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LONDON – User Workshop for GDD Portal  
Wednesday, June 25, 2014 – 16:45 to 18:15  
ICANN – London, England

FACILITATOR: Ladies and gentlemen, we're going to get started with our User Workshop for GDD Portal. Here's Krista to open our session.

KRISTA PAPAK: Good afternoon everybody. Krista Papak, Registry Services. You're probably sick of my voice by now. The good news is you won't have to hear it for much longer. I want to thank everyone that's here for coming. The GDD Portal is a tool we've developed to facilitate engagement, currently, between new gTLD registry operators and ICANN. It is in its infancy stage, so the purpose of the Portal is really to support the contracted parties of the Global Domains Division – so registries and registrars.

The goal is to continue to evolve the Portal, bring in additional users and also bring in additional functionality. In order to do that, we want to make sure we do it in a way that meets your needs and provides the type of support and user experience that you like. Because it's in its infancy stage, there are also a lot of improvements that we can make to the items that are currently provided through the Portal.

We really want to open it up to you and get you guys to tell us a little bit about what you could use, and help us prioritize the different things that

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we do, and the enhancements and features that we add. With that, we've got a team here.

We've got Dennis Chang from the Registry Services Team, who's on the Registry Engagement Support side, and is responsible for overseeing the GDD Portal and making sure that [unclear 02:39] requirements get to the Technical Product Manager – who's at the end of the table, [Leanne Champagne], and who I think you all very much enjoy working with. With that I'm going to turn it over to them and let them tell you about the Workshop. Thank you.

DENNIS CHANG:

Thank you Krista. Let me start out with a short introduction with myself, and maybe [Leanne] can do the same. I heard that you guys want to meet us and know what we do. Like Krista says, one of the proud programs that I'm directing is the GDD Portal. In addition, we spoke a little bit about operationalizing the services. I had that project where we look at each service and figure out how to better provide it in terms of process and operational efficiency.

I'm also involved with creating the new brochure, as Krista mentioned earlier, so please come and talk to me if you have inputs on the roadshow. Also, the URS, such as the post-delegation dispute resolution services, that program – URS, trademark, PDD RP and RRD RP – I direct those programs also. [Leanne], do you want to introduce yourself?

[LEANNE CHAMPAGNE]:

Thanks Dennis. I have been with ICANN a short period of time, but have been in product management for many, many years. My goal is to make

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the GDD Portal everything that you need it to be. sometimes I'm called the human suggestion box, and I do take that to heart. There are many legacy systems that we work with. I also will be responsible for the software product management of those. I look forward to meeting each of you and getting to know you. I'm always open to questions and suggestions, so please don't hesitate to contact me. Dennis?

DENNIS CHANG:

Thank you [Leanne]. Let's quickly go over the Agenda. This is a Workshop, so our presentation will be brief because we want to spend most of our session working together on sharing the ideas of what our GDD Portal will be. Followed by a quick overview, [Leanne's] going to give you some outlook, and we'll take a very short time for a quick Q&A in terms of the processes. Then we'll get into our Workshop, which is the fun part of this session.

So, Krista gave you a Portal overview. Can I see, by show of hands, who has actually used the Workshops? One, two? It's actually a minority here. Most of you have not encountered the Workshop yet, it seems? You'll be happy to know when you get your TLD delegated that you'll be invited to come and log into the GDD Portal. The Portal was created as a centralized location to make it more efficient for us to work together.

It was launched in March 2014, so it's still in the beginning stage. As of today we have 143 users, who are representing 440 TLDs. That means that we have features in the Portal that a single user can manage multiple TLDs. Of course, there's a form for receiving, collecting contact information, onboarding information, and also it provides case submissions and tracking.

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That's what the login page looks like. Here is a sample page on what type of work you can do. You can do registry contact information, public contact information, ONBIR, which is the onboarding information, start-up information and case management. When you log into the Portal, the first thing we ask you to do is download a GDD Portal Guidance Document. This document will help you to work with the Portal.

As we've been talking we have a demonstration booth, just below this level, and there you'll see the screen monitor displaying all the screens of the GDD Portal. We are going to continue to collect your ideas and suggestions throughout the day tomorrow. Please come back and invite your colleagues to visit us at the booth. I'll turn it over to [Leanne] now.

[LEANNE CHAMPAGNE]:

Thank you Dennis. I want to start by saying that it's been my experience that outstanding software is created through collaboration with end users. Years ago I was a software developer at a large retail chain. The president of that particular company was in the habit of going by an employee's desk, talking with them and watching how they did their work. He really wanted to help streamline their work and he did it in a very proactive way.

One day he asked me to join him on his rounds, and I was shocked that my really good software actually didn't meet the business workflow of the users. It was frankly hard to use. That was a profound day in my life. For the rest of my career I dedicated myself to not either creating software or managing software that didn't involve the end user. It just doesn't turn out well unless you do that.

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The moral of the story is that as your GDD Portal Product Manager it's my job not to dictate the functionality, but to hear from you, to be your champion and to help you articulate what your needs are in order to do your job well and efficiently. That being said, I want to introduce to you our new enhancement and review planning process. At the very highest level is a new Portal User Group, which you've heard Krista talk about.

I believe that it's important to have a forum for you to come to, to engage with me directly. I'd like it to be something that we meet regularly. I envision it to be online sessions where I present to you mockups and concepts of, probably, a lot of what will come out of here today, things that I've synthesized from your comments and your feedback.

I'm looking for your feedback on a more concrete level – am I going in the right direction? Have you considered this? Have you considered that? It needs to be a truly collaborative effort. I'll also in those sessions give you insight into our planning process. I expect to kick off the first user group meeting in August, and as my teammates have been very generously soliciting for me, I'm looking for volunteers. The more people we have involved, the better the product will be.

From that user group pool I intend to reach out and conduct one-on-one interviews and focus groups. Having a concept is one thing, but getting it down to the true details and the functionality make all the difference in the world. I may think something is the easiest way of doing things, but not understanding how you run your business, I may be going in completely a different direction.

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I need to present to you, through the design process, what it is that we're coming up with and for you to give me feedback. I expect things will change. That's a good thing. That means when we come out and release it, it will be what you need.

We're also introducing data test programs. There may be those of you who are interested in testing, to make sure that what we design together actually does meet your needs. Often in data tests there are the unexpected, and that's what they're for – to flush all those things out. If there are things that need to be corrected, that's the time to do it.

What I don't have on the slide but I do want to talk about a little bit is we're also changing in our software development process, along with the traditional software development, that a different organization handles, I'll be managing a simultaneous launch program.

For the larger changes to the portal there will be a project plan to include training – internal people, as well as yourselves –, producing documentation, making sure that announcements go out well in advance so that you're aware of the changes that are coming down the line and can plan for them. If you've got documentation that relies on our current process, you'll have an opportunity to change that.

We want to look at all the things that have to be in place before it actually launches. Nothing should be a surprise to you. Last but not least, we will be adding an enhancement fix request form to the Portal itself. We're doing that in a number of places, so we need to treat it as a platform issue. We're committed to doing that, because frankly, as you do your job, you're going to think, "That was really bad. I'd like to have

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it some other way.” What better way for us to get that info than to have it at your fingertips? When the thought passes your mind, you’ll be able to actually communicate that to us.

I’m going to give you a little bit of insight into our product roadmap. There’s a lot more detail behind it, but looking at it from where it stands now, there are three main themes that I think we need to focus on. This can change based on feedback from you, and our exercise following this presentation. Generally, there are a lot of enhancements planned around the user experience.

There’s a lot of usability standards that we can apply to the GDD Portal that will make it more intuitive for you. I also understand that those of you that have to manage multiple TLDs, the way it’s currently architected it’s not easy to do that. This will probably be one of the first actions I would engage the user group with. I don’t understand the business of managing TLDs well enough to come up with a good interface for that. I just know that we need to do it. That’s an important one for me.

Also, simplifying the submission of changes requiring approval. For those of you that have used the Portal, once you’ve submitted contact information, for example, we have a process to lock it down, because there are some fields that just can’t be changed without human review. It’s necessary. The way it is today, you can’t change anything. You have to open up a case with customer support.

We realize that that’s not efficient for anybody, so we’re working on an enhancement that will allow you to make the changes, and those that need human review will go into a pending state and go to an ICANN

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subject matter expert for review, and then they'll approve it and it'll get persisted to the database.

We've also gotten suggestions for the addition of case filters and case feedback in the form of customer satisfaction surveys. We take that to heart. Customer service and myself firmly believe that we have to have a feedback loop from you, in order to make the process work well. There's no question that we're doing that. We'll get that ruled out as quickly as possible. Under the category of task management, I envision a user interface where we can give you a visualization of where you are in the process.

Just to take a step back – Krista alluded to this in her last presentation – the GDD Portal is really in its infancy. It really focuses on the onboarding activities of registries. We're in the process of not only opening it up to other types of users; like registrars and registries that have gone through the onboarding process and beyond that, so it will be all types of contracted parties, but it also will mimic the lifecycle of contracted parties.

From the onboarding process to maintenance activities, contact activities, recurring activities, whatever needs to be done throughout our relationship will be there on the Portal. When you have that, there are always going to be tasks. One of the biggest things we were planning for task management is to really solidify the workflows. We understand that how we engage with you is we do a little work, you do a little work, there's a lot of back and forth. We need to really get very crisp about that.



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That includes giving very clear status messages about who has a particular action item. Some of the status messages are a little ambiguous today, so we'll be revising those. With that comes where are you in the process, a clear list of what your to-do items are, as well as ours. This is also the foundation for a lot of the SLAs that we've been talking about. Until we have this foundational workflows and can assign maximum times to individual activities, we really can't apply an effective SLA system.

We understand that's where we want to go. This project is the first part of that rollout. Lastly, there's a lot of feedback that we want to give you in the form of communication about what's coming up. We're constantly rolling out new functionality and fixes. We want to communicate that to you in a much more effective way. Also, when we're performing system maintenance, we want to make sure you're aware of it well in advance.

Then doing things like adding a Portal support page, where there's FAQs, training videos, anything that you might need in order to work with the Portal in a much more effective way.

Next steps – as we keep saying, and I really mean it, and I hope that you all join – is to form this Portal User Group. However you want to contact us, probably the easiest thing is to email [customerservice@icann.org](mailto:customerservice@icann.org), saying you're interested. They will forward it to me. We'll do a future enhancements review. A lot of these things have been concepted out, and I'm ready to engage. Those of you that do join the User Group, I'll present those concepts and get your feedback on that.

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Often I get the question of, “When are these enhancements going to be delivered?” Honestly, the way that we do it, and I think is the most effective way, is part of the engagement process is hearing from your business priority is. It’s not effective for me to assume that a particular feature is a vital need, only to find out that you really don’t care about that. I need to know from you what your pain points are. What is going to make your job much more effective?

From that, and the dialogue about what the actual requirements are, then we can put together a solid timeframe on when it will be delivered. I don’t want to give you dates that we can’t meet, but I need to know from you when do you need it, and I need to know from you how you want it to work. With those two things, I can go to the development team and they’ll tell me how long it will take. I can put it on our calendar and it can be a date that you can count on.

As Dennis said, this was a very short presentation, just meant to give you an introduction and a flavor for where we’re at. We would like to open it up for a short Q&A session, if you have any questions. We wanted to devote most of the session to actually getting ideas from you, but before we do, I’ll open it up both to those here in the room, as well as remotely. Any questions? Comments?

No? Okay. Well, with that we’re going to move into Part 2 and actually do the Workshop. We’ll be stopping the recording. The rest of the slides are going to be instructions for the Workshop. If you do think of other ideas after the session, please contact me or email customer service. We always want to hear.

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The Workshop itself is technically an affinity diagram exercise. The goal here is to identify the enhancements that are important to you. It's not about me. It's all about you. The process that we're going to go through is we're going to have you use the sticky notes that we handed out earlier. Before I go any further – show of hands of anybody that doesn't have sticky notes and a pen? We've got everybody here, running to the rescue!

While we're doing that I'll run through the process overview. On these sticky notes we're going to ask you to complete the sentence, "I want the GDD Portal to do..." whatever – make coffee... Hopefully it's something a little more applicable, but really it could be "Fix something now..." or... Use your imagination!

Even if you're not an existing Portal user, think about your work. What do you want from ICANN? What do you want us to give you? How do you want to interact? The sky's the limit on that. We're going to give you about five minutes to do that. Once you're done writing out your ideas we're going to break you out into teams of about ten people. We're going to have you stick your notes on the board, and then the team itself will actually group them.

There's probably going to be themes that emerge from those ideas. We'll have you group them. Then once they're grouped you'll probably see that there are duplicates. We'll ask if there are duplicates then you choose the one that best represents the idea, and keep that one. Put the second one aside. Once all that's done, notice on the back of you pack you've got four blue dots? We'll vote. That's the way, for this exercise, we're going to do the prioritization process.

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