

The Case for the Open Web

Is web 3.0 where we give up and use something else?



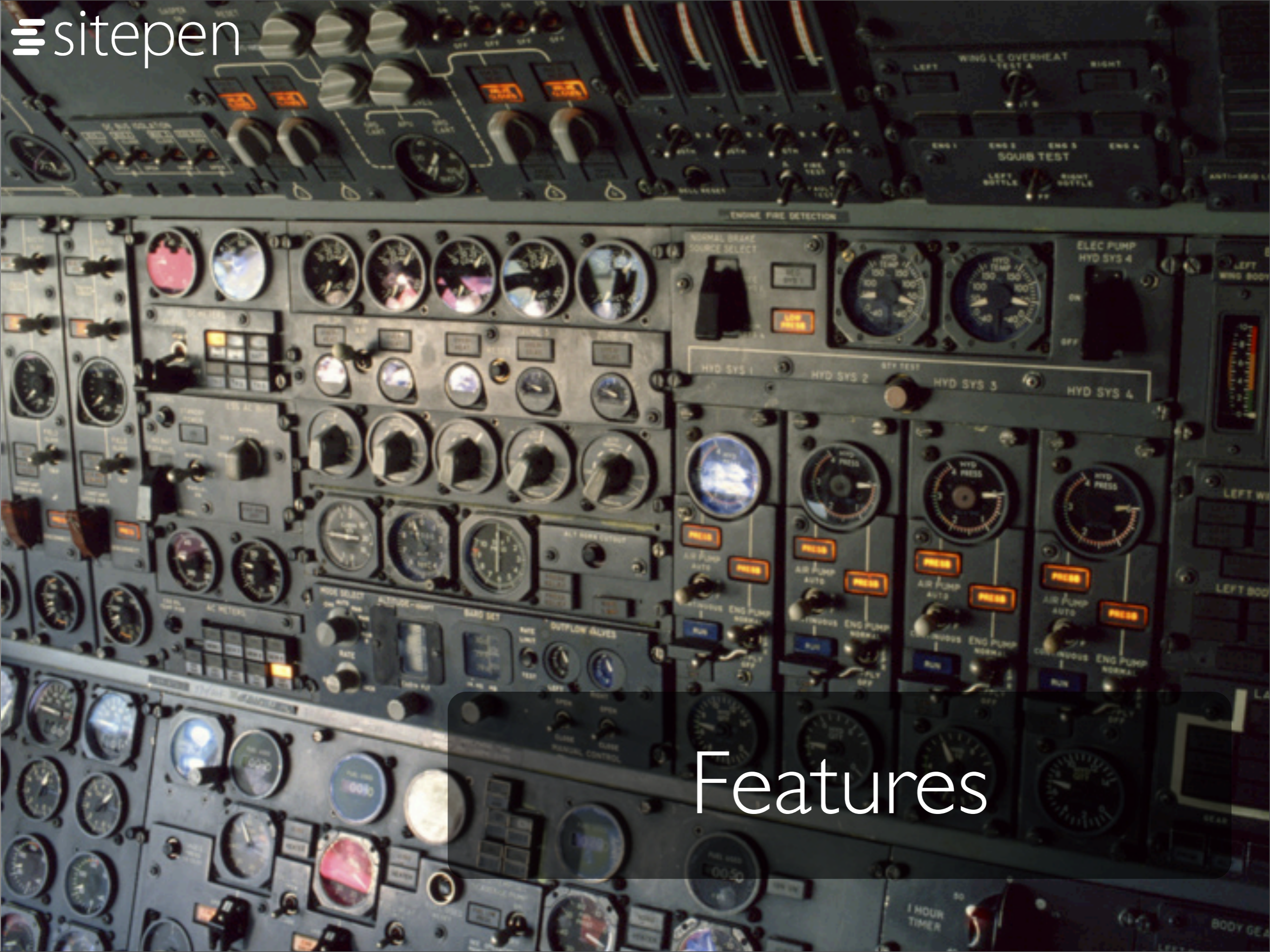
So far, the web has won the platform war.



Who decides if it will carry on winning?



4 things the web needs to
carry on winning ...



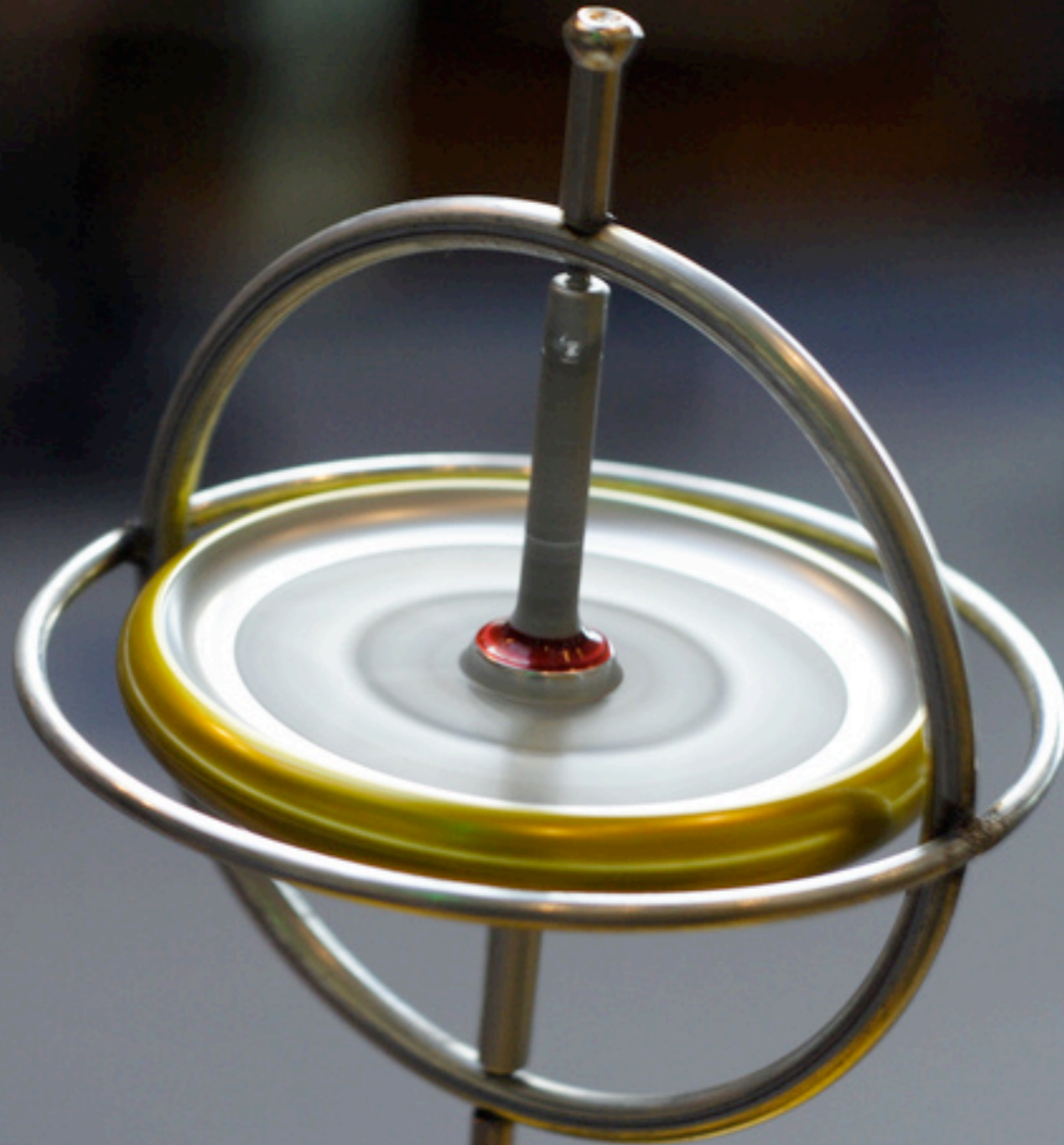
Features



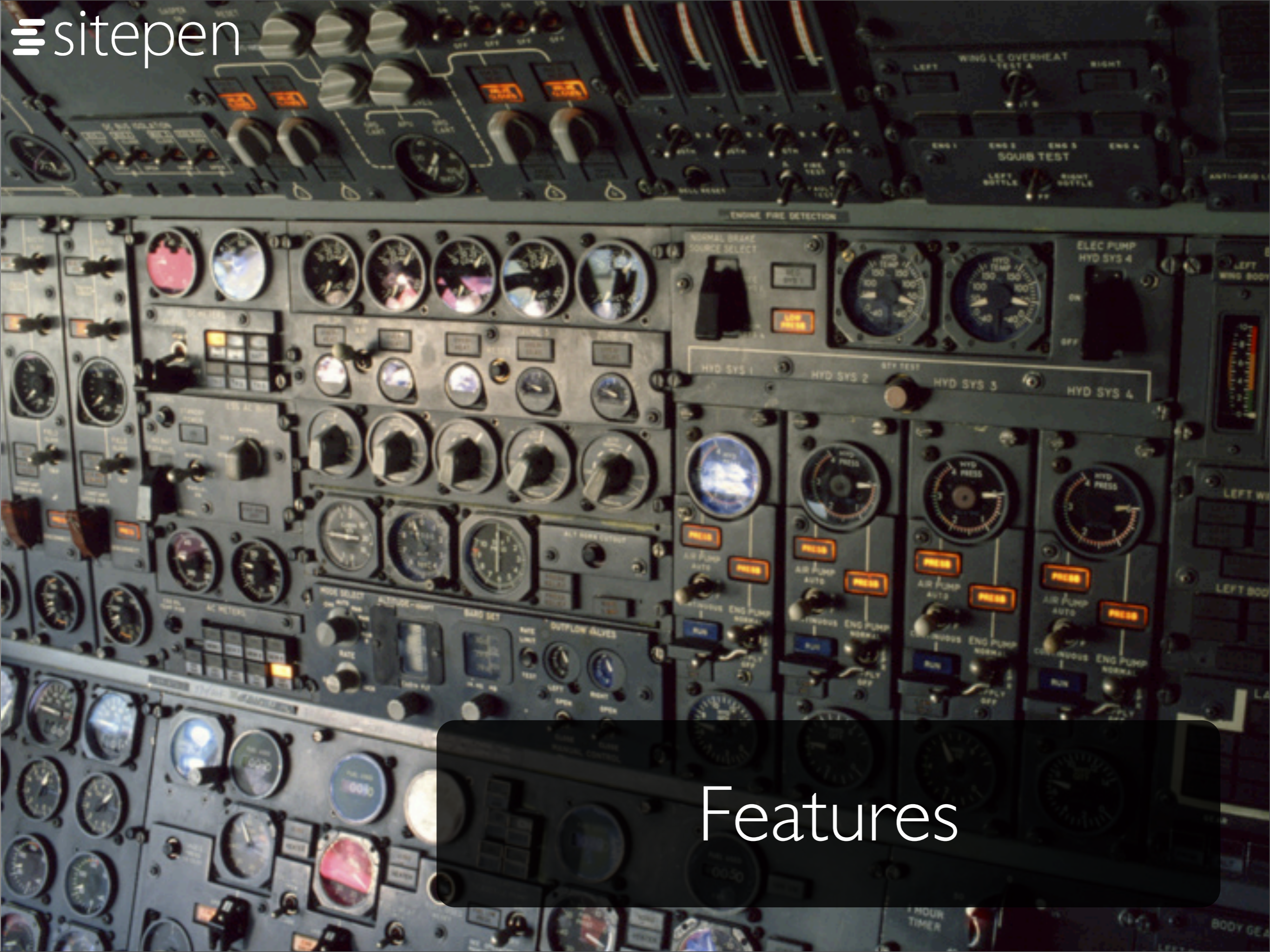
Reliability



Trust



Momentum



Features



Signs of Dysfunction

Signs of Dysfunction

Zillions of toolkits are a sign that something is wrong.

If browsers were perfect we wouldn't need Dojo or DWR or any of the other toolkits

Signs of Dysfunction

What do the toolkits do for us?

- Abstraction
- Bug fixing
- Simplification
- Harmonization

Signs of Dysfunction

How do toolkits harm us?

- Downloading
- Integration
- Bug fixing

Browser Features



Browser Developer Todo List:

- Make ajax toolkits irrelevant

What could the landscape look like in a couple of years if they succeeded?

Browser Features



Perceived Dangers

- New features breaking old features
- Evolution in a browser is slower
- Ubiquity is vital

Browser Features

How far can we evolve without vendor support?

- Comet
- 3D using VML / SVG / Canvas / ?
- Storage and offline

It takes a long time to lose 90% market share

- 5 years?



Reliability

Reliability

Local or Global?

- Depending on small scale reliability can hurt
- Large scale reliability requires anticipation of failure
- Markup defines the Open Web through reliability

Adding from biology

- That can cope with failure
- That can evolve when the world changes



Trust

Trust

What do you worry about when using the web?

- Web worms
- Privacy invasion
- Data in transit
- Identity Theft
- Browser Security
- How to build something trustable

Trust

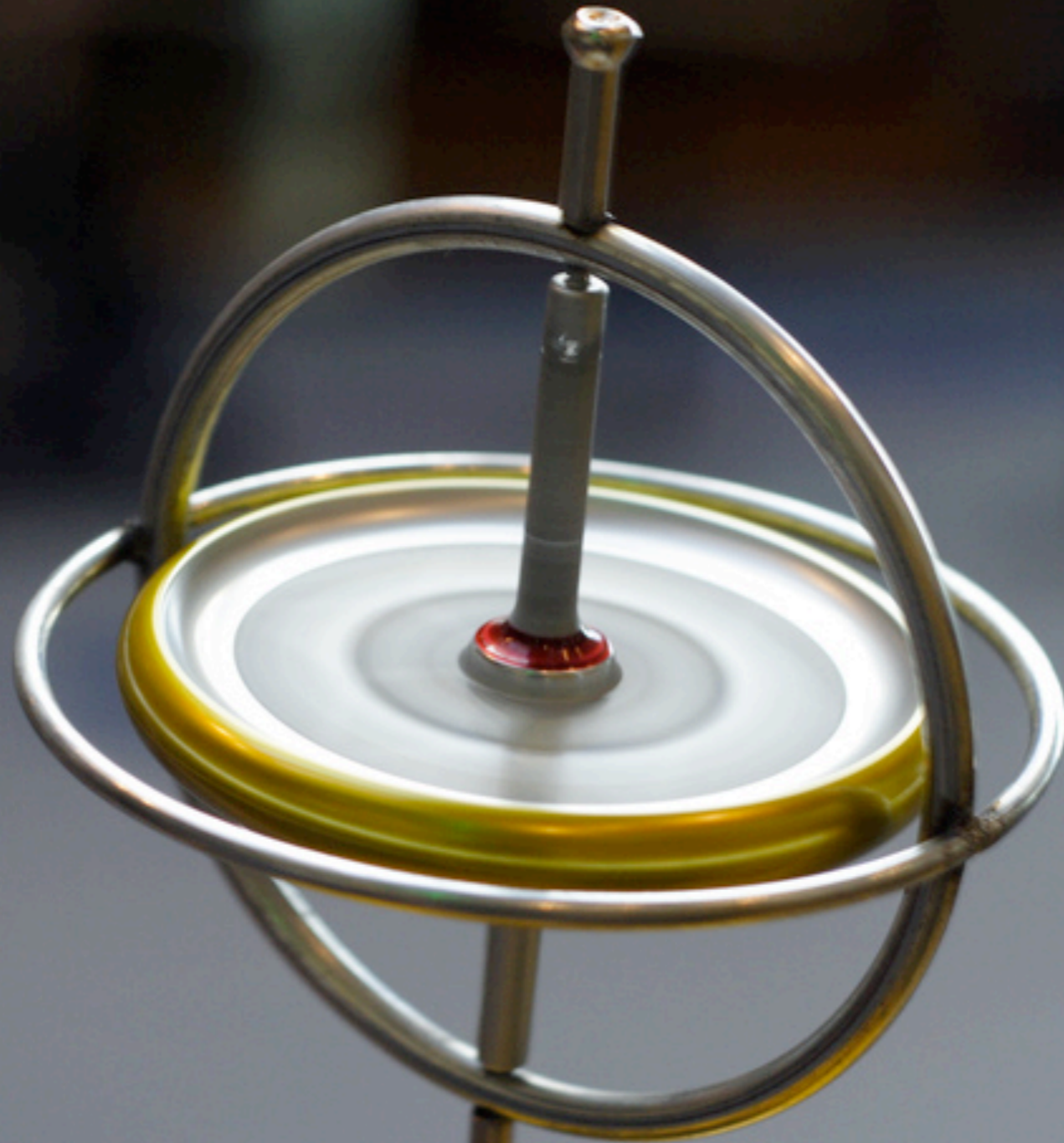
What do users need to build trust

- Lack of spelling mistakes
- Reliable patterns
 - Principle of least astonishment
- Time
- |||||/||
- |||||

Trust

What does the web need?

- Content Restrictions
- An anti CSRF marker for cookies
- Sandboxing
- Less brittle models of building relationships
 - SMASH, XIP, etc.



Momentum

Momentum

A gyroscope is shown in the background, featuring a white ring and a central axis. The background is blurred, showing out-of-focus lights.

What people know today defines
how they think about the future

Momentum



HTML is the standard delivery vehicle

- Web developers provide mass
- Deployed browsers provided velocity

Plugins provide a way to break into a non-native world

Momentum



Web Standards:

- Not all have been transparent
- Working groups break down when the participants don't play ball
- Adding IQ to a large group reduces the IQ of the group
- Working groups don't test for fitness



The case for the Open Web

The Open Web

Browsers are moving without blessed specs

- WhatWG
- Gears
- Some SVG is better than no SVG

Blessed specs are coming

- HTML 5 is a ray of hope

Vendors are taking risks! We should encourage them.