

UA Comms WG Meeting

13 September 2021

Attendees

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Agenda

1. Welcome and Roll-call
2. Continue working on [SOW for Explainer Videos](#) (with more detailed discussion of training videos)
3. AOB

Meeting Notes

A brief overview of previous meeting was presented.

Audience for each video has been reviewed and identified. For the last video, the main audience is defined as software developers, instead of programmers that are more relevant to programming languages.

Video titles were discussed and updated to keep technical perspective in view. It was also suggested to include UA issues in perspective of territory. Videos should consider example from different regions about why UA is necessary as necessity of UA varies from region to region. Some examples of lack of UA support were discussed. English cannot accommodate requirements of all languages. Also, some domain names cannot be properly pronounced in English. Transliteration of the domain names creates a security problem that can be touched upon in the videos. It is hard to use native language due to lack of some alphabets in English language. Most of the websites do not provide internationalized email address even though domain name is IDN.

Timing of videos were further discussed. Videos are not restricted to 2 or 3 minutes. They may be extended up to 5 minutes depending on how director will portray the idea.

Further it was discussed to include points regarding why one should care about UA. Showing the user experience would be expressive. UA is a result of joint efforts and not individual. The major idea of entire video is what are the problems and how UA is solving these problems. It was suggested to include success stories of some people using UA and benefitting from it.

Start and ending of all videos should be the same just to represent that it is a series of videos, and each video is dependent on the other. Ending slogan will reflect future revolution in it. Script can also be edited by the contractor.

Second video was then discussed which is about how to make mail system UA ready. Under this, it was discussed that why EAI Readiness is necessary. It will be appropriate to give example of software that are EAI ready. Components of email system can be briefly discussed and then what are the things required for a system to be EAI ready like sending and receiving EAI mail and creating internationalized email addresses. To show how to configure email system is not required since the video will be a short message. It will be briefly discussed that all components of email server should support UTF8/SMTPUTF8 flag.

End section will include information for those who are interested in future study. The video majorly targets system administrators because this will give them an idea of how to increase their customers by providing them more features.

The agenda of next meeting was identified as discussing more on explainer videos.

Next meeting: Monday 20 September 2021 UTC 1600-1700

Action items

No.	Action Item	Owner
1	None	