At-Large Website Redesign Preliminary Requirements | 8 August 2012

Must Have

+ Improved Information Architecture, Layout, Navigation
- Reduce scanning and scrolling.
- Organize material by structure and issue.
- Define newcomer ("external") versus established member ("internal") areas.
- Be inviting to potential members; emphasize Join Us and Application Forms.
- Enforce distinctions between content.
- Show avenues to comment on open public consultations.
- Reduce silo-ing.
- Clearer, cleaner, less boxes, less text, more tidy, compact.
- Organize content by RALO and working group.
- Supply links to liaisons and regional organizations.
- Highlight activities in a snapshot: meetings, conference calls.
- Show policies under development, by subject.
- Provide meeting-related documents: agendas, minutes, statements, presentations, action items
- Provide other documents: reports on topics, reports from meetings, correspondence, bios, statements of Interest, process documents.
- Don't make archive a special section; archives should be well organized by hierarchy and topic and easy to reach; most current policy versions should always be on top with references to older versions.
- Provide historical material; show what's already been done to maintain institutional memory; track history of a policy, preserve thinking behind processes and decisions.
- Bylaws and resolutions relevant to At-Large and ALAC.
- Advice Register like the GAC.
- Links to Adobe Connect.
- Where to sign up for and follow mailing lists.
- Show clearly where linking outside the site.

+ Improved Content
- Take a gateway / portal approach – site should lead to At-Large and ALAC content wherever stored.
- Refine page titles and navigation labeling to attract people to sections relevant to them.
- Emphasize core content.
- Should inform in terms non-At-Large person can understand.
- Define site as only place to go where people can find At-Large, ALAC info.
- Explain structure of At-Large and related entities.
- Explain the different RALOs, and what ALSes are.
- Have a corner of site that is "New to ICANN?"; more graphics and photos in this area, lighter on text.
- Supply "What is At-Large and ALAC" background information.
- Show who are the members, for how long; list previous members.
- List most recently accepted ALS applications or status of them.
- Podcasts.
- Webinars.
- Maps of structures.
- Org charts.

- Supply tutorial content for newcomers.
- Content must be kept up to date.
- Explain abbreviations.
- Retain news feed on homepage.
- Possibly offer primer in non-EN languages.

+ Wiki Linkage
- Highlight wiki as the area dedicated to collaboration.
- Site should be landing page that links to wiki areas.
- Provide clear pathways to wiki content.
- Decide for whom is the wiki versus the site.

+ Calendar
+ Display who is meeting now, today, that provides sense of the vibrant community.
- Organize and present meeting-driven content.
- Offer different views – table, chronological.
- Integrate date and time details with meeting documents and details.
- Show who is meeting when, what is their activity, what did they produce.
- GNSO calendar (long page) is the model.
- Provide way to sync with one's own calendar.
- Personalizable by country or timezone.

+ Language Offerings
- Prefer six UN languages.
- Do what is practical.
- Translate selections, or offer a few languages entirely translated.
- Provide language picker that leads to as much material as has been translated (translation navigation).

+ Improved Aesthetic
- Possibly match ICANN.org aesthetic.
- Appeal to general audience.
- Improve look and feel.
- Larger, more welcoming font.
- More images.
- More people-oriented.
- More color.
- More modern.
- Don't be overly slick or look like trying to market something.

+ Tagging
- More metadata to improve search.
- Enable tagging by content populators.

+ Accessibility
- Features must be incorporated in theme.
- Comply with WCAG2 Level AA.
- Support machine readers.

+ Search
- Include email archives and wiki.
- Ensure better segmentation of results.
- Bring back links to At-Large material regardless of where it is stored.
- Provide autofill / autosuggest.

+ Responsive Design
- Features must be incorporated in theme.
- W3C compliant.
- Make life easy for those on lower end of connection spectrum.
- Forms must be mobile-friendly.

Should Have

+ Social Interactivity
- Twitter feed.
- ShareThis.

+ Semantic URLs
- Make them easy for predictive iteration.

+ Redirected URLs
- Important legacy URLs should be identified and redirected to new material.

Could Have

+ Migration of Content to Wiki
- Could remove much information from At-Large website and move to wiki.
- At-Large site could remain nice shop window for newcomers and public.
- Would need to decide what to transfer to wiki.

+ Calendar – Google Integration
- Calendar could be integrated with Google calendar.

+ Calendar Reminders
- Calendar could provide way to receive invites or reminders.

+ Calendar Event Nomination
- Calendar could have way for user to nominate event for inclusion in calendar.

+ Dedicated app for mobile access.

+ Machine Translation
- Machine translation to fill in gaps where material not supplied by Language Services.

+ Community-Supplied Translations
- Way to allow community to supply translations.

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

+ Abridged content for mobile users.

+ Personalized logins, as long as privacy is protected. Unclear what would lie beyond the login.

+ Contact Database
- Possibly using established social network like Facebook or LinkedIn.
- Envisage a native capability rather than using managing thru LinkedIn or Facebook.
- Could be part of a larger ICANN community-wide solution.
- Would need to help people in countries find others in those countries involved in multistakeholder process.
- Could simply list Working Group and RALO members.

Won't Have

+ Direct wiki integration.

+ Access for Secretariat or designated users to log in to add and update content.