

The promise of web 2.0

SRIRAM NARAYAN

ThoughtWorks India

- New medium. E-mail...E-nough
- Disintermediation
- B2C and B2B
- Primary enabling technologies: HTTP and HTML
- Primary strategy: marketing
- Dot-com bubble

- Shift towards P2P
- More collaborative B2C
- Strategy: viral marketing, architecture of participation
- Examples – AdSense, Del.icio.us, Amazon reviews and ratings, Rediff user comments

- Collaboration, collective intelligence
- Enriched data – embrace, extend and take over
- Leveraging the long tail
- Allow mashups
- Tagging
- Rich user interfaces
- Continuous release

- Collaborative development
- Eyeballs and bugs
- Trust the committer
- Nightly builds
- Involve the user

- Wikis, blogs and RSS
- Open API, simple web services
- AJAX
- These things are not now new – whats new is adoption of standards
- Synergy

- Good FOSS options based on LAMP
- Key features to look for in blogging software: tagging, comment moderation, RSS support, permalink and trackback
- Key features to look for in wiki software: version control, attachments and user management

- Expose key features as a web service to facilitate mashups

<http://myweb2Shop.com/openapi/>

`userid=123&key=345&service=catalog¶ms=p1p2p3`

- Not necessarily RESTful

- Component reload instead of page reload
- Asynchronous fetching for independent UI elements
- XHTML, CSS and DOM Scripting
- XML, XSL and DOM Scripting
- e.g. AJAX based office suite, calendar

- Amateur worship
- Content accuracy and abuse
- AJAX abuse

Thank You