Web 2.0 - Leveraging the Network

Joshua Porter
Director of Web Development
User Interface Engineering

Web Two Point Oh!

Create your own Web 2.0 Company

Below you will find a pre-created VC friendly Web 2.0 company just for you!

Hit reload to create another potential million dollar idea

Your company name:

Gechnotix

Your company product:

greasemonkey extension for television via microformats

Note: this is just a little programmatic satire. Any semblance to an actual company is purely accidental and not intentional! It's supposed to be funny :)

Created by Andrew Wooldridge

Version 1.5, Dec 06th 2005

What is Web 2.0?

Instead of trying to define exactly what Web 2.0 is, let's talk about something we can *agree* on...

Change.

The Web is changing at an incredible pace, and to successfully participate in the network today you need to change quickly, too.

Over-generalized History of the Web

- People start putting content online at unique URLs. Amazon-books, eBay-auctions, NYTimes-news.
- Yahoo creates a directory of these sites and pages, helping people find what's good.
- After a while there are too many pages for Yahoo to organize well.

History continued...

- eBay's first-mover advantage allows it to crush any and all competitors.
- Amazon realizes that it can't just have categories to help people find stuff. Invests heavily in search and personalization.
- Google comes along and realizes that they can count links and give good relevance.

CRASH

History continued...

- Because of Google and the other copycat engines, designers optimize for linking.
- Blog software becomes popular, allowing anybody to easily create a web site.
- There are too many blogs to keep track of.
- RSS comes along and people begin to subscribe to feeds.

History continued...

- The NYTimes implements RSS feeds, and everyone else falls in line.
- People *quickly* realize that there are too many feeds to follow.
- Memetrackers arise to deal with the burgeoning feeds (in the past few months).

Present Day: One Theme

- Whether you read Yahoo homepage, newspapers, web sites, RSS feeds, or meme trackers...there is:
- Too much information to choose from and/or not enough time to digest it all.
- Which leads to...

The Paradox of Choice

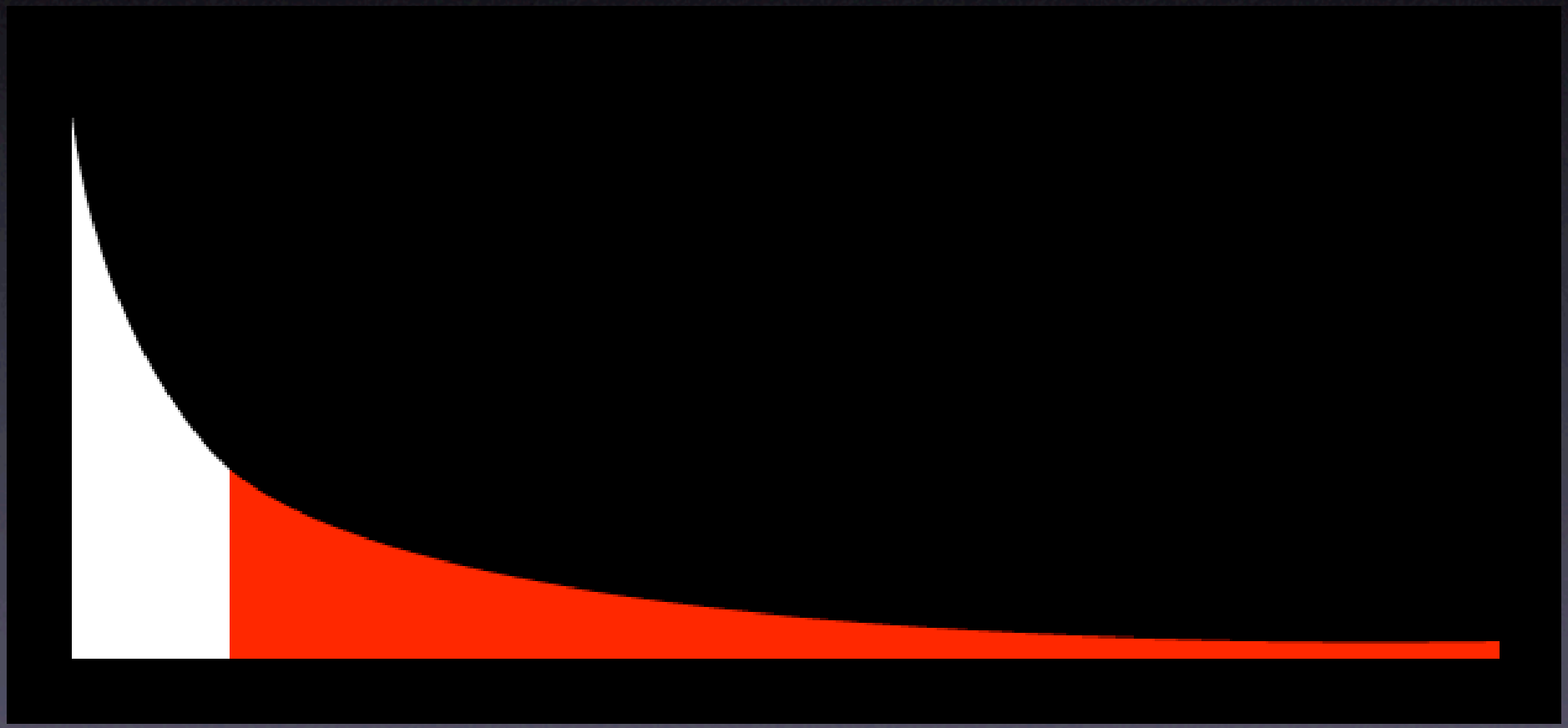
- When we have too many choices and not enough time to find a clear distinction between them...
- Or our software can't help us do so...
- We tend to become anxious, stressed-out, and end up making no choice at all.

"But beware of excessive choice: choice overload can make you question the decisions you make before you even make them, it can set you up for unrealistically high expectations, and it can make you blame yourself for any and all failures. In the long run, this can lead to decision-making paralysis. - Barry Schwartz

The Challenge is to design software that alleviates the frustration of too much information, choices, and things competing for our attention.

The Big 4

The Long Tail



80/20 Rule

- Wealth: 80% of the wealth is held by 20% of population
- Words: 80% of words used come from 20% of vocabulary
- Traffic: 80% of traffic to 20% of sites
- Links: 80% of links point to 20% of sites

Web 2.0 is about designing software that leverages the network.

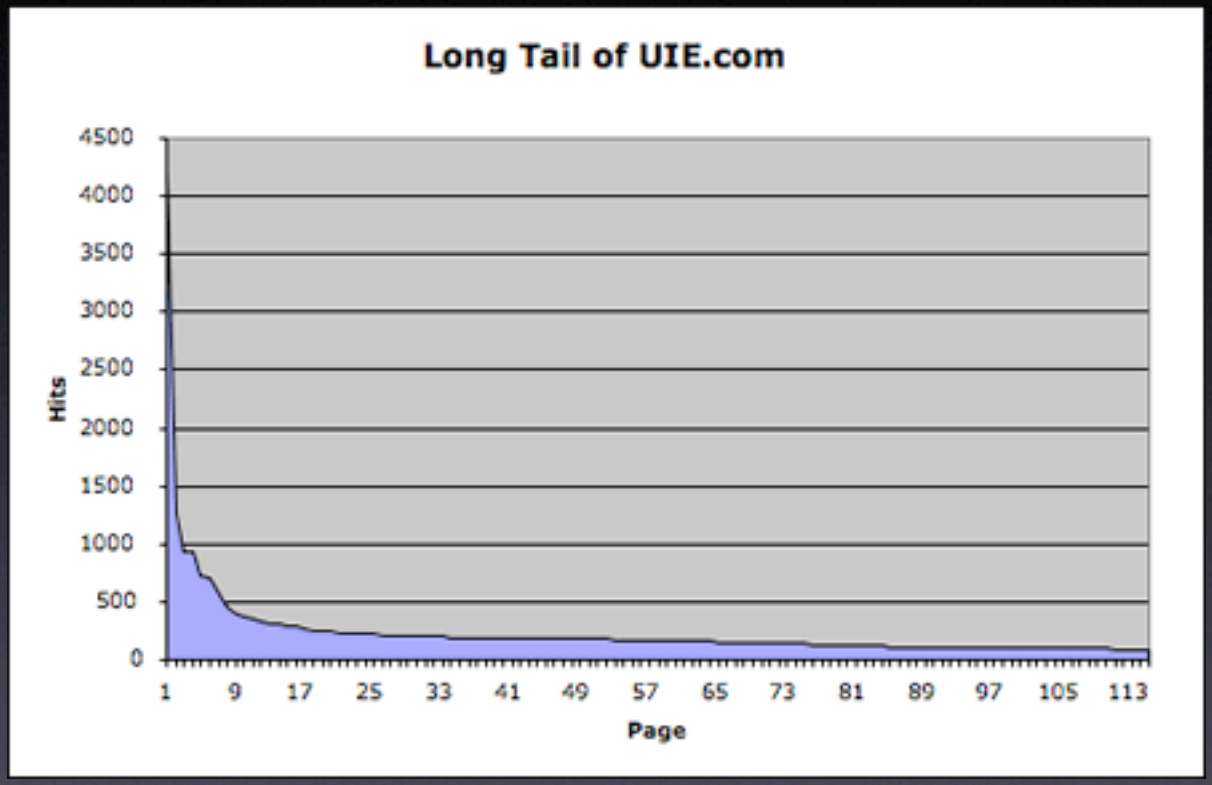
So what have we learned so far?

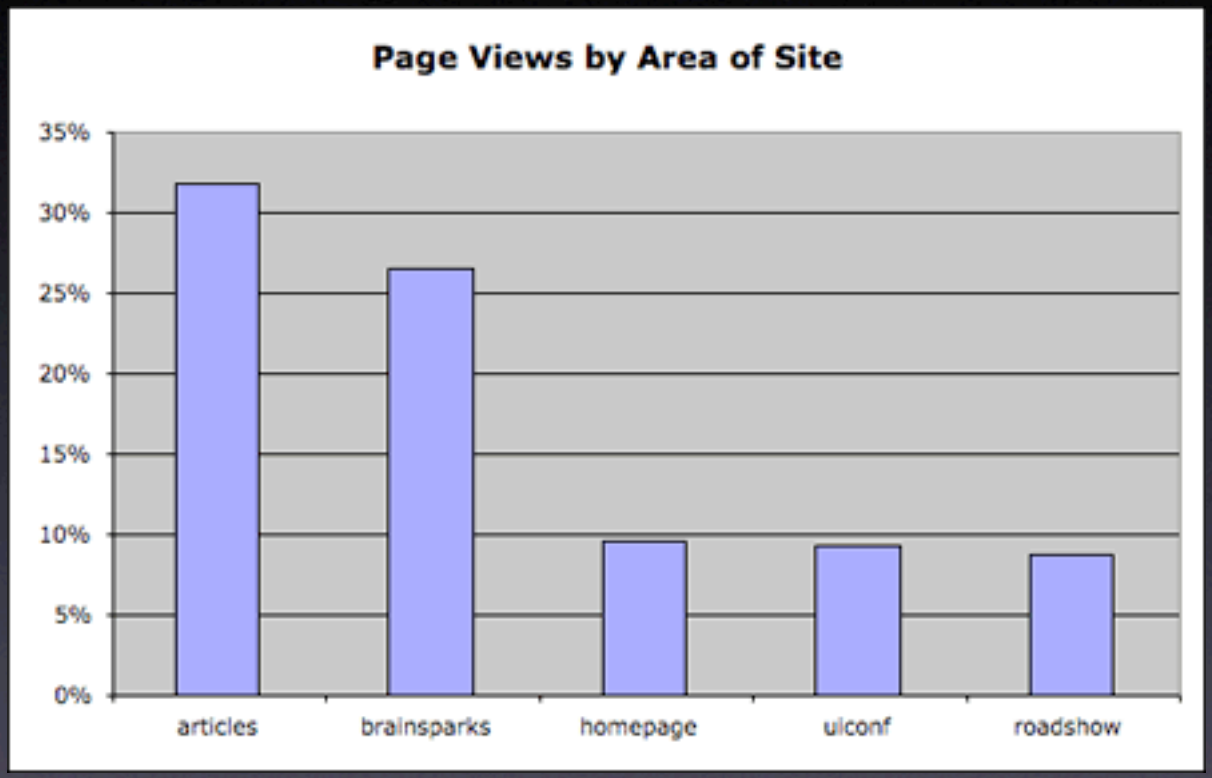
- Leveraging the network can be counter-intuitive.
- Leveraging the network is as much a social problem as it is a technological problem.
- While leveraging the network, we cannot forget that the network is actually a whole bunch of individual people acting in their own best interests.

What else have we learned?

The home page is no longer the most important page on your site.

Page	Views
UIE.com Homepage	4215
What User's Want (.pdf)	1267
Brain Sparks Blog	941
5-Second Tests: Measuring Your Site's Content Pages	930
UIE Roadshow 2006: Web Design Foundations	717
UIE Articles Index	712
User Interface 10 Conference	552
UIE Publications Index	446

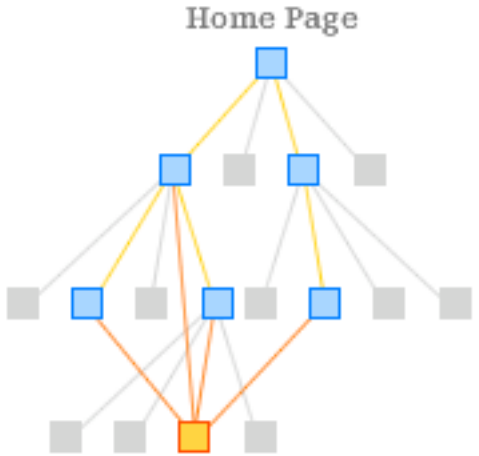

Long Tail of UIE.com
4500
4000
3500
3000
2500
2000
1500
1000
500
0
Hits
1
9
17
25
33
41
49
57
65
73
81
89
97
105
113
Page


Page Views by Area of Site
35%
30%
25%
20%
15%
10%
5%
0%
articles
brainsparks
homepage
uiconf
roadshow

The information architecture people use to find your content is, increasingly, not yours.

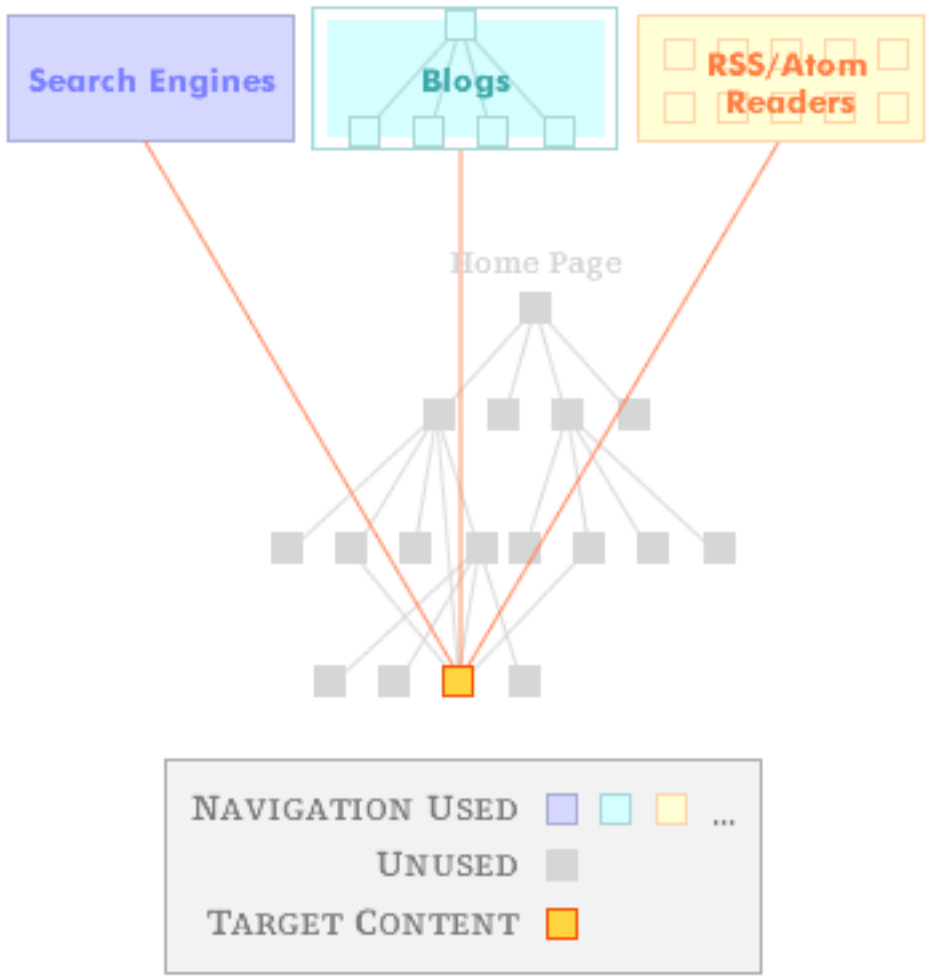
On-Site Navigation View

Users navigate via on-site information architecture

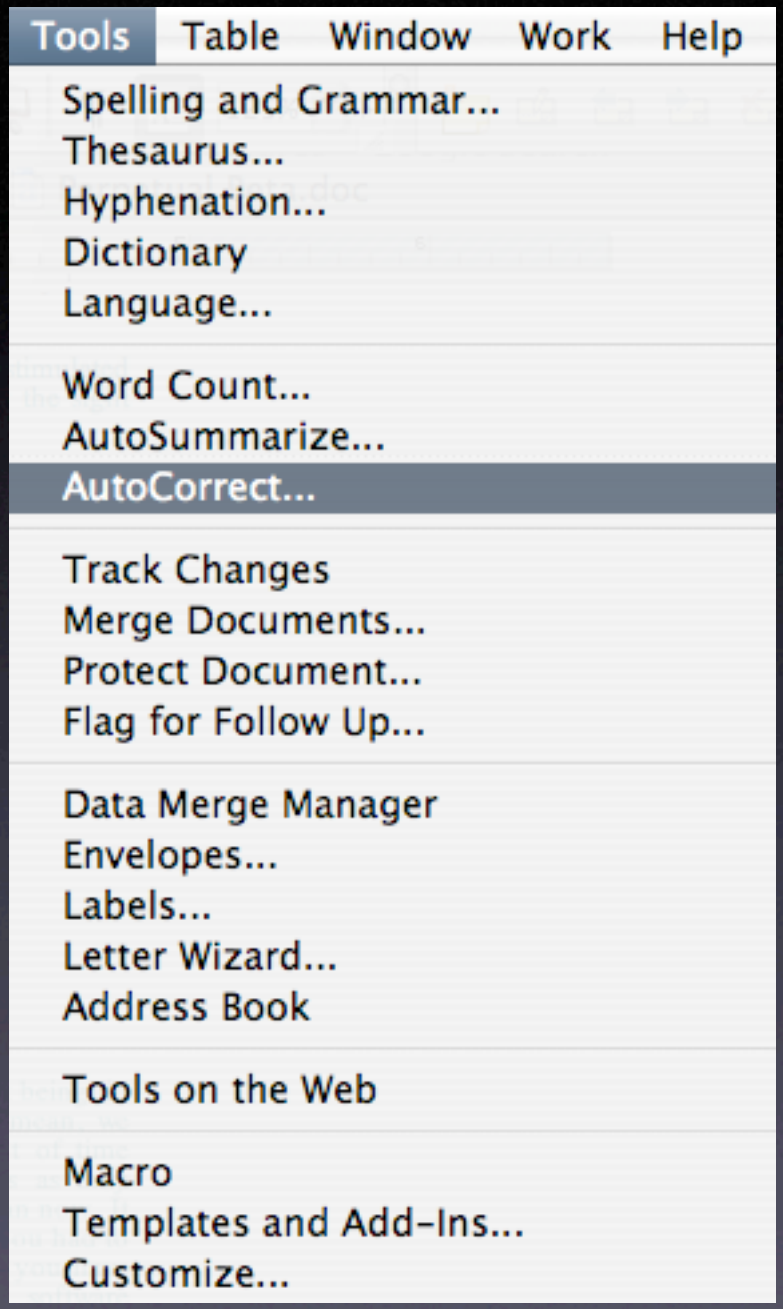


Distributed Navigation View

Users bypass much of the on-site information architecture



Each feature added to an application is more to think about - for everyone.


Tools
Table
Window
Work
Help
Spelling and Grammar...
Thesaurus...
Hyphenation...
Dictionary
Language...
Word Count...
AutoSummarize...
AutoCorrect...
Track Changes
Merge Documents...
Protect Document...
Flag for Follow Up...
Data Merge Manager
Envelopes...
Labels...
Letter Wizard...
Address Book
Tools on the Web
Macro
Templates and Add-Ins...
Customize...

Folksonomies are a way for users to map their own, familiar vocabulary to your alien one.

gs .htaccess 2005 3-column-layout 30boxes
eople 43things @issue accessibility activity-theory
m-bosworth ads advertising affiliate-programs
regation aggregators agile agriculture ajax algorithm
azon annotation anonymity apache api apple
itecture architecture-of-participation argument atom
ention attention.xml attentiontrust authority
-discovery autolinks awszone baby backpack
kup basecamp bayes bbc behavior belief benchmark
ers-lee biscuit blind blink.com blog blogger blogging
lines blogs blummy bokardo bookmarking
kmarklet books borges boston bray bug
ness-blog business-design business-of-design
ness2.0 businessweek cake captcha card-sorting
gorization category choice classic classification
sifieds clustering code cognitive-biases
borative-filtering color comments conference
sulting content context continuous-partial-attention
rol controlled-vocabulary craigslist credibility
it-card-numbers cross-document-messaging CSS
omer-support danah-boyd dark-matter data-driven
base datablogging de.lirio.us deep-linking definition
.icio.us dell-hell democracy design
gn-patterns design2 designing-data development
g-box dick-hardt dictionary digg discoverability DOM
nam downside dynamic-queries dyndns
mmerce ebay ebook-sales economics email
rgence energy engadget englebart entrepreneur
ay etech ethnography experience-design
eyetracking fac.etio.us faceted-search fair-use
fatherhood feed-overload-syndrome feedDemon
feedmap fieldset filesystem findability firefox flash flickr
float folders folksability folksology folksonomy fonts
for:bokardo for:ricmac foraging framework game-theory
gap gatekeepers genre geocoding gmail godin google
google-adwords google-base google-cheat-sheet
google-desktop google-maps google-reader
google.sitemaps googlezon grids gui guidelines
hacker-innovation hacking hacks hcalendar hci
herbert-simon heuristic-bias hierarchy history
homepage hosting how-to html html5 ia ian-davis
iasummit ical identity ideo ie ie7 images
information-visualization innovation innovators-dilemma
input-box interesting interface internet-archive interview
intranet ipod irss itunes jared jared-diamond javascript
jeff-bezos jeff-jarvis joe-reger joeclark jon-herlocker
joshua-shachter jotspot journalism judgment junglecast
justin-fox katrina-search kevin-kelly keywords
killer-web-sites kim-cameron krug language lawsuit
layout lazy learning lessig lessons library library-of-babel
lightbox linking links linnaeus-system listmania
load&save logos long-tail lucid-dreaming lukew mac
magazine market market-populism markets markov
mathematics mcf mechanical-turk media mediated-trust
memory mental-models merlin metadata metatags
metcalfes-law metrics microformats microsoft
milton-glaser mindset mini MIT mls molly monetization
money movies mozilla multi-user-environment
multiple-presents music mvc myspace mysql
nerdtv networked-application new-media news
nostalgia-triggering nytimes om-malik ontology
open-source opera opml oreilly origin osx pa
paradox-of-choice particletree pattern-la
paul-graham paul-kedrosky paypal pcforum
permalinks personal personas persuasion
philosophy php phylocode plazes ple plugin
podcasting pointcast politics popularity
powerlaw prediction preferences presentations
principle-of-least-effort privacy programming
prototype psychology publicdomain publishing
quote rails rdf real-estate recommenda
redesign reference regexp remixing researc
reviews ria root.net rss rsync ruby ruby-
salesforce.com scent-of-information scholar
scientific-method scoble scraping scriptaculous
search-engine-spammers search-engines
semanti-web semantic-markup semantic
semantics shirky shoelaces shortcuts simple
skype slashdot slider SOAP social soci
socialweb software solar spam sparql speed
splogs spolsky squidoo sse staples st
steve-gillmor stock stocks stow
structured-bloggin structured-blogging
suggested-tagging sun svg sxip symfony syn
synonym system:unfiled tag-clouds tag-spam ta
tags tagvertising target taxonomy technology tec
terminal textarea tickets tiger to-read tools t

Words are the currency of the Web. Spend the most time on your words.

Collection and Use of Information

When you first register at Netflix, we ask for your email address and a password. At this time, we subscribe you to various email publications. You can find more information on these programs, including information on how to unsubscribe, by going to the Netflix Subscriptions Page.

When you place your first order for the Netflix Service, we ask you for your full name, physical address, telephone number and credit card number so we can ship your order. We use your telephone number only if there is an order-related issue, not for marketing purposes. You must certify that you are at least 18 years old. (People under 18 cannot use Netflix's services.) Our server stores this information so that placing future orders will be quicker and easier. If you want to update your address or change credit cards, go to Your Account and make the appropriate changes. You must be signed in to access Your Account.

Netflix also offers an Affiliate program, where affiliate members direct customers to Netflix through links on their Web sites. We ask affiliates for their site name (URL), mailing address, primary contact, pay-to address, technical contact, and other site-related information to determine whether a site will be included in our Affiliate Network. You can go to the Affiliate program area for more details. The information collected from our affiliates is used strictly for that program; none of this information is used for general marketing purposes.

We also track your order and billing history so you can access Your Account and immediately determine which DVDs you've rented and how you paid for them. This information is also used to remove rented titles from your recommendations list.

Netflix users should not post personal information on any review page, as this information is made public. Pseudonyms can be used for such postings.

Seducible moments are those increasingly rare moments when you can talk to your users in an appropriate context.

Your Contact Information **Edit**

Add **Private Domain Registration!**

$9.00 per year

Protect Your Privacy with Yahoo! Private Domain Registration

Do you want your contact information to appear in the public WHOIS database, where anyone can view it? With Yahoo! Private Domain Registration, your contact information will be unlisted, reducing spam and other junk mail. Sign up for Yahoo! Private Domain Registration today! *

☐ **Select this box to add Private Domain Registration to your order.**

How will your WHOIS listing change? Compare public and private registration.

Registrant: What's this?	Joshua Porter [redacted]
Administrator: What's this?	[redacted]

Continue

Recommendation systems are a forced move.

Recommended for Joshua Porter (If you're not Joshua Porter, click here.)

Recommendations Based on Activity

Page You Made
Your Watch List (Beta)

Recommendations by Category

Your Favorites Edit
Books
DVD
Music
Computers
Kitchen & Housewares
Software

More Categories
Apparel & Accessories
Baby
Beauty
Camera & Photo
Computer & Video Games

These recommendations are based on items you own and more.

view: All | **New Releases** | Coming Soon

More results

1.

24 - Season Four
DVD ~ Kiefer Sutherland
Average Customer Review:
Release Date: December 6, 2005

Our Price: $44.99
Used & new from $39.99

Add to cart
Add to Wish List

I Own It | Not interested | Rate it

Recommended because you rated Lost - The Complete First Season (edit)

2.

Serenity (Widescreen Edition)
DVD ~ Morena Baccarin
Average Customer Review:
Release Date: December 20, 2005

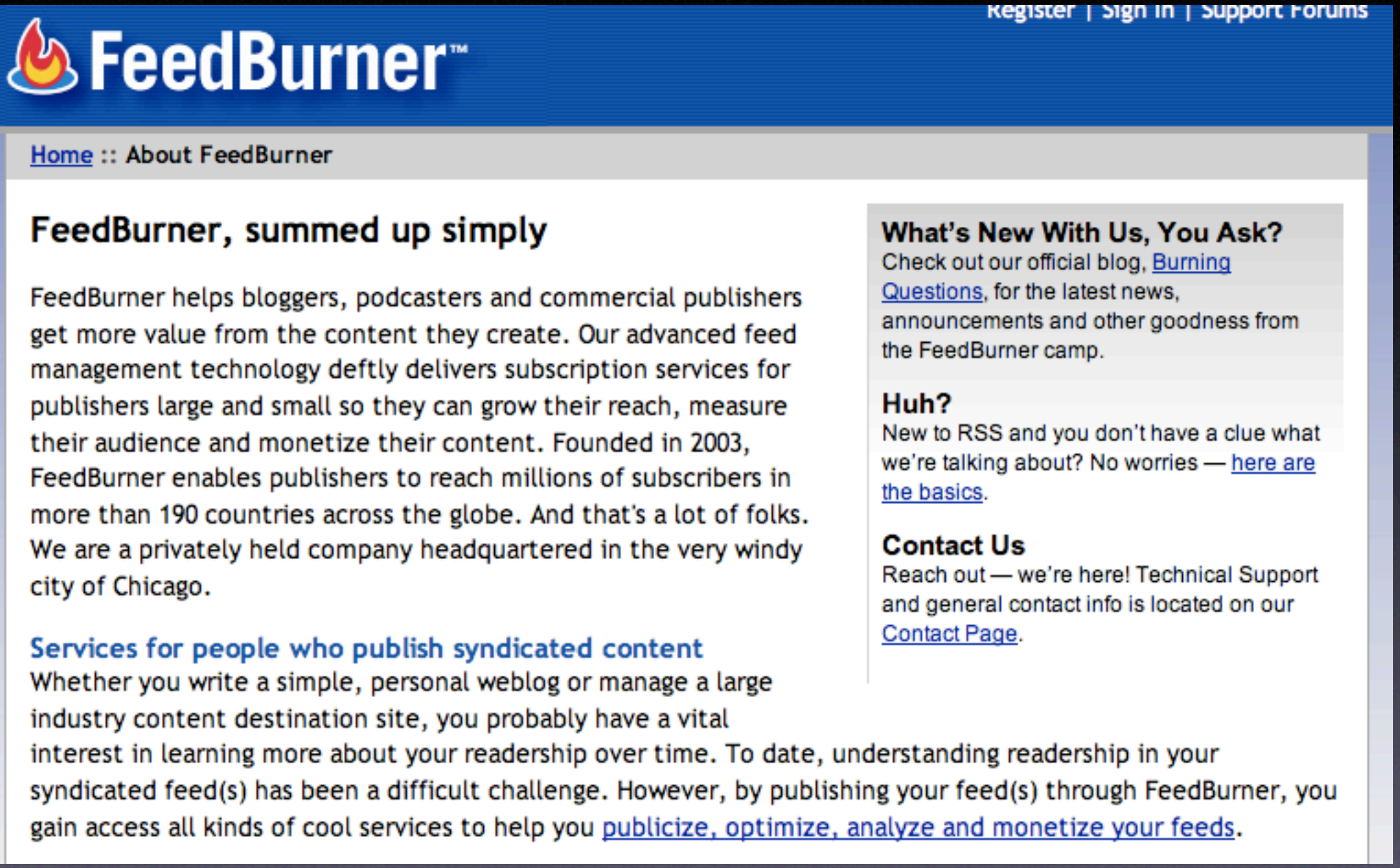
Our Price: $17.99
Used & new from $10.49

Add to cart
Add to Wish List

I Own It | Not interested | Rate it

Recommended because you rated Lost - The Complete First Season and more (edit)

Users want control.


FeedBurner™
Register | Sign In | Support Forums
Home :: About FeedBurner
FeedBurner, summed up simply
FeedBurner helps bloggers, podcasters and commercial publishers get more value from the content they create. Our advanced feed management technology deftly delivers subscription services for publishers large and small so they can grow their reach, measure their audience and monetize their content. Founded in 2003, FeedBurner enables publishers to reach millions of subscribers in more than 190 countries across the globe. And that's a lot of folks. We are a privately held company headquartered in the very windy city of Chicago.
What's New With Us, You Ask?
Check out our official blog, Burning Questions, for the latest news, announcements and other goodness from the FeedBurner camp.
Huh?
New to RSS and you don't have a clue what we're talking about? No worries — here are the basics.
Contact Us
Reach out — we're here! Technical Support and general contact info is located on our Contact Page.
Services for people who publish syndicated content
Whether you write a simple, personal weblog or manage a large industry content destination site, you probably have a vital interest in learning more about your readership over time. To date, understanding readership in your syndicated feed(s) has been a difficult challenge. However, by publishing your feed(s) through FeedBurner, you gain access all kinds of cool services to help you publicize, optimize, analyze and monetize your feeds.

Users appreciate tools that help them make their own well-informed decisions.

10 of 23 people found the following review helpful:

★★★☆☆ **Disturbing**, December 29, 2005

Reviewer: **lisebouvier "lisebouvier"** (Midwestern US) - See all my reviews

I may be the only one who notices this or who cares, but I find the paranoia and torture-justification of this season disturbing.

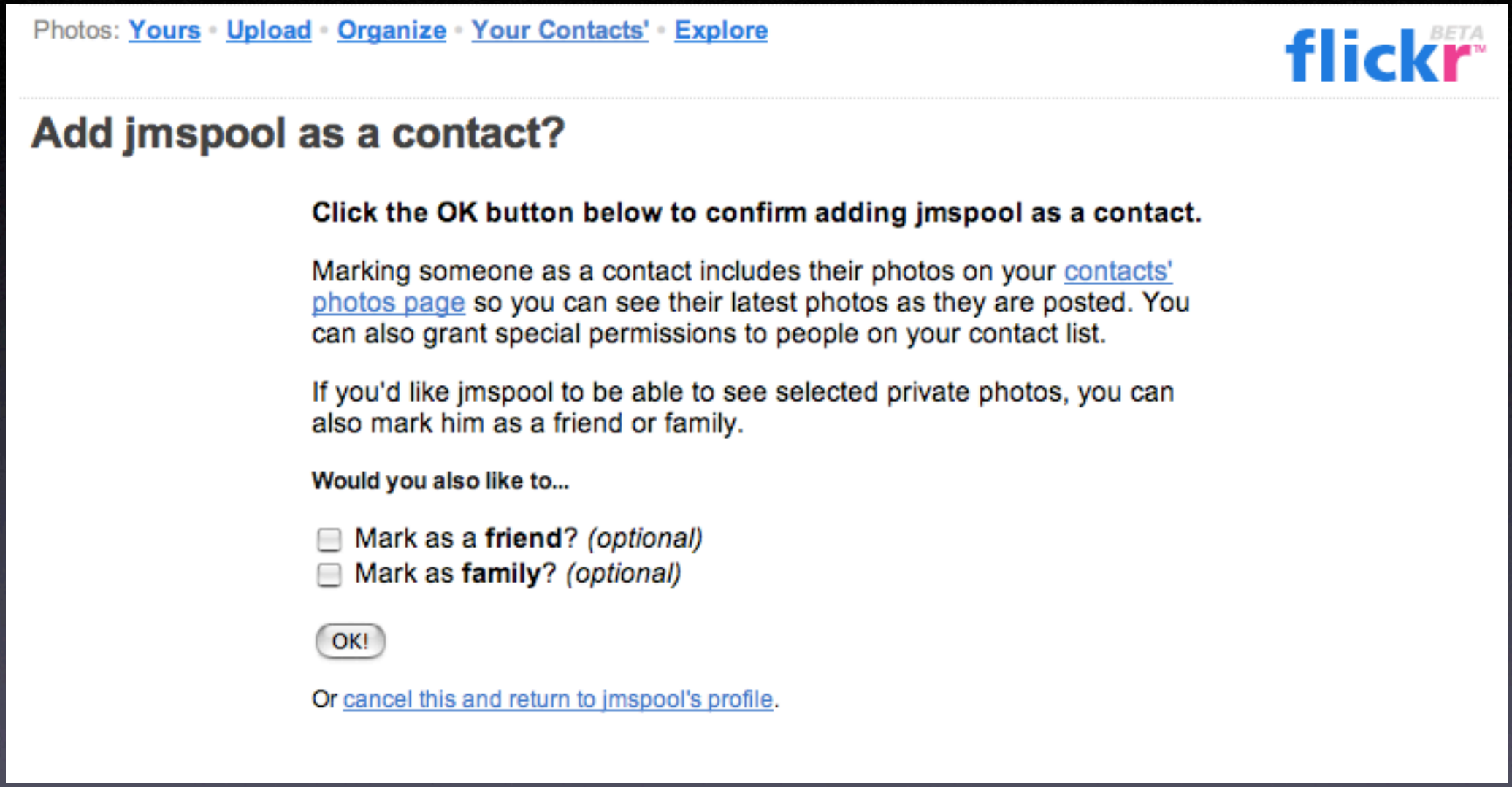
The paranoia comes in its portrayal of Arab Americans. Yes, I am sure there are a few terrorist cells here in North America somewhere. But this program ignores the fact that most of those are likely single men and certainly extreme religious conservatives.

The show goes out of its way to portray the normal, moderate-appearing, hardworking, upper middle class Muslim family next door as worst and most ruthless kind of terrorists. They don't just dislike their son dating an American Christian girl, they poison her tea and shoot her. (And frankly, any family this ruthless and extreme would sacrifice their own son to the cause without a qualm.)

There are no positive portrayals whatsoever of Arabs or Muslims, unless you count the doctor in the background of an episode or two.

Fostering this kind of paranoia -- don't trust your Muslim neighbors, cause they're probably terrorists anyway -- is not a nice game. It reminds me of the Red Menace scares of the '50s.

The best software models human behavior.


Photos: Yours • Upload • Organize • Your Contacts' • Explore
flickr BETA
Add jmspool as a contact?
Click the OK button below to confirm adding jmspool as a contact.
Marking someone as a contact includes their photos on your contacts' photos page so you can see their latest photos as they are posted. You can also grant special permissions to people on your contact list.
If you'd like jmspool to be able to see selected private photos, you can also mark him as a friend or family.
Would you also like to...
Mark as a friend? (optional)
Mark as family? (optional)
OK!
Or cancel this and return to jmspool's profile.

Links model how users value content.

bokardo@gmail.com

Web Images Groups News Froogle Local more »

web 2.0 Search

Web

Results 1 - 10 of about 8

News results for web 2.0 - View today's top stories

Office Live reactions - will the real Web Office please stand up? - ZDNet - 12 hours ago
Web 2.0 Is Reminiscent Of Marx - CBS News - Feb 15, 2006

Web 2.0 Conference 2005

Web 2.0 Conference produced by MediaLive and O'Reilly: a conference on innovation in the internet economy. The **Web** application server has emerged as a ...
www.**web**2con.com/ - 37k - Cached - Similar pages - Remove result
Conference Coverage - Speakers - Sessions - Workshops
More results from www.web2con.com »

My Web 2.0 BETA

My **Web 2.0** makes it easy to save and share bookmarks. Sign in. Save your bookmarks in a place where you can always find them. ...
my**web**2.search.yahoo.com/ - 21k - Cached - Similar pages - Remove result

O'Reilly -- What Is Web 2.0

Tim O'Reilly attempts to clarify just what is meant by **Web 2.0**, the term first coined at a conference brainstorming session between O'Reilly Media and ...
www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-**web**-20.html - 42k - Cached - Similar pages - Remove result

Digital Web Magazine - Web 2.0 for Designers

Enter **Web 2.0**, a vision of the **Web** in which information is broken up into "microcontent" ... There are six trends that characterize **Web 2.0** for designers. ...
www.digital-**web**.com/articles/**web**_2_for_designers/ - 21k - Cached - Similar pages - Remove result

Links are only the start.

- Comments
- Ratings
- Reviews
- RSS Subscriptions
- Purchase History
- Rental History

Etc...

Google provides free services so that they can record your behavior and better advertise to you.

Sometimes it is easier to design for yourself than others.

UIE

Logged in as Joshua Porter (Log-out) | Help

Dashboard | To-Dos | Milestones | People | Account | Templates | Settings

Your project

Sample Project

Latest activity

UIE — Sample Project

TO-DO	6 Feb	Email Christine and Jared when done	assigned to	Deb B.
TO-DO	6 Feb	save to "research" folder internally	assigned to	Deb B.
TO-DO	6 Feb	compile summary list	assigned to	Deb B.
COMMENT	6 Feb	Re: Hello World	posted by	Deb B.
COMMENT	6 Feb	Re: Hello World	posted by	Christine P.
MESSAGE	6 Feb	Hello World	posted by	Joshua P.

Want to be notified any time someone posts a message, comment, or file, or adds or completes a to-do item or milestone in any project? Just subscribe to your global RSS feed RSS (What is RSS?)

Privacy Policy | Terms of Service

Managed with Basecamp

You're currently using the free 1-project plan

If you want to manage additional projects you'll need to upgrade your account (plans range between $12 and $99/month).

Key benefits of upgrading

1. Share files
Upload, share and store files in a central repository.

2. Manage multiple projects
Basecamp shines when you're managing multiple projects. A single login lets you see all your projects on one Dashboard screen. Plus, it's easy to specify who can see what projects.

3. No per-person fees
Basecamp costs the same no matter how many clients or employees you have.

4. Secure SSL encryption
Upgrade to the Plus or Premium-level account and take comfort in secure SSL encryption of all your project data (just like online banks).

There is always an opportunity for a better interface to data.

http://www.housingmaps.com/

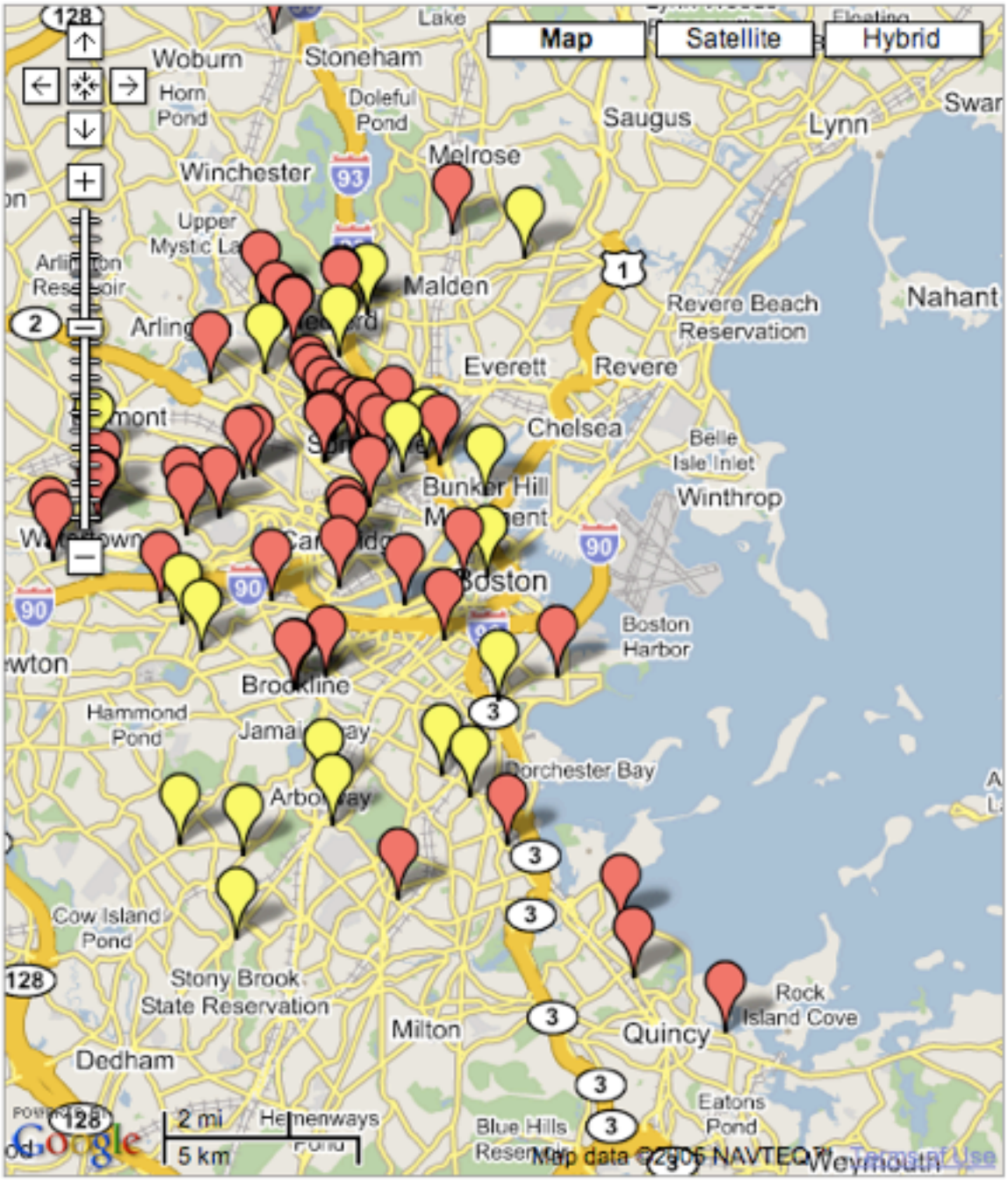
Google

For Rent [For Sale](#) [Rooms](#) [Sublets](#)

Powered by craigslist and Google Maps
(this site is in no way affiliated with craigslist or Google)

[About / Feedback](#)

City: Boston **Price:** $1500 - $2000 [Show Filters](#) New [Refresh](#) [Link](#)



pics	price	bd	description	city	date
●	$1600	4bd	No Fee* 4 Bed in a Great Location *First Month Rent Free*	Medford	9/07
●	$1595	1bd	No Fee; 1BR on Back Bay's Marlborough St.	Boston Ma	9/07
●	$1600	3bd	Victorian Duplex Style Townhouse in Home	Salem	9/07
●	$1500	3bd	Beautiful 3BR First Floor Apt. w/ Garage Parking	Belmont	9/07
●	$1600	2bd	Beautiful 2 bedroom, 1st fl of Victorian house	Brookline M	9/07
●	$1650	2bd	Sunny two bdrm working fireplace with parking for 2	Watertown M	9/07
●	$1600	4bd	house for rent in hyannis	Centerville	9/07
●	$1500	3bd	Beach house with ocean views	Hampton Be	9/07
●	$1500	1bd	Back Bay 1 bedroom newly remodeled and Furnished. No Fee	Boston	9/07
●	$1600	2bd	Cute Single Family House	Arlington	9/07
●	$1650	2bd	Walk to river, Bu, Mit. available in October	Cambridge	9/07
●	$1700	3bd	Deleaded – Great Location! Move Right In!	Medford	9/07
●	$1800	3bd	Brookline sunny three bedroom	Brookline	9/07
●	$1575	3bd	Must See Heated Hugh 6 Rooms, Hardwoods, Transportation, No Fee	Brighton	9/07
●	$1825	2bd	Beautiful Large Town-H, Hardwoods, Laundry, Ac, Parking &More	Newton	9/07
●	$1500	4bd	Somerville 4 bed winter hill area walk to T.	Somerville	9/07
●	$1700	1bd	1 Barm, S P A C I O U S Apartment on Copley Sq.	Boston	9/07
●	$1500	3bd	1/2 Month Rent Free * 3 mins Walk to T Orange Line * Parking *	Charlestown	9/07

All things being equal, faster interfaces allow for more innovation.

Missed the first bubble?

Find a job at a VC-backed startup. Join a YorZ group and stand out.

YorZ.com

Ads by Google - Advertise on this site

digg spy: a real-time view of digg

spy on all stories | spy on queued stories | spy on front page stories

What?	Diggs	Story	Who or Why?	Where?
	+1	**Its a Bird...Its a Plane...Its a Car?** http://semanticparanoia.wordpress.com/2006/02/16/i...	[duplicate story]	digg queue
	+1354	**Man in Vietnam hasn't slept in 33 years.** http://www.thanhniennews.com/features/?catid=10&ne...	sullyaz	front page
	+1	**Semantic Web tools for car design** http://blogs.zdnet.com/emergingtech/?p=163	Techexpert	digg queue
	+56	**Things you don't want Google to find - screenshots** http://www.siliconvalleysleuth.com/2006/02/things_...	tkmoney	front page
	+636	**UK Government Wants a Backdoor Into Windows Vista** http://news.bbc.co.uk/1/hi/uk_politics/4713018.stm	JOS_	front page
	+220	**Nintendo: Official Magazine Scans (Revolution, Twi...** http://gonintendo.com/?p=877	baltakatei	front page
	+855	**Ewww! Don't touch that mouse!** http://www.theage.com.au/news/breaking/ewww-dont-t...	anjori	front page
		'Antigravity' Propulsion System Proposed		

Most people are willing to trade their personal information for good service.

1. Joshua Porter
[redacted]
United States
Phone: [redacted]
EDIT

Delete Address

This is your current 1-Click default address.
(what this means)

1-Click settings and payment method preferences for address #1

Include in 1-Click dropdown: Yes

How address appears in dropdown: Joshua Por- Newb

Shipping method: Standard Shipping (3-5 business days)

Payment method: No payment method associated with this address, select Edit to add one

EDIT 1-Click settings for this address.

2. Joshua Porter
[redacted]
United States
Phone: [redacted]
EDIT

Delete Address

Click here to make this your 1-Click default address.
(what this means)

1-Click settings and payment method preferences for address #2

Include in 1-Click dropdown: Yes

How address appears in dropdown: Joshua Porter

Shipping method: Standard Shipping (3-5 business days)

Payment method: No payment method associated with this address, select Edit to add one

EDIT 1-Click settings for this address.

"In the online world, businesses have the opportunity to develop very deep relationships with customers, both through accepting preferences of customers and then observing their purchase behavior over time, so that you can get that individualized knowledge of the customer and use that individualized knowledge of the customer to accelerate their discovery process.

If we can do that, then the customers are going to feel a deep loyalty to us, because we know them so well. And if they switch to a competitive website – as long as we never give them a reason to switch, as long as we're not trying to charge higher prices or providing lousy service, or don't have the selection that they require; as long as none of those things happen – they're going to stick with us because they are going to be able to get a personalized service, a customized website that takes into account the years of relationship we've built with them." - Jeff Bezos

As choices grow, so does the importance of learnability.

NETFLIX

Buy / Redeem Gift | Member Sign In

Welcome | How It Works | Browse Selection | Start Your FREE Trial

How It Works

Netflix is easy. You make a list of the movies you want to see and we do the rest!

1 Create your list of DVDs online

Over 55,000 Titles

2 We rush you DVDs from your list

Free Delivery

4 Return a viewed movie to get a new one from your list

Prepaid Return Envelopes

3 Keep each DVD as long as you want

No Late Fees EVER

FAQs

How does Netflix work?

How much does it cost?

Which plans can I choose from?

What is the selection like?

How does the free shipping work?

How fast will I get my DVDs?

How long is the free trial?

How many DVDs can I rent during my Free Trial?

Tell me more about Netflix

Can I cancel any time?

Still have questions?
Please contact our

Redesigns are dead.

Who's to blame?

- 2+ Year Project
- Cost over $100,000,000 dollars
- Complete system redesign (front, middle, back end and internal processes)
- Beginning on day of redesign launch: 20% reduction in revenue

Small, fast iterations are necessary to control innovation, provide accountability, and prevent throwing the baby out with bath-water.

Joshua, welcome to your Gold Box™

You have 60 minutes remaining to take advantage of today's offers.

1 2 3 4 5 6 7 8 9 10

Bell HitchBiker Two-Bike Hitch Rack

Sports & Outdoors ~ Bell

Usually ships within 24 hours

List Price: ~~$79.99~~

Our Regular Price: ~~$79.99~~

Gold Box Coupon: $8.00

Special Gold Box Price: $71.99

You Save $8.00 (10%)

Add to cart

Go ahead and visit our Gold Box sponsors. This offer will still be here if you return in the next 60 minutes.

Save this offer & show the next one **or** Pass this offer & show the next one

Network effects are rare, and killer.

Discussion Boards

eBay's discussion boards are a great place to find information on everything from art to travel. Browse the discussion boards below and see what you discover.

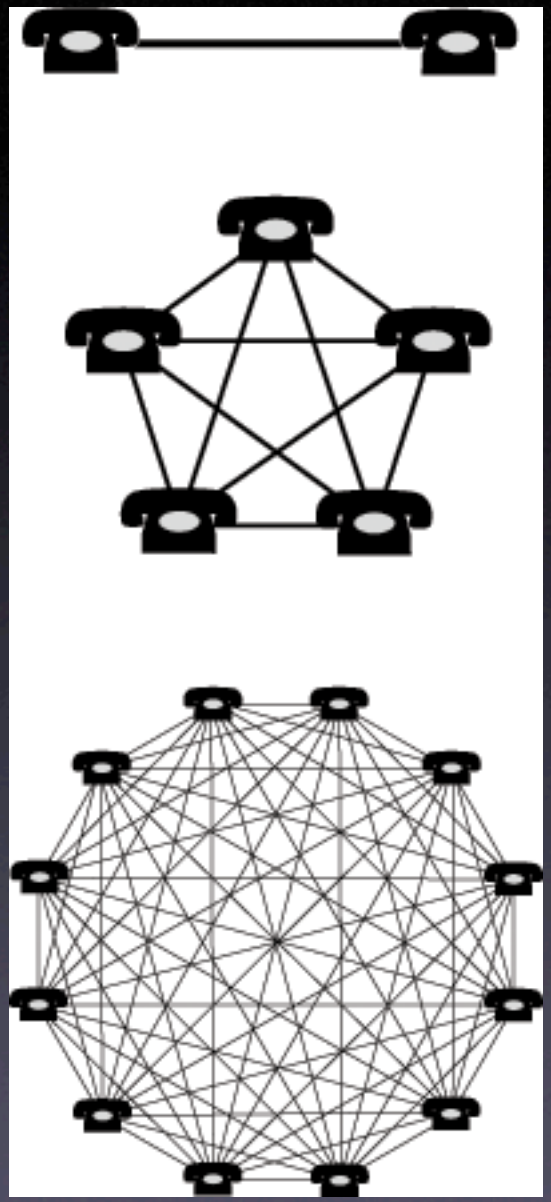
Community Help Boards

- About Me Pages
- Accounting Assistant & Record Keeping NEW!
- Auction Listings
- Bidding
- Buyer Central: Professional Buying NEW!
- Checkout
- eBay Sales Reports
- eBay Stores
- Escrow/Insurance
- Feedback
- Half.com NEW!
- International Trading
- Live Auctions
- Miscellaneous
- My eBay
- Packaging & Shipping
- PayPal

Category Specific Discussion Boards

- Animals
- Antiques
- Art & Artists
- Bears and Plush
- Book Readers
- Booksellers
- Business & Industrial
- Children's Clothing Boutique
- Clothing, Shoes & Accessories
- Coins & Paper Money
- Collectibles
- Comics
- Computers, Networking & I.T
- Cooks Nook
- Country/Rural Style NEW!
- Decorative & Holiday
- Disneyana

Network effects work in the opposite way for teams building software.

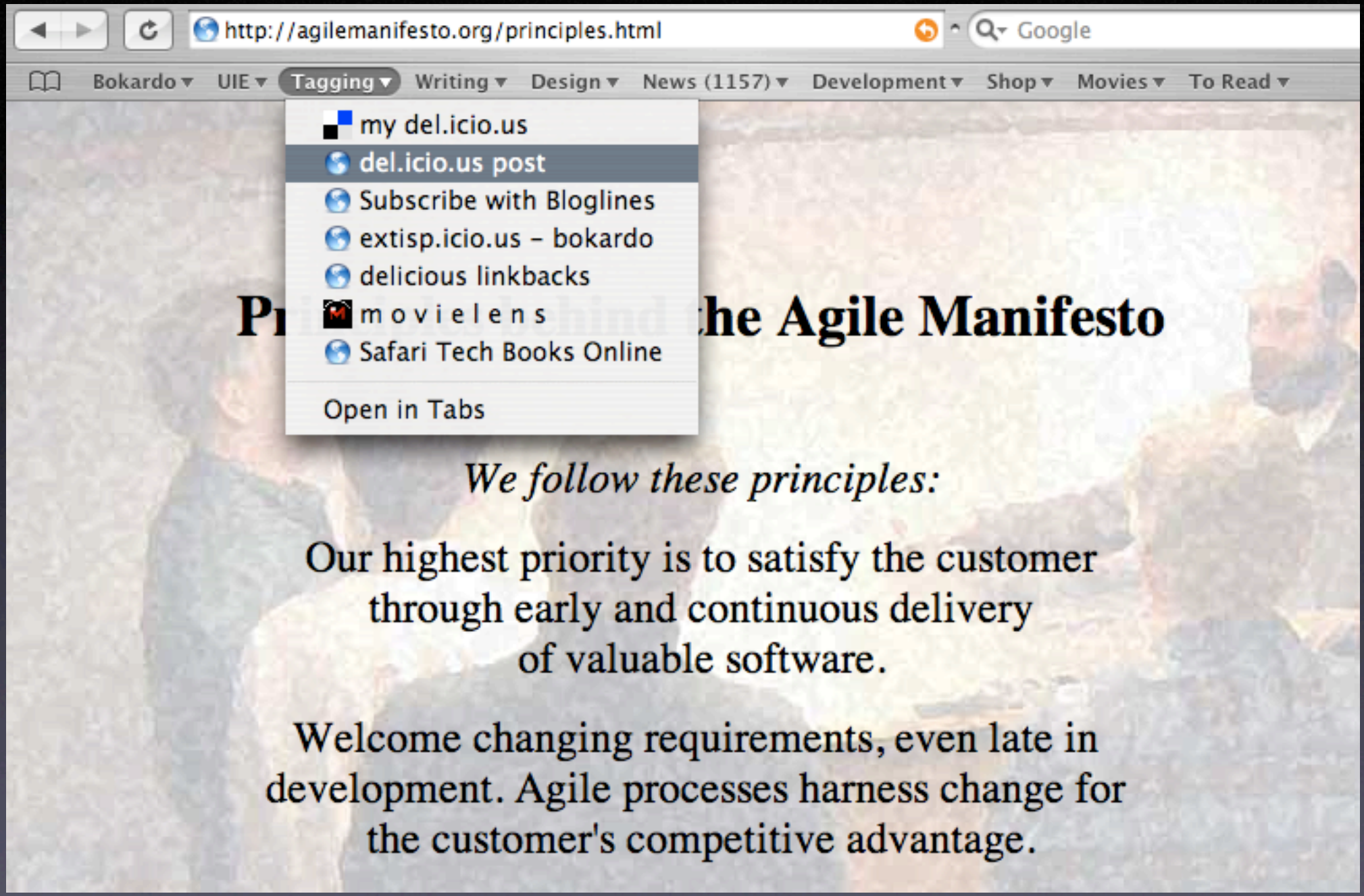


"Usability schmusability... where's the part where we talk about how this helps users kick ass?"

- Kathy Sierra

The Del.icio.us Lesson

- Personal value precedes network value
- People rarely do things for the "good of the network"
- Del.icio.us, though providing very cool tagging features, is mostly about a single person remembering items for later.


http://agilemanifesto.org/principles.html
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Subscribe with Bloglines
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movielens
Safari Tech Books Online
Open in Tabs
Pr
he Agile Manifesto
We follow these principles:
Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.
Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.

del.icio.us/bokardo
del.icio.us / bokardo /
by Joshua Porter
your bookmarks | inbox | for | post
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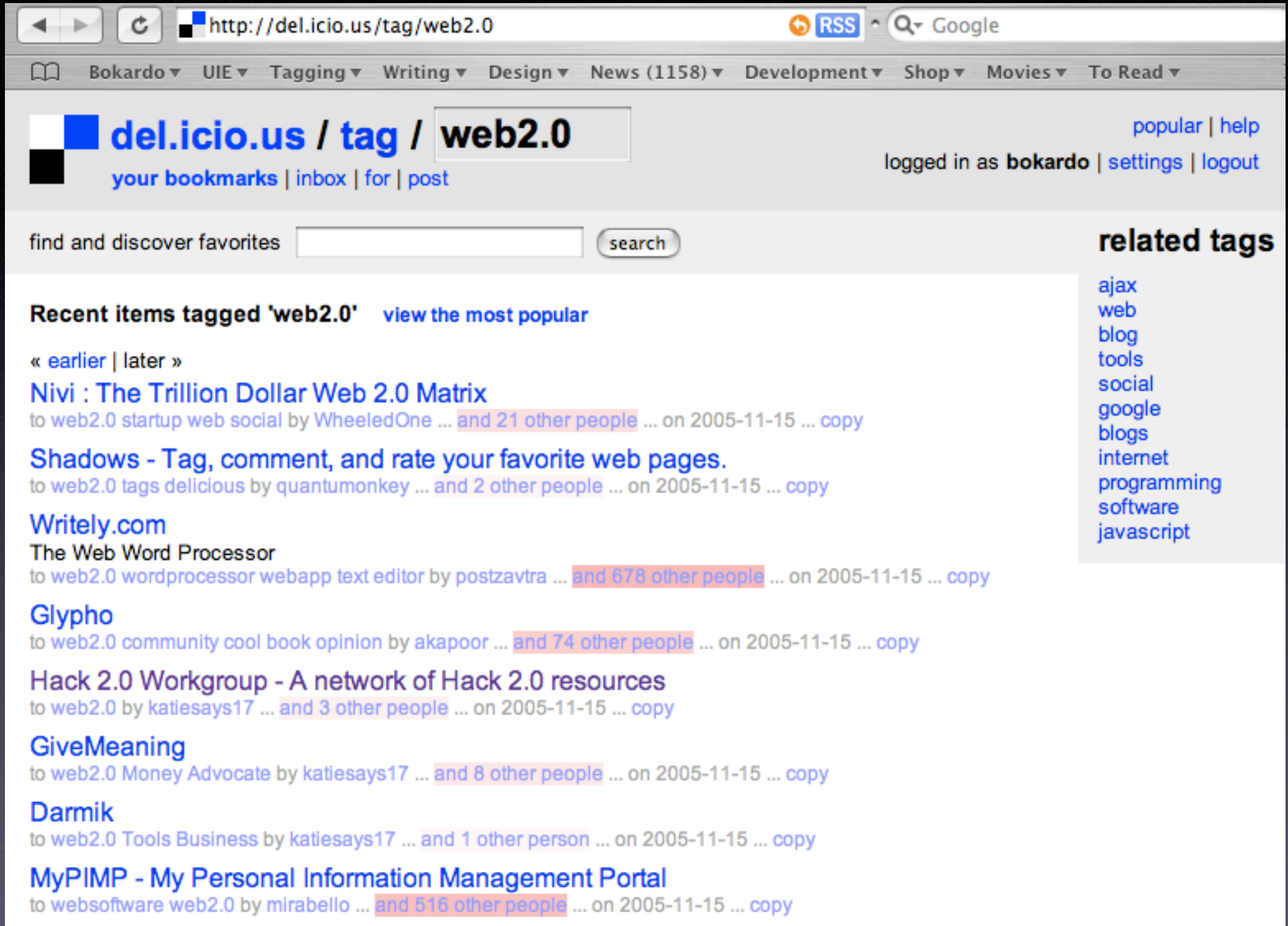
Your items tagged 'web2.0' (167) view recent 'web2.0' items view recommendations
« earlier | later » page 1 of 2
Principles behind the Agile Manifesto
to agile web2.0 ... and 17 other people ... on 2005-11-15 ... edit / delete
The Long Tail of a Black Hat
to search-engine-spammers long-tail web2.0 ... and 1 other person ... on 2005-11-14 ... edit / delete
XML.com: Implementing REST Web Services: Best Practices and Guidelines
to rest web2.0 web-services ... and 178 other people ... on 2005-11-14 ... edit / delete
Amazon Gets Patents on Consumer Reviews
to amazon reviews recommendations web2.0 ... and 10 other people ... on 2005-11-11 ... edit / delete
ACM: Ubiquity - Joseph Konstan on Human-Computer Interaction
to recommendations hci web2.0 ... and 8 other people ... on 2005-11-11 ... edit / delete
Beth's Blog: Joshua Schachter: Future of Tagging
to tagging del.icio.us folksonomy web2.0 ... and 34 other people ... on 2005-11-10 ... edit / delete
related tags
+ adam-bosworth + advertising + affiliate-programs + agile + ajax + amazon + annotation + api + apple + architecture + architecture-of-participation + atom + attention + auto-discovery + awszone + basecamp + blogging + blummy + bokardo + bookmarking + classic + collaborative-filtering + control + definition + del.icio.us + design + development + digg + ebay + economics + email + experience-design + flash + flickr + folksonomy + for:bokardo + for:ricmac + geocoding + gmail + godin + google + google-base + google-maps + hacker-innovation + hci + herbert-simon + history + how-to + ian-davis + innovators-dilemma + internet-archive + jotspot + killer-web-sites + long-tail + mechanical-turk + mediated-trust + microformats + mls + monetization + music + news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Recent items tagged 'web2.0'
view the most popular
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Nivi : The Trillion Dollar Web 2.0 Matrix
to web2.0 startup web social by WheeledOne ... and 21 other people ... on 2005-11-15 ... copy
Shadows - Tag, comment, and rate your favorite web pages.
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Hack 2.0 Workgroup - A network of Hack 2.0 resources
to web2.0 by katiesays17 ... and 3 other people ... on 2005-11-15 ... copy
GiveMeaning
to web2.0 Money Advocate by katiesays17 ... and 8 other people ... on 2005-11-15 ... copy
Darmik
to web2.0 Tools Business by katiesays17 ... and 1 other person ... on 2005-11-15 ... copy
MyPIMP - My Personal Information Management Portal
to websoftware web2.0 by mirabello ... and 516 other people ... on 2005-11-15 ... copy

"The accretion of tiny marvels can numb us to the arrival of the stupendous"

Kevin Kelly, "We Are the Web", Wired Magazine 13.08

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