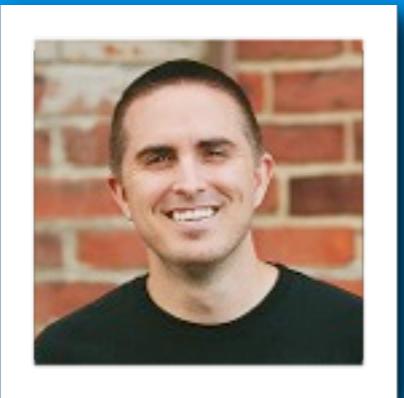


How to Set CLIENT EXPECTATIONS



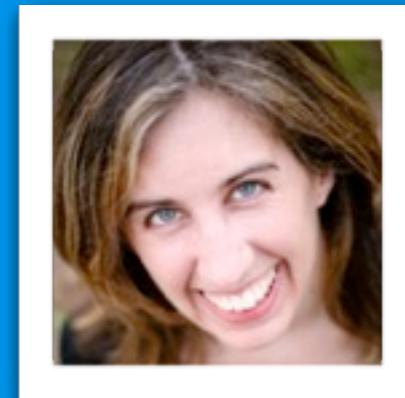
*Drew
Clemens*



*Matt
Griffin*



*Kristin
Ellington*



*Jen
Simmons*

That's nice...

BUT

**HOW DO I CONVINCE
MY [] CLIENT??**

SETTING CLIENT EXPECTATIONS (BY CHANGING THEM ALTOGETHER)

@hearsparkbox @brworkshop
@drewtclemens



SPARKBOX

DTR VIA RWD

RWD AS A CATALYST FOR CHANGING OVERALL RELATIONSHIPS

RWD requires new process.

**New process means new
workflow & deliverables.**

**New client expectations
must follow.**

If needed, use this as a catalyst to overhaul the entire relationship.

RELATIONSHIP ADVICE (WITH DR. DREW)

NEW CLIENT RELATIONSHIPS

Relationship Advice

- ▶ **Education First**
- ▶ **Stop Impressing
& Start Collaborating**
- ▶ **Initial Engagements Are Great**
- ▶ **Consider an Hourly Model**

Education First

OR

"How not getting true buy-in from all the real stakeholders will sabotage your project after you've done a bunch of cool work."

- ▶ Teach RWD
- ▶ Teach the Web In General
- ▶ Educated Clients Are Happier (And Better) Clients

Stop Impressing the Client (And Truly Collaborate With Them)

- ▶ **Throw Out the “Big Reveal”**
- ▶ **Set Process Expectations**
 - Smaller Deliverables
 - Not Pretty Deliverables
 - In Progress Deliverables

Initial Engagements Are Great

- ▶ Smaller Project Before “The Project”
- ▶ Less Risk For You And Your Client
- ▶ Separate Project From “The Project”

Consider an Hourly Model

- ▶ **What It Looks Like**
- ▶ **Why We Push For It**
- ▶ **Challenges**

WHAT I MEAN IS...

CONCLUSION

CONCLUSION

Clients interested in RWD are ripe for educating and bringing into a more web-centric relationship.

Take advantage of it, and you could end up with clients that are more pleased – and you'll be more pleased with your job.

THANKS!

@hearsparkbox @brworkshop

@drewtclemens



SPARKBOX



**Hi, I'm Matt Griffin
I'm on the Twitter**

@ElefontPress @BeardedStudio @WoodTypeRevival

Communicating with Clients



Your Client's Internet



Your Internet



How Do I Explain This Internet?

Statistics

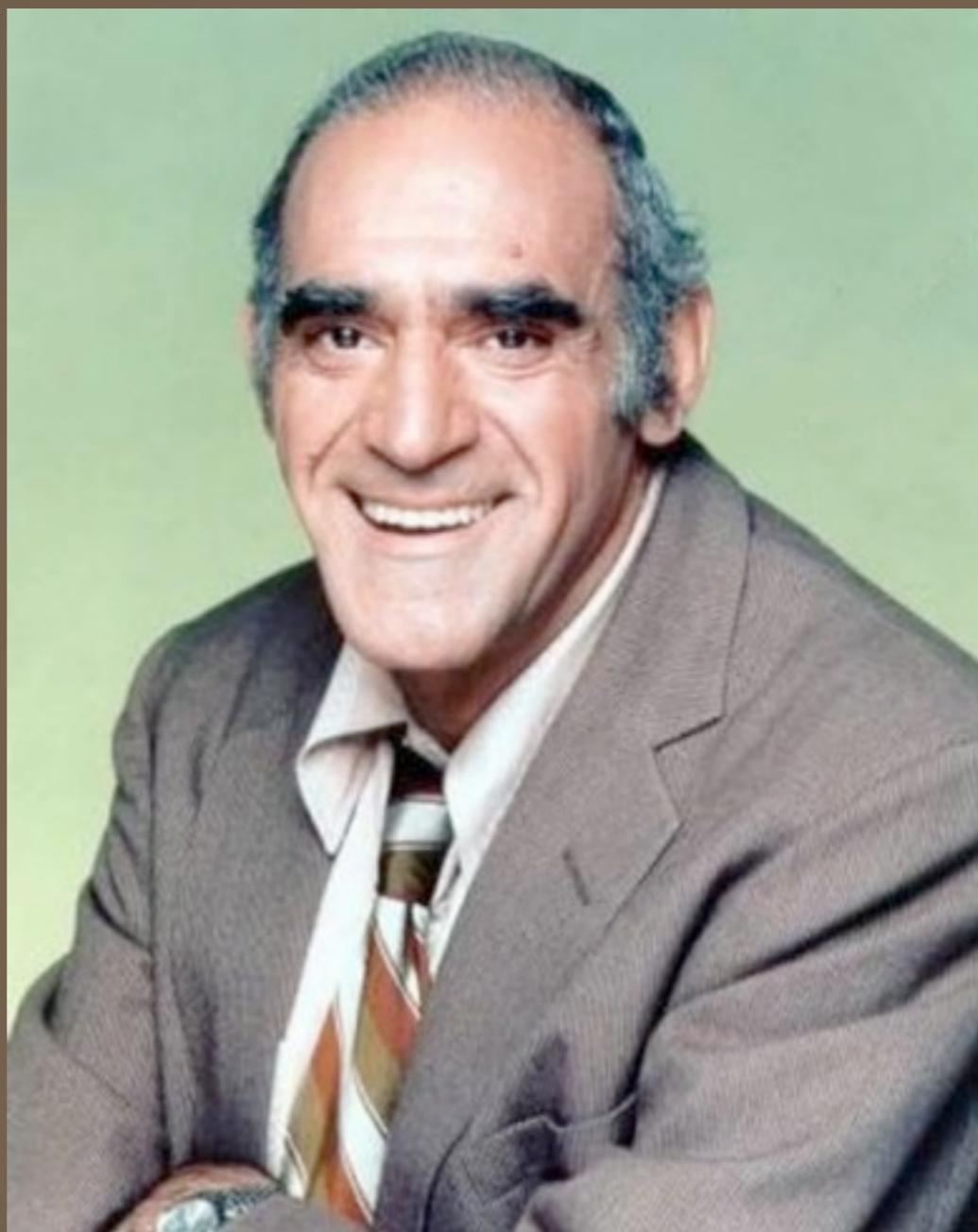
Stories

Specifics

What's a Mobile?

42% of smartphone owners
between the ages of 18–29 consider
their phone as their primary way
of accessing the internet.

Your Client



I Have a Toddler



What's a Mobile?



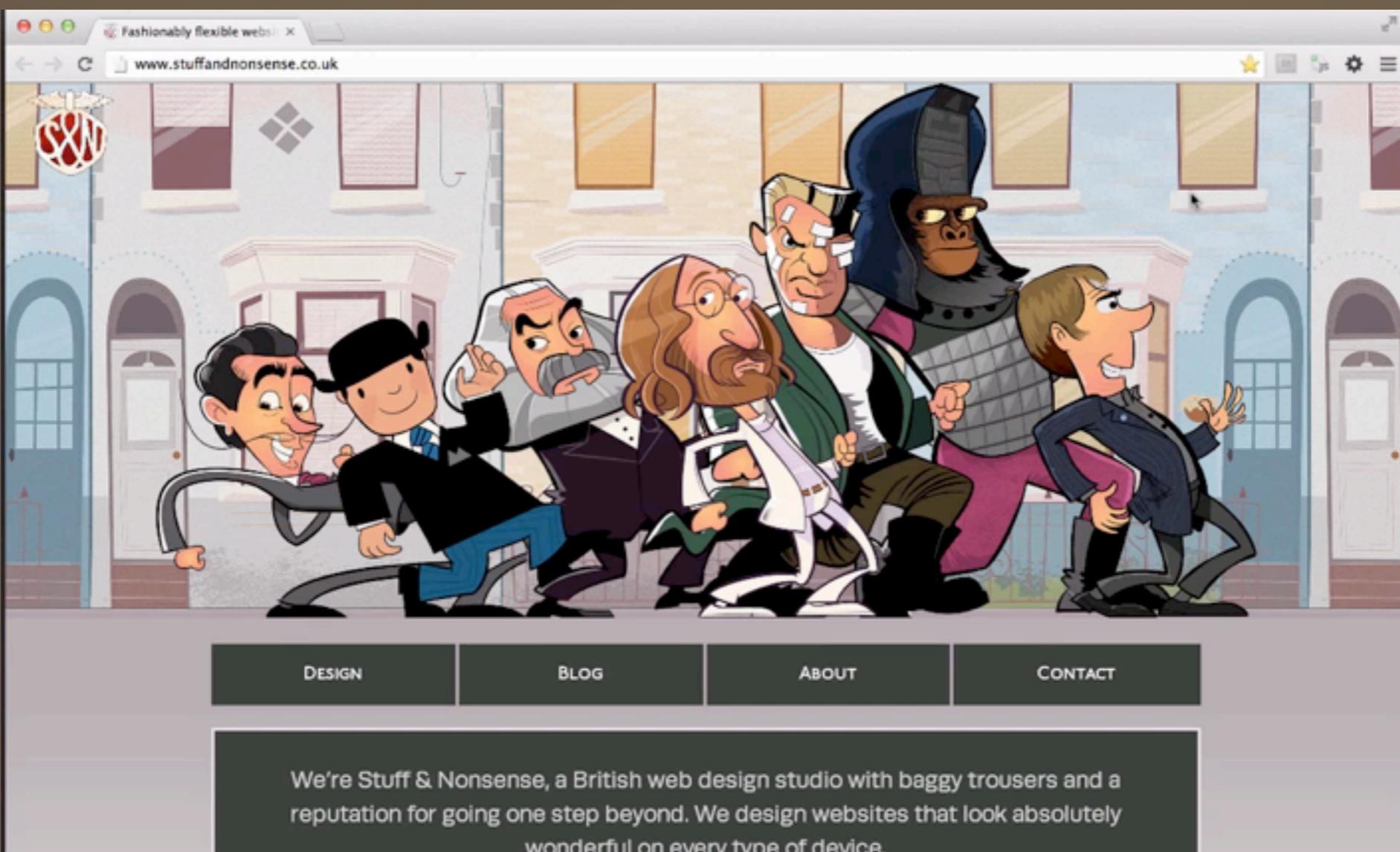
The New Language of RWD



Main Navigation



Main Navigation



Process



Deliverables

Written Specifications

Style Prototypes

HTML & CSS Wireframes

Low-Fidelity Static Mock-Ups

HTML & CSS Interactive Mock-Ups

HTML & CSS Styleguides

Specification Document

Project Goals

User Stories

Content Audit / Gap Analysis

Feature Descriptions

Technical Approach

Information Architecture

Site Map

Copywriting Styleguide

Branding Profile

Specification Document

The screenshot shows a Basecamp message interface. At the top, the title bar reads "Warhol: Pittsburgh Pilgrim" and the URL is "https://basecamp.com/1895837/projects/2425032-warhol-pittsburgh/messages/new". The header includes links for "Launchpad", "Basecamp: Bearded", "Basecamp Classic Projects", and "Campfire Chat". On the right, there are links for "New features", "Account", "Upgrades", and "Sign out". A search bar at the top right says "Jump to a project, person, label, or search...". The main content area has a title "Spec Doc Review". Below the title is a toolbar with buttons for "Bold", "Italic", "Bullets", "Numbers", and "Quote". The main text area contains the following message:

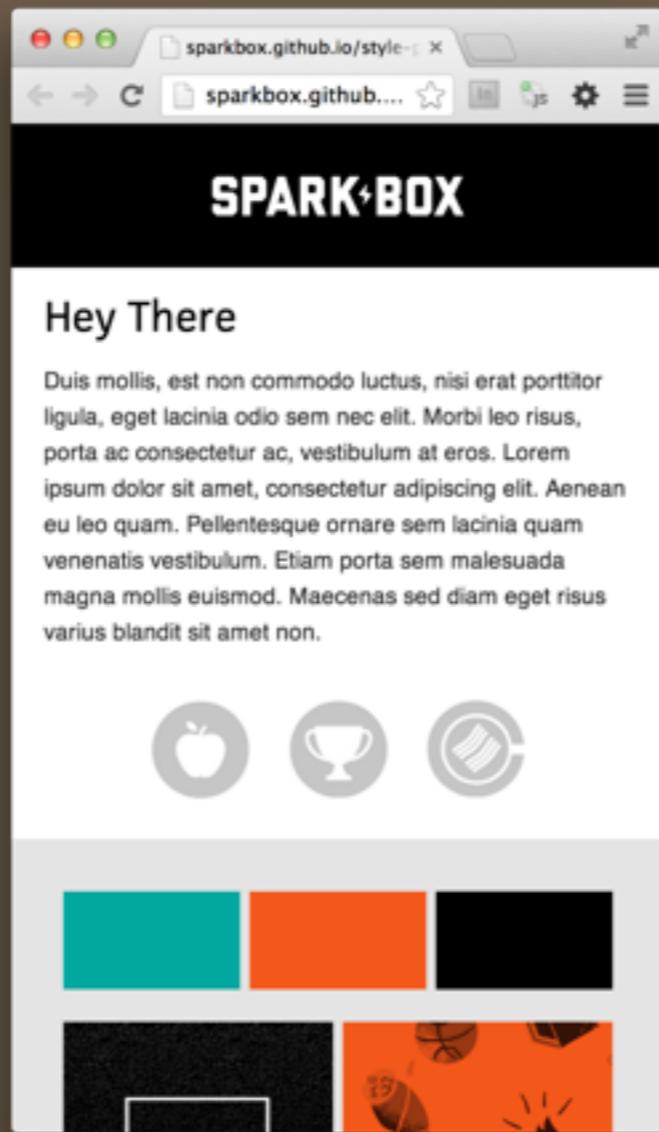
Participating in the writing of the specification document now means your ideas will be incorporated into the final product. Please make sure anyone that needs to weigh in later reviews this document. Let them know: if the outcome of this project is important to you, we need your feedback on the specification document by next Friday!

Below the text area is a file attachment section with the placeholder text "To attach files drag & drop here or [select files from your computer...](#)". Underneath is a section for email delivery options:

When I post this message, email it to all [6 people](#) on the project.
 Let me choose who should get an email...
 Don't email anyone, just post the message to Basecamp.

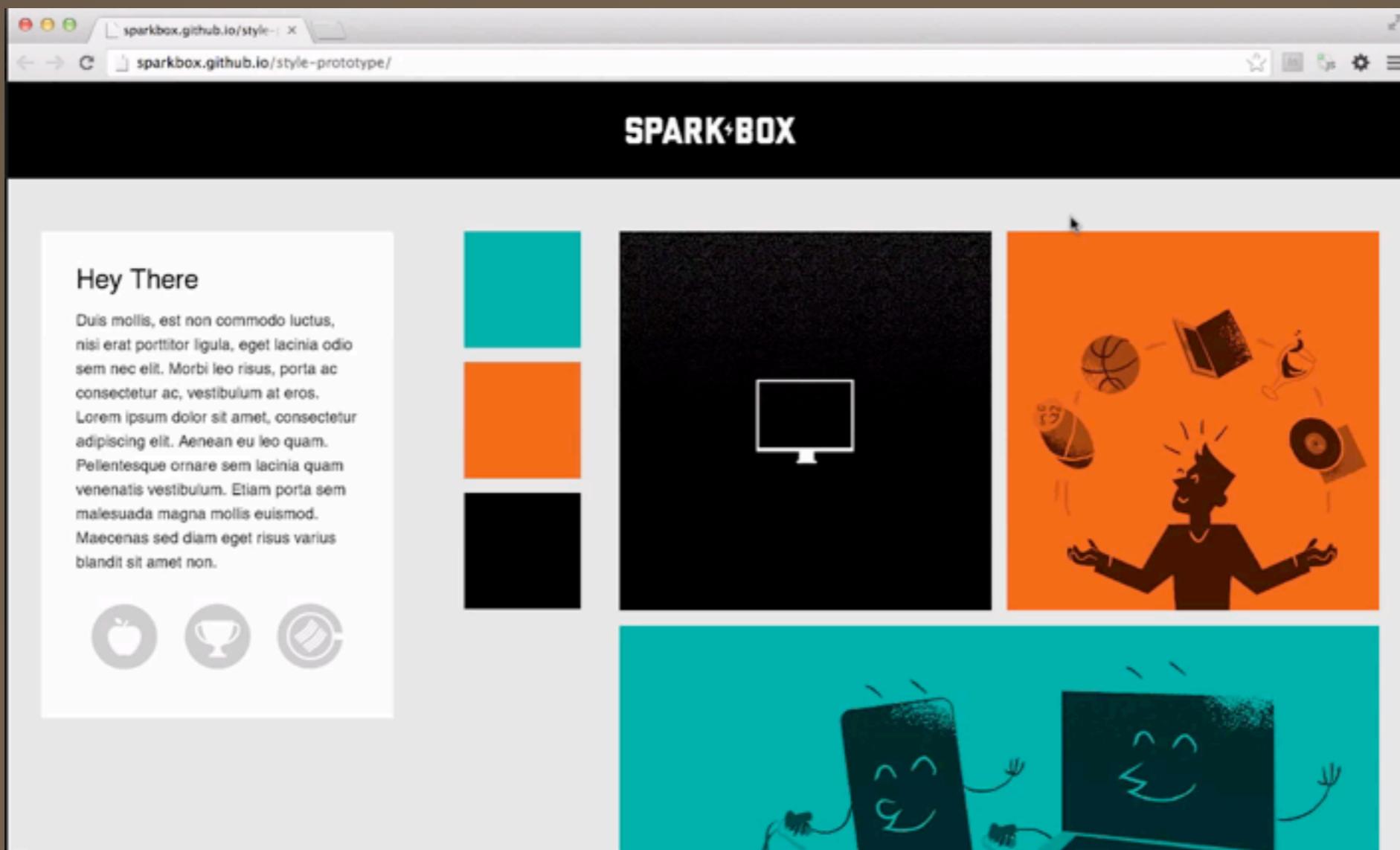
A green "Post this message" button is located at the bottom of the message area.

Style Prototype



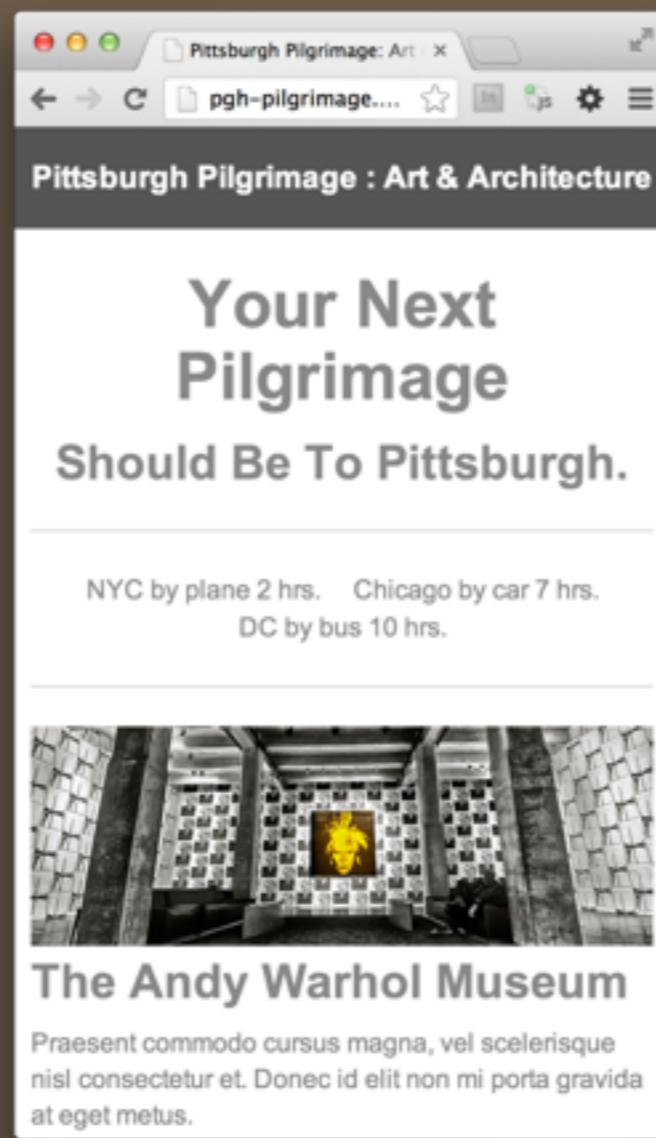
<https://github.com/sparkbox/style-prototype>

Style Prototype



<https://github.com/sparkbox/style-prototype>

HTML & CSS Wireframes



HTML & CSS Wireframes

The screenshot shows a wireframe of a website for 'Pittsburgh Pilgrimage : Art & Architecture'. The page title is 'Your Next Pilgrimage Should Be To Pittsburgh.' Below the title, a horizontal line contains the text 'NYC by plane 2 hrs. Chicago by car 7 hrs. DC by bus 10 hrs.'. Four cards are displayed below, each featuring a thumbnail image and a title followed by placeholder text.

The Andy Warhol Museum Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Donec id elit non mi porta gravida at eget metus. 412-555-5555 Visit Site Map TW FB	The Mattress Factory Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Donec id elit non mi porta gravida at eget metus. 412-555-5555 Visit Site Map TW FB	Falling Water Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Donec id elit non mi porta gravida at eget metus. 412-555-5555 Visit Site Map TW FB	Kentuck Knob Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Donec id elit non mi porta gravida at eget metus. 412-555-5555 Visit Site Map TW FB

Low-Fidelity Static Mock-Ups



MATTRESS FACTORY



WARHOL MUSEUM

PITTSBURGH

PA

Your Next Pilgrimage Should Be To Pittsburgh

5 mi
10 km

KENTUCK KNOB



FALLINGWATER



Fallingwater

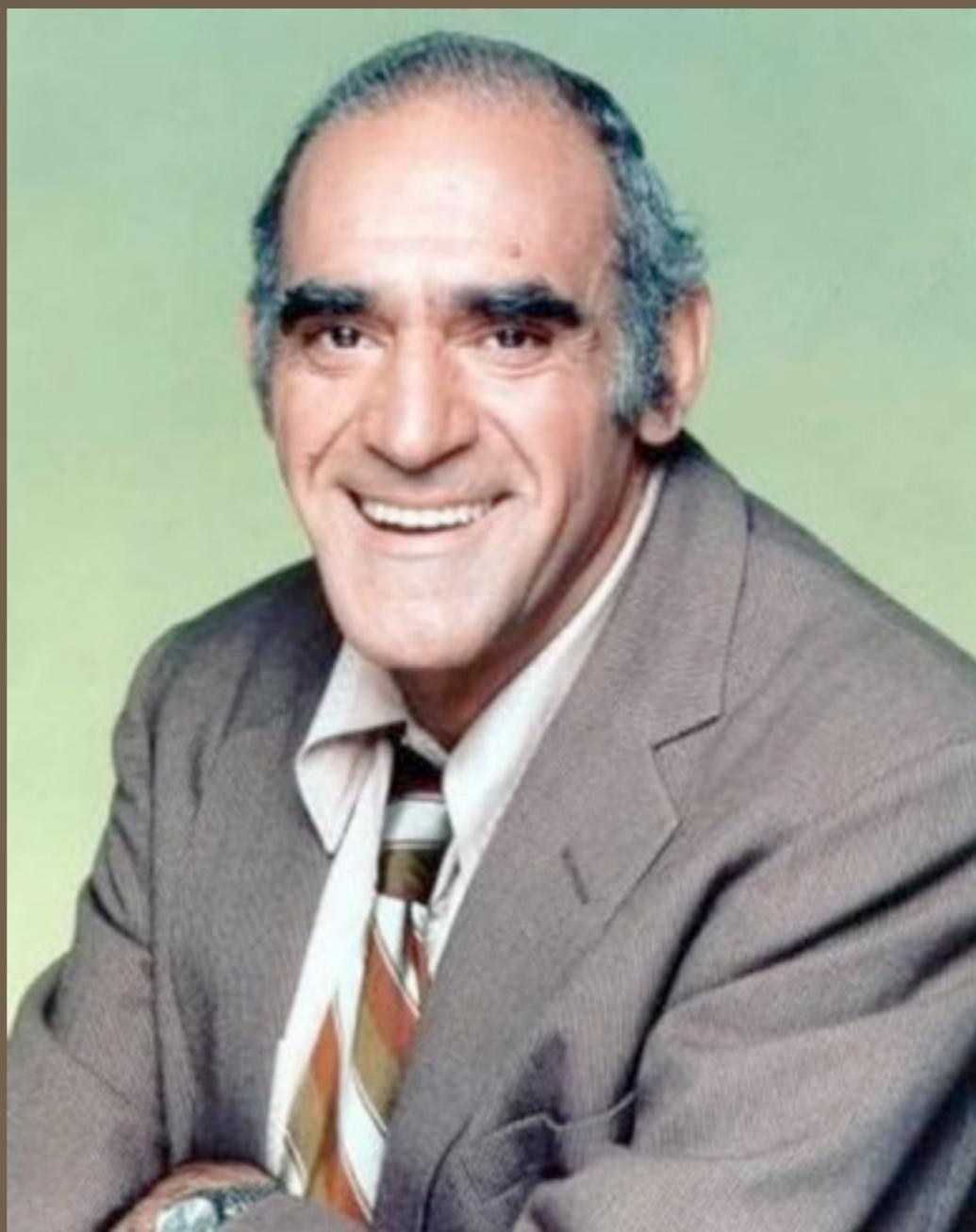
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse volutpat fermentum



Kentuck Knob

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse volutpat fermentum

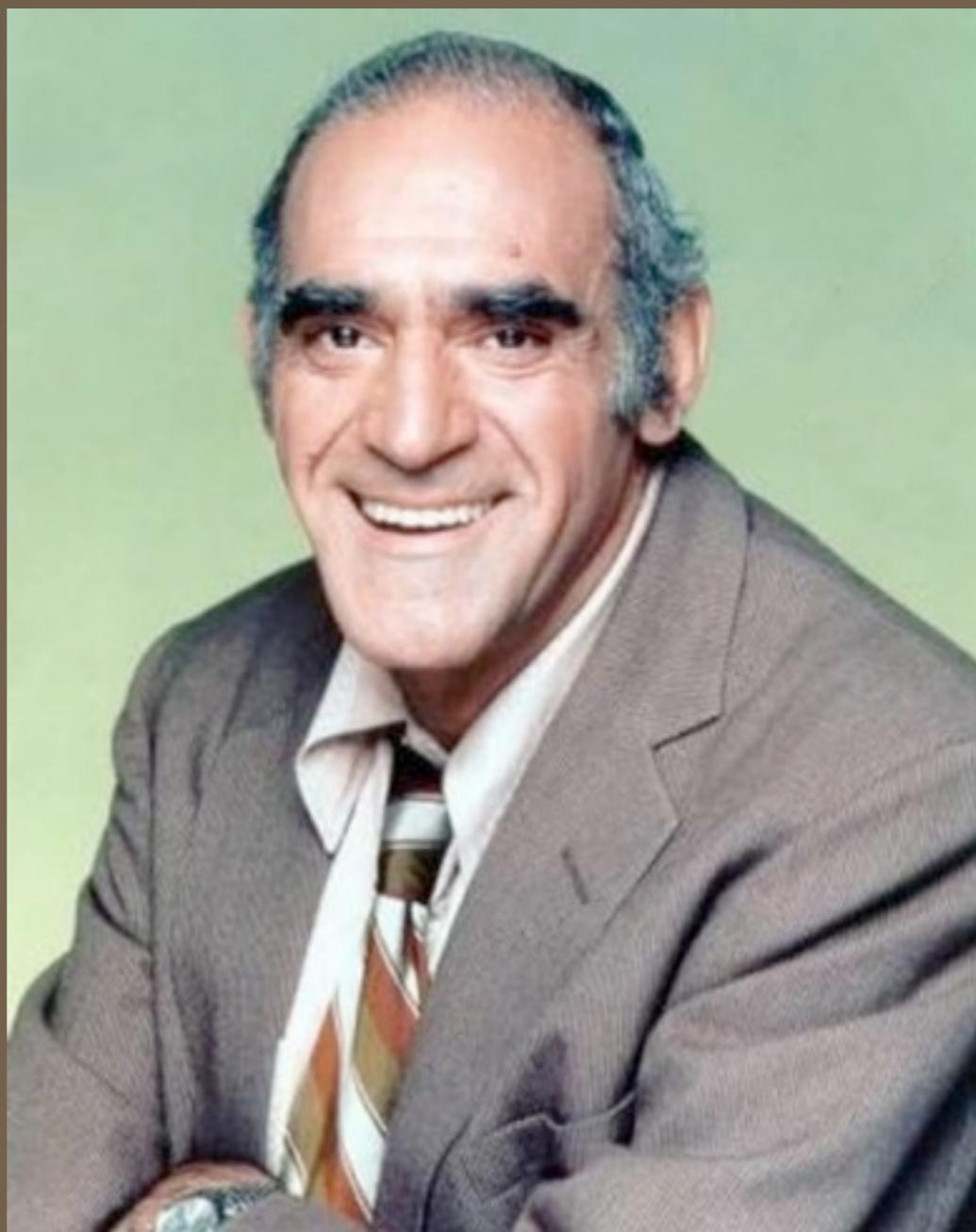
Lo-Fi Feedback



Lo-Fi Feedback



Lo-Fi Feedback



HTML & CSS Interactive Mock-Ups



HTML & CSS Interactive Mock-Ups



HTML & CSS Styleguides

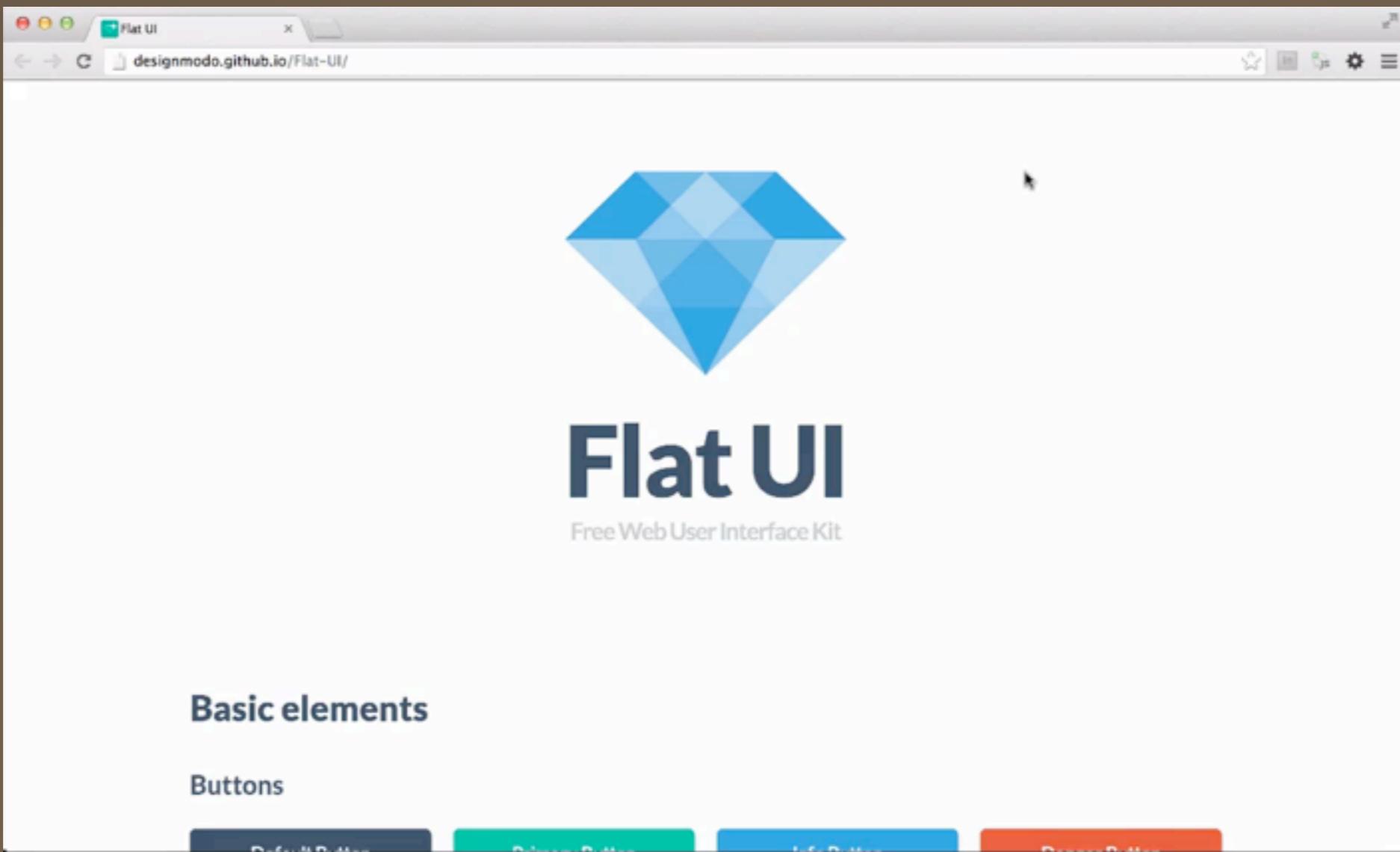
The screenshot displays a comprehensive HTML and CSS styleguide. It includes:

- Share:** Options to share on Facebook (OFF), Twitter (ON), and Pinterest (OFF). A large green "Share" button is present.
- Tooltips:** A tooltip under the text "Tooltip under the text." shows the sample text: "Here is the sample of tal tooltip that contains three lines or more. More."
- Text Box:** Information about the Lato font, color, size, line height, and margins. It also mentions underline links and visual markers.
- Headings:** A hierarchy of headings from Header (bold) down to HEADER 6 (normal weight).
- Color Swatches:** A grid of 10 color swatches with their hex codes and names:

#1ABC9C TURQUOISE	#2ECC71 EMERLAND	#3498DB PETER RIVER	#9B59B6 AMETHYST	#34495E WET ASPHALT
#16A085 GREEN SEA	#27AE60 NEPHRITIS	#2980B9 BELIZE HOLE	#BE44AD WISTERIA	#2C3E50 MIDNIGHT BLUE
#F1C40F SUN FLOWER	#E67E22 CARROT	#E74C3C ALIZARIN	#ECF0F1 CLOUDS	#95A5A6 CONCRETE
#F39C12 ORANGE	#D35400 PUMPKIN	#C0392B POMEGRANATE	#BDC3C7 SILVER	#7F8C8D ASBESTOS
- SWATCHES:** A sidebar explaining the use of colors, mentioning the Flat UI Preset (flat-ui-swatches.aco), and noting no gradients or shadows.

<http://designmodo.github.io/Flat-UI/>

HTML & CSS Styleguides



<http://designmodo.github.io/Flat-UI/>

Technology!



The Internet Is Your Friend

Listen

Share

Adapt

Repeat

Let's Do This





I'm still Matt Griffin
And I give you all the thanks!

@ElefontPress @BeardedStudio @WoodTypeRevival

Hello!

I'm Kristin Ellington



@krs10ellington



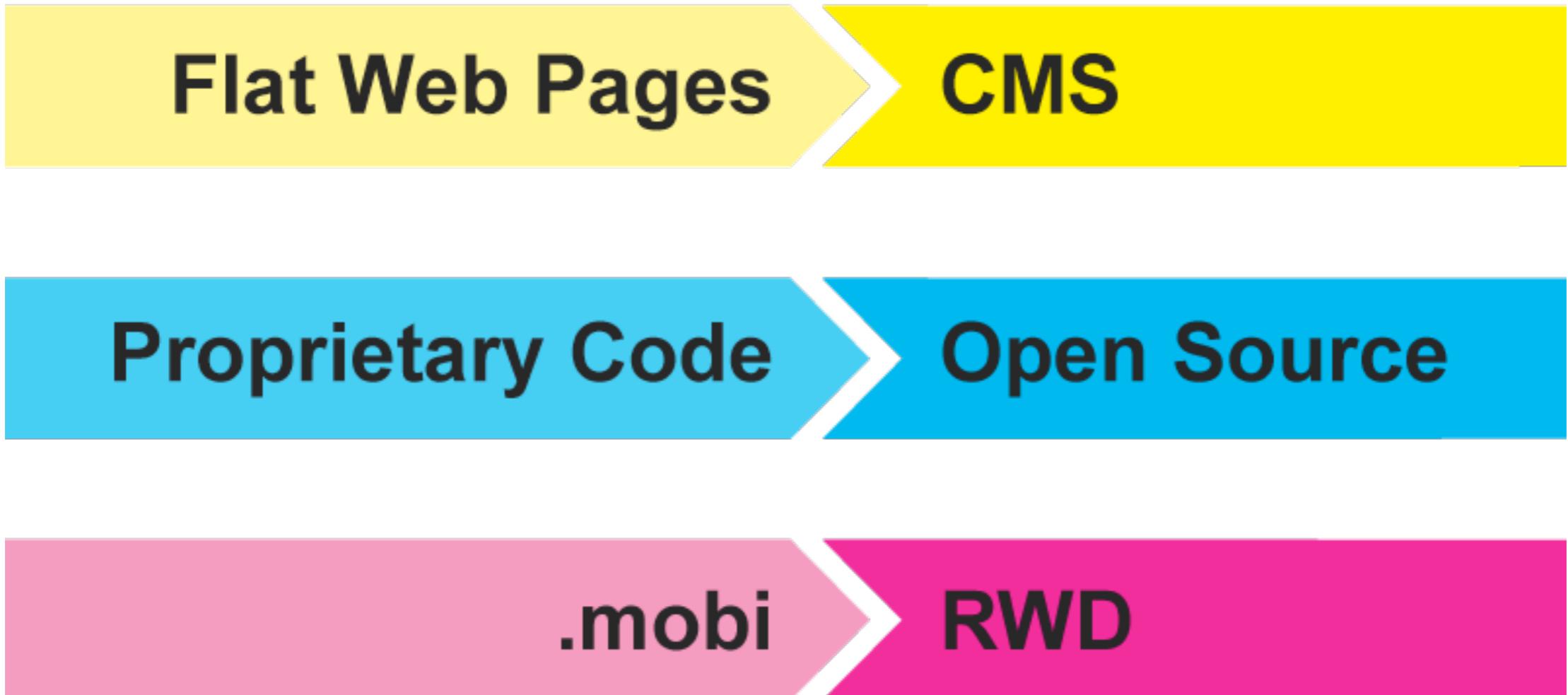
www.funnygarbage.com



The **Psychology** of Selling Responsive Web Design

“We cannot change anything until we accept it.”

Carl Jung



Flat Web Pages → **CMS**

Proprietary Code → **Open Source**

.mobi → **RWD**

THE PATH TO EMBRACING THE NEW



Embracement

Disillusionment

Blind Faith

Rejection

Ignorance



EMBRACING THE NEW: Ignorance





EMBRACING THE NEW: Rejection





EMBRACING THE NEW: Blind Faith



EMBRACING THE NEW: Disillusionment



THE PATH TO EMBRACING THE NEW



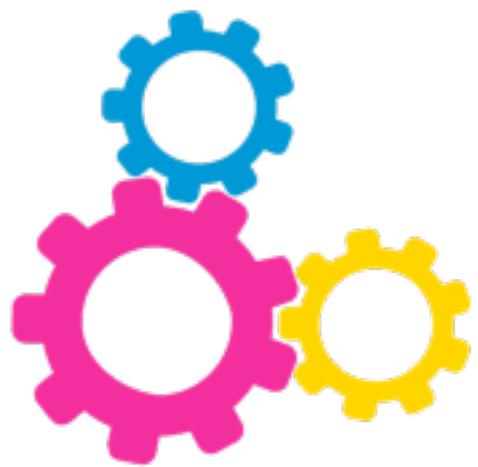
Embracement

Disillusionment

Blind Faith

Rejection

Ignorance



Putting It Into Practice

Establish AUTHORITY

Expert Practitioner
Your Website
Thought Leadership

LISTEN

To Learn

Identify Stakeholders

Identify Decision Makers

Determine Stage In Embracing The New

Dig For **CONTEXT**

Project Requirements & Objectives

Who Are The Users

Is This Project Right for RWD

EDUCATE

To Empower

Define Terms & Terminology

Data = Proof = Authority

Knock Out The Blockers

Pitch To **WIN!**

Make Their Life Easier
Make Them Your Partner
Make They Look Good

“The path of least resistance is the path of the loser.”

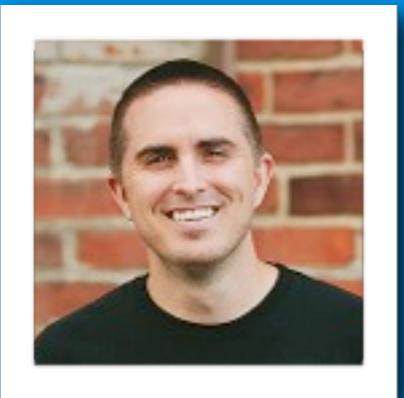
H.G. Wells

Goodbye & Good Luck!

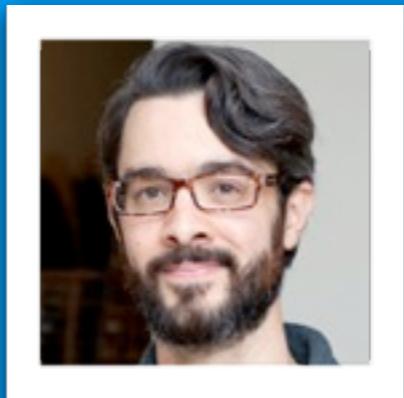


@krs10ellington

How to Set CLIENT EXPECTATIONS



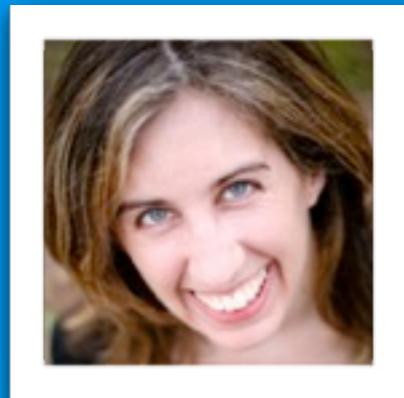
*Drew
Clemens*



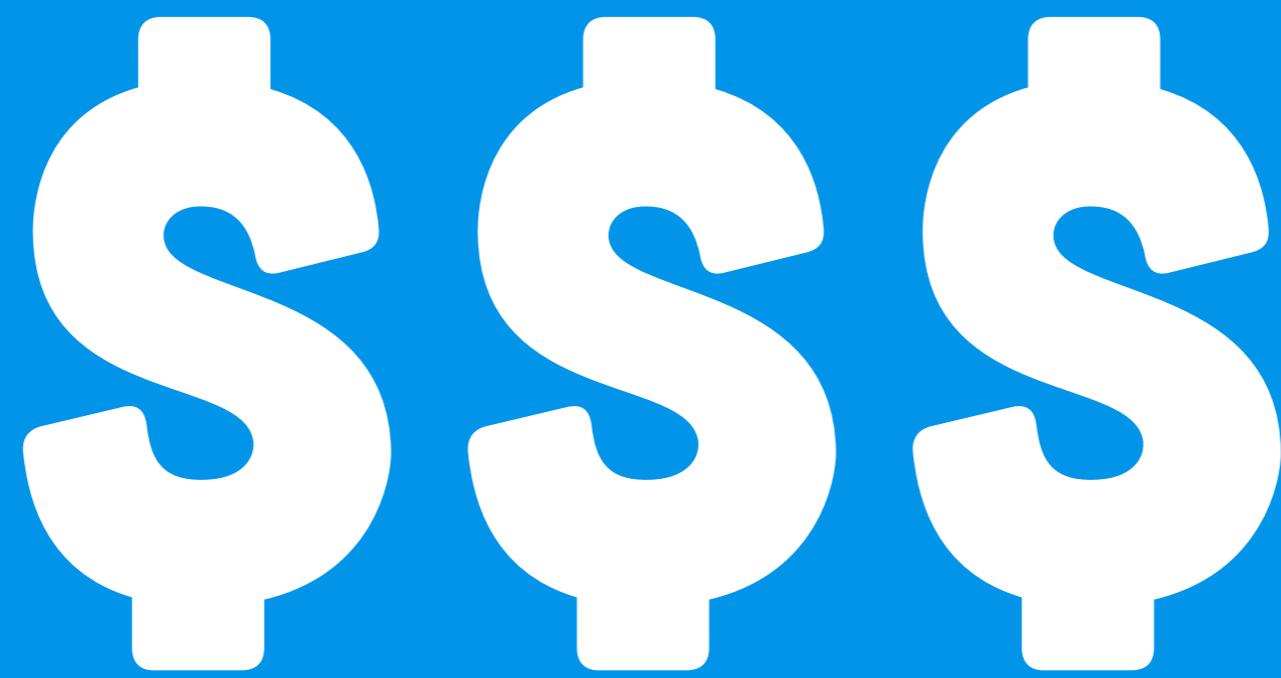
*Matt
Griffin*



*Kristin
Ellington*

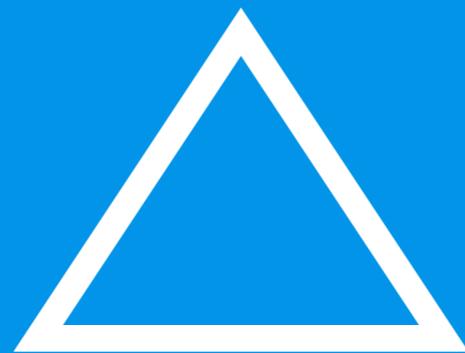


*Jen
Simmons*



**HOW MUCH
IS THIS
GOING TO
COST?**

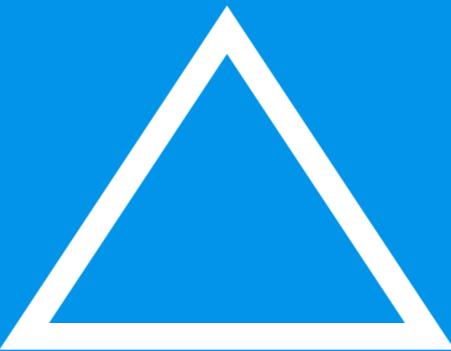
**LOW
PRICE**



**DONE
FAST**

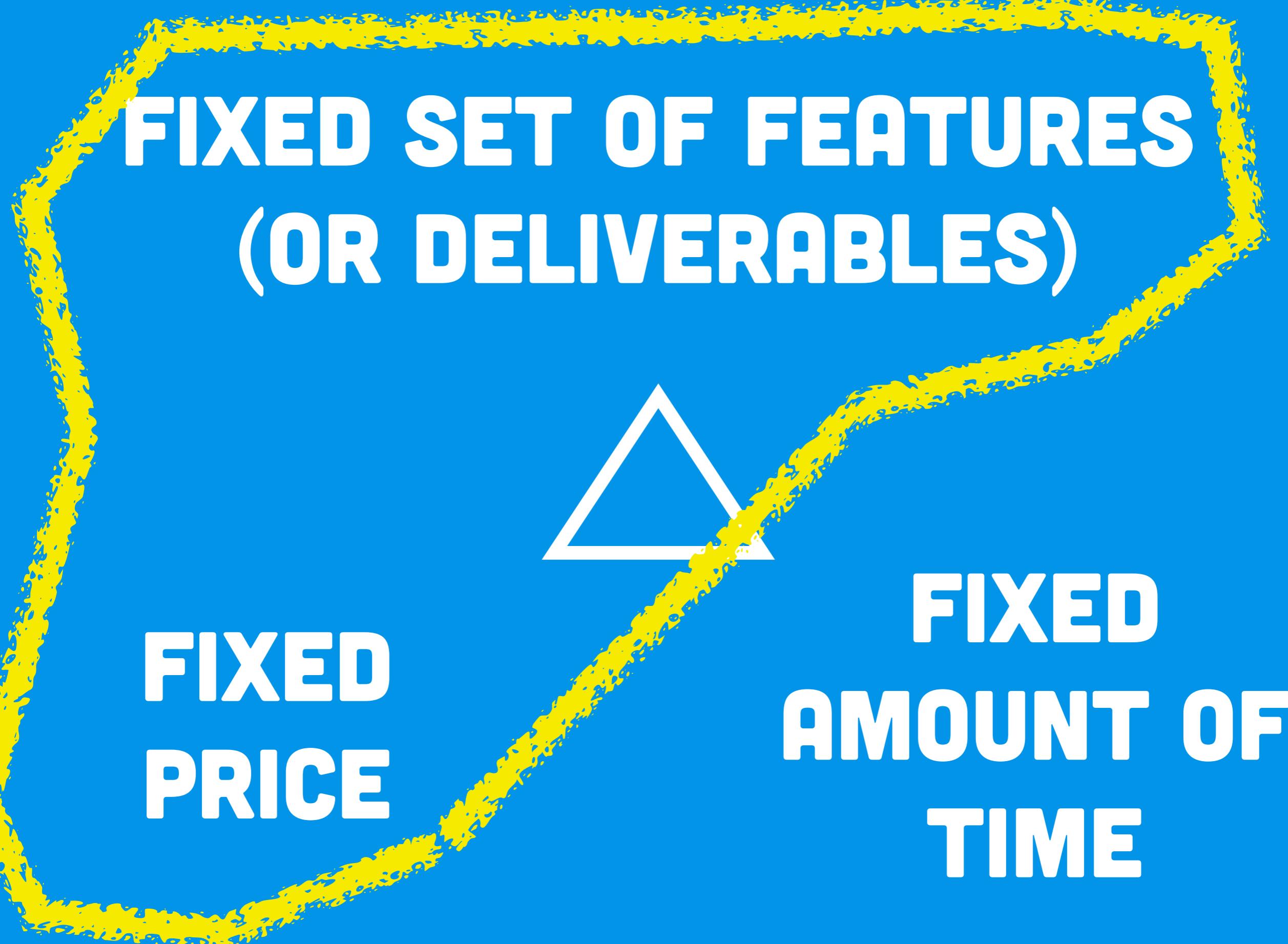
**GOOD
QUALITY**

FIXED SET OF FEATURES (OR DELIVERABLES)

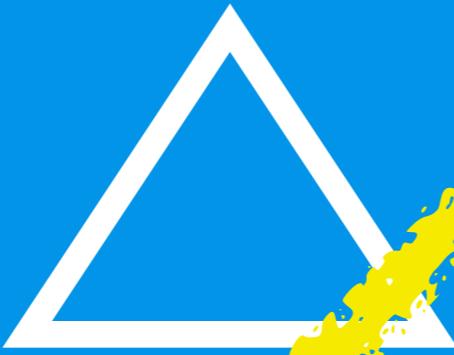


**FIXED
PRICE**

**FIXED
AMOUNT OF
TIME**



**FIXED SET OF FEATURES
(OR DELIVERABLES)**



**FIXED
PRICE**

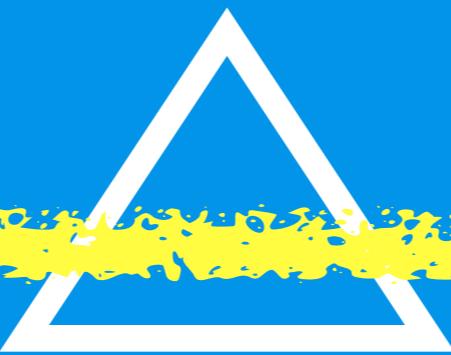
**FIXED
AMOUNT OF
TIME**

**FIXED SET OF FEATURES
(OR DELIVERABLES)**

**FIXED
PRICE**



FIXED SET OF FEATURES (OR DELIVERABLES)

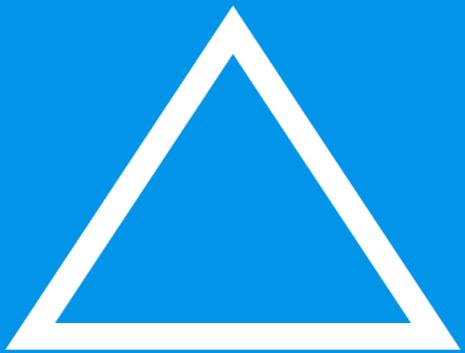


**FIXED
PRICE**

**FIXED
AMOUNT OF
TIME**

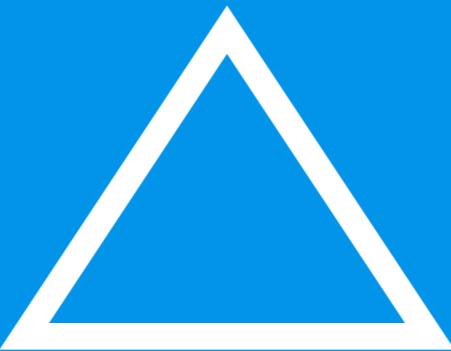
FIXED SET OF FEATURES (OR DELIVERABLES)

**PER HOUR /
PER WEEK
PRICE**



**FIXED
AMOUNT OF
TIME**

FIXED SET OF FEATURES (OR DELIVERABLES)



**FIXED
PRICE**

**FIXED
AMOUNT OF
TIME**

I'M CONVINCED,
BUT...

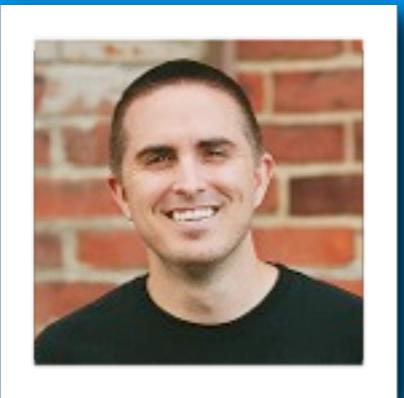
IT'S NOT
GONNA HAPPEN

QUIT YOUR JOB

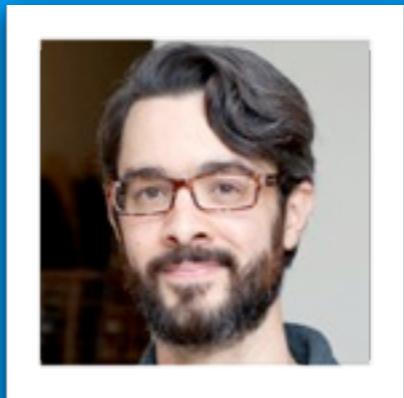
START A COMPANY

GET BETTER CLIENTS

How to Set CLIENT EXPECTATIONS



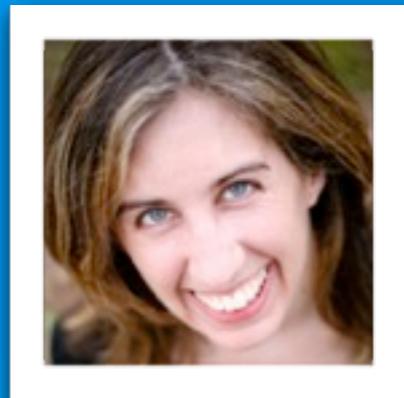
*Drew
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*Jen
Simmons*