## View from the Outside

W3C TP/AC 2007 Boston FROM THE OUTSIDE, IN

# Welcome & Opening Remarks



#### The Sphere of Tiphareth and the Strength of Foundation

## Meet the Panelists



Aaron Gustafson is the founder of and principal consultant for Easy! Designs, LLC, a boutique web consultancy. In addition to his advocacy work through the Web **Standards Project** (WaSP) and the CSS Eleven, Aaron is also an author and educator and serves as Technical Editor for A List Apart.



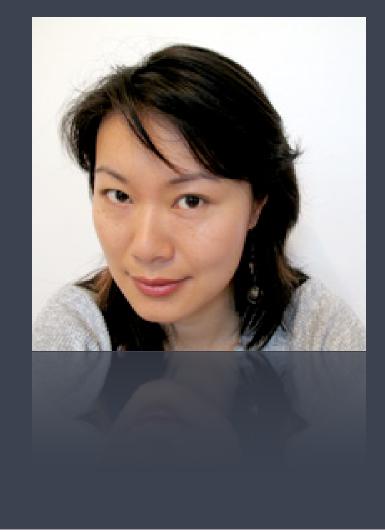
Patrick Haney is not a sausage. He is however a User Interface Designer at Harvard University where he works to improve the usability, accessibility and design of courserelated and department websites.



Molly E. Holzschlag is an independent Web standards and practices educator and evangelist. She is the author of over 35 books on web-related topics and works with companies, organizations and individuals world wide to define, refine, create and troubleshoot technical and process issues as they relate to front end Web development.



Matthew Oliphant has been designing interfaces and interactions for the web primarily in the corporate sector, with an eye always on usability, for ten years. He writes about usability and related topics at usabilityworks.org



**Stephanie Troeth** heads up the studio at CloudRaker, an interactive agency in Montréal, Canada. She works alongside a talented team in the spirit of *creating sites* that meet best Web practices as well as client needs. Steph has also been an active volunteer across groups that advocate best web practices, primarily with the Web Standards Project (WaSP) but also with others.

# 1. What is the role of a specification, or "standard"?

#### 2. Where is it most appropriate to compete: UI? Browser features? Spec implementations? Between specifications?

#### **3.** How can we improve the W3C process?

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# 4. How do we create common goals and consistent priorities?

# 5. How do we address the critical challenge of outreach & education?

## Pathways to Success

#### Pathways to Success

Create Common Baselines

**Clarify Ambiguous Specifications** 

Use Transparent Development Cycles

Keep an Open Dialog with Community

Foster Events and Networking

Compete On User Interface and Browser Features, not Standards

Create and Follow Real Test and Use Cases



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### Additional Discussion:

Casual chatter during break directly after session
Birds of a Feather Tables @ Lunch