





Stephen Anderson

[www.poetpainter.com](http://www.poetpainter.com)



Jeremy Johnson

[www.jeremyjohnsononline.com](http://www.jeremyjohnsononline.com)

**we're with**  
**geniant**

“All the features in the world won't matter if they aren't designed for the people who use them. geniant's User Experience Design team builds interfaces and interactions that simply work for - and delight - our customers.”

(as a side note... we're hiring)

Quick Recap! in 2005 we said...

## Learn:

- » CSS → Yep, now a given.
- » Ajax → Bigger than ever.
- » Flash → In some cases.

## Use:

- » Firefox → 158,088,525 Downloads and counting...
- » RSS → How many feeds do you have?
- » BitTorrent → Still going strong.



## Web 2.0 Company Checklist:

- ✓ Give us your email address, we'll let you know when it's ready!
- ✓ Public beta alpha
- ✓ Tags
- ✓ Feeds for everything
- ✓ Built with Rails
- ✓ Sprinkled with Ajax
- ✓ Yellow fade
- ✓ Blue gradients
- ✓ Big icons
- ✓ Big fonts
- ✓ Big input boxes
- ✓ REST API
- ✓ Google Maps mashup
- ✓ Share with a friend
- ✓ TypePad blog for a peek inside the team
- ✓ Feature screencasts
- ✓ Hackathons for new features
- ✓ Development wiki
- ✓ Business model optimized for the long tail
- ✓ It's Free!/AdSense revenue stream

*We'll make it even easier*



## Automatic Web 2.0 Company Creation!

<http://andrewwooldridge.com/myapps/webtwopointoh.html>

Your company name:

Gtitix

Your company product:

community micropayments via instant messaging

Your company name:

Delechnoent

Your company product:

tag-based textbooks via bittorrent

Your company name:

Infkohub

Your company product:

ad-supported wiki via maps api

(Yes, this is satire...)

Two good starting points:

## What Is Web 2.0

Design Patterns and Business Models for the Next Generation of Software

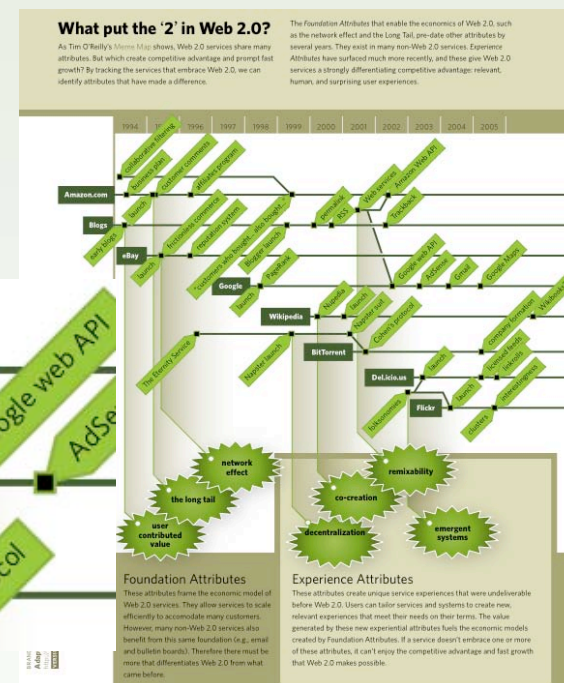
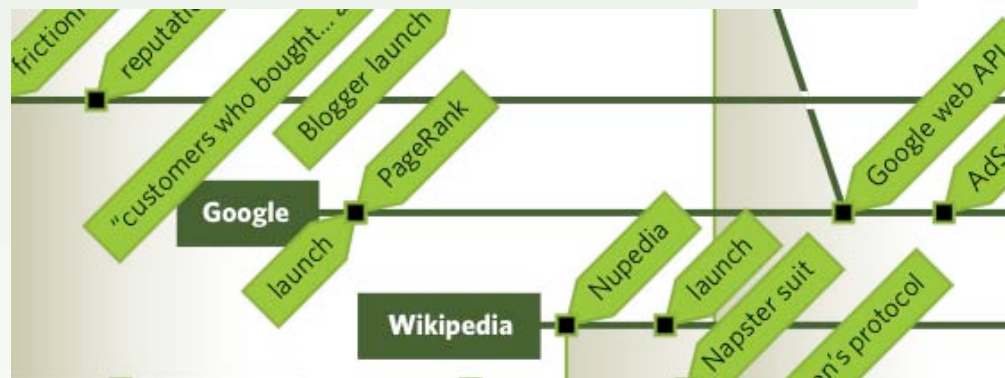


<http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>

## Experience Attributes:

Crucial DNA of Web 2.0

<http://adaptivepath.com/publications/essays/archives/000547.php>



## Web 1.0

DoubleClick  
Ofoto  
Akamai  
mp3.com  
Britannica Online  
personal websites  
evite  
domain name speculation  
page views  
screen scraping  
publishing  
content management systems  
directories (taxonomy)  
stickiness

## Web 2.0

Google AdSense  
Flickr  
BitTorrent  
Napster  
Wikipedia  
blogging  
upcoming.org and EVDB  
search engine optimization  
cost per click  
web services  
participation  
wikis  
tagging ("folksonomy")  
syndication



- Tim O'Reilly

<http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>

“Web 2.0 is the network as platform, spanning all connected devices; Web 2.0 applications are those that make the most of the intrinsic advantages of that platform: delivering software as a continually-updated service that gets better the more people use it, consuming and remixing data from multiple sources, including individual users, while providing their own data and services in a form that allows remixing by others, creating network effects through an "architecture of participation," and going beyond the page metaphor of Web 1.0 to deliver rich user experiences.””

- Tim O'Reilly

[http://radar.oreilly.com/archives/2005/10/web\\_20\\_compact\\_definition.html](http://radar.oreilly.com/archives/2005/10/web_20_compact_definition.html)

rich user experiences **remix culture / mashups**

sharing/openness

**“architecture of participation”**

standards

quick, iterative releases

long tail

**“Web as platform” (vs “place”)**

# **But wait...**

**How does this effect Enterprise  
Application Development?**



*CIO weighs in on what's important in intranets these days...*

## **Intranet Trends to Watch for in 2006**

Ecosystem concerns take a back seat to business processes and user needs in seven specific trends... As you look at these seven intranet trends for 2006, from wikis and blogs to the Ajax and User Experience trends, you'll notice that they are focused more sharply on meeting employee needs, responding to employee demands and finding innovative solutions to meet the evolving information sharing, knowledge management and collaboration needs of organizations.

- Shiv Singh

<http://www.cio.com/weighin/column.html?CID=15817>



## Social Computing: How Networks Erode Institutional Power, And What To Do About It

### **The generally accepted basic tenets of Social Computing are:**

- 1) Innovation is moving from a top-down to bottom-up model
- 2) Value is shifting from ownership to experiences
- 3) Power is moving from institutions to communities

"To thrive in an era of Social Computing, companies must abandon top-down management and communication tactics, weave communities into their products and services, use employees and partners as marketers, and become part of a living fabric of brand loyalists." Forrester

"To fully appreciate the value of social computing, companies have to let go of control. That means letting customers control the brand if you're a marketer, and it means enabling new enterprise tools that IT can't easily control to attract and support employees with high social computing needs. In many ways, this is the source of the great distress that I routinely hear from corporate managers."

- Forrester

[http://blogs.forrester.com/charleneli/2006/02/forresters\\_socia.html](http://blogs.forrester.com/charleneli/2006/02/forresters_socia.html)

## **Business Argument for “Outside In Focus”**

... from the business and finance side.... Two things in particular – we are running into limits to efficiency on the supply chain, and so firms are looking for other sources of shareholder value, and that firms that are perceived as innovators command a premium in the market.

- bplUSD

<http://www.bplUSD.org/2005/12/27/investing-in-design-article-in-stanfords-ambidextrous-mag/>

## Pull-Based Systems on the Web Are Altering the Traditional Enterprise



# **Your soooo web 2.0**

**Tools & web apps**



wikis, writely, campfire, rallypoint

The screenshot displays the Writely web interface. At the top, the logo "(beta) writely" is visible alongside navigation links for "New", "Upload", and "E-mail In". Below the header, there are tabs for "Active Documents", "Starred Documents", and "Tagged Documents". A list of documents is shown, including "Writely Technical Overview" by Sam. A chat window on the left shows a conversation between Jason Fried and Marcel Molina Jr. regarding a PDF document named "book\_textonly.pdf". A dialog box titled "Add collaborators?" is open, with the "NO" option selected. A blue overlay on the right side of the screen contains the text "1. Create 2. Organize 3. Share" and "Create web-based documents and share them with your team members." with icons representing document creation, organization, and sharing.

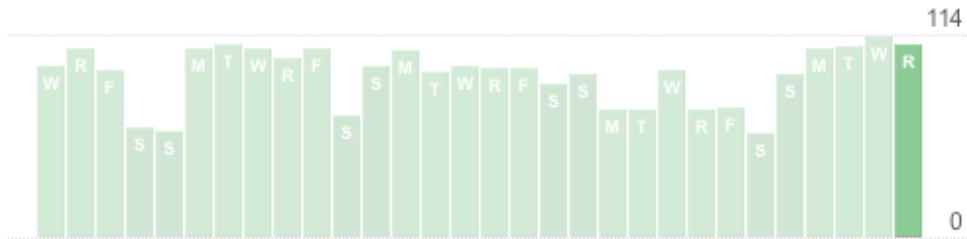
<http://www.emilychang.com/go/ehub/category/C29>

mint, measure map, feedburner



## Feed Stats Dashboard

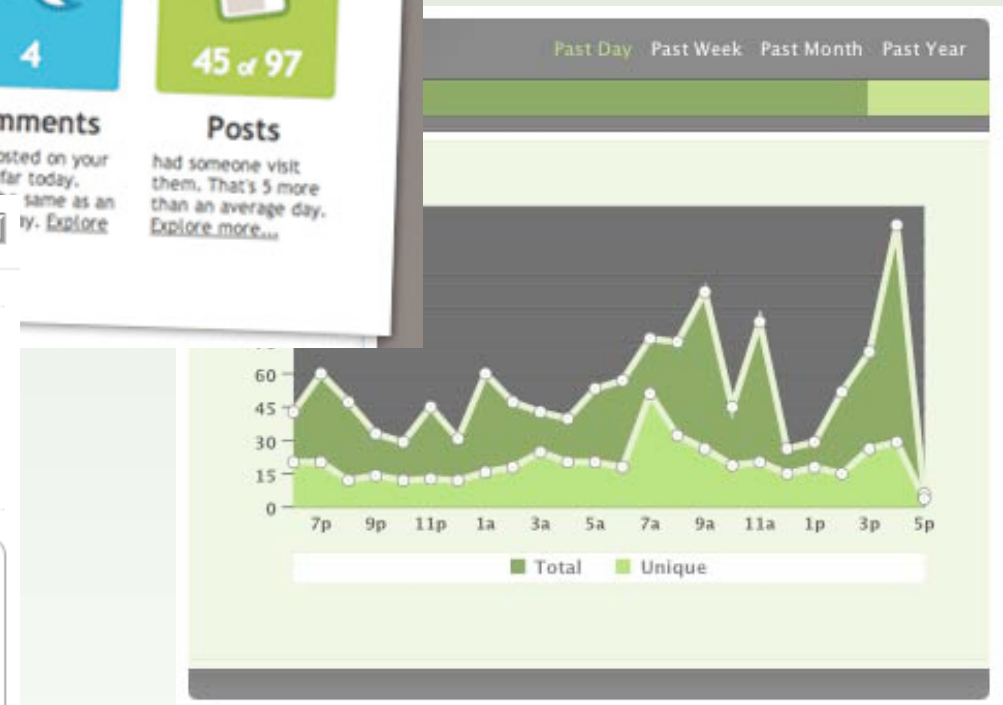
Show stats for



Thursday, March 30, 2006

♦ **110** subscribers

[See live subscriber information »](#)



<http://www.emilychang.com/go/ehub/category/C52>

flickr, del.icio.us, myspace, youtube



▼ tags ad advertising ajax analytics apple art article articles austin backgrounds better blog blogger blogs branding calendar code coder collections company conference content copyfight corporate CSS culture dallas deals design designer domain employee enterprise firm flash flickr fonts free funny furniture games goodinterface google googlemaps gui gux gvd hardware history howto ia icons im ipod katrina links lists location MAC magazine met mobile movie music news nokia patterns photography photos plugin political product promotion psp resources rss seo shopping showcase social software starwars sxsw tagging Texas themes tintin tools toys travel tshirts typography ui usability ux video videogames viral VOIP web web2.0 wordpress work YAW2.0App

<http://www.emilychang.com/go/ehub/category/C38>

# An explosion of new tools!

Social Ranking (aka Peer Production News)

digg, newsvine, shadows



The screenshot shows the Digg homepage with a navigation bar at the top containing 'digg', 'login', 'register', 'about digg', and a search box. Below the navigation bar are several promotional banners for products like 'Free 60GB Video iPod', 'Free iPod for you', 'Apple iPod', and 'Apple iPod Mini Sale'. The main content area is titled 'latest front page stories' and features a list of four stories, each with a digg count, title, author, and submission time. The stories are: 'That Strange Falling Sensation' (34 diggs), 'Apple try to ban bloggers!' (147 diggs), 'Gum That Makes Brushing Obsolete' (272 diggs), and 'Easy RSS Integration' (132 diggs). To the right of the stories are sections for 'Get Digging' with links for 'Digg for Stories', 'Submit a New Story', and 'Digg Spy'; 'What's Digg?' explaining the site's non-hierarchical editorial control; and 'Browse by Category' with a grid of category links.

The screenshot shows the Newsvine website with a green header and navigation bar. The header includes 'newsvine.com /', 'technology', 'Tags', 'GO', and 'Region:'. Below the header is a 'CONVERSATION TRACKER' and a 'Keep Track of What's New with Newsvine Watchlists.' banner. The navigation bar lists various news categories: 'Top News', 'World', 'U.S.', 'Sports', 'Politics', 'Tech', 'Entertainment', 'Science', 'Business', 'Health', 'Odd News', 'Log In', and 'Register'. Below the navigation bar is a 'TOP TAGS' section with links for 'INTERNET', 'APPLE', 'TECH', 'WEB', 'MAC', 'NEWSVINE', 'GOOGLE', 'LINUX', 'OPEN-SOURCE', and 'APRIL-FOOLS'. The main content area is titled 'WATCH TECHNOLOGY' and features a 'Welcome' message, a featured article 'Even Cell Phone Users Annoyed by Them' with a photo of a man on a cell phone, and a 'Top Wire' section with a list of news items. Below the featured article is a 'Sort News:' section with 'Ranked' and 'Raw' options. To the right of the featured article is a 'Top Seeds' section with a list of news items and a 'Featured Writers' section with a link to 'Blake Helms: Apple turns 30. Did they'.

<http://web2.0awards.org/>

30 Boxes, remember the milk, kiko, gmail, backpack

The image shows a screenshot of a web-based calendar interface. At the top, there is a navigation bar with a 'Refresh' button, a central message 'This is a sample calendar. Login or sign up to create yours!', and 'Sign Up | Login' links. Below this is a search bar with the text 'Add a new event here...' and an 'Add' button. A secondary search bar contains the example text 'example hair cut tomorrow 4-5pm' and a 'detailed entry' link. The main calendar grid shows dates from Sunday 19 to Saturday 25. Events are listed for various days, including 'Mom & Dad's Anniver' on Monday 20, 'James: Lunch with Matt' on Tuesday 21, 'James: Party at Sean and D' on Friday 24, and 'Party at Teresa's Hous' on Saturday 25. A 'Meeting with Sunil' event is highlighted in yellow on Friday 31. The month 'APRIL' is visible on the right side of the calendar. At the bottom, there is a 'Change Theme' button and the year '2006'. Three logos are overlaid on the calendar: the Gmail logo on the left, the 'remember the milk' logo in the center, and the '30 BETA' logo at the top left of the calendar interface.

<http://www.emilychang.com/go/ehub/category/C26>  
<http://www.emilychang.com/go/ehub/category/C31>  
<http://web2.0awards.org/>

# An explosion of new tools!

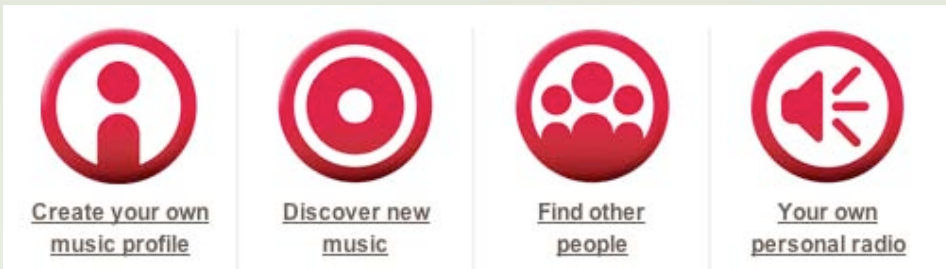
Communication tools

Meebo, YackPack, slawesome



<http://web2.0awards.org/>

last.fm, pandora, musicstrands

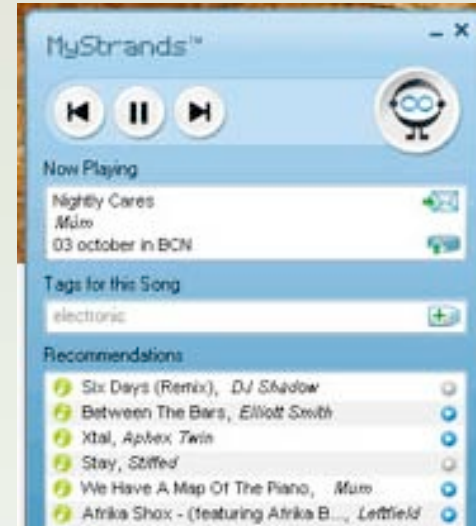


★ 1	Beastie Boys	71
★ 2	DJ Shadow	35
★ 3	Saint Etienne	12
★ 3	The Beatnuts	12
★ 5	Sigur Rós	9
★ 5	dj BC	9
★ 7	Danger Mouse & Jemini	8
★ 8	Basement Jaxx	6
★ 9	Propellerheads	5
★ 9	Money Mark	5
★ 9	Gorillaz	5



## musicstrands

BETA



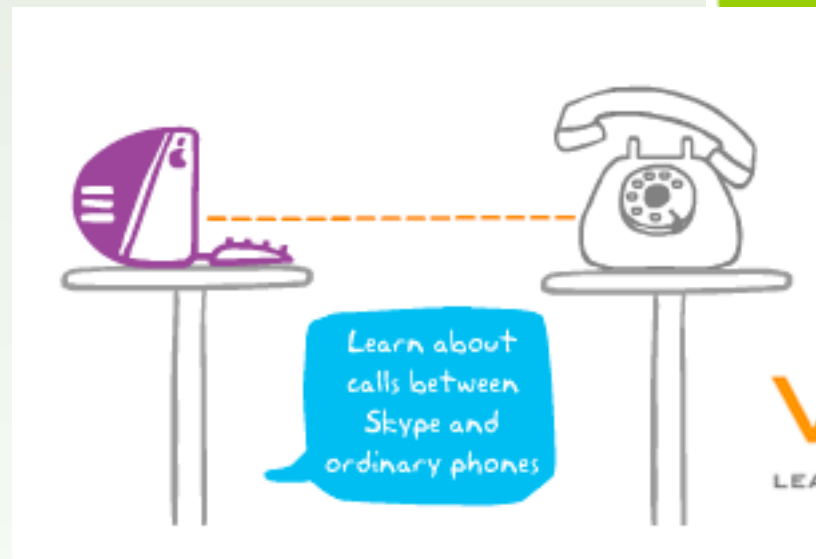
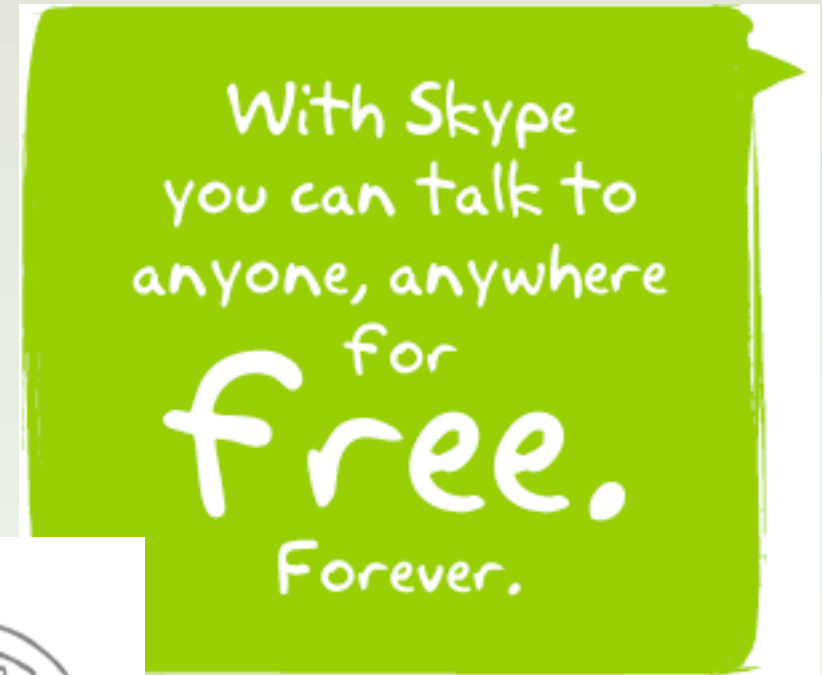
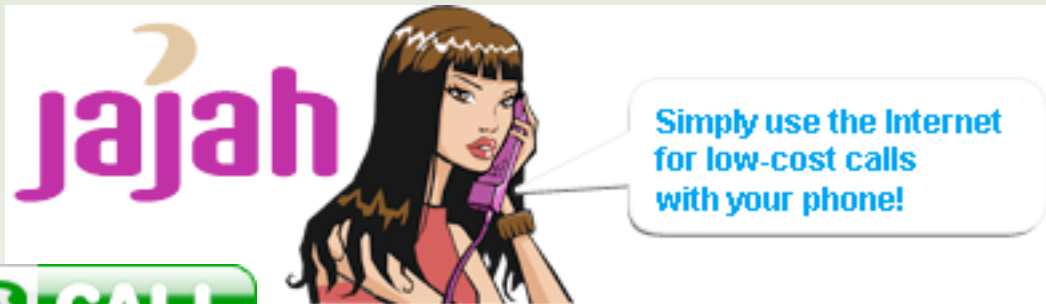
“Can you help me discover more music that I'll like?”

<http://web2.0awards.org/>

# An explosion of new tools!

Voice Over IP (or VOIP)

Skype, Jajah, Vonage



<http://andyabramson.blogs.com/voipwatch/>

## Flock, Songbird

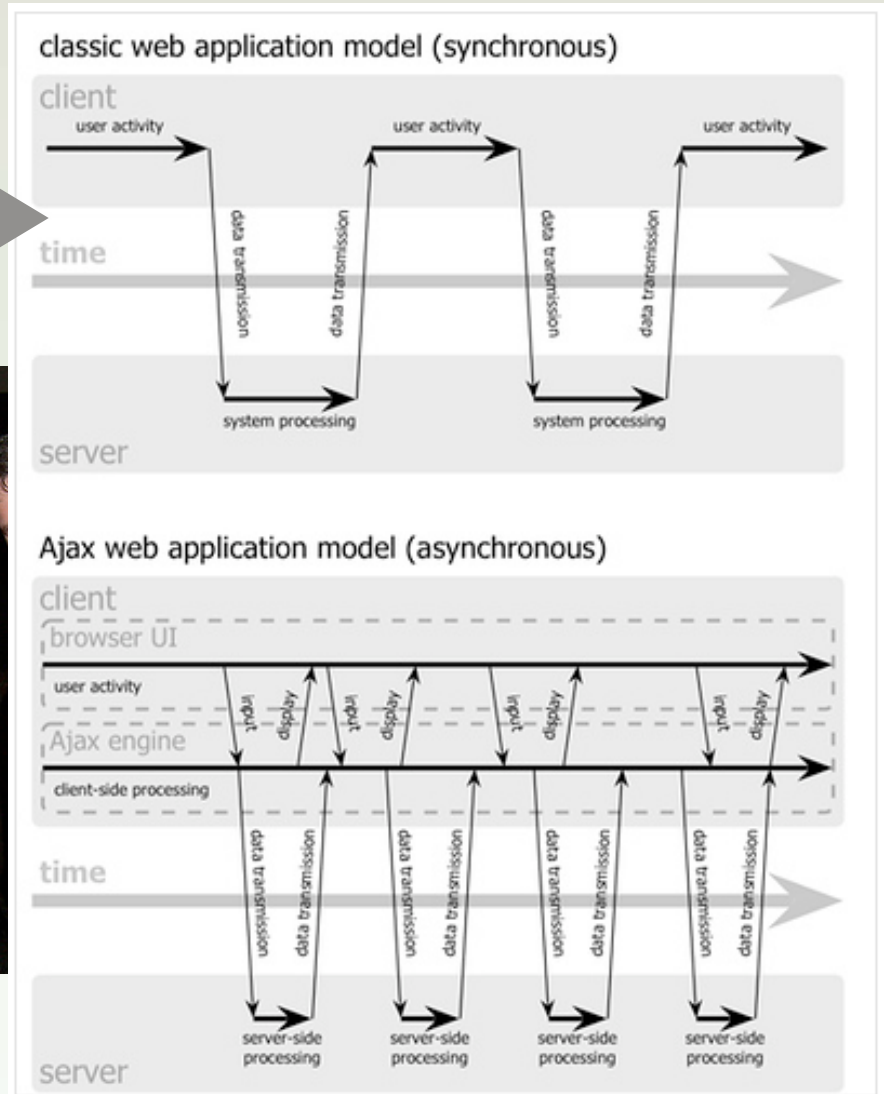


# **Ajax, not for cleaning**

## **The Technology**



*Jesse James Garrett is the Director of User Experience Strategy and a founder of Adaptive Path. He is the author of the widely-referenced book The Elements of User Experience.*



<http://adaptivepath.com/publications/essays/archives/000385.php>

<http://en.wikipedia.org/wiki/AJAX>

“The intent is to make web pages to feel more responsive by exchanging small amounts of data with the server behind the scenes, so that the entire Web page does not have to be reloaded each time the user makes a change. This is meant to increase the Web page's interactivity, speed, and usability.”

- Wikipedia

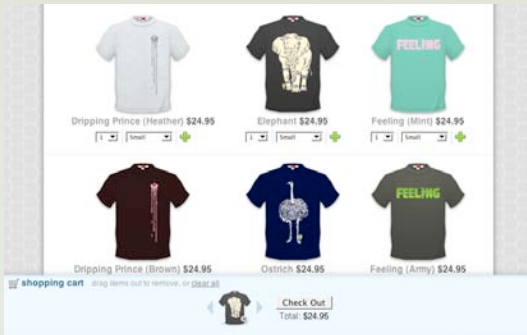
<http://en.wikipedia.org/wiki/AJAX>

## Pros:

- » Interactivity - More responsive user interfaces.
- » Portability - Available on most JavaScript platforms.
- » Ease of Use - Makes the web more like an application.

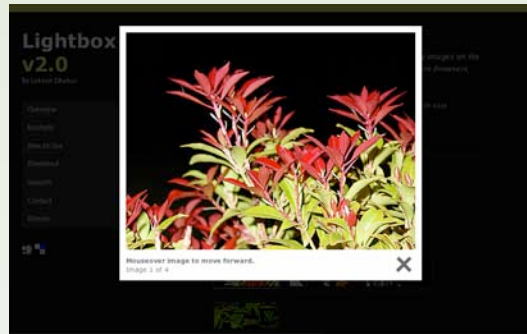
## Cons:

- » Usability criticisms - Are you ready for a new way to interact with the web?
- » JavaScript - How will it work if JavaScript is disabled? (11%)
- » Accessibility - How will it work on a screen reader?



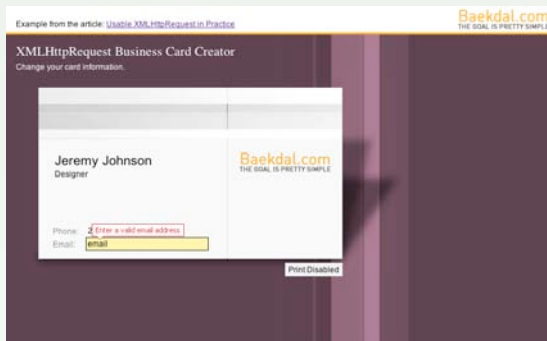
drag & drop, interaction, instant feedback

<http://www.panic.com/goods/>



animation, innovative ui

<http://www.huddletogether.com/projects/lightbox2/>



instant feedback & validation

<http://www.baekdal.com/x/xmlhttprequest/>

You may already be using "ajax" technologies: gmail, basecamp, google maps, del.icio.us, flickr, etc...

**Tag, your it!**

**Tagging your life**

# Tagging

My del.icio.us



del.icio.us / stephenpa /

popular | help

your bookmarks | inbox | links for you | post


logged in as **jeremyjohnson** | settings | logout

All stephenpa's items (599)  search

« earlier | later » page 1 of 60

welcome ARCHIVE save this  
to experienceDesign ideas trends everywhere ... saved by 1 other person ...  
on april 3

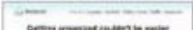
75 Helpful Web Design Resources - Cameron Olthuis   
 ARCHIVE save this  
to reference links visual ... saved by 1185 other people ... on april 3

 Vitally Friedman's Notebook: 25 Best Free Quality Fonts  
 ARCHIVE save this  
to Free fonts ... saved by 356 other people ... on april 3

Jason Santa Maria | Short Run ARCHIVE save this  
to bizCards creativity ... saved by 13 other people ... on april 3

Chris Baum - User eXperience Blog: Adapt or Die   
ARCHIVE save this  
to enterprise less ... on april 3

McGee's Musings ARCHIVE save this  
to book readingList ... saved by 28 other people ... on march 31

 Backpack Forum / using Excel for creating tables

tags 2006 37signals accessibility  
activities advertising aggregator agile  
ajax analysts animation antique apple  
art astrolabe audio b2b basics bestof  
bizCards blink blogs book books brand  
branding browser buildout Business  
businessModel buzzwords calendar  
camera CarnegieMellon cartoon change  
Christianity cityGuides classification  
CoCreatingValue coding color  
communication community conferences  
consistency coupons creativity CSS  
culture CURIOUS customer\_research  
customers decision definitions  
deliverables descriptions design  
designer DesignManagement  
designPrinciples designStore  
designThinking desktop details  
directory documentary dom ecommerce  
email enterprise everywhere Example  
exercise experienceDesign  
experimental facets flesharing firefox  
flash flickr folksonomy fonts forms Free  
fun game games gifts go goo google  
gtd guitar hbr hci hierarchy homepage  
humor IA icons ideas identity ie7  
ikea im infodesign infoGraphic  
innovation instruments interface  
interview iPod Jakob javascript  
jewelry jobs language legos less  
lifehacks lifestyleapps links location  
logo longTail management  
mapping marketing mashups math  
mentalModels messenger methods  
microsoft mobile model movie  
movies mp3 networking news Norman  
notes Office onlinestorage ontology  
openSource oreilly organization

## Hot tags

### In the last 24 hours

[april102006](#), [lamarcha](#), [lovepark](#), [day18](#), [april10metblogs](#), [immigrationrally](#)  
[immigrationprotest](#), [april10](#), [flickrettes](#), [sisepuede](#), [canoneos300d](#), [immigrationreform](#), [immigrantrights](#), [immigration](#), [marcha](#),  
[canoneos20d](#), [immigrants](#), [immigrant](#), [notting](#), [photoaday](#)

### Over the last week

[palsunday](#), [sisepuede](#), [blogak](#), [april92006](#), [april102006](#), [april82006](#)  
[alternativepressexpo](#), [lamarcha](#), [april10](#), [immigrationrally](#), [dogwoodfestival](#), [colorweek](#), [bootcamp](#), [osdctw](#), [kalledaphotoproject](#),  
[immigrationprotest](#), [salonedelmobile](#), [brunel200](#), [fuorisalone](#), [parallels](#)

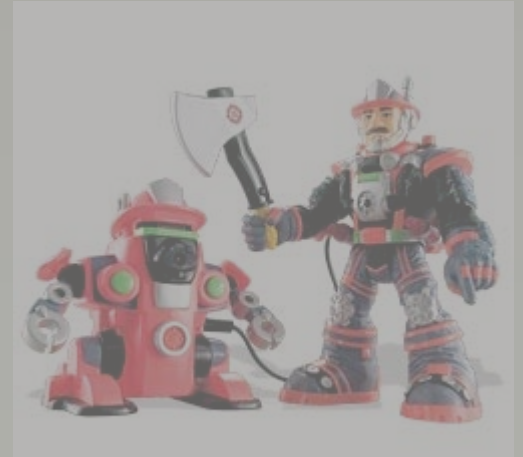
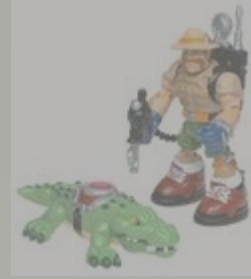
## All time most popular tags

[africa](#) [amsterdam](#) [animal](#) [animals](#) [architecture](#) [art](#) [austin](#) [australia](#) [autumn](#) [baby](#)  
[barcelona](#) [beach](#) [berlin](#) [birthday](#) [black](#) [blackandwhite](#) [blue](#) [boston](#) [building](#) [bw](#)  
[california](#) [cameraphone](#) [camping](#) [canada](#) [canon](#) [car](#) [cat](#) [cats](#) [chicago](#)  
[china](#) [christmas](#) [church](#) [city](#) [clouds](#) [color](#) [concert](#) [day](#) [dc](#) [december](#) [dog](#) [dogs](#)  
[england](#) [europe](#) [fall](#) [family](#) [festival](#) [florida](#) [flower](#) [flowers](#) [food](#) [france](#)  
[friends](#) [fun](#) [garden](#) [geotagged](#) [germany](#) [girl](#) [graffiti](#) [green](#) [halloween](#) [hawaii](#)  
[hiking](#) [holiday](#) [home](#) [honeymoon](#) [hongkong](#) [house](#) [india](#) [ireland](#) [island](#) [italy](#) [japan](#) [july](#)  
[kids](#) [lake](#) [landscape](#) [light](#) [london](#) [losangeles](#) [macro](#) [march](#) [me](#) [mexico](#) [moblog](#)











"Rescue Heroes"



"Spider Man"



"Heroes"

"Animals"



"Super Heroes"



"Peter Pan"



**“The old way creates a tree.  
The new way rakes leaves together.”**

*- David Weinberger*

**“...and you know what happens to  
leaves when they fall from the tree?  
They ROT!**

*- Peter Morville*

**So, what's the fuss all about?**

**(short answer, tags are messy)**

They are an amazing tool for trendspotting and for revealing desire lines. And as personal bookmark tools, they're not bad for keeping found things found. But when it comes to findability their inability to handle equivalence, hierarchy, and other semantic relationships causes them to fail miserably at any significant scale. If forced to choose between the old and new, I'll take the ancient tree of knowledge over the transient leaves of popularity any day."

**-Peter Morville**

## What's the fuss all about?

- » Too many different implementations:  
[http://37signals.com/svn/archives2/tag\\_formats\\_cant\\_we\\_all\\_just\\_get\\_along.php](http://37signals.com/svn/archives2/tag_formats_cant_we_all_just_get_along.php)
- » While perfect for saving information, not good for findability or re-findability
- » Inherent language problems
  - » Are tags verbs ("to Read") or descriptive nouns ("javascript") or categories "Books" or opinions ("lame") or relationships ("seen live") or ...?
  - » "Cat or "Cats"
  - » "Jobs" / "Apple" (Jobs at Apple computers or Steve Jobs?)
- » Don't communicate structure or relationship
- » Tagging your own info is easy / tagging for others is hard
- » Is this for augmentation (ebay keywords "NWOT") or co-creation ("wikipedia")?
- » Etc.

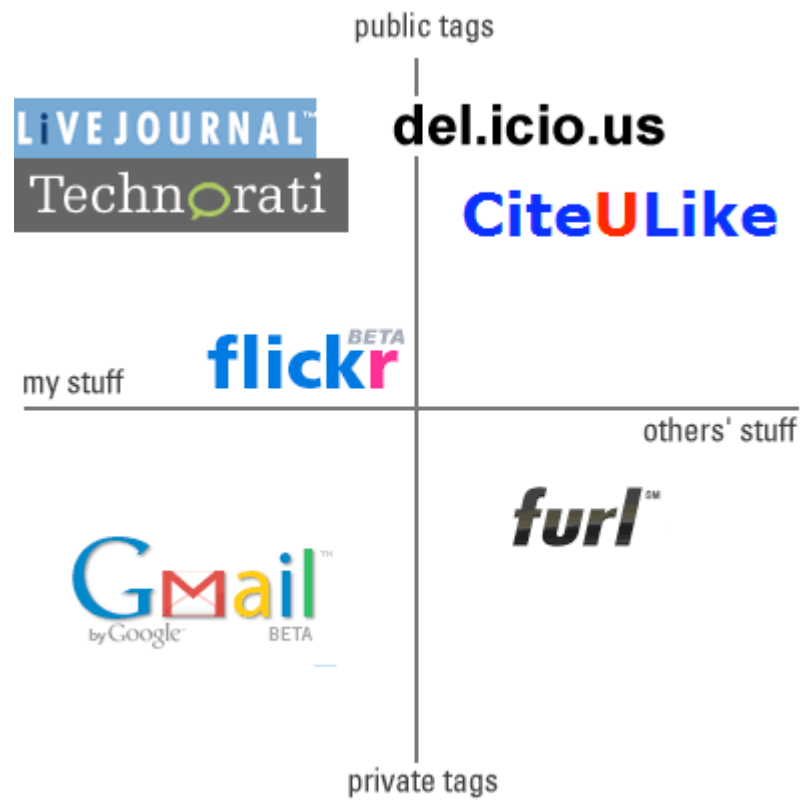
**But on the other hand...**

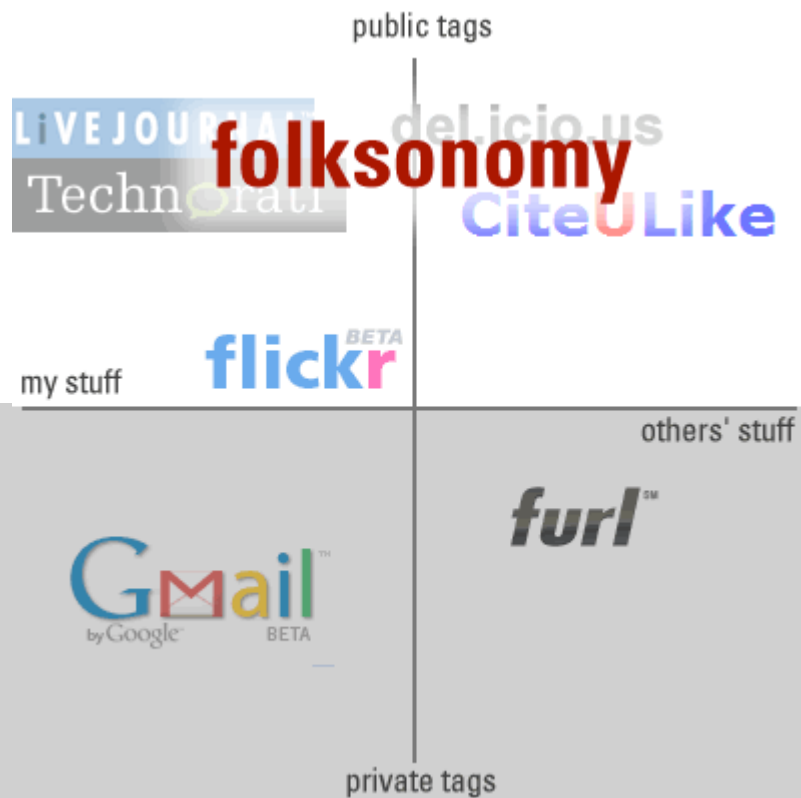
- » Gets around the 'where should I file this' problem (for personal use)
- » Value in emergent (common) vocabulary
- » Refines/Bridges language differences
- » "Wisdom of Crowds"
- » etc.

Ready to learn more?

Good people to read:

- » Peter Morville
- » Clay Shirky
- » Gene Smith
- » Rashmi Sinhad
- » Danah Boyd
- » Thomas Vander Wal (coined term “folksonomy”)
- » **(And the links you find off of their blogs)**





**YOU matter**

**Living in a social web**



*April 3, 2006 issue of Newsweek*

What makes the Web alive is, quite simply, us. Our presence, most often conducted at the speed of broadband, is constant and mandatory. Thanks to our activity, the Web has replaced phone books, and is in the process of replacing phones. It's the place that answers our questions in four tenths of a second and ships us funny clips that mix the "Back to the Future" guys with the "Brokeback Mountain" soundtrack. It's the main news source for the non-arthritic population, and a megaphone for those who make their own media. As we keep offloading our activities to the Web and adding previously unmanageable or unthinkable new pursuits, it's fair to say that our everyday existence is a network effect.

## Flickr, del.icio.us, youtube, facebook, myspace:

- » Sole purpose is to facilitate **your** content (words, photos, music, etc...)
- » They have no "product"
- » They are only valuable with **YOU**
- » Recommend and promote sharing (If you're looking for privacy, go somewhere else!)



- » Flickr & del.icio.us bought by Yahoo
- » myspace sold for 580m to News Corp.





- » **You** make the designs
- » **You** comment on the designs
- » **You** decide what designs they print
- » **You** tell other people to visit the site to vote for your design
- » **You** submit photos wearing the shirts
- » **You** tell all your friends to go to [threadless.com](http://threadless.com)



**MY CUSTOM DESIGN**  
CREATE, & BUY YOUR OWN MODEL!

Now you can create, build and buy any model you can imagine with LEGO Digital Designer! Simply download the free software, start building, and you can purchase your own custom model today!

**Start Now**

**SEE WHAT OTHERS HAVE BUILT**  
Here are some of the other custom LEGO Factory Models that other builders have created. If you see something you like, click "Check Price" to purchase. Or, visit the gallery for more inspiration.

**Blue Tornado 15...** **Check Price**

**Endor Wild Cat** **Check Price**

**SEA E...** **Check Price**

For more models,



## Create, Share, Buy

"...it's a brilliant move. Customers get to make whatever they want, and LEGO gets to transform its army of users into a massive product design team – 30,000 kits have been uploaded so far."

*Wired*  
4 Jan 2006



Rob McLees, a 3-D artist for Bungie Studios, built a version of the Warthog ATV from Halo 2.

<http://www.legofactory.com>

How about **co-creating** a shoe with **Nike**?  
How about **co-creating** a phone with **Nokia**?  
How about **co-creating** a computer with **Apple**?  
How about **co-creating** a car with **Ford**?



Nokia 888



"the Homer"

[http://www.yankodesign.com/product\\_info.php?products\\_id=512](http://www.yankodesign.com/product_info.php?products_id=512)

# **The Real World**

**Web 2.0**

Agile Software Development

“Getting Real”

Agile Design

Adaptive

Scrum

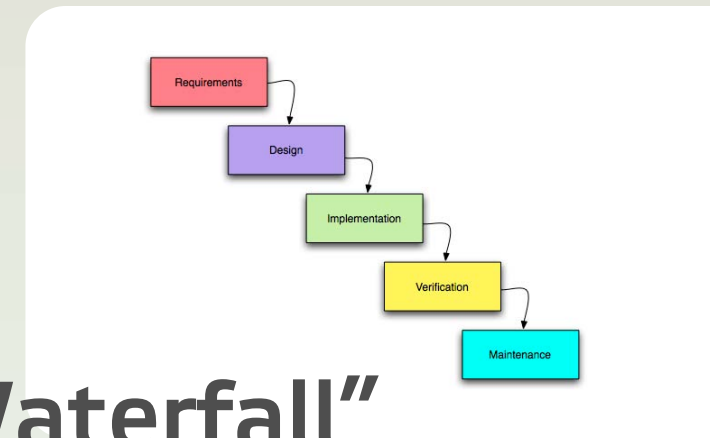
Cowboy Coding

Iterative Development

Rapid Prototyping

Extreme Programming

Predictive



<http://www.waterfall2006.com/>

**“Product roadmaps are dangerous.”**

**“Don’t write a functional specifications document.”**

**“Meetings are toxic.”**

**“Design the interface first.”**

## *What is Getting Real?*

Want to build a successful web app? Then it's time to Get Real. Getting Real is a smaller, faster, better way to build software.

Getting Real is about skipping all the stuff that *represents* real (charts, graphs, boxes, arrows, schematics, wireframes, etc.) and *actually building the real thing*.

Getting real is less. Less mass, less software, less features, less paperwork, less of everything that's not essential (and most of what you think is essential actually isn't).

Getting Real is staying small and being agile.

Getting Real starts with the interface, the real screens that people are going to use. It begins with what the customer actually experiences and builds backwards from there. This lets you get the interface right before you get the software wrong.

Getting Real is about iterations and lowering the cost of change. Getting Real is all about launching, tweaking, and constantly improving which makes it a perfect approach for web-based software.

Getting Real delivers just what customers need and eliminates anything they don't.

### **The benefits of Getting Real**

Getting Real delivers better results because it forces you to deal with the actual problems you're trying to solve instead of your ideas about those problems. It forces you to deal with reality.

“Want to build a successful web app? Then it's time to Get Real.

Getting Real is a smaller, faster, better way to build software.”

<https://gettingreal.37signals.com/>

# **User Interface Design**

## **Trends & Patterns**

# User Interface Design Trends & Patterns

Old and busted - 1 click, & a page load



**New Releases**

[The Squid and the Whale](#)

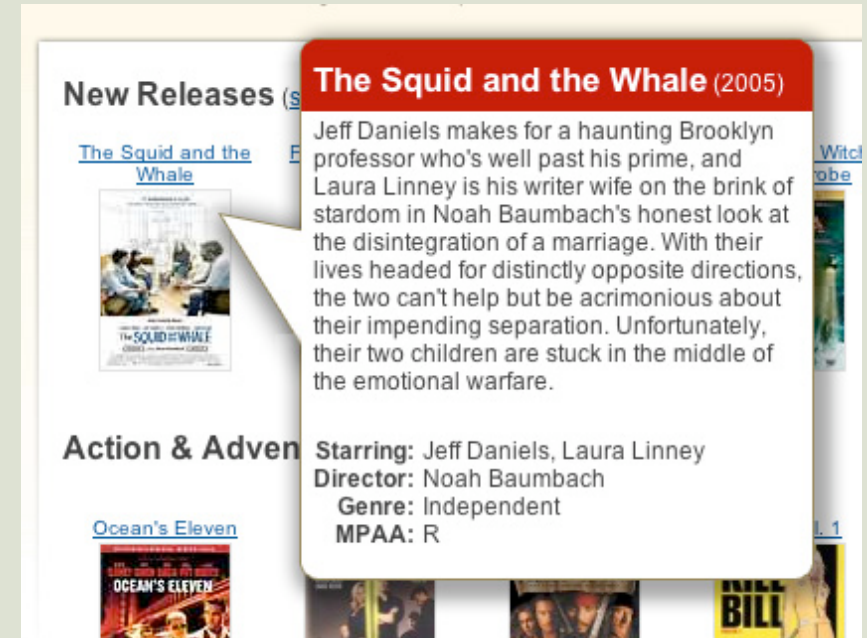
**The Squid and the Whale (2005)**

Jeff Daniels makes for a haunting Brooklyn professor who's well past his prime, and Laura Linney is his writer wife on the brink of stardom in Noah Baumbach's honest look at the disintegration of a marriage. With their lives headed for distinctly opposite directions, the two can't help but be acrimonious about their impending separation. Unfortunately, their two children are stuck in the middle of the emotional warfare.

**Starring:** Jeff Daniels, Laura Linney ...  
**Director:** Noah Baumbach  
**Genre:** Independent  
**Format:** Widescreen ...  
**Language:** English  
**Subtitles:** English  
**Awards:** Independent Spirit Awards Nominee ...

**R** For strong sexual content, graphic dialogue and language

The new hotness - 0 clicks



**New Releases**

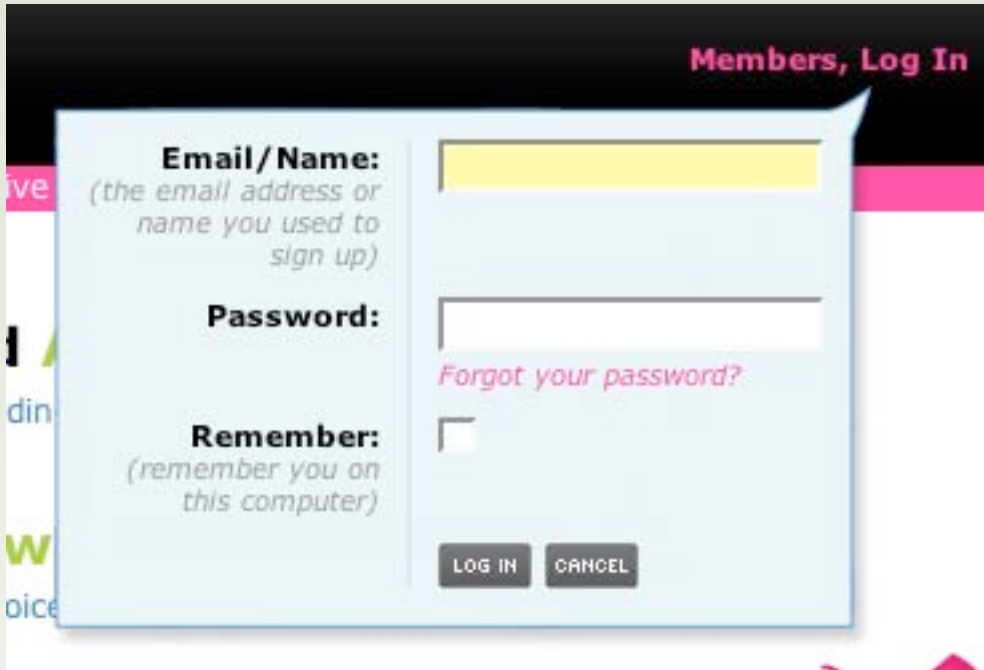
[The Squid and the Whale](#)

**The Squid and the Whale (2005)**

Jeff Daniels makes for a haunting Brooklyn professor who's well past his prime, and Laura Linney is his writer wife on the brink of stardom in Noah Baumbach's honest look at the disintegration of a marriage. With their lives headed for distinctly opposite directions, the two can't help but be acrimonious about their impending separation. Unfortunately, their two children are stuck in the middle of the emotional warfare.

**Starring:** Jeff Daniels, Laura Linney  
**Director:** Noah Baumbach  
**Genre:** Independent  
**MPAA:** R

<http://www.netflix.com/BrowseSelection?Inkctr=nmhbs>



- » Engage the user at the point of interest
- » Reduce clutter on the page
- » Give specific previews as to what will happen if the user clicks
- » Provide a lighter way to zoom in on things with little effort

## Stories

[Reuters](#) | [AFP](#) | [USATODAY.com](#) | [CSMonitor.com](#) | [NPR](#) | [My Sources](#)

[Use GOP Leaders Scuttle Budget-Cut Vote](#) AP - 42 minutes ago

[Chicago Gets Worked Up Over Foie Gras](#) AP - 5 minutes ago

[Prevalence of H1N1](#)

- [Iraqis Seek No](#)
- [Vincent Pastor](#)

[» All Top Stories](#)

[MORE TOP NEWS](#)



CHICAGO - In the city once known as the world's slaughterhouse, restaurants, politicians and animal rights activists are worked up over a goose liver delicacy.

Not enough?

When an open source car tries to reinvent mobility



## Most Popular



<http://looksgoodworkswell.blogspot.com/2005/11/musings-on-mouse-hover.html>

## People Search

(See also: [Departmental Directory Search](#))

Jeremy Joh

9 matches found

Randal Jeremy Johnson, (608) 238-9268, [rjohnson2@wisc.edu](mailto:rjohnson2@wisc.edu)

[More information »](#)

Jeremy John Wilz, (608) 617-2420, [wilz@wisc.edu](mailto:wilz@wisc.edu) · [More information »](#)

[More information »](#)

Jeremy James Johnson, (608) 827-0047, [jjjohnson6@wisc.edu](mailto:jjjohnson6@wisc.edu)

[More information »](#)

Jeremy John Bartels, [jjbartels@wisc.edu](mailto:jjbartels@wisc.edu) · [More information »](#)

Jeremy John Rietveld, (920) 202-1312, [jjrietveld@wisc.edu](mailto:jjrietveld@wisc.edu) ·

[More information »](#)

The screenshot shows a search interface with a 'Quicksearch' dropdown menu. The dropdown is open, showing a list of suggestions for the text 'Dall' entered in the 'City:' field. The suggestions include 'Dallas, NC, US', 'Dallas, OR, US', 'Dallas, TX, US' (highlighted), 'Dallas Aquarium, TX, US', 'Dallas Arboretum, TX, US', 'Dallas Botanical Garden, TX, US', 'Dallas City Hall Building, TX, US', 'Dallas Convention Center, TX, US', 'Dallas Cowboys NFL', 'Dallas Farmer's Market', 'Dallas Firefighters', 'Dallas Market Center', 'Dallas Mavericks NFL', 'Dallas Museum of Art', 'Dallas NAS, TX, US', 'Dallas Stars NHL, TX, US', 'Dallas Zoo, TX, US', and 'Dallas/Ft. Worth International Airport'. Below the dropdown, there is a 'To:' field with the text 'Jer' and a list of search results. The results include 'George Manjeri', 'Harold Manjeri', 'Jerald Olson', 'Jeremy Ravi', 'Jeremy Valentin', 'Jerome Umberto' (highlighted), 'Jerrie Kiki', and 'Jerrie Krzysztof'. Each result includes a name and an email address ending in '.fake'.

cannon-squaredcircle2

cannon-squaredcircle2



ADD NOTE



SEND TO GROUP



ADD TO SET



BLOG THIS



ALL SIZES

ROTATE



DELETE



Click to edit



Tunnel View

View

Map

Delete



Bridalveil Falls Day Hike

Notes

a title Posted 8 Aug

a bod Notes

Edit

a title Posted 8 Aug

a body

Good UI and UX

R

Good UI and UX

ok

cancel

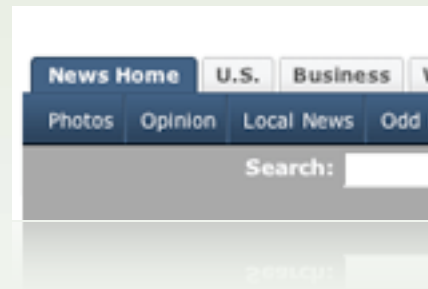
Resources

<http://looksgoodworkswell.blogspot.com/2005/11/musings-on-mouse-hover.html>

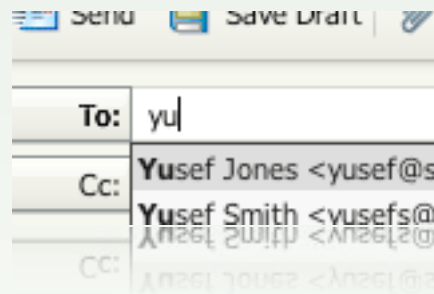
A pattern describes an optimal solution to a common problem within a specific context.



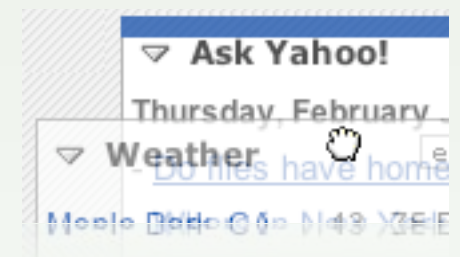
Ratings



Tabs



Auto-Complete



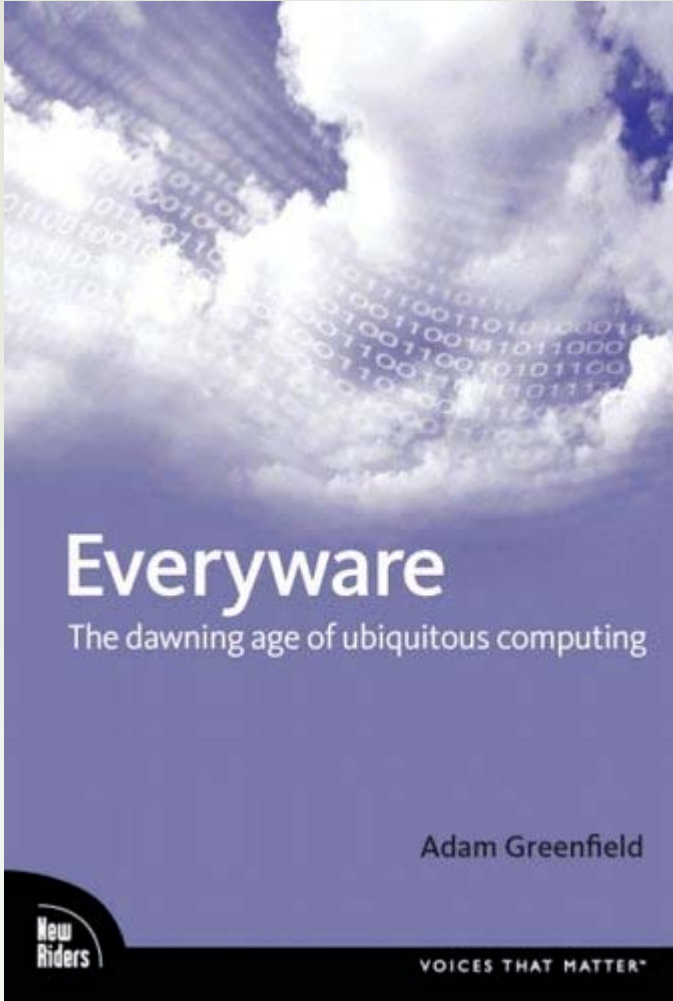
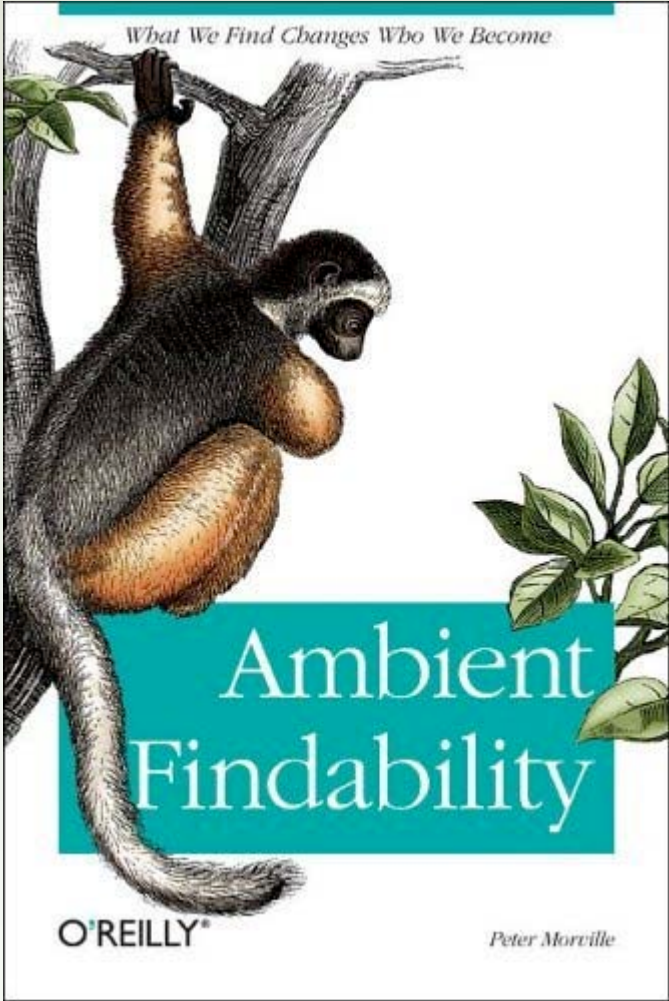
Drag & Drop

(but remember, just because there's a pattern in place doesn't mean you shouldn't **innovate**)

<http://com2.devnet.scd.yahoo.com/ypatterns/>

**Computers are everywhere  
and nowhere**

# Ubiquitous Computing / Everyware



“It will be hard for any interaction designer to read Adam Greenfield's *Everyware: The Dawning Age of Ubiquitous Computing* without feeling like the work we're doing now is rearranging the deck chairs on the Titanic.”

“Everyware” is computing that is everywhere around us, yet is relatively hard to see, both literally and figuratively. Broadly speaking, it is what you get when you take the information processing we associate with the personal computer and distribute it throughout the environment — embedding it in walls, floors, appliances, lampposts, even clothing. I also use the word to refer to the relatively novel interface conventions everyware requires: gestural, tangible and haptic interfaces, and to some extent, voice recognition.

- Adam Greenfield

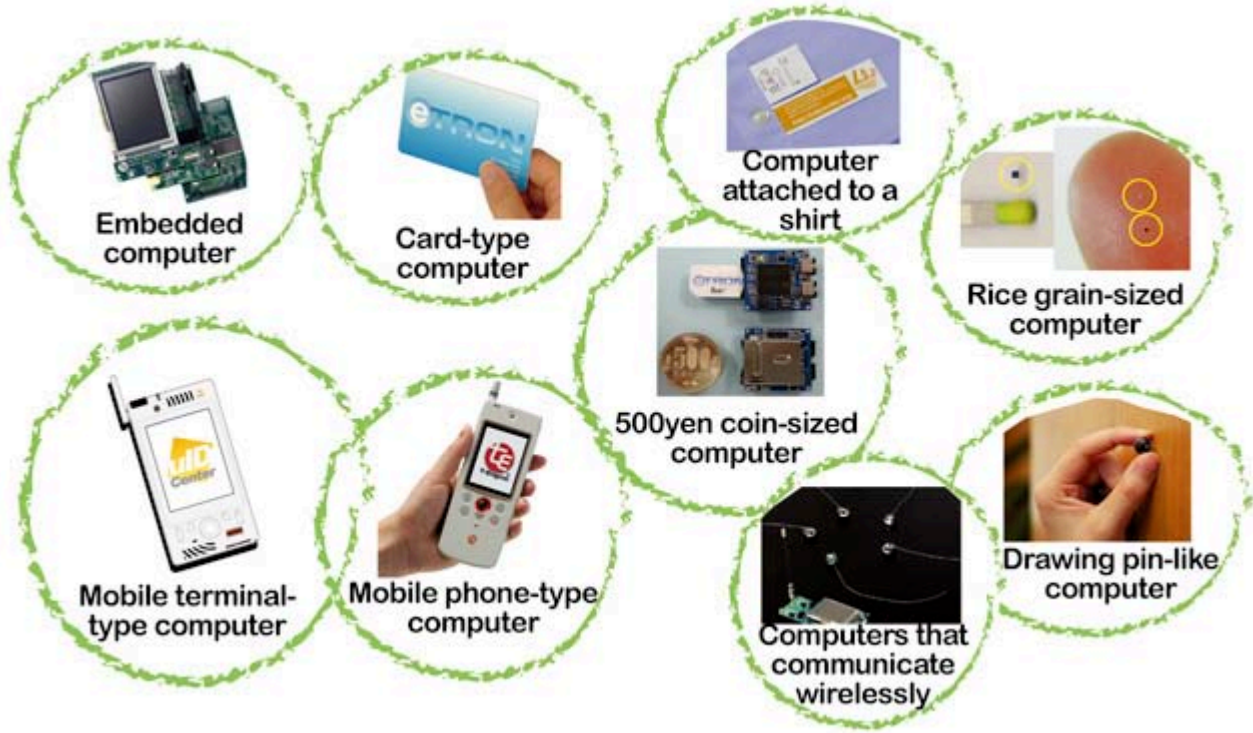
“It seems like a paradox but it will soon become reality: The rate at which computers disappear will be matched by the rate at which information technology will increasingly permeate our environment and determine our lives.”

# Ubiquitous Computing / Everyware



The Minority Report - Ext. Wall City Sight  
Flowing Walkways

# Ubiquitous Computing / Everyware



# **Designing for experiences**

**Online & Offline**

**PROFITS 1ST QTR  
RESULTS FOR 900  
COMPANIES**

**BOOK EXCERPT  
THE NEW RATIONAL  
EXUBERANCE**

**INVESTING  
FINDING THE BEST  
ONLINE BROKERS**

The McGraw-Hill Companies

# BusinessWeek

MAY 17, 2004

www.businessweek.com

## THE POWER OF DESIGN



A tiny firm called **IDEO** redefined good design by creating experiences, not just products. Now it's changing the way companies innovate.

BY BRUCE NUSSBAUM

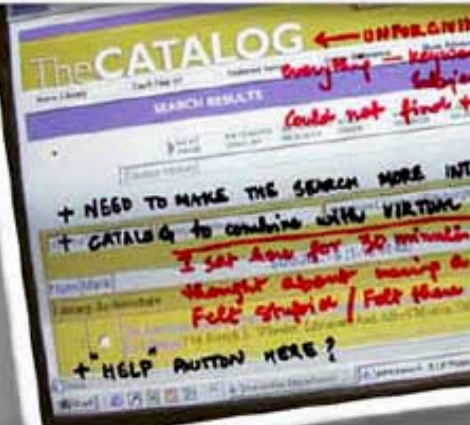
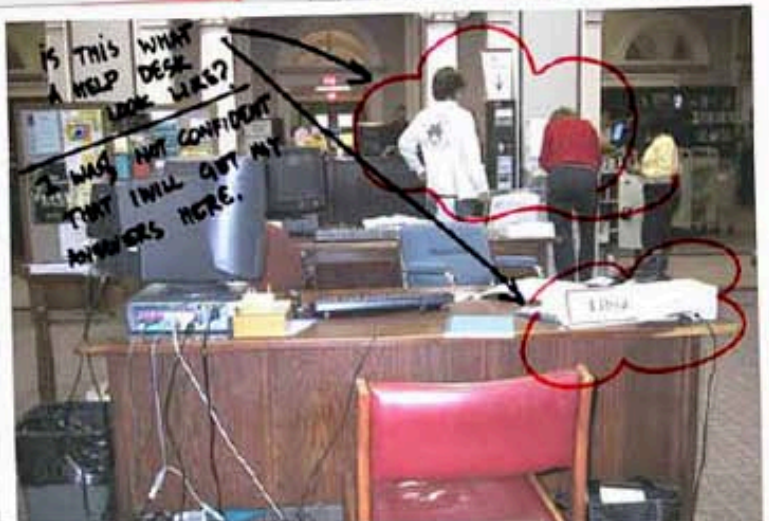
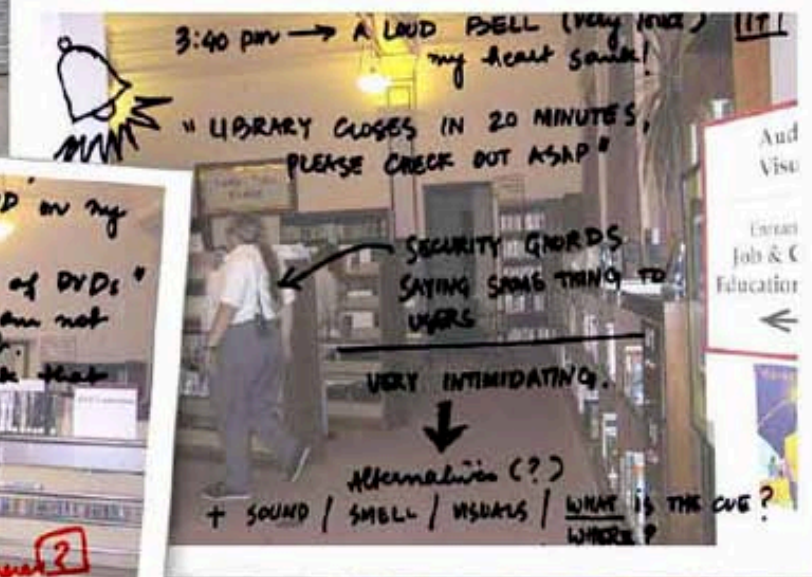
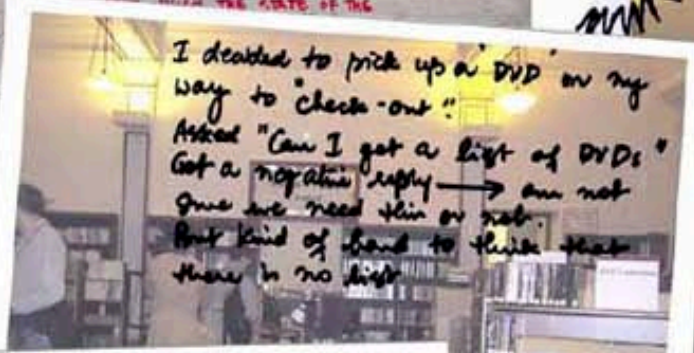
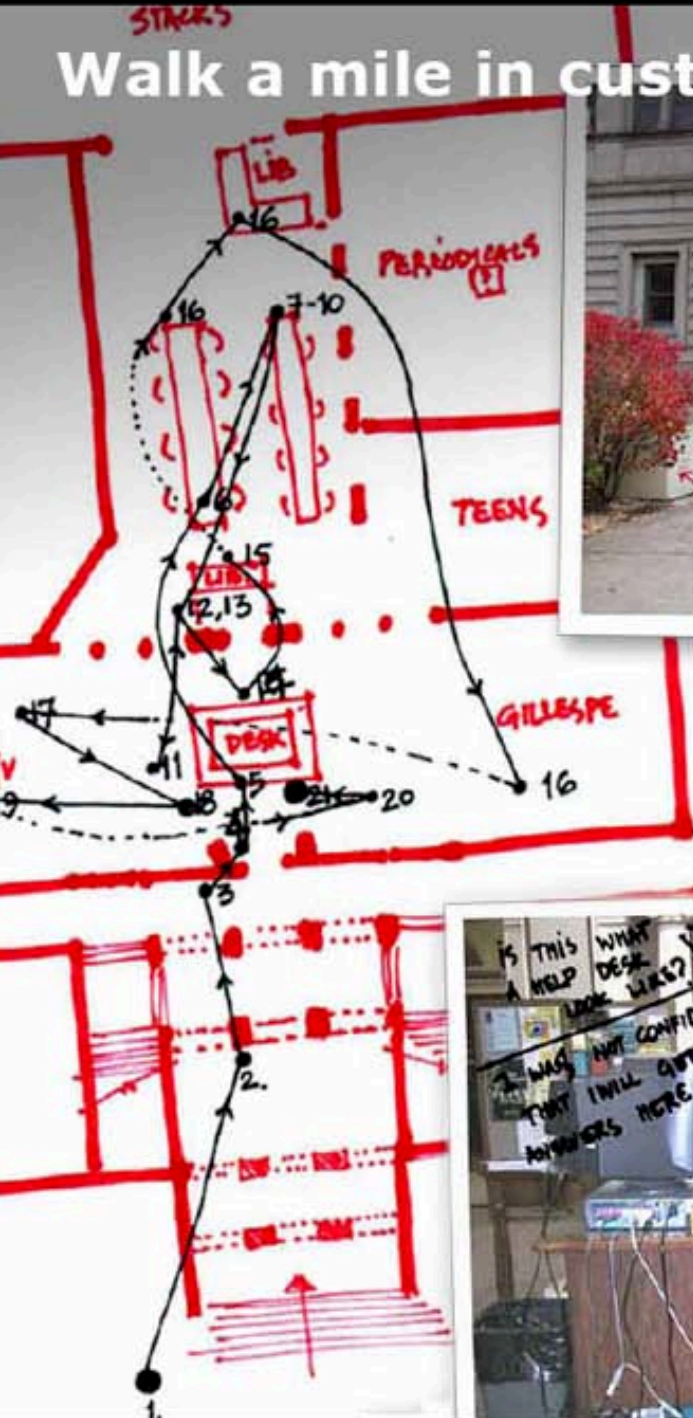


CEO Tim Brown (left)  
Founder David Kelley

COVER PHOTOGRAPHY  
BY THOMAS ARCHERD

“Experience design is an approach to the design of products, services and environments based on a holistic consideration of the users' experience. Experience design is therefore driven by consideration of the 'moments' of engagement between people and brands, and the memories these moments create.”

# Walk a mile in customers' shoes



follow a single, dominant pattern, or are they rather heterogeneous? A rich new data source, as illustrated in Figure 1, now allows us to examine these and other important behavioral questions.

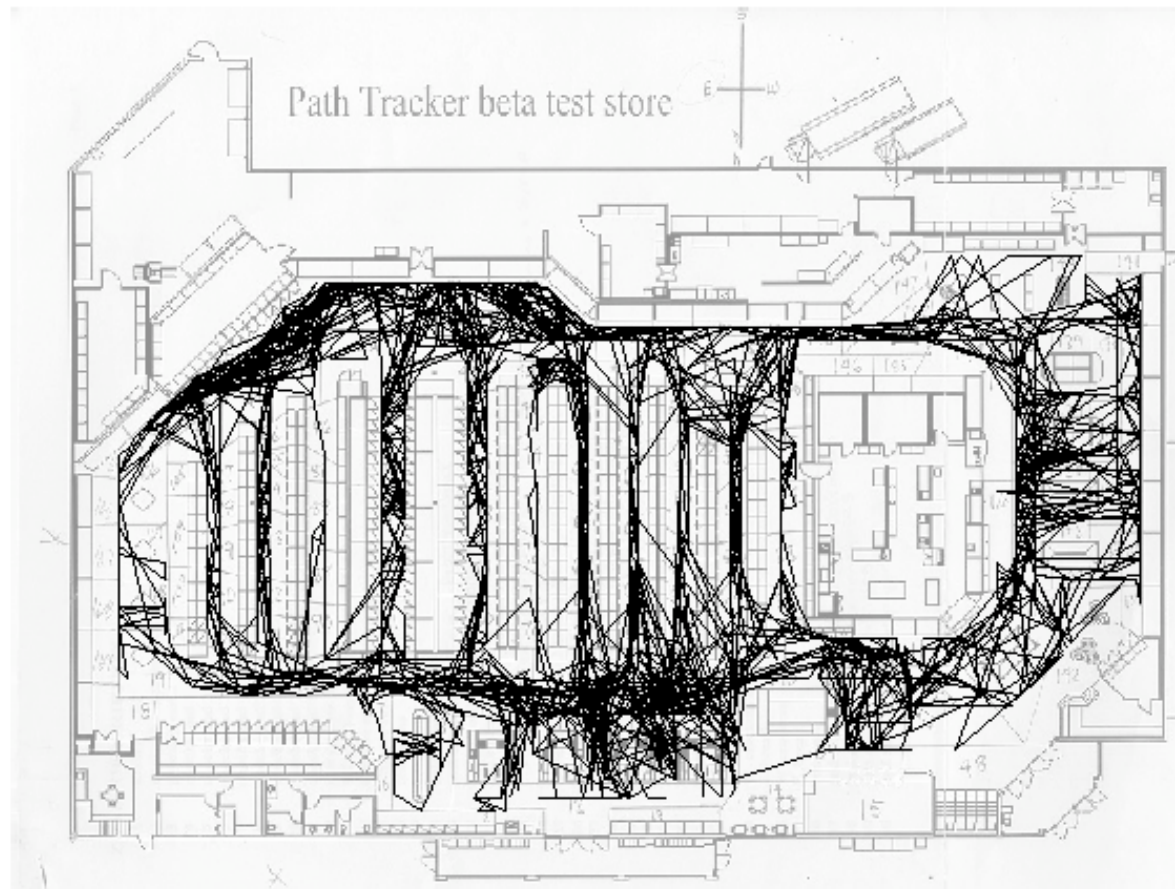


FIGURE 1: PathTracker® data from 20 random customers

- 3 -



No, Figure 1 does not represent the random scribbles of a kindergartener. It is a subset

## “Cross-Interface Architecture”

All kinds of information-laden interactions take place through "interfaces" that have nothing to do with a computer. For example, a customer of The Home Depot might check product availability or costs on a Web site, visit a retail store to investigate a product in person, chat with a salesperson, and use a self-checkout machine to purchase the product. In this case, the customer has interacted with four distinct types of interfaces: web, retail (physical), human, and machine.

Today, when we think about designing, say, a new MRI system, we don't just think about designing the product, we think about designing the whole radiology suite. Design in the next 10 years will move beyond the product. It will move beyond workflow. Hospitals in the future... will have different ways of interacting with the patient. We have to think about setting the course for how design can affect the whole health-care experience.

-Bruce Nussbaum (from The Empathy Economy)

“It’s not about the tools, it’s about what the tool allows you to do.”

-Kathy Sierra

[http://headrush.typepad.com/creating\\_passionate\\_users/](http://headrush.typepad.com/creating_passionate_users/)

“How do people think? Technology should map onto that.”

-Rashmi Sinha

<http://www.rashmisinha.com/>

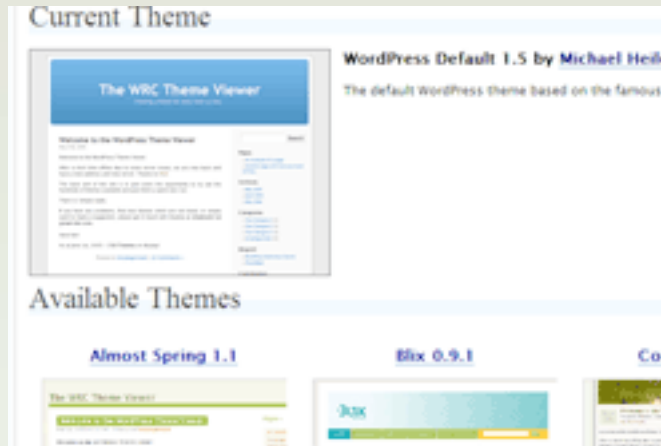
# Opening Up

**Open Source, Mash-ups, APIs Oh My!**

Open Source, Mash-ups, APIs,  
Barcamp, Remixing, Sampling,  
Creative Commons



## Blog CMS



## Phone Systems



## Software



## Web Frameworks



## Apple's OSX



## Web Design



## Cars



## Why Release an API?

- » Promotes your technology and products
- » Lets others do the creative legwork for new ideas

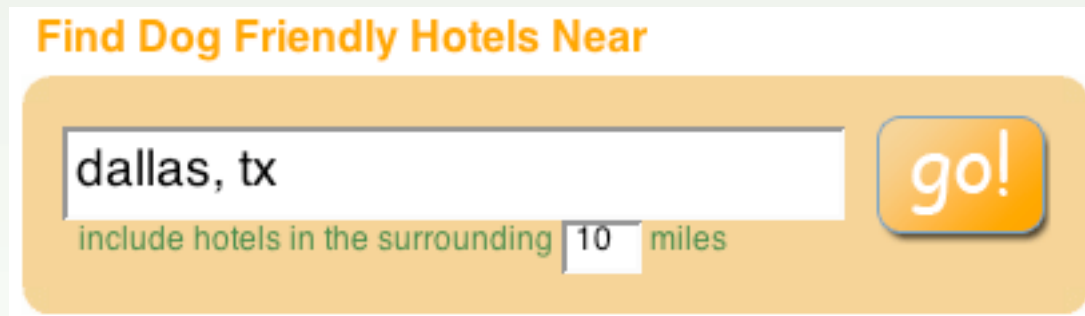
## Mash-ups:

- » Combine existing data from many different APIs (Amazon, Yahoo, Google)
- » Require minimal technical knowledge to create
- » Develop new, creative, unattended uses of: Maps, Photos, Search, Shopping, etc...

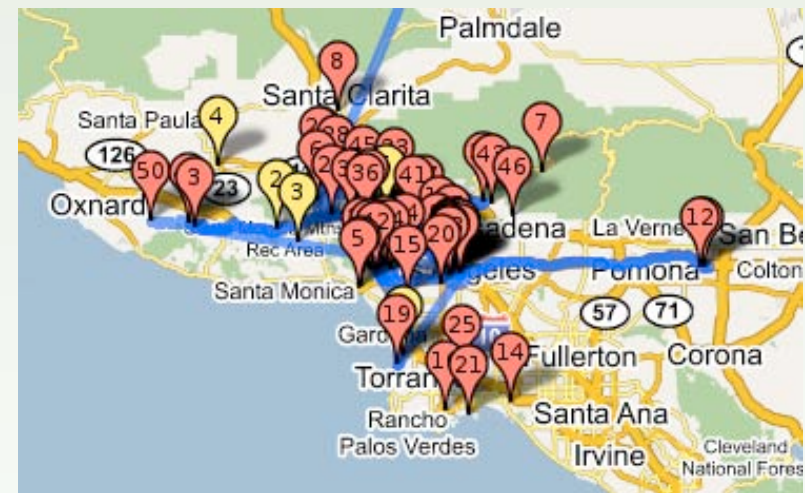
Flickr API



Google Maps API



Google Maps API (JackTracker)



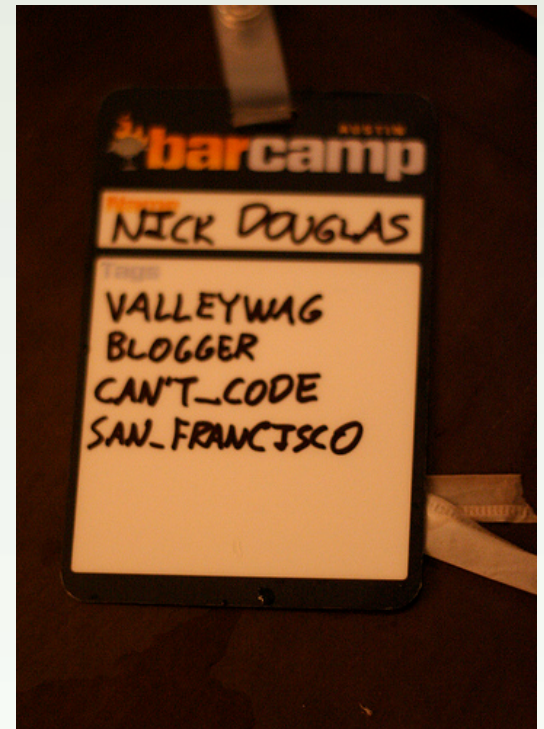
<http://www.programmableweb.com/howto>  
<http://www.programmableweb.com/mashups>



BarCamp is an ad-hoc un-conference born from the desire for people to share and learn in an open environment. It is an intense event with discussions, demos and interaction from attendees.

Anyone with something to contribute or with the desire to learn is welcome and invited to join.

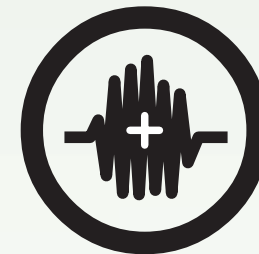
**When you come, be prepared to share with barcampers.  
When you leave, be prepared to share it with the world.**



<http://barcamp.org/>



**Creative Commons** licenses provide a flexible range of protections and freedoms for authors, artists, and educators. We have built upon the "all rights reserved" concept of traditional copyright to offer a voluntary "some rights reserved" approach. We're a nonprofit organization. All of our tools are free.



SOME RIGHTS RESERVED

<http://creativecommons.org/>

# **Blogging more than words**

## **Podcasting and Videoblogging**

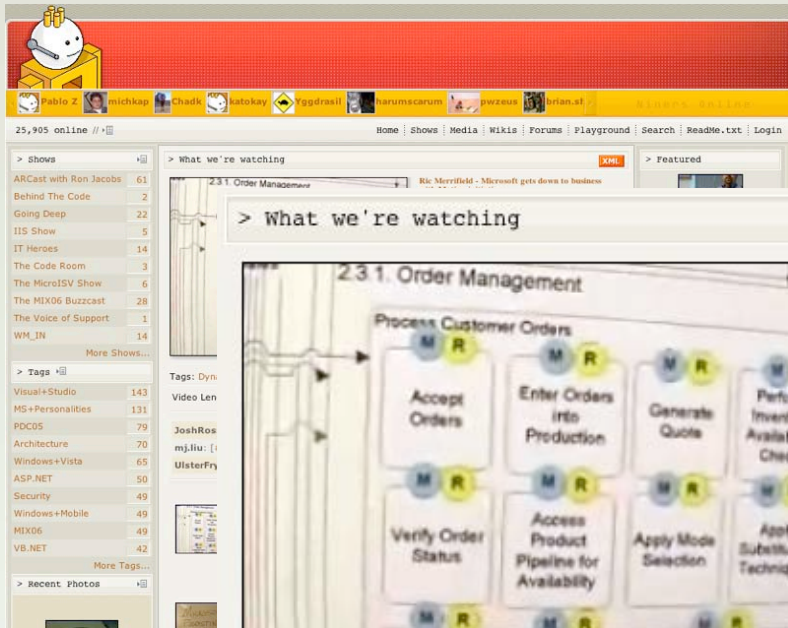
**Podcasting** is the distribution of audio or video files, such as radio programs or music videos, over the Internet using either RSS or Atom syndication for listening on mobile devices and personal computers. The term podcast, like "radio", can mean both the content and the method of delivery. Podcasters' websites also may offer direct download of their files, but the subscription feed of automatically delivered new content is what distinguishes a podcast from a simple download or real-time streaming (see below). Usually, the podcast features one type of "show" with new episodes either sporadically or at planned intervals such as daily, weekly, etc. In addition to this, there are podcast networks that feature multiple shows on the same feed.

Podcasting's essence is about creating content (audio or video) for an audience that wants to listen when they want, where they want, and how they want.

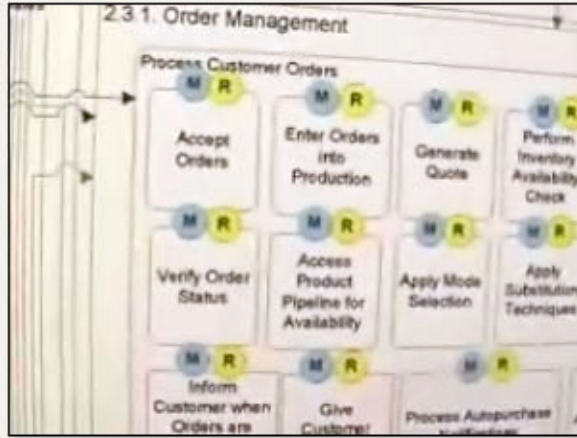
- Wikipedia

<http://en.wikipedia.org/wiki/Podcasting>





<http://channel9.msdn.com/>



**Ric Merrifield - Microsoft gets down to business with Motion initiative**  
Posted by scobleizer // Mon, Apr 3, 2006

Ric, director of strategy on the top secret Motion Incubation team, runs the Motion initiative. What's that? It's a group at Microsoft that studies how businesses work and looks for opportunities to help them do their business better. They made an entire map of how business works. Motion's research led to the acquisition of Great Plains, too (which led to the Dynamics suite of services/applications). Enjoy this look into a team you've nev...

[\[Read More\]](#)

Tags: [Dynamics](#)

Video Length: 00:31:40

[Watch](#)

[Download](#)

Replies: 6 // Views: 831

[View](#)

what I like about channel 9 is not the Microsoft point of view, or the technical aspects of the content; it's the way that one guy alone (with a small team) can make a 60,000-people company very human, and not a cold & distant global corporation.

- Rodrigo A. Sepúlveda Schulz

[http://rodrigo.typepad.com/english/2005/11/scoble\\_videoblo.html](http://rodrigo.typepad.com/english/2005/11/scoble_videoblo.html)

# Questions?

## and Thanks!

Stephen Anderson

[www.poetpainter.com](http://www.poetpainter.com)

Jeremy Johnson

[www.jeremyjohnsononline.com](http://www.jeremyjohnsononline.com)

Learn More about the UX Team @ [geniant.com](http://geniant.com)