



10) Web 3.0 an introduction



Web 3.0

- What's next ?
- Web 1.0 – all about a platform & network
- Web 2.0 – all about consumers and technology collaborating around content
- What will the Web 3.0 website do?



Web 3.0

- In addition to CGC & content mashup what else has emerged over the past few days?
 - Personalization of the online experience
 - Exploration of the real world virtually
 - Rich Media vs. text
 - Beyond the PC



Web 3.0

- Terms being used already:
 - **The Semantic Web:** A Web where machines can read sites as easily as humans read them (almost). You ask your machine to check your schedule against the schedules of all the dentists and doctors within a 10-mile radius—and it obeys



Web 3.0

- **The 3D Web:** A Web you can walk through. Without leaving your desk, you can go house hunting across town or take a tour of Europe. Or you can walk through a Second Life–style virtual world, surfing for data and interacting with others in 3D



Web 3.0

- **The Media-Centric Web:** A Web where you can find media using other media—not just keywords. You supply, say, a photo of your favorite painting and your search engines turn up hundreds of similar paintings



Web 3.0

- **The Pervasive Web:** A Web that's everywhere. On your PC. On your cell phone. On your clothes and jewelry. Spread throughout your home and office. Even your bedroom windows are online, checking the weather, so they know when to open and close.



Travel 3.0

- All concierge services
- However, we will evolve with you
 - dynamic pricing
 - experiential
 - harmonized
 - shareable
 - customized

<http://www.citizenm.com/new-hotel-room-technology.php>

welcome citizen

hotel locations

- hotel concept
 - room tour
 - facts
 - image gallery
 - the lobby
 - canteenM
 - movie
- book a room
- specials & packages
- citizen community
- become a citizen
- citizenM merchandise
- about citizenM

check availability citizen login

check-in-date dd/mm/yyyy

total nights **OCT 31**

location **Alpha - Airport**

check now

Choose a hotel with a more modern outlook. Where luxury and budget sleep together in one big bed. A hotel with rooms you can customize. Choose a hotel that's designed around smart mobile citizens of the world (we mean you). Choose to stay with citizenM.

affordable luxury for the people

take a look around the room

special highlights

moodpad control every aspect of the room

select a mood

- i'm here on business
- i'm here to party
- i'm here to relax
- i'm here for romance

tv

bed

design

shower

Take a look at our [image gallery](#)

facts | future citizenM locations | contact citizenM | keep me posted | site map



FINAL EXERCISE

- Go back to the CTO network
- Find your forum post from the Strategic Planning session
- Edit this to further expand on your concept based on what you now know
 - Tag the entry based on the overall objective according to the Framework presented (one main objective)
 - Add to it how you think you can measure it
 - Add to it how you think you can obtain the resources



Travel 3.0

The online travel planning experience of the future will provide:

- Aggregation of content from multiple sources
- Rich transactional interface
- Customized to meet the users specific preferences
- Based on personal, past online activity and feedback from like-minded individuals



The goal of this workshop is to arm
you with the knowledge to take
advantage of this evolution!



keep the conversation alive at:
<http://ctoonlinemarketers.ning.com>

THANK YOU



TALKBACK
ADD YOUR OPINION

Worthwhile?



+1
3 VOTES