Vision: ICANN Global Account

To meet its transparency and accountability mandate, ICANN needs a single, unique account per community member that can be leveraged across the entire ecosystem of applications and services within ICANN.

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Version History

Version	Date	Description of changes
1.0	1/20/17	Initial document published.

ICANN Global Account Service

What is the Problem?

Users today participate within and interact with ICANN via a number of applications: they use the Community Wiki for their working groups; they educate themselves via ICANN Learn; they seek zone file data through CZDS; they register for meetings using iReg. For each of these applications, and many more besides, users have unique logins, personal information, application settings, and activity data. Given the number of applications services people use this can be difficult to manage, as well as the need to repetitively enter the same information, leading to a poor user experience.

With respect to accountability and transparency, having people with multiple identities spread across many applications and services makes it impossible to fully understand individual participation. The disaggregation of this data leads to duplication, gaps and inaccuracies. At best we can report on overall aggregate participation numbers (e.g. 2000 people attended a meeting). But we can't link those same 2000 people to working group participation. So this large grain data doesn't allow us to understand the diversity of participation across all manner of ICANN activities, including outreach and policy development. Nor does it allow the organization to understand how best to support and integrate new members.

To solve both the user experience and data collection problem we need a single, unique account per community member, a Global Account, that can be leveraged across the entire ecosystem of applications and services within ICANN.

What is a Global Account?

The Global Account for ICANN is a single place for people to manage relevant and important data used by ICANN websites and applications. It would enable people to manage their security settings; personal information and privacy settings; user preferences; and view their activity and other application specific information from across the services and applications in which the user participates. By aggregating this content and these key settings in one place it simplifies and improves the user experience for managing their own data.

For the organization and the community, the Global Account allows tracking and aggregate reporting on community activity across multiple applications, resources and sites, enabling us to fulfill our community transparency and accountability requirements. It also enables the organization to capture engagement milestones, map them to idealized stakeholder journeys, and discover gaps and areas where we can improve upon our engagement strategies.

What is Not in the Global Account?

The Global Account will not manage application specific settings or content, as this is best left to the application to which they belong; data that is unique to a Domain/Service will live within that product. Where appropriate, application specific data will be syndicated to the Global Account.

Examples:
- Content subscriptions will be managed within the marketing automation application;
- Mailing list subscriptions will be managed by the mail list application;
- Statement of Interest will be managed within the Groups application;
- Etc.

The Global Account is also not an alerting dashboard. For example, we don't expect to see CZDS alerts, working group alerts, or Naming Services application notifications. While these features are desirable, they need to reside in a separate service focused on actionable information. Taking action is very different from managing static information or reviewing past activity. Note, that we should look at cross linking the two services.

What Do We Plan to Achieve?

Goal #1: Provide a single means of identity and authentication

Benefits	● Improve security and ease user ID and password management
What	● Offer users the means to sign into all applications and services to which they have access with the same user ID and password ● Enable two-factor authentication for those applications that require higher levels of security ● Provide users a directory of applications they can access
How?	Deploy Okta for all community facing applications and services

Goal #2: Manage personal information, preferences, and privacy settings

Benefits	● Improve the user experience for sharing relevant personal information with the community ● Conform to privacy best practices and EU data privacy regulations
What?	● People can edit in one place pertinent and important personal information such as their name, geographic location, and

	personal history
	● People will manage their privacy settings, notably the ability to opt-in/opt-out of cookies, data tracking, and notifications
	● Community leadership roles *may* appear in this section as well
	● Set default language
	● Set default accessibility features
How?	Build a customer facing experience that exchanges key data with integrated to applications

Goal #3: Allow users to see their activity from multiple applications and sites

Benefits	● Users will see in one place how they have participated in ICANN; the events they have attended; working groups to which they belong; courses they have taken; etc.
What?	Users may see past activities related to: ● Working group membership (groups joined, roles, etc.) ● Events (meetings/webinars attended, etc.) ● Public comments (comments published, etc.) ● ICANN Learn (courses taken, etc.) ● Fellowship (applications submitted, etc.) ● NextGen (applications, etc.) ● CZDS (Requests made, etc.) ● Travel Support (authorizations, approvals, etc.) ● Other applications and services as they come online
How?	Build an application that aggregates and displays user activity data from integrated services.

Goal #4: The organization can perform analysis and report on community participation efforts.

Benefits	● Staff will have the ability to analyze engagement and participation activity metadata, and publish reports and data ● Future engagement and communications investment decisions can be based on data on past program effectiveness ● The organization will be able to meet our accountability and transparency goals with respect to community participation ● Note that we should understand data privacy issues
What?	Users will see the following: ● Working group membership ● Events attended (meetings, webinars, etc)

	- Courses taken on ICANN Learn - Fellowship activity - NextGen activity - CZDS information - Travel - Other applications and services as they come online.
How?	Push data to an analysis and reporting tool. Data will be anonymized when necessary (e.g. if selected in privacy settings)

Issues and Concerns

1. There will be tension between privacy and accountability and transparency concerns and the community needs to be fully engaged and lead the requirements for this service.
2. We will have to clear on why we (organization and community) are gathering the data, how we (organization and community) will use the data, how we will store the data, and how people can opt-in and opt-out. There can be no ambiguity.
3. To be fully effective the Global Account needs to be integrated with all relevant ICANN services and applications. This will take time and expectations need to be tempered.