

# Designing the Conversation

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I'm `<em>really</em>` happy to see you.







# Powerful Phrases



# Emphasis

I'm `<em>really</em>` happy to see you.

# Strong Importance

Please fill out the form below to contact us.  
<strong>All fields are required.</strong>

I'm *really* happy to see you.

Please fill out the form below to contact us. **All fields are required.**

# Alternate Voice or Mood

It's a terrible movie and it made \$200 million.

*Go figure!*

She is admired for her energy and *joie de vivre*.

# Stylistically Offset

For 12 years and running, over 100,000 companies have adopted the **Basecamp** way of working. Not just tried, but signed up, said “ah-ha!”, and never looked back. There’s nothing else like **Basecamp**.

# Abbreviations & Acronyms

A ramp embedded in staircase of Robson Square in Vancouver,  
`<abbr aria-label="British Columbia">BC</abbr>`.

# Generic Phrasing

There is `<span>nothing particularly interesting</span>` in this sentence.



# Mindful Links



# Connecting Content

A ramp embedded in staircase of `<a href="https://en.wikipedia.org/wiki/Robson_Square">Robson Square</a>` in Vancouver, `<abbr aria-label="British Columbia">BC</abbr>`.

# Connecting Content

To illustrate the concept of layering styles, perhaps it's best to start at the beginning: with no style applied.

`<a href="#figure-3-3">Figure 3.3</a>` shows the lodging article in Safari with only the default browser styles applied.

...

```
<figure id="figure-3-3">
```

...

```
</figure>
```

# Creating Context

```
<a rel="bookmark" href="..."><b class="hidden">You can </b>finish  
reading<b class="hidden"> <cite>The Web Should Just Work for  
Everyone</cite> in less than 10 minutes</b></a>
```

# Creating Context

```
<a rel="me" href="...">Read my bio</a>
```

# Creating Context

```
<a href="..." hreflang="es"><b class="hidden">Lea esta página en  
</b>Español</a>
```

# Creating Context

```
<a href="giant.mp4" type="video/mp4">Download this movie</a>
```

# Triggering Actions

```
<a href="giant.mp4" type="video/mp4" download>Download this  
movie</a>
```

# Connecting Tools

`<a href="mailto:aaron@easy-designs.net">Send me an email</a>`

`<a href="tel:18009346489">Call Comcast Customer Service</a>`





# Effective Organization



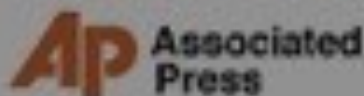




Associated Press

# Book Is Inside Look at War on Terror

By PETE YOST 09.07.07, 3:25 PM ET



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WASHINGTON -Vice President Dick Cheney and other Bush administration officials "blew through" legal constraints they didn't like and weakened the presidency with a go-it-alone approach in the war on terror, a former Justice Department official writes in a new book.

In "The Terror Presidency," former assistant attorney general Jack Goldsmith details what he calls "one of the underappreciated stories in the war on terrorism: the daily clash inside the Bush administration between fear of another attack - which drives officials into doing whatever they can to prevent it - and the countervailing fear of violating the law, which checks their urge toward prevention."

Goldsmith rescinded two legal memos written by attorneys who previously ran the Office of Legal Counsel, which he

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Andrew Teufel

Director of Research, Fisher Investments

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 Maker at your  
 Company?  
  
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 Attaché in  
 one-click now!

ACTIVATE NOW!


 Attaché

|  |   |
|--|---|
| <div>                 Help                 Exit                 Details                 Close             </div> |   |
| Thursday, June 21, 2007 4:12 PM EDT  | Edit Index  |
| <div>                 Watch List             </div>  |   |
| S&P 500  | 94.25 <div>                     -0.07                     -0.07%                 </div>   |
| NASDAQ   | 25.87 <div>                     -0.21                     -0.81%                 </div>   |
| DOW  | 10,725 <div>                     -0.34                     -0.003%                 </div> |
| (Prices are delayed by at least 15 minutes)  |   |
| <div>                 Watch List News             </div>   | Edit Index  |
| The Rough King On the Business   |   |
| Booking Up in India  |   |
| Tech-Tone  |   |
| <div>                 Events Calendar             </div>   | Edit Index  |
| 06/20/07   | CSCO                 Conference Call  |
| 06/20/07   | CSCO                 Conference Call  |
| 06/20/07   | CSCO                 Earnings Release   |
| Authors  | Edit Index  |
| Rich Karlgaard   |   |
| Why isn't Social Dead?   |   |
| About The Firm   |   |





# Headings

```
<h1>This is the title of the page</h1>
```

...

```
<h2>This titles a section</h2>
```

...

```
<h3>This titles a subsection</h3>
```

...

etc.



# Moving Focus

<p>This twist is what <a href="https://en.wikipedia.org/wiki/John\_Harsanyi">John Harsanyi</a>—an early game theorist—refers to as the <a href="https://en.wikipedia.org/wiki/Veil\_of\_ignorance">“Veil of Ignorance”</a> and what Rawls found, time and time again, was that individuals participating in the experiment would gravitate toward creating the most egalitarian societies.</p>



# Moving Focus

```
<p tabindex="0">Please fill out the form below completely.  
<strong>All fields are required.</strong></p>
```



# Accessible Rich Internet Applications

# Navigation Region

```
<div id="nav" role="navigation">
  <ul>
    <li>
      <a href="/about/"><b class="hidden">A Bit </b>About<b
class="hidden"> Me</b></a>
    </li>
    ...
  </ul>
</div>
```

# ARIA Landmark Roles

- banner
- navigation
- search
- main
- complementary
- contentinfo



# 2015

*24 ways* is the advent calendar for web geeks. For twenty-four days each December we publish a daily dose of web design and development goodness to bring you all a little Christmas cheer. [Learn more](#)

## 24 Solve the Hard Problems

**Drew McLellan** brings our 2015 calendar to a motivational close with some encouragement for the year ahead. Year's end is a time for reflection *and* finding new purpose and enthusiasm for what we do. By tackling the thorniest design and development problems, we can make the greatest impact – and have the most fun. Merry Christmas and a happy New Year!

[11 comments](#)

## 23 Blow Your Own Trumpet

**Andy Clarke** encourages us to have confidence in the way we communicate with potential clients. Being open and genuine, and providing an insight into what working with you will be like can help prospective clients choose you over your competitors. So before you refresh your glass, refresh your website's copy!

[No comments](#)

## 22 How Tabs Should Work

**Remy Sharp** picks that old chestnut – tabs – and roasts it afresh on the open fire of JavaScript to see how a fully navigable, accessible and clickable set of tabs can work. Everybody knows some scripting and some CSS can help to make your website bright. Although it's been said many times, many ways, please be careful to do it right.

[16 comments](#)

## 21 What's Ahead for Your Data in 2016?

**Heather Burns** outlines the most important international legal issues whose effects will ripple through our work on the web in 2016 and beyond. Like the Ghost of Christmas Yet To Come, these trade agreements have approached slowly, gravely, silently. Perhaps now's the time to take action.

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```
<header class="banner" role="banner" id="top">  
  <h1 class="banner_logo"><a href="/" rel="home">  
    24 ways <span>to impress your friends</span></a></h1>  
</header>
```



```
<main role="main">
```

```
...
```

```
</main>
```

```
<nav class="navigation" role="navigation" id="menu">
  <h1 class="hidden">Browse 24 ways</h1>
  <ul class="nav nav-topics">
    <li class="nav_item"><a href="/topics/business/"
      data-icon="&#x2655;">Business</a></li>
    ...
  </ul>
  ...
</nav>
```

```
<footer class="contentinfo" role="contentinfo">
  <p class="contentinfo_copyright">
    <small>© 2005-2016 24 ways and our authors.
    <a href="/about/#colophon">Colophon</a></small>
  </p>
  <p class="contentinfo_social">
    <a href="http://feeds.feedburner.com/24ways"
      rel="alternate">Grab our RSS feed</a>
    <a href="https://twitter.com/24ways" rel="me">Follow us
      on Twitter</a>
    <a href="/newsletter">Subscribe to our newsletter</a>
  </p>
</footer>
```







# HTML Landmarks

- banner - first **header** element not inside a sectioning element
- navigation - **nav**
- search
- main - **main**
- complementary - **aside**
- contentinfo - first **footer** element not inside a sectioning element





```
<div>
```

```
  This is simply a generic division of content.
```

```
</div>
```

# Alterna-divs

- **p** - a paragraph
- **ol** - a list of items whose order matters
- **ul** - an list of items whose order doesn't matter
- **li** - an item in a list
- **dl** - a list of items and their associated descriptions
- **dt** - terms to be described within a **dl**
- **dd** - description data within in a **dl**
- **figure** - referenced content (images, tables, etc.)
- **figcaption** - caption for a figure

# Alterna-divs

- **article** - a piece of content that can stand on its own
- **section** - a section of a document or article
- **header** - preamble content for a document, article, or section
- **footer** - supplementary information for a document, article, or section
- **main** - the primary content of a document
- **nav** - navigational content
- **aside** - complementary content



# **Friendly Forms**

**Make it clear  
users need to  
respond**

***“What’s your first name?”***

***“What’s your first name?”***





***“Without your first name, I won’t  
know how to address you.  
Could you please provide it?”***

***“Without your first name, I won’t  
know how to address you.  
Could you please provide it?”***



***“Reserve your spot”***

***“Reserve your spot”***



What's your first name?  
<input name="first\_name">



```
<label>What's your first name?</label>  
<input name="first_name">
```

```
<label for="first_name">What's your first name?</label>  
<input id="first_name" name="first_name">
```

```
<label>  
  What's your first name?  
  <input name="first_name">  
</label>
```

```
<label for="first_name">  
  What's your first name?  
  <input id="first_name" name="first_name">  
</label>
```

```
<label for="first_name">What's your first name?</label>  
<input id="first_name" name="first_name">
```

Use the right  
field type

# Free Response

```
<label for="first_name">What's Your First Name?</label>  
<input type="text" id="first_name" name="first_name">
```



# Free Response: Email

```
<label for="email">What's Your Business Email Address?</label>  
<input type="email" id="email" name="email">
```

| Appearance | Native Validation |
|------------|-------------------|
| Text Field | Maybe             |

**Browsers ignore  
what they don't  
understand**

# Progressive Enhancement

# Free Response: URL

```
<label for="url">What's Your Website's URL?</label>  
<input type="url" id="url" name="url">
```

| Appearance | Native Validation |
|------------|-------------------|
| Text Field | Maybe             |

# Free Response: Number

```
<label for="time_at_job">How Many Years Have You Been  
  in Your Current Position?</label>  
<input type="number" id="time_at_job" name="time_at_job">
```

| Appearance  | Native Validation |
|-------------|-------------------|
| Text Field+ | Maybe             |

# Choose One: Number

```
<label for="volume">How Loud is Spinal Tap?</label>  
<input type="range" id="volume" name="volume"  
      min="0" max="11" step="1"  
>
```

| Appearance     | Native Validation |
|----------------|-------------------|
| Slider (Maybe) | Maybe             |



**Don't introduce  
unnecessary  
complexity**



Phone Number:

Phone Number:

Phone Number:

# Free Response: Telephone

```
<label for="tel">What's Your Business Phone Number?</label>  
<input type="tel" id="tel" name="business_phone">
```

| Appearance | Native Validation |
|------------|-------------------|
| Text Field | No                |

**We should  
work harder  
so our users  
don't have to**

Help users  
**avoid** errors

**Enable common  
information to be  
auto-filled**

# Keys for Auto-filling

```
<label for="name">What's Your Name?</label>  
<input id="name" name="name" required aria-required="true">
```



# Don't Store All Values

```
<label for="passport">What's Your Passport Number?</label>  
<input id="passport" name="passport"  
      required aria-required="true"  
      autocomplete="off"  
>
```

# Autofill Tokens

- name
- honorific-prefix
- given-name
- additional-name
- family-name
- honorific-suffix
- nickname
- username
- new-password
- current-password
- organization-title
- organization
- street-address
- address-line1
- address-line2
- address-line3
- address-level4
- address-level3
- address-level2
- address-level1
- country
- country-name
- postal-code
- cc-name
- cc-given-name
- cc-additional-name
- cc-family-name
- cc-number
- cc-exp
- cc-exp-month
- cc-exp-year
- cc-csc
- cc-type
- transaction-currency
- transaction-amount
- language
- bday
- bday-day
- bday-month
- bday-year
- sex
- url
- photo
- tel
- tel-country-code
- tel-national
- tel-area-code
- tel-local
- tel-local-prefix
- tel-local-suffix
- tel-extension
- email
- impp



```
<label for="shipping-mobile">Is there a mobile number we can  
  reach you on regarding delivery?</label>  
<input type="tel" id="shipping-mobile" name="shipping-mobile"  
  autocomplete="shipping mobile tel">
```



**Let users know  
when a field is  
required**

# Required Fields

```
<p>Fields marked with a * are  
  <strong id="required">required</strong>.</p>
```

...

```
<label for="first_name">What's Your First Name?  
  <b role="presentation" class="required">*</b>  
</label>  
<input id="first_name" name="first_name"  
  required  
  aria-required="true"  
>
```

# Required Fields

```
<p><strong>All of the fields are required.</strong></p>
```

...

```
<label for="first_name">What's Your First Name?</label>  
<input id="first_name" name="first_name"  
      required  
      aria-required="true"  
>
```



# Required Fields

```
<p><strong>All of the fields are required.</strong></p>
```

...

```
<label for="first_name">What's Your First Name?</label>  
<input id="first_name" name="first_name"  
      required  
      aria-required="true"  
>
```

**Provide useful  
hints** as to the  
type of response  
you're expecting

# Suggesting a response

```
<label for="flight">What flight are you looking for?</label>  
<input id="flight" name="flight"  
  pattern="DL\d{2,}"  
  placeholder="e.g. DL5407"  
>
```

# **Validate** **in the browser**

# Browser Validated

```
<label for="first_name">What's Your First Name?</label>  
<input id="first_name" name="first_name"  
      required  
      aria-required="true"  
>
```

# Browser Validated

```
<label for="email">What's Your Business Email Address?</label>  
<input type="email" id="email" name="email">
```

# Browser Validated

```
<label for="flight">What flight are you looking for?</label>  
<input id="flight" name="flight"  
  pattern="DL\d{2,}"  
  placeholder="e.g. DL5407"  
>
```

**Enter three numbers followed by two letters**

123444hshshs|



Please match the requested  
format.



# Inline Errors

```
<label for="email">Your Email Address</label>  
<input id="email" type="email" name="email"  
      required aria-required="true"  
      aria-invalid="true"  
      aria-describedby="email-error"  
  >  
<strong id="email-error" class="validation-error-message">  
  Your email address is required</strong>
```

# Inline Errors

```
<label for="email">Your Email Address</label>  
<input id="email" type="email" name="email"  
      required aria-required="true"  
      aria-invalid="true"  
      aria-describedby="email-error"  
  >  
<strong id="email-error" class="validation-error-message">  
  Your email address is required</strong>
```

# Inline Errors

```
<label for="email">Your Email Address</label>  
<input id="email" type="email" name="email"  
      required aria-required="true"  
      aria-invalid="true"  
      aria-errormessage="email-error"  
      >  
<strong id="email-error" class="validation-error-message">  
  Your email address is required</strong>
```

# **Validate** **on the server**









```
<input type="hidden" name="price" value="399.99">
```





```
<input type="hidden" name="price" value="1">
```

**Never** trust  
the client



**Never** trust  
the client

# Summarize server-side errors

There were errors with your form submission:

- Message is a required field
- Name is a required field
- Email is a required field

```
<div tabIndex="0" aria-labelledby="errors">
  <p id="errors">There were errors with your form submission</p>
  <ol>
    <li><a href="#message">Message</a> is a required
      field</li>
    <li><a href="#name">Name</a> is a required field</li>
    <li><a href="#email">Email</a> is a required field</li>
  </ol>
</div>
```

```
<div tabIndex="0" aria-labelledby="errors">
  <p id="errors">There were errors with your form submission</p>
  <ol>
    <li><a href="#message">Message</a> is a required
      field</li>
    <li><a href="#name">Name</a> is a required field</li>
    <li><a href="#email">Email</a> is a required field</li>
  </ol>
</div>
```

```
<div tabindex="0" aria-labelledby="errors">
  <p id="errors">There were errors with your form submission</p>
  <ol>
    <li><a href="#message">Message</a> is a required
      field</li>
    <li><a href="#name">Name</a> is a required field</li>
    <li><a href="#email">Email</a> is a required field</li>
  </ol>
</div>
```

```
<div tabindex="0" aria-labelledby="errors">
  <p id="errors">There were errors with your form submission</p>
  <ol>
    <li><a href="#message">Message</a> is a required
      field</li>
    <li><a href="#name">Name</a> is a required field</li>
    <li><a href="#email">Email</a> is a required field</li>
  </ol>
</div>
```

```
<div tabindex="0" aria-labelledby="errors">
  <p id="errors">There were errors with your form submission</p>
  <ol>
    <li><a href="#message">Message</a> is a required
      field</li>
    <li><a href="#name">Name</a> is a required field</li>
    <li><a href="#email">Email</a> is a required field</li>
  </ol>
</div>
```



# Inline Errors

```
<label for="email">Your Email Address</label>  
<input id="email" type="email" name="email"  
      required aria-required="true"  
      aria-invalid="true"  
      aria-describedby="email-error"  
  >  
<strong id="email-error" class="validation-error-message">  
  Your email address is required</strong>
```





# Thank you!

@AaronGustafson

[aaron-gustafson.com](http://aaron-gustafson.com)

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