



Design for **Context**

Making software applications and web sites easy to use

IA 2.0

An Open Conversation about Context, Mobility and Semantics

Duane Degler

Design for Context

www.DesignForContext.com

An Exploration... A Discussion...

- Setting the scene

- Part 1
 - Structured & dynamic data
 - Large, heterogeneous data

- Part 2
 - Mobile
 - Social



Why?

Setting the Scene



Web 1.0 (publish, relate)

IA 1.0

Web 1.5 (find, use, act)

UX

Web 2.0 (user-generate)

Web 2.5 (share real-time)

IA 2.0 ?

Now what?



The Context Web ➤ Experience

➤ Data experience

- Shareable structures
- Open Linked Data
- Models that represent data domains
- Increasing number of tools for data display, translation and manipulation

➤ Design experience

- Flexible and fluid interactions
- Platform independence and integration
- Knowledge of users and their patterns of use
- Methods focused on context and relevance-awareness

- Relevant
- Integrated
- Illuminating
- Personal
- Social
- Mobile
- Location-aware
- Situated
- Temporal
- Multi-modal

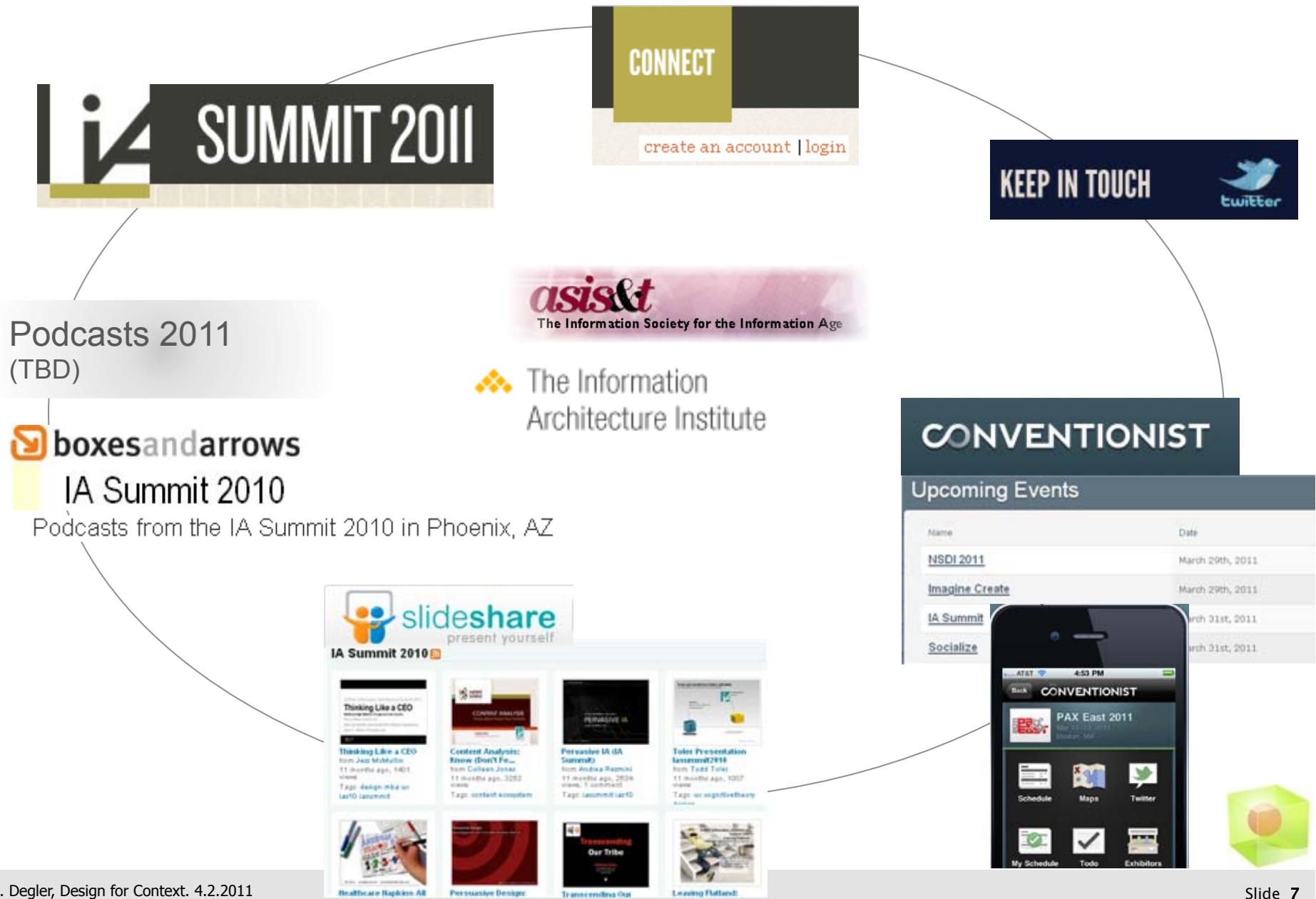


Flexibility as a Goal

- The ability to easily manipulate an interface to respond to a user's situation and support user and organizational/societal goals
- Interaction is:
 - Seamless – User goals and tasks are facilitated more easily, no matter what technologies and applications involved
 - Frictionless – Data is free to move between applications and uses as needed
- The underlying model(s) that drive interaction are easily extended and changed – to remain relevant to users



Seeking the seamless and frictionless experience

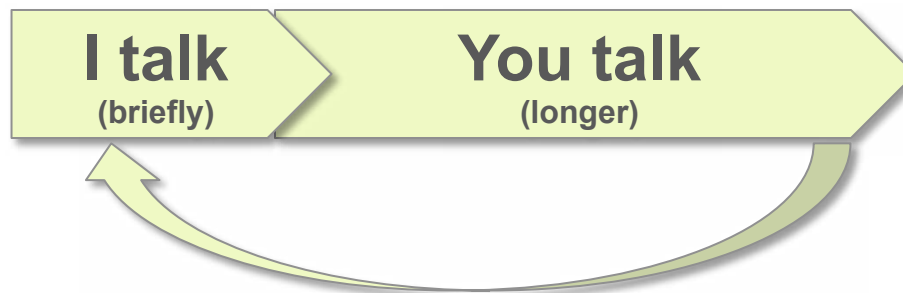


➤ **Part 1**

- Structured & dynamic data
- Large, heterogeneous data

➤ **Part 2**

- Mobile
- Social



Relevance

Structured & Dynamic Data





And  Like

Info [Related posts](#)

Our goal is to make this Community Page the best collection of shared knowledge on this topic. If you have a passion for **And**, [sign up](#) and we'll let you know when we're ready for your help. You can also get us started by suggesting a relevant [Wikipedia article](#) or the [Official Site](#).

1 friend likes this.

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www.fa

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No friends are using this application.

77,489

people like this

1 Apr 2011

www.facebook.com/pages/And/10150153988765438

Everything's a topic now

OpenGraph

A Little Bit of Everything 

Music

137,513

people like this

14 Nov 2010

www.facebook.com/pages/
A-Little-Bit-of-Everything/113683898648991

Likes and interests 

Activities

Pushing Envelopes, Asking Questions, Musing



Pushing Envelopes

Other

Air Ca
Assoc
(APC
Resta
Vietnam
Pegase, Restaurants, Montréal, Restaurant Chez Victoire,
Restaurants, Montréal, User Centred Design, Bixi Velo, UXCamp
Québec, TOU.TV, Office For Mac, Réseau ACTION TI, Yuzu Sushi,
MediaCity, Senscity Marketing Sensoriel, Synchro-blogue, Le BATH
ROOM spa urbain, Guinness Ireland, Vancouver 2010, Gel
conference, W3Quebec, afroginthevalley, The Irish Heather,
Cyberpresse, Halo Wars Authentic Collector's Series, Île Sans Fil,
ReadWriteWeb, Design @ IBM, Département de communication
Université de Montréal, TED, Lonely Planet, Mashable, Agence de la
santé publique du Canada, MontréalPlus.ca, Hubert Reeves,



Slide 10

Google ...more structured data in results

[Java SE Desktop Articles](#)

Java SE provides everything you need to make your **Swing** apps **swing**, ... Understanding the Caret and Highlighter Interfaces in **Swing's** Text Package ...
[java.sun.com > Java Technology > Java SE - Cached - Similar](#)

[Swing \(Java\) - Wikipedia, the free encyclopedia](#)

Swing is the primary Java GUI widget toolkit. It is part of Sun Microsystems' Java Foundation Classes (JFC) — an API for providing a graphical user ...
[en.wikipedia.org/wiki/Swing_\(Java\) - Cached - Similar](#)

[+ Show more results from en.wikipedia.org](#)

Videos for **swing**



[Savage - Swing](#)

3 min - Feb 3, 2006

Uploaded by [breathewithme](#)
[youtube.com](#)



[Trace Adkins - Swing](#)

4 min - Jun 14, 2007

Uploaded by [CapitolNashville](#)
[youtube.com](#)

News for **swing**



[CBC.ca](#)

[Bautista emulating Aaron with strong swing](#) - 23 hours ago

He's laying off some tough sliders down and away, which a lot of guys who are trying to hit everything will **swing** at those pitches. ...

[MLB.com](#) - [656 related articles](#)

Books for **swing**

[Swing: A Mystery](#) - [Rupert Holmes](#) - 2006 - 384 pages

Accompanying the novel is a CD of original songs and music that feature prominently in ...

[Swing](#) - [Scott Yanow](#) - 2000 - 514 pages

Covering the gamut from Duke Ellington to Big Bad Voodoo Daddy, this complete guide ...

[Swing: a beginner's guide](#) - [Herbert Schildt](#) - 2006 - 590 pages

In this fast-paced guide, master programmer and bestselling author Herbert Schildt ...

[books.google.com](#)



Google ...structured refinement

- Everything
- Videos
- News
- Books
- Images
- Shopping
- Maps
- Blogs
- Updates
- Discussions
- Fewer



Any time

- Latest
- Past 24 hours
- Past 2 days
- Past week
- Past month
- Past year
- Custom range...

All results

- Nearby
- Custom Location

Standard view

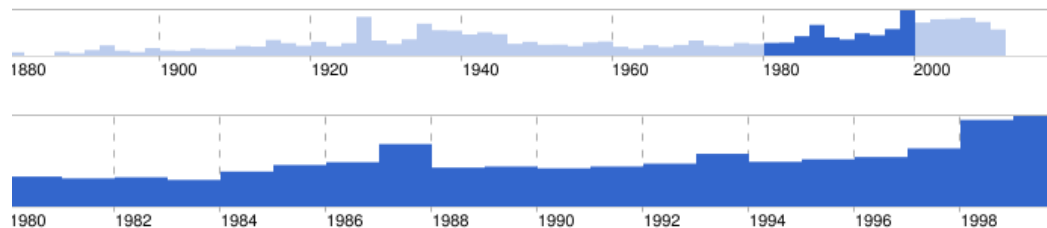
- Related searches
- Wonder wheel
- Timeline

Standard results

- Sites with images
- Fewer shopping sites
- More shopping sites
- Page previews

Timeline

1980-99 [Search other dates](#)



Related searches

Related searches for **swing**:

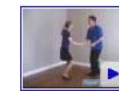
- | | | | |
|----------------------------------|-----------------------------------|--|---------------------------------------|
| swing lyrics | swing savage | swing dance | swingtown |
| swing music | swing song | let me see your hips swing | schwing |
| swing sets | child swing | baby swing | swinglife |
| java swing | swing dance steps | porch swing | bebop |
| swing soulja boy | outdoor swing | swing movie | knocked up soundtrack |

Page previews

Videos for **swing dance**



Fast Swing Dancing - ULHS 2006
7 min - Oct 3, 2006
Uploaded by lindyhop411
youtube.com



How to Swing Dance : Swing Dancing Combination ...
2 min - Apr 27, 2007
Uploaded by expertvillage
youtube.com

Swing (dance) - Wikipedia, the free encyclopedia

"**Swing dance**" is a group of dances that developed concurrently with the swing style of jazz music in the 1920s, '30s and '40s, although the earliest of ...

Each local **swing dance** community has a distinct local culture and defines "**swing dance**" and the "appropriate" music to accompany it in different ways. ...

A strong tradition of social and competitive boogie woogie and rock'n'roll in Europe add these dances to their local **swing dance** cultures. ...

Forms of Swing - Competition, social dancing ... - See also
en.wikipedia.org/wiki/**Swing_(dance)** - Cached - Similar



Translated search

Translated results for **swing dance** - My language: [English](#) ▼

Language	Translated query	Results
French <input checked="" type="checkbox"/>	danse swing - Edit	390,000 results
German <input checked="" type="checkbox"/>	Swing tanzen - Edit	118,000 results
Spanish <input checked="" type="checkbox"/>	la danza del oscilación - Edit	51,600 results
Italian <input checked="" type="checkbox"/>	Swing Dance - Edit	53,400 results

[Add language](#) ▼



Dynamic data

The image shows a screenshot of the CNN.com website. A large red mood indicator is overlaid on the page, consisting of a vertical bar with a circular base. The bar is filled with red, and the circular base is also red. A dashed orange line is positioned at the top of the bar. A yellow speech bubble is located in the upper right quadrant, containing the text: "Local news from different newspapers, but the same story – they all come from the same wire story. User expectation is local relevance ...not satisfied." A red rounded rectangle highlights a "LOCAL WEATHER & NEWS" widget for Santa Fe, NM, which includes a weather forecast (39° Sunny) and a list of local news items.

CNN.com - Breakin...

Google CEO to step down

Google CEO Eric Schmidt will step down from his role as Google's CEO in April and be replaced by co-founder Larry Page. Schmidt's Twitter comment on the shuffle: "Day-to-day adult supervision no longer needed." CNNMoney.com reports. FULL STORY

China's president visits D.C.

- Hu: Beijing not seeking dominance
- How China beats U.S. at capitalism Time
- Intriguing: Wife of China's VP

Latest news

- U.S. debt tops 14 trillion CHIMoney
- Al Qaeda chief beheaded Daniel Pearl
- Koreas agree to high-level talks
- 'Don't ask' expulsion = 50K per person
- Husband: Giffords is a fighter
- 2 police officers killed in Miami
- FBI targets mob in major sweep
- Ticker: Obama's big announcement
- Borger: We're growing tired of Palin
- 1st-grader suspended for hand 'gun'
- Daughter stolen 23 years ago returns
- 90 teens pregnant at high school
- Woman gets rare voice box transplant

Exposing

Hundreds of thousands of Americans are being sold as sex slaves in the U.S. CNN's Amber Lyon reports. FULL STORY

Piers Morgan Tonight

Gervais is a fan of Twitter, but he's offering no apologies. Morgan Tonight blog

Don't miss

Gulf War memories from 1961

LOCAL WEATHER & NEWS

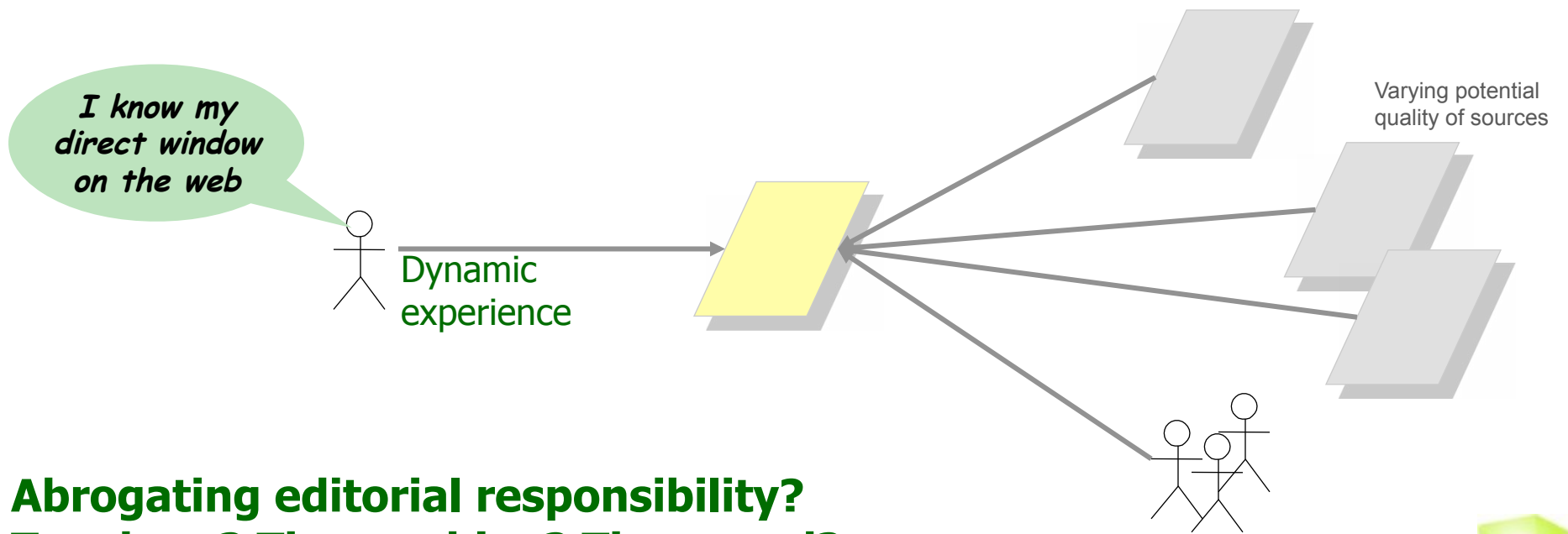
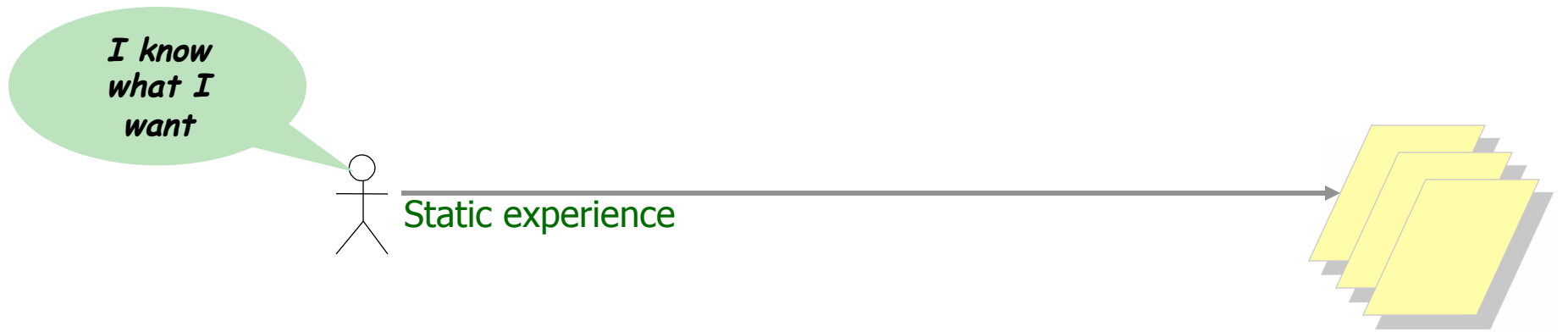
Santa Fe, NM (Edit location)

39° Sunny 10-day
Hi 33° | Lo 21° Feels like 36°

- Luján strips Nuñez of committee chairmanship
- Richard Martinez Replaces Cisco McSorley as SJC Chair; Bernadette Sanchez Replace...
- McSorley replaced as Senate Judiciary chairman

Mood





**Abrogating editorial responsibility?
To whom? The machine? The crowd?**



“Unsupported architecture...”

“It’s too academic...”

“The quality will be crap...”

There’s a lot of concern and nay-saying... but the Semantic Web has a strong role.

Does the Semantic Web play a role?

“The crowd can curate...”

“The algorithms can curate...”

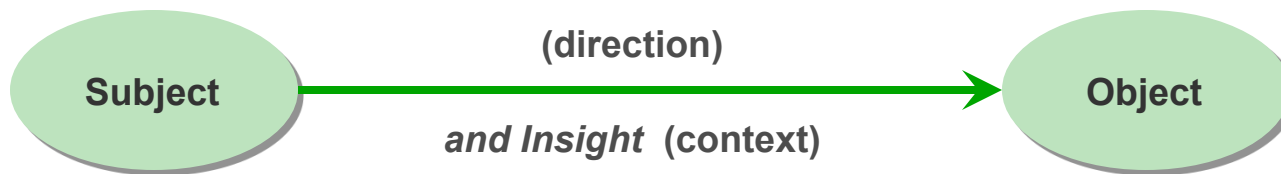
“It’s too hard...”

“Those eggheads must be smoking something...”



Semantic Web / Linked Data

Powerful advantages for design
from one simple capability...

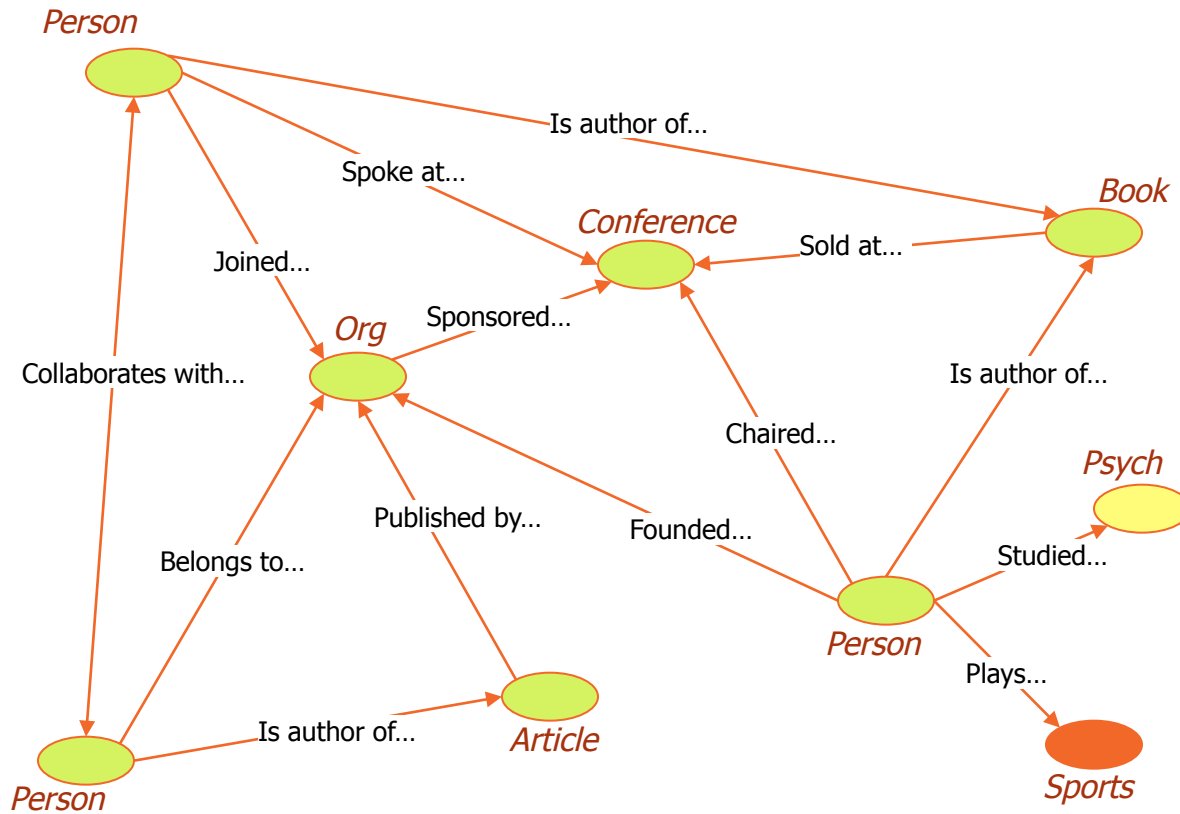


Naming the lines

(verbs for the Web)



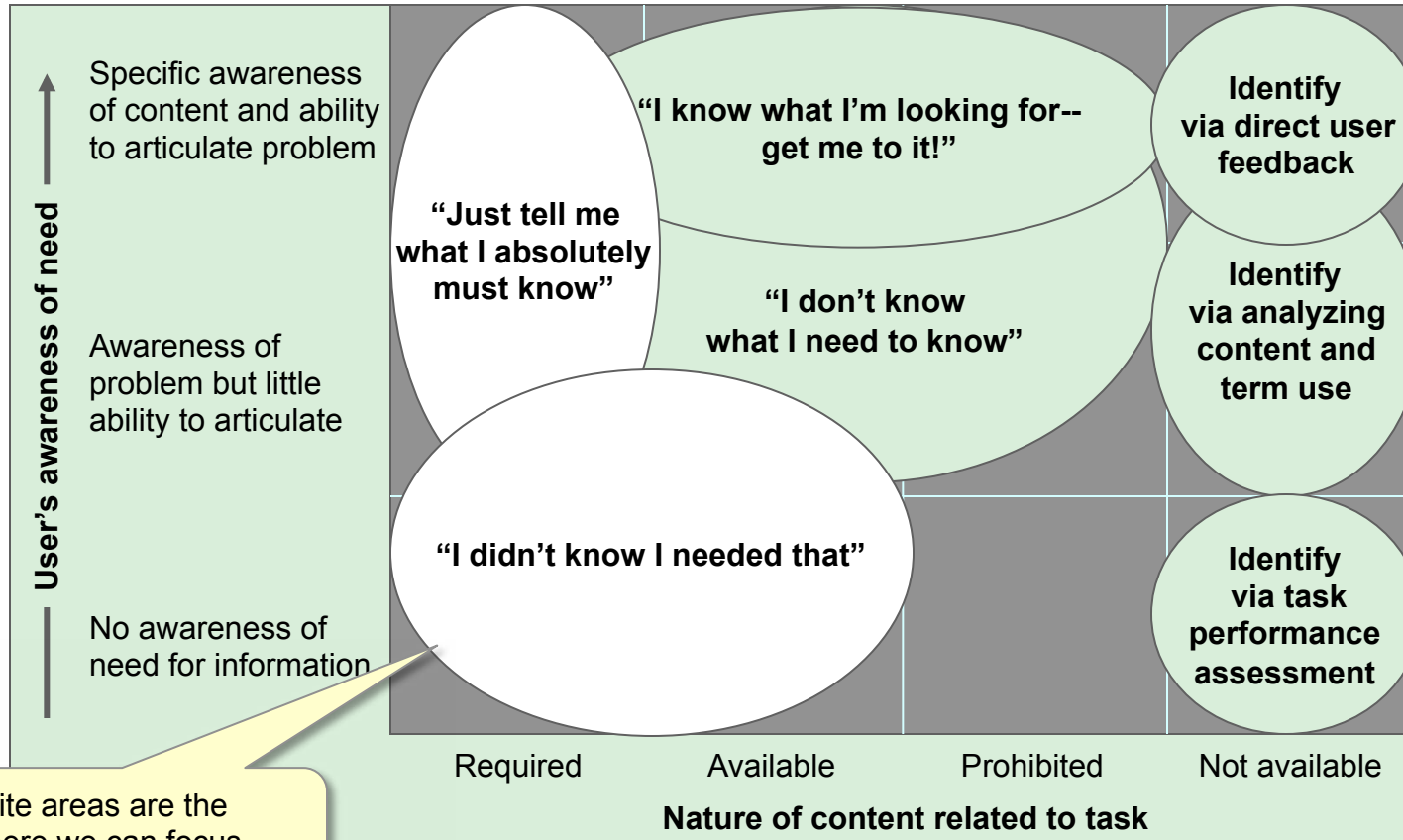
Relationships help support *Understanding*



You can interpret a lot without even knowing the objects... and this provides huge leverage for designers!



Relevance requires context recognition



These white areas are the places where we can focus – they're often under-supported.

Degler/Battle (2003). *Can Topic Maps Describe Enterprise-Wide Context?*
http://www.designforcontext.com/publications/dd-lb_topic-maps_context_extreme2003.pdf



Scalability

Large, Heterogeneous Data Sets/Sites



Scalability

Start to type, then choose from the list or search by Google:

- Geocoding
- Geographic information system
- Geography of France
- Geolocation software**
- Geometry

Geo

- Geo (automobile)
- Geo (landscape)
- GEO (magazine)

[edit title and notes >](#)

Save

Close

www.faviki.com



Tags Options

▼ Top 10 Tags

▼ Tag Bundles 24

Even diligent curators are struggling to keep up with organizing their content

Keeping it simple, but a little more organized... and using open linked data

Zigtag

zigtag

Tools

TAG PAGE EXPLORE TAGS SHARE PAGE LINKS

climate cha

Climate change
Climate change is any long-term significant change in the "average weather" that a given region experiences.

Climate Challenge
Climate Challenge is a Flash-based global warming game produced by the BBC and developed by Red Redemption.

Climate Change 1995
(Intergovernmental Panel on Climate Change)

Climate change 2007 (IPCC Fourth Assessment Report)

Climate Change Bill (United Kingdom)

Climate change is any long-term significant change in the "average weather" that a given region experiences. Average weather may include average temperature, precipitation and wind patterns. It involves changes in the variability or average state of the atmosphere over durations ranging from decades to millions of years. These changes can be caused by dynamic process on Earth, external forces including variations in sunlight intensity, and more recently by human activities

www.zigtag.com

▼ Unbundled Tags 2305

www.delicious.com



Facets... even more multi-dimensional

New Releases
Any New Release
 Last 30 days (67)
 Last 90 days (228)
 Coming Soon (131)

Department
 Any Department
 Books

Nonfiction
 Philosophy (153,205)
 Education (18,913)
 Social Sciences (30,416)
 Foreign Language
 Nonfiction (20,523)
 Politics (9,838)
 True Accounts (142)
 Current Events (2,179)
 Law (5,448)
 Government (2,533)
 Women's Studies (2,052)
 Economics (7,995)
 Automotive (65)
 Crime & Criminals (590)
 Holidays (8)
 Urban Planning & Development (56)
 Transportation (75)

Format
Any Format
 Audiobooks (3,754)
 Calendars (45)
 HTML (30,788)
 Kindle Books (9,072)
 PDF (13)
 Printed Books (145,659)

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Any Binding
 Paperback (91,145)
 Hardcover (53,281)
 Large Print (1,097)
 Board Book (27)
 School & Library Binding (23)

Featured Authors
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 Immanuel Kant (458)
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 David Hume (212)
 Bertrand Russell (205)
 John Stuart Mill (204)
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Any Featured Series
 Oxford Logic Guides (17)
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 With God (14)
 Blackwell Philosophy & Pop Culture (8)
 Great Ideas (7)
 Seven Deadly Sins (7)
 American Casebook (6)
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Shipping Option
Any Shipping Option
 Free Super Saver Shipping

Award Winners
Any Award
 The Pulitzer Prize (3)

freebase parallax
 a novel browsing interface designed for freebase — send comments to David Huynh • get source code
 debug: activate

link to this page • new search

US Vice President (47) Things named after this

Show results on: Map, Timeline • more >

mSpace
 exploration reinvented

Advanced Search | My Account | ScratchPad

mSpace Projects Research & Papers Who & How

/ 1990s (1 more) / Economy, Business & Finance / Architecture (2 more) / Location

Decade	Theme	Subject	Location
1980s	Economy, business & Finance	Company Information	Macedonia, the Former Yugoslav Republic
1970s	Education	Computing & Information Techn	Russian Federation
1960s	Environmental Issue	Conservation	Australia
1950s	Health	Construction & Property	Austria
1940s	Human Interest	Consumer Goods	Brazil
1930s	Labour	Corporate Crime	Chile
1920s	Lifestyle & Leisure	Coup D'Etat	China
1910s	Politics	Cricket	Cyprus
1900s	Religion & Belief	Crime	Estonia
...	Science & Technology	Culture (Concept)	...

Available Columns
 Contributor:Title Contributor Segment Month Type Country Publisher Running Order Person Genre Title Keywords Sub-Topic Language Day Duration Issue No. Story Title Year

Click and drag to re-order columns

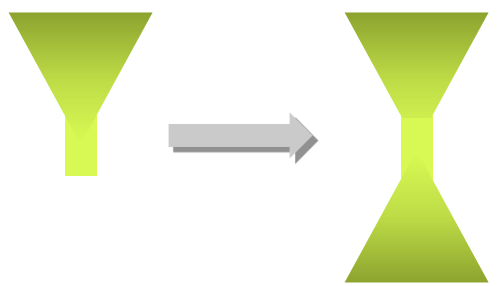
Structure for following additional data relationships

Connections from the topics on this page:

- Contains (3193)
- People born here (138)
- Population (194)
- Postal codes (67)
- Student (40)

more connections >>

Flexibly add new facets and relationships



Exploratory – narrowing and expanding

Smithsonian Institution
 CollectionsSearchCenter

Online Media

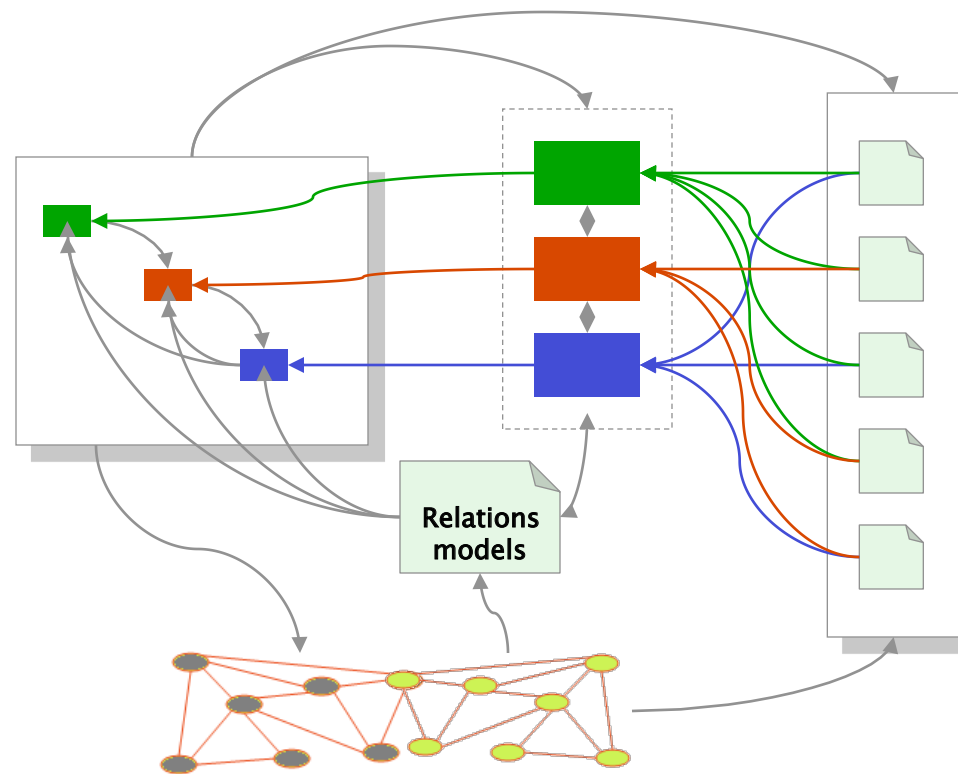
Frequency	Alphabetical		
Finding aids	+ -	(22)	
Images	+ -	(13)	
Online collections	+ -	(4)	

Type

Frequency	Alphabetical		
Archival materials			
Collection descriptions			
Photographs			
Drawings	+ -	(14)	
Manuscripts	+ -	(12)	
Scrapbooks	+ -	(12)	
Works of art	+ -	(11)	
Brochures	+ -	(10)	

exclude term

Semantics-driven facet browsing



- Flexible – add new data types and relationships any time
- Expose relationships for greater user control



Participant discussion: curation

- Should we curate structure – the terminology and relationships – as well as content?
 - How do we curate it, particularly when it is more dynamic?
 - Is that part of the IA's role?
 - It is an interesting question how far the IA goes in processes for curating all the elements that surround context and content – establishing processes, reviews, guidelines – but the larger task is daunting, even though agreed to be important!

- If we need to curate and standardize to achieve structured information... do we need to train our users (content creators and, in some cases, end users) to do this?
 - Is it possible? Is it appropriate?
 - Where global content creation or social content is the norm, there is no way that “training” can be a goal
 - One lesson we've learned from Web 2.0 is that it is possible to get users to apply basic data that can be used to support categorization and improving structure, but that it requires good interaction design and has to be:
 - Simple
 - Resilient
 - Suitable for purpose... perfection isn't the goal for loose curating



Participant discussion: controlled vocabulary

- Is there really a “black & white division” between structured and unstructured information? Or is there room for both in the context web going forward?
 - We only began the potential discussion about inter-mingled roles of both structured and unstructured content, and how they can act together to serve user needs.
- Is a controlled vocabulary...
 - *Necessary?* – in some situations where the richness of relationships and importance of accuracy/maintainability matter, people said yes...
 - *Desirable when/where possible?* – certainly, but would need to be explored more deeply on a case-by-case basis to understand the issues
 - *Impossible?* – some felt that circumstances could sometimes make the use of a controlled vocabulary impossible; but then how does content gain additional useful structure and co-exist with other dynamic content?
- Further discussion and exploration of controlled vocabulary creation, use, and maintenance is necessary
 - Useful to understand the role of automated methods for applying structure (auto extraction and machine-aided categorization, for example), although it was said that these techniques can be fragile



Participant discussion: mental models

- How are these techniques related to understanding **Mental Models**?
 - A few people saw a close connection between the methods needed to understand user context and content/data relationships, and the methods applied to understand user mental models
 - I feel there is a very close connection, because the goal is *relevance to users*; creating structured data relationships that reflect their perception of relevance means we need to understand/articulate their mental models and contexts
 - Close tie-in as well with the work being done at the BBC using Domain Models; see Mike Atherton's Beyond the Polar Bear (<http://www.slideshare.net/reduxd/beyond-the-polar-bear>)



Location, Location, Location

Mobile Interaction



Design...

...Context...

**...to
achieve
Flow**



Images: www.apple.com/ipad/



Maybe it's a dashboard, too?

Burning Question: Why Isn't My House Out-Thinking My Dog Yet?

By Bryan Gardiner | March 22, 2010 | 12:00 pm | Wired April 2010



http://www.wired.com/magazine/2010/03/ts_burningquestion_housesmart/



Touchrev.com
Androidguys.com

Interesting use of Android platform, potentially allows mobile management of in-place physical devices



Participant discussion: location awareness & relevance

- What question is the user asking? Is it location-related?
 - What answers can be delivered that understand the user's situation and goals in that location?
 - What happens as the location moves?
 - Does that signal a change in context?
 - Does that signal a change in the relevance of questions being asked?
- How does a user easily express that location matters in their current interaction context? Should it be assumed?
- Explore the idea of an “Interaction Ecology”...
 - Following your location path/trail
 - Also following device-to-device movement – carrying the useful context of previous actions, but not ignoring the change in context based on device change



Participant discussion: mobile and multi-platform

- Important to consider synching the user's experience across multiple devices and contexts
 - Different devices have different capabilities, and the user's goals are likely to be different in particular situations/contexts
 - However, the overall experience with *information* should not be disorienting to users as they move between platforms (seamless experience)
 - Mental models, again, play a role
 - Trend, seeing the use of multiple devices at the same time
 - E.g. TV prompting the use of mobile device as an extension of what is available in a show, in real time
- Some people are designing for “mobile first” as it makes the most demands on simplicity of interaction (“least able device”)
 - However, some described the risk of *never getting to the richer experience*
 - Valuable rich taxonomies or inter-related navigation models might also be avoided, because they are much harder to execute on small devices
- Be careful not to frustrate the user, either through platform specificity that does not carry over where needed, or lack of appropriate platform support where it would aid understanding

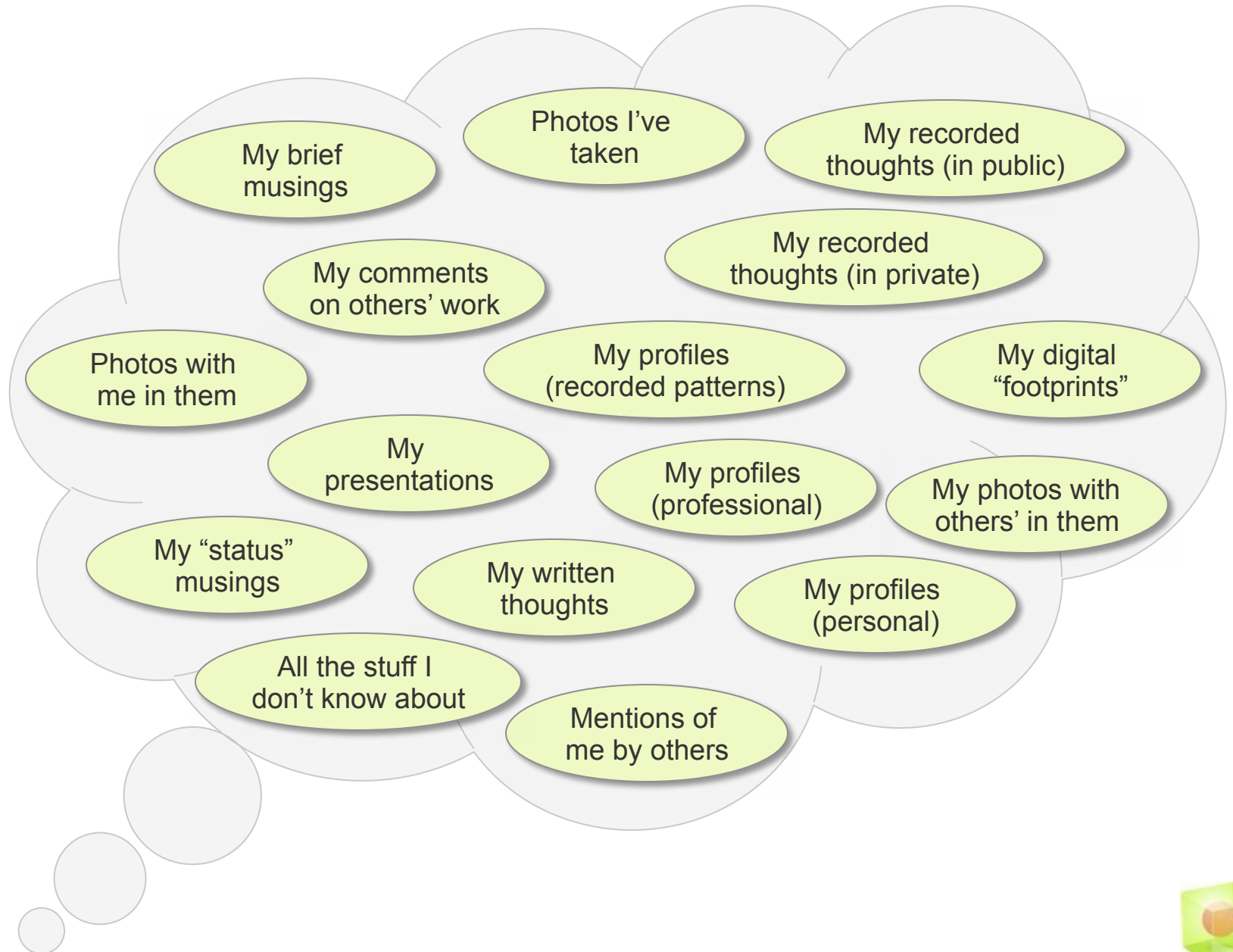


It's not what you know, it's...

Social Environments & Data

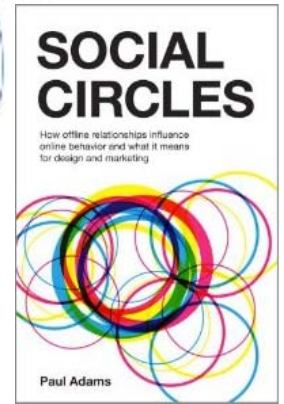
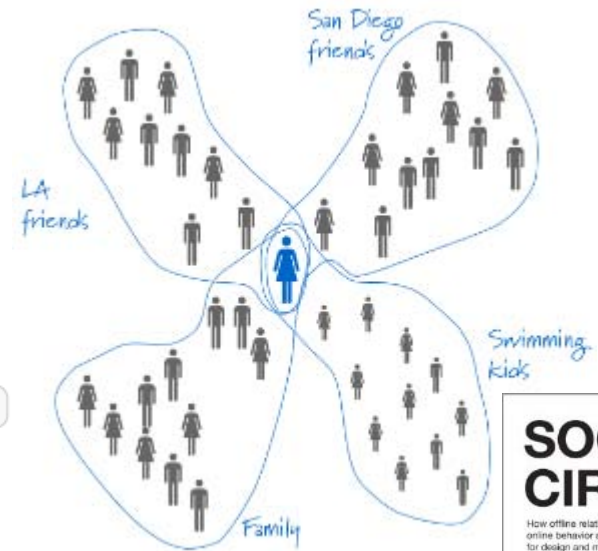
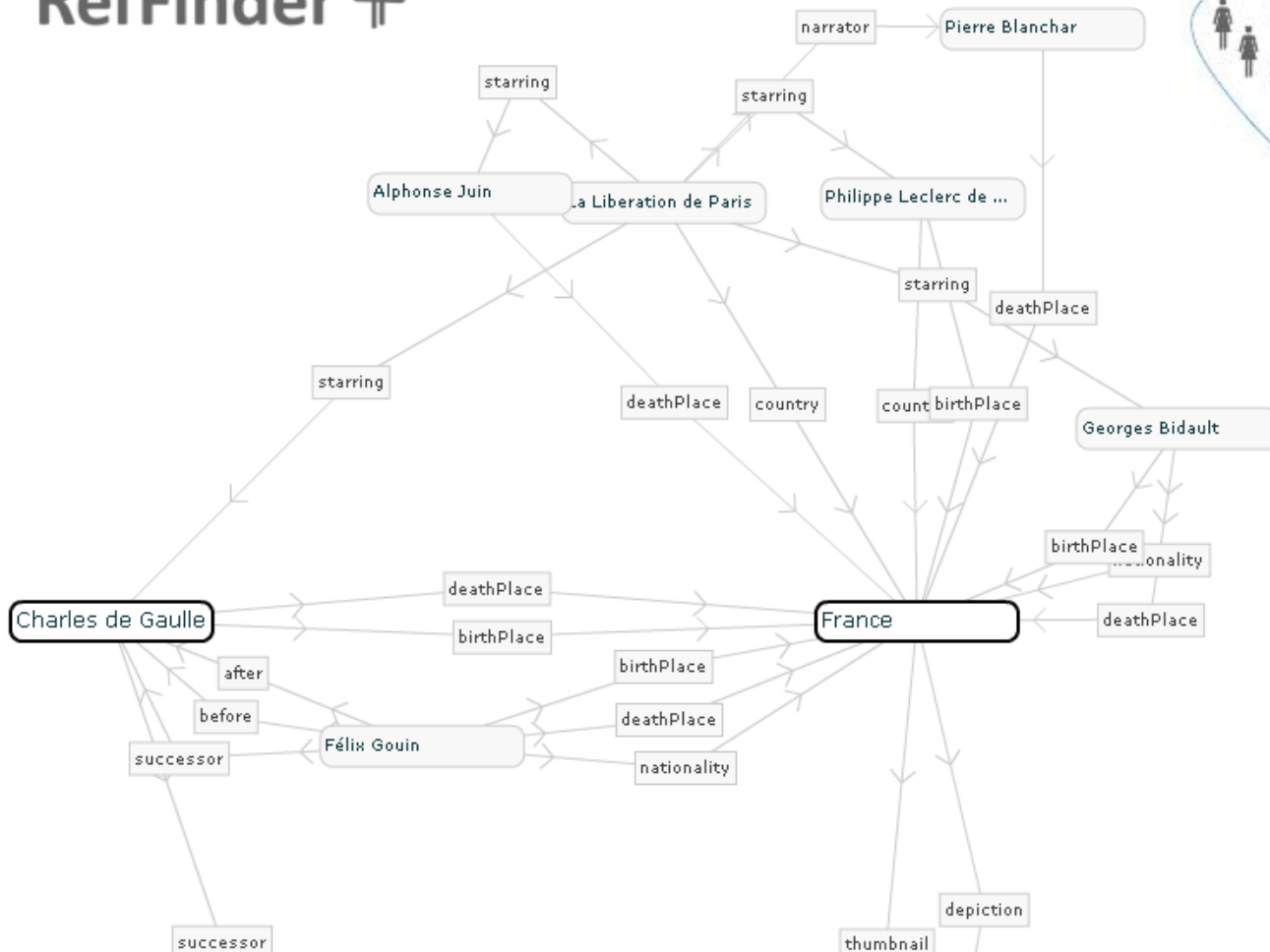


My diffuse self on the disconnected Web...



Relationship exploration and management

RelFinder 



Multi-dimensional relationship management needs good UX, IA, and structured linked data...



"What's happening?"

Are algorithms moderating your relationships?



Copying a post from a friend's page: Facebook has changed its News Feed so that by default you can only see updates from people you have recently interacted with! To change this, click "most recent" then use the little arrow down and go to "edit options" and check the box to receive updates from ALL friends. Most importantly, repost this! Remember only a few of your friends will actually see it.

17 February at 09:56 · Like · Comment

Something Else FB didn't tell us...

+ Write a note

by [author] on Wednesday, 09 February 2011 at 13:15

PLEASE READ - THIS IS VERY IMPORTANT TO EVERYONE WHO USES FACEBOOK FOR BUSINESS OR PERSONAL REASONS.

HERE'S THE FIX: Scroll down to the bottom of the newsfeed on the homepage and click on "Edit Options", click on "Show Posts From" and change the setting to "All Of Your Friends and Pages" Note: This is the fix for personal pages but I am unsure of whether or not the business pages are set up the same way.



Cracking the Facebook Code

by Thomas E. Weber

How does the social media giant decide who and what to put in your feed? Tom Weber conducts a one-month experiment to break the algorithm, discovering 10 of Facebook's biggest secrets.

<http://www2.thedailybeast.com/blogs-and-stories/2010-10-18/the-facebook-news-feed-how-it-works-the-10-biggest-secrets/full/>

I don't understand, FB. Why a "links" tab, to segregate the links my friends' post? Especially since some of the orgs I've friended are specifically to see their upcoming events? Why is FB continually full of "unimprovements"?

43 minutes ago · Comment · Like



"Who's in control?"

The New FB Privacy setting called "Instant Personalization" went into effect and is enabled. It shares your data with non-FB sites. Go to Account>Privacy Settings>Apps & Websites>Instant Personalization>edit settings & uncheck "Enable". BTW If your friends don't do this, they will be sharing info about you as well. Copy and repost.

I'm seriously thinking of quitting FB--anyone have any good options?

01 February at 10:10 · Like · Comment

OK, what happened to "Invite friends to join group"? All I can do now is add them, and poof! they're members whether they agree or not. Me not like.

about an hour ago · Like · Comment

THE WALL STREET JOURNAL | TECH

WHAT THEY KNOW | JULY 30, 2010

Sites Feed Personal Details To New Tracking Industry

WHAT THEY KNOW | JULY 30, 2010

The Web's New Gold Mine: Your Secrets

A Journal investigation finds that one of the fastest-growing businesses on the Internet is the business of spying on consumers. First in a series.

<http://online.wsj.com/article/SB10001424052748703940904575395073512989404.html>
<http://online.wsj.com/article/SB10001424052748703977004575393173432219064.html>

The New York Times

Business Day

Media & Advertising

Stage Set for Showdown on Online Privacy

By EDWARD WYATT and TANZINA VEGA
Published: November 9, 2010

<http://www.nytimes.com/2010/11/10/business/media/10privacy.html>

The New York Times

Business Day

Published: May 12, 2010

Facebook Privacy: A Bewildering Tangle of Options

<http://www.nytimes.com/2010/11/10/business/media/10privacy.html>

BBC Mobile

NEWS TECHNOLOGY

9 November 2010 Last updated at 12:35 ET

Facebook and Google in data sharing spat

<http://www.bbc.co.uk/news/technology-11717448>



Let's explore... How does a design respect its users?

- **Humility**
 - Know thy limitations
 - Ask

- **Provenance & transparency**
 - Trust as a user interaction challenge
 - Tracing data history... more possible than ever... and more important than ever

- **Conscious sharing**
 - Building on the strength of Web 2.0
 - Stronger relationships... between each other... between our data "selves"

- **Privacy**
 - Who's in charge?
 - Informed consent: How to we know what we've given permission for?
 - In future, we're not just giving permission for data... we could be empowering agents with responsibility for *action* on our behalf

How do we think about, model, and research social experience? You might want to take a look at Dana Chisnell's IA Summit 2011 talk: *Rethinking User Research for Social Design* (<http://www.slideshare.net/danachisnell/rethinking-user-research-for-social-design>)



Participant discussion: social media, data sharing and reuse

- What are the implications of “ownership”?
 - Content ownership and control:
 - Social sites that declare “ownership” of user content
 - Reuse of content
 - Data (particularly personal data) ownership and control:
 - Informed consent, and providing some understanding to users of how their data may be used in an increasingly networked world
 - Controlling – or expressing preferences – to your “friends” so their posting of images, comments, data are informed by your expectations when it involves you
 - Carrying policy expressions:
 - Data use and re-use is hard to monitor
 - Is there a way to express personal and organizational policies in ways that it can be carried with data, or referenced as part of the process of using data?
 - W3C had been exploring this as part of their Policy-Aware Web?

- Data out of context – how and when should it be used?
 - Scientific data is sometimes published with the written articles about the research, but the release of such research assets may cause problems for researchers
 - The assumptions and limitations of data are currently difficult – or impossible – to provide alongside the data itself, so secondary uses are compromised





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