



APPENDIX

In order to give you a better idea of how our design process works, we've included some assets from our redesign of [ICANN.org](#), the main, public-facing website of the Internet Corporation for Assigned Names and Numbers. (ICANN is the organization responsible for all domain names and IP addresses on the internet.) The project was a massive effort: Analyzing more than 43,000 static HTML files in six languages, performing an entire overhaul of the IA, design, and multilingual support, and moving the entire property to a responsive Drupal 7 website.

If you'd like to learn more about the details of the entire project, we presented a case study at DrupalCon Denver 2012 titled "Big websites for small screens." Follow the links below to view the slide deck and video.

Slides: <http://4ktch.in/icann-case-study>

Video: <http://4ktch.in/icann-case-study-video>

Wireframes

The following pages show wireframes for each version of the home page. For all major landing pages we created a smartphone, tablet, and desktop version to illustrate how elements would shift around on the page depending on the user's browsing device. (In keeping with our mobile-first design philosophy, the site also works well on feature phones, which only support text and some images.)

ICANN.org home page - Desktop version

ICANN Home Page

http://icann.org/

Internet Corporation for Assigned Names and Numbers

Deutsch | Português | Русский | Italiano | Français | Español

Search the site

About Us News & Press Resources Groups Contact Help

Title of the headline to be displayed here

A snippet to entice the reader to proceed further down the rabbit hole.

[Read more >](#)



○ ○ ○ ○

Need help?

[Domain name transfer](#) »

[Whois data correction](#) »

[Unsolicited renewal or transfer](#) »

[Have another problem?](#) »

What Is ICANN?

Formed in 1998, ICANN is a not-for-profit partnership of people from all over the world dedicated to keeping the Internet secure, stable and interoperable.

[Learn more »](#)

Latest Announcements

[Title of the post can be longer sometimes because it needs to describe the article](#)

24 March 2010 - news, latest works, foreign
Aenean fermentum, elit eget tincidunt condimentum, eros ipsum rutrum orci, sagittis tempus lacus enim ac dui. Donec non enim in turpis pulvinar facilisis.



[Title of the post can be shorter](#)

24 March 2010 - news, latest works, foreign
Aenean fermentum, elit eget tincidunt condimentum, eros ipsum rutrum orci, sagittis tempus lacus enim ac dui. Donec non enim in turpis pulvinar facilisis.

[More Announcements »](#)

Events

[Go to this event](#)
24 March 2010



[Go to this event](#)
24 March 2010



[More Events »](#)

Public Comment

This is the title of the post and it can be super long or super short. Either way it will get styled.
24 March 2010

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24 March 2010

[More Public Comments »](#)

Board Activity

[This is the document title and it is not long](#)
24 March 2010

[This is the document title and it is not long](#)
24 March 2010

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24 March 2010

[This is the document title and it is not long](#)
24 March 2010

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24 March 2010

[More Board Activity »](#)

Organizations & Committees

[Address Supporting Organization \(ASO\)](#)

[Country code Names Supporting Organization \(ccNSO\)](#)

[Generic Names Supporting Organization \(GNSO\)](#)

[At-Large Advisory Committee \(ALAC\)](#)

[Governmental Advisory Committee \(GAC\)](#)

[Root Server System Advisory Committee \(RSSAC\)](#)

[Security and Stability Advisory Committee \(SSAC\)](#)

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Get updates via email

Your email address

News Alerts Contractual Compliance
 Newsletter Policy Updates

 ICANN Blog

 Community Wiki

 Planet ICANN

 Follow us @icann

 Videos

 Photos on Flickr

ICANN Home Page

← → C Q http://icann.org/



Internet Corporation for
Assigned Names and Numbers

Deutsch | Português | Ελληνικά | Italiano | Français | Español

Search the site

About Us

News & Press

Resources

Structures

Contact

Help

Title of the headline to be

A snippet to entice the reader to proceed further down the rabbit hole.

[more »](#)



○ ○ ○

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[More Announcements](#) »

Events

[Go to this event](#)

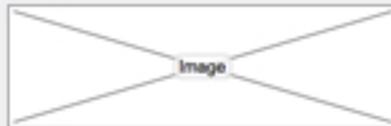
24 March 2010



Image

[Go to this event](#)

24 March 2010



Image

[More Events](#) »

Public Comment

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24 March 2010

[More Public Comments](#) »

Board Activity

This is the document title and it is not long

24 March 2010

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24 March 2010

This is the document title and it is not long

Organizations & Committees

[Address Supporting Organization \(ASO\)](#)

[Country code Names Supporting Organization \(ccNSO\)](#)

[Generic Names Supporting Organization \(GNSO\)](#)

ICANN Home Page
http://icann.org/

Internet Corporation for Assigned Names and Numbers

Menu Help

中文 | 日本語 | Deutsch | Italiano | Français

Title of the headline to be displayed here

A snippet to entice the reader to proceed further down the rabbit hole.
[more »](#)

Need help?

Domain name transfer »
Whois data correction »
Unsolicited renewal or transfer »
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[Learn more >>](#)

Latest Announcements

Title of the post can be longer because it needs to describe the article



24 March 2010 - news, latest works, foreign affairs
Aenean fermentum, elit eget et tincidunt condimentum, eros ipsum rutrum orci, sagittis tempus lacus enim ac dui. Donec non enim in turpis pulvinar facilisis lorem ipsum dolor sit amet, consectetur adipisciing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua

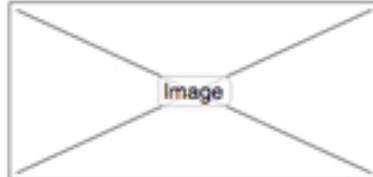
Title of the post can be shorter

What's happenning at ICANN

Events

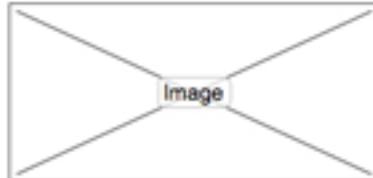
[Event title information](#)

24 March 2010



[A much longer Event title that might be displayed on two lines of text on this webpage](#)

03-24-2011



Public Comment

[New Generic Top-Level Domains](#)

Short description of the gTLDs

[This is the title of the post and it can be super long or super short. Either way it will get styled.](#)

24 March 2010

[New Generic Top-Level Domains](#)

Short description of the gTLDs

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24 March 2010

Board Activity

[This is the document title and it is not long](#)

[This is a title of document and it is not long](#)

[Is this the document title? It's not long](#)

[Document title this is? Not long is it](#)

Organizations & Committees

[Address Supporting Organization \(ASO\)](#)

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[Root Server System Advisory Committee \(RSSAC\)](#)

[Security and Stability Advisory Committee \(SSAC\)](#)



Style tiles

As explained in the “Visual design” section of this proposal, style tiles are our preferred method of iterating on the look and feel of the site. In this document, the first four pages illustrate the preliminary style tiles that explored different design directions based on the ICANN’s desired characteristics. The last page in the set, is the final direction we arrived at after a few rounds of feedback and iteration.



Internet Corporation for
Assigned Names and Numbers

Style Tile 00 • Version 1

This is a main headline

But ere the first wild alarm could get out abroad among the crew, the old man with a rigid laugh exclaimed, "I have it! It has happened before. Mr. Starbuck, last night's thunder turned our compasses—that's all. Thou hast before now heard of such a thing, I take it."

"Aye; but never before has it happened to me, sir," said the pale mate, gloomily.

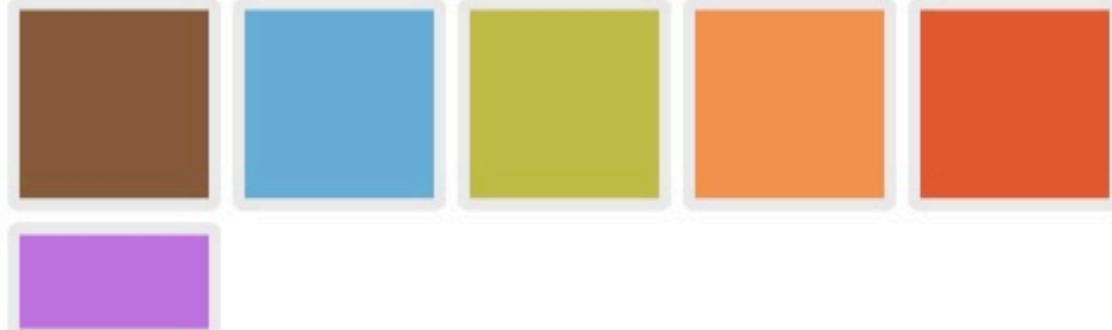
THIS IS A SECONDARY HEADLINE



Test Button

Test Button

COLOR IDEAS



TEXTURES AND PATTERN SAMPLES



ADJECTIVES OR NOTES

cool looking, efficient, personality, easy, and universal



Internet Corporation for
Assigned Names and Numbers

Style Tile 02 • Version 1

This is a main headline

But ere the first wild alarm could get out abroad among the crew, the old man with a rigid laugh exclaimed, "I have it! It has happened before. Mr. Starbuck, last night's thunder turned our compasses that's all. Thou hast before now heard of such a thing, I take it."

"Aye; but never before has it happened to me, sir," said the pale mate, gloomily.

This is a secondary headline



Test Button

Test Button

COLOR IDEAS



TEXTURES AND PATTERN SAMPLES



MIDDLE ADJECTIVES OR NOTES

Mini Cooper, inclusive, pluralistic, universal, cool
new, interesting, heart/soul



This is a main headline

This is a secondary headline

Both were glad to see me, it was needless to say, though of course they had known nothing of the fate that had been meted out to me by my judges. It was decided that no time should now be lost before attempting to put our plan of escape to the test, as I could not hope to remain hidden from the Sagoths long, nor could **I forever carry that bale** of skins about upon my head without arousing suspicion. However it seemed likely that it would carry me once more safely through the crowded passages and chambers of the upper levels, and so I set out with Perry and Ghak—the stench of the illy cured pelts fairly choking me.

[A link outside of the text »](#)

TEST BUTTON

TEST BUTTON

COLOR IDEAS



TEXTURES AND PATTERN SAMPLES



ADJECTIVES OR NOTES

Mini Cooper, inclusive, pluralistic, universal, cool
new, interesting, heart/soul



Internet Corporation for
Assigned Names and Numbers

Style Tile 02 • Version 2

This is a main headline

This is a secondary headline

Both were glad to see me, it was needless to say, though of course they had known nothing of the fate that had been meted out to me by my judges. It was decided that no time should now be lost before attempting to put our plan of escape to the test, as I could not hope to remain hidden from the Sagoths long, nor could **I forever carry that bale** of skins about upon my head without arousing suspicion. However it seemed likely that it would carry me once more safely through the crowded passages and chambers of the upper levels, and so I set out with Perry and Ghak—the stench of the illy cured pelts fairly choking me.

[A link outside of the text »](#)

Test Button

Test Button

COLOR IDEAS



TEXTURES AND PATTERN SAMPLES



ADJECTIVES OR NOTES

Hybrid car, sophisticated, knowable/relatable, approachable, integrated, easy, intuitive, coherent, efficient

This is a main headline

This is a secondary headline

Both were glad to see me, it was needless to say, though of course they had known nothing of the fate that had been meted out to me by my judges. It was decided that no time should now be lost before attempting to put our plan of escape to the test, as I could not hope to remain hidden from the Sagoths long, nor could **I forever carry that bale** of skins about upon my head without arousing suspicion. However it seemed likely that it would carry me once more safely through the crowded passages and chambers of the upper levels, and so I set out with Perry and Ghak—the stench of the illy cured pelts fairly choking me.

[A link outside of the text »](#)

TEST BUTTON

TEST BUTTON

COLOR IDEAS



TEXTURES AND PATTERN SAMPLES



ADJECTIVES OR NOTES

Hybrid, sophisticated, sporty, relatable, approachable, integrated, intuitive, efficient, different, fresh, cutting-edge, graphic



Screenshots

These are screenshots taken from the ICANN homepage which show the final design as well as how content adapts across smartphones, tablet, and desktop.

ICANN.org home page - Desktop screenshot

Screenshot of the ICANN.org home page (www.icann.org) displayed in a web browser.

The header features the ICANN logo and navigation links: About Us, News & Press, Resources, Groups, Contact, Help, and a search bar.

A main banner highlights the "Fellowship Application Round Opens for ICANN 47 in Durban, South Africa". It includes links for "How Do I Apply?", "For More Information", and "ICANN Theatre: Toronto Fellowship Experience". A photograph shows a group of people seated in an audience.

On the left, there's a "New Generic Top-Level Domains" section featuring three people and a "myICANN" logo.

The right side contains a "Recent Announcements" section with the following items:

- Policy vs. Implementation** (31 January 2013)
Forum Announcement: Comment Period Opens on Date: 31 January 2013
Categories/Tags: Policy Processes Purpose ... [More](#)
- Strategic Planning Update** (28 January 2013)
Thank you for your continued interest and support of the ICANN strategic development process. We are energized by the productive dialogue that took place...
[More](#)
- IDN Variant TLD Program -- Draft Final Report Examining the User Experience Implications of Active Variant TLDs** (18 January 2013)
Forum Announcement: Comment Period Opens on Date: 18 January 2013
Categories/Tags: Top-Level Domains... [More](#)

[More Announcements](#)

The footer is divided into four sections: Meetings, Board Activity, Public Comment, and Organizations & Committees.

- Meetings**: ICANN 46 | Beijing (Beijing, NO. 66 • 7-11 April 2013), ICANN 45 | Toronto (Toronto, NO. 65 • 11-12 December 2012).
- Board Activity**: Agenda for ICANN Regular Board Meeting (2 February 2013), Preliminary Report | New gTLD Program Committee (10 January 2013), Preliminary Report | Special Meeting of the ICANN Board (20 December 2012), Agenda for Special Meeting of the ICANN Board (20 December 2012).
- Public Comment**: Policy vs. Implementation, Consultation on ccTLD Delegation and Redelegation Performance Standards, Consultation on gTLD Delegation and Redelegation Performance Standards, Preliminary Issue Report on Translation and Transliteration of Contact Information, [More Public Comments](#).
- Organizations & Committees**: Address Supporting Organization (ASO), At-Large Advisory Committee (ALAC), Country Code Names Supporting Organization (ccNSO), Generic Names Supporting Organization (GNSO), Governmental Advisory Committee (GAC), Root Server System Advisory Committee (RSSAC).

Footer links include ICANN Network, More Board Activity, Acronym Helper, Help, and a search bar.

The screenshot shows the ICANN.org website displayed on a tablet. The top navigation bar includes the ICANN logo, a search bar, and links for "Menu", "Help", and "Search". Below the menu, there is a section titled "ICANN 46 in Beijing - Do you have your Travel Visa?" with links to "Who needs a visa?", "What type of visa do I apply for?", "Find a Chinese embassy in my region", and "Request an invitation letter now". To the right of this section is a graphic for "Invitation Letters" showing a letter and a stamp. A "Recent Announcements" sidebar on the right lists several items, each with a date, title, and a "More" link. At the bottom, there are links for "Meetings" and "Board Activity".

Internet Corporation for Assigned Names and Numbers

简体中文 English Français Polski Español עברית

Menu Help Search

ICANN 46 in Beijing - Do you have your Travel Visa?

[Who needs a visa? »](#)
[What type of visa do I apply for? »](#)
[Find a Chinese embassy in my region »](#)
[Request an invitation letter now »](#)

New Generic Top-Level Domains

myICANN

Need Help?

[Domain name transfer »](#)
[Whois data correction »](#)
[Unsolicited renewal or transfer »](#)
[Have another problem? »](#)

Recent Announcements

Policy vs. Implementation
31 January 2013
Forum Announcement: Comment Period Opens on Date: 31 January 2013 Categories/Tags: Policy Processes Purpose (... [More »](#))

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IDN Variant TLD Program -- Draft Final Report Examining the User Experience Implications of Active Variant TLDs
18 January 2013
Forum Announcement: Comment Period Opens on Date: 18 January 2013 Categories/Tags: Top-Level Domains... [More »](#)

[More Announcements »](#)

Meetings Board Activity

The image shows two smartphones side-by-side, both displaying the ICANN.org mobile website.

Left Phone Screen:

- Header:** ICANN Internet Corporation for Assigned Names and Numbers
- Languages:** 英体中文 English Français پرچم ایEspañol ای
- Navigation Bar:** Menu Help Search
- Section:** ICANN 46 in Beijing - Do you have your Travel Visa?
- Links:** Who needs a visa? » What type of visa do I apply for? » Find a Chinese embassy in my region » Request an invitation letter now »
- Image:** A photograph of a travel document titled "Letter of Invitation" with the heading "Invitation Letters". Below it, text reads: "Submit your request for an ICANN letter of invitation and a local host letter."

Right Phone Screen:

- Header:** New Generic Top-Level Domains »
- Section:** myICANN
- Text:** Need Help?
- Links:** Domain name transfer » Whois data correction » Unsolicited renewal or transfer » Have another problem? »
- Section:** Meetings
- Text:** ICANN 46 | Beijing
- Logos:** ICANN logo, Chinese characters for Beijing, and the word Beijing in red.