

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?

Recruitment drive in 2005-6. In person site visit. Liaisons explained ICANN in person, in depth. Encouraged to join as At-Large structure. Went to site, submitted form.

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

Secretariat member. Chaired conferences and groups.

Uses wiki more often than website. Site not as up-to-date or easy-to-find as material on wiki. Relies on mailing lists and clicks to go to wiki.

Uses search with autofill on wiki. Found suggested terms useful to find pages.

Your Activity on the At-Large Website

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

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

Info is there but crowded, not intuitive. Confusing for first-time visitor. Specific pages useful but not site overall. Out-of-date compared to wiki, esp. for wgs and meetings, links to ac rooms.

4. How often do you visit the site?

Rarely. Once a month.

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

Only to get historical materials. To find links to give to people for information About At-Large. To find information to give to people for outreach purposes. Wiki superior for meetings information. Mailing lists push info anyway.

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

Dense. If you are experienced you know what sections do. Confusing to new users. Terminology is not meaningful.

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

Not intuitive. Need good understanding of At-Large to use the site. I.E. what does "Correspondence" mean? Not clear that it's correspondence between ALAC and Board.

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

Instant messaging faster to get answers if info can't be found on site. Calls rarely.

Goals and Tasks

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

Primarily desktop, 90%. Sometimes tablet, 8%. Sometimes mobile, 2%.

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

Use the site to find links to include in emails. Start with "Resources" section.

To find material for community outreach events.

To use embedded Google calendar.

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

Went to look at the Google calendar. Usually ignore topnav, just look at leftnav or center content.

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

Yes, because I knew where it was.

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

At-Large wiki.

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

Wiki 98%, site 2%.

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

Wiki has a lot of info, but no common landing page like site should. Wiki is for community. Site is for landing pages for community and for people to learn more

about community. Expect At-Large site to come up in searches of users looking for ICANN information.

Opportunities

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

Most – Resources for Community members, Calendar, link to mailing list for wgs, links to email to new persons to get involved.

Send people to Join Us, then to Application forms. This is hard to find.

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

Most – Information can be found. Site's static pages tend to have more history than wiki. Wiki contains so much content with so many updates. Changes several times a day.

Least – Not intuitive for persons trying to learn about ICANN or At-Large. New users will be confused. Not clear where new user should go next. Potential ALS members could be turned off.

Content about ICANN should be split between AL site and ICANN site. Should be structure to get people informed all about ICANN, AL community, how to join. Unless you know how to find information in the first place you won't.

Org charts should be accessible.

Needs section for new users.

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

Find history of a policy. Track history of a topic, like Whois. Research ALAC involvement in domain name issues. See activities of At-Large highlighted as opposed to merely statements. So much wg activity not reflected. See "So-and-so WG is meeting now – click here and go."

Provide element of discoverability.

Get sense of who is meeting now, today, that provides sense of the vibrant community.

Nowhere to look. This is a disincentive.

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:

If I'm able to go to site and see a snapshot of activities. Easy way to discover things without actively subscribing and asking for information. Shouldn't need to make a conscious effort. Who is meeting when. What is their activity. What did they produce.

Like Acronym Helper

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

Would like it match ICANN.org site. Want to show connection between two sites. Integrate section about At-Large into ICANN.org.

- 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?

Would like six main UN languages. If cannot be directly provided by Language Services, present via machine translation. More static pages should be human translated, other rapidly added or changing material could be machine translated.

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

Need to preserve history and chronology of ALAC. Who served and when? See past activities. Preserve what happened for later generation. Preserve thinking behind processes and decisions. Capture institutional memory.

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

Easy-to-read. Redirects are nice but good sitemap would be substitute.

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

Wiki search is better due to rapid autofill suggestions.

- 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.

New users.

Existing community members.

Discover what each RALO is doing.

Ability to self-silo into domain issue according to tags, across site and mailing list content. Tag information so that people can search.

J. Personalization – How important are customizable, personalizable features on the site?

Not as useful as originally thought. Want to keep content transparent. Don't want to silo users at outset. Want to preserve discoverability. Wouldn't make use of this. More interested in maintaining view of global community as a glance. Can still search on my own. Can bookmark searches anyway.

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

Keep on wiki.

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

Want ability to subscribe to calendar so anyone can get updates. Crucial so someone can keep track of all the events. Provide explanation of how to quickly subscribe. Disambiguate timezones. Calendar is only place where personalization by timezone would be useful. Ability to switch to country where you are and have it switch the time. Provide this without login.

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

No. Site is gateway to wiki. They are two separate systems.

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

Yes, offer a directory. Needs to help people in countries find others in those countries involved in multistakeholder process. Envisage a native capability rather than using managing thru linkedin or facebook. Simply list wg and ralo members.