ARIEL LIANG: I think since the three of us are here, I think we can probably start. Jana, just to introduce myself, I am Ariel and I've been with ICANN since February this year.   My main responsibility is to support the policy development for At-Large and I work closely with the ALAC Leadership. My side project was the social media of At-Large and earlier this year I did a presentation to Jim and Nathalie, and on September this year we kicked off the website revamp project, and I'm leading this from the At-Large staff side.

This is a very brief background of me, and I'm really looking forward to meeting you in LA because next week the Policy Department will have a meeting there and I think I'll meet you face-to-face for one of the sessions. I'll just kick off the meeting with the presentation. It's quite brief, and then we'll have time for Q&A. Firstly I'll tell you about the background of this website revamp project and I'll present to you the site map that me and the product team have been working on, and also several examples of the wireframes we've produced.

Very briefly, the website of At-Large came into existence in 2005 and it was launched by community members, and in 2007 it was brought in-house and managed by At-Large staff, but over the years the website has experienced consistent low adoption because the information was very cluttered and disorganized. In 2012 the community asked for a revamp. The product team had an interview project across the community just to understand why the website wasn't effective, but then somehow the process stopped. Then in September we finally kicked off the revamp project.

The team is composed of me and Heidi from At-Large staff, Steve Allison from the ICANN product team and late Laura Bengford will be more involved in the second phase of the project. From the community side we have Alan Greenberg, who is the current ALAC Chair, Olivier Crépin-Leblond, the former ALAC Chair and Dev Anand Teelucksingh, who is the Chair of the Technology Taskforce. These three people are involved in the whole project. Externally we work with [Colin Five 03:15], which is the designer that produced the wireframes and also style guides.

In the second phase of the project we will bring in the developers and they're going to be ICANN IT staff. That's a very quick overview of the team components. Our goal is to increase traffic by at least 200 per cent for the site. As you can see from this graph, right now the site only has about 1,000 - 2,000 visitors per month, and it's very embarrassing in a way. The orange dash you can see is the traffic that our gNSO site is experiencing, so we want to at least match the gNSO site performance, and hopefully better. That's the goal.

The challenge that we face, there's two sides of it. One is the sheer volume of the website. I'm going to post a URL in the chat, and if you get chance take a look and you'll see it's very cluttered, there's too much information and it's very overwhelming. The second challenge is the difficulty to navigate this information. The site is not very organized and it's just not very intuitive for visitors to look through. After a series of analysis we understand the two audiences we want to target for the site.

One is our newcomers. They are mostly curious about what At-Large does and have an interest in Internet policy, but don't really know exactly what our community does or even what ICANN does. That's the

first target audience. The second one is really the experienced community members, and when they use the site they want to get down to business quickly, especially in the policy advice development work of At-Large. On this graph you can see they also have some shared interest that the website could produce.

One is the website can help them research certain policy topics that matter to end users, and second it can help them follow the news about the community. These are the overlapping interests for these two target audiences. With this understanding in mind, I'm going to show you the site map that we've produced so far. On our homepage you'll see we have five pages on the top level. One is "about", one is "news and media", one is "work", "get involved" and "community". The reason we have these five on the top is to cater to both of the needs of both target audiences. As you can see, "about" is more for the newcomers, and our work is more for the experienced members.

Under the top level pages, we have some sub-pages that have much more details. Under "about" we have a page about who we are, what we do, and how we do it. That's just to give newcomers a more concrete understanding of how At-Large works. Under "our work" we have a subpage about topics, which I'll show you the wireframe of later. That's about the different policy issues that matter to end users, and we want to provide more educational activities for visitors to read.

There's also another sub-page under "our work" and it's policy advice development. That's more like an archive page that has all the past statements that the ALAC issues. These are under "our work". There's another top level page called "community" and it's more of a one-stop

shop for everything you need to know about the people in the community.   As you probably already know, the community is the different levels. The bottom is the ALSes, the second level is the RALOs, and the top level is the ALAC. We want to have a landing page for each level of those communities so they can write their stories there for visitors to explore.

These are the site maps. On this page you can see some of the potential paths for our target audiences when they navigate the site. The blue ones represent the newcomers and the pink ones represent the seasoned community members, and the purple one represents the paths that may overlap for those two audiences. Do you have any questions so far about the site map?

JIM TRENGROVE: Who did you talk to when you did the survey? Do you know who you talked with, and were they all current ALAC Members?

ARIEL LIANG: The survey was done in 2012 and the product team interviewed about 13 people, and they were not all ALAC Members but some are RALO Leaders, some are ALSes. Heidi?

HEIDI ULLRICH: Basically they were Cheryl, Dev, Tijani – the people that are really heavy users of the website and well aware of what was needed. Long-time users basically.

JIM TRENGROVE:	Right. I've sort of what the ALAC website was, but again this seemed to be… I remember talking with Mark about this a couple of years ago. You're saying that this just fell off everybody's plate and is now back on?
HEIDI ULLRICH:	What happened was there was little budget, little resource, bandwidth, in terms of the web admin team, so it just floundered and went nowhere for many years, and now this time Chris Gift has pretty significant budget and it was just time. I credit Ariel and Steve for moving this along as well.
JIM TRENGROVE:	Okay, thanks,
JANA JUGINOVIC:	You said this survey was done in 2012, is that correct? That's a couple of years old. The primary traffic problem that you're having is not people that are already using it, it's the fact that you want more people using it, right?
ARIEL LIANG:	Right.

JANA JUGINOVIC: I'd just suggest that the issue is not with people that are already using it. If we're getting feedback from people that are already using it, that doesn't necessarily mean it will drive more traffic.

ARIEL LIANG: Right. In fact, we took that into consideration, and due to the time urgency we were not able to do another qualitative or quantitative research about the website. Also because I'm quite new in the At-Large team, I look at the website from a newcomer perspective, and so through discussion and also with the collaborative work that we had, the team came up with these two target audiences and what their needs are.

This was agreed upon by all of us, and when we did this presentation in ICANN 51 with a broader At-Large audience, they were also happy with what we proposed, based on this analysis. So unfortunately we couldn't do another interview or survey, but so far, with our rationale, the design is supported, so it shouldn't be a big issue.

JANA JUGINOVIC: Does this map with the project that Laura is working on? Is this part and parcel of their web roadmap?

ARIEL LIANG: Steve Allison and Laura are in the same team. Steve created this map and I worked with Steve on the whole design for the map and the path. Laura is in the loop of this whole project. She was not very involved in the phase when we were developing the map and the wireframes, but

now she's getting much more involved in the second phase about bringing in developers and also how to develop content.

JANA JUGINOVIC: Okay. Thank you.

ARIEL LIANG: No problem. Now I'm going to show you some of the wireframes that we've produced. This is the homepage. I'm going to scroll down and you can quickly see how it looks. It's note the final design, and we're still in the process of revising the structure, but as you can see, from the top we have this box. We are the At-Large community. That's a place we want to put a [hira 14:24] text and also maybe a shortened version of the mission statement, just to catch people's attention. On the side, "get started" is the section that caters to the newcomers, and there are the three most important pages they must read.

In the main section of the homepage, our vision is to divide the homepage into rows and on each row represent one area of At-Large work. We think there are three major areas of work that At-Large does. One is policy advice development. The second one is outreach activities. Third is capacity building. So in the main section for each row we'll have some type of infographic to give people a broader understanding of what they mean, and we'll prompt them to click those infographics, that will take them to the detailed page of those areas of work.

On the right-side column we'll put the latest for each area of work there. What you see right now is not an accurate reflection of our vision so far.

For example, in the row of "At-Large at work" on the right side column, will be the latest statement that At-Large is developing at the moment, or the ones that just get ratified – so we'll feature some of the latest policy advice development on the right-side.   For outreach we'll probably have some latest news about for example CROPP events or the newly accredited ALSes. So we'll put the latest on the right.

After those three main areas of work we'll have another row about the calendar, so on the left will be the calendar view and on the right will be an agenda view of a certain day, and on the last row will be a social media row, on the homepage. Basically we don't really want to have a lot of written text on the homepage. The main purpose is just to let people click and take them to the next part of the website. That's the wireframe for the homepage.

Another wireframe I want to show you is the topic wireframe. That's the page where we want to present all the policy topics that matter to end users, and provide the educational opportunities for newcomers. That will look a little bit like some very popular social media platform, with inside those boxes we'll have one or two sentences that give the hot topics, and will prompt the visitor to click and they can read the detail of those topics. The next is the example of the detailed topic page.

On that page we'll have a section just to give a brief background of this topic, and maybe we'll even write a little bit more than just that, to probably include a timeline of how this topic evolved over the years, and maybe we'll add another paragraph about why it matters to end users. So it will look like a blog post for that topic on this page, and just to make it more useful we'll have some ALAC statements that was written

for this topic on the page, and some additional resources for people to explore. That's an example for the detailed topic page.

Do you have any questions so far about the first three wireframes? Okay. I'll keep going then. This is another wireframe called "what we do" and it's more catered to the beginners and newcomers; just to showcase the three main areas of At-Large's work. On the top we'll have a very brief introduction, more to iterate the mission statement and summarize the three areas of work we want to feature below. We'll divide the page into three rows again and each row features one part of the work that At-Large does. You can click the "get involved" hyperlink there and that will take you to a detailed page that gives more information about this area of work.

What I want to feature is this row, "outreach". For example, under "outreach" we have different components At-Large does to serve the outreach purpose. One can be the RALO showcase, another can be the CROPP. We want to make these boxes all clickable, and the visitor can just explore by themselves and read in detail about those different components of outreach work. We think in this way we'll help them to navigate the site more easily and have a very quick understanding of the major area that At-Large works on. This is another wireframe.

The last one is for "get involved". It's more like an in-depth page we want to have, that shows people every different type of item that they can get involved in, in the community. Of course, policy, outreach and capacity building will be the three main categories, but then there's also other parts like membership, communications and ICANN Meeting participation. We also want them to understand how they can get

involved in those areas. We've tried to be as comprehensive as we can to figure out the sub-components of those categories. If you click on each of the tiles it will take you to another general content page where people can read in detail about those components. That's that wireframe, "get involved".

This is a general content page. It doesn't need to be like this all the time with big tiles in the section one and tabs in section two – we just wanted to show you that these are the elements we can add to the page and we can order them based on different content. When we write for example a page about joining a Working Group, and teaching people how you can join a Working Group, that's one way to get involved in the community. If we click [unclear 22:34] Working Group on the "get involved" page, that will take you to a general content page like that, and then we can just be creative and put relevant information there.

These are all the wireframes that I want to feature at this point. We're still in the process of refining some others, so Jana, Jim, do you have any more questions about the wireframe?

JIM TRENGROVE: I guess the question now is you have to populate it with content, so everybody is pretty happy with the wireframe? You've showed it to others and so…

ARIEL LIANG: So far in the team, all the Members in the team are happy, and Alan has some suggestions and when I talk to Steve and Laura they say when we

bring in the developer we can refine the wireframe. So this is not set in stone. We can still revise it. They're happy with the general direction we're going in.

JIM TRENGROVE: Who is taking care of the website now?

ARIEL LIANG: Actually, each of the At-Large staff does something on the website. For example, I take care of the correspondence page, which I'm going to put on the AC room. The correspondence page is the place where we publish all the ratified ALAC statements, so whenever we have a new statement come out I'll talk to web admin and tell web admin what you post on that page and what to include. Nathalie, she is responsible for updating At-Large structure applications, and Heidi works on the homepage.

After each meeting we have some spotlight story and Heidi will contact web admin to update that section. We basically only update very small areas of the website and we work with web admin on that. Jana, do you have questions about the wireframe?

JANA JUGINOVIC: I don't. I've seen this before. Laura did a general too for us on this separate web project that we're doing, so I've seen this template two weeks ago.

ARIEL LIANG: Great. Now the next part of this call is about web content development. I'm going to show you quickly… I did a very rough estimate on how much we have to write for the new webpages, and as you can see, some of the major webpages don't need a lot of text, but the ones that have very detailed breakdown, they'll need quite a lot of writing. For example, the topic page, if we want to have a page about IDNs, you can see on the AC room this is what I'd envision.

At the top we need a summary of this policy, topic, and then we'd need maybe one or two paragraphs to give a concrete example, because this content is abstract. Maybe when you view other topics, there are paragraphs that delineate the history of this topic, and another paragraph about why it matters to end user interests. For that page it will be like a long blog post, in that format, and we need to develop at least 10-15 such pages, because there are so many topics that At-Large has worked on.

That's one rough estimation for topics. Another big part of the website that might need a lot of writing is the "get involved" page. For the landing page itself it's quite brief. We only need short phrases and sentences, but for each component for people to see how to get involved, we need more elaborate writing, and detailed breakdowns to teach them how to get involved. A rough estimation is we probably need 30 pages for that. I have already done a project like that; planning the whole content development, so I think you guys will be great people to ask for advice, on how to plan out this whole project.

JIM TRENGROVE: Jana, do you want to go first?

JANA JUGINOVIC: I'm wondering how this fits into the separate web project that is being led by Chris Gift and Duncan and David Olive, in terms of the various websites and the traffic problem. Because there is a thought of there is some recommendations that will be coming out of that group about what to do about some of these sites that are not getting a lot of traffic; whether there's… I don't want to presuppose any recommendations. I'm just wondering how that fits in with the timeline for this one. That's my big question.

JIM TRENGROVE: Jana, has Laura been involved with that, with Chris?

JANA JUGINOVIC: Yes. It's myself, Laura, Chris, Ashwin, Duncan, David Olive and Sally. We submitted an initial deck to this group – Laura and myself – in regards to the symmetries of the various websites, and then the second part that we're reviewing in a couple of weeks is the work flow and how content gets posted to the site and how some of it is in backlog and how what gets centralized and what doesn't… So I'm just wondering how that's the outcome of whatever happens in terms of recommendations impacts this project, which is really important of course.

Because there was that issue of how you get more volunteers in At-Large, how to get more people interested in it, when obviously [unclear

30:10] site. I guess that's a question for me to ask the group – how does this map with this, or does this just carry on.

HEIDI ULLRICH: Jana, I'm going to attempt to respond a little bit to that.   My understanding from what I've heard from Laura is that yes, the At-Large website is seen as the model for this. This is the meeting that took right at the end of the LA Meeting – is that right?

JANA JUGINOVIC: Yes.

HEIDI ULLRICH: Yes, I remember. We had another meeting right next door to it, so I saw it was happening. I've heard from Laura several times that the At-Large website revamp is really the model for the other sites. I've not heard the traffic issue but I have heard that the revamping of the At-Large website is going to be used as a model for the other ACs and SGs who wish. So if that answers your question… I've also jabbered David, but I'm not getting a response yet.

JANA JUGINOVIC: Yes.   They were seeing it as a template for how to improve the homepage. I'm more wondering about the issue of traffic and how to drive more people to the site. But it sounds like it's a great project. It's a big project for sure that you guys are working on, and when it says

here about the need to develop about 30 pages, my concern would be is there the bandwidth to support…

HEIDI ULLRICH: That's why we'd like to talk to you a little bit.

JANA JUGINOVIC: That's the big nut of who… Off on a tangent – the regional folks also want regional pages, right? So they're working on this project of regional pages within the ICANN site. There's always the question of who's going to update it, because obviously the content has to be refreshed and needs to look interesting on the homepage and other parts of the page, and that's the big one to cross.

HEIDI ULLRICH: Correct. What have you heard then? We're really looking at the main ALAC work at the moment, versus regional pages at the moment. Eventually we'll get there, but right now we have the Wikis that people use for the RALOs.

JANA JUGINOVIC: Yes, I'm just talking about the regionals, separate from At-Large. I'm just using that as an example that they're going through the same issue of having a revamped site for their non-At-Large stuff. Because they were having the same issue about who's going to do the update, because I know you have a lot of content stuff there, and I'm wondering if there's

a plan for just the resources – how you get that stuff updated in a timely manner. Do you know what I mean?

HEIDI ULLRICH: Yes, I understand.

JANA JUGINOVIC: Given the backlog of all the stuff that the web admin have – not just the web team in terms of the development team or Laura's team – I'm just talking about the web admin team in terms of getting things updated quickly. That's something just to think about. It's a great project. I would just worry about resources.

HEIDI ULLRICH: As the email from Ariel mentioned, we'd like to explore a little bit on how we could collaborate with your team on helping us with some of the content. We'll do a lot of it, but we're just wondering to what extent we could call upon your assistance for this?

JANA JUGINOVIC: To do the updating, or in the pre-project?

HEIDI ULLRICH: Yes, towards the beta part. We don't expect a lot of it to be updated. A lot of it's going to be something that was going to be more descriptive, and then some of it will be parts that are updated, and some that will hopefully be descriptive enough that it can be a little bit static.

ARIEL LIANG: Just to add what Heidi said, in fact, most of the content I've put on the table there is static information, like "get involved", "our work", the topic details – they're pretty much the pages that we write once and then we just forget about for a while. It's more like a one-time effort.

JANA JUGINOVIC: What is the… Did I miss this in terms of your timeline? What is your idea timeline for this?

ARIEL LIANG: For the beta site launch we aim to launch that right before we do ICANN 52, but we don't aim to have a very polished, complete beta site, it's just to show the At-Large community, "This is how our site will look," in a more concrete manner, and we can continue populating the content on the site. At ICANN 52 we launch the beta site. That's the goal.

JANA JUGINOVIC: Got it. I don't know what you think Jim, but my concern is the before ICANN 52 – just thinking about all the projects you're working on and the projects I'm working on. I'm wondering if I can properly help. I will try and help as much as I can, but I just worry that with some of the new things that we're doing for ICANN 52 that I personally won't have time. That's my only concern. That I won't have a lot of time. I don't want to be half-assed helping you guys.

JIM TRENGROVE:	How much do you think needs to get done before ICANN 52? You've got for instance your topic details – the need to develop 10-15 such pages on how many different topics.
ARIEL LIANG:	Maybe, realistically-speaking, maybe we'll have only two or three topics in time for ICANN 52.
JIM TRENGROVE:	I think you should prioritize what you'd like to get done by ICANN 52, to put up the data, and then I think because this is your neighborhood you would need to go through and do the rough draft of all of this. I don't know if there is a budget at all to get any outside help with this. Heidi, I don't know. I guess I should be aiming that towards you.
HEIDI ULLRICH:	It's not our budget. It's Chris's budget, and I know it's tight, because we had to go out to get an outside company to do the wireframes, the initial wireframes, but now I know they're going to bring people in-house, but the issue is that we don't really have people in-house that can do the actual content. So we've reached out to you to see if you might have someone on your team, maybe James even, or others, that could work with Ariel and myself to do some of the content. At least draft, so that we can then have something to go as a start.
	Some of the more basic things like the "get involved", the "about", things that you might be able to help with.

JIM TRENGROVE: That's what I'm thinking. These are issues and topics and involvement issues that you guys are working with all the time. To me it would be easier for us if you gave us something to work with, rather than to initiate all of these pages. For instance, how to breakdown "our mission", "At-Large history". I know probably a lot of that information is already on the other site. I think to cut to the chase, this is something that we're going to have to sit down with Duncan on and talk to about this.

I'm not sure, because James is being pulled in a couple of directions as is now, and since Jana's working on ICANN 52, working on a lot of the transition and accountability stuff, I'm just wondering if it would make sense to bring somebody in short-term, on a contract basis, and then of course who would pay for that?

JANA JUGINOVIC: The only other thing is that some of the topics that we see here, as Jim mentioned, exist elsewhere, right? So some of that content will be repackaged and repurposed in a different way for your site. I'm wondering if there's some kind of overlap with… I think I mentioned to you Heidi this new deck template we're doing for ICANN. There'll be a new deck template, which will be ready well before ICANN 52.

But in that new deck we're also creating content for some of these things that you're talking about, like if you go down on your slide where it says "mission" and "what is ICANN?" We're going to be building those

modular slides. I'm wondering if there's a way that we can repurpose that content for the site?

HEIDI ULLRICH: Yes, that's a great idea Jana. I think that's something we could do in the run up to Singapore.

JANA JUGINOVIC: Yes, we can do that. I'm already doing that, so I have to do it in a… Because that's one of the things that everyone said they wanted – that they could just have these modular slides, which are those evergreen things that never change, like the history of ICANN and the history of the Internet and what ICANN is, etcetera. You know those things? The designer that I'm working with builds the slides obviously with the content I provide, puts them in an easy way, and maybe there's stuff that we don't have to recreate but we can just use that stuff and just repurpose it for your site.

HEIDI ULLRICH: Yes, that's exactly what we're looking for. We don't want to reinvent the wheel, we just want to update it. Looking at some of the Beginner's Guides, you might be able to get some of the text from that – just update it a little bit. That's what I'm thinking.

JANA JUGINOVIC: What I can do – and Jim, if you think this is okay – is since I'm doing that stuff anyway for those slides, I'll share with you guys some of the

content that I'm providing to the designer and the journalist that are working on the template – there's a data journalist and a designer, with the company that I'm using. I can provide that information to see if that is aligning with what you're thinking, like including if there's stuff that you think is missing, or that you guys want to include then… Does that make sense?

HEIDI ULLRICH: If you're asking me, yes, that makes sense.

JIM TRENGROVE: I think what would also help is making it specific into more of a line item of things that need to be done that are more ALAC-specific content that needs to be developed, aside from what Jana was talking about. So you almost have a checklist of "this is done, this is done, this is done." Look at the end-game, what you hope to achieve by Singapore and work backwards, and just do a line item of all the projects. We'll just see how many of these different things need to be written, and whether we can do it in-house or whether we need to bring somebody in to help with your guys.

HEIDI ULLRICH: Okay. Ariel, I think these are all great project management ideas. If you could get a little bit more specific on what pages need to be updated, etcetera. What we could also do, the beta does not need to have that much. So if you would have more time, post-52, that would help as well.

JANA JUGINOVIC: It would totally help, because then we could coincide that with the other project that we're doing with the At-Large, seeing as it's an all-in-one project that we're doing. We can make sure that we're aligned in terms of look and feel and content, and that it matches with what you want to put on the site.

HEIDI ULLRICH: Perfect.

JANA JUGINOVIC: The only other thing I was going to say is just something to keep in mind, and this is just a suggestion – completely up to you guys. I know you want 10-15 pages, and I think you've got to think about how much content you're putting in there and how much people are actually going to read. Try and think about keeping things short and brief and bite-sized, just because what you see from the traffic and how people are travelling through the site is that they don't dig deep into it. Keep things user-friendly, short and pithy and interesting on the first page, then they may travel deeper into the site.

But even if they travel into deeper pages, they have to have that same kind of thing, because putting more content doesn't necessarily make people. Making it easy to refresh and putting in stuff that's short, does. It's just something to keep in mind when you're planning out the content.

HEIDI ULLRICH: Absolutely. Love that. Pithy is always good. I like that.

JIM TRENGROVE: I was just going to say, aside from just text content, think of the various types of content you might want to use. Do you want to use a video? Do you want to have an introductory welcoming message? Do you want to have podcasts? I know you're going to put photos up here. Just give the display of different types of content you'll be offering, aside from text.

HEIDI ULLRICH: Great idea. For example we could use some of our existing podcasts, but now that we have new Leadership – and we have a really good executive team actually – I wonder if we might be able to do some shorts of introductory videos on topics in Singapore, and then just post them there? I like that – short opening text on what the topic is, and then a one-minute, two-minute video, and stick it in there. [You 45:24] should be able to help us with that.

JIM TRENGROVE: Yes, I think so.

HEIDI ULLRICH: Okay, and they love that. We could even get –

JANA JUGINOVIC: One thing I would say about videos, if you're doing a lot of those introductory videos, in terms of having people click things, having great

pictures get more clicks than the videos if the videos are really long, because a lot of the videos, if you're doing someone doing a sit-down interview and it's long, it won't necessarily get clicked on a lot. But having dynamic pictures that people can just click on, or interesting graphics, tend to get a bit more traffic and a bit more interest. Just something to think about.

HEIDI ULLRICH: Okay. What's a dynamic photo? Can you give me an example?

JANA JUGINOVIC: Something interesting that they can look at, as opposed to a room – like a group. When you're thinking of even for ICANN 52, something that we should think about is getting some really cool At-Large photos of you guys doing stuff that's not sitting in a room listening to a presentation. But we have to think about that before ICANN 52, and then with the photographer planning out what we can do. You know that group shot that you guys had? Just something a little more –

HEIDI ULLRICH: We can do that. Ariel is good at going back and looking at – identifying photos from past meetings. We can look at the Summit photos. There were a lot taken there, so that would be a unique time. Also, we're starting a series of capacity building webinars on various topics – policy development in At-Large or in ICANN, IANA stewardship, everything. We could link those. Jim, you were talking about a short description and

then a link to that video. "Do you want to find out more? Listen to this webinar!"

These webinars are actually going to be taught. It's much more of a 20-minute presentation, questions and then an interactive time answering questions at the end of that as well. So it's like a lecture. It's like a classroom lecture. We could just use those as well.

JIM TRENGROVE: Yes, and getting back to the photos, your group has more fun than all the other groups combined I think, and certainly from all your RALO events at the meetings, there would seem to be a lot of good photos to choose from.

HEIDI ULLRICH: Okay. Ariel, how do you feel about that?

ARIEL LIANG: Yes, I'm happy with all the suggestions. Also, the table I showed you is mainly the text content. I didn't include other multimedia or picture content, so I definitely know it's key to have a variety of content types to make the page effective. I think by ICANN 52, if we could have a few more refined pages, and some rough drafts of certain detailed pages to give an understanding of where we're going…

JIM TRENGROVE: Then you could build from there.

ARIEL LIANG: Yes, and after ICANN 52 we can put more time into developing the rest of the content.

JIM TRENGROVE: Okay. Jana, what's the timeline for the broader project that you're working on?

JANA JUGINOVIC: You know what, I don't know. We meet every two weeks. We had the first meeting the day after ICANN 51, and then we had our first meeting last week, where Laura presented the metrics part of the various websites. So it's not just about At-Large, it's ICANN.org, the GDD website, the new gTLD website, the gNSO site, all those sites, and the work that the web team does to support those.

The next meeting we're having is in two weeks, to talk about the part of the presentation that I did, which is about the workflow – how content gets on the site, so what [unclear 49:38] department, what [unclear] the web team does and how long it takes for various types of content. So I don't know if there's an end-date for any of this, but there are high-level recommendations that are to come out of this, but we don't have a timeline yet. I think we're just in the exploratory phase.

JIM TRENGROVE: Okay.

ARIEL LIANG: Heidi, did you have any other comments?

HEIDI ULLRICH: Ariel, just for next steps, did you want to just send an email about some of the points that we've discussed here on this call?

ARIEL LIANG: Okay, sure.

HEIDI ULLRICH: Thank you very much for your time on the Monday morning, Monday afternoon Jim, for you.

JIM TRENGROVE: My pleasure. Good to hear from you Heidi.

HEIDI ULLRICH: Nice to hear from you. So we'll be in touch. Thank you very much Ariel. Ariel, do you have anything else to say?

ARIEL LIANG: I think so far so good. Thank you.

[END OF TRANSCRIPTION]