# Intro (1-4)

Greetings/additional statements - Title

My name is Ivan Wilson, a front-end developer at Innate, a digital agency

(Innate location) In Washington, DC (national capital) in Dupont Circle district

10th Anniversary in April

# Travel Insurance (5-12)

(Ask audience if they someone has purchased a policy or some form of travel insurance)

What is it? – a form of insurance that protects you during your vacation from various mishaps or emergencies, minor/major ones

For example…

1. Your wallet was stolen
2. Your flight is delayed
3. Your luggage was lost
4. Hijacked by football fans
5. And if you have all four – I don’t want to be around you during my vacation

This is a form, not data entry but still uses inputs (radio) for selection of the various choices you see.

I’ll get back to this later in the talk.

# Travel Insurance (12-13)

Two international companies

Mondial Assistance/Allianz (2008-2012)

European company, based in Paris – global reach

Cover-More (2012 -)

Australian company, based in Brisbane/Sydney

Australia, NZ, UK, China, and recently to US

# Forms (14-15)

How do we design forms to work best? What are the best patterns/ones that work the best?  
Well know book by Luke Wroblewski – Web Form Design

(Need more information…)

# Forms (16-17)

Well, for FED, the toolbox is the three familiar layers – Semantic, Presentation, and Behavioral. (Referencing Project Ottawa).

In this case, the is represented as

a) HTML, b) CSS, c) JS (exchanging ARIA instead)

But let’s start with the base, the foundation - HTML

# HTML/Intro (19-23)

What is a form?

(three tries – IKEA)

Just like IKEA, writing good HTML it takes a bit of cooperation.

In this case, we have two parallel conditions that have to be met… (almost right/left brain)

# HTML/Information/Intro (30-33)

(30-31)

Why are HTML tags so important?

Tags are descriptions themselves, that are independent of rendering.

(32-33)

Example – Kaiteur Falls, Guyana