

Título: PERSONALIZING THE WEB: A TOOL FOR EMPOWERING END-USERS TO CUSTOMIZE THE WEB THROUGH BROWSER-SIDE MODIFICATION

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Departamento: Lenguajes y sistemas informáticos

Fecha de lectura: 01/12/2017

Mención a doctor europeo: concedido

Programa de doctorado: Programa de Doctorado en Ingeniería Informática por la Universidad del País Vasco/Euskal Herriko Unibertsitatea

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Descriptores:

> INFORMATICA

El fichero de tesis ya ha sido incorporado al sistema

> <http://hdl.handle.net/10810/27643>

Localización: REPOSITORIO INSTITUCIONAL E.H.U./U.P.V.

Resumen: Web applications delegate to the browser the final rendering of their pages. This permits browser-based transcoding (a.k.a. Web Augmentation) that can be ultimately singularized for each browser installation. This creates an opportunity for Web consumers to customize their Web experiences. This vision requires provisioning adequate tooling that makes Web Augmentation affordable to laymen. We consider this a special class of End-User Development, integrating Web Augmentation paradigms. The dominant paradigm in End-User Development is scripting languages through visual languages. This thesis advocates for a Google Chrome browser extension for Web Augmentation. This is carried out through WebMakeup, a visual DSL programming tool for end-users to customize their own websites. WebMakeup removes, moves and adds web nodes from different web pages in order to avoid tab switching, scrolling, the number of clicks and cutting and pasting. Moreover, Web Augmentation extensions has difficulties in finding web elements after a website updating. As a consequence, browser extensions give up working and users might stop using these extensions. This is why two different locators have been implemented



with the aim of improving web locator robustness.