

# WAAP / Web Arco Art Pool

proposal

By CSDVA

**Web Arco Art Pool** is an extensible, customizable multi-application suite that allows different rich internet applications to interact gracefully and to use network and computing resources efficiently. WAAP is not merely an application suite; it's also a framework in which multiple applications coexist and cooperate.

Following applications are available for end-users:

- **ARCO Galleries Listing Directory.** One hub with indexed and distributed websites of participating galleries included in this new Arco website - WAAP, with links to pre-existing web pages.
- **Exhibition Application.** Owners of physical galleries will be able to add or reduce their online exhibition space in few clicks, opening their space to new, emerging artists, net.artists, etc.
- **Media Management Application.** Users upload, organize, tag, present, discuss, and search multimedia content. Viewers store images in searchable libraries. They can drag and drop images. Slideshows can be downloaded and displayed offline.
- **Advertising - Marketing CRM.** Marketo and Vtiger integrated in WAAP: Automating demand generation, lead nurturing, email campaigns and galleries advertisements. Creating, publishing, and testing targeted landing pages using ARCO branding. Testing which pages generate the most leads, pipeline, and revenue.
- **Shop-online Application.** Single-page Web experience allows users to access all shopping cart information on one screen with all security features.
- **Community Application** with integrated:
  - **visual path networking application.** Visual Path TM integrated in WAAP: Visual Path's toolbar sits inside WAAP, allowing viewers to search for connections to key people without leaving site, easily providing effective social networking functionality to site visitors.
  - **contacts application.** An integrated contacts application with sorting, filtering, and personalized fields.
  - **forum application.** All major features of good forum enabled: unlimited subcategories, system spotlights and highlights, favourite threads selection and management, who's online - on what page, profilebox, announcements, latest messages, etc.
  - **chat application.** Great for individual visitors, or design teams, programmers, & creative collaboration. Chatting, file sharing, image previewing, decision making, etc..

WAAP creates an enhanced interactive paradigm by allowing these composite views to connect and communicate with one another.

Following capabilities are enabled for end-users:

- Browser-based desktop - Users interact with applications in a desktop-like environment with multiple windows and no page refreshes.
- Cinematic Experience - Seamless transitions between application states, immediate feedback, in-context display of warnings, and seamless integration of data, media, animation
- Single sign-on. Users only need to login once to access all of their applications.
- Support for real-time interaction and data retrieval.

Without going against its primary functions of profit making, using described framework, Web Arco Art Pool will establish itself as web cultural destination handling the most impressive content data - A R T. Many contemporary art curators agree that there is increased domination of the market in all aspects of artistic production and presentation. Art market has existed for a long time but it's undeniable that force exerted by this realm has never been as strong as it is currently. This current force should be used with great web 2.0 capabilities for benefit of all involved parts: exhibitors - galleries, art lovers - viewers of the exhibitions, potential buyers and collectors, and finally, artists.

Transforming ARCO's existing channel of direct communication available on the Internet to the exhibitors and viewers of its fairs is more than needed. And that is where it comes WAAP.

WAAP is written in OpenLaszlo - which is an advanced Ajax development platform, as XML and JavaScript application, and compiled into the bytecode format supported by the Flash Player or DHTML. The specific quality of this WAAP platform is that it has rich user interface capabilities of desktop client software, and the "zero-install" web deployment of HTML.

## **Interface**

Instead of having a separate browser window for each of several concurrently running web applications, the user has open one browser window. The WAAP runs inside that one window, and any number of web applications run in the context of the WAAP. The WAAP infrastructure handles common tasks such as sign-on and authentication, window management, and communication with back ends.

The WAAP space is organized around the concept of the "dock," which is a visual representation of all applications available to the user. Application transitions from active to "docked" state are implemented using proven design and animation techniques that help users keep track of what's going on without distracting them with gratuitous sound or movement. Various "looks and feels" of dock are available. For applications that are simultaneously active, there are window managers that enable applications to gracefully negotiate with each other. The possibility of having multiple channels and experiences is brought into a **single integrated view**.

Unlike many Ajax applications, however, WAAP is portable across browsers. The OpenLaszlo compiler technology takes care of runtime particulars (such as the 63 browser

compatibilities), leaving us free to concentrate on the behavior and on the beautiful appearance of the interface ARCO obviously needs in this project for its content – art.



**Clients requirements:** WAAP application supports any Web browser enabled with the Flash 7 (or later) player. OS -Windows XP or Vista, Mac OS X, or Linux

The recommended system requirements for deploying WAAP on **servers** are as follows (Arco has responsibility to secure it):

- Processors Supported
  - o Intel compatibles (x86)
  - o 1 Ghz CPU or greater with 2 GB RAM
  - o UltraSPARC T1 processor
- Server Software
  - o SUN JVM v1.5 or higher
  - o Tomcat v5.5
  - o MySQL 5.0
- Operating Systems
  - o Linux Kernel 2.6 in 64 and 32 bit modes
  - o Solaris x86

**Timeline** – approx. 8-9 month:

### Requirement/Planning Phase

- Discovery & Analysis Services
- WAAP Rightstart Services

### Design Phase

- Architecture Design Services
- WAAP UI Design Consulting
- WAAP Basic Branding & Skin Customization
- WAAP Prototype Services

### Implementation Phase

- Application Code Review Services
- Performance Profiling and Optimization Services
- Custom Component Development
- WAAP Jumpstart Services
- WAAP Integration Services

### Testing Phase

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