



At-Large Website Revamp Project Charter

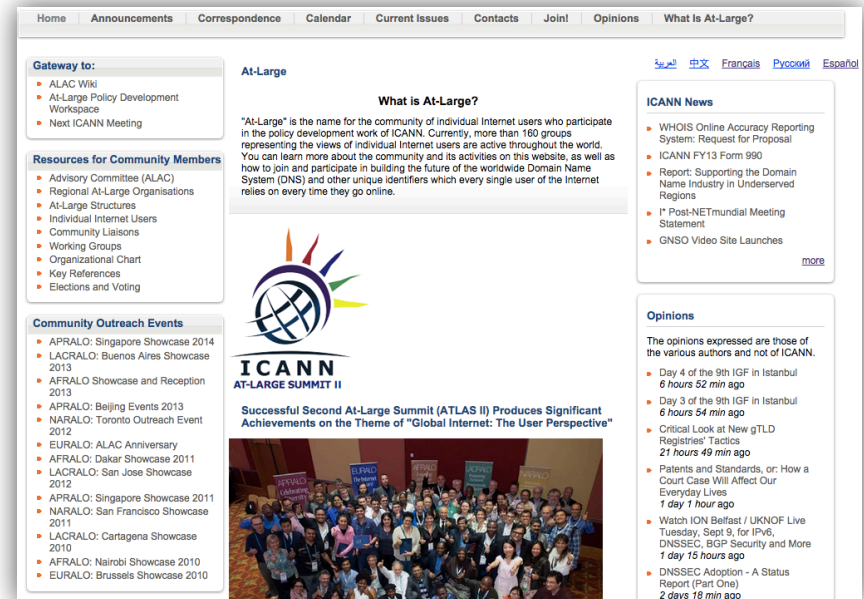
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Agenda

1. Project Background
2. Current Situation
3. Project Goals
4. Target Audience
5. Scope
6. Responsibilities & Constrains
7. Risks
8. Timeline
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Project Background

- + 2005: Owned, designed & launched by community members
- + 2007: Took over by ICANN & managed by At-Large Staff
- + Gradually become 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
- + 2012: Interview of 11 community members



Current Situation

Bounce rate: 50-70%

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. /at/	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%

Information Overload

Ineffective Architecture

Inaccurate & Out-of-Date

Poor Search Capability

Curate, Organize,
Navigate Information

Project Goals

Education

Engagement

Action

Social



Target Audience – Common Traits

Primary: Newcomers / Curious Outsiders

- + Incoming/new ALS reps, ICANN fellows, NextGen students, SSIG students

Secondary: Seasoned Community Members

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

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

Interests: Internet policy issues, ICANN specific issue areas

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

Influencers: Subject-matter experts & authorities, media

Primary Audience

Newcomers / Curious Outsiders

+ **Becoming 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 become more active on a specific topic or within a region?
- What are the thematic issues becoming worked on right now?
- What events are taking place that may interest me and what will I get out of it?



Secondary Audience

Seasoned Community Members

+ 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 topics.
- 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 be kept in the loop by hearing how our community are succeeding.
- 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.

+ Show Supports

Scope

Performed
by At-Large
Community

In Scope	Out of Scope
Define target audience & their desired objectives for using the site	New qualitative and quantitative research for the website
Propose an improved information architecture meeting target audience's needs	Analysis of non-major pages in the As-Is Information Architecture
Produce a Style Guide that provides uniformity in style and formatting	Reorganization of content that does not belong in the To-Be Information Architecture
Produce 10-page Wireframes incorporating Style Guide elements into a Final Design	Reorganization of content that is not analyzed in As-Is Information Architecture
Produce a working Beta Prototype and solicit feedback from the community	Development of new content
Launch a Full Website with as much of the IA and functionality as budget will allow	Reorganization of the community wiki content

Project Team

Responsibilities & Constrains

Responsibilities

- + At-Large to work with web-admin to reorganize content that neither belongs to nor has yet been analyzed for inclusion in the To-Be Information Architecture
- + At-Large to generate new content that supports the To-Be Information Architecture and Wireframes

Constrains

- + 70% time dedicated At-Large Policy and Social Media Work
- + 25% time dedicated ICANN Product Manager
- + 3 At-Large project team members for 2-4 hours/week
- + Outsourced design team yet been contracted with limited commitment
- + Development team (ICANN IT) yet been resourced
- + Limited budget and time

Risks

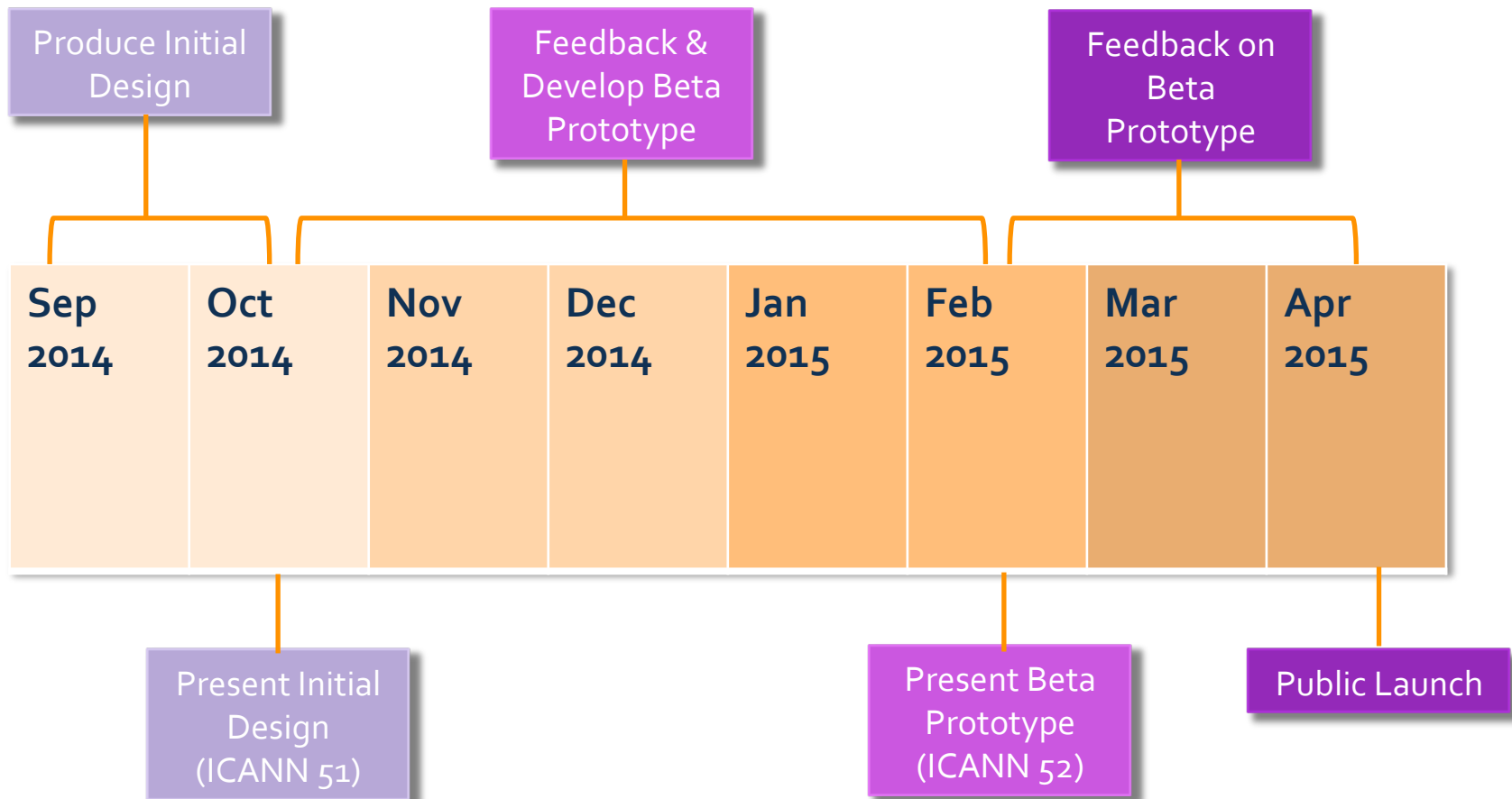
Availability of At-Large project team members – They need to review and provide quality feedback on progress, as well as have flexibility to interface with vendor

Content reorganization – Content that falls out of the project scope will require decisions to be made on what to do with it

Content generation & management – At-Large community and staff will produce new content to support the Information Architecture and provide a value user experience

Development of proposed functionality – This depends on the given budget and time constrains

Timeline



Q&A

