

Content First! – Jeffrey Zeldman

- Think about what your users want and the content they need before thinking about tools and features.
- Remember content is often separated from your design so it shouldn't rely on it.
- “Design in the absence of content is not design, it's decoration” – Design supports content
- Semantic markup (HTML) is an essential job skill for everyone involved in a project to help communication.
- Progressive enhancement is a smart default (make a simple site that works and then add features for better browsers).
- Mobile/small screen strategy is very important. More users are using small screens.
- Responsive design is the next level of progressive enhancement for today's world.

On Web Typography – Jason Santa Maria

- If your type is bad the design fails.
- Good typography blends in and doesn't make you notice it.
- Typography is an art of contrasts.
- The longer & darker the lines of text the more line spacing you'll need.
- Scripts: `lettering.js` controls individual text, `fittext` fills text to page width
- Select fonts by stereotyping their features (Strong, Beautiful, Classic)

Detail in Web Typography – Richard Rutter

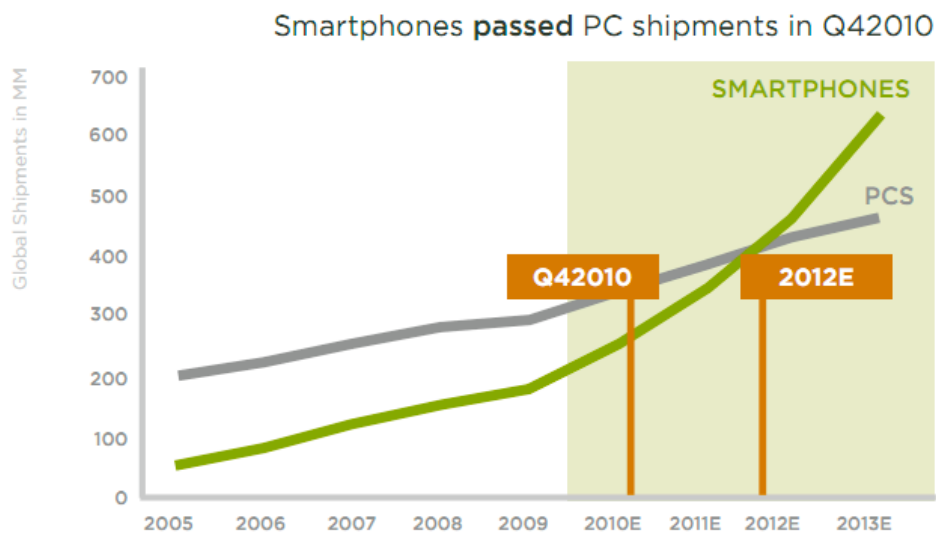
- Font-weight: range from 100 to 900 (700 Bold) – support improving for various sizes
- Future font options: Font-stretch: condensed/expanded, text-rendering: optimizeLegibility (kerning), font-variant-ligatures:, font-variant-alternates:, font-variant-numeric: (old or hanging numerals), font-variant-caps:, font-feature-settings:
- Hyphenation coming soon: hyphens: auto; (requires vendor prefixes)
- Future hyphenation: hyphenate-limit-last: (prevent last lines), hyphenate-limit-word: (adjust word length), hyphenate-limit-lines: (limit number of lines in a row)

Mobile Web Design Moves – Luke Wroblewski

- Morgan Stanley predicted phones would overtake PC shipments in 2012. It has been much faster – happened in 2010!
- The things you assume people won't do on mobile, they **will** do.
- Mobile website traffic much higher than device specific apps for Facebook & Twitter.
- By 2013 most traffic will be via mobile (**600%** growth in 2010).
- Mobile devices are more personal (fingers, sensors, size) and have different use-cases (locations and times vary by device).
- Cross-device/channel users will use all channels more often.
- Consider why they are pulling out the device (microtasking, location-based, bored) and organize content by use types: lookup/find, explore/play, check-in/status, edit/create
- Present content that is most important for the use –case first, then present navigation
- Don't deprive users of features because of small screen. Remove unused features from all versions of your site.

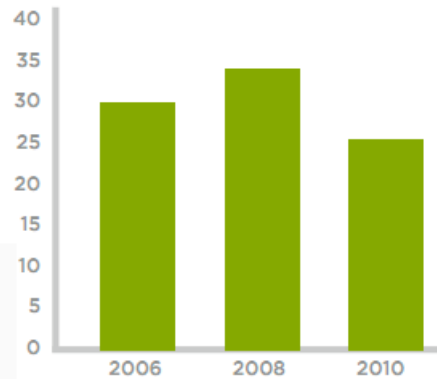
- Touch gesture reference guide: lukew.com/touch
- Kayak has great mobile web forms
- Turn off auto-cap & auto-correct if not needed
- Use input masks to provide the correct formatting for forms (using JS)
- Top-align labels on mobile forms
- Use tips in input fields, but don't rely on them for labels (they disappear)
- Make password fields plaintext on mobile and add an option for secure
- Take advantage of touch gestures that people expect
- Content is the interaction point not the UI controls. Reduce the distance between a user and content

PC vs. Smartphone Shipments

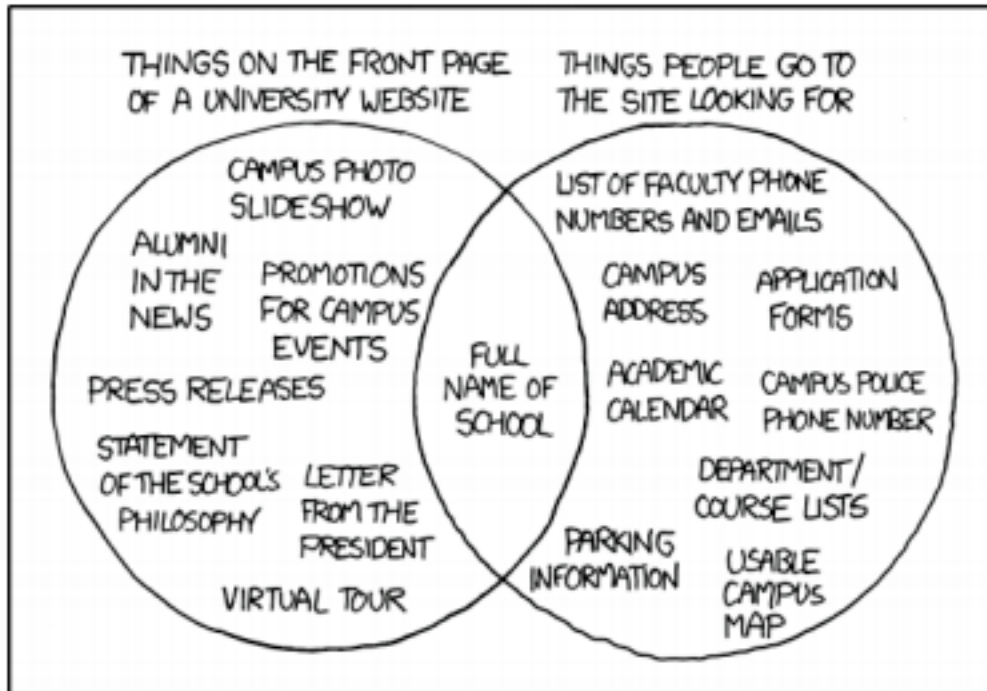


Shift in Usage

-20% Home usage of PC since 2008



Why? Smartphones & tablets



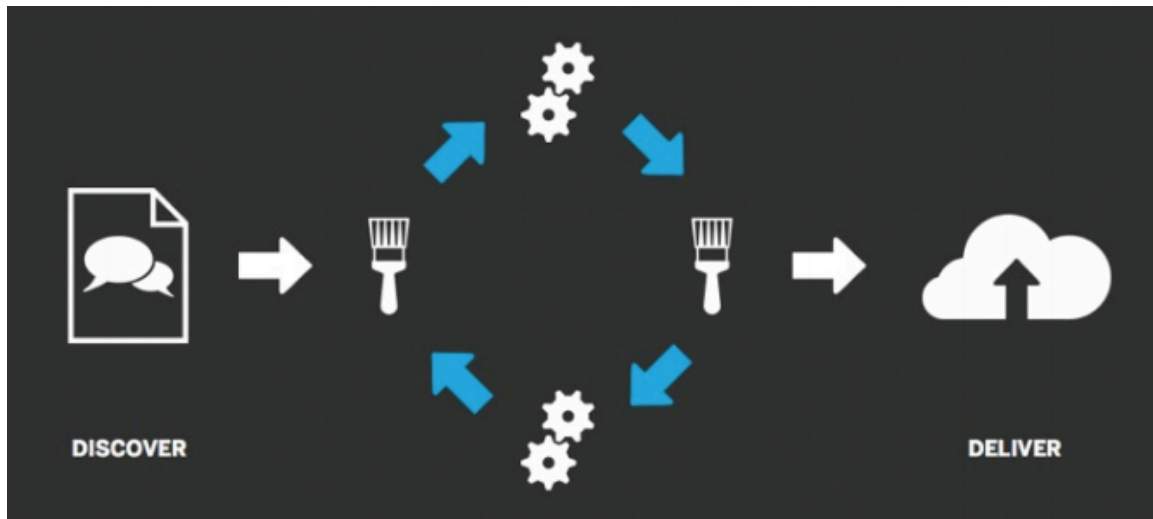
Crafting the User Experience – Sarah Parmenter

- Use speed, simplicity, social behavior, & stir emotions to enhance your site
- Speed: recommendations, 1-click purchases, clear navigation, cater to the busy – video product overview, focus on the primary action for the page
- Simplicity: simple tagline, minimize options presented, simple language
- Social Behavior: show other users who subscribed – liked – etc, show that their friends are using the site
- Stir Emotions: why does this product make you better, whitespace can make things look higher quality, shoot products in lovely places, sell your employees on your service site

Responsive Designer's Workflow – Ethan Marcotte

- Responsive design is flexible grids, images, & media using media queries
- “Design is the method of putting form & content together” – Rand
- Don't design > review > develop > launch ... Reorganize the design process: Discover, Design & Develop (loop), Deliver
- After designing a comp discuss with developers to figure out all the questions and make decisions
- Start from the mobile site: forces focus & builds in new capabilities
- Desktop sites often drown out what the user wants with misc stuff the company wants
- If content has no value to mobile users does it really have value to anyone?
- Responsive formula: $\text{target} / \text{context} = \text{result}$ (e.g. $633\text{px} / 960\text{px} = x$) – don't round numbers
- Verify the working site live on the device
- Use min-width to scale the site up, not down

- Responsive images > serve small or large images depending on device



Using Flexible Boxes – Eric Meyer

- `ol {display: box}` – affects children of element (vendor prefix: `-moz-box`, etc)
- boxes are equal height (like a table row)
- `box-orient: horizontal` (default)
- `box-pack: center`
- `box-flex: 1` – fills box to parent width, extra space is divided by flex value
- can use `li+li` to adjust middle box
- `box-direction: reverse` (flips order of boxes)
- `box-ordinal-group: 2` (group boxes for ordering – add a class to the group)
- use margin/padding on center columns to prevent bugs
- for old browsers add floats and remove with conditional comments –`webkit-min-device-pixel-ratio: 0`
- use modernizr for test/fallback

Design Principles – Jeremy Keith

- Hierarchy of design: Goals > Principles > Patterns
- Can use datalist instead of select: `<datalist><select><option>... no value=""`
on other this allows a nice drop-down select for newer browsers where users can type as well

Our Best Practices are Killing Us – Nicole Sullivan

- Csslint.net to check for css issues
- CSS optimization check for font-size, color, float and remove duplicates
- % / ems have drawbacks in terms of predictability
- use semantic classes & ids – name by content not style
- DRY – don't repeat yourself, make your code as reusable as possible
- CSS specificity inline > id > class > element – stay lower on the chain (ie element)
- Apply classes to the element rather than the parent
- `<h3 class="h6">` - tag doesn't need to define the size

A Content Strategy Roadmap – Kristina Halvorson

- Content first is not copy first... what is your core strategy?
- Content strategy plans for creation, delivery, and governance of content
- The content question isn't only what... think why, when, for whom, how often
- When meeting clients find the content owners and let them know how important they are to make them part of the process immediately
- Design that doesn't serve people doesn't serve business

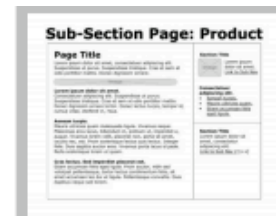
- Work process: discover, define, design, develop, deploy
- Create a content audit containing: page name, url, content, meta data
- Remove content ROT: redundant, outdated, trivial
- Create a style guide including content rules with examples (write like this, not this).
- Create an editorial calendar of when you expect updates to pages
- Provide writers with a page table to define content



EDITORIAL CALENDAR

JUNGLEBOX.NET: 2011 editorial calendar			
	AUG	SEP	OCT
HOT TOPIC	Summer	Back to school	Halloween
Home page	jungle frogs	frog basics	scary frogs
Products	tropicals	first-time owners	feeder insects
Blog	frog fossils	fun frog facts	dead frogs
Article links	1-2x weekly	1-2x weekly	1-2x weekly
Video links	2-3x month	2-3x month	2-3x month

Page Table



Page:	Products
Objective:	Help customers understand we are experts who sell the same high quality products we use ourselves, so they will have the confidence to buy.
Source Material:	Current site, product box copy, current campaign materials
Maintenance:	Monthly
Key Messages:	After 10+ years of raising frogs, these are the products we recommend. You don't have to shop around, because everything you need is right here.
Priority 1:	<p>Highlight product categories</p> <p>Only <i>three</i> bullet points (10-15 words each) for each category.</p> <ul style="list-style-type: none"> - What is it? - What is it for? - Why will it help you?
Priority 2:	<p>Intro text</p> <p>One sentence about how Junglebox only offers the products we use ourselves.</p>

CSS Animation – Andy Clarke

- Use Modernizr & JS to append divs for animation (still works on old browsers)
- Apply “go” class to display scenes
- <http://animatable.com/demos/madmanimation/>

The Secret Lives of Links – Jared Spool

- Link copy needs to communicate what the user will get (not click here)
- Fitts Law – make the links users want BIG
- The right trigger words make a user click – these are made up by your users
- Clicking the back button predicts failure in finding the scent of desired content
- Search logs for specific pages can tell you what links were missing
- The number of clicks to a product lowers buying %
- Product results pages with no details force pogo-sticking (click + back + click + back) – do not do this
- Users call pages cluttered when they don’t have what they want, add these items!
- Use consistent styling so users know what links look like (doesn’t have to be blue + underlined)
- Don’t hide the scent in drop-downs, display important info up front

Pogosticking Prevents Success

