Examining the User Experience
Implications of Active Variant TLDs

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Congress III
Should ICANN activate variant TLDs in the root:

• many parts of the Internet ecosystem will be affected
• with corresponding impacts on the user experience
Scope: Acceptable User Experience for variant TLDs

- Acceptable user experience?
- Guidelines for TLD operators?
- Policy/contractual considerations?
- Impact on software applications?
- Other relevant entities and educational/collaborative steps?
Scope - User Experience

IDN

TLD

Variant
ISO 9241-11:1998 (E) (ISO, 1998) defines usability as:

“the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use”
Potential User Roles

• End User
• Registrant
• Proxy/Privacy Provider
• Registrar/Reseller
• Registry
• Dispute Resolution Service Provider
Potential User Roles

• Application Developers
• System Administrator
• Network Manager
• Security Administrator/Law Enforcement Agency
End User - Sample Use Cases

- Read a Domain Name
- Write a Domain Name

- Language/Script issues
- Fonts/Rendering
- Input Methods
- Locale Configurations
- Variety in Devices
- Application Support
- OS Support
Registrant - Sample Use Cases

- Register a Domain Name
- Renew a Domain Name
- Update Registration Data
- Determine Dispute Possibility of a Domain Name
Registrar - Sample Use Cases

Registrar

Determine IDL Set
Determine Constraints of Status of Labels
Enable Relevant EPP Interfaces
Manage Billing
Manage WHOIS Data
Undertake WDRP
Provide WHOIS Data
Handle Dispute Request

Registry
Reseller
Registrant
End User
Feedback on

- Scope of the project
- Relevant user roles
- Relevant use cases for each role
Initial Draft Outline of the Project at:

http://tinyurl.com/IDNP6

Send Feedback to:

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Thank You