

At-Large Website Persona Questions | 31 May 2012

Your Background vis-à-vis At-Large

1. When and how did you first hear about At-Large and begin interacting with the At-Large community and / or ALAC?

Attended two ICANN meetings. Met various people in ICANN.

2. What is your current involvement with At-Large and / or ALAC? I.E., meetings, visit site, phone conferences, etc.

Fairly limited. Director of ISOC Australia. Maintain links to ICANN.

Particularly interested in making redesigned site more accessible.

Your Activity on the At-Large Website

3. What is your first impression of the At-Large website?

<http://www.atlarge.icann.org>

Reasonable. Believes At-Large is section of ICANN site.

Concerned with access for people with disabilities. Dense. Three columns. Much text. Need to look for relevant sections.

4. How often do you visit the site?

Not a frequent user. More often while attending ICANN meeting.

5. What needs or interests bring you to the site?

To check activities and policies under development.

6. How would you describe the site to a friend?

Content rich but need to search for what you need.

7. How would you describe the process of using the site?

Need to search for what you need. Sometimes easiest just to get a link from someone pointing you somewhere. Need to scan across three columns and scroll down to find anything. For example, need to know you need to scroll down.

8. When, why and how would you use a channel other than this site? I.E. email, phone, physical meeting, etc.

Email people for direct answers.

Goals and Tasks

9. By what means do you visit the site: desktop, laptop, tablet, mobile, smart device?

95% laptop, 5% tablet

10. What is your typical process when visiting the site?

Information person with awareness of website construction.

Checks top nav and various sections. Scrolls down. Goes looking fairly thoroughly.

11. What did you do on your most recent visit to the site, step-by-step?

Was to prep for this interview.

12. Did you accomplish the goal of your most recent visit? Why or why not?

Feel reasonably successful.

13. What other sites would you use to accomplish tasks similar to the above?

General ICANN.org site.

14. How often would you use other sites to accomplish tasks similar to the above?

Infrequently.

15. How does the At-Large site compare to these other sites?

ICANN.org more user friendly, font size larger, seems more welcoming. Text not so dense but much info underneath, images jazz up text.

Opportunities

16. Which features or content on the site do you use most or least?

No

17. What do you like about the site most or least?

Like most that there is a lot of valuable information. Resources for community members are very important. Links to liaisons and regional orgs are important. Like that different languages are offered. Don't like that info isn't easily findable.

Suggest that it follow model of ICANN.org.

18. What would you like to do on the site but currently cannot?

Would like more interactivity, like Twitter feed.

19. Is there anything on the site you wish was easier or different?

Needs to be friendlier. Make site look more people oriented. Could easily add photos of people from various regions.

Accessibility

Important because At-Large targets individual users. Want to welcome people with disabilities (10-15% of population).

Cursory check reveals accessibility areas of concern. Needs to comply with WCAG2. Level AA. Strongly urge these issues be addressed.

Images need alt tags.

Images need semantic descriptions.

Videos need to be captioned.

20. What would influence you to return to the site to use it more? Examples include:

A. Improved Aesthetic – What should be changed or improved about the site's artistic direction or color options?

Important. Currently lacks aesthetic. Very bland with currently just grey and blue. ICANN.org is much better.

B. Improved Information Architecture and Navigation – What ideas and concepts should guide a user to content?

C. Increased Mobile Access – How much emphasis do you put on accessing the site via mobile or tablet device?

More responsive design wouldn't make me use mobile more often.

D. Increased Multilingual Offerings – How much content in a non-English language do you expect to access on the site?

World community so important to have content in non-EN languages. Obviously limits exist. Do what's practical.

E. Archiving of Outdated Material – Do you expect older material to be kept on this site? What material? And for how long?

Always useful to have this available.

F. Aliasing and Preservation of URLs – Do you care if URLs are nonsensical? How much do you care if old links expire?

Semantic are better, more intuitive, more useful.

It depends. For expediency, understandable that old URLs die off. If practical, preserve forever via redirects. Look at number of years old. Draw cutoff when site redesigned. Target more important URLs for preservation.

G. More Effective Search – What is the importance to you of search in finding information on the site?

Presently reasonable. Nothing untoward. Fairly clear results. Drills down into email archive. Useful that it picks up a whole lot of things.

H. User Segmentation – How important is it to you that content and features be differentiated for various types of people who use the site?

Content should be sectioned appropriately. Larger font for intro material. Guide new people to resources for community members and useful links.

I. Personalization – How important are customizable, personalizable features on the site?

As long as privacy is protected, this could be offered as an opt-in.

J. Collaboration Facilities – What type of collaboration with other users do you expect to do on the site?

Not an At-Large wiki user.

K. Calendaring Capability – Do you expect to see or use a calendar on this site? How would you use it?

Doesn't need to be on homepage. Could be a link to it elsewhere.

L. Content Management – Do you see yourself logging into the site to change or add content?

Not a person like her, but perhaps a committee member with necessary access.

M. Contact Management – Do you expect to maintain a professional contact list on this site?

Would be extremely useful if privacy and security can be ensured. Would need permissions for access to database. LinkedIn could serve this purpose.