

Examining the usability of active TLD variants

Goals of this presentation

- Keep you informed of the on-going work in this area
- Invite you as a reviewer for the document
- Try to identify some questions where the LGR process will have impact to user experiences

Examining the User Experience Implications of Active Variant TLDs

- How will various user roles be impacted if variant TLDs are activated?
- What are the components of an acceptable user experience?
- What are the necessary rules or guidelines a TLD should operate under to provide an acceptable user experience?
- Are there policy/contractual considerations to make these guidelines effective?

Looking backwards; looking forward

ccTLD IDNs

.中国

.中國

امارات



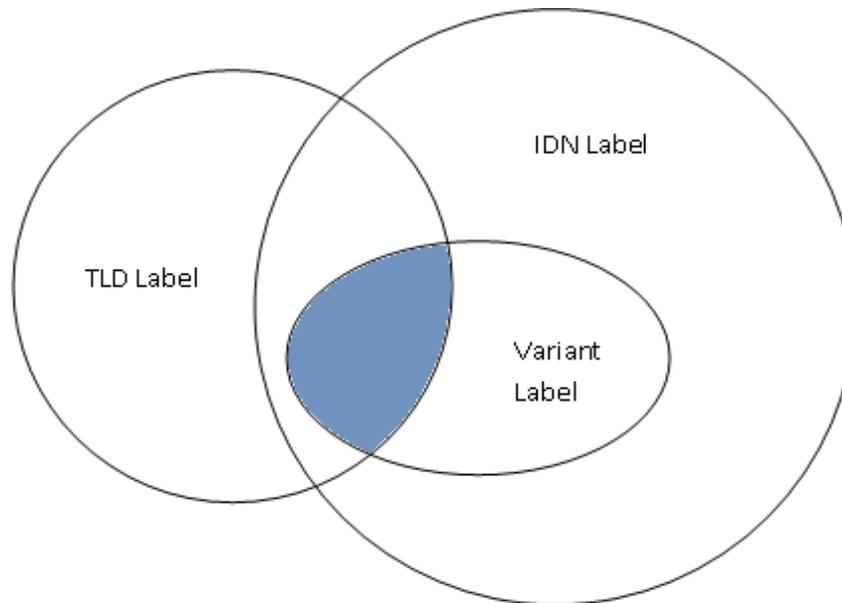
gTLD IDNs

Applied for strings:

.アマゾン

.大众汽车

.삼성



Defining an acceptable user experience

What's an acceptable user experience?

- It's as close to the existing experience (current ASCII domains and/or current IDNs)
- It is predictable by the user
- It is stable, so users are not constantly surprised
- ...

User roles

1. End User
2. Registrant
3. Registrar
4. Registry (gTLD, ccTLD)
5. System Administrator
6. Network Manager
7. Security Administrator/Law Enforcement
8. Application Developers

For end users, what is *acceptable*?

- Variant labels are no more challenging to understand and use than the primary labels.
- All variants are delegated to the primary label registrant.
- Some variants are active and redirect to the primary label others should be blocked.
- ...

Current Progress

- Identified user roles [done]
- Assess the impacts to these user roles [ongoing]
- Distill some high level usability principles [ongoing]
- Make recommendations & guidelines [yet to start]

Interim Report – October 23, 2012

Draft Final Report - February 2013

Questions

LGR Decisions with significant impact to users

- Is an IDL set flat or has some hierarchy? Primary vs. non-primary label? More levels: Primary, Secondary and Blocked?
- How many statuses for a label, who determines a status of a variant, and how can a label change a status?