
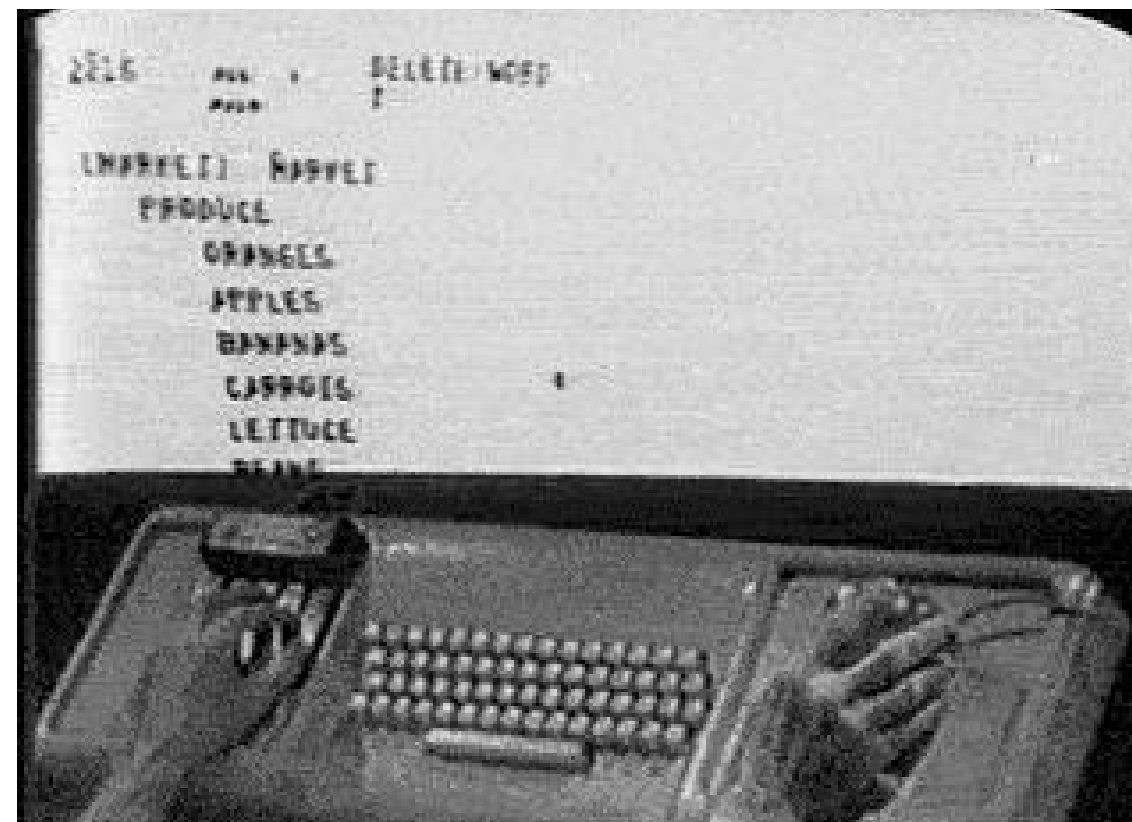
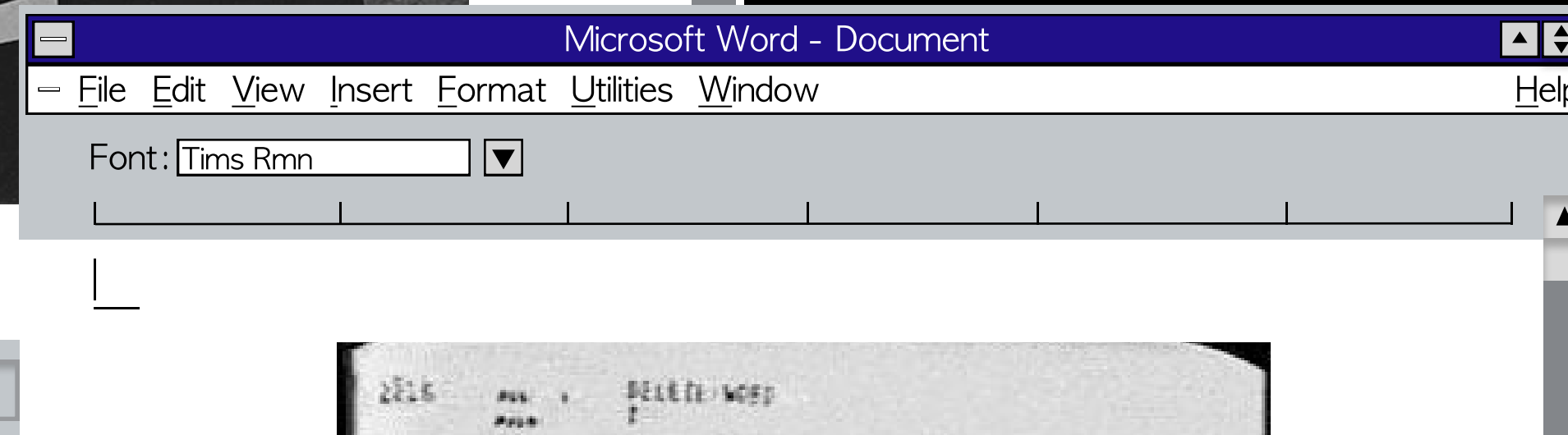
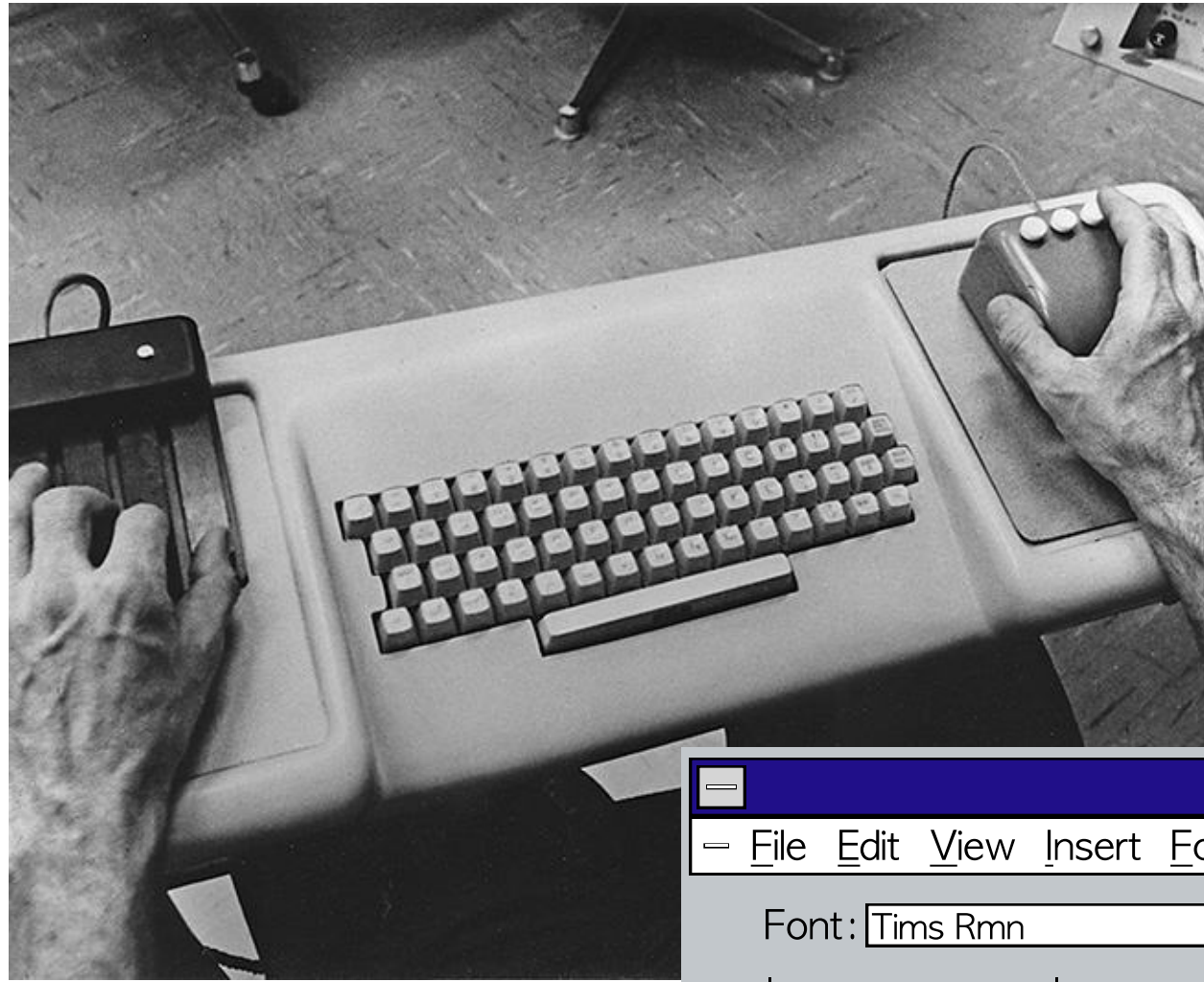
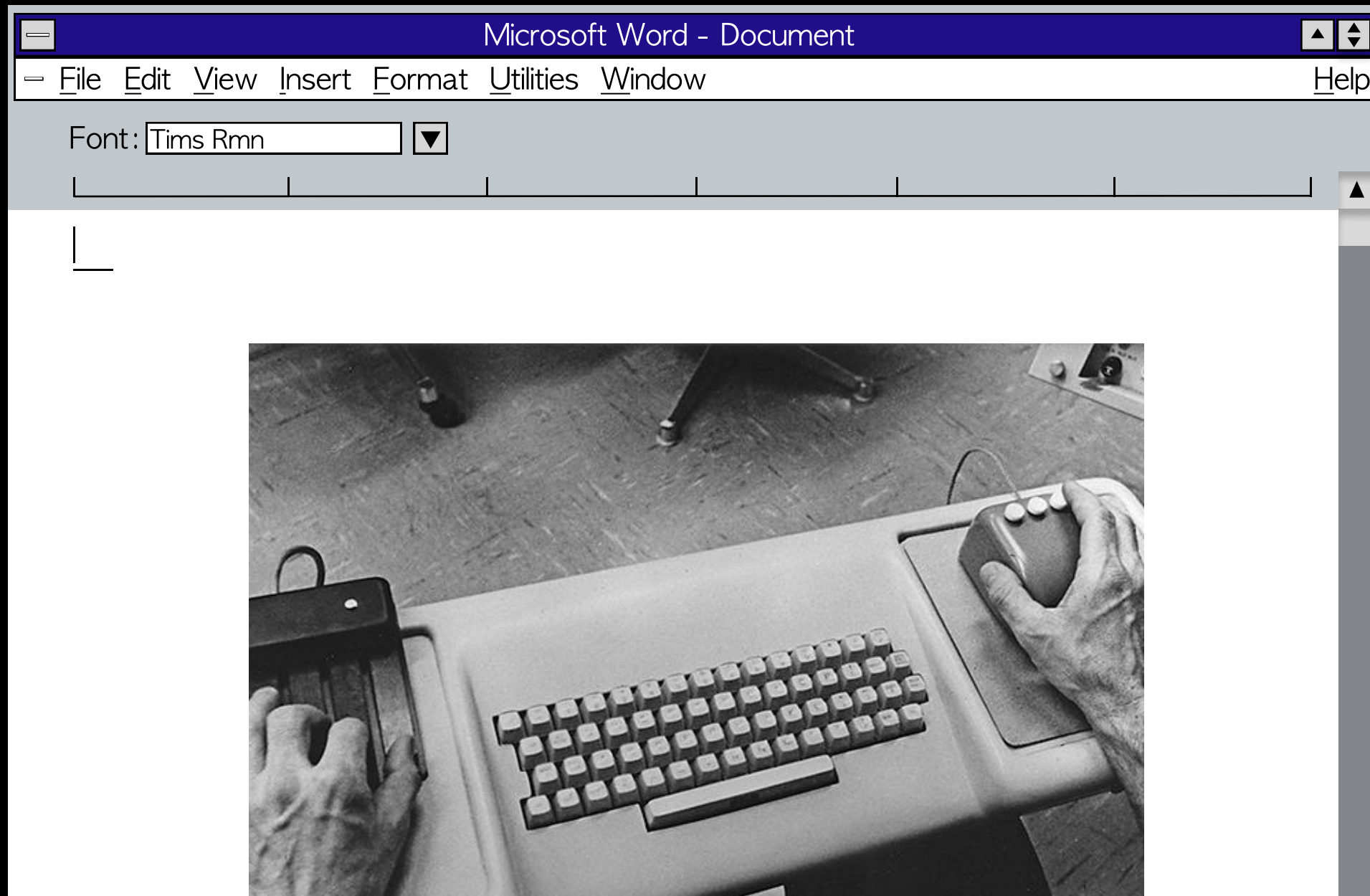


WYSIWYG

Alana, Karen, Malia

# 1968: Douglas Engelbart and “the Mother of All Demos”

- hypertext
- mouse
- write/copy/paste/delete
- GUI
- real-time collaboration
- video conferencing



**monday afternoon**  
**december 9**  
**3:45 p.m. / arena**  
*Chairman:*  
**DR. D. C. ENGELBART**  
*Stanford Research Institute  
Menlo Park, California*

## a research center for augmenting human intellect

This session is entirely devoted to a presentation by Dr. Engelbart on a computer-based, interactive, multiconsole display system which is being developed at Stanford Research Institute under the sponsorship of ARPA, NASA and RADC. The system is being used as an experimental laboratory for investigating principles by which interactive computer aids can augment intellectual capability. The techniques which are being described will, themselves, be used to augment the presentation.

The session will use an on-line, closed circuit television hook-up to the SRI computing system in Menlo Park. Following the presentation remote terminals to the system, in operation, may be viewed during the remainder of the conference in a special room set aside for that purpose.

for the white silicon valley man

# The Origin of WYSIWYG (WIZ-ee-wig)

- Karen Thacker (1974): “You mean, what I see is what I get?”

## Questions to think about

What does it mean to be empowered as a user on the web?

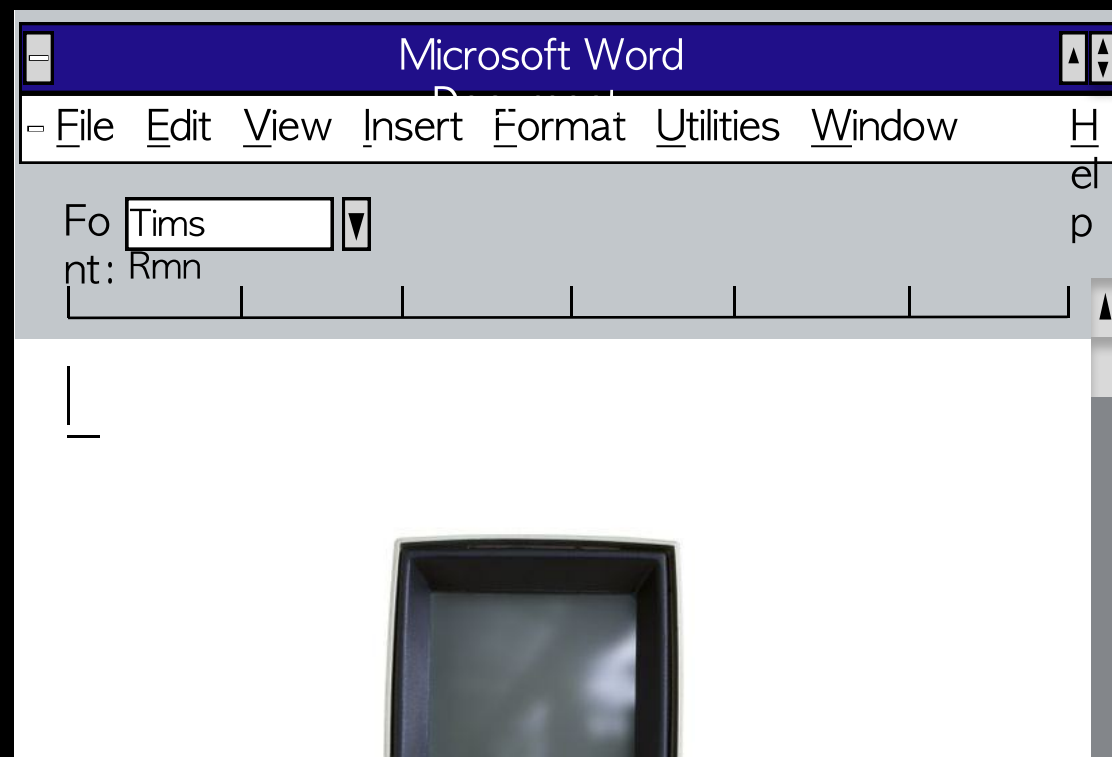
What does it meant to be comfortable as a user on the web?

What elements of web design to we take for granted?

What does it mean to ‘get what you see’?

# 1974: Xerox PARC, Alto Bravo

- Butler Lampson, Charles Simonyi
- modal editor, use of a mouse
- 1979: piece tables
- Higher learning curve



READY: Select operand or type command  
Last command was DELETE  
\*(>>Thia.i...mu.text.) (>>Thia.i...mu.text.) 0

SampleDoc.bravo

**Hello**

This is a Sample Document, intended to demonstrate some of the features of the Bravo text editor.

Bravo was a text editor developed by Butler Lampson, Charles Simonyi and others at Xerox PARC in 1974. It is considered one of the first WYSIWYG text editors and the precursor to Microsoft Word. (Simonyi would later work for Microsoft leading the development of Word, Excel and other software.)

The Bravo text editor ran on a *research machine* developed by Xerox called the Alto. (The video you're watching was produced by an Alto emulator running on a Windows personal computer.) The Alto was never sold commercially, but used inside Xerox to research new ideas in programming language design, human computer interface and computer networking hardware.

Xerox is often blamed for "fumbling the future" of personal computers. After nearly a decade of research, the advances made at Xerox's Palo Alto Research Center (PARC) were commercialized by other companies (notably Apple, Microsoft and 3COM.) Xerox eventually did try to commercialize the Alto's innovative features with the Star workstation, but at \$16,000 per unit and a focus on corporate customers, the Star never quite caught on.

#### Working With Bravo.

Working with Bravo is somewhat weird; it *looks* modern, but the way it interacts with users is like something from another time. But I guess that's to be expected.

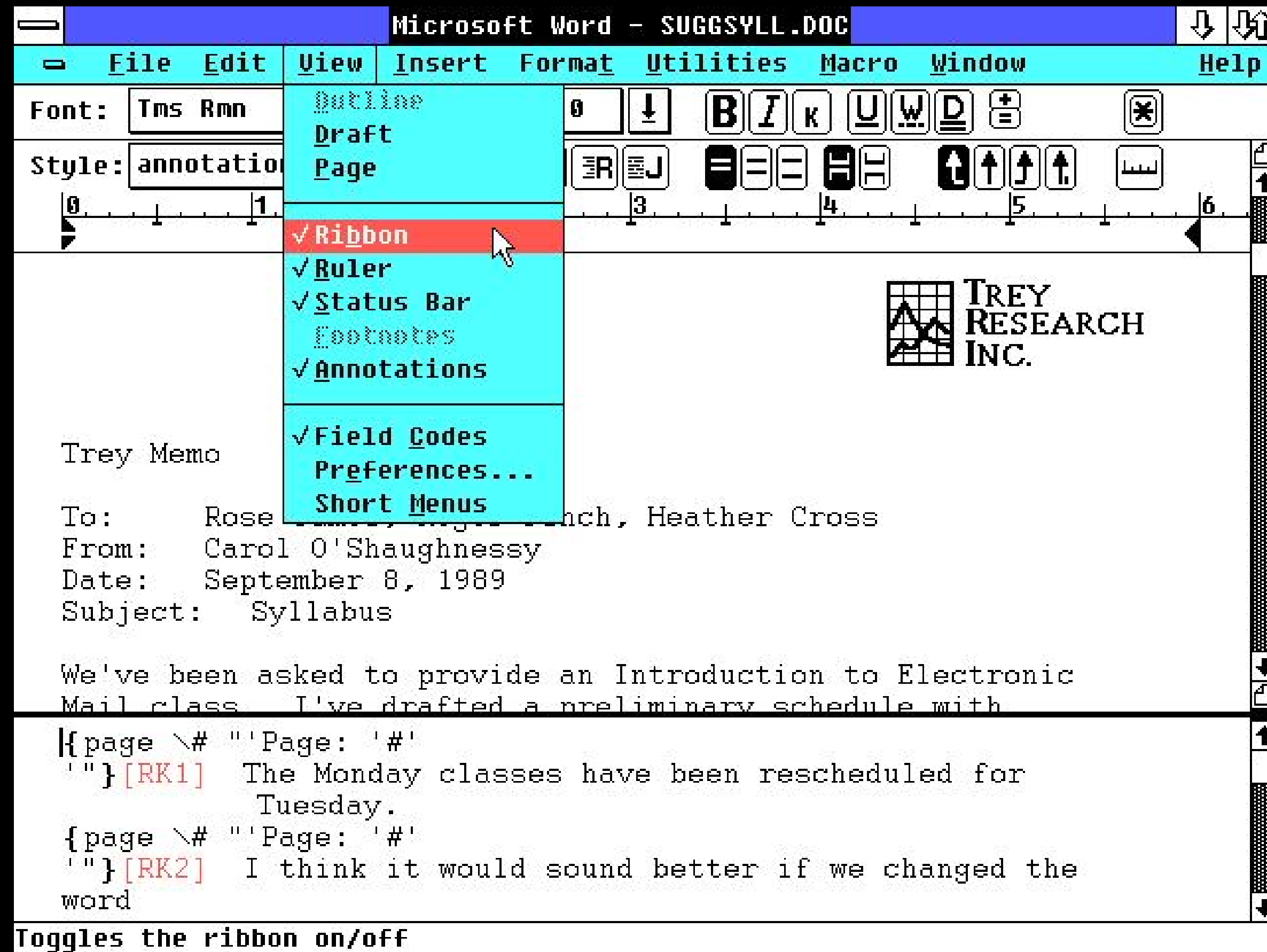
Bravo is a *modal* text editor. Rather than starting up and just typing characters, you have to enter a single-character command first. Users of Unix's *vi* editor may find this familiar. The simplest option is to *append* text. You do this by typing the 'a' key. Once you're in the append mode, keystrokes you type will wind up in the document until you hit the *escape* key.

You can *insert* text in the document by selecting the insertion point with the mouse pointer and pressing the left mouse button (also called the *red* button.) Again, keystrokes in the insert mode show up as characters in your document until you hit the

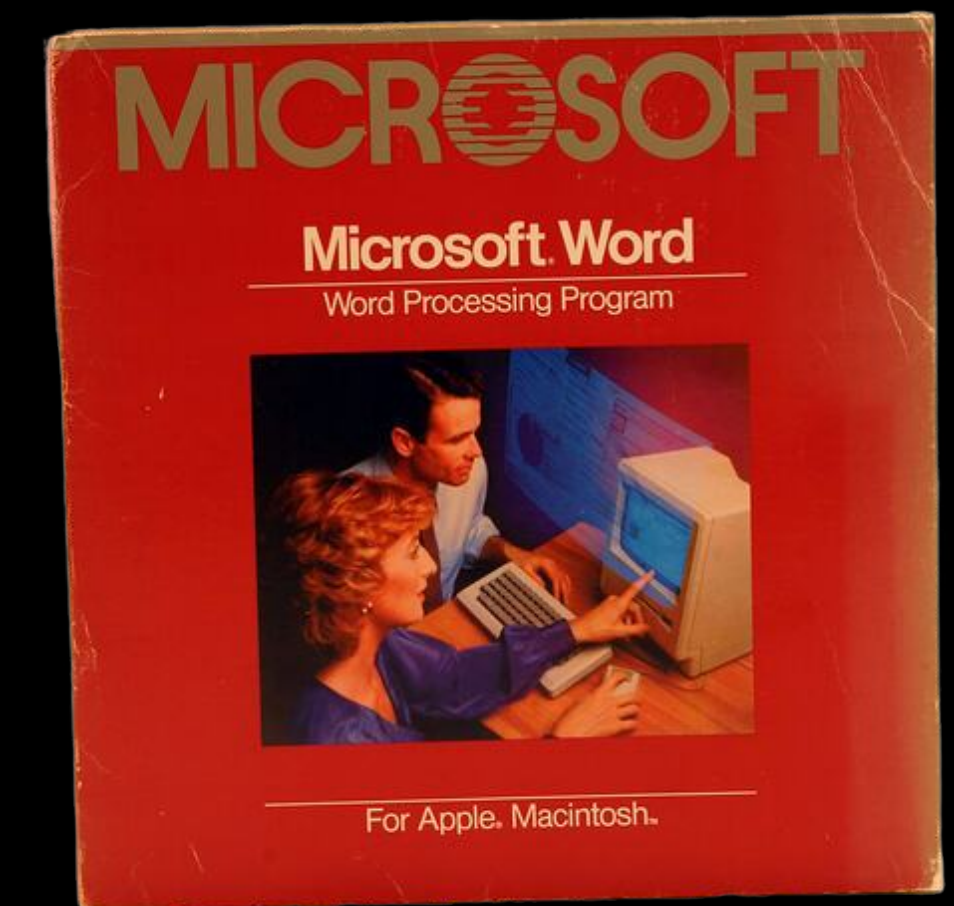
Pg Se 1/ At Ln Col  
x c x 1 1

for the white silicon valley man

# 1983: Microsoft Word 1.0



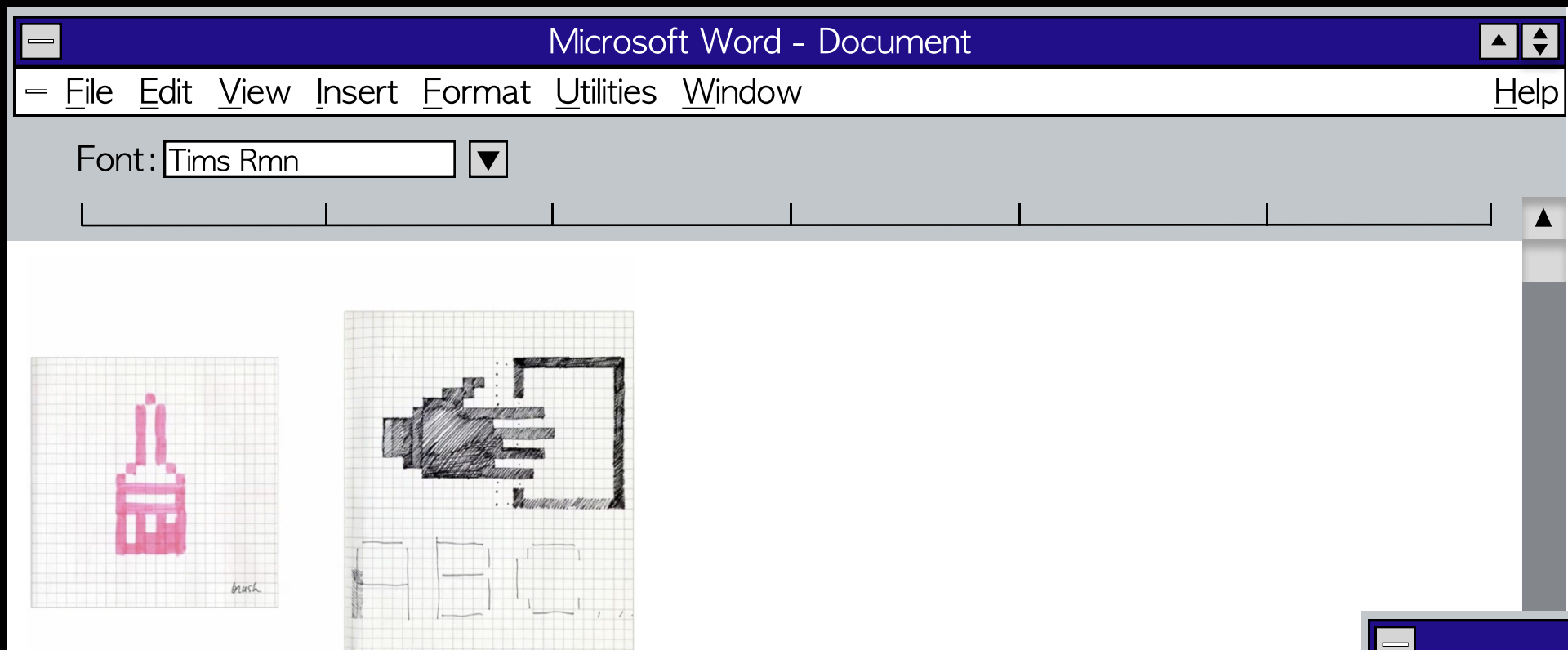
- screen -> print
- extensive use of the mouse
- on-screen styles (bold, italic, etc.)
- multiple windows for different documents
- line breaks



for the non-technologist

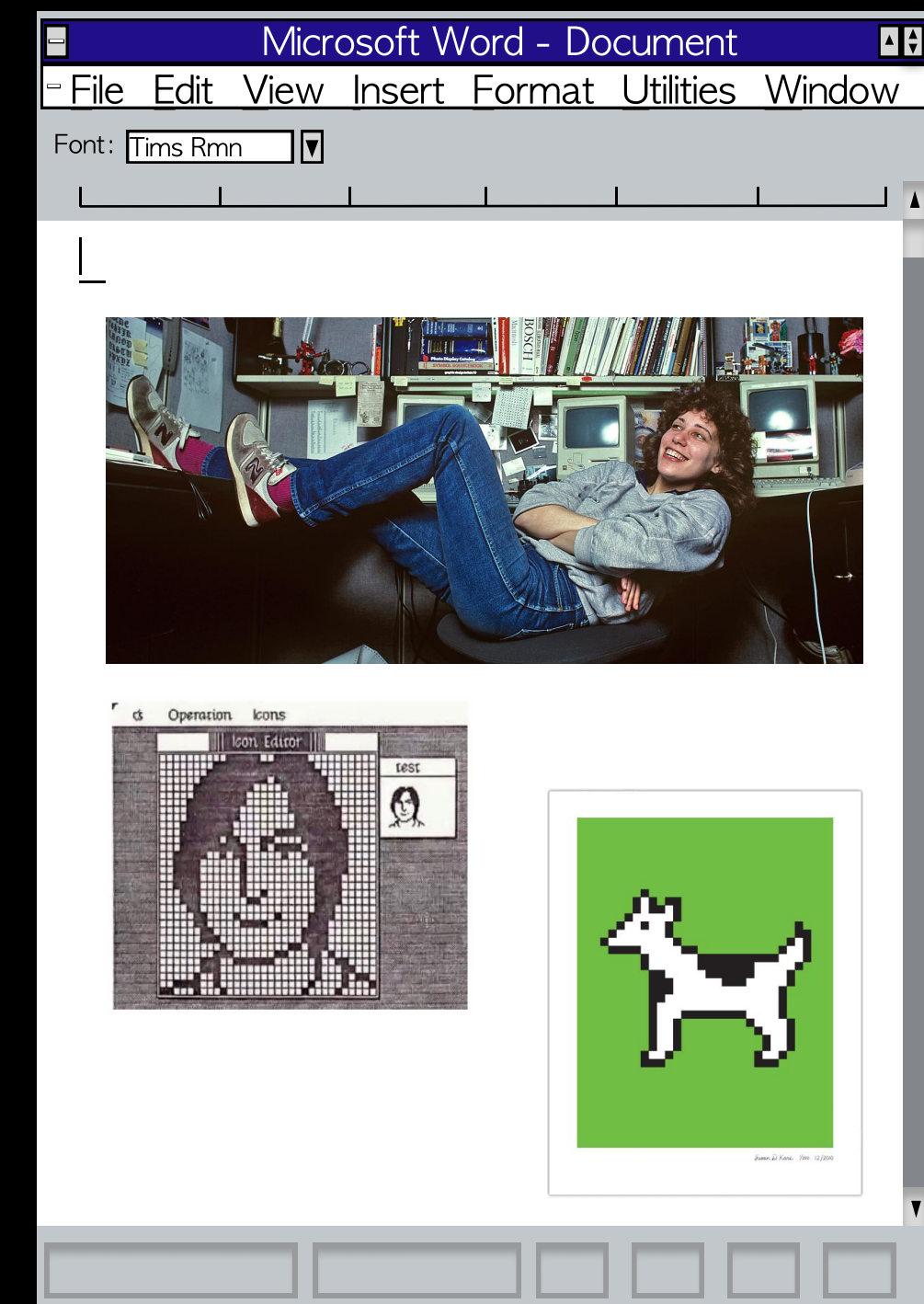
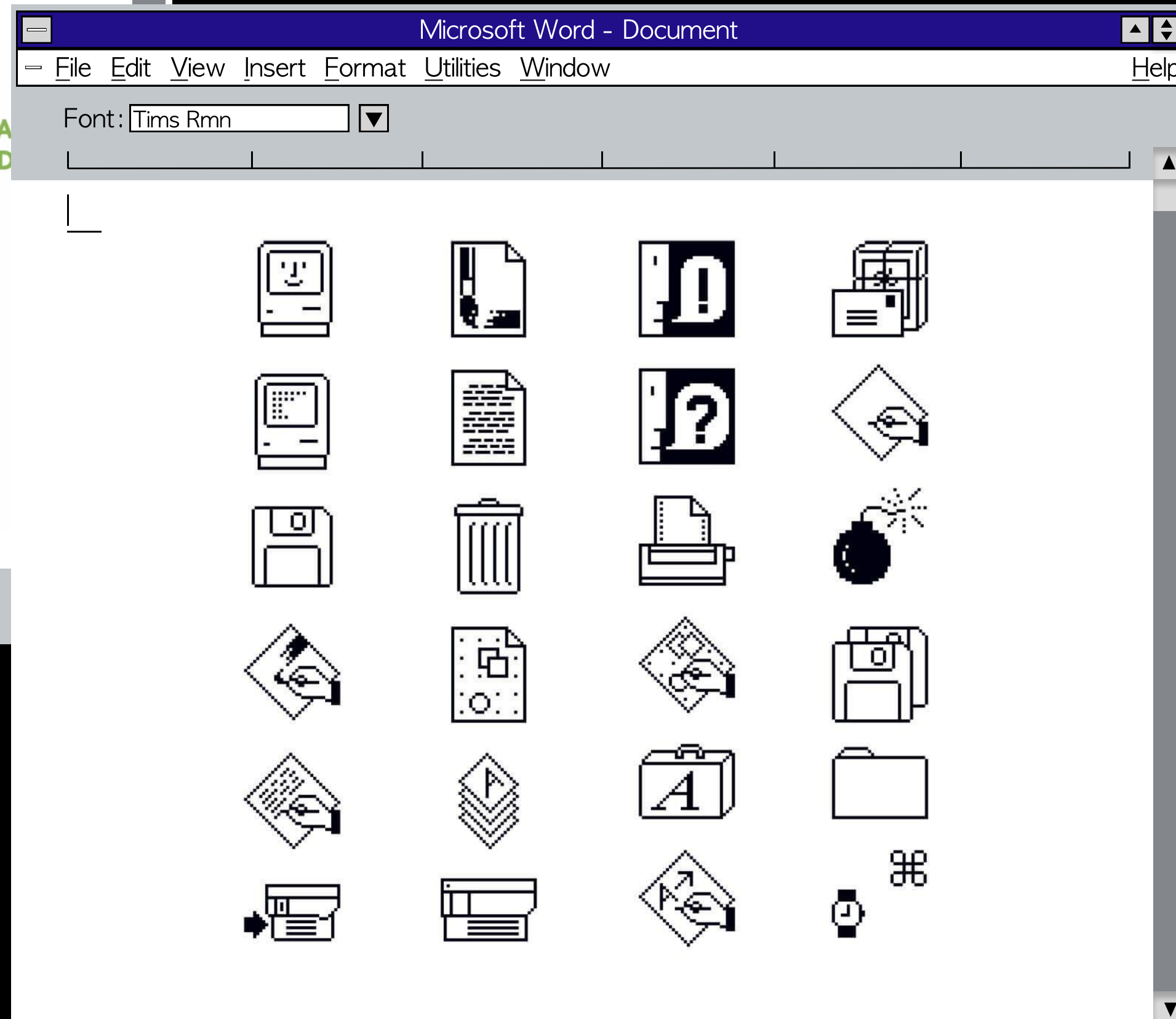
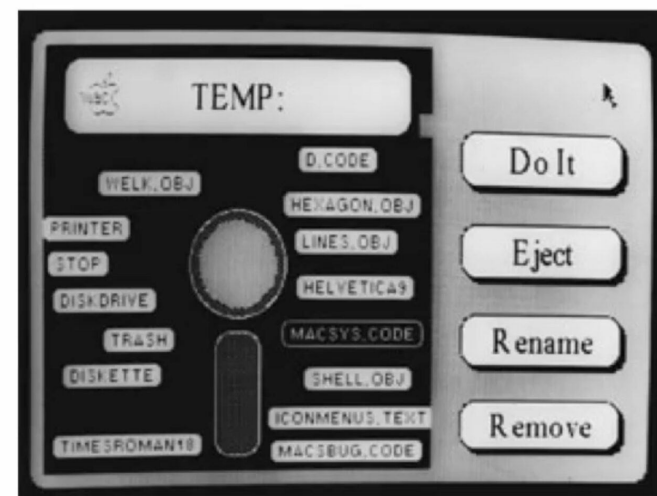
# 1982: Susan Kare

“when I got there, the goals were explained to me that it (the Macintosh) was a **computer for people who were not computer literate** so your mom could use it.”



## MAC GRAPHICS IN 1982

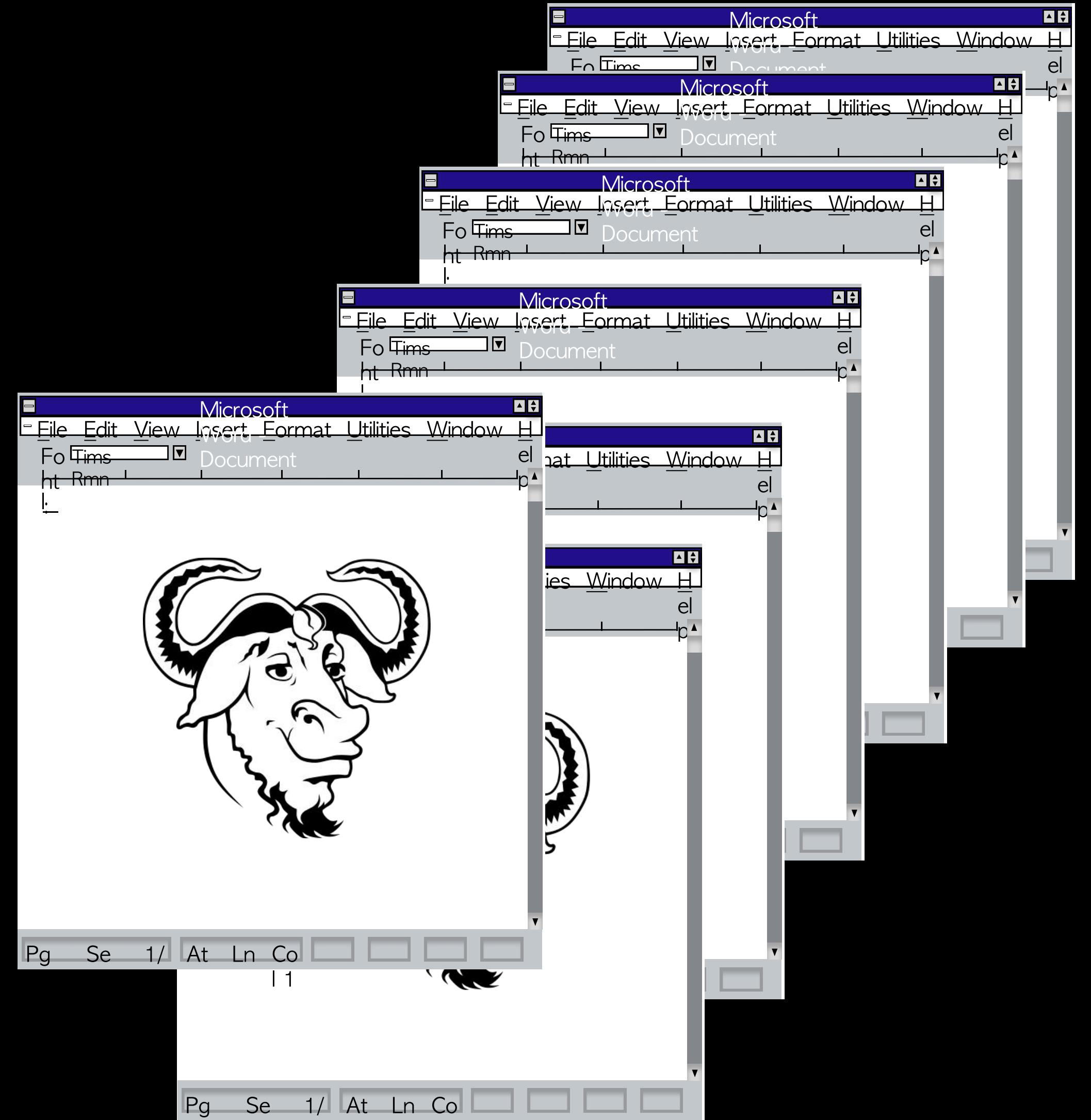
DESIGN PROBLEM: CREATE A SET OF TYPEFA AND SYMBOLS TO IMPROVE THIS SCREEN D



for the non-technologist

# 1983 –: Open Source

- Free software foundation (Richard Stallman)
- GNU Project
- The “open source” label
- “Threat” to large companies
- Git (2005)



for the independent developer

# 2003: Myspace

- users make custom webpages
- edit html – add images, change layout, video, music, etc.
- social networking

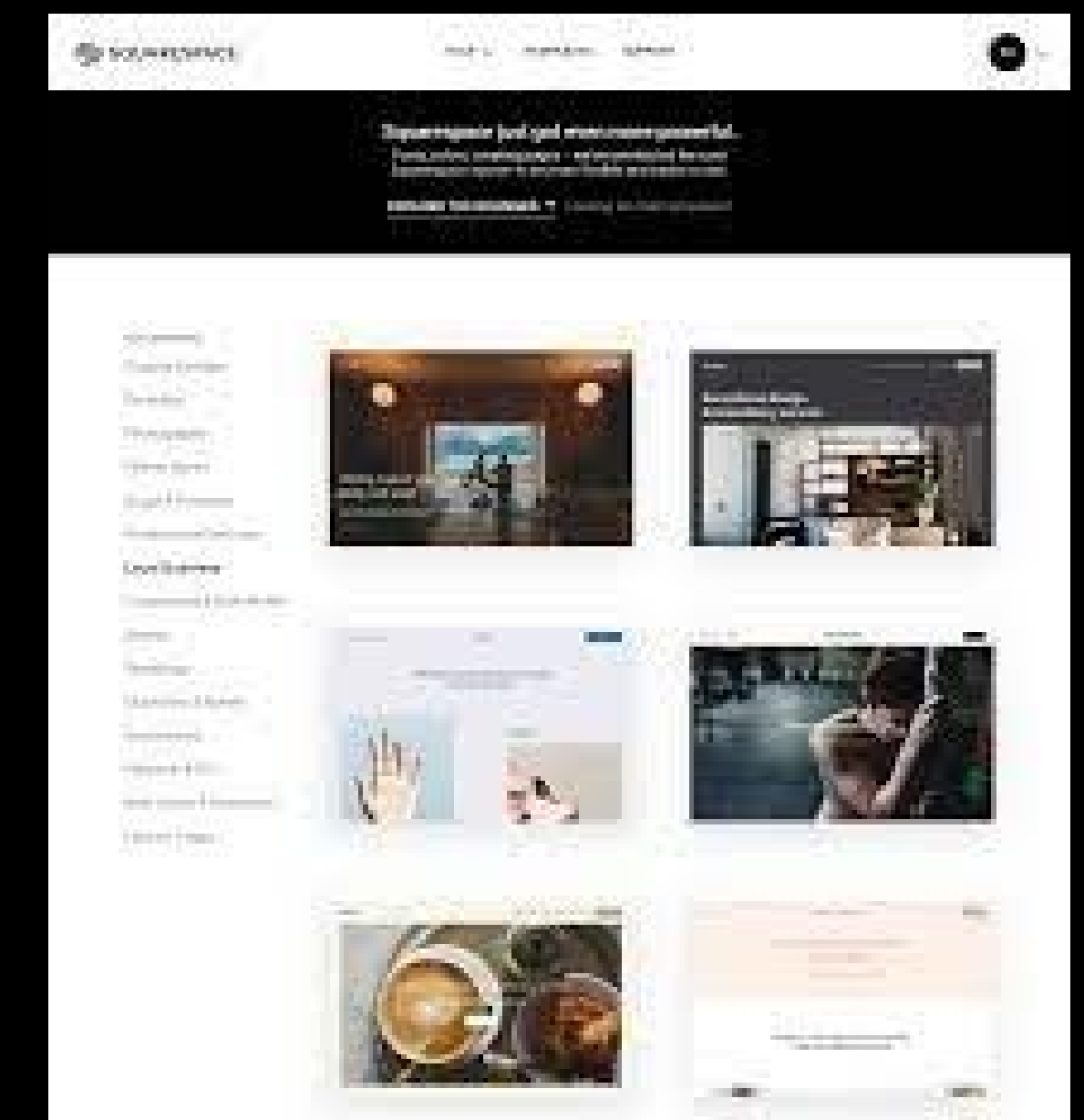
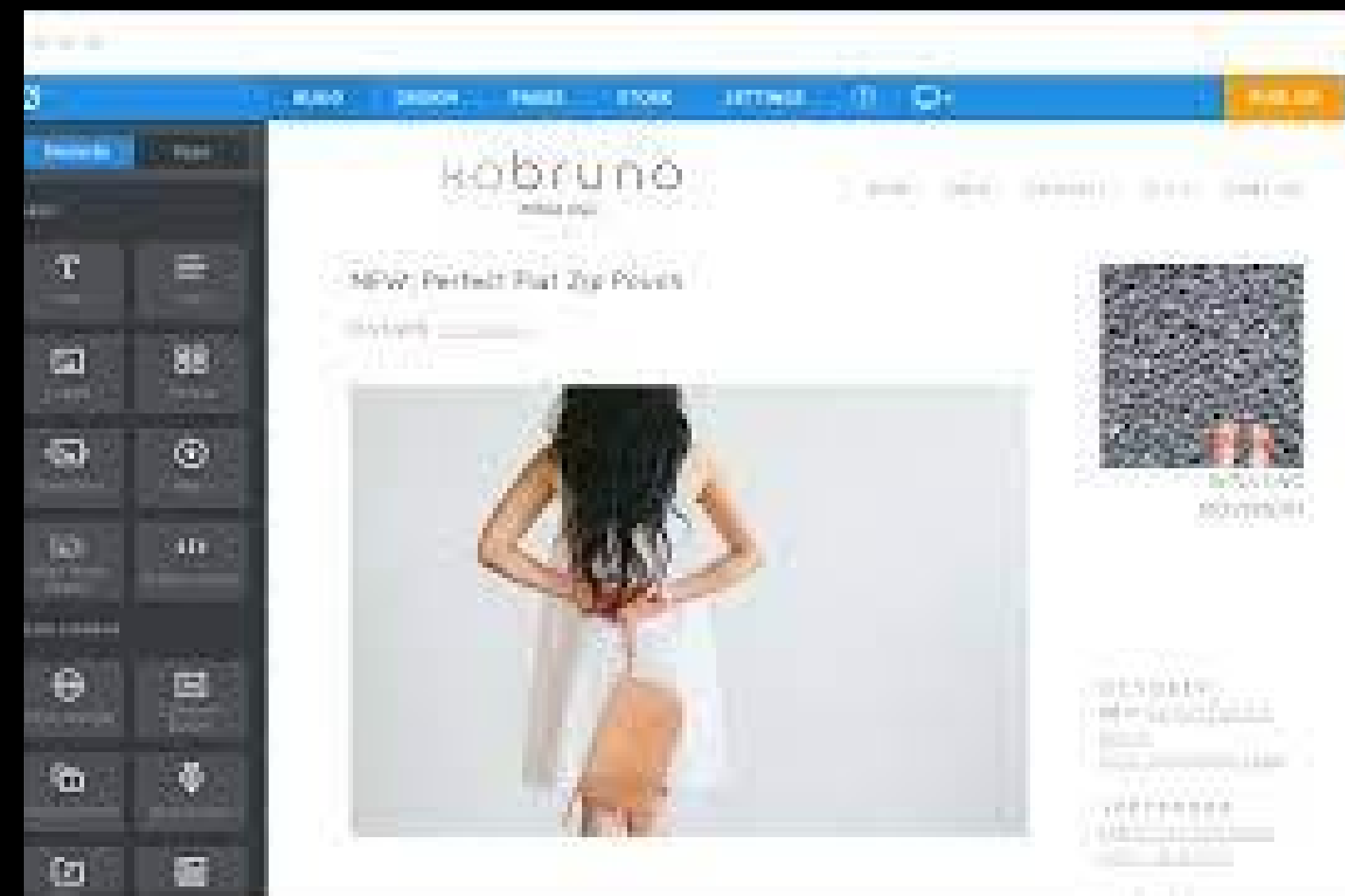
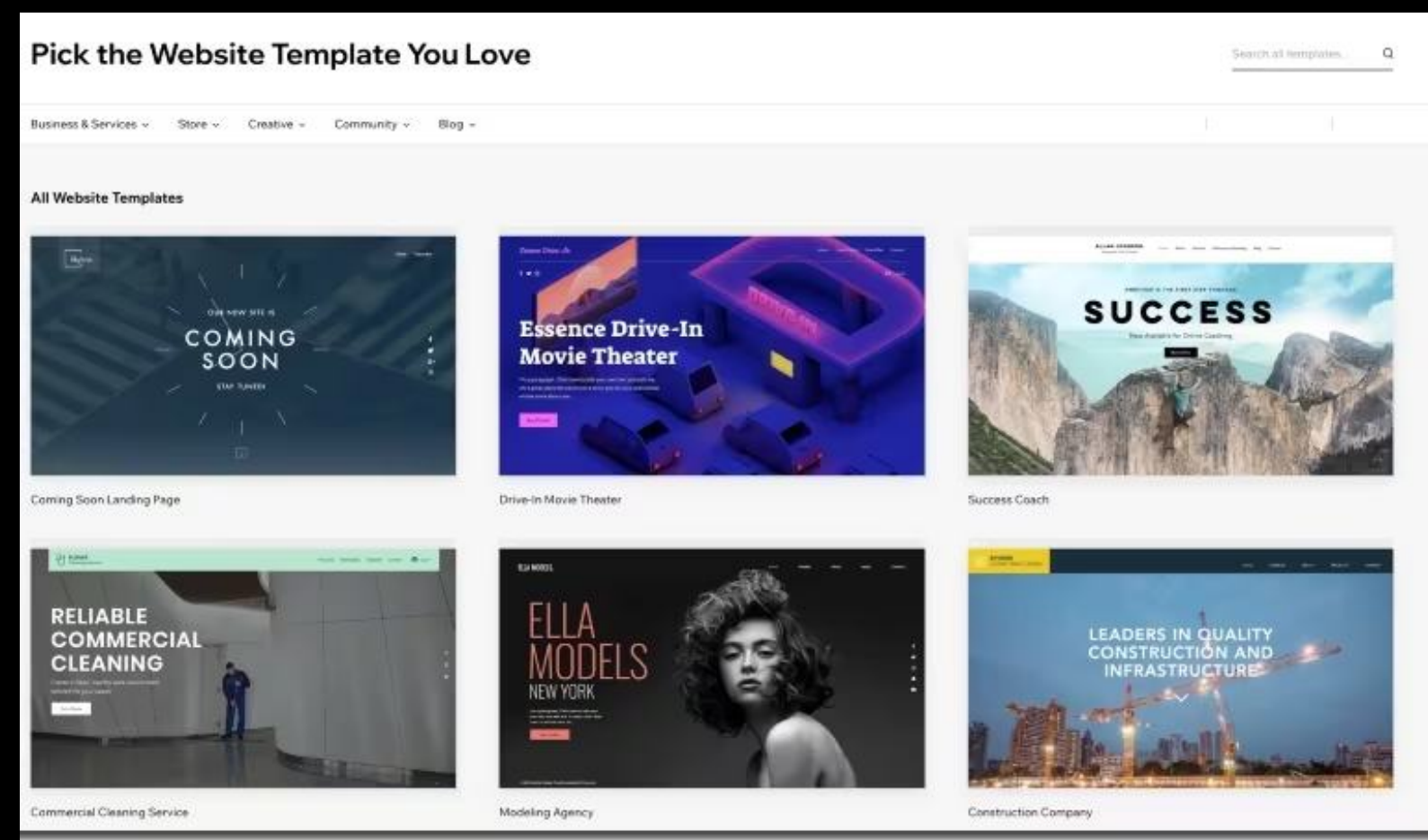
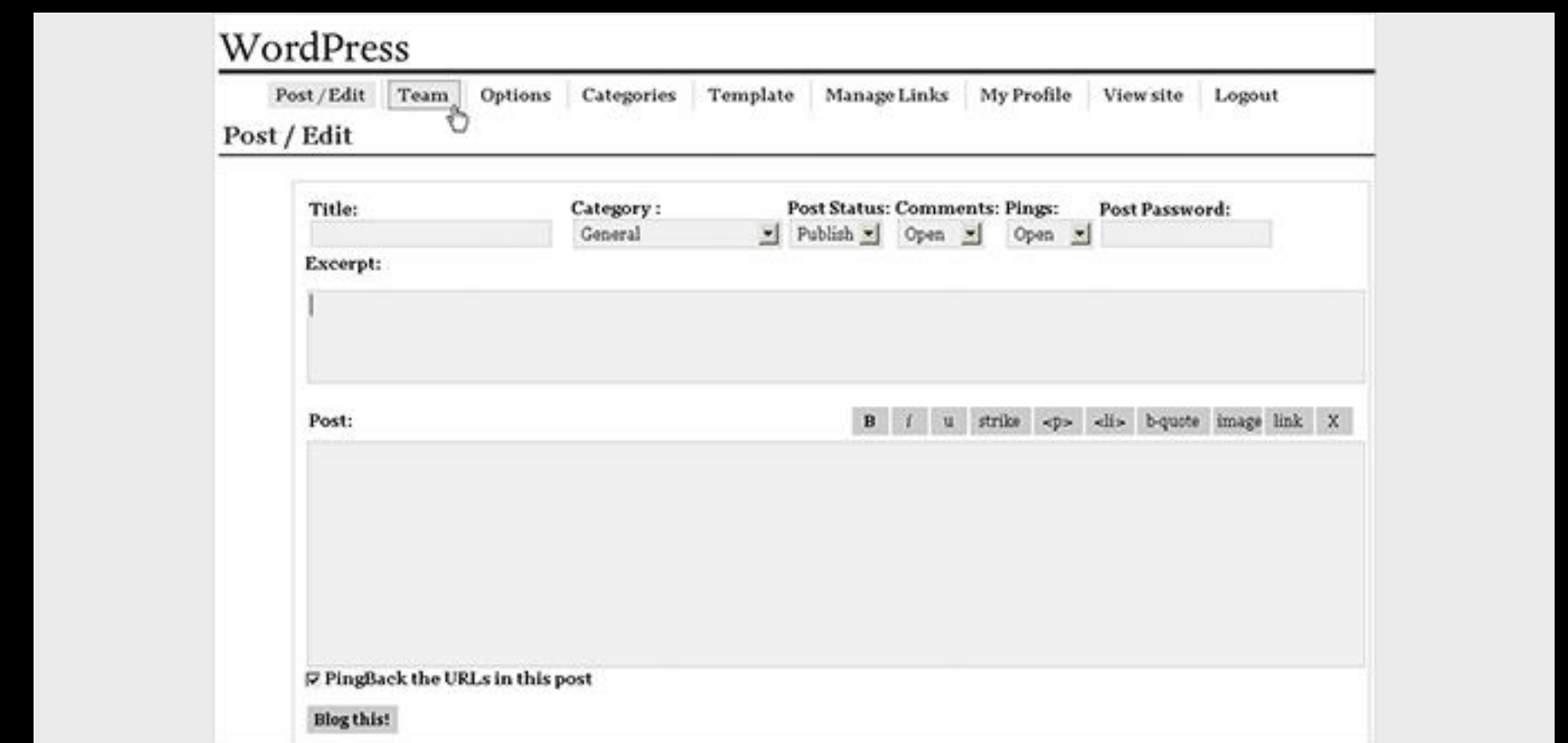


for the non-technologist



# 2003 - : Website Builders

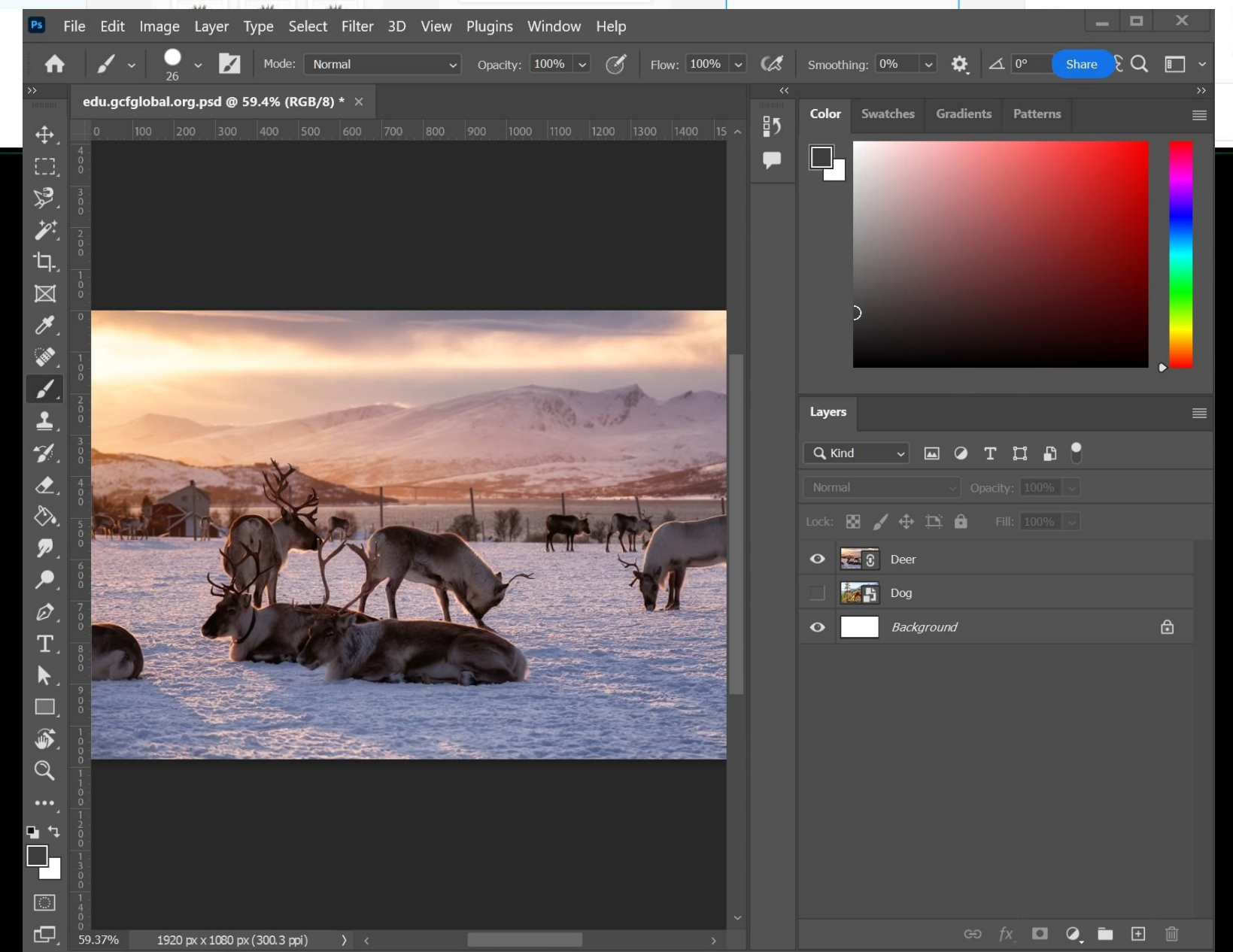
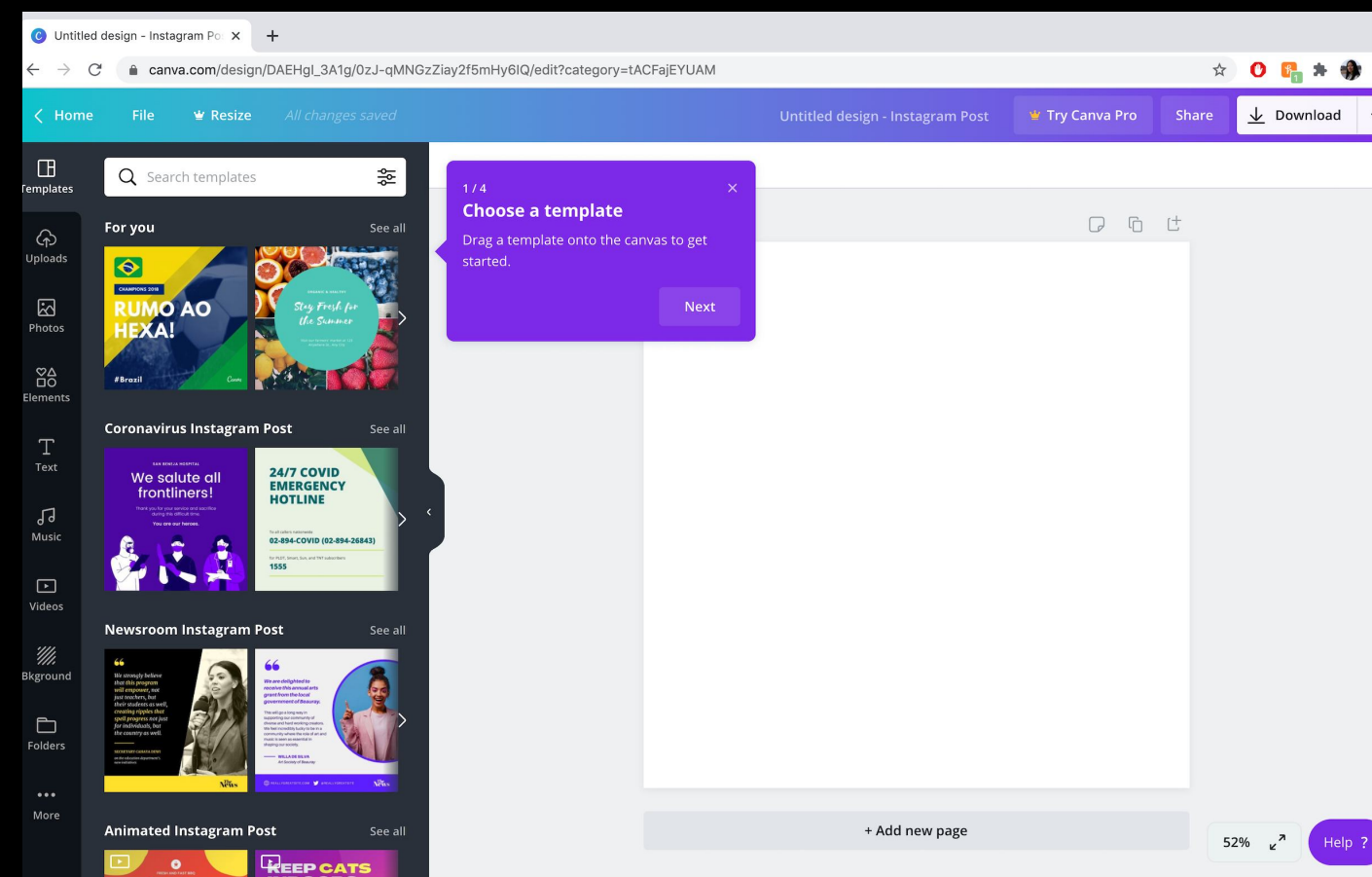
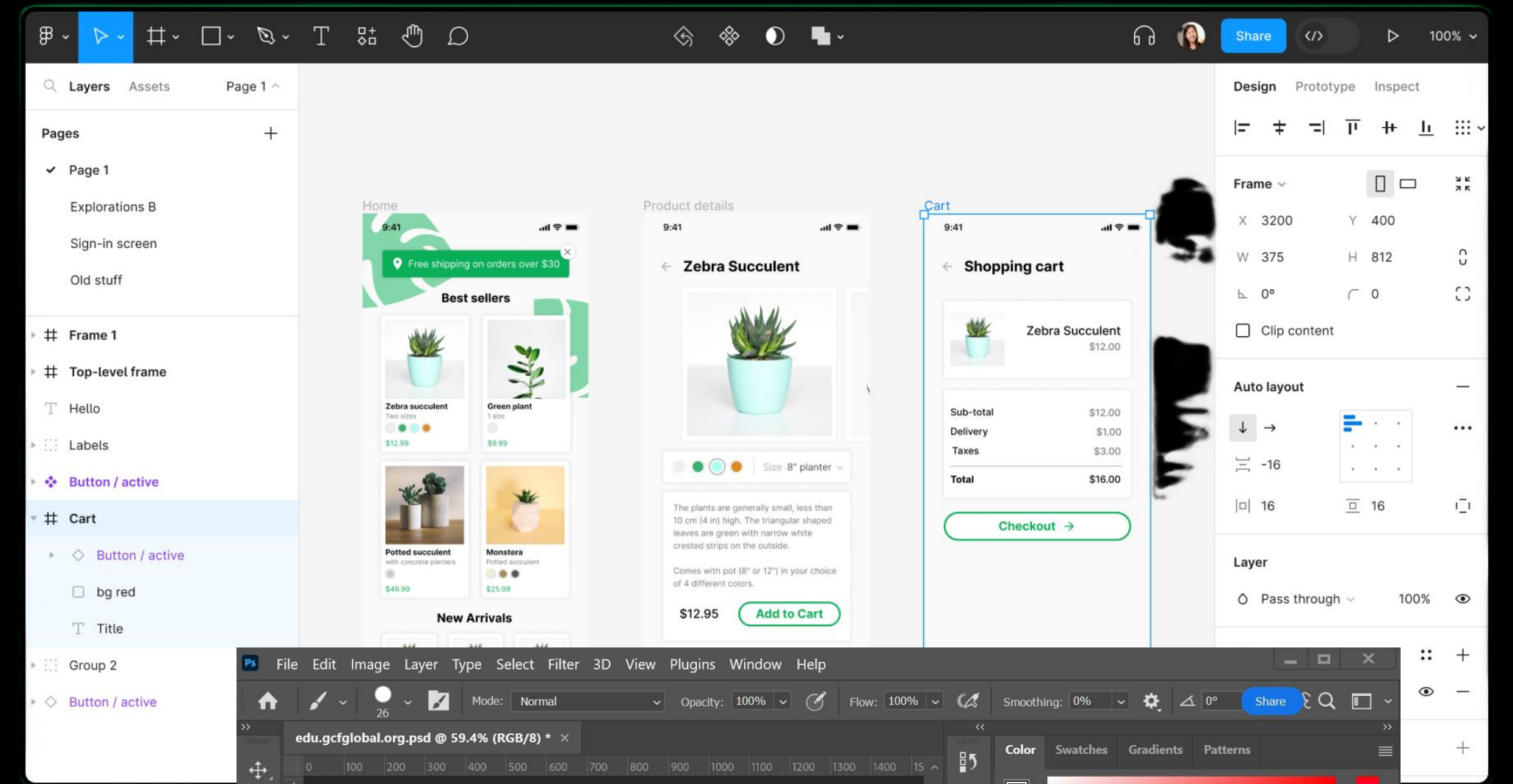
- Wordpress (2003)
- Squarespace (2003)
- Weebly (2006)
- Wix (2006)
- Small, low-cost websites
- Little to no HTML/CSS/JS knowledge needed



for the small business, entrepreneur, personal profit

# ~2012 -: SaaS (Software as a Service)

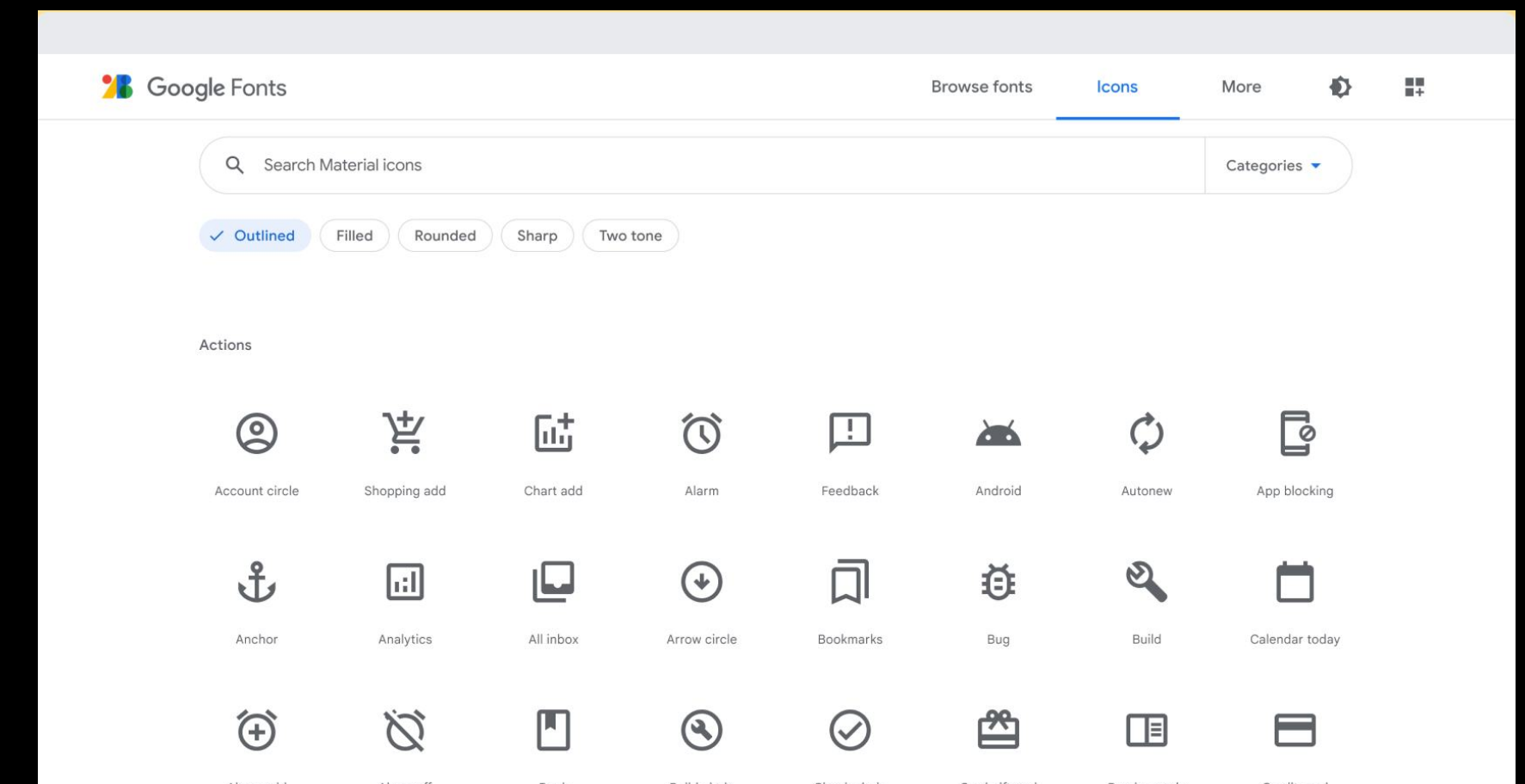
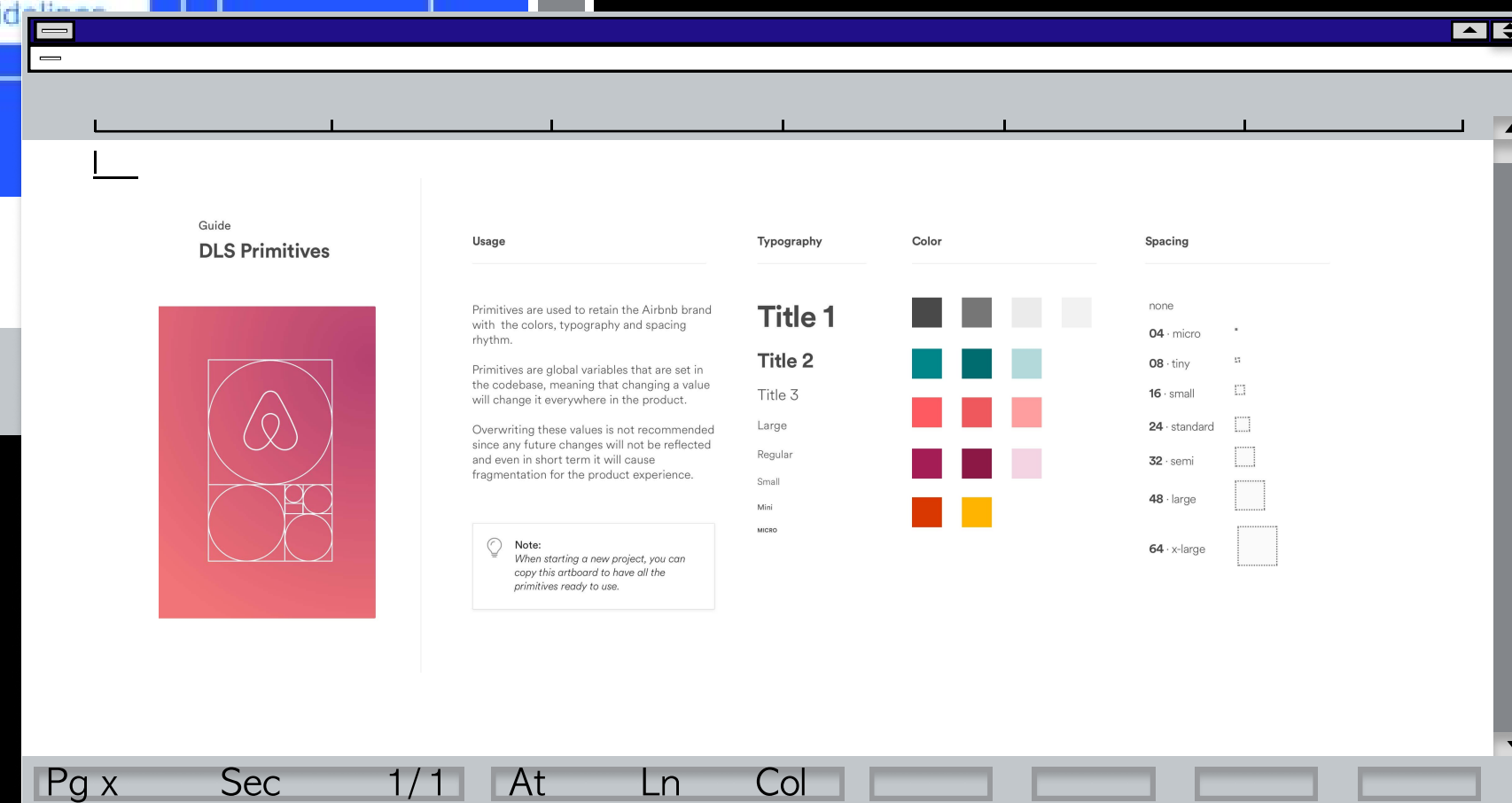
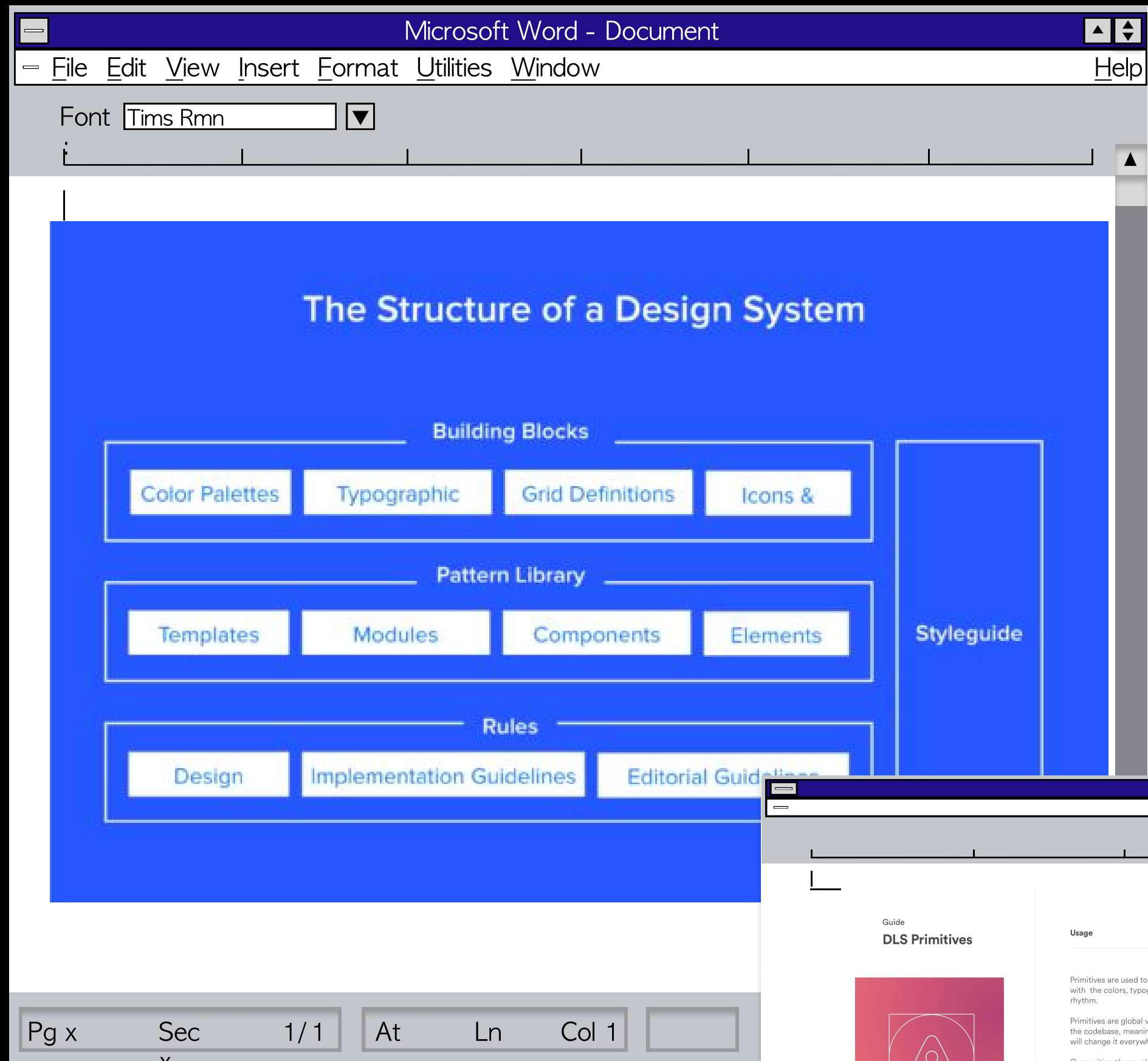
- lifetime purchase vs. subscription model
- users can get SaaS CMS (content management systems) to output their stuff to the web
- seller takes on more risk
- will the makers of SaaS always make more money than the designer?



for the company, profit

# 2013 - : Design Systems

- overhauling a website every 3-5 years  
→ continuous iterations and updates
- “Web pages themselves are no longer the center of the Internet experience, which is why designers need to move on to the next challenges—products and ecosystems—if they want to stay relevant.”



for the company, software built by teams