

**Challenge.** You already have, or are contemplating, a traveler portal that displays invoice information and lots of other interesting details for the traveler.

You'd like to coordinate this with MyTripScrapbook for one or more of these reasons:

1. You want your travelers to have only one set of login/passwords to remember.
2. You want your travelers to be able to click on a link in your portal then be navigated and logged in to their MTS scrapbook.
3. You want your travelers to click on a link in their scrapbook then be navigated and logged in to your portal.
4. You want to impose an assigned username on your portal onto the traveler's MTS account.

These are all worthy reasons because the more we can do to make it effortless for your travelers to spread the word of your awesome tours, the more network and viral sales you will make.

**Existing functionality.** MyTripScrapbook already supports personalized tour operator links in the traveler's scrapbook that allows them to click through to whatever addresses you prescribe. This works at the booking level: the addresses are personalized by your assigned booking id (or invoice id), departure date, tour code, travel agency id, or traveler email address. They probably have to login at your destination.

**User identity considerations.** MyTripScrapbook currently supports one user from the booking record to invent a title for the scrapbook that "represents" all the travelers on that booking. That's because most (actually all) tour operators only give us one email address per booking for us to contact and initiate the registration process. All travelers on that booking share that one user's account to make changes to their scrapbook. So far that's worked because typically there's only one traveler on the booking who is most active - *and this represents the majority of your traveler bookings*. However, we know this is limiting because in practice people do not like shared accounts.

We plan (this summer) to allow that one user (the one whose email address you give us) to invite the other travelers on their booking to have their own separate accounts to update their shared scrapbook. Perfect for a couple, or friends traveling together on the same booking to share their scrapbook (and increase your viral reach by having twice as many people inviting tour buddies).

We plan (this summer) to allow the reverse. A family traveling on a booking will be able to clone their scrapbook so their kids can maintain a separate scrapbook of their own - while parents retain visibility of it. Also perfect for increasing your viral reach because we all know kids are prolific bloggers and sharers with their friends (who are high influencers of their parents' tour purchases).

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We plan (this summer) to allow registered travelers on different bookings to share a common scrapbook. The bookings must have the same tour code and departure date. This helps tour operators who sometimes have to split bookings for technical reasons.

Finally, we already support travelers changing their username and scrapbook name and password at any time.

**User authentication considerations.** Initially, MyTripScrapbook provided user authentication the Old School way: username and password stored in the application. Now we also support OpenID (the ability for a user to nominate another website, like AOL, Blogger, Yahoo, Flickr, etc, where they *already* have an account, to provide their login process). This is becoming hugely popular because it means one less username/password for users to remember. At last! Single sign-on on the Internet.

We also cookie the user's local machine with a 2-month authentication token to provide auto-login. This is an appropriate convenience given the privacy and security levels involved.

**Goals and scope considerations.** You face a couple challenges in making this work. The first one is the difference in goals between MyTripScrapbook and your portal. MyTripScrapbook tries to have as many people on the booking register as they want, including children (in order to increase your viral reach). Your portal probably only wants the primary booker (the purchaser) to have an account on your portal. The result is that MyTripScrapbook will have several registered users for a booking for which your portal has only one user registered. Your portal probably doesn't have much of interest for children or non-purchasing spouses; MyTripScrapbook has tremendous interest and benefit for these users to register and participate.

Secondly, your portal's scope is probably the booking transaction. MyTripScrapbook's scope is the traveler's *entire tour travel experiences*, hopefully several bookings over several years with your company and others. This is how we can generate such a powerful platform for generating viral and network sales for you.

**Solutions.** Finally! Let's take those earlier challenges one at a time.

1. **One set of username/passwords.** You should implement OpenID so that your users don't need to remember yet another username/login. Or you can pass the primary user's username/password in the initial booking notification, as well as sending us an encrypted RSS feed of username/password changes ongoingly. OpenID is much easier.
2. **Click through from your portal to MTS with no login.** We can provide a Web service or batch file that returns the scrapbook URL for each booking. From this you can construct an appropriate link in your portal to their scrapbook. Auto-login is supported via the local cookie or OpenID if the traveler is using it.
3. **Click through from MTS to your portal with no login.** We already support personalized links to your portal in the traveler's scrapbook (at the booking level)

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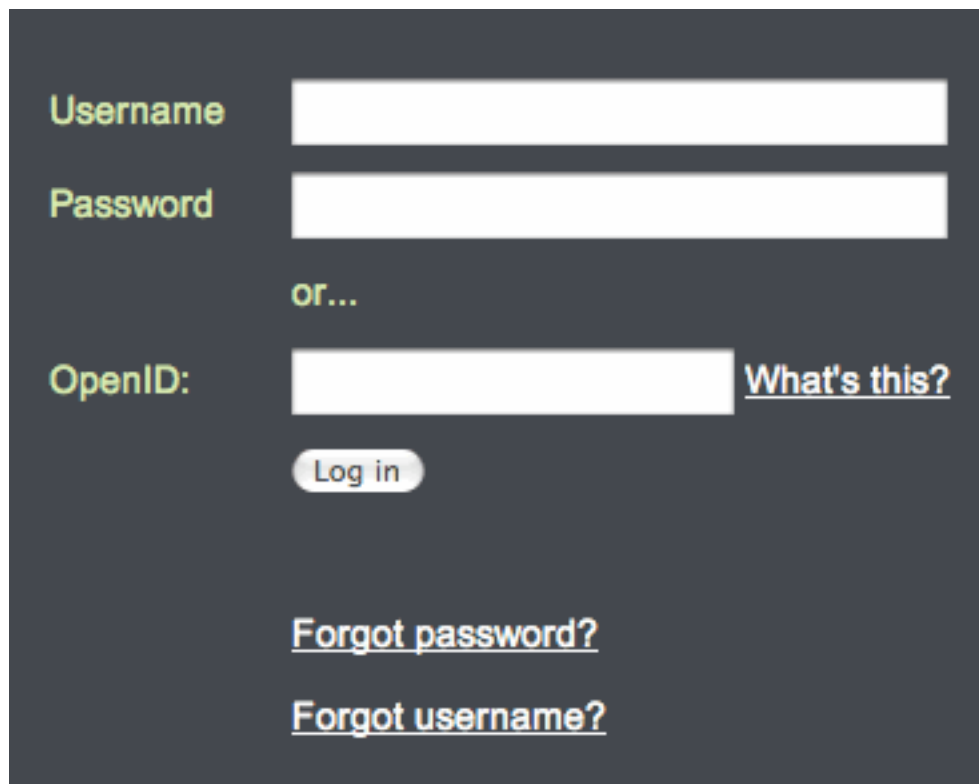
only). To support auto-login, you must provide an authentication service for us, for example, OpenID.

4. **Copy assigned usernames.** Users hate assigned usernames, but we can support it if you pass us the required username in the initial booking notification.

**So what is OpenID?** OpenID is the smartest thing to come along in user identity and authentication since LDAP. It supports a single user digital identity across the Internet with excellent security and interop. Already these companies support OpenID: Yahoo, AOL, Flickr, Microsoft, Verisign, Google and about 15,000 others. It looks like it will be the winner in the digital identity space (where Microsoft's Passport and others have failed).

Here's how it works. Users already have a perfectly good username/password (and other details) for their AOL account; or Yahoo account; or Blogger account; etc. These companies have invested a ton of money in security, password management, profiles and other features. Your user can tell your Web portal to delegate your login process to any of these other places where they have an account.

Your login page would include the option of using OpenID. Here's MyTripScrapbook's:



The image shows a dark-themed login form. It features three input fields: 'Username', 'Password', and 'OpenID:'. The 'OpenID:' field is followed by a link that says 'What's this?'. Below the input fields is a 'Log in' button. At the bottom of the form, there are two links: 'Forgot password?' and 'Forgot username?'.

The user enters their OpenID like: jimjames.BlogSpot.com (it's a URL) and clicks login. They are navigated to the login page of their Blogger account (or whatever they specified). They login and are redirected right back to your application to continue

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wherever you taken them on successful login. The process uses shared encrypted authentication tokens assuring your portal of the user's validity.

You can request standard details from their other account such as nickname, phone number, address, etc. They will be returned in the redirect URL if the user permits.

You no longer need to provide password management unless you also provide Old School username/password authentication yourself. MyTripScrapbook chose to offer both. When OpenID is more popular we'll probably drop the username/password method.

You can use the same mechanism for creation of accounts in the first place. This offers the user the choice of using OpenID or providing you with a username/password.

**Your role in digital identity for the travel space.** Best of all, this technology is fairly new in the travel space. By implementing an OpenID server you can provide branded identities to your users that they can use anywhere. For example, jimjames.Tauck.com, GlobusJourneys.com/MyTrip/jimjames, etc.

MyTripScrapbook is only the first partner you'll have for adjunct services concerning your travelers. You'll find more reasons to partner to provide services as Web 2.0 really embraces leisure travel. Then your investment in OpenID will really pay off.

You should proactively claim the digital identities of your travelers with branding.

In fact, MytripScrapbook is also an OpenID *provider*. Users can supply MyTripScrapbook.com/TheJamesFamily as their digital identity to any OpenID consuming Web site. We like branding, and so should you.

## **Conclusion.**

MyTripScrapbook can provide whatever level of account coordination with your traveler portal that you want. And we can provide it from the get-go or retroactively after implementation if your portal is still in development.

However, the differing goals and scope of your portal and MyTripScrapbook might challenge your concept of such coordination.

In any case, OpenID is the best key to such coordination because it will be tremendously important to your digital identity branding in the near future.