

THERE ARE NO BUTS IN Progressive Enhancement

JENN LUKAS & AARON GUSTAFSON



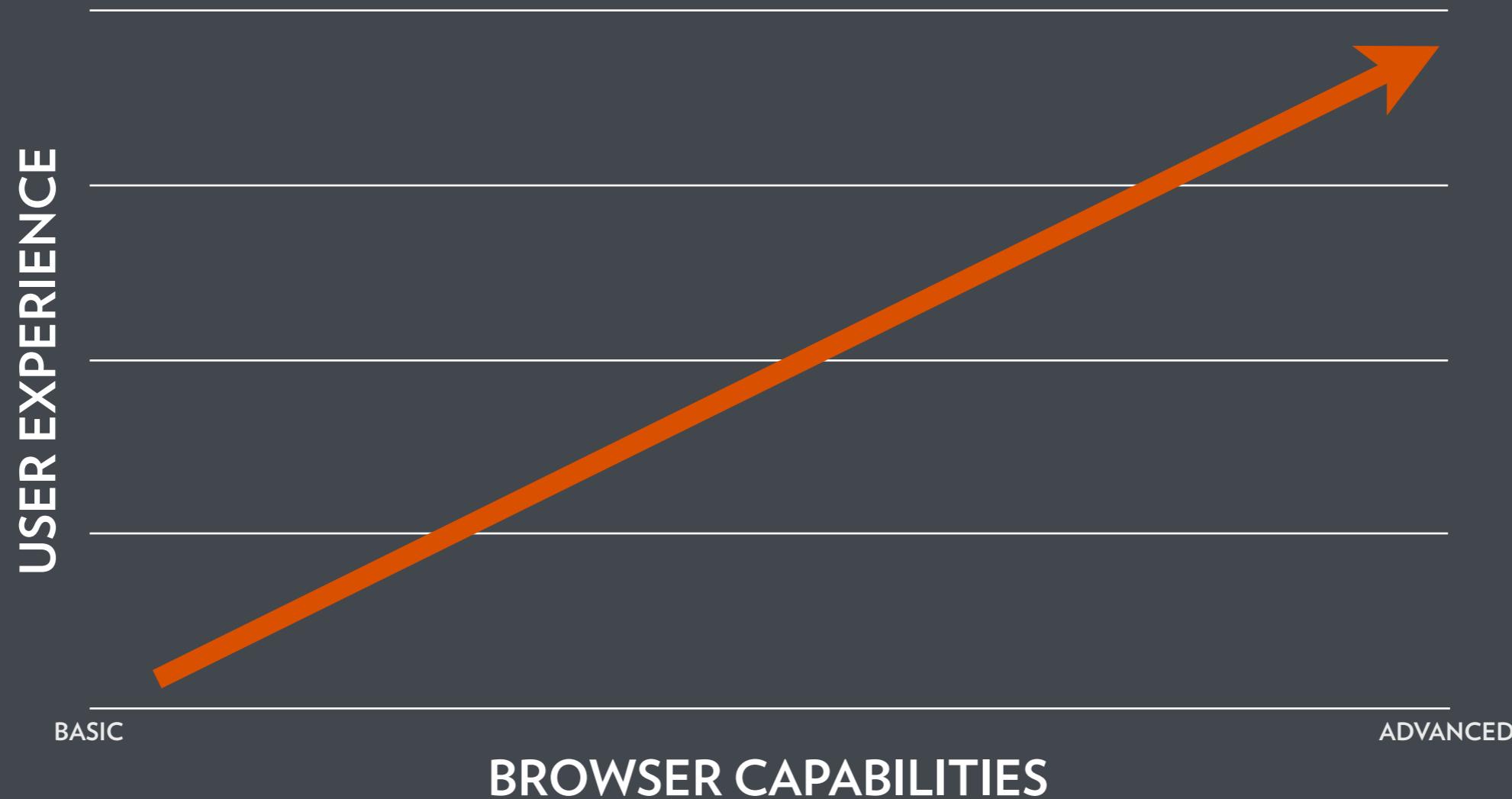
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@jennlukas
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RESTRICTIONS





Interactivity

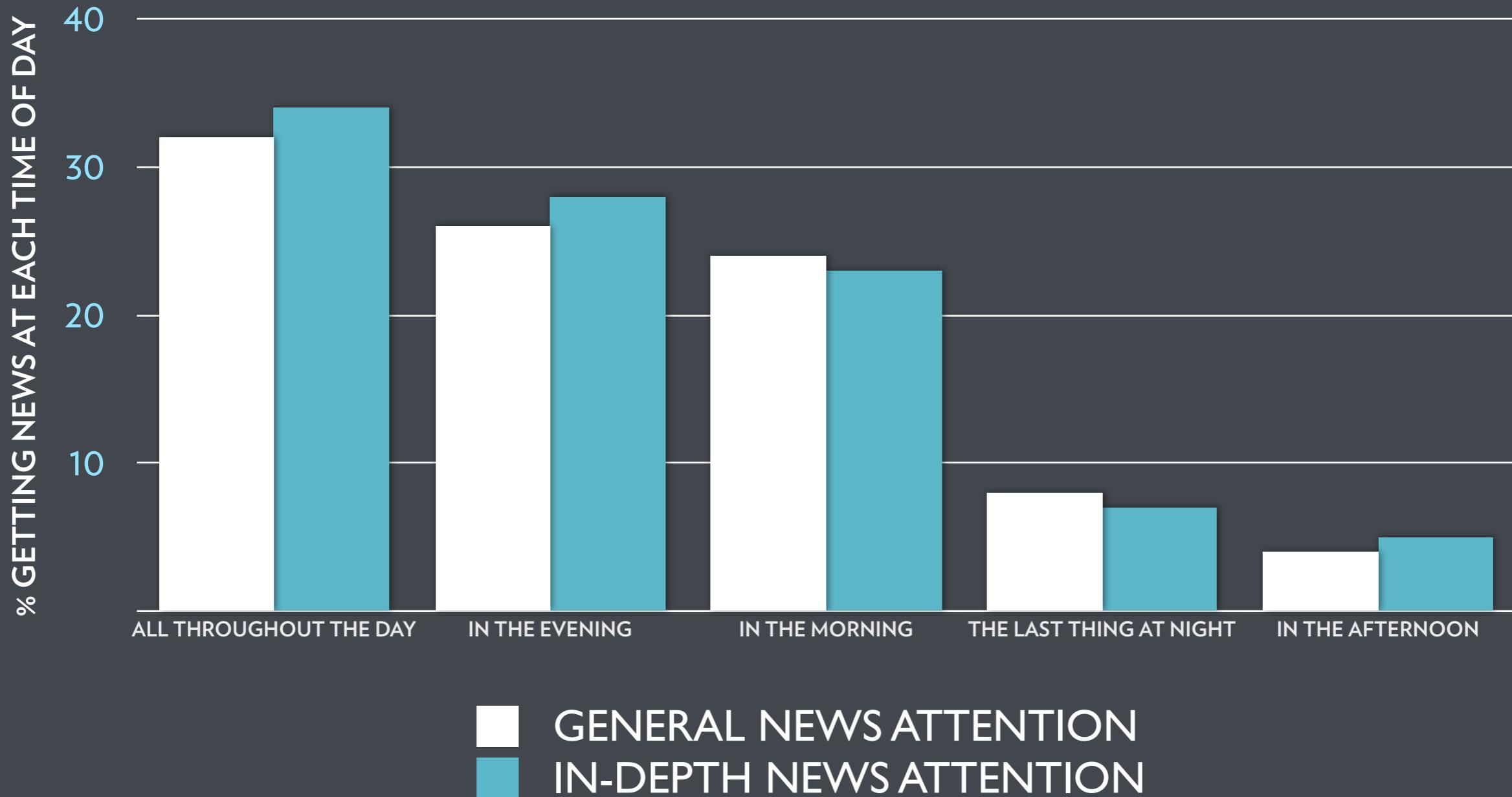
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Semantics

Content

...BUT IT DOESN'T REALLY WORK IN News







NEWS



Reuters News
Top News

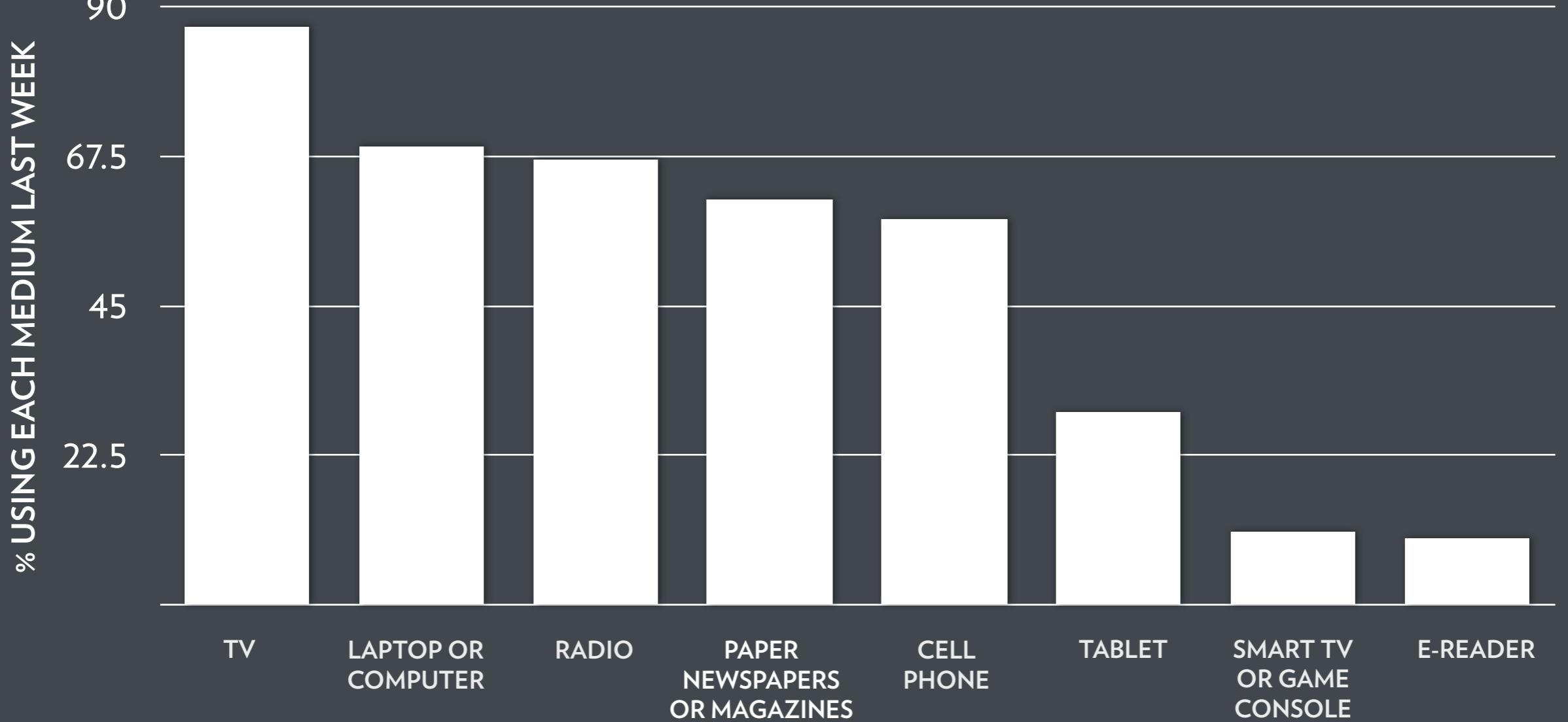
Pope Francis wants Church to be poor, and for the poor
VATICAN CITY (Reuters) - Pope Francis, giving his clearest indication yet that he wants a more austere Catholic Church, said on Saturday that it should be poor and remember that its mission is to serve the poor.
Sat, 16 Mar 2013 11:38:10 -0400

Zimbabwe votes on curbs to president's power
CHITUNGWIZA, Zimbabwe (Reuters) - Zimbabweans voted on Saturday in a referendum expected to endorse a new constitution that would trim presidential powers and pave the way for an election to decide whether Robert Mugabe extends his three-decade rule.
Sat, 16 Mar 2013 11:45:24 -0400

U.S. to bolster missile defenses to counter North Korea threat: Hagel
WASHINGTON (Reuters) - Defense Secretary

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Poland	82	66	64	44
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Lebanon	89	70	4	8
Tunisia	88	72	68	58
Jordan	87	44	41	23
Egypt	80	68	39	22
Asia				
China	88	62	47	43
Philippines	88	44	54	44
Malaysia	86	43	42	44
Vietnam	84	80	71	47
Indonesia	83	43	44	41
Thailand	82	57	56	42
Bangladesh	69	56	28	26
India	63	38	31	43
Latin America				
Chile	92	51	61	49
Brazil	89	58	58	47
Peru	87	55	63	40
Colombia	87	46	56	34
Nicaragua	86	48	62	37
Venezuela	86	46	64	40
Mexico	86	34	55	36
El Salvador	85	48	46	33
Argentina	81	42	44	39
Africa				
Senegal	100	54	39	52
Tanzania	87	57	32	53
Kenya	80	62	40	49
Nigeria	76	55	44	52
Ghana	76	48	33	30
South Africa	73	30	29	29
Uganda	69	51	40	35
MEDIAN ALL COUNTRIES	86	54	46	42

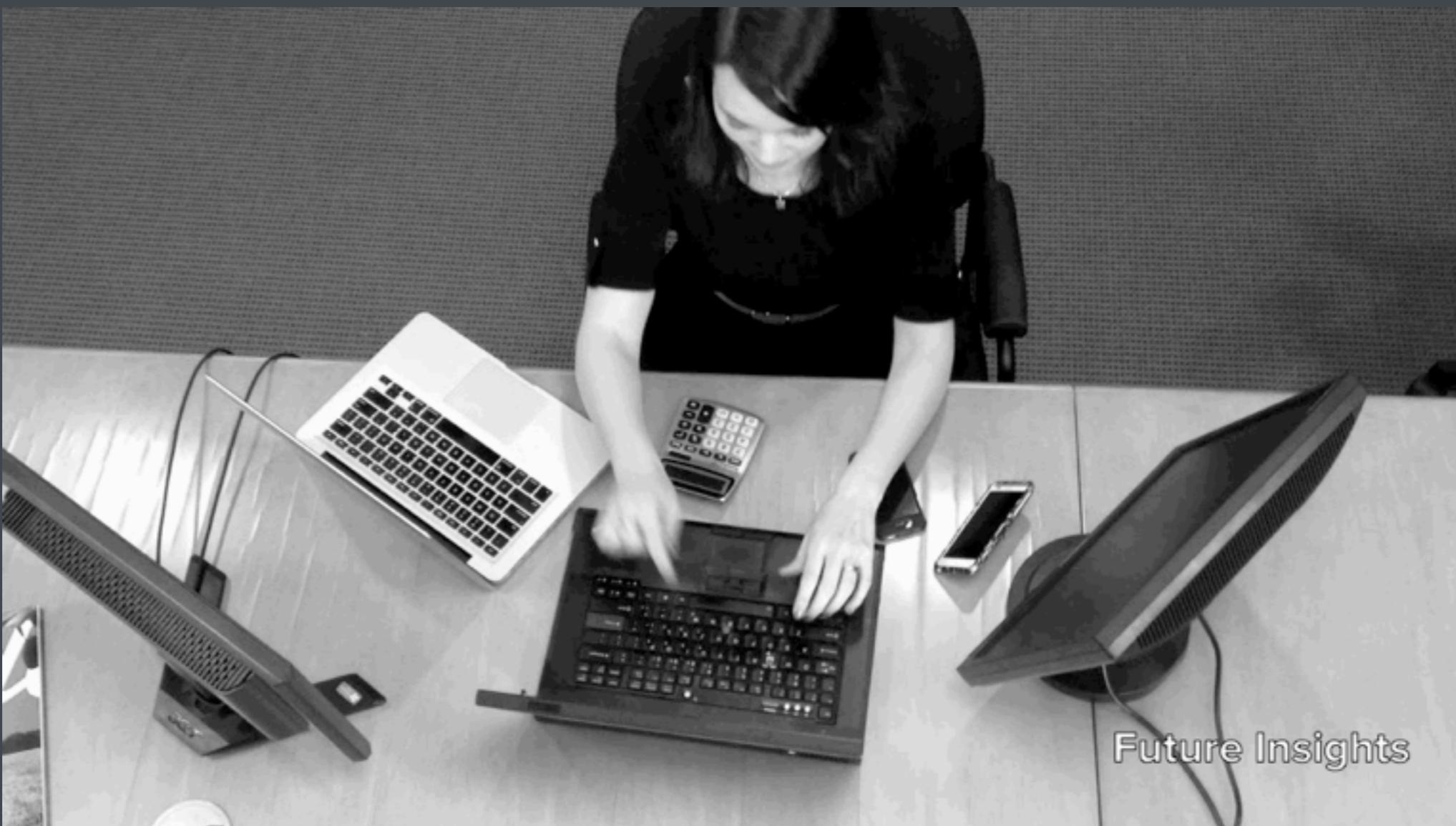
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of internet users in emerging and developing nations get political news online

TIME AND CIRCUMSTANCE

dictate when we consume the news, not the devices we happen to have handy at that moment.

Therefore we must make sure our content works on all devices.



Future Insights

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of Americans own a smartphone
but do not have broadband at home

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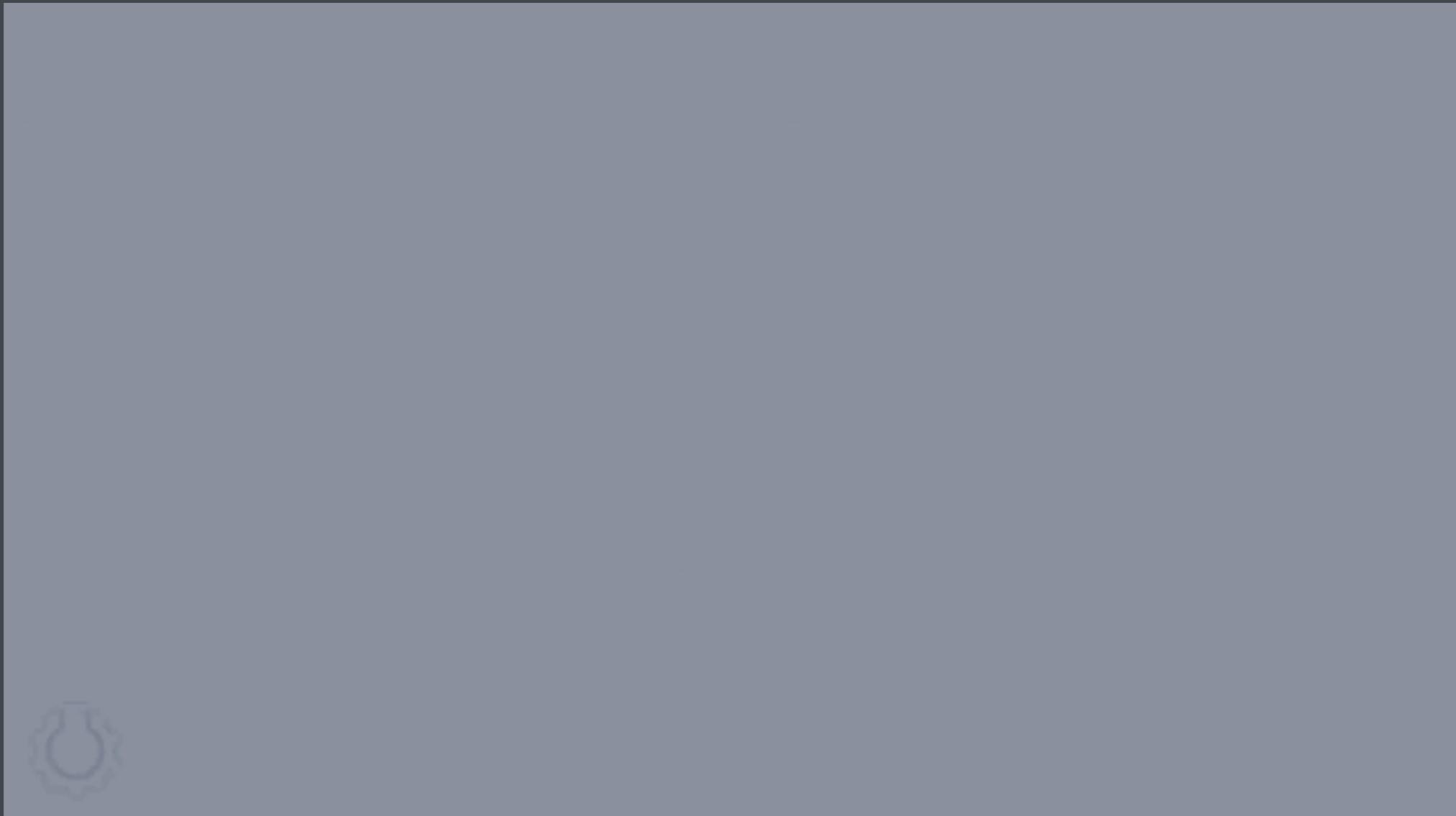
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submitted 6 hours ago by DavidMcI to /r/Showerthoughts
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Jj Magistrado 1 month ago

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Six people who hid in a supermarket refrigerator during January's Islamist attacks in Paris have sued French media for broadcasting their location live during the siege (hurlyetdailynews.com)
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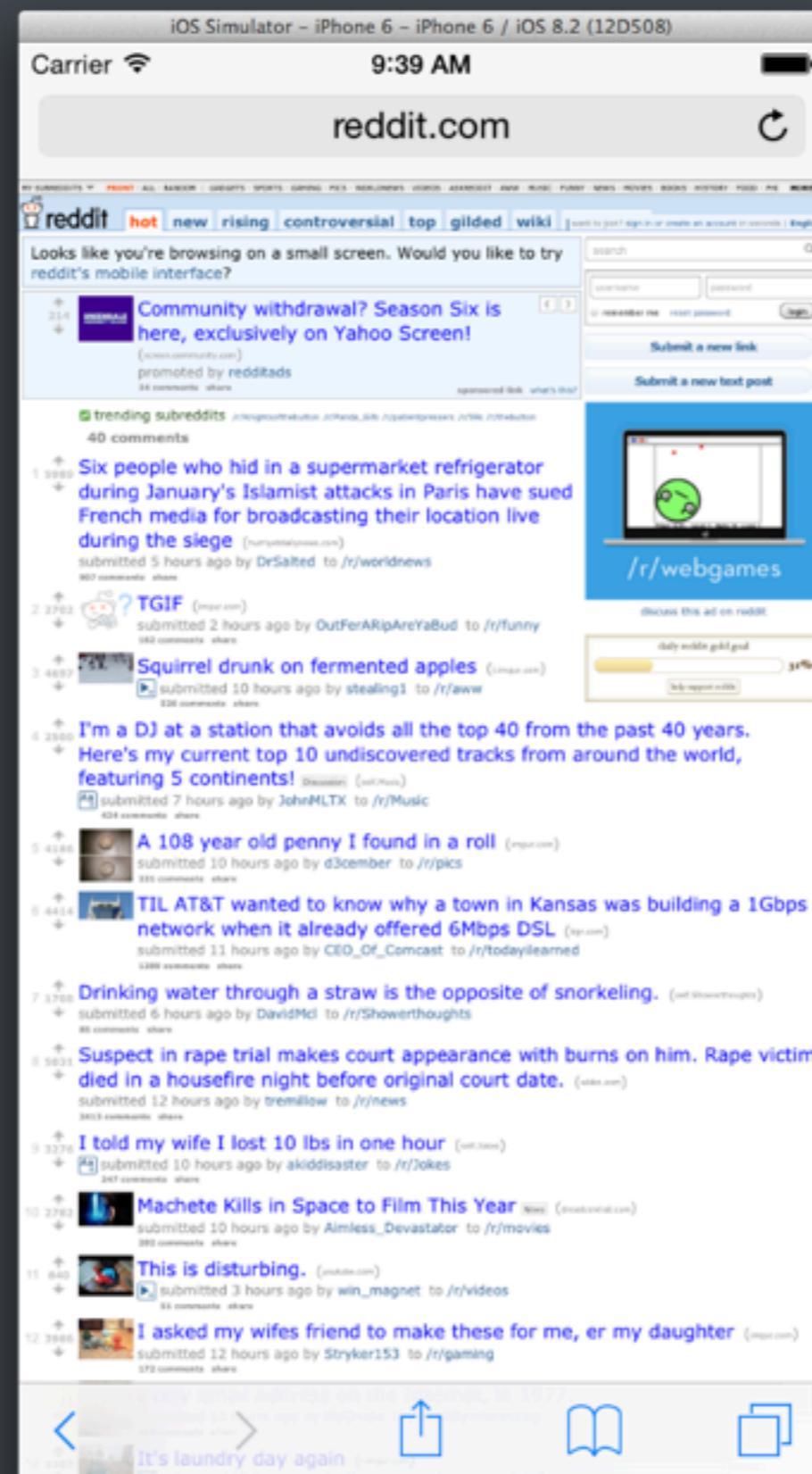


Simon Dalzell 1 month ago

It's literally just a list of content. How much less chaotic could it get.

Seriously though how do you think it could be improved?

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Carrier 9:39 AM

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Community withdrawal? Season Six is here, exclusively on Yahoo Screen! (www.community.com) promoted by redditads 214 comments share

Six people who hid in a supermarket refrigerator during January's Islamist attacks in Paris have sued French media for broadcasting their location live during the siege (hurriyettodaynews.com) submitted 5 hours ago by DrSalted to /r/worldnews 607 comments share

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Suspect in rape trial makes court appearance with burns on him. Rape victim died in a housefire night before original court date. (self) submitted 12 hours ago by tremillow to /r/news 2462 comments share

I told my wife I lost 10 lbs in one hour (self) submitted 10 hours ago by akiddisaster to /r/Jokes 307 comments share

Machete Kills in Space to Film This Year (self) submitted 10 hours ago by Aimless_Devastator to /r/movies 182 comments share

This is disturbing. (imgur.com) submitted 3 hours ago by win_magnet to /r/videos 81 comments share

I asked my wifes friend to make these for me, er my daughter (imgur.com) submitted 12 hours ago by Stryker153 to /r/gaming 172 comments share

It's laundry day again (imgur.com)

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1001

Six people who hid in a supermarket refrigerator during January's Islamist attacks in Paris have sued French media for broadcasting their location live during the siege (hurriyettodaynews.com) 6262 points submitted 5 hours ago by DrSalted to /r/worldnews

1001

TGIF (imgur.com) 3758 points submitted 3 hours ago by OutForARipAreYaBud to /r/funny

270

Drinking water through a straw is the opposite of snorkeling. (self) 2250 points submitted 6 hours ago by DavidMcI to /r/Showerthoughts

124

I'm a DJ at a station that avoids all the top 40 from the past 40 years. Here's my current top 10 undiscovered tracks from around the world, featuring 5 continents! Discussion (self) 2754 points submitted 8 hours ago by JohnMLTX to /r/Music

569

Squirrel drunk on fermented apples (imgur.com) 4758 points submitted 10 hours ago by stealing1 to /r/aww

549

A 108 year old penny I found in a roll (imgur.com) 4420 points submitted 10 hours ago by

409

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Alps co-pilot 'accelerated descent'

Data from the second Germanwings 'black box' flight recorder confirms co-pilot accelerated descent and suggests he accelerated the plane's into the Alps

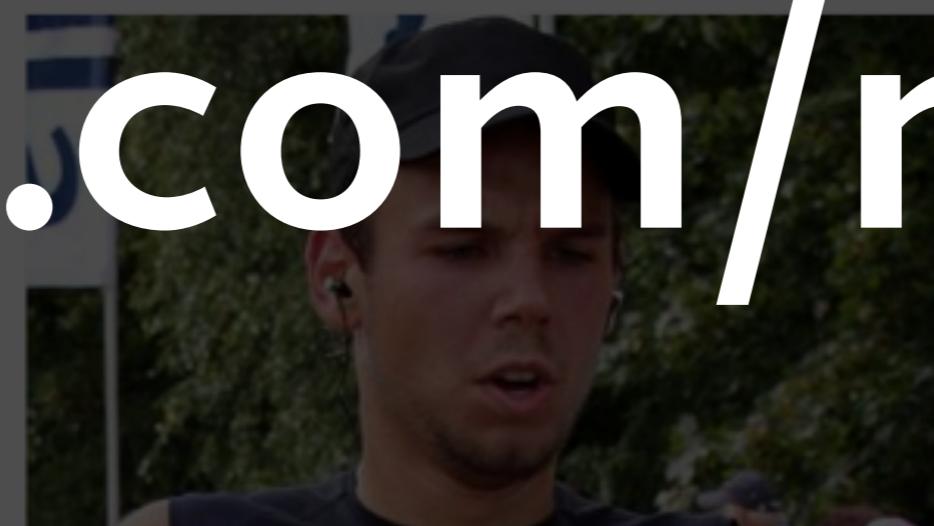
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Alps plane crash: What happened?

Final minutes of flight 4U 9525

Who were the victims?

The unanswered questions



Iran hardliners attack nuclear deal

Hardliners in Iran criticise the preliminary agreement with world



Sailor rescued after 66 days at sea

A sailor who went missing in January has been rescued off the

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SENIOR PROJECT MANAGER - BBC

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Alps co-pilot 'accelerated descent'

Data from the second Germanwings "black box" flight recorder confirms the co-pilot acted deliberately - and suggests he accelerated the plane's descent into the Alps.

4 hours ago | Europe

Alps plane crash: What happened?

Final minutes of flight 4U 9525

Who were the victims?

The unanswered questions

Iran hardliners attack nuclear deal

Hardliners in Iran criticise the preliminary agreement with world powers on their country's nuclear programme, while many other Iranians celebrate.

1 hour ago | Middle East

Sailor rescued after 66 days at sea

A sailor who went missing in January has been rescued off the coast of North Carolina after apparently surviving on raw fish.

3 April 2015 | US & Canada

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Iran president vows to abide by deal



President Hassan Rouhani vows Iran will abide by the terms of the preliminary nuclear deal with world powers, so long as they do too.

3 April 2015 | Middle East

Rouhani: 'We will honour pledges'

Analysis: A deal that buys time

Iranians react on streets and online

Obama: 'Historic understanding'

Alps co-pilot 'accelerated descent'

“We were lucky to have people who
were comfortable taking risks”

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A racial slur and an apology

Bill Gates' Microsoft anniversary

Obama: U.S. to stand by Israel if attacked

By Eric Bradner, CNN

Israeli fears about an Iran nuclear deal. President Obama says he is committed to

The screenshot shows a CNN news article titled "Data show co-pilot sped up at the end". The article is by Laura Smith-Spark and Margot Haddad, CNN. It discusses flight data recorder findings from Germanwings Flight 9525, indicating the co-pilot used controls to speed up the plane's descent. A "FULL STORY" link is provided. Below the article, there are social sharing icons for email, Facebook, Twitter, and more. Two related stories are listed: "Opinion: What's the airline's legal liability?" and "Co-pilot's chilling preparations". A "Top Stories" section follows, featuring five headlines: "Kenya attack: 147 dead, most shot in back of head" (1 hr ago), "Iranian President praises deal" (31 min ago), "Obama ties his legacy to Iran" (46 min ago), "Good news: More workers quitting", and "Ex-pilot sues JetBlue for his in-flight meltdown" (with a play button icon). At the bottom, there is an advertisement for the TV show "AMERICAN ODYSSEY" with a series premiere date of Sunday 10/9c.

CNN Breaking News, U.S., World

New York City, NY 62°

Data show co-pilot sped up at the end

By Laura Smith-Spark and Margot Haddad, CNN

The flight data recorder recovered from downed Germanwings Flight 9525 shows that the co-pilot purposely used the controls to speed up the plane's descent, investigators said. [FULL STORY](#)

Opinion: What's the airline's legal liability?

Co-pilot's chilling preparations

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- Obama ties his legacy to Iran 46 min
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- Ex-pilot sues JetBlue for his in-flight meltdown

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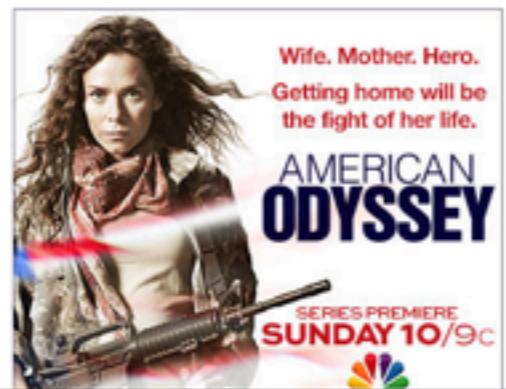
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Accelerated descent



Data show co-pilot sped up at the end

By Laura Smith-Spark and Margot Haddad, CNN

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- Paris market hostages sue 51 min
- Menendez indictment: 3 girlfriends, 7 lavish trips 4 hr
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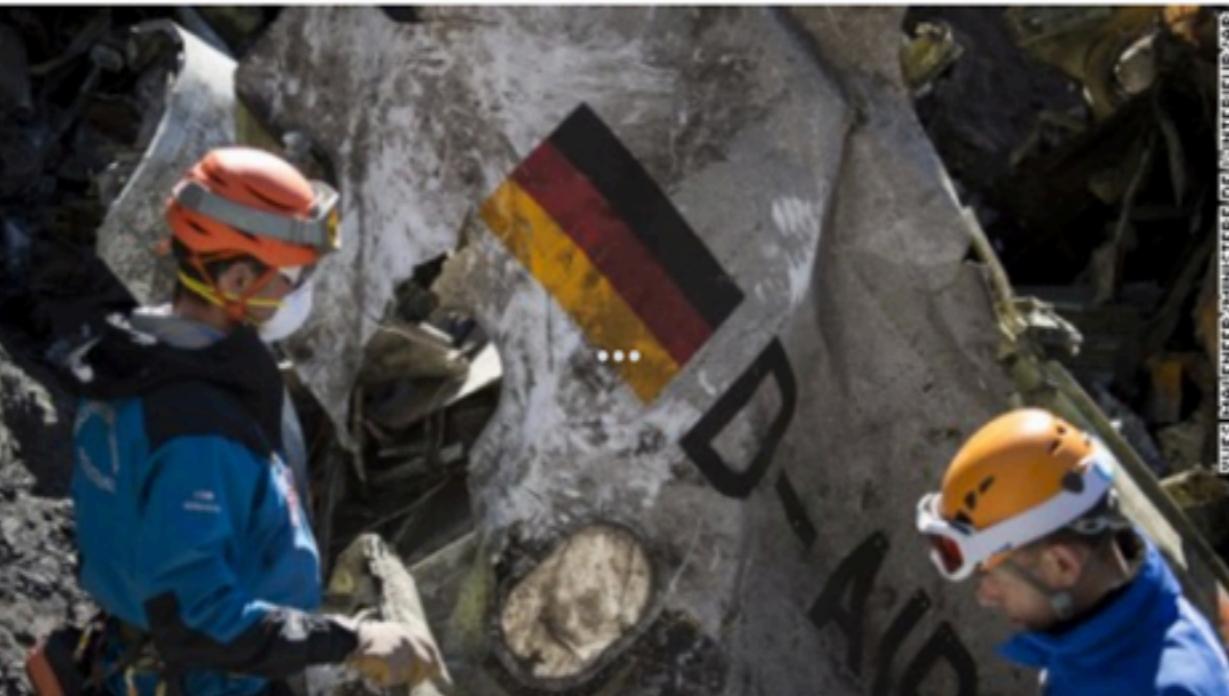
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Accelerated descent



YVES HALLEFELD/MINISTERE DE L'INTERIEUR/AP

Data show co-pilot sped up at the end

By Laura Smith-Spark and Margot Haddad, CNN

The flight data recorder recovered from downed Germanwings Flight 9525 shows that the co-pilot purposely used the controls to speed up the plane's descent, investigators said. [FULL STORY](#)

Top Stories

- Kenya attack: 147 dead, most shot in back of head 1 hr
- Iranian President praises deal 34 min
- Obama ties his legacy to Iran 49 min
- Good news: More workers quitting
- Ex-pilot sues JetBlue for his in-flight meltdown ↗
- Tsarnaev defense: Brief, 'weak'
- Paris market hostages sue 53 min
- Menendez indictment: 3 girlfriends, 7 lavish trips 4 hr
- FBI: Terrorist Marwan killed 1 min

Opinion: What's the airline's legal liability?

Co-pilot's chilling preparations ↗

Watch Live TV **CNN go**

Breaking News and Opinion X

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THE STORY CONTINUES
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SERIES RETURNS TOMORROW 9P starz

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April 3, 2015

Edition: U.S. ▾

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WATCH LIVE #WorldBrief with @JoshZepps | 4:43 PM: This Week in Style COMING UP MONDAY: Actress Lorraine | Enter email address Subscribe

PEACE PREZ

THE MAN WHO MAY HAVE STOPPED A WAR... 'Practical Peacemaker'... **'A Way To Be Worthy Of The Nobel Peace Prize'**... Obama Gets His Breakthrough...

Breaking News and Opinion

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WATCH LIVE: #WorldBrief with @JoshZepps | 11 PM: Twisted Sister Frontman Dee Snider

PEACE

THE MAN WHO MAY HAVE Peacemaker'... 'A Way To Be Prize'... Obama Gets

www.huffingtonpost.com

Carrier 1:25 PM huffpost.com

HUFFPOST

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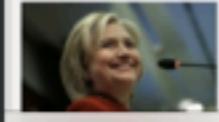


PEACE PREZ



Big Jobs Report Bummer

Netanyahu: Israeli Cabinet United In Opposition To Iran Nuclear Deal



Report: Hillary Clinton Campaign Signs Lease For Brooklyn HQ

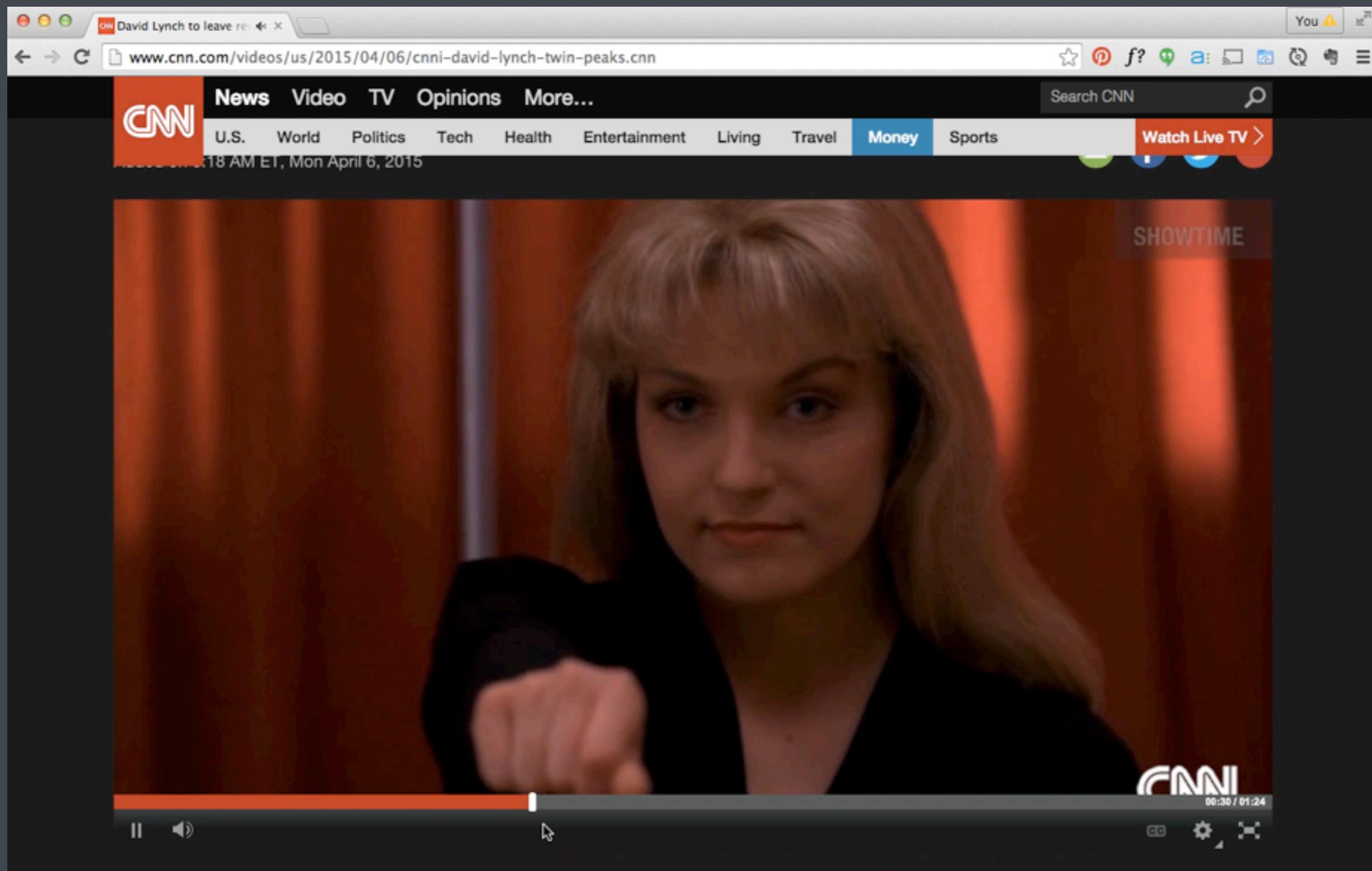
< > ⌂ ⌂ ⌂ ⌂

A blurry, low-light photograph of a cat with blue eyes looking intently at a laptop screen. The laptop's trackpad and part of the keyboard are visible in the foreground.

AUDIO & VIDEO

The screenshot shows a web browser window with the following details:

- Title Bar:** CNN.com - HELP
- Address Bar:** www.cnn.com/help/cc.html
- Toolbar:** Includes standard browser icons for back, forward, search, and refresh.
- Bookmark Bar:** Shows links to Apps, Main, Anthro, class.html, ffffallback, 45-75, fitWeird, and Other Bookmarks.
- Content Area:**
 - Section Header:** HELP/CC
Closed Captioning on CNN
 - Text:** All television programming on CNN in the US is broadcast with closed captions. If you are not receiving closed captions, please be sure your television is set to correctly receive our CC signal. If, after confirming that your television is set correctly, you still are unable to view this programming with closed captions, please contact your TV service provider.
 - Section Header:** How do I enable closed captioning on video?
 - Text:** To use closed captions on this site, simply mouse over the video while it is playing. You will see a button labeled "CC." Click the "CC" button to turn closed captions on, and click the "CC" button again to turn closed captions off.
 - Section Header:** Why aren't there captions in a program I accessed through this [site/application]?
 - Text:** Turner Broadcasting System, Inc. is actively working to expand closed captioning of its online video programming, including full compliance with all relevant FCC implementation timelines. More information about the FCC's online closed captioning requirements and timelines can be found [here](#). Please note that certain software and equipment may not support closed captions at this time. Turner continues to work with its technology and distribution partners to enable this support wherever possible.
 - Section Header:** Closed Captioning on CNN.com
 - Text:** For specific inquiries regarding closed captioning delivered via CNN.com, please contact:
*Kathleen Rodriguez, Corporate Legal Manager
Turner Broadcasting System, Inc.
1050 Techwood Drive, NW
Atlanta, GA 30318-5604
Tel: 404-827-3111
Fax: 404-878-4640
IPClosedCaptioning@turner.com*



abc 'Furious 7' Movie Review

abcnews.go.com/Entertainment/furious-movie-review/story?id=30082825

Apr 3, 2015, 11:23 AM ET
By DAVID BLAUSTEIN

[Like 10](#) [share 4](#) [Tweet 10](#) [g+1 0](#) | [12 Comments](#)

TIRIED AND CONDESCENDING
STEPHEN WHITTY
NEWARK STAR-LEDGER

WOMAN IN GOLD

abc abcNEWS.COM 01:19 / 02:49 CC

Insomniac Theater: 'Furious 7'

Starring Paul Walker and Vin Diesel

Three and a half stars out of five

Rated: PG

Think about it.

AMERICA'S NATURAL GAS

NEXT VIDEO
The Cast Of 'Furious 7' Reveals Their Favorite Series Stunts

AUTO START: ON | OFF

Poisoned in Paradise:
Family Stricken at
Caribbean Resort

High Schooler Accepted
by Every Ivy League
College

Wisconsin's Kaminsky on
Kentucky Player's Racial
Slur: 'Over...

Rolling Stone
Apologizes, Retracts
UVA Rape Article

Family of Missing
Virginia Teen Wants
Answers

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Author Katherine Bouton X

www.npr.org/2013/02/15/172100123/npr-author-katherine-bouton-opens-up-about-going-deaf

Apps Main Anthro class.html ffffallback 45-75 fitWeird Other Bookmarks

npr news arts & life music topics programs listen stations donate shop sign in/register

arts & life > books > author interviews

Author Katherine Bouton Opens Up About Going Deaf

FEBRUARY 15, 2013 12:01 PM ET

Listen to the Story

Talk of the Nation

26 min 13 sec

Playlist Download

After going deaf at the age of 30, writer Katherine Bouton's entire life changed. In her new book, "Shouting Won't Help," Bouton shares how she came to terms with hearing loss, and why more attention needs to be paid to a condition that affects nearly 50 million Americans.

SHARE

support comes from:

javascript:NPR.Player.openPlayer(172100123, 172100107, null, NPR....)

HUMANS

David Eagleman Gets Inside Our Heads

MENTAL HEALTH

Oliver Sacks: Hallucinations

BRAIN CANDY

A View from the Flip Side

THIS WIMPY KID MONTH... CRANK IT UP TO 100

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Candace Bergen On Marriage, Death And Murphy Brown's Demons

Is Cash-Free Really The Way To Be? X

www.npr.org/blogs/alltechconsidered/2015/04/06/396781707/is-cash-free-really-the-way-to-be-ma... P f? a: e q m ≡

Apps Main Anthro class.html ffffallback 45-75 fitWeird Other Bookmarks

npr news arts & life music topics programs listen whyy donate shop sign in/register

 all tech considered TECH, CULTURE AND CONNECTION

behavior privacy & security social web innovation

behavior

Is Cash-Free Really The Way To Be? Maybe Not For Millennials

APRIL 06, 2015 4:20 AM ET

NPR STAFF

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Morning Edition 7 min 2 sec

Playlist
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Transcript




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MADE WITH CARE. SIP WITH CARE.™
Bourbon 47%abv, Maker's Mark Distillery, Loretto, KY.

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TIME AND CIRCUMSTANCE

dictate when we consume the news, not the devices we happen to have handy at that moment.

Therefore we must make sure our content works on all devices.



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MAKE IT WORK: News

- The majority of news readers consume news throughout the day
- 54% of internet users in emerging and developing nations get political news online
- 10% of Americans own a smartphone but do not have broadband at home
- Mobile site strategy should not be isolated from your site strategy
- Use mobile-first thinking to identify core content and future proof your site
- Always look to enhance the experience (including content, video, and ads) for all audiences

...BUT IT DOESN'T REALLY WORK IN Healthcare



Healthcare is
NOT a luxury

[Get Coverage](#)[Change or Update Your Plan](#)[Get Answers](#) ▾

Search

SEARCH

Fees & exemptions

The fee you pay if you don't have health coverage

[Fees & exemptions overview](#)[The fee you pay if you don't have health coverage](#)[Plan types that count as coverage](#)[Exemptions from the fee for not having health coverage](#)[Hardship exemptions from the fee for not having health coverage](#)[How to apply for an exemption](#)[After you apply for an exemption](#)

If you can afford health insurance but choose not to buy it, you must have a health coverage exemption or pay a fee. (The fee is sometimes called the "penalty," "fine," "individual responsibility payment," or "individual mandate.")

Find exemptions that may work for you

Select the button below. We'll ask you a few questions and show you all health coverage exemptions that may apply to you.

[FIND EXEMPTIONS](#)

The fee for not having coverage in 2015

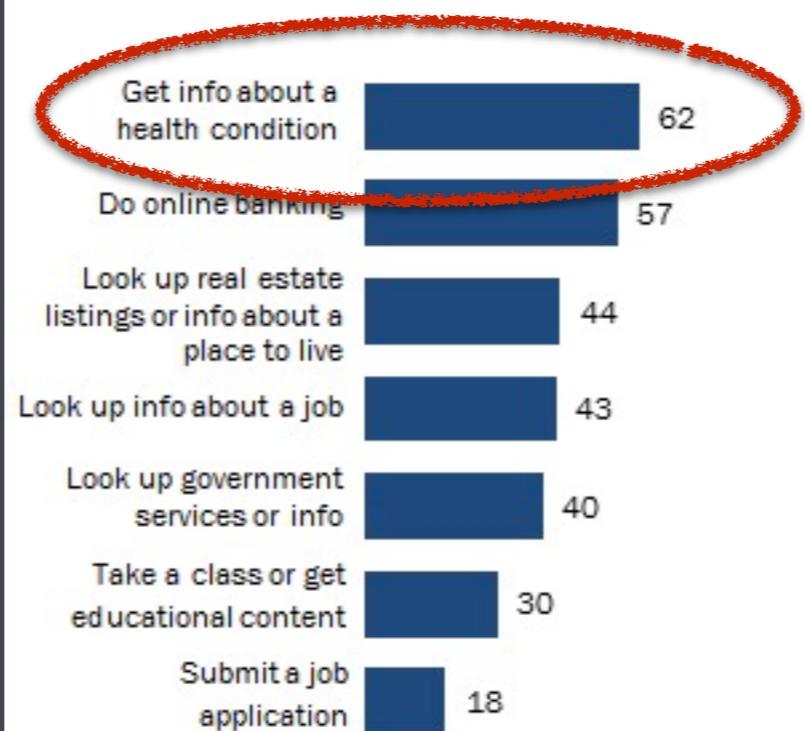
If you don't have coverage in 2015, you'll pay the **higher** of these two amounts:

- **2% of your yearly household income.** (Only the amount of income above the tax filing threshold, about \$10,150 for an individual, is used to calculate the penalty.) The maximum penalty is the national average premium for a bronze plan.
- **\$325 per person for the year (\$162.50 per child under 18).** The maximum penalty per family using this method is \$975.

The fee for not having coverage in 2014

More than Half of Smartphone Owners Have Used Their Phone to get Health Information, do Online Banking

% of smartphone owners who have used their phone to do the following in the last year



Pew Research Center American Trends Panel survey, October 3-27 2014.

PEW RESEARCH CENTER

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OPIINION 3/3/2015 @ 12:48PM | 13,588 views

 Grace-Marie Turner
Contributor FOLLOW Full Bio → Opinions expressed by Forbes Contributors are their own.

+ Comment Now + Follow Comments

Oregon's Failed ObamaCare Exchange Is A Warning For Other States

Governors in 37 states are weighing their options should the Supreme Court conclude the IRS acted illegally in allowing their citizens to receive tax subsidies for health insurance through the federal government's healthcare.gov website.

The Supreme Court will decide, likely by late June, in *King v Burwell* whether the subsidies are allowed through exchanges established by the federal government after states either declined or failed to create their own state ports.

Some states are considering billions of dollars in tax credits for their citizens, even though they have not yet chosen to establish their own exchanges.



nhpr New Hampshire Public Radio Home News Series Blogs Programs Connect About NHPR S

The Exchange Friday N.H. News Roundup - April 3rd, 2015

Word Of Mouth Eugene Mirman Majored In Comedy

12:21 PM FRI MARCH 20, 2015

Vermont Shumlin: State Will Abandon Exchange If Problems Persist Through May

By PETER HIRSCHFELD Originally published on Mon March 23, 2015 12:37 pm Share Tweet G+ E-mail 66 Comments Print

THE WALL STREET JOURNAL / U.S.

HEALTH POLICY ARTICLE FREE PASS Enjoy your free sample of exclusive subscriber content.

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Health-Care Web Site Users Have Few Problems

The Next Few Weeks Will Test Whether HealthCare.gov Can Continue to Operate Reliably



But Healthcare.gov isn't
the only site
with problems



AA

Search

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Get Insurance | Manage My Plan | Health & Wellness | Why Choose Blue?

Log In/Register

REALITY IS
LIFE CHANGES
NOW WHAT?

bcbst.com

LEARN MORE

Shop for Plans

Individual & Family Plans



GO

Things to Know About Health Insurance

**ABOUT
HEALTH
INSURANCE &**

What You Need to
Know

Find out how to file your taxes to

A New Way to Connect
With Us

Stop by one of our new centers for in-person help.

What you'd expect

[AA](#) [Print](#) [Email](#) Search[EMPLOYERS](#) | [PROVIDERS](#) | [BROKERS](#) | [CONTACT US](#) | [EN ESPAÑOL](#)[Get Insurance](#) | [Manage My Plan](#) | [Health & Wellness](#) | [Why Choose Blue?](#)[Log In/Register to BlueAccess](#)**You+Blue™**

Are you ready for Medicare?
Start exploring your options today!

[LEARN MORE](#)

Shop for Plans

[Things to Know About Health Insurance](#) [Find a Doctor](#)

ABOUT[What You Need to](#)[A New Way to Connect With](#)

What you might get

[AA](#) [A](#) [Email](#) Search[EMPLOYERS](#) | [PROVIDERS](#) | [BROKERS](#) | [CONTACT US](#) | [EN ESPAÑOL](#)[Get Insurance](#) | [Manage My Plan](#) | [Health & Wellness](#) | [Why Choose Blue?](#)[Log In/Register to BlueAccess](#)

**FACING A TAX PENALTY?
IT'S NOT TOO LATE TO ENROLL.**

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Shop for Plans

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ABOUT

What You Need to

A New Way to Connect With

So what's the **PROBLEM?**

Assuming
JAVASCRIPT
is always available

How many people are
missing out on
JavaScript-based
enhancement?

1.1%

according to the UK's GDS

0.2% + 0.9%

JavaScript disabled or
unavailable

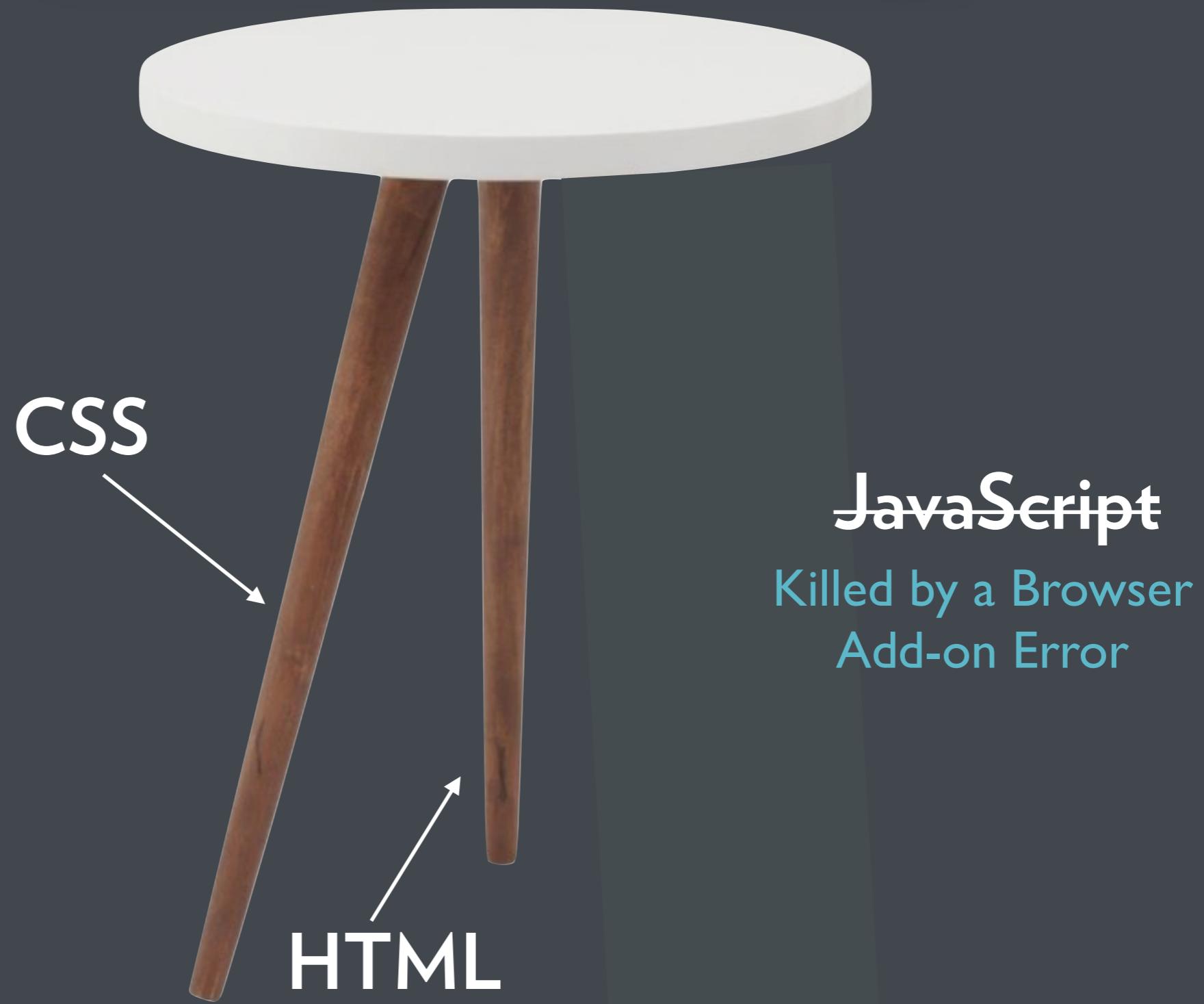
JavaScript enabled
but never received

That's 1 in 93 people

YOUR AWESOME INTERFACE



YOUR AWESOME INTERFACE

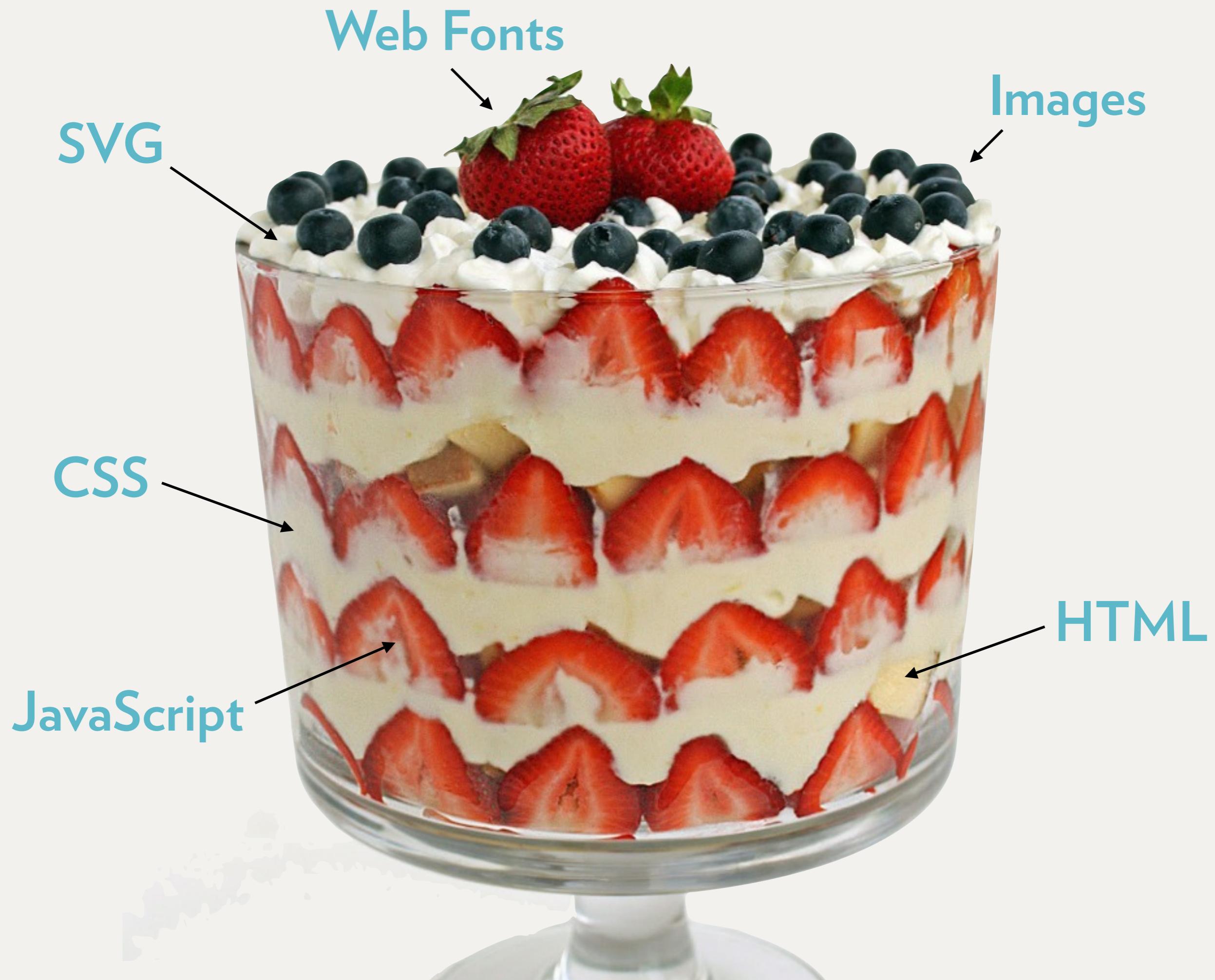


YOUR AWESOME INTERFACE



We need to think in
terms of **LAYERS OF
EXPERIENCE**







Health

Dental

Vision

Short-term

More

Resources

For a better experience on eHealth.com, please enable JavaScript in your browser. [How to enable](#)

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and approval



Best prices
anywhere



Free assistance
by phone, email and chat

Find Plans Now



Medicare



Vision



Dental



Health



Short Term

The image shows the homepage of eHealth.com. At the top, there is a navigation bar with links for "Individual & Family", "Medicare", "Small Business", "Chat 24/7", and a search icon. Below the navigation bar, the eHealth logo is displayed, along with links for "Health", "Dental", "Vision", "Short-term", "More", and "Resources". There is also a "Hello, Sign in" link, a "Your Account" dropdown, and a shopping cart icon showing "0 Cart". A message at the top of the page encourages users to enable JavaScript for a better experience, with a link to "How to enable". The main visual features a woman with long brown hair smiling outdoors. Overlaid on the image is a dark rectangular box containing the text "Get Affordable Health Insurance" and "Compare prices from the web's best health insurance carriers." Below this text are three icons: a shopping cart for "Fast online shopping and approval", a price tag for "Best prices anywhere", and a phone for "Free assistance by phone, email and chat". A large orange button with the text "Find Plans Now" is centered in the box. At the bottom of the page, there is a row of six icons representing different insurance categories: Medicare Insurance (with a Capitol building icon), Vision Insurance (with glasses icon), Dental Insurance (with a dental tool icon), Health Insurance (with a caduceus icon), Short Term Insurance (with a stopwatch icon), and Small Business Insurance (with a handshake icon). Navigation arrows are positioned on either side of the Medicare and Small Business icons.

Individual & Family Medicare Small Business Chat 24/7

eHealth Health Dental Vision Short-term More Resources Hello, Sign in
Your Account ▾ 0 Cart

For a better experience on eHealth.com, please enable JavaScript in your browser. [How to enable](#)

Get Affordable Health Insurance

Compare prices from the web's best health insurance carriers.

Fast online shopping and approval Best prices anywhere Free assistance by phone, email and chat

[Find Plans Now](#)

Medicare Insurance Vision Insurance Dental Insurance Health Insurance Short Term Insurance Small Business Insurance

LOGIN IS AN EASY FIX

1. Include the Login Form in your markup and give it a unique id:

```
<form id="login">
```

2. Hide it by default:

```
form#login { display: none; }
```

3. Make the activation link target it:

```
<a href="#login">Login...</a>
```

4. Show the form when someone clicks the link:

```
form#login:target { display: block; }
```

5. Use CSS to transition the opacity to make it look friggin' sweet!

OR EVEN EASIER...

1. Make the link point to a login page

[Health A-Z](#)[Live Well](#)[Care and support](#)[Health news](#)[Services near you](#)[Help us improve - visit our new homepage and give us your feedback](#) [Customise this page](#)

nhs.uk

Air pollution

High levels of air pollution are expected across England on Friday, increasing health risks for those with breathing or heart problems and the elderly

- [Learn about the health effects of air pollution](#)



▼ Health A-Z

[Edit](#)

Conditions and treatments



- Stomach ache
- Chest infection
- Depression
- Back pain
- Diabetes

[Health](#)

▼ Services near you

[Urgent](#)[Hospitals](#)[GPs](#)[Dentists](#)

Enter a location below to find urgent care services

[Find urgent care](#)

▼ Care and support

[Edit](#)

Find and compare care homes and care at home services

Find out about social care

Get information and advice on social care and find services in your area



[Health A-Z](#)[Live Well](#)[Care and support](#)[Health news](#)[Services near you](#)[Help us improve - visit our new homepage and give us your feedback](#) [Customise this page](#)

Choice in mental health

Mental health treatments can be more effective if patients choose, understand and control their care

- [Learn about your legal rights to choice](#)



▼ Health A-Z

[Edit](#)

Conditions and treatments

[+](#)

- Stomach ache
- Chest infection
- Depression
- Back pain
- Diabetes



▼ Services near you

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▼ Care and support

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Find and compare care homes and care at home services

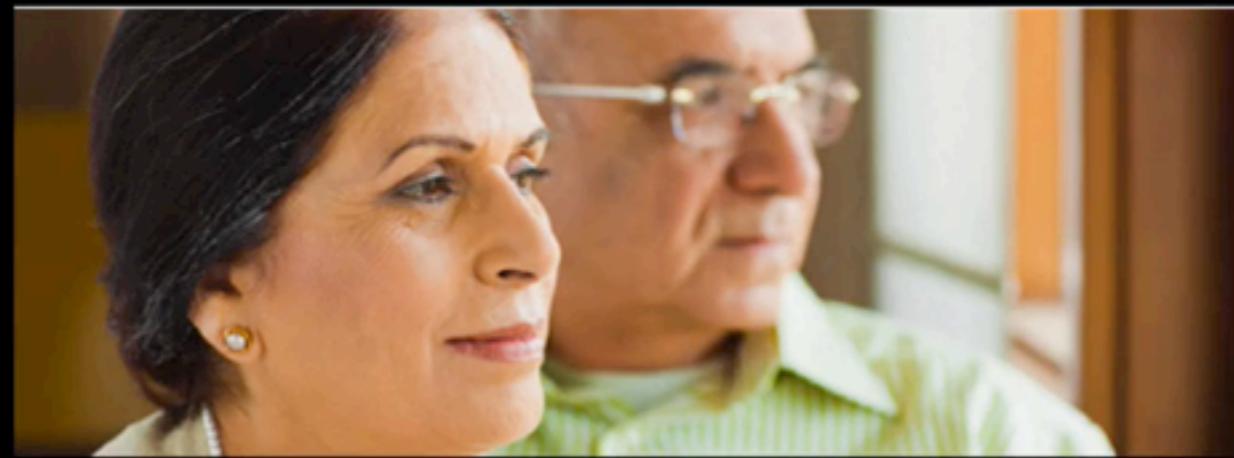
[Find out about social care](#)

Get information and advice on social care and find services in your area



 [Health A-Z](#)[Live Well](#)[Care and support](#)[Health news](#)[Services near you](#)

Help us improve - visit our new homepage and give us your feedback



Bowel cancer screening

Bowel cancer is the fourth most common type of cancer in the UK. Find out more about the NHS screening programme for bowel cancer

- [Learn more about bowel cancer screening](#)

Health A-Z

Conditions and treatments

- Stomach ache
- Chest infection
- Depression
- Back pain
- Diabetes
- Measles
- Chickenpox



Services near you

[Urgent](#) [Hospitals](#) [GPs](#) [Dentists](#)

Enter a location below to find urgent care services

[Find urgent care](#)

Care and support

Find and compare care homes and care at home services

Find out about social care

Get information and advice on social care and find services in your area



Yeah, but what
about my
healthcare dashboard?

HRweb – Benefits

[Search Benefits](#)

Hello Aaron Gustafson [Logout](#)

Waiting for benefits.microsoft.ehr.com...

WHAT'S HAPPENING HERE?

1. Load HTML shell (header, footer, etc.)
2. Download and display a nice animated loading icon
3. Use JavaScript to request the remaining dashboard content and load it in

WHAT'S THE FALBACK?

1. Load HTML shell (header, footer, etc.)
2. Download and display a nice animated loading icon
3. Use JavaScript to request the remaining dashboard content and load it in

HRweb – Benefits

Home My Benefits Dashboard Guide to Benefits ▾ Health & Fitness ▾ Savings & Insurance ▾ Work & Life ▾

Search Benefits



ASK HR

Hello : [REDACTED] Logout

My Benefits Dashboard

These are all the benefits that you are currently enrolled in or are available to you.

Medical

Health Savings Plan (Premera)

EMPLOYEE + SPOUSE/DOMESTIC PARTNER COVERAGE LEVEL
601583960-01 PREMERA MEMBER NUMBER



DEDUCTIBLE PAID TO DATE (OUT OF \$3,000.00)



COINSURANCE PAID TO DATE (OUT OF \$2,000.00)

Stay Fit

Reimbursement



MAXIMUM BENEFIT

[How the Program Works](#) | [Eligible Expenses](#)

[Pay Me Back](#)

[See My Balance](#)

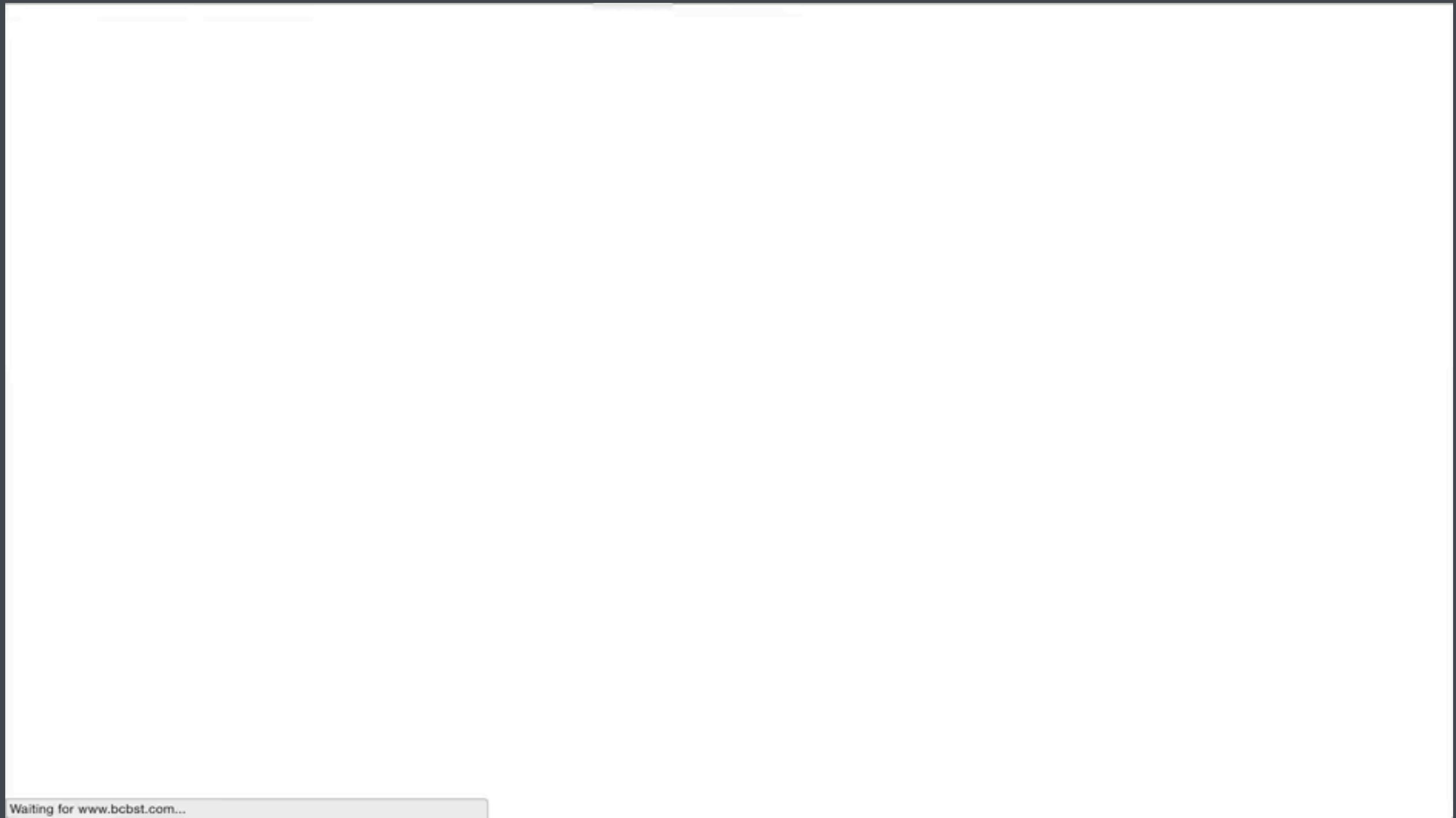
HSA

AN ALTERNATIVE APPROACH

1. Assemble the content you need to display the page
2. Send the page.
3. There is no step 3.

AN ALTERNATIVE APPROACH

1. Assemble the content you need to display the page
2. Send the page.
3. ~~There is no step 3.~~
If you have a widget that needs to be dynamic, take it over with JS after load and make it update dynamically.



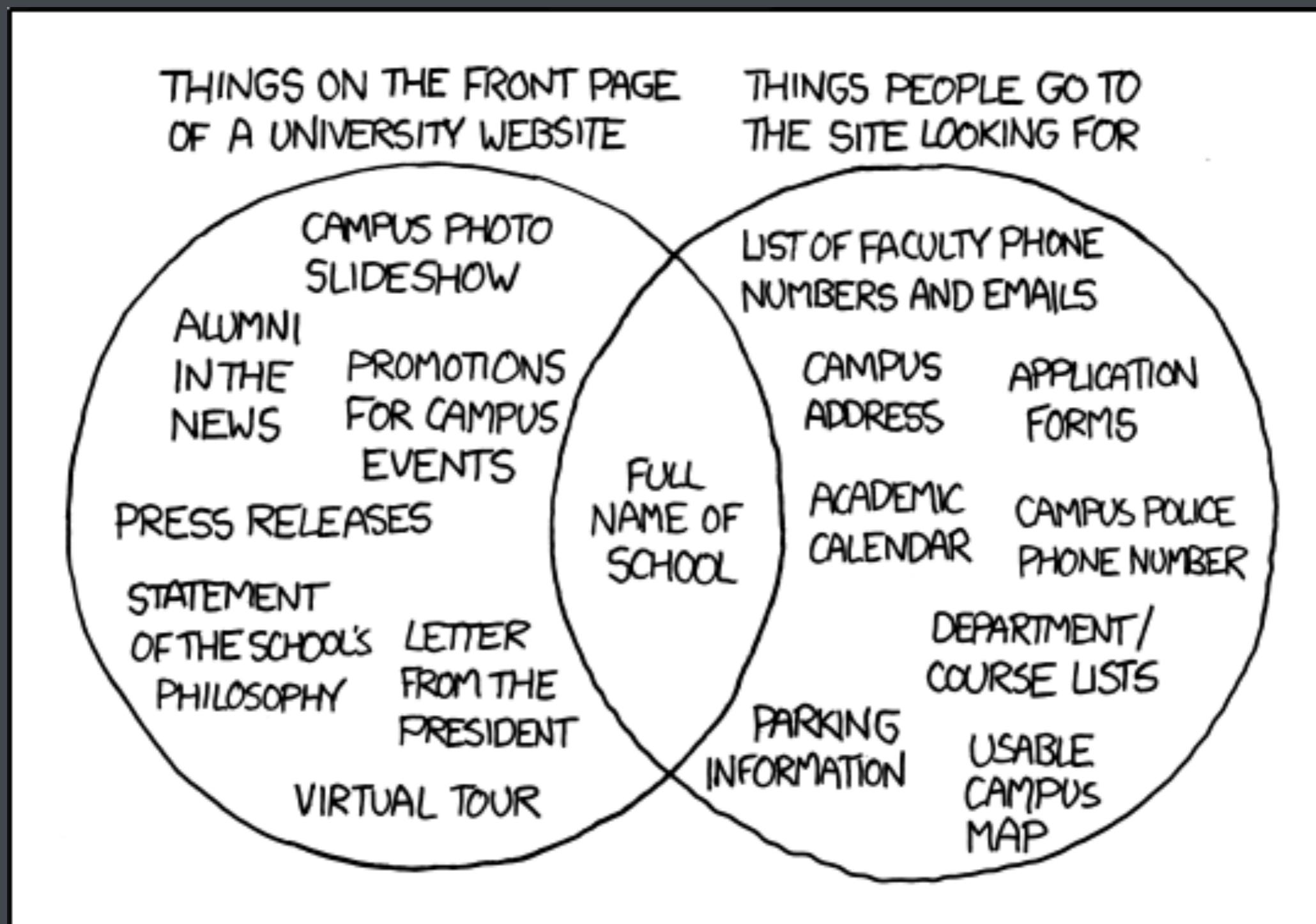
Waiting for www.bcbst.com...

MAKE IT WORK: Healthcare

- JavaScript is never a sure thing.
- There are easy ways to achieve JavaScript-like functionality using CSS and HTML.
- Just because we can use Ajax to load content doesn't mean we should.

...BUT IT DOESN'T REALLY WORK IN Higher Education







ROOM FOR
ONE MORE?

The screenshot shows the homepage of the University of Texas at Austin (UT) website. The header features the university's name and a navigation bar with links to COLLEGES & SCHOOLS, DIRECTORY, OFFICES, MAPS, CALENDARS, LIBRARIES, MOBILE, and UT DIRECT. A "Make a Gift" button is also present. The main content area includes a large image of a coffee cup with steam, a news section with three articles, an events calendar, and several informational columns.

THE UNIVERSITY OF TEXAS AT AUSTIN

COLLEGES & SCHOOLS | DIRECTORY | OFFICES | MAPS | CALENDARS | LIBRARIES | MOBILE | UT DIRECT

ABOUT UT
ACADEMICS
ATHLETICS

CAMPUS LIFE
COMMUNITY ENGAGEMENT
RESEARCH

STUDENTS
FACULTY
STAFF
ALUMNI & FRIENDS

WHAT STARTS HERE CHANGES THE WORLD

NEWS Explore all news

Shakespeare brand identified in his first poems
English professor discovers design that signifies prestige early in Shakespeare's career.

President Obama honors geosciences mentoring program
UT Austin's GeoFORCE Texas introduces high schoolers from underserved areas to the geosciences.

Fenves named finalist for president of UT Austin
Fenves has served as UT Austin's provost and executive vice president since 2013.

Expand News

EVENTS Explore the UT Events Calendar

Apr. 6: The Music Path: Infant Brains, Neural Circuits
Apr. 7: DS Peaks Presents: Mark Cuban
Apr. 8: An Evening with Author Ellen van Neerven

Expand Events

Academic Calendars: April 6, Monday Last day an undergraduate student may, with the dean's approval, withdraw from the University or drop a class except for urgent and substantiated, nonacademic reasons.

Love Coffee? Make Sure Your Brew is Sustainable

Before you brew that next pot of coffee, read why one UT professor says you should make sure it's shade-grown.

KNOW
Your connection to a world of ideas

APPLY HERE

- Undergraduate Admissions
- First-Time Freshmen
- Transfer Students
- International Admissions
- Graduate Admissions
- Future Students
- Financial Aid
- Tuition

VISIT HERE

- Arts & Attractions
- Campus Tours
- Maps
- Visitor Parking
- UT Events Calendar
- Austin
- History & Traditions
- Athletics

LEARN HERE

- Blackboard | Canvas
- Registration
- Course Schedules
- Areas of Study
- Continuing Education
- Study Abroad
- Academic Support
- Syllabi and CVs

LIVE HERE

- Housing on Campus
- Places to Eat
- Safety & Security
- Student Activities
- RecSports
- University Health Services
- Counseling & Mental Health
- Shuttle Buses

CONNECT HERE

- Jobs
- Human Resource Services
- Corporate Connections
- HireUTexas
- Volunteer & Service Learning
- Texas Exes
- Giving to UT
- Official University Events

iOS Simulator – iPhone 5s – iPhone 5s / iOS 8...

Carrier 1:22 PM utexas.edu

THE UNIVERSITY OF TEXAS AT AUSTIN

APPLY TO ACADEMICS ATX.EDU CAMPUS LIFE COMMUNITY ENGAGEMENT RESEARCH LIBRARIES FACULTY STAFF ALUMNI & FRIENDS

WHAT MAKES THIS WEBSITE THE BEST? Search

NEWS Explore all news

Shakespeare brand identified in his first poems English professor discovers design that signifies prestige early in Shakespeare's career.

President Obama hears genealogies mentoring program UT Austin's GeoFORCE Texas introduces high schoolers from underserved areas to the genealogies.

Ferrius named finalist for president of UT Austin Ferrius has served as UT Austin's provost and executive vice president since 2013.

Expand News

EVENTS Explore the UT Events Calendar

Apt. 6: The Music Path: Infant Brains, Neural Circuits

Dec. 7: DFWArts Research: Mark Cuban

APPLY HERE Undergraduate Admissions Freshman Freshmen Transfer Students International Admissions Graduate Admissions Future Students Financial Aid Tuition

VISIT HERE Arts & Activities Campus Tours Maps Metered Parking UT Events Calendar Auto Mobility & Technology Research

LEARN HERE Student Center Registration Davis Honors Areas of Study Continuing Education Study Abroad Academic Support Syllabi and CVs

LIVE HERE Housing on-Campus Parks & Recreation Safety & Security Student Activities RecSports University Health Service Counseling & Mental Health Shanti Board

CONNECT HERE JDR Higher Education Services Corporate Connections HealthWeek Volunteer & ServiceLearning Next UT Give to UT Official University Events

DIVERSITY The University honors a culture of leadership through diverse people and ideas.

STUDENT SUCCESS All students goal to graduate repayment of its students within four years by 2017.

TRANSFORMING BT Follow our efforts to make UT Austin one of the nation's most efficient public universities.

POWER TALK President William Powers Jr. blogs about life at The University of Texas at Austin.

THON DOLLARS & SENSE This year's setup shop for comprehensive information on giving to the university.

TEXASPORTS.COM The official site of Texas Athletics keeps you up-to-date on all Longhorn sports.

Large or small, every gift matters. Giving to UT Learn More

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www.gonzaga.edu

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CONGRATULATIONS!

Stories, photos, videos and more from the NCAA Tournament →

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University Ministry	Graduate Programs	International Students	Intramurals	Student Employment	Student Handbook
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Featured Events

ALL EVENTS | ACADEMIC CALENDAR

4/4/2015 10:00 AM to 5:00 PM
M Tennis vs Portland

4/4/2015 12:00 PM to 3:00 PM
Baseball vs USD

4/7/2015 6:45 PM to 8:30 PM

Gonzaga News

GONZAGA NEWS SERVICE | GOZAGS.COM

Posted on April 04
Benefactor Family Inspired By Basketball Success Makes \$5 Million Gift to...

Posted on April 02

GU Spotlight

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Gonzaga University, Spokane Washington

www.gonzaga.edu/#

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Gonzaga News

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West Virginia University

www.wvu.edu

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WVU and WVU Extension Day at the Legislature was the perfect opportunity for President E. Gordon Gee to play roving reporter – and highlight the University's ties to the Capital City. Watch the video.

More Links

Calendar of Events

RSS

wvutoday News

RSS

Spotlight

2020 Strategic Plan

Divisional Campuses

APR 03:00 PM - 5:00 PM

Huddins named national Coach of the Year

WVU Magazine

West Virginia University

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- [Final Exam Schedule](#)
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- [Tutoring Resources](#)
- [Undergraduate Academic Affairs](#)
- [University College](#)

ATHLETICS

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- [Mountaineer Maniacs](#)
- [Ticket Policies and FAQ](#)

CAMPUS LIFE

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- [Arts and Entertainment](#)
- [Center for Black Culture and Research](#)
- [Daily Athenaeum](#)
- [Intramurals](#)
- [Office of Multicultural Programs](#)
- [Student Conduct Code](#)
- [Student Government](#)
- [Student Activities](#)
- [Student Recreation Center](#)
- [U92 WWVU-FM](#)
- [Well WVU](#)
- [WVU Today News](#)
- [WVUp All Night](#)

STUDENT SUPPORT AND SERVICES

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- [Assessment and Student Success Programs](#)
- [Campus and Community Life](#)
- [Career Services](#)
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- [Experience WVU](#)
- [First-Year Seminar](#)
- [Family Educational Rights and Privacy Act \(FERPA\)](#)
- [Financial Aid](#)
- [Mountaineer Card](#)
- [OIT Service Desk](#)
- [Sexual Assault Prevention and Education](#)
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- [Technology Support Center](#)

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More Links

www.wvu.edu/currentstudents/

Calendar of Events

5:00 PM

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wvutoday [News](#)

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Spotlight

WVU Magazine

Iowa State University www.iastate.edu

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News More news

Students selected for new, international leadership program

McNeil named new library dean

Cracking the code: Researchers ID genome patterns

Postcard From Campus More videos



Food on the go
Lunchtime options include several food trucks located throughout campus.

Events Events calendar

4 Apr 2015, 4:00 PM - Gymnastics: NCAA Regional Championships @ Hilton Coliseum

6 Apr 2015, 7:00 PM - Eating Wildly: Foraging for Life, Love and the Perfect Meal @ Great Hall, Memorial Union

6 Apr 2015, 8:00 PM - College of Liberal Arts & Sciences Dean's Lecture @ Sun Room, Memorial Union

Be Social

@isusub: Don't forget to come out to Cyclone Cinema tonight and get your punch card! <http://t.co/7ssauKrF9K>

@ISUdining: Did you know UDM now serves continental breakfast on Sat. & Sun.? 8:30-10am. See you in the morning for...

Belmont University | Nashv... X

www.belmont.edu

BELMONT UNIVERSITY

EVENTS @ BU

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BELMONT BRUINS MAINTAIN MARCH MADNESS MOMENTUM WITH WEBSITE, ACADEMIC HONORS

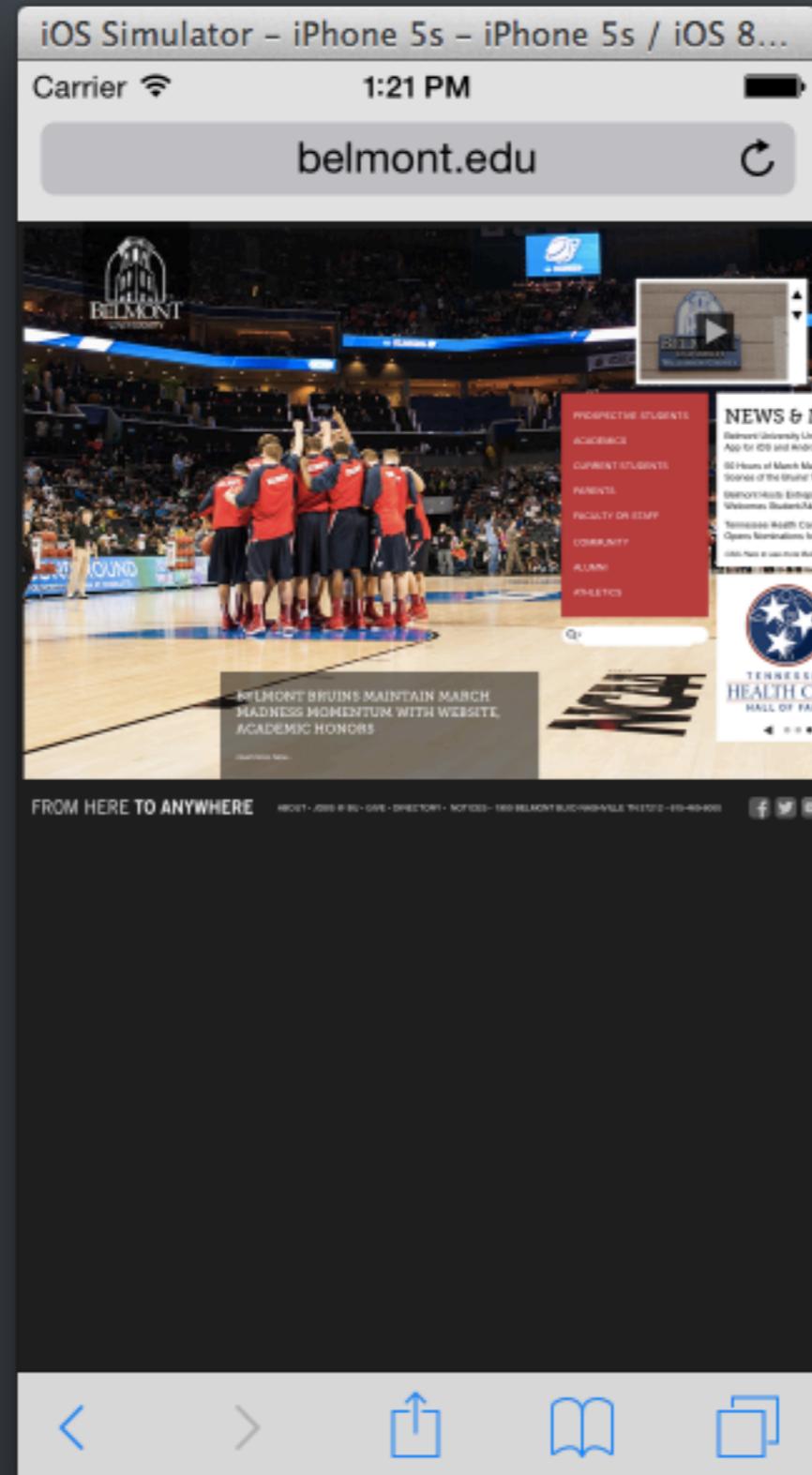
read more here...

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FROM HERE TO ANYWHERE



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Large screen

Small screen

Touch devices

Mouse users

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Screen readers

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April 8, 2015

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SCENARIOS

IF NO JS; SMALL SCREEN HEIGHT; SMALL SCREEN WIDTH

Show all navigation; stack navigation at top of screen

IF JS; SMALL SCREEN HEIGHT; SMALL SCREEN WIDTH

Stack navigation at top of screen; hide sub navigation by default and offer toggle show/hide

IF NO JS; LARGE SCREEN HEIGHT; LARGE SCREEN WIDTH

Show all navigation; use CSS to set sub navigation to fixed on bottom of screen; use CSS animations to expose fixed navigation

IF JS; LARGE SCREEN HEIGHT; LARGE SCREEN WIDTH

Show all navigation; use CSS to set sub navigation to fixed on bottom of screen; offer sub navigation popups for quick access to links

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CELEBRATING 200 YEARS

CALENDAR • NEWS • SEARCH



Nichols College

Learn. Lead. Succeed.[About Nichols](#)[Admissions](#)[Academics](#)[Student Life](#)[Athletics](#)[After Nichols](#)[Get Started](#)

nichols.edu

SCENARIOS

IF NO JS; SMALL SCREEN WIDTH

Hamburger menu acts as jump link to navigation at bottom of the page; main and sub nav are shown

IF JS; SMALL SCREEN WIDTH

Hamburger menu toggles off-screen navigation pattern; two levels of nested navigation - expand/collapse functionality for sub-nav

IF NO JS & JS; LARGE SCREEN WIDTH

Show main navigation; hide sub nav on default under drop down menus nested within main; use CSS to show sub navigation on hover

FOR TOUCH DEVICES; LARGE SCREEN WIDTH

Make top level navigation items link to landing pages with sub-nav accessible

Nichols College

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Nichols College

Learn. Lead. Succeed.

MENU

FEATURED NEWS

Honors Scholars Excel

NICHOLS BY THE NUMBERS

FACTS & FIGURES

98%

of full-time students receive some form of financial assistance

The screenshot shows the Nichols College website as it would appear in a web browser. The header features the college's name "Nichols College" and the tagline "Learn. Lead. Succeed." Below the header is a large, horizontal photograph of five students (three men and two women) sitting around a table, looking at a laptop together. A cursor is visible over the image. To the right of the photo is a green "MENU" button. The main content area includes a "FEATURED NEWS" section titled "Honors Scholars Excel". Below this is a "NICHOLS BY THE NUMBERS" section containing two cards. The first card, on the left, shows "98%" with the text "of full-time students receive some form of financial assistance". The second card, on the right, shows "22" with the text "Average class size". Navigation arrows are positioned on either side of these cards. At the bottom of the page, a note states "These figures have been updated as of 5 January 2015". The browser interface at the top includes standard navigation buttons, a search bar, and a tab for "Nichols College".

Nichols College

Learn. Lead. Succeed.

FEATURED NEWS

Honors Scholars Excel

NICHOLS BY THE NUMBERS

FACTS & FIGURES

98%

of full-time students receive some form of financial assistance

FACTS & FIGURES

22

Average class size

These figures have been updated as of 5 January 2015

Nichols College

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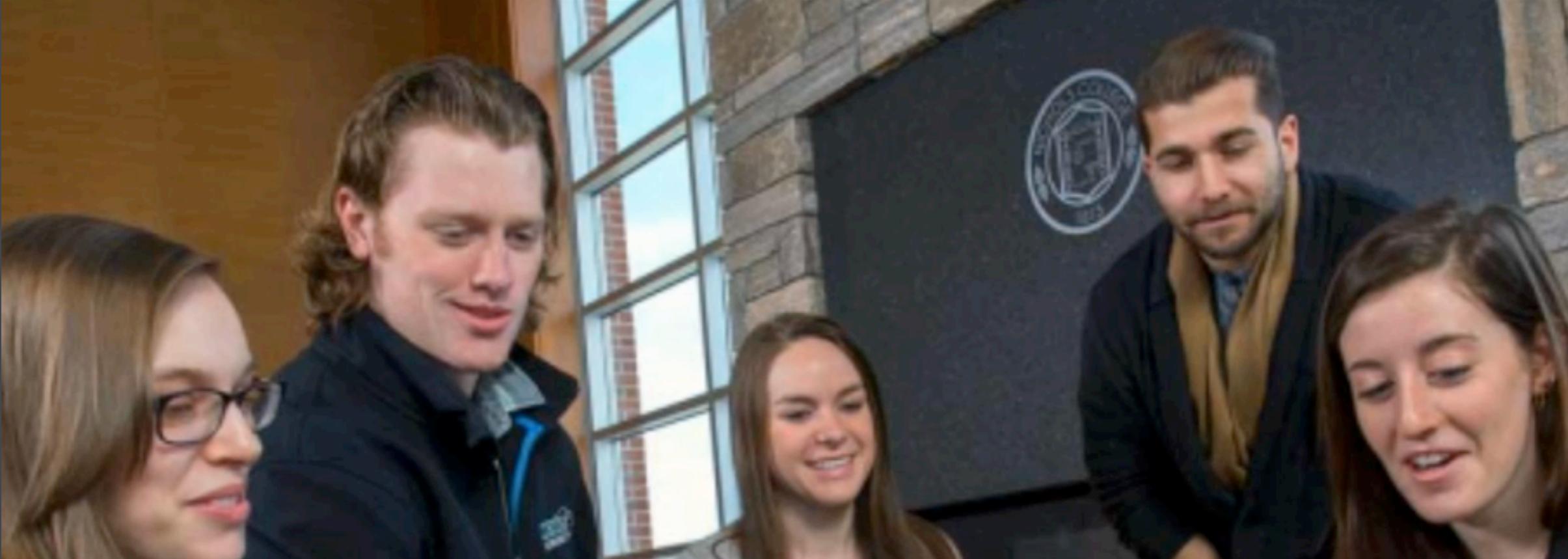
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iOS Simulator - iPad Air - iPad Air / iOS 8.2 (12D508)
Carrier 8:29 PM 100%

nichols.edu

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About Nichols



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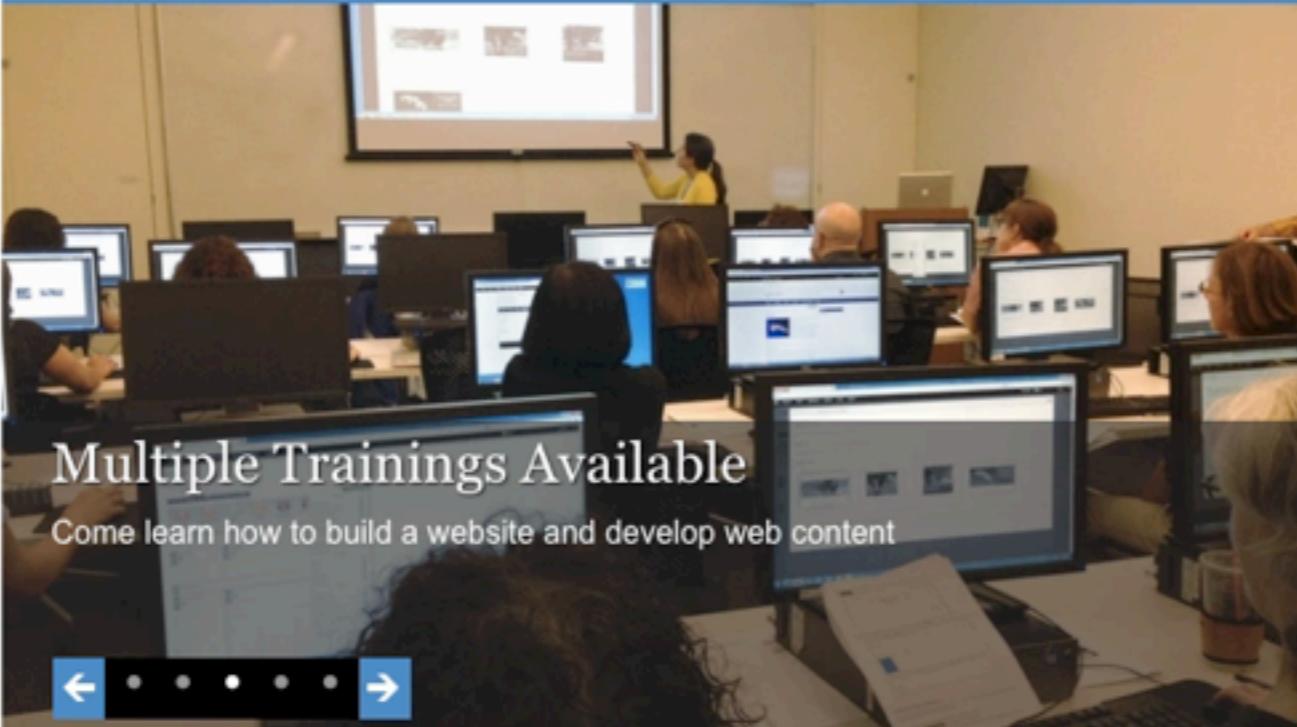
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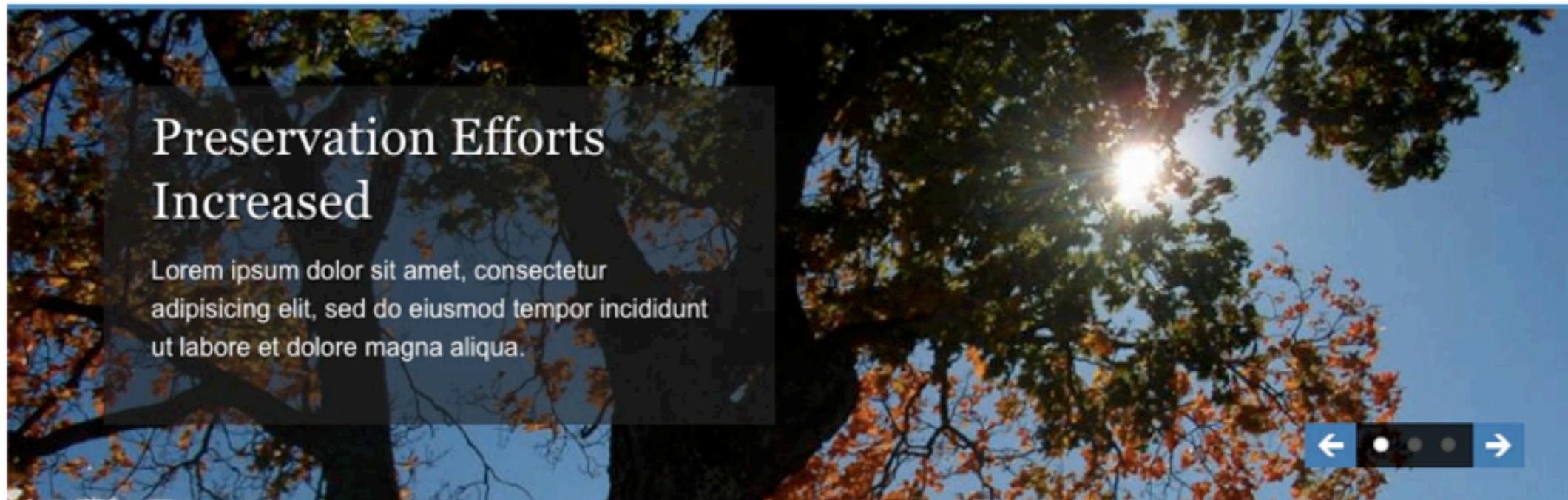
Department of
Chemistry & Chemical Biology

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Chemistry & Chemical
Biology at Harvard
University

UPCOMING EVENTS

← January 2012 →

S	M	T	W	T	F	S
		1	2	3	4	5

RECENT NEWS

54 x 54

Strengthening a Global Harvard

By [Pat Jones, New York Times](#)

March 26, 2012

Lorem ipsum dolor sit amet.

```
<nav id="block-os-primary-menu" role="navigation">  
  
  <ul class="menu">  
  
    <li class="first">  
      <a href="/">Home</a>  
    </li>  
    <li class="menuparent">  
      <a href="academics/" aria-haspopup="true" data-tip="Use up/down arrow  
keys for submenu">Academics</a>  
      <ul aria-hidden="true">  
        <li><a href="academics/undergraduate/" tabindex="-1">Undergraduate  
Programs</a></li>  
        <li><a href="academics/graduate/" tabindex="-1">Graduate  
Programs</a></li>  
        <li><a href="academics/calendar/" tabindex="-1">Academic  
Calendar</a></li>  
      </ul>  
    </li>  
  
    . . .  
  </ul>  
</nav>
```

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The screenshot shows the homepage of the Harvard College website. At the top, there's a navigation bar with links for 'About', 'Admissions', 'Financial Aid', 'Academics', and 'Student & Residential Life'. Below this is a large banner featuring a scenic view of the Harvard campus and surrounding city. A black overlay on the banner contains the text 'Past, present and future' and 'Explore the mission, vision and history of Harvard College.' At the bottom, there's a footer with links for 'Alumni', 'Current Students', 'Faculty', 'Parents', 'Prospective Students', 'School Counselors', and 'Información en Español'. The URL 'https://college.harvard.edu' is visible in the browser address bar.

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Carrier 9:56 PM 100 % college.harvard.edu

 HARVARD COLLEGE

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Explore campus with our online guided tour


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An icy welcome

EVENT

EVENT

EVENT

Can e-Cigarette Regulation Protect the Public's...

Thursday, April 16, 2015 The Leadership Studio, Kresge 10th Floor Harvard...

 Follow the Office of the Registrar on Tumblr

The screenshot shows a web browser window for 'The Harvard Campaign' at 'campaign.harvard.edu'. The page features a dark red header with the university's crest and a large, ornate circular graphic containing the Harvard shield. A main headline reads 'Harvard Campaign Has Early Impact' with a descriptive subtitle below it. A 'PLAY' button is visible in the circular graphic. The bottom section is titled 'WHY GIVE' and includes a 'GENEROSITY' button.

The Harvard Campaign

THE HARVARD CAMPAIGN

Home Aspirations Engage Schools The Story Map GIVE

Harvard Campaign Has Early Impact

As it continues in high gear, students, researchers, programs, and facilities see benefits allied with University goals.

READ MORE ➔

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GENEROSITY

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Carrier WiFi 10:09 PM 100% campaign.harvard.edu

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WHY GIVE

GENEROSITY

Harvard Campaign Has Early Impact >

Major Boost for Computer Science >

\$350 Million Gift to Tackle Public Health Challenges >

Faust and Cohen Mark New \$12.5M Fund for Arts >

Harvard Univ... SOUND CLOUD
The Revival o...
18:35
Cookie policy ▶ 3,129



THE HARVARD CAMPAIGN

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MY FRIENDS, *it amet, consectetur adipiscing elit. Duis iaculis, neque pulvinar tempus semper, nibh tellus dapibus odio, imperdiet iaculis tellus turpis eget dui. Etiam varius viverra nisi, ac tincidunt nibh vulputate a. Proin tempor, sapien vel malesuada accumsan.*

[JOIN ME ON THIS MISSION ➔](#)

— *Drew Gilpin Faust*

PRESIDENT, HARVARD UNIVERSITY

[▶ PLAY](#)



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MY FRIENDS, *it amet, consectetur adipiscing elit. Duis iaculis, neque pulvinar tempus semper, nibh tellus dapibus odio, imperdiet iaculis tellus turpis eget dui. Etiam varius viverra nisi, ac tincidunt nibh vulputate a. Proin tempor, sapien vel malesuada accumsan.*

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— *Drew Gilpin Faust*

PRESIDENT, HARVARD UNIVERSITY



WHY WE GIVE



ALUMNI STORY



JAN 30TH, 2013

TITLE OF STORY 6

Think Big event pushes people to
reach out

SHARE

harvard.campaign.templates.happycogclients.com/home/

285x285

285x285

FROM THE GAZETTE

140x140



@HARVARDALUMNI

One of @Times best inventions of 2012, [@bounceimaging](#), will be at #harvardsxsw [@innovationlabs](http://ow.ly/isq8F)

285x285

FROM THE GAZETTE

HARVARDgazette

TOP STORIES THIS MONTH

Start Touch, then Detect H X

codepen.io/Jenn/pen/ALHEf

CODEOPEN Save Fork Info Share Editor You f? a: Q

HTML

```
1 <div class="wrap">
2   <a href="http://thenerdary.net">
3     <div class="product-image">
4       <img src=
5         http://fillmurray.com/300/300"
6         alt="" />
7     </div>
8     <div class="product-hover">
9       <h2>Bundle of cats</h2>
10      <p>So much meow! Be sure to buy
11        one today!</p>
12    </div>
13  </a>
14 </div>
```

CSS (SCSS)

```
1 body {
2   font: 1em/1.2 arial;
3   padding: 2em;
4 }
5
6 h1 {
7   margin-bottom: 1em;
8   text-transform: uppercase;
9 }
10
11 .wrap {
12   min-height: 400px;
13   color: #000;
14 }
```

JS

```
1
2 $(document).bind('mousemove.hoverTest',
3   function() {
4     $('div.wrap').addClass('hover-on');
5   });
6 $(document).on('touchstart',
7   function(e) {
8     $(document).unbind('mousemove.hoverTest');
9   });
10
```

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So much meow! Be sure to buy one today!

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ART UNLEASHED 2015: APRIL 9-14 +

VISITING WRITERS SERIES: ELISE +

A screenshot of the The University of the Arts website. The left sidebar contains links for Academics, Admissions, Continuing Studies, The University, Current Students, Parents, Alumni, Faculty & Staff, Studio Spotlight, Give to UArts, Contact Us, Visit, and Apply. The main content area features several news items and artistic images. One image shows people performing acrobatics in a workshop. Another shows a red circular sign reading 'art unleashed'. A third shows a woman's profile over a cityscape. A fourth shows a circular artwork with dried flowers. A fifth shows a geometric patterned artwork.

iOS Simulator – iPad Air – iPad Air / iOS 8.2 (12D508)
Carrier 10:27 PM 100% 

uarts.edu

< >     

The University of the Arts

Academics

Admissions

Continuing Studies ▾

The University

Current Students ▾

Parents ▾

Alumni ▾

Faculty & Staff ▾

Studio Spotlight

Give to UArts



Contact Us Visit Apply


UARTS PARTNERS WITH PIG IRON THEATRE COMPANY TO CREATE NEW MFA IN DEVISED PERFORMANCE 


GRADUATE ADMIT ONE 


art unleashed 


ART UNLEASHED ALUMNI SPOTLIGHT ARTIST: DAN WALSH '83 


RICHARD C. VON HESS VISITING ARTIST LECTURE: 


VISITING WRITERS SERIES: ELISE JUSKA 

MAKE IT WORK: Higher Education

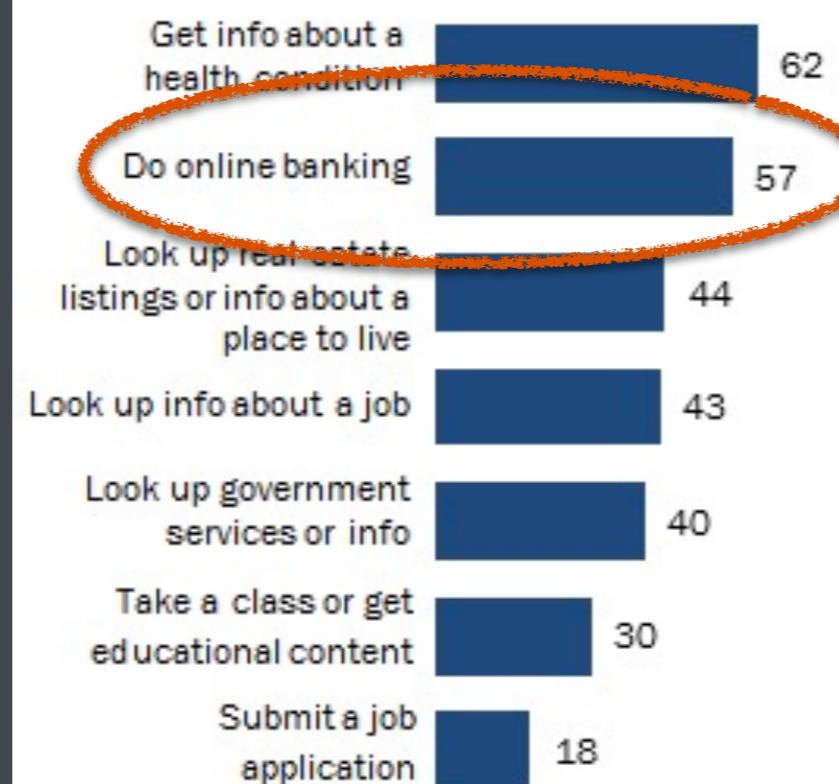
- Beware of navigation overload
- Create personas and test scenarios that solve navigation challenges for different audience types
- Be sure to think about the experience for users without JavaScript and on small and large screens
- Remember that not all visitors will be using a mouse. We must design for keyboard and touch users

...BUT IT DOESN'T REALLY WORK IN Financial Services



More than Half of Smartphone Owners Have Used Their Phone to get Health Information, do Online Banking

% of smartphone owners who have used their phone to do the following in the last year



Pew Research Center American Trends Panel survey, October 3-27 2014.

PEW RESEARCH CENTER

A FEW MORE STATS

Percent of those who managed household finances who banked online at least once in the past 12 months: **81%**

Number of Americans who bank online: **69 Million**

Percent of consumers who paid a bill online through their bank in the past month: **56%**

Checked an account balance or recent transaction with a phone in the last 12 months: **90%**

Transferred money between two accounts with a phone in the last 12 months: **42%**

Number of Americans in households that used an online investing/stock trading service within the last 12 months: **13.62 million**

Online payment transaction volume in China is expected to be over **18 Trillion Yuan (\$2.9 trillion)** by 2017

Remember this guy?

HRweb – Benefits

Search Benefits

Hello Aaron Gustafson [Logout](#)

Fallbacks matter

0.2%

+

0.9%

JavaScript disabled or
unavailable

JavaScript enabled
but never received

Market Activity[VIEW ALL →](#)[Get a Quote](#)

Symbol	Last Price	Change	Day Trend	10:15AM ET 04/04/2012
⬇ DJIA	13074.75	-0.29 -0.95%	13074.75 ↑ 13074.75 ↓	
⬆ NASDAQ	13074.75	+1.79 +1.34%	13074.75 ↑ 13074.75 ↓	
⬇ S&P	13074.75	-0.05 -2.59%	13074.75 ↑ 13074.75 ↓	

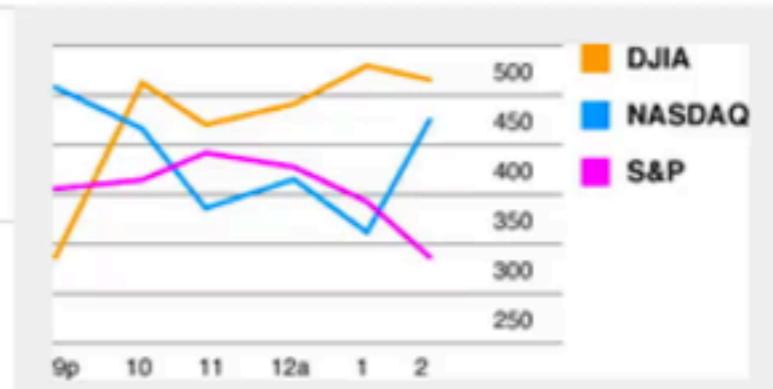
Market Activity[VIEW ALL →](#)[Get a Quote](#)

Symbol	Last Price	Change	Day Trend
▼ DJIA	13074.75	-0.29 -0.95%	13074.75 ↑ 13074.75 ↓
▲ NASDAQ	13074.75	+1.79 +1.34%	13074.75 ↑ 13074.75 ↓
▼ S&P	13074.75	-0.05 -2.59%	13074.75 ↑ 13074.75 ↓

10:15AM ET 04/04/2012



Market Activity [VIEW ALL →](#)[Get a Quote](#)

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⬇ S&P	13074.75	-0.05 -2.59%	13074.75 ↑ 13074.75 ↓	

Would you believe you
CAN DO THAT
without JavaScript?

```
<form id="get-a-quote" action="...">
  <p>
    <label for="stock-symbol">Stock Lookup</label>
    <input id="stock-symbol" type="text" name="SID_VALUE_ID"
           required="required" list="search-options">
    <button type="submit"><b>Get a Quote</b></button>
  </p>
</form>

<!-- ... -->

<datalist id="search-options">
  <option value="A">A: AGILENT TECHNOLOGIES INC</option>
  <option value="ANF">ANF: ABERCROMBIE & FITCH -CL
    A</option>
  <!-- continued -->
</datalist>
```

```
<form id="get-a-quote" action="...">
  <p>
    <label for="stock-symbol">Stock Lookup</label>
    <input id="stock-symbol" type="text" name="SID_VALUE_ID"
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    A</option>
  <!-- continued -->
</datalist>
```

Your Watch List

[VIEW ALL →](#)

Symbol	Last Price	Change	Day Trend	10:15AM ET 04/04/2012
↑ YHOO	62.95	+0.29 +0.95%	64.75 ↑ 59.88 ↓	9,522.98 as of Market Close 04/12/12 9,541 9,518 9,495 9,473 9,450
↓ SPY	131.91	-1.79 -1.34%	133.69 ↑ 131.55 ↓	
↓ SIRI	1.88	-0.05 -2.59%	1.91 ↑ 1.84 ↓	Yahoo to lay off 2,000 employees
↑ AAPL	577.427	+5.157 +0.90%	579.36 ↑ 566.56 ↓	Form DFAN14A YAHOO INC Filed by: Third Point LLC

Surely that **REQUIRES**
JavaScript!?

```
<details>
  <summary>
    <h1>YHOO Snapshot</h1>
    <div class="tabular">
      <dl class="symbol">
        <dt>Symbol</dt>
        <dd><a href="#" title="Yahoo">YHOO</a></dd>
      </dl>
      <dl class="price">
        <dt>Last Price</dt>
        <dd>62.95</dd>
      </dl>
      <!-- more -->
    </div>
  </summary>
  <div class="additional">
    <figure> ... </figure>
    <ul class="headlines"> ... </ul>
  </div>
</details>
```

```
<details>
  <summary>
    <h1>YHOO Snapshot</h1>
    <div class="tabular">
      <dl class="symbol">
        <dt>Symbol</dt>
        <dd><a href="#" title="Yahoo">YHOO</a></dd>
      </dl>
      <dl class="price">
        <dt>Last Price</dt>
        <dd>62.95</dd>
      </dl>
      <!-- more -->
    </div>
  </summary>
  <div class="additional">
    <figure> ... </figure>
    <ul class="headlines"> ... </ul>
  </div>
</details>
```

Your Watch List

[VIEW ALL →](#)

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Your Watch List

[VIEW ALL →](#)

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↑ AAPL	577.427	+5.157 +0.90%	579.36 ↑ 566.56 ↓	Form DFAN14A YAHOO INC Filed by: Third Point LLC

Let me tell you a
story . . .

\$X

iPhone, iPad, Android,
Windows Phone

\$X/3

1,400 more devices

\$X

iPhone, iPad, Android,
Windows Phone

\$X/6
~~\$X/3~~

1,400 more devices

Progressive enhancement
JUST WORKS

MAKE IT WORK: Financial Services

- We can look to the past for ways to ensure usability no matter what
- Look to the future of HTML for new ways of doing things that don't require JavaScript

...BUT IT DOESN'T REALLY WORK IN eCommerce



100 MILLISECONDS

is how long you have for the user to feel like the task was instantaneous

1 SECOND

is how long you have for the user's state of flow to remain uninterrupted (though the delay will still be noticeable)

10 SECONDS

is how long you have before the user loses interest entirely and will want to multitask while the task is completing

To keep an uninterrupted flow,
we want to aim for a first
render time of

1 SECOND

40%

of people abandon a website
that takes more than 3 seconds
to load

WALMART.COM found that for every second of load time improvement, conversions increased by up to **2%**

STAPLES.COM found that for every one second of improvement conversions increased by **10%**

Over the last 2 years, the average web page size has grown from:

828KB (2012)

1687KB (2013)

1931KB (2014)

The top 100 Ecommerce
home pages take

6.5 SECONDS

to render and

11.4 SECONDS

to fully load

IMAGE STRATEGY needs to
be a top priority for enhancing
our websites

llbean.com 0.67MB

forever21.com 0.88MB

ae.com 1.21MB

zappos.com 1.36MB

abercrombie.com 2.37MB

gap.com 2.84MB

modcloth 12.28MB



FREE SHIPPING ON ORDERS OVER \$50 + FREE RETURNS [details](#)

Your account | Sign in

Wish List | Orders and returns |

0 items in your bag

[Checkout](#)

< SEARCH

FIND A STORE | CREDIT CARD | GIFT CARD

BANANA REPUBLIC

MEN

WOMEN

PETITES

JEWELRY & ACCESSORIES

SHOES

FACTORY STORE

SALE

UP TO 40% OFF SELECT STYLES ONLINE & IN STORE. ENDS 4/15/13. EXCL. >

bananarepublic.com

3.505MB

YOUR NEW

boyfriend

Our new fits are even better than
borrowing from his closet.

[SHOP NOW >](#)

< SEARCH

[FIND A STORE](#) | [CREDIT CARD](#) | [GIFT CARD](#)

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[MEN](#)[WOMEN](#)[PETITES](#)[JEWELRY & ACCESSORIES](#)[SHOES](#)[FACTORY STORE](#)[SALE](#)

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boyfriend

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[SHOP NOW >](#)

BR Clothes, Shoes, and Acces X You

www.bananarepublic.com

GAP OLD NAVY BANANA REPUBLIC PIPERLINE ATHLETA

FREE SHIPPING ON ORDERS OVER \$50 + FREE RETURNS [details](#)

Your account | Sign in
Wish List | Orders and returns |

0 items in your bag [Checkout](#)

< SEARCH FIND A STORE | CREDIT CARD | GIFTCARD

BANANA REPUBLIC

MEN WOMEN PETITES JEWELRY & ACCESSORIES SHOES FACTORY STORE [SALE](#)

UP TO 40% OFF SELECT STYLES. ONLINE & IN STORES. ENDS 4/12. [DETAILS >](#)

YOUR NEW
boyfriend

Our new fits are even better than
borrowing from his closet.

[SHOP NOW >](#)

Identify areas to use browser text
and CSS effects for enhancing your
site and avoid extra server calls and
page weight

Use the picture element
to enhance art direction

The image shows a screenshot of the Nasty Gal website homepage. At the top, there's a navigation bar with links for "WHAT'S NEW", "SHOP", "LOOKBOOKS", "BLOG", and a search bar. Below the navigation is a banner with the text "GET YOUR FESTIVAL GEAR ON TIME". The main feature is a large, stylized graphic with the word "Sale!" repeated multiple times in blue and white. Overlaid on this graphic is the text "Up To 70% Off!". Below this, a subtext reads "We're taking it off, so make a move while you can! 350+ styles just added to sale." A "Shop The Sale" button is located at the bottom of this section. At the very bottom of the page, there are three smaller images showing women in different outfits.

Nasty Gals Do It Better. Sh X You

www.nastygal.com

NASTY GAL SHOP Q

GET YOUR FESTIVAL GEAR ON TIME

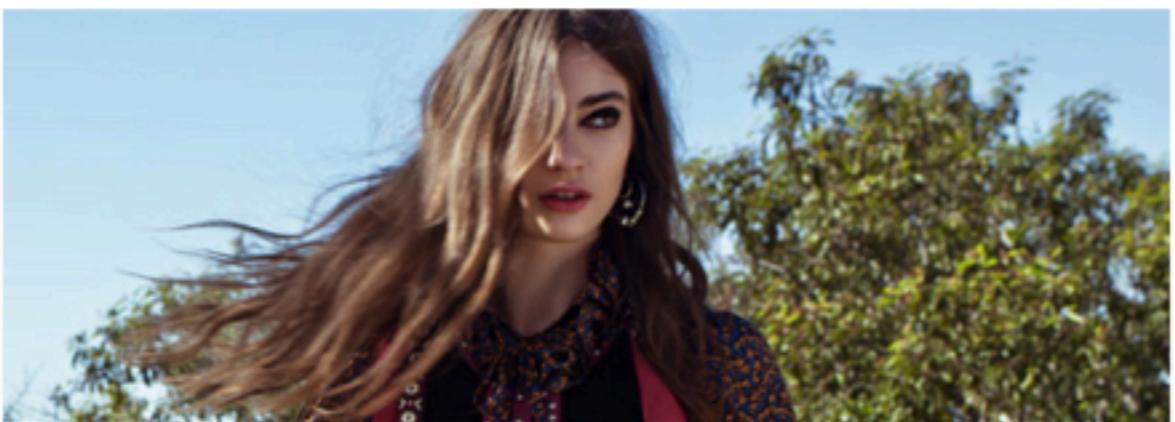
Up To
70% Off!

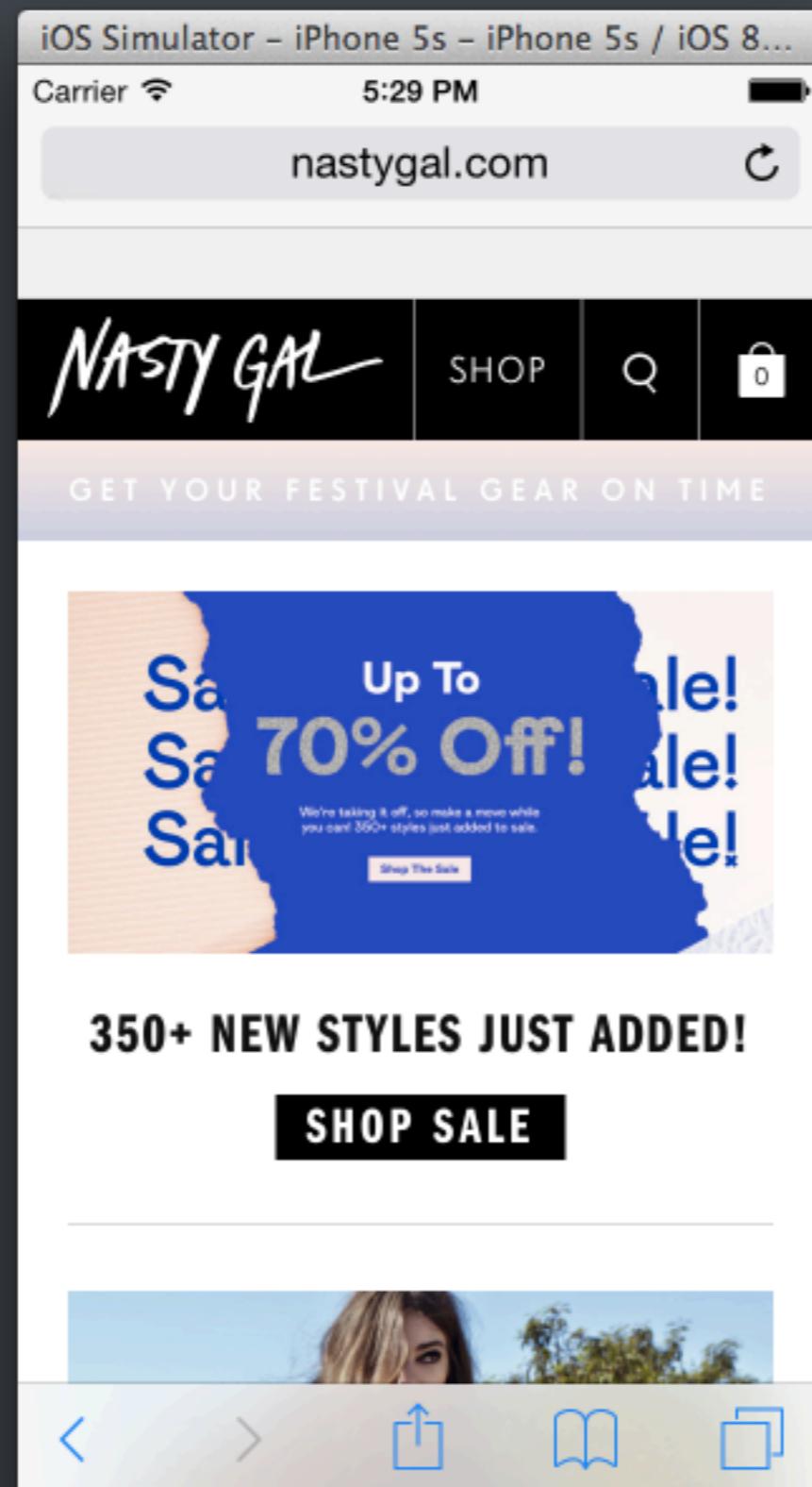
We're taking it off, so make a move while you can! 350+ styles just added to sale.

Shop The Sale

350+ NEW STYLES JUST ADDED!

SHOP SALE





ENDS TOMORROW! SAVE 30% ON BUTTODOWNS & BEYOND
PLUS 30% OFF REG. PRICED DRESSES code: STYLE pin: 4225 [see details](#)

Help Center ▾ Store Locator Gift Cards Business Outfitters

Ship To 

My Acco



FREE SHIPPING EVER

WOMEN MEN KIDS SWIM SHOES & ACCESSORIES HOME UNIFORMS **SALE**

Enter Keyword or Style

BUTTODOWNS
AND BEYOND
SAVE 30%

DRESS SHIRTS,
DRESS PANTS & TIES

REG. PRICED STYLES. ONLINE AND
[IN STORES. SEE DETAILS.](#)

use promo code **BUTTON**
and pin 5224

SHOP NOW



Lands' End | Swimsuits, Dr X

www.landsend.com

ENDS TOMORROW! SAVE 30% ON BUTTONDOWNS & BEYOND
PLUS 30% OFF REG. PRICED DRESSES code: STYLE pin: 4225 see details

Help Center ▾ Store Locator Gift Cards Business Outfitters

Ship To My Account ▾ My Bag 0

LANDS' END

WOMEN MEN KIDS SWIM SHOES & ACCESSORIES HOME UNIFORMS SALE

FREE SHIPPING EVERY DAY ON ORDERS \$50+
\$5 MORE FOR UPS 2 DAY

Enter Keyword or Style #

BUTTONDOWNS AND BEYOND
SAVE 30%
DRESS SHIRTS,
DRESS PANTS & TIES
REG. PRICED STYLES. ONLINE AND
IN STORES. SEE DETAILS.
use promo code BUTTON
and pin 5224

SHOP NOW

Lands' End | Swimsuits, Dr X

www.landsend.com

ENDS TOMORROW! SAVE 30% ON BUTTONDOWNS & BEYOND
PLUS 30% OFF REG. PRICED DRESSES code: STYLE pin: 4225 [see details](#)

Help Center ▾ Store Locator Gift Cards Business Outfitters

Ship To My Account ▾ My Bag 0

LANDS' END

WOMEN MEN KIDS SWIM SHOES & ACCESSORIES HOME UNIFORMS **SALE**

FREE SHIPPING EVERY DAY ON ORDERS \$50+
\$5 MORE FOR UPS 2 DAY

Enter Keyword or Style #

BUTTONDOWNS AND BEYOND
SAVE 30%
**DRESS SHIRTS,
DRESS PANTS & TIES**
REG. PRICED STYLES. ONLINE AND
[IN STORES. SEE DETAILS.](#)
use promo code **BUTTON**
and pin **5224**

SHOP NOW

Lands' End | Swimsuits, Dr x You ▲ ↗

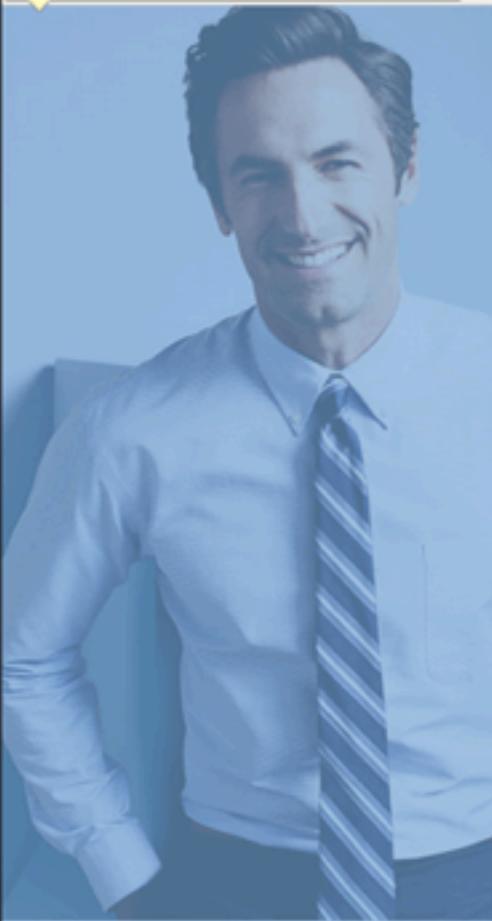
www.landsend.com

ENDS TOMORROW! SAVE 30% ON BUTTONDOWNS & BEYOND
PLUS 30% OFF REG. PRICED DRESSES
code: STYLE pin: 4225 see details

LANDS' END

Enter Keyword or Style #

div.fn-swap-small.visible-xs 700px x 592px



BUTTONDOWNS AND BEYOND
SAVE 30%
ON DRESS SHIRTS, TIES,
DRESS PANTS & BLAZERS

REG. PRICED STYLES. ONLINE
AND IN STORES.

use promo code **BUTTON**
and pin 5224

SHOP NOW

Elements Network Sources Timeline Profiles Resources 16 ×

```

display:none">>&nbspj</div>
<script src="http://landsend.tt.omtrdc.net/m2/landsend/mbox/standard?mboxHost=www.
g2F-42FN-fxh3Fcm_re43Dhp--sub2--ws-swim--20150402-ing&mboxVersion=42"
language="JavaScript"></script>
><div style="visibility: hidden; display: none" id="mboxImported-default-USCD-
HomePage-Feature-0">..</div>
<div class="blocks-separator" id="le-ajax-swap">
  ><div class="fn-swap-large hidden-xs">..</div>
  ><div class="fn-swap-small visible-xs">..</div>
    ::after
  </div>
<script>..</script>
<style>
  .callout-div .action-link{text-align:left;}
</style>
<div class="wrapper callout-div" style="max-width:1140px; margin:auto">..</div>
<script>
$(function() {
  $('#bv-email-collection-hp').inlineEmailVerify();
});

</script>
<div class="mboxDefault" style="visibility: visible; display: block;"> ..</div>
<script type="text/javascript">
mboxCreate('USCD-HomePage-MidRow');
</script>
<div id="mboxMarker-default-USCD-HomePage-MidRow-0" style="visibility:hidden;
display:none">&nbsp;</div>
... #le-ajax-swap div.fn-swap-large.hidden-xs div.hidden-xs div div.the-hp-contain div a img

```

Styles Event Listeners DOM Breakpoints Properties Accessibility Properties

element.style { }
@media (max-width: 767px) { fe.min.css:1
.hidden-xs { fe.min.css:1
display: none !important;
}
.hidden-xs { fe.min.css:1
display: block !important;
}
body, div, dl, dt, dd, ul, ol, fe.min.css:25
li, h1, h2, h3, h4, h5, h6, pre, form,
fieldset, input, textarea, p, blockquote, th,
td {
margin: 0;
padding: 0;
}
body * { fe.min.css:1
text-rendering: optimizeLegibility;
}

margin - border - padding - auto x auto - - - - -
Show inherited properties
-webkit-animation-delay: 0s;
-webkit-animation-direction: normal;
-webkit-animation-duration: 0s;
-webkit-animation-fill-mode: none;

Find in Styles Filter

Lands' End | Swimsuits, D... X

www.landsend.com

ENDS TOMORROW! SAVE 30% ON BUTTONDOWNS & BEYOND
PLUS 30% OFF REG. PRICED DRESSES
code: STYLE pin: 4225 see details

LANDS' END

Enter Keyword or Style #

BUTTONDOWNS AND BEYOND **SAVE 30%**
DRESS SHIRTS, DRESS PANTS & TIES
REG. PRICED STYLES. ONLINE AND IN STORES. SEE DETAILS.
use promo code BUTTON and pin 5224
[SHOP NOW](#)





BUTTONDOWNS AND BEYOND **SAVE 30%**

Elements Network Sources Timeline Profiles Resources » 16

```

display:none">>&nbsp;</div>
<script src="http://landsend.tt.omtrdc.net/m2/landsend/mbox/standard?mboxHost=www...
s42F-n2FN-fxm93Pcm_reh3Dhp--sub2--wms-swim--20150402-img&mboxVersion=49"
language="JavaScript"></script>
<div style="visibility: hidden; display: none" id="mboxImported-default-USCD-
HomePage-Feature-0">.</div>
<div class="blocks-separator" id="le-ajax-swap">
  <div class="fn-swap-large hidden-xs">.</div>
  <div class="fn-swap-small visible-xs">.</div>
  ::after
</div>
<script>.</script>
<style>
  .callout-div .action-link{text-align:left;}
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<div class="wrapper callout-div" style="max-width:1140px; margin:auto">.</div>
<script>
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</script>
<div class="mboxDefault" style="visibility: visible; display: block;"> </div>
<script type="text/javascript">
  mboxCreate('USCD-HomePage-MidRow');
</script>
<div id="mboxMarker-default-USCD-HomePage-MidRow-0" style="visibility:hidden;
display:none">&nbsp;</div>
... #le-ajax-swap div.fn-swap-large.hidden-xs div.hidden-xs div div.the-hp-contain div a img

```

Styles Event Listeners DOM Breakpoints Properties Accessibility Properties

element.style { +, E.g. (1)

@media (max-width: 767px) fe.min.css:1
.hidden-xs { fe.min.css:1
display: none !important;
} +
.hidden-xs { fe.min.css:1
display: block !important;
}

body, div, dl, dt, dd, ul, ol, fe.min.css:25
li, h1, h2, h3, h4, h5, h6, pre, form,
fieldset, input, textarea, p, blockquote, th,
td {
margin: 0;
padding: 0;
}
body * { fe.min.css:1
text-rendering: optimizeLegibility;
}

Show inherited properties
-webkit-animation-delay: 0s;
-webkit-animation-direction: normal;
-webkit-animation-duration: 0s;
-webkit-animation-fill-mode: none;

margin -
border -
padding -
708 x 942

Find in Styles Filter

```
<picture>
<source
  media="(min-width: 767px)"
  srcset="http://www.landsend.com/hpincludes/feature/images/20150402-feature\_bb.jpg?01RI=64D49D066D8638E&01NA=ck">

</picture>
```

A Pen by Jenn Lukas

You ⚠

← → C cod... ⭐ f? 🎁 a: ⌂ ⌂ ⌂

CODEPEN Save Fork

HTML

```
1 <picture>
2   <source
3     media="(min-width: 767px)"
4     srcset="http://www.landsend.com/hpinclu
01RI=64D49D066D8638E&01NA=ck">
5
6   
9 </picture>
```

Collections Assets Embed Details Delete Share

CodePen - A Pen by Jenn L.

codepen.io/Jenn/full/ef916555aa228574247599d7948b578c/

Elements Network Sources Timeline Profiles Resources Audits Console PageSpeed

Preserve log Disable cache

Filter All Documents Stylesheets Images Media Scripts XHR Fonts WebSockets Other Hide data URLs

Name Path	Method	Status Text	Type	Initiator	Size Content	T Li	Timeline
20150402-mobile.jpg www.landsend.com/hpincludes/f...	GET	200 OK	image/jpeg	ef916555aa... Parser	83.9 KB 83.4 KB	12 5	
collect?v=1&_v=j33&a=1686141... www.google-analytics.com	GET	200 OK	image/gif	codepen.io/:1 Parser	35 B 35 B	34 3	

REG. PRICED STYLES. ONLINE AND IN STORES.
use promo code BUTTON and pin 5224

SHOP NOW

Edit this Pen Report Abuse

2 / 10 requests | 83.9 KB / 171 KB transferred | 1.04 s (load: 1.10 s, DOMContentLoaded: 844 ms)

Picture element - LS

Global

41.55%

A responsive images method to control which image resource a user agent presents to a user, based on resolution, media query and/or support for a particular image format



CodePen - A Pen by Jenn Lukas

codepen.io/Jenn/full/ef916555aa228574247599d7948b578c/ Reader

Apple iCloud Facebook Twitter Wikipedia Yahoo! News Popular



**BUTTONDOWNS
AND BEYOND**

SAVE 30%

**ON DRESS SHIRTS, TIES,
DRESS PANTS & BLAZERS**

REG. PRICED STYLES. ONLINE
AND IN STORES.

use promo code **BUTTON**
and pin **5224**

A screenshot of a web browser displaying the GitHub repository page for `scottjehl/picturefill`. The repository has 519 commits, 22 branches, 15 releases, and 53 contributors. The master branch is selected. The repository description is: "A responsive image polyfill for <picture>, srcset, sizes, and more <http://scottjehl.github.com/picturefill/>". The commit list shows recent changes including fixes for image filenames, whitespace, and CI build improvements, along with updates to documentation and tooling. The right sidebar includes links for Code, Issues (49), Pull requests (11), Wiki, Pulse, and Graphs, as well as options to clone the repository via HTTPS, SSH, or Subversion, and to download it as a ZIP file.

A responsive image polyfill for <picture>, srcset, sizes, and more <http://scottjehl.github.com/picturefill/>

519 commits 22 branches 15 releases 53 contributors

branch: master picturefill / +

Merge pull request #477 from drynaski/issue-470 ...
aFarkas authored 3 days ago latest commit fdea29ffd1

File	Description	Time Ago
dist	build	13 days ago
examples	#448 - Fixed image filenames in 1st demo so documented and actual cod...	a month ago
extensions	Refactored picturefill alternative images branch.	4 months ago
src	dont define debounced function every time user resizes	3 days ago
tests	whitespace (tabs)	17 days ago
.editorconfig	Add EditorConfig for whitespace	10 months ago
.gitignore	restored other file types in .gitignore.	5 months ago
.jscsrc	Build: Add JSCS checking	10 months ago
.jshintrc	add browser environment setting	9 months ago
.travis.yml	make CI build faster	7 months ago
Authors.txt	Inserted my name.	4 months ago
CONTRIBUTING.md	Added a note about MIT licensing (no changes - license was already in...)	4 months ago
LICENSE	Add EditorConfig for whitespace	10 months ago
README.md	Remove space in front of header.	4 months ago
bower.json	Updating bower.json and package.json for the 2.3.0 release	13 days ago
gruntfile.js	Whitespace fix; restores jscs to default grunt task.	4 months ago

Code Issues (49) Pull requests (11) Wiki
Pulse Graphs
HTTPS clone URL
https://github.com/ [Clone in Desktop](#) [Download ZIP](#)

Burton.com | Burton Snow X

www.burton.com

My Account • Stores Gift Cards

FREE STANDARD SHIPPING ON ORDERS OVER \$75

MEN WOMEN YOUTH BAGS CAMPING SALE

BURTON

13 THINGS BURTON GIRLS TEAM ABOUT US

SEARCH CART 0

BUILT FOR A LIFETIME - OF - ADVENTURES

All Burton Bags are backed by our LIFETIME WARRANTY.



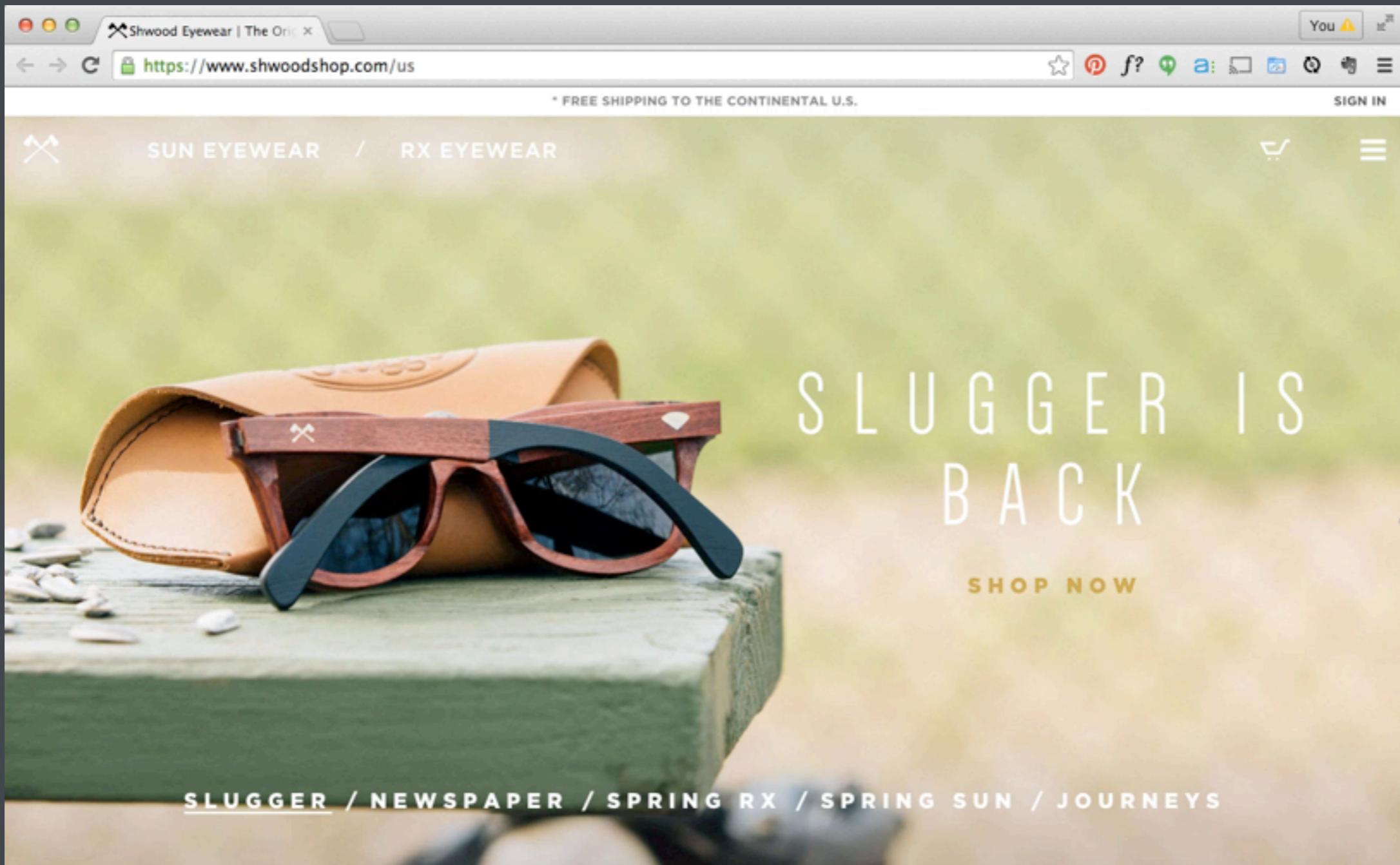
BUILT FOR LIFE

PACKS FOR ANY ADVENTURE

SIMPLE — RUGGED — VERSATILE


Waiting for service.max





Shwood Eyewear | The Original Wooden Sunglasses

https://www.shwoodshop.com/us

* FREE SHIPPING TO THE CONTINENTAL U.S.

SIGN IN

SUN EYEWEAR / RX EYEWEAR

SHOP NOW

SLUGGER IS BACK

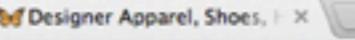
SLUGGER / NEWSPAPER / SPRING RX / SPRING SUN / JOURNEYS

Be the first to hear about new products and sales.

Your email address here

LET'S DO THIS

Enhance images with
SVG

Designer Apparel, Shoes,  https://www.neimanmarcus.com/index.jsp You 

REAL DEAL! SAVE UP TO
65% OFF REGULAR PRICES

Sign In / Register Assistance Change Country SHOPPING BAG 

SEARCH 

myNM DESIGNERS WOMEN'S APPAREL SHOES HANDBAGS JEWELRY ACCESSORIES BEAUTY THE MAN'S STORE NM KIDS HOME GIFTS SALE


POWER TRIO

RALPH LAUREN TEAMS UP WITH KATIE LEE AND THE COVETEUR.

READ MORE ON [INSITE](#) >




THEORY
See the Lookbook,


JUMPSUITS SPRING 2012


Spring Shoe Guide:
THE SPORT SANDAL

Designer Apparel, Shoes,  https://www.ne... You 18²¹

FALL 2015 PRE-ORDER + BONUS POINTS

Sign In / Register  

☰ Neiman Marcus

DAYTIME DRESSES



M MISSONI

THEORY

See the Lookbook 



neimanmarcus.com/Categories/Dresses/Daytime/cat30870735_cat43810733_cat17740747/c.cat?ci..

Designer Apparel, Shoes, & Accessories

REAL DEAL! SAVE UP TO 65% OFF REGULAR PRICES

 Neiman Marcus

Sign In / Register  

VALENTINO
PREMIER DESIGNER HANDBAGS



THEORY
See the Lookbook

24px x 18px

24 x 18 pixels (Natural: 40 x 30 pixels)

— The below html code needs to be removed and made refreshable. —
 — Site Production needs to be notified. —>

```
<!div class="mobile-promo-header hide-on-desktop hide-on-tablet slick-initialized slick-slider">_</div>
<div class="mobile-header">
  <a id="headerlogolinkMobile" title="Neiman Marcus" itemprop="name" class="mobile-logo" href="http://www.neimanmarcus.com/">_</a>
  <a href="#" class="mobile-icon-hamburger">
    
  </a>
  <a href="https://www.neimanmarcus.com/checkout/cart.jsp" class="mobile-icon-bag">
    
  </a>
</div>
<form id="mobile-search-form" name="searchBox" action="http://www.neimanmarcus.com/min.jsp?_DARGS=/page_rwd/header/mobileBrSearchBox.jsp" class="mobile-search-form mobile hide-on-tablet">
  <input type="text" name="q" value="">
</form>
```

element.style { }

media="all" .mobile-icon-hamburger img { width: 24px; }

media="all" img { max-width: 100%; }

media="all" img { color: transparent; font-size: 0; vertical-align: middle; -ms-interpolation-mode: bicubic; }

media="all" Find in Styles

margin - border - padding - 24 x 18 -

Show inherited properties

-webkit-animation-delay: 0s;
 -webkit-animation-direction: normal;
 -webkit-animation-duration: 0s;

Filter

Shop Clothes For Women. X

www.gap.com

GAP OLD NAVY BANANA REPUBLIC PIPERLIME ATHLETA

FREE RETURNS ON ALL ORDERS DETAILS

Your account | Sign in
Wish List | Orders and returns |

0 items in your bag Checkout

40% OFF YOUR ENTIRE PURCHASE. ONLINE: USE NEW AT CHECKOUT. ENDS 4/6. DETAILS

FIND A STORE / CREDIT CARD / GIFT CARD

Search

GAP

Women

GapFit

Maternity

Men

Girls

Boys

Toddler

Baby

a dress a day...

Makes for one stylish spring.

SHOP DRESSES ▶

casual on monday

effortless on tuesday

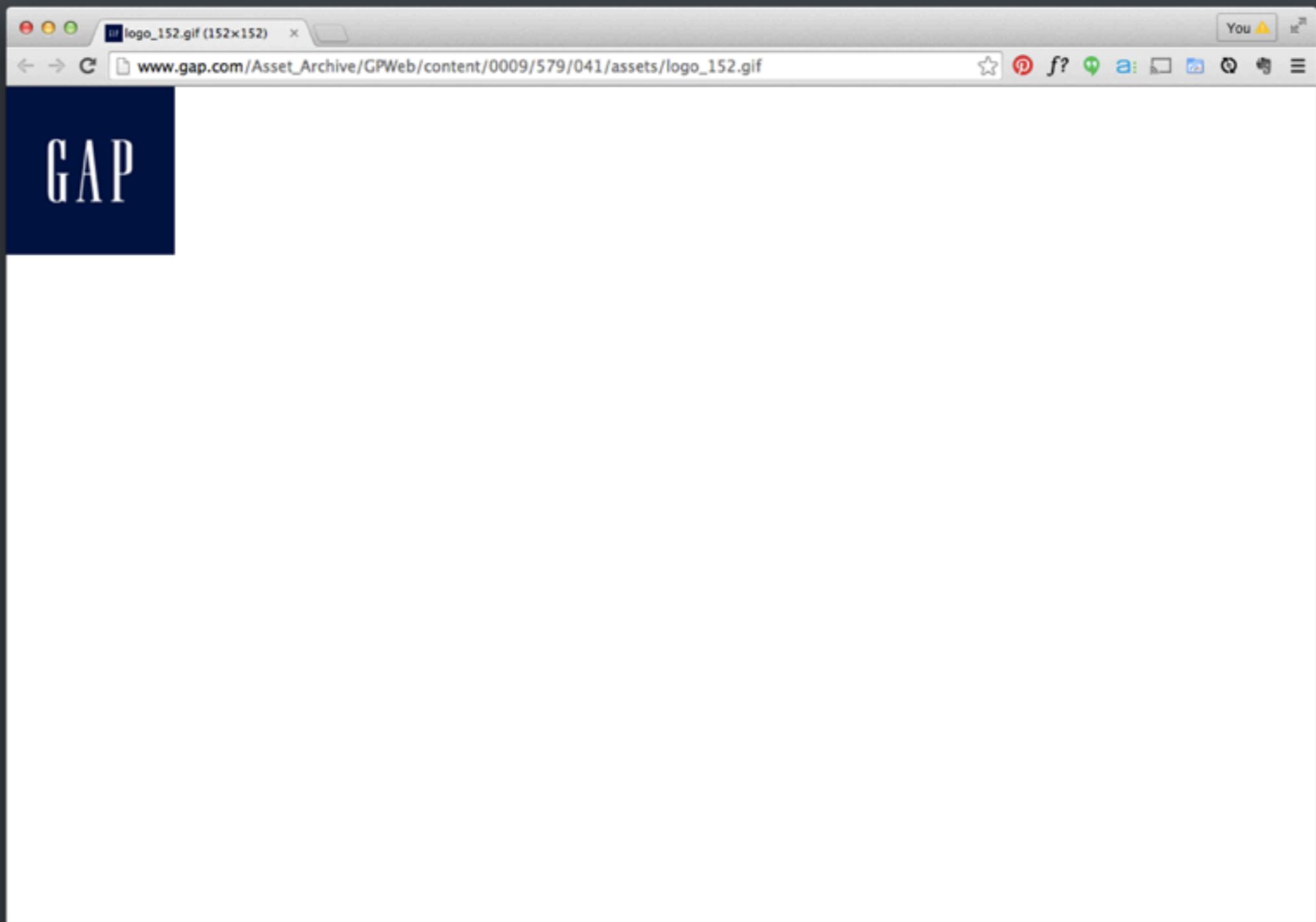
polished on wednesday

SEE ALL 7 DAYS ▶

even better... 40% OFF YOUR PURCHASE Use NEW at checkout. Ends 4/6. DETAILS

even better... 40% OFF YOUR PURCHASE Use NEW at checkout. Ends 4/6. DETAILS

The screenshot shows the Gap website homepage. At the top, there's a navigation bar with links for GAP, OLD NAVY, BANANA REPUBLIC, PIPERLIME, and ATHLETA. It also features a "FREE RETURNS ON ALL ORDERS" link and a "40% OFF YOUR ENTIRE PURCHASE. ONLINE: USE NEW AT CHECKOUT. ENDS 4/6." promotional banner. Below the banner, there's a search bar and a "FIND A STORE / CREDIT CARD / GIFTCARD" link. The main content area has a large "7 days of dresses" headline with a subtext "With these new silhouettes, our week is looking very chic." and a "VISIT THE DRESS SHOP" button. There are three models in dresses: one in a white and grey striped dress, one in a white dress, and one in a blue dress. A callout box on the right says "even better... 40% off YOUR PURCHASE Use NEW at checkout. Ends 4/6. DETAILS in a vibrant hue. SHOP NOW >". On the left sidebar, there's a "MENU" section with "Women", "100s of new markdowns just taken" (with a "SHOP NOW" button), "Deals" (listing Short-sleeve Tees, Long-sleeve Tees, Underwear, and Sale items), and "New & Now".



Sierra Trading Post - Love X

www.sierratradingpost.com

You 1% 2%

SIERRA TRADING POST
LOVE THE DEALS. LIVE THE ADVENTURE.

1.800.713.4534 | MY ACCOUNT | LIVE CHAT & HELP | MESSAGES | WISH LIST | (0)

Search 

CLOTHING SHOES SPORTS & OUTDOORS FOR THE HOME CLEARANCE NEW ITEMS & MORE TOP BRANDS

Extra 30% Off \$100+ Use Keycode SITEDAY415 exclusions

YOUR FAVORITE BRANDS
AT UP TO 70% OFF

Departments

- Men's Clothing
- Women's Clothing
- Men's Footwear
- Women's Footwear
- Kids' Clothing & Footwear
- Outdoor Gear
- Sporting Goods
- For The Home

Top Selling Brands

- Icebreaker
- Columbia Sportswear
- Mountain Hardwear
- Chaco
- New Balance
- SmartWool
- Carhartt

FRESH SAVINGS EXTRA 20-25% OFF

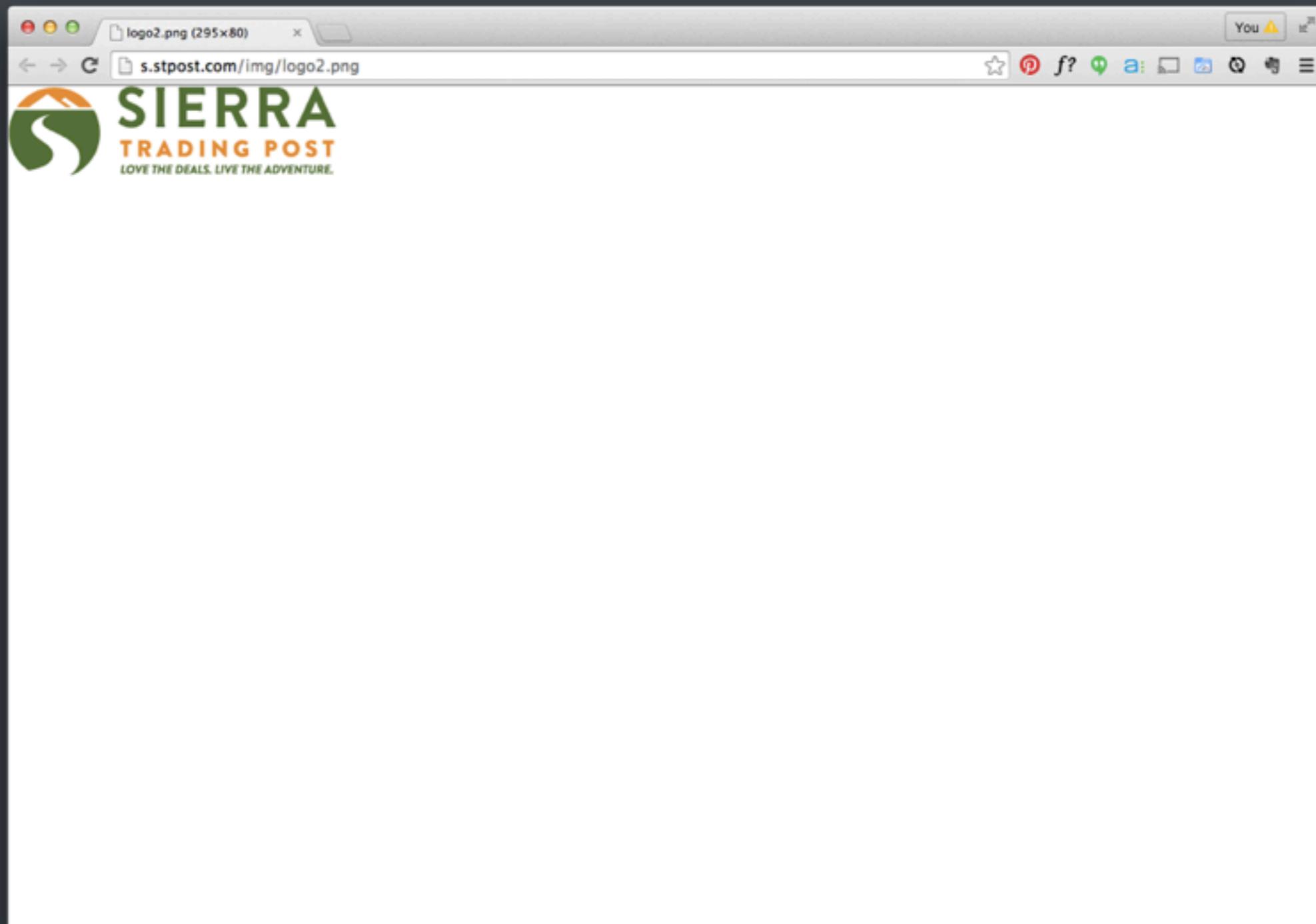

SHOP SELECT ITEMS >

 **BARN BURNERS**
\$54.95 **Save 72%**
Carrera TODAY ONLY
For Unisex

 **SLEEPING BAGS >** AVERAGE SAVINGS OF \$50

 **CLEARANCE**
CLIMB INTO SPRING >
UP TO AN EXTRA 60% OFF

 **UNDER ARMOUR >** NEW BRAND JUST IN!



21 Shop Forever 21 for the last time X

www.forever21.com

SEARCH ITEMS  ...FREE SHIPPING OVER \$50!

SIGN IN / JOIN  0 ITEM(S) \$0.00

FOREVER 21

21st STREET BLOG

NEW ARRIVALS WOMEN MEN CONTEMPORARY ACCESSORIES KIDS PLUS SIZES SALE LOOKBOOKS

the Spring Sale

STARTING AT \$5
IN STORES & ONLINE

SHOP NOW ▶



BELLE OF THE BALL

YOUR FAIRYTALE NIGHT STARTS



BETTER TOGETHER

COMPLEMENTING BAUBLES & BAGS TO FINISH YOUR LOOK

SHOP NOW ▶



```
<h1>
  <a href="/">
    <!--[if IE 8]><div class="logo-ie"></div><![endif]-->

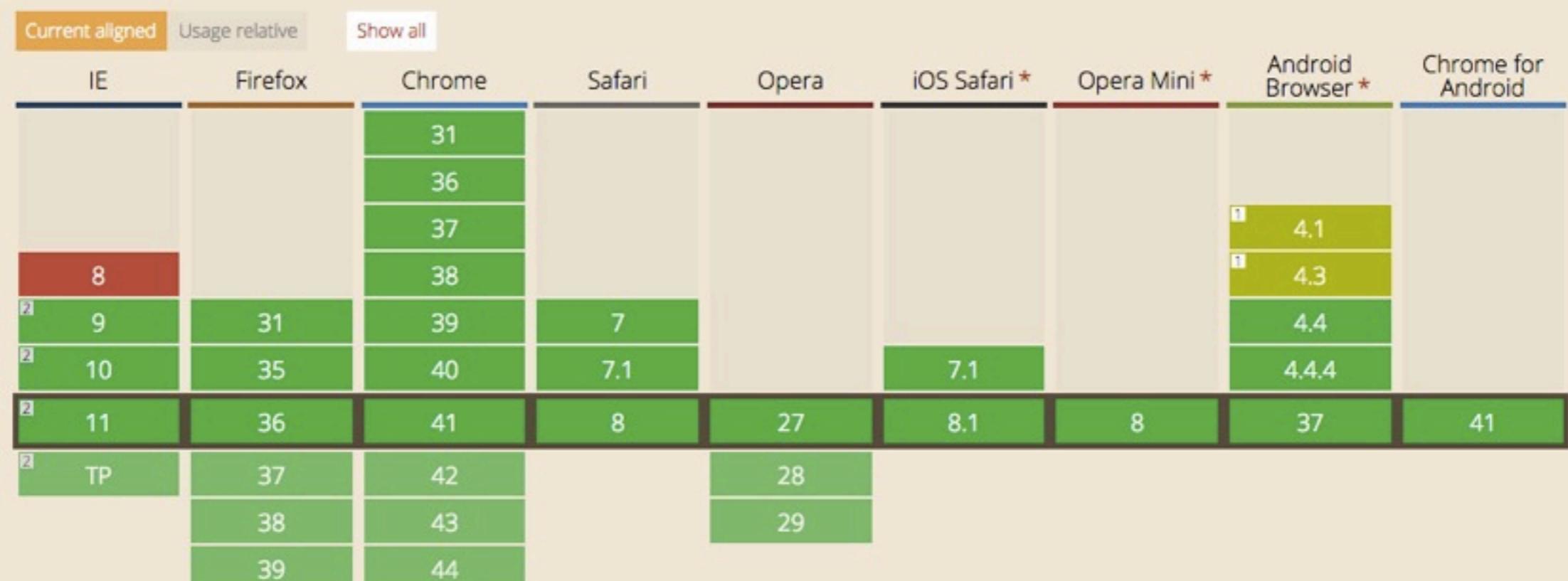
      <svg id="logo" version="1.1" xmlns="http://www.w3.org/2000/
      svg" xmlns:xlink="http://www.w3.org/1999/xlink" viewBox="0 0 244 41"
      style="enable-background:new 0 0 244 41;" xml:space="preserve">
        <path fill="#FFFFFF"
d="M0,40.66h5.73V23.45h9.89v-5.44H5.73V5.78h11.35V0.34H0V40.66z
M34.72,0c-4.67,0-9.61,3.28-9.61,9.85v21.29
c0,6.57,4.95,9.85,9.61,9.85c4.67,0,9.61-3.28,9.61-9.85v9.85C44.33,3.28
,39.39,0,34.72,0z M38.6,31.15 c0,2.78-1.8,
4.08-3.88,.14c-4.78,0-8.6,3.96-8.6,8.78v3.17h5.73V8.66
c0-1.87,1.12-2.89,2.81-2.89c2.81,0,2.81,2.43,2.81,4.47c0,2.21,0,3.34-1
.01,5.32l-10.34,19.65v5.44h17.09v-5.78h-10.34
18.43-16.37C225.32,15.06,225.43,14.04,225.43,10.14z
M238.27,0.34l-5.73-0.02v6.16l5.73-0.03v34.21H244V0.34H238.27z"></path>
      </svg>
    </a>
  </h1>
```

SVG (basic support) - REC

Global

92.05% + 2.49% = 94.55%

Method of displaying basic Vector Graphics features using the embed or object elements. Refers to the SVG 1.1 spec.

[Notes](#)[Known issues \(2\)](#)[Resources \(7\)](#)[Feedback](#)

¹ Partial support in Android 3 & 4 refers to not supporting masking.

² IE9-11 desktop & mobile don't properly scale SVG files. Adding height, width, viewBox, and CSS rules seem to be the best workaround.

The screenshot shows a Mac OS X desktop with a web browser window open. The title bar says "Better SVG Fallback and Ar X". The address bar shows the URL "sarasoueidan.com/blog/svg-picture/". The main content area of the browser displays a paragraph of text and a heading. The bottom of the browser window has a toolbar with various icons.

the image we are serving based on different media queries *and* a for providing fallback for non-supporting browsers (or browsers that can't load the SVG for any reason).

Loading An SVG And Providing Fallback For Non-Supporting Browsers

Let's start with fallback first. Providing fallback for browsers that can't load the SVG is as simple as wrapping your `` fallback in a `<picture>` element, and referencing your SVG in a `<source>` element:

```
<picture>
  <source type="image/svg+xml" srcset="path/to/image.svg">
    
</picture>
```

The `<picture>` element is just a wrapper for the elements used to load the image(s) you want and for the fallback provided with the `` element. The `` element is *required* for `<picture>` to work and is used to provide backwards compatibility for browsers that don't support `<picture>` or, like our case here, browsers that can't load or don't support the the image(s) [type] you load in the `<source>` element.

Previous Post: [I Wrote A CSS Book Reference.](#)

Next Post: [Extending the Color Cascade with the CSS currentColor Variable »](#)

Consider Icon Fonts if you
plan to update styles and
placement frequently
throughout your site

American Eagle Outfitters - X

www.ae.com/web/index.jsp

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Feedback Store Locator Track Order My AEO 0 Items

AMERICAN EAGLE OUTFITTERS WOMEN MEN JEANS AERIE GIFTS CLEARANCE FACTORY

Search

FREE SHIPPING + FREE SELFIE STICK ONLINE ONLY W/ \$75+ [DETAILS](#)



NOW THRU 4.6
IN STORES & ONLINE

OUR BEST SPRING SALE

THE AEO & AERIE COLLECTION
BUY ONE GET ONE
50% OFF

[SHOP WOMEN](#)
[SHOP MEN](#)
[SHOP AERIE](#)

*OF EQUAL OR LESSER VALUE.
EXCLUDES AERIE UNDIES
AND OTHER ITEMS. [DETAILS](#)

American Eagle Outfitters X You ↗

www.ae.com/web/index.jsp

Free shipping on everything thru 4.6 Details

Feedback Store Locator Track Order My AEO \$USD 0 Items

AMERICAN EAGLE OUTFITTERS WOMEN MEN JEANS AERIE GIFTS CLEARANCE FACTORY Search

LIVE CHAT

Elements Network Sources Timeline Profiles Resources Audits Console PageSpeed

Styles Computed Event Listeners DOM Breakpoints Properties

```

<div id="site-header" data-spy="affix" data-offset-top="40" class="has-sticky-promo affix-top">
  <div class="utility-container-fluid container-fluid">...</div>
  <div class="container-fluid">
    ::before
    <div class="inline-block-middle">
      <a class="logo inline-block" href="/web/index.jsp?navdetail=top:AEO:p1">
        <span class="is_icon_font aeo inline-block">...</span>
        <span class="text-hide">American Eagle Outfitters</span>
      </a>
    </div>
    <div id="topNav" class="topNav inline-block-middle">...</div>
    ::after
  </div>
  <span class="clearer"></span>
  <div id="header-promo-bar" style="visibility: hidden;">
    <div class="container-fluid" style="visibility: hidden;">...</div>
  </div>
</div>
```

Inherited from h1.inline-block-middle

```
#site-header h1 {
  font-size: 110px;
  font-size: 11rem;
  color: #000040;
  margin: -10px 0 0;
  margin: -1rem 0 0;
  height: 85px;
  height: 8.5rem;
  overflow: hidden;
  -webkit-transition: all 500ms ease-in-out;
  -moz-transition: all 500ms ease-in-out;
  -ms-transition: all 500ms ease-in-out;
  -o-transition: all 500ms ease-in-out;
  transition: all 500ms ease-in-out;
}
```

Find in Styles

American Eagle Outfitters | www.ae.com/web/index.jsp You

Free shipping on everything thru 4.6 [Details](#)

Feedback Store Locator Track Order My AEO \$USD 0 Items

AMERICAN EAGLE OUTFITTERS WOMEN MEN JEANS AERIE GIFTS CLEARANCE FACTORY

Search

LIVE CHAT

Elements Network Sources Timeline Profiles Resources Audits Console PageSpeed

Styles Computed Event Listeners DOM Breakpoints Properties »

```

<div id="site-header" data-spy="affix" data-offset-top="40" class="has-sticky-promo affix-top">
  <div class="utility-container-fluid container-fluid">...</div>
  <div class="container-fluid" style="overflow: visible;">
    ::before
    <h1 class="inline-block-middle">
      <a class="logo inline-block" href="/web/index.jsp?navdetail=top:AEO:p1">
        <span class="is_icon_font aeo inline-block">_</span>
        <span class="text-hide">American Eagle Outfitters</span>
      </a>
    </h1>
    <div id="topNa" class="topNav inline-block-middle">...</div>
    ::after
    </div>
    <span class="clearer"></span>
  <div id="header-promo-bar" style="visibility: hidden;">
    <div class="container-fluid" style="visibility: hidden;">...</div>
  </div>
  <div id="header-overlay" class=""></div>

```

element.style {

#site-header .inline-block-middle {

```

display: inline-block;
vertical-align: middle;
}

#site-header h1 {
  font-size: 110px;
  font-size: 11rem;
  color: #001c41;
  margin: 0 0 0 0;
  margin: -1rem 0 0;
  height: 85px;
  height: 8.5rem;
  overflow: visible;
  -webkit-transition: all 500ms ease-in-out;
  -moz-transition: all 500ms ease-in-out;
  -ms-transition: all 500ms ease-in-out;
  -o-transition: all 500ms ease-in-out;
  transition: all 500ms ease-in-out;
}

* {
  margin: 0;
  padding: 0;
}

```

Find in Styles

American Eagle Outfitters | X You 

www.ae.com/web/index.jsp 

Free shipping on everything thru 4.6 [Details](#)

Feedback Store Locator Track Order My AEO  \$USD 0 Items

WOMEN MEN JEANS AERIE GIFTS CLEARANCE FACTORY 


**AMERICAN EAGLE
OUTFITTERS**

LIVE CHAT 

Elements Network Sources Timeline Profiles Resources Audits Console PageSpeed 

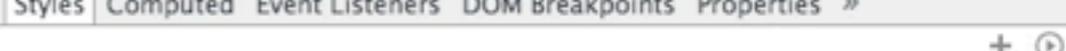
▲ 28 

`<div id="site-header" data-spy="affix" data-offset-top="40" class="has-sticky-promo affix-top">
 <div class="utility-container-fluid container-fluid">...</div>
 <div class="container-fluid" style="overflow: visible;">
 ::before
 <h1 class="inline-block-middle">

 ::before

 American Eagle Outfitters

 </h1>
 <div id="topNa" class="topNav inline-block-middle">
 <div class="menu inline-block-middle">...</div>
 <div class="menu inline-block-middle">
 Men
 <div class="flyout men" style="max-height: 0rem; z-index: 101;">...</div>
 </div>
 <div class="menu inline-block-middle">...</div>
 <div class="menu inline-block-middle">...</div>
 <div class="menu inline-block-middle">...</div>
 <div class="menu inline-block-middle">...</div>
 </div>
 </div>
 </div>
</div>`

Styles Computed Event Listeners DOM Breakpoints Properties » 

#site-header h1 .is_icon_font.aeo::before {
 color: #001c41;
 content: '\00e621';
}
#site-header .is_icon_font::before {
 content: '\002752';
}

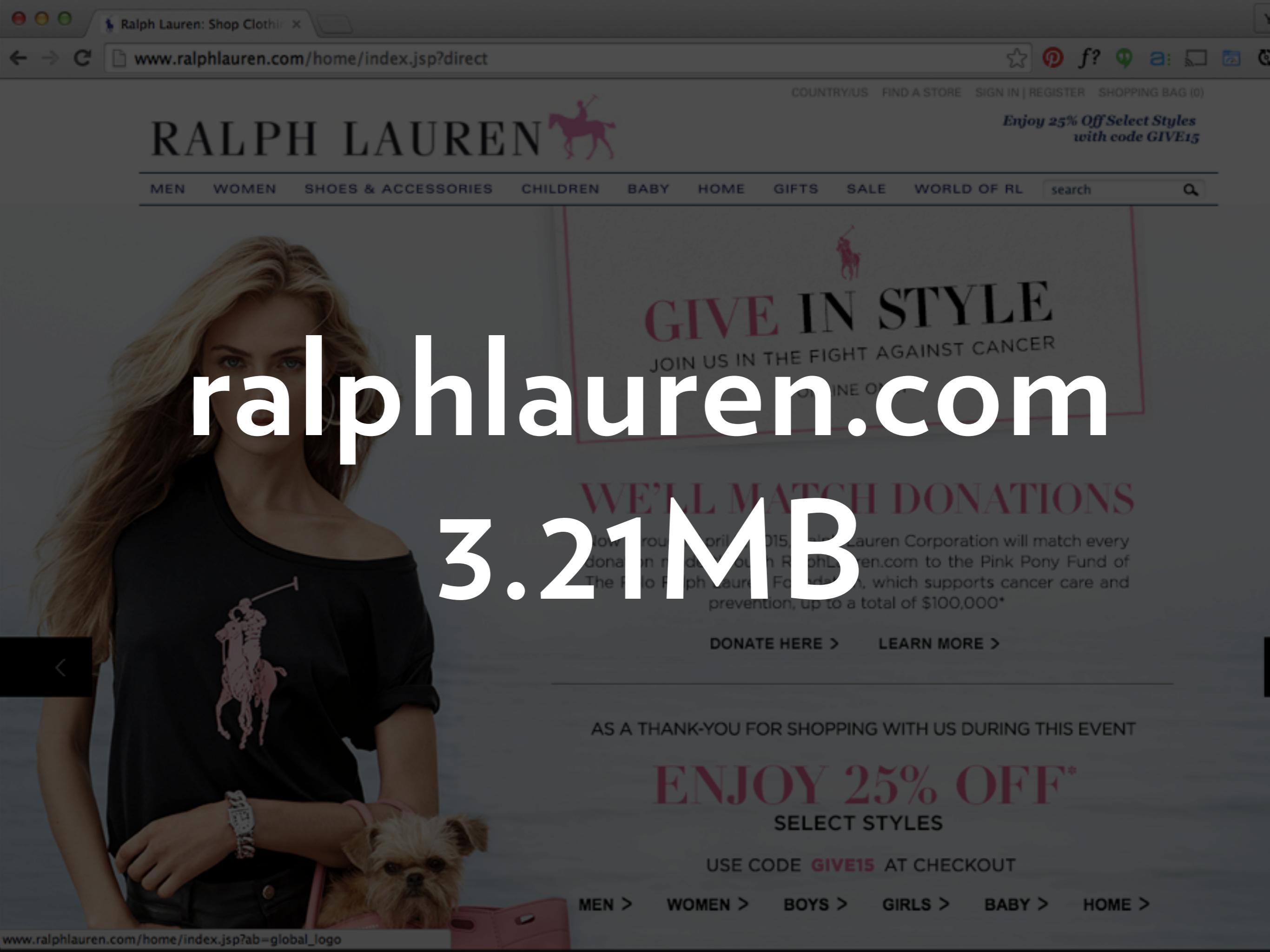
margin - border - padding - auto x auto -

Find In Styles

```
<h1 class="inline-block-middle">
  <a class="logo inline-block" href="/web/index.jsp?
navdetail=top:AEO:p1">
  <span class="is_icon_font aeo inline-block"></span>
  <span class="text-hide">American Eagle Outfitters</
span>
  </a>
</h1>
```

```
<h1 class="inline-block-middle">
  <a class="logo inline-block" href="/web/index.jsp?
navdetail=top:AEO:p1">
    <span aria-hidden="true" class="is_icon_font aeo
inline-block"></span>
    <span class="text-hide">American Eagle Outfitters</
span>
  </a>
</h1>
```

Content strategy
should be a part of your
image strategy



Enjoy 25% Off Select Styles
with code GIVE15

MEN WOMEN SHOES & ACCESSORIES CHILDREN BABY HOME GIFTS SALE WORLD OF RL

search



GIVE IN STYLE

JOIN US IN THE FIGHT AGAINST CANCER

ONLINE ONLY

WE'LL MATCH DONATIONS

Now through April 10, 2015, Ralph Lauren Corporation will match every donation made online through RalphLauren.com to the Pink Pony Fund of The Hello Ralph Lauren Foundation, which supports cancer care and prevention, up to a total of \$100,000.*

[DONATE HERE >](#)

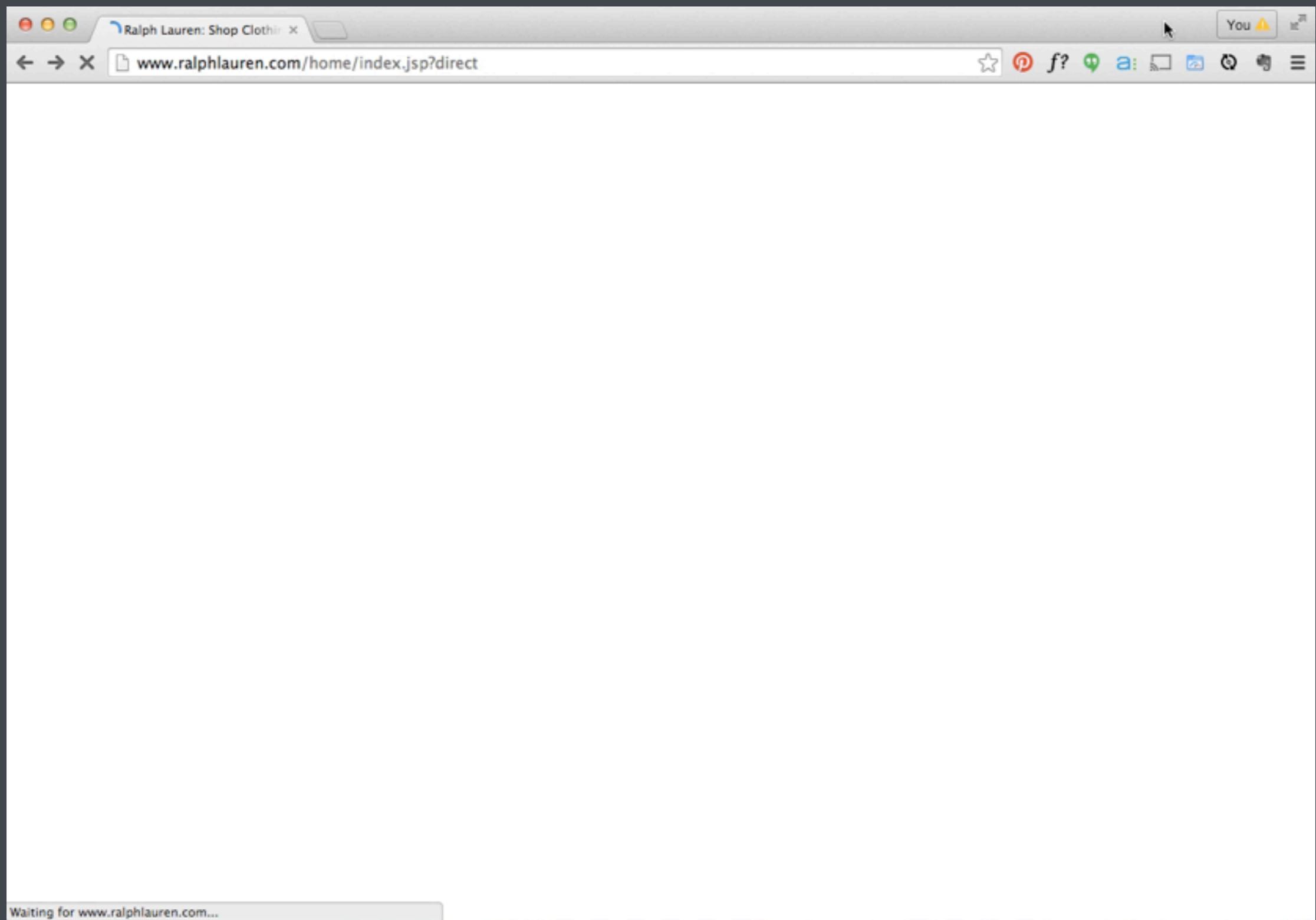
[LEARN MORE >](#)

AS A THANK-YOU FOR SHOPPING WITH US DURING THIS EVENT

ENJOY 25% OFF*
SELECT STYLES

USE CODE **GIVE15** AT CHECKOUT

[MEN >](#) [WOMEN >](#) [BOYS >](#) [GIRLS >](#) [BABY >](#) [HOME >](#)



Ralph Lauren: Shop Clothing & Accessories

www.ralphlauren.com/home/index.jsp?direct

COUNTRY/US FIND A STORE SIGN IN | REGISTER SHOPPING BAG (0)

RALPH LAUREN

MEN WOMEN SHOES & ACCESSORIES CHILDREN BABY HOME GIFTS SALE WORLD OF RL search

GIVE IN STYLE
JOIN US IN THE FIGHT AGAINST CANCER
-ONLINE ONLY-

WE'LL MATCH DONATIONS

Now through April 8, 2015, Ralph Lauren Corporation will match up to \$100,000 in donations made through RalphLauren.com to the Polo Ralph Lauren Foundation, which supports cancer prevention, up to a total of \$100,000.

DONATE HERE > LEARN MORE >

AS A THANK-YOU FOR SHOPPING WITH US DURING THIS EVENT

ENJOY 25% OFF*
SELECT STYLES
USE CODE **GIVE15** AT CHECKOUT

MEN > WOMEN > BOYS > GIRLS > BABY > HOME >

Save Image As...
Copy Image URL
Copy Image
Open Image in New Tab
Search Google for this Image
Print...

Evernote Web Clipper ►

Pin It

Inspect Element

Ralph Lauren: Shop Clothing & Accessories

www.ralphlauren.com/home/index.jsp?direct

COUNTRY/US FIND A STORE SIGN IN | REGISTER SHOPPING BAG (0)

RALPH LAUREN

MEN WOMEN SHOES & ACCESSORIES CHILDREN BABY HOME GIFTS SALE WORLD OF RL search



GIVE IN STYLE
JOIN US IN THE FIGHT AGAINST CANCER
-ONLINE ONLY-

WE'LL MATCH DONATIONS

Now through April 8, 2015, Ralph Lauren Corporation will match every donation made through RalphLauren.com to the Pink Pony Fund of...

Elements Network Sources Timeline Profiles Resources Audits Console PageSpeed

```
<div class="rsOverflow" style="cursor: -webkit-grab; overflow: visible; margin-left: 0px; width: 1400px; height: 754px;">
  <div class="rsContainer" style="webkit-transition-duration: 500ms; transition-duration: 500ms; -webkit-transform: translate3d(0px, 0px, 0px); -webkit-transition-timing-function: cubic-bezier(0.39, 0.575, 0.565, 1); transition-timing-function: cubic-bezier(0.39, 0.575, 0.565, 1);">
    <div style="left: 0px;" class="rsSlide rsActiveSlide">
      <div id="heroslide0" class="bl_block heroslide" style="visibility: visible; opacity: 1; -webkit-transition: opacity 400ms ease-in-out; transition: opacity 400ms ease-in-out;">
        
        <div class="bl_cta_container toplist"></div>
        <div class="bl_cta_container list"></div>
        <div class="bl_cta_container botlist noBackGround useContainerForHit hitTag_image"></div>
      </div>
    </div>
    <div style="left: 1400px;" class="rsSlide "></div>
    <div style="left: -1400px;" class="rsSlide "></div>
  </div>
</div>
```

Styles Computed Event Listeners DOM Breakpoints Properties

element.style { }
#bl_lp .bl_block .bl_block_pic { max-width: 100%; }
#bl_lp .bl_block .bl_block_pic { display: block; margin: 0; }
#bl_lp img { border: none; }
Inherited from div#heroslide0.bl_block.heroslide
Style Attribute { visibility: visible; opacity: 1; -webkit-transition: opacity 400ms ease-in-out; }

Ralph Lauren: Shop Clothing > You

www.ralphlauren.com/home/index.jsp?direct

COUNTRY/US FIND A STORE SIGN IN | REGISTER SHOPPING BAG (0)

RALPH LAUREN

Enjoy 25% Off Select Styles
with code GIVE15

MEN WOMEN SHOES & ACCESSORIES CHILDREN BABY HOME GIFTS SALE WORLD OF RL search



POLO
RALPH LAUREN
CHILDREN

CREATE YOUR OWN

Elements Network Sources Timeline Profiles Resources Audits Console PageSpeed

Preserve log Disable cache

Filter		All	Documents	Stylesheets	Images	Media	Scripts	XHR	Fonts	WebSockets	Other	<input type="checkbox"/> Hide data URLs
Name	Path	Method	Status	Type	Initiator	Size	Content	Latency	Timeline			
	040715_kids_hero_us.gif /graphics/media/polo/html_campaigns/en-us/h...	GET	200 OK	image/gif	index.jsp:765 Parser	652 KB	...					
	040715_kids_hero_us.gif /graphics/media/polo/html_campaigns/en-us/h...	GET	200 OK	image/gif	index.jsp:763 Parser	652 KB	...					
	GIS_HP_promo_NO_CTAS.gif /graphics/media/polo/html_campaigns/en-us/h...	GET	200 OK	image/gif	index.jsp:765 Parser	613 KB	...					
	GIS_HP_promo_NO_CTAS.gif /graphics/media/polo/html_campaigns/en-us/h...	GET	200 OK	image/gif	index.jsp:763 Parser	613 KB	...					
	229847.gif b.monetate.net/img/1/165	GET	200 OK	image/gif	index.jsp:1 Parser	478 KB	...					

49 / 169 requests | 5.5 MB / 6.5 MB transferred | 15.94 s (load: 7.67 s, DOMContentLoaded: 6.69 s)

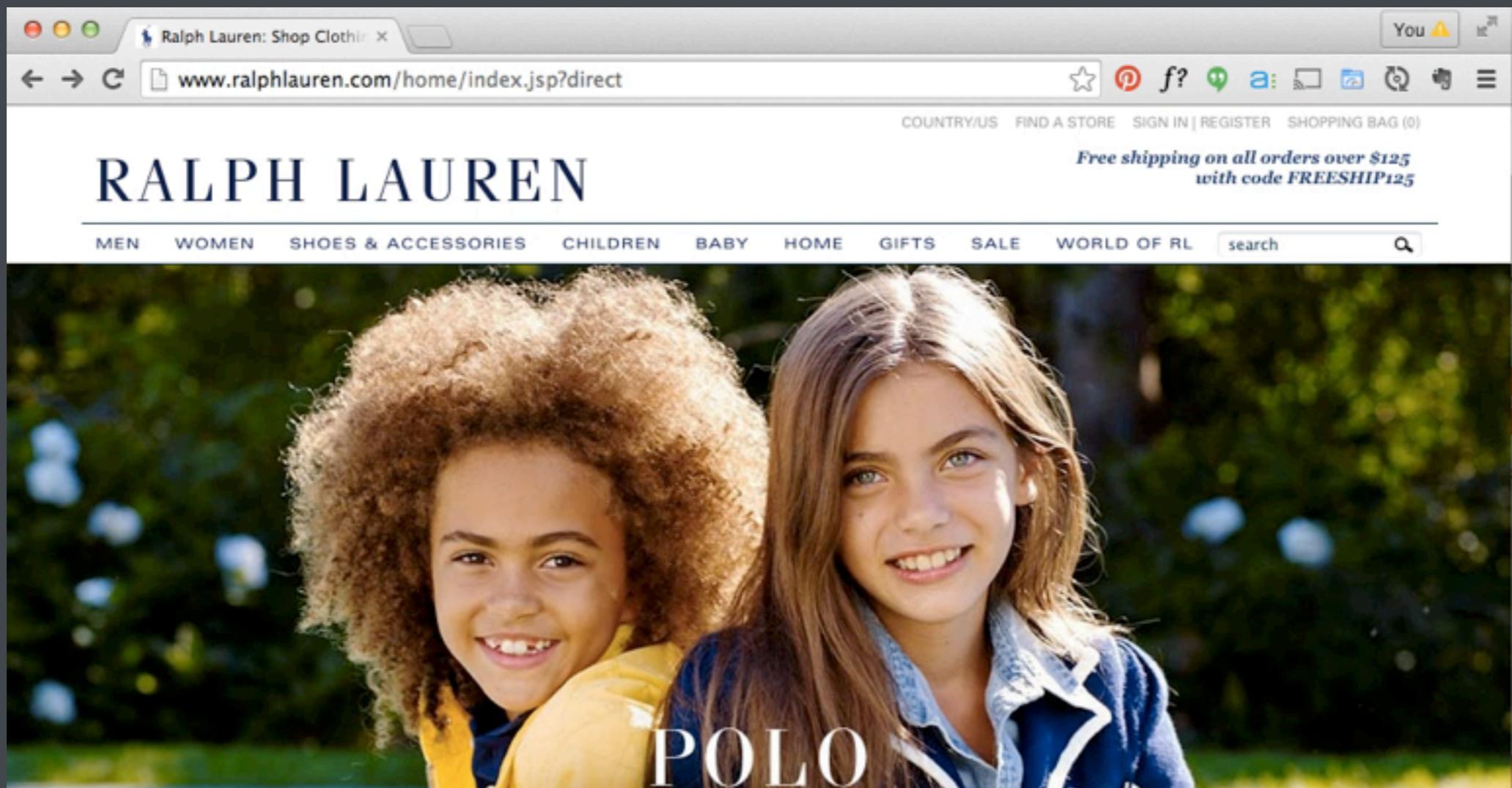
POLO
RALPH LAUREN
CHILDREN

CREATE
YOUR OWN

1

SELECT
YOUR STYLE





Ralph Lauren: Shop Clothing & Home

www.ralphlauren.com/home/index.jsp?direct

You ⚠

COUNTRY/US FIND A STORE SIGN IN | REGISTER SHOPPING BAG (0)

Free shipping on all orders over \$125 with code FREESHIP125

MEN WOMEN SHOES & ACCESSORIES CHILDREN BABY HOME GIFTS SALE WORLD OF RL search

Elements Network Sources Timeline Profiles Resources Audits Console PageSpeed

Preserve log Disable cache

Filter	All	Documents	Stylesheets	Images	Media	Scripts	XHR	Fonts	WebSockets	Other	<input type="checkbox"/> Hide data URLs
Name	Method	Status	Type	Initiator	Size	Content	Timeline				
0331_kids_hp_banner_us.gif /graphics/media/polo/html_campaigns/e...	GET	200 OK	image/gif	index.jsp:763 Parser	287 KB	...					
0331_mens_hp_hero_us.jpg /graphics/media/polo/html_campaigns/e...	GET	200 OK	image/jpeg	index.jsp:763 Parser	244 KB	...					
0331_kids_hp_hero_us.jpg /graphics/media/polo/html_campaigns/e...	GET	200 OK	image/jpeg	index.jsp:763 Parser	147 KB	...					
0331_womens_hp_hero_us.jpg	GET	200	image/jpeg	index.jsp:763	128 KB	...					

35 / 130 requests | 1.0 MB / 1.8 MB transferred | 10.96 s (load: 5.35 s, DOMContentLoaded: 4.28 s)

A screenshot of the Abercrombie & Fitch website homepage. The header includes the URL "www.abercrombie.com/shop/us" and various social media sharing icons. A top banner promotes a "40% OFF ENTIRE STORE + FREE SHIPPING OVER \$50. CODE: 15566" with a "See Details" link. The main navigation bar offers categories like "LOOKBOOK", "A&F KIDS", "MENS", "WOMENS", and "JEANS". The central focus is a large photograph of a woman in a flowing white dress dancing outdoors. The brand logo "EST. 1892 Abercrombie & Fitch NEW YORK" is displayed above the main promotional text. To the right, a "LIMITED TIME" offer states "ENTIRE STORE 40% OFF*" with a "USE CODE: 15566" button. Below this are "SHOP MENS" and "SHOP WOMENS" buttons. A small note at the bottom left of the main image area reads "*In stores & online. Select stores only. Exclusions apply. See Details". At the bottom of the page are three promotional banners: "EXCLUSIVELY ONLINE UP TO 70% OFF ALL CLEARANCE" (with a "Price reflects discount. See Details" note), "A&F ESSENTIALS TOPS STARTING AT \$12" (with a "Exclusions apply. See Details" note), and "DISCOVER DREAMY DRESSES DRESS OBSESSED".

40% OFF ENTIRE STORE + FREE SHIPPING OVER \$50. CODE: 15566 [See Details](#)

LOOKBOOK A&F KIDS

MENS WOMENS JEANS

EST. 1892
Abercrombie & Fitch
NEW YORK

SIGN IN WISH LIST (0) CHECKOUT (0)

Search

LIMITED TIME

ENTIRE STORE
40% OFF*

USE CODE: 15566

SHOP MENS

SHOP WOMENS

*In stores & online. Select stores only. Exclusions apply. [See Details](#)

EXCLUSIVELY ONLINE
UP TO 70% OFF ALL CLEARANCE
Price reflects discount. [See Details](#)

A&F ESSENTIALS
TOPS STARTING AT \$12
Exclusions apply. [See Details](#)

DISCOVER DREAMY DRESSES
DRESS OBSESSED





Explore LOGO enhancements

DANNIJO - Shop Jewelry, Handbags & Accessories

dannijo.com

Enter Your Email Address [SIGN UP](#)

SIGN UP TO RECEIVE 10% OFF YOUR FIRST PURCHASE plus exclusive updates on new arrivals and sales! [X](#)

 DANNIJO

NEW
JEWELRY +
HANDBAGS +
SHOES +
COLLECTIONS +
BRIDAL +
CASES +
SALE +

ADVOCACY
BLOG
VIDEO
LOOKBOOK
GRAM HITS


the must-have list
DANNIJOCHELLA
SHOP THE LOOK >

• • • •

DANNIJO - Shop Jewelry, H x

You

← → C dannijo.com ⌂ f? a:

SHOP DANNIJO

DRESS ME IN
bohemian rhapsody

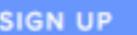
SHOP THE COLLECTION >



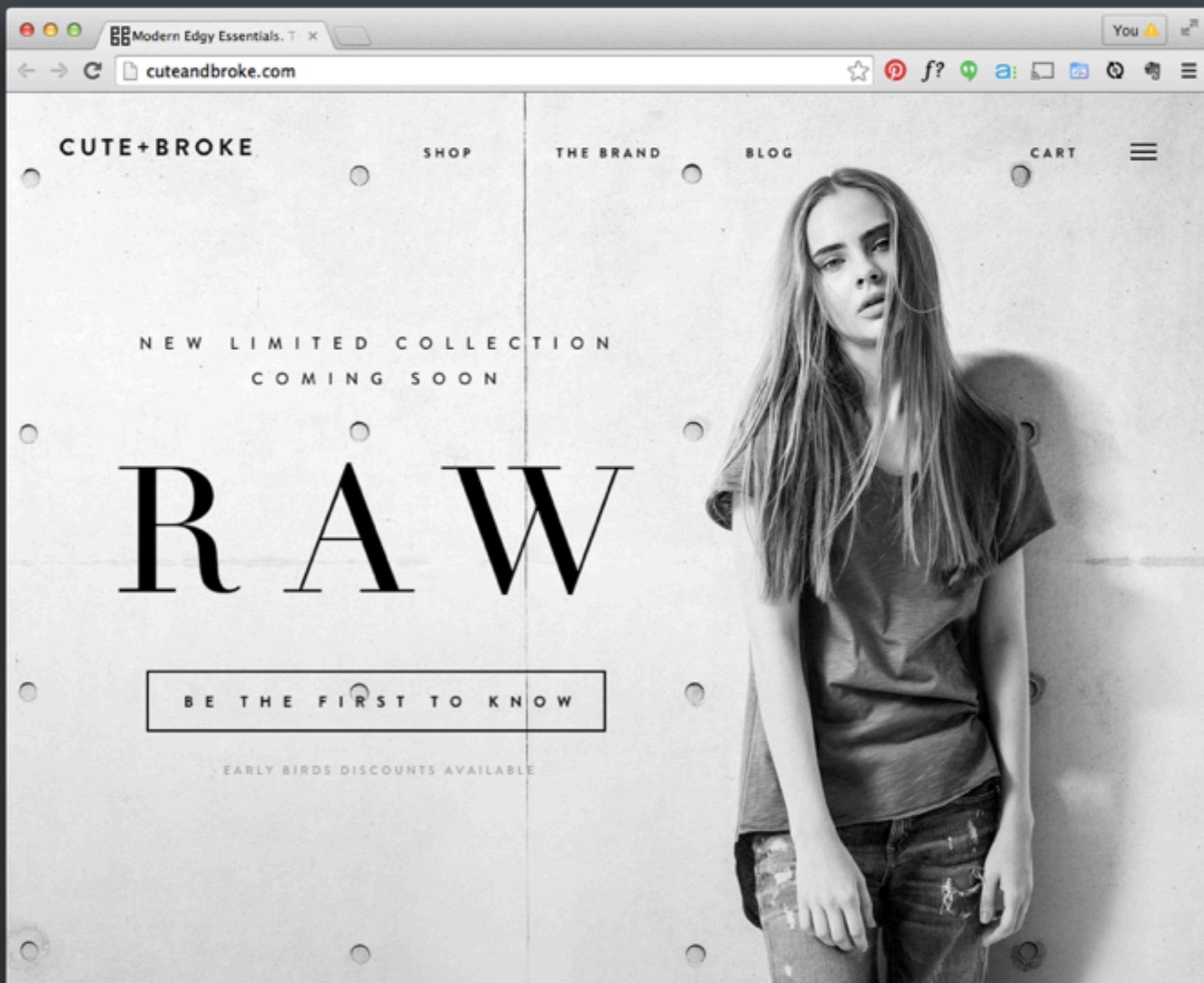
• • • •



SIGN UP TO RECEIVE 10% OFF YOUR FIRST PURCHASE plus exclusive updates on new arrivals and sales!

Enter Your Email Address  X

dannijo.com/new.html





Urban Outfitters

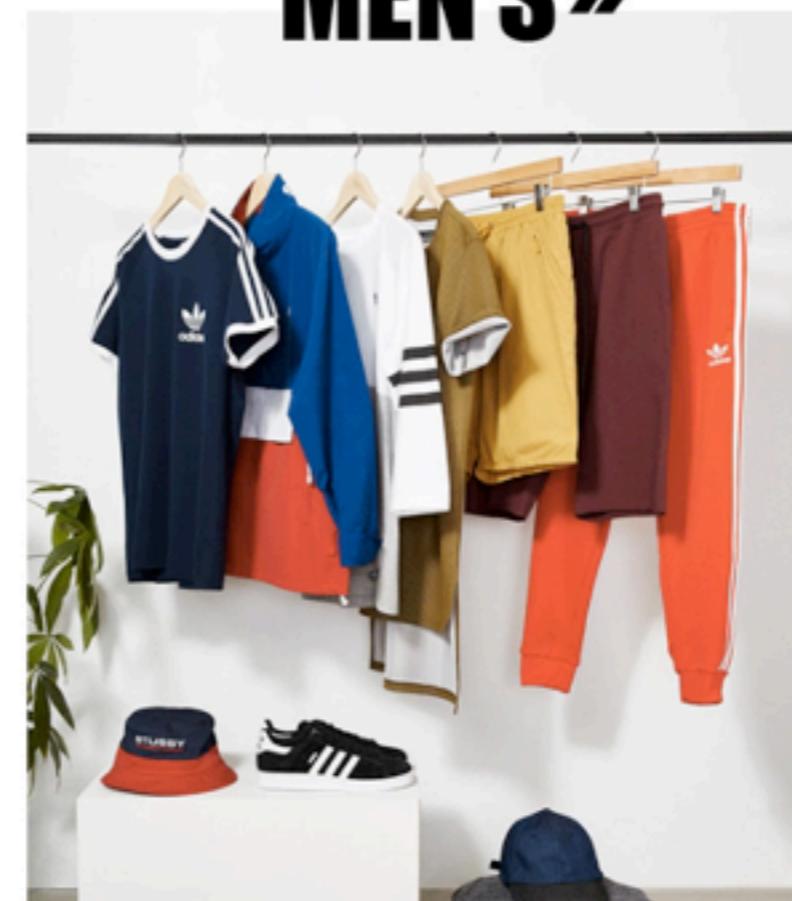
www.urbanoutfitters.com/urban/index.jsp

URBAN OUTFITTERS Women's Men's Apartment Music Beauty Without Walls Sale Blog Search Sign In

3 Days Only 20% OFF ALL BEAUTY *Shop Beauty*



MEN'S »



Feedback

FREE SHIPPING Over \$50 + Free Returns!

Urban Outfitters

www.urbanoutfitters.com/urban/index.jsp

3 Days Only 20% OFF ALL BEAUTY

Shop Beauty

Women's

The screenshot shows the Urban Outfitters homepage. A prominent banner at the top left says "3 Days Only 20% OFF ALL BEAUTY" and has a "Shop Beauty" link. Below the banner is a large image of a woman with curly hair, wearing a red bandana, looking up with her arms raised. Overlaid on this image is the word "Women's" in a large, pink, sans-serif font. The rest of the page includes the Urban Outfitters logo in the top right corner and a navigation bar with links like "Utility Nav", "Header", "Footer", and "Mobile". On the right side, there's a developer tools interface showing the DOM tree, styles for the mobile logo, and a detailed view of its bounding box and properties.

DOM Tree:

```

<!-- ngInclude: '/' + locale +
'/app/templates/global/partials/headerUtility.html' -->
<div utility-nav-dropdown class="utility_wrapper ng-scope" ng-include="'/' +
locale + '/app/templates/global/partials/headerUtility.html'">_</div>
<span class="header-nav-data" data-selected></span>
<div assign-current-nav-item define-nav-interaction class="outer-nav">_</div>
<div assign-current-subnav-item class="outer-subnav">_</div>
<div mobile-nav-dropdown="h.showMobileNav" class="mobile-header ng-isolate-
scope">
  <nav class="nav-m" ng-class="{open: h.showMobileNav == true}">_</nav>
  <header class="header-m" ng-class="{open: h.showMobileNav == true}">
    <a href="#" class="icon-Nav open-nav" ng-click="h.showMobileNav = true">_</a>
    <a href="#" class="close-nav-icon icon-Nav" ng-click="h.showMobileNav =
false">_</a>
    <a class="mobile-logo" href="/urban/index.jsp"></a>
  </header>
  <form method="GET" action="/urban/catalog/search.jsp" class="ng-pristine ng-
valid">_</form>
  <span id="utility_bag">_</span>
    <!-- <a class="icon-ShoppingBag emptyCart" href="/urban/checkout.jsp?
cm_sp=SITE_HEADER_-_-BAG_-_-SHOPPING BAG&siteCode=urban"></a> -->
    <!-- ngIf: h.isPDP -->
  </div>
</div>
</div>
<div class="body urban">_</div>
<div class="miniFooter" style="display: none;">_</div>
<footer data-offset="-104">_</footer>
<script type="text/javascript">_</script>

```

Styles Panel:

Element: .header .mobile .mobile-logo

```

.element {
  position: absolute;
  top: 21px;
  right: 0;
  left: 0;
  margin: auto;
  -webkit-transition: top .35s ease;
  transition: top .35s ease;
}
.header a {
  color: inherit;
  text-decoration: none;
}

```

Style: .header .mobile .mobile-logo

Value: 46 x 35 pixels

Source: common.min.css?_20150330 22:99

Properties:

- background: url(/urban/images/mobile-logo.svg);
- background-position: center top;
- background-repeat: no-repeat;
- width: 24px;
- height: 24px;
- position: absolute;
- top: 21px;
- right: 0;
- left: 0;
- margin: auto;
- webkit-transition: top .35s ease;
- transition: top .35s ease;

Computed Styles:

position: absolute; top: 21px; right: 0; left: 0; margin: auto; width: 24px; height: 24px; background: url(/urban/images/mobile-logo.svg); background-position: center top; background-repeat: no-repeat; border: none; padding: 0; border-radius: 50%;

Box Model:

position	21
margin	-
border	-
padding	-
width	24px
height	24px
border-radius	50%

Properties:

- position: absolute
- top: 21px
- right: 0
- left: 0
- margin: auto
- webkit-transition: top .35s ease
- transition: top .35s ease

Show Inherited Properties:

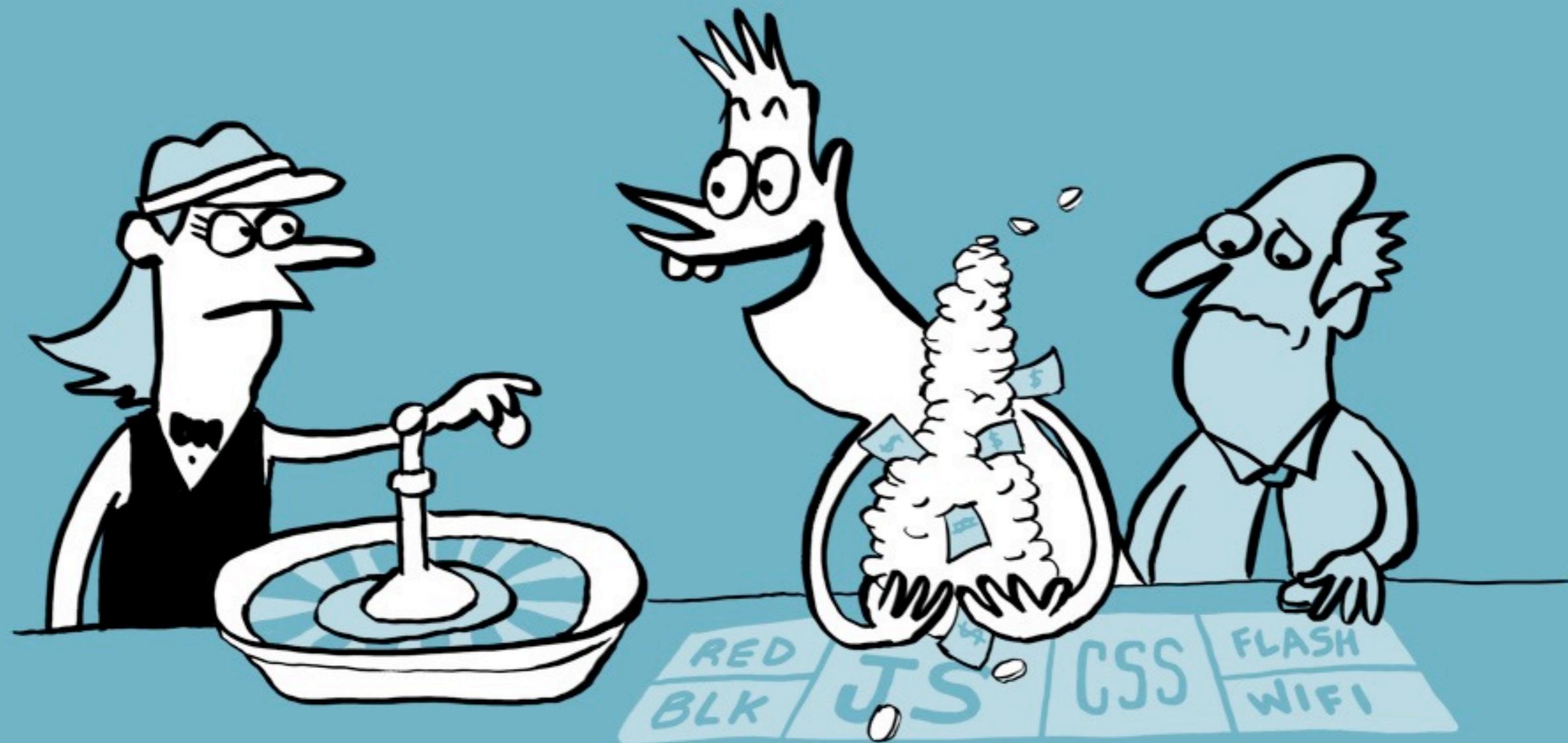
Inherited Properties:

- webkit-animation-delay: 0s;
- webkit-animation-direction: normal;
- webkit-animation-duration: 0s;
- webkit-animation-fill-mode: none;

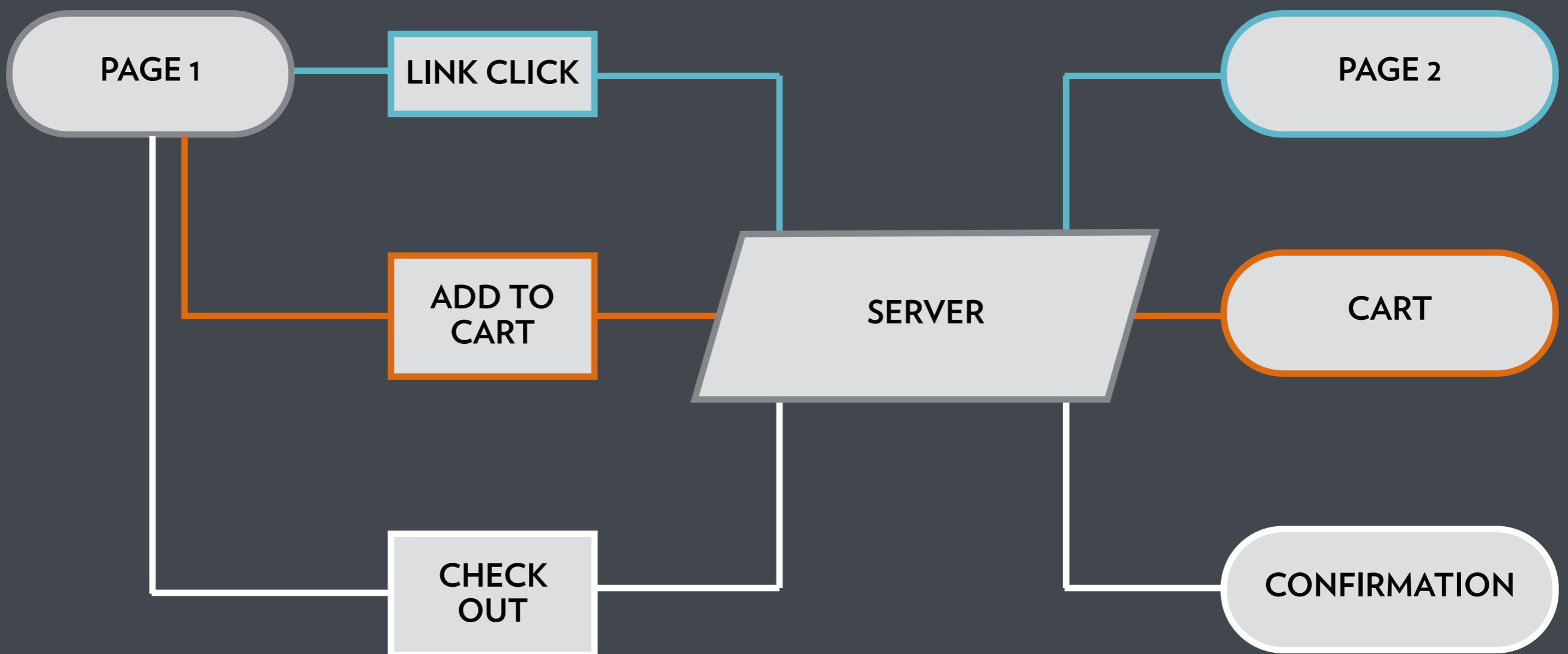
MAKE IT WORK: Ecommerce

- Avoid unnecessary server calls and extra image loading time by using CSS and browser text
- Use the picture element and srcset attribute to enhance images for larger screen sizes and retina displays
- Examine using icon fonts and SVGs to replace image tags
- Be creative with your content strategy for images and design with performance in mind

...BUT IT DOESN'T REALLY WORK IN Single Page Apps



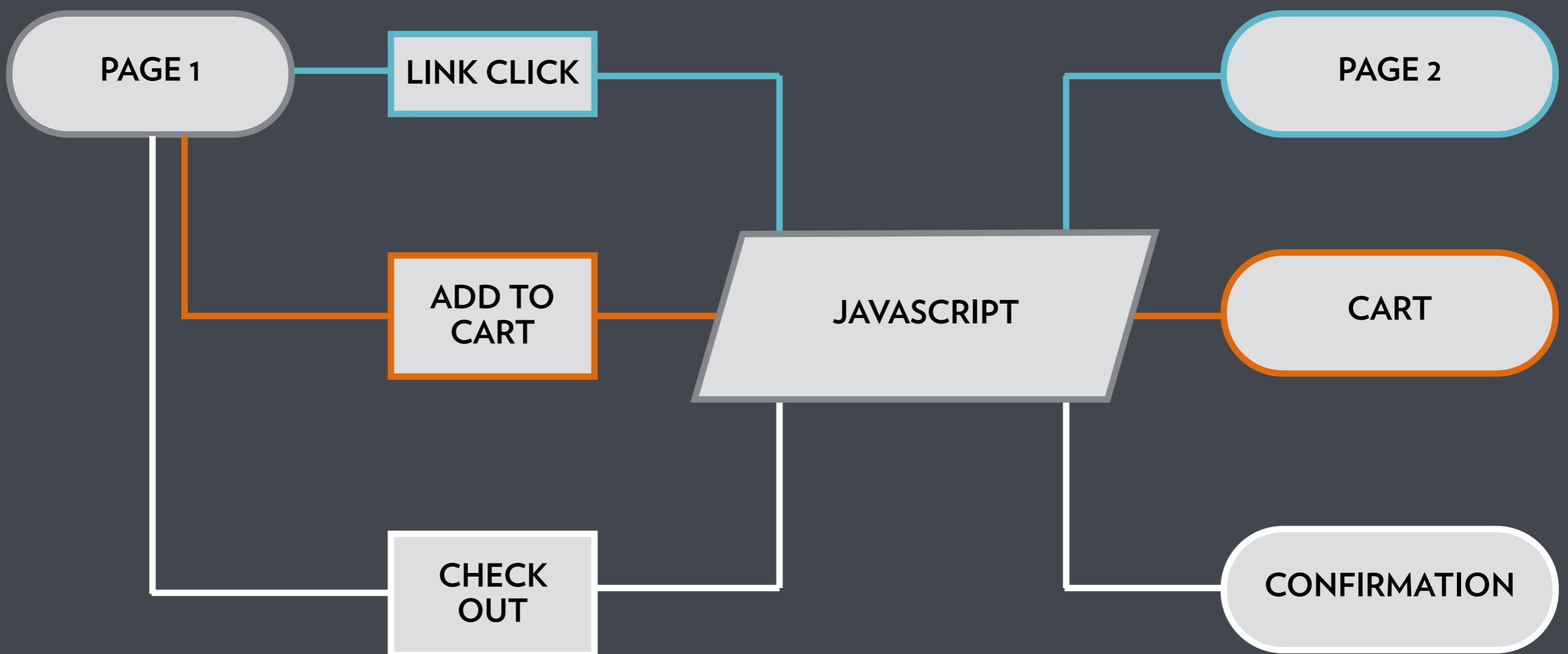
TRADITIONAL MODEL



GETTING TO PAGE 1

1. Browser requests web page
2. Server delivers web page
3. Browser displays web page

“SINGLE PAGE APP”



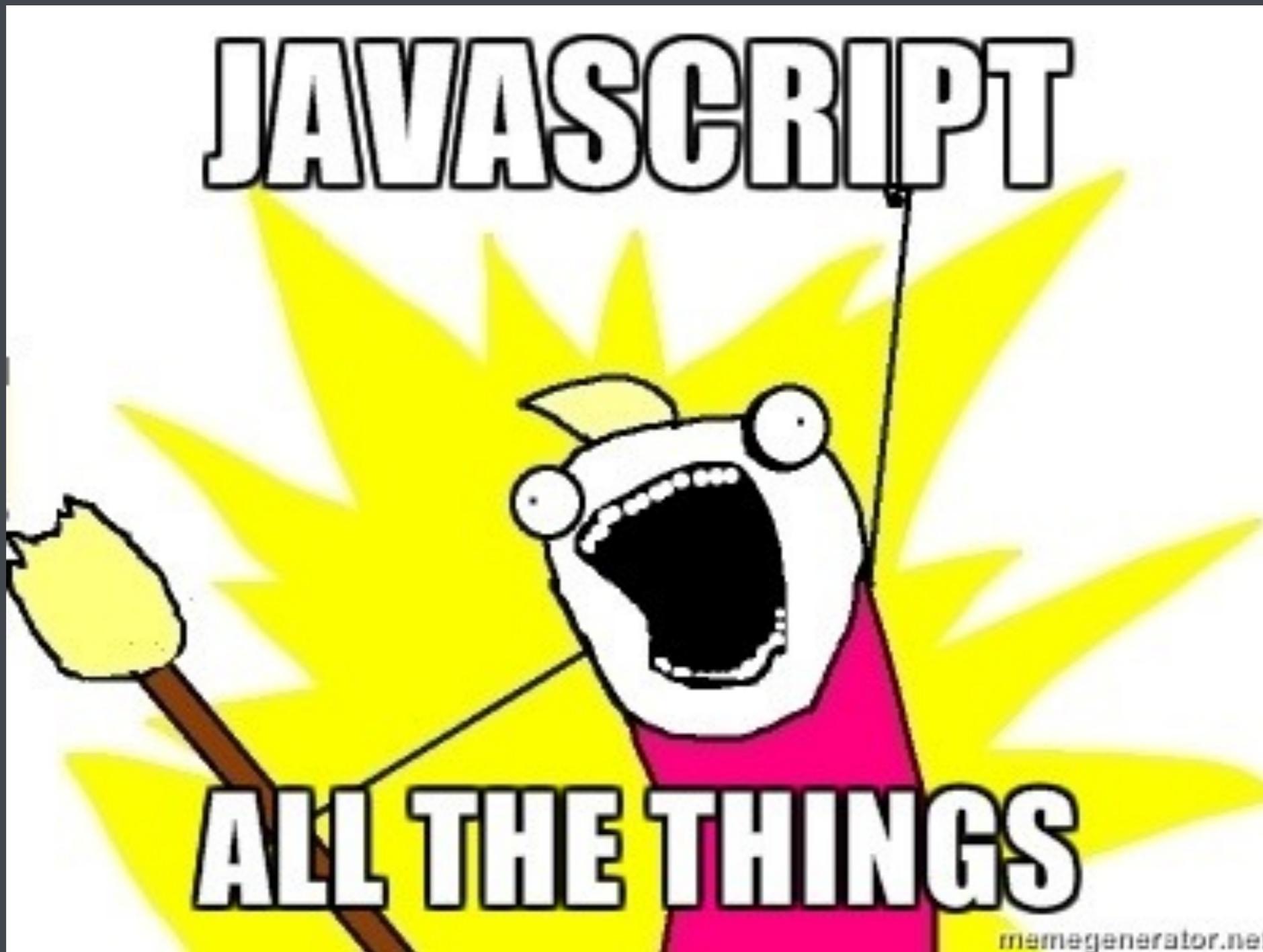
GETTING TO PAGE 1

1. Browser requests web page
2. Server delivers HTML shell (`<body></body>`) and JavaScript framework (e.g. Ember, Angular, etc.)
3. Browser downloads, parses & executes JavaScript framework to get it into memory
4. Framework begins requesting the actual web page content
5. Server delivers web page bits
6. Browser displays web page

“At some point recently, the browser transformed from being an awesome interactive document viewer into being the world’s most advanced, widely-distributed application runtime.”

TOM DALE
PROGRESSIVE ENHANCEMENT: ZED’S DEAD, BABY

<http://tomdale.net/2013/09/progressive-enhancement-is-dead/>



UPSIDE

- More “native app”-like feel
- Less reliance on “the server”
- More JavaScript!

DOWNSIDE

- More JavaScript!
 - Slower to get to page load
 - Executing in an unknown environment

Avg. first render times (seconds)

Angular

51k script size



Backbone

43k script size



Ember

165k script size





WEEKENDHACKER

WEEKENDHACKER

Make the Best of Your Travel Plans This Weekend

The holidays are upon us, and if you're going to spend them with faraway family and friends, you're probably going to be dealing with the stress that is traveling. Here are some of our best tips for making travel as pain-free as possible. [More »](#)

RELATED STORIES

- [Avoid a Weekend of Boredom](#)
- [Discover Some New Music This Weekend](#)
- [Find Yourself Some Great Deals This Weekend](#)

WEB SITES



TAXES



...you'll find it waiting in your basket online.



£10 OFF
your first
online shop*

Start saving

www.tesco.com

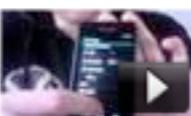
*When you spend £50 or more. Excludes delivery charge. Terms here.



WEEKENDHACKER

5:00 PM

Make the Best of Your Travel Plans This Weekend



FOR WHAT IT'S WORTH

4:00 PM

Remains of the Day: Ice Cream Sandwich Running on a Galaxy S II



HIGHLIGHTS

3:30 PM

This Week's Most Popular Posts: November 12–November 18



WEB SITES

3:00 PM

Our Favorite Single-Purpose Web Sites That Do Exactly What They Say They Do



DEALS

2:30 PM

Daily App Deals: Get Deluxe Moon HD for iPad at Only 99¢ in Today's App Deals

[The Ultimate Black Friday Gadget](#)

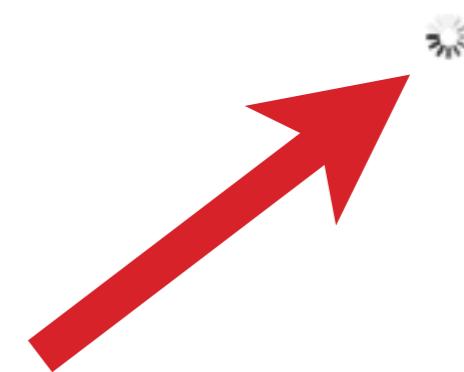
MORE STORIES...

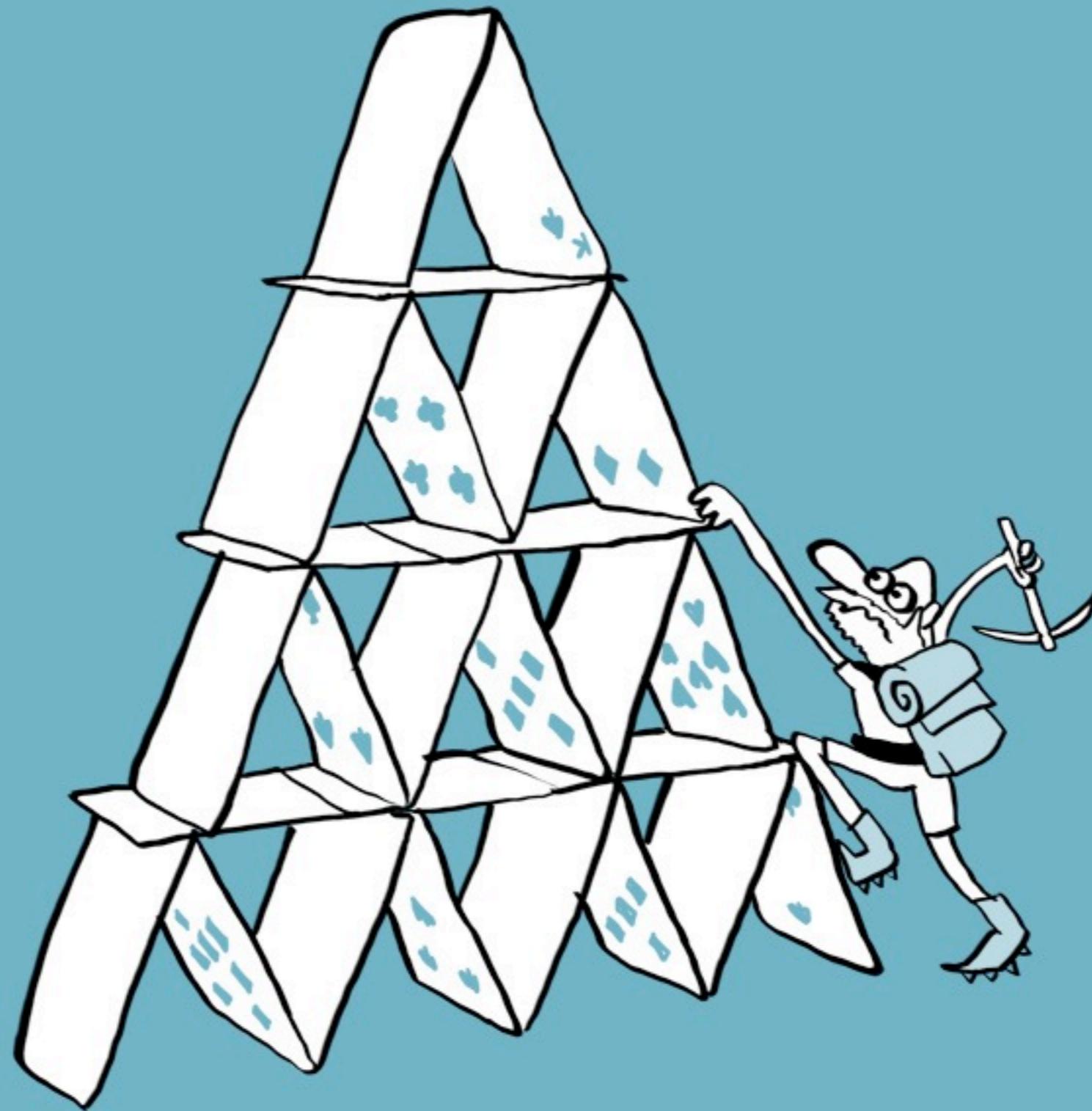
[App Deals](#)

[The Ultimate Black Friday Gadget](#)

TIPS AND DOWNLOADS FOR
GETTING THINGS DONE

[MORE STORIES...](#)







Nerds

Code

Tech Talks

Open Source

News

Data

Client + server MVC

Client Isomorphic JavaScript: The Future of Web Apps *JavaScript*

Code



Published in [Code](#)
November 11, 2013 by [Spike Brehm](#)
[30 Comments](#)

This post has been [cross-posted](#) on VentureBeat.

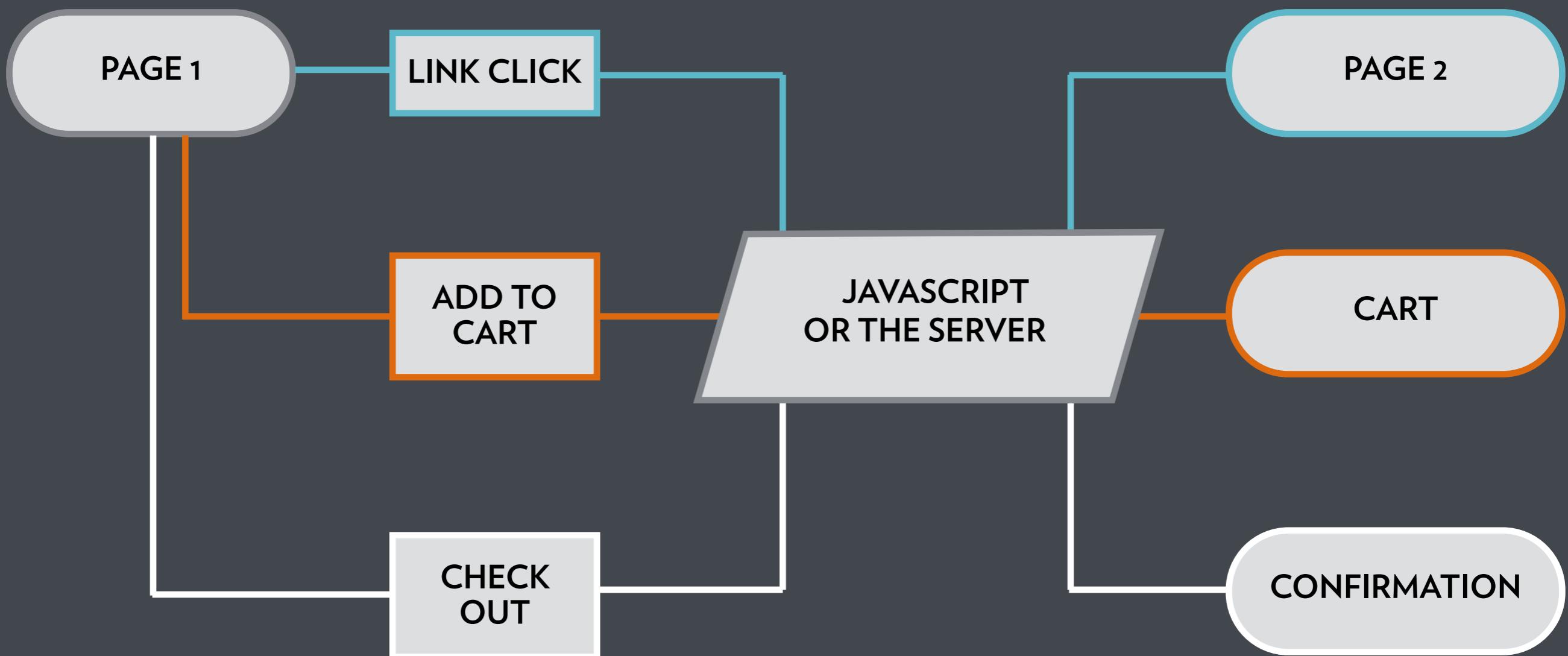
At Airbnb, we've learned a lot over the past few years while building rich web experiences. We dove into the single-page app world in 2011 with our [mobile web site](#), and have since launched [Wish Lists](#) and our newly-redesigned [search page](#), among others. Each of these is a large JavaScript app, meaning that the bulk of the code runs in the browser in order to support a more modern, interactive experience.

This approach is commonplace today, and libraries like Backbone.js, Ember.js, and Angular.js have made it easier than ever to build rich client-side web applications.

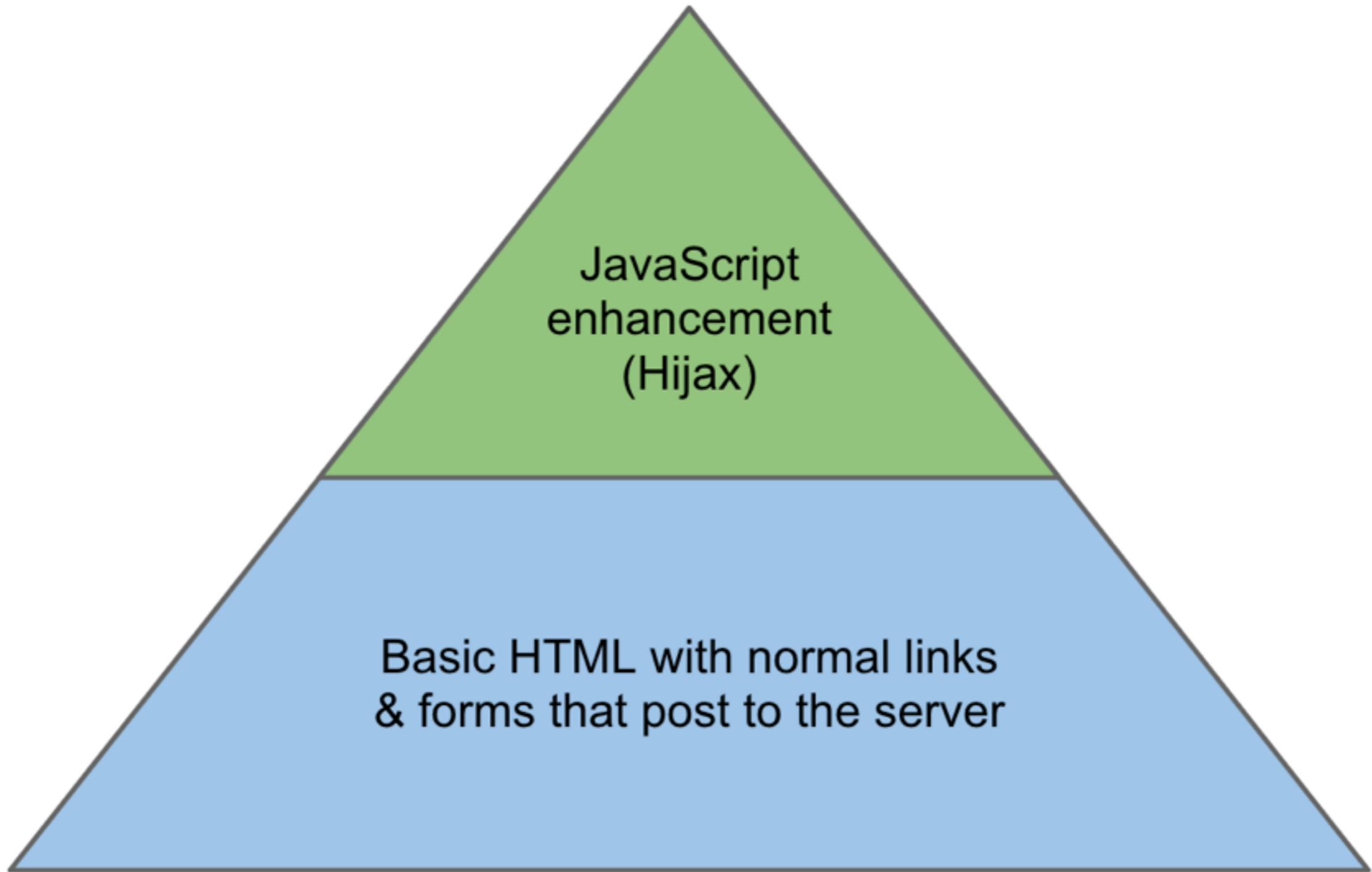
ISOMORPHIC JAVASCRIPT

- Server sends a real page
- JavaScript takes over to create a single page app if possible
- If not possible, all links & functionality go through the server

HOW ISOMORPHIC JS WORKS



But you don't need to
use Isomorphic
JavaScript



“Say what you will about server-rendered apps, the performance of your server is much more predictable, and more easily upgraded, than the many, many different device configurations of your users. Server-rendering is important to ensure that users who are not on the latest-and-greatest can see your content immediately when they click a link.”

TOM DALE

YOU'RE MISSING THE POINT OF SERVER-SIDE RENDERED JAVASCRIPT APPS

tomdale.net/2015/02/youre-missing-the-point-of-server-side-rendered-javascript-apps/

MAKE IT WORK: Single Page Apps

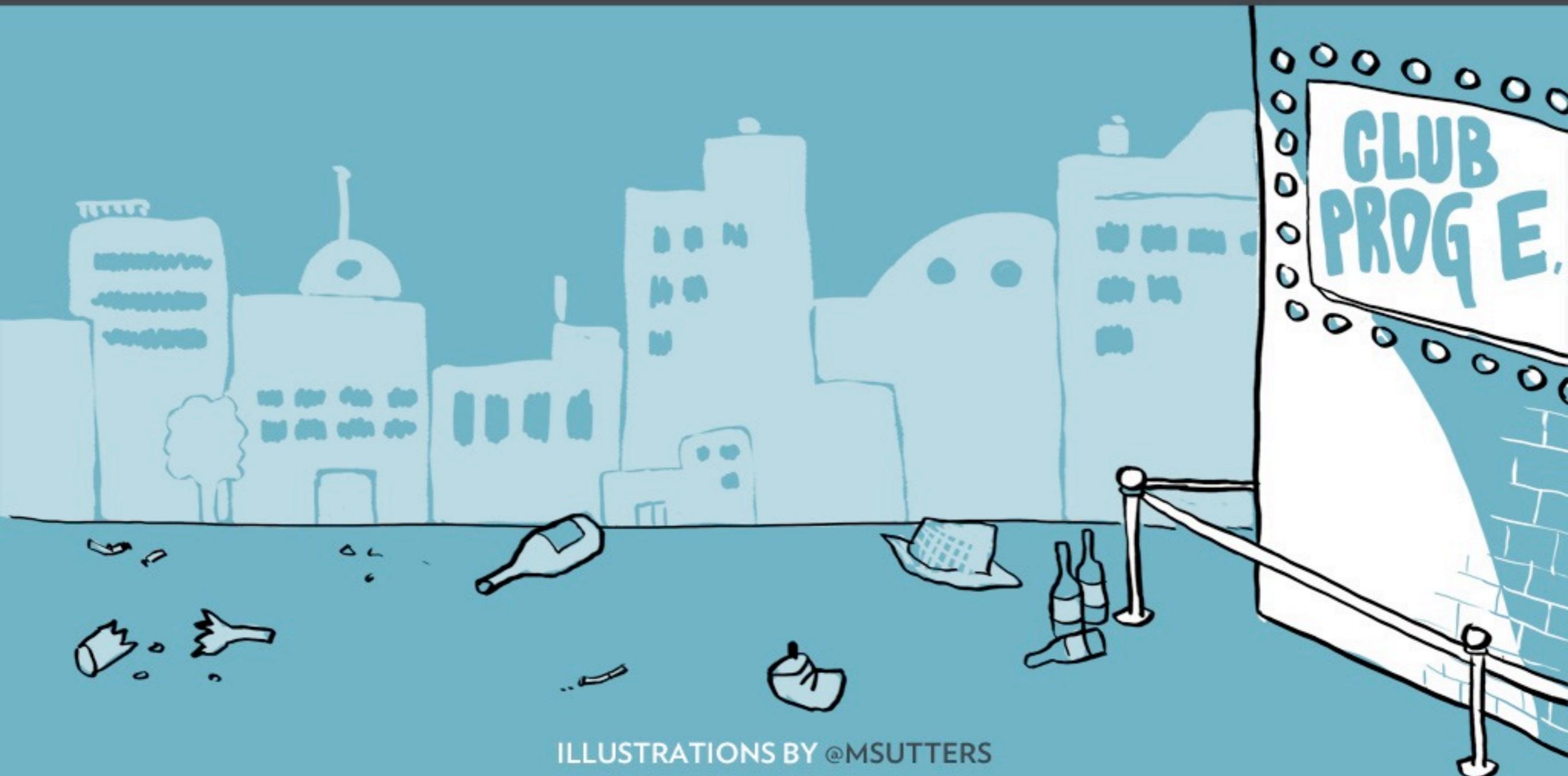
- Single page apps can and should be progressively enhanced
- Frameworks can make pages S L O W
- Isomorphic JavaScript is a good way to go, but it's not the only way

QUESTIONS?

UXIM

Thanks.

@JENNLUKAS @AARONGUSTAFSON



ILLUSTRATIONS BY @MSUTTERS