Sending the Right Signals
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• 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 × 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?

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