



At-Large Website Revamp Overview

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atlarge.icann.org

At-Large Community

The Individual Internet User's Voice in ICANN

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Gateway to:

- ▶ ALAC Wiki
- ▶ At-Large Policy Development Workspace
- ▶ Next ICANN Meeting

Resources for Community Members

- ▶ Advisory Committee (ALAC)
- ▶ Regional At-Large Organisations
- ▶ At-Large Structures
- ▶ Individual Internet Users
- ▶ Community Liaisons
- ▶ Working Groups
- ▶ Organizational Chart
- ▶ Key References
- ▶ Elections and Voting

Community Outreach Events

- ▶ APRALO Outreach Event
- ▶ NARALO Outreach Event
- ▶ APRALO: Singapore Showcase 2014
- ▶ LACRALO: Buenos Aires Showcase 2013
- ▶ AFRALO Showcase and Reception 2013
- ▶ APRALO: Beijing Events 2013
- ▶ NARALO: Toronto Outreach Event 2012
- ▶ EURALO: ALAC Anniversary
- ▶ AFRALO: Dakar Showcase 2011
- ▶ LACRALO: San Jose Showcase 2012
- ▶ APRALO: Singapore Showcase 2011

At-Large

What is At-Large?

"At-Large" is the name for the community of individual Internet users who participate in the policy development work of ICANN. Currently, more than 160 groups representing the views of individual Internet users are active throughout the world. You can learn more about the community and its activities on this website, as well as how to join and participate in building the future of the worldwide Domain Name System (DNS) and other unique identifiers which every single user of the Internet relies on every time they go online.

At-Large Community Activities to Focus on NTIA IANA Functions' Stewardship Transition and ICANN Accountability and Transparency During ICANN's 52nd Meeting to be Held in Singapore

At a Glance

Representatives from the At-Large community will hold 22 meetings during the 52nd ICANN Public Meeting scheduled to take place in Singapore 8th through 12th February 2015. The members of the At-Large Advisory Committee (ALAC) and the leaders of the Regional At-Large Organizations (RALOs) will be implementing a new meeting strategy that focuses discussions on hot topics. Hot topics to be discussed in Singapore are the [NTIA IANA Functions' Stewardship Transition](#) and ICANN [Accountability and Transparency issues](#).

Next Steps

In addition to their traditional policy meetings, the ALAC and RALO leaders will be meeting with the ICANN Board of Directors, the ccNSO, the GAC, the NomCom Leadership, the SSAC and senior ICANN staff. Several At-Large Working Groups will also be meeting. APRALO will be holding its 4th APRALO Showcase on the theme of "Celebrating Diversity".

More Information

[العربية](#) [中文](#) [Français](#) [Русский](#) [Español](#)

ICANN News

- ▶ WHOIS Online Accuracy Reporting System: Request for Proposal
- ▶ ICANN FY13 Form 990
- ▶ Report: Supporting the Domain Name Industry in Underserved Regions
- ▶ I* Post-NETmundial Meeting Statement
- ▶ GNSO Video Site Launches

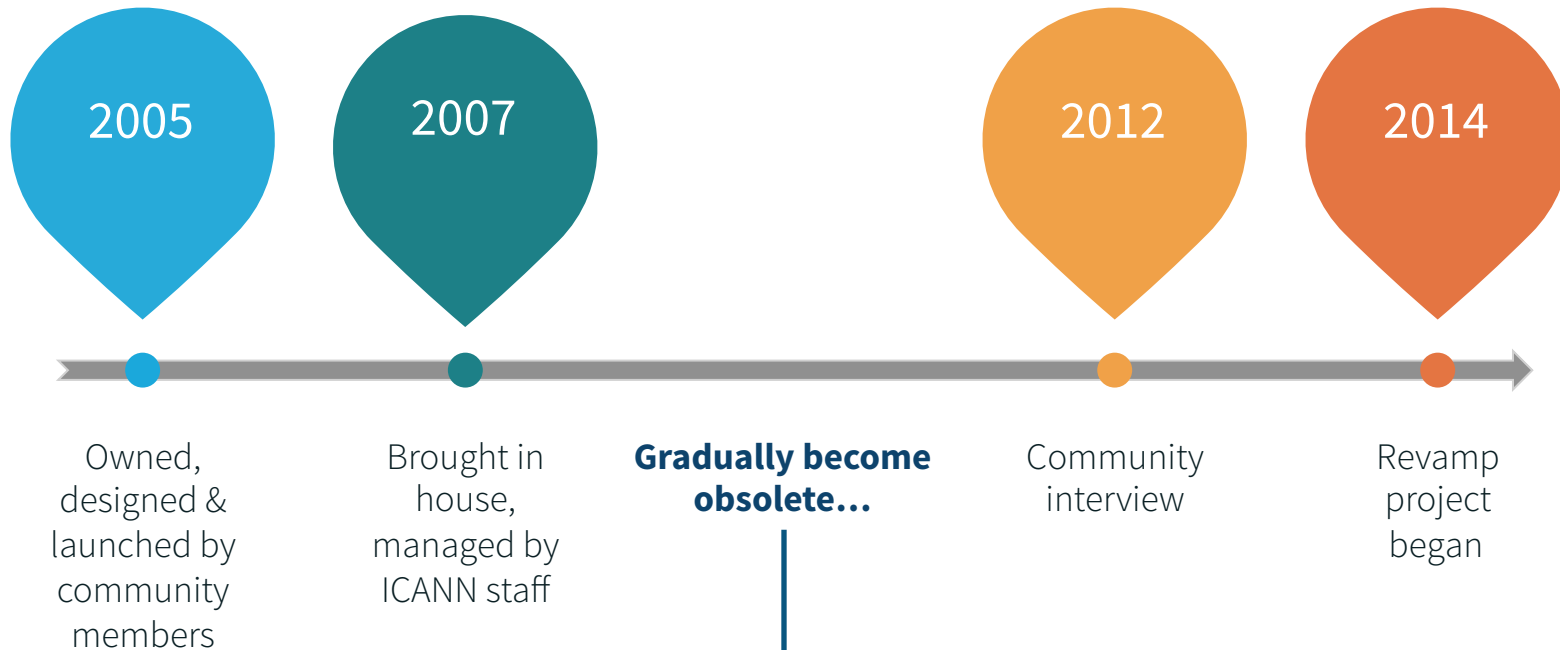
[more](#)

Opinions

The opinions expressed are those of the various authors and not of ICANN.

- ▶ Am I Safer Within an Organization or by Myself?
19 hours 56 min ago
- ▶ Taking Internet governance webinars to the next level
1 day 3 hours ago
- ▶ NTIA Says Cromnibus Bars IANA Transition During Current Contract Term
1 day 10 hours ago
- ▶ U.S. Cable Industry Says to FCC That Consumers Don't Need 25 Mbps Speed

Project Background



Reasons for becoming obsolete

Shift of focus to Confluence Wiki; lack of staff for updates & follow through; loss of history due to website reiteration; emphasis on the new icann.org

Current Situation

- workspace
- Next ICANN Meeting

Resources for Community Members

Regional At-Large Organisations

- APRALO
- EURALO
- AFRALO
- LAG

Information Overload

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Ineffective Architecture

Inaccurate & Out-of-date Information

- WHOIS Online Accuracy Reporting System: Request for Proposal
- ICANN FY13 Form 990

Poor Search Capability

Community Outreach Events

- APRALO Outreach Event
- NARALO Outreach Event
- APRALO: Singapore Showcase 2014
- EURALO: At-Large Showcase

- EURALO: At-Large Showcase 2010
- AFRALO: Nairobi Showcase 2010
- EURALO: Brussels Showcase 2010

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Repetitive content

Unclear structure

Barrier to outsiders

Poor aesthetics

Lack of translation

Lack of accessibility

Outdated content

Opinions

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- Am I Safer Within an Organization or Not?
- Bringing Multistakeholderism Home, .US and the Stakeholder Council

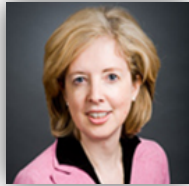
Current Situation

Page path level 1	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate (sessions that start with this page and exited)
New Users	41,902 % of Total: 49.91% (83,960)	33,131 % of Total: 54.86% (60,387)	00:01:42 Site Avg: 00:01:41 (0.53%)	70.35% Site Avg: 63.81% (10.24%)
1. /	11,396(27.20%)	8,627(26.04%)	00:02:07	62.13%
2. /en/	3,840(9.16%)	3,147(9.50%)	00:01:41	70.52%
3. /es/	2,776(6.62%)	2,320(7.00%)	00:01:49	82.74%
4. /correspondence/	2,453(5.85%)	1,959(5.91%)	00:01:45	61.17%
5. /node/	1,708(4.08%)	1,528(4.61%)	00:02:30	88.57%
6. /ru/	1,656(3.95%)	1,387(4.19%)	00:01:50	81.30%
7. /ar/	1,606(3.83%)	1,335(4.03%)	00:01:31	83.67%
8. /fr/	1,437(3.43%)	1,111(3.35%)	00:01:01	76.55%
9. /announcements/	999(2.38%)	813(2.45%)	00:01:24	70.84%
10. /alac	981(2.34%)	711(2.15%)	00:01:52	64.53%

Bounce Rate

60-90%

At-Large Website Revamp Taskforce



- Established in September 2014
- Eight 90-minute teleconferences
- Staff lead & deliver work, community members provide feedback
 - Project charter
 - Information architecture
 - Wireframes
 - Content outline
 - Writing samples
 - Style guide
- Presented initial design in ICANN 51

Project Goal

Education

Engagement

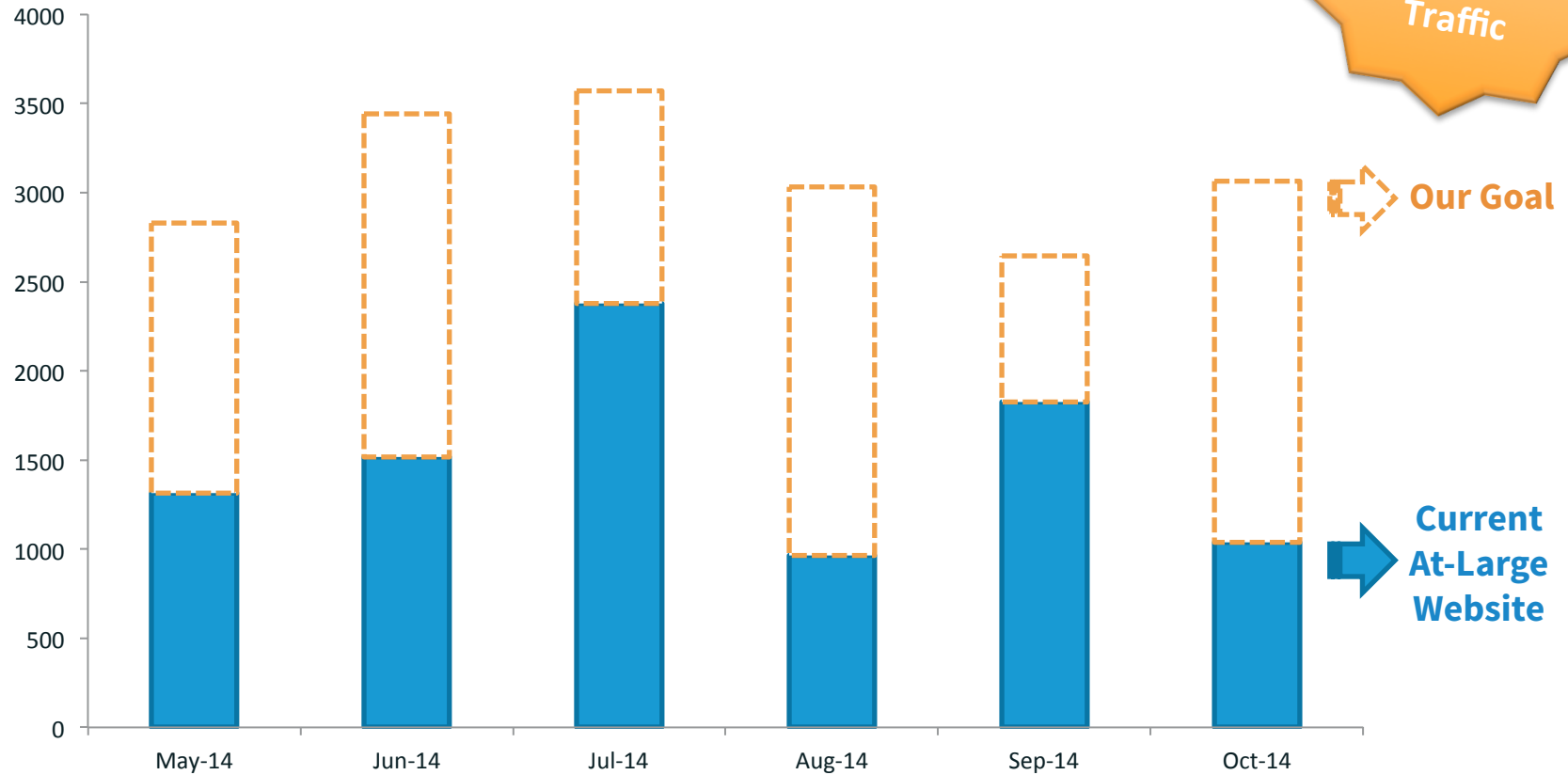
Action

Social



Project Goal

Number of visitors



Target Audience

Newcomers

New & inactive members of At-Large Structures, ICANN fellows, NextGen students, Summer School of Internet Governance students, etc.



Experienced

Active At-Large members and leaders, members of other ICANN constituencies, ICANN Board members, ICANN Staff, members of organizations related to ICANN, Internet policy influencers, etc.

&



Target Audience | Common Traits

1

Geographic: United States (25%), China, Japan, India, Russia, UK, France, Canada, Australia, Argentina (2-4% each)

2

Demographic: Both genders but more male, college educated and above, study science, technology, engineering and related subjects, work in IT industry

3

Interests: Domain Name Systems, Internet policy, Internet governance, ICANN related issues

4

Desire: Influence ICANN policy, promote end-user interests, make a difference

5

Influencers: Subject-matter experts & authorities, media



⦿ **Become Informed**

- Why does At-Large exist?
- What drives this community?
- What is special about how they work?
- How are they making an impact?
- Why should I feel inspired by the work this community does?
- Why should I care about becoming involved?

⦿ **Getting Connected**

- Who are the key people I can connect with to ask more questions?
- What do I get out of becoming more connected to the community?
- How can I connect with these people?

⦿ **Becoming Active**

- What are the different ways that I can help out?
- How do I become more active on a specific topic or within a region?
- What are the thematic issues being worked on right now?
- What events are taking place that may interest me and what will I get out of it?

Target Audience | Experienced

⦿ **Foster Conversations & Drive Decisions**

- I want my insights to be part of the discussion and considered when tackling questions.
- I want to vote on the direction the community heading on important issues.
- I want to be able to track key discussions toward their outcomes.

⦿ **Keep in the Known**

- I want to be kept in the loop by hearing about how we align to our mission.
- I want to see how we're progressing over time towards our goals and objectives.

⦿ **Share Information**

- When I read something important, I want to share this across my social networks.

⦿ **Track Events**

- I want to know what events are taking place soon and what is planned for them.
- I want to know what help that I can provide to those events.
- I want to keep track of the recent past events and understand their key outcome.

⦿ **Get Personal**

- I want to know my dedication is appreciated.



Target Audience



Newcomer

- **Learn** about At-Large history, mission & people
- **Explore** the work of At-Large members
- **Get involved** in the community



Shared

- **Research** policy topics matter to At-Large
- **Follow** news about the community

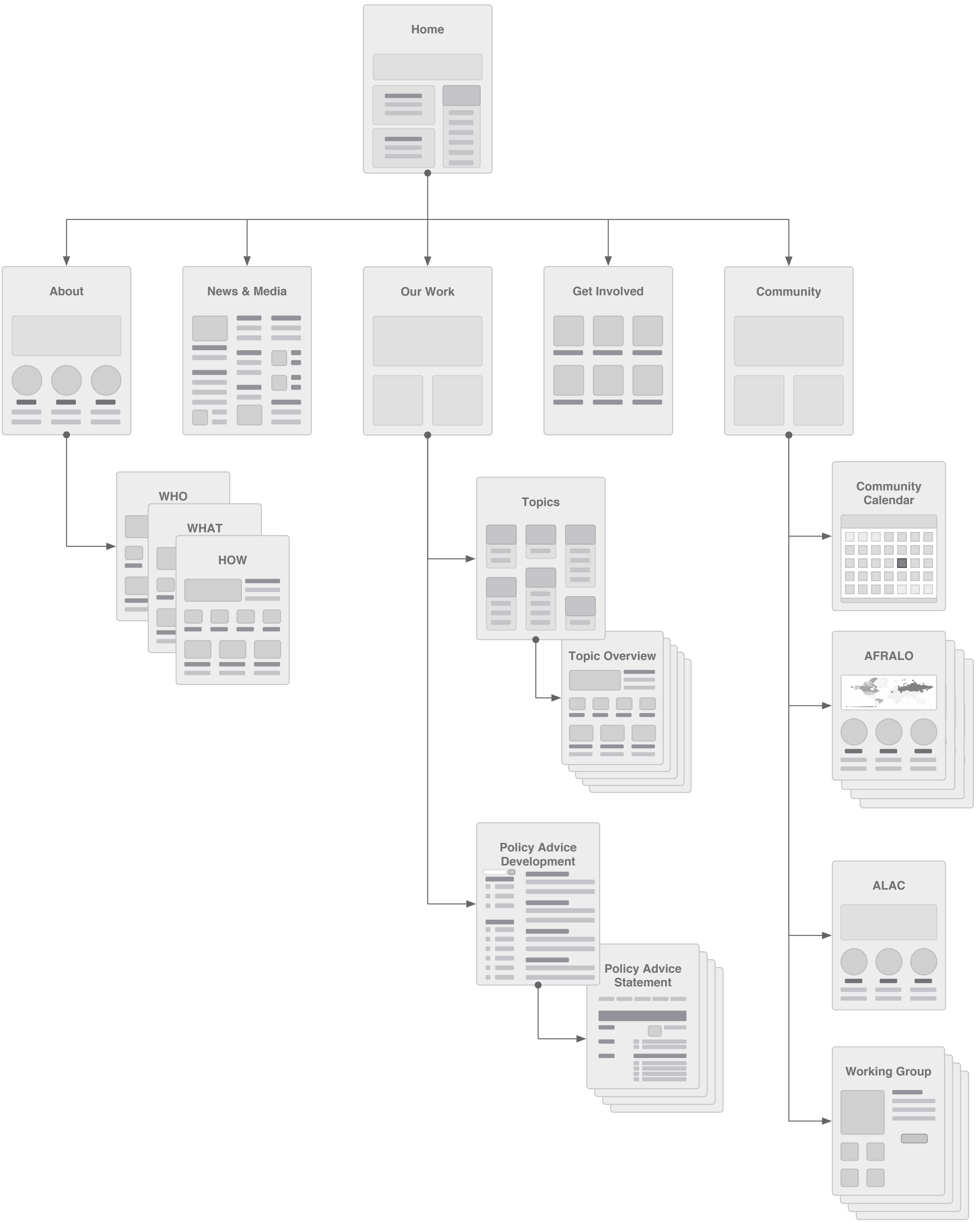
Experienced

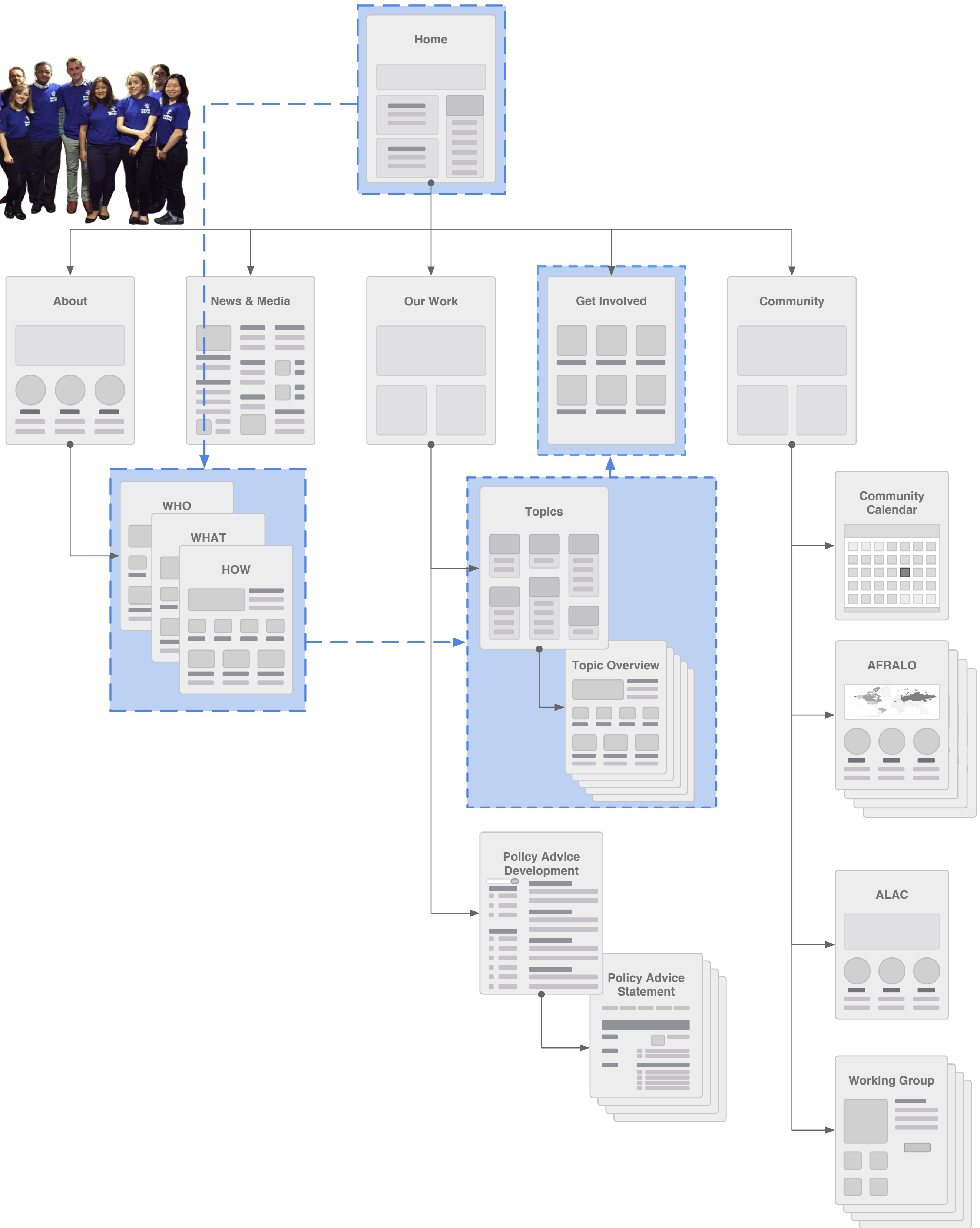
- **Develop** ALAC policy advice
- **Join** upcoming calls & **help organize** events
- **Promote** the work of the community

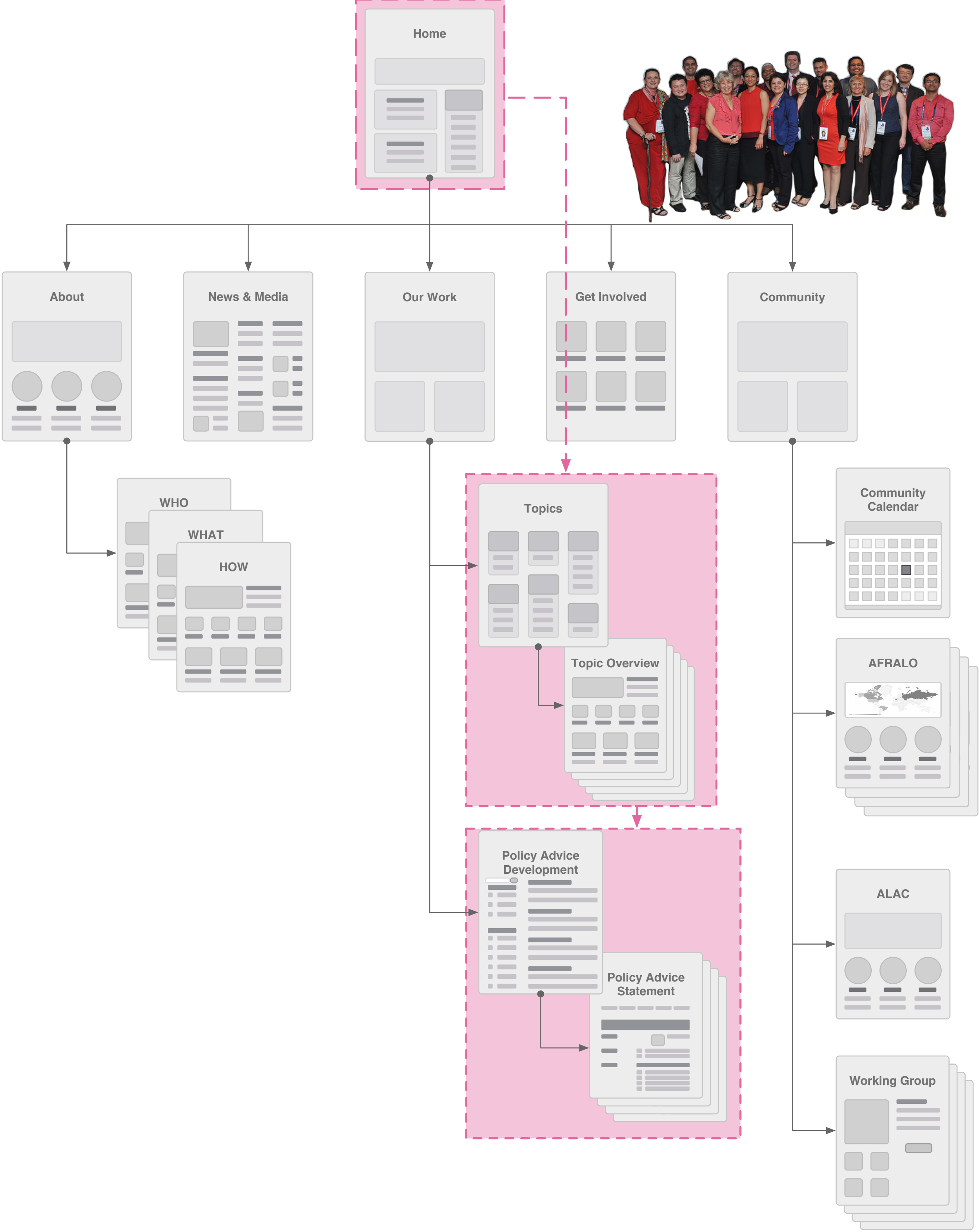


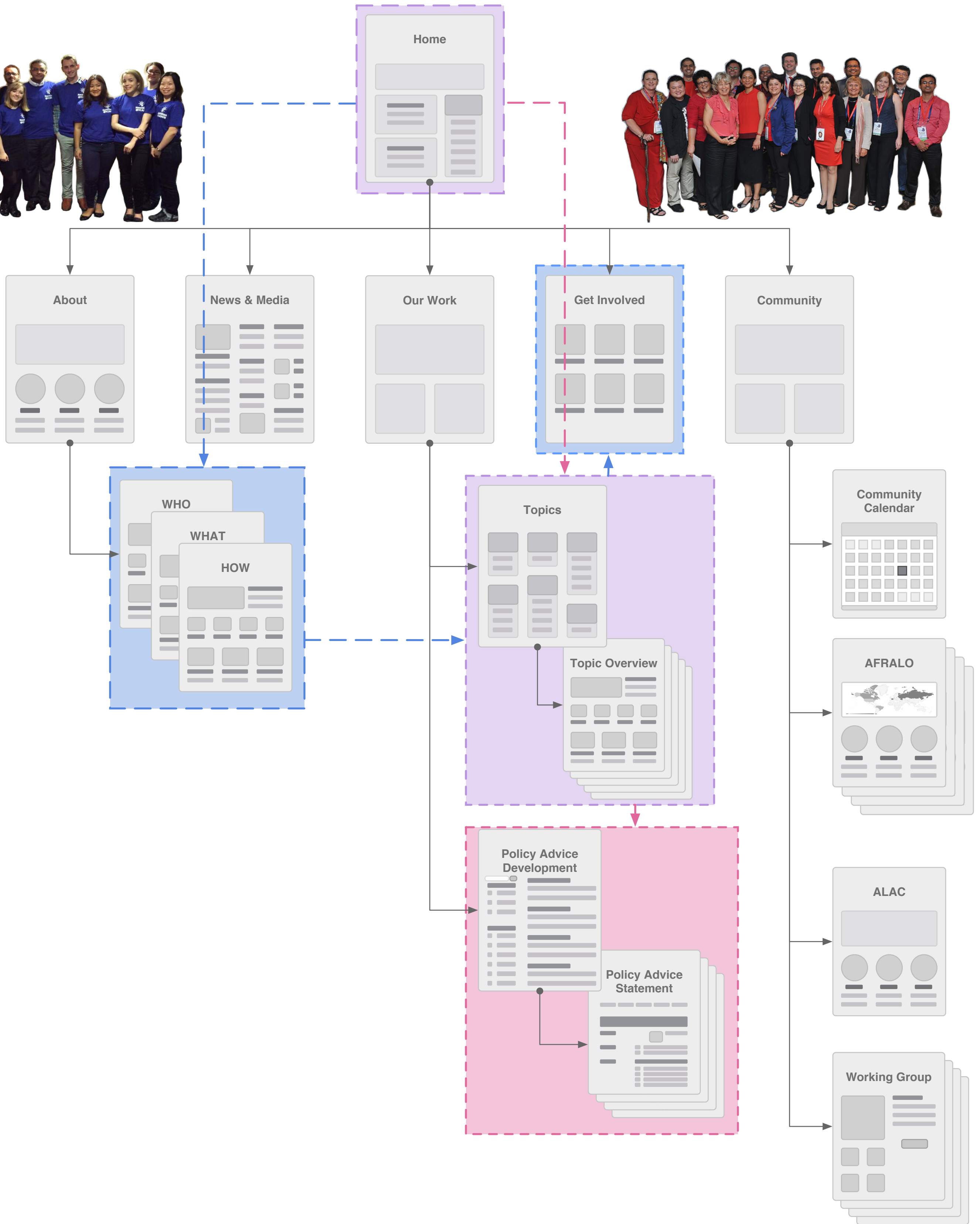
Site Map

Including paths of target audience









Thank You