Communications Dept.
Update for At-Large

Barbara Clay, VP for Communications
Scott Pinzon, Director of Marketing and Outreach
The Part Where Barbara Talks

One World

One Internet
Five Key Goals of the Re-design

One World

One Internet
(better look & feel is a given)
Intuitive *role-based* navigation

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

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

• 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

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

- 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!
Thank You