

Examining the User Experience Implications of Active Variant TLDs

28 June 2012

Congress III



Background

Should ICANN activate variant TLDs in the root:

- many parts of the Internet ecosystem will be affected
- with corresponding impacts on the user experience



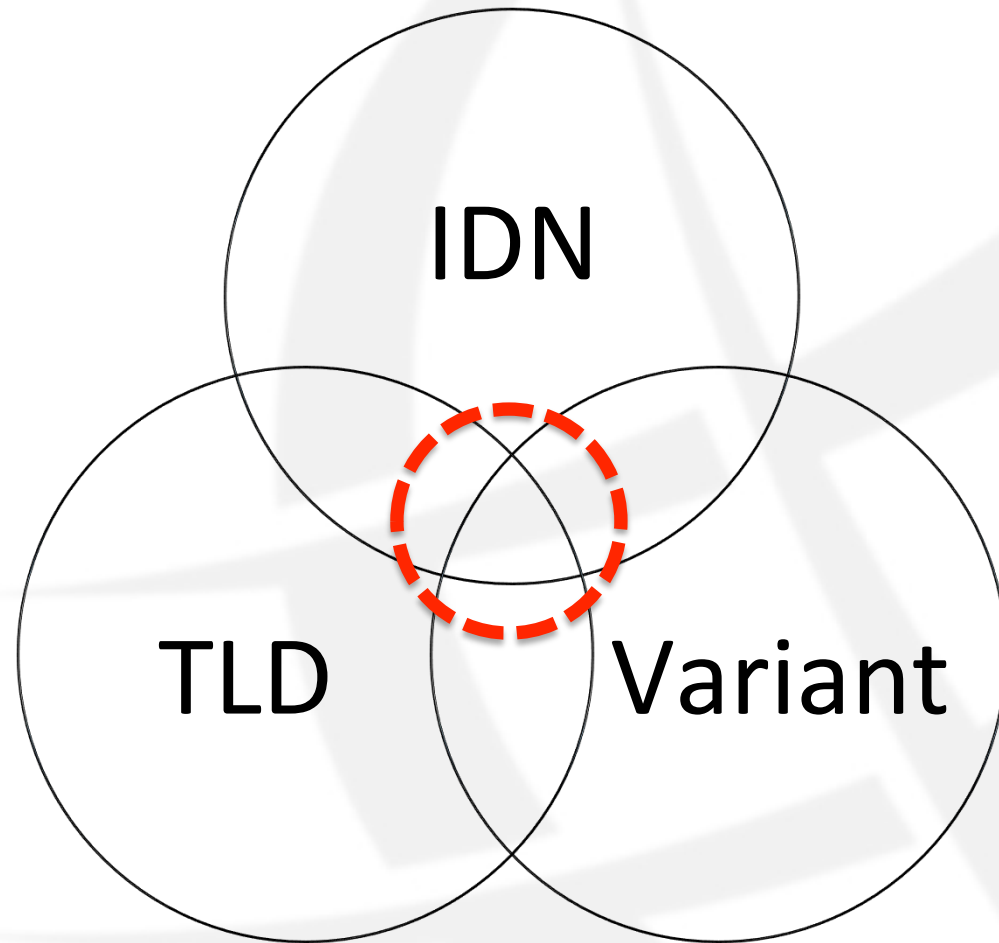
Scope: Acceptable User Experience for variant TLDs



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



Scope - User Experience



Usability

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



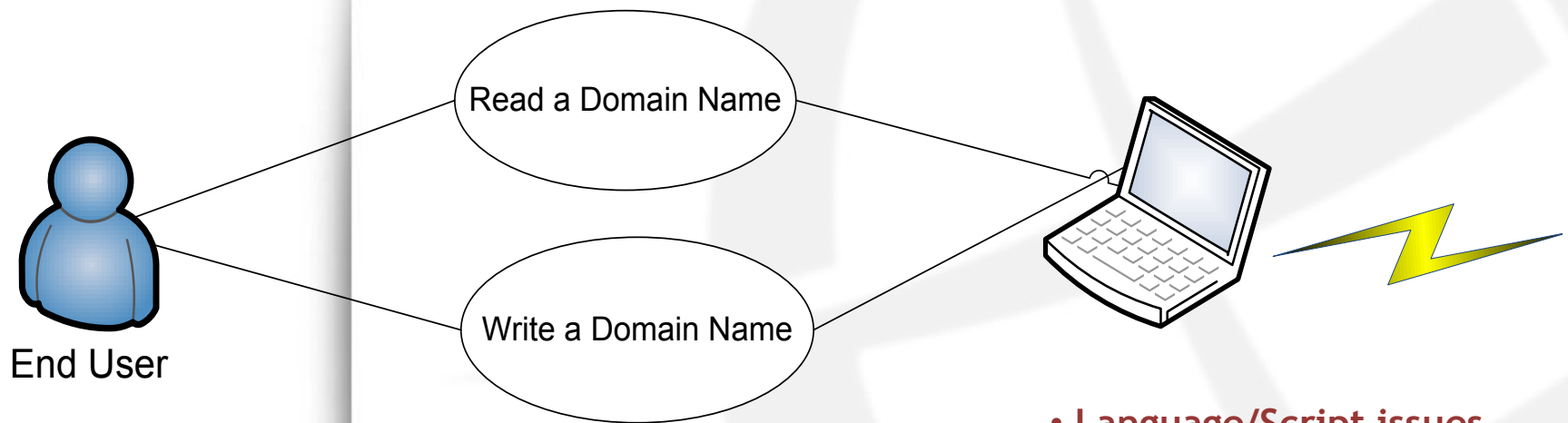
Potential User Roles



- Application Developers
- System Administrator
- Network Manager
- Security Administrator/Law Enforcement Agency

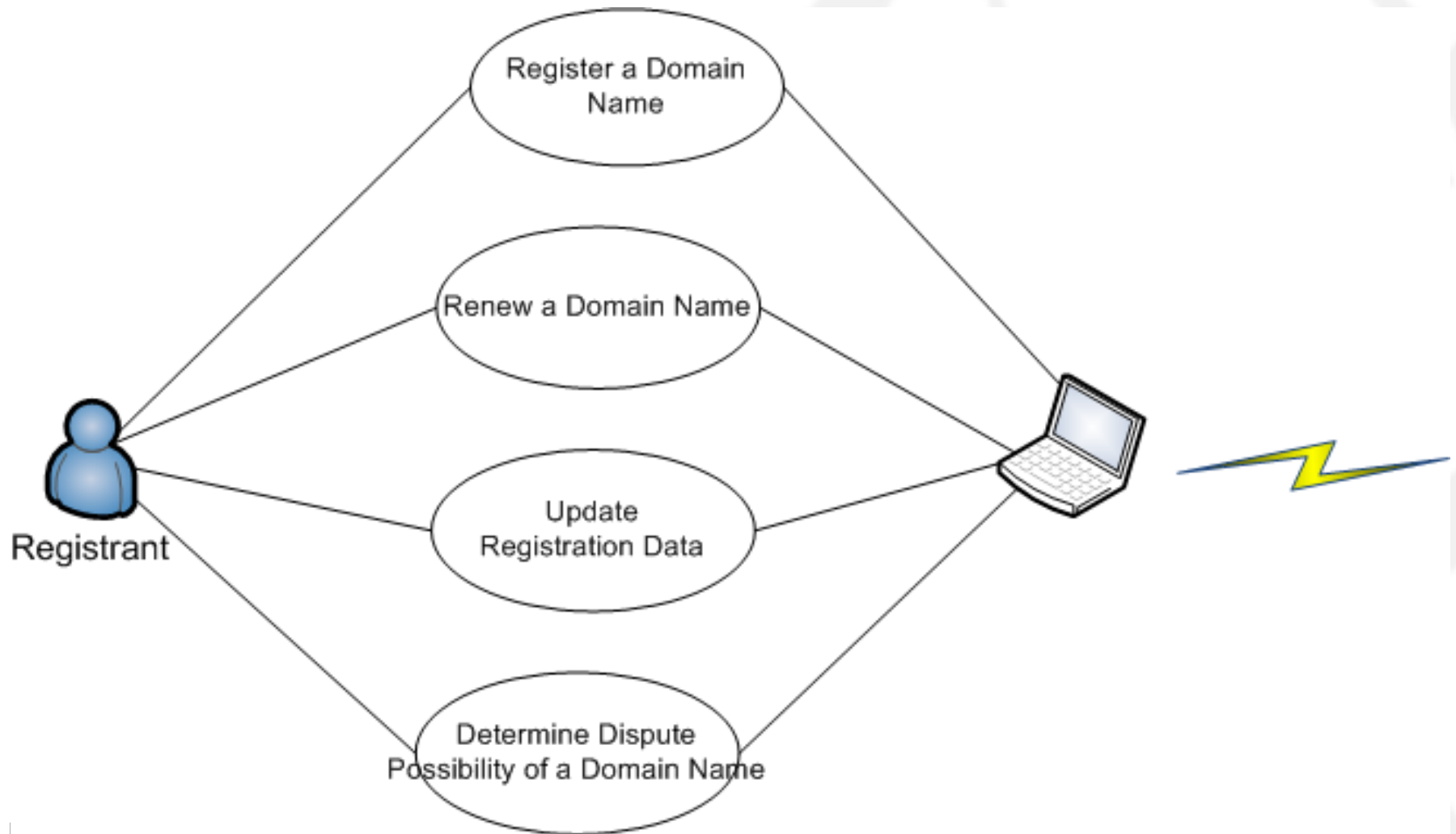


End User - Sample Use Cases

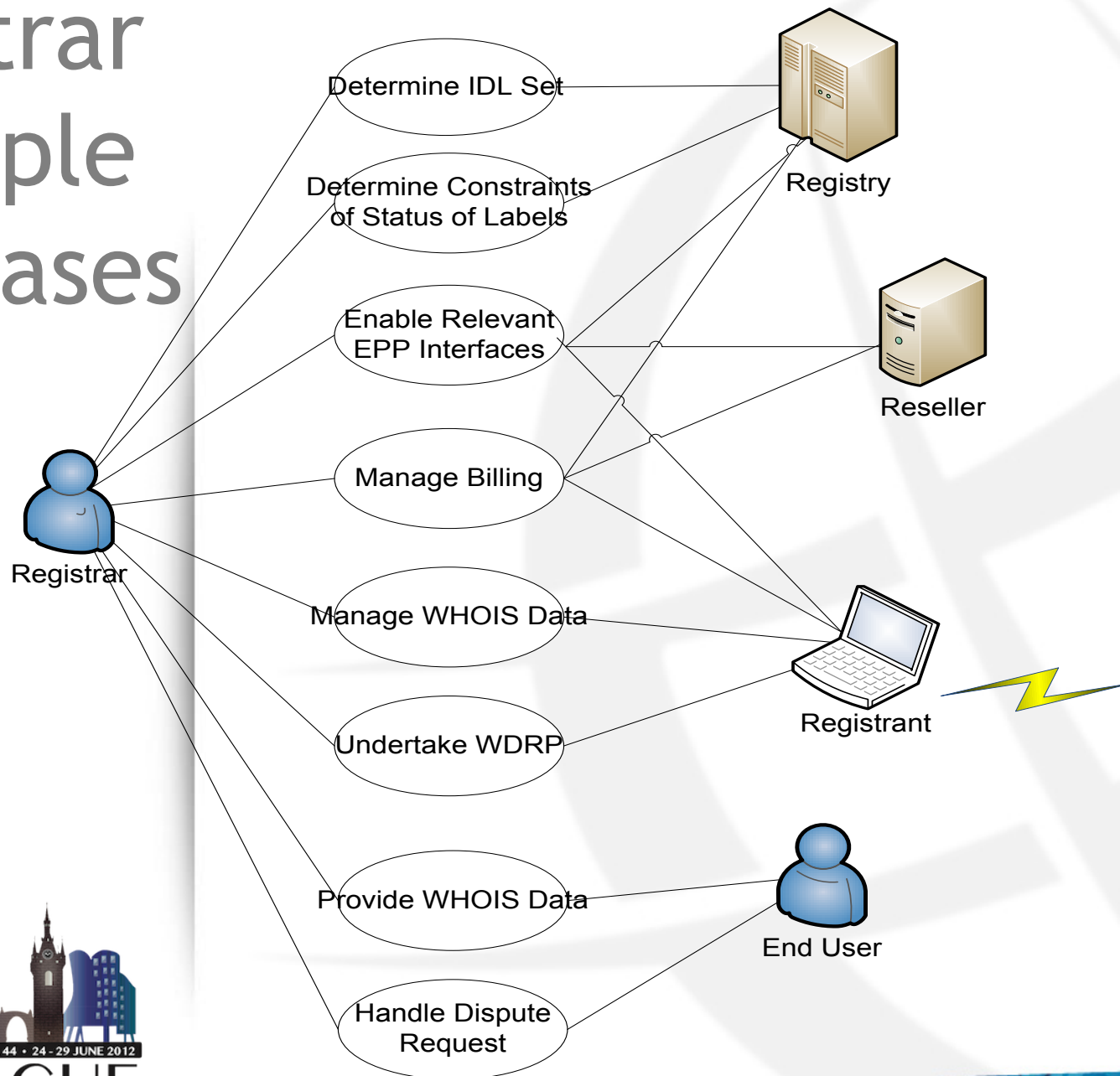


- **Language/Script issues**
- **Fonts/Rendering**
- **Input Methods**
- **Locale Configurations**
- **Variety in Devices**
- **Application Support**
- **OS Support**

Registrant - Sample Use Cases



Registrar - Sample Use Cases



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:

idnp6@icann.org

One World

One Internet



One World
One Internet

Further Contact:

steve.sheng@icann.org

dennis.chang@icann.org

marc.blanchet@viagenie.ca

sarmad.hussain@kics.edu.pk



Thank You



Questions

One World

One Internet

