Ubiquity:
An Experiment into Connecting the Web with Language

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The Problems

• The web is disconnected

• Information is far apart

• Too much clicking, typing, searching, copy/pasting

• We interact with web browsers by telling them where we want to go but not what we want to do

• Mashups are usually static, require Web development skills, largely site-centric not user-centered
Their Goals

• Empower users to control the web browser with language-based instructions

• Enable on-demand, user-generated mashups with existing open Web APIs

• Use trust networks and social constructs to balance security with ease of extensibility

• Easily extend the browser functionality

• Do common Web tasks more quickly and easily
Their Goal

Book a flight to Chicago next Monday to Thursday, no red-eyes, the cheapest. Then email my Chicago friends the itinerary, and add it to my calendar.

Leaving from SF to Chicago on March 20th at 9am. Returning on March 24th at 7pm. Itinerary will be sent to Andrew, Margret, and Josh.
Current Functionality

I'm gonna be at Chicago Comics looking for the last volume of Osamu Tezuka’s Phoenix. You can meet me there or at the Belmont El stop afterwards.
Some Commands

• Browser Commands
  – Tab, close-tab, close-related tabs, zoom, tag

• Web Search Commands
  – Search, wikipedia, yelp, weather, define

• Map Commands
  – Map, map-these

• Social Networking Commands
  – Twitter, digg, tinyurl
More Commands

• Developer Commands
  – Syntax-highlight, convert, escape-html-entities, view-source

• Page Editing Commands
  – Delete, undelete, edit-page, stop-editing page, save, remove-annotations

• General Utility Commands
  – Word-count, calculate, sparkline, translate, bold, italic, underline, undo, redo, highlight
Other Commands

• Email Commands
  – Email, last-email, get-email-address

• Calendar Commands
  – Add-to-calendar, check-calender
Updating Twitter

// max of 140 chars is recommended, but it really allows 160
const TWITTER_STATUS_MAXLEN = 160;

CmdUtils.CreateCommand({
    name: "twitter",
    takes: {status: noun_arb_text},

    homepage: "http://theunfocused.net/moz/ubiquity/verbs/",
    author: {name: "Blair McBride", homepage: "http://theunfocused.net"},
    license: "MPL",
})
Updating Twitter

```javascript
preview: function(previewBlock, statusText) {
    var previewTemplate = "Updates your Twitter status to: <br/>" +
        "<b>${status}</b><br/><br/>" +
        "Characters remaining: <b>${chars}</b>";
    var truncateTemplate = "<br/>The last <b>${truncate}</b> characters will be truncated!";
    var previewData = {
        status: statusText.text,
        chars: TWITTER_STATUS_MAXLEN - statusText.text.length
    };
    var previewHTML = CmdUtils.renderTemplate(previewTemplate, previewData);
    if(previewData.chars < 0) {
        var truncateData = {
            truncate: 0 - previewData.chars
        };
        previewHTML += CmdUtils.renderTemplate(truncateTemplate, truncateData);
    }
    previewBlock.innerHTML = previewHTML;
},
```
Updating Twitter

execute: function(statusText) {
    if(statusText.text.length < 1) {
        displayMessage("Twitter requires a status to be entered");
        return;
    }
    var updateUrl = "https://twitter.com/statuses/update.json";
    var updateParams = {
        source: "ubiquity",
        status: statusText.text
    };
    jQuery.ajax({
        type: "POST",
        url: updateUrl,
        data: updateParams,
        dataType: "json",
        error: function() {
            displayMessage("Twitter error - status not updated");
        },
        success: function() {
            displayMessage("Twitter status updated");
        }
    });
}
Ubiquity Demo

[I added screenshots but it is more interesting to see this in action.]
Updating Twitter

twitter this is a demo of how to update twitter

Updates your Twitter status to:
this is a demo of how to update twitter

Characters remaining: 101

tip: tweet @mozillaubiquity for help
Searching for Flickr Photos

269801 photos were found on Flickr.
Mapping Rentals in Craigslist

A: Absolutely fabulous three bedrooms!
B: Perfect One bedroom single unit Apt.
C: Adorable 2 Bedroom 2 Bathroom House with 1 Car Garage
D: Great 2 BR cottage - perfect location, walk to Pearl St and the Hill!
E: Incredible apartments at The Summit at Flairons! ~ Flexible pricing!!
F: Nice 3 bedroom with garage backs to open space
G: Very Nice One Bedroom Apartment Available
H: Large Two Bedrooms For Rent
Looking Up a Word in Wikipedia

wikipedia web 2.0

Wikipedia articles found matching web 2.0:

**Web 2.0**

The term "Web 2.0" describes the changing trends in the use of World Wide Web technology and web design that aim to enhance creativity, communications, secure information sharing, collaboration and functionality of the web. Web 2.0 concepts have led to the development and evolution of web culture communities and hosted services, such as social networking sites, video sharing sites, wikis, blogs, and folksonomies. The term became notable after the first O'Reilly Media Web 2.0 conference in 2004. Although the term suggests a new version of the World Wide Web, it does not refer to an update to any technical specifications, but rather to changes in the ways software developers and end-users utilize the Web. According to Tim O'Reilly:

**Web 2.0 Conference**

Web 2.0 Conference could refer to:

**Web 2.0 Conference (2005)**

The Web 2.0 Conference (2005) was a conference held in 2005 about the transition from the world wide web, or Web 1.0, to the emerging Web 2.0.

**Web 2.0 Conference (2004)**

The first Web 2.0 conference was held October 5-7, 2004 at the Hotel Nikko in San Francisco, and is believed to be the point at which the term Web 2.0 came into popular usage.

**Web 3.0**

Web 3.0 is one of the terms used to describe the evolutionary stage of the Web that follows Web 2.0. Given that technical and social possibilities identified in this latter term are yet to be fully realised the nature of defining Web 3.0 is highly speculative. In general it refers to aspects of the Internet which, though potentially possible, are not technically or practically feasible at this time.
Doing a Google Trend

![Google Trend Chart](image_url)
Writing Ubiquity Commands

**Ubiquity Command Editor**

**Enter new commands** in the area below. They will automatically be saved as you type, and will be able to be instantly used from the command entry mode.

**Read the command authoring tutorial** to learn more. For examples of built-in commands, look [here](#) for information on available utility functions for use in commands, look [here](#).

**Get involved.** Learn how by visiting the Ubiquity Wiki.
Reviews

- Terminal for your browser
- Save a few clicks, less switching btw windows
- Centralized interface for basic tasks
- Open-ended platform with high goals
- Still some bugs
- Doesn’t work for all locations, languages, etc.
- Does not search / suggest intelligently
Thanks...Any Questions?

http://labs.mozilla.com/2008/08/introducing-ubiquity/
https://wiki.mozilla.org/Labs/Ubiquity/Ubiquity_0.1_User_Tutorial
https://wiki.mozilla.org/Labs/Ubiquity
https://wiki.mozilla.org/Labs/Ubiquity/Commands_In_The_Wild