



Business Requirements

[GNSO Replacement Website]

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1. INTRODUCTION

1.1. Purpose

The purpose of this document is to define a set of business requirements for the GNSO Website Replacement Project. This document contains statements and descriptions of the requirements that will apply to a replacement online internet presence for the GNSO.

1.2. Project Overview

The overall purpose of the GNSO Website Replacement Project is to provide a new online presence that provides the GNSO user community web-based capabilities to store, locate, access, and share information that is critical to its fundamental role in developing bottom-up policy as a Supporting Organization (SO) within ICANN. This project has been conceptualized into two phases with focus areas as follows: Phase I – website graphical interface, design, information architecture, navigation, basic collaboration, content sharing, and content migration; Phase II – enhanced collaboration features and document management.

The project objectives for Phase I are:

1. Design and implement a website information architecture and user interface that permits efficient and effective navigation and allows users to locate information quickly and with minimal effort.
2. Migrate all “live” content from the existing GNSO website to a website embodying changes in information architecture, navigation, aesthetic and content arrangement.
3. Enable in the website the content sharing capability of the existing multisite, multilingual content management system (CMS) used by ICANN. Content items should be stored centrally and reference-able everywhere, including other ICANN websites that participate in the shared content system.
4. Facilitate website content management by authorized GNSO staff without introducing a greater amount of work than continuing to send requests to Corporate Affairs.

By successfully completing the project’s objectives, the following project goals should be achieved:

1. The GNSO will have an intuitive online internet presence that is easy to navigate, searchable, and efficient to maintain by various distributed roles having responsibility for administration, content creation, and management.
2. The GNSO will have the ability to share content within its organizational website and across other ICANN websites.
3. The GNSO will have the ability to add new features to its online presence, including document management and enhanced collaboration capabilities, that will meet the changing and growing needs of the organization, especially as outreach efforts draw more participants.

For more information about the project including background, references, and related documentation, please refer to the Communications and Coordination Team's (CCT) Charter located at: https://st.icann.org/icann-osc/index.cgi?osc_communications_work_team_charter.

1.3. Assumptions

The following assumptions were made in defining the requirements in this document:

1. The GNSO's current online internet activity is a reasonable and reliable predictor of its short-term future needs.
2. ICANN's Drupal Content Management System (CMS) can accommodate limited collaboration features.
3. Enhanced collaboration and all document management capabilities that have yet to be fully described in terms of business requirements (Phase II) can be provisioned separately from the CMS and can be linked to from the GNSO website.
4. Adequate technical and design support, as well as sufficient funding, will be made available to develop the online presence in the near term.

2. BUSINESS REQUIREMENTS

Background: The Generic Names Supporting Organization (GNSO) is a policy development body of ICANN that focuses on issues related to generic top-level domains (gTLDs), and as such, it is the largest area for policy development activities within ICANN. With approximately a few thousand HTML and non-HTML files – not including items in mailing list archives -- the current GNSO online presence is only second in size to ICANN.org. There are currently six self-organized GNSO constituencies, each recognized as representative of a specific and significant group of stakeholders. Constituencies are diverse in nature and activity, but collaboration and consensus building remain essential to the GNSO's policy development activities. Constituencies are committed to broad membership participation as well as open and transparent procedures and practices. Participants are globally dispersed although one of the goals of the overall GNSO improvements project is to expand participation further into every region of the world. Global participation also means that users will be operating through the widest spectrum of technology; therefore, the ultimate solution(s) must permit the broadest group of users to work and participate in the GNSO via its online presence.

2.1. GNSO Online Presence Requirements

Summary: Creating a new GNSO online presence, as envisioned in this document, means providing capabilities that enable the organization to increase process efficiency, improve productivity, and facilitate high performance collaboration among its user community. These capabilities should:

- help GNSO participants locate each other and communicate efficiently across organizational and geographic boundaries;
- incorporate an intuitive interface and support the continued use of common ICANN software productivity tools; and
- allow content owners (with appropriate authorization) to create individual and group pages and publish, store, share, and track information and documents.

The resulting online presence should be easy to use from the standpoint of an administrator, a content owner, an author, a contributor, or a visitor. The online presence should be capable of rapid deployment so as to result in the least amount of disruption to the on-going work of the GNSO during implementation. It is a core element of all capabilities that they support multiple languages and locales and that care is taken to help ensure that users are able to make effective use of all services in low-bandwidth environments.

To meet the changing and growing needs of the organization, especially as outreach efforts draw more participants, the GNSO's new online presence should provide the ability to augment capabilities already described in Phase I, for example, external document management and enhanced collaboration, which, if they cannot be integrated, can be linked to its website.

2.1.1. Usability, Navigation, Search

1. Due to the public, non-profit nature of the GNSO's work and the fact that its community members utilize many different computing platforms, the capabilities provided within the online presence must support multiple browsers as well as multiple operating

systems and should not require the downloading or installing of any applets on visitor/client computers. Keeping the Least Developed Countries and the At-Large community in mind, the site must be useful and navigable even to users who have a slower (dial-up) connection to the Internet.

2. ICANN is an international organization and its GNSO community members are located in every region of the world. Its online users and visitors come from many different countries and their native languages are varied. The website must be capable of displaying and searching translated content in at least those languages determined by the ICANN Translation Policy and, where feasible, integrating industry standard translation tools. Distinct URLs should be available for supported language versions. There should be readily visible indicator text in native language and script to highlight specific pages available in corresponding languages; if no page is available in that language the indicator text should not appear.
3. The GNSO depends upon volunteers, from the community, to perform its policy development functions for ICANN. Volunteers, as such, do not spend most of their time working on ICANN tasks. Given the limited amount of precious time that they have to offer, their interactions within the GNSO online presence should be intuitive, efficient, and productive and should include easy-to-find, easy-to-use, navigation features (e.g. top menu bar, “breadcrumbs”) so that users know where to go to find the information they seek, where they are in the website (at all times), and where they have been should they want to retrace steps. A user should be able to: (a) move forward and backward without error, (b) discover quickly where to go and what to do if they are temporarily lost, (c) find HOME and a website directory on every page, (d) know how to recover (or get help) if they encounter broken links or scripting errors, and (e) stay in the current website and not be transported elsewhere unintentionally. Features helpful to newcomers, such as a glossary of terminology and acronyms, should be noticeably present and easy to find.
4. The information architecture (a.k.a. taxonomy) of the website content should be organized logically and simply around the subject areas most frequently encountered by the GNSO community and individual content units/elements (e.g. documents) should be accessible with a minimum number of “clicks”.
5. Because of the diversity represented in the GNSO community, multiple navigation paths should be carefully considered and constructed. The site should work well for each of the most prominent segments within the community. For example, newcomers should find what they need easily, but so should veteran Working Group members – even though the newcomer and the veteran probably want very different content. The implementation team should seriously consider the use of different ‘user roles’ to solve this important issue.
6. All content on the website should be fully indexed and searchable by means such as keyword, title, author, and date with results displayed in terms of relevance to the query. Search capability should also feature “highlighting” (e.g. bold) searched terms in displayed content and automatic correction for mistyped entries (e.g. “did you mean...?”). Users should be provided the option to search the local GNSO website, ICANN at large, or the entire internet.

7. Although these requirements specify the need for robust internal search capabilities, GNSO users also make use of external industry standard search engines (e.g. Google, Yahoo) that should continue to be able to interpret and properly index its content.

2.1.2. Content Management

1. There are many varied and complex activities in motion at all times within the GNSO. To make the website dynamic and to ensure that its content remains up-to-date with the rapid pace of change, the website should provide tools that enable authorized content managers to create new pages (and update current ones) by using pre-defined theme elements that are consistent with overall website style, layout and design.
2. Consistent with the necessity to distribute the workload of creating and updating content on the website, there should be tools that remember the time and date of web content modifications together with the capability to rollback to prior web page versions when necessary.
3. Due to the sheer number of complex initiatives and the many different teams, groups, and staff personnel working on items at any time, the online presence should enable authorized content managers to simply and quickly update current events to keep the community informed of the latest progress, status, document versions, and decisions relating to particular topics (e.g. blogging?).
4. Consistent with providing lead topic and subject matter experts the ability to create news and event blogs, there should be a mechanism by which users can voluntarily subscribe (and unsubscribe) to such articles so that updates are delivered automatically (e.g. RSS feed, email alerts).
5. As mentioned in the Background section (above), the current GNSO website is home to more than thousands of files containing documents and other content elements. It is extremely important, due to the need for accuracy and precision, that redundancy, replication, and confusion be minimized to the largest extent possible. Content items should be stored in one place and referenced everywhere including other ICANN websites and portals.
6. As content items are added to the website and at other times when the need arises, the website should permit users and content managers to define useful information categories (e.g. keywords, tags, metadata) that provide contextual indications of the subject, audience, and/or intent so that navigation, aggregation and search functions are optimized.
7. GNSO has a need to announce significant news and other events that have broad applicability to its community. Placing such information on a banner(s) would be desirable so that users/visitors can be quickly noticed of critical information.
8. The online presence should provide the capability to import and upload multiple formats for documents, images, audio, and video.

2.1.3. Collaboration

There are certain collaboration capabilities that the GNSO needs desperately as highlighted by the pain points itemized below:

1. The GNSO sponsors and tracks a vast number of meetings and teleconferences that involve members of the community. Given the disparate time zones and the fact that many participants are engaged with multiple committees and working groups, it is mandatory that the GNSO maintain an aggregate calendar that enables its Secretariat, and others, to schedule activities to minimize overbooking and routinely inconveniencing participants from around the globe as to day of the week and time of day. The website should enable calendaring functionality that identifies participants, date/time, topic or purpose, logistics (e.g. call-in details, online meeting room links, etc.). In addition, the calendar should provide references (links) to MP3 recordings and transcripts, where applicable. In addition, for those users who manage their calendars using computer software (e.g. iCalendar standards), it would be ideal if there was some way that they could update their own calendars simply and easily from data posted on the GNSO website. Similarly, it would be helpful to users if they could be automatically notified any time a GNSO calendar meeting or event was changed/updated as to date/time/logistics.
2. The GNSO currently uses a separate website application called “Doodle” for participant scheduling. Ideally, the calendaring capability would be able to present multiple dates and times for community members to indicate availability for the purposes of scheduling meetings (e.g. polling).
3. The GNSO also makes use of separate meeting places such as “Adobe Connect.” Again, for simplicity and consistency, it would be helpful if some or all of these tools were integrated or, if that is not possible, provide links to facilitate access.
4. The GNSO currently employs a separate Website, called “Social Text Wiki” for collaboration. It would be ideal to include these capabilities within the replacement website, specifically the ability to create, modify, and administer a hierarchical sequence of pages (e.g. chapters, sections, subsections).
5. To make it easier and simpler for GNSO community member to locate and contact each other, provide the capability for a GNSO participant (e.g. constituency) repository or database containing information such as name, e-mail address, and affiliation.
6. The GNSO’s fundamental policy development mission necessitates threaded comment (e.g. discussion forum) capabilities relative to published content on the website with the ability to organize and display posts chronologically by date or hierarchically by topic.

2.1.4. Document Management

1. The GNSO’s need for sophisticated document management capabilities is well understood, but it is outside the initial scope of this project. As a temporary measure, perhaps it would be possible to provide something akin to an FTP space for the storage of the document versions with password protected access for download and upload by team members. With consistent file naming conventions, such capability would reduce emailing of documents, improve version coordination, and ensure that individuals knew and were working on the latest revisions. It would also provide a consolidated and permanent repository where important GNSO content versions could be retained and backed up periodically. Many file storage and collaboration websites exist; the implementation team is free to research and, if appropriate, recommend an existing,

low-cost “cloud” resource as a solution if that is the most effective way to solve document management problems.

2.2. Administration

1. The GNSO is currently employing a sub-optimal process that requires all website changes to be forwarded for action to a central web-admin team. To permit easier updating and faster change that keeps pace with its dynamic environment, the GNSO would like to distribute content management control to a number of authorized managers who should have the ability to edit, update, and maintain the website via standard internet web browser tools. Content editors should have the ability to create pages and hierarchical menus as well as import text from various standard authoring tools (e.g. Word, or a simplified HTML editor) with minimal reformatting necessary to render properly on the website. Ideally, the platform would also support basic workflows such that content requiring multiple steps (e.g. authoring, approval, translation) could be managed efficiently and effectively within the website.
2. Consistent with the need to distribute work functions across members of the community and Staff, with proper authorization, the GNSO website should support the creation of multiple roles for various classes of users that provide different levels of access, security, and administrative privileges (e.g. website admin, authoring, page design, content editing, translation).
3. The “admin” system should possess a search capability for locating pages and document files that have yet to be published.

2.3. Reporting

1. In order to maintain the new website’s effectiveness, website administrators and content owners should have the ability to track various traffic statistics which might include: number of unique visitors, total visits, page views, length of time on website, bounce rates cross-referenced by visitor location, browser languages, network connections, referring websites, search engines and keywords used.

2.4. Security

1. Because the GNSO site will use collaborative tools where strangers could post content, pages where community input is accepted must be filtered according to industry best practices (such as those recommended by the [Open Web Application Security Project](#)), to prevent malicious input such as SQL injection, cross-site scripting, IFRAME-based attacks, or spam.

2.5. System Users

The solution should include the following users of the system.

No.	User Name	Role	Department	Location
1.	[This Section is TBD]			
2.				

No.	User Name	Role	Department	Location
3.				
4.				
5.				
6.				

2.6. System Integration

1. For the GNSO's mobile users to remain engaged when traveling, the infrastructure/platform should support a future project for the website to be rendered on mobile devices.
2. Requirements listed above should, wherever feasible, be implemented to leave as many options for the future as possible including, for example, the ability to incorporate future modules of user generated content such as polls, blogs, and online comments without increased development work beyond a reasonable level.

2.7. Data Migration

1. To the maximum extent possible, all content on the current GNSO website should be able to be migrated to the new website such that all existing document and other links work properly in the new environment.
2. The ability to create archive areas for older documents in each section which currently overload the present GNSO website.
3. The new online presence should be capable of being deployed so as to result in the least amount of disruption to the ongoing work of the GNSO during implementation.
4. In order that valuable content can still be found by search engines, the new website should have the ability to allow pages to retain the same URL that existed previously to the maximum extent possible.

2.8. Testing

1. In Phase 1, the GNSO would prefer to be engaged with ICANN Corporate Affairs employing an agile development methodology through which the Communications Work Team (representing the GNSO User Community) would be able to prototype designs, information architecture (e.g. taxonomy), and navigation. Testing, per se, would be done in concert with the building/prototyping process and according to ICANN I/T technical benchmarks.

2.9. Training

1. To be determined as capabilities are developed and as final functionality is implemented.

2.10. Documentation

1. Users should have access to help menus for capabilities provided within GNSO's online presence, including features, functionality, and content (videos, slides, tutorials, "how to" articles, etc.).
2. An introductory level handbook covering capabilities provided within GNSO's online presence should be created and kept up-to-date and be accessible online.

2.11. Support

1. Capability for users to seek help or call attention to operational problems either by e-mail, or online request that is ticketed and tracked. The implementation may require splitting responsibilities between GNSO, Corporate Affairs, and I/T using existing "ticketing" applications.

2.11.1. System Support

1. No unique requirements over and above those of ICANN.

2.11.2. System Availability

1. GNSO participants span the entire globe and as a result the website must be available 24/7 except during periods of maintenance.

2.11.3. System Recoverability

1. No unique requirements over and above those of ICANN.

2.11.4. Disaster Recovery

1. Daily back up of the data, files and configuration settings covered by GNSO's online presence must be performed along with maintenance of means for restoration of information and capabilities.
2. Additionally, a periodic archive copy of the website should be kept for records and posterity.

2.11.5. System Performance

1. No unique requirements over and above those of ICANN.

2.11.6. Licensing

1. No unique requirements over and above those of ICANN.

2.12. Audit, Controls, and Compliance

1. No unique requirements over and above those of ICANN.

3. DOCUMENT CONTROL

3.1. Document Approvers

Name	Title	Approval Status	Date
Mason Cole	Chair - CCT		17 Jul 2009
Chuck Gomes	Chair - OSC		
Avri Doria	Chair – GNSO Council		

3.2. Document Reviewers

Name	Title	Date Sent
Marc Salvatierra	Corp Affairs Website Development	5 Jun 2009
Scott Pinzon	Director – Policy Communications	13 Jul 2009
Rob Hoggarth	Sr. Policy Director	15 Jul 2009

3.3. Revision History

Version	Date	Author	Description
1.0	27 May 09	Communications Work Sub Team 1 [Ken Bour, Chris Chaplow and Steve Holsten]	First Draft developed under auspices of Operations Steering Committee
1.1	10 Jun 09	Marc Salvatierra	Changed “website” to “online presence” in many locations and recommended other edits that the CCT Sub-Team accepted as providing clarification and precision.
1.2	14 Jul 09	Scott Pinzon, Director of Policy Communications	Recommended a number of additions and clarifications which were submitted to the team and approved for incorporation into the document.