



Mavo: Creating Interactive Data-Driven Web Applications by Authoring HTML

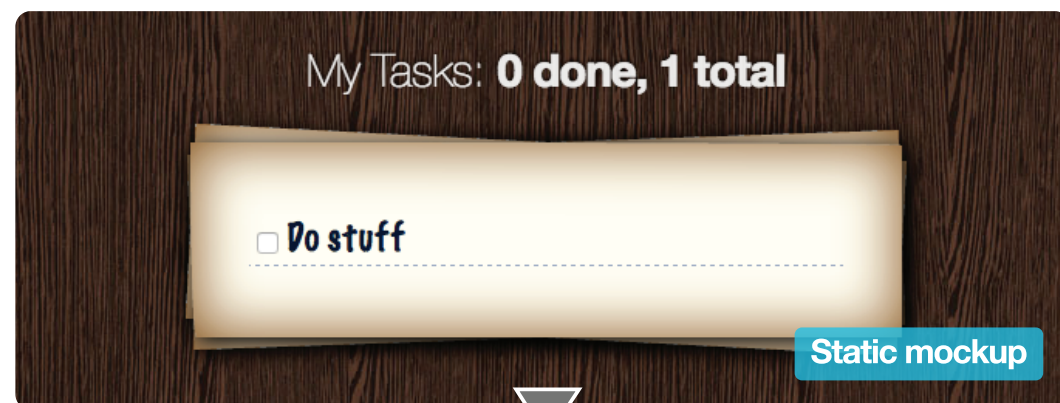
<http://mavo.io>

- Many people have information they want to manage and share.
- Today, creating a web application for managing data requires a lot of knowledge and experience. We want to change that.
- Mavo is an HTML language extension that adds persistence, editing, and data transformation capabilities to HTML

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Example: To-Do list



```
<body data-store="https://www.dropbox.com/.../todo.txt">
  <p>My tasks: [count(done)] done, [count(task)] total
  <ul>
    <li property="task" data-multiple>
      <input type="checkbox" property="done" />
      <span property="taskTitle">Do stuff</span>
    </li>
  </ul>
</body>
```

Mavo prototypes a future for HTML and the web browser itself, where data interaction becomes as much a basic part of web authoring as paragraphs and colors.



2 user studies

Can novice Web authors create applications with Mavo?

STRUCTURED STUDY

17
participants

1 of 2
apps, HTML provided

10-12
tasks, increasing difficulty

SUCCESS RATE

100%
on CRUD tasks

97%
on basic expressions

75%
on complex expressions

FREESTYLE STUDY

7
participants
making a Mavo app
(contact manager) with
their own HTML

SUCCESS RATE

100%
All participants were
able to convert their
static HTML to a fully
functional contact
manager.