Internationalized Domain Names User perspectives

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Progression

1. What a user sees
2. How a user uses
3. What the providers must see
4. How it comes together
5. The observer’s view of the world.
6. The opportunities for everybody.
7. An idealized view of 5 years from today.
8. What this means for us.
9. What you can do for the user.
10. Questions ?

What a user sees

- An interface which must make sense.
- Boxes – in which to enter information and get predictable, expected and consistent results.
- Interface elements which act on underlying information and commands to execute user requests.
  - Mouse, keyboard, screen, touch screens.

How a user uses

1. Unpredictably.
2. Inconsistently.
3. With input errors or “mistakes”.
4. Impatiently.
5. Expecting magic.

What the provider must see

1. User intent.
2. Ease of use.
3. Operational assistance needs.
4. Clarity of exchange.
5. Goal accomplishment.
6. Total security and declared privacy.
7. User satisfaction.

How it comes together

1. Unbreakable building blocks.
   i. IDN among so many others.
   ii. Agnostic and culture-adaptable design.
2. Predictable interface elements.
3. Unbreakable interface interaction.
4. Design solidity in tools and interface elements.
5. Fully mappable, fully traceable state transitions.

The observer’s view of the world

- Object integrity.
- Clarity of inter-object interaction.
- Object profusion and difficulty of object-identification.
- Yet, object security and predictability.
- Object protection.
- Object similarity and faint familiarity.

The opportunities for everybody

1. More, more, more :
   i. Users
   ii. Suppliers
   iii. Providers
   iv. Activity, Speed, Participation, Engagement, Discussion, Agreement+Disagreement+Understanding
   v. Knowledge and Exploration.
2. More use for your expertise.
3. More customers for products.

An idealized view of 5 years from now

- “Everything works”
- “Everyone knows how”
- No single native user, but “multi-native” appliances.
- No (/very few) users left behind.
- New appliances and applications are released in sequence to meet user and supplier needs.
- The mysteries of user-adaptation are solved.

What you can do for the user

- Imagine a world with multilingual email ids . Not inter-language but intra-language (অভিজিৎ@কলকাতা.কম or अभिजित@दिल्ली.कौम)
- Imagine a world in which complex transactions can be done in any single given language.
- Imagine a world in which every community is served in their own language with their world views.
- *Perfect* IDNs and many other simple technologies will permit these to happen.
- If these can't happen in the foreseeable future then we will seriously fall short.

Questions ?

- What if I am completely wrong ?
- What if I am completely right ?
- What is the opportunity ?
- How do I prepare myself ?
- How do I meet the opportunity ?

One last perspective

Equivalence.

Whatever works in English for the *user*, works in any other language.