



# At-Large Website Revamp – Progress Update

Laura Bengford, Ariel Liang | ICANN 52 Singapore | 10 February 2015

# Agenda

1

Progress Update

2

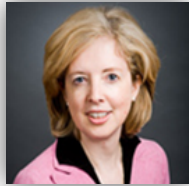
Timeline

3

Key Points

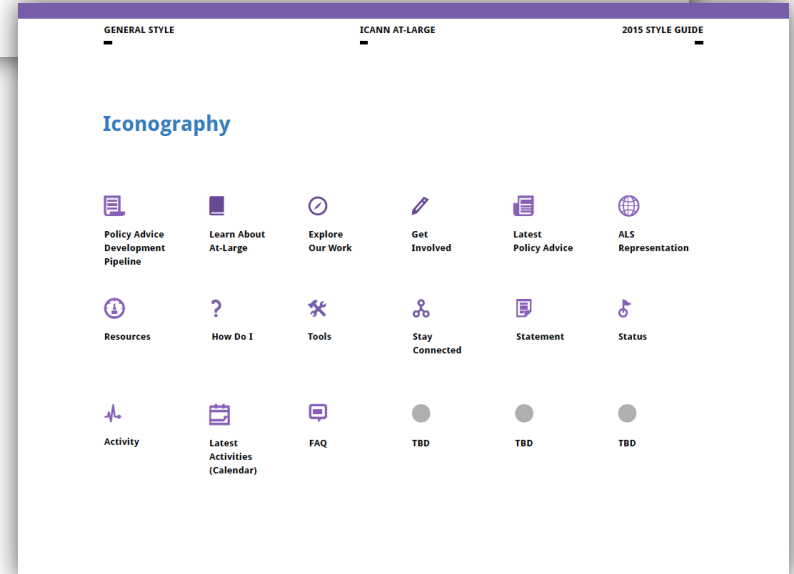
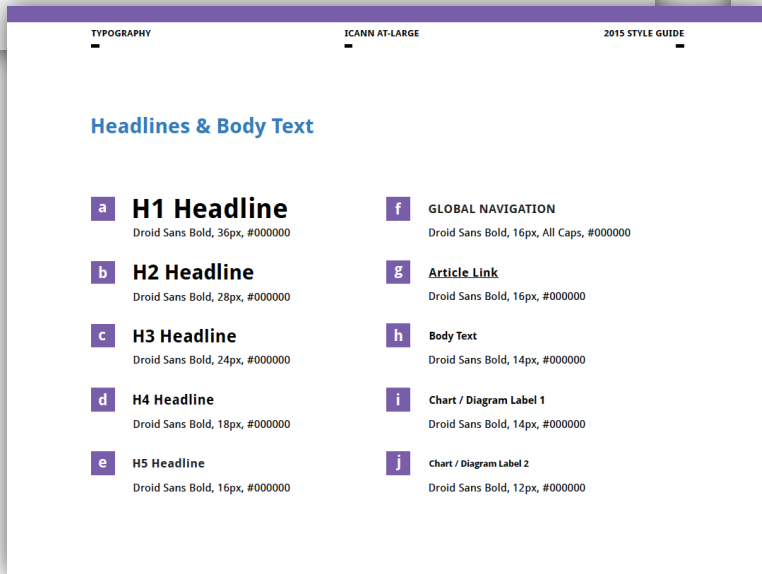
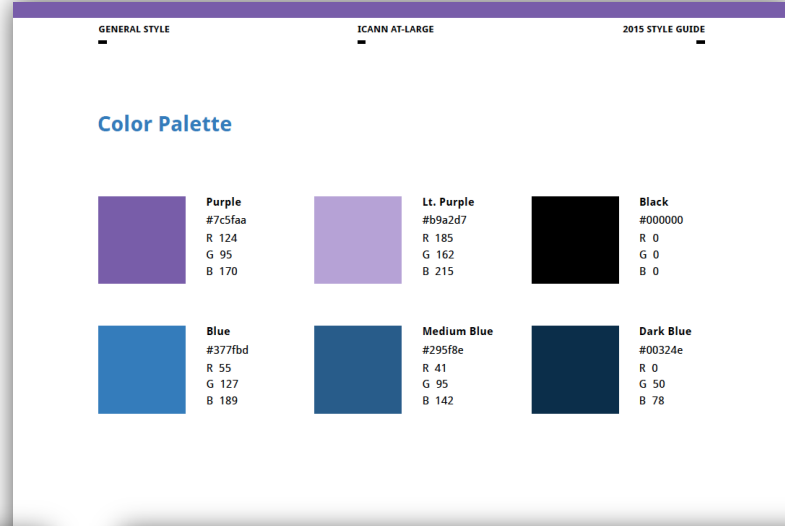
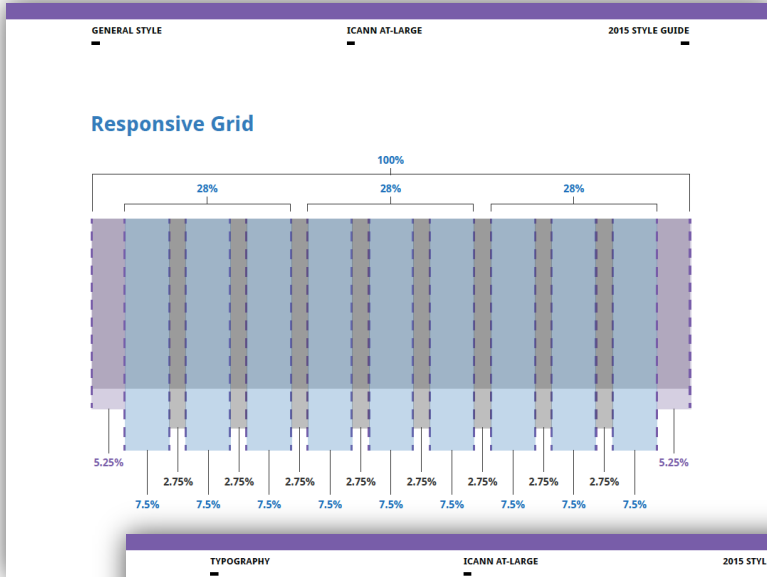
4

Interactive Demo  
including Q&A

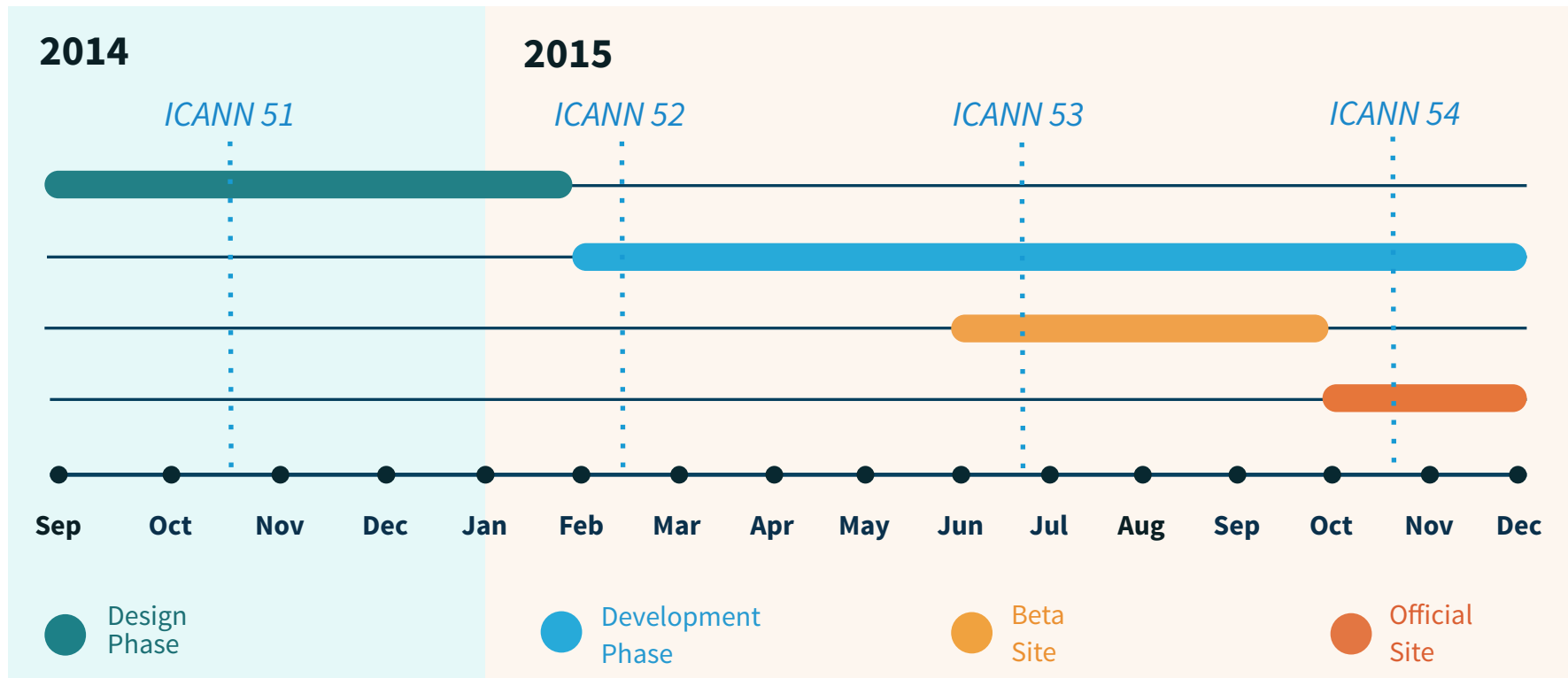


- Taskforce established in Sep 2014
- Eight 90-minute teleconferences
- Key deliverables
  - Project charter
  - Information architecture
  - Wireframes – *presented in ICANN51*
  - Content development roadmap
  - Writing samples
  - Style guide
  - HTML pages
- At-Large Website Revamp Taskforce:  
<https://community.icann.org/x/tMPhAg>

# Style Guide



# Timeline



## To Summarize

Design phase is completed; development phase started and will be ongoing throughout 2015; based on time and resources, aim to launch the beta site prototype in ICANN 53 and seek community input; aim to launch the official site around ICANN 54.

# Key Points

- 1** The At-Large website will **serve as the model** for future AC and SO websites
- 2** Two **global teams** are working in parallel to build the **website** and the **content management system** platform
- 3** Development will be **open and transparent**  
<https://new-atlarge.herokuapp.com/>
- 4** Feedback on the new **At-Large website** & the **At-Large website revamp taskforce workspace**
- 5** **Web accessibility standards** will feed into new website

# Homepage

Fransais Español العربية Rusский 中文 Login Sign Up

**ICANN AT-LARGE**

ABOUT NEWS & MEDIA OUR WORK GET INVOLVED COMMUNITY

**We are the At-Large Community**  
Help us shape the Internet's future

**Get Started** Search At-Large

- Learn About At-Large
- Get Involved
- Frequently Asked Questions

**Policy Advice**

**Statement Topics**  
In 2014, the ALAC submitted 38 Policy Advice Statements on various topics. Click the graph to explore.

**Latest Policy Advice and Status**

|                                                                                           |                       |
|-------------------------------------------------------------------------------------------|-----------------------|
| IDN TLDs - LGR Procedure Implementation - Maximal Starting Repertoire Version 2           | Drafting Statement    |
| Translation and Transliteration of Contact Information PDP Initial Report                 | Submitted a Statement |
| ICANN Draft Five-Year Operating Plan                                                      | Submitted a Statement |
| Cross Community Working Group (CWG) on Naming Related Functions Draft Transition Proposal | Submitted a Statement |

**Regional Activities & Outreach**

**ALS Representation**

**Latest Activites**

- 09.28.2014  
[LACRALO voting for chair & secretariat](#)
- 09.28.2014

1. Which 3 pages should be placed inside the “Get Started” box?
2. Do the horizontal bands show the right categories of work in At-Large?
3. Should we show the calendar as an icon, or create its own band?
4. How do we incorporate Social Media into the homepage?

# Detailed Topic Page

## Topic: WHOIS

### Background

When you register a domain name for your website, you are required to provide your identifying information, which may include: name, address, email, and phone number. This information is part of your "WHOIS" data (not an acronym), which also encompasses the technical, billing, and administrative contact information associated with your domain name. [Read More](#)

### Policy Advice

| Date        | Title                                                                                                                                                 | Current Status                                                              |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| 23 Apr 2014 | <a href="#">Draft Implementation Plan for the WHOIS Online Accuracy and Reporting System</a><br>Topics: <b>WHOIS</b> Stakeholder: <b>ALAC</b>         | Undergoing Vote<br><input type="checkbox"/><br>Ends: <b>23.04.2014</b>      |
| 11 Jan 2014 | <a href="#">Study on Whois Misuse</a><br>Topics: <b>WHOIS</b> Stakeholder: <b>ALAC</b>                                                                | Undergoing Vote<br><input type="checkbox"/><br>Ends: <b>11.01.2014</b>      |
| 21 Nov 2013 | <a href="#">Thick Whois Policy Development Process (PDP) Recommendations for Board Consideration</a><br>Topics: <b>WHOIS</b> Stakeholder: <b>ALAC</b> | Completed<br><input checked="" type="checkbox"/><br>Ends: <b>21.11.2013</b> |
| 04 Jun 2013 | <a href="#">Proposed Final 2013 RAA</a><br>Topics: <b>WHOIS</b> Stakeholder: <b>ALAC</b>                                                              | Completed<br><input checked="" type="checkbox"/><br>Ends: <b>04.06.2013</b> |
| 22 Oct 2013 | <a href="#">Study on Whois Privacy &amp; Proxy Service Abuse</a><br>Topics: <b>WHOIS</b> Stakeholder: <b>ALAC</b>                                     | Completed<br><input checked="" type="checkbox"/><br>Ends: <b>22.10.2013</b> |
| 21 Jul 2013 | <a href="#">Thick Whois Initial Report – GNSO Policy Development Process</a><br>Topics: <b>WHOIS</b> Stakeholder: <b>ALAC</b>                         | Completed<br><input checked="" type="checkbox"/><br>Ends: <b>21.07.2013</b> |
| 09 Mar 2013 | <a href="#">Whois Registrant Identification Study, Draft Report</a><br>Topics: <b>WHOIS</b> Stakeholder: <b>ALAC</b>                                  | Completed<br><input checked="" type="checkbox"/>                            |

### Related Topics:

[Proxy & Privacy Compliance](#)

### Latest News & Media

15 Dec 2014

[Second Annual Report on WHOIS Improvements Now Available](#)

12 Dec 2014

[Launch of the Implementation Advisory Group to Review Existing ICANN Procedure for Handling WHOIS Conflicts with Privacy Law](#)

14 Oct 2014

[Call for Volunteers for Implementation Advisory Group to Review Existing ICANN Procedure for Handling WHOIS Conflicts with Privacy Laws](#)

10 Oct 2014

[WHOIS Accuracy Study Preliminary Findings Reflect Improvements in Accuracy](#)

12 Sept 2014

[- Registry and Registrar WHOIS Service Clarifications](#)

[More](#)

### Resources

[The Beginner's Guide to WHOIS](#)

<http://whois.icann.org/>

1. Do we have the right mix of information to help people explore a policy topic?
2. What are the mechanisms to generate content for policy topic pages?



# Detailed Statement Page

**Policy Statement Title** Topics: [WHOIS](#)

Publish Date: [10.01.2014](#) Penholder: [John Smith](#)  
Last Update: [10.12.2014](#) Region: [AFRALQ](#)

**Status**

1. Identify Penholder 2. Open for Comment 3. Finalize Final Draft 4. ALAC Vote 5. Submission


Identified 10.08.2014 Ends 10.18.2014 Ends 10.24.2014 Ends 10.28.2014 Not Submitted Yet

**Open for Comment** **Background**

Comments close:  
18 October 2014  
23:59 UTC

At-Large position on the proposed amendments to the Registry Agreements of serveral registry operators. The proposed Amendments are to implement a new registry service, submitted through the Registry Services Evaluation Process (RSEP), that would permit the introduction of two-chara domain names for registration in the new gTLD namespace. [Learn more >](#)

**Statement**

 [Policy Statement Title](#)  
<http://community.icann.org/restofurl>

**Activity**

10.14.2014 Statement posted  
10.22.2014 An update was made to this statement  
10.28.2014 Statement made open for public comment

**FAQ**

[How to Comment >](#)  
[View Comments >](#)  
[Another FAQ Item >](#)

1. Do we have the right mix of information to help visitors follow the development of an ALAC policy advice statement?
2. How do we balance the use of this page and At-Large Policy Development Page on the wiki?



**Please provide your feedback on:**

**At-Large Website Revamp  
Taskforce Workspace**

**<https://community.icann.org/x/tMPhAg>**

A world map where the continents are defined by a complex network of white dots and lines, resembling a social or data network. The background is a solid dark blue color. The text "Thank You" is centered over the map.

**Thank You**