Web 2.0 Interfaces: The Future of Design

Joshua Porter Director of Web Development User Interface Engineering





Google Maps Data isn't Free...





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

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

Bowdoin

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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.



craigslist > boston > housing

[help] [post]

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

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

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

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

Sep-11 <u>\$2174 / 1br - Beautiful, Spacious 1 Bedroom Loft in University Park; No Fee (Cambridge)</u> <<<u>apts broker no fee</u>

Sep-11 <u>\$2912 / 2br - Modern Luxury Corner 2 Bed, 1 Bath Loft in Central Square (Cambridge) << apts broker no fee</u>

Sep-11 <u>\$600 - &Up (PERFECT SITUATION& LOCATION)(RED&GREEN LINE,</u> <u>KENDALL/MIT/HARVARD</u> (Cambridge,Harvard T&KendalT/MIT) <<<u>apts by owner</u> pic

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



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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



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Web 2.0 Theme: Interfaces

- Application Interaction Interface
 -often called User Interfaces or Uls
- 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

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