

UA Measurement WG Meeting

12 January 2023

Attendees

Nabil Benamar
Jim DeLaHunt
Bibek S. – Nepal
Eunice
Frank Anati
Yin May Oo
Seda Akbulut

Meeting Agenda:

1. Welcome and Roll Call
2. Follow up on the action items from the last meeting
3. What to take up next from [FY23 Action Plan](#) (M2, M3)?
e-commerce vs web content management system?

About M4: Is IDNA2003 vs IDNA2008 a big deal? or should we look for a more important objective?

M4: Characterize how much Android platform limits acceptance of IDNs in web browsing (UASG037)

- I. Identify the UA related constraints on applications running on Android platform)
 - II. How does UTS #46 differ from IDNA 2008?
 - III. Define the outcomes and objectives of the work
4. Following up the action items before the next meeting with ICANN Board IDN UA Working Group (BIUWG):
"Status of UA Readiness by Next New gTLD Round: UASG to explore UA-readiness by the next new gTLD round and how UA could impact the next round."
 5. AOB

Meeting recording

Meeting Notes

M4:

Jim recapped the M4 discussion in the last few meetings. Jim summarized that writing a persuasive paper on changing from IDNA2003 to IDNA2008 is not a big deal. Jim suggested planning what our white paper would say, and he would help with the outline. Nabil agreed and encouraged discussing other agenda items as well.

e-commerce platforms vs CMS phase2

Nabil was in favor of discussion on e-commerce as UASG has not done anything yet on this. Jim asked if there were any other obstacles to be found out more on e-commerce or Content Monitoring System (CMS). Nabil suggested surveying the e-commerce businesses to know more about them just like the Tech-WG has been doing a survey on other web-tech areas.

Seda said the Tech-WG focus on remediation on Wordpress as a plan for Tech WG, as an initial phase, a plugin would be developed for UA-readiness. While that working group is working on Wordpress-Plugin, we could look into e-commerce, and then work on CMS in phase two.

Seda shared the link in chat: CMS study phase1

(<https://uasq.tech/download/uasq-032-ua-of-content-management-systems-cms-phase-1-wordpress-en/>)

Nabil asked if there was anything done yet on Drupal and Joomla CMS, Seda answered that there was nothing at this time as UASG032 focused on Wordpress only. UA-Technical WG focuses on Wordpress CMS for phase one.

Jim added that the idea was to apply the test plan to multiple CMS's, and a few more CMS would be tested after. Jim volunteered to write a test plan for testing ecommerce platforms. Nabil agreed.

SOW updates:

Seda created a copy SOW using the previous draft from Identity platforms, and the group started to write a new SOW for e-commerce platforms.

Nabil asked everyone to read through the characteristics and features of ecommerce platforms to test the UA readiness of the e-commerce platforms.

Nabil shared in chat: (<https://www.forbes.com/advisor/business/software/best-ecommerce-platform/>)

Jim shared in chat:

For example, “Best Ecommerce Software (Jan 2023): 7 Great Tools for Your Online Store” (<https://ecommerce-platforms.com/articles/ecommerce-software>)

1. Shopify. 2. Wix. 3. BigCommerce. 4. SquareSpace. 5. Square Online. 6. WooCommerce. 7. Easy Digital Downloads.

Frank Anati in chat: Aliexpress and amazon.com are not ecommerce platforms. Those are e-commerce sites not platforms. You cannot create an online store.

Jim said we could figure out what the e-commerce platforms are and what we do with them. Some of those are e-commerce sites not platforms, one cannot create an online store.

On the other hand, two e-commerce platforms, Wix and Godaddy, are registrars, and how this can have impact on UA. (*Considering GoDaddy was contributing to UASG’s efforts earlier.*)

Frank said some of those websites allow people to create virtual shops but not individual websites, and explained the difference between Aliexpress and Amazon, whereas Amazon does not have virtual stores feature.

Nabil added that Shopify is an online store builder platform. Nabil said any software or website that allows users to build a virtual store is part of an e-commerce platform and those can be considered within our scope.

Eunice added that Samsung has an e-commerce platform and Google has one as well. Eunice shared in chat: <https://shop.samsung.com/latin/livecommerce>

Nabil shared in chat:

Quick definition: An e-commerce platform is a software that enables the commercial process of buying and selling over the internet.

Key takeaways: An e-commerce platform needs a search feature that lets customers find a specific product, a cart feature that lets them manage their order, and a payment feature.

<https://ecommerce-platforms.com/articles/ecommerce-software>

Seda said the stores in Shopify have a structure of private domain name that does not look like a subdomain of shopify, whereas others look like branches of a website for example Amazon or Aliexpress, as they probably offer subdomains.

Frank and Jim also discussed some could be just marketplace platforms while some are real e-commerce platforms. Nabil said today's discussion on distinguishing between e-commerce platforms and marketplace platforms was very useful for future work.

Jim shared in chat: a possible definition: a "marketplace" is a website which lets individual vendors list individual products for sale within the marketplace, but the branding of the overall marketplace website is set by the marketplace operator. An eCommerce platform is a set of tools for developing an Online Store. An online store is a specialized marketplace for products from just one vendor.

Action Items from UASG's meeting with BIUWG Status of UA Readiness by Next New gTLD Round

Seda reminded the group to update the WG's action items for the upcoming ICANN Board meeting. Generally, current status of UA readiness across different platforms and foreseeing impact on the new gTLD round.

Quote from that meeting: "Edmon raised that IDNs (and their UA) would be a big part of the next new gTLD round, would this focus on IDNs promote UA adoption, expose the UA limitations further or raise UA issue in a way that community tries to resolve it. It was shared that as this requires more study, the UASG will aim to answer this question later in writing."

Jim summarized the response for the BIUWG:

"The status of Universal Acceptance is terrible, for reasons outside the domain name system, because the market lacks a clear advantage of Universal Acceptance or forecast of increase in the market. Existing markets and existing tools are just happy with not being able to use IDN domains and email addresses. We have not discovered the big drive towards Universal Acceptance. Releasing new domain names with weak Universal Acceptance would not get much."

E-commerce definition and the best e-commerce platforms:

<https://www.forbes.com/advisor/business/software/best-ecommerce-platform/>
<https://ecommerce-platforms.com/articles/ecommerce-software>

SOW on E-Commerce (based on the Identity Platforms template)

https://docs.google.com/document/d/1FdIUSgQr60wwAECwYqU9eY90VS_0x0F_/edit?usp=sharing&oid=105070594727628493745&rtpof=true&sd=true

In the next meeting, we will continue on SOW for which we have done the first paragraph only.

Next meeting: Thursday, 24 January 2023 at 16:00 UTC

Action items

No.	Action Item	Owner
1	Outline the whitepaper we advocate to persuade the developers that changing from IDNA2003 to IDNA2008 is not a big deal.	Jim
2	Write a test plan for testing ecommerce platforms	Jim
3	Explore UA-readiness by the next new gTLD round and how UA could impact the next round.	Measurement WG
4	Read through characteristics and features of e-commerce platforms	Measurement WG
5	Share input on BIWG action item	Measurement WG
6	Compile the response for the BIUWG	Seda