

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

## Your Activity on the At-Large Website

3. What is your first impression of the At-Large website?  
<http://www.atlarge.icann.org>
4. How often do you visit the site?
5. What needs or interests bring you to the site?
6. How would you describe the site to a friend?
7. How would you describe the process of using the site?
8. When, why and how would you use a channel other than this site? I.E. email, phone, physical meeting, etc.

## Goals and Tasks

9. By what means do you visit the site: desktop, laptop, tablet, mobile, smart device?
10. What is your typical process when visiting the site?
11. What did you do on your most recent visit to the site, step-by-step?
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?
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?

## Opportunities

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

17. What do you like about the site most or least?
18. What would you like to do on the site but currently cannot?
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?
  - 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?
  - E. Archiving of Outdated Material** – Do you expect older material to be kept on this site?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?