



ID de la contribución : 1013

Tipo : Poster

## ATLAS Public Web Pages

The heart and soul of nearly any major communication effort (at least during the post-web era) is its public home page. This is the platform that introduces the audience to the look, feel and purpose of the organization. It is where one learns of goals and accomplishments, news and features, general principles, specific details, and where to find more information about the latest discovery. This is certainly the case for the ATLAS Experiment, which is currently undergoing a complete rebuild of its public web site, including a new design, new organizational structure, and a new supporting infrastructure, based on a content management system. We present a glimpse of the research made over the past year to prepare for the design and implementation of our new public web site, including audience surveys, stakeholder interviews, and the reasoning behind our choices for infrastructure, navigational structure and content.

### Summary

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**Clasificación de temáticas :** Education and Outreach