

# UA Measurement WG Meeting Notes

24 July 2024

## Attendees

Nabil Benamar

Anil Kumar Jain

Aman Masjide

Anna Bagdasaryan

Frank Anati

Jim DeLaHunt

Harsha Wijayawardhana

Seda Akbulut

## Meeting Agenda:

1. Welcome and Roll Call
2. Statement of Work (SOW) on the gap analysis of [e-commerce platforms](#)
3. Status update on the SOW: [Rating email software using EAI Self-Certification Guide \(phase 1\)](#)

Meeting recording: [Link](#) ; Passcode: a=Fn6FpvcF

## Meeting Notes

### Agenda#2: Statement of Work (SOW) on the gap analysis of [e-commerce platforms](#)

The Action item about e-commerce platforms has been in the UASG'S action plan for more than two years. SOW has been started but not completed yet. Seda shared that she updated the SOW to address the feedback in the previous meeting. She invited the WG members to review the SOW and share input.

Jim added a linkification requirement to the SOW. Nabil agreed. The recommendation was accepted.

### *Description of Work*

*“1.e. e-commerce platforms allow email communication with non-Latin email addresses, and linkification of IDN URLs through the contact web forms or chat tools”*

Jim suggested edits for the “slug” stage by splitting item 1a. to 1a and 1b. It was accepted.

*“UA Readiness of e-commerce platforms mean that:*

*a. e-commerce platforms are hosted at a non-Latin domain names,*

*b. e-commerce platforms or generates URL slug with non-ASCII characters after “/” when item title has non-ASCII characters”*

Aman asked for clarification for 1a about what we expect for non-Latin domain names in an e-commerce platform.

Jim explained the purpose of Point 1a.

- We reword that instead of saying e-commerce platforms are hosted at non-Latin domain names, we say e-commerce platform works when hosted at a non-Latin domain name.
- E-commerce platform is a piece of software which is deployed to a website. And the website has a domain name, often the e-commerce software will incorporate the domain name into the pages it generates. It will use the domain name in some of its internal processing. Some software does not work correctly with internationalized domain names because the software does not expect non-ASCII characters, and it gets non-ASCII characters, and that triggers bugs.

So point A is to say the platform software works when the site is hosted at a non-Latin domain name.

Aman clarified his question with an example:

- With e-commerce platforms, we mean platforms like Wix and Squarespace, and we want to know if non-Latin domains work

with them when registering and for all the other services the software provides. Jim confirmed.

Aman shared that the current wording does not sound that clear. For instance, Amazon is a marketplace, and not an e-commerce platform, but the functionality is the same. Jim confirmed that Amazon is implicitly excluded from the scope of this SOW as per the following sentences in the purpose section of the SOW.

“An e-commerce platform is a set of tools for developing an Online Store. An online store is a specialized marketplace for products from just one vendor. “

Aman thought it could be clearer. Jim asked Aman to suggest a clear definition if that sounds confusing.

Aman mentioned that they were testing a particular tool for e-commerce that allows IDNs to be the primary domain name.

Nabil asked Aman whether he knows any e-commerce platform being hosted at an IDN. Aman shared he did not do the testing but intended to test Shopify for the integration with IDNs.

Aman clarified that he recently did one exercise to figure out what are the top tools that e-commerce platforms use. More than 10 categories e-commerce services (e.g., delivery services, shopping carts, payment gateways) are reviewed. But almost none of them are so tightly integrated with the website builders like Wix. Website builders themselves become the gateway for that domain name to probably work on those tools. He shared that the SOW will test the website builders. And it will bring some challenges: For instance, the e-commerce platform may accept IDN registration, or accept the existence of IDNs. But the moment you start integrating the plugins or other tools, then errors will start populating.

Aman suggested that the goal could be potentially to find the top tools with each website builder platform.

Aman added that he is almost concluding his report in terms of just testing one functionality which is “customer sign up” on different tools and providers with new long, new short and internationalized email addresses. He tested if their customers of new gTLD domains get an error that email ID is not accepted when creating an e-commerce store. Aman said he would share when the report is concluded, likely in 2 weeks.

Seda asked whether the UA readiness definition covers all areas because Aman mentioned earlier that the plugins may pop up some errors even if it allows signing up.

Aman suggested removing the test accounts after signing up completing the tests. He added about the complexity of linkification. All the e-commerce tools are integrated with the website builders. We need to figure out whose responsibility it is to fix it, is it the e-commerce platform's responsibility, or is it going to be that tool or that plugin provider. So that part is challenging, and he suggested that the test plan should be expanded to cover it all.

Payment gateways give links for people to click and get approvals or go through the payment processes. So that part may be included in the test plan. As the test plan is going to be reviewed by the community, it would give us a chance to ensure it is in line with the scope.

Seda asked to shortlist the e-commerce platforms for the SOW. For their e-commerce study to test the sign up functionality only, Aman worked with a third party called DataProvider.com to get the top rated e-commerce platforms. Even if the list they get may not be 100% accurate, he assured that it should be at least 80% accurate and is sufficient to come to a conclusion.

Top rate platforms by DataProvider.com:

1. Shopify
2. WooCommerce
3. Prestashop
4. OpenCart
5. Magento
6. Big Cartel
7. WIX eCommerce
8. Ecwid
9. MercadoShops
10. Nuvemshop
11. Bigcommerce
12. Loja Integrada
13. Tray
14. ePages
15. Kajabi
16. Tiendanube
17. Webflow Ecommerce
18. Squarespace Commerce

Aman suggested asking chatGPT for the top-rated platforms based on their market share.

Gemini AI response:

Determining exact market share can fluctuate over time, but based on recent data, these are generally considered the top 5 ecommerce platforms:

**Shopify:** Known for its user-friendliness and a wide range of features, Shopify has a substantial market share.

**WooCommerce:** As an open-source plugin for WordPress, WooCommerce enjoys high popularity, especially among those with existing WordPress websites.

**Magento:** This platform offers high customization options, making it a preferred choice for larger enterprises and complex online stores.

**BigCommerce:** This platform is known for its strong performance and scalability, making it a good option for businesses looking to grow rapidly.

**Squarespace:** With a focus on design and ease of use, Squarespace has gained popularity for creating visually appealing online stores.

Jim shared I am looking up URLs and licensing terms for the platforms in this list. So far I have:

Shopify <<https://www.shopify.com/>> proprietary

WooCommerce <<https://woocommerce.com/>> free and open-source

Prestashop <<https://www.prestashop.com/>> both open-source and hosted editions

OpenCart <<https://www.opencart.com/>> free and open-source

Magento <<https://about.magento.com/Magento-Commerce>> both open-source and hosted editions

Seda shared the former issues reported to UASG.

1) Magento: Resolved for .store and many other New gTLDs. [magento.com/magento/ecommerce](https://magento.com/magento/ecommerce) Magento has both open source and commercial. And they responded to fix some issues for .store TLD only.

2) Wix

Anil suggested Shopify.

Aman shared a query on getting website builder data from ChatGPT:

Platform	Geo	Market Share	Number of Users	Summary	Open Source/Proprietary
Shopify	Global	~23%	~4.4 million	Leading eCommerce platform with extensive features and scalability.	Proprietary
WooCommerce	Global	~28%	~5 million+ active installs	Open-source plugin for WordPress, popular for its flexibility and customizability.	Open Source
Magento	Global	~2%	~250,000	Highly customizable open-source platform	Open Source

				suitable for large businesses.	
BigCommerce	Global	~3%	~60,000	SaaS-based platform known for scalability and advanced features.	Proprietary
PrestaShop	Europe, Latin America	~2%	~300,000	Open-source platform popular in Europe and Latin America.	Open Source
OpenCart	Global	~1%	~342,000	Open-source platform known for ease of use and flexibility.	Open Source
Wix eCommerce	Global	~2%	~7 million+ (Wix users with eCommerce capabilities)	Website builder with integrated eCommerce features, popular among small businesses.	Proprietary
Squarespace	Global	~2%	~3.8 million	Website builder with strong design focus and eCommerce capabilities.	Proprietary
Weebly	North America	~1%	~625,000	Website builder with simple eCommerce features, acquired by Square.	Proprietary
Ecwid	Global	~1%	~1.5 million	Platform that integrates eCommerce into existing websites and social media.	Proprietary
Volusion	North America	<1%	~30,000	SaaS-based platform focusing on small to medium-sized businesses.	Proprietary
3dcart (now Shift4Shop)	North America	<1%	~25,000	SaaS-based platform rebranded as Shift4Shop, offering extensive features for SMBs.	Proprietary
Shopware	Europe	<1%	~100,000	Open-source platform popular in German-speaking countries.	Open Source
Jumia	Africa	~15% (in Africa)	~80,000+ sellers	Leading eCommerce platform in Africa, often referred to as the "Amazon of Africa."	Proprietary
MercadoShops	Latin America	~10% (in LatAm)	~400,000	eCommerce platform by MercadoLibre, popular in Latin America.	Proprietary
Nuvemshop	Latin America	~1% (in LatAm)	~90,000	Growing eCommerce platform in Latin America, also known as Tiendanube.	Proprietary

## Notes:

- Market Share: Estimates vary based on different sources and methodologies. The percentages provided are approximate.

- Number of Users: Numbers are based on the latest available data and can fluctuate with new user sign-ups and platform growth.
- Geo: Indicates the primary regions where the platforms are most popular or have significant market penetration.

These platforms are among the most widely used across different geographies, each with its unique features, user base, and market presence.

### Query

give top ecommerce platforms used to build websites from various geos including marketshare, number of users, opensource/Proprietary in tabulated form

All inputs are recorded on the SOW comment.

**Agenda#3:** Status update on the 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.

Seda explained that some tests are done on UASG030 and UASG030A. There was question on whether some tests that are already done in those studies can be skipped in this new study especially if it passed. Currently the call for proposals is still open. Jim added that the tests should be done without skipping because the work is based on the self-certification guide.

**Next meeting:** Wednesday 14 August 2024 at 15:00 UTC

### Action items

No.	Action Item	Owner
-----	-------------	-------





1	Share the customer sign up test report with the Measuerment WG.	Aman
2	Shortlist a few commercial and a few open-source platforms based on the research considering market share, geo diversity concerns by the next meeting date.	Measurement WG