

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?

Adela: attended Paris meeting in 2008; previously in touch with EURALO chair, NGO, AL structure, RALO involvement

Yuliya: invited by Olivier; via EURALO and IGF; objective how better to represent consumers, security and resiliency from user perspective

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

Yuliya: follow monthly conference calls; follow security subjects; never attended ICANN physical meeting

Adela: member of EURALO board, attend regular EURALO meetings and monthly calls; involved in working groups; involved in Prague EURALO preps

Your Activity on the At-Large Website

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

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

Adela: Full of information; crowded; not necessarily a bad thing; pretty well structured; boxes help find information; newcomer might be challenged to navigate; search not fully helpful

Yuliya: Same impression as above. Distinctions between content not so clear.

4. How often do you visit the site?

Adela: Rarely to never. Few times per year. Visit wiki more often via emailed links.

Yuliya: Couple times per month. More often as a new member.

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

Yuliya: News, comments on consultations. Bylaws, resolutions.

Adela: Same as above. Split purpose: support existing members, invite new members. Content should be structured as such.

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

Adela: Site where you can find information about the At-Large structure of ICANN.

Yuliya: Much information yet hard to find.

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

Yuliya: Need 5-10 minutes to understand where information is. Need time to understand the structure. Area for improvement. Even for insider, challenging. Needs clearer compilation.

Adela: somewhat difficult. Requires patience and perseverance.

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

Adela: Monthly calls, follow up on activities via email. To find out specifics.

Yuliya: Personal contacts for urgent matters.

Goals and Tasks

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

Adela: 60% laptop; 40% desktop.

Yuliya: 0% mobile; laptop and desktop 80%; 20% tablet.

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

Yuliya: When looking for concrete information. Normally via homepage.

Adela: Same as above. Sometimes starting from ICANN website. Typically from homepage.

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

Yuliya: Looked for monthly conference call agenda; successful.

Adela: Looked for how many structures are in EURALO; successful.

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

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

Adela: If no clue, would start by Google search. Usually either ICANN.org or At-Large. Or wiki.

Yuliya: EURALO site or pages.

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

Yuliya: 50-50. Couple times per month for both ICANN.org and At-Large EURALO pages.

Adela: Use other sites, esp wiki, more often than At-Large website.

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

Adela: wiki similarly complex, but links to wiki content sent in email which is easy. At-Large site crowded compared to new ICANN site.

Yuliya: ICANN.org better constructed. ICANN.org homepage better constructed. Groups. Colors catch attention.

Opportunities

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

Yuliya: Most calendar, agenda, EURALO subgroup. ICANN.org for other purposes. Facebook page sometimes for other news.

Adela: Most Resources.

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

Adela: Calendar. Useful. Also the news on the homepage.

Yuliya: Calendar agenda. Helpful. Fact that site will help in redirecting to other sites. Useful. General information is useful.

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

Yuliya: Participate in consultation process. Be more in close contact with At-Large members. Need way to contact people. Easy way to click to consultations and leave comments. Colors. Send direct email to board members.

Adela: Same as above. Would like to see site more dynamic and interactive. Allowing for comments spaces to leave opinions and responses on open consultations. Multimedia. Images and video from regional events. Site is about community. People

are accustomed to social networking. This is what makes a real sustainable community. Add features that encourage people to contact each other and get to know each other better.

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

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?

Yuliya: Improve it. Too grey right now. Needs designer.

Adela: Same as above.

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?

Yuliya: No expectation.

Adela: Don’t have smart phone to navigate net.

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

Yuliya: Agree on a few languages and translate all into those languages. OR Translate a few blurbs in all languages.

Adela: Use UN languages. Translate as much as possible. Goal is greater participation.

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

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

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

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

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

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

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

- L. Content Management** – Do you see yourself logging into the site to change or add content?
- M. Contact Management** – Do you expect to maintain a professional contact list on this site?