



PROJECT

THE PRESENT AND FUTURE OF WEB APP DESIGN

DATE

11.18.2009

BY

TORREY RICE - SITEPEN, INC.



TORREY RICE

CO-FOUNDER SITEPEN - VP, USER EXPERIENCE

WWW.SITEPEN.COM



MY FIRST COMPUTER

THE START OF MY LOVE OF TECHNOLOGY

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
5000 Arlington Centre Blvd., Columbus, OH 43220

800-848-8990

In Ohio call 614-457-8650

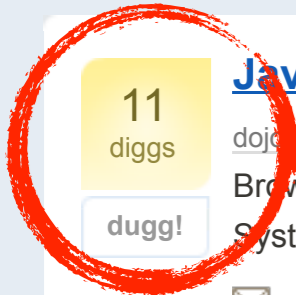
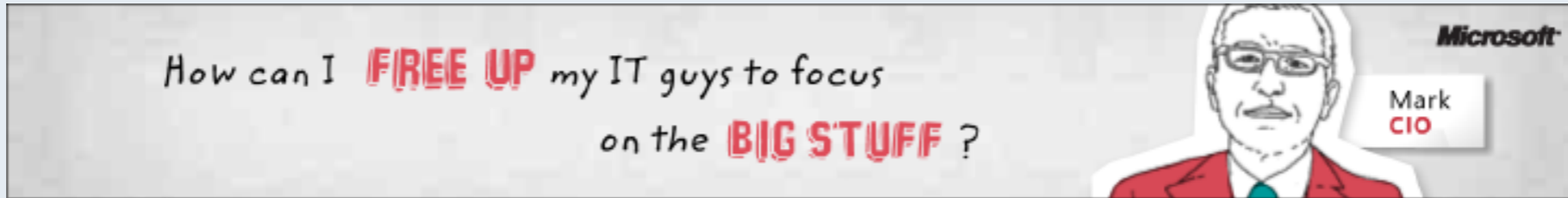
An H&R Block Company

Circle 98 on inquiry card.

BYTE January 1983 145

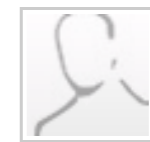
EMAIL™

WITH MULTI-CHANNEL CB SIMULATOR



Javascript toolkit Dojo releases 0.1

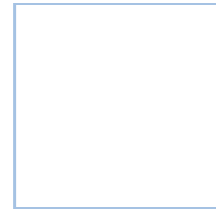
dojo-toolkit.org — I've seen various "Ajax" links around the web recently so I thought I'd pass along that Dojo - The Browser Toolkit has released version 0.1. There is a lot of cool stuff in it like great Animation code, Widgets, the Event System, Back Button handling, Drag and Drop... and "ajax" is as simple as dojo.io.bind()



submitted by **iTorrey**
Sep 6, 2005

Favorite? Who dugg this?

Sponsored by Dragon Age: Origins



Can't get enough Dragon Age: Origins? Check out new footage.

DragonAge.BioWare.com - EA presents BioWare's new dark fantasy epic Dragon Age: Origins. '9/10' from Game Informer.

Share Bury

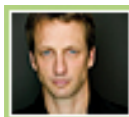
Sponsored by HTC



can digg it.

htc quietly brilliant™

HTC Stories



Extreme interviewing! Digg Dialogg with Tony Hawk

Kevin Rose sat down with The Birdman & asked him your top questions. [Watch the full Digg Dialogg now!](#)



2 Comments

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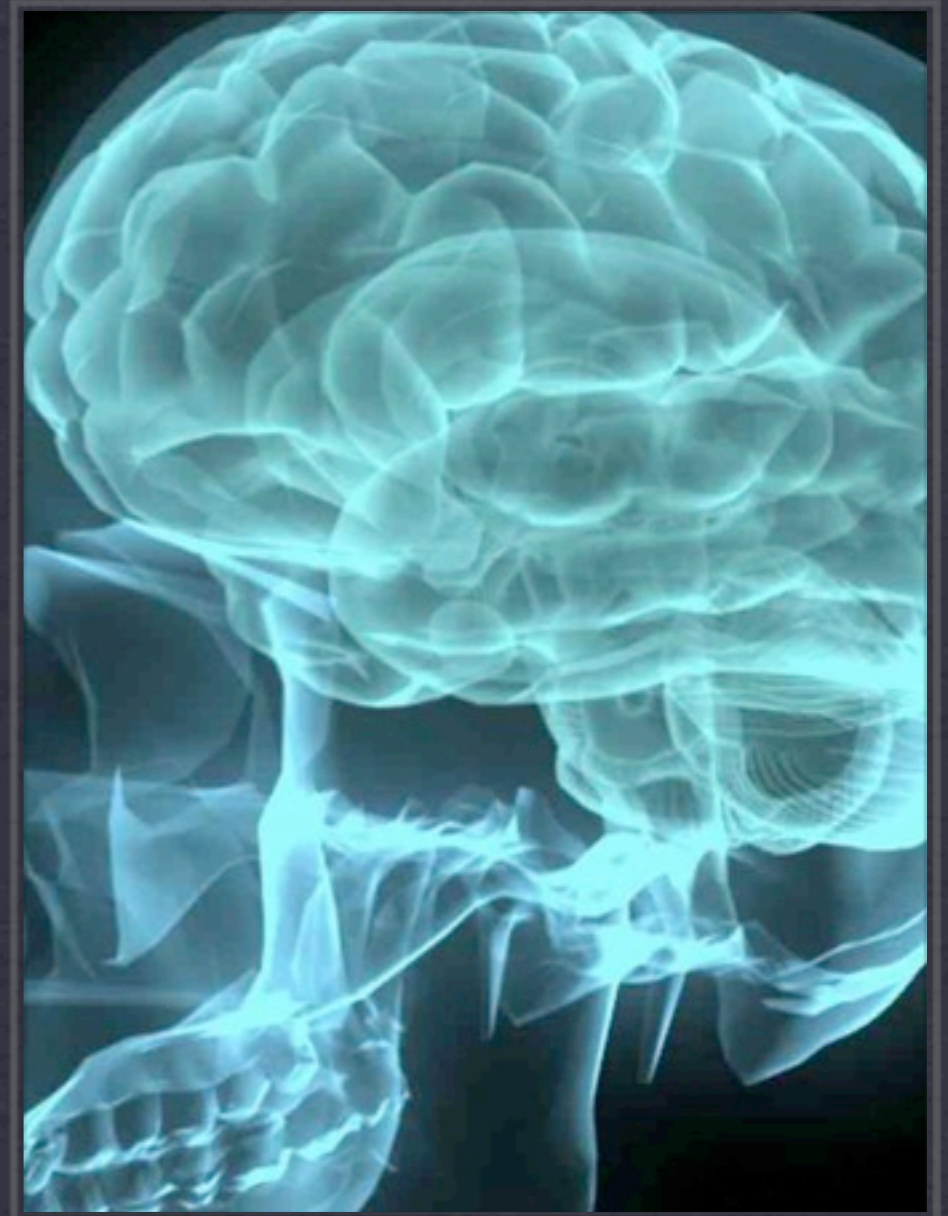
[hide profanity](#) [settings](#)

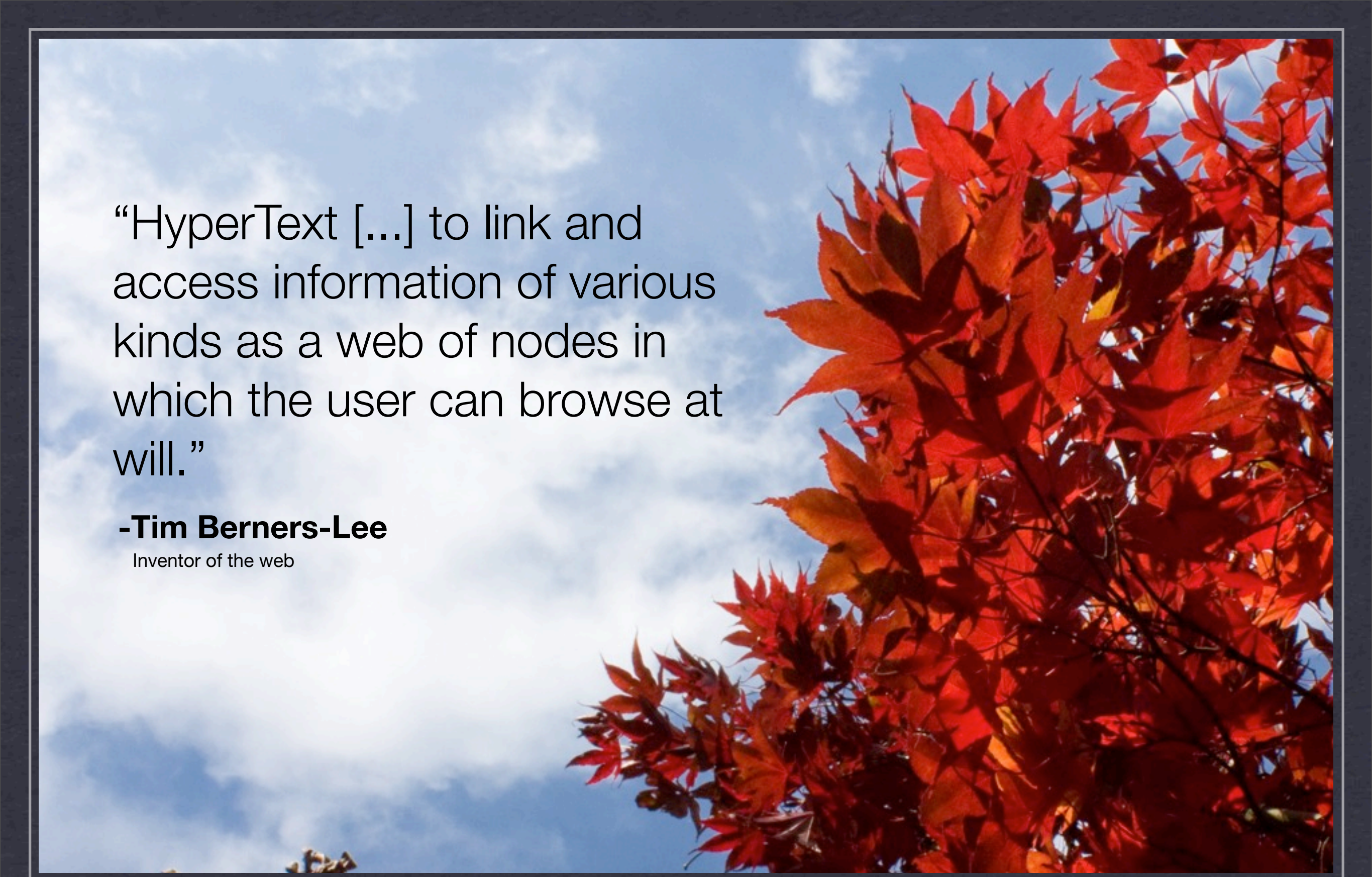
A RESOUNDING YAWN

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

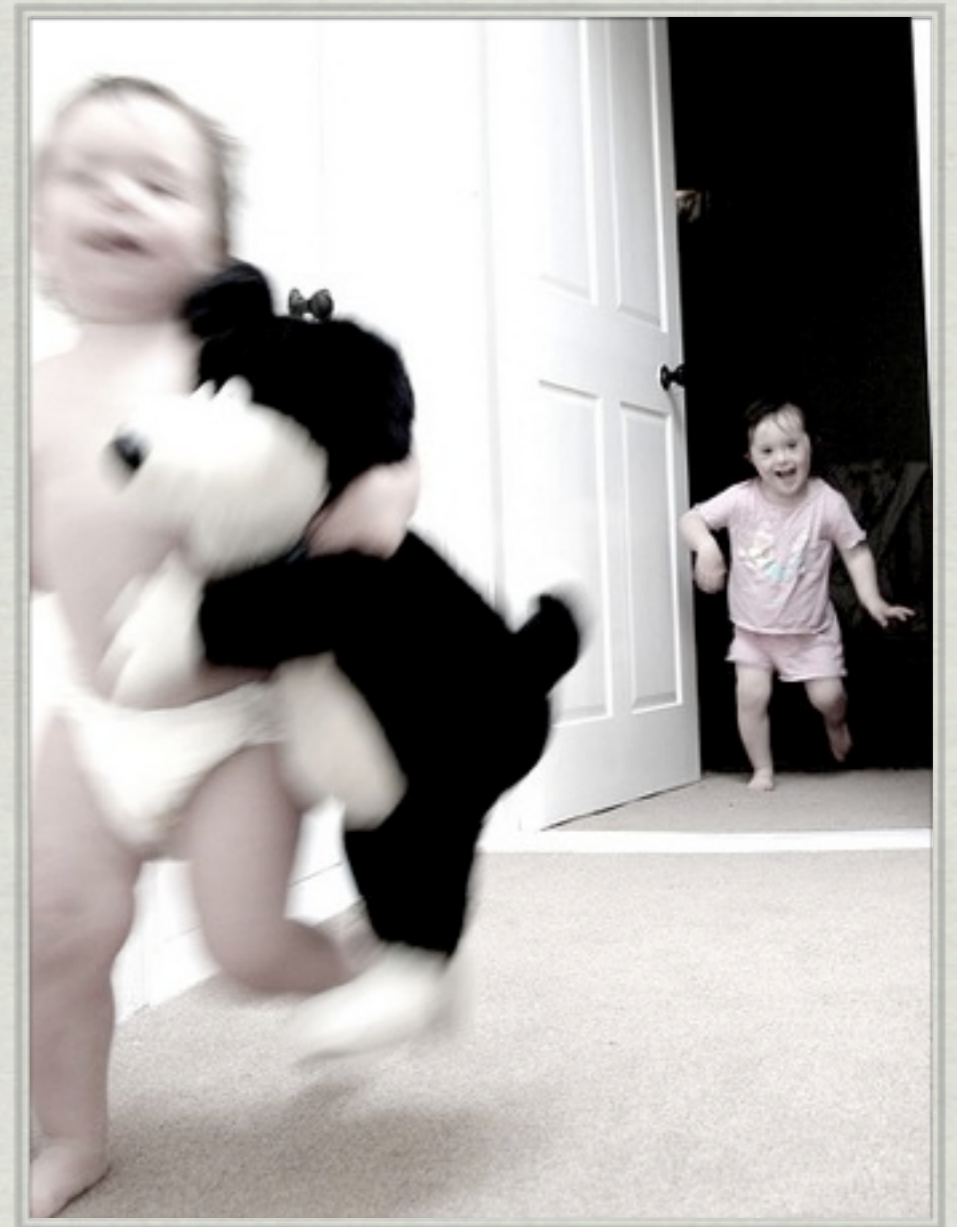
The Hamster Dance



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**


CNet - 2003





LIMITATIONS

SMALL SCREENS, LOW BANDWIDTH, LITTLE STORAGE



 Surf, download
and play

[Now Featuring](#)
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While roaming outside Canada, the rate of 5¢/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 restock 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.



2003: LG's Digital Multimedia Fridge with LCD Display

A multimedia vacuum

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



Netoro - image from hardwarezone.com

“All that hype for an MP3 player? Break-thru digital device? The Reality Distortion Field™ 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)

“All I can say is that I'm really disappointed. Hardly ‘groundbreaking’, moreso ‘heartbreaking’”

- **Oh m iGod**

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



Compose: Document for review...

Spell Attach Topic Contacts Security

From Ben <ben@postbox-inc.com>
To Rick Jones <rick@ricksnursery.com>

Document for review...

To-Do






g us. I'm sending over a spreadsheet called "backyard-flowers"
nts when selecting flowers for their landscaping projects.

heet are descriptions, pricing and availability. Please take a look
ones you feel would be most appropriate for the project.


s.com

Attachments

Attachments


	maple-price-sheet.doc Ben 3/16/09
	bid.doc Ben Greene 8/27/08
	backyard-proposal.doc Ben Greene 8/23/08
	backyard-flowers.xls Ben Greene 8/23/08
	backyard-design.pdf Ben Greene 8/23/08


No More Results

 **Ben Greene**
Landscape Architect
Ben Greene Design


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ADDRESSES

 2700 Sloat Blvd....ncisco, CA 94116

LINKS

 Landscaping Companies Go Green

PARSING OUT WHAT YOU NEED

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



COMMAND + SPACE

IT KNOWS WHAT I'M THINKING

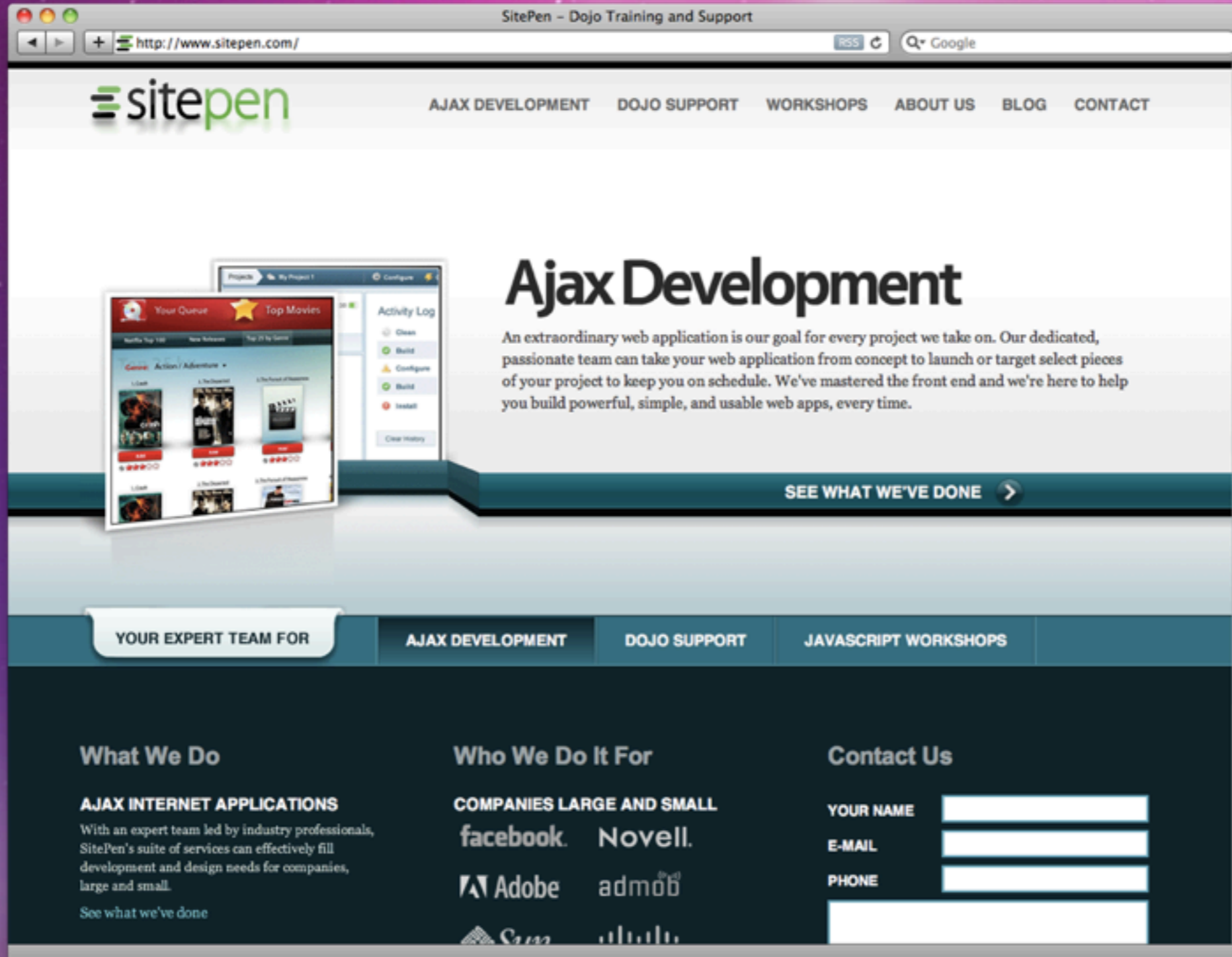
QUICKSILVER

COMMAND + SPACE



IT KNOWS WHAT I'M THINKING

QUICKSILVER



IT KNOWS WHAT I'M THINKING

QUICKSILVER



COMMAND + SPACE

IT KNOWS WHAT I'M THINKING

QUICKSILVER

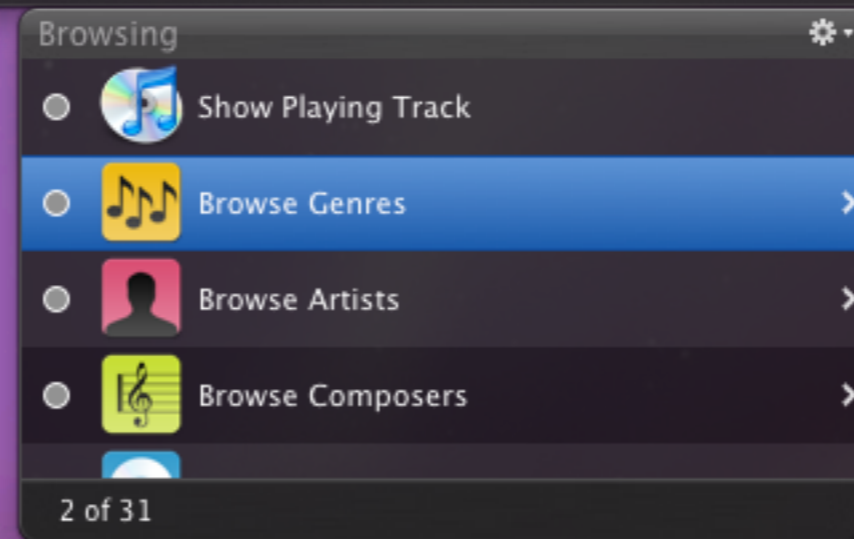
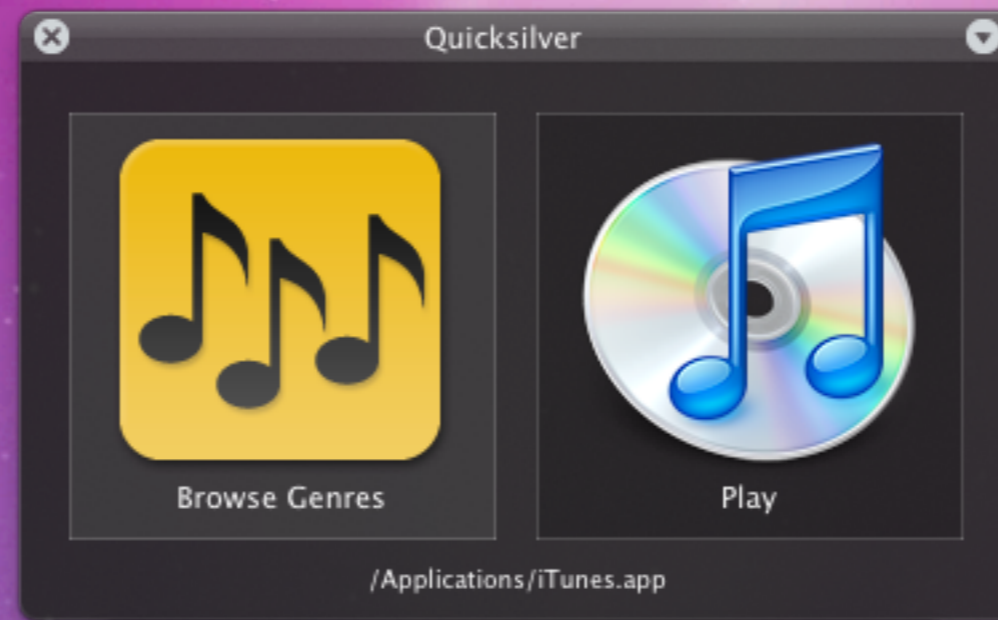
COMMAND + SPACE



IT KNOWS WHAT I'M THINKING

QUICKSILVER

COMMAND + SPACE



IT KNOWS WHAT I'M THINKING

QUICKSILVER



mghty mouse

Search

[Advanced Search](#)

Web [+ Show options...](#)

Results 1

Did you mean: [mighty mouse](#) Top 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 Paul Terry learned that another character with the same ...

en.wikipedia.org/wiki/Mighty_Mouse - [Cached](#) - [Similar](#)

Results for: mghty mouse

[iMac Mghty Mouse problem - MacTalk Forums](#)

16 posts - 13 authors - Last post: Aug 6, 2008

Hi Guys (and gals) I have an iMac and have not experienced any issues until today. The bluetooth **Mouse** will not scroll up on the vertical ...

forums.mactalk.com.au/.../27227-imac-mghty-mouse-problem.html - [Cached](#) - [Similar](#)

[Mghty Mouse To The Rescue!!!'s Local Reviews and Ratings | MySpace ...](#)

Check out **Mghty Mouse To The Rescue!!!**'s reviews and ratings of restaurants and bars.

myreviews.myspace.com/index.cfm?fuseaction=local... - [Cached](#) - [Similar](#)

[Mghty Mouse - Horse For Sale in Aiken, SC | Wilmington Horses for ...](#)

Mghty Mouse - Horse For Sale in Aiken, SC. This is a Horse for sale.

www.oodle.com/detail/mghty-mouse-horse.../1547277872/ - [Cached](#) - [Similar](#)

[Mghty Mouse To The Rescue!!! | MySpace - myspace.com/leonora_mousey](#)

MySpace profile for **Mghty Mouse To The Rescue!!!**. Find friends, share photos, keep in touch with classmates, and meet new people on MySpace.

www.myspace.com/leonora_mousey - [Cached](#) - [Similar](#)

[All Shoud You Know About Apple new Macs Magic Mouse](#)

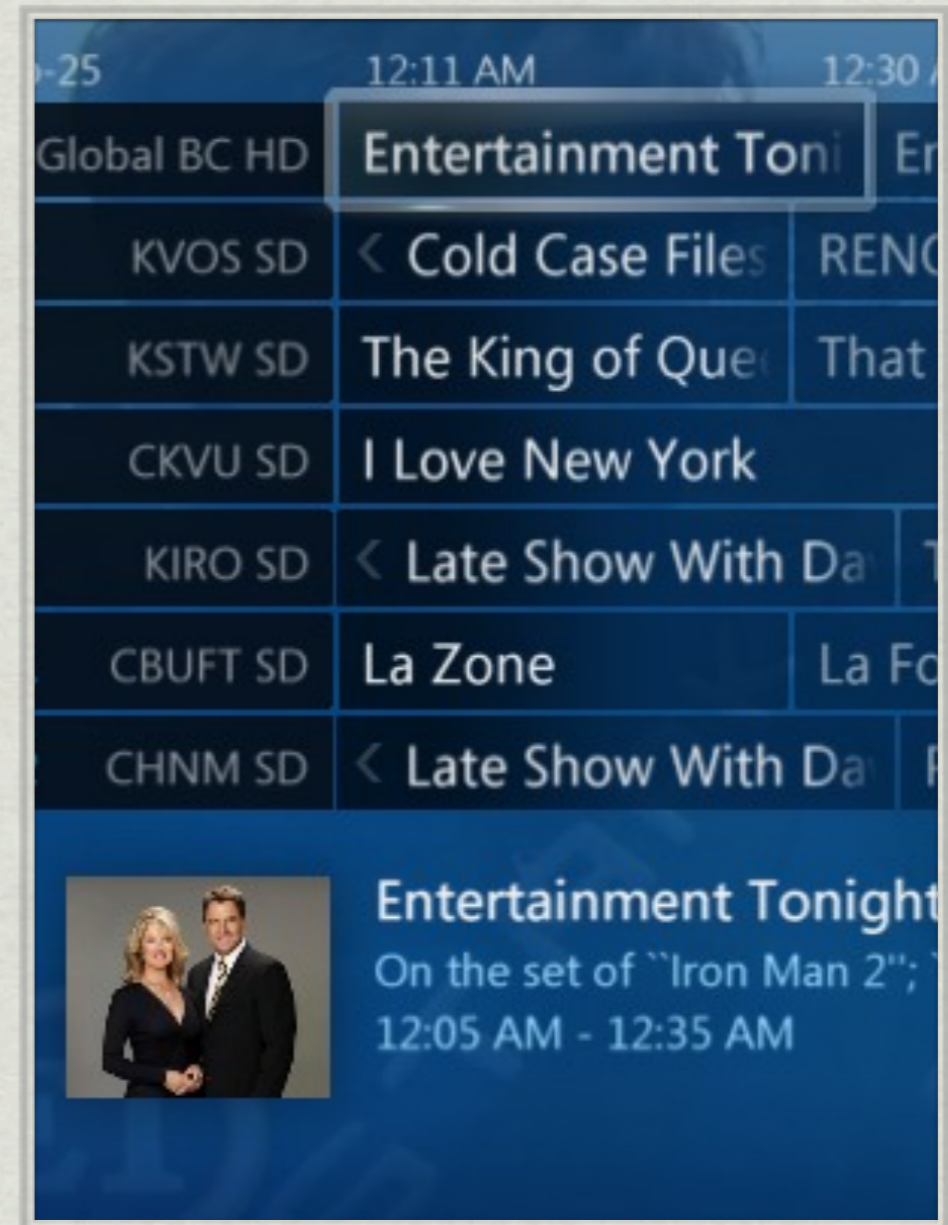
The risks of a humaintarian catastrophe on the basis of modernization of **Mghty Mouse** and Bluetooth Keyboard in recent filings FCC, even if the documents do ...



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

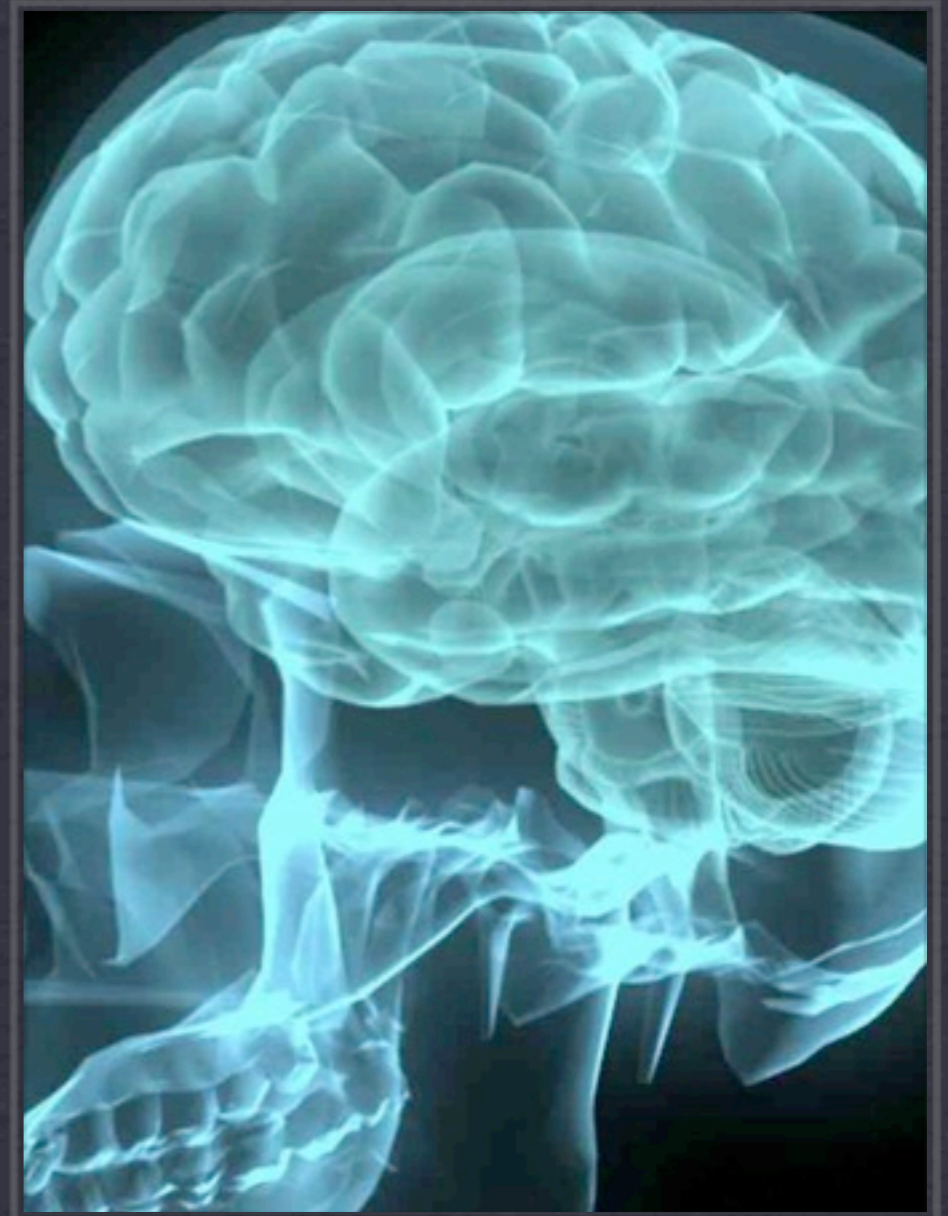
Share your user's goals

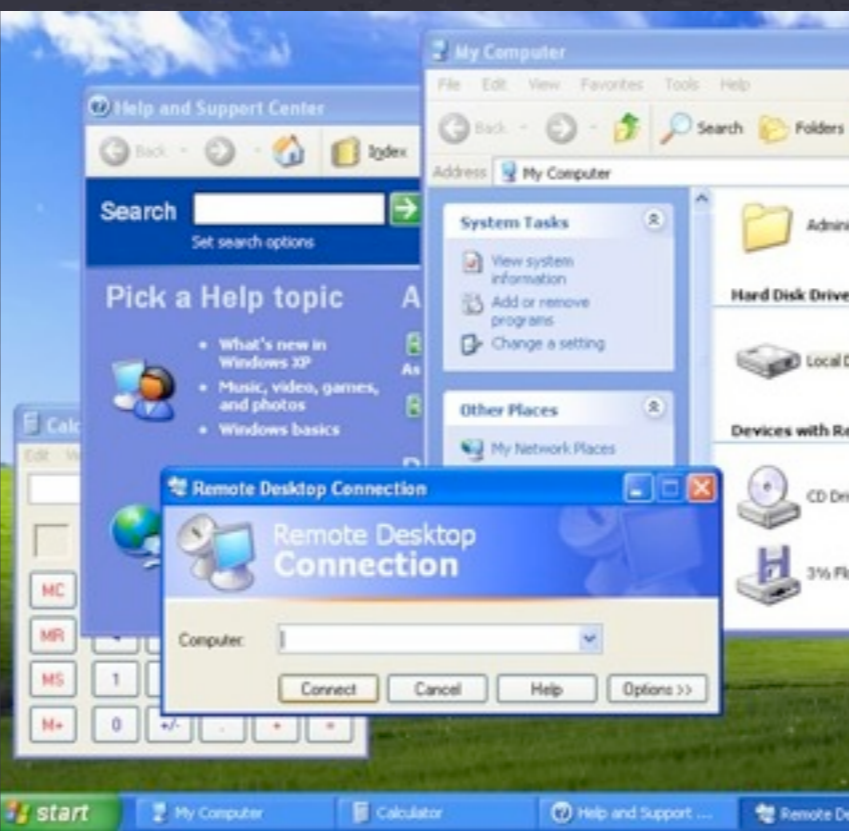
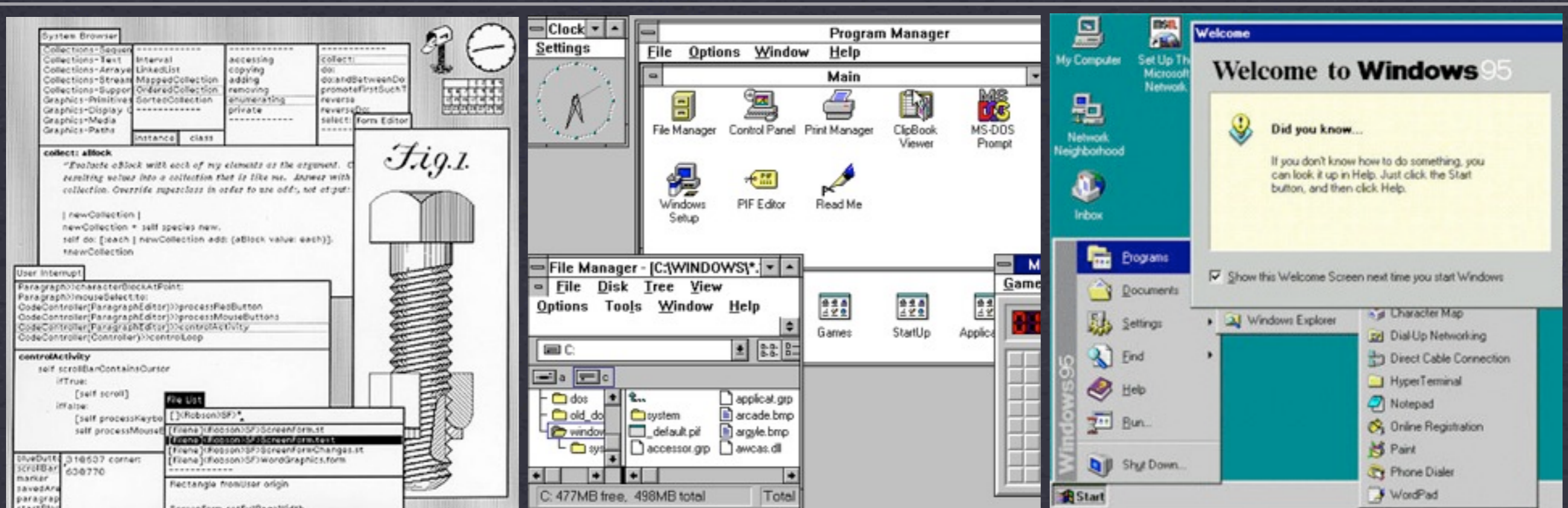
- * Developers are interested in filling the database.
- * Users are interested in completing their task.
- * These two goals must be in sync.



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

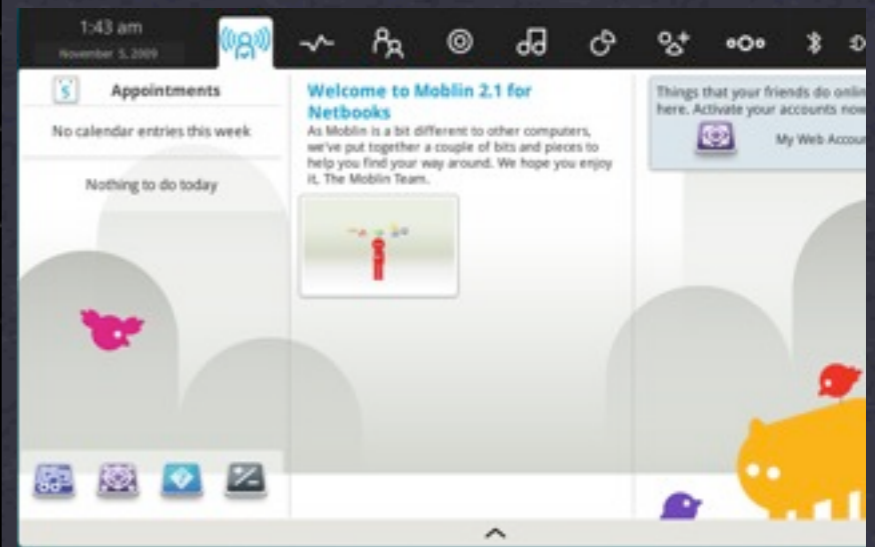


SEASON 1 CURRAHEE

RUNTIME N/A
AIRD 09/09/2001
RATING 8.50 / 10 ★★★★★
WRITER ERIK JENDRESON / TOM ...
DIRECTOR PHIL ALDEN ROBINSON

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

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



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



AT&T PREDICTS THE FUTURE

SPOT ON IN 1993



LAPTOP VS DESKTOP

A WAR IN OUR MINDS ALONE



MILESTONE 2008

NOTEBOOKS OUTSELL DESKTOPS



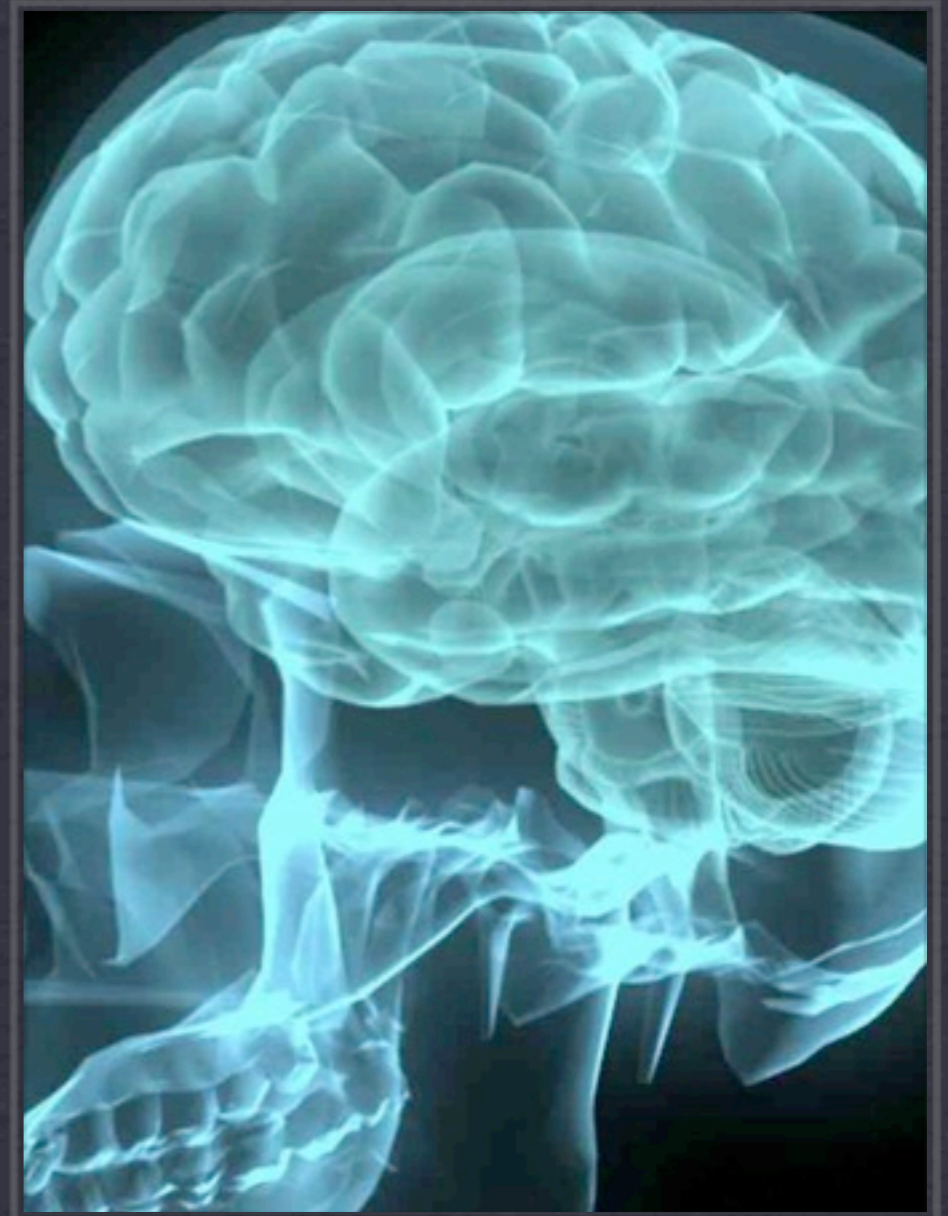
**BEHOLD THE
FASTER HORSE**

MILESTONE 2009

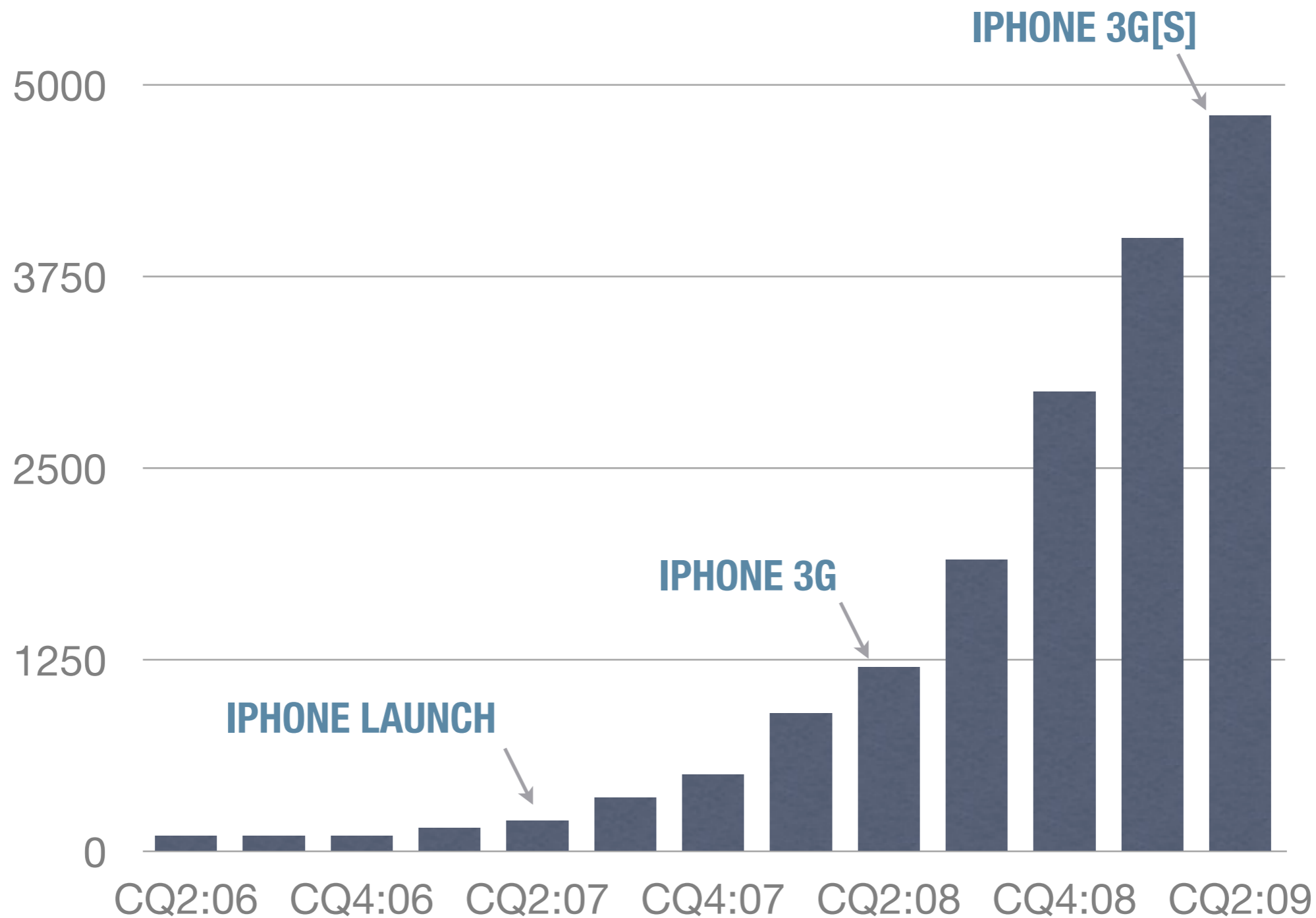
SMARTPHONES OUTSELL NOTEBOOKS

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?

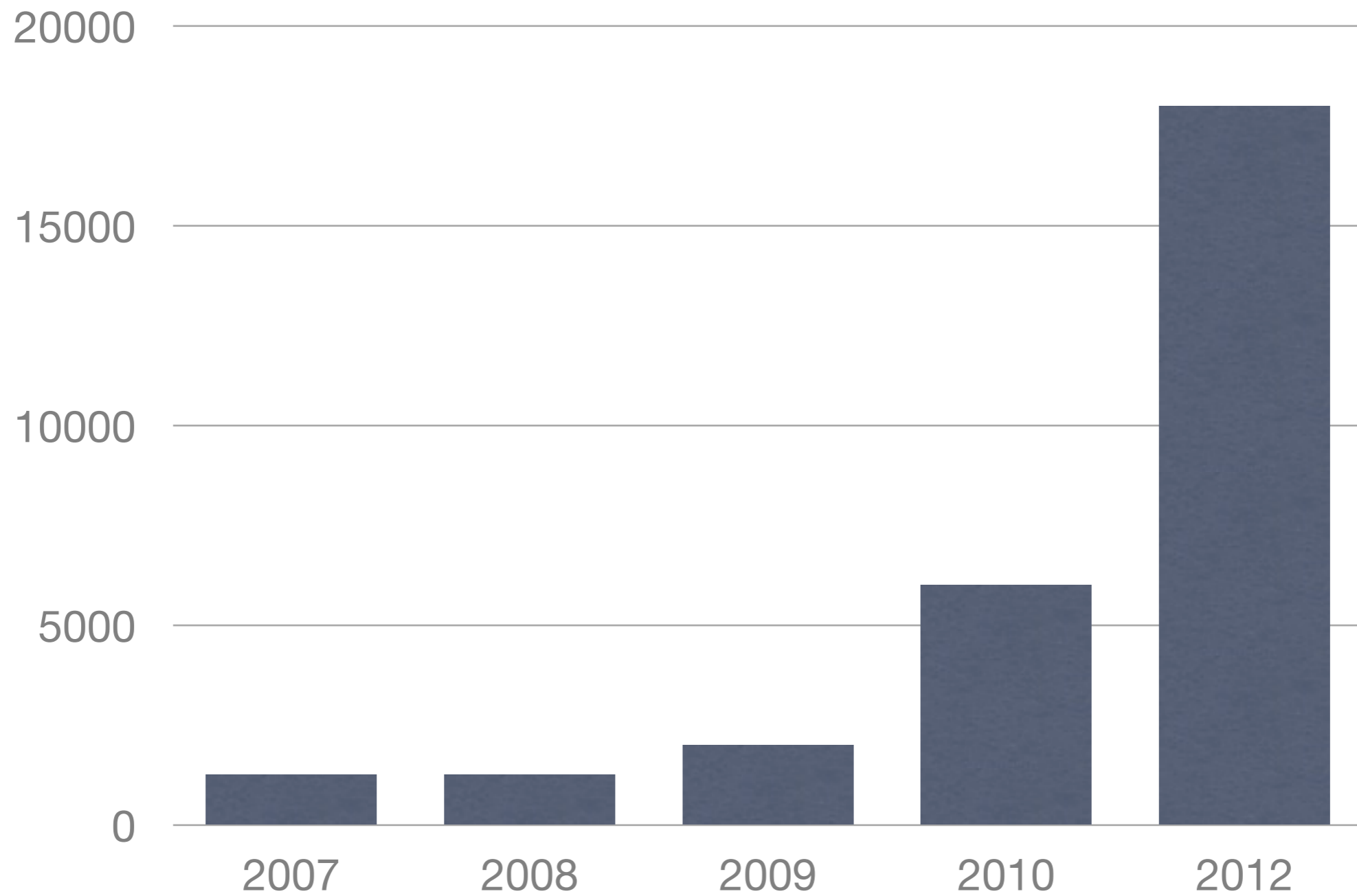
6,000 MIPS AT 600MHZ ARM "SPARROW", 512MB RAM, 128GB SSD



MORE POWER TO CREATE BETTER EXPERIENCES

ARM MALI DEMO

■ MIPS (Millions Instructions Per Second)



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



A FLEXIBLE EXPERIENCE

BUT WHAT ABOUT MY BIG SCREEN AND KEYBOARD?

WHAT ABOUT THE APPS?

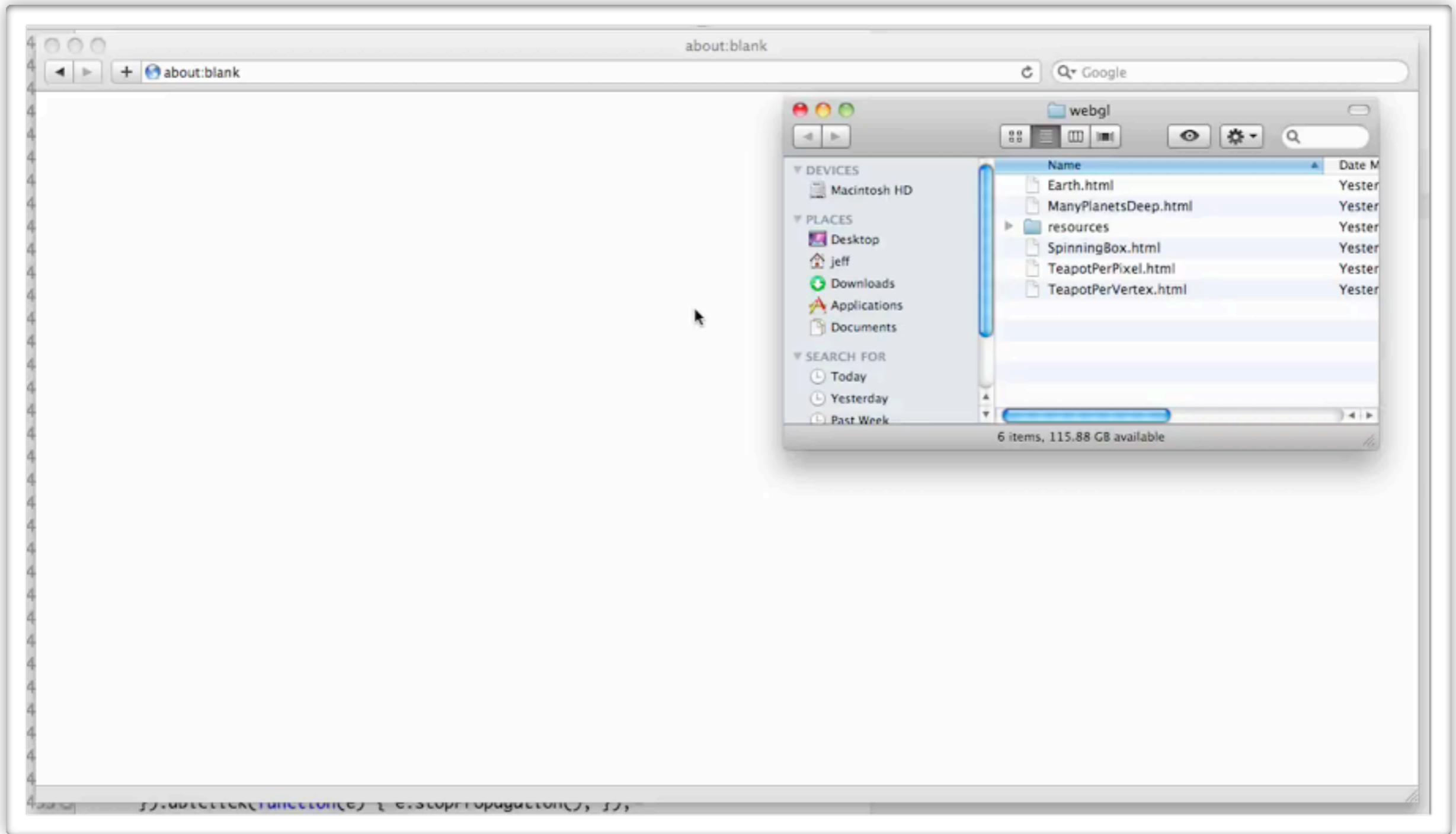
WRITE ONCE, RUN ALL OVER
THE ENTIRE WORLD





SINGLE CODE BASE - MULTIPLE DESTINATIONS

HTML5, CSS3 AND MORE



OPENGL IN THE BROWSER

SCALING INTERFACES



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

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