

# The Art of Building Compelling Semantic Web Research Prototypes

**David Huynh**  
Metaweb Technologies  
631 Howard St. Suite 400  
San Francisco, CA 94105, USA  
david@metaweb.com

## **ABSTRACT**

Compelling research prototypes can help communicate abstract, elusive big ideas and visions convincingly to everyone regardless of their technical backgrounds and interests, from conference reviewers, potential funders, potential usability subjects, to friends who want to know just what exactly you're working on so that they can share your enthusiasm. Compelling research prototypes can even enlist real-world users and let you test out ideas that are next to impossible to test in lab settings. But building compelling research prototypes is not a skill taught in school, and the general population has not found many Semantic Web research prototypes compelling. In this talk, I will share with you tips and tricks that have helped me build my research prototypes, particularly those that showcase Semantic Web ideas and technologies.

## **General Terms**

Design, Documentation

## **Author Keywords**

Visual interfaces, Semantic Web, Social Web

## **ACM Classification Keywords**

H.5.2 Information Interfaces and Presentation: User Interfaces—*Graphical user interfaces (GUI)*