



# Becoming Universal Acceptance Ready

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# Universal Acceptance Ready

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Universal  
Acceptance Ready  
What/Why

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UA-Ready  
ICANN's Original  
Plan

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UA-Ready  
Lessons Learned

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UA-Ready  
ICANN's New Plan

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UA-Ready  
Zensar Evaluation  
Tool

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Thank you  
UASG!

# Definition

All domain names and email addresses should be treated equally.

Including:

пример.рф

Internationalized  
Domain Names

site.example

New gTLDs

名称@网站.域名

Internationalized  
Email Addresses

# Key Principles



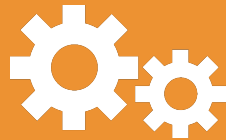
Accept



Validate



Store



Process



Display

# Why it Matters



Required for multilingual Internet



Enables next billion users



Crucial to online identity (IDN)

# Universal Acceptance-Ready at ICANN

## 123

Three-Phase approach to becoming UA-Ready

1. Pilot projects on different platforms

2. Review and compile lessons learned

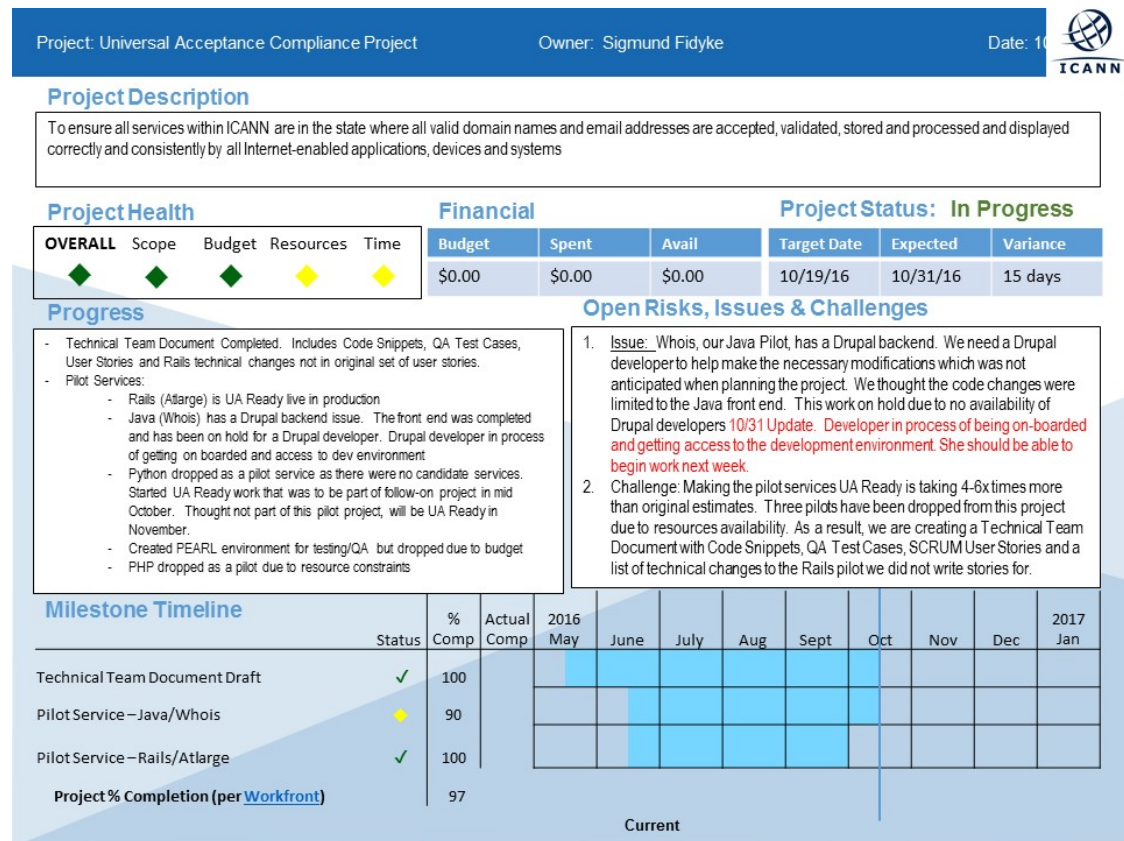
3. Create plan to update all apps





# UA Ready – Pilot Project

- Pilot project for becoming UA-Ready:
  - Project Charter, Manager, Reporting
  - One app/platform: Java, Rails, Python, PHP/Perl



# UA-Ready – Lessons Learned

1. Easy – Handle long ASCII domains

`www.mysite.shopping`

2. Hard! – Handle IDN (Unicode)

`пример.рф`

- Find every place you use a domain
- Be consistent in how you use/store data **everywhere**
- Unanticipated side effects
- Storage problems (size, sharing, etc.)
- Interaction with 3<sup>rd</sup> Party applications
- Workflow & program flow problems
- UTF-8 not always enough
- Don't forget email
- Testing is a challenge

`名称@网站.域名`

3. Important – Document what you learned!



## 4. Team knowledge and experience helps

- First time (per team/per platform)
  - Programming effort
  - Testing effort
- Second time (same team/platform)
- Many times (minimum)



500% of guess

300% of guess

33% of 1<sup>st</sup> time

15% of 1<sup>st</sup> time

If you estimate 3 weeks (2 dev/1 QA), this means:

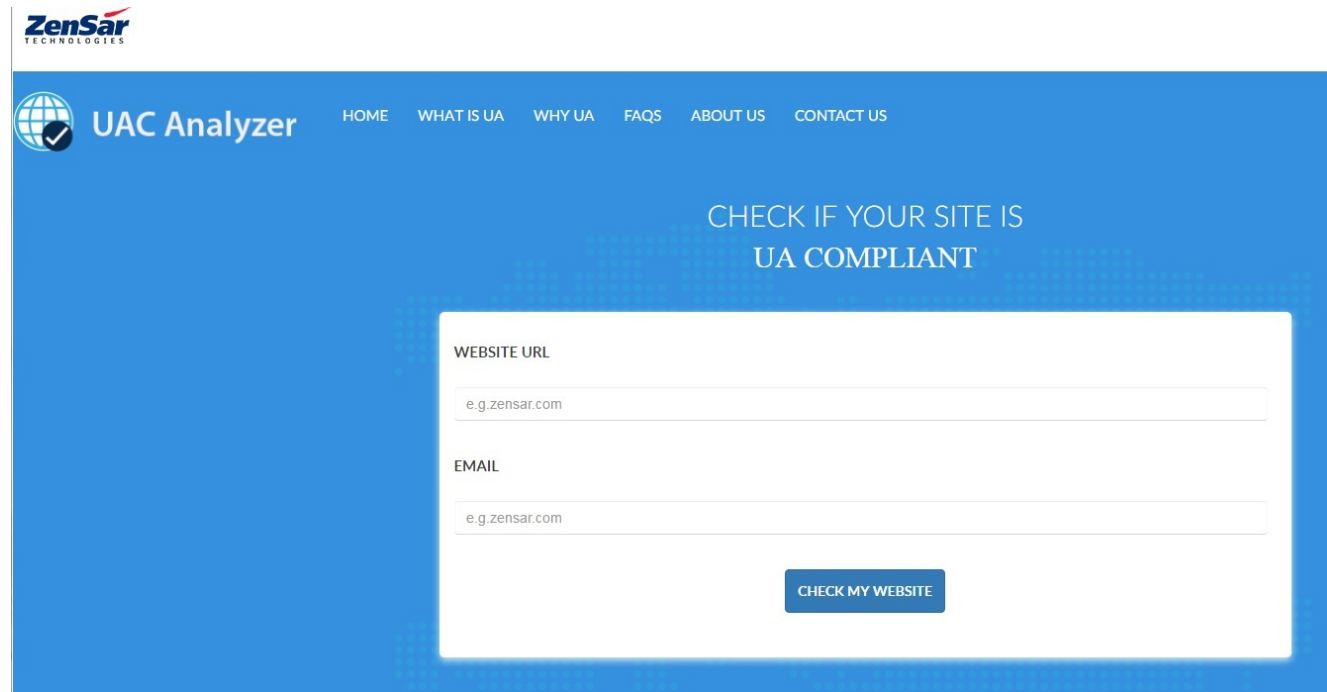
- First time: 13 weeks
- Second time: 4 weeks
- The rest: 2 weeks

# UA-Ready – ICANN's New Plan

1. Pilot Project: completed
2. All Apps: long ASCII domains
  - NOT fully UA-Ready
  - Most new gTLDs are ASCII (.shopping, .cloud)
  - 5 days first time
  - 1-2 days each for rest (automated testing)
3. Run Zensar tool for list of applications to target
4. Create user stories for full UA-Readiness
  - Add stories to next release of each application
  - Create IDN test environment & handle emails

# UA-Ready – Zensar UAC Analyzer

- Online resource
- Crawls through the specified website
- Finds uses of links
- Validates code for handling Unicode
- Offers example fixes to code that is not ready for UA



The screenshot shows the Zensar UAC Analyzer website. The header features the Zensar Technologies logo and a navigation menu with links: HOME, WHAT IS UA, WHY UA, FAQs, ABOUT US, and CONTACT US. The main heading reads "CHECK IF YOUR SITE IS UA COMPLIANT". Below this, there is a form with two input fields: "WEBSITE URL" and "EMAIL", both containing the placeholder text "e.g. zensar.com". A blue button labeled "CHECK MY WEBSITE" is positioned at the bottom right of the form.



## Universal Acceptance Steering Group

Helping software developers and website owners understand how to update their systems.



Learn more at <http://uasg.tech>