



Introduction to Modern Web Technologies

LoyaltyOne™

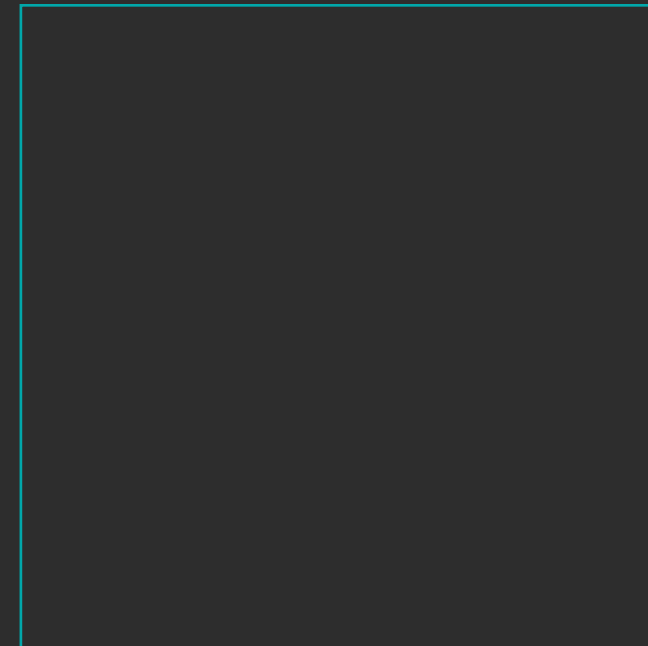
Jon Salis
Josh Borts
4 June 2014

Josh
Borts





Co-Founder, Partner Functional Imperative





Founder Lighthouse Labs

- Algorithmic trading systems
- USAID in Mali
- Mobile compression for SAP



Jon Salis



Topics

- Atomic Design
- Prototyping
- Modern Web Tools
- Web 101
- HTML & CSS
- Responsive Design
- Server vs. Client Templating
- Testing

Agenda

- 10:00a - Intro
- 10:30a - Atomic Design
- 10:50a - Prototyping w/ Balsamiq
- 11:30a - Project Intro
- 11:45a - Modern Web Tools
- 12:00p - Canvas & MVP
- 12:00p - LUNCH (60m)
- 1:00p - Web 101
- 1:20p - HTML, CSS, JS
- 2:05p - Break
- 2:15p - Responsive Design
- 2:50p - Server vs. Client Templating
- 3:45p - Break
- 4:00p - Testing
- 4:45p - Wrap up



Atomic design



Atoms

- Building blocks
- HTML elements



**Blue Mountain /
Monterra – Green Fee &
Cart**

500 for GOLD Collectors



Molecules

- Combinations of atoms



Blue Mountain / Monterra – Green Fee & Cart

~~625 reward miles~~

500 for GOLD Collectors



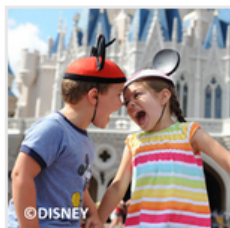
BOSE® Solo TV Sound System

4,200 reward miles

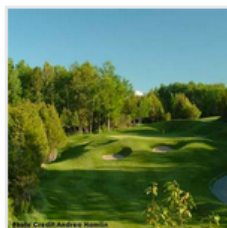


Organisms

- Groups of molecules
- Header, footer, sidebar



3, 5 & 7 Day Walt Disney World Resort in Florida Tickets – Adult From:
2,425 reward miles



Blue Mountain / Monterra – Green Fee & Cart
625 reward miles
500 for GOLD Collectors



BOSE® Solo TV Sound System
4,200 reward miles



Calgary Stampede – Rodeo Ticket for Two (2)
325 reward miles



Calypso Theme Waterpark – Single Admission Ticket
300 reward miles



Canada's Wonderland – One Day Admission for \$42.99 per person



Canon Powershot Advanced 50X Zoom SX50HS
4,200 reward miles
or 3,360 reward miles + \$135.00



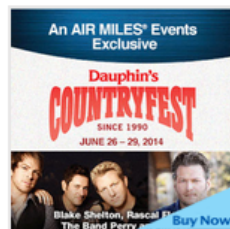
Car Racing in Montreal – Circuit Gilles Villeneuve June 6, 7, 8th, 2014
1,110 750 reward miles
or \$110.00



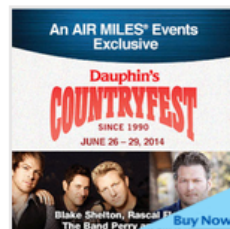
Cavendish Beach Music Festival
2,200 reward miles
or \$195.00



Cuddle Down Light Weight Cuddle Cashmere Blanket From 100% Fleece Cotton – Queen – Slate
1,500 reward miles



Dauphin's Countryfest – Day Pass – Manitoba
1,250 reward miles
or \$124.00



Dauphin's Countryfest VIP and Meet and Greet Pass – Manitoba
8,250 reward miles
4,125 for GOLD Collectors
or \$835.00

Filter Results

Brand

Select a brand...

Regions

Select a region...

More Options

Cash + Miles® Rewards (5)
Deals of the Week (3)
Gold Specials (3)
My Planet (2)
Travel Specials (2)
What's New (6)



Earn Miles

- In Store
- airmileshops.ca
- Payment products
- Offers & Promotions
- Promotional Sponsors
- Buy Miles
- Deposit Rewards Miles
- Inspired Living

Redeem Miles

- AIR MILES Cash
- Dream Rewards
- Set your balance preference
- Deals & More
- Travel
- Gift Guide

Need Help?

- Sign In
- Browse FAQs
- Self-Serve Tools
- Learn How AIR MILES Works
- Live Chat
- Contact Us

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Templates

- Where design starts to come together
- Group organisms to create a layout



How many AIR MILES reward miles do you have?

Enter your Collector numt

Go

Français · Enroll Now · · Your Account · Sign In

NavItemsWillGoUpHere

Search

Promo here

Title

Electronics & Photography

Home & Garden

Entertainment

Leisure & Outdoors

Personal Care & Accessories

Indulgences

Travel

My Planet Rewards

Deals & More

A-Z

Dream Rewards – Popular Picks

More Dream Rewards – Popular Picks (57 Items)

Sort By: Alphabetical

123Next »

Reward lorem ipsum lorem ipsum

2,425 reward miles

Reward lorem ipsum lorem ipsum

miles

500 for GOLD Collectors

Reward lorem ipsum lorem ipsum

miles

Reward lorem ipsum lorem ipsum

miles

Reward lorem ipsum lorem ipsum

300 reward miles

Reward lorem ipsum lorem ipsum

person

Reward lorem ipsum lorem ipsum

miles

or 3,360 reward miles + \$135.00

Reward lorem ipsum lorem ipsum

1,110 750 reward miles

or \$110.00

Filter Results

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Regions

Select a region...

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Deals of the Week (3)

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Travel Specials (2)

What's New (6)



Pages

- Instances of templates
- Can test variations of templates



How many AIR MILES reward miles do you have?

Enter your Collector num

Français · [Enroll Now](#) · [Your Account](#) · [Sign In](#)

[Home](#) · [Earn Miles](#) · [Redeem Miles](#) · [Need Help?](#) · [More](#)

[Shop online and earn at airmileshops.ca](#)

Dream Rewards


Electronics & Photography	Home & Garden	Entertainment	Leisure & Outdoors	Personal Care & Accessories	Indulgences	Travel	My Planet Rewards	Deals & More	A-Z
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Dream Rewards – Popular Picks


More Dream Rewards – Popular Picks (57 Items)

Sort By:


1 2 3 [Next »](#)




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[What's New \(6\)](#)



Web 101





Hypertext Transfer Protocol

http://



Request

- Request Line
- Headers

Browser
(Client)

Server

Response

- Status Line
- Headers
- Content



DNS

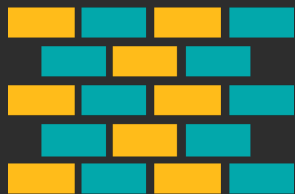


HTTP methods/verbs

Header

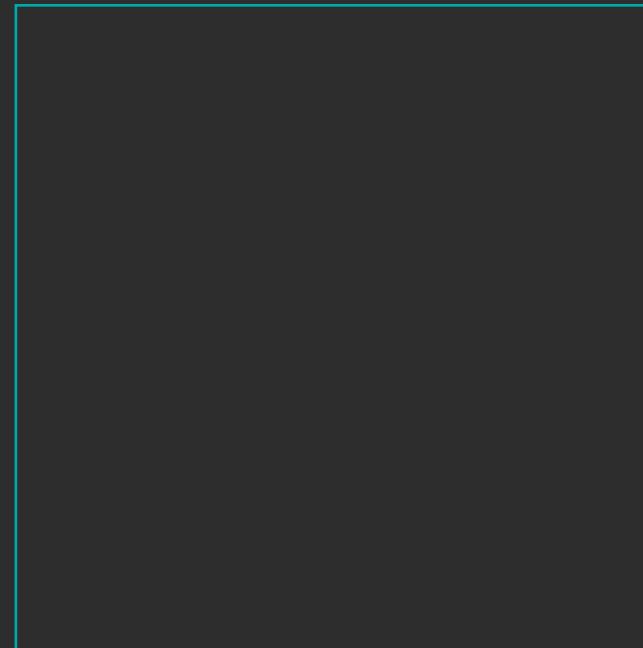
Payload





Web Server

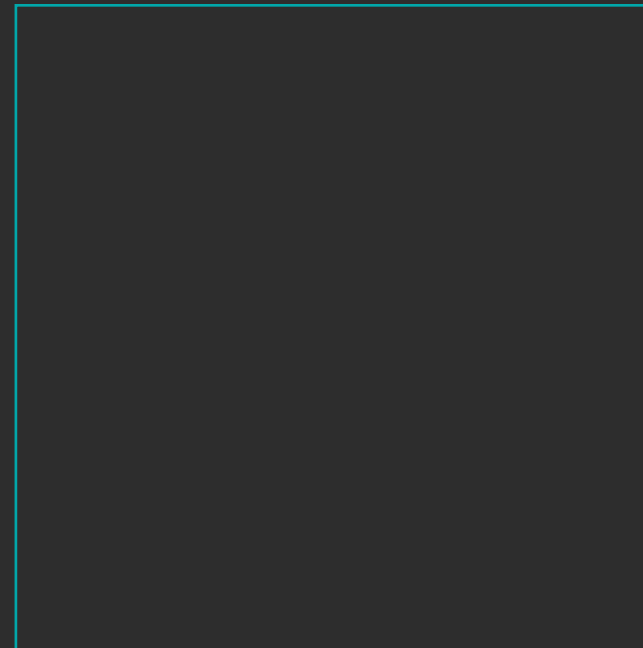
Application





Database

Services





Response Creation

Client



- Load balancers
- CDN



Web Security 101



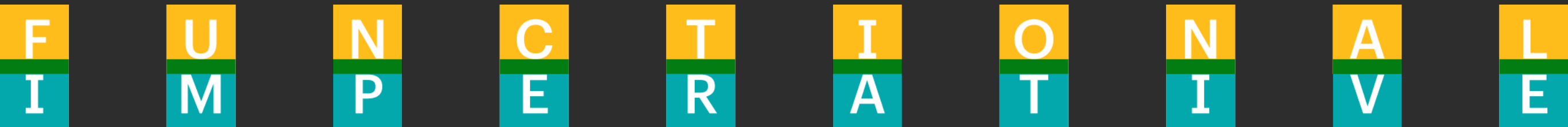
Cross-site Scripting (XSS)

Cross-site request forgery (CSRF)





Man in the Middle



Functional Imperative

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