Web 2.0 Interfaces: The Future of Design

Joshua Porter
Director of Web Development
User Interface Engineering
Google Maps Data isn’t Free...
$1,670 - 1bd
Charming Pied-a-terre, Furnished or Unfurnished
Willow St. & Acorn St.
Boston
email

$1670 / 1br - Charming Beacon Hill Condo, Furnished or Unfurnished

Reply to: anon-95922116@craigslist.org
Date: 2005-09-07, 8:44AM EDT

Adorable 1 br, 1 ba Pied-a-terre in PRIME location. Walk to all points in the City! Quiet, historic building overlooking cobblestoned Acorn Street, the most photographed in the country! Next to famous Louisburg Square. Perfect place to hang your hat while living in the city or visiting for business, shopping or the theatre. Beautiful paned windows to view the surrounding trees and their beauty in all seasons. Hardwood floors throughout, sub-zero minifridge, kitchenette, tiled bath. Secure Elevatored building, laundry. Available furnished or unfurnished, short or long term. A must See! Available immediately.
Found: 143 Displaying: 1 - 50

[ 1 | 2 | 3 ]

Sep-11  $800 - GREAT SITUATION & LOCATION, (RED & GREEN LINE, KENDALL/MIT/HARVARD) (cambridge,MIT/kendall/harvard) <<rooms & shares  pic

Sep-11  $45 / 1br - Short-term Stay: 1 night~6 wks (Cambridge) <<sublets & temporary

Sep-11  $800 - MIT employee looking for housing Oct. 1 (Somewhere near the redline) <<room/share wanted

Sep-11  $600 - Furnished room with private half-bath (Natick, Framingham, Sudbury, Wayland, Weston, Waltham) <<rooms & shares

Sep-11  $2174 / 1br - Beautiful, Spacious 1 Bedroom Loft in University Park; No Fee (Cambridge) <<apts_broker_no_fee

Sep-11  $2912 / 2br - Modern Luxury Corner 2 Bed, 1 Bath Loft in Central Square (Cambridge) <<apts_broker_no_fee

Hacker Innovation

• Housingmaps.com was hacked by Paul Rademacher

• in his *spare time*!

• Technical Lead of Animation Tools, Dreamworks Animation

• *Paul may have unwittingly hastened the destruction of the entire real estate industry with only 30 or 40 hours of work*
Web 2.0 Theme: Information Remixing

• Taking previously disparate information
• like Google Maps & Craigslist
• Opening them up
• And tying them together in a new, useful way
The Other Road Ahead
This article explains why much of the next generation of software may be server-based, what that will mean for programmers, and why this new kind of software is a great opportunity for startups

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Hacker Innovation

• Del.icio.us was created by Joshua Schachter
• in his spare time!
• Quit his job after an initial round of funding
• Joshua may have unwittingly found a great way to organize huge amounts of information, making traditional Information Architecture techniques pale in comparison
Web 2.0 Theme: Architecture of Participation

- Taking one person’s activity
- like Josh bookmarking a web page
- Seeing what others are doing
- Aggregating most popular bookmarks to find increased value
- Collaborative filtering using tags
Better understand your own eBay U.S. sales!

Improve Your ROI

- Get a snapshot of your eBay US sales for the past 90 days, total # of listings, # of items sold and % successful.
- Find out how your listings compare to other previous listings on eBay - see breakdowns by category or based on the features of your listings.
- Acquire recommendations on the Top 5 variables that improve your average selling price and % success rate.

Increase Your Profit Margins

- Find out which of your items are your top sellers, based on sale price, success rate and fees.
- Identify the best days, times & categories for listing your items successfully on eBay.

Key Features

- **Sales** - Get straight to the bottom line: how much you sold and how much you made on your sales.
- **ASP** - See trends in your average selling price and which products get the highest prices.
- **Category Breakdown** - Use easy to read graphs to see how your items are performing in different categories, and how you can improve.
ThinkFree Unleashes Free Office Suite Online

ThinkFree Sets the Office Free:
First-Ever Online Office Suite Gives All Users Free Access, Editing and Creation of Microsoft Files

Revolutionary New Free Service Lets Users Create, Access and Edit Any Word, Excel or PowerPoint File without Extra Software; Includes 30 MB of Upgradeable Storage, Blog Embedding and PDF Creation

NEW YORK, NY [C3 EXPO] - June 28, 2005 - ThinkFree Corp., the leading developer of standards-compatible office software, today announced the initial beta release of ThinkFree Office Online the world's first free online office suite. ThinkFree Office Online includes the same easy-to-use Microsoft Office compatible software suite found in the acclaimed ThinkFree Office 3, but like free email, online briefcases and search engines, is absolutely free to the user, relying instead on keyword-driven advertising with industry leading advertising partners to be announced. Users will also be able to purchase additional storage space and services, as needed,
Web 2.0 Theme: Interfaces

- Application Interaction Interface
  - often called User Interfaces or UIs

- Application Programming Interface
  - often called APIs
Available APIs

- Weather RSS feed
- Google maps
- Del.icio.us bookmarks
- Flickr pictures
- Amazon products
- Ebay auction items
- Hundreds of others...
New Questions

• Who is in control of content?
• What information accessible via an API could you *remix* with your information to provide a better user experience? (think real estate and Google Maps)
• How can you create an architecture of participation for your users?
Essence of Web 2.0

• Information Remixing
  Multiple, open sources add value

• Architecture of Participation
  Users add value

• Application Interfaces (APIs & AJAX)
  Speeding up development & delivery

• Interaction Interfaces (UIs)
  Providing new views for old information
UIE Research

• We blog:
  uie.com/brainsparks/

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