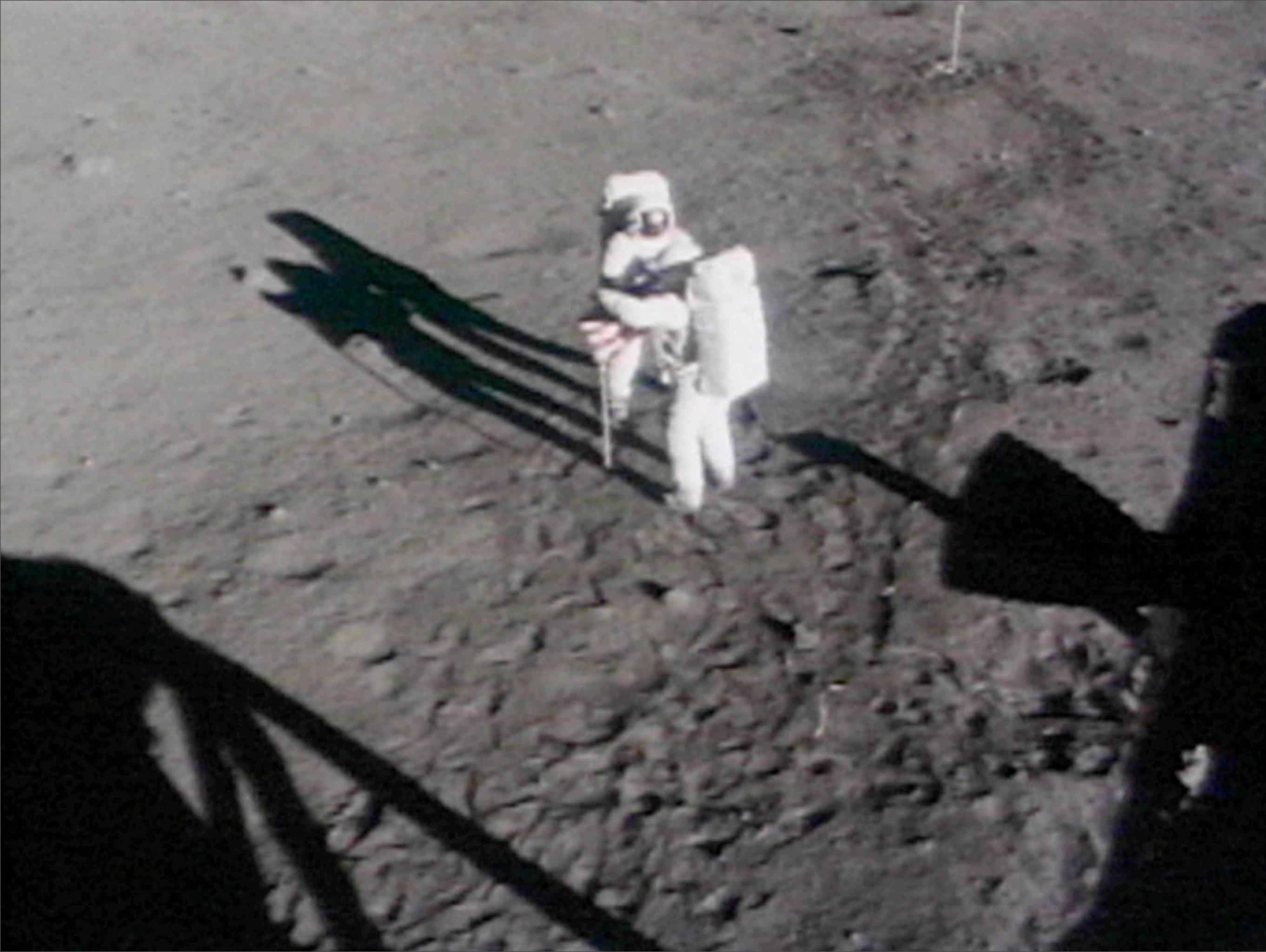


Professional Frontend Engineering

Nate Koechley
Senior Frontend Engineer
Yahoo!

natek@yahoo-inc.com | developer.yahoo.com/yui
nate.koechley.com/blog | “natekoechley”

Why this topic?



- Put a stake in the ground.
- Reiterate our values.
- Advocate the discipline.
- Nurture a healthy Web.





Historical Perspective

Historical Perspective

Our Beliefs & Principles

Historical Perspective

Our Beliefs & Principles

Knowledge Areas & Best Practices

Historical Perspective

Our Beliefs & Principles

Knowledge
Areas & Best
Practices

Why It All
Matters

Historical Perspective

Yahoo

[[What's New?](#) | [What's Cool?](#) | [What's Popular?](#) | [A Random Link](#)]

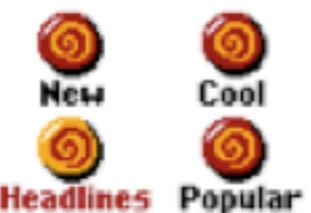
[[Yahoo](#) | [Up](#) | [Search](#) | [Suggest](#) | [Add](#) | [Help](#)]

- [Art](#) (619) [new]
- [Business](#) (8546) [new]
- [Computers](#) (3266) [new]
- [Economy](#) (898) [new]
- [Education](#) (1839) [new]
- [Entertainment](#) (8814) [new]
- [Environment and Nature](#) (268) [new]
- [Events](#) (64) [new]
- [Government](#) (1226) [new]
- [Health](#) (548) [new]
- [Humanities](#) (226) [new]
- [Law](#) (221) [new]
- [News](#) (301) [new]
- [Politics](#) (184) [new]
- [Reference](#) (495) [new]
- [Regional Information](#) (4597) [new]
- [Science](#) (3289) [new]
- [Social Science](#) (115) [new]
- [Society and Culture](#) (933) [new]

There are currently 31897 entries in the Yahoo database

There are currently 31897 entries in the Yahoo database

- [Society and Culture](#) (933) [new]
- [Social Sciences](#) (115) [new]



[[Text-Only Yahoo](#) | [New Features and Changes to Yahoo!](#)]

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[Literature](#), [Photography](#), [Architecture](#), ...
- [Business and Economy \[Xtra!\]](#)
[Directory](#), [Investments](#), [Classifieds](#), ...
- [Computers and Internet](#)
[Internet](#), [WWW](#), [Software](#), [Multimedia](#), ...
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[Universities](#), [K-12](#), [Courses](#), ...
- [Entertainment \[Xtra!\]](#)
[TV](#), [Movies](#), [Music](#), [Magazines](#), [Books](#), ...
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[Politics \[Xtra!\]](#), [Agencies](#), [Law](#), [Military](#), ...
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- [News \[Xtra!\]](#)
[World \[Xtra!\]](#), [Daily](#), [Current Events](#), ...
- [Recreation](#)
[Sports \[Xtra!\]](#), [Games](#), [Travel](#), [Autos](#), ...
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[Libraries](#), [Dictionaries](#), [Phone Numbers](#), ...
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[CS](#), [Biology](#), [Astronomy](#), [Engineering](#), ...
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[People](#), [Environment](#), [Religion](#), ...

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Architecture, Photography, Literature...

• [Business and Economy \[Xtra!\]](#)
Companies, Investing, Employment...

• [Computers and Internet \[Xtra!\]](#)
Internet, WWW, Software, Multimedia...

• [Education](#)
Universities, K-12, College Entrance...

• [Entertainment \[Xtra!\]](#)
Cool Links, Movies, Music, Humor...

• [Government](#)
Military, Politics [Xtra!], Law, Taxes...

• [Health \[Xtra!\]](#)
Medicine, Drugs, Diseases, Fitness...

• [News and Media \[Xtra!\]](#)
Current Events, Magazines, TV, Newspapers...

• [Recreation and Sports \[Xtra!\]](#)
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Yahoo Shopping - Thousands of stores. Millions of products.

Departments	Stores	Products
Apparel	Bloomingdale's	Sports Authority
Bath & Beauty	Food & Drink	Gap
Computers	Music	Eddie Bauer
Electronics	Video/DVD	Macy's

In the News

- [Scores killed in Nigerian riots](#)
- [Austria's Haider resigns as party leader](#)
- [Hundreds top thousands in Mozambique](#)

[more...](#)

Marketplace

- [Y! Auctions](#) · [Prizes](#)
- [Pokemon, computers](#)
- [Free 16K Internet Access](#)
- [Yahoo! Bill Pay](#) - free 3-month trial

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- [Yahoo! GeoCities](#) - build your free home page
- [Play free Fantasy Soccer](#)
- [Yahoo! Clubs](#) - create your own
- [Y! Greetings](#) - free greeting cards

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Health

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Regional

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find the one for you

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Make a Connection with Yahoo! Personal

I'm a [Man](#) seeking a [Woman](#)

Enter City, State or ZIP: [Find My Match!](#)

[Take a Tour of Yahoo! Personal](#) - where millions of singles meet!

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Entertainment
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Government
Decisions, Military, Law, Taxes...

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- [Smart sites for bankruptcy](#)
- [IBM set to enter Linux 3D](#)
- [AOL's Netpage uses Microsoft](#)
- [Brand managers at Tyson focus on meat conference](#)

Marketplace

- [Yahoo! Tunes](#) - [Artist Specials](#)
- [3 free DVDs plus free shipping on Sexy DVD Drive Systems](#)
- [New on DVD](#) - [Rock Star: Kiss of the Dragon](#), [American Pie 2](#)
- [Liquation](#) - [Kodak Advances](#)
- [Zoom Camera](#), 140.99 - [Save 81%](#)

Broadcast Events

- [Britney Spears](#) - music, videos, news, pictures, fan station

Inside Yahoo!

- [Movies](#) - [Black Hawk Down](#), [Snow Dogs](#), [Land of the Kangas](#)
- [Tech Center](#) - forums, tips, editor blog
- [12 Games](#) - pool, chess, spades, checkers, dominoes, backgammon...
- [Astrology](#) - what's your sign?
- [Make Yahoo! your home page](#)

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Yahoo! Personal - It's time to give face a nudge. Create your profile or search for free.

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New: [Yahoo! Teikam: Get premium seats at the biggest games](#)
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Connect: [Chat](#), [GeoCities](#), [Greetings](#), [Groups](#), [Mail](#), [Messenger](#), [Mobile](#)
Organize: [Addresses](#), [Bithdays](#), [Calendar](#), [My Yahoo!](#), [PhotoAlbums](#), [Photos](#)
Fun: [Games](#), [Horoscopes](#), [Kids](#), [Wishes](#), [Memes](#), [Radio](#), [TV](#)
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10:19pm PT Mon Jan 15

Kerry wins Iowa caucuses [A 200-hour sunset needed to cover off](#)
[Iowa](#). [Democrats might drop out](#)
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- Americans concerned on health care, jobs
- [Iowa Caucus](#) [caucus](#) [caucus](#) [caucus](#)
- Microsoft takes on [Opera](#) on web site
- [Miller](#) may withdraw [Chemung nomination](#)
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Headlines

- [Canon Powershot Digital ELPH](#)  [Shutter speed power, more megapixels, better stabilization, more video recording, and soon to come little power](#)
- [Manage asthma online with MediCompass](#)
- [Sony Digital Camera](#) - [Digital from Sony](#) [Free shipping](#) and [6-month financing](#)
- [2005 online degrees](#) - [Get your Bachelor's, Master's or Doctoral here](#)
- [BBC iPlayer DSS](#) - [Free activation and installation](#) [Only £29.99/mo for a year](#)

[Home](#) [Galleries](#) [Electronics](#) [Travel](#)

Entertainment

- [Sundance Film Festival Coverage](#)  [Hollywood hits Park City, Utah; get the latest news, predictions, reviews and videos direct from Sundance](#)
- [Watch Music Videos](#)  [Great Premieres, Hollywood, Jack Palance, Oliver Reed, Edie Falco, Helen Hunt, David Charvet, much...](#)

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Search:

Web Search

the Web Taiwan only

Yahoo! Home

My Yahoo!

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Apr 12, 2008

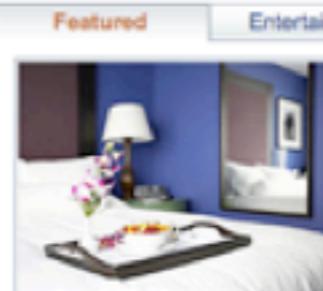
Page Options ▾

- [Answers](#)
- [Autos](#)
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 - Domain Names
 - Sell Online
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- Featured Services**
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How to score hotel upgrades

A travel expert dishes up 10 tips for securing a better hotel room.

- » Be sure to dress the part
- + Air-travel tips from frequent fliers
- 🔍 Find eco-friendly hotels + Fares



An expert's guide to scoring hotel upgrades



Not only a shocking 'Idol,' but a mean one



Real life 'Top Gun' Maverick is grounded



Are Spanish couples faking divorce?

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In the News

World

Local

Finance

As of 2:15 a.m. CST

- Iraqi cleric al-Sadr says U.S. to blame for top aide's death
- McCain facing 'thin bench' in running-mate search | '08 race
- Bill Clinton misstates facts while defending wife's Bosnia story
- Iran reportedly operating hundreds of new nuclear centrifuges
- 🔍 Live: Police news conference on Marine suspect capture
- 🔍 U.K.'s Prince William gets his Royal Air Force wings
- Heather Mills explains why she dumped water on lawyer

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Markets: Dow: **-1.8%** Nasdaq: **-2.3%** Sponsored by: **Scottrade** new

Stock Quotes:

Marketplace



Compare car prices in your area

Yahoo! Autos lets you get quotes from multiple dealers near you. Get your car for your price today.

Hi, Nate

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Mail
33 New



Messenger



Radio



Weather
64°F



Local



Horoscopes

Introducing Journey The new Crossover from Dodge

19/25 EPA est mpg starting at \$19,985*



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www.dodge.com/journey



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PDAs



Televisions

Pulse - What Yahoos Are Into

Popular Celebrity Workout Photos



- Hudson Gives Hathaway...
- Will Ferrell's Wild Ride
- Gavin Serves It Up Hot

Year = 2001



Age = 7 years

The screenshot shows the classic Yahoo! homepage layout. At the top, there are four small icons for Games, Music, and Email, followed by the large red "YAHOO!" logo. Below the logo is a search bar with the placeholder "free_email@yahoo.com". To the right of the search bar is the "My Personal" button. The main headline reads "Yahoo! Personal - find the one for you". Below the search bar, there's a link to "Search" and an "advanced search" option. A banner for "Yahoo! Careers - Find a Job, Post Your Resume, Research Salaries" is displayed. The navigation menu at the top includes links for Shopping, Travel, Yellow Pages, Maps, Media, Finance, Quotes, News, Sports, Weather, and more. A "Personal" link is also present. A central yellow box titled "Make a Connection with Yahoo! Personals" features fields for gender, location, and a "Find My Match" button. To the right of this box is a sidebar titled "In the News" with a list of news items. Below the news is a "Marketplace" section with links to travel, DVDs, and cameras. Further down are sections for "Broadcast Events", "Inside Yahoo!", and "Local Yahoo!". The bottom of the page contains links for "Powered By COMPAQ", "Local Yahoo!", and "More Yahoo!". The footer includes links for "How to Support a Site", "Company Info", "Copyright Policy", "Terms of Service", "Jobs", "Advertise with Us", and "Privacy Policy". The copyright notice at the very bottom states "Copyright © 2002 Yahoo! Inc. All rights reserved."

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[Privacy Policy](#)

Employees = 3000

The screenshot shows the classic Yahoo! homepage with its signature red logo at the top center. To the left of the logo are icons for Games, Music, and Email. Below the logo is a search bar with the placeholder "free_email@yahoo.com". To the right of the search bar is a "Search" button and a link to "advanced search". Further right are links for "My Yahoo!", "Personalize", and "Help".

Below the search area, there's a banner for "Yahoo! Careers - Find a Job, Post Your Resume, Research Salaries". The main content area is divided into several sections:

- Make a Connection with Yahoo! Personals**: A yellow box containing fields for gender (Man/Woman), location (City, State or ZIP), and a "Find My Match!" button.
- In the News**: A list of headlines including "Camp X-Ray does more الوقت", "Court rejects Osama bin Laden", "Smart files for bankruptcy", "IBM set to enter Japan HQ", "ABC's 'Nip/Tuck' uses Microsoft", and "Sandia experts at Tyson-Lewis series conference".
- Marketplace**: Headlines for "Yahoo! Travel - Africa Special", "5 free DVDs plus free shipping on Sony DVD Dream Systems", "New on DVD - 'Rock Star', 'King of the Dragon', 'American Pie 2'", and "Liquidation - Kodak Advances Zoom Camera, \$49.99 - Save 61%".
- Broadcast Events**: Headlines for "Reddy Spears - music, videos, microprocessor, animation".
- Inside Yahoo!**: Headlines for "Movies - Black Hawk Down, Snow Dogs, Land of the Kangaroos", "Tech Center - forums, tips, online store", "3D Games - pool, tennis, spades, chess, dominoes, checkers...", "Astrology - what's your sign?", and "Make Yahoo! your home page".

On the left side, there are vertical columns of links for various categories like Arts & Humanities, Business & Economy, Computers & Internet, Education, Entertainment, Government, Health, News & Media, Recreation & Sports, Reference, Regional, Science, Social Science, and Society & Culture.

At the bottom, there's a "powered by COMPAQ" logo, a "Local Yahoo!" section listing regions like Europe, Asia Pacific, Americas, and U.S. Cities, and a "More Yahoo!" section listing various services and resources.

Frontend Engineers = 0



So?

2001

First frontend engineering specialists hired.

The screenshot shows the classic Yahoo! homepage with its signature red logo at the top center. To the left of the logo is a search bar containing the placeholder "free_email@yahoo.com". To the right of the search bar are three small circular icons labeled "Games", "Messenger", and "Email". Below the search bar, there's a promotional banner for "Yahoo! Personal" with the tagline "find the one for you". The main navigation menu below the banner includes links for "Auctions", "Classifieds", "Shopping", "Travel", "Yahoo! Pages", "Maps", "Media", "Finance", "Quotes", "News", "Sports", "Weather", "Cancer", "Careers", "Chat", "Data", "Utilities", "Groups", "Mail", "Auctions", "Entertainment", "Mobile", "Personal", "Finance", "Sports", "Search", "Photos", "Personal", "Add Book", "Bingo", "Calendar", "Job", "Yahoo!", "Feedback", "Fax", "Gmail", "Help", "Mobile", "Miami", "Radio", "TV", and "more...".

A yellow box titled "Make a Connection with Yahoo! Personal" contains fields for "I'm a" (Man or Woman), "Seeking a" (Woman or Man), and "Enter City, State or ZIP: [text input field]". Below these fields is a "Find My Match!" button. A message below the form says "Take a Tour of Yahoo! Personal - where millions of singles meet!".

The page is divided into several columns of links:

- Arts & Humanities**: Literature, Photography,...
- Business & Economy**: E-Biz, Finance, Shopping, Info...
- Computers & Internet**: Internet, YAHOO!, Software, Games...
- Education**: College and University, K-12...
- Entertainment**: Books, Movies, Home Music...
- Government**: Elections, Military, Law, Taxes...
- Health**: Medicine, Diseases, Drugs, Fitness...
- News & Media**: Full Coverage, Newspapers, TV...
- Recreation & Sports**: Sports, Travel, Autos, Outdoors...
- Reference**: Libraries, Dictionaries, Quotations...
- Regional**: Countries, Regions, US States...
- Science**: Animals, Astronomy, Engineering...
- Social Science**: Archaeology, Economics, Languages...
- Society & Culture**: People, Environment, Religion...

On the right side, there are several boxes for "In the News" (with links to "Cage X-Ray does more damage", "Cheat connects Omaha bomber", etc.), "Marketplace" (with links to "Yahoo! Travel", "Auction Specials", etc.), "Broadcast Events" (with links to "Betrayal, Spies", "music videos", etc.), "Inside Yahoo!" (with links to "Movies", "Black Hawk Down", "Sonic Dogs", "Lord of the Rings", etc.), and a "Powered by COMPAQ" logo.

At the bottom, there's a "Local Yahoo!" section listing regions like Europe, Denmark, France, Germany, Italy, Norway, Spain, Sweden, UK & Ireland, Asia Pacific, Asia, Australia & NZ, China, HK, India, Japan, Korea, Singapore, Taiwan, America, Argentina, Brazil, Canada, Chilean, Mexico, Spanish, U.S. Cities, Atlanta, Boston, Chicago, Dallas/FW, LA, NYC, SF/Bay, Wash DC, more..., and a "More Yahoo!" section listing various services like Business, Education, Health, Chatrooms, Pets, Real Estate, Entertainment, Entertainment, Businesses, Broadcast, Games, Movies, Music, Radio, Tickets, TV, more, Finance, Banking, Bill Pay, Money Manager, Investments, Loans, Taxes, Financial Services, more, Local, Autos, Cars, Classifieds, Events, Lodging, Maps, Yahoo! Pages, more, News, Top Stories, Business, Entertainment, Letters, Sports, Astrology, Weather, Publishing, Business, Clubs, Experts, Journals, Photos, Home Pages, Message Boards, Small Business, Domain Registration, Small Biz Center, Store Building, Web Hosting, Across Yahoo! via, Pages, ISDN, Web-enabled Phones, and Yahoo! (1-800-My-Yahoo!).

At the very bottom, there are links for "Make Yahoo! your home page", "How to Suggest a Site", "Company Info", "Copyright Policy", "Terms of Service", "Jobs", "Advertise with Us", "Privacy Policy", and copyright information: "Copyright © 2002 Yahoo! Inc. All rights reserved."

2008

~700 professional frontend
engineers spread across
Y! offices worldwide.

And hiring!!!

The screenshot shows the classic Yahoo! homepage layout. At the top, the Yahoo! logo is prominently displayed. Below it is a search bar with options for "the Web" and "Taiwan only". The main content area features a "Featured" section with various news items and images, such as a travel expert's guide to scoring hotel upgrades and a story about a Spanish couple's divorce. Below this is a "In the News" section listing breaking news stories. To the right, there's a sidebar with personalized greetings ("Hi, Nate"), links to Mail, Messenger, Weather, and Local services, and an advertisement for the Dodge Journey. Further down, there are sections for Marketplace (car price comparison) and Pulse (celebrity workout photos). The bottom of the page includes a footer with copyright information and a "GLOBE 2008" logo.

2001

Font tags & nested tables.

Static interface.

The screenshot shows the classic Yahoo! homepage from 2001. At the top, there's a navigation bar with links for "Email", "Messenger", "DadZone", "Get your own email address", "free_email@yahoo.com", "Search", and "advanced search". Below this is a banner for "Yahoo! Personal" with the tagline "find the one for you". The main content area features a large yellow box for "Make a Connection with Yahoo! Personal". It includes fields for gender selection ("I'm a Man" or "Woman"), location ("Enter City, State or ZIP: [text input]"), and a "Find My Match!" button. To the right of this box is a sidebar titled "In the News" with a list of headlines. Further down the page are several columns of links categorized under "Arts & Humanities", "Business & Economy", "Computers & Internet", "Education", "Entertainment", "Government", "Health", "News & Media", "Recreation & Sports", "Reference", "Regional", "Science", "Social Science", and "Society & Culture". At the bottom of the page, there are sections for "Local Yahoo!", "More Yahoo!", and links to "How to Suggest a Site", "Company Info", "Copyright Policy", "Terms of Service", "Jobs", "Advertise with Us", and "Privacy Policy". A "Powered by COMPAQ" logo is visible near the bottom center.

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Privacy Policy

© 2001 Yahoo! Inc. All rights reserved.
Privacy Policy

2008

Semantic & accessible markup.

Rich DHTML & Ajax behavior.

More content. Same fast speed.

The screenshot shows the Yahoo! homepage with a dark header and sidebar. The main content area includes a search bar, a featured news section, a news ticker, a marketplace section, and various promotional banners for Journey cars and Dodge Journey ads. The interface is designed to be more semantic and accessible, with clear navigation and integrated services like Mail, Messenger, Weather, and Local.

2001

Available and accessible to everyone.



free_email@yahoo.com

 Games  Music  Email

 Yellow Person  My Yahoo!  Help

Search [advanced search](#)

Yahoo! Careers - Find a Job, Post Your Resume, Research Salaries

[Shop](#) [Auctions](#) [Auto](#) [Classifieds](#) [Shopping](#) [Travel](#) [Yahoo! Pages](#) [Maps](#) [Media](#) [Finance](#) [Quotes](#) [News](#) [Sports](#) [Weather](#)
[Cancer](#) [Careers](#) [Chat](#) [Chats](#) [Geocities](#) [Groups](#) [Mail](#) [Members](#) [Messenger](#) [Mobile](#) [Personal](#) [PeopleSearch](#) [Photos](#)
[Personal](#) [Add Book](#) [Bedtime Calendar](#) [Buy Yahoo!](#) [Sell Yahoo!](#) [Fun Games](#) [Kids](#) [Movies](#) [Music](#) [Radio](#) [TV](#) [Web](#)

Make a Connection with Yahoo! Personals

I'm a Man Woman seeking a Woman Man
   Enter City, State or ZIP:

[Take a Tour of Yahoo! Personals](#) - where millions of singles meet!

<p>Arts & Humanities Literature, Photography, ...</p> <p>Business & Economy B2B, Finance, Shopping, Jobs, ...</p> <p>Computers & Internet Software, WWW, Software, Games, ...</p> <p>Education College and University, K-12, ...</p> <p>Entertainment Books, Movies, Home Music, ...</p> <p>Government Electronics, Military, Law, Topics, ...</p> <p>Health Medicine, Diseases, Drugs, Fitness, ... People, Environment, Ergonomics, ...</p>	<p>News & Media Full Coverage, Newspapers, TV, ...</p> <p>Recreation & Sports Sports, Travel, Autos, Outdoors, ...</p> <p>Reference Libraries, Dictionaries, Quotations, ...</p> <p>Regional Countries, Regions, US States, ...</p> <p>Science Animals, Astronomy, Engineering, ...</p> <p>Social Science Archaeology, Economics, Languages, ...</p> <p>Society & Culture Religion, Ethics, Society, ...</p>
--	---

Powered by 

Local Yahoo's

Europe: [Denmark](#) - [Finland](#) - [Germany](#) - [Italy](#) - [Norway](#) - [Spain](#) - [Sweden](#) - [UK & Ireland](#)

Asia Pacific: [Asia](#) - [Australia & NZ](#) - [China](#) - [HK](#) - [India](#) - [Japan](#) - [Korea](#) - [Singapore](#) - [Taiwan](#)

Americas: [Argentina](#) - [Brazil](#) - [Canada](#) - [Chile](#) - [Mexico](#) - [Spanish](#)

U.S. Cities: [Atlanta](#) - [Boston](#) - [Chicago](#) - [Dallas/FW](#) - [LA](#) - [NYC](#) - [SF/Bay](#) - [Wash DC](#) - [more...](#)

More Yahoo's

Guides: [Bus. Index](#) - [Education](#) - [Health](#) - [Outdoors](#) - [Pets](#) - [Real Estate](#) - [Entertainment](#)
Entertainment: [Barometers](#) - [Broadcast](#) - [Games](#) - [Movies](#) - [Music](#) - [Radio](#) - [Tickets](#) - [TV](#) - [more...](#)
Finance: [Banking](#) - [Bill Pay](#) - [Money Manager](#) - [Investments](#) - [Leads](#) - [Lists](#) - [Financial News](#) - [more...](#)
Local: [Auto](#) - [Cars](#) - [Classifieds](#) - [Events](#) - [Lodging](#) - [Maps](#) - [Yahoo! Pages](#) - [more...](#)
News: [Top Stories](#) - [Business](#) - [Entertainment](#) - [Letters](#) - [Sports](#) - [Technology](#) - [Weather](#)
Publishing: [Bookstores](#) - [Chats](#) - [E-books](#) - [Journals](#) - [Photos](#) - [Home Pages](#) - [Message Boards](#)
Small Business: [Business Registration](#) - [Small Biz Center](#) - [Store Building](#) - [Web Hosting](#)
Across Yahoo! via: [Pages](#), [PSAs](#), [Web-enabled Phones](#) and [Voice \(1-800-My-Yahoo!\)](#)

[Make Yahoo! your home page](#)

[How to Suggest a Site](#) - [Company Info](#) - [Copyright Policy](#) - [Terms of Service](#) - [Jobs](#) - [Advertise with Us](#)

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[Privacy Policy](#)

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Digitized by srujanika@gmail.com

[Privacy Policy](#)

2008

Available and accessible to everyone.

Take a Yahoo! survey

YAHOO!

Web | Images | Video | Local | Shopping | more ▾

Search: Web Search

the Web Taiwan only

My Yahoo! Yi Taiwan Apr 12, 2008

Featured Entertainment Sports Video

**How to score hotel upgrades**
A travel expert dishes up 10 tips for securing a better hotel room.
» Be sure to dress the part
• Air-travel tips from frequent fliers
Q Find eco-friendly hotels • Fares

An expert's guide to scoring hotel upgrades
Not only a shocking 'Idol,' but a mean one
Real life 'Top Gun' Maverick is grounded
Are Spanish couples faking divorce?

+ More: [Featured](#) | [Buzz](#)

In the News World Local Finance

As of 2:15 a.m. CST

- Iraqi cleric al-Sadr says U.S. to blame for top aide's death
- McCain facing 'thin bench' in running-mate search | '08 race
- Bill Clinton misstates facts while defending wife's Bosnia story
- Iran reportedly operating hundreds of new nuclear centrifuges
- Live: Police news conference on Marine suspect capture
- U.K.'s Prince William gets his Royal Air Force wings
- Heather Mills explains why she dumped water on lawyer

+ More: [News](#) | [Popular](#) | [Election '08](#)

Markets: Dow: **-1.8%** Nasdaq: **-2.3%** Sponsored by: **Scottrade** 

Stock Quotes: Go

Marketplace

 Compare car prices in your area. Yahoo! Autos lets you get quotes from multiple dealers near you. Get your car for your price today.

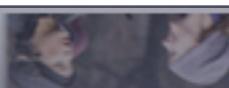
 **Get a car quote** today for just \$100! Only from [Yahoo! Autos](#).

Pulse - What Yahoos Are Into

Popular Celebrity Workout Photos



- Hudson Gives It All
- Will Ferrell's New Look
- Gavin Serves It Up



- Selena Gomez
- Miley Cyrus
- Selena Gomez

2001

Plain but predictable.

The screenshot shows the classic Yahoo! homepage from 2001. At the top, there's a navigation bar with links for "Email", "Messenger", "DadZone", "Get your own email address", "free_email@yahoo.com", "Search", and "advanced search". To the right, there are links for "My Yahoo!", "Personal", and "Help". Below the navigation, there's a banner for "Yahoo! Personal" with the tagline "find the one for you". A search bar is present above a menu bar with links like "Shop", "Auctions", "Awas", "Classified", "Shopping", "Travel", "Yellow Pages", "Maps", "Media", "Finance", "Quotes", "News", "Sports", "Weather", "Connect", "Careers", "Chat", "Chats", "GotoOther", "Greetings", "Mail", "Members", "Messenger", "Mobile", "Parcels", "PeopleSearch", "Photos", "Personal", "Add Book", "Bookstore", "Calendar", "My Yahoo!", "PaiDirect", "Fax Games", "Kids", "Movies", "Music", "Radio", "TV", and "more...". A yellow box in the center says "Make a Connection with Yahoo! Personal" with fields for gender selection and city entry, followed by a "Find My Match!" button. Below this is a link to "Take a Tour of Yahoo! Personal" with the note "where millions of singles meet!". To the right, there are several columns of links: "In the News" (Camp X-Ray down more detainees, Court rejects Omaha bomber, Kmart files for bankruptcy, IBM set to enter China 2002, AOL's Netcape uses Microsoft, Stand upright at Tyson's Lexis-Nexis conference), "Marketplace" (Yahoo! Travel - Auction Specials, 5 free DVDs plus free shipping on Sony DVD Dream Systems, New on DVD - Rock Star, King of the Dragons, American Pie 2, Liquidation - Kodak Advances, Zoom Camera, \$49.99 - Save 61%), "Broadcast Events" (Beijing Olympics - music, videos, movie preview, fan stations), and "Inside Yahoo" (Movies - Black Hawk Down, Snow Dogs, Land of the Lions, Tax Center - forms, tips, online filing, 21 Games - pool, lottery, spades, chess, dominoes, checkers, Astrology - what's your sign?, Make Yahoo! your home page). A "Powered by COMPAQ" logo is visible. At the bottom, there are sections for "Local Yahoo!" (Europe, Asia Pacific, Americas, U.S. Cities) and "More Yahoo!" (Guides, Business, Health, Outdoors, Pets, Real Estate, Yahoo! Shopping, Entertainment, Horoscopes, Broadcast, Games, Movies, Music, Radio, Tickets, TV, more), "Finance" (Banking, Bill Pay, Money Manager, Insurance, Loans, Taxes, Finance Forum, more), "Local" (Auto, Careers, Classifieds, Events, Lodging, Maps, Yellow Pages, more), "News" (Top Stories, Business, Entertainment, Letters, Sports, Technology, Weather), "Publishing" (Books, CDs, E-books, Photos, Home Pages, Message Boards, Small Business, Domain Registration, Send It Center, Store Building, Web Hosting), and "Across Yahoo! via" (Pages, PDA, Web-enabled Phones, and Voices (1-800-My-Yahoo)). A "Make Yahoo! your home page" link is also present.

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2008

Highly visual and adaptive, but
still dependable.

Take a Yahoo! survey

YAHOO!

Web | Images | Video | Local | Shopping | more ▾

Search: Web Search

the Web Taiwan only

My Yahoo! | Yi Taiwan | Apr 12, 2008

Featured Entertainment Sports Video



An expert's guide to scoring hotel upgrades

How to score hotel upgrades
A travel expert dishes up 10 tips for securing a better hotel room.

- » Be sure to dress the part
- Air-travel tips from frequent fliers
- 🔍 Find eco-friendly hotels
- » Fares

 An expert's guide to scoring hotel upgrades

 Not only a shocking 'Idol,' but a mean one

 Are Spanish couples faking divorce?

[» More: Featured | Buzz](#)

In the News World Local Finance

As of 2:15 a.m. CST

- Iraqi cleric al-Sadr says U.S. to blame for top aide's death
- McCain facing 'thin bench' in running-mate search | '08 race
- Bill Clinton misstates facts while defending wife's Bosnia story
- Iran reportedly operating hundreds of new nuclear centrifuges
- Live: Police news conference on Marine suspect capture
- U.K.'s Prince William gets his Royal Air Force wings
- Heather Mills explains why she dumped water on lawyer

[» More: News | Popular | Election '08](#)

Markets: Dow: -1.8% Nasdaq: -2.3% Sponsored by: **Scottrade** 

Stock Quotes:

Marketplace



Compare car prices in your area
Yahoo! Autos lets you get quotes from multiple dealers near you. Get your car for your price today.

[» More: Marketplace](#)

Hi, **Nate**

 Mail 33 New  Messenger

 Weather 64°F  Local

Introducing Journey
The new Crossover from Dodge
19/25 EPA est mpg starting at \$19,995



[www.dodge.com/journey](#)
Your move. See details here

2009 Dodge Journey - Ad Feed

Be a Better Gadget Finder

Shop for this season's coolest



Digital Cameras



MP3 Players



Cell Phones



PC

Pulse - What Yahoos Are Into

Popular Celebrity Workout Photos



Hudson Gives It All



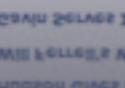
Will Ferrell's Workout



Gavin Serves It Up



Sofia Vergara Works Out in Her Gym



LeBron James' Workout



Paris Hilton's Workout

2001

Modest user expectations.

The screenshot shows the Yahoo! homepage with a dark background. At the top, there's a navigation bar with links for "Email", "Messenger", "DadZone", "Get your own email address", "free_email@yahoo.com", "Search", and "advanced search". To the right, there are icons for "My Yahoo!", "Business", and a question mark. Below the navigation, there's a banner for "Yahoo! Personalals" with a search form for finding a partner. The main content area has several columns of links:

- Make a Connection with Yahoo! Personal**: A yellow box with fields for gender, location, and a "Find My Match" button.
- In the News**: Headlines including "Camp X-Ray down more detainees", "Court rejects Omaha bomber", "Smart file for bankrupts", "TSL set to enter Zone 302", "AOL's Netcape uses Microsoft", and "Brand rights at Tyson Lewis' new conference".
- Marketplace**: Links for "Travel", "Auction Specials", "Free DVDs plus free shipping on Sony DVD Dream Systems", "New on DVD - Rock Star: King of the Dragons", "American Pie 2", "Liquidation - Kodak Advances", "Zoom Camera, \$49.99 - Save 61%", and "Broadcast Events".
- Inside Yahoo!**: Links for "Movies - Black Hawk Down", "Sony Dogs", "Land of the Lions", "Tax Center", "Forms, tips, online filing", "21 Games", "pool, loto, spades, chess, dominoes, checkers", "Astrology - what's your sign?", and "Make Yahoo! your home page".
- Arts & Humanities**: Literature, Photography, etc.
- Business & Economy**: B2B, Finance, Shopping, etc.
- Computers & Internet**: Internet, WWW, Software, Games, etc.
- Education**: College and University, K-12, etc.
- Entertainment**: Books, Movies, Home, Music, etc.
- Government**: Elections, Military, Law, Taxes, etc.
- Health**: Medicine, Diseases, Drugs, Fitness, etc.
- News & Media**: Full Coverage, Newspapers, TV, etc.
- Recreation & Sports**: Sports, Travel, Autos, Outdoors, etc.
- Reference**: Libraries, Dictionaries, Quotations, etc.
- Regional**: Countries, Regions, US States, etc.
- Science**: Animals, Astronomy, Engineering, etc.
- Social Science**: Archaeology, Economics, Languages, etc.
- Society & Culture**: People, Environment, Religion, etc.

At the bottom, there are links for "Powered by COMPAQ", "Local Yahoo!", "More Yahoo!", "How to Suggest a Site", "Company Info", "Copyright Policy", "Terms of Service", "Jobs", "Advertise with Us", and "Privacy Policy".

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Privacy Policy

2008

Sophisticated, broad, and non-trivial user expectations.

The screenshot shows the Yahoo! homepage with a dark header and sidebar. The main content area features a large 'YAHOO!' logo at the top right. Below it is a search bar with options for 'the Web' or 'Taiwan only'. The 'Web Search' button is highlighted in yellow. A navigation bar includes 'My Yahoo!', 'YI Taiwan', and the date 'Apr 12, 2008'. The 'Featured' section has tabs for Entertainment, Sports, and Video. It displays news items like 'How to score hotel upgrades', 'An expert's guide to scoring hotel upgrades', and 'Real life 'Top Gun' Maverick is grounded'. The 'In the News' section lists breaking news stories such as 'Iraqi cleric al-Sadr says U.S. to blame for top aide's death', 'McCain facing 'thin bench' in running-mate search', and 'Bill Clinton misstates facts while defending wife's Bosnia story'. The 'Marketplace' section includes a car price comparison tool. On the right side, there's a 'Hi, Nate' greeting with links to Mail (33 New), Messenger, Weather (64°F), and Local. A promotional banner for the Dodge Journey is visible, along with sections for 'Be a Better Gadget Finder' and 'Popular Celebrity Workout Photos' featuring Hudson, Will Ferrell, and Gavin Rossdale.

2001

Intersection of design and development still vague.

The screenshot shows the classic Yahoo! homepage with its signature red logo at the top center. To the left of the logo are icons for Games, Message, and Email. Below the logo is a search bar with the placeholder "free_email@yahoo.com". To the right of the search bar are links for "My Yahoo!", "Personalize", and "Help". A banner above the search bar reads "Get your own email address you@claim-your-name.com". Below the search bar is a "Search" button and a link to "advanced search".

A banner across the top says "Yahoo! Careers - Find a Job, Post Your Resume, Research Salaries". Below this are various links for shopping, news, sports, weather, and more.

A yellow box titled "Make a Connection with Yahoo! Personals" contains fields for gender (Man/Woman), city, and zip code, followed by a "Find My Match!" button. Below this is a link to "Take a Tour of Yahoo! Personals".

The main content area is organized into several columns:

- Arts & Humanities**: Literature, Photography...
- Business & Economy**: E-Biz, Finance, Shopping, Info...
- Computers & Internet**: Internet, WWW, Software, Games...
- Education**: College and University, K-12...
- Entertainment**: Books, Movies, Home Music...
- Government**: Elections, Military, Law, Taxes...
- Health**: Medicine, Diseases, Drugs, Fitness...
- News & Media**: Full Coverage, Newspapers, TV...
- Recreation & Sports**: Sports, Travel, Autos, Outdoors...
- Reference**: Libraries, Dictionaries, Quotations...
- Regional**: Countries, Regions, US States...
- Science**: Animals, Astronomy, Engineering...
- Social Science**: Anthropology, Economics, Languages...
- Society & Culture**: People, Environment, Religion...

A "Powered by COMPAQ" logo is located near the bottom left. On the right side, there are three vertical columns:

- In the News**: Headlines about X-Ray scans, court verdicts, bankruptcy, IBM's bid to enter Linux, AOL's Nextage, and Intel's graphics at the Tyson-Lewis news conference.
- Marketplace**: Links to Yahoo! Travel, Auction Specials, free DVDs, Sony DVD Dream Systems, new DVD+R, Kodak One Step of the Dragon, American Pie 2, Legoland, Kodak Advertisers, Zoom Camera, \$49.99, Save 81%.
- Broadcast Events**: Listings for BETTY SPOTN - music videos, movie premieres, fan stations.
- Inside Yahoo!**: Stories about Black Hawk Down, Seven Dogs, Lord of the Rings, Jim Cramer, forums, tips, online filing, 3D Games, pool, lintern, spades, chess, dominoes, checker...
- Autology**: What's your sign?
- Make Yahoo! your home page**

At the very bottom, there are links for "Local Yahoo!", "More Yahoo!", and "How to Suggest a Site - Company Info - Copyright Policy - Terms of Service - Jobs - Advertise with Us". The footer also includes copyright information and a link to the Privacy Policy.

Now

Professional Frontend
Engineers focused at the
intersection of design and
development is a best practice.



—Irene Au, SVP of UED at Yahoo!

“In 2001, with developments in advanced JavaScript and DHTML, we knew the web experience would evolve beyond the static pages we were producing. We brought in web developers to help us pioneer Yahoo’s offerings to include a more dynamic, interactive experience for our users.”

—Irene Au, SVP of UED at Yahoo!

—Irene Au, SVP of UED at Yahoo!

“...Another motivation was to bring in a disciplined frontend programming practice to Yahoo. Before then, the presentation, behavior, and structure of our pages were not separate, which led to many challenges and inefficiencies in designing and developing our products.”

—Irene Au, SVP of UED at Yahoo!

www.killersites.com

INTERNATIONAL BESTSELLER!

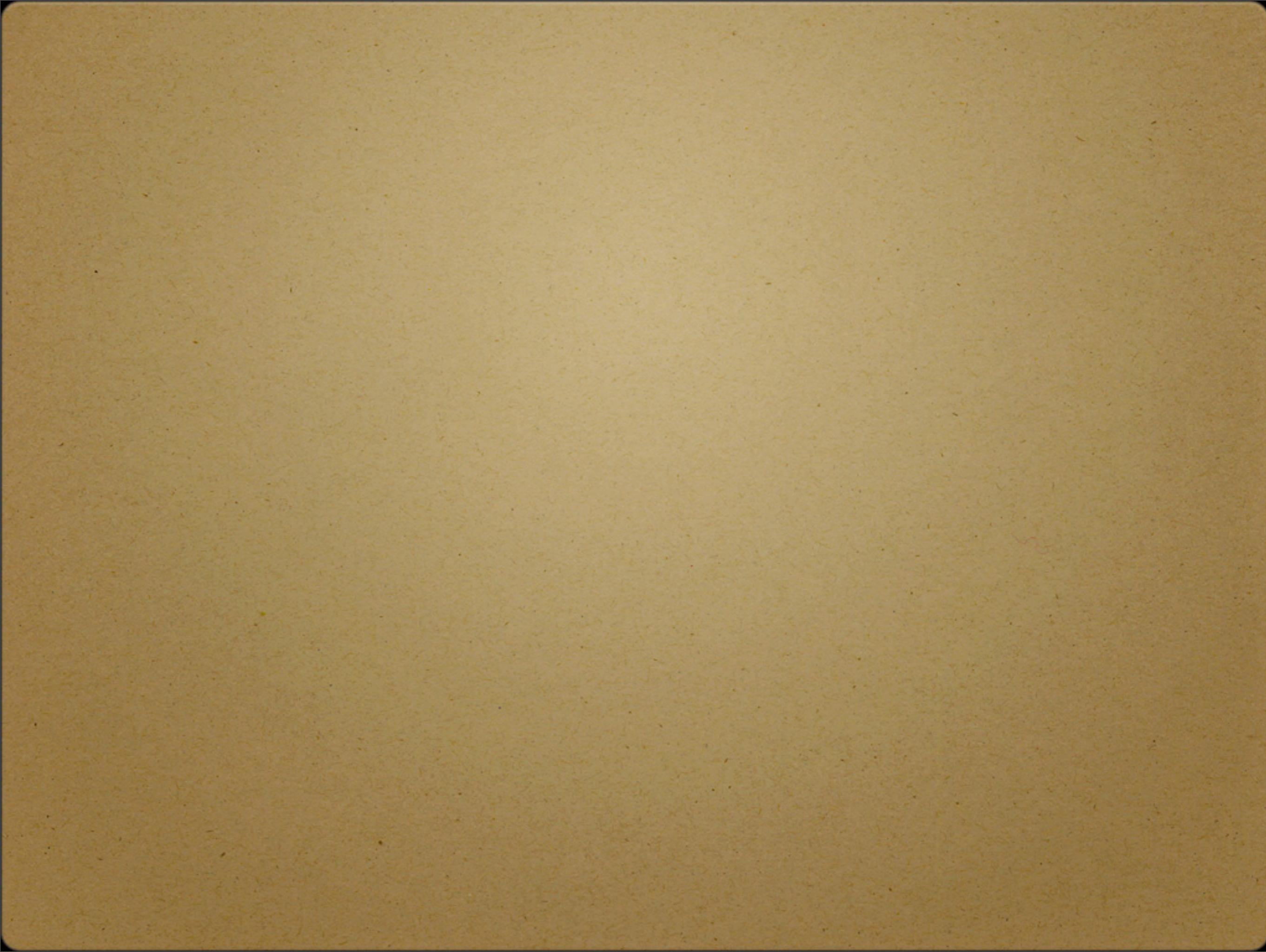
CREATING KILLER WEB SITES

Second Edition

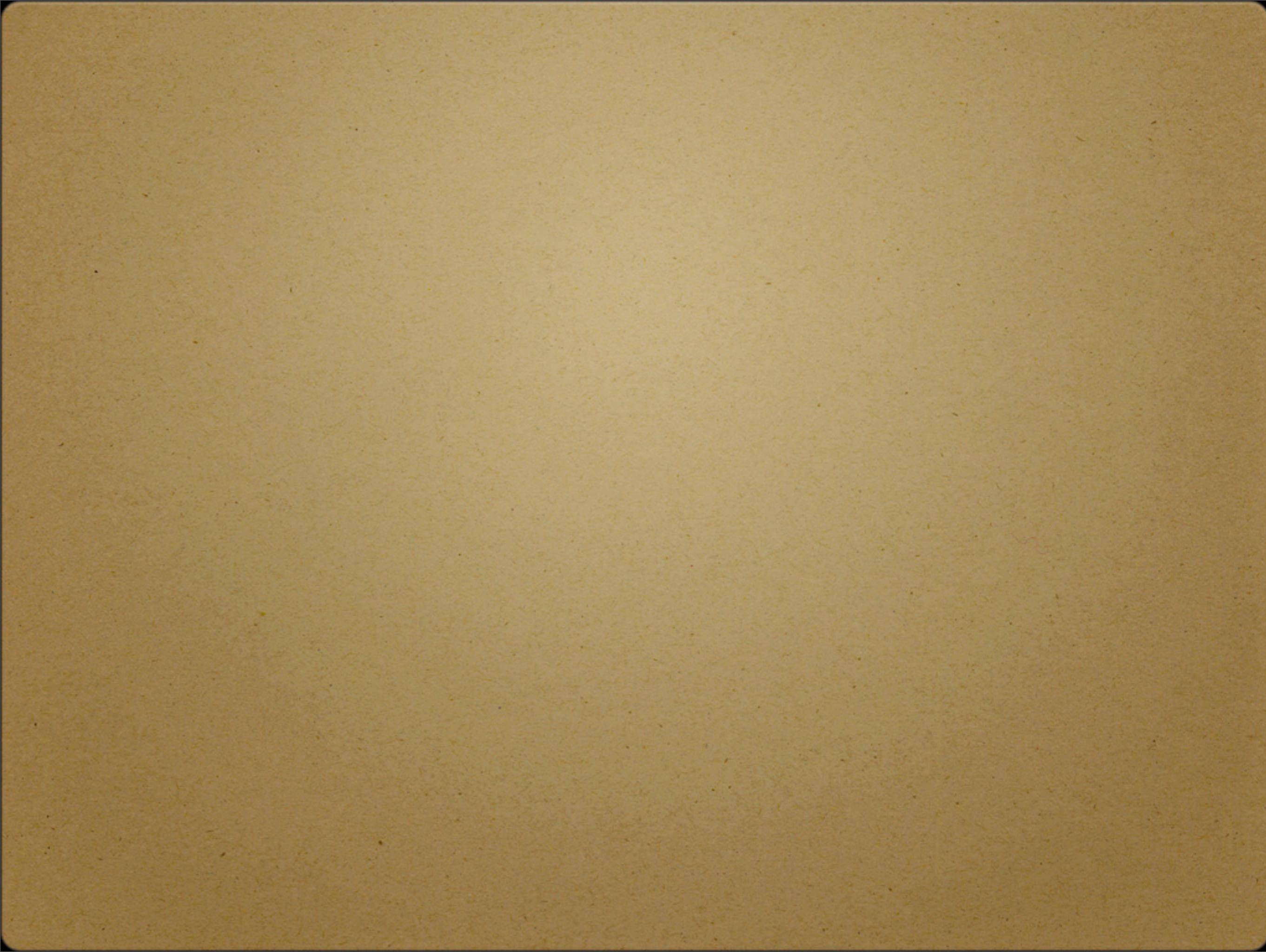
The Art of Third-Generation Site Design

David Siegel

1998



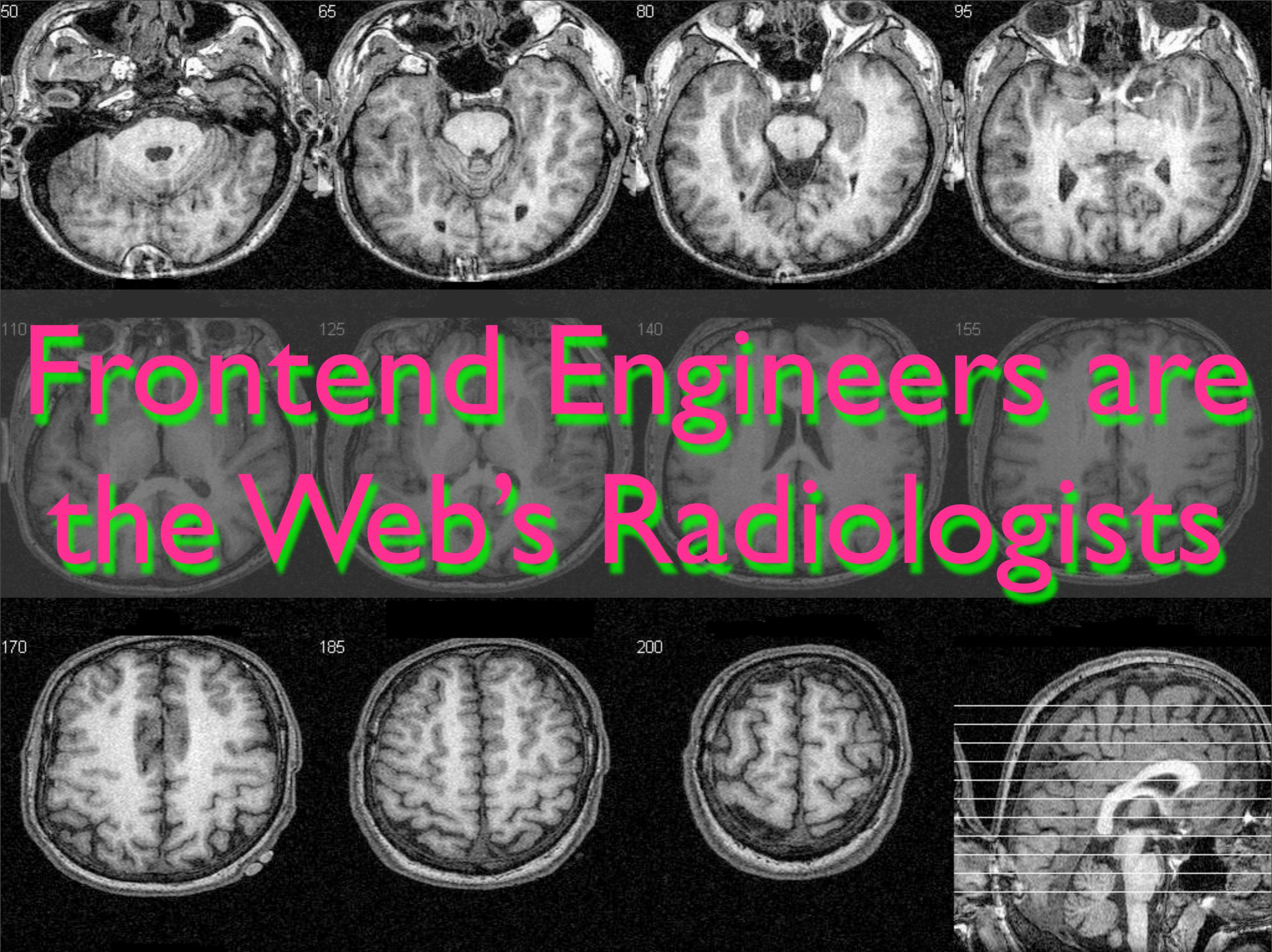
“The Framers of the Web
saw browser differences
as beneficial and believed
that visitors should
choose how their browser
displays the page...”



“...I wanted more control
so I threw my HTML
book in the trash and
started from scratch.”

The web is
still sick.





Frontend Engineers are
the Web's Radiologists

Question:

What is Frontend
Engineering?

Answer:

We write software
in JavaScript, CSS,
and HTML & more...

Answer:

We tell browsers
what to do.

Answer:

We're responsible
for “view source”

The Yahoo! Stack

Pages & modules

95% HTML, 5% PHP

Display logic & APIs

50% HTML, 50% PHP

Specific PHP biz logic

90% PHP, 10% Text

Generic PHP functions & libs

100% PHP

C/C++ Libraries.

90% C/C++, 10% PHP

The Yahoo! Stack

Pages & modules

95% HTML, 5% PHP

Display logic & APIs

50% HTML, 50% PHP

Specific PHP biz logic

90% PHP, 10% Text

Generic PHP functions & libs

100% PHP

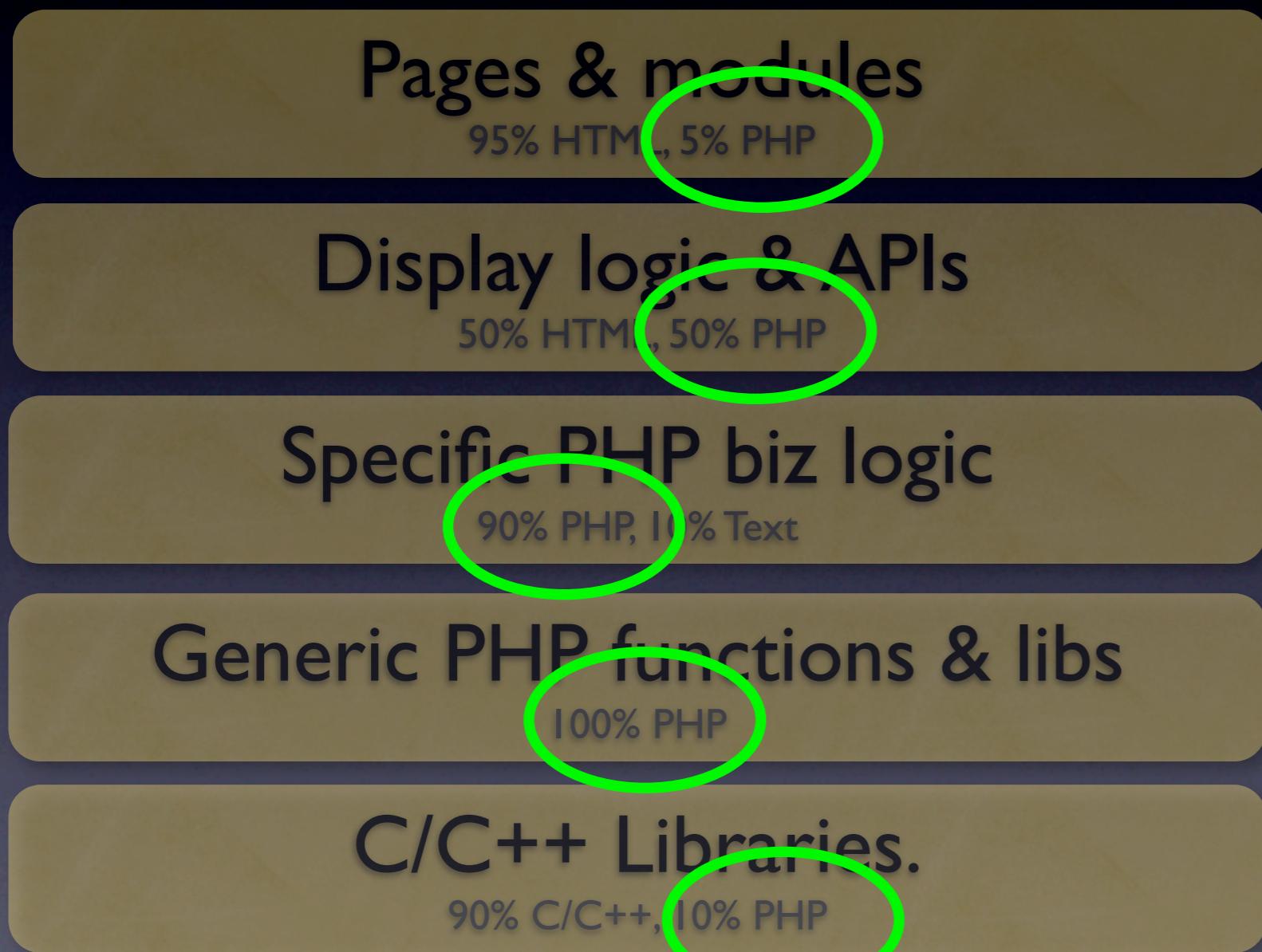
C/C++ Libraries.

90% C/C++, 10% PHP

Frontend

Backend

The Yahoo! Stack



Frontend

Backend

SIMPLE?

no.

server

(X)HTML



server

(X)HTML



Specification

server

(X)HTML



Specification
Implementation

server

(X)HTML



Specification
Implementation
Bugs

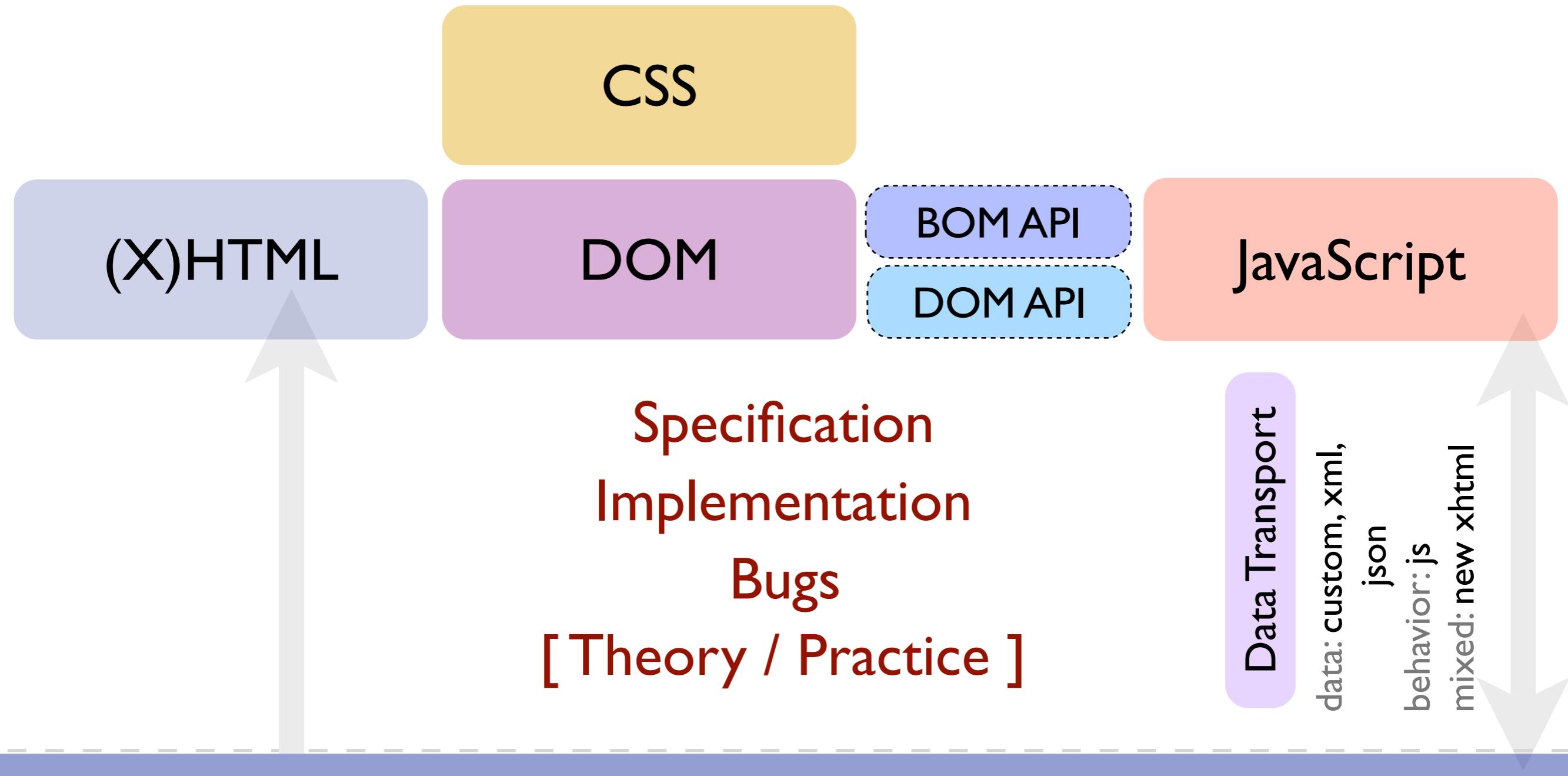
server

(X)HTML



Specification
Implementation
Bugs
[Theory / Practice]

server



server

Safari

Firefox

Opera

IE5, 6, 7

Firefox

Opera

10,000+ UAs

Macintosh

Windows

Linux, Unix, Mobile

CSS

(X)HTML

DOM

BOM API
DOM API

JavaScript

Specification
Implementation
Bugs
[Theory / Practice]

Data Transport

data: custom, xml,
json
behavior: js
mixed: new xhttp

server

Macintosh

Windows

Linux, Unix, Mobile

CSS

(X)HTML

DOM

BOM API

DOM API

JavaScript

Specification
Implementation
Defects
[Theory / Practice]

Data Transport

data: custom, xml,
json
behavior: js
mixed: new xhtml,

server

knowledge areas: 7

(X)HTML

DOM

x 4

JavaScript

dimensions: x 4

Specification

platforms: x 3

Implementation

Defects

browsers per platform: x 4

rendering modes: x 2

Data Transport
Data: custom, xml,
json
behavior: js
mixed: new xhtml,

serve = 672

**usability, internationalization,
localization, visual design,
accessibility, information
architecture, security, build
processes, performance,
benchmarking, devices, portability**



from *Lifted*
©2007 Pixar Animation Studios

Different from Backend because we:

- Can't compile.
- Can't trust.
- Can't predict.
- Can't install or store.
- Can't hide anything!

A close-up photograph of a man with a full, grey beard and mustache, wearing thin-framed glasses. He is wearing a green and white patterned shirt over a dark t-shirt. He appears to be speaking, with his mouth slightly open. The background is a plain, light-colored wall.

Douglas Crockford on browsers:

**“The most hostile
software development
environment imaginable.”**

If your business is online...
your value depends on
Frontend Engineering.

Elegant algorithms benefit users
through interfaces built by
Frontend Engineers.

Every gorgeous design is
brought to life by Frontend
Engineers.

Frontend engineers give sites
strength & resilience,
appearance & form, and
functionality & interactivity.

...which is why professional
frontend engineering is
critical for success.

Historical Perspective

Our Beliefs & Principles

Four Guiding Principles



I) Availability

Availability:
Maximize availability, accessibility
and utility of content and services
for all users worldwide.

2) Openness

Openness:
Share. Learn. Support. Advocate.
We benefit from a healthy Internet.

3) Richness

Richness:
Provide, but not too much.
Layer endlessly.
Remember we are not average.

4) Stability

Stability:

The Web is young.

Invest in quality.

Prepare for the future.

Four Guiding Principles

- Availability
- Openness
- Richness
- Stability





Three Core Techniques

I) Graded Browser Support

<http://developer.yahoo.com/yui/articles/gbs/>

“Support” does not
mean identical.

“Support” is not a
binary choice.

Three Support Grades

Three Support Grades

C-Grade

- Blacklist (of incapable browsers)
- Withhold CSS & JavaScript

Three Support Grades

C-Grade

- Blacklist (of incapable browsers)
- Withhold CSS & JavaScript

A-Grade

- Whitelist (of capable browsers tested)
- Serve CSS & JavaScript

Three Support Grades

C-Grade

- Blacklist (of incapable browsers)
- Withhold CSS & JavaScript

A-Grade

- Whitelist (of capable browsers tested)
- Serve CSS & JavaScript

X-Grade

- Everybody else.
- Serve CSS & JavaScript

A-Grade Browser Support Chart

This chart lists browsers that receive A-Grade support as defined by [Graded Browser Support](#).

	Win 98	Win 2000	Win XP	Win Vista	Mac 10.4	Mac 10.5
IE 7.0			A-grade	A-grade		
IE 6.0	A-grade	A-grade	A-grade			
Firefox 2.+	A-grade	A-grade	A-grade	A-grade	A-grade	A-grade
Opera 9.+	A-grade	A-grade	A-grade		A-grade	A-grade
Safari 3.0+					A-grade	A-grade

+0.3 helps

A-grade-A
A-grade-B

A-Grade Support

<http://developer.yahoo.com/yui/articles/gbs>

Yahoo! My Yahoo! Mail Welcome, nate.koechley [Sign Out, My Account] Search Home Help

YAHOO! SEARCH

Web | Images | Video | Audio | Directory | Local | News | Shopping | More »
javascript Search the Web My Web (beta)
Answers My Web | Search Services | Advanced Search | Preferences

Search Results

1 - 100 of about 192,000,000 for [javascript](#) - 0.22 sec. ([About this page](#))

Also try: [javascript download](#), [free javascript](#), [javascript tutorial](#) More...

Yahoo! JavaScript Directory: [JavaScript](#) - [Applets](#) - [Games](#)
Yahoo! Shortcut - [About](#)
[My Web Results for javascript \(53,199\)](#)

WEB RESULTS

Yahoo!'s: Seeing bad search results or ads for this query? [Report them](#). Bucket test: [NONE](#)

1. [JavaScript.com](#) 
Resource for tutorials, scripts, and more.
Category: [Programming Languages > JavaScript](#)
Saved by 273 people
[www.javascript.com](#) - 54k - [Cached](#) - [More from this site](#) - [Save](#)
2. [JavaScript Source, The](#) 
Cut and paste JavaScript library with source code.
Category: [Programming Languages > JavaScript](#)
Saved by 1049 people
[javascript.internet.com](#) - 60k - [Cached](#) - [More from this site](#) - [Save](#)
3. [JavaScript - Wikipedia, the free encyclopedia](#) 
JavaScript is the name of Netscape Communications Corporation's implementation of ECMAScript, a scripting programming language based on the concept of prototypes. The language is best known for its use in websites, but is also used to enable ... toolbars etc are visible. Usually JavaScript is used to ensure that they ...
Quick Links: [History](#) - [Usage](#) - [Syntax](#)
Saved by 8 people

C-Grade Experience

A-Grade Experience

The screenshot shows a search results page from the old Yahoo! search engine. The search term 'javascript' is entered in the search bar. The results list includes:

- 1. JavaScript.com** - Resource for tutorials, scripts, and more. Category: Programming Languages > JavaScript. Saved by 273 people.
- 2. JavaScript Source, The** - Cut and paste JavaScript library with source code. Category: Programming Languages > JavaScript. Saved by 1049 people.
- 3. JavaScript - Wikipedia, the free encyclopedia** - JavaScript is the name of Netscape Communications Corporation's implementation of ECMAScript, a scripting programming language based on the concept of prototypes. The language is best known for its use in websites, but is also used to enable ... toolbars etc are visible. Usually JavaScript is used to ensure that they ...
- 4. JavaScript Tutorial** - Free HTML XHTML CSS JavaScript DHTML XML DOM XSL XSLT RSS AJAX ASP ADO PHP SQL tutorials, references, examples for web building. ... JavaScript is used in millions of Web pages to improve the design, validate forms, detect browsers ... find complete references of all JavaScript objects and the HTML DOM objects ...
- 5. JavaScript** - search mozilla: JavaScript. News. JavaScript 1.5 Beta released, see the JavaScript 1.5 announcement for more information. What is

On the right side of the results, there are several sponsored links:

- JavaScript Certification** - Find a school near you offering JavaScript certification courses. www.computertrainingschools.com
- JavaScript Editor** - Design HTML from XML and DBs with advanced JavaScript. Try for free... www.altova.com
- Java Applets - Secure Them with SSL** - Gaining the trust of customers is vital to the success of online... www.verisign.com
- Java Script Yahoo! Shopping** - Compare prices on Java Script, read reviews and more at Yahoo!... shopping.yahoo.com
- Low Prices On Java Books** - Find low prices on today's bestselling books about Java at... www.allbookstores.com
- Stylus Studio XML Tools - Free Download** - Edit XML, DTD, XML Schema, XSL/XSLT, XQuery, XHTML, Javascript Out... www.stylusstudio.com

- Rating

1. Hated it
2. Didn't like it
3. Not bad
4. Liked it
5. Loved it

- Sharing Permissions

Private

(Edit)

- Tags

[?]

[3]

- Jgāz

C-Grade Experience



Rating



Sharing Permissions



Private
([Edit](#))

Tags [[?](#)]

[monkey](#), [southeast asia](#)

([Edit](#))

Comments

[1 comments](#) on this photo

Photo Details

- Image size: 2592x1944 pixels
Best print size: 8x10 Print
- [Detailed photo info](#)

A-Grade Experience

2) Progressive Enhancement

Rules of Progressive Enhancement

Rules of Progressive Enhancement

- Enrich content with thorough, explicit markup.

Rules of Progressive Enhancement

- Enrich content with thorough, explicit markup.
- Test core functionality with HTML only.

Rules of Progressive Enhancement

- Enrich content with thorough, explicit markup.
- Test core functionality with HTML only.
- Enhance **layout** via externally linked CSS.

Rules of Progressive Enhancement

- Enrich content with thorough, explicit markup.
- Test core functionality with HTML only.
- Enhance **layout** via externally linked CSS.
- Enhance **behavior** via externally linked unobtrusive JavaScript.

Rules of Progressive Enhancement

- Enrich content with thorough, explicit markup.
- Test core functionality with HTML only.
- Enhance **layout** via externally linked CSS.
- Enhance **behavior** via externally linked unobtrusive JavaScript.
- Respect end-user browser preferences.

Flipped definition of
“graceful degradation”

3) Unobtrusive JavaScript

<http://onlinetools.org/articles/unobtrusivejavascript/>

Rules of Unobtrusive JavaScript

Rules of Unobtrusive JavaScript

- No JavaScript in HTML documents.

Rules of Unobtrusive JavaScript

- No JavaScript in HTML documents.
- Don't depend on or trust JavaScript.

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- Poke objects before using them.

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- Write JavaScript, not dialects.
- Mind your manners with vars & scope.

Rules of Unobtrusive JavaScript

- No JavaScript in HTML documents.
- Don't depend on or trust JavaScript.
- Poke objects before using them.
- Write JavaScript, not dialects.
- Mind your manners with vars & scope.
- Support multiple event triggers.

Don't Break the Web!

`href="#"`

`href="javascript:foo()"`

`onclick="foo()"`

Three Core Techniques

- Graded Browser Support
- Progressive Enhancement
- Unobtrusive JavaScript



A photograph of a person from behind, standing on a dirt path that branches into two directions. The path is surrounded by a field of yellow and red wildflowers. The sky is blue with white clouds. The text "Making Decisions" is overlaid in large white letters.

Making Decisions

Making Decisions (I)

1. Do what is standard.

if impossible, then:

2. Do what is common.

if impossible, then:

3. Do what it takes.

Making Decisions (2)

I. Do what is **simple**.

+

2. Do what is **flexible & progressive**.

+

3. Do what is **open**.

Making Decisions (3)

- Remember you have multiples audiences to satisfy:
 - Users
 - Developers
 - Machines

Historical Perspective

Knowledge
Areas & Best
Practices

Our Beliefs & Principles

8 Areas of Focus

- 1. HTML
- 2. CSS
- 3. JavaScript
- 4. Accessibility
- 5. Internationalization
- 6. Performance
- 7. Infrastructure & Process
- 8. Tooling



Focus
#1

HTML

Focus: Be thorough.

<label>

<fieldset>

<cite>

<caption>

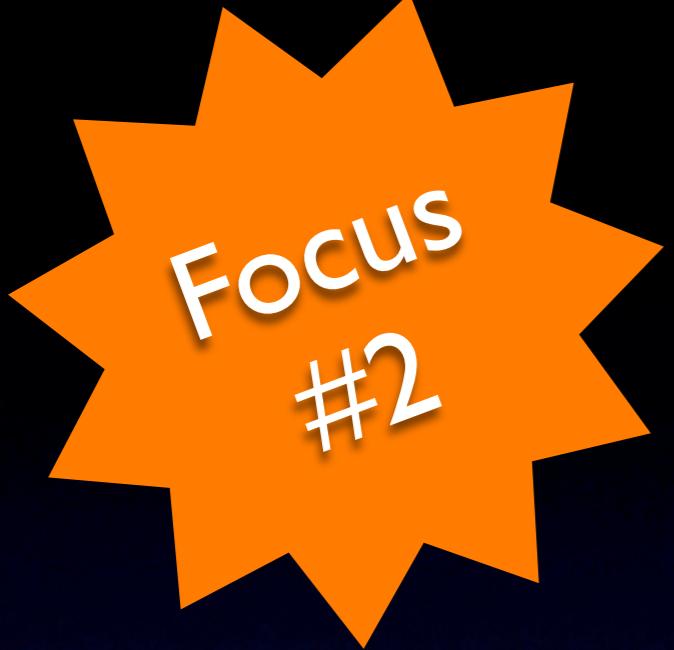
<thead>

```
<th scope="row" abbr="ManU">
```

<ins datetime='2008-05-30'>

Aim for permanence.

Switching costs
are rising.



Focus
#2

CSS

Focus on the left side.

```
selector: declaration;
```

```
selector: declaration;
```

Focus: Specificity

great selectors are an
expression of professionalism

h1: declaration;

```
#mod h1: declaration;
```

```
div#mod h1: declaration;
```

```
body.cart #mod h1.class a:  
declaration;
```

```
#mod ul li li: declaration;
```

Focus: Maintenance

think about how sites age



Focus
#3

JavaScript

10:30

Building on the
Shoulders of Giants:
Jonathan Snook
(snook.ca)

(snook.ca)

11:30

The Why and Which of
JavaScript Libraries:
John Resig (jQuery)

John Resig (jQuery)

JavaScript

- Quality
- Security

I) Quality

Linting

- Use programs like JSLint (jslint.org) to confirm the quality of your code.
- Adopt the idioms it promotes to improve your code quality.

Unit Testing w/ YUI Test

- Rapid creation of test cases via simple syntax.
- Advanced failure detection for methods that throw errors.
- Grouping of related test cases using test suites.
- Asynchronous tests for testing events and Ajax communication.
- DOM Event simulation in all A-grade browsers.

Profiling

- Learn where to improve your code.
- Programmatically retrieve profiling information as the application is running.
- Determine unit-testing success based on profiling results.

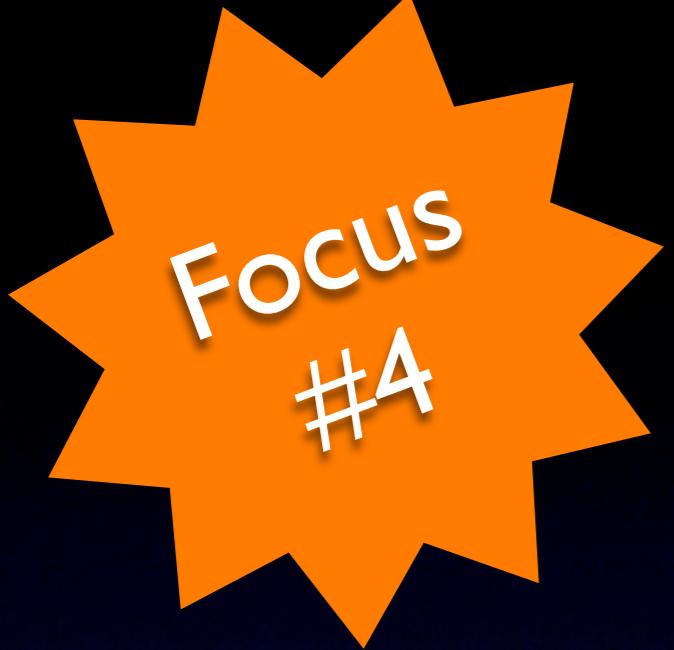
JavaScript Pollution

- Do not mutate JavaScript itself.
- Do protect yourself from browsers.
- Minimize touchpoints between authors and vendors so vendors can iterate faster.

2) Security

JavaScript Security

- Beware of XSS
- Never Trust Data from the Client
- Monitor AdSafe/Caja Developments



Focus
#4

Accessibility

13:30

 [WAI-ARIA – It's Easy:](#)
 [Steve Faulkner \(Paciello Group\)](#)

ARIA

Decoupled Events



Focus
#5

Internationalization

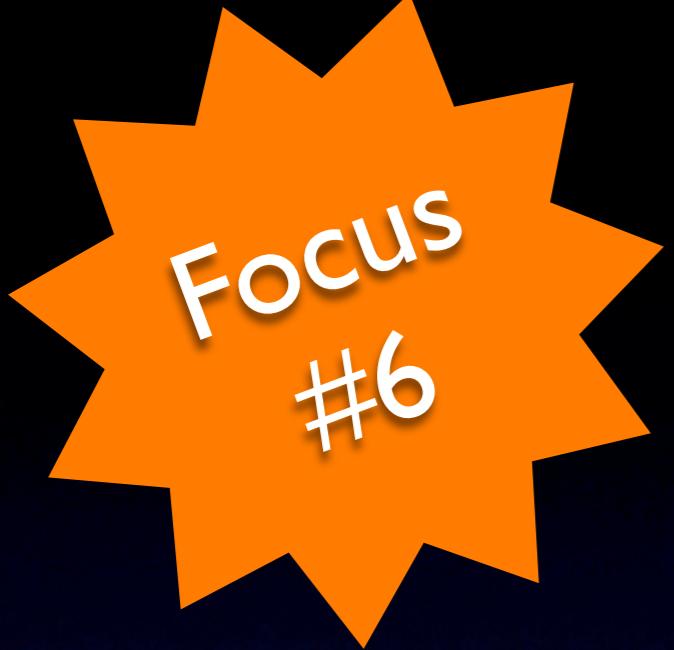
14:30

Global Design:
Characters, Language,
and More:
Richard Ishida (W3C)

Richard Ishida (W3C)

Begin serving all .css
and .js at UTF-8

@charset "



Focus
#6

Performance

High Performance Web Sites

14 rules for faster pages



Nate Koechley

natek@yahoo-inc.com

nate.koechley.com/blog

developer.yahoo.com/yui

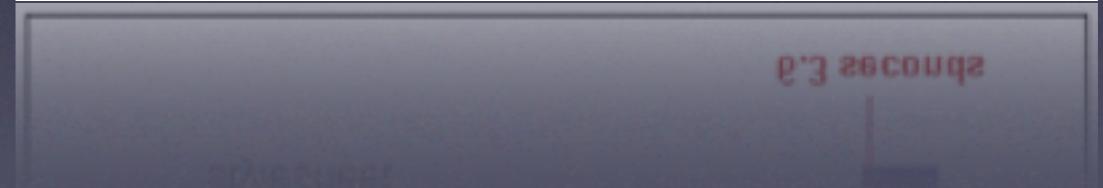
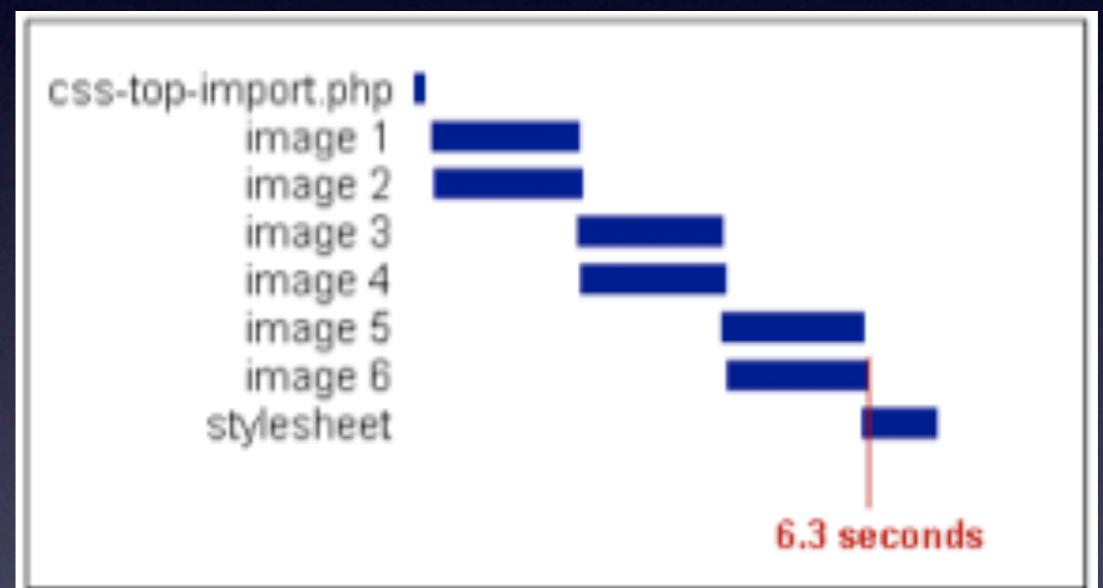
developer.yahoo.com/natek
natek@yahoo-inc.com

Nate Koechley

| 4 then. 8 more today.

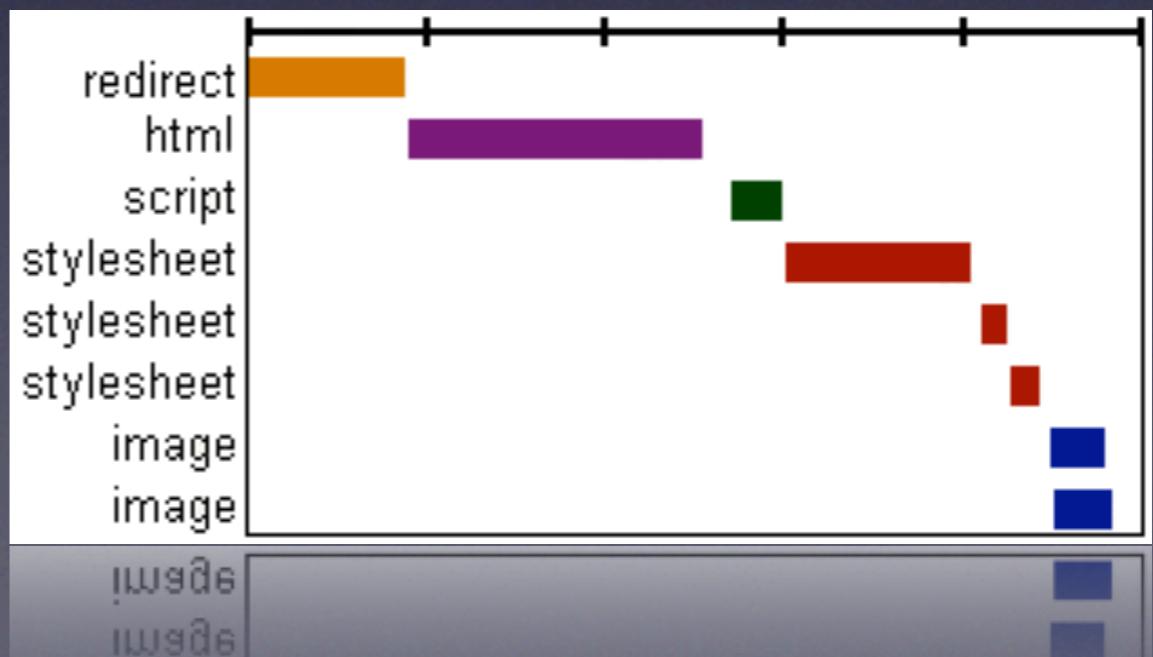
<link> not @import

- Because **@import** overrides the browsers' native performance sequencing.



Avoid Redirects

- 3xx status codes – mostly 301 and 302
HTTP/1.1 301 Moved Permanently
Location: http://yahoo.com/newuri
- Cache redirects via Expires headers
- Redirects are worst form of blocking



Use Cookie-Free Domains For Assets.

- Serving static cacheable assets from a distinct domains keeps cookies from riding along with all requests.

yimg.com

images-amazon.com

fbcdn.net

Preload Assets

Preload Assets

I. Unconditional preload - always w/ onload

Example: google.com's sprite

Preload Assets

- 1. Unconditional preload - always w/ onload**
Example: google.com's sprite

- 2. Conditional preload - based on user action**
Ex: search.yahoo.com's Search Assist

Preload Assets

1. Unconditional preload - always w/ onload
Example: google.com's sprite
2. Conditional preload - based on user action
Ex: search.yahoo.com's Search Assist
3. Anticipated preload - give redesigns a boost

Optimize CSS Sprites

Optimize CSS Sprites

- I. Horizontal alignment is usually smaller than vertical.

Optimize CSS Sprites

1. Horizontal alignment is usually smaller than vertical.
2. Combine similar colors in a sprite to minimize color count.
Only 256 colors can fit in a PNG8.

Optimize CSS Sprites

1. Horizontal alignment is usually smaller than vertical.
2. Combine similar colors in a sprite to minimize color count.
Only 256 colors can fit in a PNG8.
3. Avoid unnecessarily large gaps between parts of the sprite.

GET for Ajax Requests

- POST is a two-step process.
- GET can send in one packet.
- Use if possible, but max payload is 2K in IE.

Keep Focusing on Events

1. Event Delegation to reduce total number
2. Don't always wait for **onLoad**
 - YUI Event has **onAvailable**,
onContentReady, & **onDomReady**

iPhone Tip

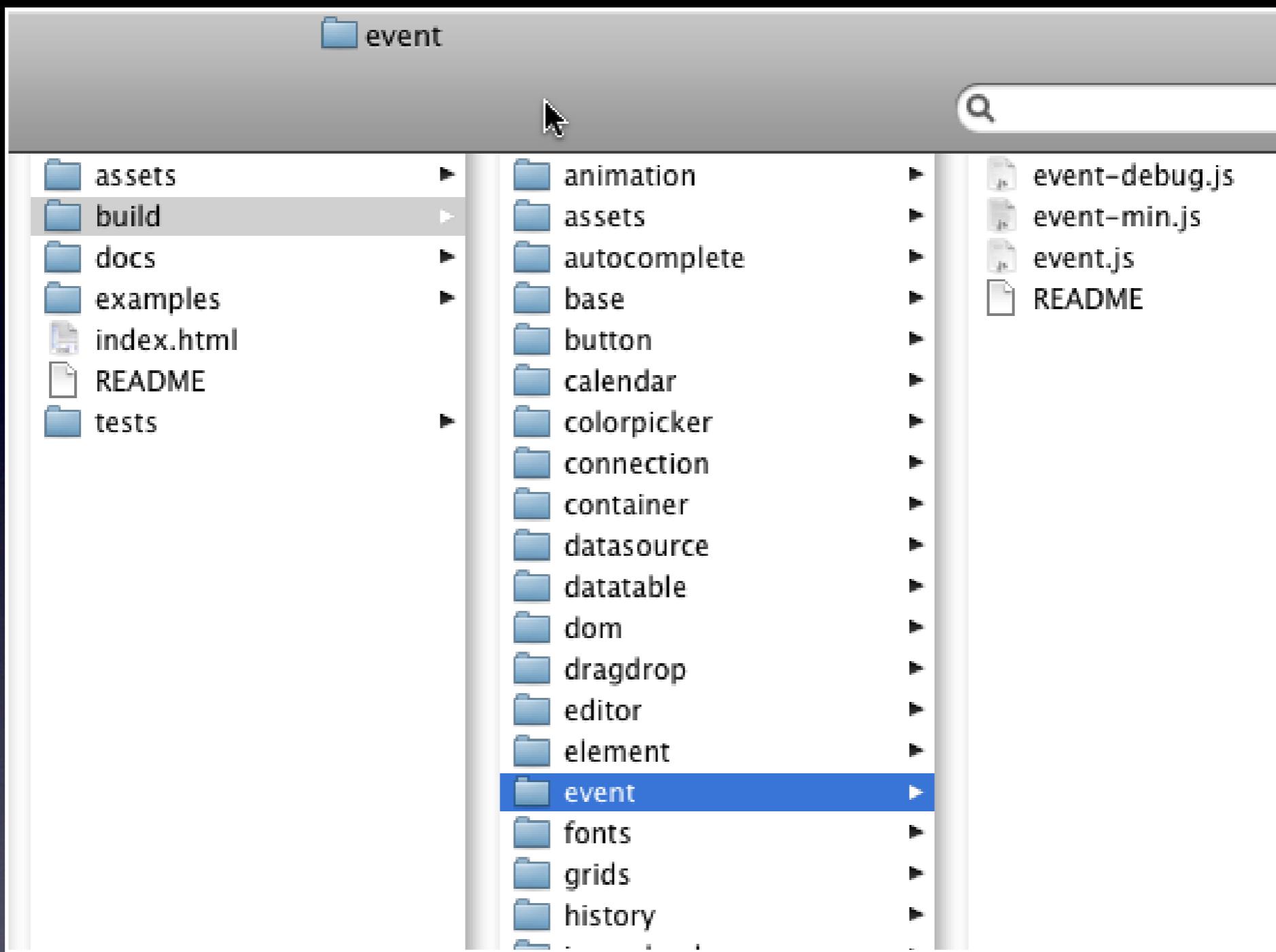
- iPhone will not cache assets larger than 25K
 - That's 25K uncompressed.
 - Only 19 total items in cache.
- <http://yuiblog.com/blog/2008/02/06/iphone-cacheability/>



Infrastructure & Process

Build Process

Documentation



three versions of each member

```
128 /**
129 * Subscriber listener signature constant. The FLAT type returns two
130 * parameters: the first argument passed to fire and the optional
131 * custom object
132 * @property YAHOO.util.CustomEvent.FLAT
133 * @static
134 * @type int
135 */
136 YAHOO.util.CustomEvent.FLAT = 1;|
137
138 YAHOO.util.CustomEvent.prototype = {
139
140 /**
141 * Subscribes the caller to this event
142 * @method subscribe
143 * @param {Function} fn      The function to execute
144 * @param {Object} obj      An object to be passed along when the event
145 *                         fires
146 * @param {boolean|Object} override If true, the obj passed in becomes
147 *                                 the execution scope of the listener.
148 *                                 if an object, that object becomes the
149 *                                 the execution scope.
150 */
151 subscribe: function(fn, obj, override) {
152
153     if (!fn) {
154         throw new Error("Invalid callback for subscriber to '" + this.type + "'");
155     }
156     if (override) {
157         if (obj) {
158             subscriber: function(ev, oo) {
159                 var args = ev.arguments;
160                 if (args.length > 1) {
161                     args[1] = oo;
162                 }
163                 fn.apply(this, args);
164             }
165         } else {
166             subscriber: function(ev) {
167                 fn.apply(this, ev.arguments);
168             }
169         }
170     }
171 }
```



```
242     if (this.signature == YAHOO.util.CustomEvent.PLAIN) {
243         var param = null;
244         if (args.length > 0) {
245             param = args[0];
246         }
247
248         try {
249             ret = s.fn.call(scope, param, s.obj);
250         } catch(e) {
251             this.lastError = e;
252             YAHOO.log(this + " subscriber exception: " + e,
253                     "error", "Event");
254         }
255     } else {
256         try {
257             ret = s.fn.call(scope, this.type, args, s.obj);
258         } catch(e) {
259             this.lastError = e;
260             YAHOO.log(this + " subscriber exception: " + e,
261                     "error", "Event");
262         }
263     }
264     if (false === ret) {
265         if (!this.silent) {
266             YAHOO.log("Event cancelled, subscriber " + i +
267                     " of " + len, "info", "Event");
268         }
269
270     }
271 }
```

*-debug.js

```
    "+this.type+");}if(this.subscribeEvent){this.subscribeEvent.fire(B,C,A);}this.subscribers.push(new YAHOO.util.Subscriber(B,C,A));},unsubscribe:function(D,F){if(!D){return this.unsubscribeAll();}var E=false;for(var B=0,A=this.subscribers.length;B<A;++B){var C=this.subscribers[B];if(C&&C.contains(D,F)){this._delete(B);E=true;}}return E;},fire:function(){var D=this.subscribers.length;if(!D&&this.silent){return true;}var G=[],F=true,C,H=false;for(C=0;C<arguments.length;++C){G.push(arguments[C]);}if(!this.silent){}for(C=0;C<D;++C){var K=this.subscribers[C];if(!K){H=true;}else{if(!this.silent){}var J=K.getScope(this.scope);if(this.signature==YAHOO.util.CustomEvent.FLAT){var A=null;if(G.length>0){A=G[0];}try{F=K.fn.call(J,A,K.obj);}catch(E){this.lastError=E;}else{try{F=K.fn.call(J,this.type,G,K.obj);}catch(E){this.lastError=E;}}if(false==F){if(!this.silent){}return false;}}}if(H){var I=[],B=this.subscribers;for(C=0,D=B.length;C<D;C=C+1){I.push(B[C]);}this.subscribers=I;}return true;},unsubscribeAll:function(){for(var B=0,A=this.subscribers.length;B<A;++B){this._delete(A-1-B);this.subscribers=[];return B;},_delete:function(A){var B=this.subscribers[A];if(B){delete B.fn;delete B.obj;}this.subscribers[A]=null;},toString:function(){return "CustomEvent: "+this.type+", scope: "+this.scope;}};YAHOO.util.Subscriber=function(B,C,A){this.fn=B;this.obj=YAHOO.lang.isUndefined(C)?null:C;this.override=A};YAHOO.util.Subscriber.prototype.getScope=function(A){if(this.override){if(this.override==true){return this.obj;}else{return this.override;}}}return A;};YAHOO.util.Subscriber.prototype.contains=function(A,B){if(B){return(this.fn==A&&this.obj==B);}else{return(this.fn==A);}};YAHOO.util.Subscriber.prototype.toString=function(){return"Subscriber { obj: "+this.obj+", override: "+(this.override||"no")+" }";};if(!YAHOO.util.Event){YAHOO.util.Event=function(){var H=false;var I=[];var J=[];var G=[];var E=[];var C=0;var F=[];var B=[];var A=0;var D={63232:38,63233:40,63234:37,63235:39,63276:33,63277:34,25:9};return{POLL_RETRY:4000,POLL_INTERVAL:10,EL:0,TYPE:1,FN:2,WFN:3,UNLOAD_OBJ:3,ADJ_SCOPE:4,OBJ:5,OVERRIDE:6,lastError:null,isSafari:YAHOO.env.ua.webkit,webkit:YAHOO.env.ua.webkit,isIE:YAHOO.env.ua.ie,interval:null,_dri:null,DOMReady:false,startInterval:function(){if(!this._interval){var
```

*-min.js

[Yahoo! UI Library](#) > [treeview](#)

Modules

- [animation](#)
- [autocomplete](#)
- [button](#)
- [calendar](#)
- [colorpicker](#)
- [connection](#)
- [container](#)
- [datasource](#)
- [datatable](#)
- [dom](#)
- [dragdrop](#)
- [editor](#)
- [element](#)
- [event](#)
- [history](#)
- [imageloader](#)
- [logger](#)
- [menu](#)
- [slider](#)
- [tabview](#)
- [treeview](#)

Module: treeview

Show Protected

Show Private

The treeview widget is a generic tree building tool.

Search treeview:

Start typing to find a property/method/event/config



Focus
#8

Tooling

Need More Progress.

But there's been some:

- JSLint, JScript Debugger, Firebug, Debug Bar, Fiddler, Charles, HTTP Live Headers, DragonFly, Visual Studio 2008
- YUI Logger, YUI Test, and YUI Profiler

Historical Perspective

Knowledge
Areas & Best
Practices

Our Beliefs & Principles

Why It All
Matters

There's a lot of
work to be done.

We need more
people doing it.

The health of the
internet depends on it.

The health of our
businesses and passions
depends on it.

We must stay vigilant.

We must defend users.

Go forth with this in
mind:

Be Tireless Trendsetters of Quality

Be active.
Find the way forward.
Educate.

Be Belligerent Gatekeepers of Quality

Do not accept less.
Do not cut corners.

Exhibit Stubborn Empathy for Users

We're the last line of
defense!

Let's keep talking...

nate@koechley.com

<http://nate.koechley.com/blog>

“natekoechley”

CC Images Used

- <http://www.flickr.com/photos/dideo/407360526/sizes/l/>
- <http://www.flickr.com/photos/jenniferbuehrer/113554568/sizes/l/>
- <http://www.flickr.com/photos/peteashton/290691658/sizes/l/>
- <http://www.flickr.com/photos/pedjap/101230548/sizes/o/>
- <http://www.flickr.com/photos/songtuyuri/2200100451/sizes/o/>
- <http://www.flickr.com/photos/dominik99/1403329318/sizes/o/>
- <http://www.flickr.com/photos/cuellar/482993472/sizes/o/>

nate@koechley.com

<http://nate.koechley.com/blog>

natekoechley = twitter,
delicious, flickr, tripit, last.fm, linkedin,
fireeagle, friendfeed, . . . everywhere.