

draft-happel-structured-email-use-cases-00

IETF 118

Scope

- Collect/discuss structured email use cases as input for other drafts
- Categories
 - Existing use cases
 - Sharing use cases
 - Transactional use cases
 - Email-specific use cases

Existing use cases

Structured email sent today

- Orders and invoices
- Reservations
- Promotions

Sharing use cases

Related to typical “share with” buttons / social media sharing

- Location
- Products and services
- Media (News, Books, Music, Films, ...)
- Public events
- Newsletters

(Mostly covered by Schema.org already)

Transactional use cases

Semi-formal workflows which may rely on email

- Status notifications (partly overlapping with orders/reservations)
- Sign-up / welcome messages
- Multi-factor authentication (MFA)
- Interaction with tools (“Mail-in-APIs”)

Email-specific use cases

Use cases within the email domain itself

- Reactions (“Like”; RFC9078)
- Structured email signature
- Structured vacation notices (→see separate draft)
- Certain machine-generated email (bounce messages?)
- MUA configuration
 - Similar to OTA mobile device configuration
 - See also pEP

Next steps

- Adopt as an informational draft?
- Co-authors sought