

UA Measurement WG Meeting

01 June 2023

Attendees

Nabil Benamar

Abdulkarim Oloyede

Bibek Silwal

Carine Malor

Gerardo Mtz

Joel Okomoli

Jim DeLaHunt

Khaldoun Senjab

Kunle Olorundare

Mohammad Kawsar Uddin

Ruby D-Brown

Seda Akbulut

Yin May Oo

Meeting Agenda:

1. Welcome and Roll Call
2. Final comments on [FY24 UA Measurement WG Action Plan](#)
3. Prepare the [Statement of Work \(SOW\)](#) on the gap analysis of e-commerce platforms.
4. AOB

Meeting recording: [link](#), password [mjJ0!qMvP&]

Meeting Notes

Seda presented the agenda items and noted that there was a presentation of the initial plans at the ICANN77 prep week session on 30 May Tuesday. The action plan will be finalized after further community input and shared more broadly on the UASG.tech website. Agenda item 2 was partially done, but the group was asked final comments to the plan.

Seda shared the link to the action items and also presented the list on the screen to confirm if the action items were in the correct priority order.

M1	Prepare and publish UA Readiness Annual Report
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M2	Update IT-related curricula to include IDNs and UA
M3	Whitepaper advocating IDNA2008 for software developers
M4	Characterize how much Android platform limits acceptance of IDNs in web browsing
M5	Analyze impact of the use of HTML5 email field
M6	Market research to identify growing email or social media products which compete on UA support
M7	Rating email software using EAI Self-Certification Guide (phase 1)
M8	Update to '2017 \$9.8 billion opportunity' study to showcase the UA implementation's benefits for businesses
M9	Gap analysis of e-commerce platforms and more Content Management Systems (Phase 2)

M1 is on the way which needs to be published in a few months.

M2 is in progress.

M3: Jim said he is committed to writing this, the first draft was already circulated and the second draft is in progress. Jim pitched for input from several different language users to add more examples on using Zero-Width-Joiner (ZWJ) and Zero-Width-Non-Joiner (ZWNJ). Those are important for rendering generic names properly, especially in languages such as in Farsi, Urdu, Arabic and Sinhala.

M4, M5, M6 are not properly started yet. (Carine said in chat that she would support the team working on M6.)

M7 is to support the UA EAI WG. (Khaldoun said in chat he would help with M7. He can support the Arabic language in email services. Jim supported Khaldoun by sharing some information about EAI Self-Certification. The portal for this is <https://uasg.tech/eai-certification/> and there is a link there to an ICANN76 draft for the Guide.)

M8 is an old report which needs to be renewed.

M9: A SOW has been started before but not completed. Seda said that although this has been started it is placed at the bottom of the list.

Decision: The action item list ordering is confirmed.

Statement of Work (SOW)

Seda shared the [SOW document link](#) and asked the participants to review. This is for a Gap Analysis study on UA readiness of popular ecommerce platforms [M9].

Jim asked if this evaluation was done in the past, and requested any reference. Seda confirmed this is the first analysis on ecommerce platforms.

Jim said the second paragraph in the SOW is applicable to many documents and added suggestions. Seda agreed and reflected in the SOW document. Now the paragraph reads as:

[The aim of this work is two-fold. The first one is to develop a testing methodology to assess universal acceptance in e-commerce platforms, including a validation by using it on two test subjects. The second is to make a small start towards testing the UA readiness of popular e-commerce platforms. Future contracts will apply the test plan to a larger set of platforms.]

Jim also asked who this study is for. Jim personally does not think this is an immediate obstacle. However, if someone needs this, we need to know what they want. Seda said this item M9 was at higher priority in the FY23 action plan and now it is the last. If all WG members agree, it could continue to be M9, and do other tasks in parallel.

Seda asked if this item could be re-prioritized so that it can be higher priority. Jim asked writing SOW for more prioritized items.

M7: Talking about M7 for EAI WG, Jim said that M7 is a good time to start now. By the time EAI self-certification guide is ready, we can make the SOW ready and start looking for a vendor. We will have the clear reason and benefit in starting M7.

M7 could be started in parallel with the EAI WG. This would be beneficial to attain reliable ratings of EAI-readiness from platforms and communicating with the vendors would promote the EAI-Self-Certification guide.

Jim suggested working on M7 first. But he added that M7 should be checked with EAI WG as well before we start working on it.

M6: Jim said that there would be clear benefit on succeeding M6, which would be able to identify companies that are competing based on UA. This would put pressure on the market leaders. But how to do the market research should be

clear. Carine agreed with Jim, and she asked what the parameters are to be agreed on. Jim commented that the SOW should be written to be agreed with the vendor.

Carine asked if she needed to join any other WG to be able to help on the item. Seda explained that this is the first planning phase to make sure of the order before deciding which working group or what to start working with.

Upon Joel's comment on the relation between the action items, Jim explained that M4, M5, M6 and M7 items are linear. That is, we do not need to them in sequence. M4-5-6-7-8 can be done in parallel. There is no sequential dependency. The items throughout M3 to M9 could be carried out in parallel. Carine and Joel agreed.

M7: Jim said the volunteer team at EAI WG worked on open-source email service providers. We do not limit ourselves to look into open-source-only. The major software vendors could also be evaluated and let them find out how they score, as the purpose is for them to get their UA and EAI readiness straight.

Khaldoun said some major software companies support UA to some level. Jim asked if they could be rated Silver, Gold, or Platinum in terms of EAI-readiness. At least, these should be able to host emails in Non-Latin addresses.

Khaldoun pointed out that they cannot receive some of the emails, thus, those would only score 'Silver'. This would be a valuable encouragement for them to put more effort into a higher level of EAI readiness.

Nabil said this working group is mandated to look for reports and works done by contractors and give feedback. Based on the feedback he received from the UA Day events, many people do not see any benefits in becoming UA ready. M6 and M8 can help in that direction. We should put it clearly what the benefits are in making systems UA ready.

Regarding M7-Rating email software using EAI Self-Certification Guide, Seda asked if WG could draft a new SOW based on the former study on [UASG 030A EAI Software Test Results EN](#). Jim recalled that one previous study, which is not similar to what we would be doing for M7.

Joel asked about email service providers for M7 to be corporate-based or commercial-based. Some features are not the same for the public version and

corporate version. Jim answered that it could be government email (like Govt. of Rajasthan's internal email services) or Gmail, or brand-based (Toyota email service for their company), any of those are worth considering. This would be an important business question for a brand name to communicate with customers in the local language. But corporate email systems are hard to get into. As an outsider we can use Gmail and evaluate it. It is competing with email providers. If a corporate is happy with ASCII, then there is no need for that corporate to work hard on UA.

Nabil agreed with Jim and there are some regions who would appreciate UA. In this direction, M6 would help a lot. Khaldoun supported.

Agenda items for the next meeting:

Jim added a suggestion in the chat:

Suggestion for next meeting:

1. Choose which to do next, M6 or M7.
2. Start work on that SOW, whichever we choose.

Nabil agreed on talking about M6 and M7 next time. Depending on which will be chosen, the SOW will be drafted.

Next meeting: Thursday 29 June 2023 UTC 1600

Action items

No.	Action Item	Owner
1	Choose M6 or M7 to work on SOW	Measurement WG
2	Check M6's and M7's priority with EAI WG	Seda