

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?

Alan: Named by NomCom in 2006.

Yrjo: Used to be GAC member, new At-Large member.

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

Yryo: Vice President of Finnish ALS – member of EURALO board. EURALO rep to ICANN NomCom. Involved with At-Large improvements tasks.

Alan: Was on ALAC for four years. ALAC liaison to GNSO. Attends most ALAC and ExComm calls. Attends most meetings. Regular site user.

Your Activity on the At-Large Website

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

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

Yryo: Old fashioned. Different from other ICANN sites.

Alan: Should have been put out its misery long time ago. Cares more about content correction than looks.

4. How often do you visit the site?

Alan: Few times a week, often for calendar.

Yryo: Same as above. Weekly, if that. Main website and wiki used more often.

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

Alan: For calendar. Often find calendar lacking. People should be going there for salient pointers to relevant, current items such as wiki pages. Pointers to things not obvious to new users. Should contain core information. Some material should be transferred from wiki. Should all be on the site: structure of AL, what are RALOs, what are ALSes, who are members, how long, previous members.

Yryo: Calendar and announcements. Key improvement would be better linkage, synchronization with wiki. Need to decide for whom is the wiki.

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

Alan: Don't bother going, other than for calendar.

Yryo: Looks like websites used to look 7-8 years ago. Place to find calendar and statements.

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

Alan: Hit and miss. Wasn't built from point of view of someone trying to find something who doesn't already know where it is, or already familiar with environment.

Yryo: Go to main page. Need content for curious outsider. Someone who's interested in AL and its role in ICANN. Should inform in terms non-AL person can understand.

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

Yryo: In most cases, go to wiki.

Alan: When can't find it quickly on site or wiki, refer to personal files. Google search for keywords.

Goals and Tasks

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

Yryo: Laptop 100%

Alan: Laptop-desktop: 100%.

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

Yryo: Usually go to ICANN.org, then thru link to At-Large site. Also have ICANN bookmarked.

Alan: AL homepage bookmarked. Have largely given up on AL site.

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

Alan: Looked for Rules of Procedure; believe I was unsuccessful. Regularly visit for calendar. Doesn't use automated calendar. Others like ability to download agenda.

Content is most important thing. Calendar will say there is a meeting – but entry will not supply details needed. Sometimes they are valid, sometimes not. Sometimes copied from out-of-date entries. GNSO calendar is model: quickly available, succinct. Goes back years. Needs to know what meetings are on this week – substance is hit and miss.

Yryo: Went to check AL program in Prague. Was 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?

Alan: ICANN.org, wiki, personal files.

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

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

Alan: New GNSO site looks better. Time will tell if easier to find info. Already more difficult to find items. New ICANN.org better laid out.

Yryo: Like ICANN.org. More appealing to general audience. Usable. GAC site out of date.

Opportunities

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

Alan: Calendar; if I wasn't put off by site would use more features such as Meetings page. Many titles on homepage which sound useful but aren't. Need to be made useful.

Yryo: Most, calendar and announcements.

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

Alan: Its focus on content over glitzy features. Haven't gotten carried away with animation etc.

Yryo: Also dislike animation. Could be made more appealing to those who enter out of curiosity. Could be developed more in direction of ICANN.org.

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

Yryo: Easier links to wiki.

Alan: Same as above; homepage links need to be more effective.

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?

Yryo: Important.

Alan: Content more important than aesthetic.

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?

Must be nothing that inhibits those with poor connections.

Follow W3C guidelines.

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

Alan: ALAC-specific parts (used by ALAC as opposed to describing it). In theory ALAC uses EN but many people speak ES wo EN knowledge. Parts of site to be used by outsiders or regional users need ES and FR. Perhaps primer in other languages. Wider use of language at meetings. Participation requires use of EN, ES, FR – other languages for public relations purposes. Reality is that many working documents will never be translated.

Yryo: Generally agree with above. Admirable to have six UN languages but other important languages are not covered. EN main working language.

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?

Alan: Key pages should be semantic and user-friendly (Members, etc.) Predictive iteration is very useful.

Yryo: Prefer meaningful to gibberish.

Alan: ICANN published documents coming out of its ears, with many pointers, many of which no longer work. Working in policy development depends on pointers.

Yryo: Need to be able to find something that happened a long time ago.

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

Alan: Haven't used search on AL. AL site search must include wiki.

Yrjo: Same as above. Used more on ICANN.org.

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?

Alan: Continue using wiki. AL site should be better entrance to wiki. Prime area for live collaborative work.

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?

Need ease of updating. Content needs to be kept up to date. Make sure that people who keep site up to date know what issues are. New product needs to be kept out of date. Otherwise becomes an impediment. Needs to be maintainable. Should be part of normal activity.

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

Alan: Not good use of time to pursue this. Need to find out who various leaders are in structure. Need to know chair and members. Site includes wiki under it – should tell you who to contact in your country or region and how to get more involved. Shouldn't need to join Facebook to do this.

Yryo: Social networks already mostly fulfill this function. Will require more time to maintain another database.