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SYSTEM AND METHOD FOR DYNAMIC WEB PAGE GENERATION

RELATED APPLICATIONS

This application claims priority to U.S. Provisional Application Serial Number 60/265,224 filed January 31, 2001, entitled "System and Method For Isomorphic Data-Driven Web Page Generation", which is incorporated herein by reference in its entirety. The concurrently filed U.S. Non-Provisional Application entitled "System and Method For Defining and Presenting a Composite Web Page" is also incorporated herein by reference in its entirety.

TECHNICAL FIELD

The present application generally relates to the field of generating and presenting information over a network. More specifically, the present application relates to a system and method for dynamically assembling and presenting web page content.

BACKGROUND

The task of publishing information over a network such as, for example, the Internet, typically involves the conversion of such information into a computer readable format. Scripts consistent with certain standards, such as HTML, JavaScript, and Java, are often employed, as they can be rendered and viewed using a traditional web browser. The creation process of such scripts has evolved substantially since the inception of the Internet. For example, commercial software tools are available for converting information stored in a database to such scripts with relative ease. Such tools are adequate for purposes such as corporate web portals, since the computing environment for this tends to be relatively stable.

New business models, however, such as Application Service Providers ("ASP") have a different set of requirements. An ASP caters to the computing needs of other businesses, and operates the requisite hardware and software on behalf of its customers. An ASP's support of other businesses necessitates the ASP to make a wide range of hardware and software accessible over the Internet, in order to meet the needs of its dynamically changing customer-base. Since each software application that an ASP uses may have its own peculiar web-based interface, there is a need for an ASP to find a solution that can integrate all these disparate web interfaces in a dynamic and cost-effective manner.

Web pages are traditionally generated using one of several methods. Web pages can be manually coded using relevant scripts. However, manually creating web pages is generally suitable in cases where the simplest type of web pages being developed.

A second way to generate a web page is to use available applications specifically developed to create web pages from a certain data source in a systematic way. Such programs include, for example, CGI programs, Java servlets, active server pages and Java server pages. Such commercially available programs include embedded information regarding web page presentation and navigational structures. This is suitable as a mechanism for publishing information from a large data store in a systematic way. However, since much of the page definition is embedded in the program's logic it is difficult to update and maintain web pages created in this manner.

A third way of creating web pages involves using a specialized creation program which is designed for publishing information in a flexible way from a specific type of data source, such as SQL databases. Such programs can provide flexibility regarding how and which information is published, but they are limited as to the type of supported datasources.

A fourth way of creating web pages, involves using a specialized creation program which is designed for aggregating information from various sources and presenting them in a unified context to a user. Such programs are typically used by corporations to publish information to its employees or customers. Such systems, while suitable for use within the relatively stable corporate environment, are insufficient for a dynamic environment like the emerging service provider market. Typically such programs have little or no support for a substantial number of features that service providers utilize, such as fine-grained access control to individual web pages, and branding support of the pages.

Accordingly, known methods for generating web pages have certain disadvantages when used in the creation of web pages in the service provider market.

SUMMARY

The present application provides methods and systems for dynamically generating a web page in a computer processing environment. According to one aspect of the disclosure, a method for dynamically constructing a web page is disclosed. The method includes receiving a uniform resource locator ("URL") identifying a web page. The web page references at least one element. The method also includes receiving a user identifier representing a user and evaluating each of the referenced elements based on the user identifier to identify a subset of at least one element the user is authorized to access. The method further includes determining a data conversion specification associated with the user and determining a data representation specification associated with the user. The method still further includes converting and presenting each of the subset of elements representing the dynamically generated web page.

A system for dynamically constructing a web page is also disclosed. The system includes a processor and a memory storing processor executable instructions for controlling the operation of the processor. The processor executable instructions include instructions to receive a URL identifying a web page. The web page references one or more elements. The system also includes instructions to receive a user identifier representing a user and instructions to evaluate each of the plurality of elements based on the user identifier to identify a subset of at least one element the user is authorized to access. The system further includes instructions to determine a data conversion specification associated with the user, and instructions to determine a data representation specification associated with the user. The system still further includes instructions to convert and present each of the subset of elements.

An apparatus for dynamically constructing a web page is also disclosed. The apparatus includes a means for receiving a URL identifying a web page. The web page references at least one element. The apparatus also includes a means for receiving a user identifier representing a user and a means for evaluating each of the referenced elements based on the user identifier to identify a subset of at least one element the user is authorized to access. The apparatus further includes a means for determining a data conversion specification associated with the user and a means for determining a data representation specification associated with the user. The apparatus still further includes a means for converting and presenting each of the subset of elements representing the dynamically generated web page.

Computer-readable storage media are also disclosed which include processing instructions for implementing certain disclosed methods.

The disclosed systems and methods enable one or more users to simultaneously access a web page associated with a uniform resource locator, with each user receiving only the information which he is authorized to access. The objects, features and advantages of the proposed method and system are readily apparent from the following description of the preferred embodiments when taken in connection with the accompanying drawings.

BRIEF DESCRIPTION OF THE DRAWINGS

For a more complete understanding of the disclosed systems and methods according to the present application, reference is now made to the following description taken in conjunction with the accompanying drawings in which like reference numbers indicate like features and wherein:

Figure 1A is a block diagram of an exemplary service provider system according to the present application;

Figure 1B is a block diagram of an exemplary service provider system according to the present application;

Figure 2 is an exemplary methodology for dynamically generating a web page in accordance with one embodiment of the present application;

Figures 3A-3C is a more detailed exemplary methodology for dynamically generating a web page in accordance with one embodiment of the present application;

Figure 4 is a block diagram illustrating a system for dynamically generating a web page in accordance with one embodiment of the present application;

Figure 5A is a computer screen display illustrating a first branded web page presentation according to one implementation of the disclosed system and method; and

Figure 5B is a computer screen display illustrating a second branded web page presentation according to one implementation of the disclosed system and method.

DETAILED DESCRIPTION

The methods and systems according to the present application generate web pages based on stored page definitions. Such page definitions can be stored locally in, for example, page registry **160**, as shown in Fig. 1A, or they be stored in a distributed storage medium, for example, page registry **160**, as shown in Fig. 1B. The page definitions may include information regarding relationships between web pages, methods with which data from disparate sources are fetched and converted into uniform language suitable for representing information (e.g., XML representations), style sheet information for mediating foreign data, style sheet information with which visual representation of a web page is constructed, and access control information for each page such that different users can see different portions of the same set of web pages.

In instances where many aspects of a web page and the relationships among different web pages, are given explicit representation in this system, this can be considered a form of isomorphic representation of the actual web pages. A mapping mechanism is provided, such that individual web pages, as well as the navigational structure among pages are dynamically generated from, for example, the page registry **160**.

The method and system according to the present application simplify the process of publishing web pages over a network, such as the Internet. Using the method and system described herein, web pages from various sources can be integrated easily and efficiently into a coherent user interface. Further, the method and system enables access controls to be placed on such web pages, so that users in different roles can have different levels of access. The method and system described herein supports "concurrent branding" of web pages generated, so that each service provider (e.g., ASP or MAP) customers can have its web pages presented with a unique look-and-feel.

Referring to Figure 1A, there is illustrated a block diagram of an exemplary service provider system **100** capable of dynamically generating web pages. Figure 1B illustrates an alternative embodiment of a service provider system capable of dynamically generating web pages. As shown, the service provider system includes asystem for dynamically constructing a web page **400** connected to a variety of disparate sources, such as application **112**, data sources **114**, **116** and **118** and page registry **160**.

Application Integration Bus

The system for dynamically constructing a web page **400** includes an application integration bus **110** that is capable of storing information to and retrieving information from

one or more of the variety of disparate sources, e.g., the application **112**, the data sources **114**, **116** and **118** and/or the page registry **160.** The application integration bus **110** is an infrastructure that facilitates communication between different computer programs in a consistent and reliable manner. An example of a suitable application integration bus is the CA Common Services application, formerly known as Jasmine$_{II}$, manufactured by Computer Associates International Inc., Islandia, New York. Figure 1A shows the application integration bus **110** connected to the application **112**, data sources **114**, **116** and **118** and page registry **160** via local connections, such as POTS, wireless telephone networks, Local Area Networks, and Wide Area Networks. Figure 1B shows the application integration bus **110** connected to the application **112**, data sources **114**, **116** and **118** and page registry **160** via the Internet.

The application integration bus **110** delivers data from one or more of the disparate sources to data format translator **120**.

Data Format Translator

The data format translator **120** is capable of translating data in a format that is not suitable for representing information, e.g., data in a proprietary binary format, into a format that is suitable for representation (e.g., XML syntax (or data) which can represent information such as text documents, spread sheets, database information and web information). More particularly, the data format translator **120** traverses a data structure in, for example a binary form, and transforms the data structure into a format that is suitable for representation, which can be XML syntax (or data). The data format translator **120** uses data received from the application integration bus **110** to process requests and deliver data (e.g., XML data) to a GUI data manager **130**.

GUI Data Manager

Generally, the GUI data manager **130** processes requests for data coming into the system **400**. The GUI data manager **130** processes data content, presentation specifications, user preferences and user access rights to create a web page to be returned to the requesting web browser. The data content processed by GUI data manager **130** includes content displayed on a web page, which may come from a variety of sources, such as the application integration bus **110** where data retrieved can be for example, converted to XML data using a common XML wrapper; sources reachable from another application, such as the Apache Cocoon framework discussed below; web based GUI's from third party products; URL's

reachable over the Internet; and/or an object in a GUI definition registry (or page registry **160**).

The presentation specification employed by GUI Data Manager **130** is typically defined in an XSL file. The user preferences may be stored in a service provider registry (e.g., an ASP registry) and may be used to affect the presentation of the data to the user. The user's access rights may also be stored in the service provider registry. The user access rights define what data or classes of data the user is authorized to access.

More specifically, the GUI data manager **130** converts data from the data format translator **120** into a format suitable for presentation to a user, e.g., HTML or PDF formats. For example, if the output of the data format translator **120** is XML data, the GUI data manager **130** could convert the XML data to HTML data. In addition to interfacing with data format translator **120**, the GUI data manager **130** accesses, updates and maintains web pages stored in the page registry **160** via application integration bus **110**. GUI data manager **130** also responds to requests received from web server **140**.

The web server presents a Uniform Resource Locator ("URL") to the GUI data manager **130**, and the GUI data manager responds by sending HTML code to the web server. Generally, web server **140** provides web pages to users **170** over the Internet **150**.

The generation of HTML pages by the GUI data manager **130** relies on data stored in, for example, a GUI definition registry or page registry **160**. The separation of the data and the presentation specification provides certain advantages. Specifically, the responsibility for generating content may be distributed among a variety of sources. Further, the presentation defined by an XSL file enables the visualization of information to be defined separately. Accordingly, the disclosed GUI framework simplifies the process of publishing and managing large number of application GUIs, while at the same time imposing little restriction on what kind of web page can be produced from this system.

According to one embodiment, the GUI data manager **130** utilizes an architecture that employs a suite of applications with at least one application capable of publishing content over the Internet. An example of such an application is the Apache Cocoon framework developed by the Apache Software Foundation, which produces open source software. More information about the Apache Software Foundation can be found at http://www.apache.org. Other applications similar in functionality are also contemplated. When utilizing the Apache Cocoon application, the Apache Cocoon application translates XML data from the data format translator **120** to HTML. Typically, the GUI data manager **130** merges the XML data with a specified XSL file to produce an HTML file, which can then be transferred over the

Internet **150** by web server **140** and displayed to a user **170** via a web browser (not shown) installed on the user's computer.

The Apache Cocoon also allows the use of custom plug-in modules for retrieving specific data from various sources in the XML format. A number of modules may be used to retrieve data from sources, such as the sources connected to the application integration bus **110**, or sources directly connected to, for example, an SQL database.

Using the architecture of Figure 1, the creation of new web pages according to the present application involves the following steps - creating a new object in the GUI definition registry, where the object contains the information used to generate a web page; editing the object's properties to contain correct references to the relevant information needed for web page creation, including data sources and page layout; ensuring that relevant data sources exist to provide the data, and ensuring that a relevant file (e.g., XSL file) is defined for the page. Preferably, the file contains information regarding the presentation of a particular web page. The file may come from a predefined library, and may be reused in many pages to provide look-and-feel consistency, if needed.

GUI Definition/Page Registry

The GUI definition registry or page registry **160** is one aspect of the disclosed system that enables the definition of web pages to become data-driven, and managed centrally. In one embodiment, an application integration framework, which includes a X.500 Directory, may be used for various purposes, such as account management, user profile management, and the storage of application specific settings. The same X.500 Directory may also be used to store the GUI definition registry.

A page is defined as GUI node in the GUI definition registry. A GUI node may be either an instance of the base GUI NODE class, or an instance of one of its subclasses. The base GUI NODE class has the following attributes:

NAME: A unique string property used to identify this node.

LABEL: A string property, which is usually displayed on a web page. For localization, this string needs to be replaced.

TITLE: A string property, which is usually used in the HTML "title" tag of the web page, if it is applicable. For localization, this string needs to be replaced.

KEYWORDS: A string property, which contains a list of keywords. Such keywords may be used optionally as part of a HTML page, which facilitates the use of a web page search engine.

ACCESS RIGHTS: A string property, which defines a group of users who have access to this GUI. The access right of a user is defined in terms of security groups. Each security group is assigned access to certain GUI's in this system. A user belonging to a security group is granted access to the same GUI's as the security group. The range of access permitted by a security group can be re-configured at any time by a system administrator.

CONTENT: A string property that defines one of the following:

- A URL pointing to the source of XML data associated with this node.
- A URL pointing to a source that produces HTML directly. This is useful for integrating third-party webbased GUIs into this system.
- A reference to an object in the ASP registry.
- An XML file on the local machine.
- Information needed to access a data provider over the Jasmine ii data bus. The data is typically retrieved using a method call, or a query. Note that a XML wrapper is used in this process in order to convert Jasmine ii objects/collections into XML format.
- A string expression that reference a specific object in a Jasmine ii provider.

CONTENT TYPE: An integer property, which indicates the type of the content as follows:

1 - The content is XML.

2 - The content is HTML.

3 - The content is a reference to an object in the ASP Registry.

4 - The content is stored in an XML file.

5 - The content comes from a method call to a Jasmine ii provider.

6 - The content comes from query to a Jasmine ii provider.

7 - The content contains a static reference to a certain object in a Jasmine ii provider.

XSL_PRESENTATION: A string property, which is a URL pointing to the XSL file that specifies the visual presentation of this node, if applicable. Note that this property is not used if content source produces HTML.

XSL_TRANSFORMATION: A string property, which is a URL pointing to the XSL file for converting the KML data specified in the CONTENT property (if applicable) to another form. This is useful for bringing disparate XML data sources into this system.

XSL_TRANSFORMATION_WML: A string property, which is used in the same manner as XSL TRANSFORMATION. The XSL file specified here is used for converting the source XML data into WML, which is suitable for display on small form-factor handheld devices, such as, for example, pagers, cellular phones, and palm-top computers.

DISPLAY_IN_TREE: A Boolean property, indicating whether this node should be displayed in a tree GUI. This property allows the run-time option of displaying an abstract GUI structure either as a tree GUI, or as a series of GUIs linked together by mutual references.

ACCESS DEPTH: An integer property, which indicates how deep down the tree that node information must be retrieved. A depth of 0 indicates that only the current node needs to be retrieved. A depth of 1 indicates that both the current node and all of its children nodes must be retrieved. A .value of -1 indicates that the entire sub-tree should be fetched, regardless of how deep it is. The default value is 1.

IS-SECURED: A Boolean property, which indicates whether this page is intended for transmission via a secured channel like HTTPS. The default value is false.

ICON _1: A string property, which contains a URL pointing to an icon used for this node.

ICON 2: A string property, which contains a URL pointing to an alternative icon used for this node.

ICON USED: An integer property, which indicates whether ICON _1 or ICON _2 is used for this node. A value of 0 indicates that no icon is to be used. Having alternative icons allow the following to to be supported:

Showing a GUI node either as a node in a tree GUI, or as an IMAGE tag on an HTML page. Showing a GUI node on the Common Launch Pad either as a Windows-style movable 32-by-32 icon, or as an image of arbitrary size in typical web style.

TRANSITION EFFECT ENTER: An integer property, indicating the visual transitional effect to be applied when the web page representing the content of this node is entered. This applies only to Internet Explorer V4.0 or higher, and has no effect in a Netscape Navigator browser. The default value is -1, indicating no effect is to be used.

TRANSITION-EFFECT-EXIT: An integer property, similar to the previous one. This is used to indicate the effect to be used on exiting a web page.

IS VISIBLE: A Boolean property, which indicates whether this node is visible or not. The default value is true.

A GUI Root node in the GUI definition registry is used to represent a container for other GUI's. By placing the GUI definition registry in the application registry it is readily accessible via the common data bus.

It should be noted that the CONTENT property of a GUI node in the registry **160** represents a template that is instantiated with information from the requesting URL. For example, a GUI node SHOW-PAYMENTS may be created to represent a page that displays past payment information. In order to use such a GUI node on a specific tenant X for payments over the last year, part of the information contained in the CONTENT property is replaced to reflect the fact that tenant X is of concern here, and that the period is one year. For example, if the CONTENT property contains the string "Args=$USERID$", then it indicates that upon activation, the ID of the presently accessing user must be used to replace "$USERID$".

Methodology Overview

Referring now to Figure 2, there is illustrated a flowchart describing the operation of one methodology for dynamically generating a web page. This methodology will be described with the translation of data structures to XML syntax and the XML syntax to HTML to dynamically present web pages to a user. Using the processing environment

illustrated in Figure 1A, a data representation scheme is used to represent each individual web page to be published by the system. Such representation of a web page, called a GUI node, is an embodiment of the aspects of a web page, including for example, where and how the requisite data is accessed, how abstract data is turned into a visible presentation, how such a web page is related to other pages, and who is allowed to access this page.

As shown at block **205**, this GUI node information is created by a web page designer and stored in page registry **160** at design time. In one embodiment, page registry **160** is implemented on top of either a LDAP directory or Database due to their capability to store large amounts of information and allow for quick access.

At block **210**, the source of the data needed in a web page is defined as part of the relevant GUI node. This includes information such as the name of the data source, and name of the method, and the requisite arguments. During the generation phase of a web page, such data can be fetched through the use of the application integration bus **110**.

At run-time, a request to this system is received in the form of a URL, typically initiated from a web browser by a user, as shown at block **215**. The overall task of the system is to generate the next web page in the prescribed form and content. This is accomplished using the GUI data manager **130**.

GUI data manager **130** determines the credentials of the user (block **220**). GUI data manager **130** further decodes a URL in order to retrieve the GUI node information from the page registry **160** for the requested web page that the user is authorized to access (block **225**).

At step **230**, the data format translator retrieves an XSL file relevant to a given GUI node. The GUI data manager uses the results of the XSL file to create a script, such as an HTML file (block **235**). The web server **140** delivers the script for execution by a web browser to present the dynamically generated web page.

Referring to Figures 3A-3C, there is illustrated a more detailed exemplary methodology for dynamically generating a web page at run time in accordance with one embodiment of the disclosed method. At run time, a web page designer has created and stored the data schema and instances defined in the GUI definition registry **160**. Figures 3A-3C describe how various components of the system work together to create web pages out of such information.

At block **305**, a request for displaying one or more web pages are received as a URL through web server **140**, and processed by GUI data manager **130**. At block **310**, GUI data manager **130** parses the URL into GUI node information, which includes a reference to a node in the GUI page registry **160**, and optionally a reference to a data source.

The GUI data manager **160** retrieves the following information: the relevant GUI node; the source of data which is may be in XML format, indicated by the node's CONTENT property; the XSL file as indicated by the node's XSL property, where applicable; the user's access control data from, for example the service provider registry; and the user's preference profile from the service provider registry. It should be noted that some settings in the profile may be used to override information in the GUI definition registry, and that it is also possible that part of the URL specifies the complete information needed for retrieval, without using information from the GUI node.

The GUI data manager 130 fetches a GUI node G (block **315**) that the URL references, and all descendent GUI nodes, to a specified depth, that are to be embedded in G (block **320**). When G is realized into a web page, such embedded GUI nodes are turned into hyperlinks in the page.

At blocks **325** through **345**, access control information of every GUI node associated with the requested URL is compared to the credentials of the user who initiated the request. The GUI nodes that the user is allowed access are returned and collected in set GS'.

At block **325**, information regarding the data source of the GUI nodes that the user is authorized to access are retrieved. The received data are then converted into XML format. Two alternative directories DS1 and DS2 may be specified for the particular user U (block **360**). Of course, for users without specific data requirements, default directories may be used.

Two Extensible Stylesheet Language ("XSL") files FS1 and FS2, which are specified in G, are identified at blocks **370** and **384**, respectively. FS1 is retrieved at blocks **370** through **380** and FS2 is retrieved at blocks **386** through **390**. XSL is a standard Internet scripting language for converting one form of XML into another. At block **382**, the XSL file FS1 is applied to the XML data to effect a conversion of the XML data into another form. This may be necessary in some cases, since such XML data may come from a foreign source that uses a different set of XML tags, and this process converts them into a format that is acceptable to this system.

At block **392**, the XSL file FS2 is applied to the result from the block **382**, and creates a script which typically contains HTML, JavaScript, and Java code. The script is then returned to the originating web browser where the result is displayed as a web page. At block **394**, the script describing the requested web page is returned to the web browser of user U for presentation.

In order to allow different users to use the same GUI node but different XSL files, a set of environment variables are retrieved for the user who is accessing this system. Such variables are stored in Page Registry **160**, and each user may have his own set of variables. Such variables specify the alternative directories where a user's XSL files reside. If the requisite XSL files do not exist in the alternative directory, the default XSL files are used.

It should be noted that the use of the environmental variables described above enables both branding and the integration of foreign data sources. Environmental variables are advantageous because they enable all users to share the same set of GUI nodes, but provide each user his/her our own private version of the FS2 file, making it possible for each user to have a separate look-and-feel by providing an alternative FS2 file.

Similarly, allowing a user to specify his own XSL file FS1 permits the XML data to be transformed in a way specific to the data source. This makes it possible to apply the necessary transformation to foreign data sources, in order to turn them into a form that is acceptable to this system.

In Figure 4 there is illustrated one embodiment of a system for dynamically generating a web page **400**. As shown, the system includes a processor **410** and a memory **415**. The memory **415** is connected to the processor **410** and stores processor executable instructions for dynamically generating a web page.

The memory **415** includes dynamic web page generation logic **420** for dynamically generating and presenting a requested web page. The dynamic web page generation logic **420** employs a URL receiving module **425** to receive a URL representing a requested web page. The generation logic **420** also employs a user identification receiving module **430** and an element identification and evaluation module **435** to respectively identify a user and identify elements referenced by the requested web page that the user is authorized to access.

A data conversion module **440** is used by the dynamic web page generation logic **420** to convert data referenced by the requested web page from various protocols to a standard protocol. The generation logic **420** provides the data in a standard format to a web page presentation module **445**. In one embodiment, web page presentation module **445** is a standard Internet web browser.

In alternative embodiments, the system illustrated in Figures 4 may be embodied as computer readable code stored on a computer readable medium. The code may include one or more computer/processor executable instructions that cause the computer to act in a selected manner. The computer readable medium may be an optical storage device such as a CD-ROM or DVD-ROM, a magnetic storage device such as a hard disk or floppy disk, an

electronic storage device such as a memory card, RAM, ROM, EPROM, EEPROM, or flash memory, or any other storage device capable of storing computer readable processor instructions.

Although the disclosed systems and methods have been described in terms of specific embodiments and applications, persons skilled in the art can, in light of this teaching, generate additional embodiments, including various changes, substitutions and alterations, without exceeding the scope or departing from the spirit of the disclosure. Accordingly, it is to be understood that the drawing and description in this disclosure are proffered to facilitate comprehension of the systems and methods, and should not be construed to limit the scope thereof.

Referring now to Figure 5A, there is a computer screen display illustrating a web page presentation that has been branded for a first user. Figure 5B is a corresponding web page presentation that has been branded for a second user. Both users requested the same URL of Web Server 140, but each received a different display according to each user's identity.

WHAT IS CLAIMED IS:

1. A method for dynamically constructing a web page, comprising:

receiving a uniform resource locator identifying a web page, the web page referencing a plurality of elements;

receiving a user identifier representing a user;

evaluating each of the plurality of elements based on the user identifier to identify a subset of at least one element the user is authorized to access;

determining a data conversion specification associated with the user;

determining a data representation specification associated with the user; and

converting and presenting each of the subset of elements.

2. The method of claim 1, further including determining a role based on the user identifier, and wherein evaluating each of the plurality of elements is performed based on the role of the user.

3. The method of claim 1, further including determining an affiliation based on the user identifier, and wherein evaluating each of the plurality of elements is performed based on the affiliation of the user.

4. The method of claim 3, wherein the data presentation specification includes branding data presented based on the affiliation of the user.

5. The method of claim 1, further including defining environmental variables and enabling concurrent access among users to the data conversion specification and the data representation specification.

6. A system for dynamically constructing a web page, comprising:

a processor;

a memory connected to the processor for storing processor executable instructions to control the operation of said processor;

the processor executable instructions including:

instructions to receive a uniform resource locator identifying a web page, the web page referencing a plurality of elements;

instructions to receive a user identifier representing a user;

instructions to evaluate each of the plurality of elements based on the user identifier to identify a subset of at least one element the user is authorized to access;

instructions to determine a data conversion specification associated with the user;

instructions to determine a data representation specification associated with the user; and

instructions to convert and present each of the subset of elements.

7. The system of claim 6, further including instructions to determine a role based on the user identifier, and wherein the instructions to evaluate each of the plurality of elements includes instructions to evaluate the role of the user.

8. The system of claim 6, further including instructions to determine an affiliation based on the user identifier, and wherein the instructions to evaluate each of the plurality of elements includes instructions to evaluate the affiliation of the user.

9. The system of claim 8, further including instructions to present branding data presented based on the affiliation of the user.

10. The system of claim 6, further including instructions to define environmental variables and enable concurrent access among users to the data conversion specification and the data representation specification.

11. An apparatus for dynamically constructing a web page, comprising:

means for receiving a uniform resource locator identifying a web page, the web page referencing a plurality of elements;

means for receiving a user identifier representing a user;

means for evaluating each of the plurality of elements based on the user identifier to identify a subset of at least one element the user is authorized to access;

means for determining a data conversion specification associated with the user;

means for determining a data representation specification associated with the user; and

means for converting and presenting each of the subset of elements.

12. The apparatus of claim 11, further including means for determining a role based on the user identifier, and wherein the means for evaluating operates based on the role of the user.

13. The apparatus of claim 11, further including means for determining an affiliation based on the user identifier, and wherein the means for evaluating operates based on the affiliation of the user.

14. The apparatus of claim 13, further including means for presenting branding data based on the affiliation of the user.

15. The apparatus of claim 11, further including means for enabling concurrent access among users to the data conversion specification and the data representation specification.

16. A computer-readable storage medium encoded with processing instructions for dynamically constructing a web page, comprising:

computer readable instructions for receiving a uniform resource locator identifying a web page, the web page referencing a plurality of elements;

computer readable instructions for receiving a user identifier representing a user;

computer readable instructions for evaluating each of the plurality of elements based on the user identifier to identify a subset of at least one element the user is authorized to access;

computer readable instructions for determining a data conversion specification associated with the user;

computer readable instructions for determining a data representation specification associated with the user; and

computer readable instructions for converting and presenting each of the subset of elements.