



# Digital Engagement



# Continuum of Engagement

General Interest

Engaged

Highly Involved

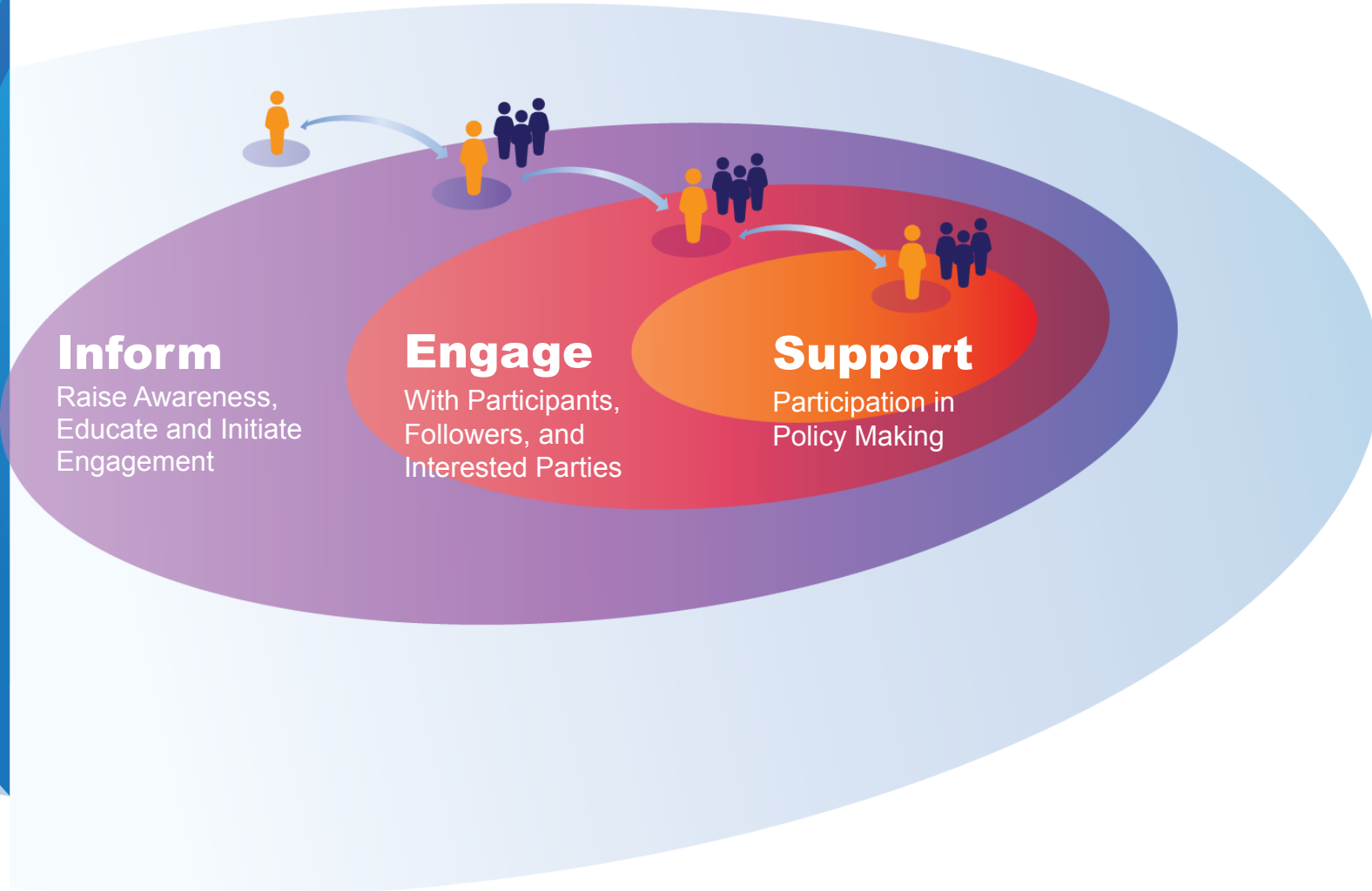


People move left or right along this continuum of engagement depending on personal and professional factors

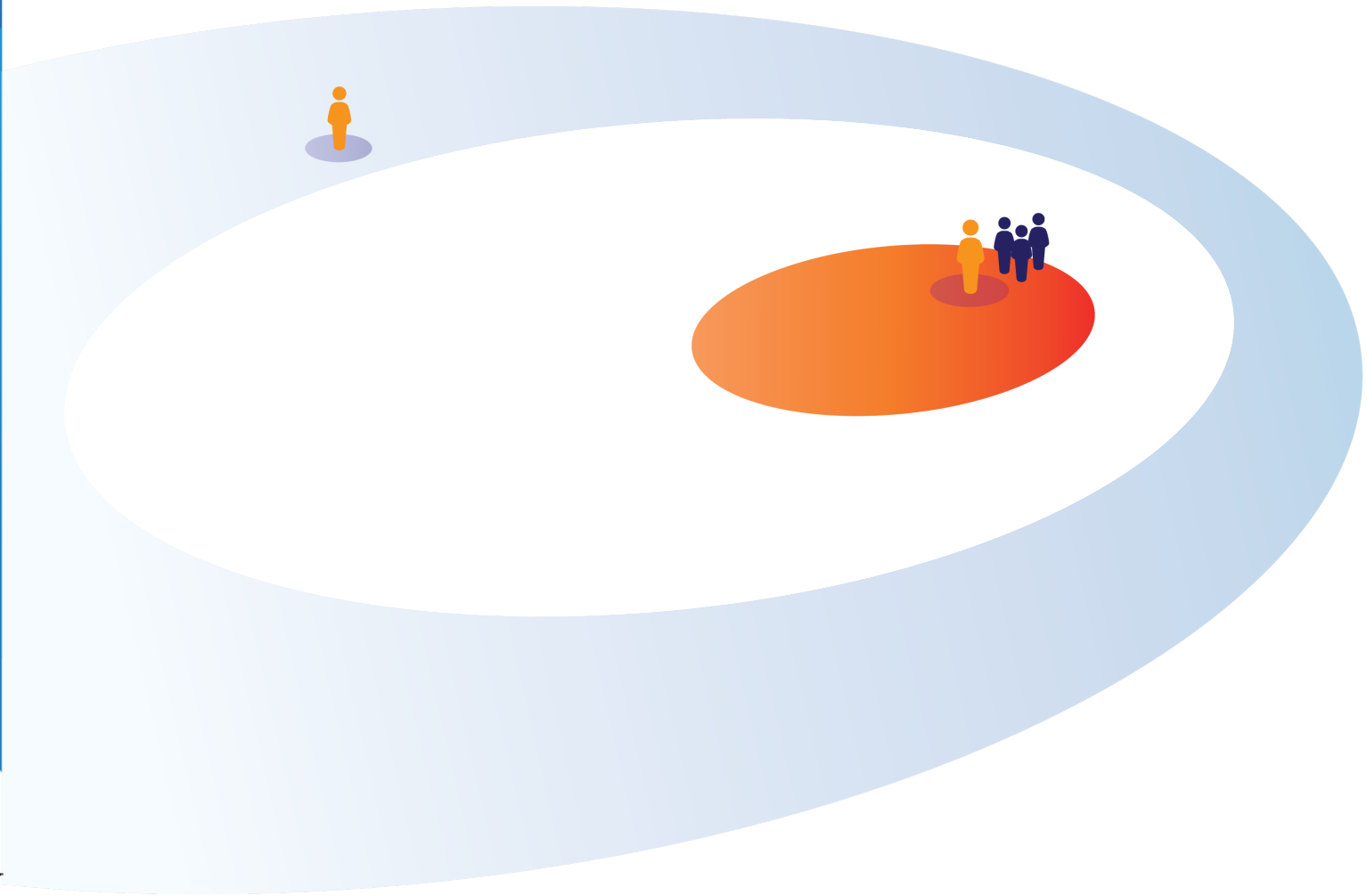
- Move at different speeds
- Stop where ever appropriate
- Engagement varies by topic

There must be no artificial barriers preventing people from moving from left to right

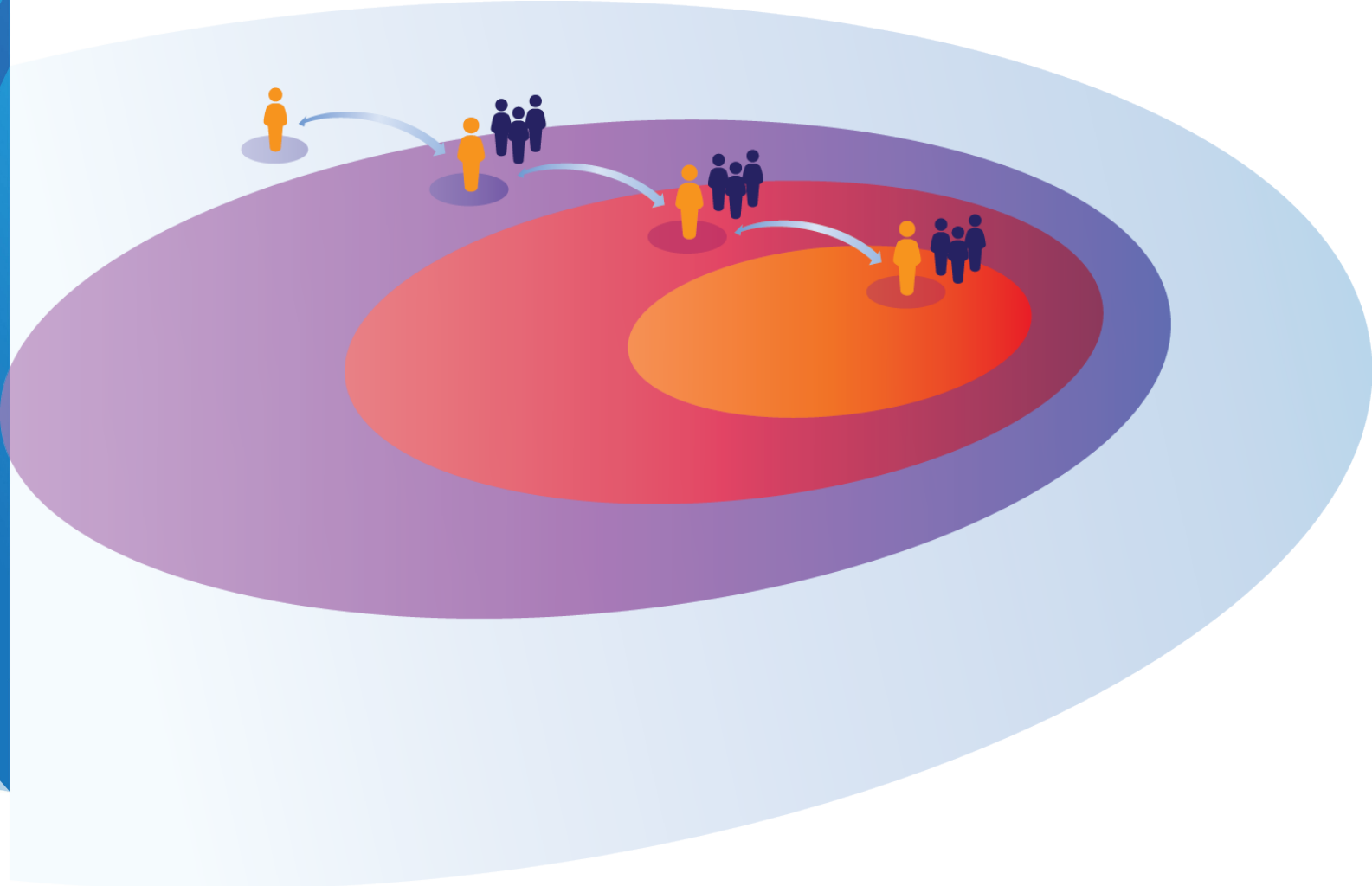
# Engagement Model



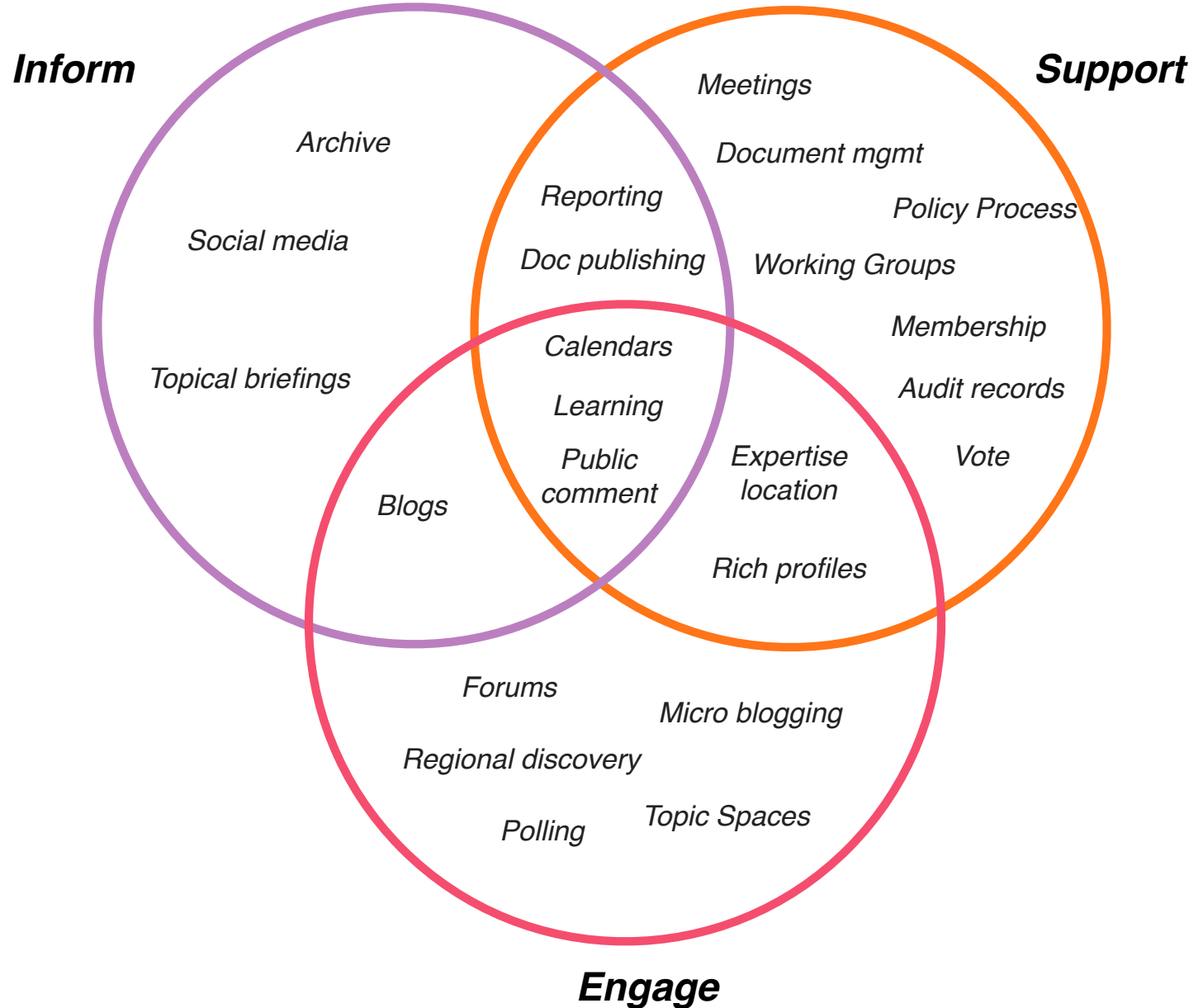
# Digital Engagement at ICANN Today



# Digital Engagement at ICANN Tomorrow



# Experiences: A model for digital engagement



# Questions

As we ramp up our digital innovation efforts, we asked ourselves how we could innovate in a way that stays true to ICANN's organizational values?

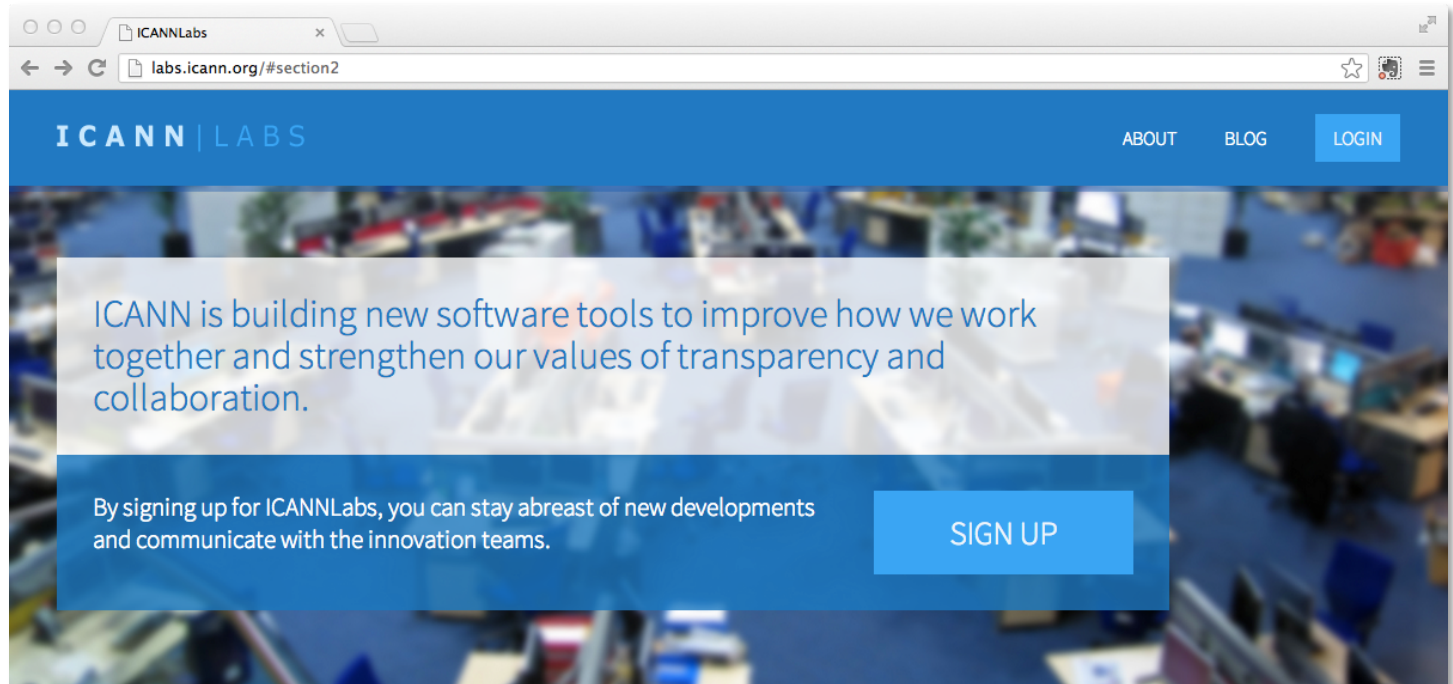
How could we transparently develop applications with bottoms-up participation?

Where could we test and prototype new ideas without disrupting vital work or causing confusion?

How do we maintain organizational flexibility?

Can community members or other organizations tap into this model?

# ICANN | LABS



The screenshot shows a web browser window with the address bar displaying "labs.icann.org/#section2". The page header includes the "ICANN | LABS" logo and navigation links for "ABOUT", "BLOG", and "LOGIN". The main content area features a large background image of an office. A white text box contains the message: "ICANN is building new software tools to improve how we work together and strengthen our values of transparency and collaboration." Below this, a blue box contains the text: "By signing up for ICANNLabs, you can stay abreast of new developments and communicate with the innovation teams." A prominent blue "SIGN UP" button is positioned to the right of this text.

## Letter from Fadi Chehadé

The success of ICANN's multi-stakeholder model hinges on bottom-up, community-driven policy and for that success to continue we need to increase our reach and relevance to new digital audiences hitting the web. So we have asked ourselves how we could innovate in a way that stays true to those organizational values, but can help us engage and communicate in new ways - and that led us to ICANNLabs, our open innovation platform.

Today, we are inviting participants to sign up and indicate the early areas of interest, so that they can be the

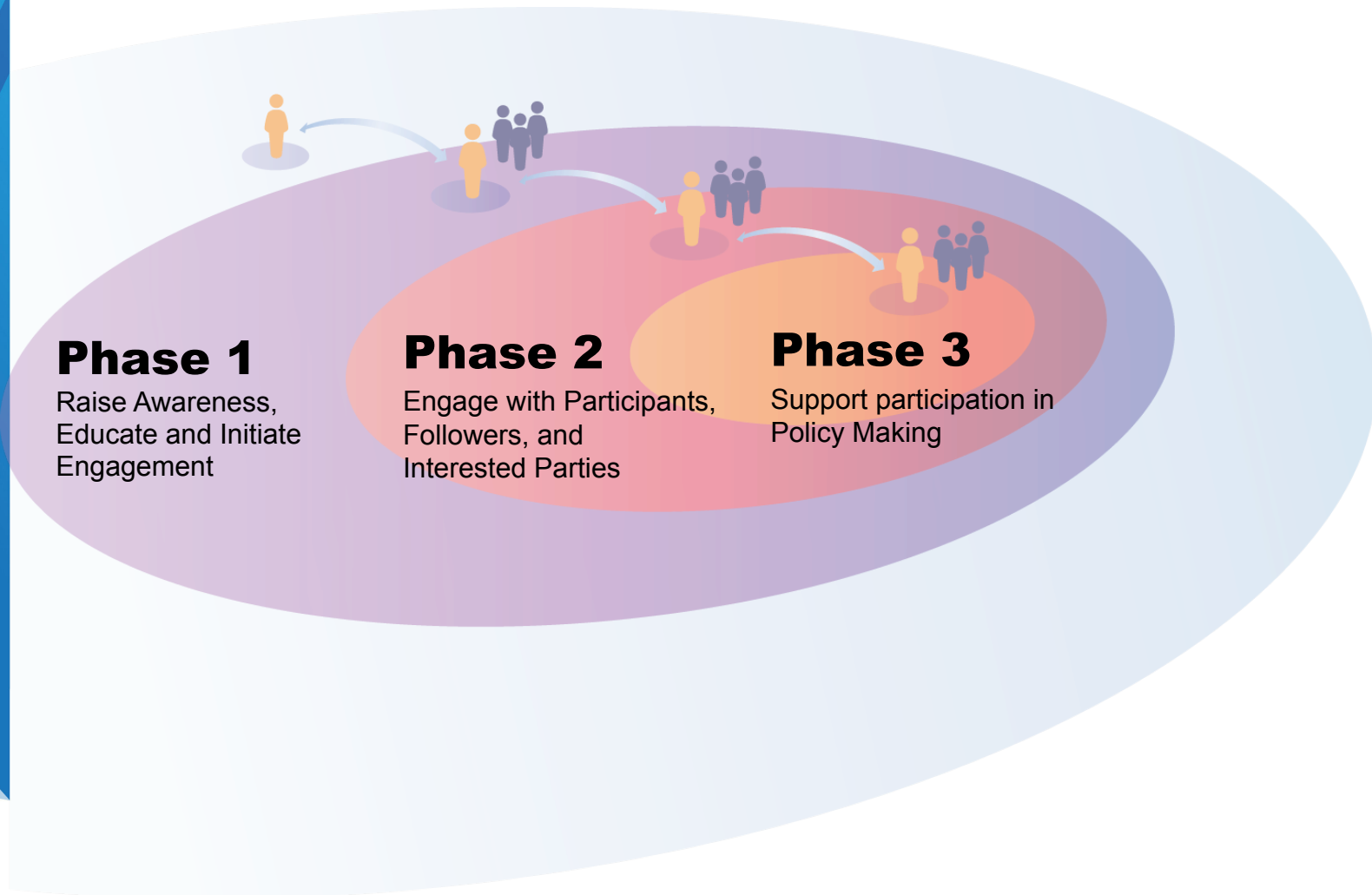


[labs.icann.org](https://labs.icann.org)





# Digital Engagement Phases



## Phase 1

Raise Awareness,  
Educate and Initiate  
Engagement

## Phase 2

Engage with Participants,  
Followers, and  
Interested Parties

## Phase 3

Support participation in  
Policy Making

# Phase 1: 4 Tracks

- Social media and Push Publishing: How social features can increase awareness of governance topics (e.g. activity feeds, notifications, social subscription).
- Community & Conversation Tools: Rethinking how conversations happen on ICANN.org, focusing on modern discussion forums that work across devices/platforms and integrate social media.
- Resources and Education: Exploration of new online models (fully integrating the Online Learning Platform).
- Discovery and Personalization: Richer member profiles that track meaningful activity, and personalized recommendations based on contributions.

# What's Next

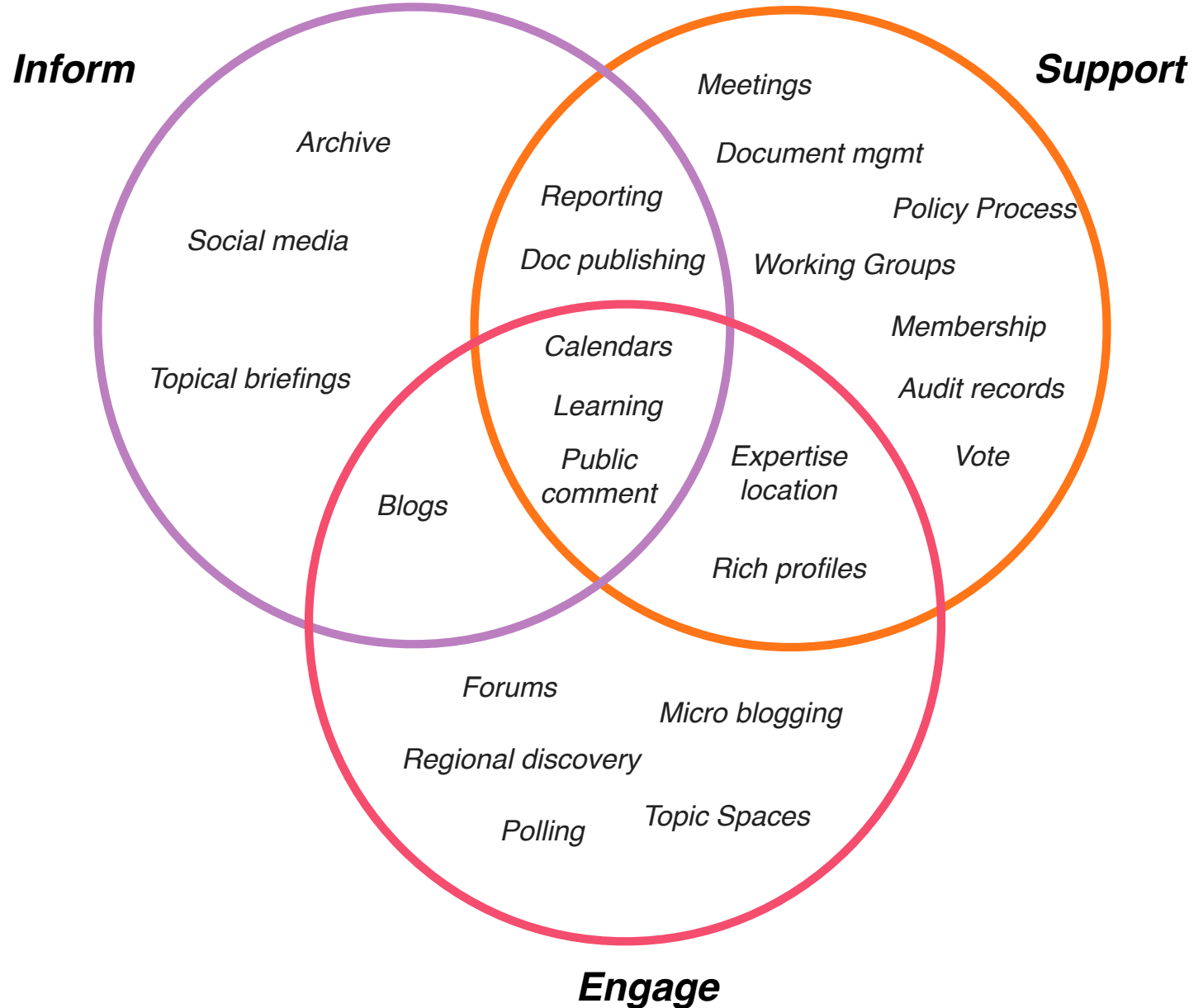
- ICANN Labs launch
- August – Mid-September: research and prototyping
- September – Early October: report on findings
- October – Early December: use findings to develop new production services

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# Open ICANN



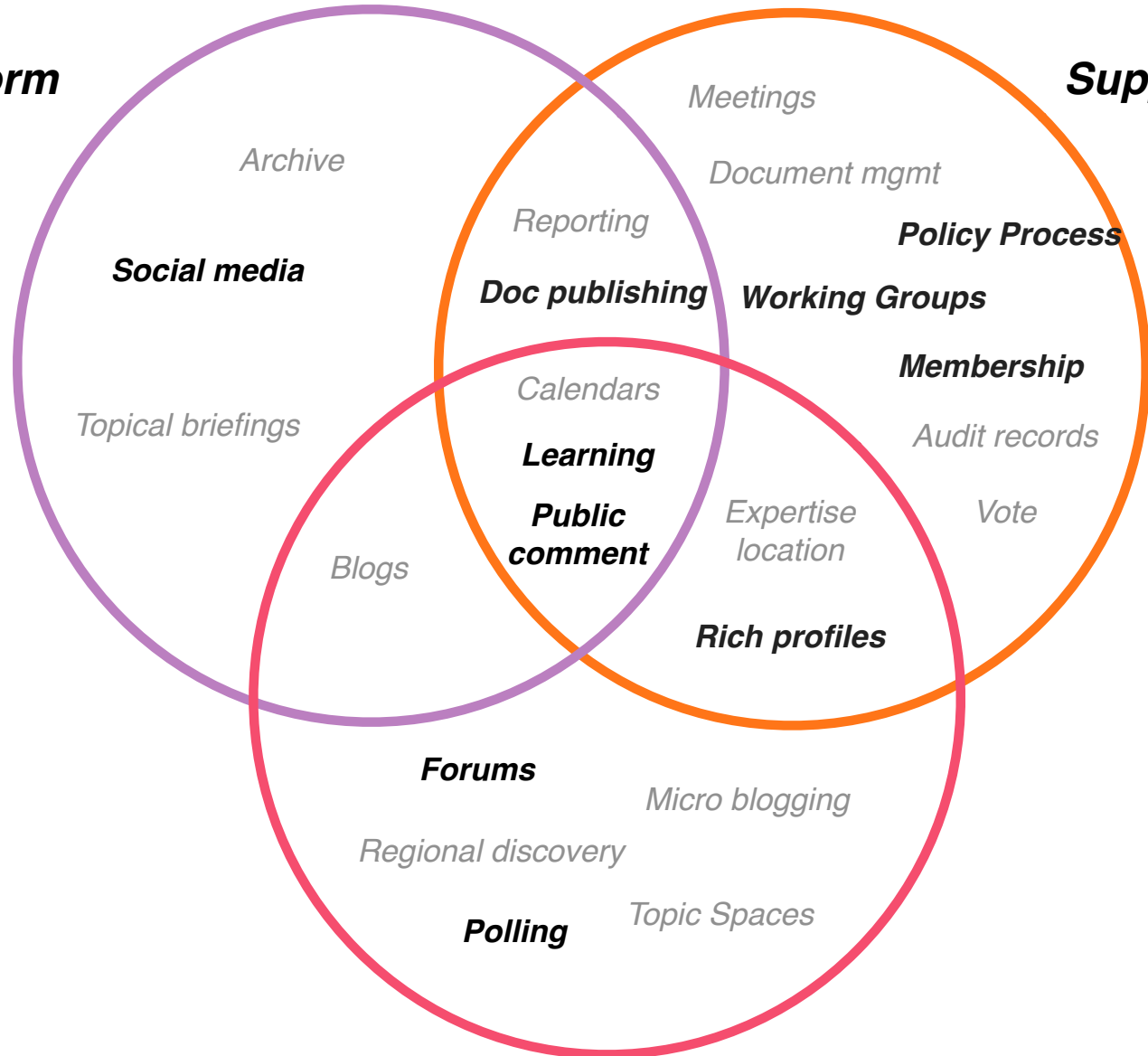
# Experiences: A model for digital engagement



# Focus on Core Experiences

**Inform**

**Support**

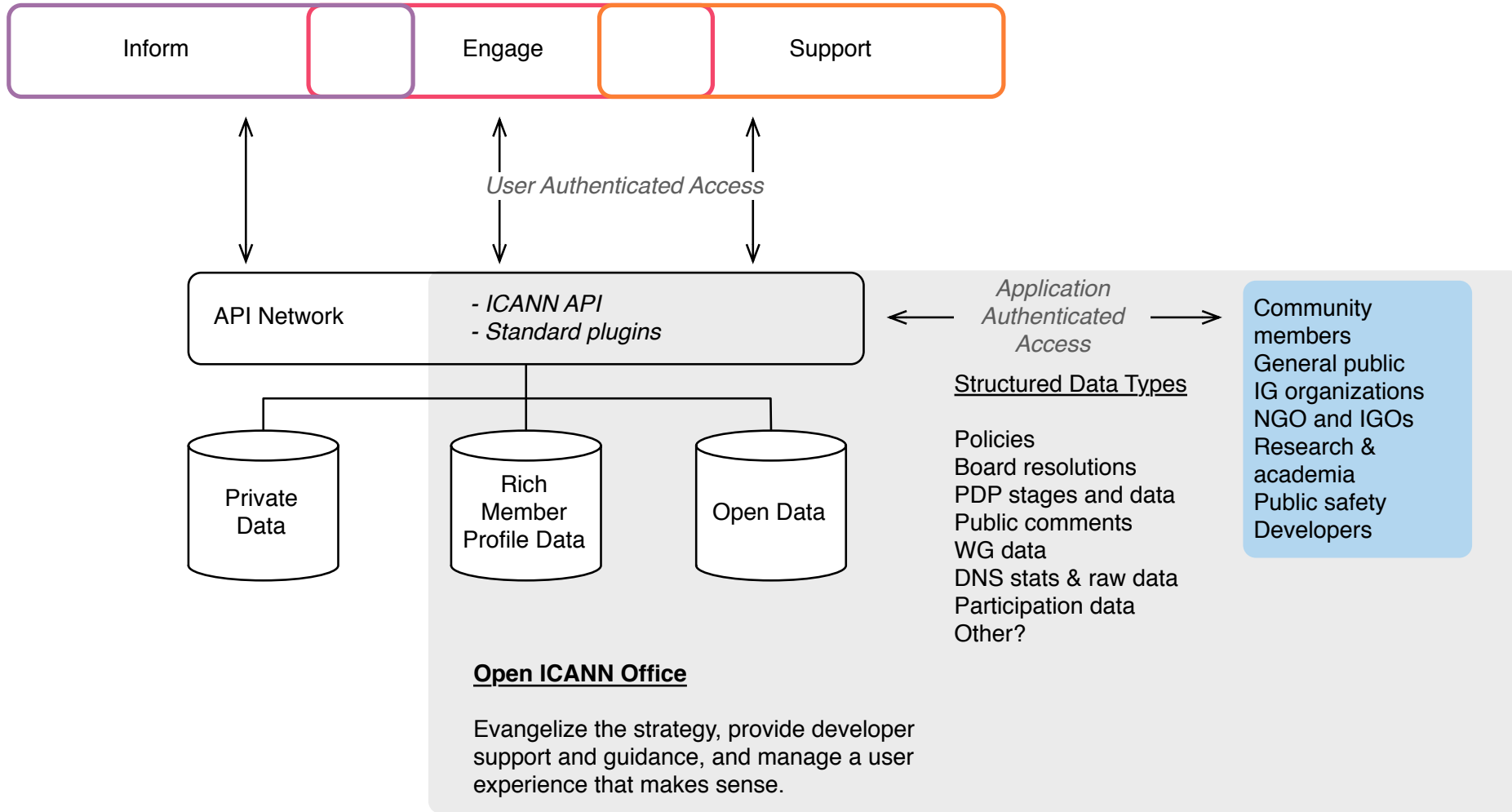


**Engage**



# Open ICANN

ICANN Web Assets



# 47 Benefits

- Aligned with organizational values.
- Transparent, open, and collaborative.
- Flexible for ICANN, community members, and constituencies, and all stakeholders.
- Cost effectively develop services while maintaining an overall user experience that makes sense.

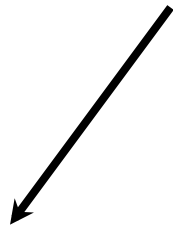


# Next Steps

- We're still in early phases of articulating and introducing the concept and broad ideas.
- Work will begin in earnest in September
- Proposed requirements, project plan and timeline to be issued in September.

# ICANN's Digital Footprint

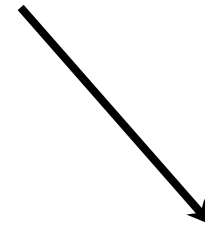
User-led digital strategy: Delivering accessibility, not exclusivity



A digital platform which is visible, using plain terminology and multiple languages



An engagement platform which encourages participation, has shared standards and processes



Transparency and reach delivered through shared data, APIs and social feeds

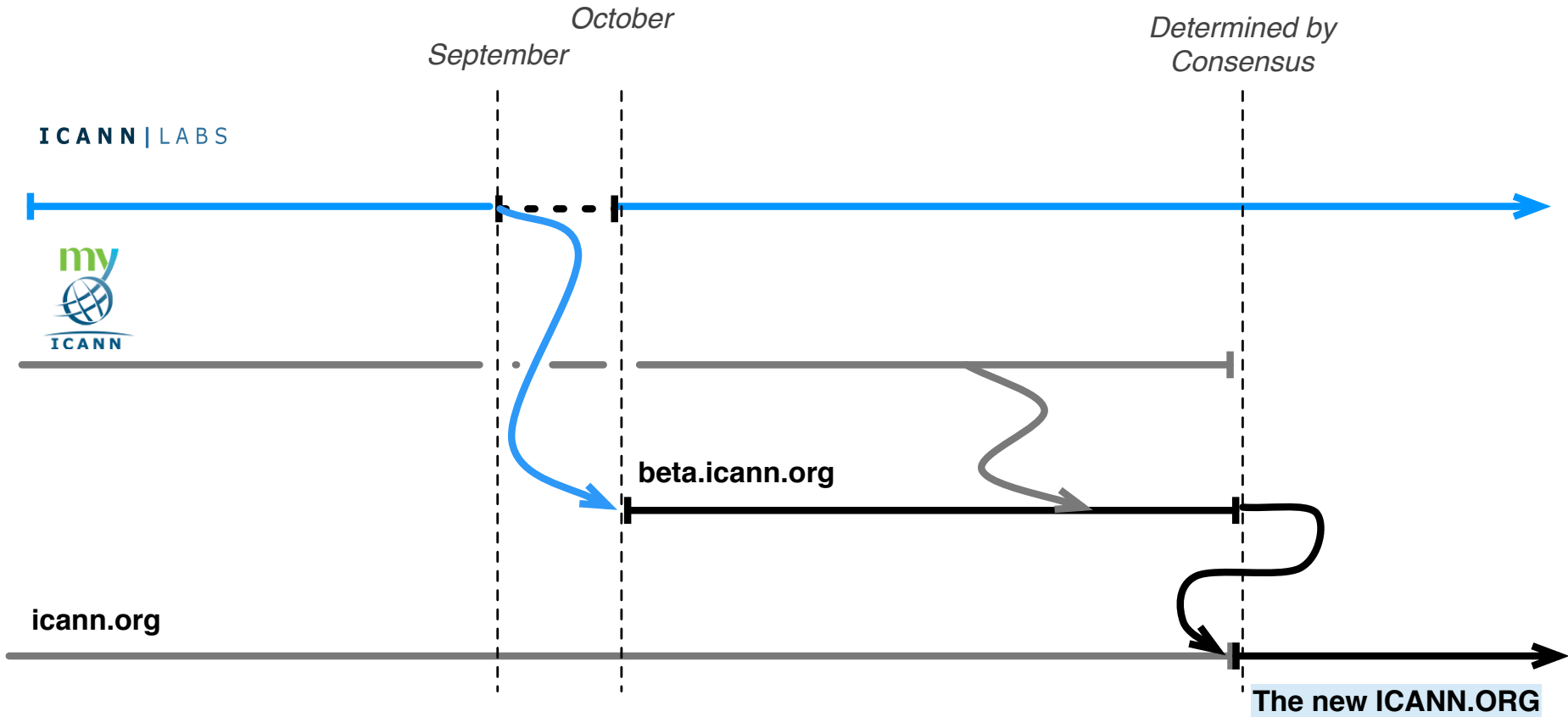
Delivers to a much wider audience, with a much broader demographic, using tools and platforms that those audiences are used to. And building iteration after iteration.

# Thank You

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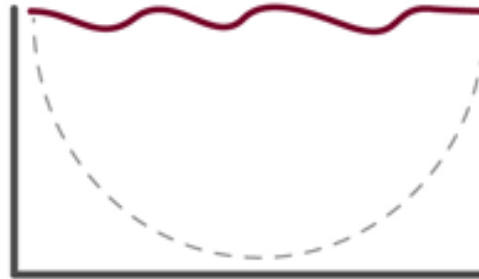
# Phase 1 Roadmap



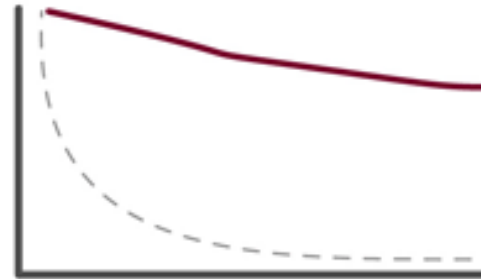
# Approach: Lean & Agile

## AGILE DEVELOPMENT VALUE PROPOSITION

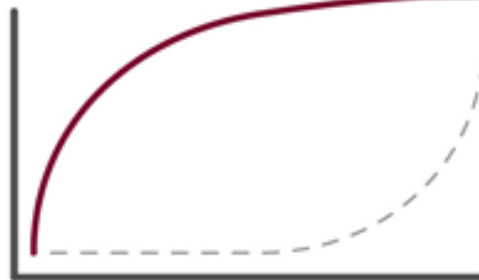
VISIBILITY



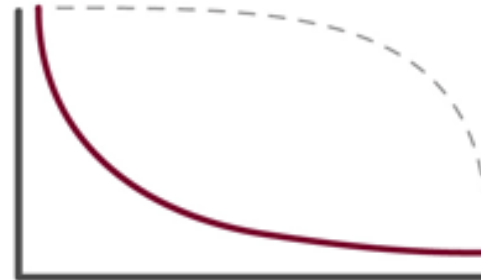
ADAPTABILITY



BUSINESS VALUE



RISK



— AGILE DEVELOPMENT    - - - TRADITIONAL DEVELOPMENT

# THE LEAN STARTUP

Created by Eric Ries - [startuplessonslearned.blogspot.com](http://startuplessonslearned.blogspot.com)

Designed by  **KISSmetrics**

