

## 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?

Late 2009. Part of a structure.

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

Never been to meeting. Remote participant. Scheduling challenging for teleconferences. Contact for two ALSes. On board of EURALO.

### Your Activity on the At-Large Website

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

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

Hard to understand what it is. Seems like site for already active people. Early was hard to understand abbreviations. Not a resource actively use. When first visited hard to understand what was going on.

4. How often do you visit the site?

Once a month.

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

Looking up news like new ALS. Or to view calendar. If can't find link rely on site as a good way to find them.

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

Portal of At-Large community.

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

Not a place to surf around and see what's up. You go there to get to specific information. Not like a news site.

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

Email primarily for At-Large and ICANN business. Follow several lists. Most info gotten thru email. Phone calls still a challenge due to timing. Would like to join calls more often where possible. Physical meetings not currently an option.

## Goals and Tasks

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

Desktop 49%, laptop 49%, smartphone 2%.

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

Arrive at homepage. Google for At-Large icann to arrive at homepage. Like homepage because news and calendar there. Seldom browse. If not on main page use at-large search.

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

Looked to see if there was an announcement to see if ALS was accepted.

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

No, info not yet posted. Arrived two days later by email by public list and private message.

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

Mostly at-large spaces in community.icann.org but also surf around, icann.org

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

Weekly for community.icann.org. ICANN.org a few times a year.

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

AL site overlaps with community wiki. Both hold current info. Sometimes see information replicated such as announcements for phone calls, structures. ICANN website is completely different. When visiting icann.org not usually looking for AL info.

## Opportunities

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

Homepage for news and calendar. Huge part of site never seen.

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

Like most that news and calendar are on homepage. Don't need to search for them. Open site and it's there.

Like least that homepage has so many different sections, with links to so many places – many lead to different website altogether, described in terms outsiders won't understand. Altogether confusing.

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

Would run site like a wiki, but with more structure than a typical wiki. Plain wiki would get very messy. Self-editing of one's own At-Large structures. Offer template pages that allow changes to design of pages.

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

Clearer, less boxes, less text. More tidy, compact, cleaner information architecture.

20. What would influence you to return to the site to use it more? Examples include:

Neither mobile nor multilingual relevant. English fine, assume also for most of AL community. Don't need mobile because don't use site often at all.

What is target audience: at-large community? Public newcomers, and existing at-large community? What are structures and workflows. Hierarchies.

Could argue that resource for AL community is wiki, where internal work happens.

Could remove much information from At-Large website and move to wiki. At-Large site could remain nice shop window for newcomers and public.

Currently overlap between at-large site and wiki.

**A. Improved Aesthetic** – What should be changed or improved about the site's artistic direction or color options?

Relevant, needs to be improved. Don't need something extraordinary. Aesthetic should help present information clearly. Good design would make website look more tidy.

**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?

Worried about synchronization of content between EN and non-EN. Might be information relevant only to certain language speakers.

- E. Archiving of Outdated Material** – Do you expect older material to be kept on this site? What material? And for how long?

Should have a workflow for accessing archived official materials.

Most current policy versions should always be on top with references to older versions.

Don't put it in a special section.

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

Semantic URLs helpful but not necessary.

Cool URLs don't change. Acceptable to break URLs when rebuilding entire site. URLs should work theoretically forever.

- G. More Effective Search** – What is the importance to you of search in finding information on the site?

Doesn't look nice. Rather it works well than looks nice.

- H. User Segmentation** – How important is it to you that content and features be differentiated for various types of people who use the site?

Need to target different sections for public newcomers versus existing community. Use clear labeling to attract people to sections relevant to them.

- I. Personalization** – How important are customizable, personalizable features on the site?

Not good to have log in. Should be public website. Wiki could be used for public website, login could offer access to controlled spaces.

- J. Collaboration Facilities** – What type of collaboration with other users do you expect to do on the site?

Wiki is for this.

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

Different views such as chronological list of upcoming events. Possibly add own event.

**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?

Interesting feature that might be useful. But possibly just creates another silo among many. Maybe just use LinkedIn.