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ARIEL LIANG:

The first thing is [inaudible] for this website call. I'll just give a quick overview of or agenda today, and then I will let Laura take over the floor. She will show you the new mockups we have got from the vendor.

We have five items on the agenda. The first one is about Alan will share our progress and also summarize the feedback we heard from the previous call and then show you the new homepage mockups with color schemes. And we have two versions of the mockup and now we can show them and compare them side-by-side. So that will take about 15 minutes.

The second item is we have a very long list of questions we want to ask all of you to solicit specific feedback on the homepage mockup. So that will take the majority of the time today, about 40 minutes.

On the third part is we will have a brainstorm session on the way to visualize the policy of [live] development activity on the homepage. You may remember we used to have this pipeline in the past, that based on the previous feedback, it's not a very good idea to show that pipeline. I generated two other types of graphics for your review, so we can talk about it and see whether you like one of them or not or you don't like any of them, and we can think of other ways to visualize that concept.

On the fourth item we will talk about the content development [inaudible]. In fact, I drafted a sample page for the WHOIS policy. I will show you the draft I wrote and [inaudible] the outline and then ask you some questions about whether we should define a specific target

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audience in the writing and whether we should use a second person perspective or third person perspective, questions like that.

So that's the main part of this session. Then at the end will be the next steps. So, this is agenda. Do you have any questions?

Alan, please?

ALAN GREENBERG:

Not a question, just a head's up that Heidi knows about, but I don't know who else does at this point. In relation to a project on information discovery and information management, here is now a discussion of a new landing page or part of the new home landing page for the GNSO, which is quite different from anything we've looked at before. Someone may want to look at that. It's nothing firm at this point, just a proposal. But you may want to take that into consideration. Just a head's up.

ARIEL LIANG:

Thank you, Alan.

LAURA BENGFORDE:

I am aware. I think you're referring to what Lars is working on in terms of coming up with a new landing page that has easier information to some of the documents and links. So I just saw a mockup of that this morning. Actually, I think that might be what you're referring to.

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ALAN GREENBERG: It was. That's the same one I probably saw. [inaudible] although I didn't really look at it.

LAURA BENGFORDE: Yes. It's kind of on the existing site, but it's similar related to this in that they're trying to organize information in a way that's a little bit more meaningful and consumable.

ALAN GREENBERG: I understand the motivation. I'm one of the ones that instigated it.

LAURA BENGFORDE: Oh, very good. So you're the one.

ALAN GREENBERG: I'm afraid I have to take some credit for it.

LAURA BENGFORDE: Oh, okay. I have some comments on that. We're actually going to talk about a few things and how we're organizing content.

ALAN GREENBERG: Okay, I was just doing a heads up. I didn't know who had seen it and who hadn't.

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ARIEL LIANG: Thank you, Alan. So since Heidi and Dev just joined us, Heidi and Dev, we just started the call and walked through the agenda, so we haven't shown anything yet. You're perfect on time.

HEIDI ULLRICH: Thank you. Apologies for being late.

ARIEL LIANG: No worries. Just a heads up. Through the whole session, I'm pretty much going to share my screen because it will be easier to show the mockup. We have quite a few documents to show.

Terri posted the agenda link in the chat. If you want to see the document, it's actually uploaded to that agenda page as well. Just an FYI. Over to you, Laura.

LAURA BENGFORD: Okay. Thank you very much, Ariel. I think we do have quite a bit to go through today. I wanted to first of all start out with just a quick status update or progress on where we are and summarize some of the talking that we had and then get right into some of the mockups that Ariel will be showing. We have a couple options and specific questions we'd like to go through with you today.

So, first of all, in terms of an overall progress update on where we're at, as you know, we've been working with Steve and a vendor to help us with these initial mockups that are very much a good tool for us to kind

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of discuss about the feeling and theme for the new website and the visual aspects of that.

We're kind of in the final stages of kind of wrapping up with that vendor and getting ready to pivot with the existing icann.org team. What we'll be doing is pivoting the existing team that we have in house into two groups. One working on icann.org, and the other starting to work on the At-Large website. That at a very high level is kind of where we're at with this.

There's still a lot of work to get the mockups to where they need to be, but we're trying to just focus on progress and iterate on this so we can get to a point where we have a website, eventually.

Just to share a little bit about the feedback that we heard, in the last iteration where Steve and Ariel went through a group of black-and-white mockups, we got a lot of feedback on focusing less on news and media and really trying to find ways to focus more on the policy work.

We also heard that the perception and feeling of the site should really be focusing on the work and the value that is being added by At-Large and being able to convey that with meaningful content and links out there.

There is also a sense that we should focus maybe less on numbers and stats kind of at the bottom and more on activities and meaningful links. So we took that into consideration in this latest mock that I think Ariel is going to be pulling up momentarily.

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We had a lot of discussion over the map. There was definitely a [sentiment] that we had a little bit more work to do on the map. Is it too much, is it too prominent? Should we be leveraging filters and leveraging other existing content? So we feel we have some more discussion to go around on that.

Then there was also just a concern that from a content and admin standpoint we want to make sure we have the ability to update the button labels and what the texts on those labels are and what they link out to. Yes, that will definitely be part of our admin tool. It's what we do on icann.org and we plan to launch the tool with that in mind.

Secondly, we also took a look at some of the language and trying to come up with common definitions around how to organize this content. There was some new information on how meetings, for example, are going to be organized the three meetings a year.

There was a really good definition of how you categorize what's considered policy work, what's considered regional activities, what's considered outreach activities and capacity building. So we took that as kind of a guide to help guide Ariel, Steve, and I in terms of categorizing this content, but we wanted to get your feedback on that as well.

What Ariel has up here right now is in the latest mockup. What you'll see on here is a little bit of the colors that were chosen in terms of the color palette. We talked about sticking with the purple, having blue as a secondary color. We went back and forth on this and we felt that those two colors with a white background offered the best visual experience.

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You'll also see that we added a photo component there which also guides us and gives us an overall feeling that people that work in the At-Large community. We can still play around with text and what the photo is there and then a prominent search feature.

So what we wanted to maybe do here as Ariel kind of scrolled down the page, talk about each piece of this latest version and get specific feedback on some items. I'm not sure if I want to pause right here and get any first-look feedback in terms of the coloring and font that we're using with the blues and purples. We thought they looked quite good from a color palette standpoint. Maybe it would be good to get some initial impressions on the coloring and styling.

ALAN GREENBERG:

There's no way to raise hands with that on the screen. I'll just butt in. I have no particular either feelings on the colors. I'll leave it to people who have a better sense of color than I do.

It has been mentioned a number of times that white on color font is very difficult to read by some people, especially when you look at the lighter shades of background. Just a thought.

LAURA BENGFORDE:

Good point. I'm taking some notes as we go along here.

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ARIEL LIANG: I'm just going to re-share my screen because Alan said he can't raise hand when I'm making the setting like that, so I'm just going to do that again very quickly.

LAURA BENGFORD: Okay. Ariel, are you able to show the two different mockups side by side so we can go through our question list here? We're just going to kind of go top to bottom in interest of time in getting your feedback.

ALAN GREENBERG: Olivier did have his hand up for the general comments first.

LAURA BENGFORD: Ah, there you go. Olivier?

OLIVIER CRÉPIN-LEBLOND: I like the color scheme. I think it's nice. It's clear, clean. Anything that has purple, I like very much. So you've got the right colors here. I think there is purple in that, isn't there? I think yeah.

LAURA BENGFORD: That is the ALAC purple and the ICANN blue. So we've made those [inaudible].

OLIVIER CRÉPIN-LEBLOND: Fantastic. I thought it was the [print] purple, but if it's the ALAC purple, that's even better.

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LAURA BENGFORD: It's the ALAC purple as far as I know. My comments, basically, Olivier, if you're finished, is I'd like to see the At-Large logo on all the pages. I think, Ariel, there is one wireframe that has the At-Large logo on it already.

ARIEL LIANG: Yes. Thanks, Heidi. Yes, we will talk about that [inaudible] questions in ICANN show the one with At-Large logo and the one without At-Large logo side by side. So we'll go to that part.

LAURA BENGFORD: Okay. I know, Alan, you didn't want to talk about colors or photos and here we are talking just about those. Those photos, I see [Vanda] and I think Judith, but is that really an At-Large group? I see board members, etc., so I'm wondering if we might be able to find a photo that really is the At-Large community versus a mixture of people.

OLIVIER CRÉPIN-LEBLOND: I don't see any board members [at the] summit.

LAURA BENGFORD: [inaudible] in there. I can't quite see.

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ARIEL LIANG: Yeah. This is the photo from the summit. It's actually the opening ceremony, the picture.

ALAN GREENBERG: If any of you can recognize faces in the current version, you have better eyesight than I do.

LAURA BENGFORD: Obviously I can't.

ALAN GREENBERG: And a higher resolution screen than I do.

DEV ANAND TEELUCKSINGH: Well, I see Wolf's there in the corner.

LAURA BENGFORD: Is that Wolf [inaudible]?

DEV ANAND TEELUCKSINGH: Yeah, it looks so.

OLIVIER CRÉPIN-LEBLOND: You might be mistaking Chris Disspain for Christopher Wilkinson. I know you shouldn't tell Chris Disspain that or [inaudible].

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ALAN GREENBERG: Hey, folks, we started late. Let's go back on the topic.

LAURA BENGFORDE: Actually, to Heidi's point, we do want to actually focus less on photos and visual and more on the content. But good feedback in any case, and thank you for that.

The first kind of question just to get your sense on is the two mockups here we're going to start out with what we call the hero banner, where it says "We are the At-Large community".

We have two different stylings up there. One we have the "We are the At-Large" at the top of the photo, and in the second, we have it as a transparent in the middle of the banner.

I wanted to get some specific feedback on that. Just as a recommendation, we have had a little bit of a challenge on the main icann.org site with having a transparent banner going across the photo just in terms of making sure you're not chopping off certain people that may be important in the community, and it's just a little bit more challenging to get a whole photo up there and choose photos that might fit in that element.

But in either case, we felt we should get your feedback on what you guys felt about the top [hero] and also the search containing within it.

ALAN GREENBERG: Olivier, is that an old hand or did you stick it up quickly to talk about this?

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OLIVIER CRÉPIN-LEBLOND: Thanks, Alan. It's an old hand, but I'll [inaudible] for the newest mockup. Thank you.

ALAN GREENBERG: [inaudible] anyway. Go ahead.

DEV ANAND TEELUCKSINGH: Well, it's still on the screen.

ALAN GREENBERG: The newest one is the one on the left, correct.

LAURA BENGFORD: Correct.

ARIEL LIANG: Yes.

ALAN GREENBERG: Okay. From my point of view, I prefer the new mockup, but with a search bar where it was before. I really dislike [the splot] in the middle of a picture you're trying to show.

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LAURA BENGFORD: Yeah. We've challenged our internal communications team quite a bit with the photo on icann.org.

ALAN GREENBERG: Yeah. I would put the search bar – if the search bar has to be on the photo, and I'm not going to debate it, it should be as close to the right and bottom edge as possible to show that [inaudible]. There's an edge, so it doesn't blend into the white below it.

But if you're going to put a photo, it's because you want people to look at it. I don't like the idea of obscuring the middle of it. I find that annoying. I find a lot of things annoying, though.

UNIDENTIFIED FEMALE: You'll see by my comments I feel the same way. So basically, I like the strip at the top, but the search engine at the bottom right.

ALAN GREENBERG: And closer to the bottom right than it is in the first mockup.

LAURA BENGFORD: Okay. All right, it looks like the consensus is at the top. We'll look at moving the search bar down to the lower right. We also have some options of moving the search bar out of the photo completely and maybe in the purple area near "getting started" or up at the top. It looks like that is a good position moving forward.

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ALAN GREENBERG: Yeah. Do keep the search bar. The ICANN website at one point, I don't know if it still has it, but had a search spyglass – you had to click that to open the bar. Don't do that.

LAURA BENGFORD: Yes. We got a lot of feedback on that, Alan, and we were very careful not to remove the box associated with the search box.

ALAN GREENBERG: Okay, thank you.

LAURA BENGFORD: People could not find that, so we definitely learned from that.

ALAN GREENBERG: There is a lesson [inaudible] and make it invisible, though.

DEV ANAND TEELUCKSINGH: Just a comment. I think the idea of moving the search bar – I think it's important to keep it, but if it was to move to the "get started" I think that would be better, actually, because it just feels kind of strange. The search is mocked up into the middle of the photo. I would think the search box should be in the "get started". It's right there in the "get started" purple section.

And I agree with everybody. The banner should be at the top, not in the middle.

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ALAN GREENBERG: A question. If one enters something in that search bar and says “search” what is it searching on? Not what phrase, but what space is it searching.

LAURA BENGFORD: It’s going to be searching any content or documents that are contained within the website, kind of similar to what we do on icann.org today.

ALAN GREENBERG: But within the ICANN website, within the At-Large website? Sorry.

LAURA BENGFORD: It could be both. I was thinking within the At-Large site, but we could specify that. We are using Google search at the moment.

ALAN GREENBERG: Sorry. I wasn’t directing it. I really just wanted to understand. If you look throughout the Web, there is no standard and very often a search, when you think it’s going to be doing a search on something specific, it does a much more generalized search. It should be clear. Or if there’s options I guess, little radio buttons or something.

I’m happy searching the At-Large website. If it’s on the At-Large homepage and it’s searching the At-Large website, I won’t for the moment talk about the At-Large wiki. We’ll leave that [inaudible].

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STEVE ALLISON: Alan, perhaps we should [change] the language from “search” to “search At-Large website” or something like that.

ALAN GREENBERG: If that’s what it’s doing, it wouldn’t be bad to tell people.

LAURA BENGTFORD: Yeah, that’s a good suggestion, Steve. We could put that in the box. Many websites do that.

Okay. The next question we have in this [hero] banner is the “get started”. So we have a little bit of – we went back and forth a little bit with what these three buttons should be. Of course, we would have the ability to change them and the admin tool and swap them out with links going forward.

One of the questions was should we consider removing the capacity building band at the bottom, or is it okay to have a little bit of redundancy between some of the materials we have under capacity building such as the beginner guides and also keep it up there in the upper right?

We didn’t think it was such a bad thing that it was in both places, but that was a question that we had, as well as should we make the calendar more prominent on the top? We kind of have it at the bottom there. We’ve also gotten the feedback on icann.org about moving the calendar more prominently at the top, so people know it’s out there.

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We have a little bit of repetition there, but we don't think that's necessarily a hugely bad thing, but just something that's up for discussion.

ALAN GREENBERG:

I have no problem with repetition at all. The largest single problem we have, as we mentioned earlier in the discussion, is information discovery. If you put it somewhere where someone my logically find it, even if there's two paths to it, that's fine.

LAURA BENGFORD:

Okay.

ALAN GREENBERG:

I'll give a bit of history. It used to be when anyone came out with any sort of computer system, you came out with a detailed manual on how to do it. [inaudible] you received a manual with your copy of Microsoft Word or any other product you buy, period. They generally don't exist, because they're deemed to be intuitive. It turns out that intuitive interfaces do not necessarily make a lot of sense if you try to describe them in detail. [Web Access] is another one of those things.

Make it useful to people. Don't worry about whether it's theoretically elegant if you look at the structure behind it. Again, that's my opinion.

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LAURA BENGFORD: Okay, fair enough. Back in the old days, we put those technical writers out of work, didn't we?

ALAN GREENBERG: We did.

LAURA BENGFORD: Ariel, can I have you expand the view a little bit, so we can look at the three bands – policy, outreach, and regional activities – all together? So we're going to move in and talk about how we've categorized these three areas. In fact, we're really liking the approach of categorizing these this way, because in fact what we're putting together here might serve as a very good template for some of the other AC/SOs such as GNSO, [inaudible]. Certainly GAC is looking for a website and others.

So what we tried to do in the first [band] or policy advice, and as Ariel already mentioned, we know that that's not really the right visual, but what we wanted to show here is we have the ability on the website to have three different ways of presenting information, and you'll see in policy advice we have what's currently showing on your screen as pipeline, as a visual or informational element that goes across three columns.

You see right below that we're highlighting what the latest policy advice is. So we're very focused on what the various policy statements that we need to work on will be and we can prominently show them there. That's in a three-column view.

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In the second band, regional activities and outreach, you see a calendar that's kind of taking a two-column view with a third column for the latest activities around those regional activities. And then capacity building down at the bottom is using a three-column view.

So we wanted to just keep this here to show you that in the style guide for the website across all the pages we'll have the ability to present information in a one, two, or three column type of view.

Now, talking about specifically each of the bands – and I guess, first of all, we should ask, do we generally kind of like the idea of trying to take the content and categorizing it into these three categories? Does that kind of resonate with you guys? We took a liberty in combining regional activities in the outreach. They could be four bands, but we felt probably these three categories were the best way of categorizing the in that we've been talking about so far.

ALAN GREENBERG:

I think that's a reasonable start. I'm not 100% sure what we put into regional activities, but there's probably enough that is going on in regional activities and outreach to always have a couple if things in the third bar, in the third column. So I think that's a reasonable way to go.

We do need an entrance there. Don't scroll back to the top, but one of the boxes up at the top is "get involved" and I would've thought that would end up going perhaps to a similar place as if you click on that map or something like that, because if you're asking someone to get involved, you're going to have to start talking about regional type things. But I think what you have there is reasonable.

LAURA BENGFORD: Okay. Olivier or Dev, did you have any comments or thoughts on the three categories?

ALAN GREENBERG: Once we finish this, I'd like to go back to policy advice, though.

DEV ANAND TEELUCKSINGH: Just to clarify, this is going to be the main page. This is the main At-Large page, correct?

LAURA BENGFORD: Correct.

DEV ANAND TEELUCKSINGH: Okay. In that case, then, for the newcomer coming into this, it's "hey, visit our website" and they go to this, I would think that really just the first section would be who we are and expand a little bit on that and then have – not the entire thing, just one or two paragraphs. Learn more, get involved at that point. And then the policy advice.

ALAN GREENBERG: You're talking about directly under the photo and the "get started" you're talking about a paragraph or two telling them who are we.

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DEV ANAND TEELUCKSINGH: Yes.

ALAN GREENBERG: I like that.

DEV ANAND TEELUCKSINGH: Yes, yes. Because I think when they see “policy advice” they’ll be like, “What? Policy on what?”

LAURA BENGFORD: So, Dev, perhaps what about getting that “get started” section moving that down to the first band and making four bands? And in that first band, having what At-Large is and then “get started”?

DEV ANAND TEELUCKSINGH: Yeah. I think a paragraph or two of learn about the At-Large community, who we are, and have that first. Then the policy advice. I’m not sure for the regional activities what exactly we’re going to highlight here. I’m not sure about that, but I think we do need to have that introductory section, a paragraph or two saying who we are, what exactly.

LAURA BENGFORD: Yeah. Well, we do have the “about” section up there. We might take that back. I’m not sure if, Steve, you had any ideas on that. But we can certainly take that back and think about that and come back to this group.

ALAN GREENBERG:

I'm going to echo something that Dev said, but in a more generalized way. You've heard it from me before. On these mockups, on the next mockup, can we please populate it with live – not live, but current – data?

Dev's comment of I don't know whether we're really going to have enough things to highlight on an ongoing basis under regional activities is a really important issue. If at any given time the most recent thing there is something that passed four months ago or it's empty, the structure doesn't work.

So if we can populate it with some real data, I think we will get a better idea. I know you said that the pipeline bars is not the right one, but that's the one I've used as an example. If we populated that with real numbers, it would be so un-inspiring that it would be clear that we don't want it.

That may well be true of some of the other things as well. The coming events, in a typical week, every single one of them is going to be purple. We're going to have a nice array of purple squares there which doesn't really help us at all.

That's why I say if we can populate it with some real data from last week or next week or three weeks ago, I think we'll get a better idea of what is being proposed is practical or not.

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ARIEL LIANG: Alan, sorry I can't raise my hand, but I can respond to the point you made about populate with real data. It's really small, you can't really see, but if you take a look at the regional activities and outreach span, there are items listed there, they're actually new news in the RALOs and they were reported by the secretariat on their monthly report. So they're a featured item for the past month or so.

Then the capacity building band, the links we highlighted there under webinar, online courses, beginner's guide, they're all over capacity building materials. So [they're] actual information.

Then we go to the next item. . .

DEV ANAND TEELUCKSINGH: Uh-oh.

ALAN GREENBERG: We lost Ariel?

ARIEL LIANG: Can you hear me?

ALAN GREENBERG: Now we can.

ARIEL LIANG: Great. So for the policy advice development pipeline, I made two new graphics, real numbers. I will show you after.

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ALAN GREENBERG: I apologize for my harangue, but looking at the policy pipeline that was there, I presume nothing had changed.

ARIEL LIANG: It changed.

ALAN GREENBERG: We certainly don't have 106, 116 statements undergoing development at this point or whatever that says. I can't quite read.

LAURA BENGFORDE: This might be a good segue, Ariel, for you to show what you did come up with in terms of some alternative ideas there.

ALAN GREENBERG: Oh, 114 undergoing vote. Ariel, wouldn't you like to be managing 114 votes right now?

ARIEL LIANG: I don't mind. That's what my job is.

ALAN GREENBERG: I think you would.

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ARIEL LIANG: That's how I earn my money. Okay. So this is some alternative graphs I made. I don't know whether you can see the words there. I'm just dragging to make it big.

The numbers I got there, it's actually the number of statements for the past fiscal year. I think before ICANN 51 Olivier and I made this document for the board support, and then they asked us to categorize the statement and pick out the ones that targeting the board or need board [inaudible]. So the data I got is based on that document.

Now, you can see the words down there, there are all the categories for the statement, so they're basically the [inaudible]. The numbers corresponding number of statements in those categories.

ALAN GREENBERG: Can I click on one of those columns and see the statement?

ARIEL LIANG: I think we can explore that functionality. Yeah, that would be a very good way to interact, for the visitors to interact, with the graphic. But these are real numbers in the past fiscal year.

LAURA BENGFORDE: Ariel, this is the past calendar year you said?

ARIEL LIANG: No, fiscal year. June 30, 2013 to July 1, 2014.

ALAN GREENBERG: So you would envision updating this once a year, not keeping it the last 12 months rolling.

ARIEL LIANG: We can explore other options, maybe update it six months or every three months. We can figure out the best way to do that. So this is just the one example. The second graph is the pie chart, which used the same number. It's just a different representation. So these are the two graphics I created based on real numbers.

LAURA BENGFORDE: And we have the capability to make those graphics dynamically populate with the updated data. So long as we know what time period we want to have them cover, they can be dynamically generated.

ALAN GREENBERG: Okay, thank you. Just from a point of view of time management, what agenda item are we on now?

ARIEL LIANG: We jumped a little bit. We went to item #3 right now, but it's actually fine because we're working through the mockups band by band. Now we're talking about the policy advice development band. So it's fine.

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ALAN GREENBERG: I'm just worried that we haven't started the 40-minute one yet and we're 15 minutes from the end of the hour.

ARIEL LIANG: Oh no, we're in the middle of the 40-minute section.

DEV ANAND TEELUCKSINGH: It's a 90-minute call, isn't it?

ALAN GREENBERG: Is it?

LAURA BENGFORD: We're about halfway through the 40 minutes. It is a 90-minute call. And just on the graphics, I like the left one – the one with the band.

HEIDI ULLRICH: It's great that you could populate it with real data. That's great, Laura.

ARIEL LIANG: I think Alan has his hand raised.

ALAN GREENBERG: No. Well, I do, but it's from a half-an-hour ago.

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ARIEL LIANG: Any thoughts from – okay, Olivier?

OLIVIER CRÉPIN-LEBLOND: Thank you, Ariel. I knew you were going to ask [inaudible], so that's why I thought I'd put my hand up quickly.

On those graphics, I do have one concern. The one that is currently on the homepage is a horizontal graphic and if you're going to put one which has a vertical element to it, you will either have to make it take as much larger space on the homepage or do something else, because they're problem they're going to have here is your readability of all of this text, I believe.

There is one concern I have. The text on the whole page seems to be quite small. I don't know how that will work with visually impaired people and so on. I even count myself in the visually impaired in some cases. To be able to focus on such small names, if you're going to have a graphic that is that high and you're going to crunch it down to something smaller, you might have a problem with this.

More generally, on the page itself, I like the way that it's laid out. I do have a question mark about the use of the term capacity building. Policy advice means something. Regional activities and outreach I would understand as being all of the activities of the RALOs, and one of the things we have to look at is for the RALOs to do a lot more than what they're doing currently. So I don't think we have any concern about having this empty.

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What we can have also in that is any activity that only ALSes are doing. There are some ALSes – constantly some ALSes that are doing webcasts that they’re holding, etc., and I think it would be great to be able to announce these as well. And of course not webcasts about meetings that have nothing to do with ICANN, but there’s quite a few that deal with domain name, IANA stewardship transition. There were quite a few ALSes that had webinars about it and so on recently.

It’s a good location to get the sense of community from the different RALOs and to actually put pressure on the RALOs so they do things rather than just meet once a month.

Finally, on the capacity building thing, as I said a moment ago, I don’t think capacity building means anything to me and I don’t know I it means anything to anyone. Maybe we could name that something else.

I know that on the top we’ve made it more accessible. If you scroll back to the top of the page on the right-hand side, then we’ve got “get started” and these things. I don’t know if we can find an expression a bit like “get started” but maybe something else. I don’t know, “learn something” or “confused?” or . . .

ALAN GREENBERG: “Learn about At-Large and ICANN”.

OLIVIER CRÉPIN-LEBLOND: There you go. Perfect. The term capacity building is exactly like At-Large. At-Large, by the way, doesn’t appeal to me either because we got [gangsters] At-Large that we’re trying to get back in jail and we’ve got

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terrorists At-Large out there, and I don't know what At-Large is. Fine, we're stuck with that name, but as far as capacity building is concerned, [inaudible] something a bit more.

ALAN GREENBERG: Olivier, we call things At-Large Structures. We're lost instead of nomenclature.

OLIVIER CRÉPIN-LEBLOND: Let me get myself a single malt whiskey and I'll forget about it. Thank you.

ARIEL LIANG: Sorry, go ahead.

LAURA BENGFORD: Oh, go ahead, Ariel.

ARIEL LIANG: Thanks, Laura. Just to respond to Olivier's question about what capacity building means, we actually find that that's [inaudible] on icann.org. Actually, it's the meeting strategy document that articulates what that means. Maybe you can see it on my screen.

"Capacity building is defined as any learning effort, including education, training, and tools and special emphasis on leadership training." So that's the definition I find. Olivier?

ALAN GREENBERG: I'm going to answer on Olivier's behalf, sorry. The fact that it's defined somewhere does not make it understandable to someone who happens upon our page for the first time. Sorry, I know I'm sounding belligerent.

ARIEL LIANG: No, that's a good point.

LAURA BENGFORD: it's a good point. If I'm brand new and coming to this website, what does that mean? Maybe it is more learning or some language around those specific activities below there. Maybe the definition can help guide us in terms of categorization.

OLIVIER CRÉPIN-LEBLOND: If I could ask this, I'm fine with the definition of capacity building, but what we're dealing with here is marketing. We are marketing At-Large and we're not going to market At-Large with a term that is so soporific that you won't reach the end of the page before falling asleep. You need something that's exciting.

LAURA BENGFORD: Wow, okay. Alrighty.

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ARIEL LIANG:

Actually, I wanted to add something, Laura. Above the capacity building part, actually Laura, Steve and I had a discussion about what that really means and how to reflect that on our website, because if you look at the other two bands, they're showing accomplishment of At-Large. So policy advice is showing how many statements we write, according to what topics and then regional activities and outreach is about the actual events that RALO does, and also our representation of ALSes.

And then for capacity building, it should show what At-Large has found to improve the knowledge capacity of over community members. So it should show some kind of degree of how the capacity has been built and to what degree.

So that should be a more proper representation on the website, but we haven't really figured out what would be the best way to show that. If Laura and Steve want to add on that, please feel free to do so if I didn't explain that clearly.

LAURA BENGTFORD:

Yeah. Well, in fact, one of the questions we had was on the map view in the second band, we do have a couple options here and one is to show a map of the ALS representation, which is meaningful in terms of seeing how well we're covered across the globe.

The other thing that one could imagine showing here is the calendar that we already have of the At-Large events and showing events activities around the world in kind of a calendar view. Or we could possibly have two different views and you could toggle back and forth between the two. So that was another question we had in terms of

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what is the most important thing to convey on the homepage, is our coverage across the globe with the ALS structures or what's happening in terms of events around the world?

LAURA BENGFORD: Dev has his hand, and Alan next. Dev, please?

DEV ANAND TEELUCKSINGH: Thanks. I agree with what Olivier said earlier. Perhaps we need a short paragraph behind each section to introduce what's this about, so people have a better understanding of what the section is trying to convey.

Something I'm just noticing here as well regarding the calendar, because I'm beginning to wonder – and I hate to sound like I'm from the movie “Grumpy Old Men” but we've got upcoming events. I'm not sure why that is there, actually, under capacity building, because I'm thinking, if anything, it's really – well, intuitively, I will not look under capacity building or learn about free resources, because you have resources here, resources to learn, webinars [inaudible], online courses, podcasts. Then you have upcoming events, which is [inaudible] capacity building, which is – if I understand this, upcoming events is for all At-Large events – RALO conference calls, working group calls, all of those things. Shouldn't that be in its own section?

ALAN GREENBERG: It's not clear to me if that means events, like meetings being held around the world or is that referring to conference calls? If it includes

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conference calls, then I think the word event is misleading and it would be a pretty [inaudible] because, as I said, it would be all purple things.

DEV ANAND TEELUCKSINGH: I would agree with you. I can't see us having so many free days.

ALAN GREENBERG: And if it's real events and not conference calls, it's going to be awful sparse.

DEV ANAND TEELUCKSINGH: Yeah. Because if you look under the calendar, you see joint call of the Accessibility Technology Taskforce, as an example. It is supposed to meant to track conference calls.

ALAN GREENBERG: Then I would guess the word "event" is somewhat misleading, and that compressed little table, all it's doing is forcing you to do an extra click to get to the information you were trying to get to.

LAURA BENGFORD: So maybe we want to just call that calendar, possibly a way to show what's on the At-Large calendar.

ALAN GREENBERG: Radical, calling it what it is. Sorry. My day started something about just about 12 hours ago.

LAURA BENGFORD: Okay. All right. Actually, to respond to your point, Dev, we also recognized it doesn't really belong under capacity building. It just fit in that area very well, to be perfectly honest. We thought, well, maybe it should be a fourth band or maybe it should move to the top somewhere. You know there's a calendar there, you can click on it, and it gives you the filtered view that we already have on the main calendar site on myICANN and it automatically filters to the ALAC events, because those are already out there. Or maybe there's some additional filtering that we need to do to just show conference calls or show all events or something like that.

DEV ANAND TEELUCKSINGH: I would think it's important enough for the At-Large community, and if you want to show/highlight on this page what the At-Large is doing, like upcoming calls – and I think, going back to the thing about having a descriptive part here, there needs to be a little bit of a descriptive text to each of the sections here.

So, upcoming events. I mean, for a newcomer looking at this, you could then mention, say, anybody could attend any of these calls by following the instructions and have a link there and then you see these events. Otherwise, this is only good for the insiders, which is important for the insiders, but want to make it accessible to the outsiders, too.

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ALAN GREENBERG: But you take some newbie and say, “Why not join one of our conference calls?” That’s a good way to make sure they never come back again.

DEV ANAND TEELUCKSINGH: [laughs]

ARIEL LIANG: Olivier has his hand raised.

OLIVIER CRÉPIN-LEBLOND: Thank you, Ariel. I would say for this part to change the name capacity building into something else, divide that into two, so the right-hand side would be the calendar. I think it was mentioned to call it “calendar”. That’s probably the best way. It just is what it is. I understand the value of having those little boxes, so you can just click on the day of the week or the date itself.

And I wonder whether there will be members there as well, because at the moment, [inaudible] boxes just going from Sunday to Saturday and we don’t know what week is what. That would then take us to the different locations.

I’m a little concerned about Dev’s idea of adding explanation behind each one of those headings, because that’s going to crowd the page so much with so much text, I think it might just throw some people off and say, “You know what? I’m too overwhelmed by the amount that I have to read on this.”

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So [inaudible] there needs to be a balance between the text and the visuals. I think I'm quite happy with the way it is there. Thank you.

ARIEL LIANG:

Alan, you still have a hand raised. Is it old or new?

ALAN GREENBERG:

All my hands are old. It goes along with the rest of me.

ARIEL LIANG:

I just wanted to make a comment. I agree with what Olivier said, not to put too much text on the homepage, just to have enough to prompt people to click, and to [let] them click, we accomplish our goal on the homepage. Then they can read more in detail in other subpages. I agree with that.

About the calendar, I had actually just one thought come to my mind. I'm not sure whether any of you have Google Calendar downloaded to your phone. Google Calendar has an app on your phone and it shows the number of calls or events one day with little dots, just a very small dot.

So, for example, today there are five calls. For example, there were five dots in that one box, and then the other day had two calls and two dots. So maybe even though our weekdays will be filled with calls, we can still tell which day is busier than the others. So maybe that's an idea to reflect the calendar better. It's just an idea.

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LAURA BENGFORD: Okay. I want to be very conscious of time here. I'm actually five minutes over at my 40-minute mark. I think we should move on to the next section, which is your section, Ariel, if that's okay with everyone.

ARIEL LIANG: No problem with me. Just to make sure if anybody has additional questions or comments before we move to the next section. Okay, it seems no comments.

ALAN GREENBERG: Do we want to talk about that bar at the bottom, which I can't quite make out?

ARIEL LIANG: Which bar are you talking about?

DEV ANAND TEELUCKSINGH: The bottom.

ARIEL LIANG: Oh, the footer. The footer.

DEV ANAND TEELUCKSINGH: Yeah.

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ARIEL LIANG:

Okay.

LAURA BENGFORD:

Actually, we're 10 minutes ahead of time because we covered agenda item 3 already in the earlier discussion, Ariel. Feel free to end early. Feel free to end early.

ALAN GREENBERG:

Please. As I pointed out in the chat, the meeting on my agenda was only 60 minutes, so we're already over.

LAURA BENGFORD:

So the bottom footer, we didn't focus too much on what the content would be here, but this would be a bottom footer. We'd have an admin capability to change what is in the titles of these three columns and what is contained on here.

But we'd want to make sure that we have some items at the footer that are kind of quick ways of getting to information, and we probably need to add on some of the things that are standard like privacy, policy, and cookies. The social media on the right-hand side, we might play around with different ways of doing that within the pages.

So we didn't, to be honest, put a lot of time into this footer element, just knowing that we will need a footer element with some items at the bottom.

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ALAN GREENBERG: That's fine.

ARIEL LIANG: Olivier?

OLIVIER CRÉPIN-LEBLOND: Thanks, Ariel. On the social media side, the [inaudible], would it be maybe introducing a bit of color if instead of having those listed, just have their logos instead? Because I notice on most websites out there, they don't even say the names anymore. It's just visual. So the logos, everyone knows those logos these days. The brands are so strong, I wonder [inaudible] difference. Just a thought.

LAURA BENGFORDE: Yeah. We also need to add a [Weebo] on some of the other ones that are missing on there as well, so we do have some work on that.

ARIEL LIANG: I think Olivier is talking about maybe not just to have social media spelled out in the footer and [inaudible] more common phrase on the homepage.

OLIVIER CRÉPIN-LEBLOND: Well, I'm saying get rid of the spell-out, just put the logos. Nobody writes Facebook anymore. Everybody just puts the "F".

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ARIEL LIANG:

Okay.

OLIVIER CRÉPIN-LEBLOND:

I don't know whether that would imbalance the page. Maybe it would. Maybe it's nicer. It's more balance like this. But here it is unbalanced anyway as the left has got a lot more text than the right side. Under "stay connected" we can just put the logos next to each other and people know which one of the logos is for what. Have the Twitter dove and the Facebook "F" and the YouTube "Y".

ARIEL LIANG:

Got it. Would we like a band for social media? Just wondering. So we can have the live feed.

LAURA BENGFORD:

I didn't hear you. Did you say a band for that, like we now have on the ATLAS site?

ARIEL LIANG:

Yeah, similar to the capacity building regional outreach, like a horizontal band. Maybe not as wide, but so we can have some kind of Twitter feed where social media and Facebook posts. . .

LAURA BENGFORD:

How about either a band or – if you could scroll to the very top, I thought that we were going to remove that "get started" down to the

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main, the first band. Could that area be used for the live feed of the Facebook and the Twitter or is that too small?

ARIEL LIANG: I think it's an idea we can explore. Laura and Steve, we'll [inaudible] on that.

LAURA BENGFORD: I was just going to say we've gotten a lot of feedback already on icann.org, for example, for moving social media more prominently on the top, somewhere in the upper right. So we might think about doing something like that.

I don't think we totally went away from moving the "getting started" into its own band. We could certainly play with that a little bit in putting calendar up there and come up with a couple different options to look at in the next round incorporating the social media.

ARIEL LIANG: Olivier, you still have your hand raised. Is that old or new? Go ahead, Steve.

STEVE ALLISON: No, I have no other input. Sorry, I'm multitasking something real quick.

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ARIEL LIANG: Okay, thanks, Steve. Any other feedback from the mockups before we go to the next section?

OLIVIER CRÉPIN-LEBLOND: Was there any answer with regards to what Heidi had said about the At-Large logo?

ARIEL LIANG: You're right, yeah. I almost forgot to show that mockup, so thank you for mentioning that. And now we'll show that side by side with the non At-Large logo. Just give me one second.

LAURA BENGFORD: The main challenge we had with the rainbow logo is it's a lot taller, and when the designers tried to shrink it down, it became a little illegible. So you can see there on the left certainly we can have it on there, but we lose out on a bit of real estate by having it there.

The second idea around that was coming up with this concept that Ashwin has been blogging about and coming up with a comment template for the AC/SOs and coming up with a standard way to present these. The right one would be slightly favored with that approach in mind, but at the end of the day, it's a design decision that we need your feedback on.

ARIEL LIANG: Olivier, go ahead.

OLIVIER CRÉPIN-LEBLOND: Thanks, Ariel. I'm one of those people that really likes the At-Large logo because of its rainbow, because it shows this integration of the five different regions in such a simple way. It's kind of like it radiates from the world or from the globe that you have here.

If you were to strip ICANN At-Large underneath that, and so have it all as the right side with that logo with those sun rays coming out of it and have At-Large next to it rather than having ICANN At-Large underneath, would that make it make sure it's not too tall so as to make that bar not too wide. Would that work?

LAURA BENGFORD: That could definitely work, Olivier. We consider that kind of a branding/logo thing. We didn't want to take any liberties in adjusting your logo, but if that is something that At-Large could take on in terms of coming up with an alternative logo that shows ICANN At-Large to the right of the rainbow, that would be a good idea.

OLIVIER CRÉPIN-LEBLOND: I've never seen ICANN At-Large as being part of the logo. I see the logo as being this here, and ICANN At-Large underneath [inaudible]. You could have that next to it and that would probably make it more compact. Sorry, I was speaking [inaudible].

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ALAN GREENBERG: Olivier, logo purists would probably turn in their graves over you saying things like that.

LAURA BENGFORD: Yeah, I'm feeling uncomfortable [inaudible].

ALAN GREENBERG: I personally don't care.

LAURA BENGFORD: Olivier, I think it is actually part of the logo. I'm just trying to check the graphic. But I liked Dev's idea that we could start that, the first blue strip with the different languages, make it halfway through the page and then increase that little white space up there to allow the fit.

DEV ANAND TEELUCKSINGH: Yeah, that was my suggestion, yeah.

LAURA BENGFORD: Yeah, I think that's a good idea.

DEV ANAND TEELUCKSINGH: And you could put the ICANN At-Large to the side of it, as Olivier says, and we just have the globe with the rainbow colors.

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ALAN GREENBERG: Just out of curiosity, are those language pointers going to point to real content or are they gotchas that once you click on it, you end up with a screen with almost nothing in it in the other language.

LAURA BENGFORDE: I don't think we're sure yet, Alan. Right now, if we don't have the content, then it's a little bit of a challenge. As you know, we have that same challenge on icann.org. The top sections basically just navigate to a page that talks about the language translation strategy, so people can understand it with an additional way to search just on the language content in their language, although we do have a bigger project to look at, our language translation strategy overall.

ALAN GREENBERG: I'd be interested in feedback from people who speak those other languages. I find that rather taunting, saying, "Nah, nah." We know what the name of your language is, but that's all you're going to get. And I know there's a couple of places on the ICANN website where I've clicked on the language, and instead of getting the full content in English, you get a small subset of it and virtually no pointers anywhere else. My opinion doesn't count as much as people who actually speak those language, and I think we may want to seek them out.

ARIEL LIANG: Any more comments on the mockups? Okay, it seems no more, so I will walk you through the next section of our call today. It's not going to be very long, because realistically, you can't really read what I'm writing.

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Just to give you a quick background, I developed a page for our [inaudible] policy topic. So if you remember, this is our topic page for WHOIS. We showed this wireframe during ICANN 51. I developed some kind of a content that can go into this page, and also a general content page for people to read more. So this is the background for this particular item that I tackled. Heidi also helped, looked through the content and added it.

Just to give you an understanding of what I'm doing here, I'm trying to write about WHOIS in the [inaudible] friendly manner. The way I developed this content is based on an outline. So first, I talk about what is WHOIS, give a very brief overview about the topic, and then I will link to the existing page about WHOIS in a detailed manner that is published on [whois.icann.org](http://whois.icann.org). So that's the first section.

Then the second section is about why WHOIS matters to you as our target audience, the end users or consumers or registrants. So then I listed a few points that really why they should care about this topic. Then, also [inaudible] link to some other related pages to get them more in-depth understanding about this topic.

Then the third section is what is ICANN's role in WHOIS. So, just to explain, how ICANN has been doing related to that particular policy. It's more like a historical overview of WHOIS. I didn't really write that much, but I'm more linking to other relevant sites. That is, talk about the history and then also talk about some other issues like WHOIS Review Team, just to give a curious outsider an opportunity to learn.

Alan, you have your hand raised.

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ALAN GREENBERG: I do. Could you scroll back to the top?

ARIEL LIANG: Okay.

ALAN GREENBERG: I'm trying to find what I was looking at before. Maybe a little bit down.

ARIEL LIANG: Okay.

ALAN GREENBERG: Ah, stop there. Are you sure your masters really want you to publish that paragraph starting "on the other hand"?

ARIEL LIANG: You mean. . .

ALAN GREENBERG: I'm not sure ICANN wants that on an ICANN website in such clear terms. You [inaudible] violating the privacy rights your country gives you.

ARIEL LIANG: This is a still rough draft.

ALAN GREENBERG: I understand.

ARIEL LIANG: It serves as an example.

ALAN GREENBERG: Sometimes clarity isn't liked by lawyers.

ARIEL LIANG: Okay, I'll circulate this document and then you can leave your comments on that. I just wanted to quickly give you an overview how I developed this, and we can possibly use this as a template for developing other policy topic pages on the other website.

Heidi asked a question where I got the text, and I got the text from actually a few sources. Our beginner's guide, and then also there's an ICANNLearn course about WHOIS, so I went through the whole course. Then, also, the information published now [whois.icann.org](http://whois.icann.org), I pretty much read through everything on that website, too. So that's how I got the text.

ALAN GREENBERG: Okay, I may be wrong. It may already be there.

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ARIEL LIANG:

Yeah. Maybe I'm a little too clear about this, not diplomatic enough. Sorry. Yeah. So just go back to this document. The third section is about ICANN's role in WHOIS and a very brief overview about the history.

Then the next section is about WHOIS policy and WHOIS studies that other target audiences should learn about, and I'm linking to the published content now [whois.icann.org](http://whois.icann.org). They have a very detailed overview there. So that's the fourth section.

And then the fifth section is about what At-Large community has done to contribute to this policy. I talked to Carlton yesterday and he gave me a quick understanding what activities he and other At-Large members involved in WHOIS. Then he also highlighted a few ALAC statements on WHOIS throughout the past five years.

So that's the [section] that we need to feature on our topics page. And if you remember, this is the wireframe and we have quite a big place of space that will list or relevant statements. So I think the content that's collected here can go there. So that's this section about.

On the next one is the latest development, and I just quickly went to our past announcement related to WHOIS to [icann.org](http://icann.org). So these are the relevant announcements related to the policy, and then we can also abbreviate that on our policy topic page.

After that will be how can you get involved? I wrote a paragraph about the specific ways a person can get involved in WHOIS through At-Large. So join our registration issues working group and follow the mailing list. These are the ways to get involved through At-Large.

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I'm also linking to other ways people can get involved, like join [inaudible] cross-community working groups [will] respond to the public comments request as individual. So just to give them a few options they can explore more.

Then the last section will be resources related to WHOIS. Here are the ones I found – the Beginner's Guide to WHOIS, the online course I took, and also some Web content.

So this is the outline. Based on the outline I just explained to you, I developed his document. I'm wondering whether you think this is the right path for developing similar type of policy topic page. Yeah. Any comments or questions?

If you want to read the detailed document, I uploaded to the meeting agenda page is hyperlinked in the item there. Okay, Olivier?

OLIVIER CRÉPIN-LEBLOND:

Thanks, Ariel. Just to mention on the text here, I think mentioning registrars like GoDaddy to giving the name of [inaudible] registrar and so on is probably not a wise thing to do. That would be seen as product placement. If you do want to put a name, I could suggest some company that I've started up.

[laughter]

ARIEL LIANG:

[And ask for any feedback]. It's a rough draft. Yeah, you made a good point. The goal, the way I wrote this document is just to write it – I'm

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trying to talk to somebody who doesn't really understand Internet policy but has interest in that. So someone has limited knowledge. I'm trying to approach that in a beginner-friendly manner and try to mention something they may know. So they probably will gain better understanding about that.

OLIVIER CRÉPIN-LEBLOND: Ariel, you could just say when you register a domain name for your website, you are required to provide your identifying information. People don't know what a registrar is and it's easier to just say you're just required to give your information when you register a domain name for your website.

It might well be that it's someone else registering it for you, but in any case, they're going to ask for your identifying information.

ARIEL LIANG: Okay. Alan?

ALAN GREENBERG: I'm not going to speak now, because Olivier just stole my point. What I was going to say is. . .

OLIVIER CRÉPIN-LEBLOND: You stole mine last time.

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ALAN GREENBERG: Okay, so now we're even. As you can tell, this has been a long day for a lot of us. And a very short night before that for some of us.

Yeah. People do not know what a registrar is. They don't know what a registry is and they certainly don't know the difference between the two. We won't even get into the concept of ccTLDs and gTLDs, which I think is mentioned somewhere, because somewhere it says some places don't – some ccTLDs don't ask for that information.

But we're critiquing the actual details of the content right now. It just shows how difficult some of this stuff is going to be to write if we're really trying to get it out to people who aren't well-versed on all of the arcane language that we use.

ARIEL LIANG: Just to reply to Alan's comment, I think one way to do it is going to hyperlink a lot of that terminology to existing pages on whois.icann.org or icann.org. Actually, there are a few well-developed pages with detailed explanations. Maybe that's one way to do it.

ALAN GREENBERG: You also may want to use the hover capabilities [inaudible] pop-up box, which I think is probably more effective than clicking and then people lose where they are and don't go back.

DEV ANAND TEELUCKSINGH: Yeah.

ARIEL LIANG: That's a good suggestion, and actually I saw some website that does that. They have a glossary [hot key] at the top of the website. If you click that, all those terminology will be highlighted, and when you mouse-over, they will have a pop-up window explaining that.

But I just don't know whether we have that capability to do that. It seems kind of complicated.

ALAN GREENBERG: Can I ask a general question? Not on this [thing] specific. As some of you know, At-Large is essentially the home in ICANN of making sure that ICANN technical resources such as websites are accessible to people with all sorts of disabilities. Is the website we're looking at going to be fully compliant with all accessibility rules and actually tested in accessibility scenarios? Because we're going to look really bad if we come out with one that isn't accessible.

ARIEL LIANG: Laura, do you want to respond to that?

STEVE ALLISON: So I can hop on. There's a separate effort that we're doing in parallel that Laura's leading around accessibility. I don't see why it wouldn't tie into this. She might have more specifics on the timelines for that, but across all of our websites, we try to be – I forget the specific compliance rules for it, but we try to be accessible.

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ALAN GREENBERG: Advocates of those who are disabled or those with disabilities tell us that the ICANN website doesn't fare all that well. All I'm saying is when we come up with something, we're going to have a lot of egg on our face if we, the people who are campaigning to fix some of these problems, come up with a website that has the problems. Just a public relations issue.

ARIEL LIANG: I noticed Dev has had his hand raised. Dev?

DEV ANAND TEELUCKSINGH: Sure, thanks. Ariel, great effort in trying to come up with the sample writing. It's a huge challenge to try to make the [inaudible] in an easy fashion. It's a very hard task.

My question will be obviously – well, perhaps it's not obvious, but I assume there will be additions, etc., like figures and illustrations, things like that. Or do you think that's not needed?

ARIEL LIANG: Thanks, Dev. Actually, Heidi also mentioned about that point, whether we can use some existing infographic to illustrate a rather complicated policy topic. And for the WHOIS subject, I did find one infographic [whois.icann.org](http://whois.icann.org). The problem is it's not very helpful because it still needs a few paragraphs to explain [inaudible] rather complicated technical details.

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But we can explore the possibly working with the communications department and see what other better ways we can illustrate a policy issues.

And another thing, just to give you guys a heads up, we are planning to do a short one-minute hot topic [videos] during ICANN 51. I'm going to work with the communications department to come up with talking points. Then we will select a few community members to explain this topic, that topic, based on the talking points and then we will [inaudible] that during ICANN 51.

So that's another type of multimedia source we can put on the website and complement the written content there.

DEV ANAND TEELUCKSINGH: Okay. That will work very well I think. Good. Okay.

ALAN GREENBERG: I've got to drop off right now, but thank you all of this.

ARIEL LIANG: Thanks, Alan. I will send you notes and other things, so I'll follow up.

ALAN GREENBERG: Bye-bye.

ARIEL LIANG: Okay, thank you.

LAURA BENGFORD: Just really quickly, will you, in the notes, just comment, include all of the comments that we put in the chat, just so we can incorporate those as well, please?

ARIEL LIANG: Yes, of course.

LAURA BENGFORD: Okay, thank you. Great job on this topical page. I think you're headed in the right direction and can continue on the other ones then as well.

ARIEL LIANG: Thank you. Olivier?

OLIVIER CRÉPIN-LEBLOND: Thanks, Ariel. I was just going to echo this. I mentioned not having GoDaddy on this, but certainly the rest of the content on there I really like. It is a challenge to make these things accessible, whilst at the same time, not appear to be condescending towards people and so on. I like the way it [inaudible] well and it feels tight. That's what it is. It feels well put together.

ARIEL LIANG: Thank you. We're about to wrap up. Just one more question about the written content. Do you like second person point of view or third person

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perspective? Right now what I'm writing is "when you register a domain name, you will. . ." Do you like that type of style or more like "when a registrant registers a domain name he or she requires. . ." What do you like better?

Dev, is that you?

DEV ANAND TEELUCKSINGH: Yes. I think it got cut off there, so I didn't quite catch that last part of your question. Sorry, Ariel.

ARIEL LIANG: Sorry. I was just wondering whether you prefer a second person view or a third person view for the writing style?

OLIVIER CRÉPIN-LEBLOND: I think I prefer second person, say that "when you register a domain for your website, you do this, you do that." It's much more direct. When you start talking about "when a registrant does this and does that" it feels more like. . .

DEV ANAND TEELUCKSINGH: Abstract, yeah.

ARIEL LIANG: Okay, sounds good.

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OLIVIER CRÉPIN-LEBLOND: But again, this really is marketing. Marketing [inaudible] we want to get into our audience, speak directly to our audience. I think that's a good way to look at it.

ARIEL LIANG: Okay, great. Okay, so I will just use this template to develop a few more policy pages, and then I will circulate what I wrote and then if you have specific comments, you can make on that document, too.

So that's pretty much our meeting for today. I'm going to quite a lot of content. After the call, I will summarize the notes and comments we mentioned today and I will put them together and send you all [inaudible] wrap up with the vendor. From my side, I will proceed with creating more static content pages.

Steve, do you have anything else to add about the next [deck]?

STEVE ALLISON: Nothing at this time.

ARIEL LIANG: Okay, great. So we're done for today's call. Thank you so much, all, for the time and effort in this and I will keep in touch and send you guys the notes for review, and also this written document. So have a good evening and goodnight. [inaudible]

OLIVIER CRÉPIN-LEBLOND: Thank you. Thanks, everyone. Thanks, Ariel.

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DEV ANAND TEELUCKSINGH: Thanks, everyone.

OLIVIER CRÉPIN-LEBLOND: It's really looking good. Looking forward to the next one.

DEV ANAND TEELUCKSINGH: Merry Christmas.

ARIEL LIANG: And you can focus on IANA and accountability.

OLIVIER CRÉPIN-LEBLOND: Oh, don't talk to me about IANA right now. I'm not even going to read my e-mails. Oh, okay, I have to. Fair enough.

ARIEL LIANG: Also, have a good evening. Bye-bye.

DEV ANAND TEELUCKSINGH: Bye.

TERRI AGNEW: Once again the meeting has been adjourned. Thank you very much for joining. Please remember to disconnect all remaining lines and have a wonderful rest of your day.

[END OF TRANSCRIPTION]