

Designing for the Personal InfoCloud

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The Focus of the Web has Changed



Was



I Go Get

- We sought “their” information
 - Focus on content provider
 - One device
 - One use
 - Proprietary formats
 - Findability focus
-

Is

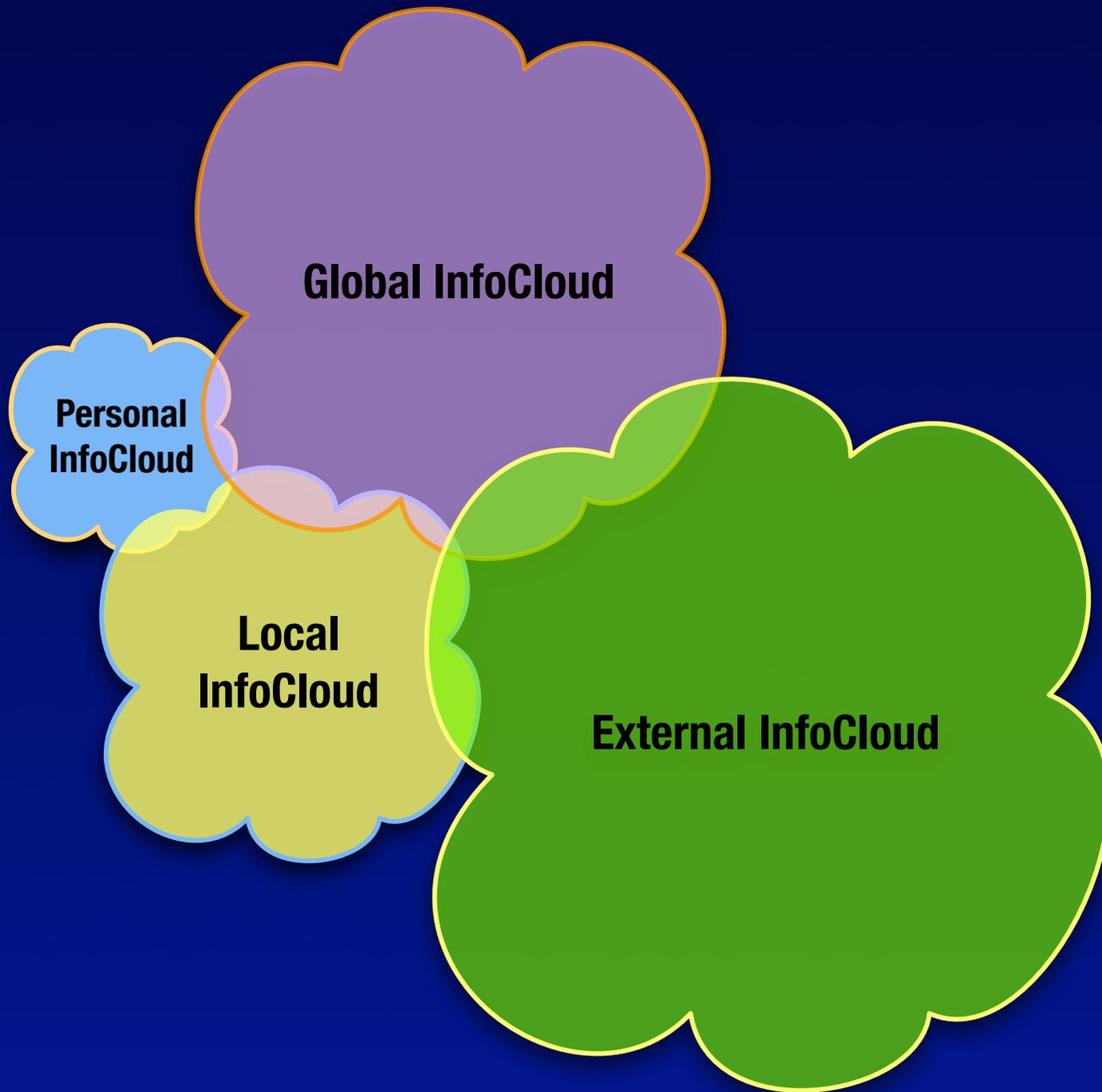


Come To Me

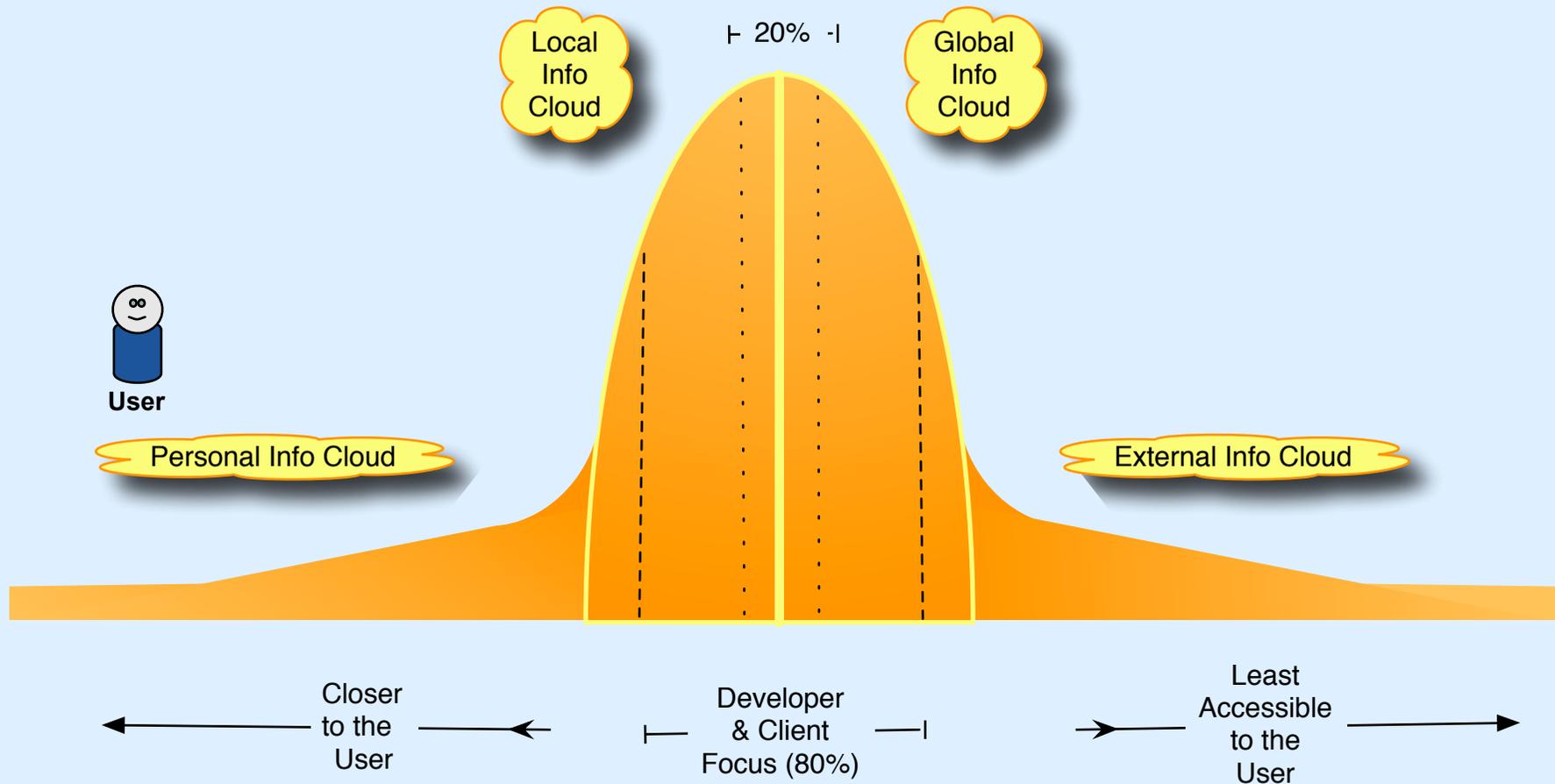
- Our information we found or created
 - Focus on person using
 - Reuse
 - Attracting and keeping attracted
 - Across devices
 - Open formats
 - Refindability focus
-



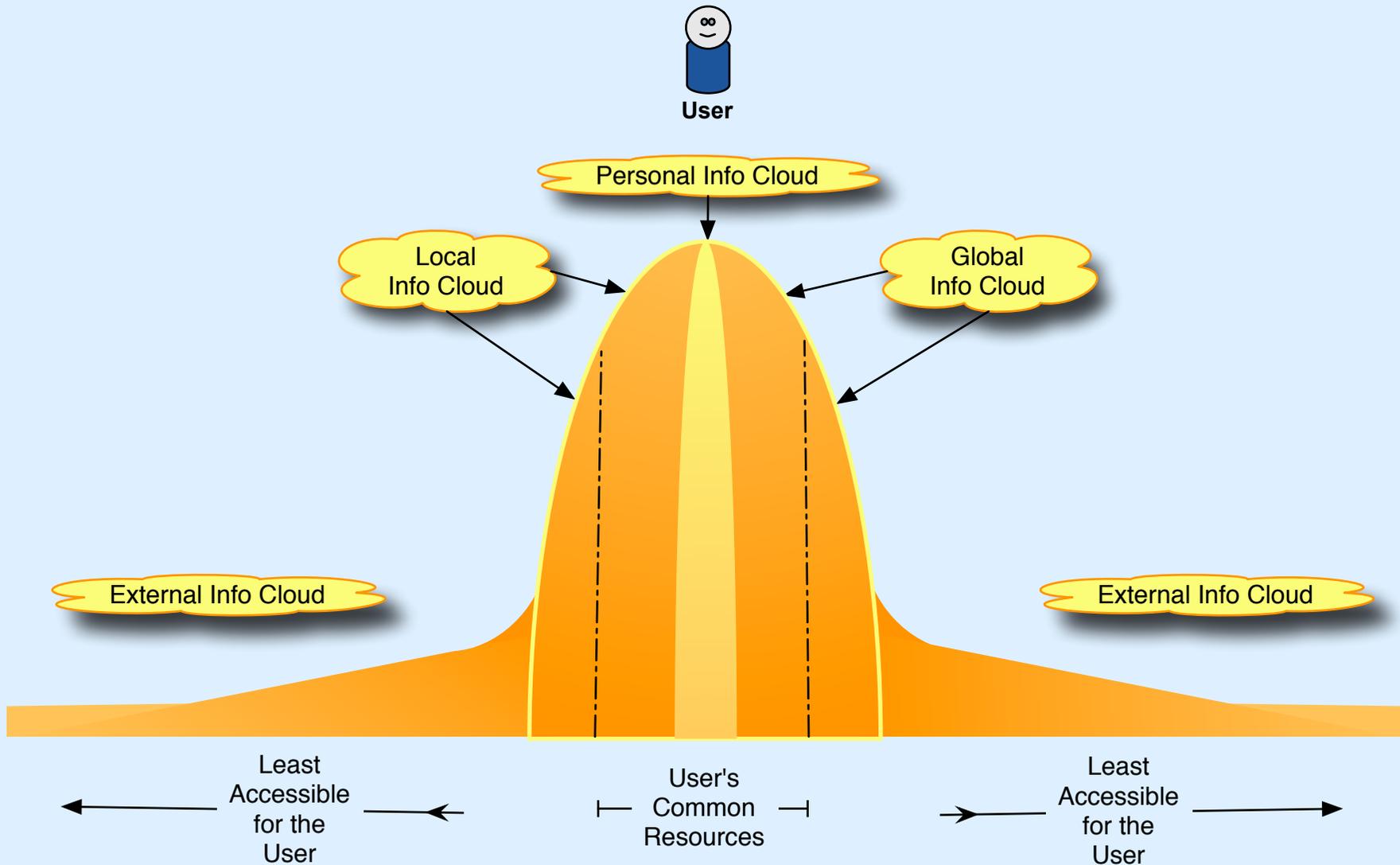
**Personal
InfoCloud**



Designer/Developer View



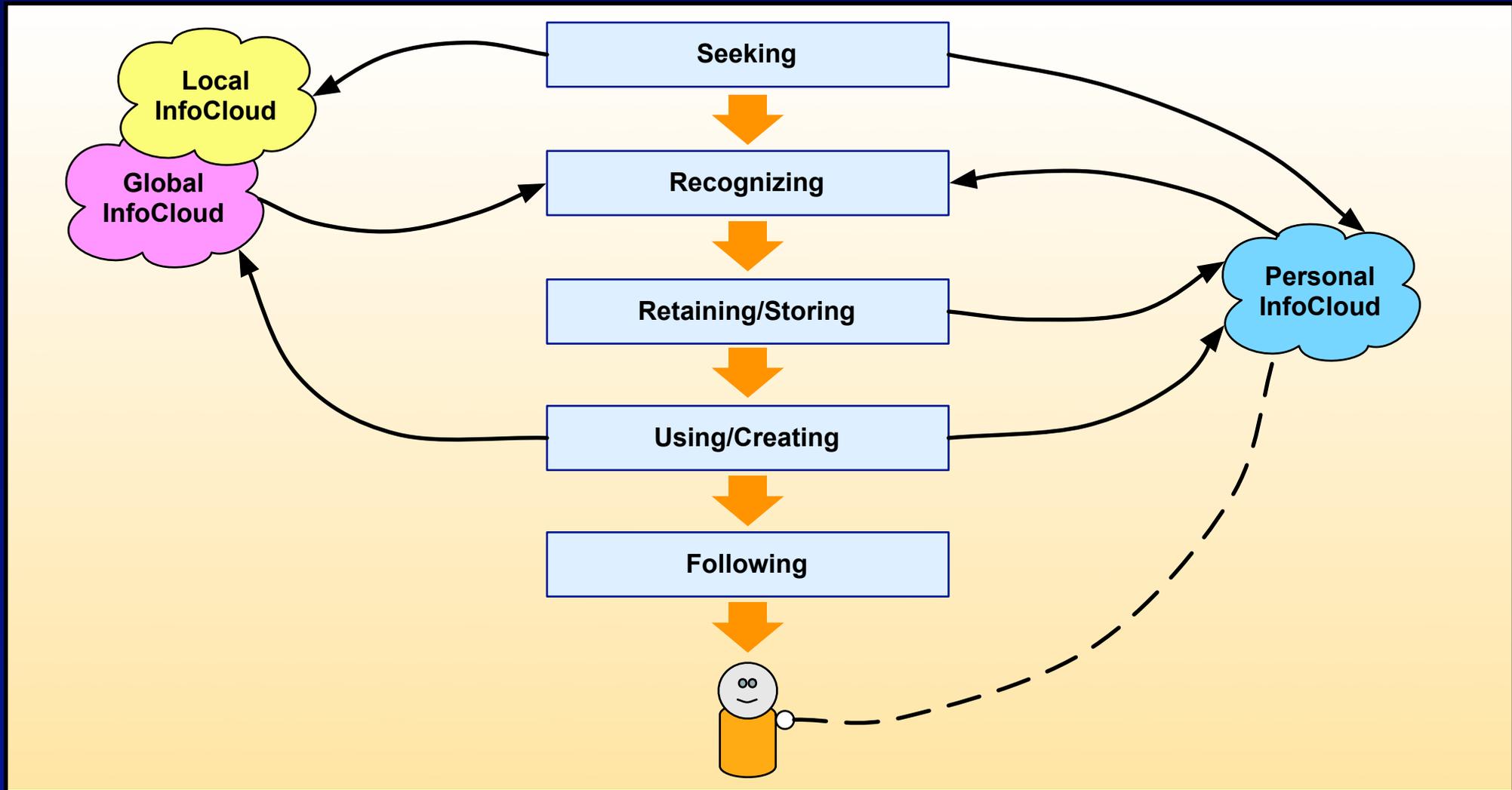
Personal View



Personal InfoCloud: Key Properties

- Person-centered
 - Continuous access
 - Organized for self
 - Task, action, and context aware
-

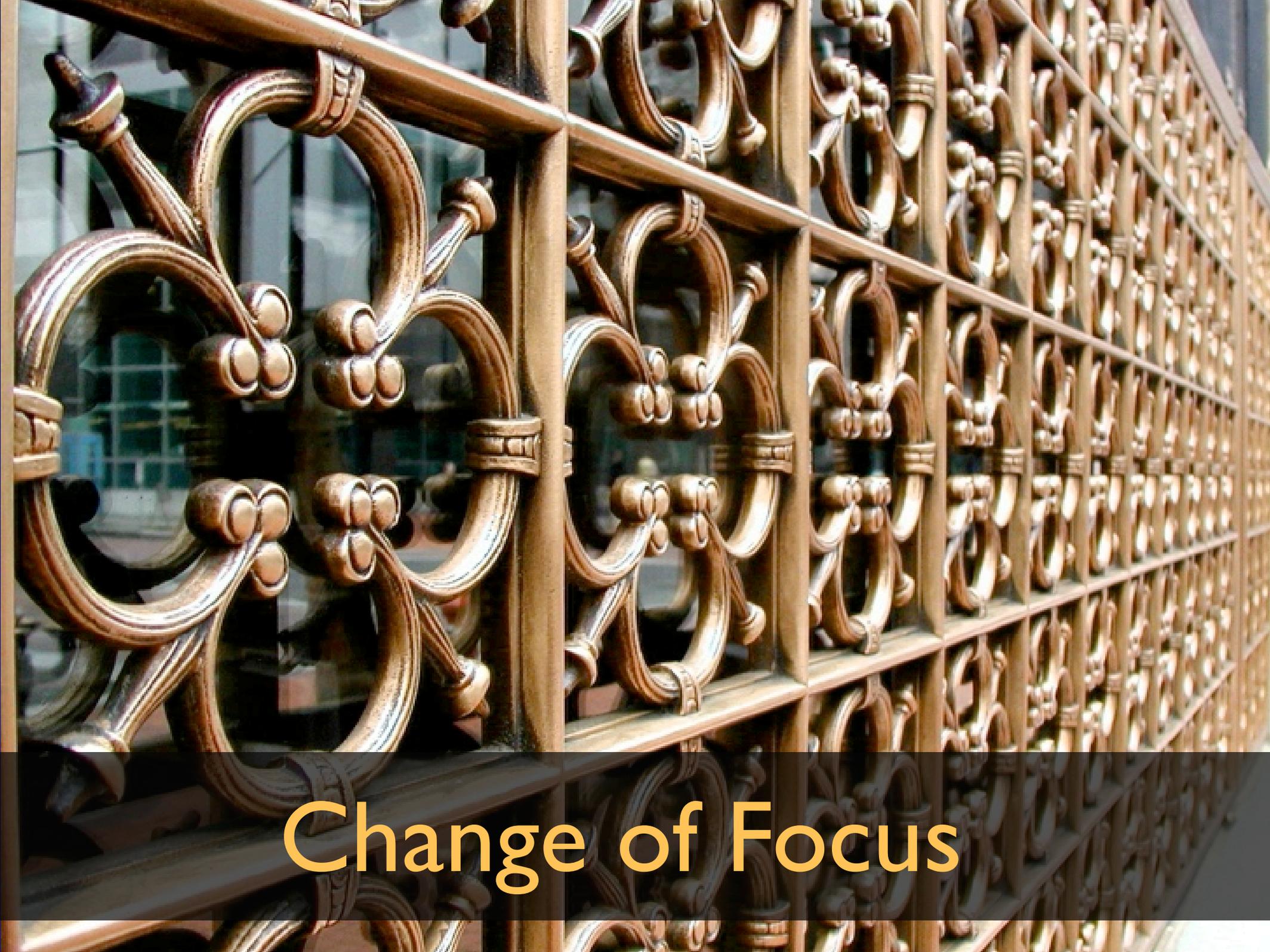
Personal Info Cycle



Designing for the Personal InfoCloud

Everybody Wins

- Build a healthy relationship with users
 - Strengthen the ties to people interested
 - Keeping current
 - Spread the word
 - Everybody is connected & interconnected
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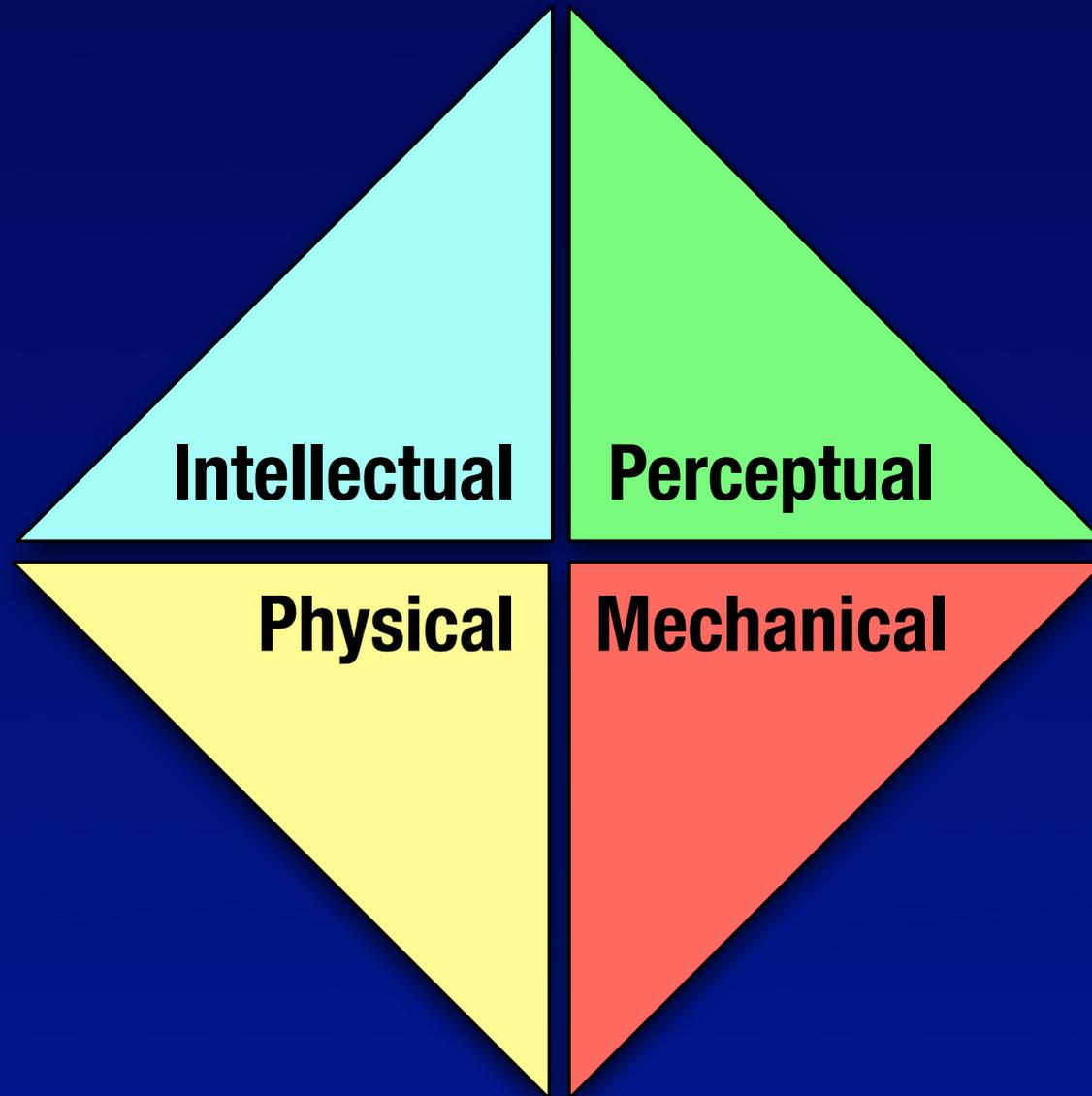


Change of Focus

Focus on Personal Convergence

- Build for use and re-use
 - Subscription models
 - Portability
 - Easing interaction between people and content provider
-

Model of Attraction - Receptors





Begin the Examination

Examination: Offerings

- Assess what you provide - get granular
 - Content inventory
 - ▶ Site structure
 - ▶ Page types and document types
 - ▶ Content object types on the pages
 - ▶ Related objects
 - ▶ Content volatility (frequency of change)
-

4:20

Amtrak TRAIN INFORMATION

Time	Number	Train	TO	From	Status	Stairway
2:30	99	ACELA REGION-R	NEWPORT NEWS	BOSTON	2hr 30m LATE	•
3:30	161	ACELA REGIONAL	NEWPORT NEWS	BOSTON	1hr 30m LATE	6 •
4:16	156	ACELA REGIONAL	NEW YORK	WASHINGTON	BOARDING	3 •
4:22	87	ACELA REGIONAL	RICHMOND	NEW YORK	25mins LATE	6 •
4:25	40	THREE RIVERS-R	PHILADELPHIA	CHICAGO	ON TIME	7 •
4:30	651	KEYSTONE	PHILADELPHIA	NEW YORK	5mins LATE	9 •
4:35	19	CRESCENT	NEW ORLEANS	PHILADELPHIA	BOARDING	7 •

• DUE TO TRACK WORK THERE WILL NOT BE ANY NIT TRAINS
• TO AC BUSES WILL DEPART 29TH ST SIDE OF STATION

 ClubAcela Behind Stairway One

Understanding Use

Examination: Users Focus

- Learn what people do with your information
 - ▶ Want to do
 - ▶ Could do
 - Various use contexts
 - ▶ What triggers use
 - ▶ Many environments
 - ▶ Actions for reuse
 - Usable formats for content object type
 - What action follows information use?
-

Examination: Gaps

- Identify the gaps between what you provide and what people want/need
 - Content
 - Delivery
 - Access
 - Format
 - Notification
 - Gaps are opportunities to improve
 - Current & future gaps
-



Getting There

Design Phase

- Build persona/scenarios including:
 - Model of Attraction receptors
 - Location/environment
 - User tasks/context
 - Across devices and software
 - Design for adaptability
 - People have their own perceptions, needs, and uses for the information
-

Designing: Structuring Info

Structure information and its container for:

- Deep linking
 - Externally stored usage
 - ▶ Updates
 - ▶ Versioning
 - External structuring
-

Designing: Standards

- Information offerings:
 - Flexible
 - Open Standards
 - Proprietary or Application-based Standards
 - API Friendly
 - Offer more than one option
-

Designing: Personal Web Components

- RSS (text and enclosures (podcasts, etc.))
 - E-mail
 - SMS/MMS
 - iCal/vCard
 - Web Services
 - Syncing (person's own devices/services)
 - Microformats
 - Folksonomy
 - API
-

Simply

- Be friendly
 - Strengthen ties to people who use offerings
 - Listen, watch, and embrace
 - Get granular
 - Test frequently
 - Let it grow
-

Contact

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Presentation Home:

<http://vanderwal.net/essays/pic/050715/>
