User Interface Design and the Semantic Web

... from the idea to the experience

Duane Degler
Design for Context
www.DesignForContext.com
Semantic Web:

Powerful advantages for design

Subject

(direction)

Object

and Insight (context)
Risks

Opportunities
Risks

Unintended Consequences
Scalability

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

geo
- Geocoding
- Geographic information system
- Geography of France
- Geolocation software
- Geometry
- Geo
- Geo (automobile)
- Geo (landscape)
- GEO (magazine)

edit title and notes >

www.faviki.com

www.zigtag.com

www.delicious.com
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.

**Risks**

Everything’s a topic now

1 friend likes this.

78,931 people like this
14 Nov 2010
www.facebook.com/pages/And/10150153988765438

85,464 people like this
No friends are using this application.

A Little Bit of Everything

Music

137,513 people like this
14 Nov 2010
www.facebook.com/pages/A-Little-Bit-of-Everything/113683898648991

A Little Bit of Everything

Music

137,513 people like this
14 Nov 2010
www.facebook.com/pages/A-Little-Bit-of-Everything/113683898648991
"Now everything can link to everything..."
Risks

Fostering Uncertainty
"What's happening?"

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"?

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.


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

The New York Times

Business Day

Facebook and Google in data sharing spat

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

The Daily Beast

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.


The Wall Street Journal

Sites Feed Personal Details To New Tracking Industry

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

Opportunities

Proactive Relevance
Relevance requires context recognition

Data- and context-driven pages

Create Multi-Trip Itinerary

Your travel schedule may include more than one city stop, requiring you to confirm that each location you travel to is part of the same business reason. If you are preparing a multi-trip itinerary that would be chargeable to more than one project, then refer to RAG charge code tables to be sure that your authorization is completed correctly. This will save time and rework.

A Multi-Trip Itinerary includes more than one destination apart from your home location, which requires either expensed travel (air, train, or rental car) or overnight stays in different locations.

Steps

1. Select "Multi-Trip" radio button on the booking form.
2. Select your starting airport and then all destinations, in the order you will visit them.
3. For each trip between two destinations, identify the dates and times of travel, then provide a description of the activity in each location, or the project reference.
4. Select "Look up Travel Options" to continue.

For more details

- Add a layover when en route
- Change part of a trip
- More than one airline on an itinerary

Legal Basis

- CFR 28-439 Creating travel plans based on government project funds: reporting and considerations
- Guidance note 86A-2006: More than one person traveling for project purposes

Remember...

Authorization approval levels updated for recharging to projects (2.23.2008)

See Also

- Traveling out of country
- Set airline seat and meal preferences
- Completing expense form

What others said

- Work-around for single night layover
- Clarification of policy when charging to more than one project
Goal: embed in *application* pages

**Steps**

1. Select "Multi-Trip" radio button on the booking form.
2. Select your starting airport and then all destinations, in the order you will visit them.
3. For each trip between two destinations, identify the dates and times of travel, then provide a description of the activity in each location, or the project reference.
4. Select "Look up Travel Options" to continue.

**Legal Basis**

- CFR 28-439  Creating travel plans based on government project funds: reporting and considerations
- Guidance note 86A-2006: More than one person traveling for project purposes
Opportunities

Flexibility
Facets... even more multi-dimensional
Enabling data creation
Risks

- Unintended consequences
- Fostering uncertainty

Opportunities

- Proactive relevance
- Flexibility
Design process: user-centered, intentional, iterative

Semantic Web: open, extensible, related
The Context Web... *more than data*

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

- **The Experience**
  - Integrated
  - Personal
  - Social
  - Mobile and location-aware
  - Temporal
  - Situated
  - Multi-modal

*To capture opportunities, focus on...*

- User experience
- Relationships
- Collaborating, and learning from users over time
User Interface Design and the Semantic Web

... from the idea to the experience

Duane Degler
Design for Context
www.DesignForContext.com