Preliminary At-Large Website Redesign Project Steps | 24 September 2012

1. Information Architecture, Layout, Navigation

A. Export content inventory
- need XLS with current node URL, title, alias, language, date; new URL, title, alias, language, date

B. Rearrange existing content
- Refine page titles and navigation labeling to attract people to sections relevant to them.
- Take a gateway / portal approach – site should lead to At-Large and ALAC content wherever stored.
- Organize material by structure and issue.
- Organize content by RALO and working group.
- Enforce distinctions between content.
- Reduce silo-ing. (clarify)
- Don't make archive a special section; archives should be well organized by hierarchy and topic and easy to reach; most current policy versions should always be on top with references to older versions.
- Provide historical material; show what's already been done to maintain institutional memory; track history of a policy, preserve thinking behind processes and decisions.
- Provide meeting-related documents: agendas, minutes, statements, presentations, action items
- Provide other documents: reports on topics, reports from meetings, correspondence, bios, statements of Interest, process documents.
- Emphasize core content.
- Highlight wiki as the area dedicated to collaboration.
- Site should be landing page that links to wiki areas.
- Provide clear pathways to wiki content.
- Decide for whom is the wiki versus the site.

C. Edit or generate content
- Supply tutorial content for newcomers.
- Possibly offer primer in non-EN languages.
- Explain abbreviations.
- Should inform in terms non-At-Large person can understand.
- Define site as only place to go where people can find At-Large, ALAC info.
- Explain structure of At-Large and related entities.
- Explain the different RALOs, and what ALSes are.
- Have a corner of site that is "New to ICANN?"; more graphics and photos in this area, lighter on text.
- Supply "What is At-Large and ALAC" background information.
- Show who are the members, for how long; list previous members.
- Reduce scanning and scrolling.
- Be inviting to potential members; emphasize Join Us and Application Forms.
- Show avenues to comment on open public consultations.
- Show policies under development, by subject.
- Define newcomer ("external") versus established member ("internal") areas.
- Supply links to liaisons and regional organizations.
- Bylaws and resolutions relevant to At-Large and ALAC.

- Where to sign up for and follow mailing lists.
- Links to Adobe Connect.
- Podcasts
- Webinars
- Maps of structures
- Org charts
- Have At-Large photos available on site (similar to the GNSO photos).
- Dev requested captions for photos.

D. Revise taxonomy
- Identify new terms needed.
- Rearrange existing terms to match reorganized content.
- Add metadata to improve search.
- Enable tagging by content populators.

E. Identify and create necessary views
- Highlight activities in a snapshot: meetings, conference calls.
- Advice Register like the GAC.
- List most recently accepted ALS applications or status of them.
- Retain news feed on homepage.

F. Aliasing, menus, breadcrumbs
- Make URLs semantic.
- Make URLs easy for predictive iteration.
- Identify and redirect important legacy URLs should be identified and redirected to new material.
- It was agreed that the site should have semantic URLs (1) for all main pages, but could have numbered URLs for sub-pages. The GNSO site was highlighted as a good model. They agreed not to have re-directs as they thought that most URLs would be replaced.
- Create menus.
- Create breadcrumbs.

2. Multilingual Strategy

G. Define multilingual strategy
- Prefer six UN languages.
- Do what is practical.
- Translate selections, or offer a few languages entirely translated.
- Provide language picker that leads to as much material as has been translated (translation navigation).
- Machine translation to fill in gaps where material not supplied by Language Services.
- Main pages are to have manual translations in the 6 UN languages. It was thought that pages that are particularly important for newcomers to the At-Large community should have manual translation in all 6 UN languages.
- Subpages are to have manual translation in ES and FR and machine translation of the other 2 UN languages (a plug in similar to the translation tool on the At-Large community wiki pages or Google Chrome translate).

3. Wireframing and Theming

H. Identify Base Theme
- Mobile
- Tablet
- Desktop / laptop
- Ensure multilingual support
- Ensure compliance with WCAG2 Level AA
- Forms must be mobile-friendly.
- Support machine readers.

I. Improve Aesthetic
- Use At-Large colors (see At-Large logo – purple, red, orange, green, blue and yellow).
- Possibly match ICANN.org aesthetic.
- Clearer, cleaner, less boxes, less text, more tidy, compact.
- Appeal to general audience.
- Improve look and feel.
- Larger, more welcoming font.
- More images.
- More people-oriented.
- More color.
- More modern.
- Don't be overly slick or look like trying to market something.
- Show clearly where linking outside the site.

4. Search

J. Implement Google search
- Include email archives and wiki.
- Ensure better segmentation of results.
- Bring back links to At-Large material regardless of where it is stored.
- Provide autofill / autosuggest.

5. Other Features and Content Types

K. Implement the features below, identify others:
- Twitter feed.
- ShareThis.
- Flickr widget to enable searches for At-Large community members on Flickr.

6. No Actionable Requirements

Personalized logins, as long as privacy is protected. Unclear what would lie beyond the login. (consider post-Toronto)

Calendar [defer]
- Display who is meeting now, today, that provides sense of the vibrant community.
- Organize and present meeting-driven content.
- Offer different views – table, chronological.
- Integrate date and time details with meeting documents and details.

- Show who is meeting when, what is their activity, what did they produce.
- GNSO calendar (long page) is the model.
- Provide way to sync with one's own calendar.
- Personalizable by country or timezone.
- Calendar could be integrated with Google calendar.
- Calendar Reminders (consider post-Toronto)
- Calendar could provide way to receive invites or reminders.
- Calendar Event Nomination (consider post-Toronto)
- Calendar could have way for user to nominate event for inclusion in calendar. (consider post-Toronto)

Contact Database (consider post-Toronto)
- Possibly using established social network like Facebook or LinkedIn.
- Envisage a native capability rather than using managing thru LinkedIn or Facebook.
- Could be part of a larger ICANN community-wide solution.
- Would need to help people in countries find others in those countries involved in multistakeholder process.
- Could simply list Working Group and RALO members.