

UA EAI WG Meeting

23 August 2022

Attendees

Mark Svancarek
Abdalmonem Galila
Nitin Walia
Jim DeLaHunt
Georgia Osborn
Hafiz Annour
Olivier Kouami
Harsha Wijayawardhana
Seda Akbulut

Meeting Agenda:

1. Welcome and roll call
2. Reviewing the SOW on EAI video
3. [Statement of Work \(SOW\)](#) for E1.1 and E1.2
 - i) Building a self-certification tool to generate EAI readiness score.
 - ii) Helping early EAI providers perform self-certification using the guide.
4. Next steps with the EAI [self-certification guide](#)
 - i. User acceptance tests and input by the community on the draft guide.
 - ii. A quick guide for IT and procurement managers.
5. AOB

[Recording](#)

Meeting Notes

Seda welcomed all the members and took the roll call. Mark said that in the meeting agenda we have a new item i.e., item number 2. Mark said that Comms WG is working on three videos and one of them is regarding EAI. He said that we have to look at that SOW in case we have any suggestions and questions. Seda gave a quick background and overview of the SOW. Seda went through the timeline of the video.

Seda further said that every company has their own specific policy that leads us to a specific place. Mark shared that there is no problem from Microsoft's side to use the logo. Seda told that the total duration of video is 5 minutes and asked for the input. Seda said that the script will be written by a vendor. She said that aim is to deliver the videos before UA Day.

Abdalmonem added some comments and talked about the interoperability between the components. Abdalmonem and Mark suggested replacing the word "together" with "interoperable". Mark added a comment and said that he can't tell how much showing we are talking about. Make said that the power of the videos is that we are showing thing and if we are just presenting text that is not showing but telling. Abdalmonem responded to the comment and asked what should he do next. Mark answered by saying that there is a call to action which says check the readiness of your products, check the email system and create new systems.

Abdalmonem agreed and talked about updating the new system. Abdalmonem suggested that we need to add some UA ready ADIs that could be used for validating EAI. Mark added that there is a lot of technical content so we have to make it digestible for the people. Mark added a suggestion regarding the "user experience with EAI should be same as with the ASCII mailboxes". Mark added a method by which this thing can be showed in an effective way. Mark said that if we can show step 1 and 3 happening on the screen that will be much more easy to understand.

Seda shared that this document is a map for the story that we will be displaying in the video. She said that there will be a design behind the stories and visuals will be created based on the story. Seda went through the deliverables and said that the final revision will be done by ICANN org. Jim said that he agrees with Mark when it comes to showing and not just telling. Jim suggested that it would be important to show silver level software, gold level and platinum level software in operation. Jim also gave some examples for making videos more interesting and informative.

Abdalmonem shared that it is not about an email account but a mailbox. He shared his views regarding step 1 and Mark agreed. They suggested some modifications in step 1. According to the modifications some changes were made in step 2 and 3 as well. Mark went through deliverables C and D and suggested that we have to be clear about the text, story or storyboard. Harsha asked in how many languages the video will be made or is it going to have subtitles. Seda said that the original video is going to be in english and then the video will be translated into six UN languages.

Seda said that those translations might be done by the ICANN translation services so it is not the part of the SOW.

Harsha suggested that we should do the translation in local languages as well. And Seda said for local languages something should be added in the deliverables. Jim asked which method is more effective for translation, dubbing or subtitles. Mark responded and said that dubbing is a better option. Jim added that if we want dubbing then deliverable must be the video plus a partial sound track but leaving out english narration. He said that video service will need to mix dubbed language into sound-track.

Nitin said that once script and story is ready then the same can be used as an example to make videos locally with local examples. Jim added that the video should show people who speak the same language communicate with each other in that language. Not show cross region communication. Jim suggested how different scenes can be constructed and said that the scenes should center the user not the email system.

Abdalmonem said that all the interoperable components should support UTF-8/SMTPUTF8 and Harsha agreed. Harsha said that we should have some way of conveying that and this thing needs to be sorted out at the local level. Abdalmonem suggested some changes in the document. Harsha added that this a transformation because up till now people were only using ASCII characters and because of that some questions will arise locally and we will have to address them. Harsha said that multilingual email is going to have a different impact. Mark responded by saying that this feature is for people using the same language for sending emails for example, French speakers sending an email to other French speakers.

Harsha added that you can have an email address in English but you can write an email in other local languages so there is no limitation and we need to communicate this thing with people. Abdalmeonem added some comments in response to Harsha's points and said that we need to highlight what is meant by Unicode. Mark said that in the course of the story we can make it clear what is meant by Unicode. Nitin added that if an email address in a specific local language is being communicated outside of the community, the only limitation is that if we are communicating to a non-EAI compliant server the delivery of the email would be a challenge and there are chances that the email address is displayed as junk character. Harsha agreed with Nitin.

Seda said that members can also suggest some examples that can be added in the video. Jim mentioned some examples in the comments. Seda responded to Jim's comment and said that if we are adding the point "how to make your mail system EAI-ready" then this thing needs to be published by November and asked whether this will be possible. Mark responded and said that this is going to be challenging but mentioning it makes it more future oriented.

Mark said that the WG definitely has to be involved in the approval of whatever plan vendor puts forward. Mark said that the concept of Jim's scenes is right. Mark suggested that the EAI videos need to be a little bit longer than the rest of the videos. Nitin suggested that the video can have two parts with two deliverables. Seda agreed. Nitin suggested that in part 1 we can talk about the introduction of EAI and in part 2 we can talk about what EAI is delivering. Mark agreed and said that this will cost twice the money.

Mark requested Seda to take the concerns of video being too small to the Comms WG. Nitin said that we can also wait for the response from the vendor. Seda added that if these videos are to be delivered before UA Day three videos will be enough and said that if you would like to have a second video that can be part of the phase 2 of SOW. Nitin said that the video should not be rushed because that will make it difficult to understand. Mark said that we need to understand who the audience is for this video. As per the document the audience comprises technical people. Mark said that a technical video needs to have technical content.

Seda added that the video is just the introduction of EAI and hence can not be used for training purposes. Seda suggested adding the scenarios by Jim and other inputs and then will see if the vendor can come up with a combination of these comments and fitting it into a 5 minute video. Mark responded and said that all of this can not be squeezed into a 5 minute video but the vendor can pick and choose from this content. Seda asked if we want to add EAI readiness levels in the video and Mark said that if there is some way to do it then we should add them.

Seda said that all the members can add the comments and input once we are offline so we will compile all the feedback from other WGs as well. Seda thanked everyone for joining.

List of other comments shared:

1. Script will be written by a vendor
2. Presence of interoperability between the components
3. Need to add some UA ready ADIs that could be used for validating EAI

4. Making content that is easy to understand
5. Step 1 and 3 happening on the screen that will be much more easy to understand
6. It would be important to show silver level software, gold level and platinum level software in operation
7. Translation of video in local languages
8. Video service will need to mix dubbed language into sound-track.
9. Scenes should center the user, not the email system.
- 10.Video should mention that all interoperable components should support UTF-8/SMTPUTF8
- 11.Highlight what is meant by Unicode
- 12.Add the point “how to make you mail system EAI-ready”
- 13.Concept of Jim’s scenes can be used in the video
- 14.Video can have two parts with two deliverables
- 15.Part 1 of the video can talk about the introduction of EAI and in part 2 can talk about what EAI is delivering
- 16.A technical video needs to have technical content
- 17.Adding the scenarios by Jim and other inputs
- 18.EAI readiness levels in the video

Next Meeting: Tuesday 30 August 2022 UTC 1430 -1530

Action items

No.	Action Item	Owner
1	Review the document	All