**基于Web 2.0的网站页面规划**

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二十年之前，网络还是出于Web1.0年代，那个年代的网络，是少部分人为一群人编撰内容的网络。大家从源头便可直接获取信息，要图像规划信息就去Adobe.com，要Windows信息就Microsoft.com，要看新闻就去CNN.com。但是，跟着时刻流通，越来越多的人在阅览页面之外也开端自个写些东西。一个风趣的成果随之而来——突然之间，信息多得咱们无法与之坚持同步了。咱们没有满足的时刻去重视一切想要咱们重视的作者，而阅览有相关内容的悉数网站更是清楚明了不能够的工作。很明显，当自个写作逐步成为干流的时分， Web 1.0的老办法大概改改了。

*Web* 2.0在此刻上台，在这一办法下，网络上的信息是散布在散布式的小单位“微内容”。网络的构成元素由文档成为了数据。咱们不再需求拜访不变的老式信息来历。如今咱们所依靠的是一套以其新而有用的办法聚合偏重组网络上“微内容”的新东西。这些东西，也即是*Web* 2.0接口，将是规划构思亮光的前锋范畴。

在这方面现已有了许多成功事例，比方RSS聚合、查找引擎、门户、API（运用程序界面，它能够供给与数据相连的接口）和*Web*效劳（经过XML-RPC、SOAP和其它技术存取数据）。Google地图在功用上和相似效劳区别不大但它供给的接口要优异得多。Flickr的接口能够算是最具构思而且也是最受期待的。Del.icio.us则供给了自个和社群效劳，它的覆盖面远不止一个网站。这些接口规划正在改动咱们存储和同享数据的办法。至于内容来自何处倒不是那么重要了。

大家常常把*Web* 2.0描绘为“作为渠道的网络”，把网络看成是一个内容互动的渠道之后，咱们很简略发现这种改动关于规划的严重影响。幻想一下吧，当来自不相同范畴的不相同集体——公司、自个、政府等等——存储了一系列数据之后，咱们便能经过一个接口将信息混合，这一点是任何单一传统网站都不能够做到的。例如Amazon.com的内容数据库是对外开放的，任何人都能够关于一些特殊要求去规划一些十分好的接口（比方Amazon Light）。它的力气在于，凭借接口，大家能够经过内容的定制或与其他数据的重组发明出新的更有价值的东西。

关于页面规划师而言，*Web* 2.0有6个值得注意的趋势。在这篇介绍性的文章里，咱们将为您介绍这些趋势并逐个举例说明。

1、用语义符号言语写页面

语义符号，也即是准确描绘页面每一部分效果的符号，是完成*Web* 2.0进程中最重要的一环。最常用的符号言语HTML和XHTML通常用于显现意图，规划师们能够经过对HTML标签运用CSS来改动页面个性。

这些符号言语并非彻底没有语义才能。规划师们用它们能够描绘页面，但这仅限于(X)HTML内建的标签范围内。比方，规划者能够用、、 、、等标签别离符号标题、阶段、清单、引证以及自界说列表等项目。这些标签对一些简略的文档现已够用了。但是在大多数情况下，(X)HTML内建的这些标签远不足以准确描绘页面内容。关于*Web* 2.0来说，对页面的描绘不仅是一项需求，它是完成Web 2.0的要害。

虽然HTML和XHTML的潜力尚未被挖尽，RSS这项技术现已证明了语义符号言语毋庸置疑的实力。RSS运用XML完成页面内容的联合。它能够让网站更方便地奉告访客啥时分有更新。如今你不再需求一遍遍地点开你所喜欢的网站来检查更新了，你只需在RSS阅览器中输入RSS源的地址，阅览器就能主动定时检查站点，在发现更新之后接纳信息而且提示你。它能够大大节省你的时刻。

2、供给*Web*需求

在语义言语得到运用之前的前期互联网上，网站仅仅是一系列“页面”的组合。十年前的网站通常更像是在线用户手册（干巴巴的静态HTML页面），它们的互动办法也仅仅是Flash、动画和JavaScript罢了。在那时，网站推行就像是推销“地皮”——那是一个在线商城和门户网站在虚拟国际剧烈竞赛的年代。

从90年代末，格外是这个世纪的头一两年开端，XML言语和*Web*效劳开端推进网站的相貌发作改动。XML技术完成了不相同体系间的内容同享和传输，Web效劳供给了和站点内部相连的接口。视觉规划为内容供给了外观界面，而Web效劳则是为同一内容供给的程序接口。这是一个适当有用的技术。若是网站开发者供给了Web效劳API的话，任何人都能够树立一个和该站点内容相连的接口。

Amazon.com和eBay是这种由单一站点向*Web*效劳转变的两个成功典范，一切人都能够经过Web效劳运用它们供给的海量商业数据。依靠eBay的Web效劳所树立的Andale是一个很有意思的网站，它经过剖析报价和出售数据来通知卖家当时的热销产品及其报价。

3、信息重组

2004年11月12日，在网络媒体协会的一次会议上，美联社CEO Tom Curley宣布了一个重要而有远见的说话，他说：“…在（互联网开展）的下一阶段，内容自身将会会比它的展示办法更重要…比如查找、RSS和TiVo之类录像程序等杀手软件正在逐步打破咱们企图寄存内容的容器。”

Curley的说话是关于记者和媒体职业的，但他的深化见地对页面规划者们来说相同重要。页面规划在*Web* 1.0年代的意图是树立一个内容独占的站点。但如今，内容现已不能够由单一网站独享了——除非你企图与社会性的网络对立并把内容锁在一个受保护网站之中。

*Web* 2.0年代的网站规划相关于网站自身，更注重工作驱动型体会的树立。RSS成为其重要组成部分并非仅仅偶然。不需求任何无关规划，RSS摘要就能够让大家订阅你站点上的内容并随时经过RSS阅览器阅览它们。

查找也能够和RSS相结合，协助大家经过标题和标签（能够经过PubSub或Feedster等等）来订阅所需的内容。这种所谓的“将来查找”不仅能协助大家结合不相同来历的内容，也避免了大家由于站点的视觉规划而与之坐失良机的能够性。

由于内容以RSS的办法在网上活动而且以此办法被从头结合，网站规划者们的思想应当逾越站点自身，而且要侧重思考怎么去打内容牌。

4、导航和相关的主人

由于*Web* 2.0内容重组的特性，访客们初度看到信息的当地很能够并不是最早发布它的站点。因而，传统上为拜访某一特定内容而规划的网站导航体系将被关于Web 2.0的新特性而规划的导航体系所替代。这种散布式导航能够的办法包含RSS阅览器、博客上的连接、查找引擎，也能够是其他一些办法的内容聚合程序。

这一特性也带来了一些副效果，其间一条即是有用信息的来历常常变化，而访客乃至不需晓得信息的真实来历。还好，内容聚合程序内建的一些功用现已注意到了这一疑问——它们能够记载访客的活动。经过记载微内容的拜访量，聚合程序能够经过访客的前史行动猜测他们在将来能够关怀的内容。这即是咱们在Daypop、Del.icio.us和Blogdex等网站上所看到的。对大家前史爱好的记载能够会在将来发挥效果。

这些第三方接口的强壮功用使得访客不用拜访内容的发布页就能获取信息，运用导航体系的人因而将越来越少。最常用的导航体系将由用户行动来决议，而不再需求格外的规划。

5、随时刻而增加的元数据

*Web* 1.0有一个看上去彻底改动了传统出书办法的特色，即随时修正出书物的能够性。在网上，纸上出书物的“版别”、“印数”等概念不见了。网上有的仅仅网站和它的当时状况。如今咱们现已习气这一办法了，乐观者们的期望能够会成为实际：跟着时刻增加，网上的内容只能够变得越来越好——元数据被不断增加，描绘逐步深化，论题变得清楚，参阅愈加全部。

*Web* 2.0在这方面走得更远，在该办法下，用户能够增加归于他们自个的元数据。在Flickr和Del.icio.us上，任何人都能给数字媒体（文件、书签、图像…）增加标签。不过，自行增加标签还不是最风趣的。最风趣的是一切人的标签放在一同时体现出的那些趋势。

举例来说，当咱们在Del.icio.us上为一个书签增加“*Web* 2.0”的标签之后，咱们能够进入del.icio.us/tag/Web 2.0这个页面看看他人给哪些项目增加了相似标签，或许还能从中发掘出一些咱们本不晓得的名贵信息。查找引擎能够查找网站规划者增加的那些元数据， Del.icio.us则为那些被传统办法所疏忽的人所增加的元数据供给了一个杠杆。

6、转向程序规划

*Web* 1.0年代，页面的视觉规划阅历了两个开展阶段。早些年里，规划者们运用GIF动画和表格等小窍门来扮靓页面。而在近来几年，CSS逐步盛行起来，大家经过增加一个界说了个性信息的独立CSS文件完成了页面个性和规划的别离。虽然如此，视觉规划仍然是大家重视的中心——由于这是区别内容和招引证户注意最主要的办法。

进入*Web* 2.0年代之后，网站的位置降低了，视觉个性也因而不再那么重要。Web 2.0年代盛行的是XML，相对页面规划和内容展示办法，词语和语义更为重要。内容在网络中活动，并经进程序来存储。从十分实际的含义上说，如今咱们的规划更多关于的是机器而不是人。这听起来有点像《黑客帝国》里的工作，不过Amazon.com的CEO Jeff Bezos说：“Web 2.0…它考究的是让网络变得更适合电脑运用。”

这对页面规划者来说意味着啥呢？这意味着规划者需求思考怎么让内容和站点自身相同招引人。这意味着规划者需求转向*Web*效劳的开发，意味着规划者的思想应当逾越站点的展示办法，并更多地思考API和内容聚合。简而言之，规划者会更像是程序员。Web 2.0有一个简略的前端和强有力的后端，Bezos的话即是这个意思。

7、总结

*Web* 2.0含义深远。它像一切严重革新相同，从社会、文明乃至是政治等多方面影响着运用者。Web 2.0的规划者和开发者们是受影响最大的人群之一，不仅仅是由于他们需求新的技术手段，更重要原因是，他们需求认识到，内容应当作全体的一部分对待，它们并不是孤立存在的。

在这里咱们作一些总结，下面咱们再来看看这6个趋势：

(1) 用语义符号言语写页面：和XML接轨

(2) 供给*Web*效劳：逾越站点

(3) 信息重组：内容为王

(4) 导航和相关的主人：用户决议

(5) 随时刻而增加的元数据：由社群建造的集体信息

(6) 转向程序规划：个性和规划的别离

咱们期望重视新技术远景的规划者们往后能协助咱们要点重视它们的有用含义，重视*Web* 2.0当时（和将来）对网站规划发生的纤细而深化的影响。

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## Web 2.0 for Designers

Joshua Porter

In Web 1.0, a small number of writers created Web pages for a large number of readers. As a result, people could get information by going directly to the source: Adobe.com for graphic design issues, Microsoft.com for Windows issues, and CNN.com for news. Over time, however, more and more people started writing content in addition to reading it. This had an interesting effect—suddenly there was too much information to keep up with! We did not have enough time for everyone who wanted our attention and visiting all sites with relevant content simply wasn’t possible. As personal publishing caught on and went mainstream, it became apparent that the Web 1.0 paradigm had to change.

Enter Web 2.0, a vision of the Web in which information is broken up into “microcontent” units that can be distributed over dozens of domains. The Web of documents has morphed into a Web of data. We are no longer just looking to the same old sources for information. Now we’re looking to a new set of tools to aggregate and remix microcontent in new and useful ways.

These tools, the interfaces of Web 2.0, will become the frontier of design innovation.

The evidence is already here with RSS aggregators, search engines, portals, APIs (application programming interfaces, which provide hooks to data) and Web services (where data can be accessed via XML-RPC, SOAP and other technologies). Google Maps (in beta) provides the same functionality as similar competing services but features a far superior interface. Flickr’s interface is one of the most intuitive and beloved around. Del.icio.us offers personal and social functionality, and reaches far beyond its own site. Interfaces like these are changing the way we store, access, and share information. It matters very little what domain content comes from.

Web 2.0 has often been described as “the Web as platform,” and if we think about the Web as a platform for interacting with content, we begin to see how it impacts design. Imagine a bunch of stores of content provided by different parties—companies, individuals, governments—upon which we could build interfaces that combine the information in ways no single domain ever could. For example, [Amazon.com](http://www.amazon.com/) makes its database of content accessible to the outside world. Anyone can design an interface to replace Amazon’s that better suits specific needs (see [Amazon Light](http://www.kokogiak.com/amazon/)). The power of this is that content can be personalized or remixed with other data to create much more useful tools.

There are six trends that characterize Web 2.0 for designers. In this introductory article we’ll summarize each of those trends and give brief examples.

1.Writing Semantic Markup

One of the biggest steps in realizing Web 2.0 is the transition to semantic markup, or markup that accurately describes the content it’s applied to. The most popular markup languages, HTML and XHTML, are used primarily for display purposes, with tags to which designers can apply styles via CSS.

These markup languages are not semantically dead, however. Designers *can* describe content, but only to the extent that it fits within the (X)HTML tag set. For example, designers can mark up content as headers, paragraphs, list items, citations, and definition lists using the <h1>, <p>, <li> , <cite> and <dl> tags, respectively. For some simple documents, these tags are adequate to describe content effectively. For most documents, however, there is no way to accurately describe the content with the (X)HTML tags we have available. In Web 2.0, this description is not only possible, but also critical.

Though HTML and XHTML give us only a glimpse of what it means, there is one technology demonstrating clearly the power of semantic markup. RSS is an XML format for syndicating content. It is an easy way for sites to tell people when there is new content available. So, instead of browsing to your favorite site over and over again to see if something is new, you can simply subscribe to its RSS feed by typing the RSS URI into a feed aggregator. The aggregator will periodically poll the site, notify you if something is new, and deliver that content. It’s a real timesaver.

2.Providing Web Services

During the early years of the Web, before content had semantic meaning, sites were developed as a collection of “pages.” Sites in the 1990s were usually either brochure-ware (static HTML pages with insipid content) or they were interactive in a flashy, animated, JavaScript kind of way. In that era, a common method of promoting sites was to market them as “places”—the Web as a virtual world complete with online shopping malls and portals.

In the late 90s and especially the first few years of the 21st century, the advent of XML technologies and Web services began to change how sites were designed. XML technologies enabled content to be shareable and transformable between different systems, and Web services provided hooks into the innards of sites. Instead of visual design being the interface to content, Web services have become programmatic interfaces to that same content. This is truly powerful. Anyone can build an interface to content *on any domain* if the developers there provide a Web services API.

Two great examples of the shift away from place to services on the Web are Amazon.com and [eBay](http://www.ebay.com/), both of which provide an immense amount of commercial data in the form of Web services, accessible to any developer who wants it. An interesting interface built using eBay’s Web services is [Andale](http://www.andale.com/), a site that tracks sales and prices to give auction sellers a better idea of what items are hot and how much they’ve been selling for.

3.Remixing Content

Associated Press CEO Tom Curley made an important and far-reaching keynote speech to the Online News Association Conference on Nov. 12, 2004. In it he said, “… content will be more important than its container in this next phase [of the Web]… Killer apps, such as search, RSS and video-capture software such as TiVo—to name just a few—have begun to unlock content from any vessel we try to put it in.”

Curley was specifically addressing journalists and the media industry, but this insight applies equally to the design profession. Web design during Web 1.0 was all about building compelling places (or sites) on the Web. But content can no longer be contained in a single place—at least not without going against the nature of the social Web and locking up your content in a secure site.

Web design in Web 2.0 is about building event-driven *experiences*, rather than *sites*. And it’s no coincidence that RSS is one of the key building blocks. RSS feeds enable people to subscribe to your content and read it in an aggregator any time, *sans* extraneous design.

Searches can also be mixed with RSS to let people subscribe to content via topic and tag RSS feeds (from PubSub or Feedster, for example). These so-called “future searches” not only let people mix content from various sources, but end up being yet another way for users to bypass a site’s visual design.

Because content flows across the Web in RSS feeds and can be remixed along the way, Web designers must now think beyond sites and figure out how to *brand the content itself*.

4.Emergent Navigation and Relevance

As a result of the remixing aspects of Web 2.0, most content will be first encountered away from the domain in which it lies. Thus, much of the navigation that is used to reach a specific item might be far removed from the navigation specifically designed for it. This “distributed” navigation might come in the form of a feed reader, a link on a blog, a search engine, or some other content aggregator.

One of the side effects of this is that the sources of and pathways to useful information will continually change, and users won’t necessarily know where to go to find it. Fortunately, content aggregators have a built-in answer for this—they can track what people are doing. By recording what pieces of microcontent are most often visited, aggregators can use past user behavior to predict what users will find most relevant in the future. This is very apparent in Daypop, Del.icio.us, and Blogdex feeds. What people have found relevant in the past is likely to be useful in the future.

With relevance decided within these third-party interfaces, users might even be able to read content without ever visiting the domain it comes from. Navigation schemes, as we know them, will be used less. The most traveled navigation paths will emerge from user behavior instead of being “designed” specifically for it.

5.Adding Metadata Over Time

One feature of Web 1.0 that seemed to change everything about publishing was the ability to make changes to the primary publication at any time. There are no “editions” or “printings” on the Web like there are in the print world. There is simply the site and its current state. We are used to this paradigm now, and an optimist can hope that Web content will only get better with time: metadata will be added, descriptions will get deeper, topics more clear, and references more comprehensive.

What we see happening in Web 2.0 is a step beyond this, to where users are adding their own metadata. On Flickr and Del.icio.us, any user can attach tags to digital media items (files, bookmarks, images). The tagging aspect of these services isn’t the most interesting part of them, though. What is most interesting are the trends we see when we put together everyone’s tags.

Let’s say, for example, that we tag a bookmark “Web2.0” in Del.icio.us. We can then access del.icio.us/tag/Web2.0 to see what items others have tagged similarly, and discover valuable content that we may not have known existed. A search engine searches metadata applied by designers, but Del.icio.us leverages metadata applied by folks who don’t necessarily fit that mold.

5.Shift to Programming

In Web 1.0, there were two stages to visual Web design. In the early years, designers used tricks like animated GIFs and table hacks in clever, interesting and horrible ways. In the last few years, CSS came into fashion to help separate style from structure, with styling information defined in an external CSS file. Even so, the focus was still on *visual* design—it was the primary way to distinguish content and garner attention.

Enter the Web 2.0 world, which is not defined as much by place and is less about visual style. XML is the currency of choice in Web 2.0, so words and semantics are more important than presentation and layout. Content moves around and is accessible by programmatic means. In a very real sense, we’re now designing more for machines than for people. This may sound like we’re in the Matrix, but in the words of Amazon.com CEO Jeff Bezos, “Web 2.0… is about making the Internet useful for computers.”

What does this mean for Web designers? It means designers have to start thinking about how to brand content as well as sites. It means designers have to get comfortable with Web services and think beyond presentation of place to APIs and syndication. In short, it means designers need to become more like programmers. Web 2.0 is a world of thin front ends and powerful back ends, to paraphrase Bezos.

7.Summary

The effects of Web 2.0 are far-reaching. Like all paradigm shifts, it affects the people who use it socially, culturally, and even politically. One of the most affected groups is the designers and developers who will be building it, not just because their technical skills will change, but also because they’ll need to treat content as part of a unified whole, an ecosystem if you will, and not just an island.

To summarize, these are what we see as the six main themes covering design in the Web 2.0 world:

(1) Writing semantic markup (transition to XML)

(2) Providing Web services (moving away from place)

(3) Remixing content (about when and what, not who or why)

(4) Emergent navigation and relevance (users are in control)

(5) Adding metadata over time (communities building social information)

(6) Shift to programming (separation of structure and style)

As we move along, we hope that designers who may be wary of the promises of new technology help us focus on the practical aspects of this one, the subtle but real changes that Web 2.0 is having (and will have) on design.

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