The Care and Feeding of Online Relationships

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The shredder saga
A day-in-the-life quest to get control over your personal data

rigmarole
(rĭ-g′-ə-mĕ-rŏl′)

n. A lengthy and complicated procedure.
The price we pay for online service

money

attention

data
How is all this data put to use?

- Identification
- Authorization
- Personalization
- Digital identity management

- Differentiated application behavior based on permissioned data sharing

- Connectedness
- Collaboration
- Online social networking

- Direct marketing and other digital-shadow cruft
Are You Giving Too Much?

Building Trust That Lasts

Stale Data: 7 Quick Fixes

“How Much Time Should I Spend On ‘Us’?”

What’s Going On Behind Your Back

Human-Application Relationships
For The Web Enthusiast In All Of Us
Aug 2008

http://flickr.com/photos/bhollar/468358869/
Vendor Relationship Management

- Doc Searls’ ProjectVRM.org at Harvard Berkman Center
- “Provides customers with tools for engaging with vendors in ways that work for both parties”
- An iconic call to action: the relbutton
Re-imagining the shredder saga

☑ Are there better ways to set up a healthy, mutually respectful data-sharing relationship with the site?

☑ What if you want a *one-night stand* rather than a long relationship?

☑ Knowing what you wanted to buy, how could you have engaged differently with this entire *class* of vendors?

☑ Is it possible to get a good handle on *all* the places your data is going?
Logging in just to update your profile is (largely) bogus

- Paper magazine gets mailed to your home address
- You visit mag's site to get special content, fill in surveys, etc.
- You move to a new house (and update your single address record)
- You limit mag's rights to use your data when they start co-marketing with a partner you don't like

Thanks to Paul Madsen for the worked example!
A VRMish example: calendaring

- Making one of my Google calendars publishable

- Publishing limited data from one of my MBP iCal calendars, through free hosting service Calgoo

- Subscribing to the Google calendar and publishing the iCal calendar, from my MBP

Access-controlling my Google calendar
“Feeds-based VRM”

- **Proposal** for a personal datastore for your address and other data
  > Could be blog-based

- You generate a secret URL to be given to each site, representing your custom Atom feed for it

- They each subscribe and pull data just-in-time

- You can cut off feeds at will
Other VRMish behavior in the wild:
user-driven data services

- **health**
  - Google Health
  - POLKA
  - HealthVault
  - Uses OAuth protocol

- **location**
  - symLABS
  - fire eagle
  - Uses Liberty protocols

- **payment**
  - PayPal
  - Google Checkout
  - Amazon Payments
  - Uses OAuth protocol
A new take on data-sharing relationships: “r-card” infocards

- Uses Project Higgins identity selector
- Live data can be changed from either side

1) Customer gets i-card from Retail web site
2) Customer updates address on i-card
3) CSR Updates Customer’s Reward Level
4) Customer logs in to Retail web site
5) Customer view updated data

Thanks to Tom Carroll for the examples!
Taking personal data services to the next level (or three)

Using Liberty protocols

So you can change services anytime

No cross-leakage of your real name, address, purchase, or payment details across sites and services

You order a shredder

OfficeArmory.com

You send the site to your "personal info hub"

Your discovery service

The site gets directed to your chosen payment and shipping services

Your payment service

Your shipping service

The site learns it can SMS you to get your color preference

Your interaction service

Your shipping service picks up a fresh address for you

Your personal profile service
Where does OpenID fit in?
(...asks openid.sun.com/xmlgrrl)

• For logging in:
  > OpenIDs could be used with any of these data-sharing models
  > So could other federated IDs and even silo’d IDs!

• For sharing data:
  • OpenID has a “simple registration” / “attribute exchange” function
  • Largely unseen in the wild
  • Has extra security implications
  • Generally requires consent at login-time (vs. asynchronous access)
Challenges to the VRM vision

- **CRM** = “customer roach motel”?  
  > Ginormous attitude shift still needed

  “Our surveys show that growing and retaining a profitable customer base is at the top of the business agenda of CEOs and CIOs. However, powerful social networking forces are leading customers to turn to their own communities for answers, pricing and more. **This undercuts projects to improve customer experience.** We examine how businesses can use this trend to competitive advantage.”

- Natural technical asymmetries
- Usability and the efficiency imperative
- The self-revelation imperative
Is this what mutually respectful data-sharing looks like?

Thanks for the shipping address!

Thanks for your holiday photos!

Thanks for your fine wine preferences!

Thanks for the credit report activity!

Relationship management and permissioned data sharing
Let’s discuss...

• What about this vision appeals? what’s scary?
  > As a customer? as a vendor?

• What’s your privacy vs. convenience set-point?
  > Do you lie on forms?
  > What’s your password? (kidding...)

• What info do you wish you could tell your vendors?

• Which data-sharing models look viable to you?

• What additional VRM scenarios do you envision?

• Interested in offering help??
Thanks!

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