



TALK

THE PRESENT AND FUTURE OF WEB APP DESIGN

DATE

12.03.2010

BY

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LAST NIGHT WE EXCHANGED LETTERS WITH MOM, THEN HAD A PARTY FOR ELEVEN PEOPLE IN NINE DIFFERENT STATES AND ONLY HAD TO WASH ONE GLASS...

That's CompuServe, The Personal Communications Network For Every Computer Owner

And it doesn't matter what kind of computer you own. You'll use CompuServe's Electronic Mail system (we call it Email™) to compose, edit and send letters to friends or business associates. The system delivers any number of messages to other users anywhere in North America.

CompuServe's multi-channel CB simulator brings distant friends together and gets new friendships started. You can even use a scrambler if you have a secret you don't want to share. Special interest groups meet regularly to trade information on hardware, software and hobbies from photography to cooking and you can sell, swap and post personal notices on the bulletin board.

There's all this and much more on the CompuServe Information Service. All you need is a computer, a modem,

and CompuServe. CompuServe connects with almost any type or brand of personal computer or terminal and many communicating word processors. To receive an illustrated guide to CompuServe and learn how you can subscribe, contact or call.

CompuServe

Information Service Division, P.O. Box 20212
8000 Arlington Centre Blvd., Columbus, OH 43220
800-848-8990
In Ohio call 614-457-9600

An IBM Block Company

Circle 88 on inquiry card.

8/77E January 1981 145

EMAIL™

WITH MULTI-CHANNEL CB SIMULATOR

digg Profile Friends' Activity Submit New Logout Search Digg... **www**

Technology World & Business Science Gaming Lifestyle Entertainment Sports Offbeat

Popular Learning News Videos Images @Custom

How can I **FREE UP** my IT guy to focus on the **BIG STUFF**?

11 **124**

Microsoft **Submitted by iForrey**
Sep 5, 2005

Microsoft ToolKit Dojo releases 2.1
Microsoft.org - I've seen various "Aard" links around the web recently so I thought I'd pass along that Digg - The Microsoft Toolkit has released version 2.1. There is a lot of cool stuff in it like gear Animation code, Weblogs, the Event system, Back Button handling, Drag and Drop... and "yoop" is as simple as yoop to find!

Can't get enough Dragon Age: Origins? Check out new footage.
DragonAge.Battle.com - EA presents BioWare's new dark fantasy epic Dragon Age: Origins. \$19 from Game Informer


Extreme interviewing! Digg Dialogg with Tony Hawk
Kevin Rose sat down with The Stripes & asked him your top questions. @digg.be.td Digg Dialogg now!

2 Comments

expand all help make it my browser submit this page HTC Stories

A RESOUNDING YAWN
PEOPLE DIDN'T GET IT

WWW v1
LIKE A LIBRARY BUT WITH
DANCING HAMSTERS



"HyperText [...] to link and access information of various kinds as a web of nodes in which the user can browse at will."

-Tim Berners-Lee
inventor of the web

CREATED TO VIEW STATIC DOCUMENTS

LIKE A GIANT LINKED LIBRARY OF INFORMATION

The Hamster Dance



CAUTION: BROWSING AT WILL CAN BE DANGEROUS

BUT IT'S OPEN TO EVERYONE

Web 2.0

- ◆ A shift in perspective.
- ◆ We don't just browse static documents anymore.
- ◆ Content changes without the entire page reloading.



LINKED DATA

THE NEXT MENTAL MODEL
FOR THE WORLD WIDE WEB





IT'S ALL ABOUT THE DATA

AND YOUR ENTIRE LIFE IS STREWN ABOUT THE WEB



YOUR OWN CLOUD

ALL YOUR DATA ARE BELONG TO YOU

A SPLIT WEB

SOME MENTAL MODELS ARE
EXTREMELY BAD IDEAS



"Putting the Web on
a cell phone is kind
of a questionable
idea."

- Barry Parr
2001 - 2003



LIMITATIONS

SMALL SCREENS, LOW BANDWIDTH, LITTLE STORAGE



[New Features](#)
[Music and Games](#)
[Images](#)
[Games](#)
[Banner \(Combo\)](#)
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Caution!
 You're about to access the mobile Internet at 5c/KB or as per your mobile Internet option.
 Click [here](#) to purchase the unlimited surfing on your Fido option for only 75¢/month! While roaming outside Canada, the rate of 5c/KB still applies, but roaming usage is not deducted from your mobile Internet option.

SO MANY PLATFORMS
 PROVIDING A SUB-PAR EXPERIENCE FOR ALL



A FRAGMENTED EXPERIENCE
 .MOBI - A SHORT SIGHTED SOLUTION

BUT WHAT DO THEY KNOW?

OUR USERS WILL LOVE IT,
THEY JUST DON'T KNOW IT



"If I'd asked my
customers what they
wanted, they'd have
said a faster horse."

- Henry Ford

THE USER KNOWS WHAT THEY WANT

YOU JUST HAVE TO LISTEN TO WHAT THEY ARE ACTUALLY SAYING



A multimedia fridge

"It's the ultimate in kitchen technology with a built-in MP3 player for downloading and playing music from the internet, **e-mail and video mail** using a built-in camera and microphone. It even has **full internet access** so you can re-stock the refrigerator on-line or **check on the latest news and weather - all without leaving the kitchen.**"

And it's great for storing food too.



2001: LG's Digital Multimedia Fridge with LCD Display

A multimedia vacuum

- ◆ Vacuums
- ◆ Weather
- ◆ Traffic
- ◆ E-Mail
- ◆ Internet Surfing
- ◆ 2009!



Nectora - Image from hardwarezone.com

"All these people that MP3
played first, painted digital
device? The reality
is that the iPod is
starting to warp Steve's
mind if he thinks for one
second that this thing is
gonna take off."

- Nobody Special
MacRumors.com - 2001



iPod.
1,000 songs in your pocket.

USERS OFTEN DON'T HELP THEIR CAUSE

[HTTP://FORUMS.MACRUMORS.COM/SHOWTHREAD.PHP?T=500](http://forums.macrumors.com/showthread.php?t=500)



"I skate to where the
puck is going to be, not
where it has been."

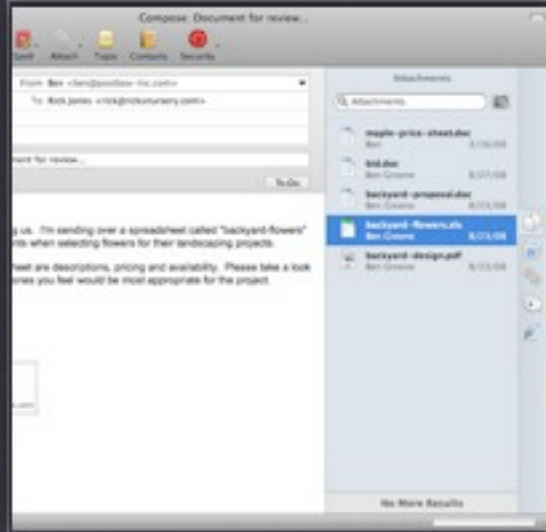
- Wayne Gretzky

GREAT IDEAS SOLVE OLD PROBLEMS IN NEW WAYS

SOMETIMES IT TAKES A WHILE FOR PEOPLE TO UNDERSTAND YOUR SOLUTION

ANTICIPATING YOUR USER

IT'S THE LITTLE THINGS
THAT MATTER THE MOST



PARSING OUT WHAT YOU NEED

[HTTP://POSTBOX-INC.COM/](http://postbox-inc.com/)

The screenshot shows a web browser displaying the Sitepen website. The page features a navigation menu at the top with links for Ajax Development, Ajax Support, Workshops, About Us, Blog, and Contact. The main content area is titled "Ajax Development" and includes a sub-header "Ajax Development" and a paragraph of text. Below this, there are three columns of text: "What We Do", "Who We Do It For", and "Contact Us". The "Contact Us" section includes a form with fields for "YOUR NAME", "E-MAIL", and "PHONE".

IT KNOWS WHAT I'M THINKING
QUICKSILVER

The screenshot shows a Mac OS X desktop with a purple and pink background. At the top, the text "COMMAND + SPACE" is displayed. Below this, the Spotlight search results are shown, featuring two application icons: "iTunes" and "iPod". Below the icons, a list of search results is displayed, including "Show Playing Track", "iTunes Genres", "iTunes Artists", and "iTunes Compositions".

IT KNOWS WHAT I'M THINKING
QUICKSILVER

Google mighty mouse

Web Show actions... Results

Did you mean: **mighty mouse** The 2 results shown

Apple - Magic Mouse - The world's first Multi-Touch mouse.
 Magic Mouse is a Multi-Touch mouse that works wirelessly via Bluetooth. It lets you click anywhere, scroll in any direction, and perform gestures.
[www.apple.com/magicmouse/](#) - Cached - Similar

Mighty Mouse - Wikipedia, the free encyclopedia
 The original name of the character was **Super Mouse**, but it was soon changed to **Mighty Mouse** when Phil Tully learned that another character with the same ...
[en.wikipedia.org/wiki/Mighty_Mouse](#) - Cached - Similar

Results for: mighty mouse



Mac Mighty Mouse problem - MacTalk Forums
 10 posts - 12 authors - Last post: Aug 6, 2008
 Hi Guys (and gals) I have an Mac and have not experienced any issues until today. The bluetooth Mouse will not scroll up or the vertical ...
[forums.mactalk.com.au/~07227/macos-mighty-mouse-problem.html](#) - Cached - Similar

Mighty Mouse To The Rescue!! Local Reviews and Ratings | MySpace ...
 Check out **Mighty Mouse To The Rescue!!**'s reviews and ratings of restaurants and bars.
[myspace.com/leona_mousie](#) - Cached - Similar

Mighty Mouse - Home For Sale in Aiken, SC | Wilmington Homes for ...
Mighty Mouse - Home For Sale in Aiken, SC. This is a home for sale.
[www.wilhelm.com/realestate/mighty-mouse-home_7154721819/](#) - Cached - Similar

Mighty Mouse To The Rescue!! | MySpace - myspace.com/leona_mousie
 MySpace profile for **Mighty Mouse To The Rescue!!**. Find friends, share photos, keep in touch with classmates, and meet new people on MySpace.
[www.myspace.com/leona_mousie](#) - Cached - Similar

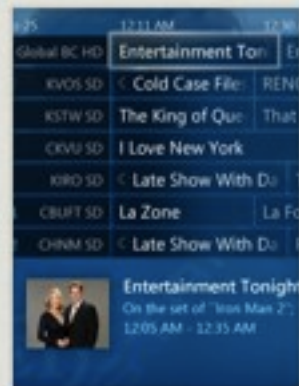
All Shout You Know About Apple new Macs Magic Mouse
 The risks of a humanitarian catastrophe on the basis of modernization of **Mighty Mouse** and Bluetooth Keyboard in recent things PDC, even if the documents do ...

THERE'S ONLY SO MANY POSSIBILITIES
 WHAT DO YOU THINK MAKES THE MOST SENSE?

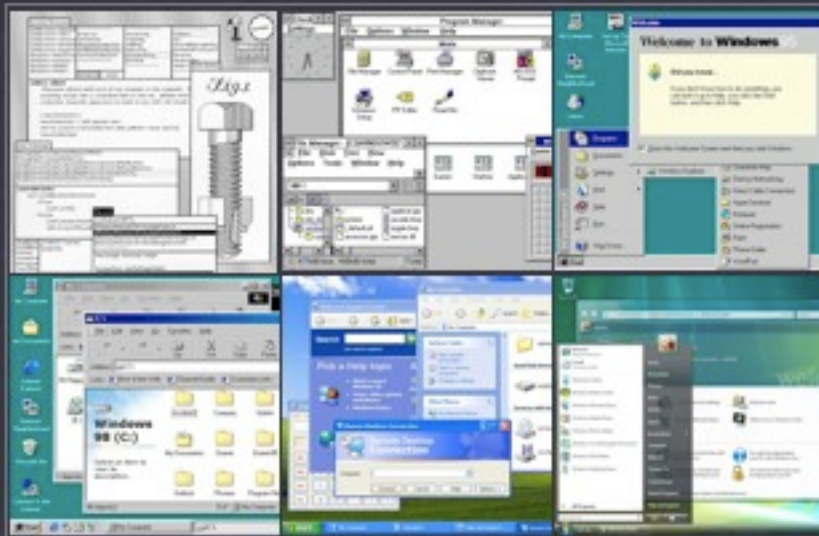
Share your user's goals

- Developers are interested in filling the database.
- Users are interested in completing their task.
- These two goals must be in sync.



WE CAN DO BETTER

A CHANGE IN METAPHORS



BREAKING OUT OF THE OLD METAPHORS

CREATING A MORE COMPELLING USER EXPERIENCE

BAND OF BROTHERS SEASON 1

SEASON 1 CURRAHEE

RATED TV MA

Aired 09/09/2001

Rating 8.56 / 10 *****

Written ERIC ANDERSON / TOM ...

Directed PHIL ALDEN ROBINSON

1. CURRAHEE
2. DAY OF DAYS
3. CAPE TAN
4. REPLACEMENTS
5. CROSSROADS
6. BASTOGNE
7. THE BREAKING POINT
8. THE PATROL
9. WHY WE FIGHT
10. POINTS

ation, 101st Airborne Corps. Trained to be dropped
maximum disruption, their training takes them from
pottery in England. From here they join the 82nd
Operation Overlord. The Company leader, Captain
mer) clashes with Lt Richard D. Winters. The sadistic
hes through their paces which will ultimately build their

WE AREN'T STUCK WITH WHAT WE'RE GIVEN
WE CAN CREATE ANYTHING WE CAN DREAM OF

AT&T PREDICTS THE FUTURE
SPOT ON IN 1993



LAPTOP VS DESKTOP

A WAR IN OUR MINDS ALONE



MILESTONE 2008

NOTEBOOKS OUTSELL DESKTOPS



**BEHOLD THE
FASTER HORSE**

MILESTONE 2009

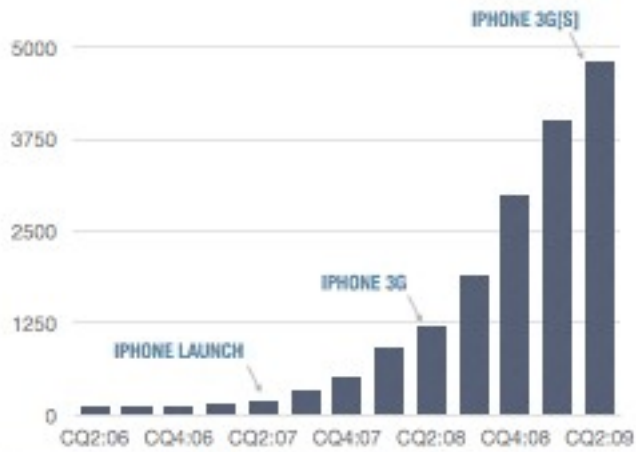
SMARTPHONES OUTSELL NOTEBOOKS

**HOW'D THAT
HAPPEN?**

THE MOBILE METAPHOR



■ AT&T 50x Mobile Data Traffic Increase in Past 3 Years



4,932% INCREASE

GROWING FASTER THAN DESKTOP INTERNET DID



IPHONE 3G[S] - 2009

2,000 MIPS AT 600MHZ ARM CORTEX-A8, 256MB RAM, 32GB SSD



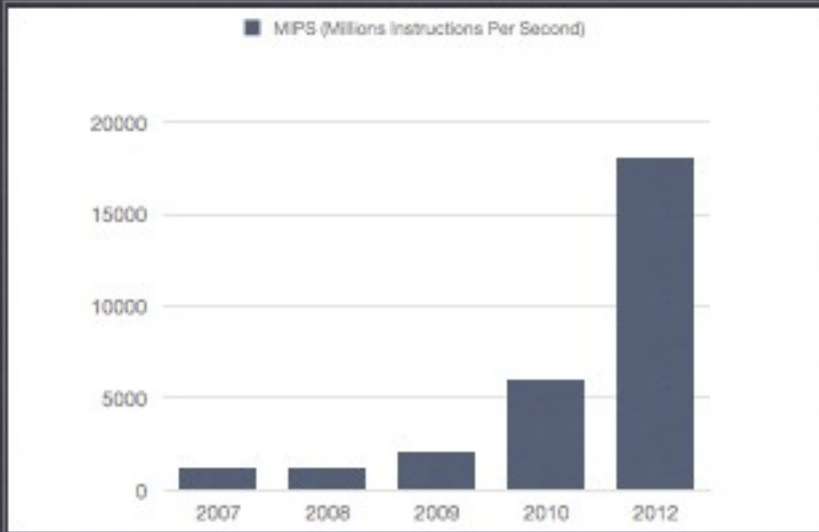
POWERMAC G4 - 1999

1,000 MIPS AT 400MHZ G4, 256MB RAM, 10GB HDD,



IPHONE 3G[S]++ - 2010?

6,000 MIPS AT 600MHZ ARM "SPARROW", 512MB RAM, 128GB SSD



18,000 MIPS IN TWO MORE YEARS?

A LOT OF CAPABILITY IS ON THE WAY

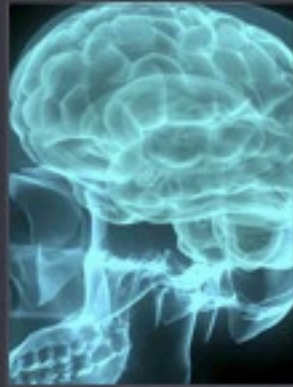


COMPUTING POWER

10,240 MIPS AT 3.2GHZ AND 19,200 MIPS AT 3.2GHZ RESPECTIVELY

THE MOBILE COMPUTER

THE SLATE STEPPING STONE



STEPPING STONE DEVICES

MOVING COMPUTING FORWARD BY BREAKING THE DESKTOP METAPHOR

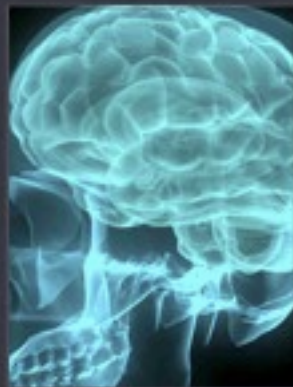


MORE REALISTIC AND INTERACTIVE UI

NO MENU BAR, NO FLOPPY DISK SAVE ICON.

TIME FOR THE WEB APP

WRITE ONCE, RUN ALL OVER
THE ENTIRE WORLD





SINGLE CODE BASE - MULTIPLE DESTINATIONS

HTML5, CSS3 AND MORE. RUN THROUGH THE BROWSER OR COMPILE NATIVE



A FLEXIBLE EXPERIENCE

NEW MATERIALS WILL START TO ELIMINATE THE SLATE FORM FACTOR



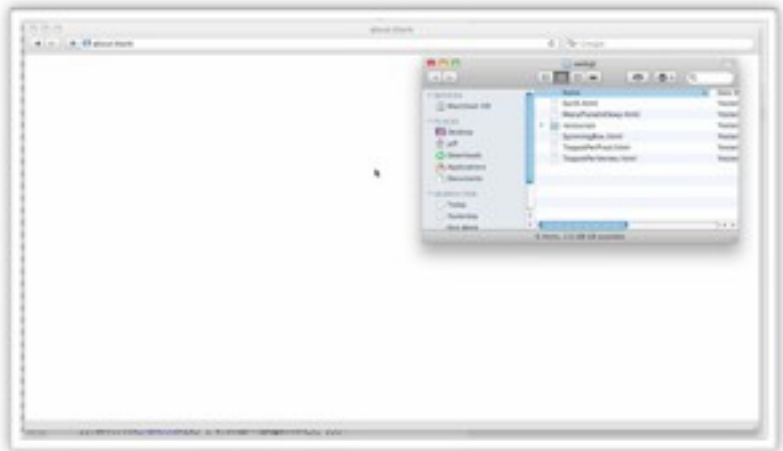
CUT THE CORD

MULTIPLE SCREENS WITHOUT WIRES



VERY FAST AND VERY MOBILE

SEAMLESSLY SWITCH BETWEEN LARGE AND SMALL SCREENS



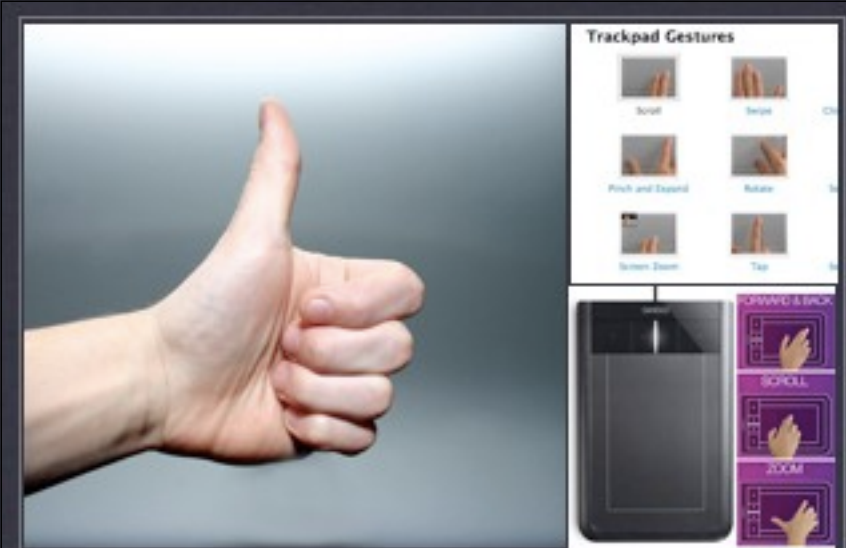
OPENGL IN THE BROWSER

SCALING INTERFACES



A LOT MORE TOUCHING

NO, NOT IN THE LIFETIME ORIGINAL MOVIE KIND OF WAY



The image shows a hand giving a thumbs up gesture on the left. On the right, there is a 'Trackpad Gestures' guide with six icons: 'Scroll', 'Swipe', 'Pinch and Expand', 'Rotate', 'Screen Zoom', and 'Tap'. Below these is a trackpad device and a vertical list of gestures: 'FORWARD & BACK', 'SCROLL', and 'ZOOM'.

DO YOU SEE WHAT I MEAN?
UNIFIED GESTURES ON THE HORIZON

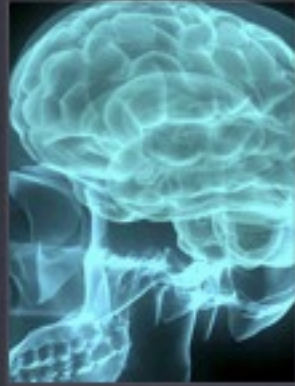


The image shows a pair of white 3D glasses with red and blue lenses, set against a light gray background.

THE AMAZING THIRD DIMENSION
3D IS BACK AGAIN

AUGMENTED REALITY

VIRTUALLY THE SAME AS
THIS REALITY BUT BETTER



IT'S LIKE VR BUT WITH MORE R

GO OUTSIDE THE GRAPHICS ARE AMAZING

Area: Kwinkwa District
Latitude: 1°30'38"S
Longitude: 30°02'24"E
Last visited: 08/08/09
History: Kwinkwa is a province-level city governed by a city council who appoints an executive committee to run the day-to-day.

[Read More](#) | [File Archive](#) | [Notes](#)

Shikiri Baptiste: Every morning Shikiri wakes up at dawn to walk to the nearest water source (1.5 km away). She returns and immediately begins making meals to take care of her brothers, mending clothes. She has no time to play or to go to school.

Age: 13 **Life Expectancy:** 57yrs
History of Illnesses: Malaria, Cestoda (Tapeworm), Schistosomiasis

Rachel wants to send you the file "Objective.docx".

Winkwa District

SHARING CONTEXT
TOTAL INFORMATION IMMERSION

King's Cross
1.90 km / 1.20 miles

St. Paul's
1.12 miles

Barbican
0.87 km / 0.57 miles

Nearest Tube
Closest of the best experimental apps to utilize in the Office landscape. People bring different ideas. The idea is to create an application that will help you find the nearest Tube station.

Marion House
1.28 km / 0.81 miles

**When you use the app, finding it that all the...
 The app will be able to connect you to the nearest...
 nearest station. By using the public transport...
 app will use the nearest station that is closest...
 that is closest to your location. You can...
 whenever you have any idea what you...
 what you have in mind. This is similar to the...
 phone app, you'll find the nearest Tube...
 phone, or even from the mobile to help...
 phone that will.**

HAPPENING RIGHT NOW
ON YOUR SMARTPHONE AND GAME CONSOLES



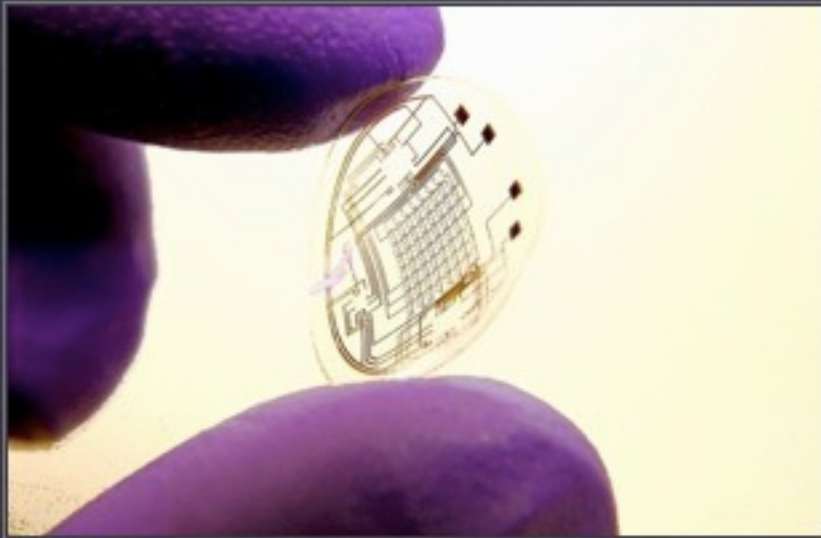
EARLY IMPLEMENTATIONS ALREADY IN PROGRESS

MOZILLA WEAVE, MOBILE.ME, OPERA UNITE



WEARABLE DISPLAYS

ROCK IT LIKE GEORDI LA FORGE



NEXT STOP YOUR BRAIN?

MAYBE WE SHOULD STOP AT CONTACT LENSES



CHANGING OUR VIEW OF APPS

FUN STRONGLY INTENDED

PARTLY CLOUDY

WITH A 100% CHANCE
OF AWESOME



DEVICES AREN'T WHAT'S IMPORTANT

USERS CARE ABOUT THEIR DATA AND THEIR TASKS



BACK TO YOUR CLOUD

ALL DATA LINKED TO YOU WITH A COMMON INTERFACE



CHANGE IS ON THE WAY

START PLANNING NOW

FLYERS OR LIARS?

Herald Tribune - Headline 1906



DISBELIEF BY MANY FOR FIVE YEARS

RADICAL THINGS HAPPEN QUICKLY, IT MAY TAKE TIME FOR OTHERS TO CATCH UP

TORREY RICE

CO-FOUNDER SITEPEN - VP, USER EXPERIENCE

WWW.SITEPEN.COM