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STEVE ALLISON:

So we didn't have a very full agenda for today. We're still trying to work through some iterations of the design. What we thought would be valuable is that we walk through the elements that we do have in place. There is some changes from some of our last conversations that we've taken into account. So, you know, you might see difference in the information architecture that we're presenting today.

That said, the intent, the content, the idea behind each of the pages, I think, still remains. We're just trying to kind of clean up some of the thought process and make it a little bit tighter. So what I'll do, unless somebody has a topic to start out with, I wanted to share my screen and just kind of walk through the high level pages that we're going to go through. Any objections?

Okay. So, what I'm going to show today is a couple of pages. We've got the home page. We have a news and media page I'll show you guys. We have the calendar, the topics page, the policy advice search page, and then a specific statement and what that would look like. I think that's all of them, outside of the home page.

You'll notice, I'll just start off with the home page. There is a couple of things to call out immediately. We've changed some of the information architecture to better reflect where we think some of these pages will live, but the intent of them is really the same of what it was before. So removed explore, and discover, and learn, and we went back to a traditional kind of an approach with an about.

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*Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.*

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We're still struggling to like figure out what the right language to be to be all encompassing. So about will still contain the "Who We Are" type of content. It will contain the type of work that we do in the community. It will still continue to have call outs to specific sections of the site that are doing work. And then the how will still be included in there, and it will give an overview of the organization and the different parts of the community that are involved.

However, you'll notice there is a new element here at the top called community. That's where we want to include the specific pages that are dedicated to the ALAC or any of the RALOs, and maybe even one day, the specific ALS if there is a need for them. That's where some of those like profile type of pages, or dashboard pages, might live so that those community groups can own those sections.

There is maybe even an opportunity for specific working groups to have pages within the community if we find a need for that in the future where they can call out the specific work that they're doing. I don't know if there is questions, Ariel, do you want to call them out for me?

So that's kind of the sense here. We changed, I think this section up here, "Our Work" was previously learned. We felt that what we're doing here is more than really learning, and what it really was is like the resources section of our site. So what we want to call out here is the things that we specifically do as an organization, our work, include that. So today, it may just be the topics and the policy advice development.

There may be other opportunities for us to call out areas around capacity building or outreach, but we haven't quite figured out what

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those would be yet. So as we go through this, there may be some gaps we want to get to in the future. Everything else has pretty much remained the same. We changed this to get involved, it was a little more concise we felt.

Okay. With the home page, this is like the first thing we want people to read. And it tries to answer a few things all at once. The first is like, who we are. We found that across other ICANN sites, that you might hop from ICANN dot org to WHOIS, or GNSO, or GAC, and you're not necessarily immediately informed of where you are. Sometimes even within the ICANN site, ICANN dot org is kind of victim to doing iFrames, and really like aggregating content and not telling people where that content is coming from.

So I wanted to be very explicit, that they are part of the At-Large community. And then the following statement here is really our kind of called action. We want to tell people not only what it is that we do as a community, but that they can be a part of that. And where this language resonates or not, is less relevant than the placement of that language.

So we can play with some of these content sections as we move forward and we can see what best resonates with our community. This would be the site search, we played with different ideas, including up in the top navigation up here, similar to how ICANN dot org will do the future. And maybe that isn't a logical place for it, but for now we've put it front and center so that for more experienced members of the community they can hop right to what they want to do.

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For the newcomer, these were the three sections that we thought were the best call to action, learn about At-Large. This would go into the about and start you right off with the “Who We Are” section, or whatever like content areas, default content area. So who we are, or what we do, or some combination that all of those get consolidated. Explore our work will take you to the “Our Work” section.

I think that it will probably take you to the topics page, but we can kind of play where the logical landing place is that. Maybe our work, in of itself, is a landing page, and it aggregates some of the topics and some of the policy advice sections. We’re not quite clear where that will land yet. But the fact that we have the call out, means that we can take them where we need to. So we can explore with that.

And then finally get involved. We’re still working through the concepts of what the get involved page will contain on it, but what we’re thinking currently is that it’s going to have a lot of the different topics that they can get involved with, how they specifically can get involved with policy advice sections, and then it will probably call out some of the various working groups that are doing things that are potentially outside of the policy advice development work stream, so that they can see that there is more to At-Large than just policy advice development.

So I think it involves a really good of way of kind of telling all of the stories depending upon what their perspective is.

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ARIEL LIANG: Steve, do you want to take a few questions? Heidi has several, a few comments and one question. One the comment is that she wants the policy advice development more prevalent on the home page?

STEVE ALLISON: [Inaudible] right here.

ARIEL LIANG: Okay. So yeah. Heidi, can you hear me well? Okay. I take that you hear me well.

HEIDI ULLRICH: Yes I do, I do.

ARIEL LIANG: Okay great, thanks.

HEIDI ULLRICH: And I see it now. I just didn't see it, got it, okay.

ARIEL LIANG: So, yeah, in the little matrix like the bar chart that showcase the policy development work. So that's the comment. And on the second comment, Heidi has change the community here, on the front navigation into At-Large community, just to differentiate from other communities. I think that's what Heidi intends to say.

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And on the next question she has is, how do we get to the policy development wiki page quickly from this website, from this home page?

HEIDI ULLRICH: It's not answered, yeah, it's now answered.

STEVE ALLISON: Yeah, I think as we go through some of the other pages, we'll see where the wiki comes into play. I would say unless... I don't know if that's something that we would want to immediately put on the home page, but it's something we'll have to explore a little bit. So to kind of close the loop on this first part, this is geared towards only the newcomer. So front and center, and that's the first thing we want them to look like.

For more experienced members, I put in the search, they're not going to be really that interested. They may over time want to do further research. They may click on get involved from time to time, but this is really geared towards the newcomer. The rest of what's going on down here on the home page is really for the little bit more advanced members of the community.

It's somebody that understands what policy development is, and I know that some of the terms aren't quite right, and that's okay. We're still kind of cleaning up some of that. But it's really intended to show the activity of work that's taking place within At-Large. The text sizes and some of the placement of some of this is a little off, that's okay too. When we get through our design effort, I think you'll start seeing what some of these pages look like in a more refined and polished way.

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But conceptually, I'm hoping that these three things resonate with you. Before, at the previous meeting we had, we spoke about four major like areas that At-Large does work, and that was policy advice development, outreach, capacity building, and operations. So far what we're showing on this page is our take on policy advice development. I know the order is a little off.

If that's completed, consider developer view voted, will get it situated so that it shows linear link, a little backwards. But what we wanted to show, over time, how this pipeline is growing. How things are going from in a considered state all the way through voted and finally in a complete state. So we'll work on kind of the wording, but hopefully that kind of resonates.

And what it does is it shows people over time the activity of statements going through that life cycle. The second part is outreach. What we have right now is a map that really illustrates outreach on an ALS representation across like country scale. What we would think is that people could either hover all of these, or there would probably be a small drop down box close to this, so that they can select a country.

And that would take you probably to a page within a community, a specific RALO, with a more detailed breakdown of those ALSs. And probably, so this is kind of something we're still playing with, but maybe we also show as we add ALSs to the site, maybe we just have like a running thread here of what, for most recent ALSs that have been certified.

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And if they click on either one of the ALS or one of the view all, it maybe takes you to a page deeper within the community again. The intent of both of these, is that these would update themselves. That there is nothing on this page really that we have to manually go to and add a new RALO or update a new number. What we intend is that as we add a RALO to the RALOS section of the site, or as we add an ALS to the RALO section to the site, or as a policy statement is published within the policy advice section of the site, all of these numbers just update themselves.

Finally, capacity building is still kind of rough. Maybe we can come up with a little bit better approach to this, but right now we just have four metrics that we're tracking, that could definitely be better, and I would encourage us to really think through what it means to do capacity planning. Right now, we just are collecting a couple of statistics of, as we publish webinars within the site, or we upload podcasts, or as we link to online courses within learn dot ICANN dot org, all of these things are metrics that we can update.

And then they're clickable metrics that drive people into the portions of the site that have the online courses, or show a list of the beginner's guides, or whatever they are. And so this really just shows the breadth of information that we have on capacity building, but I would encourage us to really think critically about this and come up with something a little more effective that shows more week to week or day to day activity that maybe taking place.

So, it's at least eight concepts that we can go with. It's not getting a lot of traction. I would really encourage us to come up with something a



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little bit more effective. On the right, this is really for much more experienced members of the community. Most people that are coming to this site, if they are a newcomer, they don't know the difference between Alan being officially announced as the ALAC chair, or a teleconference related to AFRALO.

So, this is really geared toward the more experienced member that may want to see something that's going on within the month. And then, I mean, we can kind of play with this. Maybe some of the news media that we start publishing is a little bit more thought leadership oriented. Maybe they are just announcements. I don't know.

So we're going to have to play through that. But this is the place that we've put some of the top headlines, that would drive you into the news media or calendar related content.

ARIEL LIANG: Do you want to take another comment from Heidi?

STEVE ALLISON: Sure.

ARIEL LIANG: Heidi is asking, a part from the numbers, how do people see the actual policy statement. Same with the webinars, [inaudible] and online courses?

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STEVE ALLISON:

Sure. So let me talk to you a couple of things. One, all of the stuff under At-Large at work, would be clickable content. So for example, if you were to hover over complete, maybe like the color changes from like dark blue to light blue, and the cursor changes, so people know they can click on it, if they were to click on complete, what we would do is actually navigate them to the policy advice development page, the search page, with the completed filter enabled, so that it would only show completed statement.

And the same goes with any of these other statuses. Each of these statuses are filters that you'll see. So this will drive people deeper into the site. Same thing is true, for [inaudible] that we were talking to, if you were to click on, you know, North America, I would expect it to take you to the North American RALO page, and maybe it's a little more detailed perspective, and it actually shows you the pinpointed map similar to the Google map that you guys are comfortable with, with all of the ALS placement.

With capacity, these would all be numbers that would be hyperlinked. So if you were to click on beginner's guide, I don't know exactly within the information architecture where beginner's guides will live yet, but I would expect it to take you to page that has the beginner's guides on it. So whether that's a page within the community called resources, or whether it's a part of news and media, I don't know yet.

But it lists somewhere, and then that content will be filtered, or it will be on a page dedicated to beginner's guides or online courses, or something like that.

ARIEL LIANG: [Inaudible] also has a question. How much work would it be to add an increase or a contrast from [inaudible] assumption?

STEVE ALLISON: What is increase...

[CROSSTALK]

STEVE ALLISON: You were saying like little... You were saying like right here at the top where it says, AAA and it's different sized fonts?

UNIDENTIFIED SPEAKER: That's correct.

STEVE ALLISON: Yeah, I think that that's something we can do. I'll talk to the designers to see if we can add that to the page where it's consistent. Potentially not in this top bar, because it's kind of, some of the like settings of the page... We have that document.

The other thing, just to get back to Heidi's comment, I apologize, I didn't comment on this earlier. You mention saying At-Large community, just my take on it is, we know that we're on the At-Large site. How do we know that we aren't looking at ICANN news and media? We know that

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we're looking at At-Large news and media. We know that we're looking at the At-Large work, and we know that if we get involved with getting involved with At-Large.

We know that because we are within the At-Large site. I would argue that adding At-Large community doesn't make it necessarily more clear, and in fact, it's going to really bunch up the text that we do have, especially in other languages. I had this challenge with the WHOIS that, the stakeholder that we work with wants WHOIS compliance. About WHOIS, WHOIS knowledge base. We have a limited amount of real estate to work with, and I think that it's implied and that it's not uncommon thing to say, community and to know that it is referring to the At-Large community, but it's something that we can kind of explore and see how it fits with the rest of the content on that navigation.

So I'm not necessarily opposed to it. We do have limited space. And you'll notice that calendar isn't on here because that same exact reason, [inaudible] and we have limited space, so it fell off the list of things that were most important. But it doesn't mean that it doesn't exist. So we'll explore some of these naming conventions as well. Do we have other comments for the home page?

Just at the bottom of the page, we kind of have just the footer of the site. We've been trying to toy with different ideas to have a row here for social media, and we haven't quite figured out something that's really effective. So we've removed it and just really had to stay connected. But I think as we develop fresh content in the site, it's a possibility to have it built in so that people can retweet some of that

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content and re-share it, and still keep it all and have tied into the social media strategies that you have.

We have a tool section that will lead people either to the wiki, or to our [inaudible] software, or whatever, you know, tools that we have to have in place. And then finally, we have the section here for how do I [inaudible], like quick, how do I within the community. So like how do I join a working group? How do I engage in RALO activities?

How do I become an ALAC member? These will all take you to pages that are already would just go through the site at some point, but these really are just ideas of pages that will [inaudible], they don't have to be these pages. So this is really just a [inaudible] point of, there is going to be stuff that people are going to want to know. This will be better for search results and things like that.

Before we move on, any overall sense of what the home page is functioning like and questions or concerns?

ARIEL LIANG: Dev has his hand raised. Dev, please go ahead. Dev, I can't hear you.

DEV ANAND TEELUCKSINGH: Sorry about that, I was on mute. Are you hearing me now?

ARIEL LIANG: Yes.

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DEV ANAND TEELUCKSINGH: Okay, sorry about that. Dev Anand Teelucksingh speaking. Just a comment, just the thing about the policy development timeline. And I'm looking at this [inaudible]... but I'm not sure whether if it's useful, it's useful and what it's trying to represent. I was wondering, maybe, and I just throw this out as an example, maybe what you can use is a tab group. So the idea would be that you would have tabs for each of those completed, considered, developed, what is that? Received? I think, view, and so forth.

So the idea being that, an [inaudible] between those tabs, you'll get to see the last policy that was considered.

STEVE ALLISON: So to your point, the problem with this homepage that we have for At-Large right now, is that there is way too much content on it. And I would even argue that what I'm presenting to you, is bordering too much content. This is a lot of different topics all at once. So what I want to do is to at least be illustrative so that people know that there is activity taking place, and the activity has changed from the last time they were here.

That informs them there is something here. It doesn't necessarily give them all of the details of all of the timeline developments that are taking place, but it lets them know if there is something worth clicking on. I think that just because there are so many audiences, that that's an effective way of doing it.

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DEV ANAND TEELUCKSINGH: Okay. This is Dev. All right. So is it that persons can then click on the complete, consider, developed, and get separate pages for each of those?

STEVE ALLISON: You would be taken to, and let me hop to it. You would be taken to a page that looks like this page, although we still have some improvements that we need to make to it. This page is the policy development search page. And I'd like to improve it. There is definitely things that we need to improve here.

But this page is basically a filtered search page. And so, what you would get, if you click on completed, is a filter where the status, of course maybe, we're not showing... Would be, you know, open for comment, or you know, voted final draft, or adopted, published, or whatever the status is we kind of have to work through.

And then it would only show those items.

DEV ANAND TEELUCKSINGH: Just one other comment, then going back to the [inaudible]. The outreach and the capacity building headings are kind of too small, I think. They kind of get slightly buried...

STEVE ALLISON: This text?

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DEV ANAND TEELUCKSINGH: Yeah. Yeah that text.

STEVE ALLISON: All of the fonts you'll see, even some of this kind of, this is smaller than this. All of these fonts we haven't really gotten to the point where we're calling out the design elements of them. At some point, when we finish our style guide, it will inform all of the font sizes, and then hopefully that makes each of these areas as apparent as they need to be.

But you're right. Like this font is literally a different font from this one, which is different from that one. And like the placement of this font isn't right. So all of those things we need to improve, but the style guide will inform those sizing elements, the font, the actual font, the coloring of the font, the spacing between fonts.

DEV ANAND TEELUCKSINGH: Okay. Okay.

STEVE ALLISON: Another thing to think about here is as we're kind of playing with these, it's really tough to do a wireframe without like certain levels of content. You can see that we reused this Alan Greenberg announcement over and over. This announcement headline is, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17 words long. So what I want to call out is that a headline should be a little more concise.



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It's going to allow people to suck in more information, and so regardless of how we build this in the future, it's only as effective as the content we stick into it, and so we should really, as part of our content strategy, be thinking about what are effective headlines within the space we have permitted. Over like six words, starts to get a little wordy in my opinion.

But I think working with the com team to come up with an effective headline, or even rules for headlines, will make some of these pages more effective for us. And maybe you can get your top six news announcements if our headlines are only six words long. One kind of comparison is if you go to Google dot com, and you type in ICANN...

As I type in ICANN At-Large, you'll notice even for Google, they're not putting more than six words on a line, and [inaudible]...

Hold on. I'm loading. As it's loading, if you do a couple of Google searches, you'll see that even with Google, they can be effective at communicating the best things for you to click on, and they're only using a couple of lines for their headline, and a couple of words for their headline. Give me a moment please.

ARIEL LIANG:

In the meantime, [inaudible] and Anthony, do you have any comments about the home page?

OLIVIER CRÉPIN-LEBLOND:

Yes thanks Ariel, it's Olivier speaking. I was just going to ask really what Heidi had asked, which is, how does the home page put forward the policy statements? I just want to get to the, and the beginner's guide,

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and all of the other stuff that's in there. I don't know how... I'm trying to think about if I was someone coming in I'd say, "Right. I'd like to find out At-Large policy statements."

Do I just click on that bar which has got all the numbers and does that take me to it?

STEVE ALLISON:

Sure. So, you could. You could click that bar. So clicking on the bar is one way to get back into that. The other is under our work. There will be the topics as well as the actual policy advice development, would kind of scroll down and there would be sub-menu items.

OLIVIER CRÉPIN-LEBLOND:

Okay.

STEVE ALLISON:

So let me...

OLIVIER CRÉPIN-LEBLOND:

And of course, the online course? How do we jump to those? Also with our work? Or, if I was just looking for an online course.

STEVE ALLISON:

So if we're comfortable with these as our capacity planning, like statistics, then you could always click on any of those numbers, and it would jump you to it. However, doing these types of resources, these

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webinars, podcasts, beginner's guides, I don't know exactly what's within the information architecture that content lives yet either. So I don't know if it's readily accessible off the news and media page yet.

I don't know if under community, we need another item called resources, where we kind of have this big knowledge base of content. Those might be requirements that we might want to entertain in the future, but they probably are not like, you know, of the like 100 items, they're probably not in the top 35 things that we need to accomplish.

So we just haven't thought through where that type of content lives yet.

OLIVIER CRÉPIN-LEBLOND: Okay. Cool. No other comment.

STEVE ALLISON: Other questions? If there are no other questions with the home page, I'll send these, or if Ariel hasn't already, we can send these out to the group. I have the list of mostly minor things, but things that I would like the designers to do to update these pages to make it a little bit more effective.

So you may see these pages changing a little bit. But I think, for the most part, the intent is already kind of built into these, and I don't see it changing too much unless there is concern. And then obviously, we're collecting the feedback and comments that you guys are making in the chat, so we'll go back over those.

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The next page here is news and media. News and... What's going on? News and media is very similar to the policy advice development page. It's got news in it. We haven't figured out all of the different categories of things that we might want to filter on, but we wanted to showcase, on the left, is an ability to filter news and media by different categories of information, whether it's stakeholder, or whether it's an event, whether it's a region. I don't know exactly what that taxonomy is.

I just want to reflect that if we have the taxonomy, we can build to that taxonomy. As you click items within that taxonomy, they'll kind of show up here and say what you're filtering information on. And then you'll get like, you know, a short synopsis on that item, and then you'll be able to click further. In addition to that, one thing that we're not showing on this, which I asked for, I'll have to re-ask for, is maybe some of the media in this news and media section is a video.

In which case, maybe we need a little tile here that shows a video. What we didn't want to do, is just unnecessarily add little icons to the page. We thought that it took away from the screen real estate, and really doesn't necessarily add value, plus it has the headache of us needing to upload icons or small imagery, and then making sure that they're all the proper resolution.

And so what I wanted to do is keep this simple and allow people to skim through our articles quickly. As you see, it's sorted right now by latest publication date that we anticipate that there might be other types of categories that people will want to sort on. But major functional gains that people get out of like a search like this, is the ability to dive into content that they didn't necessarily have what they were looking for.

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So, for example, let's say within news and media, you type in the word, privacy rights. There might be 100 articles, news articles that come up related to privacy rights. These categories here will update themselves to reflect the ones that have hits in them. So for example, there might be one article, who is privacy, and you'll be like that was the article I was thinking about, and you click that checkbox, and then one article shows up here.

So that's kind of the concept, it's that as you select filters, or what I call [inaudible], your results update themselves. But the layout of the page, pretty straightforward. You could always like minimize the search if you wanted more screen real estate to reproduce some of the articles, so that's a good [inaudible], what we call a little [inaudible] menu.

On top of that, you'll notice that this part of the, top level from the home page has squished down. Basically, all of this chunk up here will remain throughout the rest of the site, so that they have consistent search across this site, whereas this contain should be used as filtering the news within this portion of the site. So we might put a small little descriptive text up here that says, please, the filters are keywords to filter out needs to be something like that.

ARIEL LIANG:

Heidi made a comment to the previous, the home page. She was talking about the fact that a link to the webinars could be placed under ICANN learn, and then ICANN learn can be linked to the homepage.

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STEVE ALLISON: Absolutely. So whether the webinar lives on our website or whether it lives on another site, we just want something that's tracking how much there is. So what I would think is, even if ICANN learn has three courses, let's say, three webinars related to At-Large, we would want those links directly in our site, so that it would link straight to what they want to look at. It gives us a sense of ownership, so that we're not just, you know, they click webinar and it sends them straight to ICANN learn.

And then they're like, "What do I do now?" So we want to kind of tailor their experience and get them to exactly where they want to go. But yeah, I agree, it doesn't have to be that we host the webinar. It can live somewhere else. Same with the courses.

ARIEL LIANG: No other comments.

STEVE ALLISON: Any other thoughts on the home page?

ARIEL LIANG: Also, Dev made a comment, event calendar can be placed under At-Large more. Oh yes...

DEV ANAND TEELUCKSINGH: This is Dev. Yes, hi, this is Dev. Just going back to that main page and thinking about it, because you're showing At-Large at work, I think the events of our working groups, as it happening and so forth, I think that

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also needs to be highlighted. And I'm beginning to wonder whether... I'm not sure what the sequence would be. I'm not sure whether the events would be the first thing on the policy advice, but maybe what could happen is that, and this is something...

Okay. You know, one of the big challenges within At-Large is when is a call happening? What's the call details? What's the Adobe Connect room? All of those things. So maybe there could be something happening now, you know, new gTLD working group called Adobe Connect and so forth. So that gets highlighted on the main page, somehow. Because I think that would be helpful, because that's... What is the meeting that is happening right now?

They can jump into this page, jump into the meeting, straight in there. That's just...

STEVE ALLISON:

So, I think it's a lot of information for the home page. But so what we're trying...

[CROSSTALK]

DEV ANAND TEELUCKSINGH: Sorry.

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STEVE ALLISON: Help me understand, what is it about the event outside of knowing that the event is, that needs to be communicated right away?

DEV ANAND TEELUCKSINGH: This is Dev. I would say it's the Adobe Connect room and the agenda page.

[CROSSTALK]

STEVE ALLISON: What's an example of an Adobe Connect call that we might want to communicate? Give me an event name.

DEV ANAND TEELUCKSINGH: Okay...

[CROSSTALK]

STEVE ALLISON: ...accessibility and technology taskforce?



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DEV ANAND TEELUCKSINGH: Yes, that's in the announcement, yes. Okay. I'm trying to see if the Skype chat has it. Sometimes it's posted internally on the Skype chat page. I'm just seeing if I can find one right now.

Something like this. I hope, let me see if this will format properly.

It didn't format. But the idea is, remind in 15 minutes, one line, pre-ICANN briefing webinar. Agenda and call details at URL, Adobe Connect URL is there.

STEVE ALLISON: Right.

DEV ANAND TEELUCKSINGH: So if there is something where, if the meeting was starting, or it was going to start in 15 minutes, whatever, it will be on the main page. So when you go to the main page, those persons wanting to get connected to the actual session would be able to just take that information and go there.

STEVE ALLISON: Let's take a look at, for example...

So if we have a month view... So this is about the level of detail on a month view. If you have a list view associated to that, you only get a couple of words of space to communicate all of that information. If I've taken that and enter it into my calendar, opened up a new page, got all of the details you need related to it.

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So what I would expect is you would want to do that. And we can work through some of these over time. But either you're able to select a day, or you select a month, and it pulls up that month, week or whatever it is. We'll have to kind of work on the granularity, but if you click on read more, or whatever the call to action is, that can bring you to the page that has all of those event's details.

I would say maybe even this should go one step further and have the time of that event. But if I'm starting to put the Adobe Connect link, if I put the phone number, I mean that's going to take up this much space. You're going to get one item.

DEV ANAND TEELUCKSINGH: This is Dev. I mean, I'm not saying you should showcase the entire URL. You can just have agenda, in brackets, and hyperlink agenda...

STEVE ALLISON: Oh, like hyperlinks under it?

DEV ANAND TEELUCKSINGH: And then the word Adobe Connect room and a hyperlink to the Adobe Connect room. They don't have those as URLs, I'm not asking...

STEVE ALLISON: Yeah.

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DEV ANAND TEELUCKSINGH: I'm just saying for people to find the group to join...

STEVE ALLISON: Yeah, that's a good point. Let me think over that and talk to them about it. Again, what this is going to show you is a couple of upcoming events. It's probably not going to get us the granularity they need to get to the events that they're necessarily looking for. Unless this was showing the, in order, most recent events, I don't know how many you have in a day.

DEV ANAND TEELUCKSINGH: Sometimes a lot.

STEVE ALLISON: Sometimes a lot, right? So if I got...

DEV ANAND TEELUCKSINGH: Olivier should give you the numbers. Usually, sometimes six or seven calls a day. Sometimes.

STEVE ALLISON: Six or seven, and then we add more text to this, you might only get to shift two of them, unless we make this maybe clickable, I mean I don't know.

DEV ANAND TEELUCKSINGH: This is Dev. Just my idea is that, if you just want to find out what happens today. I mean, I don't want to be able to go to this traffic, I

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don't know if it's traffic or not, and do I have to click on a particular day, just to find out what's happening today. I think it should be automatic, it should be okay. And it's worked, linked to the calendar in such a way that, okay this is happening now, so this is going to start in 10 minutes, and you know, here is the agenda, Adobe Connect link.

[Inaudible], jump in, if they wanted to or not, on impulse. Otherwise they would have to click through, click, click.

STEVE ALLISON:

Yeah, the difference would be one click from yours, or two clicks from mine. So maybe there is a way we can do it. We can explore with it as we get further down and start doing actual dev work, we can see how much space we have on the page. I will say, if you reduce the title of the events, then you have more space to work with.

So, maybe there is ways that we can fit into those things. I don't think it's a bad idea, I think it's a really good idea. No matter what you do, you're not going to be able to put six events in here, right? It's going to take up this much space on the page, almost the whole page.

DEV ANAND TEELUCKSINGH:

Maybe it's less than that. So that's why [CROSSTALK], if it is, yeah. So that's why I'm wondering, maybe it doesn't need to be on the right side. That's why I'm thinking it should be on the left side where At-Large at work, because the event, at least today's events or this week's events, maybe a subset.

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[CROSSTALK]

STEVE ALLISON: So I guess, so the event is where work is happening, but it's not the work that At-Large does. At-Large doesn't do events, right? They do policy development, policy advice development. They do certain forms of outreach, and they do capacity building. The event is in support of, you know, the work that they do, and it may actually include where they do the work, but it isn't the work.

And very much the same, you'll notice also that we haven't put operation on here yet. It's not that we don't do work around operations, it's just not, unless we misunderstand, it's not the work that defines who At-Large is. So there is still a logical place for where we put operational material, how people join so that they can assist in the operational objectives, but it isn't what defines At-Large. People don't think of At-Large so that they can do operations.

In much the same way that people don't go work for ICANN to do finance, even though we do have a finance department and we do finance work, it's in support of our mission.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. I mean, we can go on. I mean, this is something to think about.

STEVE ALLISON: Absolutely.

ARIEL LIANG: [Inaudible] had a question for Steve about, how much personalization we can have for the calendar? Is it possible to [inaudible] yet, but if people can subscribe to it and then it will have some kind of reminder, maybe it will solve the problem already.

STEVE ALLISON: Absolutely. So the calendar is definitely a topic that I think we need to, you know, think more about. We have at least the first cut of what the calendar will look like, on the calendar page. Regardless of that, the intent of the home page to show breadth of work, to show activity taking place, and to hook newcomers.

It's not to give all of the information as content that is taking place within the site. If we try to solve that problem, we will get less with our current At-Large site, which starts listing everything. Got a lot of content. So I'd like that this page kind of pops up with some of the information, and maybe we'll get to that point. I'm not exactly sure, but this is a lot of screen real estate.

The calendar itself takes up an entire page. So to Ariel's point, there may be other mechanisms that can get us the information they need, in a timely manner, so that we don't have to clutter the home page further than it is. Because that, I think that we're pretty much at the capacity at what this page can communicate. So, we'll continue to kind of explore stuff, but I think we should start with a baseline, and see what is happening.

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If nobody is clicking on the events on the calendar, we'll know, and then it's time for us to rethink it, you know? It wouldn't be effective if no one is clicking on it.

DEV ANAND TEELUCKSINGH: This is Dev. If you're looking to minimize the, I mean, I would say just show the agenda of the calendar, which will then save the screen real estate, so you won't have two sets...

STEVE ALLISON: You mean get rid of this part of it? And then just show like a stream?

DEV ANAND TEELUCKSINGH: Yeah.

STEVE ALLISON: Okay.

DEV ANAND TEELUCKSINGH: If you're looking at the screen real estate and all of that.

STEVE ALLISON: Maybe part of the problem is that this doesn't actually give them any value. Maybe it just says, upcoming events, you know? And then date, time, title, and then instead of read more, maybe you're right, maybe there is like three brackets that says, [inaudible], you know.... Play with it.

DEV ANAND TEELUCKSINGH: Okay.

STEVE ALLISON: I will, what I'll do is just take a note to, take a couple of these as examples, and pull up... So you've got the Adobe...

DEV ANAND TEELUCKSINGH: But you realize on that page, it's not hyperlinked. So you have to cut and paste that one.

STEVE ALLISON: I understand. Where is the, so this is the conference ID. Is it always that conference ID or are there other ones?

DEV ANAND TEELUCKSINGH: It varies. Yeah, it varies.

STEVE ALLISON: So you'll still, no matter what, you'll need the read mark, because you're not going to get all of this. Does this thing...

ARIEL LIANG: Also these pages are supposed to link to wiki, where Gisella and other staff upload stuff, information for meetings. But on this calendar, it's not hyperlinked.



DEV ANAND TEELUCKSINGH: But if you look at the agenda there, you see it's a lot more, screen real estate, if that's what it is.

STEVE ALLISON: You know what would be interesting is, we do something like this, we put the dates like this, and get your title. If you click on the names, it will actually take you to a detailed page, instead of popping it out. You know, even accessibility inside of it, I don't know. Maybe we can look into this. I'll look into kind of seeing if we can get an agenda view like this, or something similar.

DEV ANAND TEELUCKSINGH: And I'll tell you, the other, sorry Steve. The other thing is persons who are not familiar with UTC time and all of this kind of stuff, you know, this is all a bit misleading because, they see 4 PM, and they're thinking, "Oh, 4 PM my time." It's not UTC time, you've got to look at.

So that has to... Especially if people are in London, or if they have some way of knowing what time zone the person who visited the pages is from, you know, you probably need to, the calendar needs to... That's why I say, it needs to have something like upcoming events in three hours, in the next half hour.

Because people get confused. I go to that quite often. I say look there is a calendar, but then they get confused with the time when you look at it. And then I have to explain, well, you have got to subtract the hours.

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[CROSSTALK]

STEVE ALLISON: All right, I have to think through some of that. That's a little different, I'll think about it.

DEV ANAND TEELUCKSINGH: Sure.

STEVE ALLISON: Okay. This is the calendar page that we're working through. It's similar how ICANN's IANA stewardship page looks. It's just the, I mean, it would be just the same as your month view in Google calendars. It's maybe a little more stylized. I would expect these to either pop up just take you to the dedicated page, and then if you change it to agenda view, you'd get what you're asking for already.

So if the home page shows a portion of the agenda view, or it is the agenda view, so be it. The only difference is that this page has the ability for us to, if we happen to tag our events, we can then filter by, so that people can show only the events that they happen to be interested. So, again, I don't know if these taxonomy elements are exactly what you're, you know, might be valuable to us.

But it's just to illustrate that we can do it if we come up with the taxonomy. Olivier?

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ARIEL LIANG: Olivier, you have a comment?

OLIVIER CRÉPIN-LEBLOND: Yes. Thanks. I have a comment on the previous page, not the home page, but the one we were talking about before we went back to the previous page. Yeah, this one. The topics, are these easily updateable by At-Large staff? Because...

STEVE ALLISON: The actual topics or the taxonomy?

OLIVIER CRÉPIN-LEBLOND: Yeah, the taxonomy. Because they're new things which are likely to come over the years, and there are some which are likely not at all. So if there are new ones, can these be edited?

STEVE ALLISON: So I would expect this page to be updated automatically when we create a new topic page. So this taxonomy, when you create a new, here is what the topics page would look like. If you add a new topic, it would be listed on this page, and then you know, if you for example created the DNS topic, and you started populating that with its contents, this page would update itself and say, you know.

So this page itself is meant to actually just maintain itself.

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OLIVIER CRÉPIN-LEBLOND: Yeah, that's great. That's good. So when you create the thing, you say keywords or something, and that would add those keywords to these.

STEVE ALLISON: Yup. Worse-case scenario is the... I can't actually show you at the moment. In the content management system, that kind of manage all of these content, worse-case scenario is this page has a little widget called topics, and if you're logged in as an admin, you just click configure and then you add another element, and it knows how to go look for topics on that element.

And that would be it. Either way, what I've spoken to with the web admin team, what I've spoken to with Christ Gift, is that we want to empower the At-Large staff, and then the members of the community, that they have trust in, to create their own content and to manage that content. So the tools already exist, and it's pretty standard. It just becomes a comfort level of maintaining it so that you don't have to put in a request and wait four hours or two days or whatever the turnaround time is.

ARIEL LIANG: Dev has a comment. Dev?

DEV ANAND TEELUCKSINGH: Sorry. This is Dev. Okay, I'm unmuted. Yes, this is Dev. Something about the way that the results were presented for that, I mean, you know... Okay. For under the tag list, the taxonomy, you have 13 results, 5 results, etc. I'm not sure the word results needs to be there. This may

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sound nit-picky, but I would think that all you need to do is just have, well I guess what are called the badges and the HTML development thing, where you have [inaudible] the word, and then badge indicating the number of results.

STEVE ALLISON: Are you saying just get rid of the word results or get rid of the number?

DEV ANAND TEELUCKSINGH: Get rid of the word results.

STEVE ALLISON: Okay.

DEV ANAND TEELUCKSINGH: Because the results, it don't exactly give context of what does that mean results. Second thing also, I notice that the headings had like a region indicator, and the thing is, I'm not sure all of our announcements and news are region specific. So I'm beginning to wonder, is there a way to say global?

STEVE ALLISON: Yeah, there would be an all. There would also be an all open to them.

DEV ANAND TEELUCKSINGH: Okay. Because [inaudible] five regions there, so I see all now. So okay. Let me ask a question also. Is it that when they [inaudible] the top, at

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the upper left, is it that [inaudible] so one person cites W-H-O, it will autofill to WHOIS? Is that the idea? Yeah, okay.

On the upper left, I believe there was a way of specifying... I guess my question is this. Well I'm not seeing your screen anymore. But okay. In the upper left, you had this big long list of how you could filter things, and I kind of wonder maybe if that was a little bit too much. Is there a way to have like also at the upper left, when you auto type, when you autofill, I guess [inaudible]. So when you type W-H-O, it will autofill and suggest WHOIS, and you just select that.

STEVE ALLISON:

Sure. So let me talk to that point. Let me ask you a question. If you're looking on private, how many different topics related to privacy are there? We don't know. There could be privacy to WHOIS or not. You might not even know WHOIS is in there. So the concept is that you can do keyword search, and as you search your results can maybe, you know, return results.

I don't know, that's really an implementation question. So as you write into the contained keywords, you might type in the word privacy. And you will get all of the results related to privacy. However, there may be one to many topics, related to privacy. Right? There may be privacy across IANA stewardship. There may be privacy across compliance and WHOIS. And it might always lead to the same exact statement, or maybe it doesn't. So the whole concept is that you do a search for what you do know, and then you returned also categories of information that has that search result in it.

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So if you want, you can get a more distilled version of that search topic. So the keyword search to the left will do what you're asking for, and maybe as we're developing it, as you type in words, it even suggests other searches that have been done, or trending searches, or whatever. I don't know the full extent of what we'll be able to do, but the filters on them should remain.

They're the taxonomy that we define, so that people can discover stuff that they didn't necessarily know was related to the search word that they put in. And I'll tell you the reason why that's important is, sometimes you do a search for privacy, and the WHOIS privacy document that you happen to be looking for, doesn't come up. Or sometimes you type in, WHOIS privacy and the search is just not good enough to return the WHOIS privacy document that you were looking for.

And so this is a way to drill in deeper. It's a structured way to do it within an Internet. You know, it's a mechanism we use when we don't have, like, the public Google search tool. Because sometimes, you know, Internet searches just aren't like the algorithms that return results that just aren't good enough. And this is why a lot of people use fast Internet search within like corporate settings.

ARIEL LIANG:

Like come to, on the right side there is, basically the, yeah. Let me just share my screen.

So I think on the news and media page, the content on the right side will just be the suggested content, like the, you know, hint if you type some

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keyword on this box here, and this part will update itself too. So now you can read [inaudible] and see whether content that you're looking for. But at the same time, the advanced search will help you narrow down very effectively.

DEV ANAND TEELUCKSINGH: This is Dev. Just a quick comment here. You know you could also use a word cloud to indicate which topics have more entries and what not. So, [inaudible] slide indicating which working groups got more the recommendations and so forth.

STEVE ALLISON: Yeah, so that's definitely another option that we can kind of look into, maybe a word cloud. The thing about word clouds, I mean, we can definitely experience with something like that. I don't know how effective it would be. I find that it's a little cluttered looking at a word cloud, and pull out something.

We happen to have the benefit of knowing the structure, or at least we can do the work to know the structure in advance, which means we can organize it. A word cloud's nature is that it's unorganized, it pulls out whatever happens to be clicked on the most. So, you know, there is benefits and there is disadvantages to using a word cloud.

DEV ANAND TEELUCKSINGH: Okay.



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STEVE ALLISON: What's the primary concern with like showing the filters? Is it that there is too many?

DEV ANAND TEELUCKSINGH: This is Dev. I'm thinking yes. I'm also not sure how you're organizing these topics. I mean [inaudible]... How do you organize it? That becomes a challenge. You may be looking, where is accountability? It's not here. And it's...

STEVE ALLISON: The intent of this page is not to define the taxonomy. It's only to illustrate the functionality that we want to build, which is an ability to filter. The job of defining that taxonomy is up to the rest of the team to do over time. The worse-case scenario is that all of these topics would apply to an article, which now you see what the layout would look like.

The best case scenario is that you type in a keyword, right? Like I want to know about ATLAS 2, and it would say, "Hey there is 32 articles on ATLAS 2." By the way, all of those are, you know, announcements, or two of them are videos and three of them are announcements. So we have to define what this taxonomy is, and I understand it's a little difficult to do when you're looking at it and I've kind of put in examples, but it's up to us to separately define what that taxonomy is, and all of the different categories that you can filter on.

But this page will update itself to reflect the categories in that taxonomy that even return results. If WHOIS was zero, it wouldn't say WHOIS at all. There would be no WHOIS. So WHOIS would only show if it

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happens to have a hit. If there was no topic, maybe it's just minimizing entirely, maybe it doesn't say topics if there were not topics that return the results.

So some of those elements of the page, we can get to a more advanced kind of piece of functionality, but it's really difficult to put it all into one wireframe, and you have limited wireframes to direct your time to.

DEV ANAND TEELUCKSINGH: This is Dev. One more comment. I'm sorry for taking so much time. I'm just thinking the announcement type is not going to be as useful. I think the topics needs to be up there with the keywords. And the announcement types... Because people are [inaudible]... I mean, I think you would have to be really...

[CROSSTALK]

STEVE ALLISON: I was thinking that the announcement type isn't an effective [inaudible] of what we really need to speak to. What I was expecting it to be of later is maybe it says, content type, or type of content, or something like that. And it says, as one of them, it's an announcement, as another maybe it's a webinar, as third maybe it's an interview, or it's a video, or a blog, or whatever those like key categories are. But it shouldn't say like announcement type application, announcement type volunteers, because I think it's too specific.

ARIEL LIANG: This is Ariel. I also want to add to right now. Right now, what we think the news and media content will be the message sent from ALAC announce, those mailing lists. But if we can brainstorm more type of news and media that we circulate in At-Large, then we can make the taxonomy more diverse.

So when I see that announcement, because the only thing about announcement as a type of media, and [inaudible], so if we think of others, then we will be able to do it better and taxonomy on the page.

DEV ANAND TEELUCKSINGH: Okay.

STEVE ALLISON: But I agree. I had some concern too when I was first thinking about this. As to whether we're showing too many different categories for them to filter them, and that's okay. I think we should build the taxonomy we want people to change their perspectives around, and then we will go back and either tweak or completely rework how some of the elements on the page work. So those are things that I think we can do.

You know, maybe we end up with a very simple taxonomy, which is just the topics, maybe. I mean, we can do it, and then we could measure it and then we could see, hey, nobody is clicking on any of this, they're just doing a search and they're scrolling and they're clicking. Maybe we get rid of it entirely.

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DEV ANAND TEELUCKSINGH: This is Dev. Sorry... So going back on the topics, the other thing also that when you see these acronyms, like RDF, RA, IDN, AOC, what the heck does those mean? So I assume each of those topics will have hyperlinks to some sort of explanation or [inaudible] you know, to explain what those acronyms means.

STEVE ALLISON: So yeah. So there is... The way that this is structured, under our work, there is the topics, which is really just like a high level catch-all, here are all of the topics. Maybe I still need to work with them to clean this up a little bit. Maybe we do big tiles like this with the quick description, or maybe there are smaller tiles so that we can kind of keep some structure to this.

And then underneath, put the top six topics that's just like a list view, I don't really know. We'll have to kind of play with it. But right now, we're kind of illustrating it where they get the description, and then you will be able to jump to the topic page.

DEV ANAND TEELUCKSINGH: Excellent. That's good. Yeah.

STEVE ALLISON: If you want to show the topic page.

So this is an example of the actual topic page. So you get your background. We thought that it might be interesting to have related topics, maybe not, but there is an area reserved for us to have some

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kind of relationship to other things that are going on. We have any of the news and media that was tagged appropriately, would get brought into this. And then on the right, we wanted to illustrate any kind of resources.

So whether there is specific webinars, beginner's guides, or any other types of resources, maybe there is external websites that have really good how to. This would be the place to put that. I still want to work with them on this. There is probably a more effective way to get a list of resources, and it doesn't have to be a big old pile with a little link. So I kind of have to work through that, but if you guys have some ideas, by all means, share them.

Maybe we'll break them out into different resource categories with links in it, I'm not sure. And then finally on this page, you can't see it very effectively. I've asked them to kind of update and show what the policy advice portion this page would be. What I would like to see is within policy advice, all of the statements, open and closed, that are related to this topic, and then a very clear call to action.

So depending on the status of the specific statement, whether it's seeking penholder, whether it's first draft has been released and it's open for comment, whether it's under a vote. I want it to consistently show the call to action so somebody could either become a penholder, or add a comment, or whatever it is so that, you know, it's not just like food for thought, but it's actually inciting them to do something.

So I'm asking them to kind of come back with an updated policy advice portion of this page. And finally, I know that stakeholder isn't

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necessarily relevant to policy advice, so we're either going to remove that or it's going to be something less primary. And the same with topic. Both things should be like secondary elements of information. So what I expect to see is the title a little more prominent, underneath that title, if there is other additional information that is sort of tagged to it, fine.

It can kind of show it, it should be secondary.

DEV ANAND TEELUCKSINGH: This is Dev. This is going back to that policy section. [Inaudible] a separate page for that. I mean, what could be done is that the actual type of policy advice category could be used. So if it's an ALAC statement, you know, that type of thing. What could happen...

Okay. If you go to the policy advice page, I believe it's along the lines of ALAC statement on it's, or letter to ACSO Board regarding, something like that. So instead of leaving ALAC statement on, then on the next one, ALAC statement on, ALAC statement on, ALAC statement on, you cut the ALAC statement on, and that's the...

It's headed as ALAC statement and introduction of two character domain names.

[CROSSTALK]

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STEVE ALLISON: ...so how does the [inaudible] come into play? Because I'm not currently reflecting that information. Is this what you're talking about.

DEV ANAND TEELUCKSINGH: No. At the policy stage, you have the correspondence, whether it's the correspondence, the statement, and so on. My, and I'm just trying to go there, maybe Olivier you can agree or disagree. We have it worded as ALAC statement on, ALAC statement on. So I'm just saying, stop it with the title of what the communication is about.

STEVE ALLISON: Okay, so let me... So first of all, if we're looking at classification and advisory, is that a statement? Or are they different?

DEV ANAND TEELUCKSINGH: I think the classification would be statement if it is a statement. Advisory, yeah the advisory would be a bit like correspondence... Maybe Olivier could elaborate it on more. The advisory [inaudible] sometimes the ALAC itself is sending to another [inaudible] regarding a particular issue that's necessarily for ICANN's public comment.

STEVE ALLISON: But it is a statement, right?

OLIVIER CRÉPIN-LEBLOND: It's Olivier here. This is where this correspondence is out of date. There is no... The thing is not advisory, correspondence, and statement

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anymore. A statement is something that has been voted on by the ALAC, and therefore advice with a capital A. Correspondence is stuff that has not been voted on by the ALAC, and that is therefore just like a letter, or something that is not being voted on.

So correspondence does not contain any advice with a capital A, a statement contains advice with a capital A. Unless in the statement, I think, it just said in there, it doesn't actually say the ALAC advises X, Y, Z to do such and such a thing, etc.

STEVE ALLISON: So can we talk about correspondence for a second?

OLIVIER CRÉPIN-LEBLOND: Yeah.

STEVE ALLISON: I don't currently understand what the process is for a piece of correspondence to be written. I don't know where it starts or ends, and I don't know where the content belongs.

OLIVIER CRÉPIN-LEBLOND: So the first thing is, do not take the current classification on the website as working. It's wrong, from A to Z. So that's why it says statement, correspondence, statement and everything, that's rubbish. So correspondence is basically anything that is not a statement. A letter



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from the ALAC chair to the Board, or to anyone basically, is a correspondence.

A letter could be an email, it could be a Word or a PDF letter with the ALAC letterhead. As long as it actually has a correspondence number, then it is a correspondence that needs to be, that will be archived basically.

STEVE ALLISON: Can I propose two solutions on where we could put correspondence? One...

OLIVIER CRÉPIN-LEBLOND: That's the correspondence, but one thing that was wrong with that correspondence that you just looked at, was the fact that it did not have a correspondence number.

STEVE ALLISON: Is correspondence related to the policy advice development process in any way?

OLIVIER CRÉPIN-LEBLOND: I have no idea how this came up to correspondence anyway.

DEV ANAND TEELUCKSINGH: We've got things like that and the other thing here. [Inaudible] retract it. It was just really going back to that policy page, and maybe kind of

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simply in some way. But maybe we can just kind of leave that as the, for the first version.

[CROSSTALK]

STEVE ALLISON: What I make sure we don't do is exclude correspondence unnecessarily. I'm trying to understand, how is correspondence related to the policy advice development process, or is it not?

OLIVIER CRÉPIN-LEBLOND: [Inaudible].

STEVE ALLISON: So I can propose two places where a correspondence can live so that it doesn't necessarily kind of convolute the policy development piece. One, it could still be that correspondence is related to a topic, maybe, maybe not. But what I would suggest is either the correspondence lives as a type of news and media, or that under community, we have a section of the site dedicated to various resources, and one of them happens to be correspondence. And that's where we can document all of the correspondence that lives there.

So it's not that it's not relevant, it's just not one of the primary drivers of a site. And so now, it's in a click off to the side, it's organized, and it's still relevant to those that want to go look for correspondence.

DEV ANAND TEELUCKSINGH: [Inaudible]

[CROSSTALK]

STEVE ALLISON: ...aggregates correspondence because it's tagged appropriately, then maybe it gives a set of correspondence topics on the page too. Or maybe not.

OLIVIER CRÉPIN-LEBLOND: So it would be in the same database, but it would be separate. Is that correct?

STEVE ALLISON: Same database, just looks like it lives in a different portion of the site. So now your policy advice portion of the site, is focused only on advice. And if correspondence happens to be a driver for a piece of advice in the future, it can get linked. So in much the same way that we envision, and we show you in a second, just starting the policy advice process with a public comment, you can easily link to a correspondence, if that happens in something that ignites a piece of advice.

And I'll show that in a moment.

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OLIVIER CRÉPIN-LEBLOND: Yeah, that works for me.

DEV ANAND TEELUCKSINGH: Yeah, yeah.

STEVE ALLISON: Do you want to go to the next one?

ARIEL LIANG: Policy advice?

STEVE ALLISON: Yeah, click on policy advice first. I'm just going to talk about this one only briefly. This should look and feel very similar to the way news works. There are things that I have asked them to update to make it a little bit cleaner, but it should look and feel the same as the way news and media works.

I know some of the some of the topics, sorry. I know that like stakeholder isn't necessarily relevant, and so there is some cleanup we have to do, but it just act as the same kind of backend search as news and media, but only of the actual statements. So the taxonomy again, it's something we have to look at, we have to figure out, you know, what are the relevant things we want people to be able to filter on.

And we can kind of scale this back as we need, but for example, like language. Maybe if we are translating the rest of the site, or if you're already in a certain language, you don't need a filter on language, it's

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only going to show you your own language. So we'll kind of work through that. Language is there just to illustrate that if we don't do languages, if we don't do translation across the whole site, that at least this page would have the various languages built into it.

And maybe that becomes more prominent across the top too. We'll have to kind of play with that. So that's just like dive people into a specific statement, and again we can change the content. It doesn't have to say ALAC statement, ALAC statement, ALAC statement. Maybe it just says, introduction of two character domain names. Bylaw changes. Whatever.

Whatever like we go with for the news and media, or whatever we go with for policy advice, would be the same type of approach we take with this one.

DEV ANAND TEELUCKSINGH: So this is Dev. Going back [inaudible], but going back to the policy page then. Going back to the languages. I wasn't sure that I understood that. Because I thought that you could filter by language. But I mean, I believe all statements are translated... [CROSSTALK]

STEVE ALLISON: Sorry.

DEV ANAND TEELUCKSINGH: When you click on that particular policy advice item, is there another page that comes up and then...? That's why it came up? Okay.

STEVE ALLISON:

So, just so we're clear. Before you click on one of those statements, all I'm saying is if we don't translate all of the content of the site, for example, if we don't translate ALAC statement on introduction of two character domain names for whatever, all of these TLDs, then we have to have some kind of filter to like filter all of these out.

So all I'm saying is, if you scroll to the top, if we don't have those languages built in so they could select the language at the top, and the whole site is translated in that language, then at a minimum, when they do a search, if they click on the language, it will return results that are in that language at least.

So I would like the whole site to be translated, that's just what I would like us to do for all of our sites, especially if part of what we're doing is outreach. I understand it can be expensive, and we need to get budgets, and all of that, but that would be the goal that I would kind of set forth, is that we get all the language in the site translated, especially for things as simply policy advice, date, title, these titles.

Those are really simple things that we really do want and we never have to do again. If you look at the content on this page, 99% of this content will be translated and you do it once and you never have to do it again. And you happen to be translating these documents anyways, so in theory this whole page of the site can be translated.

So the real question is, do we get these about pages translated? Do we get our work translated? Maybe we don't get news and media translated, okay. But the rest of the stuff is sometimes static content

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that we do one time, and then we're done. So, I would recommend we translate everything.

But it's not...

[CROSSTALK]

DEV ANAND TEELUCKSINGH: Okay. This is Dev. I would say yes it is doable. I mean, I guess I'll [inaudible] when I click on, when I see the wireframe for the policy advice. I guess I'm trying to see how the languages are actually shown up.

STEVE ALLISON: Sure. If you were to click Spanish, at the top of the page, what I would expect is this whole page to be translated. If we don't do it that way, we could tag all of the content in the language that they want, and then it shows up as a completely separate line item. If that makes sense.

Because it doesn't matter. At the end of the day, it will only link you to the same wiki space where you put your comments. It will always, so I mean, it's not a problem. What it ends up being, what I would like us to do is, we just give the translation team access to these pages, or whatever mechanism it ends up being, they go in and keep it up to date.

When you guys update stuff and you want it translated, you click a button on your page, and then it informs them, they come back to us,

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and they update it for you. That's what I would like it to get to. So you don't have to like send them an email with a bunch of text, and then get it back and then [inaudible]. I would like them to have the ownership of that.

And I think that we'll get there eventually.

ARIEL LANG: [Inaudible] has a question.

UNIDENTIFIED SPEAKER: So all the ICANN dot org pages translated like that?

STEVE ALLISON: For the most part, they are. We're looking into a new piece of software called, it escapes me at the moment, but it's basically a mechanism that lets them browse the site and translate it and write on the web, and then it creates the page. So you can't see it on the public, yeah if you scroll up. So it in French if you click on, click on Spanish.

I'm surprised that their navigation isn't... Go to WHOIS and, because we'll end up building it similar to WHOIS. So in WHOIS, if you click on French, and everything is in French. If you scroll up and click on [French]. In the navigation, it remains in French. Any of the links you click remains in French.

So that is what I would expect, is that we just translate everything, the whole information architecture is essentially recreated in that language. And then if they happen to be in that language, they continue to remain in that language.



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This one is not using the website tool I mentioned. This one is built just using pure content management. It could be another approach we take if they happen to build it. I haven't talked to the IT team about what technologies they're going to use, but we want to build it in a way that powers, in my opinion, it empowers the translation team to just come in and do their work so that we don't have to.

DEV ANAND TEELUCKSINGH: This is Dev. I mean, I just [inaudible]... So in terms you would have to [inaudible]... From the word structure you would have one for each language, EN, ES, FR, or something. And then every single, the entire site would be located for each of those sections? Is that what you're suggesting?

STEVE ALLISON: Yeah.

DEV ANAND TEELUCKSINGH: Yeah.

STEVE ALLISON: I wished I remember off the top of my head what that software is. But basically, it's a piece of software that mirrors your site and allows the translators to put in their translation, press save, and then when somebody clicks on that language, it basically shows the mirror site with the updated language. We're still working on that.

DEV ANAND TEELUCKSINGH: Well, I guess the concern obviously, is on the file attachments for the actual statements and so forth. I mean, the URL should be consistent when it comes to that.

STEVE ALLISON: No, not necessarily. The document is in another language.

DEV ANAND TEELUCKSINGH: So, okay. So the attachments, okay I guess it was [inaudible] back of the wireframe...

STEVE ALLISON: I mean, if you have two attachments, one in Chinese and one in English, then you have a Chinese document and an English document, it's not the same document so the URL can't be the same.

DEV ANAND TEELUCKSINGH: Right. The URL itself, okay. When I say the URL, it should be consistent. How should I put it? Like if you want to [inaudible], but if it's like At-Large slash EN, name of PDF, all I need to do is [inaudible]... For example, [Latin, Latin] and the Caribbean region, I would have to like be sending communication. Okay, here is the English and here is the Spanish.

But I would just want to be able to then just point a link to, just give one URL, and then cut and paste, at this stage EN to ES, and that's it.

STEVE ALLISON:

What you're doing is... So anyway. We can kind of work through that when we get to the implementation phase. I don't know what the constraints would be on us. It just, it's going to depend on us working with our IT guys and the architect to tell us what is possible, and what's not possible.

But at the end of the day, if I give you a document called slash ES slash Steve's address, like that is English. So I don't know, maybe we build it so that it's smart enough to go, oh, well you put in slash ES, it will actually take them to the Spanish document. But I don't know. We have to talk to the IT guy about it.

So at the minimum we build in a redirect so that if you put in an ES slash Steve's address dot PDF, it knows to take you to the Spanish PDF. But I wouldn't put all of the documents in there in English. Managing that from like a database perspective is going to get a little hairy.

DEV ANAND TEELUCKSINGH:

Okay. It's a policy page done, yeah, I was just thinking, I guess [inaudible]... And when you click on to a particular statement, what happens? Will you see that links to the...

[CROSSTALK]

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STEVE ALLISON:

...through that process. So, what we've done is we've started off, we wanted to call out probably the biggest thing to their attention is the process that you go through, from us publishing the statement will exist, through identifying a pen holder, drafting, uploaded, and that we're open for comment. You know, that a final draft is published, and that we're going through an ALAC vote, and then what we call submission, maybe some of the language here isn't quite right, but basically some kind of outcome or impact or closing of this life cycle.

So we'll have to kind of go through and clean this up, but I want to do is show them a life cycle so they know where they are at. Second, right under status is like this background and call to action. This open for comment portion of the page will always update itself for that current call to action. And so if our status were open for comment, it gives a timeline. I would expect that to even be a hyperlink so if we click open for comment, and it would take you straight to the actual wiki page, but also below that, there should be a separate call out for that as well.

We have the background, so this is really the background of why this statement is being done, not the background on the policy advice process, but hey, the statement is in regards to a public comment from ICANN, or a correspondence document, or whatever it is. And then it would always link you to that public comment or that correspondence document, or whatever it is that kind of initiated this statement.

So that portion of this page is manually updated. So that is really so far, outside of selecting start mandates is the only piece of information that we expect to be like manually entered each time. And my argument is,

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if you know you're going to write a statement, then you at least know why you're writing it. It gives context.

The statement section, my understanding is that you currently do your draft as a wiki page. So this in a draft form would link to the wiki page. In a final draft, if you've gone through the process of creating a PDF, at that point, you can always upload it to the site as a refined artifact, and then maybe the image updates itself and all of that. The last two pieces of this are really, activity shows the day to day steps that took place on this document, so it's really just a versioning.

It shows when a statement was posted, a penholder was selected, it shows when it was open for comments, when it was closed for comments, whatever. Whatever those pieces of information are, it's going to show timestamps so that people can always look back and see a history of it. And then finally, we wanted to put on all of them a FAQ so that if this one has a different mechanism for providing comments, or if this one has a different for how penholders select, whatever it is, we can always define those FAQs up front, and we only update them when we need to.

ARIEL LIANG:

Just quickly, Heidi has a question about the graphic regarding the policy development process in At-Large. I think I showed you before, it's like the Z graphic. So she's asking where we are going to put that.

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STEVE ALLISON: So if the Z graphic aligns more clearly, that's fine. Obviously, we wouldn't want to use a Z on this page, because it amounts to not enough space. But it also encourages to only show the steps in the process that we need to show. So the things that are moving them along, the things that are keeping it actionable, but I'm not opposed to that. We just have to kind of go through and do some cleanup.

ARIEL LIANG: Yeah. And also, another place to put it, is like on the homepage. I believe we have the [inaudible] and maybe we will have a page just explaining the policy development process, and then we will put the graphic there.

STEVE ALLISON: On the home page?

ARIEL LIANG: No, no. It's a page that...

STEVE ALLISON: It would be under learn. Explore our work would take you to our actual work.

ARIEL LIANG: So number and know will have the page about policy development, and then that will explain the process with the infographic.

STEVE ALLISON: Yeah. So maybe if we go back to the actual policy details page. So maybe we update the statuses section to reflect the key statuses. I would argue that we probably have the room for a sixth status in there. I would try to not get too far into that, otherwise it's going to be so much information that they probably won't read it. So you want to be careful to just kind of highlight the key statuses.

And then separately in the FAQ, there could be an element in there that says, how does the policy advice process work, or something like that, and it can give a quick overview and then link them to the about page that has all of the details, graphics, and stuff like that within it.

ARIEL LIANG: We can even have this in the FAQ maybe, some parts. [Inaudible] policy development work [inaudible] put a link there to actually go to that page. Or something.

STEVE ALLISON: Yeah. So Heidi has a question also about ALAC members and links to the working groups. So first thing is, at the top of this page, we're kind of calling out the region that maybe relevant, there may be multiple regions potentially. I'm assuming every piece of policy advice is related to at least one region.

Now if that's not true, let's call it out, but my understanding is it has got to be related to at least one, potentially all. Related to the ALAC members, maybe in the FAQ we call out like who is the ALAC or how is

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the ALAC related to this, or something like that, so that we can drag them back into the appropriate about pages.

If there is a need to call up the ALAC every single policy advice statement, it's kind of redundant data in my opinion. But, maybe there is a way to link them, not only to the about page, but also to the ALAC community page. So we'll have to think about that.

ARIEL LIANG:

Okay. Actually Heidi is asking, where are we putting the about for the ALAC? It's not necessarily related to policy statements, just a kind of a one stop shop about ALAC information.

STEVE ALLISON:

Sure. So we... In the last meeting we had, we talked about all of the stuff that was going to be about. So it would cover the organizational chart. It would give a highlight of the ALAC, and potentially some of the working groups. It would talk about the AFRALO and all the other RALOs. It would talk about the specific topics that we might be working on. It's going to give the overview there.

However, the specific ALAC page, if we were going to build one, would fall under community. The specific RALO page, would fall under community. That would be, there is like dashboard pages, people wanted a dashboard view.

UNIDENTIFIED SPEAKER:

[Inaudible] ...from previous years has it changed every year?



ARIEL LIANG: Well Heidi is doing [inaudible] in the At-Large community and [inaudible] community for this, this page.

STEVE ALLISON: We'll see what we can get.

ARIEL LIANG: And we're 30 minutes over, so...

STEVE ALLISON: It's up to you. We have time spent to follow up.

ARIEL LIANG: The thing is, late for Olivier. But do you guys still want to keep talking about this webpages? Or we can stop the call now and I can send you all the wireframes and you can have your own commenting. Yeah, we're [inaudible].

DEV ANAND TEELUCKSINGH: Up to Olivier.

OLIVIER CRÉPIN-LEBLOND: Thanks. It's Olivier speaking. It's all fine. If you want... Were you going to take us for a few more of the pages?

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STEVE ALLISON: I think this is the majority of them. Like some of them we didn't talk that much into are calendars and things like that, but I think you guys probably get a sense of content we do have right now. For me...

OLIVIER CRÉPIN-LEBLOND: I just thought... A couple of things that I have seen, I wasn't quite sure whether that related or not. It was a login and sign up part.

[CROSSTALK]

STEVE ALLISON: So I don't want to show that yet. It's possible that we get that in the future, and that's where it would live, so I kind of wanted to reserve the space, but it's not something that I think will build in a first cut of this site. It was really to reserve it so that we didn't put the search bar up there.

OLIVIER CRÉPIN-LEBLOND: Trust me to look at the stuff that's not there. Okay.

STEVE ALLISON: It's maybe something that we can even talk to. Maybe there is a call for us to have that at some point. I don't know what it is yet. We can't build it yet anyways with the funds that we have. But if we are going to

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build it, we don't want to put something else there and find that we have to start re-tinkering with the core parts of the site.

OLIVIER CRÉPIN-LEBLOND: Okay. And second thing was a question related to the languages. I didn't quite understand whether the website was totally translated into these other languages or not.

STEVE ALLISON: That's what I would like to do if it's possible. If it's not possible, this language piece at the top would probably be removed, and one of two things would happen. At a minimum, on the, under our work, policy advice section of the site, that page would be translated maybe. Or, it would at least allow you to search or translate a document.

When we get to the implementation phase, we can kind of work out some of the logistics involved, but it's one of those two. Because the requirement given was, at a minimum, the statements need to be translated. I would like us to get to a point where the rest is translated. It's really difficult for somebody to get to a translated piece of content if they can't read anything on the site. So...

OLIVIER CRÉPIN-LEBLOND: Simply because indeed, you just touched on it there, but obviously Arabic reads from right to left, and so that make an absolute mess of your formatting as well...

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STEVE ALLISON: Well, I've done it before. [CROSSTALK] The WHOIS site is in Arabic, I don't know if you can read in Arabic. I've learned actually a lot about Arabic.

OLIVIER CRÉPIN-LEBLOND: Okay.

STEVE ALLISON: The whole WHOIS site is Arabic. And it was not easy, by the way. We definitely learned a lot about how to do it properly. So I would like it to be in Arabic. And all it takes is for us to build it properly, and then keep it in Arabic.

OLIVIER CRÉPIN-LEBLOND: If it works, that would be great. We really are faced now with more and more pressure to have those other languages, because we have a real setback on the number of people from those regions. And it's becoming quite obvious that strategically, ICANN doesn't need the support from the English speaking regions, but needs a lot more support, I'm just looking at the bigger picture, needs a lot more support from two specific languages, well three, or four.

You've got French, you've got Russian, and Chinese. They're very important. Arabic as well. But the countries which are likely to make a difference and be very involved are the French speaking African countries, and well, China covers a large part of Asia as well, and Russia covers a large part of the ex-CIF state. It's the common language in those parts of the world [inaudible], sometimes.

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[CROSSTALK] ...with Chinese the second language, etc.

STEVE ALLISON: And we either tackle all five languages, or none of them. We can't do French, Spanish, Russian and Chinese and not do Arabic. We have to do all of them or none of them if we're going to go down that route. So we have to take it all under consideration all at once. Figure out if it's something that's possible, and if it is, then we'll tackle it together.

OLIVIER CRÉPIN-LEBLOND: Okay.

STEVE ALLISON: The alternative is we do four out of five, and then one part of the community is up in arms, and it's not fun.

OLIVIER CRÉPIN-LEBLOND: Well understood.

STEVE ALLISON: Okay. So, there is definitely a couple of action items. You guys can do a review of the pages and kind of summarize additional concerns or suggestions of certain type of content. For example, on this page, looking at the statuses, maybe there is a recommendation for better wording. If I'm missing a status, or if one of them doesn't belong, those are all perfect things.

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If there is specific types of FAQs that you think might be relevant, suggest them. If I'm missing something on the page, right? Like if there is a need for us to show a button for something, or whatever it is, and you didn't think of it, all of those are really good suggestions that we can kind of take back into consideration.

That said, we're at a point with our vendor that I need to be moving beyond the stage of wire framing, so even if there is little tweaks that we might have to take in house to do on our own, suggestions are valuable but they may or may not make it into this next cut of work, because I need to start getting them to focus on styling and page design so that we can get that out of them before we run out of money.

So know that it can always be a work in progress. Some of your suggestions may or may not get in there with the amount of time I have available with them.

DEV ANAND TEELUCKSINGH: So one question then. Who is it that's updating the policy page? Is it At-Large staff [who is doing] the editing?

STEVE ALLISON: So the At-Large staff and/or other members of the community that you give access to, would have the ability to create and update this page. I don't know the exact mechanics of updating this page yet. I would imagine that it's a pretty easy set of web forms that you can fill in, and update, and populate. You know, so on the form, it would say, open for comment, close, open and close dates. And you said it once, and then

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when that date comes, maybe part of the page locks itself down, or the status updates itself.

Maybe there is a section of the page for as many versions of the draft statement that you want to publish, or maybe it's just a link to the wiki, but when you get to the final, there is like an upload button so you can upload your final document. You upload it right from there.

DEV ANAND TEELUCKSINGH: Okay. And just a question, the URL for this policy statement would always be unchanged [CROSSTALK]... So [inaudible] regardless, so five years from now, 10 years from now, I can come back to the exact URL, save it to my bookmarks, get to it, because [inaudible]... the URL changes, and some people [inaudible]...

STEVE ALLISON: So the [inaudible] question, we'll have to answer not now, but we'll have to answer at some point is, what to do with the old statements. There may be some overhead, getting them kind of built into this new structure, and then potentially working with web admin to make it backwards compatible so if people typed in old addresses, that they'd go to the new appropriate address. So those things take time and effort, there will be some that I can assist with, but it will be something that the web admin team would have to do on our behalf.

It won't be fun, but something we can do. [CROSSTALK] ...giant spreadsheet, we say this one goes here, this one goes here, and then we give it to them to do it.

DEV ANAND TEELUCKSINGH: This is Dev. I mean, isn't that right? When the policy statement... I mean [inaudible] right now, but I mean, the policy statement that begins [inaudible] what the policy statement originally [inaudible], like 2004, I mean that in itself would suggest the organizational structure for previous [inaudible]. So all the statements from say 1999, you have it segmented by year.

For example. And then maybe yeah, this is one example. And then, I don't know if we really want to talk about it now. But I would like to see some [inaudible], when it comes to the older statements. Some people remember [inaudible] ...the first WHOIS.

STEVE ALLISON: They will show up on this page. They would. They're in order of date...

DEV ANAND TEELUCKSINGH: We can't remove that. We can't remove [inaudible].

STEVE ALLISON: You're saying you would not like to remove the previous statements.

DEV ANAND TEELUCKSINGH: I think it will be [inaudible], but...



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STEVE ALLISON: I agree. We will keep them. Regardless, we'll still have to remove them from old URLs to new URLs, and make sure that if someone happens to type in the old URL, that they land on the new URL. It takes a lot of work.

DEV ANAND TEELUCKSINGH: [Inaudible] or yeah, [inaudible] or something like that. [Inaudible] ...it's organized by year, and we can use this, I'm thinking for that week.

STEVE ALLISON: Okay. I don't think that's a problem that we can't overcome. It's just time. Any other last questions, comments?

DEV ANAND TEELUCKSINGH: Just to say one thing. This is visually [inaudible] I must say, I mean, it's just very refreshing from the previous At-Large page. So kudos to you, and Ariel.

STEVE ALLISON: We appreciate all of the commentary, because it's helping drive the creative process. So keep it coming. It's refreshing to work with people so interested.

OLIVIER CRÉPIN-LEBLOND: This is a real improvement, very much so. So I'm very happy to see it. I'm not saying much, I'm just discovering things and thinking at the moment about the different things in there. I had concerns about the

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updatability of the site, you know, once it's built. Would it be able to evolve by itself when topics change, etc.? And now that you've said that that's possible, that's no problem.

I'm pretty happy with it. I just wished it would have been done a few years ago.

STEVE ALLISON:

So when we get to the point of implementing an actual functioning and working site, that in itself, is a different type of challenge, right? It requires me not only to communicate what I want the site to be like, what the intent of the site is, but then we have all of these technical requirements around how the site will continue to maintain content, how links will work, there is all kinds of complexity.

Some of these things will have from the get go, and some we won't. That in itself is just a challenge of doing development. And there is no site that's like magically keeps itself up to date, it takes time, it takes energy, and there will be time and energy spent in keeping it fresh. That's a fact. But what I don't want to do is give you a site that is so cumbersome, that you can't actually spend the time to do good, fresh content. So I want to give you the tools so that you can focus on the content, and not so much on like the mechanics of this thing linking to that thing.

And so that's just going to be a discussion that I need to have with our dev team as we go through this effort. I can only be as hopeful. I happen to have a lot of faith in the dev team, we'll be working, I don't

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know if you guys are familiar with Simon [inaudible], but he is a super sharp architect, so I think we'll be fine.

OLIVIER CRÉPIN-LEBLOND: I'm glad to hear that. One of the big concern I always have is the workload imposed on At-Large staff in updating those. And if you can make estimates of the number of person hours needed for a standard update, and make sure it's less on the new site than it is on the old site, then obviously only Ariel would be able to help you out on that. And Ariel and of course, the web team, since the old site, everything has to be updated by the web team, which I think is pretty inefficient altogether.

So if you're able to do internally such a calculation. I'm not going to ask you to produce graphs and whatever. We've got 22% in decrease in workload for staff to update the staff. [Inaudible] it's just to make sure that the new one is not cumbersome for staff to update. And of course, I know Ariel is going to say, "Oh, I can update all of this." But Ariel is not going to stay there forever, she's going to move on as well at some point, and we just don't want to end up having this huge workload on a newcomer that will not know how to do it and just will make a dog's breakfast out of it.

STEVE ALLISON: So fair enough. Part of the effort is building it in a way that actually does make sense to us. Whether, I mean, I don't know what mechanics they will provide us. I'm hoping that what they provide us is something that is smart, and a lot is to update, you know, as few pages as possible

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without redundancy. So as we get through that, we'll see more, and maybe our vision changes a little bit depending on what they have to do to accommodate to our needs.

So we'll just suggest accordingly as we go through it.

OLIVIER CRÉPIN-LEBLOND: All right, good.

ARIEL LIANG: So successful meeting, and thanks everyone for all of the comments. And I will just send you all the wireframes we have got from the vendor. And you can look through them in detail, and you can send me back your comments and I will share that with Steve, and we'll keep working on the rest of the page. Thank you. Thank you so much again for all of the time and dedication in this project.

OLIVIER CRÉPIN-LEBLOND: Thanks everybody. Thanks Steve for this, it's great stuff so far. So looking forward to the rest of it soon.

STEVE ALLISON: Thank you.

**[END OF TRANSCRIPTION]**