

UA Measurement WG Meeting Notes

10 July 2024

Attendees

Nabil Benamar

Frank Anati

Jim DeLaHunt

Joel Okomoli

Sushanta Sinha

Setondji Hounzandji

Arnt Gulbrandsen

Seda Akbulut

Meeting Agenda:

1. Welcome and Roll Call
2. UA Curriculum updates
3. Next work items from the Action Plan
 1. Statement of Work (SOW) on the gap analysis of [e-commerce platforms](#)
 2. Repeating the top global websites study

Meeting recording: [Link](#), Passcode: ^3NiV3!s5w

Meeting Notes

Agenda#2: [UA Curriculum](#) updates

Seda shared that the work by the vendor on UA curriculum has completed. So the action item of Measurement WG is also accomplished. Now the final edits will be done before publishing. Thanked everyone for their contributions.

Nabil shared that in the recent Africa IGF there were quite good interests in universities to implement the UA curricula, one of which was a university in Senegal. Association of African Universities (AAU) is interested in curriculum and they have funds to implement. He shared that we are looking forward to seeing candidates from different

universities in the world that would like to implement this curriculum and to give us the initial feedback.

Setondji asked who can teach or train the curriculum and whether there will be a train-the-trainer program. Seda confirmed this as one of the next steps.

Jim and Nabil discussed the next steps on UA curriculum. Sushanta asked if the curriculum is open source and whether it requires any permission to use. Seda confirmed that it is free to use for universities.

Sushanta asked whether any companies can use the curriculum for corporate course. Nabil responded that we don't have answer for this right now and we will make it clear this soon.

Sushanta asked the duration that the curriculum requires in a major. Nabil responded that it depends on the major as not all the modules might be necessary. Seda added that there are 19 videos attached to the modules to explain the content, and each takes about 30 -50 minutes, however the total program may take longer as the videos are one way communication.

UA Curriculum Action Items:

Suggestions by Jim, Sushanta, Setondji and Nabil are compiled as follows:

- Create a meaningful URL for the curriculum.
- Remove the word "draft". Add "version1" or "edition1".
- Update the page content. Add PDF documents in place of Google Documents.
- Add a paragraph with license and usage terms. For instance, if instructors are welcome to use the curriculum or corporates to create a (commercial) course without asking for permission or paying, a fee, then say that.
- Add an email address for contacting and mainly for the academic institutions to inform us for implementing the curriculum so that

we are aware who is using it. (Consider publishing the institutes that implemented it.)

- Make sure that if someone goes to UASG.tech and searches for “UA Curriculum”, they can easily find this page.
- Make sure that if someone goes to a major search engine and searches for “Universal Acceptance curriculum”, they find this page.
- Add estimated time of lesson for each module.
- Describe the “train the trainer” activities on this page.
- Add details about what supports are available for universities that are interested in implementing the curriculum.
- Link to the videos from this web page. (e.g., UASG Youtube Channel)
- Make sure the documents and video files are archived somewhere, so that if YouTube, Google Docs, etc. stop operating, we still have a copy of the content.

Agenda#3.1: (SOW) on the gap analysis of [e-commerce platforms](#)

The work for conducting the UA analysis of e-commerce platforms has been in the UASG action plan for four years (since [FY21 Action Plan](#)). Seda shared that there is no prior work done yet on the e-commerce platforms and we received some UA issues logged by the community about these platforms. She added that the UA ambassador Aman also raised this before and suggested doing a study on this.

The group discussed which e-commerce platforms to be tested, whether they should come up with 5 different platforms and give the criteria to the vendor to justify the testing the best 3 options.

[Criteria being discussed on how to select the platforms to be tested:](#)

- Pick from the top platforms:
 - <https://www.forbes.com/advisor/business/software/best-ecommerce-platform/>
- Mix of open-source and propriety platforms.

- Consider geographic diversity
- Shopify and Wix are amongst the most popular. (See which region they are mostly used)
- Pick the ones that can be easy to reach out (Wix is also an ICANN accredited registrar)
- Open-source shopping cart -Oscar <https://oscarcommerce.com/>
- Pick options based on their technological backgrounds. For example, one platform could be built on Java and the other one on PHP, etc.
- See if the platform has multi language support for chat tools, payments, etc.

Jim asked the group what information they want to get out of this survey and what UA problems they want to solve.

Then Nabil asked how we can define the UA readiness of the e-commerce platforms. The definitions are captured in the SOW as follows:

What we mean with UA Readiness of e-commerce platforms:

- a) e-commerce platforms are hosted at a non-Latin domain names, or generates URL slug with non-ASCII characters after “/”
- b) e-commerce platforms accept user registrations with non-Latin email addresses
- c) send and receive emails to and from non-Latin email addresses
- d) e-commerce platforms allow email communication and linkification through the contact web forms or chat tools
- e) process payment stages

Seda shared that in one of the hackathons open-source shopping cart - Oscar <https://oscarcommerce.com/> was probably used.

Arnt added that about the hackathon in Bahrain which focused on modifying an e-commerce shop for UA specifically for Arabic language support. The goal was to make the shop fully functional with Arabic characters, including links and text on the pages. They chose an open-source platform suitable for students to modify within a 3-day timeframe. The specific platform name (Jungle or something else) is not important as the chosen platform doesn't affect the core learnings of UA implementation.

Arnt and Jim discussed the URL creation with the shop's registration and how the non-ASCII characters are displayed. Arnt defined it as “slug” where the shop name is added to the domain name after the /. (for example: <http://example.com/products/samsung-a54> <- the [samsung-a54](http://example.com/products/samsung-a54) is called a slug; this is a slightly different explanation: “a slug is a short name given to an article that is in production” [https://en.wikipedia.org/wiki/Slug_\(publishing\)](https://en.wikipedia.org/wiki/Slug_(publishing)))

Arnt explained that they explicitly decided against adding another link for product instructions to prevent the customers from being distracted and click elsewhere on the web. People think that you should never ever link out of the web shop.

Jim shared that he is not sure on whether this is the work that UASG needs to focus on and whether there are more major issues. Seda shared that this SOW has already started and has been in our action plan for many years, so it may be better to complete the pending task and move on.

Agenda#3.2: Repeating the top global websites study (UASG0039)

The group discussed that it would be good to use the same data and email addresses to repeat the work on UASG 0039.

AOB: SOW [Rating email software using EAI Self-Certification Guide \(phase 1\)](#)



Jim shared that it would be interesting to hear what the questions are that the vendors have, because that will help us know how practical the assignment is.

Next meeting: Wednesday 24 July 2024 at 15:00 UTC

Action items

No.	Action Item	Owner
1	Suggest edits on the e-commerce platforms SOW and come up with the platform names to be tested based on the criteria above (in blue)	Measurement WG
2	Work on the UA Curriculum Next steps identified above (in blue)	Staff