Communications Dept. Update for At-Large

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The Part Where Barbara Talks

One World

One Internet

Five Key Goals of the Re-design

One World

One Internet

One World

One Internet

(better
look & feel
is a given)

Intuitive *role-based* navigation

1

- Visitor roles range from Deep Insiders to Relief-Seekers
- Their needs overlap but are not the same
- Each role will find a path that makes their primary tasks easy

More community collaboration

2

- Hybrid of authoritative and wikified content
- "Commanding heights" remain highly designed
- Other pages move to wiki, including Public Comment Forum
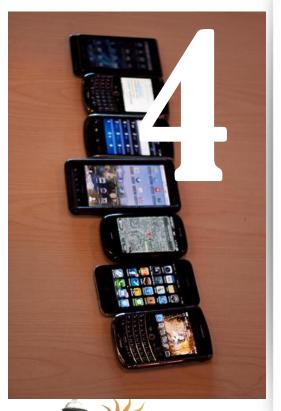
Robust search and filtering

3

- Ties together authoritative and community sides of the site
- Enables new capabilities
- "Show me everything on new gTLDs, but not emails"
- "Show me the ten most popular documents about new gTLDs"

Robust mobile phone support

4

- 2015: Internet accessed more by phone than by computer
- Requires nimble, stripped version of the site
- Re-design will welcome the next billion users

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Position for future needs

5

- Log-ins with permission levels attached

- Scalable for more contributors, more interaction, more video

- Strong multi-lingual support

Our Key Goals, Summarized

- Intuitive role-based navigation
- More community collaboration
- Robust search and filtering
- Robust mobile phone support
- Position for future needs

Next Steps

- Detailed requirements: done
- RFP issued: 14 December
- Response deadline: 17 Jan.
- Vendor selected: 18 Feb.
- Vendor contracted: 4 March
- Then implementation begins!

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Thank You