**Future Friendly Thinking**

We want to make things that are future friendly. By anticipating what’s next, we can not only react to today but also build long-term value for people and businesses. The following ideas have been on our minds recently. Help us explore them further or suggest new ones.

**Have Laser-Like Focus**We can’t be all things on all devices. To manage in a world of ever-increasing complexity, we need to focus and simplify. People are also tired of excessive noise and finding ways to simplify things for themselves.

Simplify your service yourself before your customers and increasing device diversity does it for you.

**Orbit Around Data**An ecosystem of devices demands to be interoperable, and robust data exchange is the easiest way to get going. Be responsive to existing and emerging opportunities by defining your data in a way that:

* Enables multiple (flexible) forms of access and notifications
* Is interoperable through standards
* Focuses on long-term integrity
* Includes meaningful and permanent references to all content
* Supports both read and write operations

**Universal Content**Well-structured content is the new art direction. Consider how it can flow into a variety of containers by being mindful of their constraints and capabilities. Be bold and explore new possibilities but know the future is likely to head in many directions.

Highly capable smart devices, simple constrained devices, interoperable devices, and more are part of our future. Structure and store your content accordingly.

**Unknown Vessel, Please Identify**Reacting to every device variance makes inclusive design extremely challenging. A high-level, close enough set of standard device types can simplify the process of adaptation while still allowing for fine-tuning through device-specific implementations.

A taxonomy of device types can align manufacturers today while still allowing new devices types to emerge tomorrow.

**Docking Stations**A wide range of inexpensive devices, scattered throughout our lives, will require identification and likely some amount of interactivity. Device profiles can turn a network of devices into a canvas for interaction. A common discovery service would allow nearby devices to not only be identified and accessed but ultimately used to distribute and manage tasks and information.

When an experience is managed through a device collection, each device profile can tackle the interactions it does best. This prevents us from adapting all aspects of a service to every device profile and allows us to work within an ecosystem of device capabilities instead.

**What about stuff like device APIs in browser? Do we need to have a call to action to press browser makers and platform owners for anything? The whole browser ghetto problem?**

Something about exposing internal device APIs through public JavaScript event systems.

Extras

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Your application is not your product; your product is the content and services you deliver. Consider applications as different windows into a single, common, network-enabled wellspring of service: your API.

While the use of device classes is nothing new, the current effort required by individual organizations to create and manage these profiles is often a monumental task. On today’s Web, media queries and JavaScript solutions are often used at great lengths to adapt content on the client. Common device profiles can greatly ease this burden while allowing both technologies to support more nuanced adaptations.

In addition to broad categories, additional information may be provided to the server so that decisions can be made in a device-agnostic, feature-driven manner. This could include the types of information currently accessible to media queries on the client, but potentially extended to environmental conditions such as connection speed.