CLAIMS

1. A method implemented by one or more computing devices, the method comprising:

displaying a representation of an application in a user interface;

receiving one or more notifications that pertain to the application to be displayed as part of the representation of the application in the user interface;

examining a manifest of the~~an~~ application without executing the application to find criteria specifying how and when the ~~specified for display of~~ notifications are to be displayed as part of the~~a~~ representation of the application in the~~a~~ user interface; and

displaying the representation of the application as including the one or more notifications in the user interface according to the specified criteria.

2. A method as described in claim 1, wherein the representation is selectable to launch the application.

3. A method as described in claim 1, wherein the notification is selectable as part of the representation to launch the application in a context of the notification.

4. A method as described in claim 1, wherein the display is performable without executing the application.

5. A method as described in claim 1, wherein the examining and the displaying are caused to be performed by execution of an operating system by the one or more computing devices.

6. A method as described in claim 1, wherein the criteria specifies that ~~is~~ a queue is to be used to manage the notifications that are to be made available for display as part of the representation of the application.

7. A method as described in claim 6, wherein the criteria specifies a maximum number of the notifications that are to be stored using the queue.

8. A method as described in claim 1, wherein the criteria specifies whether display of the notification as part of the representation of the application is permitted.

9. A method as described in claim 1, wherein the criteria specifies whether cycling a display of the notifications as part of the representation of the application in the user interface such that the plurality of notifications are displayed in succession is enabled or disabled.

10. A method comprising:

receiving a plurality of notifications, at one or more computing devices of a web service, that are to be displayed as part of a cycled display within respective representations of applications in a user interface of a client device; and

responsive to a determination that the client device is not available to receive the plurality of notifications, managing the plurality of notifications using a queue and criteria that otherwise would be employed by the client device to determine which of the plurality of notifications are to be stored in the queue for subsequent communication to the client device, the criteria otherwise employed by the client device determined by examining a manifest specifying how and when notifications are to be displayed.

11. A method as described in claim 10, wherein the criteria are determined based on applications that are installed on the client device.

12. A method as described in claim 10, wherein the criteria are determined by examining at least one install manifest of an application that is installed on the client device or using system function call at runtime.

13. A method as described in claim 10, wherein the criteria are specified via a communication received at the web service from the client device.

~~10.~~14. A method ~~system~~ implemented by one or more computing devices, the method ~~system configured to perform operations~~ comprising:

receiving a plurality of notifications that are to be displayed as part of a representation of an application in a user interface that is selectable to launch the application, the representation of the application having a plurality of frames for displaying a graphical depiction and text;

examining a manifest of the application to find criteria specifying how and when the plurality of notifications are to be displayed as part of the representation of the application in the user interface;

determining a priority in which to order the plurality of notifications; and

causing the plurality of notifications to be displayed in the determined priority successively as part of a cycling of a display within the representation of the application in the user interface.

15. A method as described in claim 14, wherein the priority is based at least in part on whether a corresponding said notification has already been displayed.

16. A method as described in claim 14, wherein the priority is based at least in part on values assigned by an originator of a respective said notification.

17. A method as described in claim 14, wherein the priority is based at least in part on values assigned to respective said notifications that indicate a particular slot in a queue.

18. A method as described in claim 14, wherein the receiving, the examining the determining, and the causing are performed by the one or more computing devices as part of a web service.

19. A method as described in claim 14, wherein the receiving, the examining the determining, and the causing are performed by an operating system of the one or more computing devices configured as a client device.

20. A method as described in claim 14, wherein the receiving, the examining the determining, and the causing are performed without executing the application.