Shadow DOM

FRIDAY

- 8:00AM Breakfast @ ...
- 9:30AM Breakfast @ wunderlinks
- 10:10AM ⑤ seattle
- 10:40AM ① ...
- 11:20AM Break
- 11:50AM ...
- 12:00PM Lunch ③ from taste
- 1:30PM ⑧ wunderlinks
- 2:10PM ④
- 2:40PM Break ⑦ @amatika
- 3:20PM ② Alpha Ned...
- 4:00PM Break
- 4:30PM ⑥ fielding
- 5:10PM Dinner @ the
- 6:00PM Dinner ?
- 8:00AM Breakfast dude

SATURDAY

- 9:30AM Breakfast
- 12:00PM Lunch Ⓐ derby
- 1:30PM
- 3:30PM Break Ⓑ @jesstelford
- 4:00PM Ⓒ ta... @ullabot
- 6:00PM Dinner Ⓒ @Trevor_hun...

@Lyle
@Jeremiahlee
@kub34

The DOM

- Document Object Model.
- Fabric of the Internet.
- Includes all technology required to author content (HTML, CSS, Assets, Scripting).
- Browsers are very good at rendering DOM.

Yet, DOM is not designed with authoring ease of use in mind.

The DOM

Internet industry is built around the pain of building DOM Property.

Building DOM property is:

- Hard,

- Expensive,

- Time-consuming.

The DOM

Publishing example: Wordpress gave authors the power to abandon publishers in exchange for smaller, more nimble, autonomous properties.

This trend continues to undercut publishers.

Example - www.intothegloss.com

"Former Vogue assistant Emily Weiss has been impressively tactical about the presentation of her two-year-old beauty site. Not only did she hire the most in-demand digital designer in town—Michael Harper—before the launch, she's managed to create imagery that feels more editorial and high-brow than anything else being shot for the web."

The DOM

The problem of complicated DOM builds is well understood.

Shadow DOM

Get nested div using document.getElementById

Work. From Home.

CAREERS 2.0

Given the following HTML file,

```html
<html>
  <head>
    <script>
      function initialize() {
        document.getElementById('id2')
      }
    </script>
  </head>
  <body>
    <div id="id1">
      <div id="id2"></div>
    </div>
  </body>
</html>
```

I would like to access the inner div tag using the

```
document.getElementById
```

function in the html header, which, although I read the contrary, does not seem to work (in Safari 6.0.5.), while it works to access the outer tag.

javascript   dom

share | edit   edited Jul 18 '13 at 10:00   asked Jul 18 '13 at 9:05
                                                                          user695652
                                                                          419 ●5 ●18

3   Please show where you place the JavaScript in your HTML file and post your exact JavaScript code –

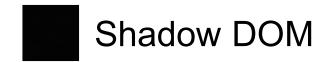# The DOM

The problem described in the screenshot is over 20 years old and still appears in mainstream developer support communities.

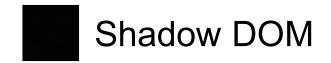DOM is hard.

No one wants to deal with it.

Idea

Stop building more pure DOM properties.

Use technology to sew existing DOM together.

Free Web editors of the hassle of dealing with IT.

Give standardized API tools to access DOM Web contextualized assets and metrics.

Idea

ShadowDOM is an open source technology stack that supports the Abstract Document Object Model.

ShadowDOM includes Web middleware that componentizes the DOM Web into fully functional, autonomous DOM elements.

These new DOM elements can be used to create new experiences through a visual editor.
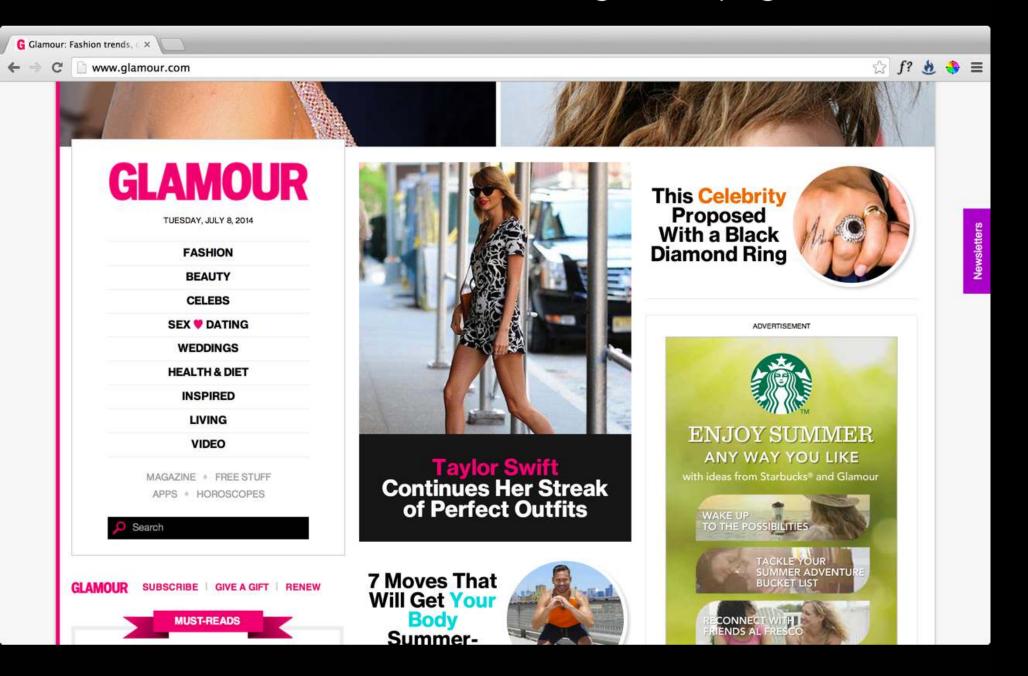
Shadow DOM

Demo

Tailor

Tailor is a consumer web editor built on the Shadow DOM stack.

Tailor delivers a drag and drop experience for website authoring.
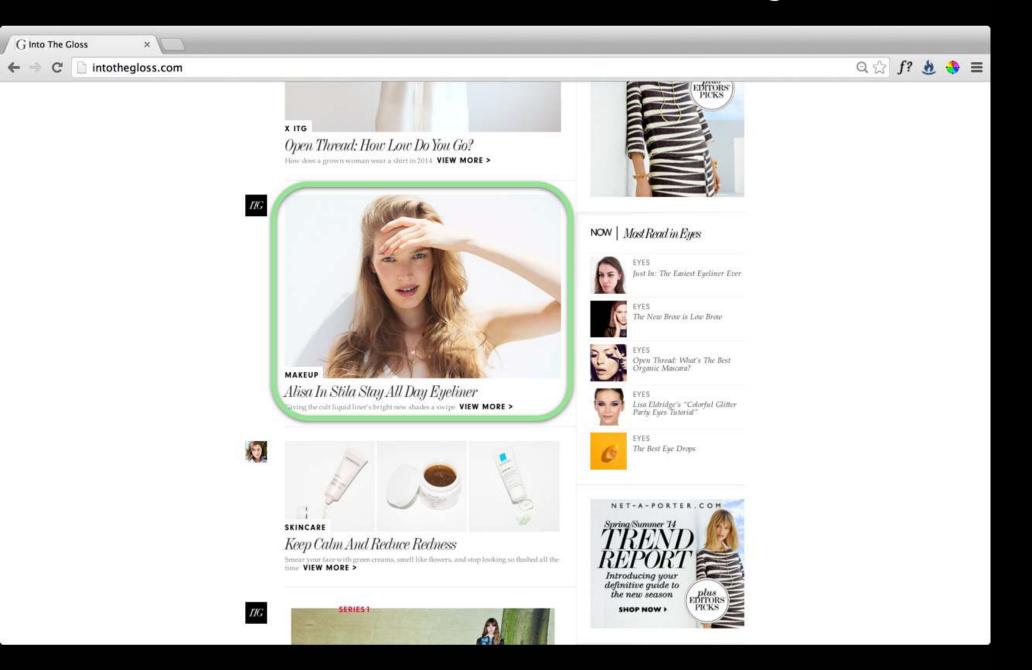
Features:
- Visual In-line Editor
- Visual DOM Asset Library
- Page Buffer
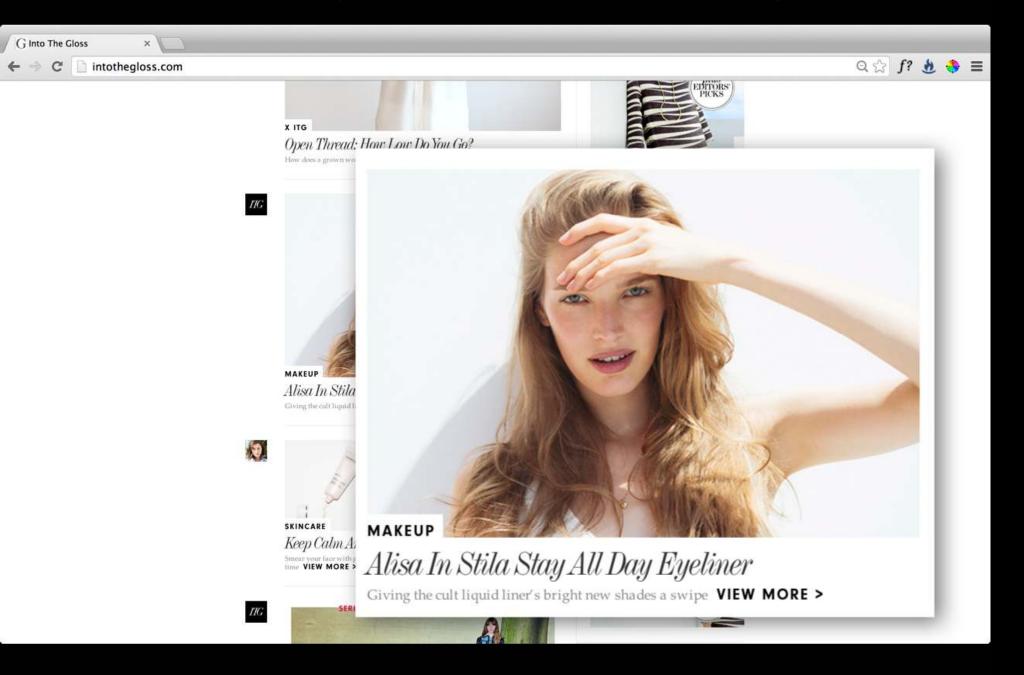- Publishing & authoring tools

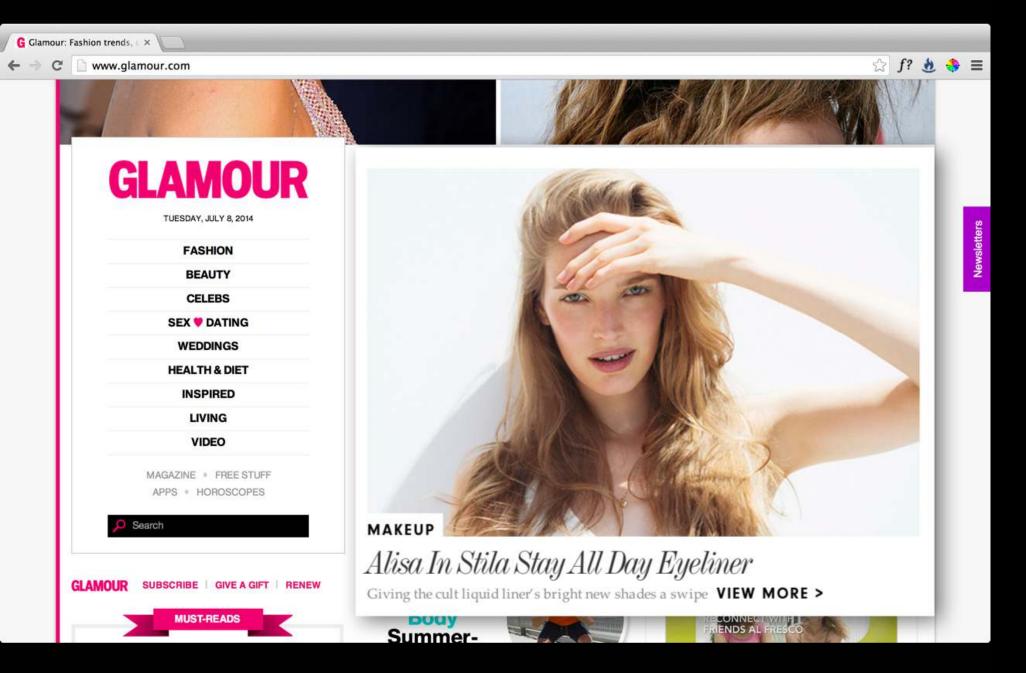# Condé Nast Editor wants to change front page article
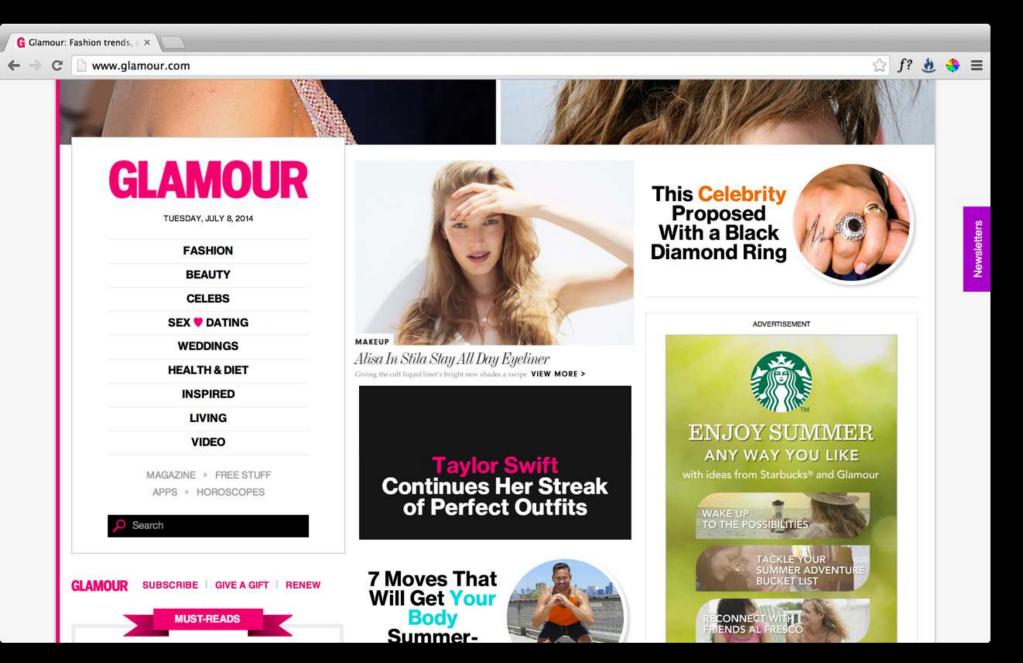
Editor selects DOM element from blog

Editor copies element into asset library

Editor pastes asset from library into page

Editor aligns asset to fit within page

Tailor

Visual editor provides mechanism to modify / reconnect links to source DOM.

Once all pages of the experience are completed, the user clicks "Publish".

The new experience is now live at the user-assigned URL.

Tailor

Next Steps:

- – Add pricing engine that allows blogger to auction curated journey vs view value to publishing bidders.
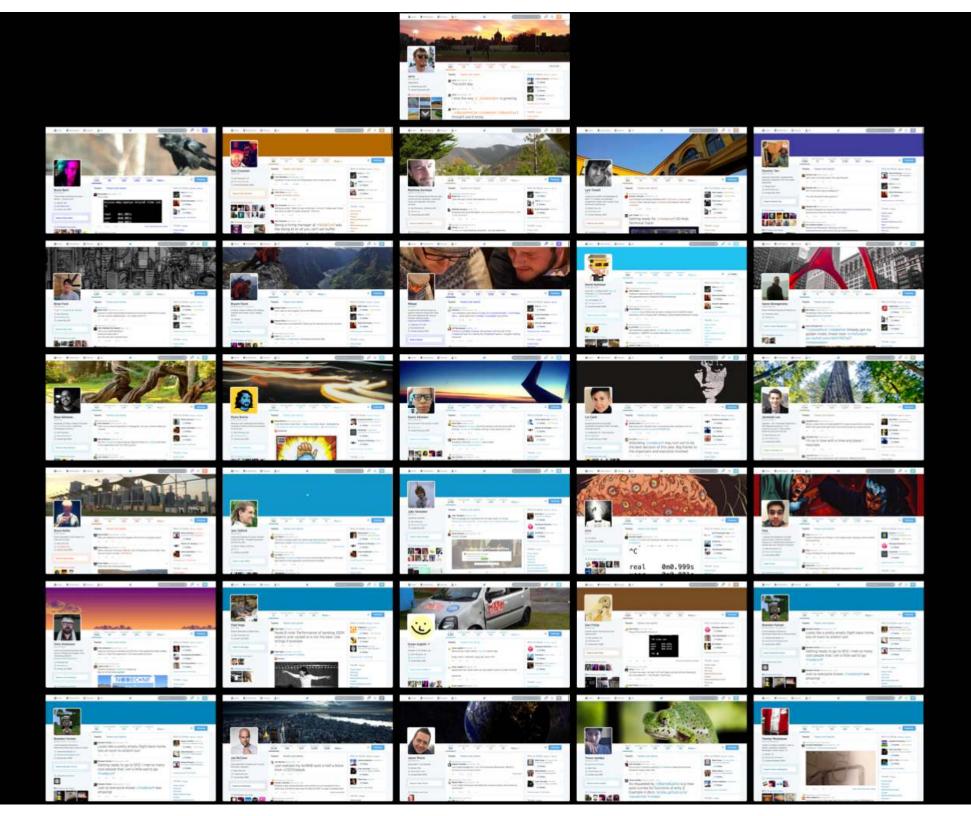
Network effect.

■ Shadow DOM

Team

The team for the project has crystalized over the duration of NodeConf 2014.

Team

- Jerry Filipiak CEO
- Bryce Baril CTO
- Tom Croucher VP Backend Engineering
- Matt Eernisse VP Frontend Engineering
- Janine Just VP Communications
- Mike Gold CMO

@jerryfilipiak @brycebaril @sh1mmer @mde @lyle @dominictarr @brantford @briantford @mikeal @generalhenry @davidguttman @_jden @Abrongersma @jesstelford @brycekahle @jeremiahlee @linclark @mhmueller @jedireza @mahsamojito @papajuans @the_alpha_nerd @johnnyscript @dunniabiodun @danfinlay @iancrowther @bengl @vbvega @meandave2020 @kid_ic4rus @isntitvacant @faiqyou @jvivs @raynos @none0z @ghuffran4 @shamaky @raffecat @bthesorceror @thereddust @joemccann @davidlymanning @jasonpincin @trevor_landau @bingeboy @jeffmjo @iancrowther @tommymessbauer @blakehall @sirkitree @jeffbski @tobiabiodun @beausorensen @stevedelacy

Enterprise Traction

- Beta:
  - Condé Nast – Trevor Landau
  - American Express – Ian Jaffrey
  - Lullabot – Jerad Bitner

- Rollout :
  - MasterCard
  - Wallmart

■ Shadow DOM

Board

- Tim Steiganwald
- Henrik Norberg
- Clark Spurrier
- Kerry McIlroy

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Future

Shadow DOM creates a new layer on top of existing Web.

Existing DOM Web is fabric for this customer journey layer.

Shadow DOM exposes API that gives access to granular context/asset/interaction modeling in the form of a Hypermedia REST API.
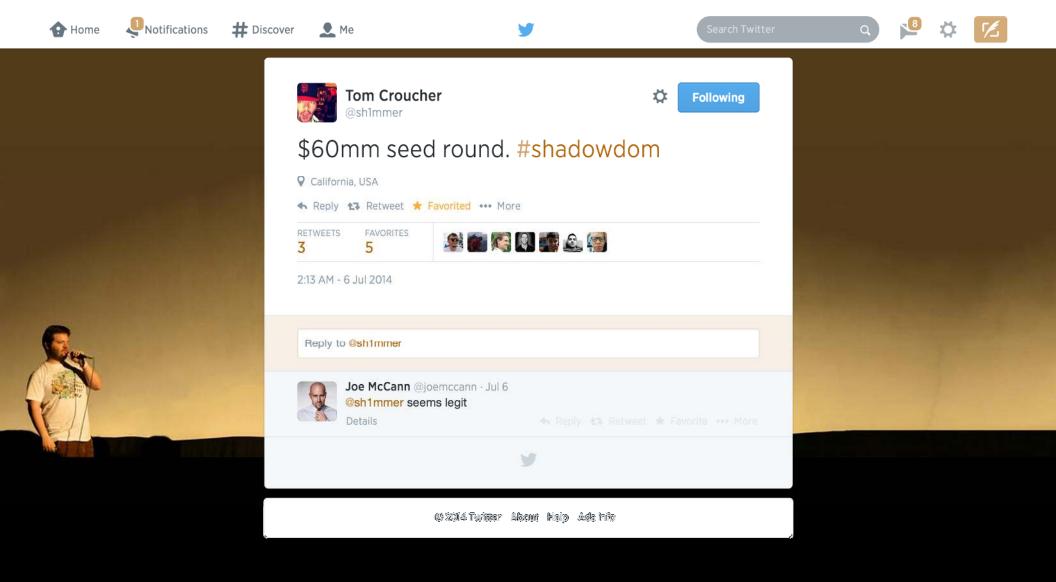
Formula

ShadowDOM.org is an open source technology stack funded by Shadow DOM Inc. inclusive of products such as Tailor.

Shadow DOM Inc. sells managed services for ShadowDom.org products.

Shadow DOM

Funding

Tom Croucher
@sh1mmer

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Thank you