

AN   
EVENT  
APART



BY: JAKE PALMER  
@jake\_rrr



@zeldman

# 10 Commandments of Web Design

## YOU CANT DO EVERYTHING

1. THOU SHALT ENTERTAIN

illustrations, tone



404 pages are an opportunity

"if you can draw badly, you can be an illustrator too."

2. TEST EVERYTHING



mobile to desktop

Have a test lab

WHERE DID YOU GO TO DESIGN SCHOOL?

3. THOU SHALT ITERATE

iteration never sleeps

I move things around until they look right  
milton glaser



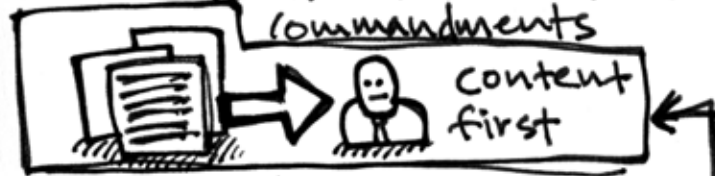
4. THOU SHALT SHIP



5. ENGAGE thy COMMUNITY  
tweet comments

6. LOVE thy USER as LOVE THYSELF

combination of first commandments



7. REMEMBER the CONTENT and keep it holy



8. THOU SHALT MAKE MAGIC



9. THOU SHALT PRIORITIZE



10. TO THINE OWN SELF BE TRUE

# Faster Design Decisions - with Style Tiles

@samanthatox - works at twitter

Design <sup>for all the</sup> Possibilities



why do we start each project the same way



franken comp

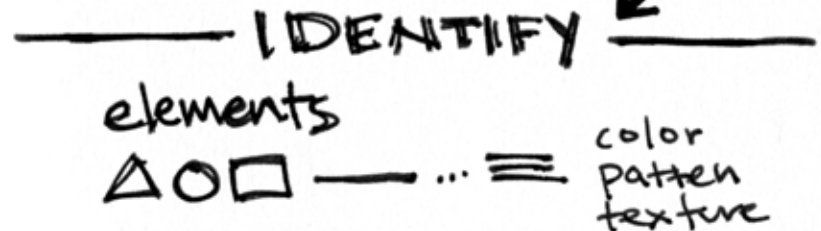
design system not pages

mood boards TO VAGUE  
mockup/comps to precise

separate style and structure



colors, type, buttons, nav



[www.styletiles.es](http://www.styletiles.es)

# The NIMBLE PROCESS

JASON SANTA MARIA

what is the ideal process?



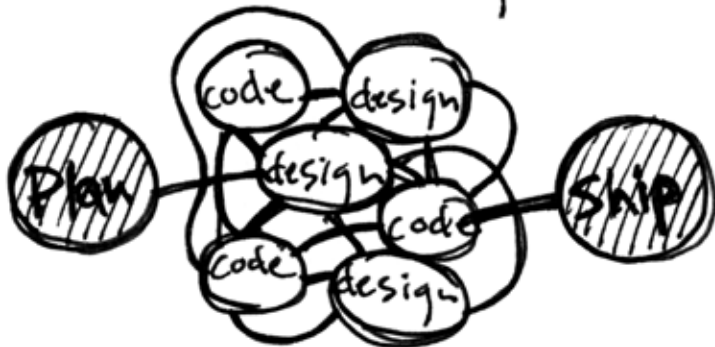
NO SINGLE PATH



About the journey



NO GOING BACK → LINEAR  
It wasn't wrong/cant scale



Spaghetti plate process

where not to start

Details frameworks grids

where to start?



lots of ugly ideas } dont care what they look like

sketching - dont worry about end result!



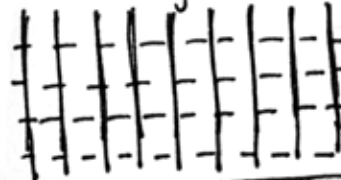
not about being a good



but a good



work backwards into a grid



TYPE FIRST!



RIGHT TOOL FOR THE AUDIENCE

# ITSA WRITE/READ MOBILE WEB @lukew

companies don't work unless  
people WRITE to them



## 1. One handed use

one hand/one thumb

**75%** of the time users are only using their thumb

don't let the keyboard come up

## 2. FOCUSED FLOWS

- make it easy for people to do what they need
- It can always be simpler
- It takes **BIG** changes to go small

## 3. JUST IN TIME ACTIONS

- No upfront tutorials
- Show things when they are relevant

## 4. CROSS DEVICE USAGE

Access 

continue process

Flow - google docs between devices

Control - authentication

Push - one device sending to another

# Avoid the Keyboard



THE IMMOBILE WEB

Jason Grigsby @grigs

86% & 88%



of smartphone owners use device while watching TV

TVs have decent browsers for HTML5 and CSS3

10ft ← UI

NEED JS OR CSS FOR TV

Not detectable → use device detection

Testing?  Go into Carrier stores   
google spotlight - apps built with html5

performance and speed are the barrier of entry  
~~|||||~~  
Think about multiple devices



resolution does not define optimal experience.

### LEARN TO ADAPT

We can't predict future behavior from a current experience that sucks

# THE MOBILE CONTENT

## MANDATE

Karen McGrane

Disruptive Innovation comes from lower end products



The digital 20% no internet  
DIVIDE 35% no internet at home

88% of people own a mobile phone

→ erases the divide  
THE Mobile Device Owner

55% of americans who use their mobile phone to go online

31% only or mostly use the internet on mobile

44% of the fortune 100 dont have mobile sites

CONTENT STRATEGY FOR MOBILE



a book apart

KNOW YOUR WORKFLOW

Don't fork content maintain over time

\* Not a strategy if you cant maintain it

WRITE BETTER

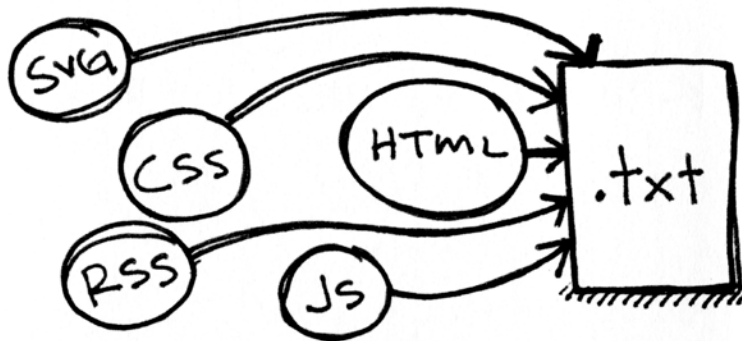
no such thing as writing for mobile just good writing

\* good content transcends platform


CHUNK YOUR BLOBS ☹️ 😬

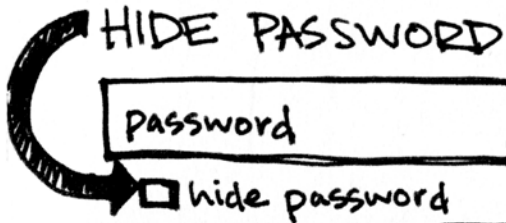
Disruptive technologies eventually get good or they redefine what good is.

# THE LONG WEB



MOBILE FIRST = CONTENT FIRST = URL FIRST


NAVIGATION SECOND 



progressive enhancement

Jeremy Keith @adactio

The longer you work on the web, trust no one!

Conditional Loading 

3rd party services  
Flickr, twitter, FB

How long will something be available?

# SVG

text file/image format  
can have JS, CSS, media queries

LINKS AS HREFS

not SPANS OR JAVASCRIPT



# THINK LONGTERM

THE INTERNET WILL FORGET

The best way to be FUTURE FRIENDLY is to be more

BACKWARDS COMPATIBLE

# STRONG LAYOUT SYSTEMS

@meyerweb



viewport  
doesn't care if  
parent is shorter

ERIC MEYER

From the beginning  
structure and presentation  
were separated.

## Flex boxes

- justify-content: space-between
- all heights match
- flex-wrap:

Support not good yet

## Grids

- not as far along as flex boxes
- can have grids inside grids
- can have flexboxes in grids

## Ubiquity

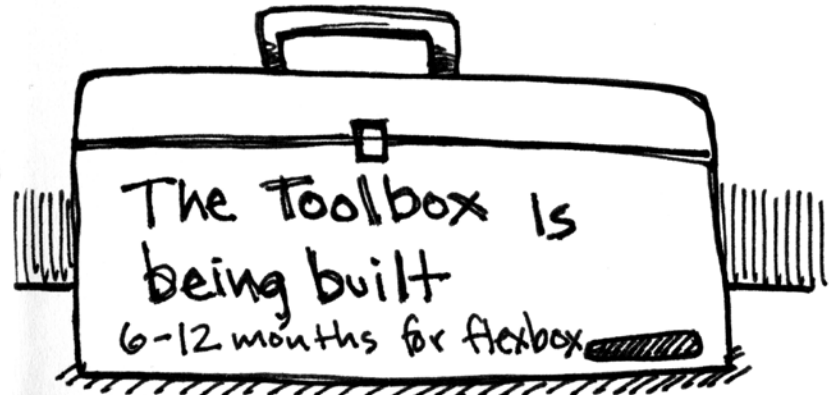
CSS1 was  
an appearance  
system

CONSISTENCY


Floats = Arrangement tool

CSS2 positioning - lost  
awareness of anything else

"The era of CSS layout  
hacks is ending"



# HOT LINKS

Jenn Lukas  
@jennlukas 

[fuckyeahhovers.tumblr.com](http://fuckyeahhovers.tumblr.com)

The Essential Hover  
color fades are the  
smooth jazz of hovers  
•css transforms

SURPRISE & DELIGHT

TURN BORING  
INTO FUN! 

CSS  JS

AUDIENCE APPROPRIATE  
HOVER

---

## HOVERS & CSS

 Build in  
browser

HOVERS  ANIMATION  
 frames

---

Hovers AND  
Readability } invert colors  
on hover

DONT FORGET ABOUT FOCUS

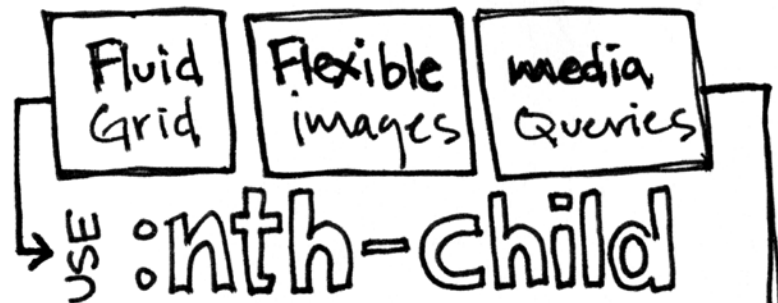
Hover is not providing vital info

PUSH THINGS 

# THE MAP THE TERRITORY

ethan marcotte @beep

RESPONSIVE DESIGN  
another tool in the box



Break Points = Stress points

Starting from small layout systems  
sort tasks into logical categories

use @media to defend content

Our work has quadrupled  
from 2009 to 2013 **4x**



## DESIGNED FOR REACH

7 Billion mobile subscriptions  
by 2013 with 60% on  
lower service than ours

9 billion estimated by 2017  
36% on lower service

## SUSTAINABILITY in WEB

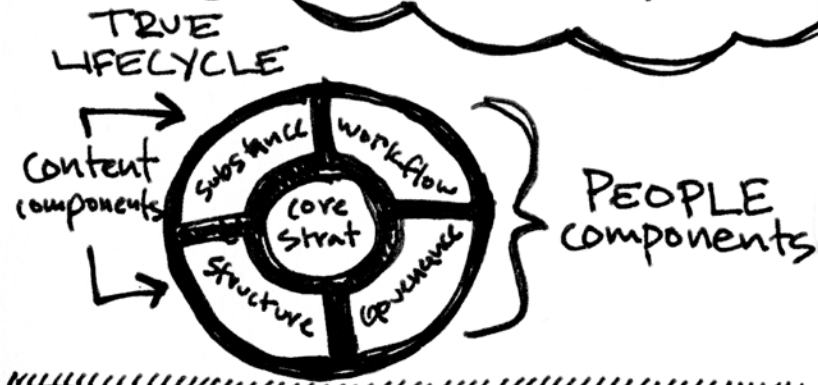
→ Reduce & Revisit ←

ALA: The Web Aesthetic

## PROGRESSIVE ENHANCEMENT

Accept the ebb and flow.

# CONTENT/COMMUNICATION @halvorson



STRATEGY: simple!

- rally cry for whole team
- unifying purpose
- gives our work meaning

**WHY?**

PRINCIPLES: gov.uk principles

- accountable
- product & process design
- way of working together

**MAKE YOUR OWN**

## △MASLOW'S HIERARCHY

Objectives:

- concrete goal
- personal or shared gain
- customer success or cost savings

- business objectives come from the top
- 1/2 the time no one has any idea what they mean

**Activity does not = productivity**

ROLES:

**STEP BACK**

- consider role you play on your team

- helps focus you on your tasks

PROCESS:

**Perception:**

- can't be married to a specific process

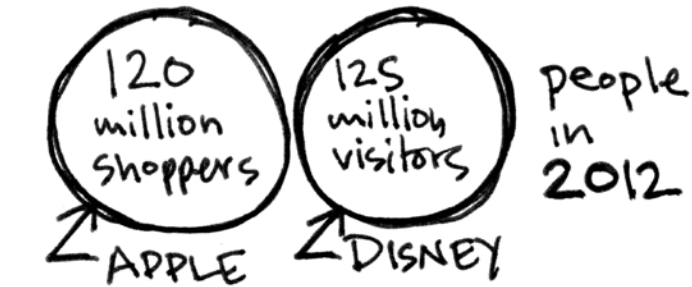
- fails because of the people not the process

listener is in control  
 ...  
 learn to explain yourself  
 ...  
 ask for clarity

**RACI** ≡ Responsible, Accountable, Consulted, Informed model

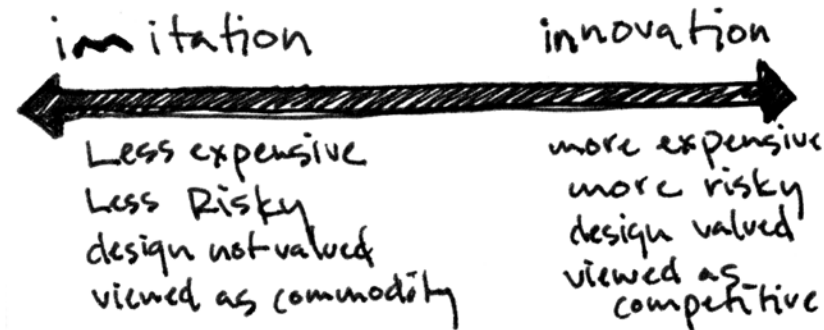
# IT'S A GREAT TIME TO BE A UX DESIGNER

Jared Spool: @jmspool



**DESIGN:**  
The rendering of intent

what is our intention



Business wins when it is intentionally innovative and when it values designers

## DISRUPTING EXPERIENCES



Design is no longer about the visual but about the business

great business models are intentionally designed. Business needs designers everywhere

## FILLING IN GAPS WITH INTENTIONS

rendering design of intent within the gap

Innovation is not adding new inventions, its adding new value

Designing for experience can be mapped, measured, and designed

# THE MAKING OF A GREAT DESIGN TEAM

"Be careful what you ask for, lest it become so."  
chinese proverb

- |            |               |              |
|------------|---------------|--------------|
| marketing  | IA            | Storytelling |
| technology | Research      | sketching    |
| Analytics  | Visual design | critiquing   |
| use cases  | Interaction   | facilitating |
| domain     | editing       | Presenting   |
| ROI        | copy writing  |              |
| Business   | Information   |              |
| social     |               |              |

# THE RISE OF THE UX GENERALIST

**Specialist:** having expertise in one area over others

**Generalist:** having equal expertise in most areas

**Compartmentalist:** having expertise in only area  
career limiting decision

EXPERIENCE DESIGNERS = UNICORN

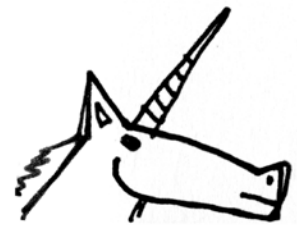
# HOW TO BECOME A DESIGN UNICORN

1. Train Yourself
2. Practice
3. Deconstruct everything
4. Seek out feedback
5. Teach other people

The Unicorn is design's most important innovation.

Businesses WANT

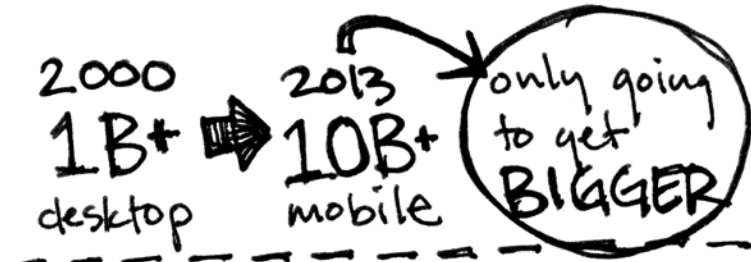
- design is rendering intent
- experience design is about filling in the gaps
- Teams need generalists more than specialists
- Unicorns exist! You can become one



# THE WEB EVERYWHERE

## MULTI-DEVICE WEB DESIGN

luke wroblewski @lukew



when iphone came out it ran the full web, others ran slimmed down versions

91% of tablet traffic came from ipad in 2012

Android phones sold in US over 4.5" in last 3 months **29%**

Phones keep getting **BIGGER** that shipped were Android 15% were iPhones

mobile devices **3"-7"**

There is no gap in device width anymore

Are tablets mobile devices?

6% on networks

WHERE DO YOU DRAW THE LINE BETWEEN MOBILE AND ~~TABLET~~ TABLET?

PALM, LAP, DESK ← how luke classifies  
no gaps in size  
focus on ~~TABLET~~ human ergonomics

Android use is about 1/4 of ios use

worldwide 75% of smartphones that shipped were Android 15% were iPhones

# TOUCH IS NOT LIMITED TO PHONES/TABLETS

TOUCH RUNS THE GAMUT  
3" - 30"  
AS DOES CURSER/KEYBOARD

## MULTI-DEVICE DESIGN

1. Support a continuum of screens
2. account for high resolutions
3. optimize for touch
4. support Curser and keyboard

-----  
If something is important  
it's important at all screen sizes  
-----

5. Work mobile first  
new and different way of  
doing things



You only need one web design: a multi device design  
[mediagueri.es](http://mediagueri.es) ←

## mobile navigation

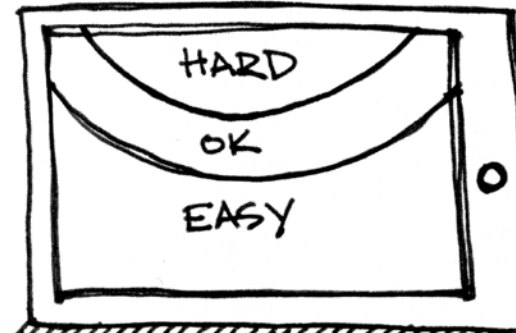
- bottom bar - not for web
- toggle menu - popular pattern
- off canvas menu

1. content first - nav second
2. maintain context
3. pivot and explore
4. ergonomics of use

75% of use is with thumb

Bottom Bar = footer anchor & works for web

## Responsive web design



Areas for touch devices

USE THE EDGES



## Responsive Multi-level Nav

1. Accordion expansions
2. Side ways panels
3. Hubs not subs



- 
- Start with mobile considerations
  - Adapt as more screen space is available
  - Support touch ergonomics

## WORK MOBILE FIRST

1. Start with mobile makes you prioritize
2. Enhance upwards
3. Build Fluidly

growth = opportunity  
constraints = focus  
capabilities = innovation

### CONSTRAINTS

ensure what matters  
prioritize presentation  
meaningful design vs a  
mobile stack →  
enhance as capabilities  
improve



creating a better overall  
experience

"Privilege the Small screen"  
ethan marcotte

light weight  
defaults

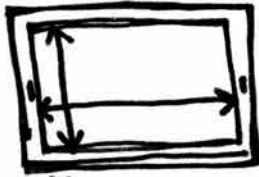
nav, fonts, content  
fluid layouts  
no media queries

use  
media  
queries for  
screen size  
enhancements

cutting the mustard = JS test  
bbc site does this

## Fluid layout

- device width



- fluid fill - fill in the gaps

usually dealing with horizontal  
rarely do we deal with vertical

# SCREEN CONTINUUM

1. Responsive web design
2. Breakpoints
3. multi-device design patterns
4. Avoid mobile stacks

"might cost more but you can  
capitalize on the new growth"

## increase engagement

Posture vs. Screen resolution

↗ ISSUES ↘ mirroring

## Breakpoints

major breakpoints +  
minor breakpoints

base points on where  
design breaks

The more you tweak simply  
based on a squishy browser  
window the less testing for  
specific devices you'll need

use ems for breakpoints  
 $\text{pixels}/16 = [\text{num}]em$

- avoid device driven
- allow content and design  
to define
- use em based media queries

## Patterns

- mostly fluid
- column drop
- layout shifter
- tiny tweaks
- off canvas
- most of these  
give the  
mobile stack

## Off Canvas Pattern

1. two columns
2. footer nav  
OC column
3. OC column  
and nav
4. combined  
OC column
5. vertical/  
horizontal OC
6. AJAX V/H OC

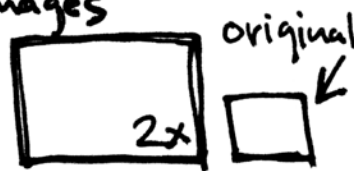


## HIGH RESOLUTION

how many pixels can you  
put into a physical inch

### CSS Background images

media queries  
main images  
js replacement  
both images downloaded



### Image Optimization

compressive images & serve one

Give people choice

## Lean on CSS3

border radius      gradients  
text-shadow      rgba color  
box-shadow

## SVG

grunticon

Android: 4+ only  
different implementation/Bugs  
few popular tools

media queries work inside SVG

- react to the viewport of the image
- not view port of the browser
- make decisions without needing to know about page

## SPEED MATTERS 📶

1.4mb average web page size  
86% of RWD send same  
content to mobile

HTTP requests are killer  
for mobile

# MANAGE

## PERFORMANCE

load less things and  
load smaller things

## Perception

1. instant feedback
2. minimize spinners
3. perform actions optimistically
4. move bits while no one is watching
5. Adaptive (pre) loading

**FAKE IT !!** But don't tell the user.

## Client side

defaults  
media queries  
fluid layouts  
native app  
integration  
manage load  
order

82% of sites  
use some sort of  
Server-side help  
only send what  
client needs  
device detection

**RESS** ↘

Responsive design + server side

## I HAVE AN EXISTING SITE

1. maintain status Quo
2. add adaptive styles
3. extend mobile site
4. Start fresh

take m.site  
responsive and  
eat other site

Baby  
Steps

Stop the bleeding = pages  
that people visit the most  
do something, don't wait  
for every page to be perfect

Native = RICH } Benefits  
Web App = REACH } to both

## WHAT'S NEXT?

wall size screens (TV)  
eye and wrist  
speech

