

**GNSO
Operations Steering Committee Community (OSC) Communications Coordination
Sub-team (CCTST) 22 April 2009 at 19:00 UTC**

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<http://audio.icann.org/gns0/gns0-cct-20090422.mp3>

<http://gns0.icann.org/calendar/index.html#april>

Present

Chris Chaplow - CBUC

Steve Holsten - Registry c.

Staff

Ken Bour

Glen de Saint Gery

Coordinator: Today's conference is now being recorded. You may begin.

(Ken): All right. Who's got the lead?

Steve: What are we calling ourselves? Communications Task Team One, I guess it is.

(Chris): Yes. Team one; I think I read somewhere.

Steve: Task one Sub-team. Here we are. Well, I believe that what we were going to do after our last brief meeting was to go through those business requirements and discuss them, see if there are any additions or subtractions. I have looked again through the Penelope documents, and I have to say I think it's a pretty doggone good document. Even its purpose and scope. I think it's pretty much right-on for what our project is. Now, I don't know, did you, (Chris) or (Ken)

have additional things you wanted to make sure made their way into these business requirements?

(Ken): This is (Ken). I'll hop in. Just to why I agree with you and actually take some credit for the fact that this set of documents - or with this set of requirements is pretty exhaustive and, you know, pretty well written. I do think that it needs at least one or two major things to be done to it. As I've mentioned before, and I'll just say them again.

Steve: Yep.

(Ken): One is it needs to be, if you will, bifurcated or split into sort of immediately doable and the not so immediately doable.

Steve: Yep.

(Ken): That would be one - we could almost break it up into Chapter 1 or Chapter 2 sort of thing, you know. We're going to do this set of requirements first, and then that set later. That would be one task I think we have to perform. The second one is a cleanliness or sanitation -- sanitization, is that a word?

Steve: Sure.

(Ken): Meaning that...

((Crosstalk))

Steve: You mean sanitize it.

(Ken): Sanitize it because I think some of these requirements are just written in language that implies a technology.

Steve: Yep.

(Ken): And to be honest, as I've said before, I'm not perfectly expert enough to get all that out on my own; and if I had been, I would already done it, and we would have very little to do then.

Steve: And who, who is competent to do that?

(Ken): Well, yeah, I think we - that's a great question. Let me stop there and see if (Chris) wants to add anything?

(Chris): Yeah, there's a couple of things. I wasn't too happy with the three, the way it's been broken down into those three areas, the application, the shed, and the platform.

(Ken): Can you tell me why?

(Chris): Because I didn't really fully sort of understand what they were. And, it's almost seemed unnatural to me. I don't know as I was reading it and I was trying to think why is this a shed, why is this a platform, why is this application. And I'm wondering if it might be best for us to look at all the elements initially and independently and then resort them however we sort of feel at the end rather than working on those three.

(Ken): Yeah. And in fact, I think that will get us - that may lead us to some sanitization activities just naturally. In other words, that particular framework that you're talking about, you know, a platform, portal, and,

you know, all that kind of stuff. It may very well be a sort of SharePoint portal server architecture; and just by taking us - taking that down and disassembling it and looking at the nuggets and then repackaging them into something else, may in itself just clean it.

(Chris): Yes.

(Ken): You know, it may remove something that A is confusing to us, and B signals something unintended to others.

(Chris): Yeah, I think generally throughout the document we'll probably be taking material out because it's very complicated.

(Ken): We could actually, we could probably also condense it some. That's also possible, yep.

(Chris): One thing that did occur to me as I was going through it and this afternoon, was I think we should begin to think about the level of the reader whether it is a layman or whether it is somebody that knows what - there's a couple of phrases I thought (unintelligible) to mind. But I wasn't sure what they were in the South.

(Ken): I would make a...

((Crosstalk))

Steve: I think that's an excellent point. And I think even as regards to the application or shared or platform services and would those three titles make sense to a tech person who would be actually implementing the business requirements? Are those...

((Crosstalk))

(Ken): They would make, yes, they would make sense to a technical person. And I think they make general sense when put in the form of an executive summary. So, I think what we can do initially is not worry ourselves about the audience too much because, as I mentioned earlier, you start with the detailed stuff that you want to be precise and you want it to be actionable by a technical person and then we could then summarize something, you know, an executive summary above it that says, "For those of you who don't want to get down into the nits and lice of this, here's what we're saying and here's generally what it talks about." And that was what we did with the executive summary in Section 2.

(Chris): Yes.

((Crosstalk))

(Ken): And we sort of said what a share service requirement is. Right? And the first thing it says in 2.2 share services requirements relate primarily to providing all applications a consistent look and feel including navigation through and across site components. I think any reasonable human being with competency in English can get a pretty good idea of what that means -- under shared services, right? So we cut the trouble initially to just generally say what those categories meant.

(Chris): Another thing that occurred to me is about user roles or defining user roles. By that I mean, maybe the non-registered user that comes to the Web site or the registered user or a journalist who's adding content

into it or the Webmaster from ICANN or a translator because the document tends to use the word "user" all the way through it. Base to Base queries for example. Users should be able to create customer and (unintelligible) queries.

Who's going to create customer and atop queries?. At what level? So we might need to think of separating or just defining different users and then use them in the phrases.

(Ken): That's an interesting observation. I hadn't thought about that.

(Chris): Are you still thinking of user being administrator, where I'm thinking of user being more the Web visitor.

(Ken): Yes, the - I think the general usage in this document was user is being interpreted as customer of Web site. Visitor of Web site, you know. User in the sense interested visitor to Web site.

(Chris): Yeah.

(Ken): Engaged. But not necessarily administrators. And the term administrator gets used in other sections down at a platform when you talk about setting up rights and privileges, permission structures, giving users selected kinds of rights like being able to create a site template or modify a site template, things of that type.

So it's kind of implied, but I think you're right. We don't actually define at any point what we mean by user versus administrator versus any other classification of somebody who could interact with the Web site.

So that might be something we could add to a glossary or a definition or just be careful as we go through it...

(Chris): Yeah.

(Ken): ...that we use the term consistently.

Just in terms of what we might do here, because I did the same thing. I went and started plowing through and I said, "Okay, you know, this I would move to Chapter 2; and this one I would leave; and this one I would rewrite; and I started just mentally, I didn't actually tag anything just yet. Although I did copy the document into another place where I can - we can - I can start fiddling with it and without destroying the original.

I thought, you know, as I was going through this, I said, you know, "let me first take a look at a current ICANN Drupal site." And so I went to At-Large dot - well, it's atlarge.icann.org. Do you guys have access to a Web...

((Crosstalk))

Steve: Yeah, I'll go there right now.

(Ken): Yeah. And I'm just going to lead you down my thinking path and see, and just, this is actually - this At-Large site, I believe, is the most advanced; and the reason is because the guy that's really shepherded it from its inception is Nick Ashton-Hart. And he had it as a personal mission, you know, to build this thing. And he took a very serious and active role in it working with Steve and others.

Steve: That's impressive.

(Ken): So, let's just take a look at it a little bit and notice a few things. That - the row at the top, not the very top where it says click links or quick links, the one below it where it says ICANN home. You know, I started clicking into some of these things just to see where they go. Those actually go to the ICANN site.

So, this is something I didn't even realize, but it's interesting because you wouldn't learn this from the GNSO site, I don't think. You can subscribe to newsletters and various other documents, the policy -- what's it called? The policy newsletter, the policy -- there's a word for it; you can subscribe to that as a news feed from the ICANN site. And so this little set of links at the very top actually aren't in the At-Large site at all. They take you away from that.

And there's actually a blog now on the ICANN site that I didn't know existed. You know, I learned a few things about ICANN's site just from visiting the At-Large site. I'm not sure how important that is, but I noted it. Then, when you get down to the next -- underneath the ICANN logo, and you notice they have a sort of a taxonomy.

And it says - starts with Home and then announcements and so forth. And right away I started to get confused, right? Because I see something called correspondence. And then two tabs over, I see documents. And I go, isn't a core - is there a difference between correspondence and documents; and, if so, is there a subtlety I'm missing there?

If I were looking for something that was correspondence, would it not be a document or would it be, you know, that to me those are the kind of difficulties that Web sites just often have, right?

(Chris): Yeah.

(Ken): How do you make it clear to somebody -- and is this even a good taxonomy? I mean, should things be organized according to, for example, policy? Yeah, calendar maybe. There's a different way to break down the meaning of that top level as opposed to what kind of thing is it? What does it talk about? It's more subject versus form.

Steve: Yeah.

(Ken): Is that meaningful?

(Chris): Yes. And that's actually a very important part of the information architecture, defining that top level. Those - that menu across the top there because you've only got so many spaces to use. And...

(Ken): That's right. You only have so many. And then I noticed that on the left -- and incidentally, it - I'm surprised neither of you two guys jumped on me by saying, "Well, you know, that's not really a requirement's matter, that's an implementation matter." And it really is an implementation matter. It's just something...

((Crosstalk))

Steve: Well, and I've been very sensitive to that because I'm - it is the most interesting thing and the thing that I think makes the most difference

and the most impact. But I think the way you bridged that gap and I actually, I spent some of the day today looking at all of the major portals. Now to see what's the difference between Yahoo! and AOL and GO and Excite and Lycos and all of those others, you know, the ICANN Web site, not the GNSO one, but the ICANN one actually has a lot of the attributes that those major portals have.

And one of the things that immediately jumps to mind that the GNSO site doesn't have is a search bar.

(Ken): Right.

Steve: But you know, in many of these really good portals they not only have a search bar at the top, they have a search bar at the bottom because they've gone under the fold. It's kind of surprisingly, some of the big portals try to cram everything onto one page and some of them like the new AOL site goes for three or four pages. I mean, that really has a lot of stuff along the left-hand side.

But I think what this At-Large site does better than the GNSO site anyhow, is it seems to have some separators, some different areas that have highlights and shaded boxes or even a calendar, you know, something that visually organizes things a little bit better than...

(Ken): Yeah.

Steve: Than in the GNSO. It's almost like it's - it's almost like the difference between a PowerPoint and a regular bulleted Word document.

(Ken): Yes. I think it's presentation.

Steve: It is. That's just presentation. So, if we're going to put into what are the requirements as opposed to what is the pretty stuff, you know, the presentation, I think it could be something like having a search bar or a search box that is on the first page and at the bottom as well.

You know often times you have the things across the top repeated down at the bottom if you got a lengthy Web page. And, I think another one that you often see that could be helpful is making things customizable. And I don't know if that would be good, bad or overly complicated.

(Ken): Oh, I see. So you mean sort of like, you can have your own user experience at the sites?

Steve: Exactly.

(Ken): Yes. Yes.

Steve: And the reason I think that that might be helpful -- I use Yahoo! at home as a homepage, and I follow a couple sports teams, and I'm interested in what's showing at the local movie theater, and there are a few things that you can customize so that that information always pops up to you. And you can also have e-mail alerts and different RSS Feeds that sort of thing.

But I imagine - and like I say, maybe it's getting too complicated, but even when I go to the ICANN Web site, I am interested in some things and not others, and I'd rather be able to collapse some so I don't have to worry about them or see them. Other people who visit might feel the

same way if they are repeat visitors; but if you're a first-time user, nothing's customized; everything is totally and completely generic.

If you're a repeat user, you might want to track what's happening in the new GTLDs or something else more closely or with the GNSO, maybe you care about some things more than others. What do you guys think?

(Chris): I think there's two levels that that can be done. One level certainly is this in this sort of concept of roles. So that for a brand new user who hasn't logged into the Web site at all then they see certain information.

Steve: Yeah.

(Chris): That other people who log in won't see. So that group will see it differently. Whether it gets down to individuals, I'm not sure. But there may well be half a dozen different groups. One of the things isn't it, is this information overload and it's daunting to everybody. That's one thing everybody does complain about the ICANN Web site. And maybe in some way using different goal classifications or maybe you elect yourself as a frequent user; you can see it slightly differently. We can put right into the requirements.

Steve: What do you think about that, (Ken)? Well, let me ask you this, do you, (Chris), for your site, andaluccia.com, do you allow that to be customized?

(Chris): No, we don't because it's in pure, old-fashioned HTMLs. Because the live version, we're working on a Drupal version.

(Ken): That's a nice lead-in to where I wanted to go after looking at this particular page. And we don't have to really click through it. I did notice the calendar and it actually -- I was in Marina Del Ray with Glen and Nick Ashton-Hart and some others and he actually talked about this Drupal calendaring feature and apparently you can drill down into it and you can assemble multiple calendars.

In other words, you could have an ICANN calendar that contains the At-Large information and you can drill down and up and there's a lot of capability there sophisticated in calendaring that we can just, I'll just mention. We don't have to talk much about it right this moment.

Well, that led me, as I was walking through here, and then I thought to myself, I want to do something that is normally not kosher when doing requirements work. But I want to do it anyway. So then I decided to go to W -- to drupal.org. And if you'll click on drupal.org if you have a minute.

(Chris): Yep. You already had it open actually.

Man:: (Unintelligible).

Steve: Are you on the - did you come up to features - general features right up the top? I show a...

(Ken): It's not on the left, do you see it? You might be able to navigate down to where it says features. Yeah, that - if you could, just click on features on the left there. Hopefully at the top it says, you know, you got a little face and then it says Drupal.

Steve: Okay, I got it.

(Chris): Yep.

(Ken): Okay. So here, this is a little interesting to me. And it gets a little bit at something (Steve) noted at the very, very outset of our first set of calls on this topic which is, you go see something that you like and then you write the requirements to fit it. So we already know ICANN has picked Drupal and we're not gonna be able to write a set of requirements that Drupal doesn't satisfy. And the things that Drupal does would naturally be in the do-ability list.

Steve: Yes.

(Ken): True? So I'm just being practical for a moment.

Steve: Yep.

(Ken): So I go down this list and I see Wow! Well, first of all, I didn't even know this. There's a collaborative book that's a general feature and I read it. A unique collaborative book, let's you set up a book, and then authorize other individuals to contribute content. Now I didn't click on the detailed information but it would be useful for us, I think, to see what does Drupal really offer in - because they use the word - a word that we like, collaborative.

Steve: Right.

(Ken): All right. So then I went down and said, okay friendly URLs, no big deal, online help, open source. Now, what is this personalization? See, that's what we were just talking about, right?

Steve: Yeah.

(Chris): Yeah.

(Ken): Both the content and the presentation can be individually - individualized based on user-defined preferences. So, I mean, we don't know the extent to which that's capable in Drupal, but it looks like we could get some of that done if we, if we phrase it right. Under user management. Let's go - luckily - then they have a title called content management. And apparently you can do polls and you can create templates, which is something that we'll - you'll - we'll find in the Penelope document, right? We talk a lot about site templates and, again, I don't know which templates Drupal offers, but we could specify that we want templating and pick from the Drupal list.

Steve: Right.

(Ken): Threaded comments. This is sort of like SocialText wiki. Now, I was told by others, Drupal didn't support, you know, the kind of thing we're getting done with SocialText wiki. But this little section makes it sound like it maybe it does. The combination of that collaborative thing and this version and the threaded comments, and then notice right below that where it says, version control.

So and then there's a screen shot which I clicked on and you can't -, it's hard to tell exactly what's going on there, but you get the

impression that Drupal comes with capabilities that will do some limited amount of collaboration and threaded commentary as well as keeping track of versions. Well, that's what we're getting done in SocialText wiki, right?

Steve: Yeah.

(Ken): And if we're not getting essentially any more out of SocialText wiki than we could get out of Drupal's native features, guess what? Now we could have a Web site that's Drupal based, built by Mark Salvatera with our input and da da da, that has it all integrated.

Steve: In the past tense.

(Ken): Anyway, so then, and notice another thing. And this appeared in our requirements document which was blogging. Right, support for blog, we just talked about wiki now this we - now they use the term "blogger." And so there's blogging capability in Drupal. There's multi-platform support. All right. This was something that we had in our platform services section of the requirements, and we see now the Drupal is good with a whole lot of different platforms. Multi-language is listed. And...

(Chris): Is it - an interesting feature on the multi-language. That it's not just the homepage that links different languages, every single page links to the corresponding page in the other language. But if that other page doesn't exist, then the little flag doesn't appear.

(Ken): Okay. All right.

(Chris): Which is, you know, because we can have mostly a lot more pages in English and less in other languages. So we're not wasting people's time by clicking on flags and them going nowhere.

Steve: Yeah, right, that's good.

(Ken): Yeah. The - even in the administration and analysis section, although it's just crisp statements there, there were many things written into the Penelope document that deal with having tracking and statistics and that kind of capability about the site, right, which we don't really get too much with today's GNSO site or even the ICANN site, I don't think.

But it would, you know, it's nice to know how many people -- I put stuff up on the GNSO mini-site all the time and I wonder if anybody ever clicked on any of it. And I think you can get that kind of stuff and information perhaps more easily out of Drupal. Then there's discussion forums; right? It says right here, community features. And none of this stuff, by the way, on this page appears to be, like, extra. This is, like, out of the box.

Steve: Right.

(Ken): And another capability is -- it's at the very top under general features, open source. So there's a whole bunch of things that Drupal allows you to - you can go out and get something else that's a plugin that might create a capability in Drupal that it doesn't have natively. Somebody writes us - with the whole - one of the beauties of open source, right?

Okay. So where am I going with all this? Not a 100% percent sure I know, but I thought it was interesting that there was a pretty nice tie-in

between many of the requirements in the Penelope document and what Drupal puts on its front page as features.

Steve: Yeah.

(Ken): And maybe that helps us to tie the usability set from the things that it doesn't do. And, again, we have to drill down a little bit more into this stuff to see what it really does like in the document versioning. There might be some elements of things that we would have put in Chapter 2 that actually could come up to Chapter 1 based on what I'm reading here.

(Chris): Yeah. Yeah.

Steve: So, do you think that if we were taking the Penelope doc and separating it into Chapters 1 and 2; 1 being immediately do-able, that part of the way you get there is you look at the Drupal features site and then just glean from the Penelope doc, well this is one that's already in the off-the-shelf free Drupal package.

(Ken): It seems like horrible cheating, but yes.

Steve: Well, it seems like wonderfully practical.

(Chris): Yeah, there's a whole load of features in Drupal which you could - you use sort of literally turn on.

(Ken): Yeah.

(Chris): There's a long list I'm sure Steve would show us all.

(Ken): And that was another thing. So I, there was a question earlier I said we'd come back to. I think (Steve), (Steve) asked it. Well, how would we know how to excise out the SharePoint linguistics and all that stuff? Well, two things come to mind. First, we have new language here. And it's written in a way that we know will be accepted. Number two is I think Steve could help us with that.

I don't think we even have to go outside and get somebody with, you know, native SharePoint background and tell us what all the key words were that we used that we shouldn't have and that kind of stuff. I don't think it's that complicated.

Steve: Well, would we literally instead of with - I think I'm now understanding what you have talked about with it having a SharePoint that if we were to write something with the Drupal bias, we might instead of saying application services and shared services and platforms, we might call them general features and user management and content management and blogging platform, you know, take the headings off of the Drupal site, is that what...

((Crosstalk))

(Ken): Yes. And that - now - well, absolutely exact. A hundred percent, Amen. However, isn't it interesting though that we are just guilty of doing the same thing to a more receptive audience? I mean, where SharePoint wasn't an accepted technology, using SharePoint language to describe something was verboten. But if we're going to go into a Drupal environment it's - that technology - that technique is okay.

Steve: Well, I think this - here's essentially what we're doing, because I always loved these analogies that I could put, that I can understand a little better is when you go to the new car parking lot and you see the list of features on the window, and it says air conditioning, DVD player, heated leather seats, etc., that is a way that you can write down what all your requirements are. You look at the features and you say it's got heated seats and I want that. And I want wiper blades on the headlights.

(Ken): Let me use an example to illustrate. I see where you're going and I'm following. But let me draw a specific analogy using that - your example.

Steve: Yeah.

(Ken): Let's say that there's one car manufacturer that includes LoJack, and they're the only one.

Steve: Yeah.

(Ken): And it's only on one model. It's on the Cadillac sedan or something, you know, I don't know the names of them, right. It's on the Le Mans or something. And so in my requirements I go, oh, and I have to have LoJack...

Steve: Yeah.

(Ken): ...as a requirement. Now, a person who sells Toyotas, says, "Whoa, time out. That requirement is platform dependant. You're now telling me you want a Cadillac Le Mans."

Steve: Yep. Understood.

(Ken): Because you put LoJack in it. And LoJack is a keyword that only they use. You know, that kind of thing.

Steve: I got that.

(Ken): That's a - I think I like that analogy because it helps to put in perspective what we're talking about here.

Steve: It - that helps me very much and I guess -- well, let's be practical because then we can decide whether it's cheating or whether it's the shortest distance between two points. ICANN is committed to Drupal. Is that a fair statement?

(Ken): That is a fair statement.

Steve: Okay. So, it wouldn't help us -- well, I guess we would, first things first, want to maximize all of the features that Drupal currently offers; and then if there are any additional things, we would - those could be incremental custom designs.

(Ken): Yeah. And they might be available via an Open Source plug-in.

Steve: Right.

(Ken): Right. So, yeah. And you know what, it - cheating, yeah. It probably is, but it's - I think you're right; it is the shortest distance between two points. And I'm liking it. And furthermore, I would want - it's - I'm

leading myself even further down this path of wanting to get into the development, the implementation sooner and faster with you guys.

Steve: Yeah.

(Ken): Yeah, because, look, we can pretty much cut and past the features and feature set by just deep - diving a little bit deeper into this -- and you notice that each one of these has a detailed information link so we absolutely can dive one more notch into these things.

Then we get with Steve and maybe we - putting this Chapter 1 set of requirements together, we shouldn't spend a tremendous amount of time like I did before with the big multicolored charted document, you know, with the - all of the - maybe that's just more structure than we really need to get started.

Steve: Yeah.

(Ken): We just give them a set of requirements, and we could group them loosely even as they do here, general and user and content or whatever. And get this - and we could pull things out of the Penelope document if we want to or we could use the Drupal stuff. And then - but what I would like to see us do next is actually do some agile development work with Steve in taking these ideas and these features and seeing how they would - how we would place them on the site -- and this is where we'll use (Chris)'s expertise and Steve and (Chris) can kind of lead us and we can contribute and give some ideas, (Steve), to them and maybe we could actually get a prototype up.

(Chris): Yeah. Well, actually Steve's prototype, I think it looks really good. You know, the...

((Crosstalk))

(Ken): Well, this - but this - yes, it looks good, but I think a fair question ought to be -- and we noticed it even on the At-Large site, you know, is that top-level taxonomy useful and workable? Or might we make a different suggestion there?

((Crosstalk))

(Chris): Well, although you call it...

((Crosstalk))

(Ken): This is where - I mean, with this would be a fun work to do, right?

(Chris): Yeah, because you collect implementation, and I'm sure you're right, but that will be fundamental to Steve being able to move forward because, you know, he's got - he wouldn't - I imagine he would need - he would want some help or, you know, to say, yes, we think you're on the right line and keep going; because if he makes the wrong decisions on those, then he's got a lot of work to redo.

(Ken): That's true. That's right. Yeah.

((Crosstalk))

(Chris): So perhaps we should not need that implementation...

((Crosstalk))

(Ken): Well, you know, I wonder if that gets put into a different category that they call technical requirements. You know, you start with these highly...

((Crosstalk))

(Chris): Well, I would call it usability requirements.

(Ken): Yeah, maybe it is usability requirements or something like that. But I, like I said, I don't know that we have to really, at this point, become - if Ritsa wants a really robust set of business requirements for ICANN's purposes, right? She can take what we give her initially and she can regroup them, she can reword them, and whatever she wants to do to them, right? And that won't bother us because we're only doing them as a means to get a new Web site feature - a new Web site built. From the point of view of the CCT, we're not in the requirements business, right? We - our goal is to get a new Web site built for GNSO that really improves communication.

(Chris): Yes.

(Ken): So for us, we're just doing requirements because it helps to create a feature set that we can get executed. And that's what led me to go to Drupal's site because it seems like the shortest distance between two points.

Steve: Well, it is and I think if realistically that's where we're gonna end up, then we waste a whole lot of time just brainstorming features as opposed to when you go to Drupal - well, number one, we have to use it anyhow, but number two, you'd imagine that if people had truly implementable and valuable features that they would have suggested them and they would have been incorporated into Drupal by this point.

(Ken): Oh, yeah. It's a big community for sure.

Steve: Right?

(Ken): Yep.

Steve: I'm sure there - who are the other big competitor (sic) - or competing providers in this (unintelligible) Drupal package?

(Chris): There's a program called Joomla!.

(Ken): Aw, Joomla!, yeah, I heard of that.

(Chris): Which I think it had a similar sort of origin, I think the two were very close from years ago and they've just gone their own way.

(Ken): There's another one I've heard called Alfresco which I think might have been a split off of Drupal or some - I don't know, but Alfresco.

Steve: Okay.

(Ken): But you know.

Steve: But two things in the auto analogy again, if we know we have to buy something that it's a Toyota and we can't buy any of these others, then what's the point in looking at all of their features?

(Ken): Right.

(Chris): Yeah.

Steve: And I guess that is where, as you suggest, and if we were to parrot all of these Drupal features and write them down and organize them with Roman Numerals and sub-columns and, you know, general features as Roman Numeral I and collaborative book as Section A, and the detailed information; you could imagine just copying all that stuff on there, is that a waste of time?

(Ken): Yeah. I think it is a bit of a waste of time.

Steve: Right.

(Ken): And so, you know, I think what I - so well - Glen are you still on the call? She might have just set it up then took off. Okay. Somebody told me we had a hard stop at four that this line was being used for something else, but...

Steve: Okay.

(Ken): I don't - I didn't, we can see if anybody else jumps on but...

Steve: No.

(Ken): But Rob Hogarth said something to me yesterday that "oh, you know the line that she picked, there's some other call going on it and; but then I heard Glen say, "No. No. No. That's not true." Or - so I'm not a hundred - so just -, I wondered if you guys could see where -- let's take the next ten minutes and let's give ourselves something concrete to do so that if we do get stopped at four, you know, we can...

((Crosstalk))

Steve: That's a good idea. Good idea.

(Ken): So let's see. I think what I would like to do is to call Mark Salvatera and have a chat with him about this - today's discussion.

Steve: Yeah.

(Ken): And tell him where we're going. And maybe Ritsa too.

Steve: Who's Ritsa?

(Chris): Who is Ritsa?

(Ken): Okay. Remember when we had the big ICANN meeting to call, right, yeah?

Steve: Yep.

(Ken): Okay. Ritsa, her last name is P-A-N-A-G-I-S, Panagis, I think. And she is the business requirements ICANN person. She is trying to put a full set of requirements for Web site technology together for all of ICANN.

And so she's managing requirements for ICANN. We have to give all of our requirements to her and then she has to bless them and then give them to Steve.

It's essentially gonna have to go that route. So I wanted to, you know, sort of clear this approach with Ritsa and Steve that we would -- and if they want it, maybe she'll say, "Well, if that's all your going to do is copy stuff off the Drupal page, you know, we can do that." I don't know. I - before we spend a lot of time going down any path, I'd like to checkpoint it just to see if maybe there's a particular structured way we should do it.

((Crosstalk))

Steve: And we ought to do that within the communication's sub-team, or not sub-team, but the communication's team with (Nathan) next Wednesday as well to say, you know, we're looking at all this and this seems to be the way to go so.

(Ken): Right. Yeah. So, I mean, what I was willing to do for our little sub-team was to -- let me see if we - if I can chart out a work path, an actionized - actionable work path...

Steve: Yeah.

(Ken): That either is some combination of the Penelope thing and this stuff and the marriage of it. Or maybe we just stay with it the Drupal stuff or, I don't know. We - but that's what I can, I think I can get some help from the ICANN folks. And Joyce Thomas, who is the project - program project manager, who's actually supposed to be writing the charter for

us. Which is I think gonna come out like a Chapter 1, Chapter 2 sort of a thing that the team is gonna develop requirements for to do-ability set.

And what we're simply talking about now, today, is how might we generate that first set. I mean, we have the Penelope thing and we have this thing and maybe some hybrid there is the right answer, and that all I would like to do too is to see us spend less time making that gorgeous and far-reaching and everything else so that we could spend more time actually doing now that we have a pretty good idea of what the set is.

Steve: Yeah.

(Ken): And then that - the way that adual development process works is, Steve builds something, and then the three of us pound away at it, and we have our discussion over it, just like we're doing today, and we comment back, and then that informs some changes in the requirements.

Steve: Yes.

(Ken): So we don't try to get the requirements perfect, we just try to get them good enough to get started. And then as we go forward, we say, "Oh, you know, the navigation requirement isn't written properly. It needs to also say such and such." Or, you know, we need to make this change or that change and then that gets folded into requirements, then it goes back to Steve, and then we do some other things and we just keep that cycle going until time runs out or we get it to the point where we love it.

Steve: Yep.

((Crosstalk))

(Chris): We've only got just over a month haven't we, to get the report back to the rest of the team?

((Crosstalk))

(Ken): Yeah. If this approach is workable and since again, you know, I'm sort of your staff guy, I can do some of the heavy lifting here and then feed it to you guys for approval and commentary and editing and things of that type.

(Chris): Yeah.

Steve: I think it makes a tremendous amount of sense. I ask who the competitors are to Drupal because, you know, if you, if you set something in place, it's always difficult to move away from it and move to anything else. And once you choose this, you're in, that's not really easy to swap out and move to something else, but it sounds like ICANN's already made that decision so it would be crazy to go with something that was not compatible with the fundamental platform that ICANN uses.

(Ken): Agreed.

(Chris): Yeah.

Steve: That...

((Crosstalk))

(Chris): And I'm comfortable with it because here myself and our team made that decision as well. We're completely independently from ICANN. And when I joined the work team, I didn't even know about Drupal until I think Steve mentioned it.

Steve: Yeah. Okay. In that event - that event then let's be efficient and sleek-footed and I think we will want to tell (Nathan) and the others that the best way to get a fantastic Web site is to use all of the features and functionality that's available through Drupal.

((Crosstalk))

(Chris): Steve...

((Crosstalk))

(Ken): At least in our Chapter 1 work.

(Chris): Yeah. If we can get Steve on a call or independently and take us in a demo but take us into the administration area. There's a place where you can see all the features. There's just a whole lot of check boxes.

(Ken): Okay.

(Chris): There's a great big long list of about 30 of them which you might find instructive.

(Ken): Okay. I'll see if I can set something like that up, so.

(Chris): Yeah. We put a demo sites at - well, it's actually demo.andalucia.com.

(Ken): Okay.

(Chris): And I - we demoed that to a client the other day. So that might help as well too.

(Ken): Demo.

(Chris): Demo.andalucia.com. (Unintelligible).

(Ken): Yeah. I'm there.

(Chris): You're there. And on the left-hand side...

(Ken): Oh, so you're selling Web solutions?

(Chris): Yeah, that's our other company?

(Ken): Okay.

(Chris): The Web development company. And there's a client of ours who is interested in actually a hotel chain and a Web site. So actually it's on the banner there. (Unintelligible). And just put this demo for them to show them what Drupal can do. And I presented this last Friday actually. But just out of interest to point out, on the left-hand side they're called, those gaudy colored blocks or boxes are called blocks

and those are the elements that you can either take a standard block like a search or a menu. The first at the top is a menu block, and then you've got search blocks and then the user log-in block, and then the languages block. Those are the - what might be called modules in other parlance. Of all these features you can sort of add them in...

(Ken): Okay.

(Chris): Or if you have - if they're not available, then you might - because their Open Source, somebody working on one, or worse, you'd have to write one yourself.

(Ken): Yeah.

(Chris): And then relate it back to the Drupal community.

(Ken): Okay. Good. Yeah. That's instructive. So you guys are actually using that platform yourself?

(Chris): Yes. Yes.

((Crosstalk))

(Ken): ...companies is using it.

(Chris): Yeah.

(Ken): That's great. Well it doesn't look like anybody's gonna interrupt our call so not that I'm trying to drag it out but I just - we don't have to rush.

(Chris): Good. Good.

Steve: Would - I couldn't find that. Did you say it was www.demo...

(Ken): Try demo.andalucia.com. You know, A-N-D-A-L-U-C-I-A is - worked for me. Yeah. It took me right there. And then...

Steve: Okay. I gotcha.

(Ken): So this is Andalucía saying to prospective hotel clients, this is what we could do for you using a platform like Drupal?

Steve: Yes.

((Crosstalk))

(Ken): You know, and we can take you through and show you how you, you know, what the capabilities are, which are check boxed and they, you know, there's various search and language and other things that we can put in there and...

(Chris): That's right. Yes.

(Ken): And different menu options and that sort of thing. So what - I think what (Chris) was suggesting that we do, is that we become the hotel in this example.

Steve: Yeah.

- (Ken): The three of us. And we let Steve be Andalucía and so we would say to him, "Hey, Steve. Show us what you can do for us?" And he would show us, under the covers a little bit, what some of those capabilities are that could be turned on and off and where we might place them and so forth. Because he has not done that much -- if you look at the Web Beta site that we talked about early, most of those things don't click and go anywhere.
- Steve: Yep. Right.
- (Chris): That's right. Yeah.
- (Ken): So my proposal would be that primarily me - I can try to do some of the drafting work here to give you guys so that - because I know you guys are volunteers, you know, I'm a full timer. That I can try to do a synthesis of the Penelope document with the stuff that's already native in Drupal and put together a set of requirements. I won't spend a lot of time trying to organize unnecessarily but just get the grist...
- Steve: Yep.
- (Ken): ...together. But before I do that, I want to get clear with Steve and Ritsa and (Joyce) that that's a workable strategy. That that would, that will play properly to that audience.
- Steve: Yes.
- (Ken): And then what I'd like to suggest is that, you know, as soon as we get that to them, after it goes through our larger team, that we - the three of us stay together and continue working in an iterative way with Steve

and Ritsa on flushing those requirements out further by actually building the new site. And instead of sort of taking months and months to do requirements and then months and months to do implementation, we just homogenize that.

Steve: Yes.

(Ken): So that would...

((Crosstalk))

(Ken): So I have the initial action item then, and you guys don't really have to do anything more with the Penelope document. But I do - I would have one suggestion for you. And it would be very helpful I think for all of us. And that would be if you have time, to go into this Drupal feature set and go down a little deeper and try to understand and get comfortable with, like, what this collaborative book really is.

I'm gonna do it, too, but I think the more we know about how this Drupal thing can work and what it can do -- because one of the things that we're gonna have to do in the feature -- so in building our requirement set. So let's say Drupal has 50 things it can do that have a specific separate classification like label. There's 50 of them. I'm making this up.

Steve: Yeah.

(Ken): And we look at all 50 and we go, "There's really 35 that we would want to have in our Web site and 15 we just don't care about or we can't see a use for them." You know what I'm saying? That's how you narrow

down the feature set. And part of that analysis might be when we look at, for example, whatever Drupal's companion is to wiki, we - I think the three of us need to say, "What Drupal offers is better, closer, close enough, not as good," so that we can say we want to move to that solution set.

Steve: Yes.

(Ken): Because then you build a requirement. This is a little like the LoJack.

Steve: Yeah. Right.

(Ken): You know, I saw that LoJack, I love it, I want that in my system. Or, you say, "You know what, I don't worry about my car being stolen. I live in a nice neighborhood, and I don't need or want LoJack." So you leave it off.

Steve: Right.

(Ken): And I think that's part of what we have to do in building this set. Because we - I don't think we want to go through the whole Drupal and just put everything in there because it won't be clear that it's needed or it's wanted or useful.

Steve: Well, and I think we also, when we look at the existing ICANN Web site, I want to think again is the GNSO Web site, are we trying to get it up to being on par with the ICANN sites or are we trying to have it be light years ahead or are we trying to just not have it be as bad as it is now?

(Chris): I'd like to see us ahead and then ICANN can...

Steve: Catch up.

(Chris): ...catch up.

Steve: Right. But so I guess that's important for us to decide in advance because otherwise we would be constrained in choosing all 50 features or even 10 if we look at the current ICANN Web site and say, "Well, they're only using, using 10 of these." So I guess we can dream a little bit big here...

((Crosstalk))

(Ken): Oh, sure. I would say we shouldn't be too constrained about what ICANN's doing on its Web site. In fact, ultimately, ICANN's site will probably move into, toward Drupal also. It's just got - there's just a - it's a bigger implementation problem, that's all.

Steve: Is the ICANN site not Drupal?

(Ken): I don't believe it is, no.

(Chris): No. No. It's not. Drupal is on that list for that.

((Crosstalk))

(Chris): As the - as I say they lack one, and most of the Mexico and the Paris and Cairo, those were.

(Ken): Right.

Steve: So why is it that you think we are going to move necessarily towards Drupal?

(Ken): Because I think that's the platform of choice for ICANN. It's the architecture of choice, and all the sites will ultimately want to put - be - and there will be capabilities in - that when they're all in Drupal and all database, under - they're underpinned by database technology...

Steve: Okay.

(Ken): ...and they all -- let's say for example that we put in the equivalent of the wiki capability and blogging in the Drupal sight, right?

Steve: Yes.

(Ken): Well, ICANN's got a blog thing going on now on its site. But it's not in the Drupal framework. Well, it's possible. I just don't know this, but when everybody's doing Drupal, that the blogs can be interconnected.

(Chris): Yeah.

((Crosstalk))

(Ken): ...various sites, right. Just like I know the calendars can.

(Chris): On that demo, if you just put editor, editor on the andalucia.com demo, you log in as editor editor.

(Ken): Okay.

(Chris): Because I think we created these different roles. One is user, one is journalist, one is translator, one is editor, one is admin and so on. But if you just do editor editor now...

(Ken): Yes.

(Chris): And then we see the blue block on the left-hand side is changed.

Steve: Okay.

(Chris): See, because it now knows that we're an editor.

(Ken): Yep. It sure does.

(Chris): That's what we were saying before about the, you know, the experienced user. Under workflow summary, you click - just click on workflow summary.

Steve: Where is that, (Chris)?

(Chris): On the - if you logged into that - with the password editor...

((Crosstalk))

Steve: I've got it.

(Chris): And then, you got that - I'm sorry, that block changes for you now and then click on workflow summary.

(Ken): I'm there.

(Chris): And there that gives out - sort of sets for the editor to see where all the documents are and what - and states they've got, you can define different statuses. (Unintelligible) it is been checked by the legal team or it's being looked at. You can put - you can have a process.

Steve: How interesting.

(Chris): But I think, like Steve was saying, it's not as sophisticated as many workflow processes that you can find or for the - from the document management side, it's not really - so it's (unintelligible) in our area. I think in the Web area, the portal and all of them - dew point north and all the things that it'll do for the user experience. Video, you name it. I think it'll do it hands down and on what we've already got in the Penelope document and more.

((Crosstalk))

(Ken): Yeah. What will be interesting to me is our analysis as to whether the - what Drupal offers in the way of collaboration and document management. Although it may be rudimentary, if it is at least on par with what we're using in other places like SocialText wiki, why wouldn't we prefer to have the integrated solution versus you know, the outside one?

(Chris): Yes.

(Ken): Now, if it turns out that what Drupal develops - the functionality that's embedded in what we now are thinking of as SocialText wiki, right, if that functionality is weaker than what we're getting in SocialText wiki, then it's not - then it doesn't make sense, right? We won't take a step backwards.

(Chris): No.

(Ken): But, I mean, we won't know until we look at it.

(Chris): No. No. That's something, yeah, we would have to look at and that would have to be looked at more closely by somebody who knows that SocialText one or explores it.

(Ken): Right.

(Chris): Check the...

(Ken): Over the last couple of days I did - I was actually doing some research trying to see if there was a better social text capability than the SocialText wiki or a better wiki solution and I didn't get too far. There are so many different wiki software capabilities on it - in the Internet right now. It's unbelievable. I mean there's got to be 30 of them, 40 of them, 50 of them. Different sites that do just wiki and stuff.

But they are - they have a lot of the same capabilities and feature sets. So it may turn out that Drupal's is on par with them and in which case, you know, we could make a recommendation that, for the GNSO

anyway, that instead of doing SocialText we should use Drupal's capabilities.

(Chris): Yes. Yes.

(Ken): Alright. Well, how's that sound so far?

Steve: All right. I think that's great.

(Ken): Okay.

(Chris): So you'll go back - and well, you're gonna speak to Steve. I'll show the Penelope document to my people here as well, I think. And it's a little bit in parallel to what you're doing.

(Ken): Okay.

((Crosstalk))

(Chris): And I'll ask them to, you know, take some crosses on whether they think Drupal will (unintelligible) that.

(Ken): Okay. Great.

(Chris): (Unintelligible).

(Ken): And if all three of us take some time and actually probe into Drupal a little deeper, this will be a little easier for you, (Chris), because you've got some experts on your side that can really help inform you and maybe get through you us...

(Chris): Yes.

(Ken): ...as to which of these features and requirements are really worth us pursuing for the GNSO. They may say, "Yeah, yeah. On Page 3 of the requirements there underneath user something, that third one there, you can ignore that one." That won't get you very far, right?

(Chris): Yes.

(Ken): Or then they say, "You know, that's really cool. You ought to really take a look at that one."

Steve: The thing I am most - well, most interested in, (Chris), your experience with Andalucia.com you probably don't run a lot of documents through that. And obviously...

((Crosstalk))

(Chris): Correct.

Steve: ...obviously ICANN, a huge amount of what it is is document management, whether its minutes or comments or anything else, it is a lot of written word-based stuff.

And I will be interested to see if Drupal is actually good at that. You know, it would in some respects be like with Microsoft Word you know that you can redline documents and that way you can see what somebody changed. If the Drupal doesn't allow you to do that -- I imagine that it's got to have compatibility with the major word

processing programs like Microsoft Word. But that's something I think for each of us to be aware of and to look for.

((Crosstalk))

(Ken): Yeah. I'm told that Drupal does not really - it doesn't have anything remotely like what you get with Word redlining. But there is a screenshot on that first page that shows what versioning it does support. And it's probably gonna be a lot like what you get on a wiki, meaning you can post a comment or something and save it, and then somebody else can change it. But if you want to see what was changed, you have to do a revision compare. I compare my revision one to your revision two and then it shows me all - in different colors it shows me what was changed.

But if I want to see the difference between what you wrote and what (Chris) wrote, not capable of doing that.

Steve: Yeah.

(Ken): You do have that capability in the redline capability in Word, obviously, but you don't have it. And somebody told me that the reason...

((Crosstalk))

Steve: But that's okay because nobody ever trusts completely someone else anyhow. You'd probably want to do a comparison, so.

(Ken): Yeah. And you're right. It's just gonna bear us taking a look at it to see whether it's -- if it's comparable to what we're already getting or better, then it's worth making the move, right?

Steve: Yep.

(Ken): If it's worse, then it would be a step back.

(Chris): Yeah.

(Ken): If it's just different, that would be okay, right?

Steve: Yeah. Right.

(Ken): Alright. Good guys.

((Crosstalk))

(Ken): Well, I'll shoot you guys an e-mail as soon as I make a little progress here, keep you up to date and I'll report on the - I'll report on an email to the larger team just a couple of quick thoughts about where we are and what we've done and what we're doing next.

(Chris): Yeah.

Steve: I think that sounds great. I think that's very promising.

(Ken): Okay. Good.

(Chris): Great.

(Ken): All right. It was great chatting with you guys.

Steve: All right.

((Crosstalk))

(Chris): Okay then. And we'll be in touch by email, Internet, cool

((Crosstalk))

(Ken): All right. Sounds good.

Glen de Saint-Gery: Okay, when will the next call be?

(Ken): Oh, Glen is here. (Unintelligible). The next call, we're on a schedule of every other week...

(Chris): That's right.

(Ken): ...at this time, the three of us.

Glen: de Saint-Gery Okay. So then that will be on the 7th of May?

(Ken): Right. And then in the intervening weeks, the larger team will...

((Crosstalk))

Glen: No. No. No. That (unintelligible) is already done. That's on the 6th of May at 19 UTC. Okay.

Steve: Very good.

(Ken): Great.

((Crosstalk))

Steve: That's great. (Unintelligible). Thanks everyone.

(Ken): Okay. See you guys.

Steve: Bye-bye.

END