

# Trends in Web System Design

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*“Web publishing and related content management technologies are still new to many people. In reality, many of the underlying fundamental architectural decisions in CMS products were made many years ago. This session looks at ‘new world’ architecture, changing web standards and the future direction in which web CMS and publishing is likely to be headed.”*

David Warwick

## Web Standards – Design Coding

<http://youtube.com/watch?v=a0qMe7Z3EYg>

<http://youtube.com/watch?v=T0QJmmdw3b0&feature=related>

Most web applications in the CMS space  
were conceptualized more than 5 years ago!

What's changed?

# Everything's changed!



Granularity of web sites

Sites as applications

Fluidity and usability

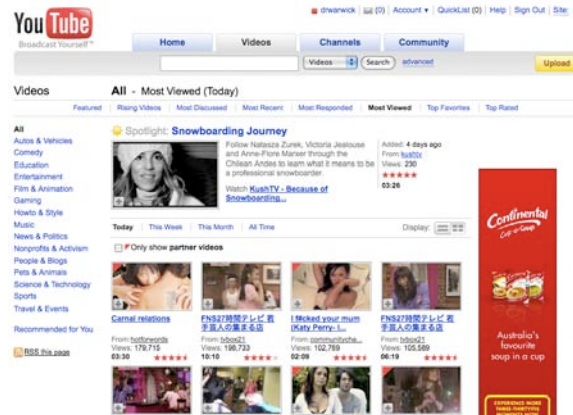
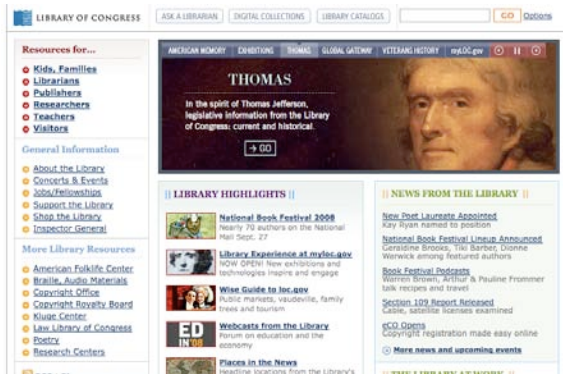
So what is *AJAX* and more importantly what has it done?

# Some examples

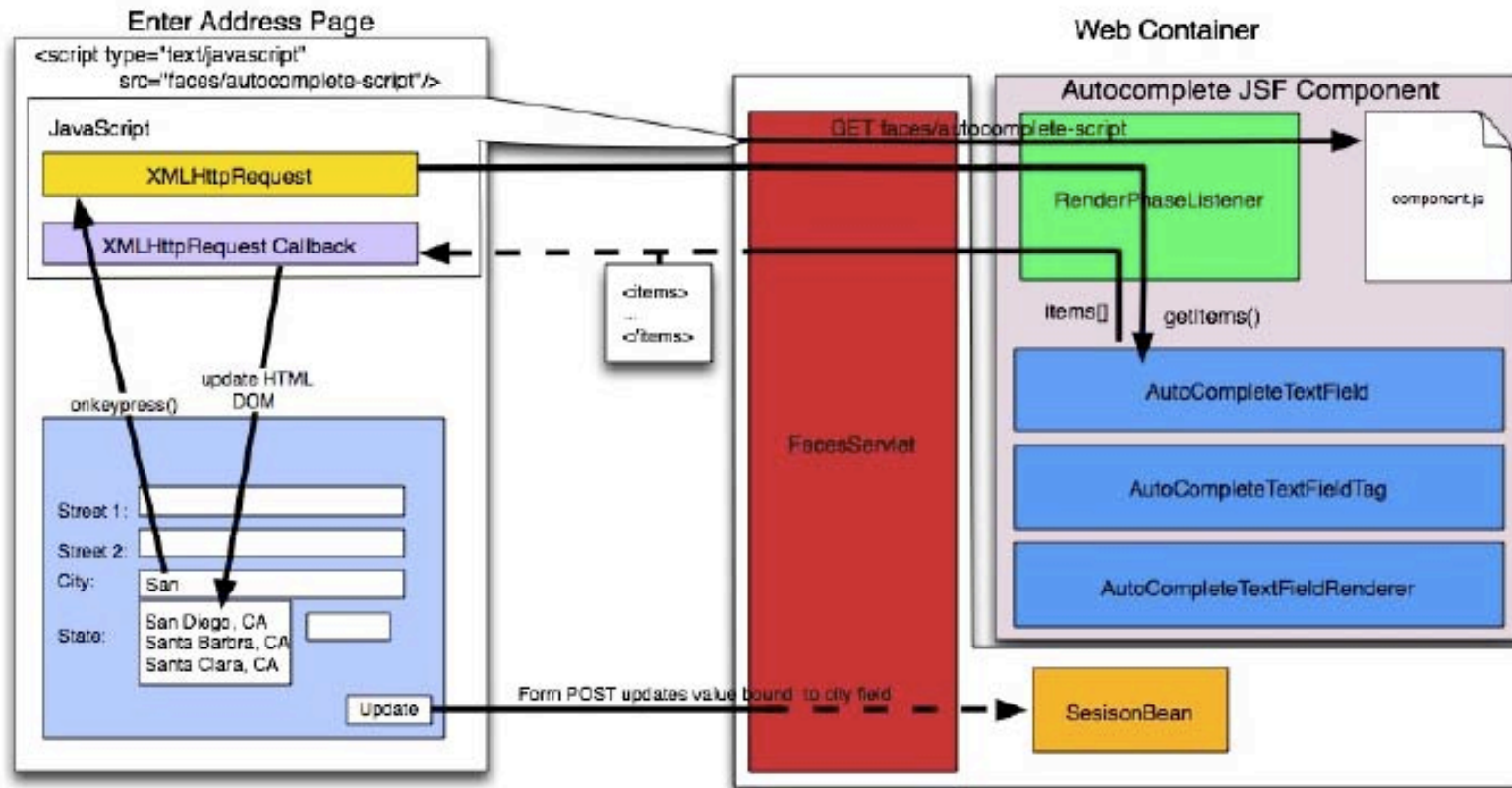
Which is the largest site?

How do they differ?

Content, application or meshing of both?



# Structural AJAX example



© Hinchcliffe and Company – Web 2.0 Expo San Francisco – April 2008

# TOP 10

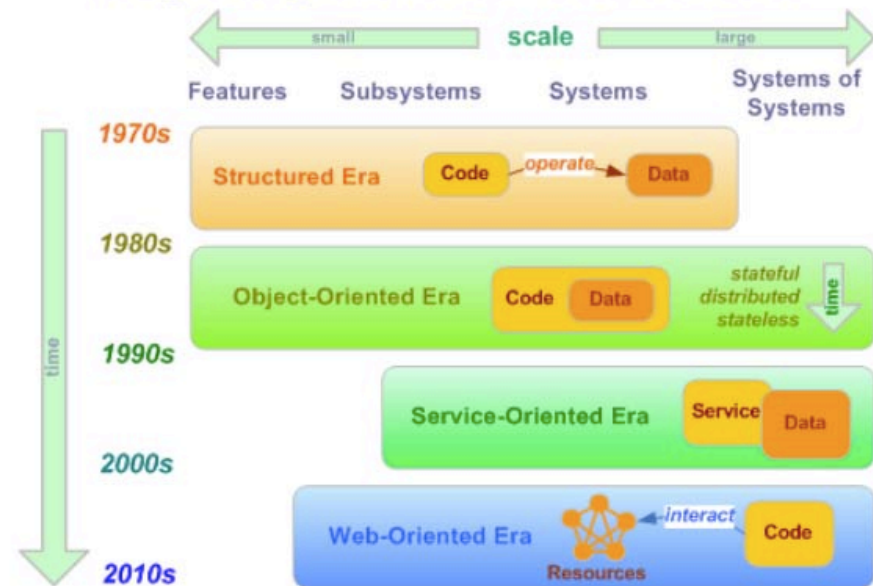
So lets look at 9 more!

# Open Gardens

- Object Oriented
- Service Oriented
- Web Oriented
- Mash Ups
- Open Source
- Open Standards

All about combining benefits!

## Popular Models for Developing and Integrating Software - 1970s to Now



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# Separation of Content from Form (Design)

Device difference

Purpose difference

Context difference

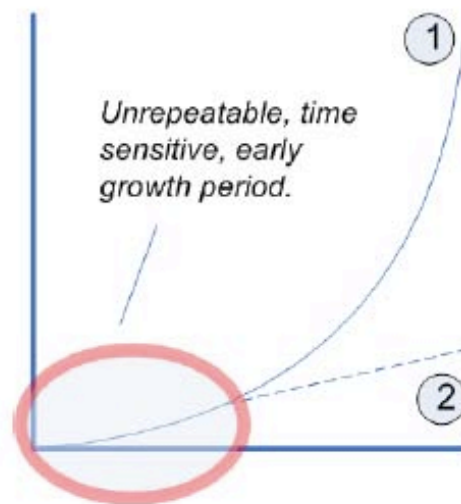
Audience difference

Re-use!

# Push and Pull Marketing

- SEO
- SEM
- SMO
- Viral
- Loyalty
- Network Effect

**Growth Patterns for Leading Sites vs. Average Sites**



### Legend:

- ① Leading site that reaches organic growth "critical mass" and continues growing exponentially.
- ② Average site that grows linearly and requires continuous efforts to grow and expand.

Marketing and business drivers hit the web!

# Harnessing Collective Intelligence

Personalization

Segmentation

Pre-emptive

Archival

Adaptive



Human (with efficiency ;-)

## Data Sourcing

The web is hungry  
and needs to be fed!

Sourcing data

Monetizing data?

API	Description	Category	Mashups
Google Maps	Mapping services	Mapping	1391
Flickr	Photo sharing service	Photos	329
YouTube	Video sharing and search	Video	245
Amazon eCommerce	Online retailer	Shopping	239
Microsoft Virtual Earth	Mapping services	Mapping	145
eBay	Online auction marketplace	Shopping	134
411Sync	SMS, WAP, and email messaging	Messaging	120
Yahoo Maps	Mapping services	Mapping	113
Google Search	Search services	Search	104
Yahoo Search	Search services	Search	104
delicio.us	Social bookmarking	Bookmarks	102
Yahoo Geocoding	Geocoding services	Mapping	73
Google Homepage	Portal gadgets	Widgets	55
Technorati	Blog search services	Blog Search	54
Last.fm	Music playlist management	Music	51
Facebook	Social networking service	Community	49
Twitter	Community site	Community	44
Google Ajax Search	Web search components	Search	43
Yahoo Image Search	Image search services	Search	39
GeoNames	Geographic name and postal code lookup	Mapping	37

# Syndication of Content and Applications

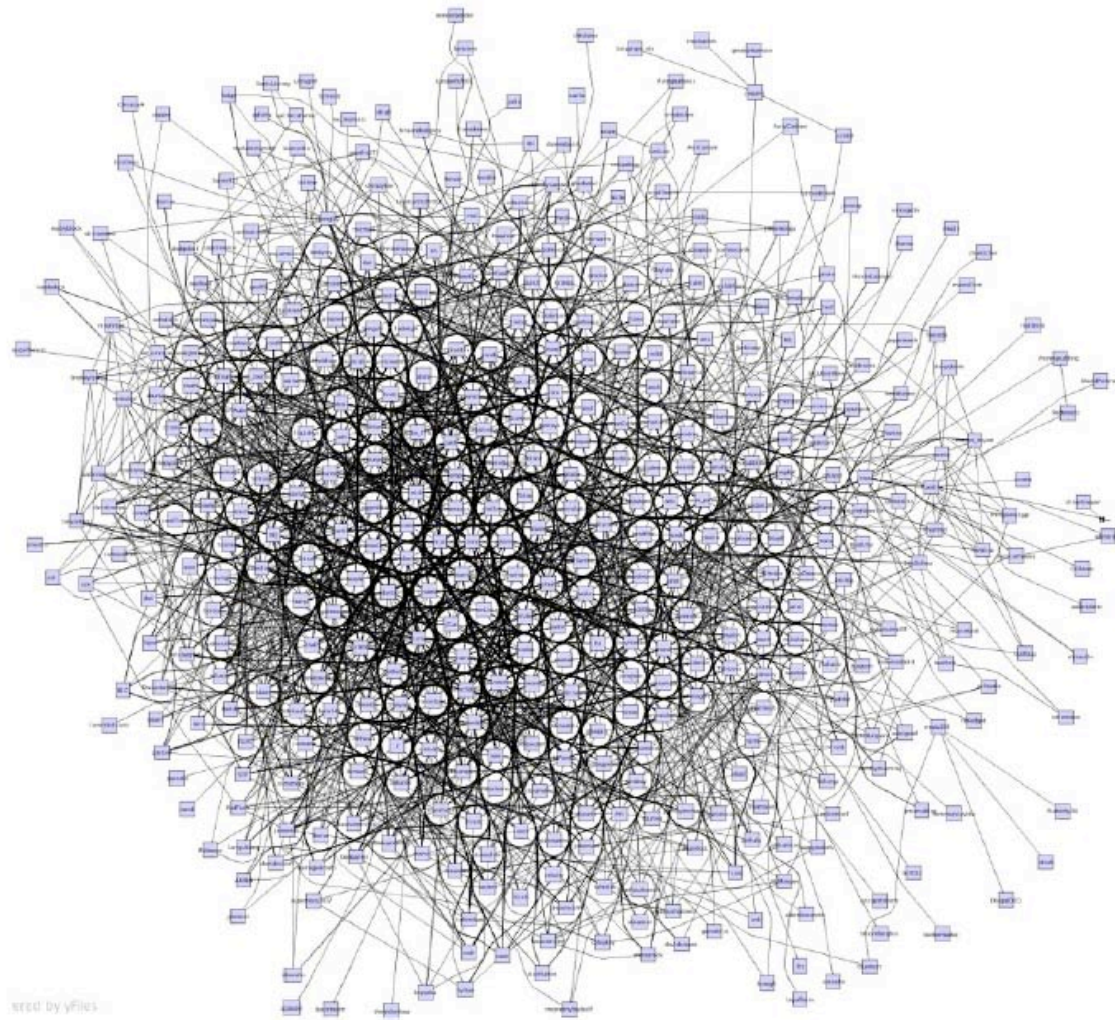
RSS

Open API

Feeding and gathering.



# Bandwidth



## Rich Media

<http://youtube.com/watch?v=LtKQNwqNLLk&feature=related>



## Mobility

Within 5 years, the majority of Web usage worldwide will be mobile.

Mobile application developers are increasingly choosing the Web as a platform.

Granularity (AJAX)  
Community (Built for sharing)  
Componentizing (Data from Form)  
Utilization (Critical Mass / Network Effects)  
Learning (Collective Intelligence / Using Data)  
Gathering (Obtaining Data)  
Distributing (Providing Data)  
Bandwidth  
Rich Media  
Mobility

# What does it all mean?

For Web CMS and related applications ...

## Some directions (future requirements)

All media types (not just text and images)

Aggregation point for multiple devices

Ingest, interpret and change outcomes based on sourced data

Embed, integrate or mash with other systems

Support greater data volumes

Deliver 'push' and 'pull' marketing outcomes

Work better than a desktop application.

# Questions

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