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?

Toronto outreach event. Reached out to UNESCO organizations. Invited people. Concerned about lack of outreach events. Canada not in area of responsibility for liaison.

Maintains Drupal sites.

Someone needs to create tutorial content as part of relaunching the site. Site needs to appeal to newcomers.

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

3-4 conference calls per month. Many international meetings. Vice chair of AL advisory committee. Was chair of NARALO. Also behind-the-scenes. Not big on public consumption events. IE likes authorship role.

Selective over issues in which he gets involved. Big picture person.

Likes Future Challenges Working Group – At-Large think tank.

Your Activity on the At-Large Website

3. What is your first impression of the At-Large website?
http://www.atlarge.icann.org

Sheer volume of materials. Immense. Overwhelming. Challenging to find a particular document.

4. How often do you visit the site?

Much more time on Confluence wiki, daily. Far less on archival site, 3-4 times per month.

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

Wiki for interactivity and community, collaborating on wordcrafting, testing ideas and receiving comments. Archival site for legacy items.

Not visiting site looking for what is ALAC. But sees need for it. Insider needs should not dictate public items.

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

Only place to go where people can find At-Large, ALAC info. Definitive site for materials about ICANN At-Large.

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

No complaints about layout.

Would like extremely robust tagging system to better enable search.

People would be encouraged to use search if hierarchy didn't yield results.

Lack of tagging means search results are suboptimal.

Layout and navigation issues are tolerable.

Layout is important for beginners to give them starting point.

Archival needs good tagging and search.

Metadata is important for external search.

Section headings could be tagged.

Tagging by content populators is important.

ICANN problem is lack of institutional memory after people move on.

Need easy way for new volunteers in ICANN to see what's already been done.

 Need robust archiving system.

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

Pick tool that works. In some instances email works fine. Skype chats start and take on life of their own; leave window open and people can pop in and out. Downside is not archived. Google talk is archived and can be advantageous.

Goals and Tasks

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

Given up trying to use it on phone. Speaking mostly of Confluence. Confluence works nicely on tablet.

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

Combination of: 25% someone sends me a link; 75% log in to Confluence and search for something. More often sending links than receiving.

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

Went to look at bios. Curious about statements of interest.

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

Had no problem.

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

Don't think so. Material on AL site largely unreplicated elsewhere.

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

Correspondence on ICANN.org.

Know most stuff will always be on AL site.

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

AL site more useful. ICANN site designed too overslick as if trying to sell something. ICANN tries to make life easy for people trying to "buy" stuff from ICANN. Stark difference with ITU and other NGOs. ICANN too commercially oriented and focused on marketing than role as coordinator.

Opportunities

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

75% use of site is for searching for documents, minutes, statements, correspondence.

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

That it is functional, not engaged in corporate selling. We are a committee engaged in policy, not selling.

Nothing inviting to newcomers. Needs more tutorial based material.

Less concerned about structure than with content.

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

Find what I need. Table interface useful on Confluence. Not relevant to atlarge.icann.icann.org.

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?

Would like to have a corner of site that is "New to ICANN?" More graphics and photos in this area. Lighter on text. Microsite. "What is At-Large and ALAC" would be microsite.

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

ML support is critical. Language picker that takes you to as much material as has been translated.

Material is formal, legalistic, expensive; challenging to keep areas translated. Unpaid translations tended to be lower quality.

Community engagement for translation is totally foreign to ICANN.

Use Google translate for pages that don't have volunteer translations.

Put high priority items at top of queue.

Designate critical nodes for paid translation; let volunteers to the rest.

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?

For top-level pages, important. For deep content unimportant.

Need to identify critical URLs for permanence.

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?

Has integrated ALAC Google calendar into personal calendar.

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

No expectation. Official ICANN view of At-Large to the world. Not like highly interactive wiki. Reasonably static with small number of content providers and managers.

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

Concerned with redundancy and wheel reinvention. Should be centralized within ICANN, not just At-Large. Should note conflicts of interest and social media contacts. Should be integrated across community. Addressed to some extent by ICANN wiki, who have created volunteer database.