CCT-RT HYPOTHESIS WORKSHEET

HYPOTHESIS:
(ex. The outreach program failed to reach potential applicants in the developing world)

OWNER:
(ex. Carlton Samuels)

HIGH LEVEL QUESTION:
(ex. Was the new gTLD application and evaluation program effective at serving the developing world?)

FINDINGS:
(a list of relevant findings and supporting data)
1. Applications from the developing world (define) were disproportionately (define, perhaps ratio of applications to internet users) low.
   Source: Applicant data, internet usage study
2. Potential applicants in the developing world did not know about the new gTLD program.
   Source: Applicant cohort survey found that 70% of potential applicants were unaware or vaguely aware of the new gTLD program.

CAUSES:
(refer to relevant hypothesis worksheets on causes)
1. Outreach program was begun too late in the process
   see Outreach too late worksheet
2. Outreach program used the wrong media
   see Outreach media worksheet

PRIORITY TO ADDRESS:
(ex. Prior to Subsequent Procedures, Mid-term, Long-term
This is an important area for community input)

RECOMMENDATIONS:
(recommendations to ICANN. For each, specify:
  1. Target of recommendation (ie Staff, Board, SubProc PDP)
  2. Nature of recommendation
  3. Implementation details, exceptional costs, etc.)
(ex:
1. Begin Outreach 6 months prior to accepting applications
   a. Staff recommendation
   b. Likely 20% increase in outreach cost
2. Use more radio advertising for outreach
   a. Staff recommendation
   b. Likely 30% increase in outreach cost)
NEXT STEPS

REVIEW:
(how the effectiveness of these recommendations will be reviewed)

1. Data source recommended for review
2. Recommended timeframe for review

(ex:

1. Repeat applicant cohort survey, look for 40% increase in awareness
2. Review in one year to make changes if an increase is not observed.)