

We become what we
behold. We shape
our tools and then
our tools shape us.

Future of Interaction

500 Aurora Ave N # 404
Seattle 98109
206 749 9434



Marshall McLuhan 1911 - 1980
Patron saint of Wired Magazine

1

How we got here?

We're here... Now what?

Mind expanding tools

Interactivity Ahead

Consequences

Challenges

2

How we got here?

- The browser as (outdated) access technology
- Designing for the browser in the existing network context

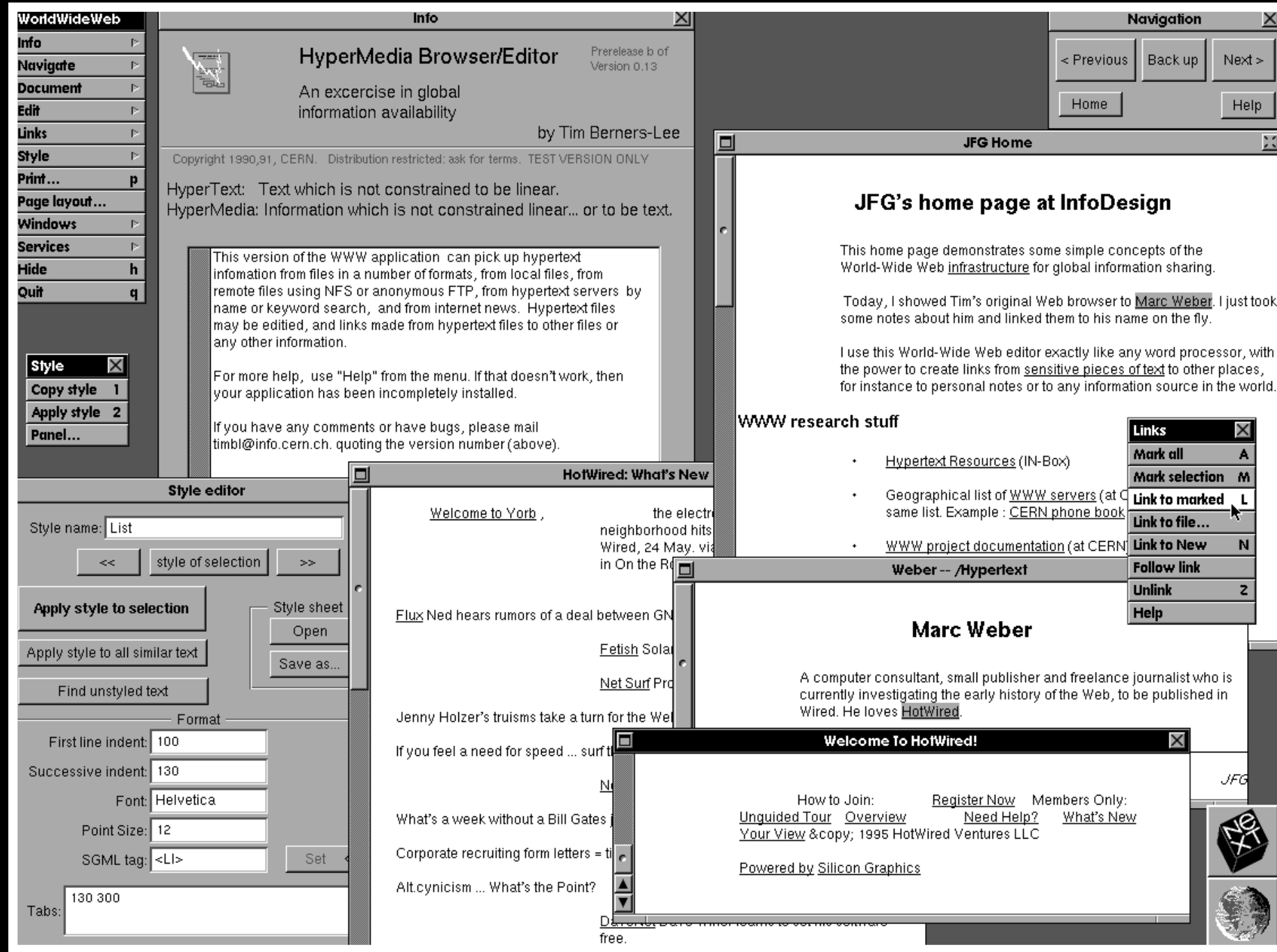


NEXUS:

Tim Berners Lee
February 26, 1991

Concept:

The browser was also an editor. It allowed the simultaneous editing and linking of many pages in different windows.



Design vs interaction:

More Sequential information display.
Less interaction.

Focus on style, brand attributes and bandwidth.

Old tricks:

- lowsrc
- Site pre-caching
- Color palette optimization
- Metaphors from hell

Stretch

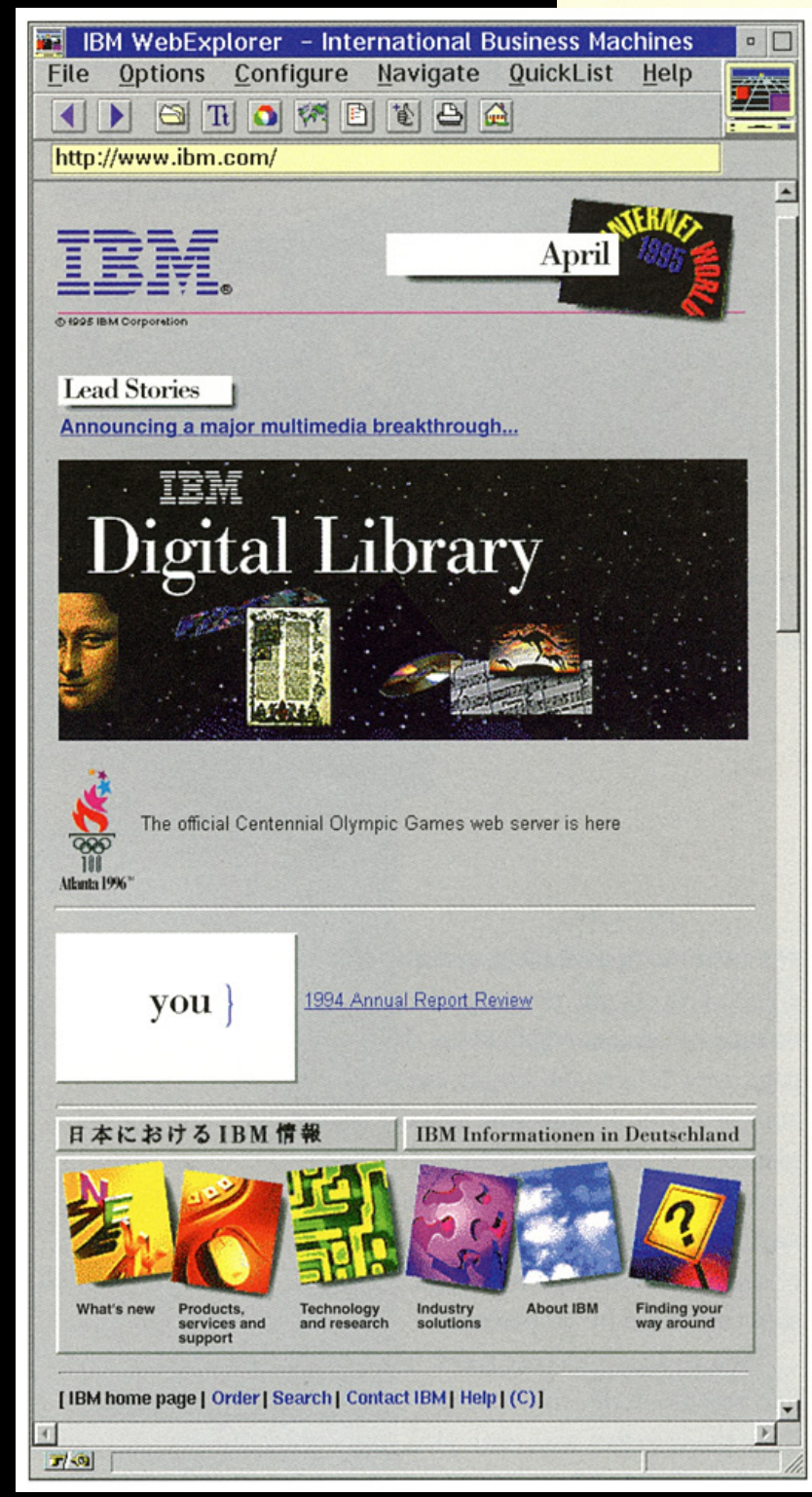
Special imagination-inspiring category that provides an interactive showplace for multimedia, on-line games, and brand advertising material

What we offer

An electronic gateway into marketing information and on-line support for specific products and services

Industry solutions

Information arranged by specific IBM customer audiences

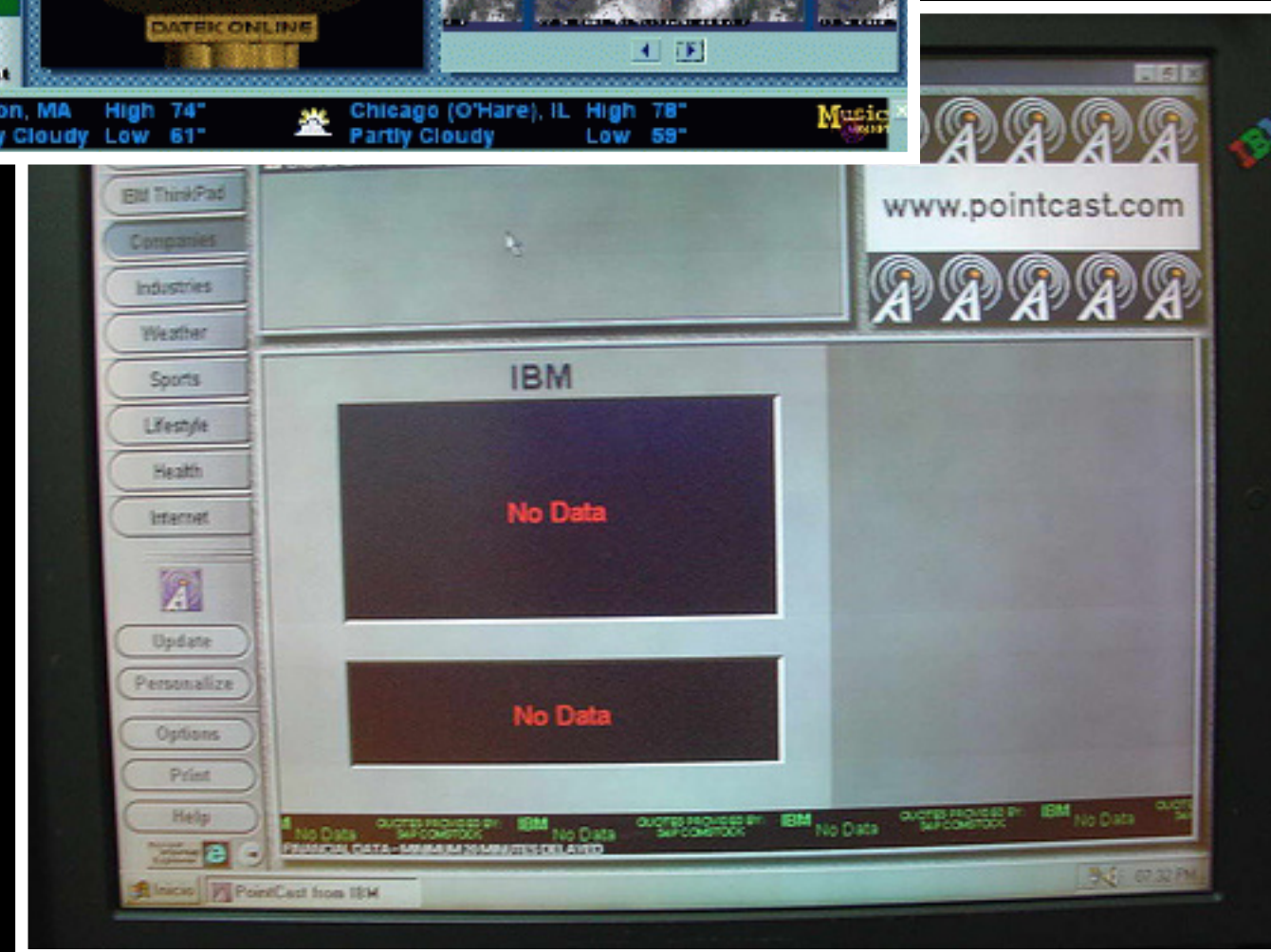
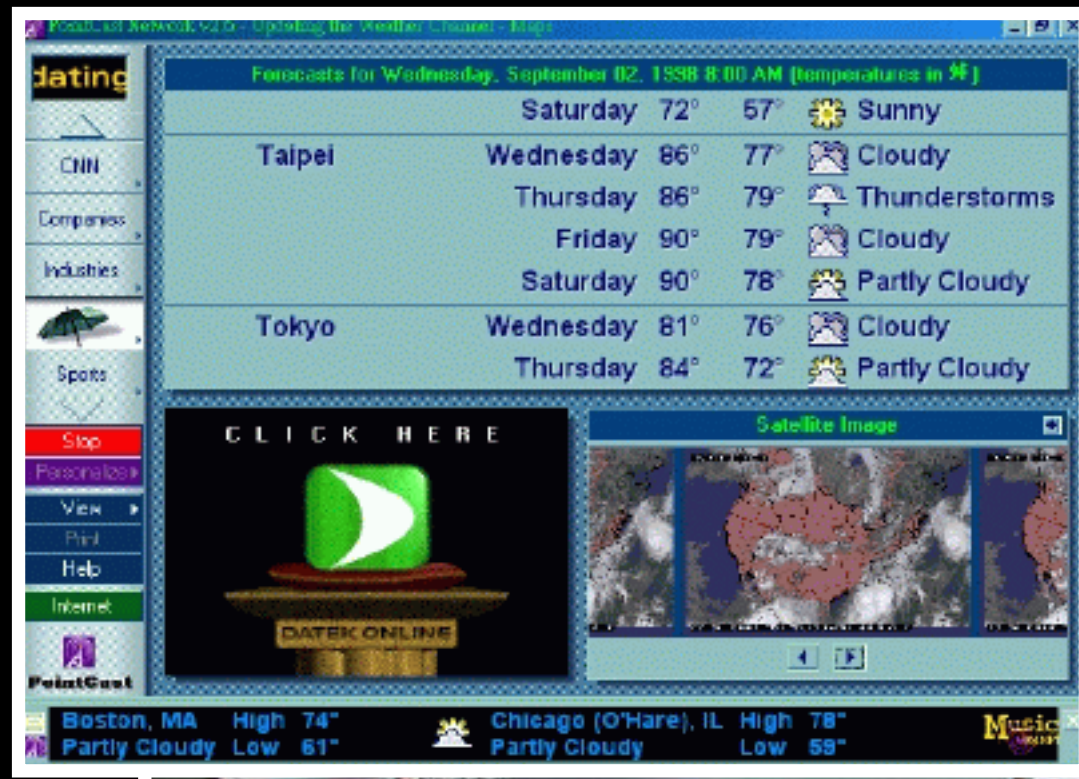


Push technology:

Request for a given transaction originates with the publisher or central server.

Pointcast launched in Feb. 1996. It delivered news and stockmarket data.

Replaced in the 2000 with RSS - pull technology



The golden age of the CMS / CRM:

Broadvision - Pioneered eCommerce in the 90's.

\$20,000 / share split adjusted price in Mar. 2000.

Hallmark client - Pets.com

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THE STAR

BUSINESS

INSIDE

Want to create or check on the status of your own custom portfolio and watchlist? Check out our "Your Portfolio" link in Business on www.insidevc.com

SATURDAY • NOV. 25, 2000 EDITOR: FRANK MORAGA 645-1049 SECTION D

Puppet love

UP IN ARMS: What's a sock to do when its dot-com master goes belly up?

By Deborah Lohse
San Jose Mercury News

Position wanted: Lovable, slightly sarcastic sock puppet seeks good job, preferably one requiring a microphone. Limited but highly successful job experience as a spokespuppet for a major dot-com company. Highlights included being featured in a float in the Macy's Thanksgiving Day parade and meeting Scott Baio. Author of autobiography "Me By Me." All offers considered.

For many people who never really cozied up to the idea of buying pet supplies online, the saddest part of the demise of Pets.com was certainly the orphaning of the unnamed Pets.com sock puppet.

Now, some corners of the marketing world are abuzz with the question of what to do with a marketing icon that, sadly, was far more successful than the company he was promoting. (The puppet wound up being the site's best-selling item after Pets.com started merchandising him in April.)

The legal answer is that the sock puppet is an asset of Pets.com as it liquidates its business. Company officials, who say it's tough to put a value on him because there are no equally famous sock puppets for

comparison, say they are nonetheless getting many calls on the scrappy pup.

"We've had calls from media and entertainment companies, other pet companies' interested in buying the rights to the puppet, said John Cummings, a Pets.com spokesman. Before the company went under, there had been talk of making him the host of a kid's show.

In the meantime, an undisclosed number of sock-puppet dolls are available for sale for \$19.99 this holiday season at places such as Amazon.com, Spencer Gifts and the Web site of Fun-4-All.

Pets.com, as the current rights holder to the puppet, doesn't plan to order up any additional puppets if stores run out, giving them the cachet of a collector's item. On eBay, the talking puppet — which says oddball things like "I like your shorts; you're a nice looking fellow" — recently changed hands for \$70.

As a spokespuppet, his options may be limited beyond pet supplies, some said.

"I don't think he's transferable out of category," said Tim Munoz, executive director at brand consultants Landor Associates. "Even during his short life span, he's so closely associated with a certain kind of product, a certain value proposition, that it would be hard to transfer that."

— Distributed by Knight Ridder/Tribune Business News.



Knight Ridder News Service

"TAKE ME, PLEASE!" The Pets.com sock puppet might be the best-known asset of the now defunct Internet business. Some corners of the marketing world are wondering if the puppet will get a new gig or end up in the dirty sock pile.

We're here. Now what?

- The more things change the more they stay the same
- Landscape fragmentation, career fragmentation

Role of the thinker / expert:

A lot more stuff.
Same rules apply.



Four design challenges in creating the IBM home page

- 1 Structuring the scope and depth of content for a global, diverse corporation
- 2 Establishing consistency while accommodating rapid change
- 3 Maintaining visual cohesiveness and quality
- 4 Optimizing technology and keeping pace with its development

DEFINING THE ROLE OF THE IBM HOME PAGE WITHIN CORPORATE STRATEGY

Corporate objective

- Single IBM brand

Communications strategy

- Strong, unified message
- Consistent, contemporary look across all media

WWW goals

- One electronic identity reflecting the IBM brand
- Wide range of content requirements accommodated
- Inviting, involving page to encourage visitors to return



Specialization:

Increased complexity / increased opportunity / increased confusion

WANTED

Unpaid intern

QUALIFICATIONS

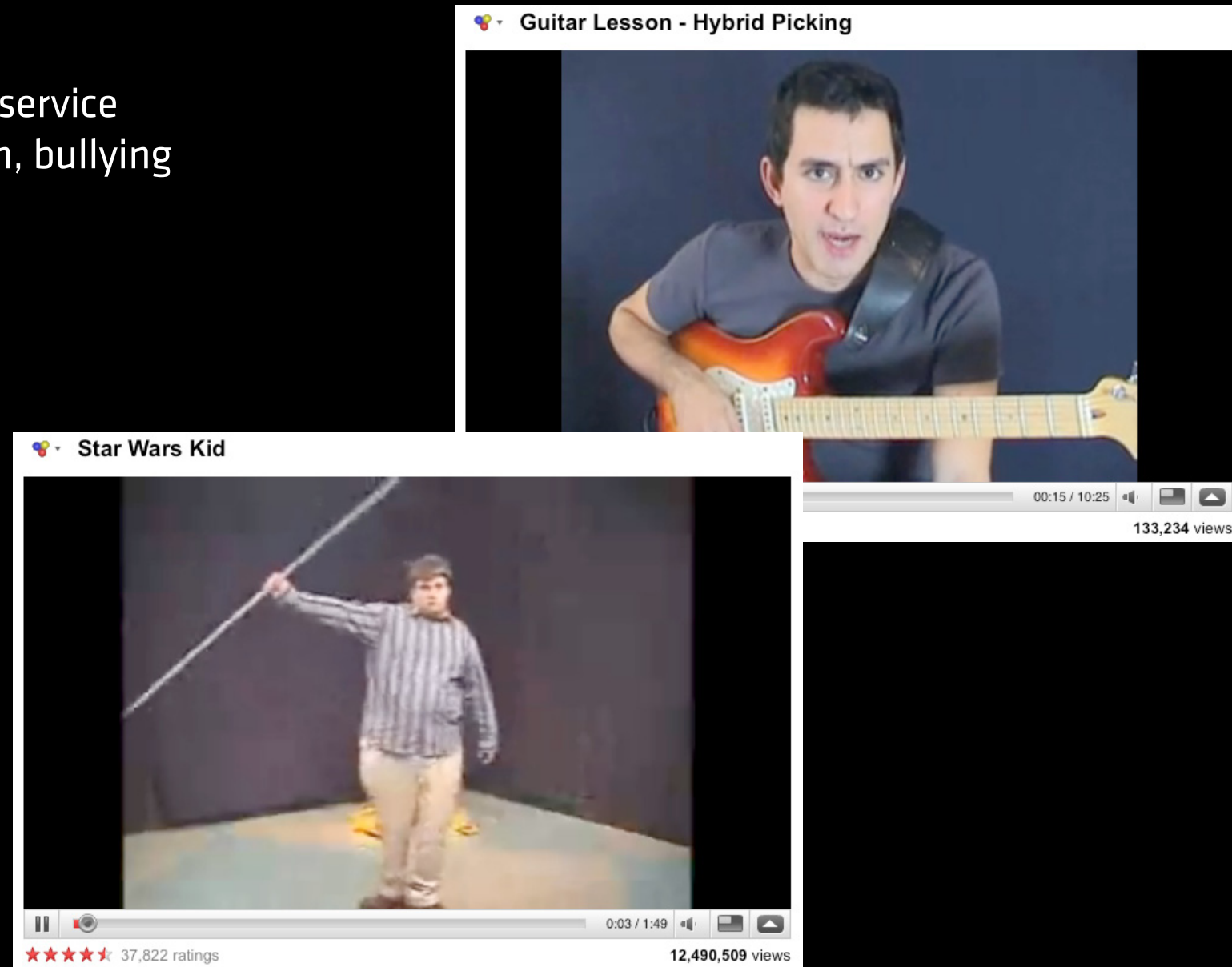
ASP, PHP, XML, XSL, CSS, XHTML
AfterEffects, Premiere, Avid,
MAYA, .net, Visio, SQL, CS3, OOP,
client management, project
management, Photoshop,
Illustrator, Flash, ability to self-
manage.

Mind expanding tools

- New tools / new uses
- MICRO everything

YOUTUBE:

Created as a video sharing service
Used for search, instruction, bullying



Twitter:

Created as a micro-blogging service
Used for getting answers, traffic
monitoring, ironic comments / fun
bullying

What is Twitter?

What?



Twitter is a service for friends, family, and
to communicate and stay connected through
exchange of quick, frequent answers to one
question: **What are you doing?**

Get Started—Join!

Twitter is the telegraph
system of Web 2.0.

Nicholas Carr, Author and
Technologist

When I first started
thought, 'geez, not
website to worry ab
updating and check
now I'm glad I did it

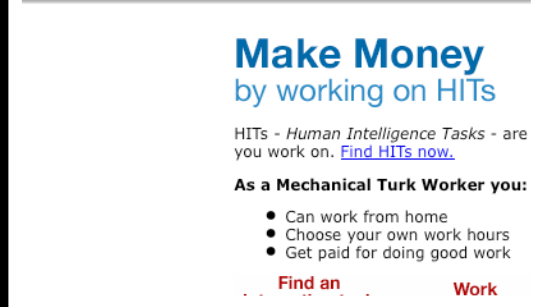
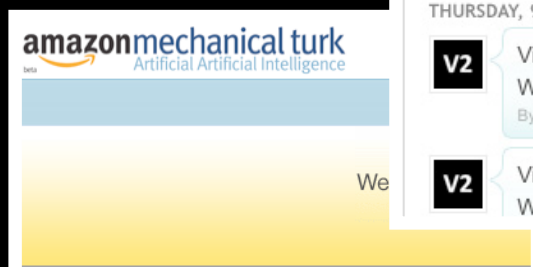
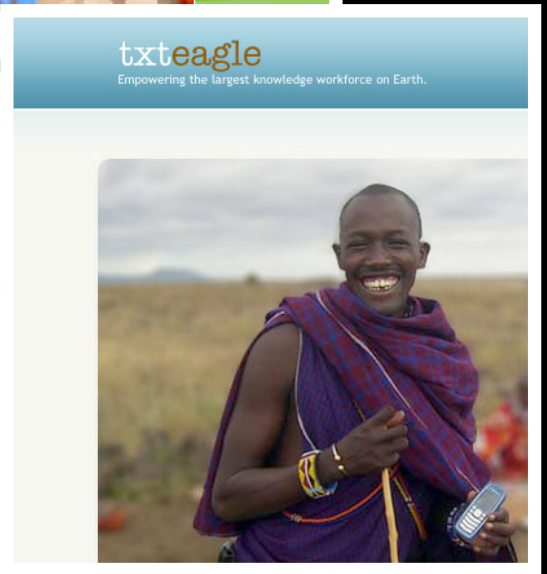
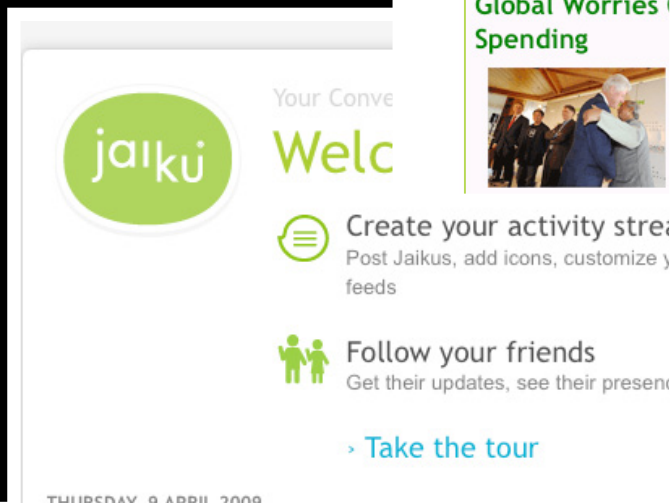
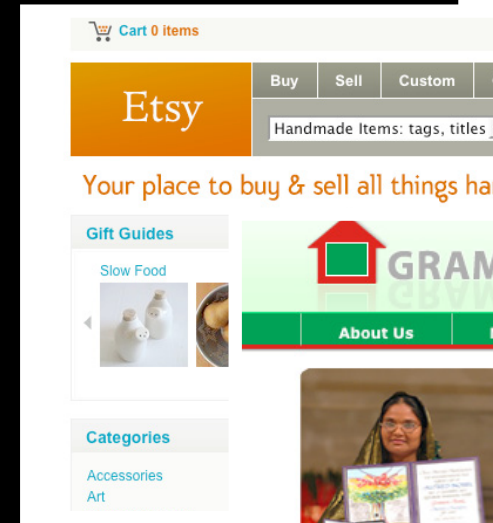
point_chevalier, livejo



Micro:

AKA the last mile solution

- Micro-outsourcing / Mechanical Turk + txteagle
- Micro-blogging / Twitter, Plurk, Jaiku
- Micro-credit / Grameen bank
- Micro-consignment / Etsy, CES
- Micro-payments / iPhone apps



In many parts of the world there is an abundance of idle time.

<http://txteagle.com/>
<http://mturk.com/>

Interactivity ahead

- 3 stages of the Internet (so far)
- New technology
- DIY

3 Stages of the Internet:

- Stage 1 - network stage (your website)
- Stage 2 - the mobile Internet (your iPhone)
- Stage 3 - the Internet of Things (your fridge)
- Stage 4 - ?

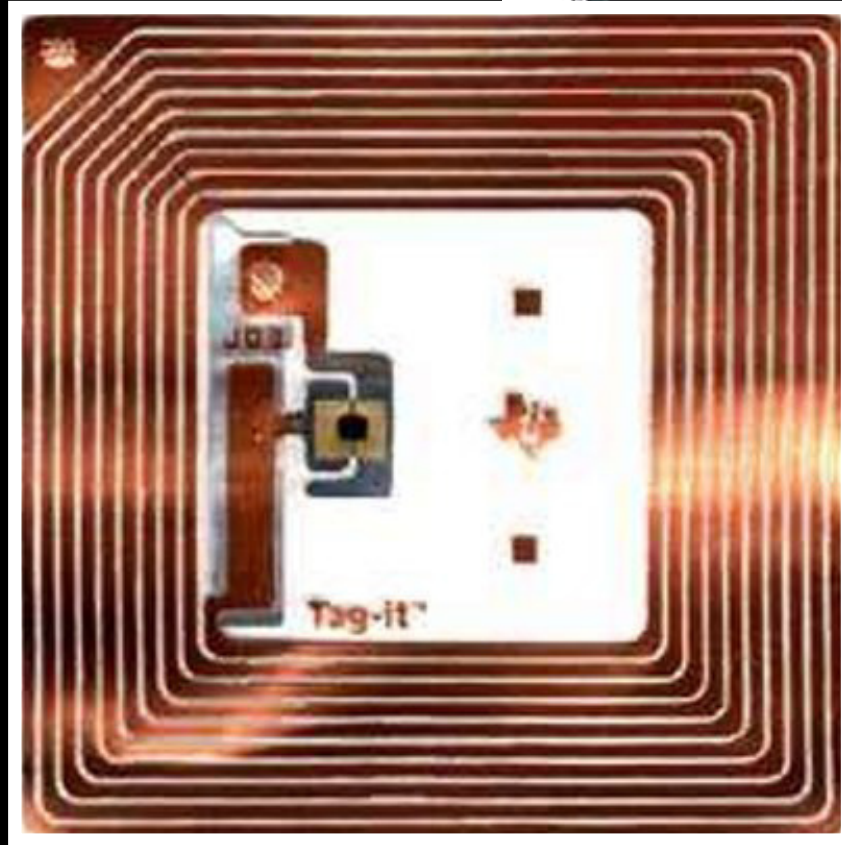
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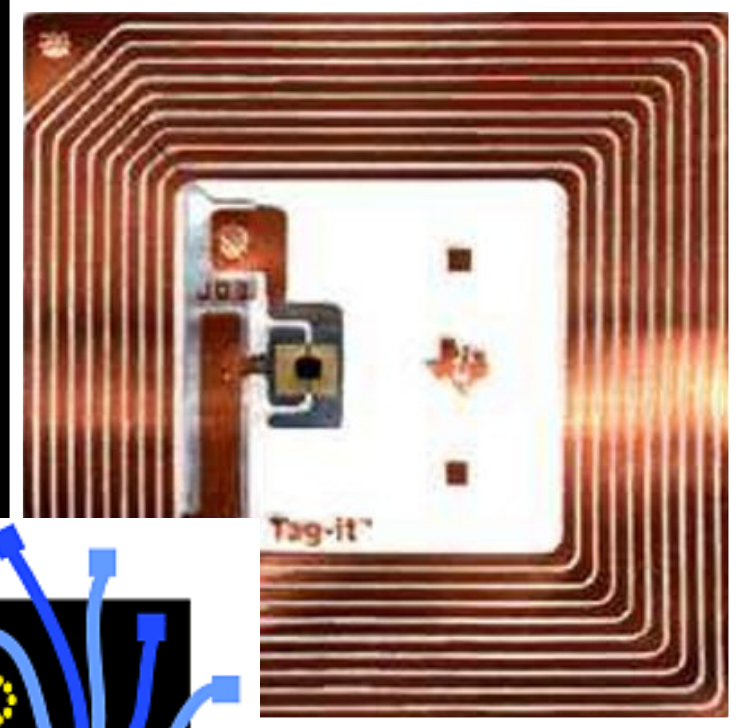


Stage 3 - The Internet of things:

IPso and IPv6
Cisco, Ericsson and Sun

EU's Hydra Project
middleware for intelligent and networked embedded systems

Nabaztag and chipped cows!



LUCAS

THE WORLD THROUGH
A RABBIT

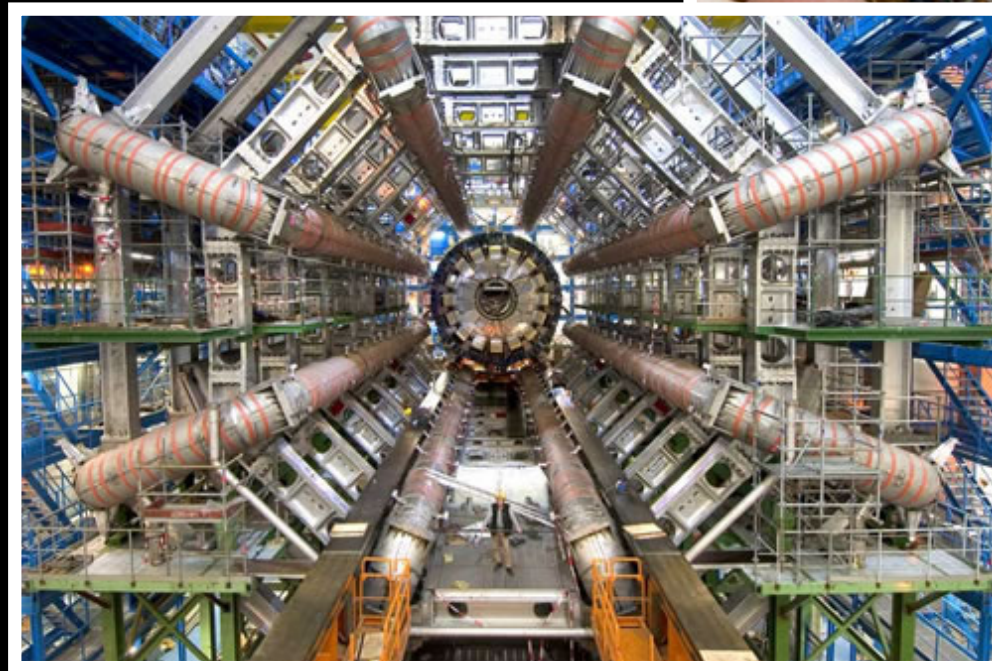
WHEN HE RECEIVES
A MESSAGE ON
HIS GMAIL ACCOUNT,
NABAZTAG READS OUT
THE SUBJECT LINE

New technology:

The LHC Computing Grid + Globus

Internet 2

Sony OLED paper thin screen (07)



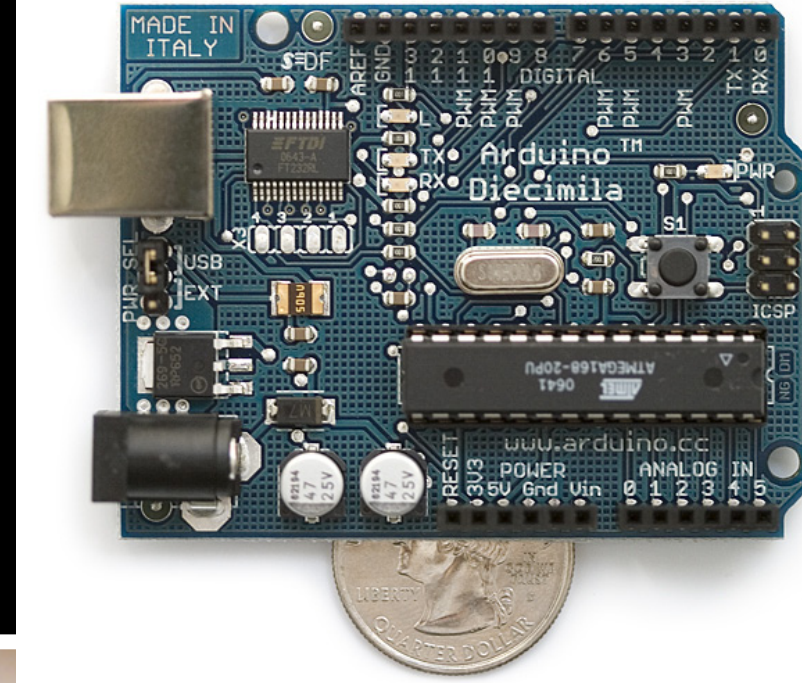
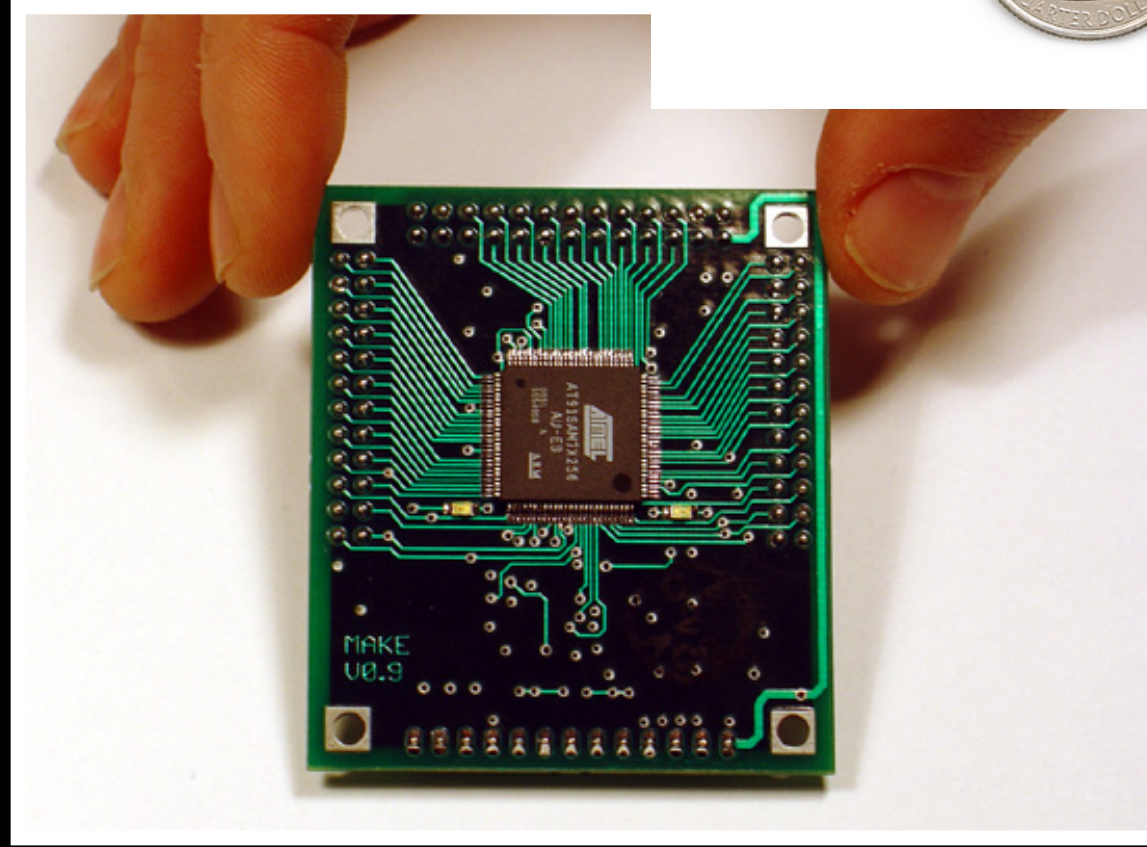
DIY:

Arduino + XPort

Serve sensor data over the web. Your plant can tweet you when it's thirsty!

Make Controller

Detect cat profile, open cat door!

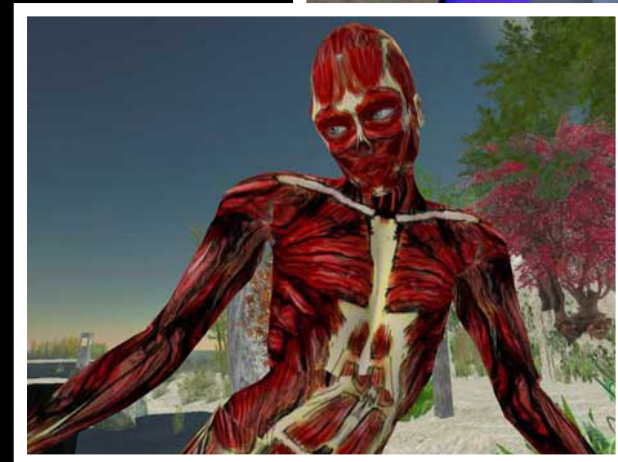


Consequences

- Power consumption
- Altered mental and social habits
- Unintended consequences
- Frog in boiling water
- Privacy / Security / Trust

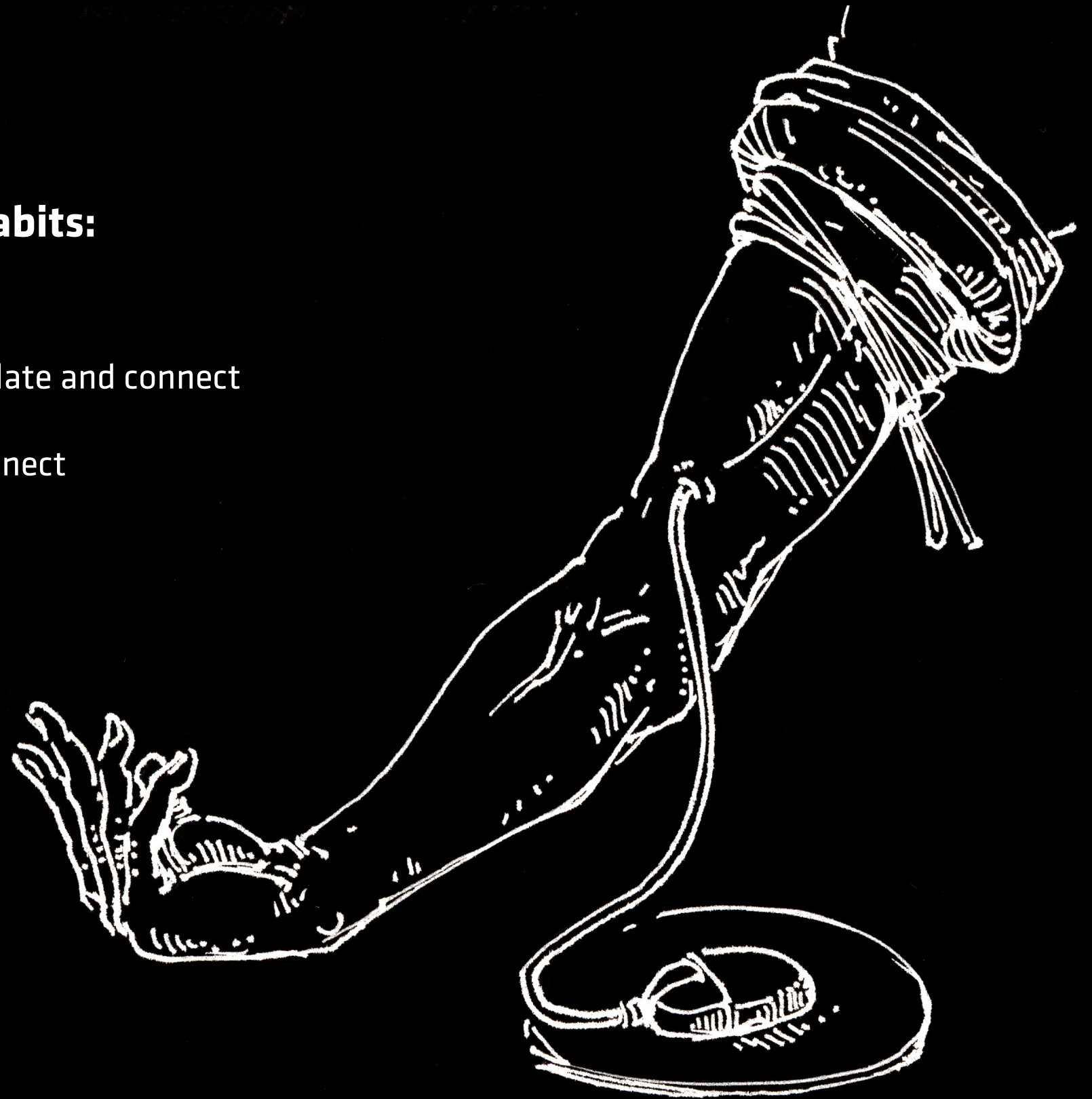
Power consumption:

- Second Life population - about 12,500
- Supporting 12,500 avatars -> 4,000 servers
- A server consumes 200 watts. + 50 watts / server for data-center air conditioning
- Daily Second life power consumption: $(4,000 \times 250 \times 24) + (12,500 \times 120 \times 24) = 60,000,000$ watt-hours or 60,000 kilowatt-hours
- Per capita: $60,000 / 12,500 = 4.8$ kWh
- Annualized -> 1,752 kWh
- Average citizen of Brazil consumes 1,884 kWh



Altered mental and social habits:

- Internet Addiction
- Ability to read, absorb, assimilate and connect information
- Work 24/7 - Inability to disconnect



Unintended consequences:

- Immense power with poorly understood consequences, used with best intentions but adapted and modified for nefarious purposes.
- No governing body combined with “Gold Rush” mentality, poorly informed legislators and no input from the population.



**Unintended (bad)
consequences**

Frog in boiling water:

- Gradual, multi tiered development without targets and end-goals. (making money aside)



Privacy / Security / Trust:

- Harder to maintain privacy
- Harder to maintain security
- Harder to earn trust



Challenges

- Become / stay relevant
- Prove / retain value
- Edit constantly and learn continuously
- Stay flexible
- Exercise responsibility (when you can...)

QUESTIONS ? THANK YOU.

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