

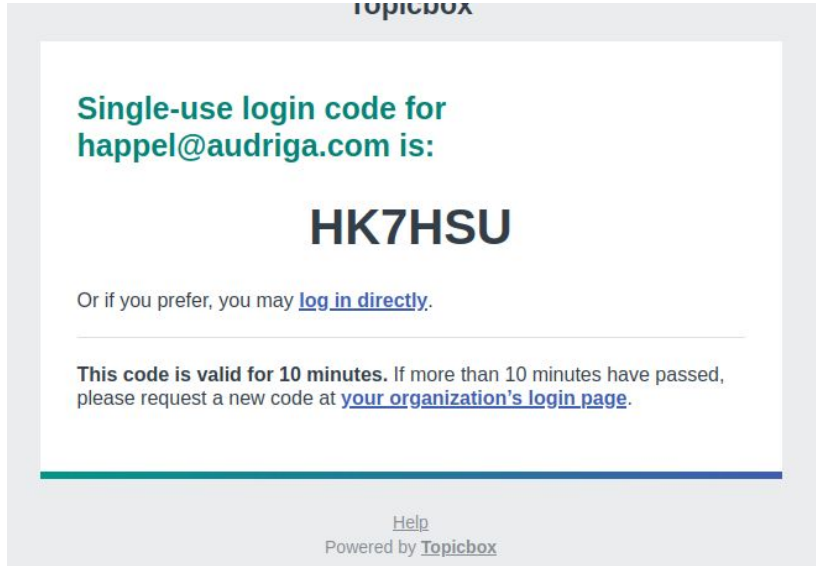
draft-ietf-sml-structured-email-use-cases-00

IETF 119

Status

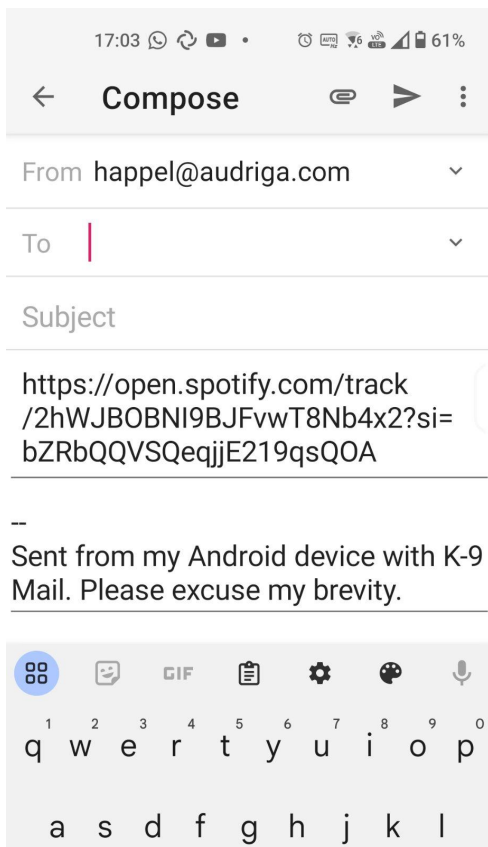
- Scope: Collect/discuss structured email use cases as input for other drafts
- Updates since IETF 118
 - Draft got adopted by WG 🎉
 - Online minor editorial changes in document
 - Several use cases supported in Roundcube Open Source implementation
 - CopyToClipboard
 - “Share by email”
 - Location sharing
 - Newsletters
 - Some side discussion on further use cases
 - Calendar availability
 - Emoji reactions
 - Service sign-up / welcome messages

Use case: CopyToClipboard



```
{
  "@context": "http://schema.org",
  "@type": "EmailMessage",
  "potentialAction": {
    "@type": "CopyToClipboardAction",
    "name": "Confirmation code",
    "description": "123456"
  },
  "expires": "2023-08-15",
  "description": "Confirmation code"
}
```

Use case: “Share by email” (Push)




- Link preview, based on structured data
 - Many sites offer Schema.org markup besides Twitter Cards markup
- Allows for privacy-friendly sender-side resolving of (image) references
- Allows to de-reference media items
 - If applicable (e.g., Spotify→Apple Music)


Use case: “Share by email” (Pull)

To



Subject

× **B** *I* U ☰ ☰ ☰ ☰ Verdana 10pt A  ⋮

Hi,
how do you like this song?
-Fig|



Foo **F**ighters Concert


Use case: “Share by email” (HTML fallback)

To

Subject

X **B** *I* U ☰ ☰ ☰ ☰ Verdana 10pt A ✎ ...

Hi,
how do you like this song?

	Foo Fighters Concert
---	----------------------

[Send](#) [Open in new window](#)

Use case: (Live) location sharing

- Common in instant messaging (IM) clients
- Proprietary and not interoperable




Use case: Emoji reactions

- RFC 9078
- Custom implementations by Microsoft and Gmail
 - Work well within either ecosystem
 - Simple fallback emails for external email services

To Hans-Joerg Happel <happel@audriga.com> 

Subject Re: 



Philipp  hat über [Gmail](#) reagiert

Newsletters

- Provide added-value / more rich interactions for edited newsletters

In the recipe notes for Kay Chun's [sheet-pan chopped salad with chicken](#) and a feta topping, you'll find a lively debate about

whether
but then
Kay's cr
are brie
dressing
ingredie

Recipe ↑↑



Sheet-Pan Chopped Salad With Chicken

A vibrant mix of vegetables roast alongside chicken in this recipe, transforming into a warm chopped salad. Quickly marinated chicken breast pieces stay juicy and moist during cooking, emerging with the texture of chicken that has been gently poached. Zucchini and bell peppers release flavorful juices as they cook; the resulting liquid gets transformed into a tangy vinaigrette that comes together in the pan. Leftovers are great

[View Recipe](#)

Use case: Service sign-up / welcome messages

- First email establish customer relationship
- Some customers may file this and following emails in a “<ServiceProvider>” folder
- Making email client understand can help:
 - Keep overview (side aspect: transparency/data portability)
 - Structured interaction with service provider
 - Allow for secured communication (encryption/signature)
 - Allow for novel/improved 2FA/authentication flows
 - Prevent phishing/fraud (e.g., by exchange allowed service URLs; etc.)

Next steps

- No urgency (document to complement other drafts)
 - Refine document
 - Feedback appreciated