

# Standards for Social Computing In the Enterprise

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## User Experience Standards - Not limited to User Interface Standards

For the Enterprise not the public Web

Similar - But add consideration for authentication, linking, security and search in the Enterprise environment

### Three subtopics on user experience:

#### 1) How a user interface is built - Good news

A pure Web application can deliver a fast, polished and beautiful experience

Hello Google Web Toolkit, Html 5 and a new generation of design tools

Goodbye Flash and proprietary frameworks that require more than HTML 5, Javascript and a good Web browser

Hello E2.0 applications that provide Web standard based service API's and User interface extensibility

Goodbye E2.0 applications that require installation, maintenance and support of proprietary client stacks and licenses.

IT departments: You don't have the budget or ability to lock down the customers and suppliers your company deals with

and the natives within your firewall are getting very restless  
They don't necessarily welcome your "help"

#### 2) What you can see, find, link to and share - Good news

Enterprise 2.0 solutions that don't support URL addressable content are getting rare - and should be hastened toward extinction

This means:

Identity, activity stream, enterprise search and other standards discussed my panel colleagues can thrive in the Enterprise

but E2.0 vendors need to Interoperate or seamlessly bridge to existing standards like LDAP and Active Directory for single sign-in authentication and basic profile data rather than reinventing the wheel.

### 3) Benchmark standards for Delight! - Best news

It's at or near the top of the list for Enterprise 2.0 products

Delight is the right word for products whose purpose is not limited to entertainment

Using a car, camera, phone can be delightful - as can being in a good building  
Delight comes from fitness for purpose as well as aesthetic appreciation

The public web sets benchmarks for

Search: Google

Social networking: Twitter

Profiles: ? ( I would call Facebook serviceable not delightful )

Lifestyle products: Apple across the board

For the Enterprise I'd nominate BaseCamp as delightful business Web application

And suggest that E 2.0 vendors use that as a benchmark for delight