

Intelligent Adaptive Web Experience (iAWEX) is the Unified Interaction Model

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An adaptive web experience shifts the user's experience from static pages to a personalized, goal-based interaction model. This presentation provides an introduction to user, market, business, and technical dimensions to consider in creating a high-value adaptive web experience. The experience is characterized in terms of adapting content and functional capabilities or services to client goals, device arrays, and the accumulation of the experience through time. Today's paged-and-navigation based paradigm is shown as giving way to tomorrow's page-less interaction paradigm (Web2.0/3.0), as well as extending to thin, granular, intelligent, and mobile software and services objects that re-combine dynamically as smart snippets into frameworks. Based on deep modeling and integrated architecture of a corporate web user experience, a common unified interaction model for future corporate use of the Internet is defined as an intelligent adaptive web experience (iAWEX). Leverage of extreme innovation techniques is discussed, providing key insights into potential technology disruptions in the future of the Internet.

Multiple user devices require a common object model for web

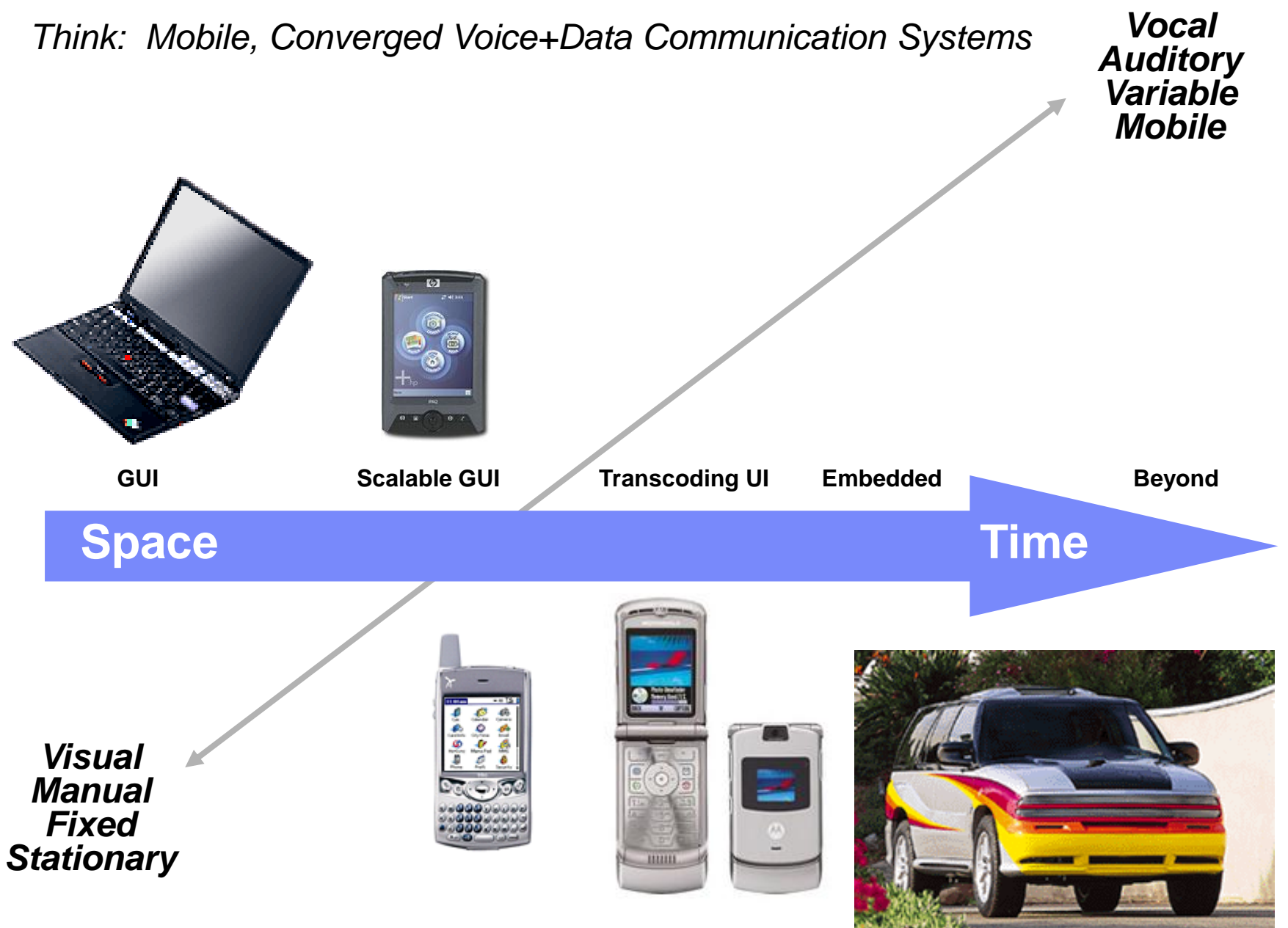
- Sector-specific experiences serve as integration frameworks

Think: Retailing and Store Integration Framework (SiF)

Think: Healthcare, Mobile Medicine with Location Based Services (LBS)

Think: Education Systems and Distributed Information Access

Think: Mobile, Converged Voice+Data Communication Systems



- Some devices and modalities are, of course, better suited for some tasks and types of content or services than others

Adapt the experience to the user's goal, time, and device

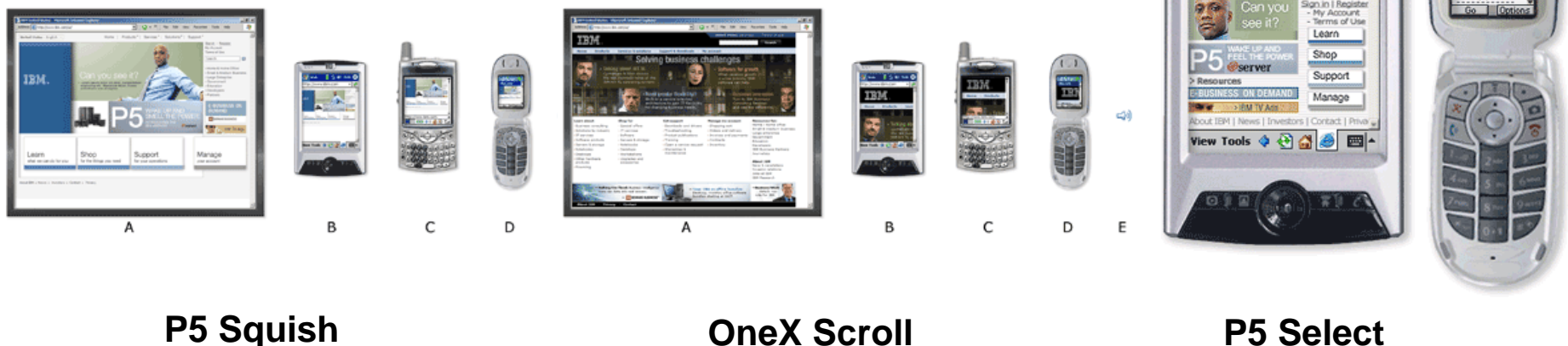
- Adapt my content and capabilities to who I am (role)
- Adapt my content and capabilities to what I want to do (goal)
- Remember my content and capabilities (adapt through time)

Floatable Navigation Bar Provides Personalized Experience



- Adapt modular look-and-feel and interaction style to device

Modularity in Views of Objects on Display Helps (But Does Not Solve) Scale Issues



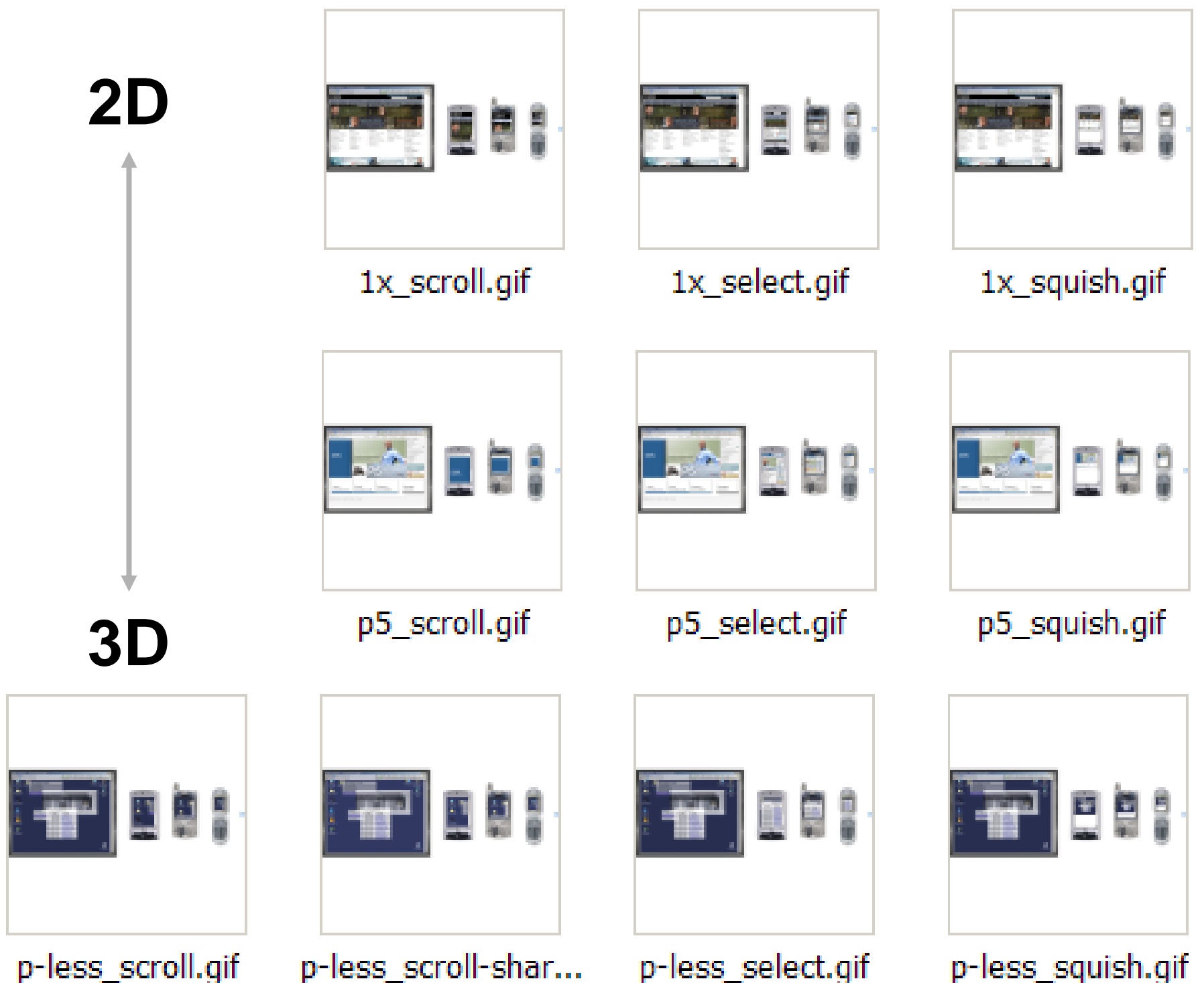
P5 Squish

OneX Scroll

P5 Select

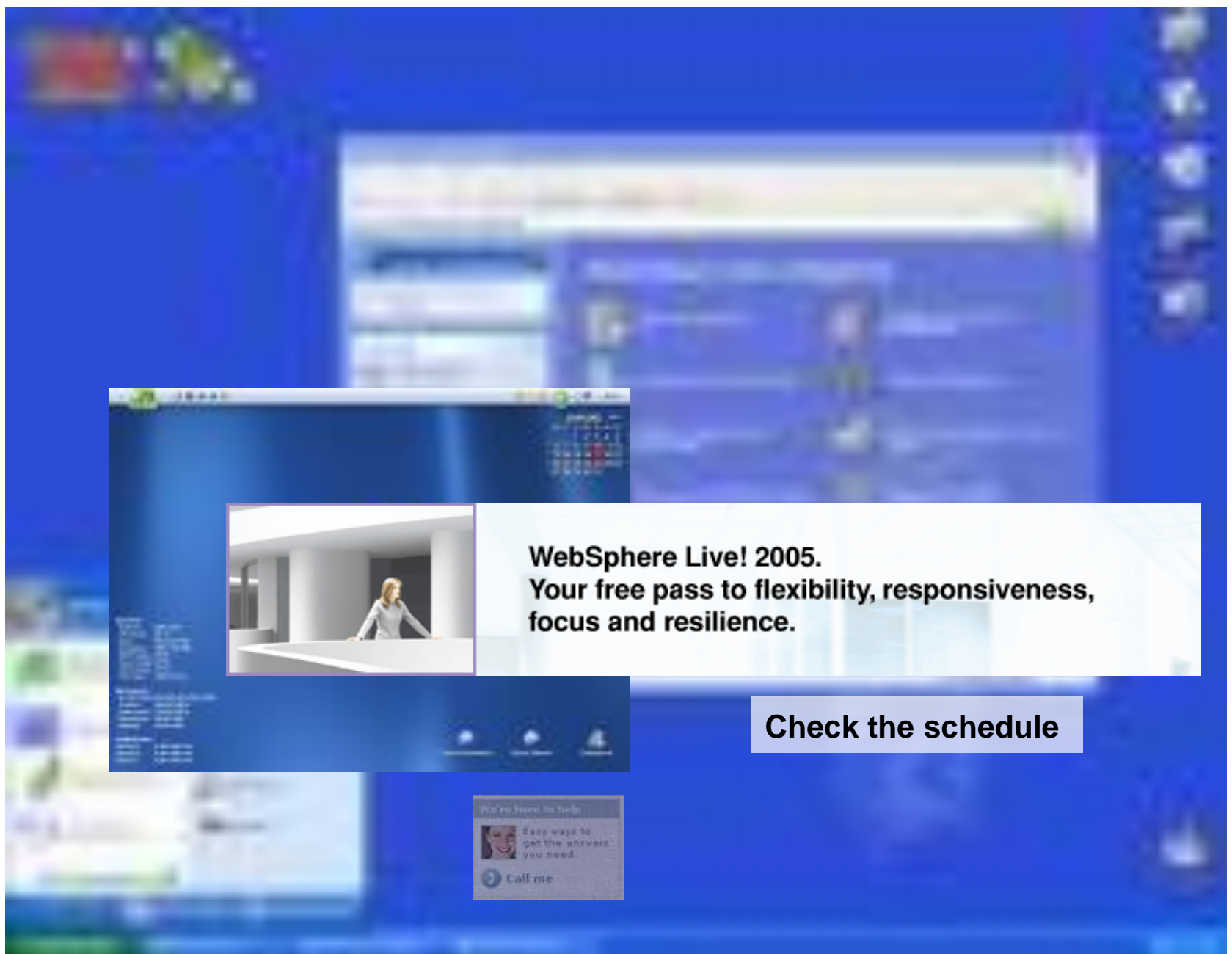
Dimensions are not scalable: Space to see vs time to hear

- Recombinant scale issue for adaptive, information access
- Factors of interest include client role, goal, accumulation of experience through time, mobile device, content type, rendering style, UI effects, and client trust, privacy, control



Recombinant UI in page-less, 3D-translucent interaction style

- Translucent and opaque stacking is ubiquitous in gaming, aviation, defense, heads-up automotive, and medical UI
- Leverage in corporate web appears currently limited to special-purpose modules, such as interactive marketing

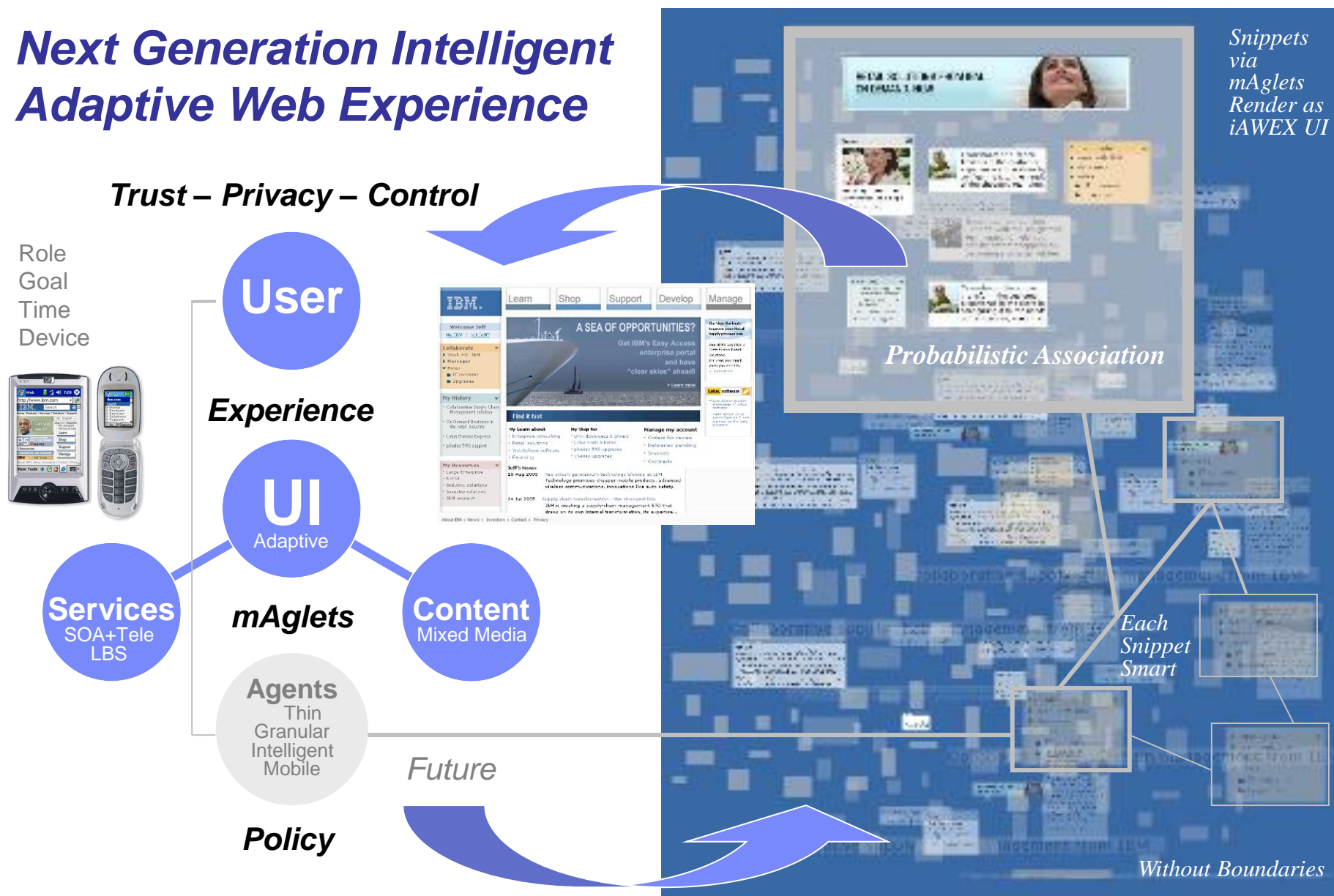


- Future Web2.0/3.0 capabilities may help drive adoption of z-axis interaction techniques when space is required for UI

Unified interaction model: Intelligent adaptive experience

- Smart, content-capability snippets commune across the network to create an intelligent adaptive web experience
- Then, the smart snippets intelligently swarm to populate the user interface (UI), based on role, goal, time, device

Next Generation Intelligent Adaptive Web Experience

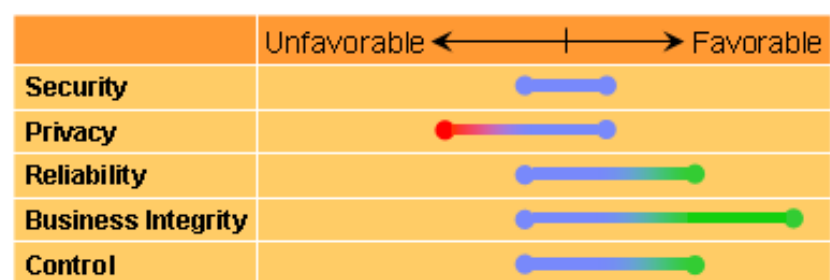


- Best of all worlds is adaptive, dynamically rendering the UI, including transcoding of content+capability to user modality

Adaptive web experience: Web2.0 trust, privacy, control

- Audio-visual collaboration, an intelligent snippet of capability
- Systems can locate users and enable connection settings
- Real-time social networking, control of audio-visual snippets

Today's Paged System vs Future Adaptive Web Experience



- Intelligently transcoded across devices and while in motion

User vs Shared vs System Control of Aspects of Experience

	User	Shared	System
Site/page content (knowledge base, categories, sections, content updates)			
Downloads (download of drivers, plug-ins, fixes, updates, onto client/device)			
Installations (installation/configuration of drivers, plug-ins, fixes, updates)			
History (links clicked, pages and solutions viewed, recent searches/downloads)			
Home page (home page content and layout, my starting point)			
Display characteristics, layout (placement of info, size, data presentation)			
Personal information (my bookmarks, my role, who I am)			
Navigation, paths (initial direction, menus, the next page, drill-down capability)			
Search (ability to search, search options)			
Security			

- Web2.0 privacy considerations improve with user control