

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?

2007 in Sao Paolo. Was referred.

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

LACRALO secretariat. Was an ALAC member for two years 2009-2011. Part of Internauta Brasil.

Your Activity on the At-Large Website

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

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

First page scares people.

English content in front. Only some material is translated, further in. Not like a mirror site. Search results need better segmentation, including by language. Would like to see site mirrored in other languages. Would like ability to post material on one's own like in the wiki. Would like to use software to translate like wiki uses.

4. How often do you visit the site?

Near to meetings, twice or more than twice a day minimum.

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

Documents relating to ALAC and At-Large. Also public comment periods.

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

You must be patient in order to find information, but it is all there.

Dates are off, set to single date due to migration.

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

Not easy. Not too difficult. Sometimes you are lucky, sometimes not.

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

Teleconference, email list. Repository of documents. Place to find podcasts, webinars, presentations. I.E. Prague meeting presentations. Possible webinar to know how to use the new site.

Goals and Tasks

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

Laptop.

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

Through ICANN homepage.

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

To find information about Costa Rica meeting.

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

Yes.

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

GNSO, GAC.

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

Once per month, possibly twice.

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

Good.

Opportunities

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

Documents about Policy used most.

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

Like it when I find information I want. Don't use agendas much.

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

Would like to post material on my own. Give author permission to RALO officers, as on wiki.

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

More organized document structure, by topics and issues. Statements all together.

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?

Too white. Too much information in first page.

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?

Don't attempt it on mobile.

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

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?

Easier to remember semantic. Links need to be found in a place.

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?

People involved in meetings. New members of the RALO. Be clear in reorganizing information.

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?

Uses wiki every day.

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

Doesn't use existing one. Prefers to receive staff emails.

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?

Offer contact details in a special place to facilitate contact.

Wants to see ShareThis.