

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?

ICANN watcher. List participant. Annoyed at resources getting lost. Less is more but still need deeper reach for community site. Bio available.

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

All of the above. Spends equal time on at-large wiki, icann.org, and own site. Not atlarge so much. Would rather search.

Your Activity on the At-Large Website

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

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

Dog's breakfast. Aesthetic is alright. Logo is alright. Shows diversity. Not intuitive.

4. How often do you visit the site?

Unfortunately every couple of days. Weekly minimum.

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

Very particular: known material that exists, meetings and meetings records. Material that can't be found by search or among migrated material. Gateway.

Must serve two jobs. Internal and external function.

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

Used to encapsulate At-Large.

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

If want to view regional work, use homepage.

Drill down to known material and bookmark.

Portal of convenience.

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

Use the site for historical references, and to provide links.

If seeking information, won't email or phone. Would use icann.org more than website.

Interaction is in wiki and Adobe Connect. Website is repository of information.

Site should be portal for finding pathways for where At-Large operates.

Goals and Tasks

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

All of the above. 50% laptop. Other 50% frequently 2/3 tablet and 1/3 mobile.

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

Gateway or portal. Site is another mechanism when material can't be found elsewhere. Fallback.

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

Went to look for piece of information about election process date, time, and outcome for a region. Went into a regional space. RALO content organization on site better than wiki.

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

No, because it went into broken SocialText links.

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

Confluence wiki, into hierarchy. Into grabbag called old. Searched within wiki. Found page that existed. But material was globally replaced. Finally, used WayBack machine, archive.org. Formative documents were lost. Older the material the less chance of success.

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

Google, WayBack machine. Search has taken her to archive.icann.org.

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

At-Large should show At-Large material from meetings sites.

Opportunities

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

Use most the regional area for image / map material for At-Large structures.

Next is to get to particular wiki workspace.

Next to get to mailing list archive or general reference material. Chair reports on given topics. Chair reports from meetings.

Correspondence list is reasonable to use as a search tool.

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

Like clean look and feel. Like something that can be W3C compliant.

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

Anything can't do isn't even tried. Won't attempt.

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

Better accessibility for machine readers.

Better access to archival holdings. Want to find regardless of where it exists. Better search. Better searching of chronology of ALS members. Use of apps. Reduce silo-ing among email lists, wiki and site itself.

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?
- 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?

Dedicated app would be good for external facing material. Has marketing value. App would give essential, targeted material, aspects of the site. Abridged, selections of material. Mobile-friendly application forms. Better findability.

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

Asia Pacific has 68% of world's languages. UN languages and key local languages don't go far enough. Some parts of site more vital to be translated than others. Preference would be for translations supplied by Language Services. Next option would be for Google-supplied translations.

- 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?

Need to add event to one's own calendar.

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

Not an expectation.

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

No