

Progressive Enhancement 2.0

Because the Web isn't Print



Nicholas C. Zakas
Presentation Architect, Yahoo!

Who's this guy?



Presentation
Architect

YAHOO! DEVELOPER NETWORK

MY PROJECTS SERVICES & TOOLS HI SOURCES SUPPORT

YUI Library

The YUI Library is a set of utilities and controls, written with JavaScript and CSS, for building highly interactive web applications using techniques such as DOM scripting, DHTML, and AJAX. YUI is available under a BSD license and is free for all uses.

YUI is proven, scalable, fast, and robust. Built by front-end engineers at Yahoo! and contributors from around the world, it's an industry-strength JavaScript library for professionals who love just-in-time development.

YUI 2 | YUI 3 | YUI 3 Gallery | YUI Forums | YUI Blog | YUI FAQ | YUI is hiring | YUI Theater

GET STARTED WITH YUI 2 OR YUI 3

YUI 2 — ROBUST AND PROVEN

- Launched February 2006
- Used on thousands of sites around the Web — including the most popular
- One of the most popular, best-documented JavaScript libraries in the world
- Comprehensive suite of utilities and widgets

YUI 3 — YUI EVOLVED

- Launched September 2009
- YUI's next-generation framework — used on the new Yahoo! Mail and other sites
- Redesigned from the ground up to be incredibly fast, modular, and flexible
- Full suite of utilities, widgets coming in 2010
- Gallery of community-contributed components

Get Started with YUI 2 | Get Started with YUI 3

ALSO IN THE YUI PROJECT:

YUI Compressor YUI Doc YUI PHP Loader

YUI Compressor is a build-process component written in Java that minifies your JavaScript and CSS. YUI Doc is a Python application designed to create beautiful, coherent API documentation for your code.

YUI 3

RECENT BLOG ARTICLES

In the YUI for April 8, 2010

Bulk for JavaScript (but supporting CSS) — Fil, 09 Apr 2010

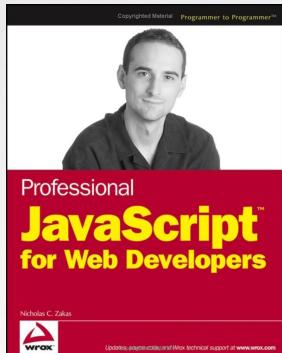
Node.js, YUI 3 & Dom Manipulation... Oh My! — Fil, 09 Apr 2010

Introducing YUI Open Hours — Fil, 09 Apr 2010

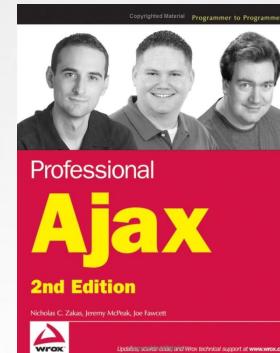
FOLLOW THE YUI PROJECT

Download, contribute, or just say hi on the developer mailing list. Keep up with YUI development and the YUI community on YUI Blog. On Twitter, follow @YUI_Library for real-time updates and @YUI_Developers for tips and tricks. Join YUI developers in the YUI Google Group to participate in the YUI development cycle. And if you're interested in writing a blog post about any YUI project,

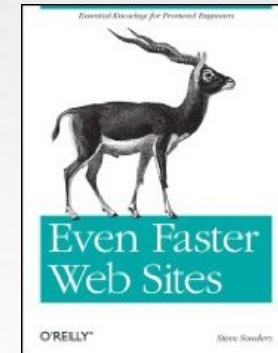
Contributor,
Creator of YUI Test



Author



Lead Author



Contributor

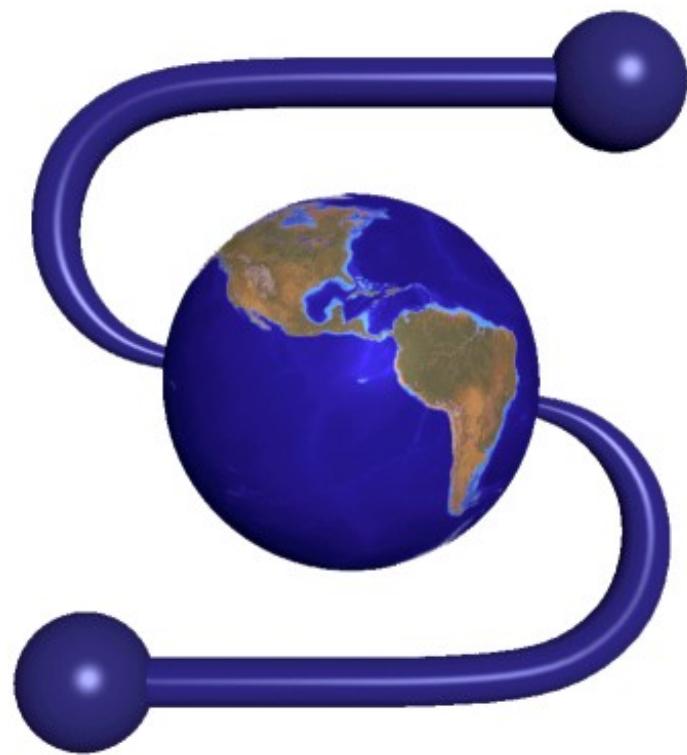


Lead Author



@slicknet

A Brief History of Web Development

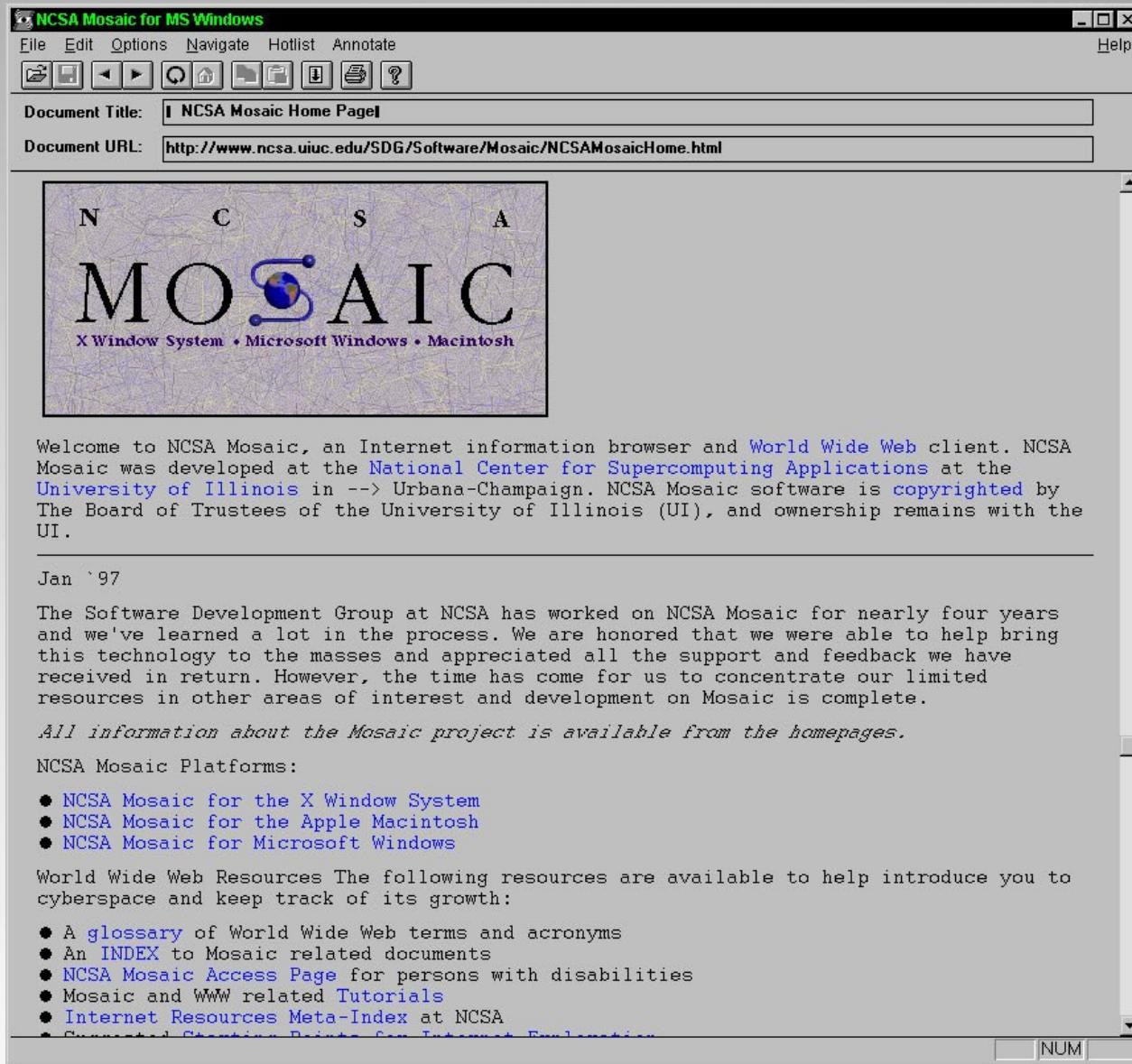




WEB BROWSER

MOSAIC, THE FIRST POPULAR GRAPHICAL BROWSER FOR THE WORLD WIDE WEB, WAS CREATED BY MARC L. ANDREESSEN AND ERIC J. BINA AT THE NATIONAL CENTER FOR SUPER-COMPUTING APPLICATIONS [NCSA]. UPON ITS 1993 RELEASE TO THE PUBLIC, MOSAIC GAVE INTERNET USERS EASY ACCESS TO MULTIMEDIA SOURCES OF INFORMATION. WEB BROWSERS HAVE TRANSFORMED THE EXCHANGE OF INFORMATION.

UNIVERSITY OF ILLINOIS



1993



NETSCAPE®

N Yahoo - A Guide to WWW

File Edit View Go Bookmarks Options Directory Help

Back Forward Home Reload Images Open Find Stop

Go to:

Welcome What's New! What's Cool! Questions Net Search Net Directory **N**

Yahoo - A Guide to WWW

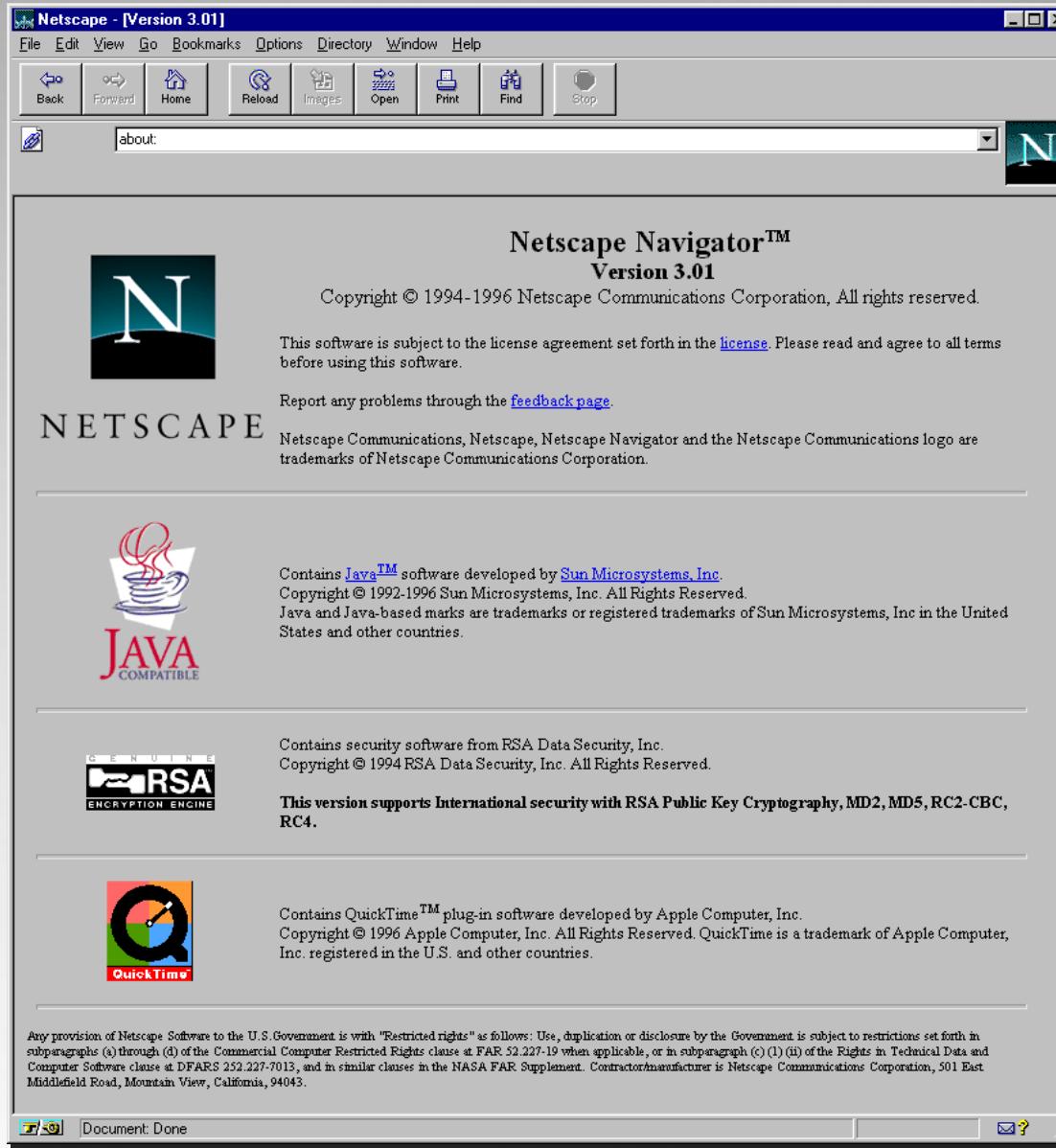
[[What's New?](#) | [What's Cool?](#) | [What's Popular?](#) | [Stats](#) | [A Random Link](#)]

[Top](#) [Up](#) [Search](#) [Mail](#) [Add](#) [Help](#)

- [Art\(466\)](#) NEW
- [Business\(6426\)](#) NEW
- [Computers\(2609\)](#) NEW
- [Economy\(743\)](#) NEW
- [Education\(1487\)](#) NEW
- [Entertainment\(6199\)](#) NEW
- [Environment and Nature\(193\)](#) NEW
- [Events\(53\)](#) NEW
- [Government\(1031\)](#) NEW
- [Health\(367\)](#) NEW

1994





1996



Location: <http://www.infobonaire.com/>



What's New? What's Cool? Destinations Net Search People Software



Welcome to InfoBonaire!

Welcome to the InfoBonaire Web site. We've just recently come on line and are in the process of making this site the single best source of current information about the wonderful island of Bonaire, located in the Dutch Caribbean.

To help you find your way around the site, we've provided several key category pages for you to use to get at the specific information you are looking for. These category pages are accessible via the buttons at left, as well as the links at the bottom of this page.

The [Calendar](#) covers the latest happenings on Bonaire, from the present til months from now, so you can best plan your schedule to include these upcoming island-wide events in which both tourists and locals can participate.

The [Basics](#) provides all the basic information you need about Bonaire, from maps and photos, to statistics and vital travel tips. We've also included an on-line phone book of handy Bonairean numbers to have.



Document Done

Now
in
color!

structures.

It's all part of an effort to give the computer science program a more practical approach, so that students will be familiar and comfortable with the processes being used in industry, according to Drake. "As you would expect, working in teams also gives students an understanding of the interpersonal dimension of solving a problem or completing a task. They learn that human factors can outweigh technology," she adds.

Students taking the software engineering sequence are introduced to the team approach over a series of three courses--Software Systems, Software Engineering and Project Management. Team size is determined by the task, and team composition by the students themselves, for the most part.

"At the beginning of the sequence, I assign the general tasks and the students decide how the tasks should be accomplished," Drake says. "I supervise more closely when the teams are just starting out, but by the end of the sequence, the students are working pretty independently."

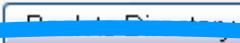
To demonstrate the effectiveness of the method, Drake cites "a very professional piece of work" produced by the students in her senior-level Project Management course: an outcomes assessment survey tool called PAT (program assessment tool), which was designed for the Computer Science Department. PAT also includes a user's manual and associated documentation.

"When students work together in a team, each person can use his or her strength to best advantage, and the team as a whole benefits," says Drake. "Moreover, the students learn from one another and help each other. They find out that technology is not an end in itself."

[College of Natural Sciences](#) / [University of Northern Iowa](#) / [cns computing support](#)

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Last Modified: 4/3/97



This page best viewed with Netscape Navigator 3.0 or better



NEON GENESIS EVANGELION VERSION 2.0



Black Tiger welcomes you to my website for the discriminating NGE fanatic, who only expects the best. Please enter and discover the greatest Anime series of all times and make sure to come often, as I'll keep adding good stuff as time goes on.



This page is best viewed with Internet Explorer 4.0 or higher.

x600 resolution or higher.



Last Updated 04-05-01
New Guestbook Added.

Due to the overwhelming number of entries on my questbook, I have given the questbook a new and better format. It will enable me to get more feedback from you, therefore making it easier to better update my homepage to YOUR liking. More galleries coming soon, so log in often.

You want to link my page to yours, well then just slap either one of these banners on your page and make a link to my page; please contact me if you link me to your site, so I can keep track.

For the discriminating Evangelion fan, your best choice is
~~The New and Improved~~



[File](#) [Edit](#) [View](#) [Go](#) [Favorites](#) [Help](#)

Address: news:microsoft.public.win98.internet.browser

Newsgroup: microsoft.public.win98.internet.browser

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Article Subject

[37236 MSIE 6 question.](#)[37237 Re: MSIE 6 question.](#)[37238 Re: MSIE 6 question.](#)[37241 Re: IE freezes on certain pages](#)[37242 Re: Browser does not work unless cookies are
continuously deleted](#)[37243 Re: Will minimal version of IE help Low resources
problem?](#)[37244 Re: MSIE 6 question.](#)[37245 RE: Strange behaviour](#)

Author

[whayface](#)[Gale](#)[whayface](#)[Sandi Hardmeier - MV](#)[Sandi Hardmeier - MV](#)[Sandi Hardmeier - MV](#)[Gale](#)[=?TThF-8?R?c3Vi?c3Vi?=](#)

Newsgroup microsoft....

12:48 PM

PADI - Microsoft Internet Explorer

File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites Print Font Mail Edit

Address: <http://www.padi.com>

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 **PADI** Travel Network

Register

Dive Centers and Resorts

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PADI TODAY

Monday, December 8, 1997

PADI Professional Members

The New PADI Adventure Pack

PTN Travel Special:
For Week of December 1-7

AOL's Scuba Founder Dies

Also in color!

1996

Forms

This following information is described here:

- [HTML Features Which Produce Forms](#)
- [Form Control Types](#)
- [List Boxes to be used in Forms](#)

HTML Features Which Produce Forms

FORM

Denotes a form.

Attribute	Explanation	Example	Source
ACTION=" <i>URL</i> "	Specifies the address to be used to carry out the action of the form. If none is specified, the base URL of the document is used.	<FORM ACTION="http://www.sample.com/bin/search"> ... </FORM>	HTML 2
METHOD=GET or	Indicates how the form data should be sent to the server. GET means	<FORM ACTION="http://	HTML 2



Weird Science: Phantom
Scampi
Season 3 : Ep. 4 (22:38)



R.E.M.: What's the
Frequency, Kenneth?
Music Video (04:01)



Our place in the Geocities neighborhood is under construction. Build your own site on Geocities, the best spot for fanpages on the World Wide Web!

[TAKE ME BACK TO THE FUTURE! CLICK HERE!!!](#)

000000000000054

[Sign our Guestbook](#)

Best Viewed in Netscape Navigator or Internet Explorer 1024x768.



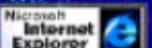
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All rights reserved.



NEON GENESIS EVANGELION VERSION 2.2



Black Tiger welcomes you to my website for the discriminating NGE fanatic, who only expects the best. Please enter and discover the greatest Anime series of all times and make sure to come often, as I'll keep adding good stuff as time goes on.



This page is best viewed with Internet Explorer 4.0 or higher.

600 resolution or higher.



Last Updated 04-05-01
New Guestbook Added.

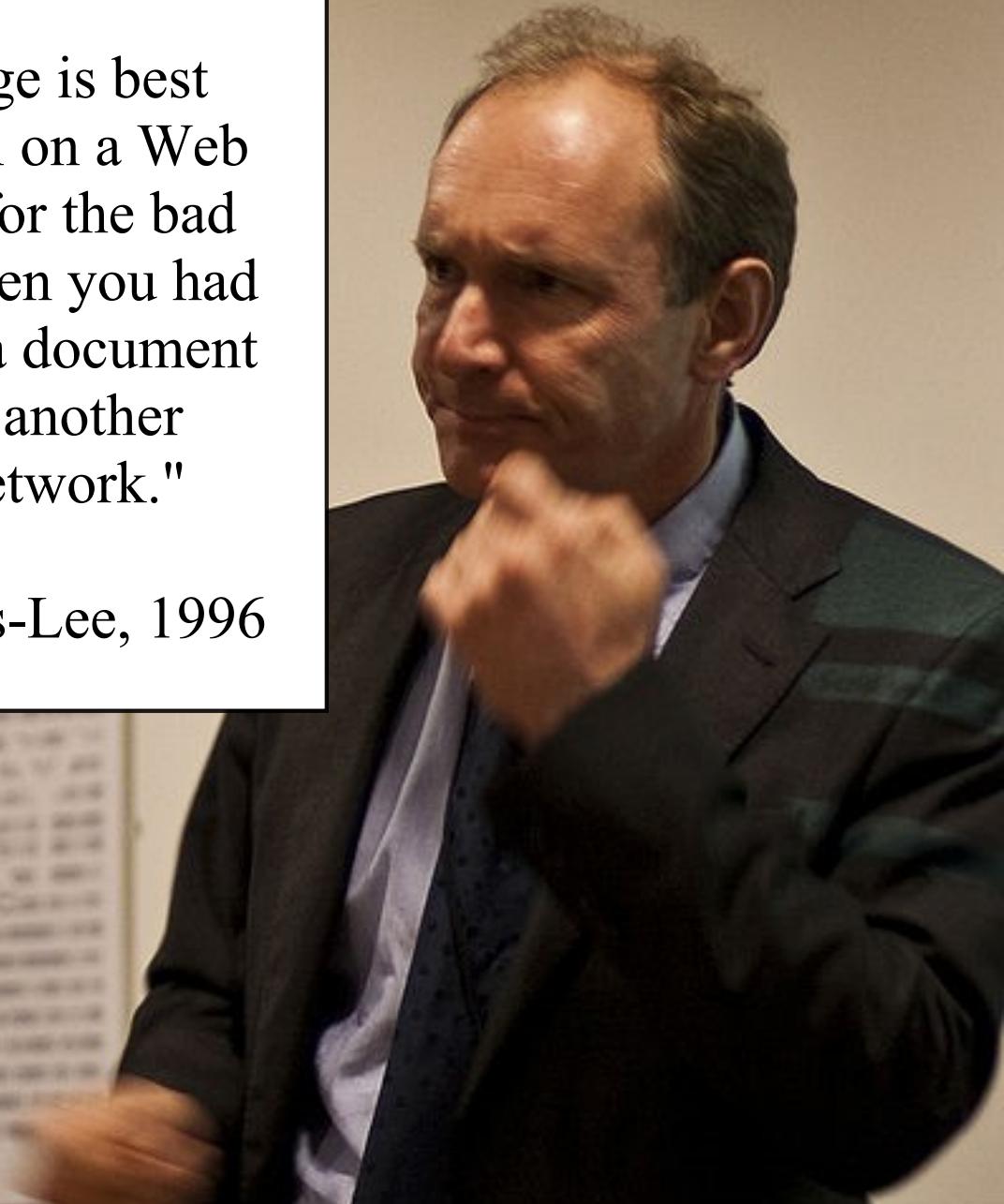
Due to the overwhelming number of entries on my guestbook, I have given the guestbook a new and better format. It will enable me to gather more feedback from you, therefore making it easier to better update my homepage to YOUR liking. More galleries coming soon, so look often.

You want to link my page to yours, well then just slap either one of these banners on your page and make a link to my page, please contact me if you link me to yoursite, so I can keep track.

For the discriminating Evangelion fan, your best choice is
The New and Improved

"Anyone who slaps a 'this page is best viewed with Browser X' label on a Web page appears to be yearning for the bad old days, before the Web, when you had very little chance of reading a document written on another computer, another word processor, or another network."

Tim Berners-Lee, 1996



Graceful Degradation



"Property of Bri if
zombies attack."

Fluid Thinking

- articles by topic
- articles by date
- articles by author
- articles by title
- articles by type

■ search

GO!

In: Columns > [Keep It Simple](#)

By [Peter-Paul Koch](#)

Published on October 2, 2002

Got something to say?

[Share your comments](#) on this topic with other web professionals

Times have changed for the better since the advent of Web standards. We can write a script or a CSS declaration, confident that Mozilla, Explorer and Opera will interpret it in roughly the same way. That confidence is a tremendous luxury, when compared to what we faced even a few years ago.

Not all incompatibilities between modern browsers have disappeared, though, and we ought to pay attention to the few remaining ancient browsers, too. What should we do? Hack the incompatibilities out of existence? Browser-detect undesired software and cast its users into oblivion?

...Or can we cater to incompatibilities and unusual browsers by flowing around the problems?

A weighty decision

A year ago I coded [a site](#) that looks distinctly worse in Netscape 4 than in more powerful user agents. I did this on purpose. I wanted to use modern CSS to apply an old-fashioned design without worrying about crappy browsers.

Nonetheless it was a weighty decision. I've been educated with the axiom that any design should render perfectly to the last pixel in any major browser, and dropping Netscape 4 compatibility would have been inconceivable.

I kept looking nervously over my shoulder, expecting snide remarks that the design was badly implemented and that I didn't know what I was doing. Fortunately no one else connected to the project thought of checking the site in Netscape 4.

Later I understood that even if they had checked, it wouldn't have mattered anyway. I'd managed to flow around the problems while doing what I was hired to do: the site was readable and the navigation worked.

It degraded gracefully.

http://www.digital-web.com/articles/fluid_thinking/

Apart from being the most... er... graceful term in the Web's working glossary, "graceful degradation" is a



20% Off Until Tuesday

Use Visual Website Optimizer to A/B test. This UX Booth deal ends Tuesday.

ads by BSA

<noscript>

<noscript>Your browser doesn't
support JavaScript. Sucks to be you.
Bye.</noscript>

This website requires Flash Player 8 or later.

If you can not view this site you probably need to update your system with this plug-in for your browser.
The installation will take less than a minute and it will be completely free of charges.

Please click the following link to download Flash Player 8:



After the installation please reload our Homepage.

Website system requirements:

- Minimum video resolution: 800X600
- Flash Player 8 or later
- Enabled Java Scripts

Progressive Enhancement

OCTOBER 7, 2008

FOR PEOPLE WHO
MAKE WEBSITES

Understanding Progressive Enhancement

by AARON GUSTAFSON

Published in: [Browsers](#), [CSS](#), [HTML and XHTML](#), [Scripting](#), [Industry](#), [State of the Web](#), [Information Architecture](#), [Usability](#)

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Since 1994, the web development community has beaten [graceful degradation's](#) drum. A carry-over from the engineering world, the concept was, at its core, about giving the latest and greatest browsers the full-course meal experience while tossing a few scraps to the sad folk unfortunate enough to be using Netscape 4. It worked, sure, but it didn't really match Tim Berners-Lee's original vision for a universally accessible web.

About a decade later, several smart folks began to question graceful degradation and found it lacking on many levels. Concerned with content availability, overall accessibility, and mobile browser capabilities, they sought a new way to approach web development—a way that focused on the content and did more than just pay lip service to older devices.



Search ALA

 include discussions

Topics

- ♦ [Code](#)
- ♦ [Content](#)
- ♦ [Culture](#)
- ♦ [Design](#)
- ♦ [Mobile](#)
- ♦ [Process](#)
- ♦ [User Science](#)

Snapshot

Concerned with content availability, overall accessibility, and mobile browser capabilities, designers and developers sought a new way to approach web development—a way that focused on the content and did more than just pay lip service to older devices.

- [Skip to content](#)
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Lessons on @font-face from the F2E Summit

Posted at April 5, 2011 01:06 pm by Nicholas C. Zakas

Tags: [CSS](#), [CSS3](#), [Performance](#), [Web Development](#)

Last week, I helped host the F2E Summit at Yahoo!, our internal developer event that brings together front end engineers from all around the world. One of the most heavily covered topics was `@font-face`, and more specifically, its pros and cons. Before I forgot all of the great information, I wanted to write it down. This information comes directly from [yahoo.com/tablet: Lessons from the Tablet Front Page](#)^[1] by Matt Seeley and *Case Study: Wretch New Front Page – Featuring CSS3 for the future*^[2] by Adam Wang. I'm doing nothing aside from summarizing their findings.

Compatibility

If you think there are problems with `<video>` and `<audio>`, then you might not have looked closely at `@font-face`. While there is reasonably decent compatibility across desktop browsers via OpenType, TrueType, and WOFF, this is not necessarily the case for mobile. iOS 4.1 and earlier only supports SVG web fonts while Android only supports TrueType; iOS 4.2 and later support Open Type, True Type, and SVG fonts. That means your minimum CSS code to support iOS and Android ends up looking like this:

```
@font-face {  
    font-family: "Gotham Medium";  
    font-weight: normal;  
    font-style: normal;  
    src: url(gothmed.ttf) format(truetype),  
        url(gothmed.svg#id) format(svg);  
}
```

Perhaps not the worst thing in the world, but the compatibility issue isn't yet resolved. Since Internet Explorer prior to 9 does not support multiple values in the `src` property, it incorrectly parses the above as:

```
@font-face {  
    font-family: "Gotham Medium";  
    font-weight: normal;  
    font-style: normal;  
    src: url(gothmed.ttf)%20format(truetype),%20url(gothmed.svg#id)%20format(svg);  
}
```

Catch that? The entire `src` property value turns into a single URL. That means Internet Explorer 8 and earlier makes a request to your server with this URL:

```
/gothmed.ttf)%20format(truetype),%20url(gothmed.svg
```

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```
/gothmed.ttf)%20format(truetype),%20url(gothmed.svg
```

Note that the part following `#` is considered a fragment identifier and so isn't part of the HTTP request. The problem is that this causes a 404 for every page view, so even though earlier Internet Explorer versions don't support this file format, they still make a request.

To fix this, Matt used a data URI for the TTF file, which Internet Explorer 8 and earlier drops on the floor and doesn't make any further requests. He also notes that data URIs don't work for SVG fonts as the data URI size hits some sort of upper limit for iOS.

Unexpected behavior

More of Me

Twitter: [@slicknet](#)
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My Books



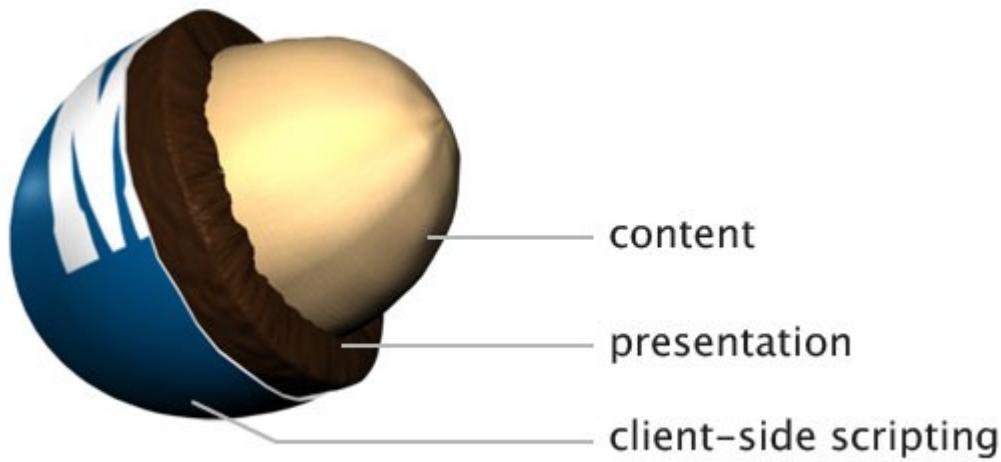
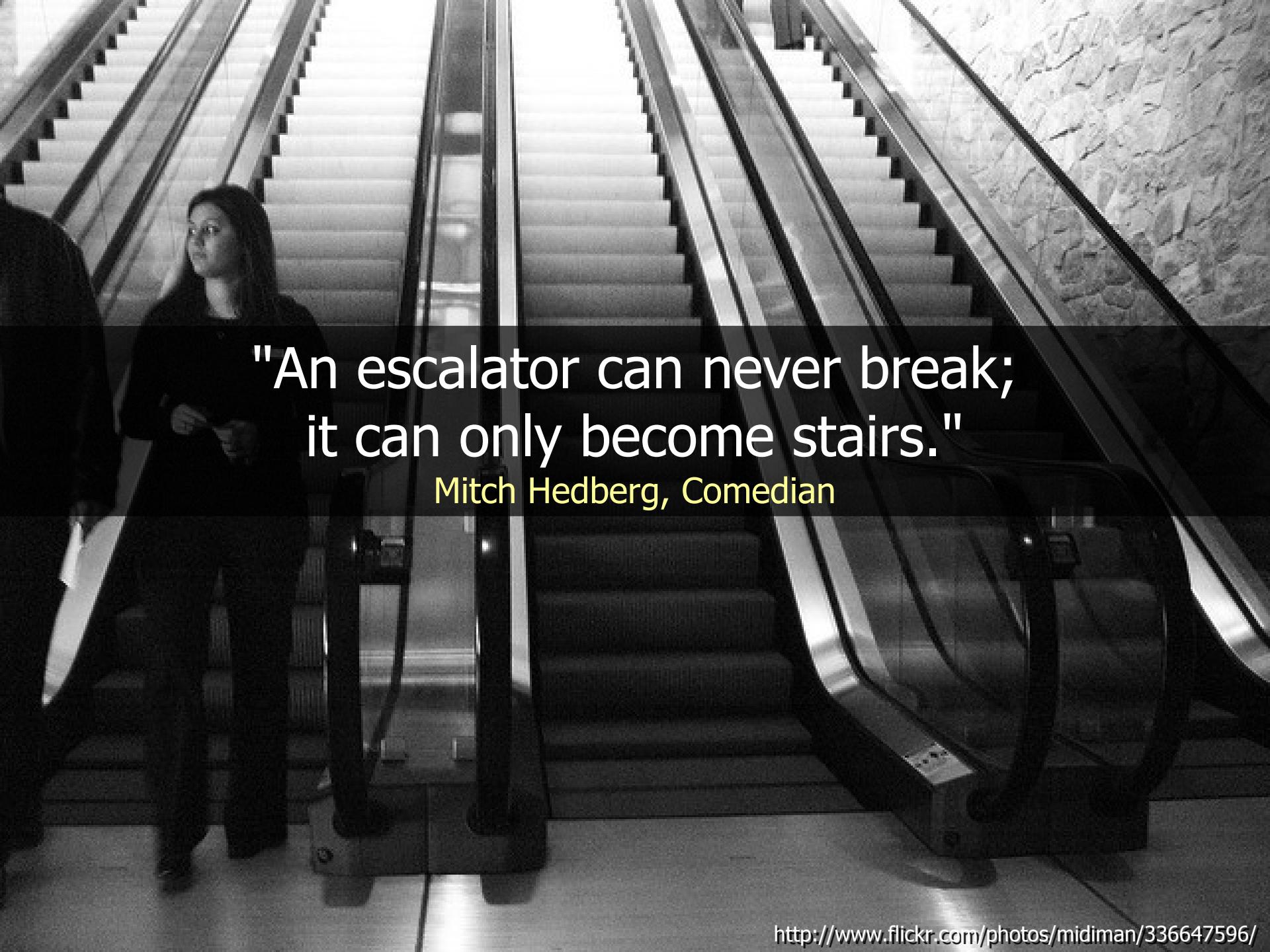


Illustration by Dave Stewart

A black and white photograph showing a person standing on an escalator that has stopped moving. The escalator's steps are now stationary, creating a visual pun where it looks like a set of stairs. The person is positioned on the left side of the frame, looking towards the right.

"An escalator can never break;
it can only become stairs."

Mitch Hedberg, Comedian



Behavior

Presentation

Content

JavaScript

CSS

HTML

Graded Browser Support

- A-Grade GBS Chart
- C-Grade Browser List (Draft)
- GBS Updates Archive
- About the GBS Approach
 - What Does "Support" Mean?
 - Progressive Enhancement vs. Graceful Degradation
 - What are Grades of Support?
 - Three Grades of Support

A-Grade Browser Support Chart

This chart lists browsers that receive A-grade support as defined by [Graded Browser Support](#). All YUI projects, including [YUI 2](#) and [YUI 3](#), aim to provide *at least* full A-grade support.

	Win XP	Win 7	Mac 10.6.†	iOS 3.†	iOS 4.†	Android 2.2.†
Safari 5.†			A-grade			
Chrome † (latest stable)	A-grade					
Firefox 4.†		A-grade (upon GA release)	A-grade (upon GA release)			
Firefox 3.6.†	A-grade	A-grade	A-grade			
IE 9.0		A-grade (upon GA release)				
IE 8.0	A-grade	A-grade				

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[YUI: Open Hours Thurs Apr 7th](#)

Wed, 06 Apr 2011

[A Recipe for a YUI 3 Application](#)

Fri, 01 Apr 2011

[YUI 2.9.0 Release Candidate Is Now Available](#)

Wed, 30 Mar 2011

[Loader Usage at Quorus](#)

Thu, 24 Mar 2011

[YUI: Open Hours Wed March 23rd](#)

Mon, 21 Mar 2011

A-Grade

JavaScript

CSS

HTML

C-Grade

HTML

Progressive Enhancement 1.0





We're having some problems

WARE - FIGHT - Focus	Buy a Start & Get Rich Quick - Bill Lublin - Garrison S. - Dustin L	Social Media for Families Katie Charlton	PHOTOS + FLICKR	Twitter 101 Jackalent Rail Life Bill Risser	Formulate a Social Media Plan (Stacy Harmoni, Marlene)	GUERRILLA EMAIL MARKETING	Press box Virtual Resume Are you a Secret Agent	Press box Increase your business w/ Video VITAL Marketing for Small Business	Press box BLOGGING 101
to traffic and video Nason	How To Generate Quality Leads Quickly Jim GRAHAM	How can a brokerage better serve its agents? IM Thompson Garrison Selliken	VIRTUAL TOURS of Social media Amber	How to Buy Properties in Trustee Sale + earn a 2-Sided Commission Brad Kelly Tom Hawley	Branding In the Age of Social Media (Melissa DelGaudio @startabuzz)	HOW to Blog w/o Blogging (finding content) @JulieZenner	Getting Lead from Social Media Coach JT OSmackcoach	How to use Video Marketing to work your business @JoeySampaga	FACEBOOK 101
way home Kevin W	WordPress Open Forum	NEO Optimizing your Social Media Content @tgr	5 THINGS R.E. PEOPLE SHOULD STOP DOING IT'S ANNOYING EVO, TED & STEPHEN COACH TO THE GEAR	7 Steps to writing Killer Sales COPY Coach TO THE GEAR	Section 200 Pimp My Facebook (Derek Overby Mike Mueller)	what WordPress Plugins Are YOU USING? TONY LAZ	Personal Branding @TD HURST	Flex Secrets IDX & Portals Bithell,	FREE + NEARLY FREE TOOLS
ok	SlideShare - Coach J.T.	HOW TO NOT BE A SOCIAL MEDIA	PUT THE DOG ON THE	What Can Tumblr Do for You	Give it Hoot Hootsuite how to Bill Risser	SEO w/o going crazy @druymyers	Blogging Platforms WP, Typepad, etc Gene Urban, Hootsuite	Why aren't Bank willing to do Short Sales	Admin VIDEO from blog 101
DON'T BE THAT GUY, HOW NOT TO USE SOCIAL MEDIA	DON'T BE THAT GUY, HOW NOT TO USE SOCIAL MEDIA	Beat the Headlines Be the local market expert! E.SANTAMBUCI, @AKASRESEARCH	Real Estate Models - Redfin	Nick Bastian Garrison Selliken	Follow Us W Work Press House Chat	Syndication - Coach J.T.	Using APPS as a Platform for RE Business Tony Laz	SOCIAL MEDIA	VISUAL TOOLS That Don't Cost!
Business Cable	Beginning Keyword Research Dan 411	Working Mobile w/ Today's Tools	FLX MLS & YOUR Business	Smart phone Apps to maximize your business	Twitter for fame & fortune TD Hurst	Tie it together Blog FB Twitter	iMOVIE WORKSHOP NOTS & BOOTS @REACTOR101	4 Square & Social Partners Troy Kessinger	Business 101

Development takes too long

A close-up, high-angle shot showing a massive, dense cluster of honeybees covering what appears to be the interior of a beehive or a wooden surface. The bees are densely packed, filling the frame with their brown and yellow striped bodies and transparent wings.

Too many bugs

<http://www.flickr.com/photos/dr62/4990651560/>



Our pages are slow



Why?



We got confused

Web page : ?

Web page : Printed page

1) WEB PAGE : PRINTED PAGE ::

- (a) dairy : diary
- (b) spider : author
- (c) web browser : book
- (d) digital photo : print photo
- (e) cell phone: text message



Every printed book is exactly the same



We became obsessed with identical experiences
across all browsers



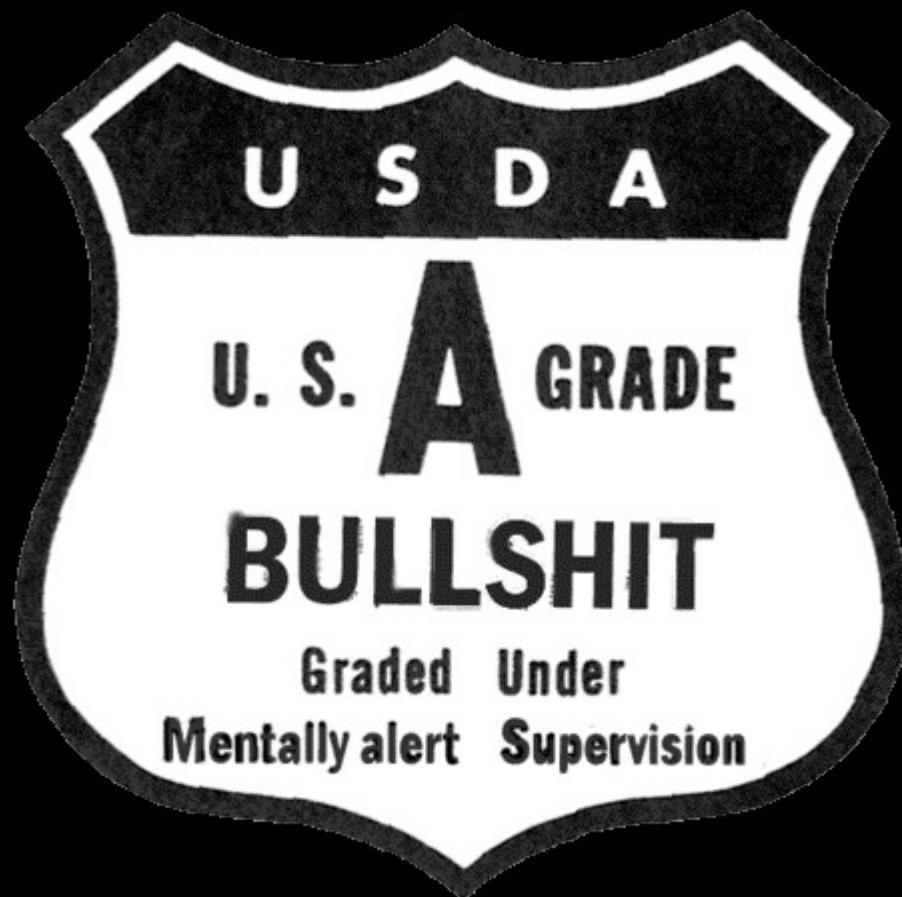
People got angry if you suggested otherwise

Quality?

Professional?

Consistency?

**Unity of messaging combined
with brand identification while
setting user expectations
appropriately?**

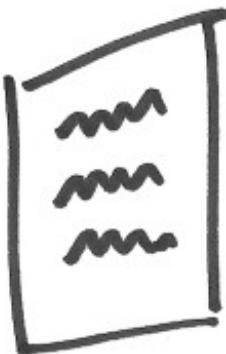


1) WEB PAGE : PRINTED PAGE ::

- (a) dairy : diary
- (b) spider : author
- (c) web browser : photo
- (d) digital : text message
- (e) **WRONG**

How Media Works

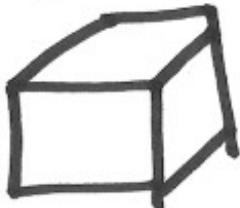
Content



+

Consumption

Device

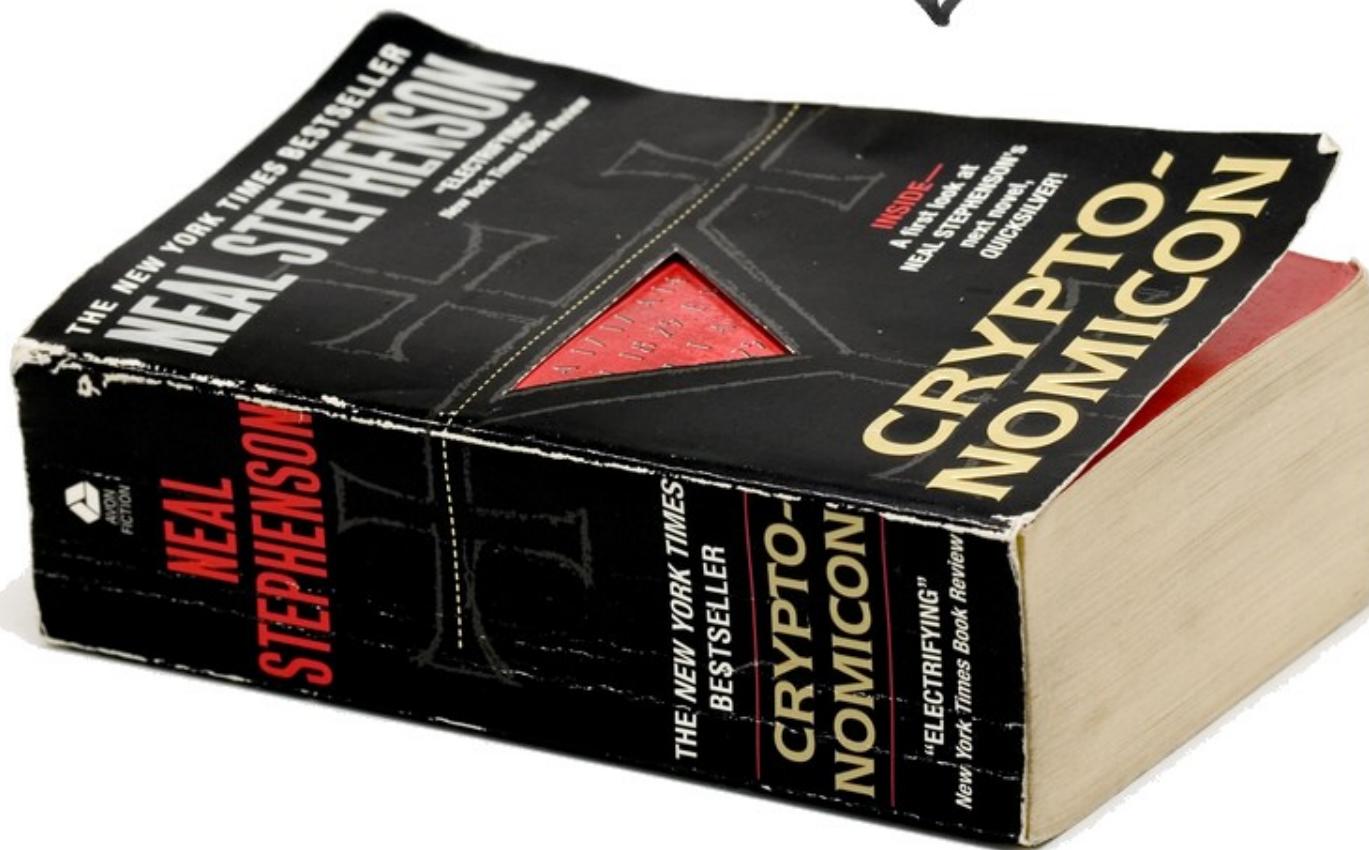


=



(Content)

Consumption
Device



Content

Consumption
Device

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TODAY - April 11, 2010

The three best times to buy a new car

You'll find the best prices by knowing the right moment to hit the dealership.

Last of the Humans going

The absolute best day all year

• Last of the Humans going

• How dealers make money

• Best car incentives

Career filters on Facebook

Best times to buy a new car

Golfer's amazing bad luck

Obama's job bill stalls

1 - 4 of 32

TRENDING NOW

1. Mortgage Rates
2. Michelle Obama
3. WME
4. Megan Fox
5. Grocery Coupons
6. Taylor Swift
7. Tiger Woods
8. Gas Prices
9. Rihanna
10. Taliban

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TAXACT Free Federal - Ad Tax Back

Hat silhouettes: Latest celebrity photos

Lindsay at magazine party

omg!

Jersey Shore in Miami

Tori & Dean in the Big Apple

1 of 5

NEWS WORLD LOCAL FINANCE

Polish president's coffin returns to Warsaw: Mourning

Al-Malki's political party claims 750,000 Iraq votes in doubt

Euro zone ready rescue package for debt-plagued Greece

Obama to open unprecedented nuclear arms summit Monday

W.Va. churchgoers honor 29 dead miners — and profession

California gray whale-watchers fear dip in population

Kreider scores as B.C. wins national... The Sales

Man questioned in connection with eight... Boston Globe

Many in Mass. get tax extension due to... Boston Herald

The Masters - NBA - MLB - NHL - Soccer - NFL - NASCAR

updated 1:52 pm PDT More News Popular Buzz

Markets: Dow 10,957.00 64.61% Nasdaq 2,464.10 0.31%

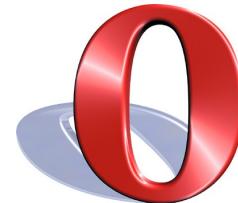
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Try Force Factor free to see for yourself. Limited supply.

On your taxes for free with TurboTax and get your maximum refund.



**We started the analogy in the
wrong spot**

Web page : ?

Web page

WRONG

Web browser : Web page

1) WEB BROWSER : WEB PAGE ::

(a) telephone : call

(b) computer : email

(c) printed book : printed page

(d) television : television show

(e) mailbox : letter

Content

Consumption
Device

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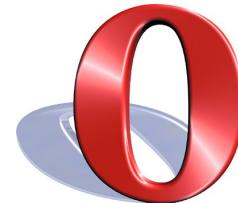
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Do Muscle Builders Really Work?

Try Force Factor free to see for yourself. Limited supply.

On your taxes for free with TurboTax and get your maximum refund.



Content



Consumption
Device





Old browsers are like black & white TVs

FLATRON M2362

FullHD Monitor TV
1080P

New browsers are like HD TVs



TV already solved this problem



This would be silly
Yet this is what web developers have been doing

**Do web sites need to look exactly
the same in every browser?**

NO!



**Your site SHOULD look different
in different browsers**

**Give users an incentive to
upgrade**

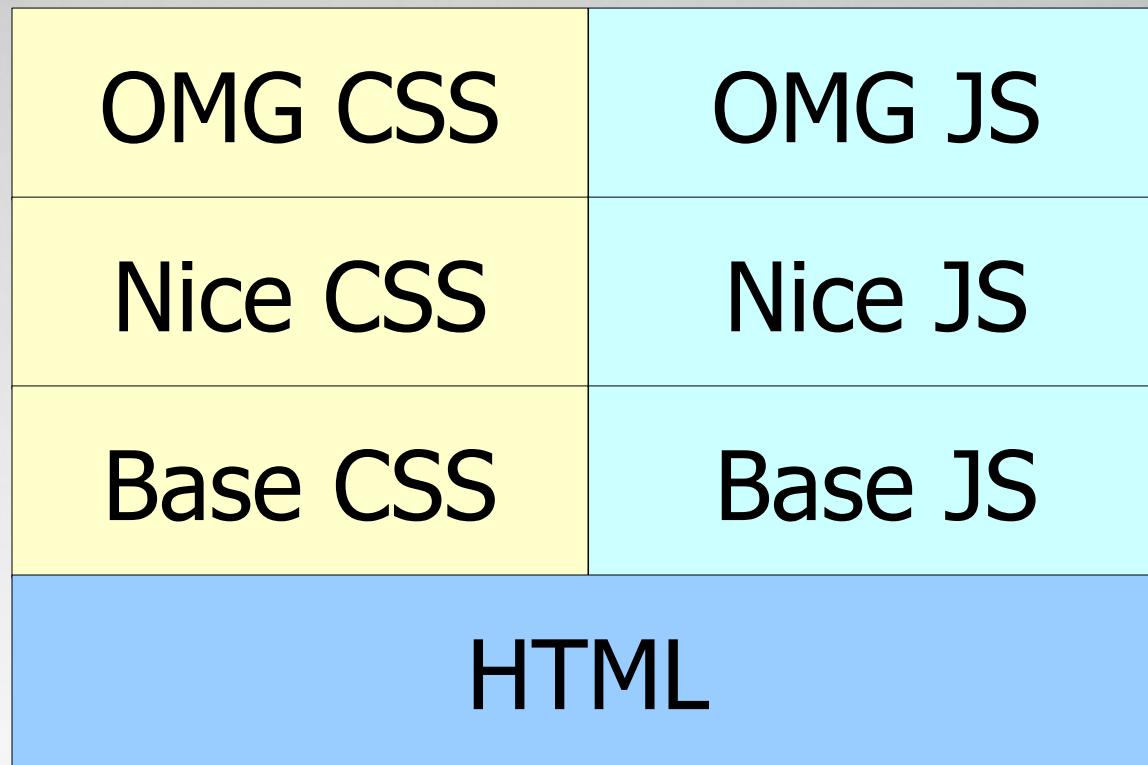
Progressive Enhancement 1.0

JavaScript

CSS

HTML

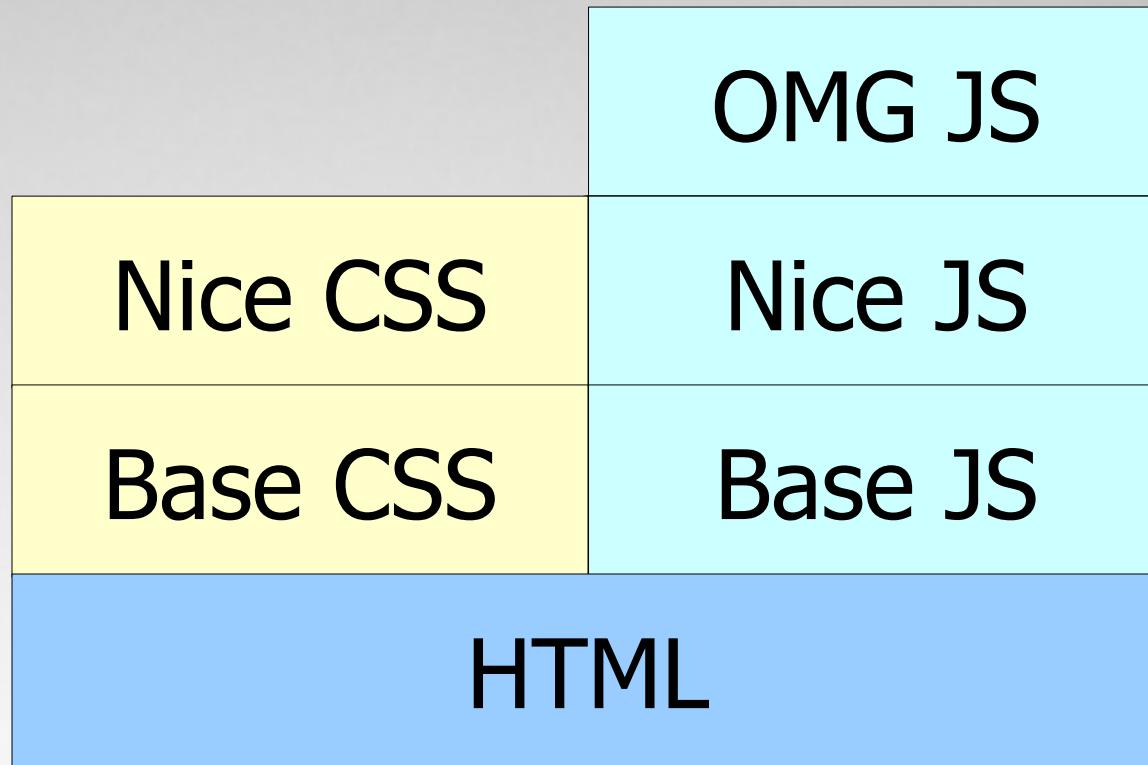
Progressive Enhancement 2.0



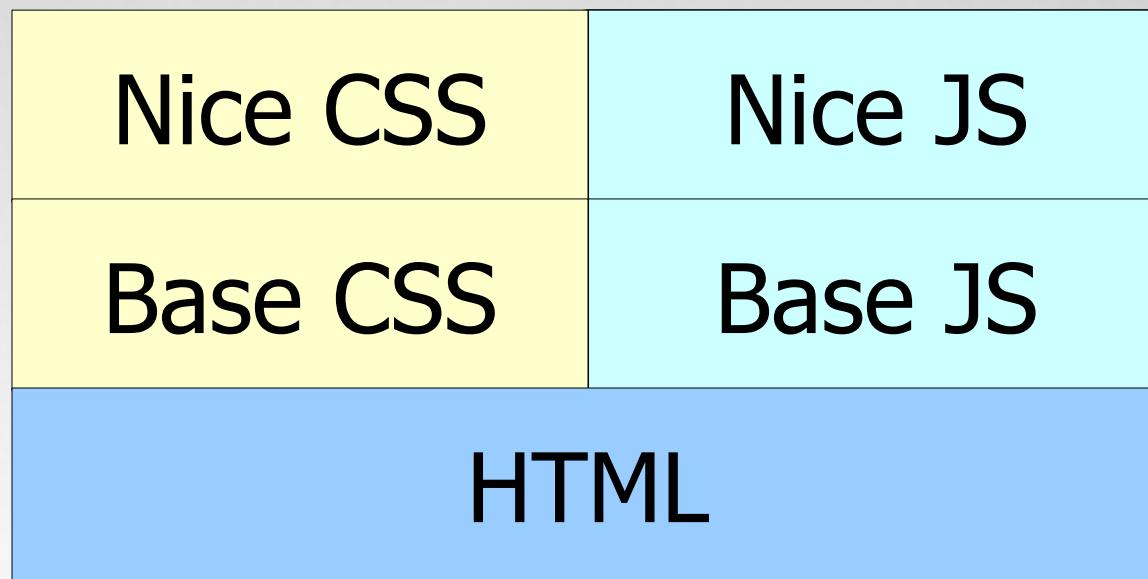
Chrome

OMG CSS	OMG JS
Nice CSS	Nice JS
Base CSS	Base JS
HTML	

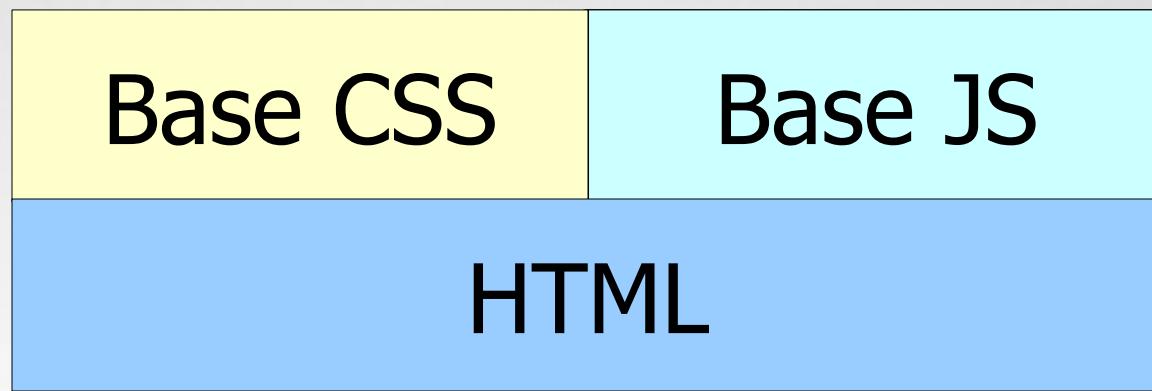
Firefox



Internet Explorer 9



Internet Explorer 6



Netscape 4

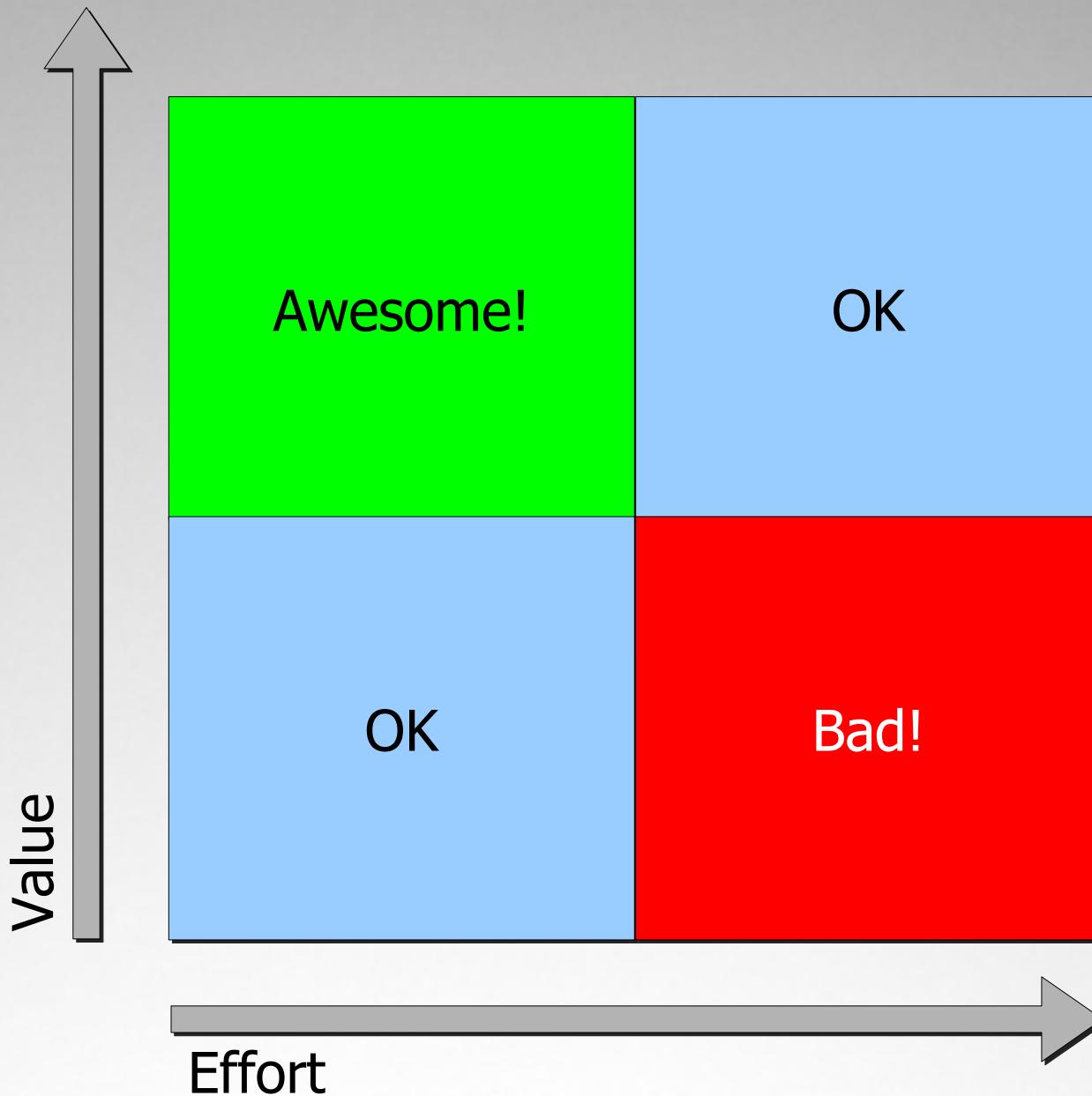
HTML

New Browser Capabilities

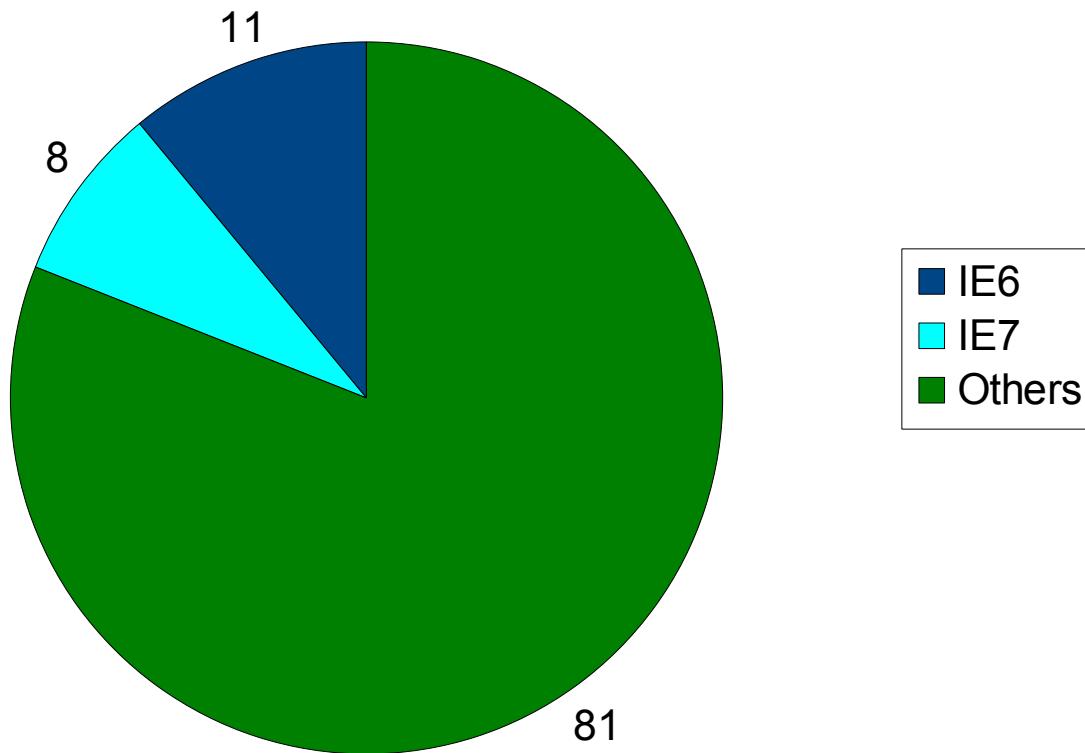
Rounded Corners
Drop Shadows
Gradients
Transitions
Transforms
Multiple Background Images

Drag and Drop
Geolocation
Cross-Domain Ajax
Cross-Domain Messaging
Client-Side Data Storage
Canvas/WebGL

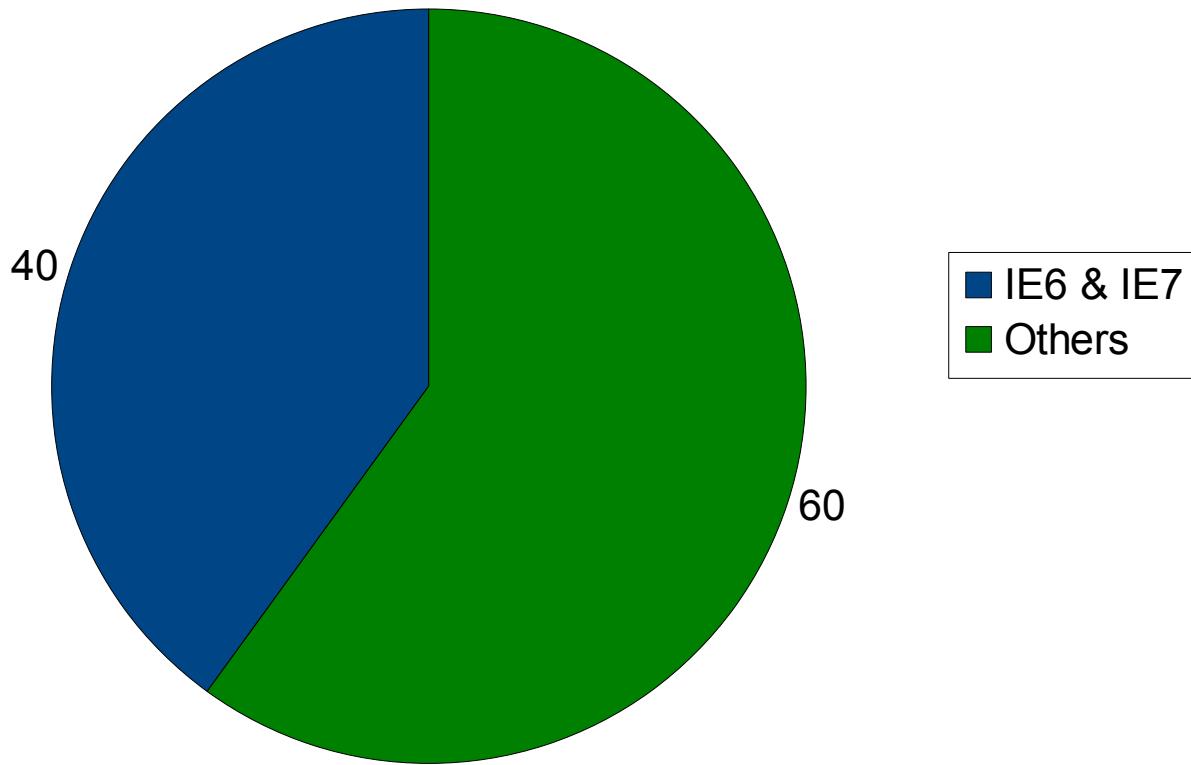
**The best possible experience
given the device capabilities**



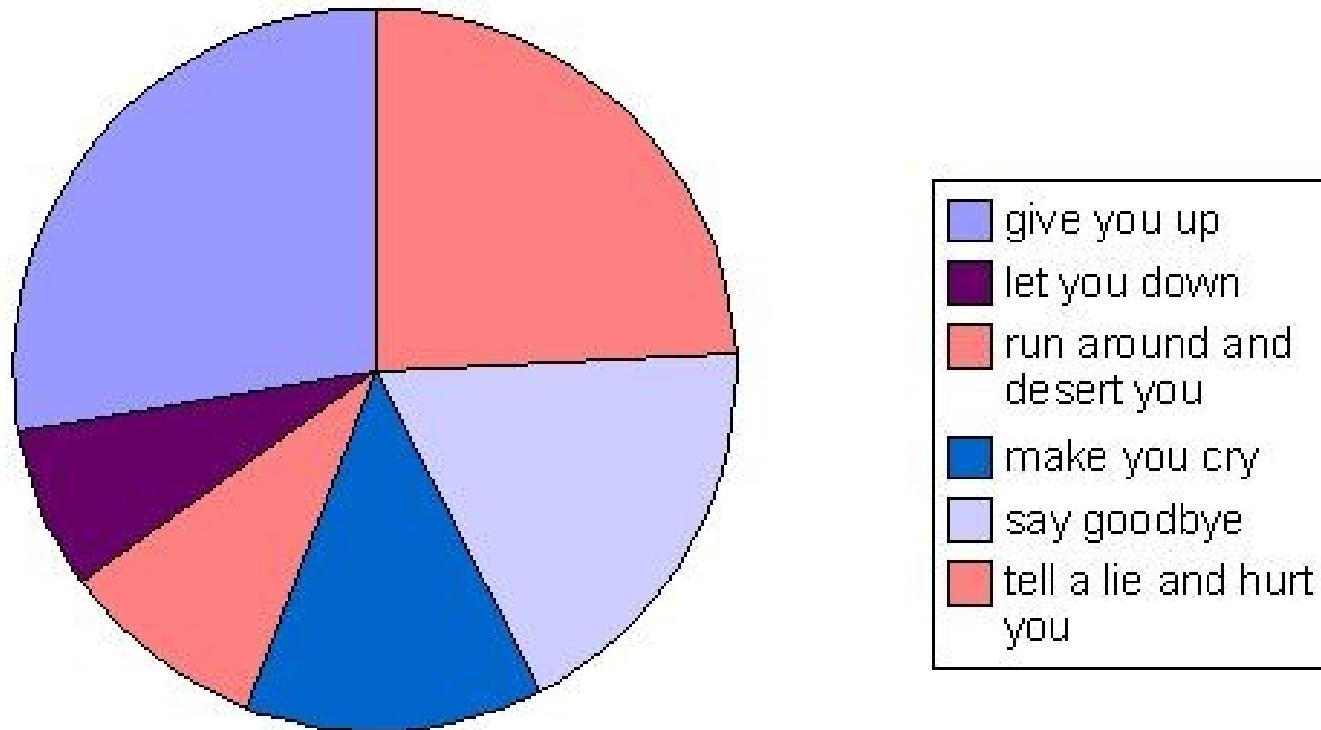
Browser Marketshare



Development Time Spent



Rick Astley would never:



A MODEST PROPOSAL

by

Nicholas C. Zakas

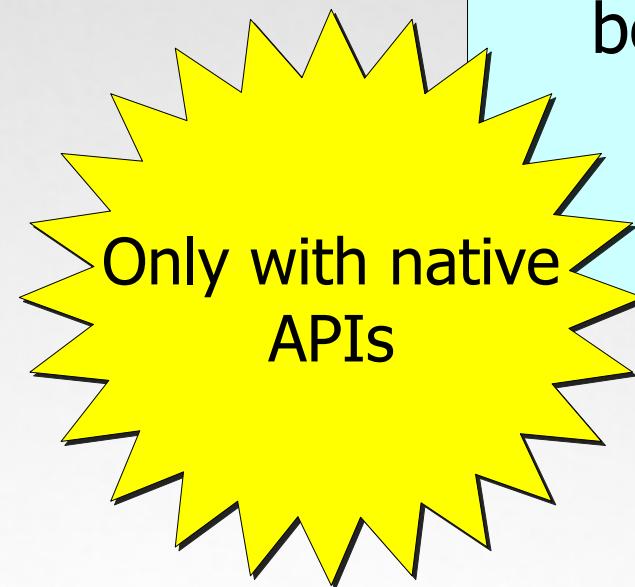
FOR PREVENTING THE BROWSERS OF YESTERDAY
FROM BECOMING A BURDEN TO WEB DEVELOPERS
AND FOR MAKING THEM LESS HORRIBLE TO THE PUBLICK

Mountain View, California

Rounded Corners
Drop Shadows
Gradients

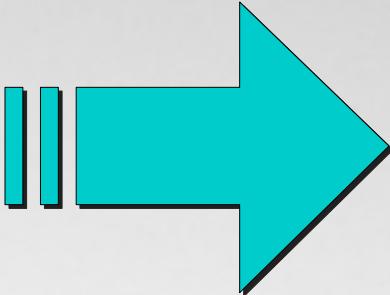


Advanced scripting and behavior



Only with native APIs

Trying to make
older browsers
do things they were
never meant to do



Long development time



Too many bugs



Slow pages

**Older browsers often need
a lot
more code to do the same thing**

Before

1467 bytes

```
<div class="y-pa-app pa-app-view" id="{{$id}}-app-view">
  <div class="pa-app-chrome-topshadow pa-app-chrome-border-color y-pa-ln-open-dk">
    <div class="pa-app-chrome-leftcorner y-fp-pg-controls"></div>
    <div class="pa-app-chrome-rightcorner y-fp-pg-controls"></div>
  </div>
  <div class="pa-app-chrome-rightshadow">
    <div class="pa-app-chrome-content pa-app-chrome-border-color y-pa-bg-open y-pa-ln-open-dk">
      <div class="pa-app-chrome-hd">
        <ul class="pa-nav">
          <li>
            <a role="button" class="pa-close y-fp-pg-controls-nt hide-textindent"
               href="#close" {{$closeBeacon2}}><!!>STR.PA.EXPANDED.CLOSE</!!></a>
          </li>
        </ul>
      </div>
      <div class="pa-app-chrome-bd">
        <div class="pa-mod-ctr" id="{{$id}}-mod-ctr" style="visibility: visible;"></div>
        <div id="{{$id}}-module-loading-msg" class="y-pa-ln-open-dk pa-module-loading-msg"></div>
        <a role="button" class="pa-close hide-offscreen" href="#close"
           {{$closeBeacon2}}><!!>STR.PA.EXPANDED.CLOSE</!!></a>
      </div>
    </div>
  </div>
  <div class="pa-app-chrome-bottomshadow y-fp-pg-grad pa-app-chrome-border-color y-pa-ln-open-dk">
    <div class="pa-app-chrome-leftcorner y-fp-pg-controls"></div>
    <div class="pa-app-chrome-rightcorner y-fp-pg-controls"></div>
  </div>
</div>
```

After

566 bytes

```
<div class="pa-app" id="{{$id}}-app">
    <button class="do-app-close y-fp-pg-controls-nt hide-textindent"
    {$closeBeacon2}><!!>STR.PA.EXPANDED CLOSE</!!></button>
    <div class="pa-app-bd">
        <div id="{{$id}}-mod" class="pa-app-mod"></div>
        <div id="{{$id}}-module-loading-msg" class="y-pa-ln-open-dk pa-module-loading-msg"></div>
    </div>
    <div class="pa-app-cort"></div>
    <div class="pa-app-corb"></div>
    <button class="do-app-close y-fp-pg-controls-nt hide-textindent"
    {$closeBeacon2}><!!>STR.PA.EXPANDED CLOSE</!!></button>
</div>
```

Less code

=

Faster

Won't people notice?

Crying baby! Oh nos!



What did you see?

Crying baby! Oh nos!



Crying baby! Oh nos!



Your users only use one browser



@slicknetsmom





Internet
Explorer



You are not alone



Send Save Now Discard

From:

To:

[Add Cc](#) | [Add Bcc](#)

Subject:

[Attach a file](#) Insert: [Invitation](#)

[Rich formatting »](#) [Check Spelling ▾](#)

Send Save Now Discard

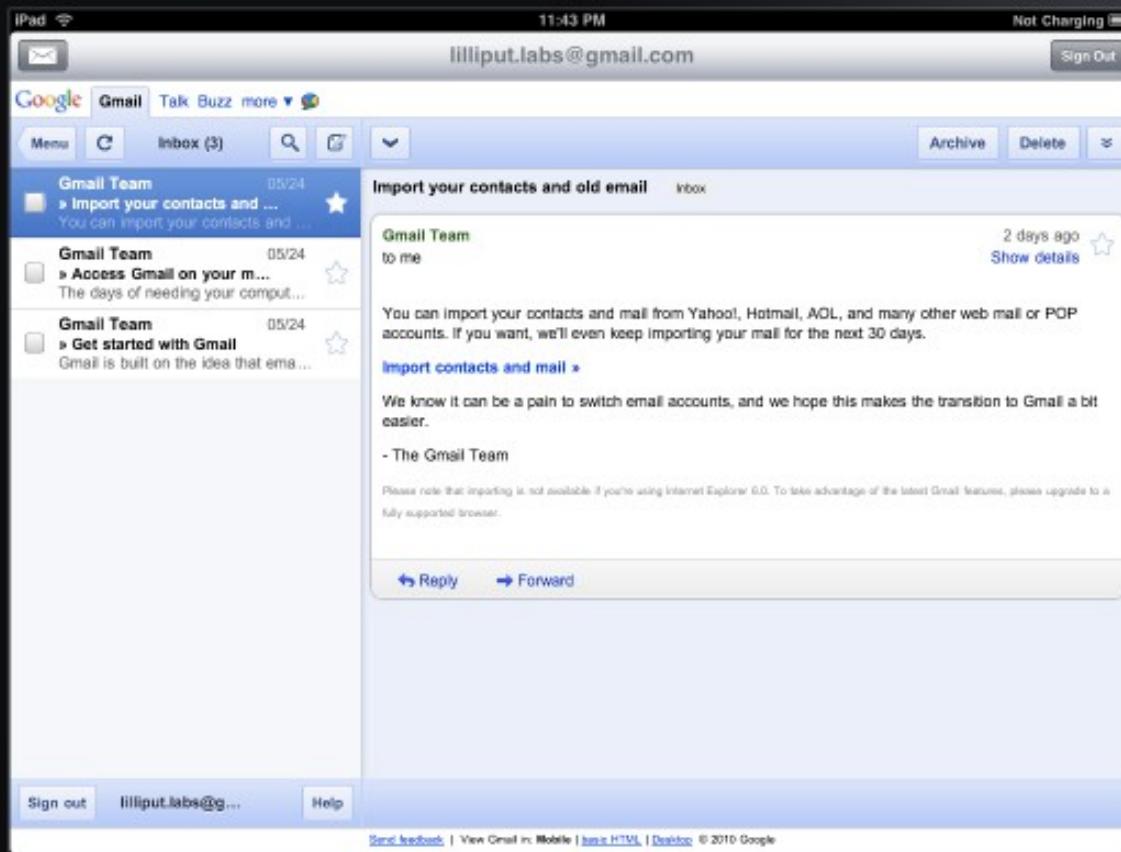
From:

To:

Drop files here
To add them as attachments

[Rich formatting »](#) [Check Spelling ▾](#)







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In order to continue improving the reliability and performance of Facebook Chat, we are making use of newer technologies that aren't supported on older web browsers. This means we will no longer support Chat on Internet Explorer 6 web browsers.



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Rare underwater find has experts stunned

A WWII plane hailed as one of the biggest "finds of the century" yields new surprises.
'The flying pencil'

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Summary

1) WEB BROWSER : WEB PAGE ::

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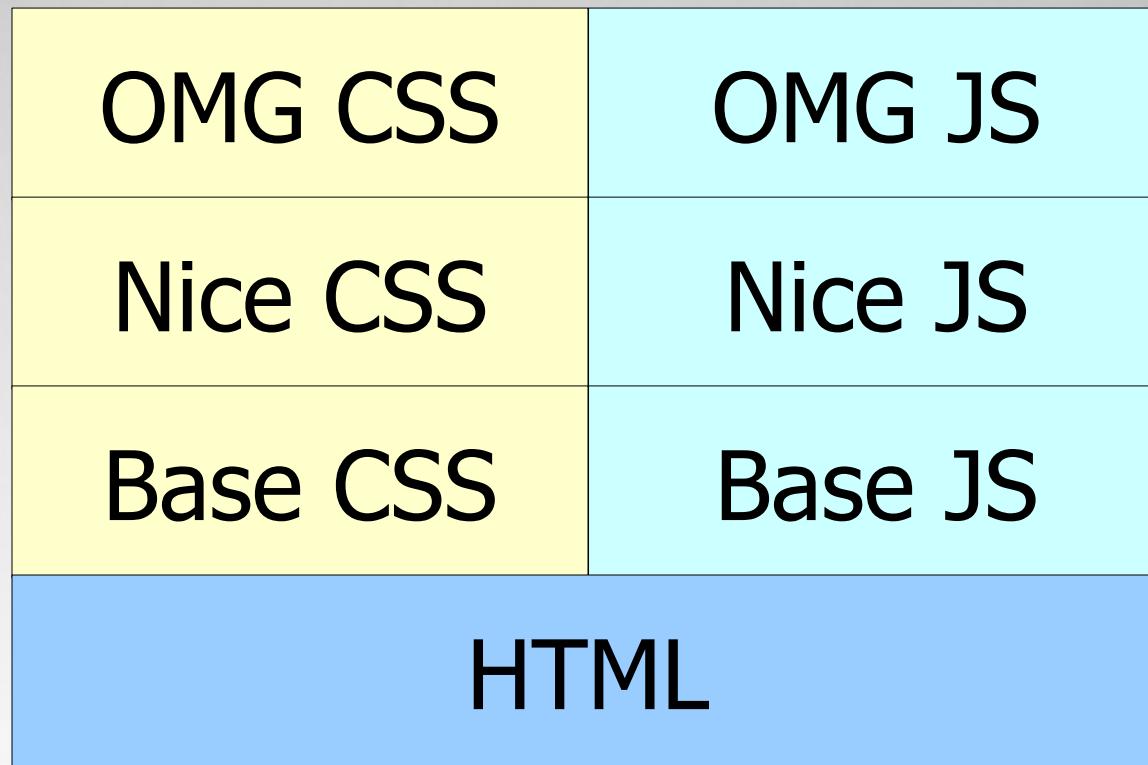
Progressive Enhancement 1.0

JavaScript

CSS

HTML

Progressive Enhancement 2.0







Don't be horrible

Do be awesome



The End

Etcetera

- My blog: www.nczonline.net
- Twitter: [@slicknet](https://twitter.com/slicknet)
- These Slides: [slideshare.net/nzakas](https://www.slideshare.net/nzakas)

