Identity in the Browser:
Easy Wins and Guiding Principles
Identity in the Browser: 
Easy Wins and Guiding Principles

(The even fluffier condensed version)
Identity in the Browser: Easy Wins and Guiding Principles

(Very fluffy)
Easy Wins and Guiding Principles:

Part I: How can the Browser Help?
Easy Wins and Guiding Principles:
Part I: How can the Browser Help?

*Given that:*
Easy Wins and Guiding Principles:
Part I: How can the Browser Help?

Given that:

- *Browsers are required!*
Easy Wins and Guiding Principles:
Part I: How can the Browser Help?

Given that:

- Browsers are required
- **Browsers are trusted!**
Easy Wins and Guiding Principles:
Part I: How can the Browser Help?

Given that:

- Browsers are required
- Browsers are trusted

*It seems that:*
Easy Wins and Guiding Principles:
Part I: How can the Browser Help?

Given that:

- Browsers are required
- Browsers are trusted

It seems that:

- *They can improve things!*
Easy Wins and Guiding Principles:
Part I: How can the Browser Help?

Given that:

• Browsers are required
• Browsers are trusted

It seems that:
• They can improve things

*But!*
Easy Wins and Guiding Principles:  
Part I: How can the Browser Help?

Given that:

• Browsers are required
• Browsers are trusted

It seems that:
• They can improve things

But:
• **Services must work across browsers!**
Easy Wins and Guiding Principles:
Part I: How can the Browser Help?

Given that:

- Browsers are required
- Browsers are trusted

It seems that:

- They can improve things

But:

- Services must work across browsers
- *Many of us now use multiple different*
Easy Wins and Guiding Principles: 
Part I: How can the Browser Help?

Given that:

• Browsers are required
• Browsers are trusted

It seems that:

• They can improve things

But:

• Services must work across browsers
• Many of us now use multiple different browsers
• On multiple different devices!
Easy Wins and Guiding Principles:
Part I: How can the Browser Help?

Given that:
• Browsers are required
• Browsers are trusted

It seems that:
• They can improve things

But:
• Services must work across browsers
• Many of us now use multiple different browsers
• On multiple different devices

So:
Easy Wins and Guiding Principles:
Part I: How can the Browser Help?

Given that:

• Browsers are required
• Browsers are trusted

It seems that:

• They can improve things

But:

• Services must work across browsers
• Many of us now use multiple different browsers
• On multiple different devices

So:

• They are probably helpful
Given that:

- Browsers are required
- Browsers are trusted

It seems that:

- They can improve things

But:

- Services must work across browsers
- Many of us now use multiple different browsers
- On multiple different devices

So:

- They are probably helpful
- **But probably not sufficient**
Easy Wins and Guiding Principles:

Part II: Chromium's Biases
Easy Wins and Guiding Principles:
Part II: Chromium's Biases

(The guiding principles part)
Easy Wins and Guiding Principles:
Part II: Chromium's Biases

(Fluffier?)
Speed
Easy Wins and Guiding Principles:  
Part II: Chromium's Biases

Speed

Simplicity

Photo by Rodrigo Álvarez / Rupert
Easy Wins and Guiding Principles:
Part II: Chromium's Biases

- Speed
- Simplicity
- Security
Easy Wins and Guiding Principles:  
Part II: Chromium's Biases

*We should look for solutions that ...*

(Apologies, we're going to skip the pictures for a bit ... the slides get busy ...)
Easy Wins and Guiding Principles:
Part II: Chromium's Biases

We should look for solutions that ...

Speed $\rightarrow$ Makes managing identities faster (and easier)
Easy Wins and Guiding Principles:
Part II: Chromium's biases

We should look for solutions that ...

Speed ➞ Makes managing identities faster (and easier)

Simplicity ➞ In a way that is easy to understand
We should look for solutions that ...

Speed $\Rightarrow$ Makes managing identities faster (and easier)

Simplicity $\Rightarrow$ In a way that is easy to understand

Security $\Rightarrow$ To make things safer!
Easy Wins and Guiding Principles:

Part III: Easy Wins?
Easy Wins and Guiding Principles:
Part III: Easy Wins?

(Return of the fluffy pictures: Maximum fluffiness!)
Easy Wins and Guiding Principles:
Part III: Easy Wins?

Profiles?
Easy Wins and Guiding Principles:
Part III: Easy Wins?

Profiles?

Better password managers?
Easy Wins and Guiding Principles:
Part III: Easy Wins?

Profiles?

Better password managers?

Data portability? Sync?
Easy Wins and Guiding Principles:
Part III: Easy Wins?

Profiles?

Better password managers?

Data portability? Sync?

Better anonymity and privacy?
Easy Wins and Guiding Principles:
Part III: Easy Wins?

Thank you.

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