



Sending the Right Signals

Mike Beltzner, Phenomenologist

Mozilla Corporation

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20min = 1200sec

- context
- hand waving
- pragmatism
- interrogation

(hi! i'm the voice inside mike's head. i'll give you the real scoop - we should get started)

Background & Next Steps

(this is the part where mike declares his biases)

Mozilla's Core Beliefs

Internet **innovation** helps people,
choice enables innovation,
and **security** matters.

(really, we want the web to be open to innovations in security and authentication)

Firefox Numbers

- 55 Million users worldwide
- 1000+ community-contributed extensions
- 36+ language localizations
- 12% Worldwide market share
- 1000+ contributors to code base

(the slide is cribbed from our biz. dev. guy, but boy! that's a lot of people contributing to web innovation)

What's Next?

- Firefox 2 -- Q3 2006
 - plans at <http://wiki.mozilla.org/Firefox2>
 - line items for “anti-phishing” and “ssl ui enhancements”
- Firefox 3 -- first half of 2007

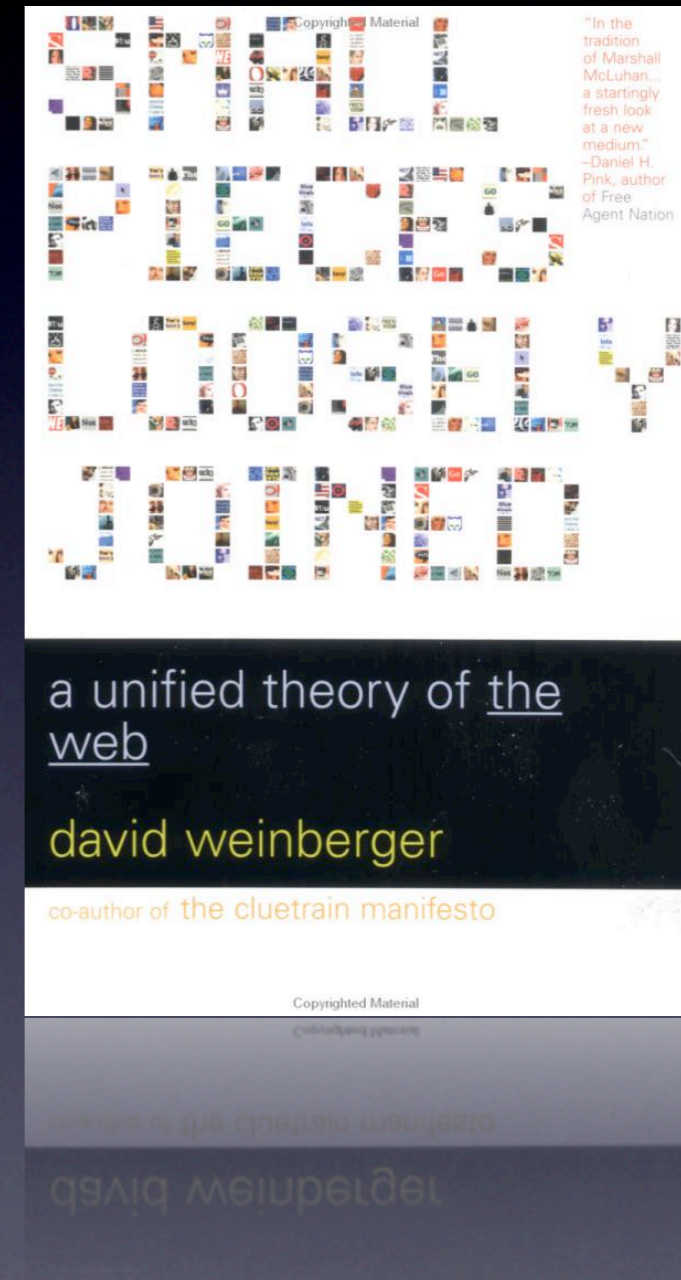
(does Q3/'06 sound as close to you as it does to me?)

Sending the Right Signals

(i'm new to this space, so please be gentle!)

First, read this book

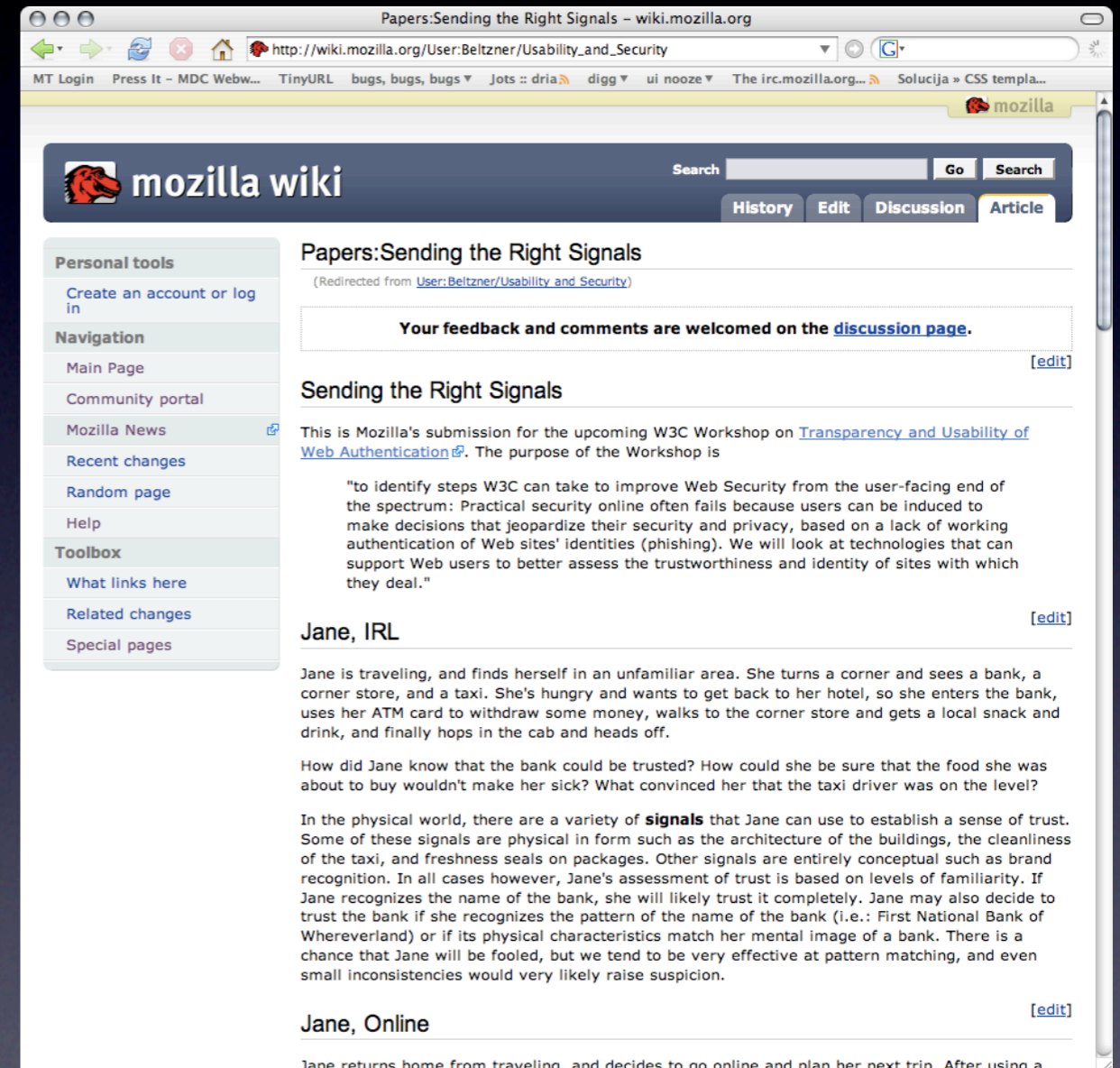
- it's about how we, as a species, are dealing with the web
- existing philosophy
x virtual world
ERR, DIV by ZERO



(i really got a lot out of this book. it may have helped that i read it while on vacation)

Then, read my paper

- available at http://wiki.mozilla.org/Papers:Sending_the_Right_Signals
- let's compare real-world and virtual-world means for authentication



(reading the full paper is an exercise for the .. uh .. reader .. but I'd love to get your comments on it)

Fine, here's a summary

- Jane, IRL, has rich *signals* to establish trust
- Jane, Online, doesn't have these signals
 - Fewer dimensions, easier to impersonate, less familiar, less consistent
- Better signals are needed for Online

(so, i kinda made this stuff up between 1am and 3am while jetlagged; it still feels really right to me, though)

What can we do for Firefox 2?

(remember, 3Q'06, so we should already be halfway done anything for Firefox2)

Requirements

- Be open to innovation
- Give the user choice
- Make sure to provide clear signals
- Think about what is being said by omission

(we're at a critical juncture here, and need to be wary of creating another failed metaphor like the padlock)

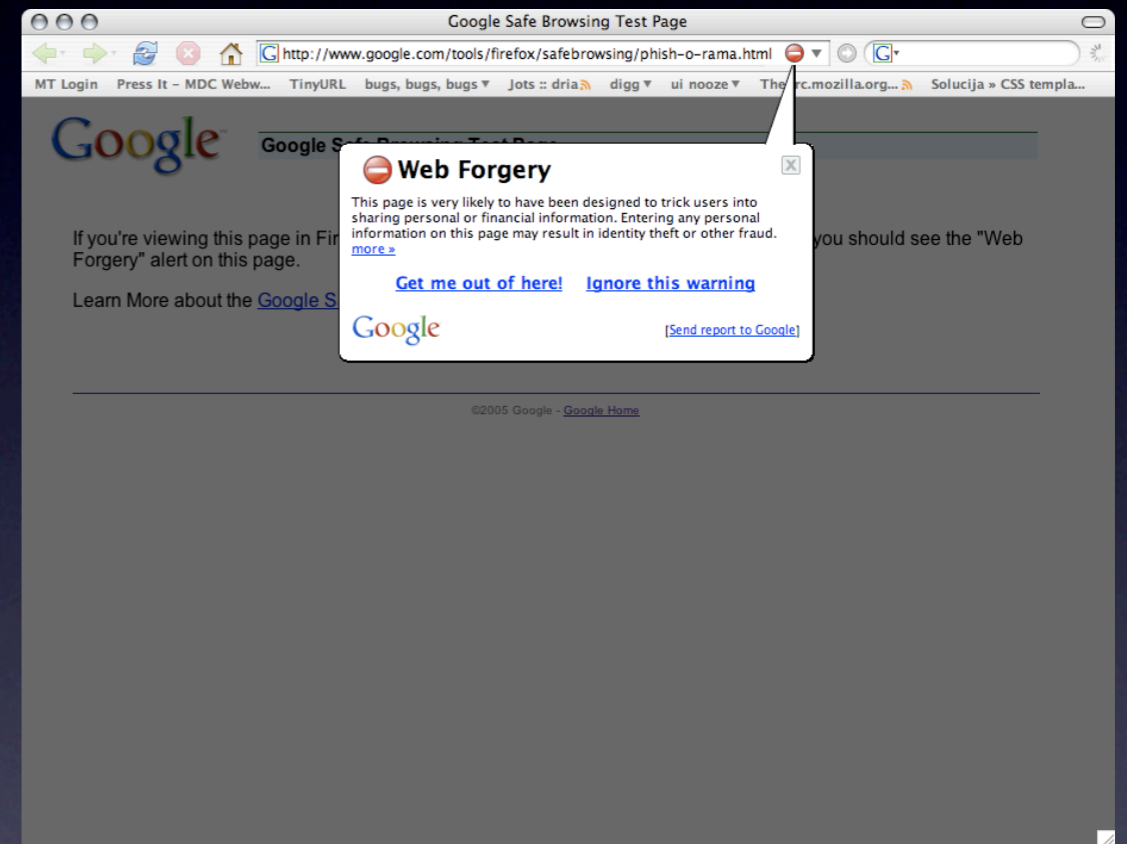
Leverage new features

- Updates to SSL interface
- Places (Petname, Trustbar)
- APIs for anti-phishing and SSL tools
- `<xul:browsermessage>`
 - yes, it's spoofable, I know

(when i was working at ibm, "leverage" and "synergy" were my two *favourite* words; miz knows what i mean)

Write an extension

- Trial by fire
- Call it a “proof of concept” if you want / if it helps to get funding
- Popular extensions often get “uplifted”
- There’s a community out there to help



(i know this sounds like a cop-out, but it's a really well proven model for innovation in our market)

questions?
complaints?
donations?

beltzner@mozilla.com



(i've tried to be brutally honest; hopefully you'll return the favour)