

the 2.0 iterative app

DESIGN + DEVELOPMENT

Presented by Kelly Goto

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2007 TECH IPO PREVIEW * BMW'S HYDROGEN CAR



BUSINESS 2.0

THE NEXT NET

THIS YEAR, WEB 2.0 GETS SERIOUS

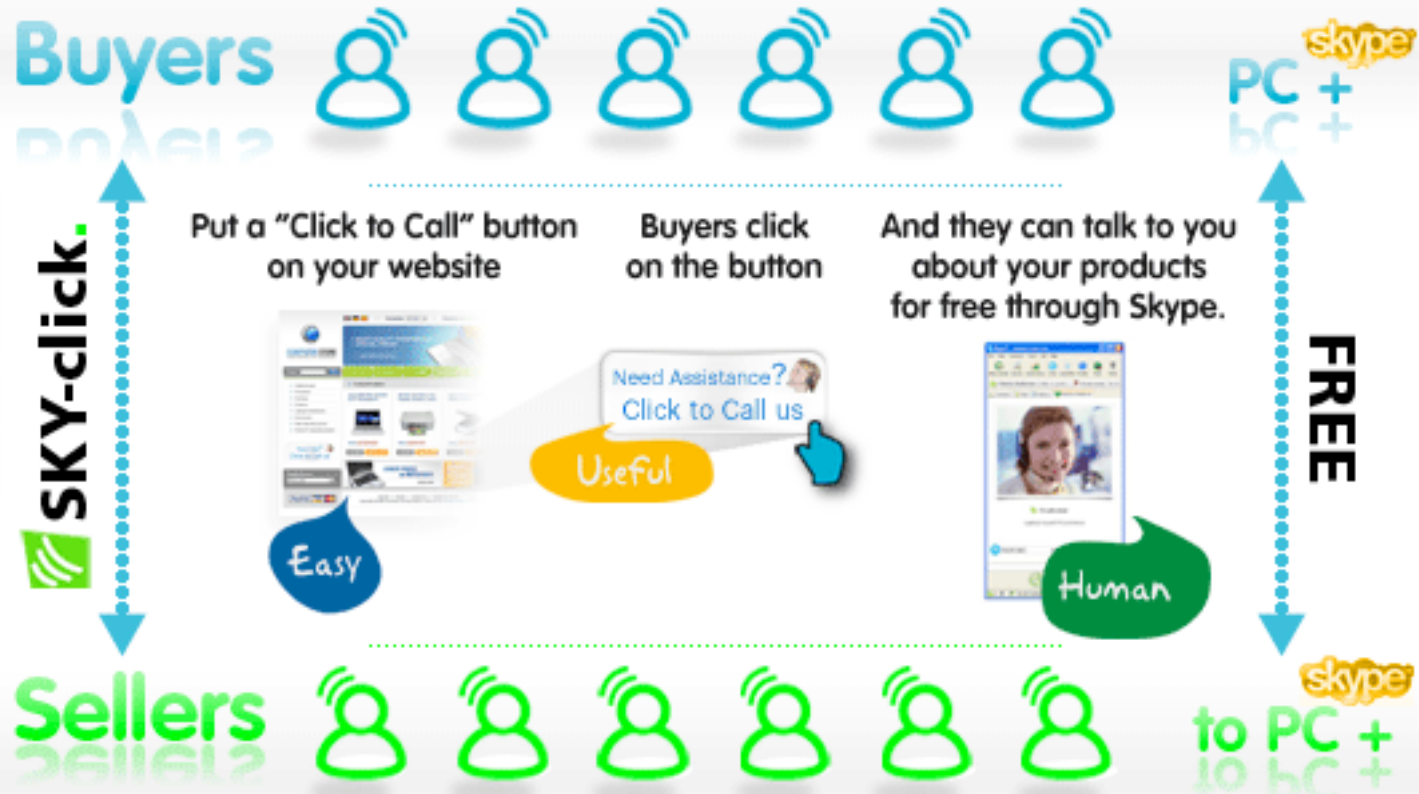
- 25 Hot Startups to Watch PAGE 80
- Building the Perfect Online Ad PAGE 88
- Technology's New Kingmakers PAGE 98



#####CR LOT 0130HHC-026
 #2250 2272 670# B203-9
 NW08 0009
 P000045

KELLY GOTO
 2169 FOLSOM ST APT K302
 SAN FRANCISCO CA 94110-7302

Talk and manage your calls with your buyers



PJ
Pooterhoots

3/20/2006 2:02 PM



web 2.0





 **Technorati™**

flickr^{GAMMA™}

digg™

Google™

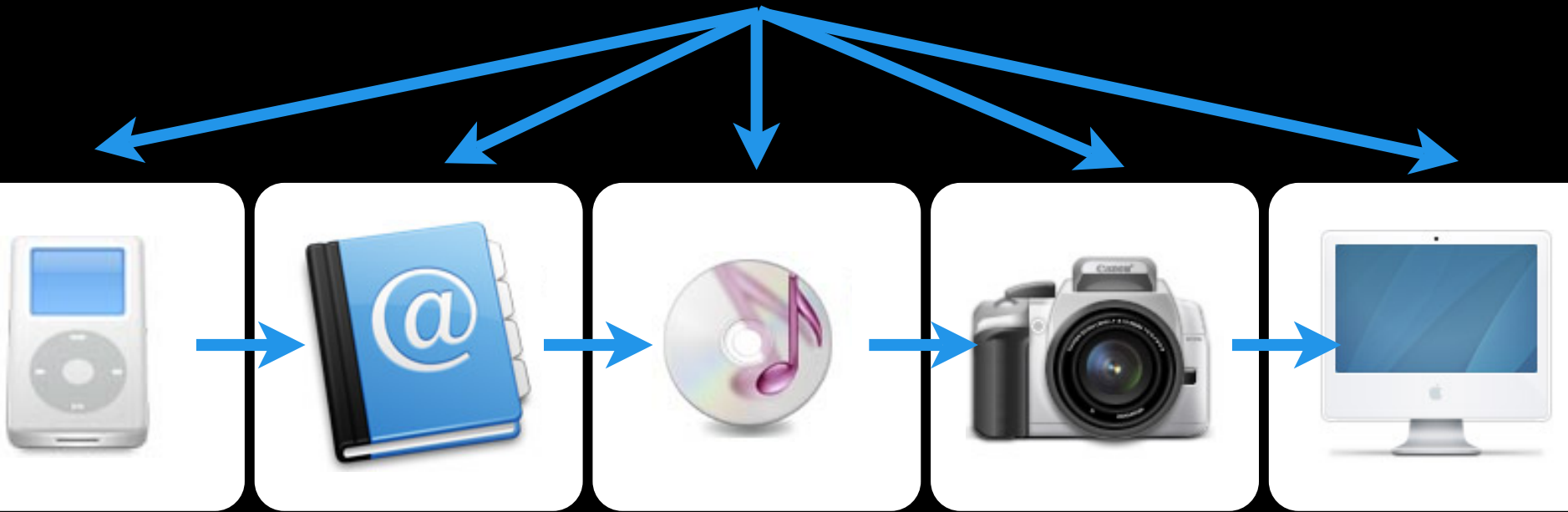
twitter

beyond desktop

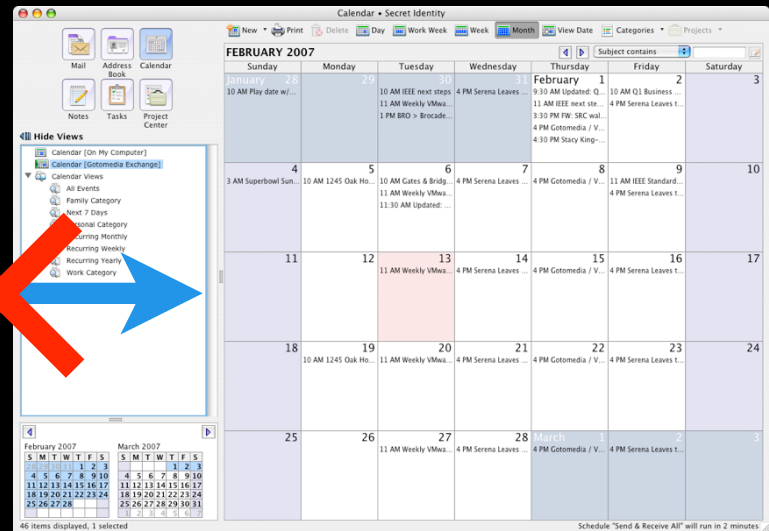
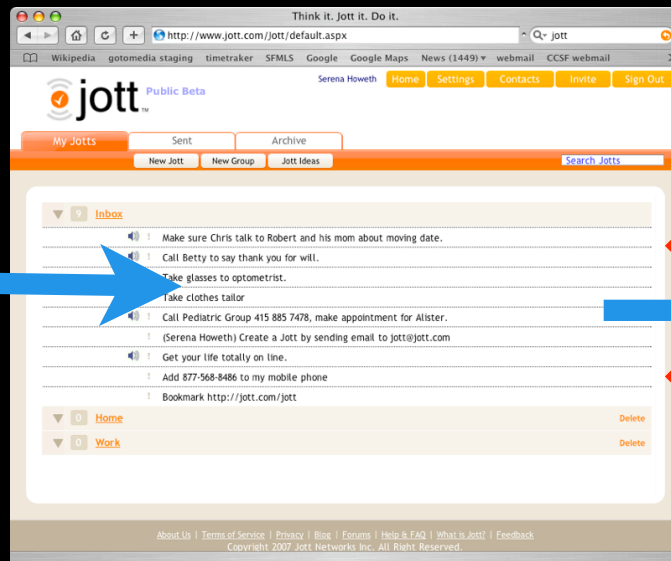




CONTENT | CONTEXT



True convergence is not quite there yet



emotional/behavioral



is web 2.0 practical or emotional?

practical



emotional



is web 2.0 practical or emotional?

practical

Convenient
Learnable
Cost Effective
Functional
Meets Needs
Trustworthy



emotional

Intuitive
Customized
Unique
Aesthetic
Meets Desires
Compelling

Who are you?



Why are you here? What are you doing?



How does this experience fit into your everyday life?



USER PROFILE

USER SCENARIO

CONTEXTUAL PROFILE

Demographics

Psychographics

Behavioral

Age
Gender
Income

Personality
Values
Attitudes
Interests

Usage
Loyalty
Lifestyle



What are you doing?

Characters available: 110

presenting 'the iterative app'

Update

Archive

Recent

What You And Your [Friends](#) Are Doing



[go2girl](#) finalizing materials for tomorrow's 2.0 workshop. [less than 5 seconds ago](#) from web ☆ 🗑️



[adactio](#) Won the first game of Werewolf as a werewolf. Subsequently eaten in the first night of the second game. [10 minutes ago](#) from web ☆



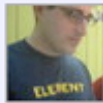
[lachlanhardy](#) is fully engaged in 'autumn' cleaning. Gotta make the place clean, tidy and organised for winter! [about 1 hour ago](#) from [twitterrific](#) ☆



[adactio](#) Answering the call of the Werewolf. [about 2 hours ago](#) from web ☆



[adamgreenfield](#) Aloha, Don. [about 2 hours ago](#) from web ☆



[t](#) on the 57 freeway N, passing Angel Stadium [about 3 hours ago](#) from im ☆



Welcome back, [Kelly](#)

[12 new friend requests!](#)

Currently: *finalizing materials for tomorrow's 2.0 workshop.*

[7 Direct Messages](#)

[0 Favorites](#)

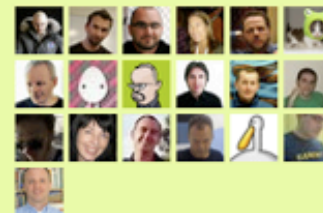
[19 Friends](#)

[13 Followers](#)

71 Updates

Send Notifications To:

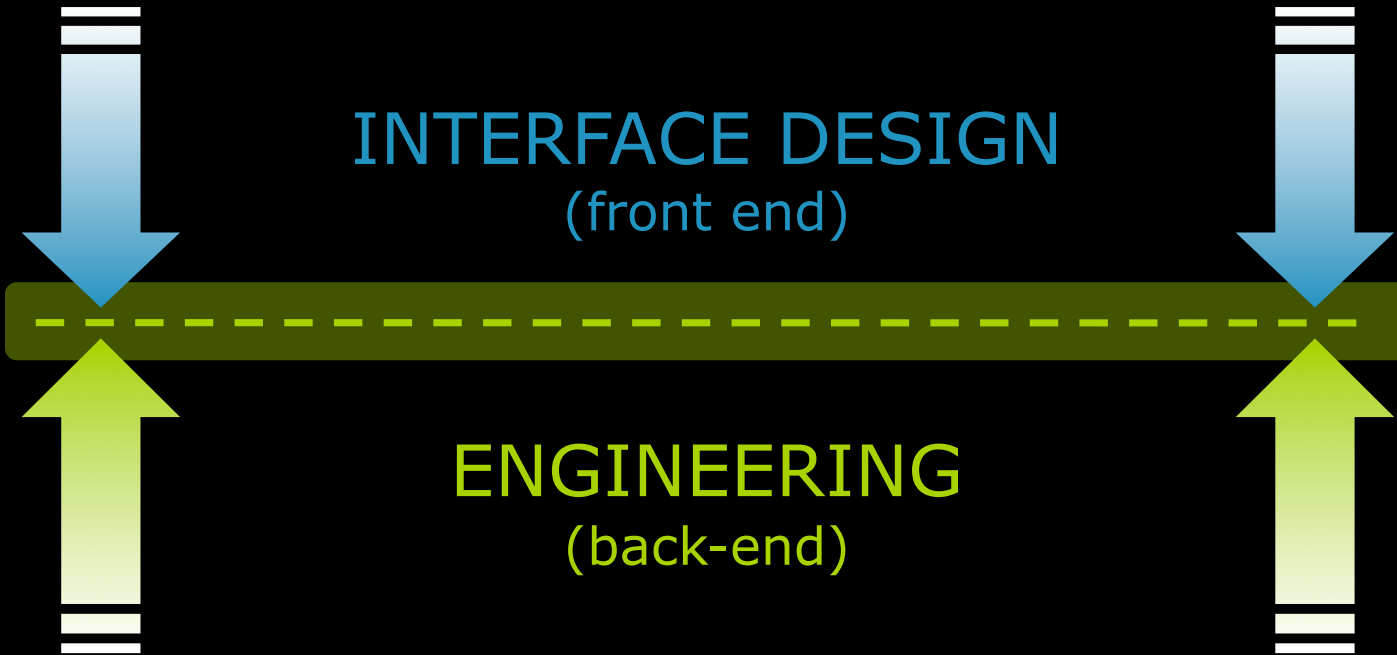
im phone web-only



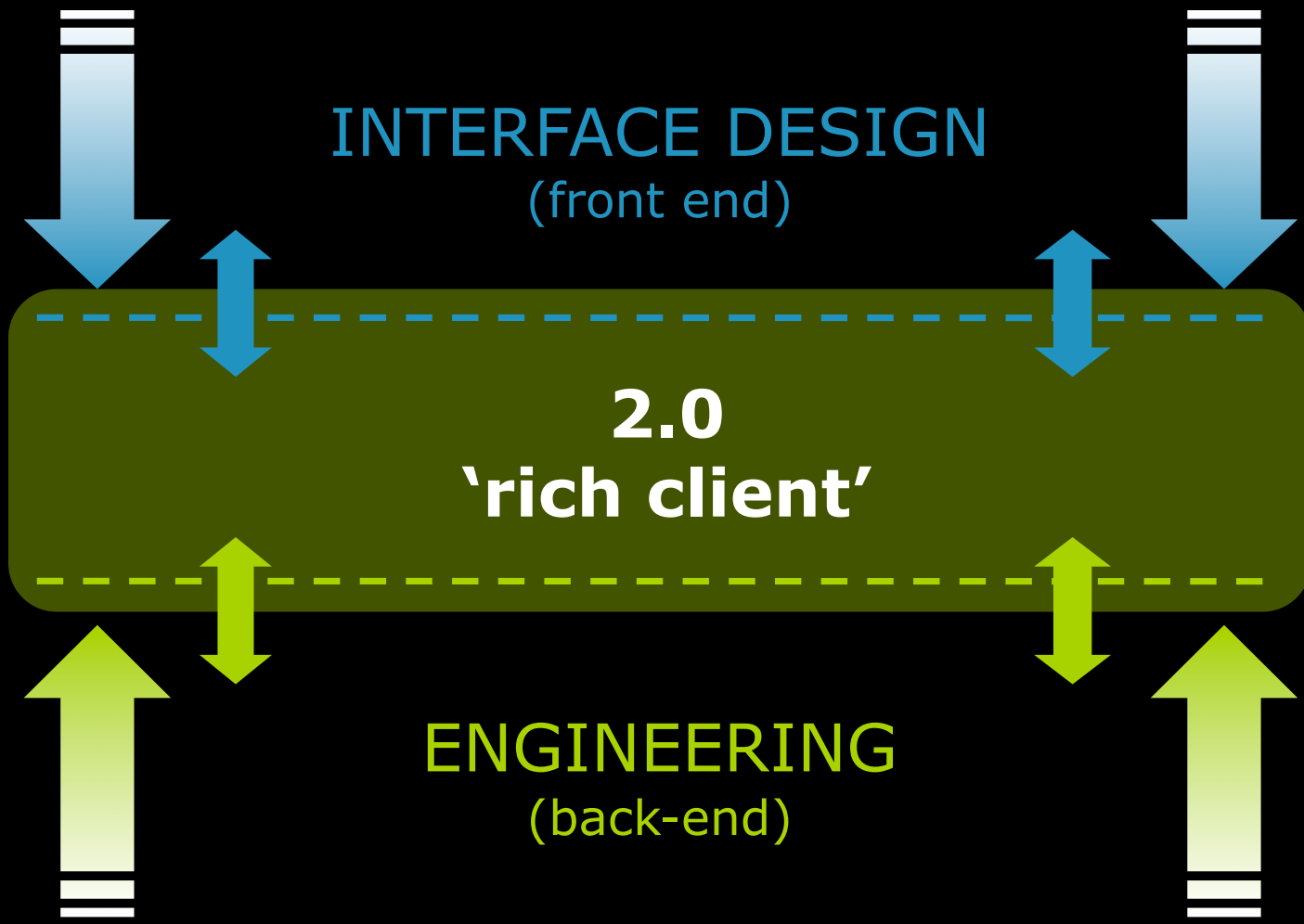
the new designer



INTERFACE DESIGN
(front end)



ENGINEERING
(back-end)



INTERFACE DESIGN
(front end)

2.0
'rich client'

ENGINEERING
(back-end)



today's agenda

9:30 - 10

INTRO:
goals
this preso

10 - 11

LECTURE:
the iterative app
from discord
to design

(10 min break)

11 - 11:30

OVERVIEW:
rapid
prototyping
low to high
fidelity

11:30 - 12:30

LECTURE:
rapid research
for development

workshop URL

<http://www.gotomedia.com/goto/web2expo/workshop>

(live for one year - please write it down)