles, Knowledge, Cases, Content, etc. "

1. Controlling and defining sitemap
2. Defining permissions and access
3. Controlling information architecture

DEVICES TO ACCESS COMMUNITIES

Category	Percentage
All	57%
Custom Objects	31%
Custom Fields	30%
Page Layout Editor	28%
Data Import Cleanup	27%
Sandboxes	25%
Formula Field	22%
App Exchange Installation	22%
Workflo w Rules	21%
Approval process	21%
Flow	15%
Visualforce	9%
None	4%

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Community Builder

Customize appearance & develop new functionality

I developed communities using VF pages and did the branding by creating html pages for header and footer.
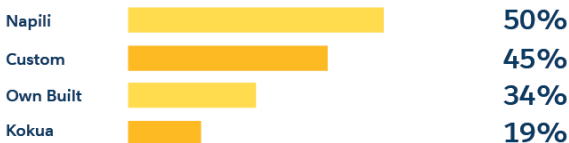
"

TOP ACTIVITIES

1. Building components or templates
2. Customizing page layouts
3. Modifying community appearance

MODIFICATION TOOLS

Tool	Percentage
Builder	57%
VisualForce	53%
HTML	48%
CSS	46%

TEMPLATES

Template	Percentage
Napili	50%
Custom	45%
Own Built	34%
Kokua	19%