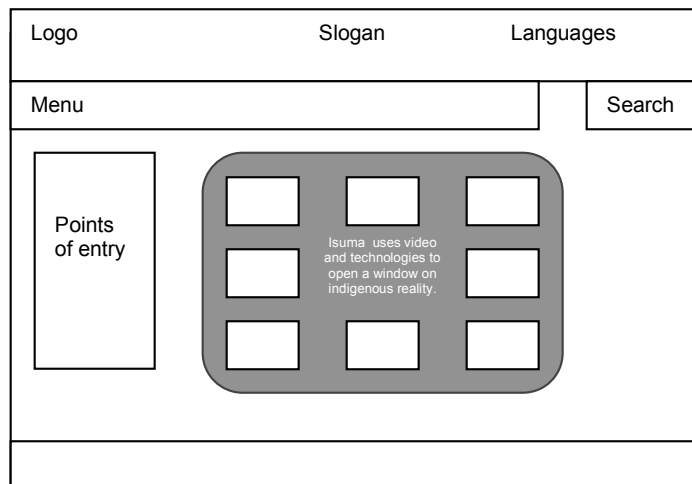


A. Entry and Homepage:

1. **Splash page:** doesn't really work in all computers, plus asking people to download is not a good idea. My suggestion is to go for Inuktitut Romans and that way get directly to homepage. If people want to see syllabics they can then click on Syllabics and get a text that explains them that they have to download that font in order to be able to read it.
2. **Banner:** It's too big, makes the box of thumbnails go down. (In screen of 13cms you can't see the whole box). The banner in every single page ends up taking a lot of space. I suggest we re-think the concept of design. Maybe just have the watercolor design on the homepage. In the rest of the pages maybe we should just have the logo, the slogan and the languages. 1/3 of what it is now will allow also to see more info in every page. Not having deign will speed download.
3. **Watercolor of thumbnail box:** I'm not sure I like the idea anymore. Although I liked the original design Meinert did, I don't think the final result works that well at the end. Having watercolors on the viewer seems to me like an old idea instead of a new technology thing. I suggest we go for a grey box, simple as this:



(also see box of vimeo in explore)

4. **Bottom menu:** created my Isuma and info@isuma.tv should be on the same line. I think it looks good on white and shows that it has a different level of importance compared to the other Menus but should be the same font. The font used in slogan and control panel (menu on the left side) are really good, it is skinny and nice.
5. **Filmmaker Resources:** should be on How To area. How to should be underneath topics.
6. **How to area:** can contain filmmaker resources plus all the other how to's we have been talking about. How to upload? How to compress? How to upload? How to set-up your webcam for LiveTV, etc...
7. **Logo:** Let's go to a smaller logo.
8. **Languages:** let's order in this order: Inuktitut Romans, Inuktitut syllabics, English, French, Spanish.

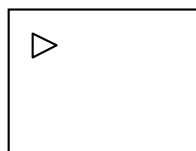
9. **Languages color:** should be the same font and color than the menu.
10. **Login/Join:** we can probably go for user name and password as Qajaaq is suggesting.
11. **Box of thumbnails:** they should have small clips, no longer than 3 min.
 - 3 min of Ullumi <http://www.isuma.tv/beta/hi/en/ullumi/ullumi-part-1>
 - All Maana (very popular video) <http://www.isuma.tv/beta/hi/en/environment-development/maana-now>
 - All reindeers video on the new contributions of Liselotte (sapmi) <http://www.isuma.tv/beta/hi/en/sapmi/reindeers>
 - 3 min of amazon:<http://www.isuma.tv/beta/hi/en/videonasaldeias/spirit-tv>
 - 3 min of Our Dene Elders <http://www.isuma.tv/beta/hi/en/ncsnwt>
 - 3 min of the first video of the Mexican Festival. I think Guillermo finally uploaded the 1st of several to come. <http://www.isuma.tv/beta/hi/en/festival/cancio%CC%81n-de-nuestra-tierra>
 - 3 minutes of the Making of Before Tomorrow. <http://www.isuma.tv/beta/hi/en/welcome-isumatv-20/making-tomorrow>
 - 3 min of Haida <http://www.isuma.tv/beta/hi/en/haidawood/hoopla>
12. **Playing Box:** when watching the clips of homepage it should jump automatically from one to another, being able to watch the 9 introductory videos if that's what the user wants.
13. **Topics:** it dances all the time up and down when you put your mouse around the area.
14. **Question:** what's the small icon underneath the box of thumbnails?

General Observations on design:

1. **Letter font.** The menu has the right font and the rest of the website goes to a bigger and more fat font. This looks even more when it's bold. It should be the same type of letter than the Menu. The titles of the films should go on the same font (as skinny) as "Change your world" slogan.
2. **Post Titles:** again there are to big and taking a lot of space
3. **Posts:** each post should be no longer than 4 lines. If people want to read more they just click in read more. This way people can see more things displayed.
4. **Channel name:** no need to put it in capital letters.
5. **Comments:** there is no difference between who posted the comment and the comment. In sites like YouTube, there is a difference in color on who posted the comment and the actual comment.
6. **Content displayed:** as suggested before I think we should have icons for different content type. I saw Meinert icons and I like the simplicity of the drawings but not crazy about the background. I think we should again go for simple and grey. This is my idea:



Meinert's icons



Icon can always be displayed in the top left, showing



I like very much this icons design where the background of the icon is grey and transparent so you can see the original image that is underneath. See: vimeo

7. **Icons:** looking at the icons Meinert did I have some questions based on the icons I suggested initially. My original list was this:

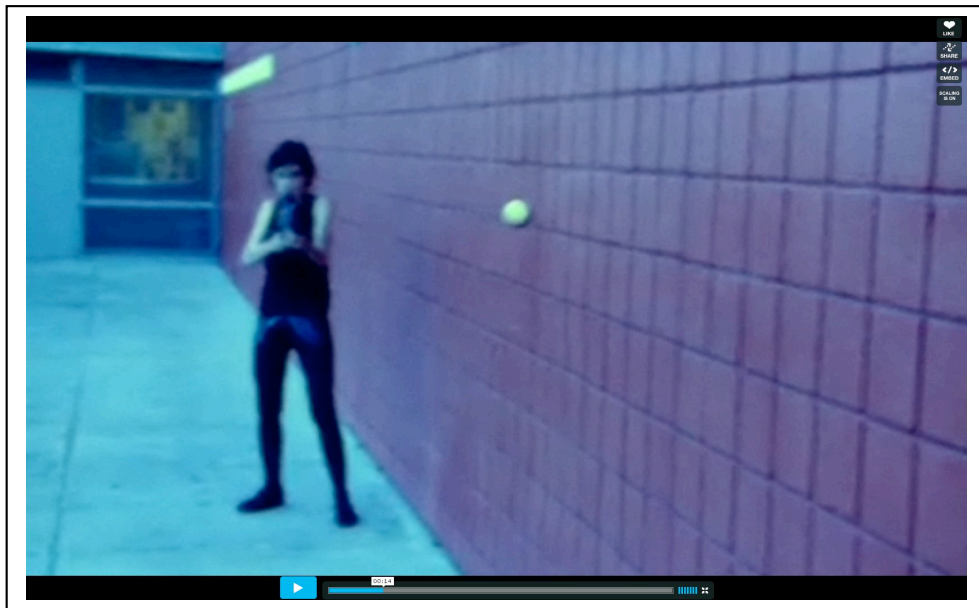
Basics:

- *Video:* having a camera or the icon that is on the left side of the video camera may not work just because it remarks the difference between a video and a film. Maybe we should go for the normal play sign (the triangle).
- *Audio:* I like the one of the 2nd column, 4th row.
- *Text:* there is no icon
- *Image:* I like the top left one.

Additional Icons:

- *Song:* I like the 1st column, 3rd row.
- *Album:* I like the CD one but I would add albumn.
- *Interview:* maybe the bottom left one.
- *Conference:* no icon
- *Speech:* I like the 4th column, 3rd row.
- *Radio:* I like the top right one.
- *Image Album:* no icon
- *Comments:* no icon

8. **Viewer Bar:** I like the idea of NOT having the controls of the viewer within the image as some sites do (like vimeo) but when going to full screen the bar crosses all over the image. I would prefer something smaller like this:



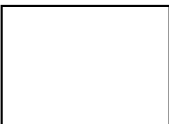
9. **Video Title access through Video:** right now is underneath the image. I would prefer to have it as in the rest of the videos on the top left of the viewer.

10. **Next Pages:** at the end of each page there are numbers, next and last. I would suggest no underlining at all and having just numbers and next, and when being in the middle having also previous. Make design smaller and to the top right of the page. (like Facebook) making the number bigger or underlining the number of the page you are at:




Billboard: updating my previous suggestion

Billboard



Two federal ministers call for conservationists’s removal after Inuit remarks
Submitted by _____
Two federal cabinet ministers say a prominent environmentalist should be fired over...

5 comments [Read More...](#)




IsumaTV creates Inuit Language and Culture Institute
Submitted by _____
Inuit filmmaker Zacharias Kunuk, speaking at the Arctic Indigenous Languages Symposium in Tromso,...

0 comments [Read More...](#)

1 **2** 3 Next > Last >

Member Announcements




National Indian Residential School Crisis Line
Submitted by _____
If you are a residential school survivor in search of support, please don't hesitate to contact

14 comments [Read More...](#)

Alaska's Youth Protest Gov. Palin and the State of Alaska Against Uranium Mining.
Submitted by _____
Elim Students Against Uranium (ESAU). October 2008.

2 comments [Read More...](#)

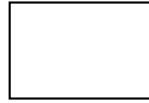


Protesters denounce inequities in First Nations school funding
Submitted by _____
EDMONTON (CBC) - Hundreds of protesters from First Nations across Alberta held a lunchtime rally

0 comments [Read More...](#)

Next > Last >

- Personally I think not only it looks better than having 2 columns but that more announcements can be displayed (taking advantage of all the given space).
- I would NOT pu the Watercolor images as default in the content people upload when they don't upload one. I would just leave it as a white box. No image but an empty white box like this:



Get Involved:

1. I would like to have a different color font for the events posted by IsumaTV
2. Same thing of the font, in the month it goes to a font that is fat, bold and big. Looks was better when is like the font of the slogan and menu.
3. I like a lot that when clicking in an event it gives you the details. I don't understand the things that are underneath the calendar. Career opportunities? 2010 Olympic boycott? If those are campaigns and actions I would displayed them as they are displayed when you search them by Topics. One after another. Although I would like to see how the image would look at the left instead of the right.

Our Viewers:

1. Would be good to be able to see the map by month and year.

Create channel:

1. **Options:** the option of having a Discussion Channel or a View Channel is a design-display option, not a content option. We shouldn't offer that option right at the beginning. Actually I'm not even sure we want to make this distinction (although Qajaaq really liked that option). If people want to upload text and not multimedia, they will just upload text and you will see that displayed right away. If people want to upload media then you will see the viewer before anything else. In any case uploading should be very simple and very easy, almost non information needed at the beginning. Then you should have a button with Advanced Options (this is where you should be able to decide everything else).
2. **My suggestion:** when clicking on create a channel you go directly to:


About channels:

Channels are places for you to create content. You can post text, video, audio and images into channels. Other members of IsumaTV can join your channel and be notified when you add content to your channel, or even add content themselves if you allow.

Create channel now

3. **When creating a channel:** I think it should be divided in steps. It shouldn't be more than 5 steps and maybe we can have a Step Track Line at the top of this area so people don't get lost, something like this:

2nd page



Step 1
Creating your channel

Step 2
Uploading to your channel

Step 3
View your channel

Title: *

Description: *

A brief description for the group details block and the group directory.

Picture:

New Upload:

Maximum Filesize: 500 MB
Allowed Extensions: *jpg jpeg png gif*
Must be a JPEG, PNG or GIF image

Mission statement:

3rd page

Step 1
Creating your channel

Step 2
Uploading to your channel

Step 3
View your channel

Select what you want to do:

- Upload Video
- Upload Audio
- Upload Images
- Write Text
- Add video comment
- Add to Billboard
- Add your blog

4th page

Within the
step of
uploading

Video Title: *

Video files:
New Upload: [Browse...](#)
Maximum Filesize: 100 MB
Allowed Extensions: avi mpeg mpg mov rm flv wmv 3gp mp4 dir dcr ogg
[Upload](#)

Picture:
New Upload: [Browse...](#)
Maximum Filesize: 500 MB
Allowed Extensions: jpg jpeg png gif
Must be a JPEG, PNG or GIF image
[Upload](#)

Subtitles:
New Upload: [Browse...](#)
Maximum Filesize: 500 MB
Allowed Extensions: xml
[Upload](#)

- [Parameters](#)

- [Information](#)

- [Channels](#)

Language:
Language neutral [↑](#) [↓](#)

About:

5th page

● Step 1
Creating your
channel


● Step 2
Uploading to
your channel

○ Step 3
View your
channel

IFN

[View](#) [Edit](#)

in [Community Events](#) [Entertainment](#)



Rankin Inlet Tour


<Any>

Switch to low bandwidth

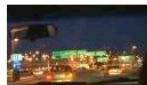
.....

URL:


Starting in 2006 Isuma developed the Indigenous Film Network (IFN), an initiative to expand feature film distribution by bringing aboriginal films through high-definition video projections to over 200 remote Inuit, First Nations, and other indigenous comm




[Rankin Inlet Tour](#)



[Quebec Tour](#)



[Western Arctic Tour](#)



[Northern Arctic Tour](#)

4. **Advance Settings:** Once people have created their channel, uploaded their first thing and view it then we can offer Advanced Options. As:

- Language
- Membership request
- Invite friend
- Add to calendar
- Add to billboard
- Vocabularies
- Attached files
- My membership
- Etc...

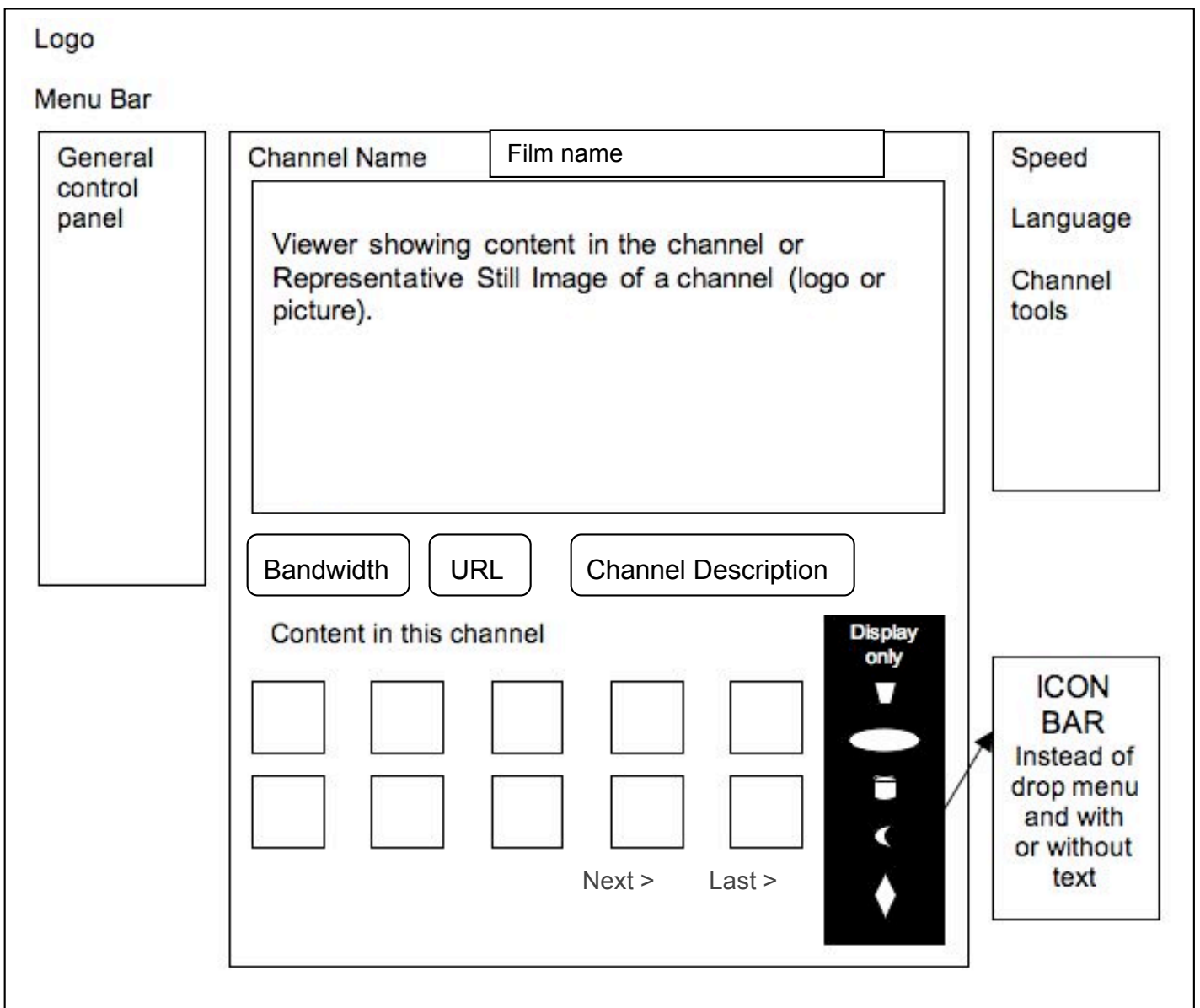
-***"List in group directory" must NOT be an open option. We want people to make things public. Having the option of setting it as Private must be a only a paid option (Paid Option: is something we have start talking about but haven not yet a strict definition for yet).

My Channels:

Design display: I like the two columns, as you can really keep updated of whatever activity is going on in the channels you are member of, although the dimensions of the columns could be better. Again, I think the menu takes a lot of space there. I would make the history smaller and the feed bigger, and change color or fonts to distinguish between one and other. Maybe there could be an option of having the History either hidden or displayed. That way it would look even cleaner.

Channels display:

1. **Design:** when going to a channel the description and URL take the whole space of the right making the content of the channel be displayed only in two columns. I would suggest to have the following display:



2. **Content Title:** I rather have the title written without underlining it.
3. **Brief info of the content:** there is no brief info of the content, maybe we should add a pop-up window like the one in the channels showing the brief of each content.

Strengthening Our Languages

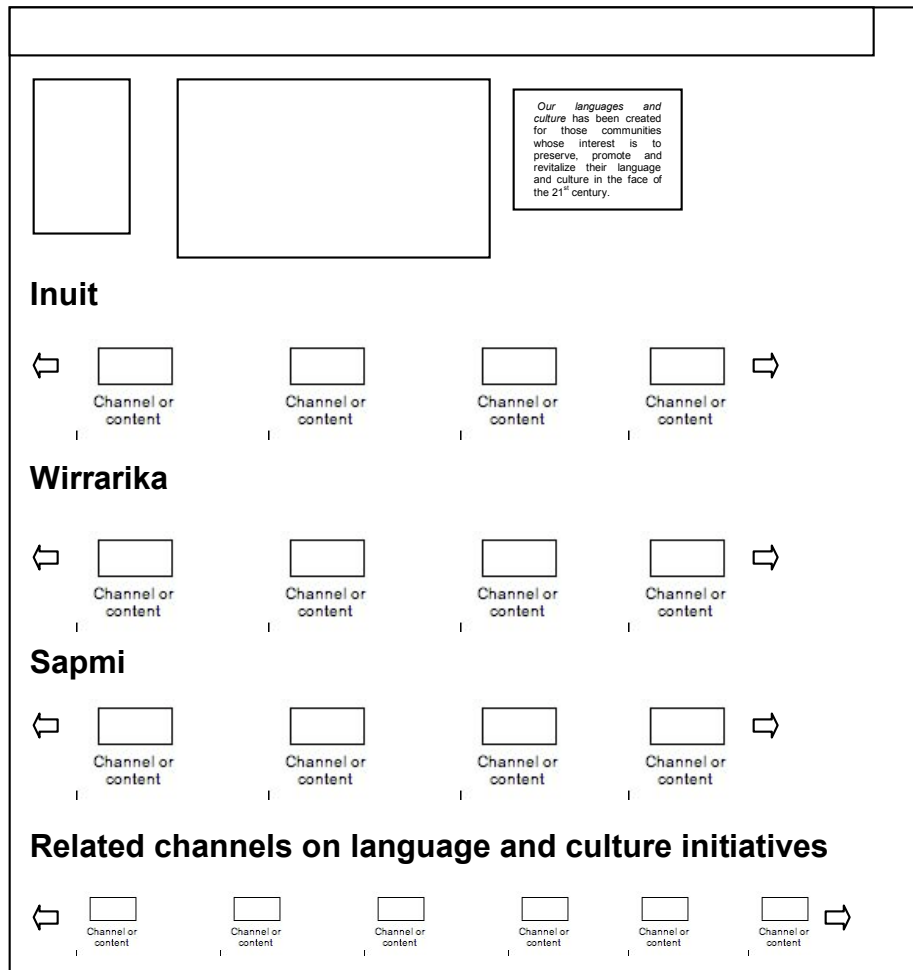
1. **Name:** I agree with Qajaaq I would change it to “Our languages and culture”.
2. **Text:** I would suggest the following text:

Our languages and culture has been created for those communities whose interest is to preserve, promote and revitalize their language and culture in the face of the 21st century.

Your initiatives can be part of this area by creating your channel and tagging it under Language and Culture.

Contact info@isuma.tv for more details.

3. **Content display:** right now is true that the only language we are taking care of is Inuktitut but I would rather contact the people of Haida, Wurrarika, and Sapmi to ask if they would be interested in having their content also accessed by this window. I’m almost sure they will agree and will make this window look more welcoming for other languages and cultures. I would suggest the following changes:



- Move the text of *Inuit Qaujimagatuqangit (IQ)* to the Inuit Language and Culture area
- Having instead of that text right away the languages and cultures
- Either content or channels can be displayed. Then if clicking in Inuit that would take you to all of what we have now displayed in Strengthening Our Languages.

Truth and Reconciliation:

1. **Display:** As suggested before I think this display could look nicer:

Truth & Reconciliation
Design Display

Truth and Reconciliation

• Watch the testimonies
• Record your testimony
• Learn about T&R
• Sign the Reconciliation Book, be part of...

Viewer or image

TESTIMONIES

RELATED CHANNELS & CONTENT

VIDEO Channel Audio Video

VIDEO VIDEO Channel Audio

Channel Channel Video Audio

more>

PEOPLES POSTS

TEXT TITLE 1

TEXT TITLE 2

Audio Title

more>

NOTES:

① Displaying channels & content

② Icons just to illustrate

▶ video

🎵 Audio

📄 text

🖼️ Image

2. **Next to the viewer:** I would only suggest the following options:

- Watch the testimonies
- Record your own testimony (audio or video)*
- Learn the facts about Truth and Reconciliation
- Give your suggestions to the Truth and Reconciliation Commission

* When people click on this option they can either record directly through the website or call Isuma for a professional recording.

3. **People's post:** same suggestions as in billboard in terms of display and going to other pages (previous 2 3 4 next)

Environment and Development

1. **Next to viewer:** I would take out the picture at the right of the viewer and have Hot Topics like:

- Traditional Knowledge
- Polar Bears

And linking those to content we have. Traditional Knowledge (all the series of Nunavut Our Land) and for Polar Bears Sila isumataungmat -

2. **Display:** I would suggest the same display as the one I mention above on Truth and Reconciliation but:

- Taking out the testimonies bar
- Having the title as it is now: related channels
- Changing Resources to People's Posts, exactly as in Truth and Reconciliation

All Channels

1. Display: take out the title underline
2. Change the font to the same one of the menus
3. Have no default image in the channels that have selected no image.

Video

1. Display: take out the title underline
2. Change the font to the same one of the menus
3. Have no default image in the channels that have selected no image.
4. Put *Video* at the top left so people can see where they are

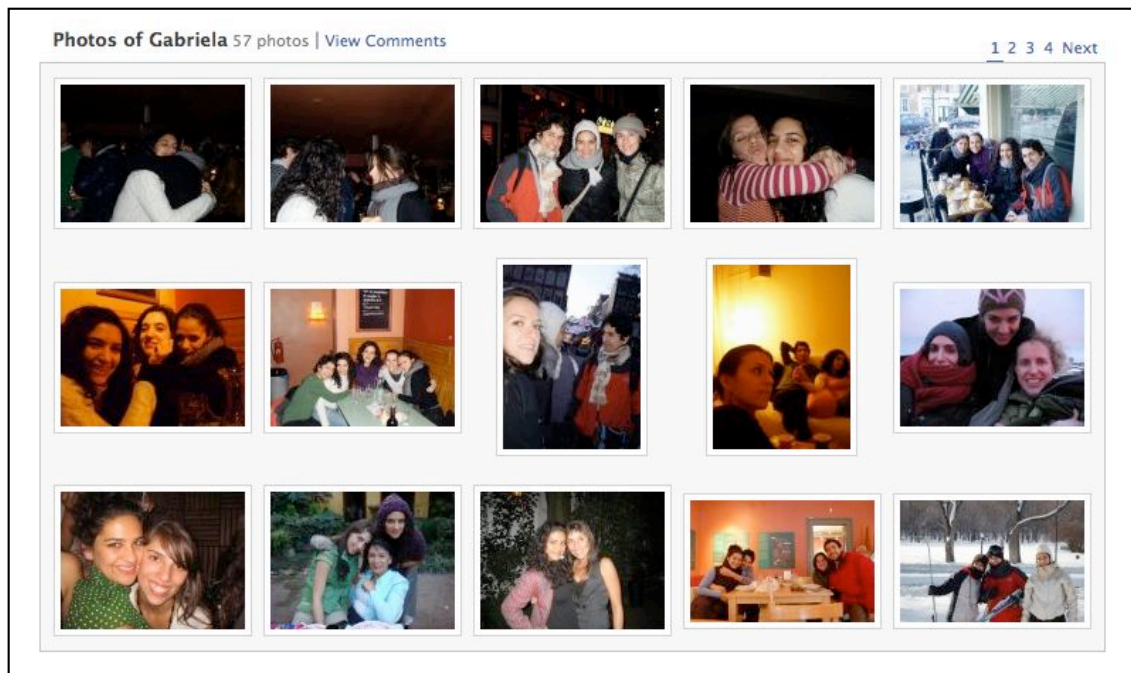
Audio

1. Display: take out the title underline
2. Change the font to the same one of the menus
3. Have no default image in the channels that have selected no image.

4. At the top left of the Playlist Box say: Audio Playlist. Make it a bigger box so people can see more of the selected tracks on Audio.
5. Put *Audio* at the top left so people can see where they are

Images

1. Display: take out the title underline
2. Change the font to the same one of the menus
3. Have no default image in the channels that have selected no image.
4. Put *Images* at the top left so people can see where they are
5. Display: I think we should also offer an album display apart from the one we have now (which I love). Meaning having all the thumbnails of an album like this:



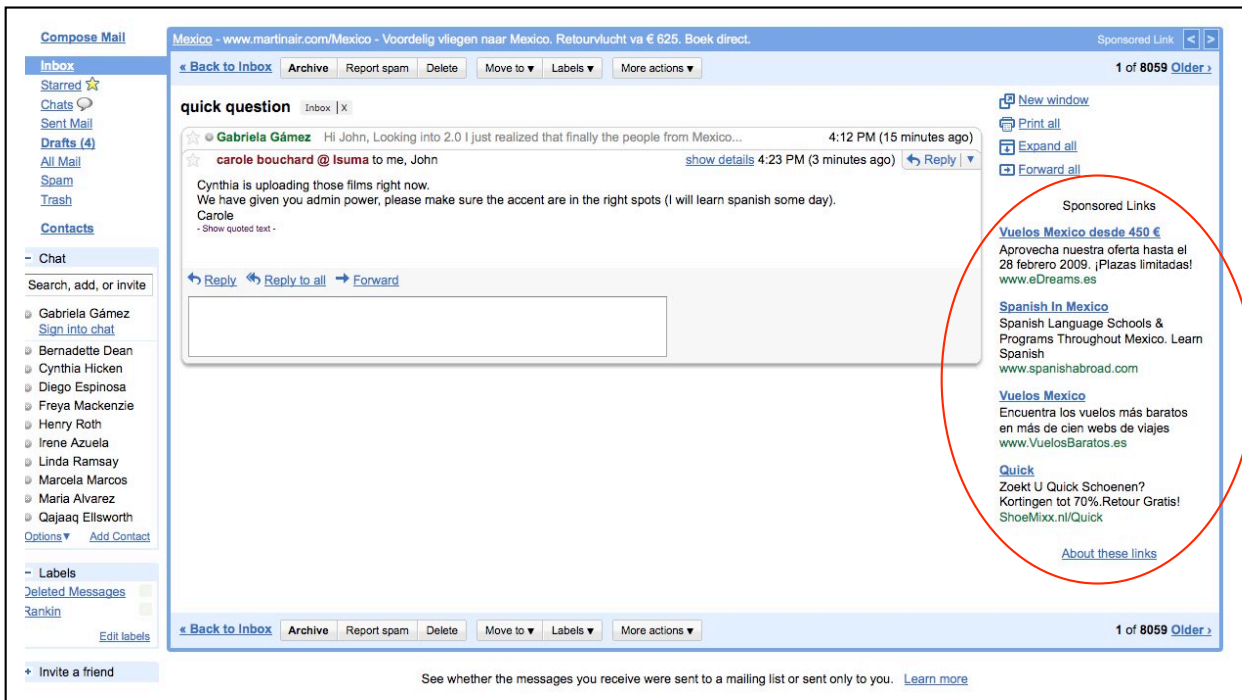
Topics

1. **Content searched by topic:** move pictures to the left side instead of the right (at least we can try to see how it looks like)
2. **Searching by topics:** when you search for a topic it displays all type of content without showing what type of content it is. I think having the icons showing what it is would be really helpful.

Comments to comments from others:

1. **Inuktitut syllabics:** I think if it really represents a problem we should just have roman syllabics.
2. **User and Password:** Qajaaq suggested to have the user ans password area right at the beginning. I don't mind having it right at the beginning might be easier for frequent users.

3. **Ads on the right side:** I think Qajaaq's idea is great, we can not only sell those spots but also promote certain things we think we need to promote. It looks like this:



4. **How To's:** I agree we should have an area of How to. I would suggest to put that underneath Topics. If we can make some video tutorials for certain things I think it's a good idea.
5. **Different skins:** John and Qajaaq are suggesting to be able to make different skins in your chanel. This means being able to make your own design with some basic default settings of IsumaTV. Maybe changing the color underneath from white to brown.. etc... maybe changing the display of all things. In MySpace you can do that. I don't know what a good idea could that be fro IsumaTV. Visually I don't like it that much... but it might get the site into a more popular site.
6. **IsumaTV 3.0:** I think including gmail, Facebook, weather, news, to do list and all type of gadgets into IsumaTV to make it the entry interface it's just a great idea! That should be a task of 3.0 and yes that might be the Revenue Model that will actually make IsumaTV survive.

Functionality comments for John:

1. When I'm on my channel and I click on Manager: admin it takes me to a wired place where the box of 9 thumbnails appear and the Privacy Policy, Terms and conditions and so on...
2. I can't edit Inuit Language and Culture Institute