

The Future of Web Software



The advent of mobile technology has changed the way both developers and businesses approach their work. This book attempts to look at how the future of web software looks with regards to both. A changing world requires adaptation, creativity, and individuality to earmark a new era of competitiveness. The book explores various avenues of web software and presents suggestions as to what we can expect in the near future.



THE FUTURE IS NOW!

AN INTRODUCTION

Tabs, iPhones, and mobile technology have truly transformed the way people conduct their lives, businesses and day-to-day affairs. With all of this euphoria, it is necessary – from a business and technological perspective – to analyze and predict what the future future holds for web software.

From among the 15 predictions imagined by *Digital Life at 2025*¹ are:



Technology will be embedded into the environment at a much deeper level. This would mean, internet access for your refrigerator or home appliances, telling you relevant information based on your needs.

Global connectivity will increase, and people will conduct their affairs in multinational circles of friends, colleagues, business partners

Education and Businesses will transform, and virtual kiosks will emerge, transforming the way people learn and teach themselves

1. Anderson, Janna, and Lee Rainie. 'Digital Life In 2025'. Pew Research Center: Internet, Science & Tech.

The future of internet means the future of a lot of what we do today because many lives throughout the world are influenced by what goes on in the World Wide Web. Our preferences, personal likings, social hang-outs, businesses, education, and travel information rely upon the web in one way or the other. So, imagine what will happen once the technology matures and augmented reality becomes the norm.

Augmented Reality refers to “augmenting” or altering the reality of what we see around us.



According to a recent book *The Age of Context* (2013), there exist “5 converging forces (in computing) that promise to change virtually every aspect of our lives.”



SOCIAL MEDIA



DATA



LOCATION-BASED SERVICES



MOBILES



SENSORS

Advancements in each of these technologies are rapid, and the web is an essential part of their working. This gives rise to “contextual computing” – meaning an environment so “technologically aware” that it adapts itself according to the needs of the user. This is what the future of web technology represents, and where we are going.

THE APPLE SMARTWATCH

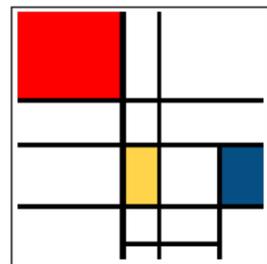
A STEP TOWARDS
ACHIEVING
CONTEXT



Though the advancements in technology are diverse and cover a wide variety of platforms, this book discusses how the web plays a huge role in each of these technologies. We will talk about three key aspects of the future of web software:



The Future of Web Design



The Future of Web Development



The Impact of Mobile Development on The Future of Web Software

Finally, we'll cap off our exciting discussion off with a look at why knowing the future of web software is increasingly essential for all large and small-scale businesses.



THE FUTURE OF WEB SOFTWARE

Considering the future of web software is based on what is already happening today. To do so requires us to peek into the past and see how people predicted the future and how accurate they were.

For instance, Nikola Tesla told the New York Times in 1909²:

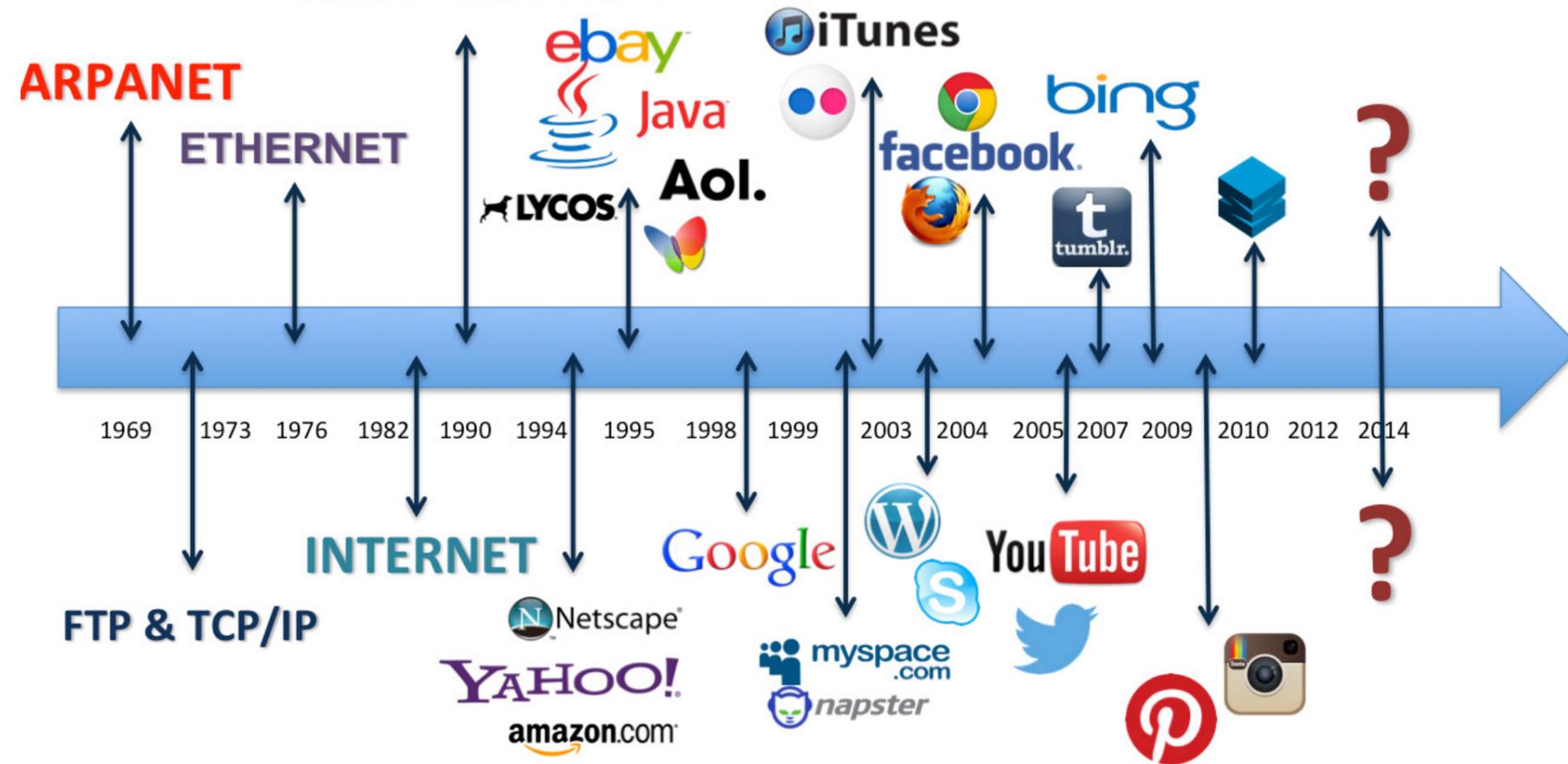
“It will soon be possible to transmit wireless messages all over the world so simply that any individual can own and operate his own apparatus,”

How true! Calculated predictions carry much weight. The Internet began as ARPANET in 1969, but it did not hit the common man up until the 1990's. From the days of dial-up connectivity to the concept of the optical fiber, and finally to wireless transmission, the Internet has undergone quite a rapid growth. The advancements in speed affected the kind of services and outlook that the Web would provide.

2. Google Books,. 'Popular Mechanics'. N.p., 2015. Web. 27 July 2015.



WORLD-WIDE-WEB



HOW WE'VE GROWN!³

The internet has evolved to cover a wide variety of solutions to problems or hurdles that mankind faced, or created for them facilities they never knew could exist. Brainstorming in brief:

- The ease and comfort with which knowledge is available to everyone
- The extraordinary way in which required information can be searched for in seconds
- The way everyone around the world is connected within the space of a few phone taps

- The astounding world of inbound marketing and how digital presence is essential for all businesses
- The stupendous success of technology helping businesses thrive
- The way Internet and digital facilities have transformed education processes

Of course, there are hundreds of developments one can imagine. Now, what concerns us is that where do we go from here. That is what we'll try to discover as we go on.

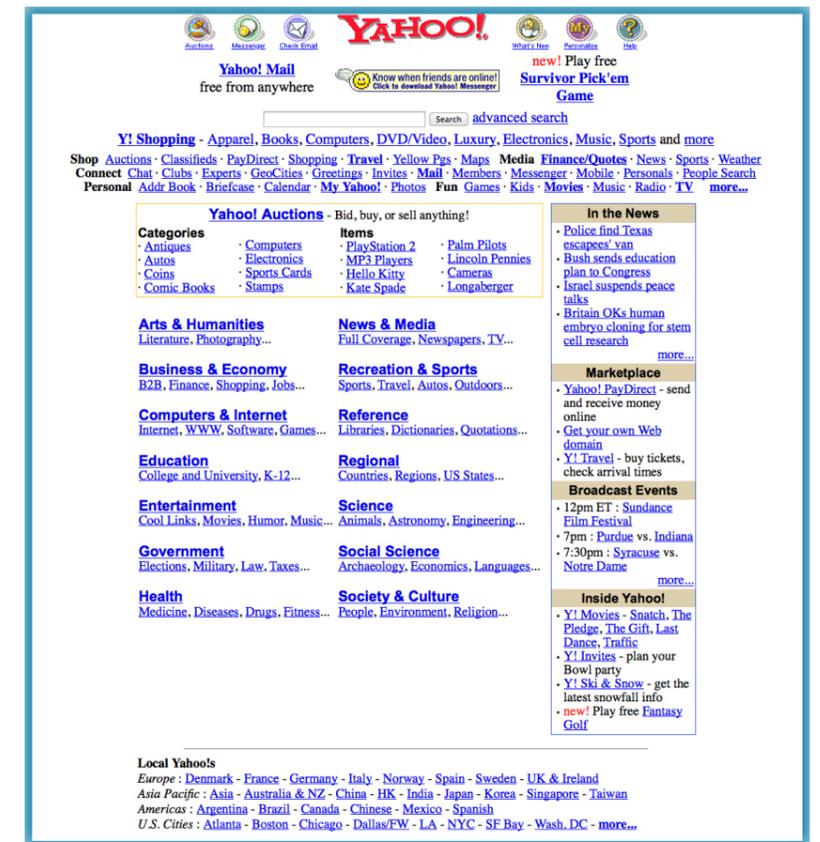
³ Image Credit: <http://malonamedialogroup.com/>

THE FUTURE OF WEB DESIGN

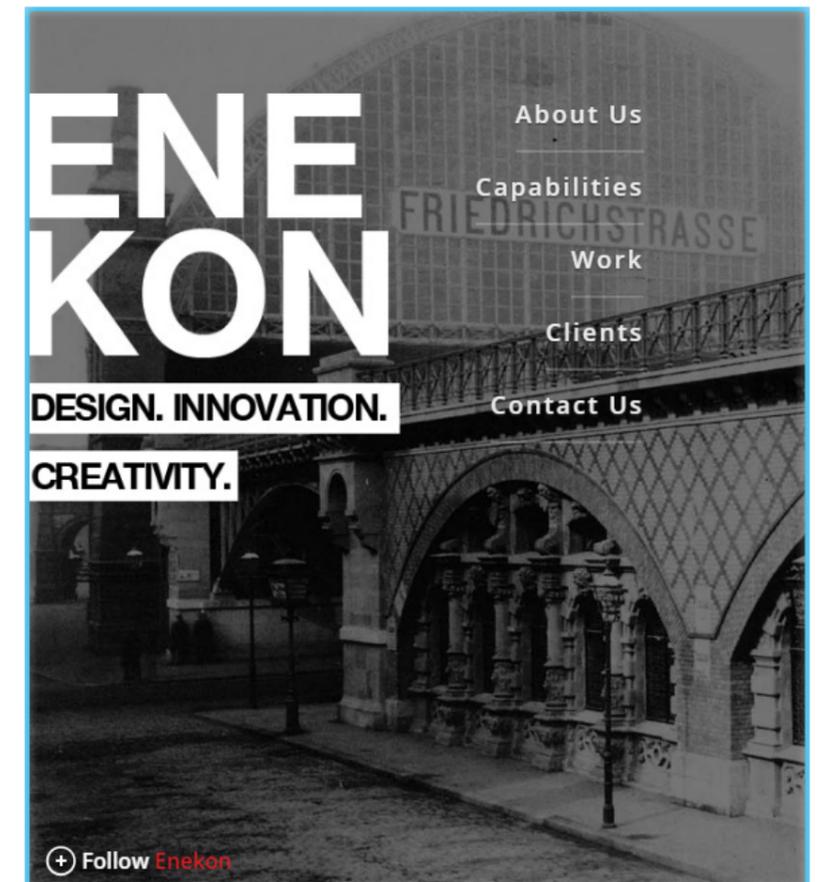
The first thing we'll look at is Web Design. When we look at the kinds of websites that used to be constructed in the beginnings, we find them pretty bland. For instance, take a look at the beginnings of Yahoo, as a wave of sheepish nostalgia rolls over!

Now, we are moving towards page-less design that's simple and catered to give the user exactly what he wants by blurring out unnecessary information. Take a look at how Enekon designs its website, and we'll get kind of a look at how the future of web design might shape up to be:

The one-page, scrollable view where all required information is available is very appealing to audiences. So, this is where we assume the future of web design is headed. With the advent of websites such as Wix and the increasingly popular trend of buying well-designed templates and focusing on development, designers will have their work cut out to stay relevant.



THE OLD YAHOO!



THE PAGELESS DESIGN OF ENEKON.COM

FUTURE TRENDS IN WEB DESIGN

Elegant interfaces are ones that have the most impact with the fewest elements.

CONCEIVER OF FLAT DESIGN

ALAN GINSHTEN

LayerVault

FLAT UI DESIGN WILL DOMINATE!

As the world shifts from computer to hand-held devices, and it becomes increasingly possible that the traditional setup might one day be ditched (think about the decreasing demand of laptops), flat UI design is destined to be the design's future. Pseudo-3D is already starting to become old-fashioned and inconvenient.

Flat design's future is promising because of the advent and continued innovations in hand-held devices and digital interfaces.

Flat design involves creating a content-based design that looks simple enough, yet delivers outstandingly. Its prominent characteristics include:

- Bright Color Palettes
- Simple Typography
- Ghost Buttons
- Simple-As-Possible Design

Possibly, Microsoft's Metro push invigorated the flat design, and with the rise of hand-held and wearable mobile technology, the flat design looks to dominate. However, we predict that flat design will incorporate elements of Skeumorphic design, such as shadows, glows, and 3D objects to evolve into sort of a Flat Design 2.0 venture. That is because it gives designers the ability to



Image Credit

<http://www.makershape.com/en/>

SMART SITES THAT RESPOND TO CONTEXT

The future of web design is destined to incorporate the concept of “smart sites” thanks to the app-like interactions made possible by CSS3 and Javascript. The concept of Smart Sites involves building what is just right for the end user, using devices such as story-telling, etc. to provide user delight without burdening him with extra information.

Smart sites use elements such as cupboards opening and closing on a page, cool hover animations, enjoyable responses, and provide users space to experiment and explore elements of an overall story.

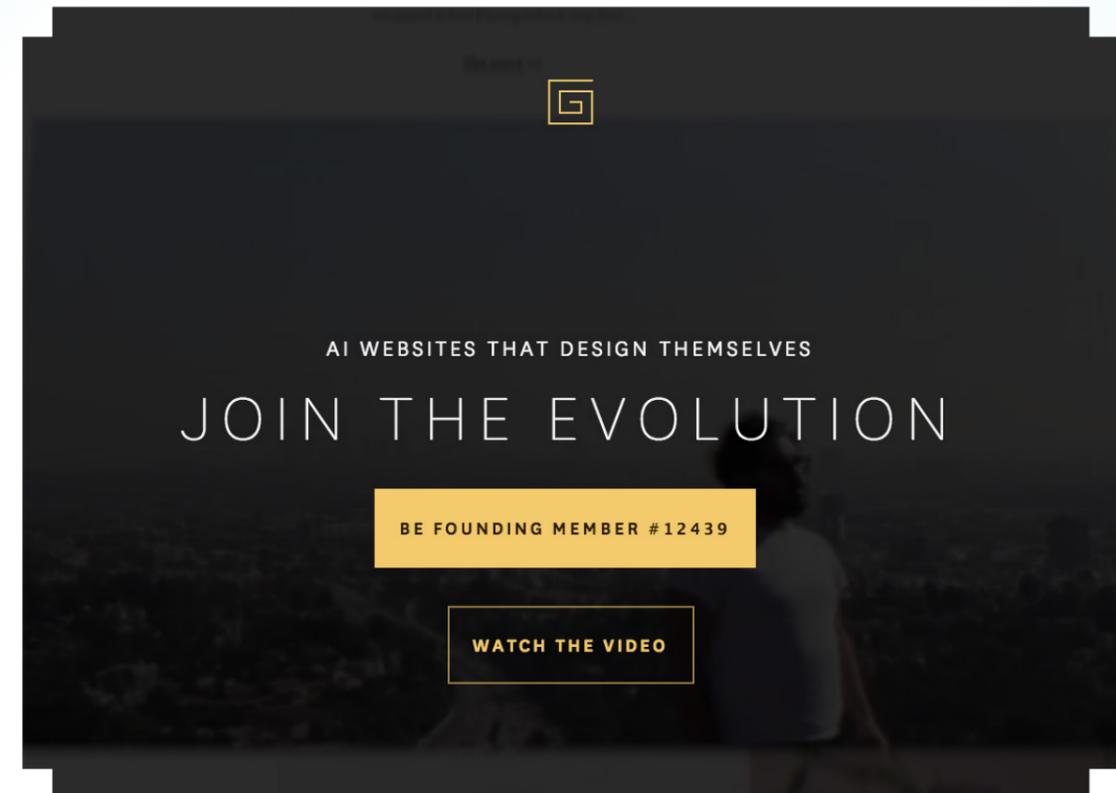
Smart Sites come packed with a variety of gadgets that help the owner to identify what’s happening on the page. These include Heatmaps, Qualitative Insights, and A/B Testing facilities among others. Furthermore, Smart Sites work natively on all kinds of devices to produce an optimum, versatile experience.

DoYouImpress.com is a great example of what designers term as a “smart site” and helps illustrate most of what we are saying here. Sites that offer app-like, smart experience, are destined to be the pioneers of future web-design!



INTRODUCING THE GRID.IO

ARTIFICIALLY INTELLIGENT DESIGN



This is an additional anecdote to “Smart” Designing. In fact, it takes designing to a whole new level. Check out “The Grid”! This Artificially Intelligent platform offers users freedom from templates and other drag-and-drop website development tools.

Instead, it offers to create an intelligent website based on provided media, content and social media elements. The user decides first the purpose of his web-site. Then, when content is added, the site seamlessly, automatically builds a suitable representation. Plus, news feeds can be added from outside content to display in a most innovative matter.

This is an exciting step into the future. What does it mean for a professional designer? Well, that is something that requires thought – nevertheless, AI design is a great peek into what the future of web design holds!

FEATURES



User-Responsive Design



An Emphasis on Typography



Large, Extraordinary Images



Scrolling instead of Buttons for each page



PAGELESS DESIGN

Pageless Design is a shift away from the traditional conventions of print design, and a thorough utilization of what the digital experience can offer a user. With technologies advancing, CSS, HTML and JavaScript are continuously offering new opportunities and designers are shifting more and more towards pageless design.

Some examples of pageless design are Enekon.com, FourHourChef.com, CoastalStructures.com.

The pageless design is an exciting new way to build websites and is becoming increasingly popular among both contractors and developers. We think that is where the future is. We could be wrong, but it looks like a safe bet.

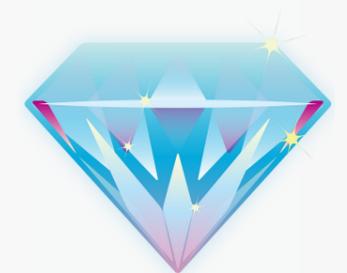
BENEFITS



Versatility: Designed for work on all kinds of platforms



Powerful way to tell Stories



Decreased Design Cost



Less Complex and Appealing

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