

# User-Driven Integration of Web Applications

**Florian Daniel**

## **Abstract**

The problem of facilitating the creation of applications from pre-existing software components has been one of the biggest challenges in software engineering and data management for several decades. Established techniques and methods address the problem of application integration at the level of data schemas or application logic. Recently however, the idea of integrating applications at the presentation level has gained traction, leading to concepts such as “mashups”. This trend is supported by the fact that the development of user interfaces (UIs) is one of the most time-consuming parts of application development, testing, and maintenance.

The integration of applications at the presentation level (UI integration) has the potential of enabling faster turn-around times in application integration projects, and ultimately, to empower end users with the ability to solve at least simple integration problems by themselves. This talk will discuss ongoing trends in the area of UI integration and will present an innovative prototype that supports the integration of UI components and the visual development of composite Web applications entirely at the presentation layer.

## **About the speaker**

Florian Daniel is postdoctoral researcher at Politecnico di Milano in Italy. He conducts research in the area of Web application development, with an emphasis on multi-channel, adaptive and context-aware Web applications. He has been visiting researcher at HP Labs Palo Alto in 2006 and he was awarded a PhD from Politecnico di Milano in 2007.