Problems that Meebo faces distributing multiple 3rd party identities and services

Chris Szeto

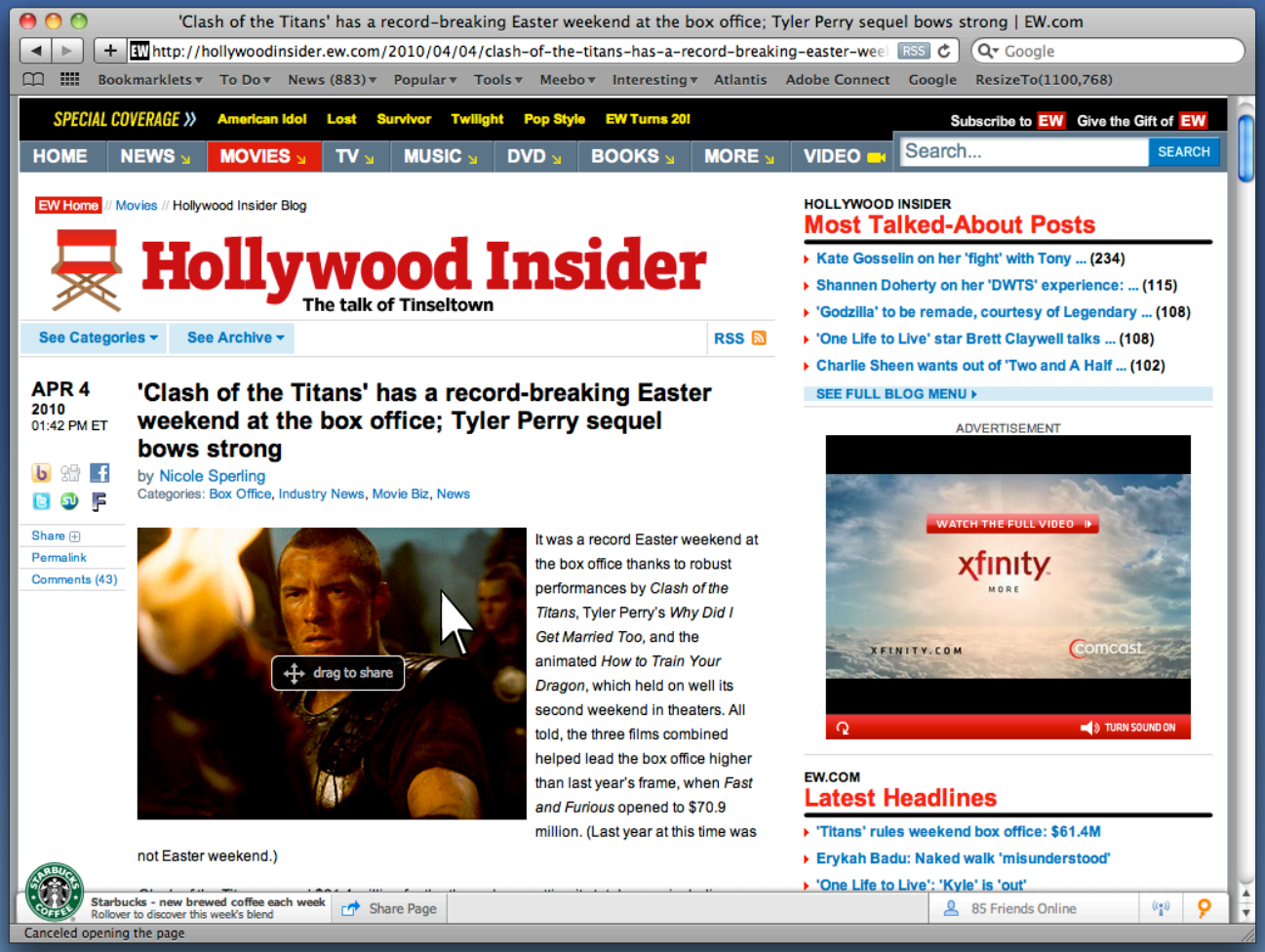
The Meebo Bar

- Meebo's Bar sits on publishers' sites
- Meebo distributes multiple social services for communication and sharing
- The Meebo Bar is on over 4000 sites and reaches 85M monthly uniques

3 Problems We See

- **Relevance**: figuring out which services users are using right now
- **Performance**: the social web is interconnected – many services, lots of page load
- **Inconsistent Auth**: is OAuth working if not all of your services are using it?

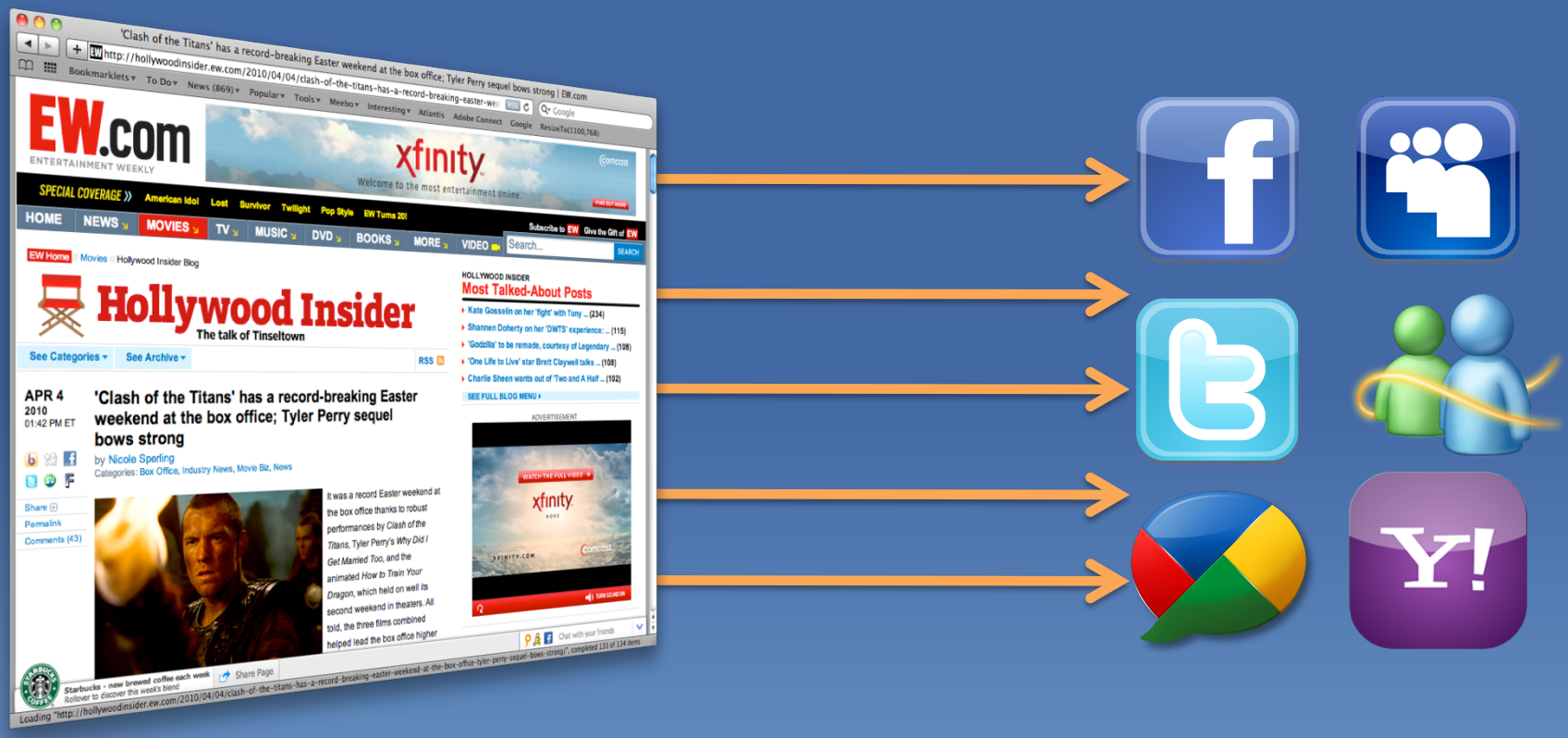
Meebo Sharing



How do we scale to include more relevant services?

What services are the user signed in to right now?

Performance



There would be too many HTTP requests just to check if the user is already authenticated

OpenID's x-has-session is not the answer we are looking for

Inconsistent Auth

Services

Contacts

Profile

Activity Stream

Sharing

IM

Authentication

How do we make these flows more consistent and easier for users to get through?

Summary

- Meebo wants to drive higher engagement for publishers and 3rd party identity and service providers, but…
  - Relevance: how do we show smaller, more relevant choices?
  - Performance: how do we do this without negatively impacting the publisher site?
  - Inconsistency: how can service providers make the auth flow consistent and easier for users?

Questions?

Chris Szeto <szeto@meebo-inc.com>