

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.

Vice chair APRALO

Your Activity on the At-Large Website

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

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

Difficult to find what is being sought.

4. How often do you visit the site?

Approx twice weekly.

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

Find minutes, agendas, items for comments, make comments. To communicate and read.

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

I wouldn't.

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

Frustrated by changes in longstanding site arrangements. Do not want it simplified is one's mind is not simple. Everyone's idea of what is intuitive is different. Best improvement would be great search. Want organization of groups, ralos. Would like a page that highlights where to go to make comments. Pages should relate to each other. Groups, At-Large Structures, At-Large, Documents page for each RALO.

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

Filed email messages, Google.

Goals and Tasks

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

Laptop, ipad.

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

Visit through links from email or other sites.

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

Tried to make comments on Confluence.

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

No

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

Wiki, ICANN.org, SSAC, APRALO site.

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

When need to find minutes, action items.

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?

Documents, reports, backgrounds.

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

Wiki pages disorganized.

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

Find way to get to place to make comments.

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?

Satisfactory.

- 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?

Not relevant to her.

- 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?

Want to see lead-up on an issue. Archive should be organized by hierarchy and topic.

- F. Aliasing and Preservation of URLs** – Do you care if URLs are nonsensical? How much do you care if old links expire?

Long URLs are challenging to copy and paste. Short ones tend to work better. Link expiration happens but it is frustrating.

- 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?

No. Newcomer will no longer be a newcomer six months later. Site should be intuitive.

- 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?

Calendar could be useful. Automatic invites would be great.

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?

Not relevant.