Modularization, Web Applications, and Why (User Experience) Designers will Rule the World
The relative importance of user experience in making a product successful increases over time.
UE Questions

• How well does it match my needs?
• How easy and obvious is it?
• How does it make me feel?
• How does it look?
• What does it say about me?
Other Questions

• What should it do?
• How does it work?
• How do we build it?
• How do we sell it?
• Is it reliable?
The relative importance of user experience and style factors increases as technology and engineering improve.
“Once their requirements for functionality and reliability have been met, customers begin to redefine what is not good enough. What becomes not good enough is that customers can’t get exactly what they want exactly when they need it, as conveniently as possible. Customers become willing to pay premium prices for improved performance along this new trajectory of innovation in speed, convenience, and customization.”

- Clayton Christensen, *The Innovator’s Solution*
“...most significant advances in software are actually advances in user experience, not in technology. Mosaic was not an advancement in technology over TBL's original browser. Blogger is a highly-specialized FTP client. IM is IRC++....The advantages that these applications offered people were user experience-oriented, not technology-oriented.”

- Jason Kottke
My Killer Web App

Identity (Sxip?)

Storage (Gmail?)

Tagging (del.icio.us?)

mysql

Ads (Google, Yahoo)

Atom API

Search (Google, Yahoo)

RSS

Servers

Payments (PayPal)