ARIEL LIANG: Steve do you want to start for agenda item one, sorry. The number one item? And give a quick overview of the website revamp project that Alan is… His first call in this team.

ALAN GREENBERG: I was at the meeting in Los Angeles though.

ARIEL LIANG: Okay. So, how about Alan you start and give us your feedback, impressions for this project and our presentation in LA.

ALAN GREENBERG: Okay, thank you. I'll admit, last night was the first time I looked at these in any great detail. I guess my overall feeling is that it is a beautiful website, certainly compared to what we have now which looks like something out of the 1950s, if that makes any sense in the web world. I think Olivier will understand what I'm talking about.

But I'm really worried about the, what the content will be once we replace the fillers we have right now with real data. And as a follow on to that, I'm worried about the effort it will take to maintain it. And, in some cases, the public relations impact of doing it. Let me give you a couple of examples.

On the homepage, there is a policy, it says At-Large at work policy development pipeline, which is theoretically very interesting, but if we were to populate it with our numbers, we would end up with a big

number at the first column, and the other ones being, typically there are one. That's not going to give people a really good idea of why they're paying a lot of money for At-Large, or what to expect if they were to join it. But the reality is, at any given time, we tend to be only working on one, or two, or three things.

If we get much more than that, then it's overkill and we try to cut back. The news media is somewhat similar. It looks really nice right now, but it's not clear that we had a lot of current things that were going to go there, and make it as dynamic, interesting site that people want to come back to. And the whole idea is this is to make it useful for people.

If we go on to the, skip the calendar and go on to the topics, again, the lead thing under each title is the time since the last activity. Well those are really interesting that we have up on the mockup, but in reality, most of those are going to end up saying some amount of time in months or years.

And so I worry about how people are willing going to be impressed by this, and come back and see it, when some many of these things are going to be effectively almost static. And lastly, on the policy advice issues, we seem to be here replicating everything in the wiki, and I really worry about staff time to do that. And second of all, maybe I need to ask a question.

On the ICANN website, because everything has to be mobile friendly, without having a separate website, it's all done with style sheets, you tend not to have long lists of things, but have a shorter number

displayed and then say, "Hit this to see the next group." Will be that the intent of this one as well?

STEVE ALLISON: For policy advice?

ALAN GREENBERG: Policy advice as an example.

STEVE ALLISON: Yeah, I mean, when we do the implementation phase, that could be an approach that it takes. There is a lot of ways that they can actually go about implementing it so that it's the right amount of information is displayed on the screen.

ALAN GREENBERG: I understand, but certainly on the ICANN website on several places, they've always picked that so it's mobile friendly. And for ordered lists, like this, if you're trying to scroll down for a year, it becomes almost an impossible task. So, that's just a side light. And on the detailed policy on the advice pages, this is essentially replicating what is in the wiki in a slightly more friendly manner.

And I really worry about the time that this will take on staff team, and how much better it will be on presenting the information that we have right now. So, that's my quick overview. It looks good, but when we populate it with live data, I worry a fair amount about how useful it will

be to people, and how compelling it would be to come back and look at it. Thank you.

STEVE ALLISON: Okay.

ARIEL LIANG: Thank you Alan. Any other feedback from Olivier?

STEVE ALLISON: This is definitely something that the entire working group…

HEIDI ULLRICH: Steve, I think Olivier, sorry. Steve, I think Olivier is trying to speak. Sorry but Olivier, could you speak up please.

OLIVIER CRÉPIN-LEBLOND: Yeah, it's Olivier….

HEIDI ULLRICH: That's much better, thank you.

OLIVIER CRÉPIN-LEBLOND: Okay. I was just saying, I had no other feedback then what I gave last time, and I also said that I was concerned about the updating and published work, maintaining, and how much work that was going to

take. But I was under the impression that this was going to be linked to [process] automatically somehow. So, yeah, I have no other feedback on that. Thank you.

ALAN GREENBERG:	In LA we were told there were no automatic tools.

STEVE ALLISON:	That's correct.

ARIEL LIANG:	So, Steve, do you want to respond to Alan's feedback?

STEVE ALLISON:	So it's good feedback. I think that some of this we'll have to explore as we go forward, but you know, these comments are quite a divergence from some of the vision that we started with. So, it's not that it's, the way you put it, it could be completely accurate, but if that's true, you know, there is a lot of changes that would have to be made or considered by the working group as a whole, in order to redefine what would be successful for the items that we have.

So, [CROSSTALK] …important work for us to start reconsidering.

ALAN GREENBERG:	Steve, if I may interrupt. I would be delighted to be proven, shown that I'm wrong, that I really don't understand, but I'm having trouble figuring

out how to populate these things, knowing what it is we're spending our time on, that will end up with it being, you know, a compelling site that's going to cause people to come back to it.

So, I wasn't part of the team to defining the original concept, so I can't really speak to that. But I would be delighted to be wrong, but I'm not sure how we get to that stage.

STEVE ALLISON: Sure. Well I think that was interesting, I think that some of the content may be static in nature for long periods of time, whereas others will have to be populated more often. For example, a policy advice statement page will have to be created whereas the WHOIS topic may remain largely static. So, I would think that it, you know, if our time is, instead of writing a piece of static content one, and then focusing on the actual statement, prepping the statement page, that it can't be both a time suck and you know, content that we're not touching.

So it's either going to be a considerable amount of effort to maintain a site, or there is not a lot of content, in which case not to overburden as time to maintain the content and the site. So, we'll have to kind of look into some of these things when you consider the level of effort before we start developing.

If a lot of the content… If we're doing one, or two, or three statements at a time, I'm not anticipating that much content being generated within the site anyway. And, you know, the real question comes down to is we're only putting together a few pieces of content, if we only

envision a few announcements over the life of, you know, the months and months that people are coming to the site.

No amount or functionality provided for them is going to give them a site worth returning to. In order to get people to come back over and over to the site, and find value in it, we have to provide them with quality content. And that takes time. So it's something we have to think about, I suppose.

ALAN GREENBERG: Ariel, do you want me to comment on that?

ARIEL LIANG: Sure.

ALAN GREENBERG: Steve, you're right in the two things of too much work and no activity are not related to the same pages. The policy one is the one that I worry most about in terms of effort, especially since we have a huge backlog of previous ones. And we have to populate that if it's going to make any sense. And the static part is not so much that if you look at the main topic…

I'm not so much worried that we're not doing things on a regular basis, I'm worried about people's perception when they see items on a page pointed to by the ALAC homepage. That's because we haven't done anything on this in 18 months, or 24 months, or something like that. That's just going to give the impression that we're sitting on our butts

doing nothing, and that's not the impression we're trying to relay. So that was the issue with that.

And you'll recall in Los Angeles, the question I asked was, will the search be able to search our wiki? Which is a well-defined space. It's easy to put the fence around it. And if the search will search that, then we may well have a lot fewer problems than having to populate webpages with information that is already in relatively clear form on the wiki. So that's something to think about.

STEVE ALLISON: So, I don't anticipate that it will be searching the wiki. It's something that we can explore, but I don't imagine that will end up getting into a first phase of requirements. Something of interest that we tend to look into after the meeting, was around the number of visitors that the community wiki gets on a daily basis.

About 300 users a day that visit the community wiki as a whole. But At-Large, its registry services pages, any other policy development pages, all of the community wiki pages result in 300 people that visit. It's not getting a lot of traffic. So, even if it's quite well organized, the information in there is not being utilized much as we would expect with such a large community.

HEIDI ULLRICH: Actually Steve, that's about right. And I would suspect that those 300 are a lot of repeat people, and probably a lot of staff. Actually, that's actually probably the right number because the wiki is meant for those

that are really active, and really, I mean, we have 180 At-Large structures, but only about 50 or so active people who are really knowledgeable about that wiki.

So that's why the website is meant for those that are not so involved at the moment.

STEVE ALLISON: I agree. And the way that information, for the people that are left that involved have, they have a need. So, I think it works for us to assume that they will be engaged enough to and go through the wiki to, you know, surface any information, even with the search tools, that may surface some results. I don't know how effective it will be to getting someone to actually on that link and put that information out of that wiki.

It's the hypothesis we can kind of explore.

HEIDI ULLRICH: I mean, like there is currently on our website, I mean, there is going to be a link to the wiki, where it says, okay, now, if you're heavily involved, please go here. This is where a lot of the work gets done.

STEVE ALLISON: Absolutely.

ALAN GREENBERG:	I really didn't mean to derail the whole meeting, and I would like to see some of the new stuff that has been worked on. It's Alan speaking.
HEIDI ULLRICH:	Sure.
ARIEL LIANG:	Okay, great. Thank you Alan. So we can actually go to the next item part of this call. And these are, here are the three new pages we have developed. And can you see the screen clearly? Yes, Steve how about you lead the conversation on this?
STEVE ALLISON:	Thank you. Okay, so on the final three pages that we're putting together as wireframes, include what we do, which is really intended to provide a brief overview to more novice users around three core functional areas that we work in the policy development process, doing outreach and then capacity building across the At-Large community. So the intent is, under an about section, if somebody were trying to explore what we do, it gives them an introduction.
	To let them know what it is, what policy advice development is, and in, you know, what its context is. And maybe give them some teasers, and say what are some of the more active topics that we have worked across, or that are being worked across? So, if you were to click on any of these, WHOIS, NCIS Security, IDN. In theory, it could take you to the actual topic page that gives you detail into that topic, surfaces any news

related to that topic, shows human resources, you know, that topic is that we cover.

We could introduce an intact [inaudible], which is a piece of content that we can write. This is overhead for the community, but it allows us to show that the work we're doing actually has a meaningful outcome. It's not a lot of space on this piece, but it's enough to give us a quote or a headline to something like that, it takes them to something that will fall probably under news and media so that we can tell a story there on the impact of something.

And then finally, there is a link to get involved, which should take them to a page of all of the elements of the policy advice development process, that we're going through, that we can be a part of if there is learning about how the process works, or if it's actually becoming involved in the process. So going to the wiki, being a penholder, providing commentary, whatever the case may be. And then you can see, Ariel posted that page, it gives it in block form to that.

So, what it's doing is really just laying out all of the elements that provide opportunities to users right now in block form. I think we've probably, over time, evolved this page to be a little more clear and show the actual activities that is being performed by the community. As we involve this project, I'll have to readdress some of these, and even, as Alan mentioned before, at the end of the day, what we're doing is an experiment, we're seeing what does and what doesn't work.

And we should be able to pin it on things and test things, and you know, when things don't work the way we want them to, we go back to the

drawing board, and think about what are better ways to think of this information, and I don't think that's a bad thing. Even on a daily basis, ICANN.org is going through evolution of pages. And that's the only way we're going to see progress.

It doesn't mean that they'll encourage us to like think critically about whether or not we're going to fall into a trap, I think that's very valuable for us to do. Let me go back a page and go down to outreach. So, any other areas on the get involved page cover outreach and [ask me?] buildings, you can see that we've exploded out those concepts a little further so that people can not only learn about upcoming events, but actually learn the rules or how to actually become involved with the fact that it maybe upcoming.

Capacity building would be an opportunity for us to list out the different ways that they can [inaudible] within the At-Large community. And then we have a couple of other topics that we've tried to explore here, around membership, around the various mechanisms that we have for communication. So the topics that we've identified as ways for people to become more involved with the community as their perspective changes, as they go from novice to advanced.

And so, what happens if you click on any of these little boxes displayed, sometimes it should take you to the actual, you know, transactional service. For example, if you were to click on become a penholder, I would expect it should highlight topics, or statements, that you don't any have a penholder defined. So if ICANN is going through a number of public comments, you guys can lift all of them there, and it doesn't necessarily mean we take action on them.

EN

We can at least lift the number of public comments that are out there that have no penholder identified. Nobody has picked up the pen for this. And so, you know, this page it illustrates that. It gives somebody a quick link to land on that page with the appropriate filter applied on that list. I mean, you only see items that are awaiting [inaudible]. Other pages, such as understanding ICANN public comments, we write once and we forget about it.

We write about how that process ties into this, you know, our policy advice development process, and how we tie back into that with our advice and its general content. Same with the policy development process. We can… But are the illustration of all of the steps in the process. We can walk to sort of where we go, we can link to another page that gives all of the instructions on how to get access to the wiki. We can define as much of that content as necessary, and then forget about it because it's static.

And there is a reference for that. Same things are true for a joint working group or a join structure. Intentionally, we add a little dynamic content there that illustrates which groups are opened to be joined, or maybe it's static. When we go through the content development process, we'll have to kind of identify how we want to generate all of this.

Ariel, do you want to go to the next one and show them what the actual content is real quick?

HEIDI ULLRICH: Steve, do you want to just finish and then we'll go back to ask questions on each slide? Or how do you want to this?

STEVE ALLISON: Let me walk through the slides, and then we can go back around. So this is a general content page. It's just meant to illustrate some of the layout components that we can work with. This type of page is usually one of like static content. Some of it may be dynamic, but in telling the story through a page like that. So along the top, you have section one, two, three, and four.

Those are usually meant to show like on page navigation. So like the sections of the page if you think of the policy development process as an example, quite long, there is a lot of steps. You probably have multiple sections that you're kind of telling in that story, and this top layer would be used to like highlight what those sections of the page are.

And then section one is really just illustrating a concept where we could potentially break up the content into four boxes. Whether we use that or don't use that is up to us. Section two just illustrates an example of how we can just use block content. So we can, you know, if like one of the sections was, how do I get access to the wiki? You can write the instructions in block content form.

Section three is an example of two levels of content, maybe you have illustrations in that content that it kind of just illustrates in various ways that we can go about doing layouts for general content. But it's really up to us to define on a per page basis what we want this content to be

and how we want to structure it. On the right, we have a third column, just to relate pages to it, if we have related pages or any other like headers that we want to put on the right side.

So they're pretty basic. And it's kind of [inaudible] use generically across products. So that's kind of an overview of those last three pages that we want to put in place. I'll open the floor.

ARIEL LIANG: What questions and comments? Alan please.

ALAN GREENBERG: Yeah, overall, I think what we're looking at here is potentially a lot more useful than some of the other stuff I was looking at before, because we have here things that might well allow someone who wants to get more involved to dive into it and start learning, as opposed to being pointed to what we are already doing, which maybe rather obscure to someone and very hard to get to.

So I think these pages we're talking about here, the first ones, I think are particularly useful. Thank you.

Assuming we can populate them with real stuff, of course, which is going to be a challenge.

STEVE ALLISON: I mean, it won't be easy to going through this process. I acknowledge that. As we kind of continue to evolve some of the page layouts as well.

Coming up with the right content is not an easy, trivial task. I appreciate the difficulty.

ALAN GREENBERG: This is Alan speaking. An unspecified Skype chat I saw today, someone made the suggestion that we should develop a position on something. And I won't go into details. It's really easy for someone to write that in a Skype chat. Finding the potentially hundreds of person hours of people who actually know what they're talking about, and are willing to devote the time to do it, is a different issue all together. Exactly.

So it will be a challenge, but I think that the framework that we're looking for here are potentially very useful.

HEIDI ULLRICH: I just have a few not that substantial comments. The first is that, as I've noted in the chat, some of the text needs to be polished. It's not quite right. It's just not grammatically correct and just gives a misleading impression. And then down on the capacity building, when it says plan a webinar, who is supposed to do that?

Because it's really the capacity building working group that is doing that. So if it all of the sudden opens up, to everyone, it's going to be a bit of a mish-mash. And then, where we already have this online learning platform where you can build a course. So you're duplicating that, then we're duplicating a lot of stuff that I don't think we really want to do.

And then the participate in the leadership training. I mean, only selected people, that's by invitation. So and we don't really have a

great mentorship right now, so I think that's a little bit premature. And leadership training is just wrong. Moving down to the outreach, I mean again, organized RALO showcase. Again, it's not for anybody.

You have to see, in your region, at an ICANN public meeting, and the whole process that develops that. So that's just wrong.

STEVE ALLISON: What's wrong about…?

HEIDI ULLRICH: Because if you're looking at this, you're just a person out there, and you want to help organize the RALO showcase, you know, you're going, it's just wrong in terms of, look, there is a defined time, and a defined process on how you do that. So I don't know how you would, what that button would do really. You don't…

[CROSSTALK]

STEVE ALLISON: …maybe the verb is not… So a couple of things. RALO showcases are a part of what you do, correct?

HEIDI ULLRICH: Yes, that's only how a RALO operates, and there are defined times and there is a defined process within the RALO how they do that. It's not anybody, I mean off the web, out there in the community, that can plan that. So that's giving the wrong impression.

STEVE ALLISON: So I agree, maybe the verbs aren't quite right.   The intent of the wireframe, and I'll reiterate this, as all the sections have been, is to showcase the functionality of a page. Not the content on the page. If organized a RALO is not the correct verb, then we should change it as we go through the content development process. If, for example, the correct verb, be a part of a showcase, attend a showcase, or whatever the verb maybe, then that's what we'll use.

And then at the end of the day, what we should be thinking about is the person coming to this page as a novice, or as a beginner, or as a more experienced member, what is it that they should be reading? Maybe not everybody knows that they can't organize a RALO showcase. We should probably tell them that, and then we should move along to, okay, but your next logical question is, well how do I attend one then?

Or what do I have to do so that one day I can organize a RALO showcase because that is what I want to do? Those are pieces of content that we should be writing or publishing to the community, but it is up to you guys to find what is the important thing to your community audience.

What I want to do is just to illustrate the content that we can present to them. I don't know what content we should be presenting. So, agreed, the verbs are going to be wrong. Maybe some of the content that are being published are not even clear, or shouldn't be present, but the fact that we should be publishing, I think we all agree needs to happen. So after going through the content development process, we can define the terminology on the pages, we can define whether or not something is inaccurate, we can define, but it's a separate effort then to find which functionality should be presented.

HEIDI ULLRICH: So you're saying that all these boxes right now can be completely changed, so a lot of them… I mean, they show that there is no knowledge of who ALAC and At-Large work.

STEVE ALLISON: …presented, it was [just filling in the boxes?] I don't know… It would be even harder to… If your content though…

HEIDI ULLRICH: Okay. I understand.

STEVE ALLISON: I don't even want them to necessarily play a part in defining the content. I don't mind like critiquing it, I don't know the audience well enough to do it.

HEIDI ULLRICH: Yeah. So this might be, for example, that something that like the outreach subcommittee, outreach working group might want to define within those boxes. The capacity building working group might want to do that, etc. Just one last thing. Olivier, I see you have your hand raised. Join an At-Large structure, I mean those are independent organizations, and I don't think it's any… That should be on At-Large website, unless there is permission from each of these ALSs to do that, because that's…. [CROSSTALK]

STEVE ALLISON: Maybe you tell them, these are all independent organizations. If you want to join an At-Large structure, first you have to on the web, and then you go and reach out to their point of contact individually. Then that's how you do it. But someone is going to eventually approach this appropriately. Someone is going to land on your site and be like, how do I get a part of, like I see there is a structure in my area, I don't know anything about this.

One can wonder, and we should probably point them in the right direction. Even if it's not us to do the work, we should point them in the right…

HEIDI ULLRICH: Okay. So rather than join, then maybe just contribute to, or participate in, or contact your local At-Large structures. Something like that.

STEVE ALLISON: Yeah.

HEIDI ULLRICH: Okay.

STEVE ALLISON: Yeah, and we can redefine all of this as we go through the process. I mean, we are still from like wanting anything, we're a month away. So it gives us time to critique what is our event that we want to publish, who should be writing that content, who is being part of that editorial

staff of that content. You know there is a lot of work around content that I appreciate is difficult and time consuming, but we'll still have to kind of cleanup policy [inaudible].

ARIEL LIANG: Olivier next.

OLIVIER CRÉPIN-LEBLOND: Thanks very much Ariel. It's Olivier. Can you hear me?

ARIEL LIANG: Yes.

OLIVIER CRÉPIN-LEBLOND: Okay. I'm not as critical as Heidi on this. I like the page. I think the form of it, the shape of it, the framing, the way that it's displayed is pretty clear. And putting myself in the shoes of someone who is interested in At-Large, and is interested in taking part, I think it's very well laid out. I certainly like the policy advice development section, which has got all the different parts in there. It's got both policy topics, so getting involved in the policy, but also going behind the scenes and understanding how the ALAC ratifies statements, and saying…

To me, it's pretty clear because it's kind of shows the two different things that people might be interested in, either understanding how we work or working with us. With regards to the outreach thing, I think that I can certainly understand Steve's point. For example, organized

RALO showcase, I mean, this is just a top page, someone has just changed the page now. That's not helpful.

Here we go, we're back there. You know, organize RALO showcase, obviously that would then go to another page, which the way I would see it, would be linked to each one of the RALOs and to find out which one of the RALOs is the next one that is organizing a showcase, and then get that person involved in that, one way or another. But as a top page, this wireframe is good.

The content behind it is really up to us. I like the fact that it's a one size fits all, and one point of contact, you know, like a centerpiece basically from which you can go in the different directions. I don't understand Heidi's point regarding the RALOs being independent and if you want to join a RALO or apply to an At-Large structure and so on…

HEIDI ULLRICH: Olivier, ALSs, not RALOs. ALSs, not RALOs.

OLIVIER CRÉPIN-LEBLOND: Okay. One needs to start somewhere, and this really is a good starting point, with a lot of different avenues that open themselves to a person. There is two ways of either doing those things, either have a very structured, parameter structure with many, many, many different layers and levels, and that makes it a little bit hard to navigate, or if you have everything on a pretty long page. I have noticed the page is pretty long here.

But certainly, although the page is long, it has got starting points for a lot of the activities that someone would want to do. Some I'm pretty happy with it as it is. And that's it. Thank you.

STEVE ALLISON: Another thing that everybody can consider as we go through and come up with a beta, and start putting some of these pages into production environments, and people can around and give feedback to us, is we can measure how successful the pages. We could put a third of these boxes on the page, only the most critical boxes, and then to use clicking on what?

If you're go and click on something, you can go back to the drawing board and think about what it is, you know, that we're missing and the story line here. I mean, we don't have the audience that we thought we had. So, through the life of your sight, you'll be able to reshape which boxes are most prominent, what you are or not showing, maybe only during certain periods of the year you show something.

It's irrelevant to put a box there around, you know, join an At-Large summit, when there isn't even an At-Large summit. So we can kind of explore avenues to make people see the most important information when they arrive on a page like this.

ARIEL LIANG: Alan, I see your hand is raised. Is that an old hand or a new hand?

ALAN GREENBERG: It has been up for a long time, but it hasn't been responded to.

ARIEL LIANG: Thank you, go ahead.

ALAN GREENBERG: Okay. Several things. If you go back, I don't know if you can bring it up, but it doesn't really matter, on the original homepage, there was a world map, and presumably one can click on that and home in on it, and things like that. Are you planning any other mechanisms of identifying what ALSs are? That is filtering, searching capabilities. That, in my mind, is absolutely essential.

The map is pretty but it's not necessarily a vehicle that people need to be able to find things.

STEVE ALLISON: Right. [Inaudible] is a means to an end. The point is, the map on the homepage, is intended to drill people into the region that they're interested in. [CROSSTALK]

ALAN GREENBERG: ….other mechanisms of finding out of where ALSs are, what the names are, who the contacts are, and things like that.

STEVE ALLISON:	So what I'm getting at is that if you were on the homepage, it was really waiting to, the ultimate location for that region separately, and we don't have wireframes for this yet, and it's probably something that we'll have to balance through the implementation phase, but under community, I would expect there to be a section around the RALOs. And I think it wasn't even suggested at ICANN LA that they want like a RALO, each RALO to have their own little dashboard page.
	That would be where you list the regions, the ALSs within that region. Maybe they use that dashboard to generate their own content, I don't have all the specifics around it, but at a minimum, we can do is have a RALO page that had a listing of their ALSs, and maybe their hyperlink, or give addresses or contact information, or something along that line.
ALAN GREENBERG:	A couple of comments. Number one, it's essential that we are able to do that on a global scale all together. For instance, for example, which is a real one, many of our chapters are Internet Society ISOC chapters. I would want to be able to quickly pull up a list of all of the ISOC chapters that are ALSs, and they span regions.
	So that's an example. There are other similar examples where you might want to hone in on a city or a variety of other things, so it's going to be really important that we can do that kind of searching and filtering relatively easily and dynamically. It is also similarly important that all of these access message to access information about ALSs, is driven off of the single database.

I will not, I can't emphasize that enough. Right now, we have a variety of information on ALSs on our website, and each of them has their own little table somewhere, and therefore they're always out of synch with each other. So that can't be allowed to happen. And I think the accessing of ALSs, for instance, dynamically is one of the things that when we go back and say, "Join an ALS," that actually makes a lot of sense to me.

But next time I'll say, "What ALSs are in Montreal?" Or in Canada, or in Quebec. And you need, we'll need to be able to ask those questions, and not just graphically on a map. If nothing else, graphically on a map. If nothing else, graphically on a map, does not [inaudible] really well for those that are [inaudible]. Thank you.

STEVE ALLISON: Thank you. Just a follow up comment on that. We haven't fleshed out all the requirements that will have to go into something like RALO dashboard, or a global dashboard to provide all this information. So at some point, it will become a top priority, and we'll have to probably have sessions that are dedicated to figuring out what it is we're trying to accomplish with that, and how much do we want, or can we get into it.

ALAN GREENBERG: Steve, it's Alan again. I really worry about the statement in conjunction with the statement you led off with, saying we have very limited money, that we may end up with a new website that has less functionality than our old one in certain areas.

STEVE ALLISON: I don't know the budget situation. My job is to identify all of the problems that we want to solve. Then we'll work with IT on how the budget rolls out. It shouldn't stop us from identifying what it is we want to build.

ALAN GREENBERG: Question for Heidi. It's Alan speaking again. There has been a lot of things said over the last 15, 20 minutes that well, this is sort of an experiment, and as we learn how people are using it, we'll find out what works and what doesn't and change it. Are we likely to actually be allocated IT staff to do that kind of stuff?

HEIDI ULLRICH: In terms of updating on a regular basis, so it would be the web admin team.

ALAN GREENBERG: Yes, change it, not just update the information…

[CROSSTALK]

ALAN GREENBERG: …we need something else.

HEIDI ULLRICH: Are you saying, for example, if we run out of money then will there be someone here? Is that what you're saying?

ALAN GREENBERG: No, I'm saying on an ongoing basis. If we learn that, you know, the box on how to run a RALO showcase sounded really good to us, but after a while we realized it was cheaper to have put it there. That's the kind of content that I'm expecting your staff is not going to be able to do, and therefore we're going to have to call on IT web admins or someone…

HEIDI ULLRICH: Well, there is some discussion within some of the support staff, not just At-Large but others that perhaps in the future, going forward, these sorts of things could be updated, but again, nothing in terms of a lot of resource time, but just these small things. Otherwise, and in my understanding it would be yes, web admin.

ALAN GREENBERG: So my question stands. Are we likely to actually get access to people on a semi-regular basis when we need them, or when we go to them are we going to be told, "You'll be put in the queue and we'll get to it next September."

HEIDI ULLRICH: Again, I think the answer is yes because in the past, when things are urgent, they get, they pop us up the queue.

ALAN GREENBERG: Okay.

STEVE ALLISON: If I may, one strategy that I find is the fact that it needs to be very facts based when we're trying to get the resources we need to do something. And what I would like us to be able to do is to just be able to present to IT the growing viewership that this site has. If we can prove over time that as we add certain elements to the site, our viewership grows, or the amount of time they spend on the site grows. It shows that the value is there for them.

And it makes it a much easier case for us to tell them that we need to continue to involve certain sections of our site to meet our customer needs.

ARIEL LIANG: I'm conscious about the time. We have pretty much used all the minutes for this section. So any other comments from Olivier?

OLIVIER CRÉPIN-LEBLOND: No comments from me. Thanks very much Ariel. As I've said, I'm happy with the way the wireframe… I also do have concerns, like Alan, that…

ARIEL LIANG: Can't hear you very well. Can you speak closer to the microphone?

OLIVIER CRÉPIN-LEBLOND: Hello?

ALAN GREENBERG: Go ahead.

OLIVIER CRÉPIN-LEBLOND: Okay. I'm just saying that I also have concerns, like Alan, about the cost of all the features that we want. But I'm happy with wireframe, so that's all.

ARIEL LIANG: Thank you Olivier. So next, we're going to identify potential gaps in the wireframe for the previous two sections.   We had an extensive discussion about that already, and we received many constructive feedback, so if you have any others you would like to add to that point, please feel free to speak now. Anything from Heidi or Alan?

HEIDI ULLRICH: Not at this point.

ARIEL LIANG: Okay. Thank you. So next, we're going to talk about the next stage for this website development project.   That's mainly about content development strategy. And I'm going to share my screen very quickly, about a little page that I created on the wiki. It says, several stuff that I want to walk you through about the next steps [inaudible]. Just bear with me for a moment.

Please let me know whether you can see my screen. Can you see my screen?

HEIDI ULLRICH: Yes, sorry Ariel. We can.

ARIEL LIANG: Okay. Thank you. So, okay. Maybe it's difficult to see the bullet, I'm just going to make it bigger. For the next step, so after the wireframe [inaudible] and the style guide is produced, it's marked for completion for the first phase for this website revamp project. On the style guide that is being produced at this moment and hopefully, [inaudible] be able to see it.

And in the phase two these teams, the product teams, are doing a lot of, they will work with the IT staff who works on to develop the technical structure of the site, and implement some of the ideas we have laid out on the wireframe, depending on the time I leave towards this. And simultaneously, a large part of staff, me, and Heidi, and also community members need to work together on the content of the strategy and [inaudible] for the site.

So in other words, the new task for At-Large is to generate written content for the site. Of course, we can use some of the existing content on the covers website, At-Large content on the beginner's guide, or other [inaudible]… Simply, copy paste, our content should work. We need to critique the content and see which ones can be recycled, which needs to be rewritten, and what gaps need to be filled.

So if you recall, the information architecture we previous see, shared before, there is definitely a lot of new content that we need to develop. If we take a look at this, [inaudible] content, there is a lot of [inaudible] we need to enrich. So definitely a lot of new content development. And during ICANN 51 meeting, we also… Alan, I'm just going to walk through these quick talking points, and then I will open up the floor for discussion. So just bear with me for a minute.

So during the ICANN 51 meeting, we talked about how the community needs to take ownership of their website. So writing content for the site is the crucial way for taking ownership, and there are two benefits. One is that community members have the insights about the type of content that will entice our target audience. And second, if members are writing for the site, they will also be connected to the site and want to see it succeed.

But so far, for our dashboards, we only have four community members, [inaudible] me and Heidi, so if just six members try to develop the whole content for the site, it's not very realistic. And a more realistic approach is to get more volunteers involved in the writing task. But that being said, the taskforce can lay the foundation for this particular mission. It's firstly getting the communications department staff to be involved in the web [inaudible] development strategy, and I actually reached out to Jenna.

She is the new director for web content for ICANN, and then she actually sends me a style guide, or a written, web content development guide, and then also she said that the [inaudible] can provide assistance in editing and polishing some of the web content that will later curate.

So that's good news. And then I think we need to involve them in this crucial stage, so that received adequate guidance assistance the other way. So that's a first step that gets the communication involved. And second is to develop two types of outlines for the content. One is the blotter outline that covers the critical topics on each major webpage. So for example, on the get involved page, we have all of those lists of things that a potential member can get involved with the community, and now we definitely need to work on wording how to see that correctly, and how to accurately reflect the possible channels for people to get involved.

So that's one broader outline that just covers the topics on each major page. And the second type of outline is the more detailed outline I described each individual topic. So for example, if what we have is a bullet on the get involved page, is to understand the At-Large policy advice development process. So for that page, we need an outline. How we want to write the whole [inaudible] on. So that's a detailed outline we need to create. And so the second part is to get two types of outlines ready.

And on the third step, is regarding the detailed outline, we need to write a certain kind of a template that can help people understand how to develop the content around the outline. So I actually did that for the social media working group. For example, for a Tweet, how we're going to word it, and how many characters that needs to be in that Tweet, and I'm working on [inaudible] will be useful for that Tweet.

So we can use a similar kind of methodology to develop this template, and non-clearly defined what's the structure for this page, and know

what's the land for this page. So that when other volunteers they get onboard, they will know how to write it based on the instructions. And this is based on some of the templates that we can write specific examples, and it will be more concrete and easy to understand for other volunteers.

And of course, another aspect is to critique the existing content that we have on the website, and see which ones that can be reused so that we don't need to bring [inaudible], but now we can also revive some of this topic and make it more beginner friendly information so that it will be more effective. So after the foundation is laid out on the taskforce, then we will all figure out a way to form a specific, a very focused and selective group.

And we call them a tutorial group, specifically for this last content development task. And to recruit the members for this group, we can consider several options. One is we can do a couple of volunteers across the communities. And we need to be specific about the requirements. For example, the volunteers will preferably have some blog writing experience in the past, or have good writing skills, etc. or we can rely on some of the knowledge here on the technology taskforce or accessibility taskforce.

But we can consider different options and see which one is the most useful for this particular task. And we will let them work on the written content based on the outline, the guideline, and the examples to develop. And then at the end, the communication department they will help us edit and polish some of the written content. But of course, if we

can get the draft done rather quickly, they can be able to work on that rather quickly.

And then when we launch the dataset we'll have more polished content. And so these are just some of the ideas that I'm proposing. And I'm open to suggestions and comments. And I see Alan and Olivier both raised their hand. Alan first and then Olivier next.

ALAN GREENBERG: Thank you Ariel. You've covered a lot of what I was going to raise, but I don't want to sound pessimistic. I've spent a lot of time in my life trying to get volunteers to commit to do things, to actually deliver and then to deliver quality. It's really, really difficult.

ARIEL LIANG: Right. Any suggestions…

ALAN GREENBERG: I could elaborate a lot more, but it's a lot easier to get people to write 140 character Tweets than it is to write a document that will make sense to other people without their history and background, and to actually to deliver it when they say they will. If you look at the experience we've had within At-Large, of getting people to put real time on things, not just at meetings but between the meetings, it's a difficult task. I hope you're being, not being overly optimistic and I'm being overly pessimistic, but it is a difficult task.

EN

ARIEL LIANG: Olivier.

OLIVIER CRÉPIN-LEBLOND: Thanks very much Ariel. It's Olivier speaking. So, I think that I agree with your way of looking at things. Rolling forward, I have the same concern as Alan with regards to volunteers actually putting some time into drafting content. And so I think a lot of the content is going to have to be cut and pasted from elsewhere. That said, I'm also totally for sharing the load.

So you mentioned on the one hand the technology taskforce, on the other hand, you mentioned the accessibility working group, and I think you also were going to include the social media working group, obviously. We should grab of the website with the main leader in managing this. And I don't know whether this needs to be staffed, or whether this need to be dedicated people from the technology taskforce, that's something that we have to work out.

I would be very concerned with distributing the responsibilities for building the different part of the site to many different people. Some of which have not actually proven the fact that they can write more than a Tweet, if you take Alan's terminology. And specifically in RALOs, I'm very concerned about the Tweet part. So ultimately, I think that it's going to have to be some heavy lifting done by the, and I would say, by the taskforce is probably the most advanced group in there, and maybe the social media working group.

And then basically a lot of material is just going to have to be material that we take from the current website and just update it across. But

with regards to having a fully functional, fully stocked up website, totally populated by volunteers, I'd be a bit worried about that. I wonder, in fact, I think I can take the opportunity to ask Heidi, there was some time where you were supposed to have a trainees or interns help out with some parts of the work that we do.

And I wonder whether we can actually have an intern working on this, someone, and I'm just saying this as a function, but someone with a function like sect function, as a single function person spending, I don't know, five hours a week on this topic, and basically collating things, putting them together, and leading the show, and basically running after people to make sure that they get their content in, and helping them put their content together.

HEIDI ULLRICH: I can certainly look into that, but again the time that it might take to identify someone and get them here, you know, we're fast approaching Singapore, when we are supposed to have this data up.

OLIVIER CRÉPIN-LEBLOND;   We've got two people who have been mentees, and have proven they can do things. I just wonder if we might extend them and go further with them. And of course, I'm thinking about Murphy and about [inaudible].

HEIDI ULLRICH: If they have the time, I mean, Murphy definitely is outstanding. Anthony is aware of the topic, I'm just concerned with his time availability.

STEVE ALLISON: Another thing can consider, as we think about the content strategies, is we don't have to write all of these pages content in order for data to be launched. I mean, our data could be as simple as we have a homepage that actually makes sense, or we've been able to transfer, you know, our policy advice pages into our new format. You know, we can kind of mix and match and figure out what is a good goal to accomplish. But we don't have to write up 1,000 pages of content on our first day.

So we can take this slowly.

ARIEL LIANG: I agree with Steve. And also to respond Olivier's comment about involving volunteers for this task, and what I propose is not to get a lot of people to be writing for the site. And we do have a crop of volunteers, we still don't want to, we want to have a focus group do that with a selected few people. And also, I plan to have a call with Jen to discuss what's the best way to form this editorial working group, and maybe have the list of criteria clearly described, and what kind of people we're looking for, and we get this selected few to work on this project.

And also from staff side, we will… I mean, I will do a lot of work on working on outlines first and creating a template, and then we'll get the

EN

communications staff involved in helping us for that. So that of course, when the volunteers see the outline and on the template an example, they will get better understanding how to develop those pages, and maybe the task will not be as daunting as we expected earlier.

So a lot of these things are on me, and not in collaboration with the communication staff, and I will form a very targeted focus group to do this work. And Alan, you have your hand raised.

ALAN GREENBERG: Thank you, I do. I think it was Olivier who mentioned interns, and I think we want to push that. It was Fadi who first brought that up. Olivier, correct me, but I think close to two years ago now. It was quite early in his time. Well I know when it was, it was early 2013, it was a year and a half ago, because we were in LA for an ATRT meeting.

And to quote him, he said he'll give up business class on a flight to London so he can pay for an intern. I'm not asking him to give up business class, but I think we want to call him on the offer. That may not get done in time for Singapore, but I think we need to push on it. That may be the only way we can get content of the kind we're looking at. I will give one other comment, again, from a lot of experience in other venues other than ICANN.

One of the possible outcomes of asking volunteers things to write things is you get them. And the produce something which is either totally unusable or requires a huge amount of rewrite. And then you're stuck in a position of, they publically accepted and you're not on a position to

put it on your website, or in your document, or in your report, or in your journal, whatever it is you're talking about.

And it becomes a real public relations nightmare, and a real motivational nightmare. So I think we need to be really careful about offers from people when we don't know if they can actually write or not. And asking volunteers to take tests first before volunteering, doesn't work very well either. I'm done.

ARIEL LIANG: Thank you Alan. Heidi, do you have any comments?

HEIDI ULLRICH: Yeah. I basically support what Alan is saying. And I'm just conscious that we have the holidays in much of the world coming up, so getting someone to commit to that, you know, before Singapore, I'm a little concerned about that as well.

ALAN GREENBERG: Heidi, I take Steve's words to heart. A beta is not necessarily to go live. It doesn't have to have very much to be called a beta, and to get us off the hook with presenting it in Singapore.

HEIDI ULLRICH: But another concern is where are we with the budget? Are we going to run out when we have a beta? And then how are we going to get to the finished project? That's getting to be a real concern of mine.

STEVE ALLISON:
So, let's postpone that budget question until after IT has fully down their transition with their new vendors, and have an opportunity to kind of lay out these requirements to them, and then you can have a discussion with them on what is a realistic set of requirements that they can achieve for us with the budget that they currently have.

And then it will be a negotiation with them to figure out what a more realistic set of deliverables that we can achieve. But we can't do that until they have an opportunity to even look at these requirements and have some time to digest it.

ARIEL LIANG:
Thank you Steve. Thank you Alan, Olivier, Heidi for the comments. I actually want to add another part. How much workload we will expect to have? It is a very rough estimate based on the type of content on each webpage. And as you can see on this table, I put the page title there and on the type of content there, it can be a general content page that is very fully developed with a lot of paragraphs there, or a short blurb, just like one sentence to explain what the issue is.

Those different types of content. I did a quick estimate. And two things I notice is, for the get involved page, we'll actually have the most content that needs to be written. And I did a rough compound based on the boxes we have, and if we assume each box will need a fully developed general content page, there are 26 pages to be developed. And on another big chunk of work, it's the topic overview page, which

lists all the hot policy issues that At-Large deals with or matters to At-Large.

And based on our taxonomy, we have listed 15 different policy topics. So if we want to elaborate on each of these topics on 16 pages. So these two have the most content to develop. And then the other pages say usually, just have a short blurb or a taxonomy list we need to cleanup. One thing is to introduce the page, those types of comments. So that's not much to write. But that's the general impression.

Any comments on this part?

ALAN GREENBERG: Yes, Ariel, it's Alan. Do you have any… Did you try to put a time estimate on this?

ARIEL LIANG: Sorry, time?

ALAN GREENBERG: Time. [CROSSTALK] …if someone were to do all of these things that you were talking about there, what kind of time do you believe it would actually take? In terms of person hours, person days, person years, whatever.

ARIEL LIANG: Yeah, that's the part I need to work on. We need to have develop an outline. So for example, if each topic in the GAC involves page, and we

need a general content page, what we want to put there, now we need to develop an outline for that and not [inaudible]. For example, is that going to be 200 words or 500 words? And that we will define that, so we will get a better understanding approximately how much time we need to spend to develop this type of page.

So that's the next time that we need to work on. Any other comments?

So Steve or Laura, do you have any comments? Laura is [inaudible] by the way.

STEVE ALLISON: I have no additional comments.

ARIEL LIANG: Okay. So regarding the next steps. What do you guys think will be the most realistic way to go forward? Should we explore the opportunity of formal group together, and then based on the community volunteers we have, should we reach out and assign external resources for doing this?

HEIDI ULLRICH: Ariel, this is Heidi. I think we just need a little bit of time to think about that.

ARIEL LIANG: Okay. In the meantime, I can start working on the outline, and I can collaborate with Alan, Olivier, Dev, and [inaudible] on that. So after the

outline is done, I will talk with the communications department staff, polishing it. And we can [inaudible]… And the option for the next step of forming of group or getting an intern.

Does this sound okay or do you guys have another suggestion?

Okay. I didn't hear anything. So any other business?

Also comments?

Okay. So I see a comment from Alan. It's, "We need someone with technical background, a journalism student or something like that." And Olivier agrees with that.

Okay, Olivier.

OLIVIER CRÉPIN-LEBLOND: Thank you Ariel. It's Olivier speaking. Really there are three things that this person needs to do. One, hassle everyone who is involved   in   the project, and get information from them, and basically drive this thing forward to help out with the drafting, because we know we've got people of varying English language drafting skills.

And obviously this is going to be a website. We need this to be properly written, properly done. It's going to be a real hassle if Alan or myself or Dev are going to have to go with a fine comb, going through the text that goes in and things. And I also think you, yourself, have other things to do then to cross-check the validity of sentences and text and stuff like that.

Heidi also. So that's the second thing. And thirdly, it's going to have to be someone who has the ability to basically build websites and knows how things need to be written to attract people. The wireframe which we received here is attractive and will attract people. If the text is so horrific, the wireframe is going to do nothing.

It has got to be stuff that really entices people to be involved and so on. And it takes a special type of person to write that. With regards to your other plans and so on, that's fine. I think we know how to move forward with this first thing, having someone who is going to be in charge of the project content is really important, as far as I'm concerned. Thank you.

ARIEL LIANG: Thank you Olivier. Heidi, do you have any other comments?

HEIDI ULLRICH: Not at this time, no.

ARIEL LIANG: Okay. Thank you. Okay. So all of the comments are really great, thank you very much for all the feedback and suggestions. And Steve, and I, and Laura, will also work offline to discuss some of the items that we work through today. And I think a realistic step is I'll start working on the outline. And in the meantime, we'll figure out ways, or get resources for development of content along the outline.

So, okay. So thank you so much again for…

ALAN GREENBERG: Ariel, it's Alan. Sorry, I had a hand up. I want to, first of all, second everything that Olivier said. This is going to require people with real skills too. And somehow, we're going to have to make that happen, and I don't quite know how it is, but I don't think pretending that we'll get around without it is going to suffice.

I was going to quote, however, something that came up in another teleconference the other day. And this was on a teleconference on a completely differently subject. It was, "How do we get automatic translation of mailing list posts that are posted in Spanish and English translated into the other language?"

Because we have a region where some people speak English, some speak Spanish, and they need to be able to communicate with each other. And we have spent the last four years, we're probably going forward. So it's a positive statement. But we spent the last four years, and one of the reasons we have not succeeded in fixing the problem is, and Heidi correct me if I'm misquoting, but we have a lot of people who write run-on sentences that go on for many, many lines, without punctuation or capitalization.

And that becomes very hard for automatic translators to translate. So, careful when we assume our volunteers will all be able to do this kind of work. I'm finished.

ARIEL LIANG: Thank you Alan.

ALAN GREENBERG: That sound funny, but it's part of a sad tale.

ARIEL LIANG: Any other comments from anybody? [Inaudible]. Olivier please.

OLIVIER CRÉPIN-LEBLOND: Yes, thanks very much Ariel. It's Oliver speaking. I realized we're in the last five minutes of the call. I just wanted to make sure, looking at the agenda, I think we've got a good brainstorm here for the constant development strategy which effectively appears to be that we're nowhere as far as the content development strategy is concerned at the moment. We really need to butt our heads together as how to this is going to be built.

                        And also find out about an intern on this. With regards to the wireframe, identify potential gaps in wireframe. My take is that I think we're okay with it. We're all fine with the wireframes. Is that your take as well?

ARIEL LIANG: Yes. My take is also the wireframe is almost ready [inaudible].

OLIVIER CRÉPIN-LEBLOND: All right, so that's the update. I'm fine with that then. And I'll defer, I guess Dev has just joined us, so I'll defer to him to ask any questions. I don't know whether he has seen anything of what we've been

discussing whilst he was in another meeting. So I'll hand the floor back over to you.

ARIEL LIANG: Thank you Olivier. Alan.

ALAN GREENBERG: I'm happy with the wireframes as such, but as I noted at the beginning of the meeting, several of them are maybe things that we don't necessarily really want to populate in a production website, at least not the first version, because the information may just not be compelling enough or useful enough to anyone.

So I think we have to proceed with some caution. And the same goes true with the policy development pages. If it's going to require manual work to require all of those, and they're going to end up replicating the wikis, I think we need to evaluate whether it's cost effective or not.

ARIEL LIANG: Thank you Alan. I think that we'll check with you offline, and you can let me know specifically which we shouldn't populate.

ALAN GREENBERG: I'm not saying we shouldn't, I'm saying let's proceed with caution, because we don't want to spend a lot of money building the final versions of some of these pages, if indeed they're not practical.

ARIEL LIANG: Okay. Thank you.

ALAN GREENBERG: …I'm not predicting, I'm saying we need to consider it.

ARIEL LIANG: Okay. And Olivier?

OLIVIER CRÉPIN-LEBLOND: Thank you Ariel. Olivier speaking. So two quick questions. Number one, how easy is it to change the buttons themselves? I can see on the wireframe we've got these buttons, boxes and buttons on. Are these arrange or are these static?

STEVE ALLISON: Is the question in terms of the placement of the buttons?

OLIVIER CRÉPIN-LEBLOND: In terms of the content of the buttons. So if the button said, policy development, and we decide certainly that we don't want a button for policy development, but instead we want to have a button for capacity building there. Can we change that button from policy development to capacity building?

STEVE ALLISON: I anticipate that the way content management system will be implemented, it will be pretty easy for some editorial staff, whether it's

web dev maintained, or some team [inaudible] At-Large community that has access, that's quite easily [changed]. Now, what will be more difficult would be redesigning the layouts of pages. So unless the content themselves, you know, or like the number of buttons, like for example, on the get involved page, it would grow dynamically as you have increased needs.

But taking one widget that's on the right side of the page and now magically putting it on the left side of the page, will be more time consuming.

OLIVIER CRÉPIN-LEBLOND: Olivier speaking. So I'm happy with your answer here, because I like the layout, and therefore if one can just change the contents of the buttons at will, with a minimum amount of work, that will be fine. With regards to not having all the sub-section and populated and so on, I think that we can have the buttons to start with, we know what buttons we have, we can always then, if someone click on that, go to a page that's currently under development or in construction.

And you know, the pages will be rolled out as we go along. Or some pages will be rolled out as we go along. So we should start with a critical number of pages of the three, and then some of them, we'll just have to admit there it's going to take us a little bit more time, because we might even think ourselves, or that page being designed in a specific way, or we wouldn't be sure what the content is, in which case we can take a little more time before that page gets put together.

That's certainly the button of the page, which is I believe up is higher up the tree, that would definitely be there, would need to be changed. As long as we can do that, as long as we're clear with that, I'm not too concerned, because as you know, pages can have embedded within pages and stuff. And there are ways where we could actually tie it to our wiki on specific, as a temporary measure, and then embed the wiki content into pages further down the line as technology develops, and as our ability to run that website develop.

So I'm not worry about that.

ARIEL LIANG: Thank you Olivier. So Alan, you do have your hand raised. Is that old or new?

ALAN GREENBERG: Sorry, that was old.

ARIEL LIANG: Thank you. Okay we are at top of the, I'm sorry, at the end of this meeting. And I think we had a very good discussion, at least for the [inaudible], and so me and Heidi, and also we'll talk with the communication staff, to see what their suggestion is terms of content development. And maybe the next call we will, keeping this session and work to do with some updates of [inaudible] in terms of these aspects of content development.

So, Dev, you just joined. And we actually worked through the new wireframe. I'm conscious of the time for Olivier, and Alan, and other members, so I can talk to you offline and give you overview of what has been discussed. And you can feedback separately. Will that work for you?

Okay. Dev, thanks for having, okay. I see Dev's comments. Okay. Thank you very much again for everybody's time and effort in this, and I will connect next week and continue the discussion about the website project. So thank you very much again. And good evening, good afternoon, good evening and goodnight.

[END OF TRANSCRIPTION]