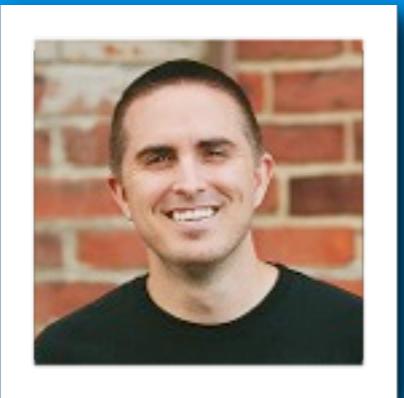


How to Set CLIENT EXPECTATIONS



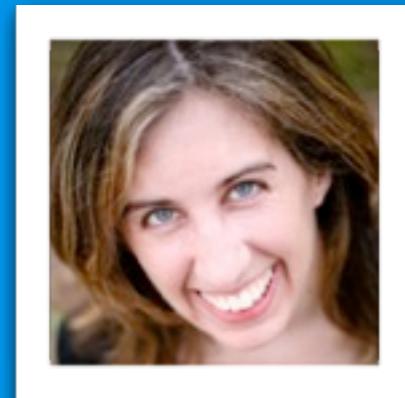
*Drew
Clemens*



*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



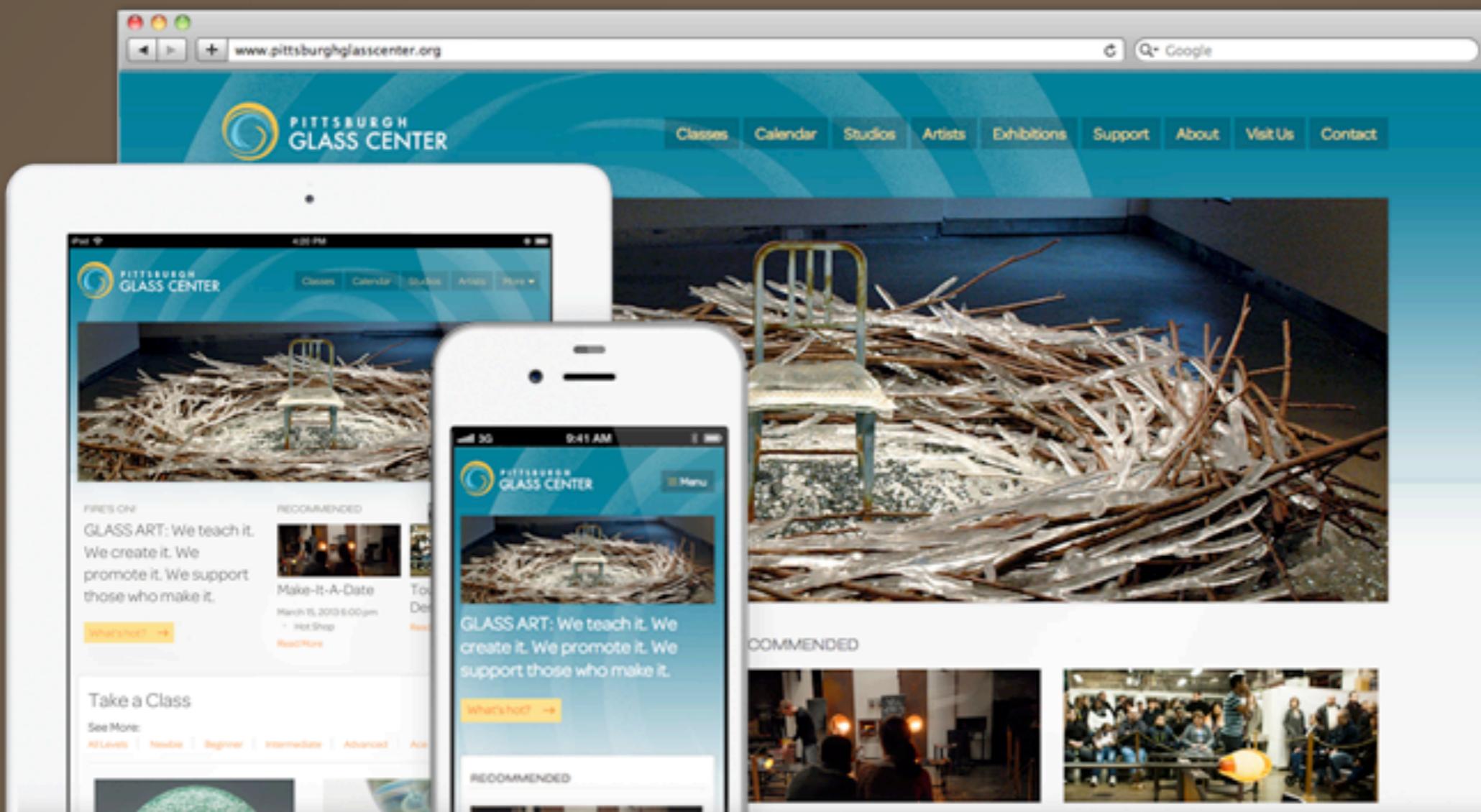
Your Internet



What Is This Responsive?



What Is This Responsive?



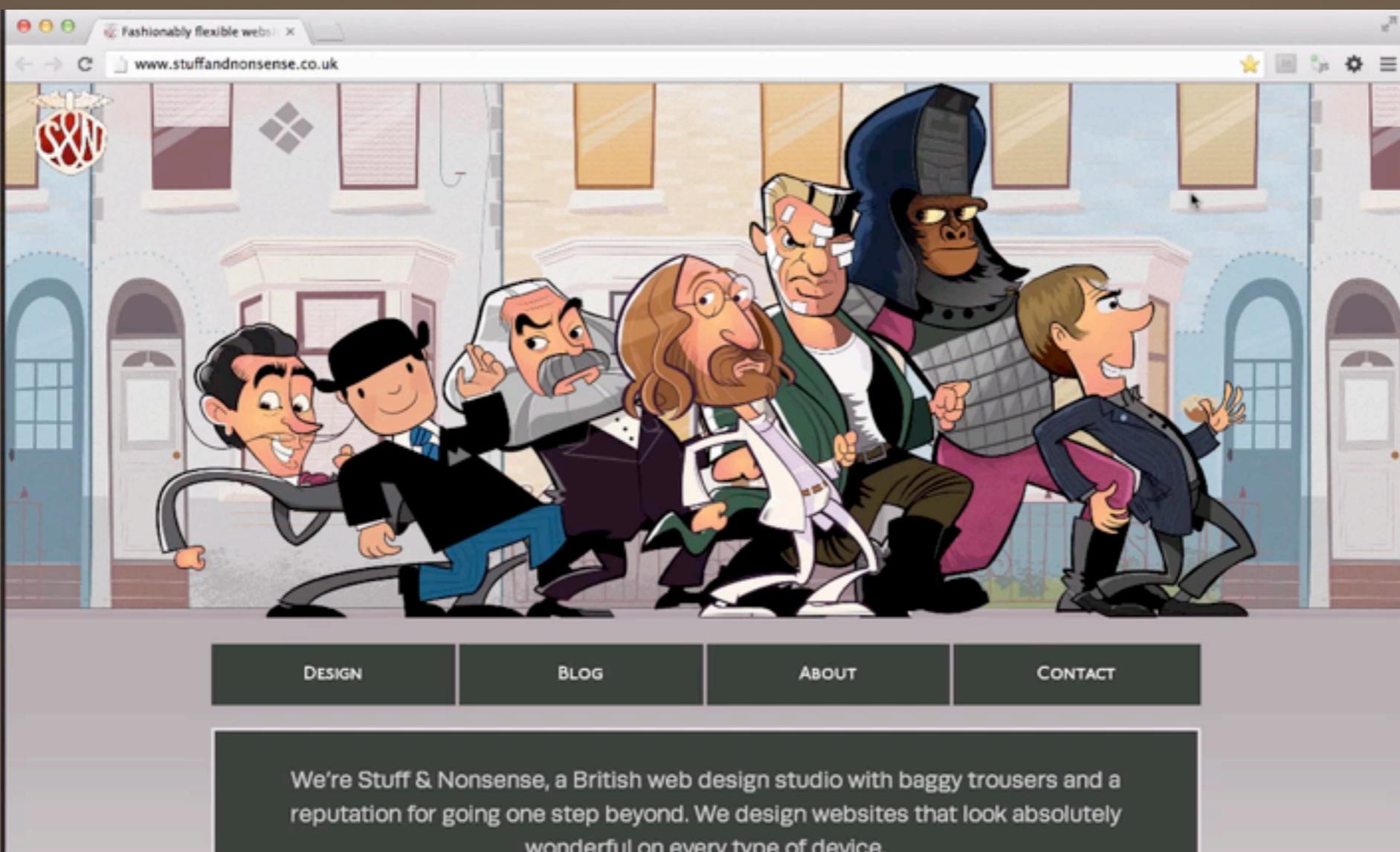
The New Language of RWD



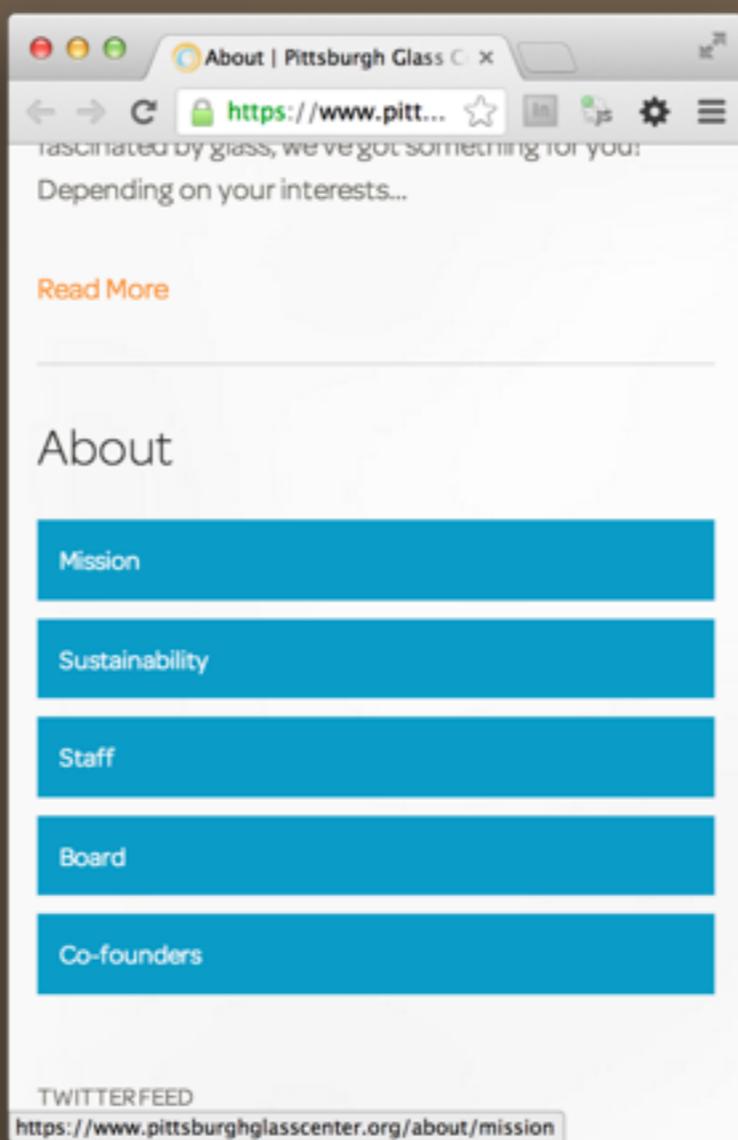
Main Navigation



Main Navigation



Secondary Navigation



Secondary Navigation

The screenshot shows a web browser displaying the 'About' page of the Pittsburgh Glass Center website. The URL in the address bar is <https://www.pittsburghglasscenter.org/about>. The page features a header with the Pittsburgh Glass Center logo and a navigation menu with links to Classes, Calendar, Studios, Artists, Exhibitions, Support, About, Visit Us, and Contact. Below the header, a breadcrumb trail shows 'HOME / About'. The main content area contains a photograph of three people working with glass in a studio, with a large, intricate glass sculpture in the foreground. To the right, a sidebar titled 'About' lists links to Mission, Sustainability, Staff, Board, and Co-founders. At the bottom right, there is a 'TWITTERFEED' section with a single tweet from @BeardedStudio.

PITTSTURGH
GLASS CENTER

Classes Calendar Studios Artists Exhibitions Support About Visit Us Contact

HOME / About

Pittsburgh Glass Center is a nonprofit, public access school, gallery and state-of-the-art glass studio dedicated to teaching, creating and promoting glass art. World-renowned glass artists come here to make studio glass art. People interested in learning more about glass come here to take a class, explore the contemporary glass gallery and watch

About

Mission

Sustainability

Staff

Board

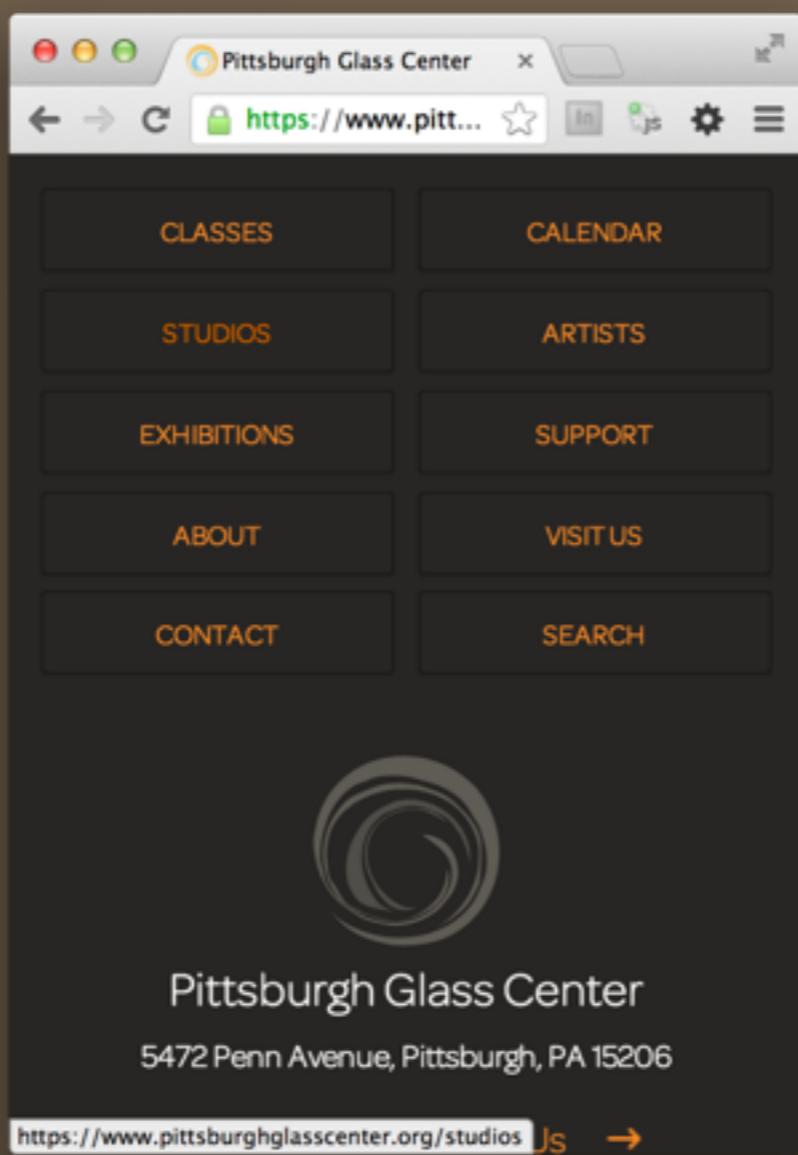
Co-founders

TWITTERFEED

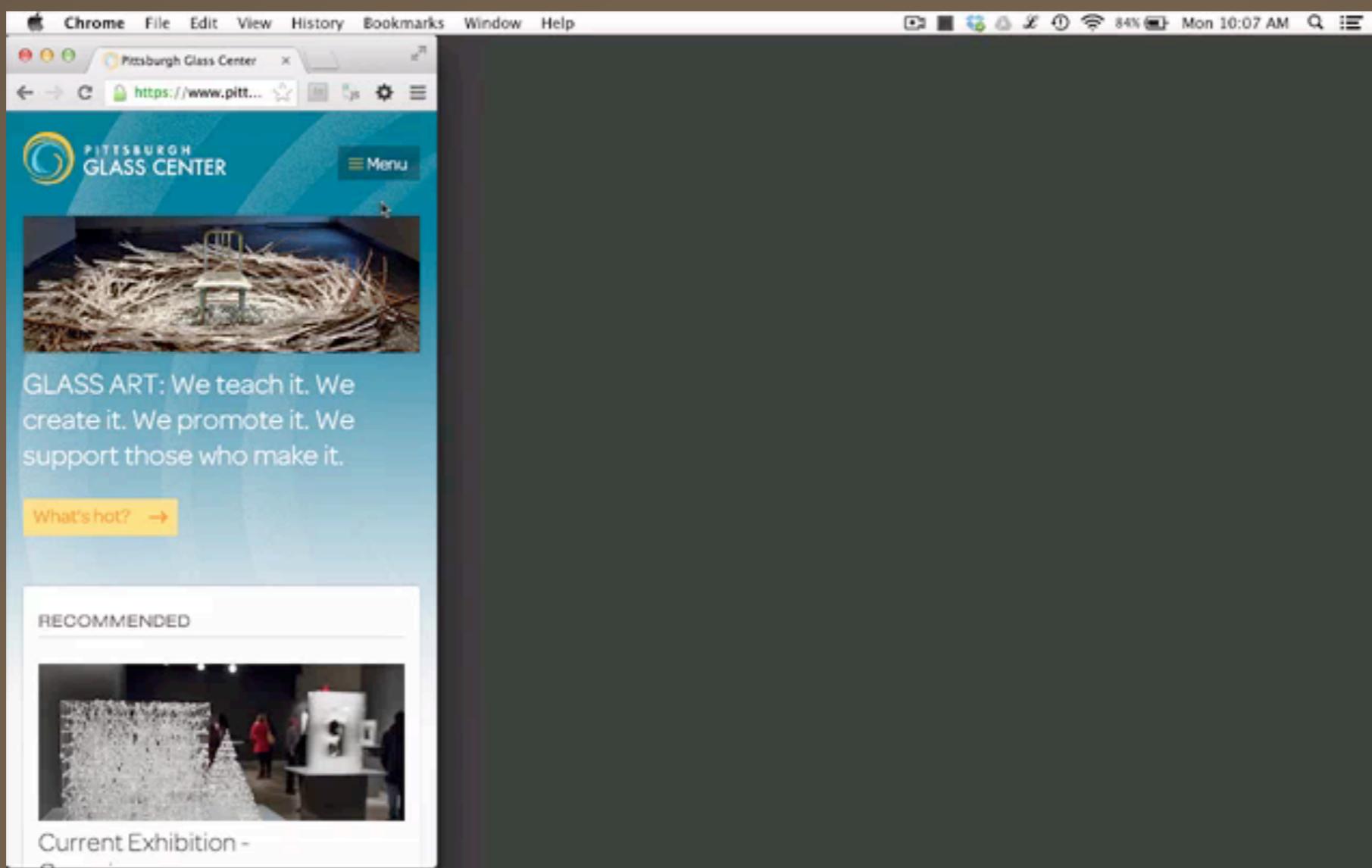
@BeardedStudio @paravelinc @netmag @bencallahan awesome!

3 days ago

Touch Targets



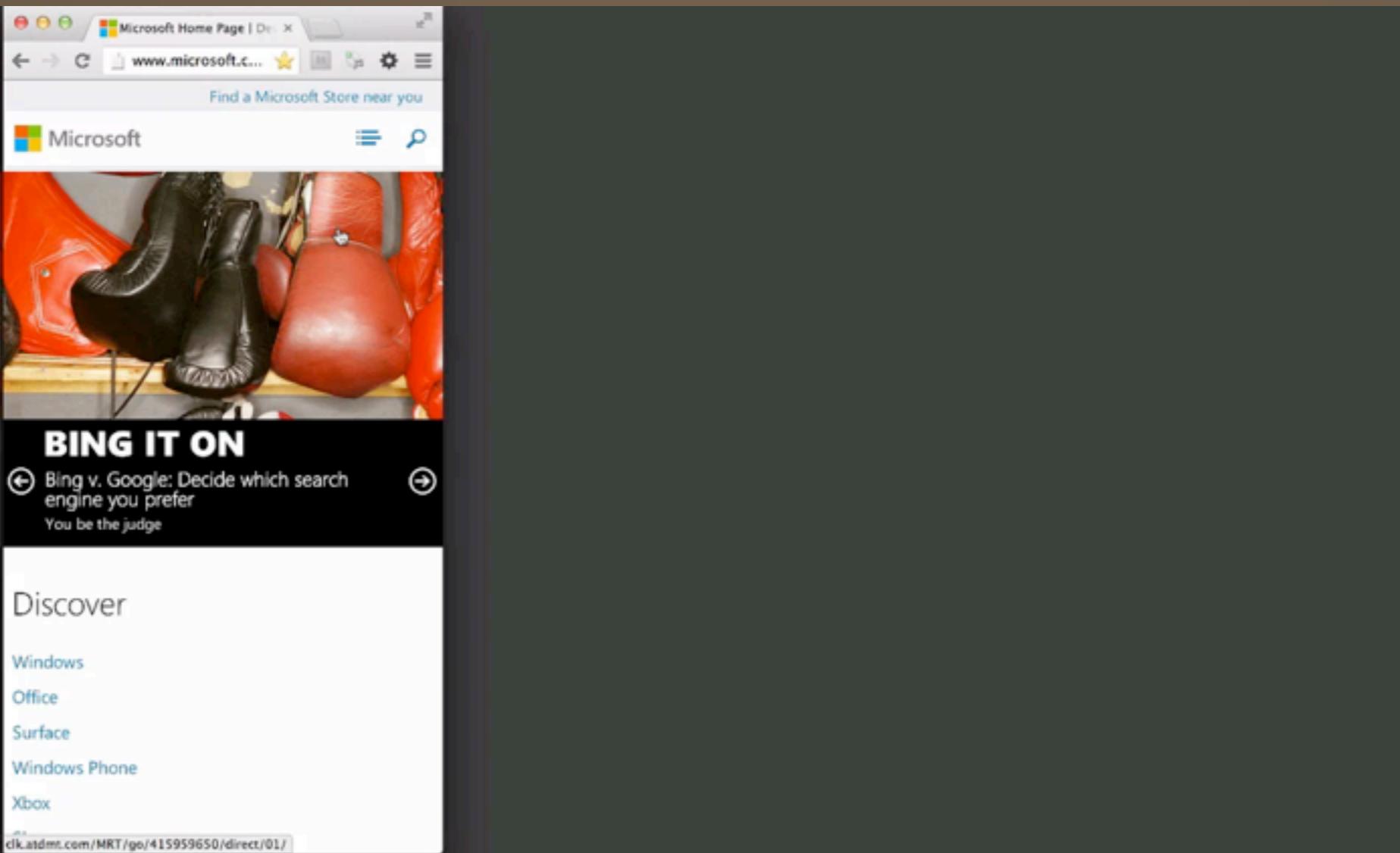
Touch Targets



Hover



Hover



Process



Deliverables

User Stories

Written Specifications

Style Prototypes

HTML & CSS Wireframes

Low-Fidelity Static Mock-Ups

HTML & CSS Interactive Mock-Ups

HTML & CSS Styleguides

User Stories

Narrative descriptions of user actions on the site.

Specification Document

Project Goals

User Stories

Feature Descriptions

Technical Approach

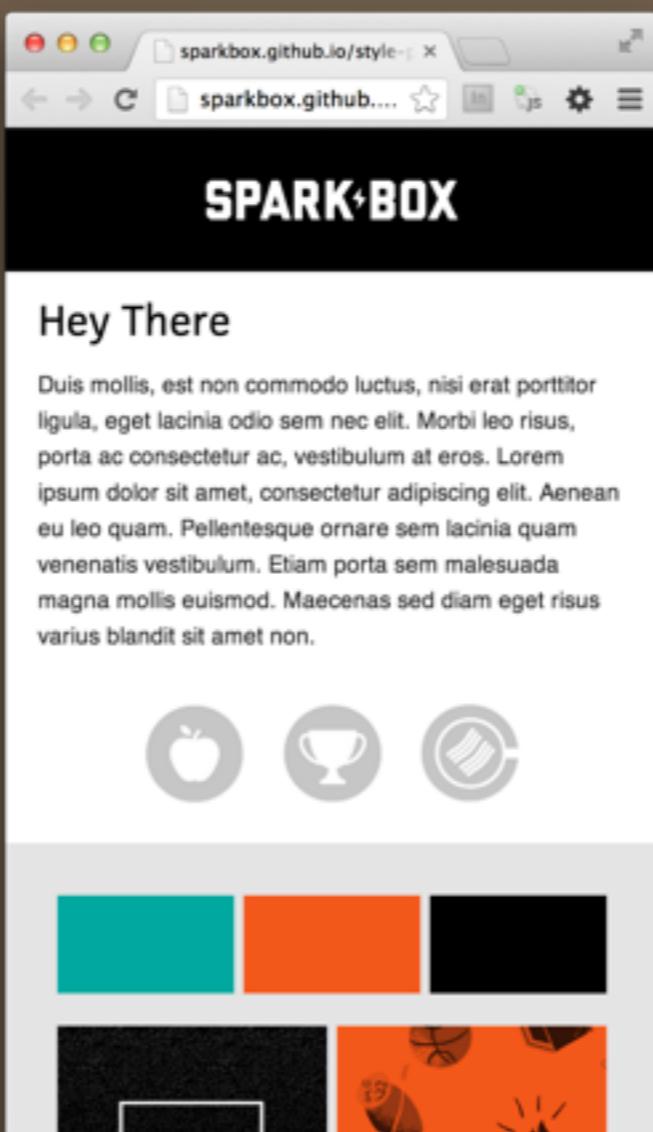
Information Architecture

Site Map

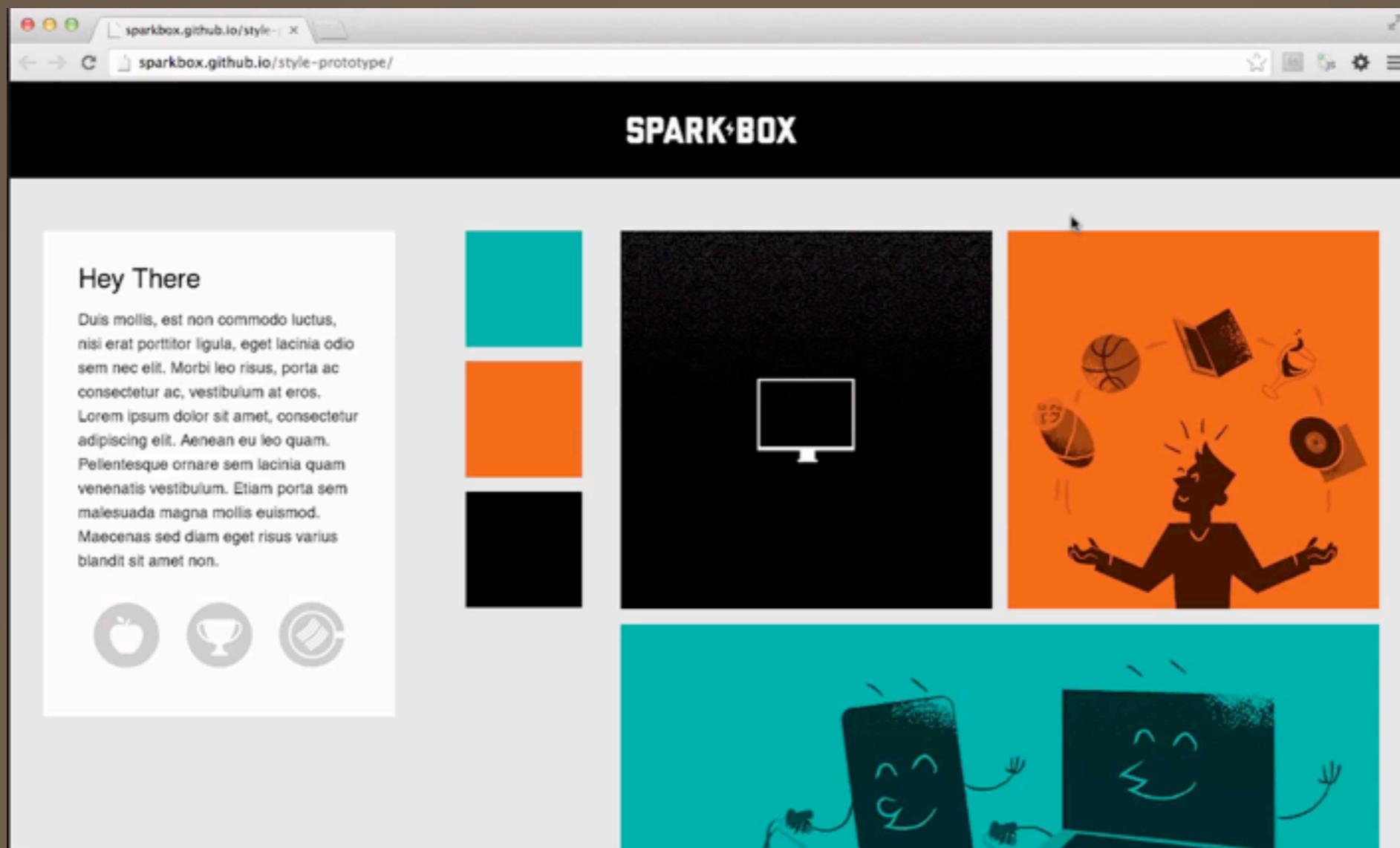
Design Brief

Branding Profile

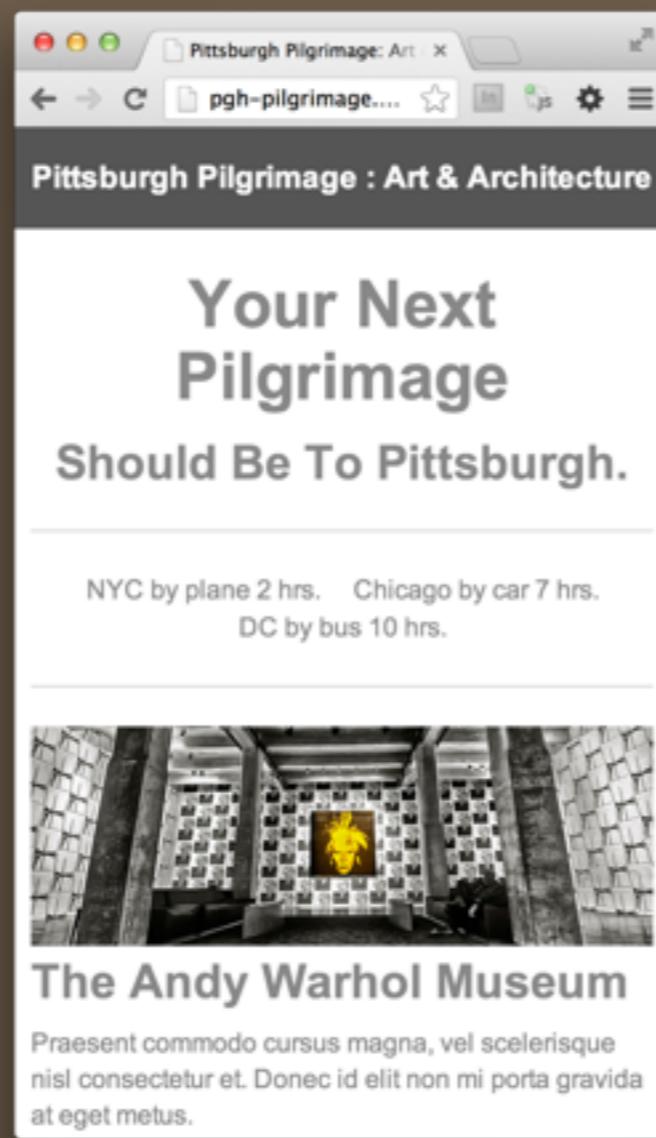
Style Prototype



Style Prototype



HTML & CSS Wireframes

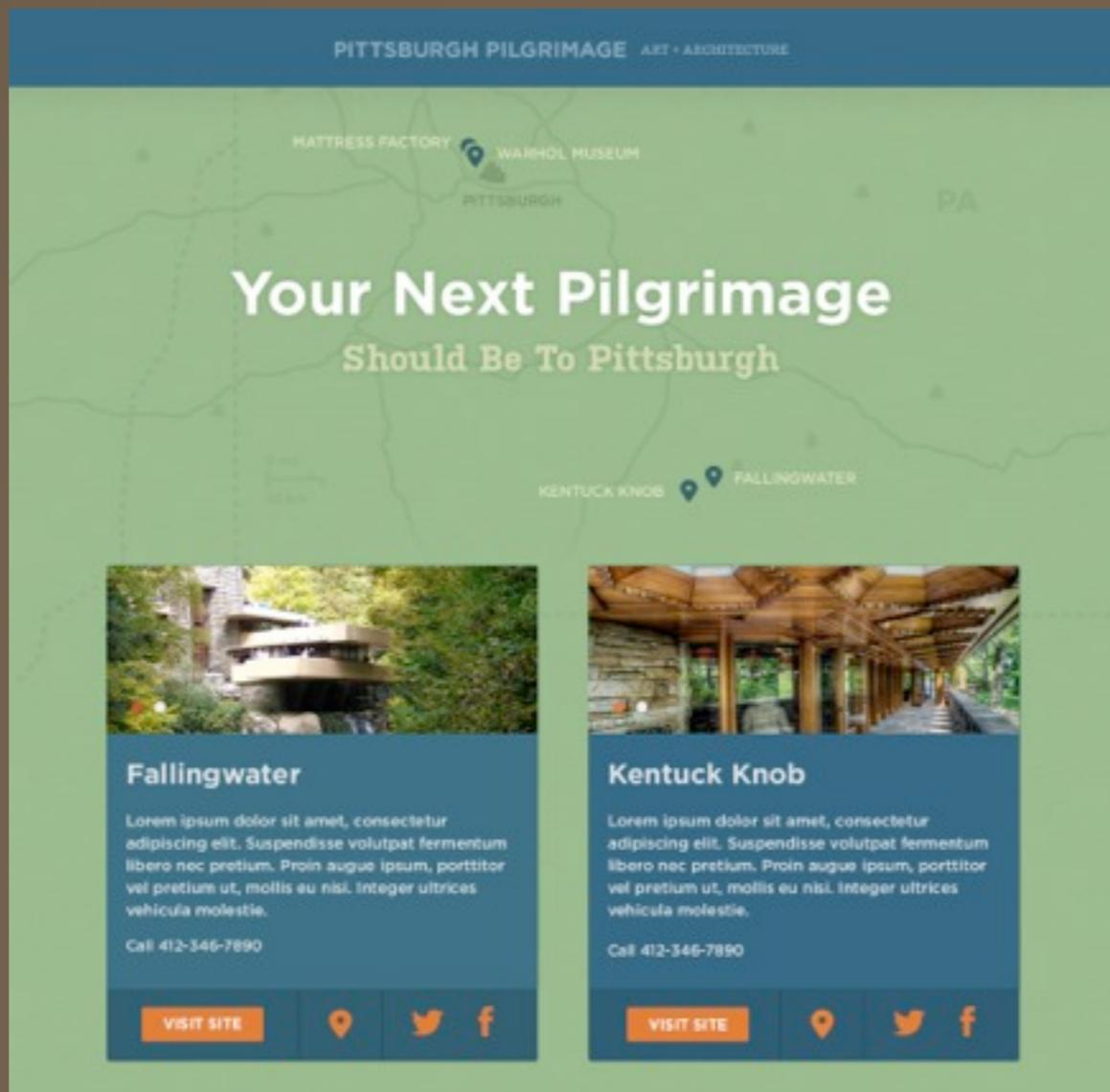


HTML & CSS Wireframes

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



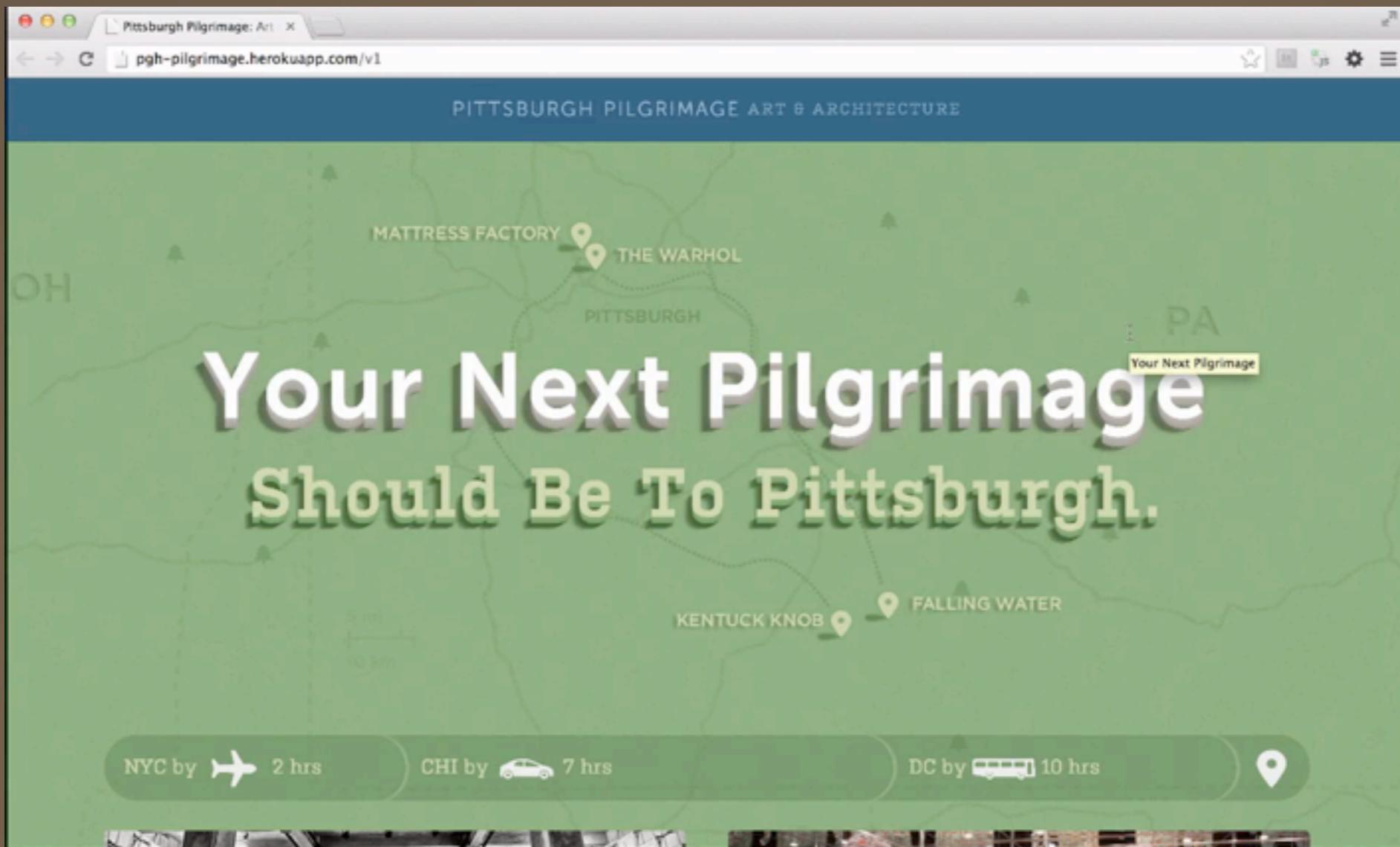
Kentuck Knob

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

HTML & CSS Interactive Mock-Ups



HTML & CSS Interactive Mock-Ups



HTML & CSS Styleguides

The screenshot displays a flat design styleguide for HTML and CSS. It includes sections for sharing on social media, tooltipped text, text boxes, various heading levels, and a color swatch palette.

Share

Facebook: OFF
Twitter: ON
Pinterest: OFF

Tooltips

Tooltip under the text.
Here is the sample of tal tooltip that contains three lines or more. More.

Text Box

Lato is free web-font designed by Lukasz Dziedzic from Warsaw.
Here you can feel the color, size, line height and margins between paragraphs. Don't forget to underline your links, they are important [visual marker](#) for user.
Also, to attract attention you can mark some important words using bold weights.

Headings

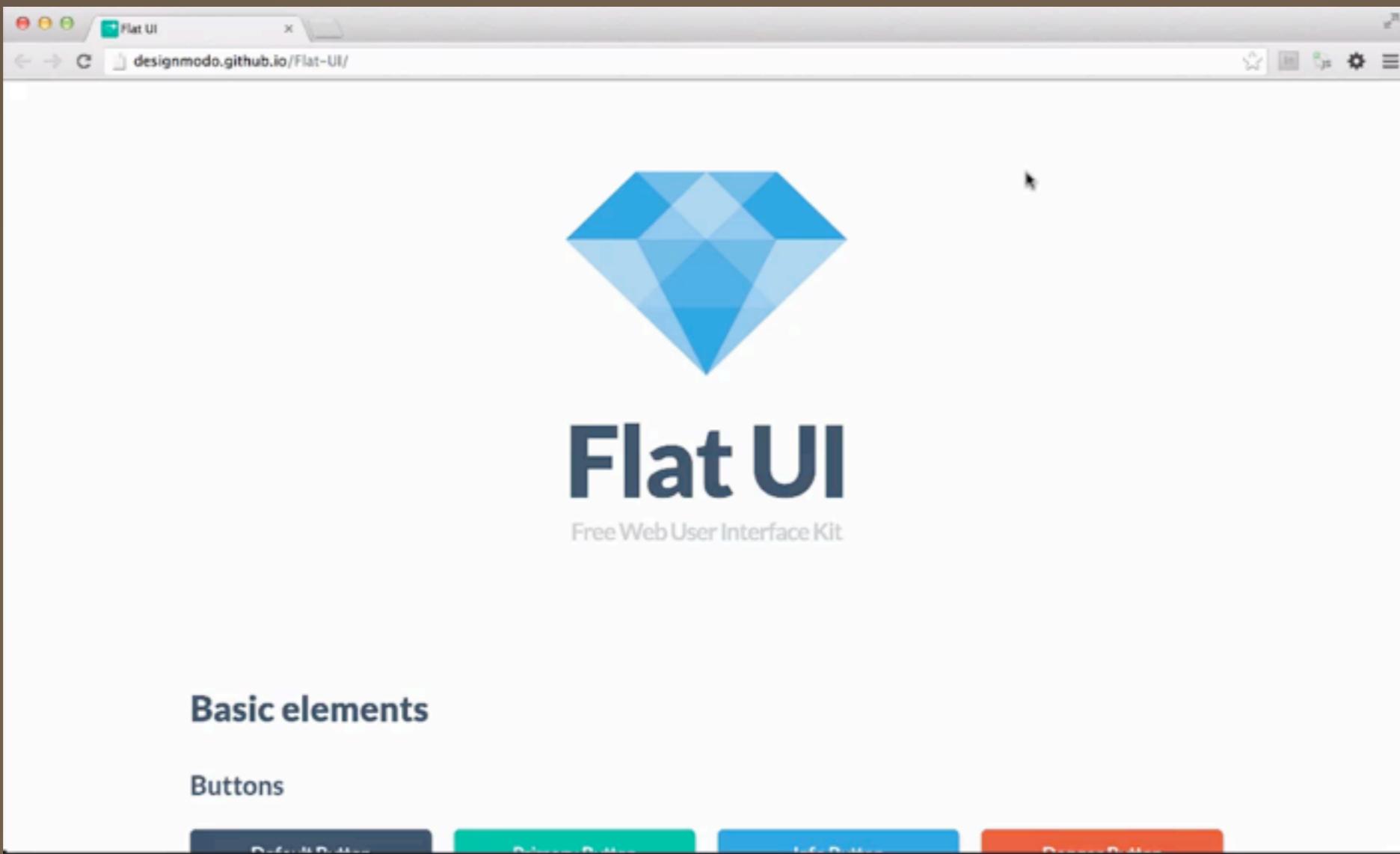
Header
Header 2
Header 3
Header 4
HEADER 5
HEADER 6

Color Swatches

#1ABC9C TURQUOISE	#2ECC71 EMERLAND	#3498DB PETER RIVER	#9B59B6 AMETHYST	#34495E WET ASPHALT
#16A085 GREEN SEA	#27AE60 NEPHRITIS	#2980B9 BELIZE HOLE	#8E44AD 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
Colors – is almost the most important part of the Flat UI. Better to use different shades of provided colors than new.
For your convenience we also provide Swatches Preset (flat-ui-swatches.aec in the Pack folder).
No gradients, no shadows.

HTML & CSS Styleguides



Let's Do This





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

@ElefontPress @BeardedStudio @WoodTypeRevival

Hello
Artifact!

I'm Kristin Ellington

@krs10ellington



www.funnygarbage.com

**Why Am I Here
Today?**



1996



Now(ish)

Many “Internet” Years

Evolutions
Trends
Evangelism

**But Wait,
How Did We
Get Here?**

Let me tell you
a little bit about





STAR TREK™



School of
VISUAL ARTS®

nickelodeon.





CLIENTS...

Back In The Day



Designer as Wizard



BUT NOW...
Things Are A Bit
Different



I Want IT

I Want IT
& I'm CERTAIN

I Want IT
& I'm CERTAIN
I know what IT is

B I N G O

Responsive

Mobile
First

Agile

Waterfall

Style Tile

CSS

SEO

Adaptive

Fixed
Width

Rock Stars



Upside



so, What Now?

Pick the Right Project



**Why NOT
Responsive?**

- I'm Just Not Ready

- I'm Just Not Ready
- I Can Only Do A Quickie

- I'm Just Not Ready
- I Can Only Do A Quickie
- Pay Now or Later

- I'm Just Not Ready
- I Can Only Do A Quickie
- Pay Now or Later
- Experience Focused

- I'm Just Not Ready
- I Can Only Do A Quickie
- Pay Now or Later
- Experience Focused
- Differentiation is goal

**CREATE
the
Right Client**

- Get Their World



- Get Their World
- Communication = Trust



- Get Their World
- Communication = Trust
- Take the Time



- Get Their World
- Communication = Trust
- Take the Time
- Make them Look Good!



Then Pitch!

Customer Satisfaction



Price It

- Value Based



- Value Based
- Pricing Comparisons



- Value Based
- Pricing Comparisons
- Billing Milestones



- Value Based
- Pricing Comparisons
- Billing Milestones
- Agile vs. Waterfall



Work It

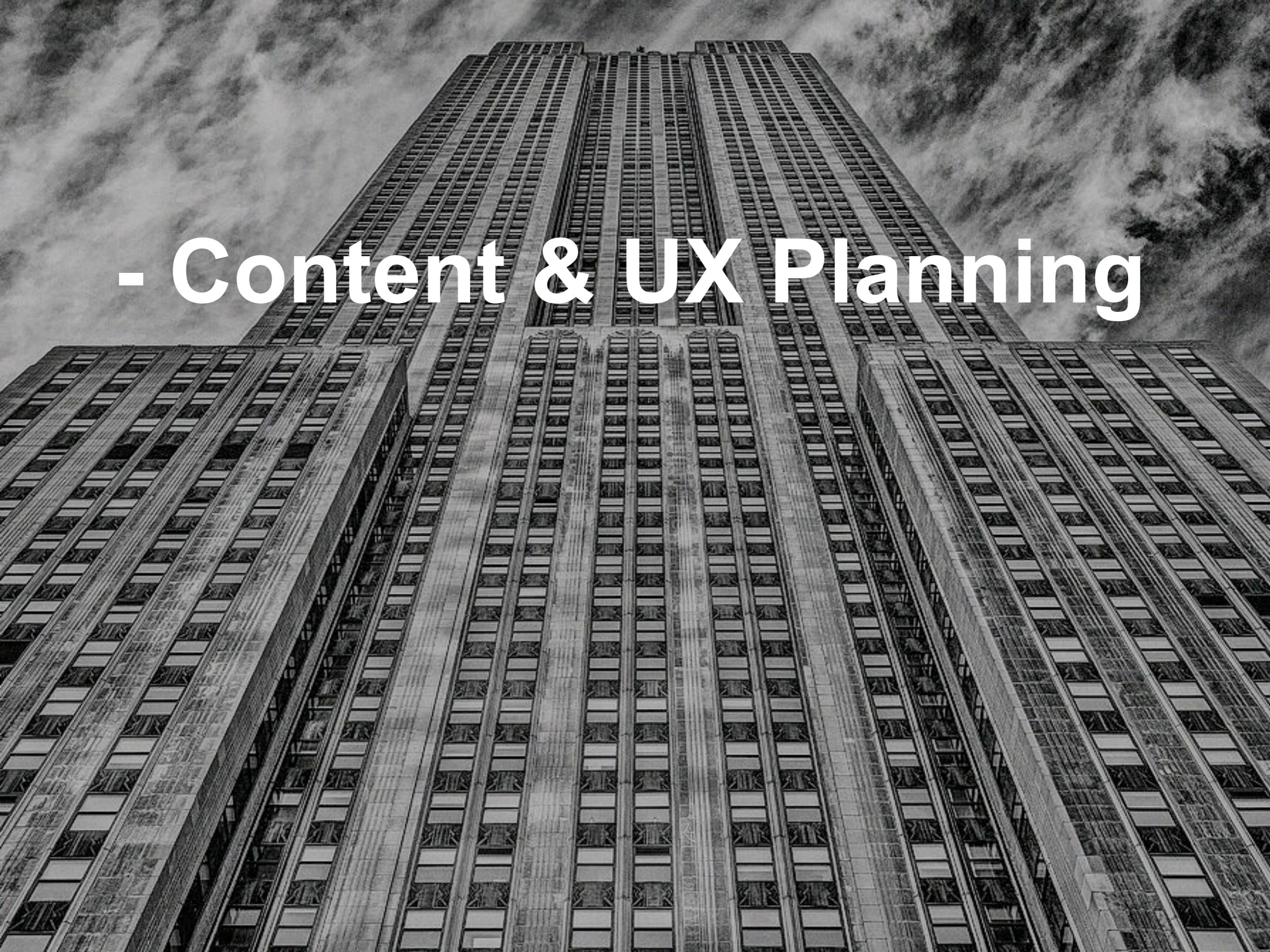
- Kick it Off Right

- Kick it Off Right
- Define Terms

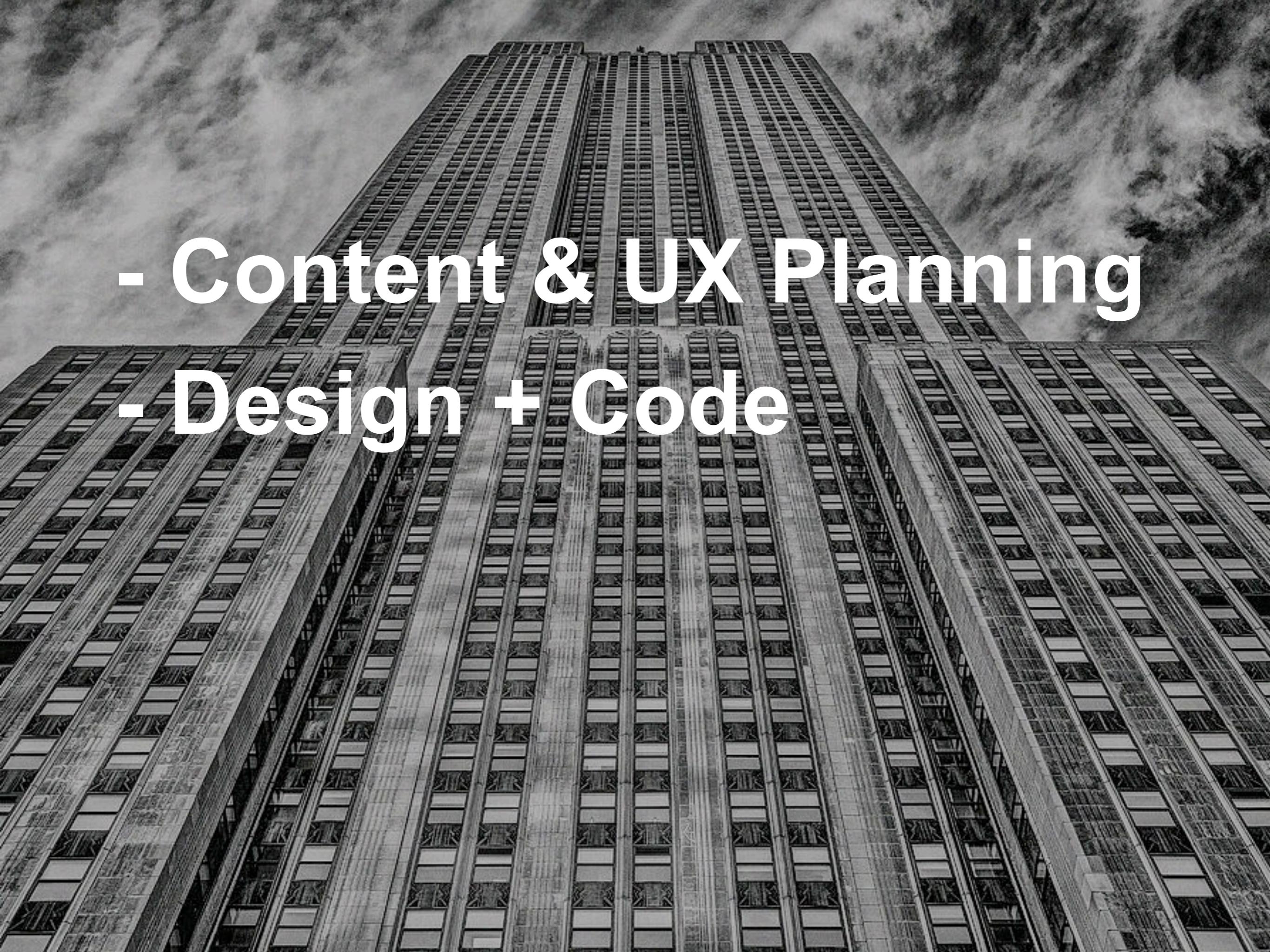
- Kick it Off Right
- Define Terms
- Process vs. Reality

- Kick it Off Right
- Define Terms
- Process vs. Reality
- Collaboration

Build It



- Content & UX Planning

- 
- Content & UX Planning
 - Design + Code

- Content & UX Planning
- Design + Code
- Getting Stylish

- Content & UX Planning
- Design + Code
- Getting Stylish
- Testing, Testing, 1,2,3!

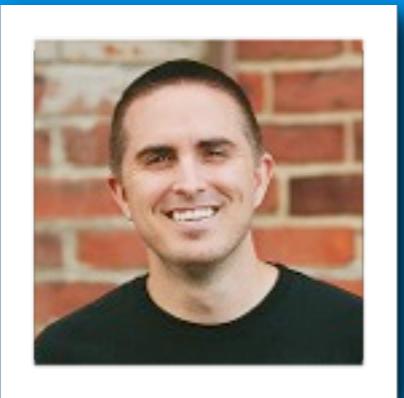
A photograph of four people—two men and two women—jumping off the edge of a light-colored cliff. They are all in mid-air, arms raised, against a backdrop of a clear blue sky with some white clouds. The cliff edge is visible at the bottom of the frame.

Now Launch
That Sucker!

Thank You!

@krs10ellington
www.funnygarbage.com

How to Set CLIENT EXPECTATIONS



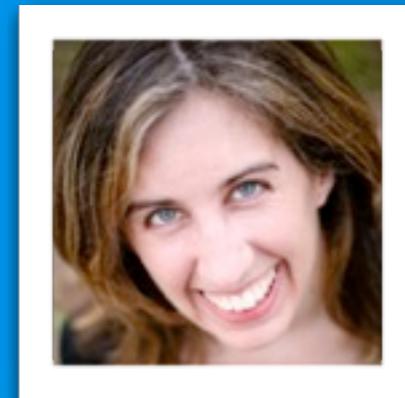
*Drew
Clemens*



*Matt
Griffin*



*Kristin
Ellington*



*Jen
Simmons*