

**Web development looks
very different depending on
where you work**



Variables in Frontend Web Development

Solo developer?

Dedicated designers?

Contractor?

Medium team?

Small team?

Daily Standups?

Waterfall?

Sprints?

Scrum?

Temporary teams?

Team?

Few stakeholders?

Salaried?

Large team?

Product teams?

Permanent teams?

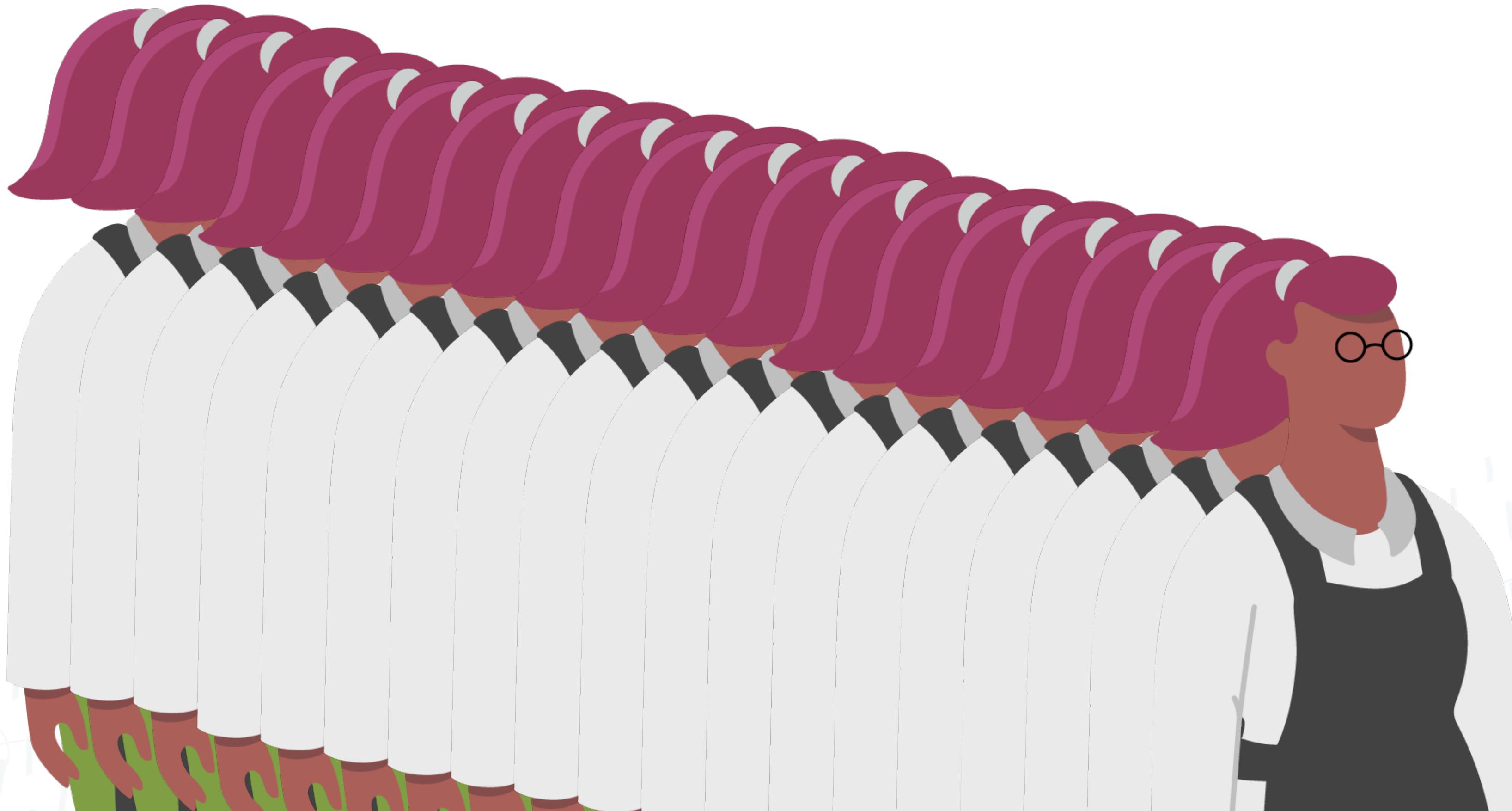
Dedicated UX researchers?

Agile?

Many stakeholders?



A Multiverse of Bethany Pie Shops



Bethany's Pie Shop: An Independent Business



Bethany's Pie Shop: A Globomantics Subsidiary



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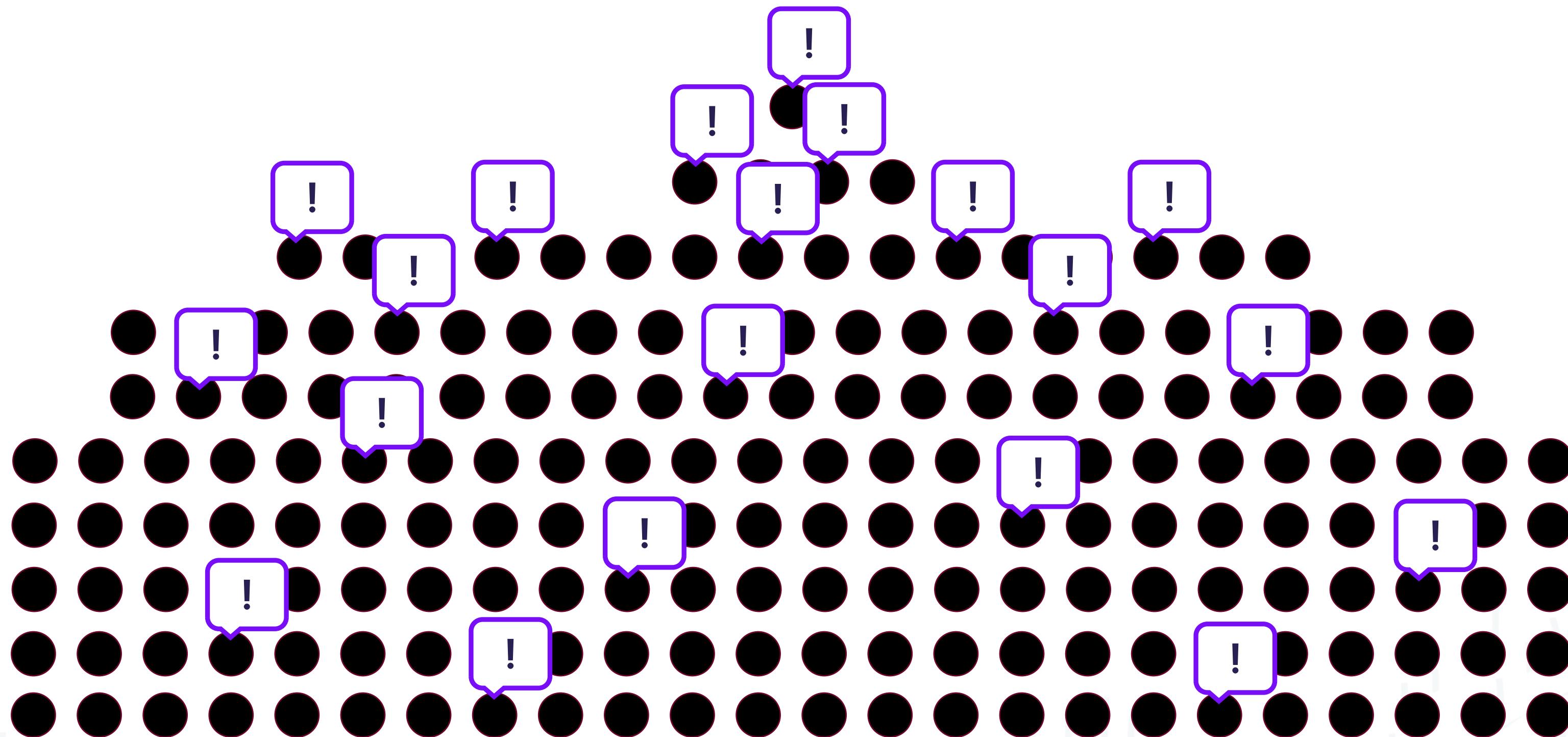
Write CSS and HTML

Up Next:

Frontend Development at Globomantics

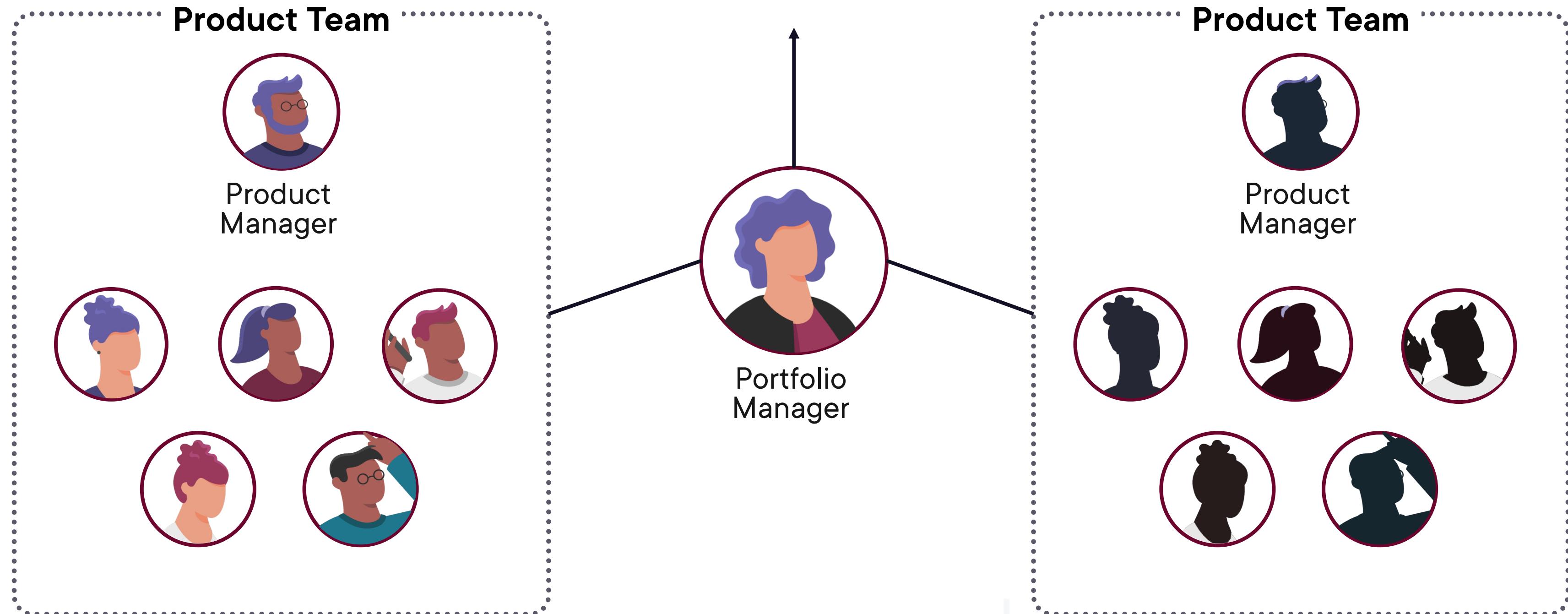


Welcome to Globomantics

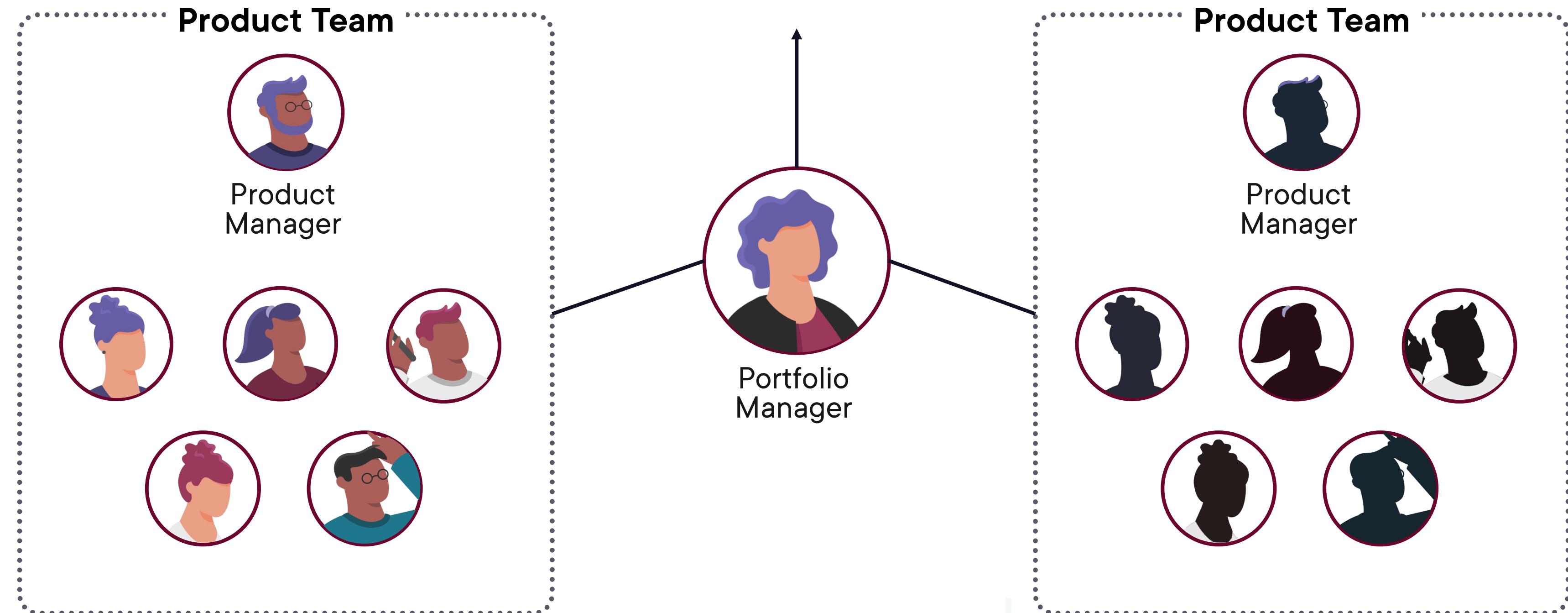




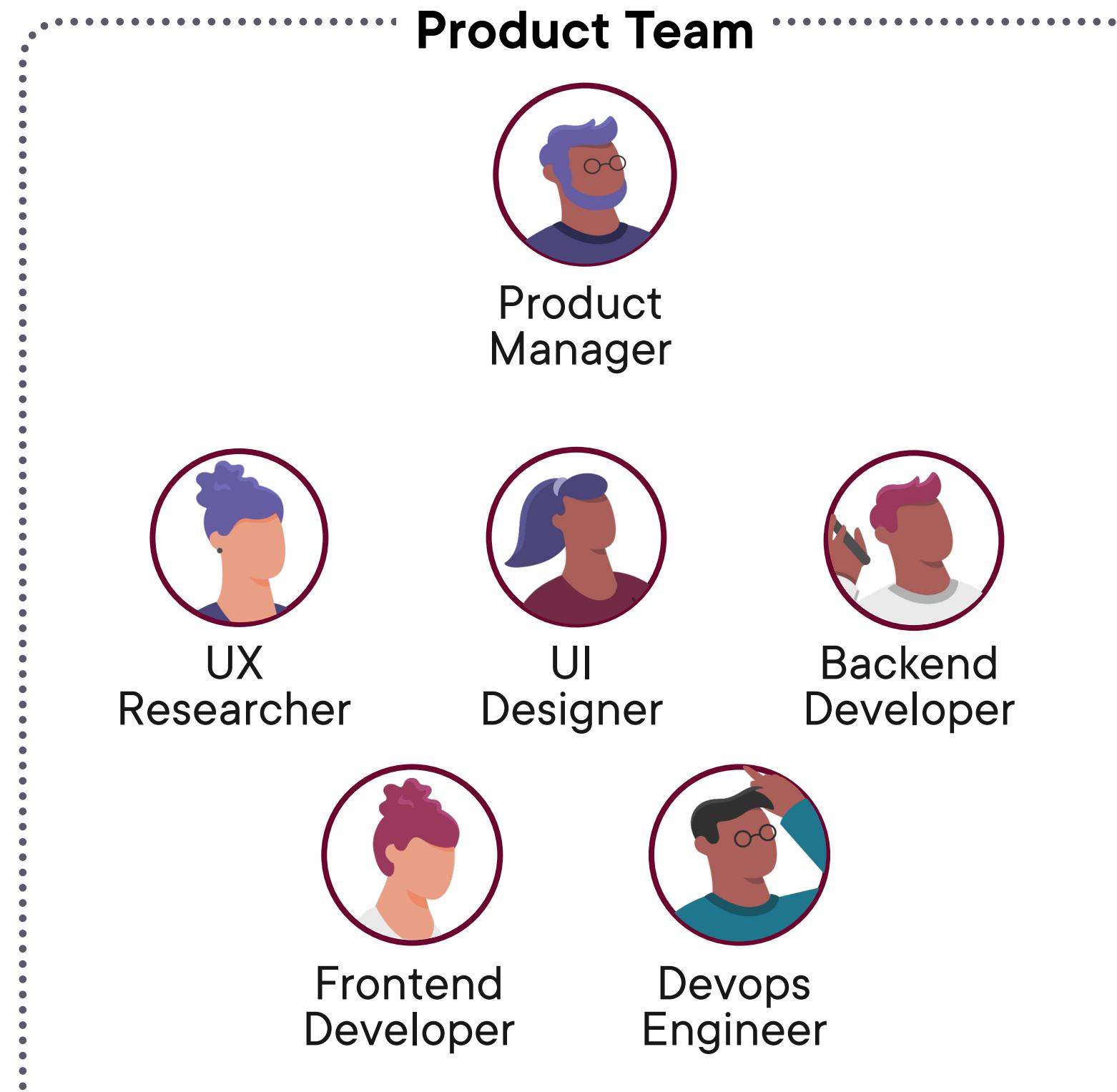
Scaled Agile Management



Scaled Agile Management



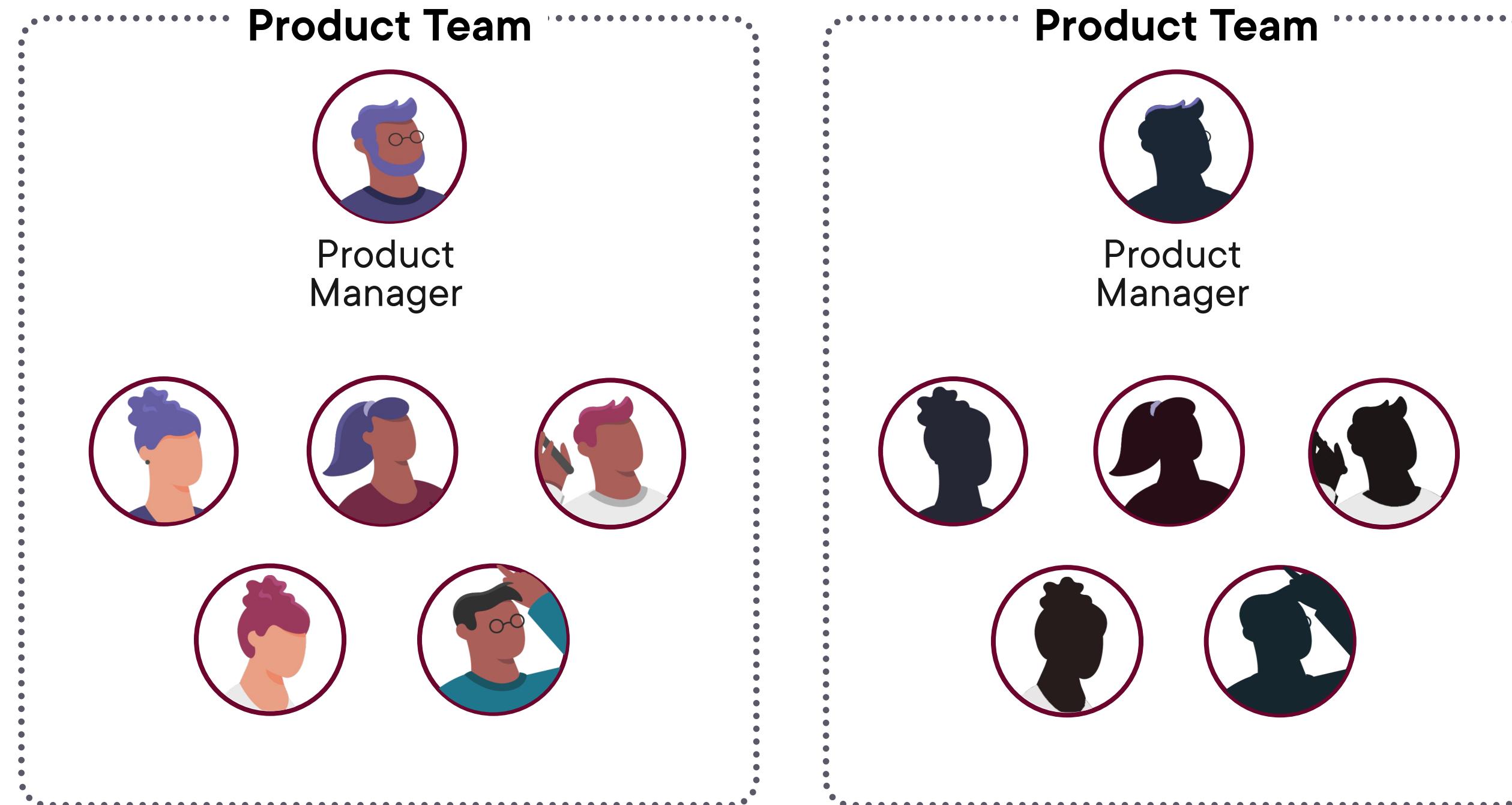
Scaled Agile Management



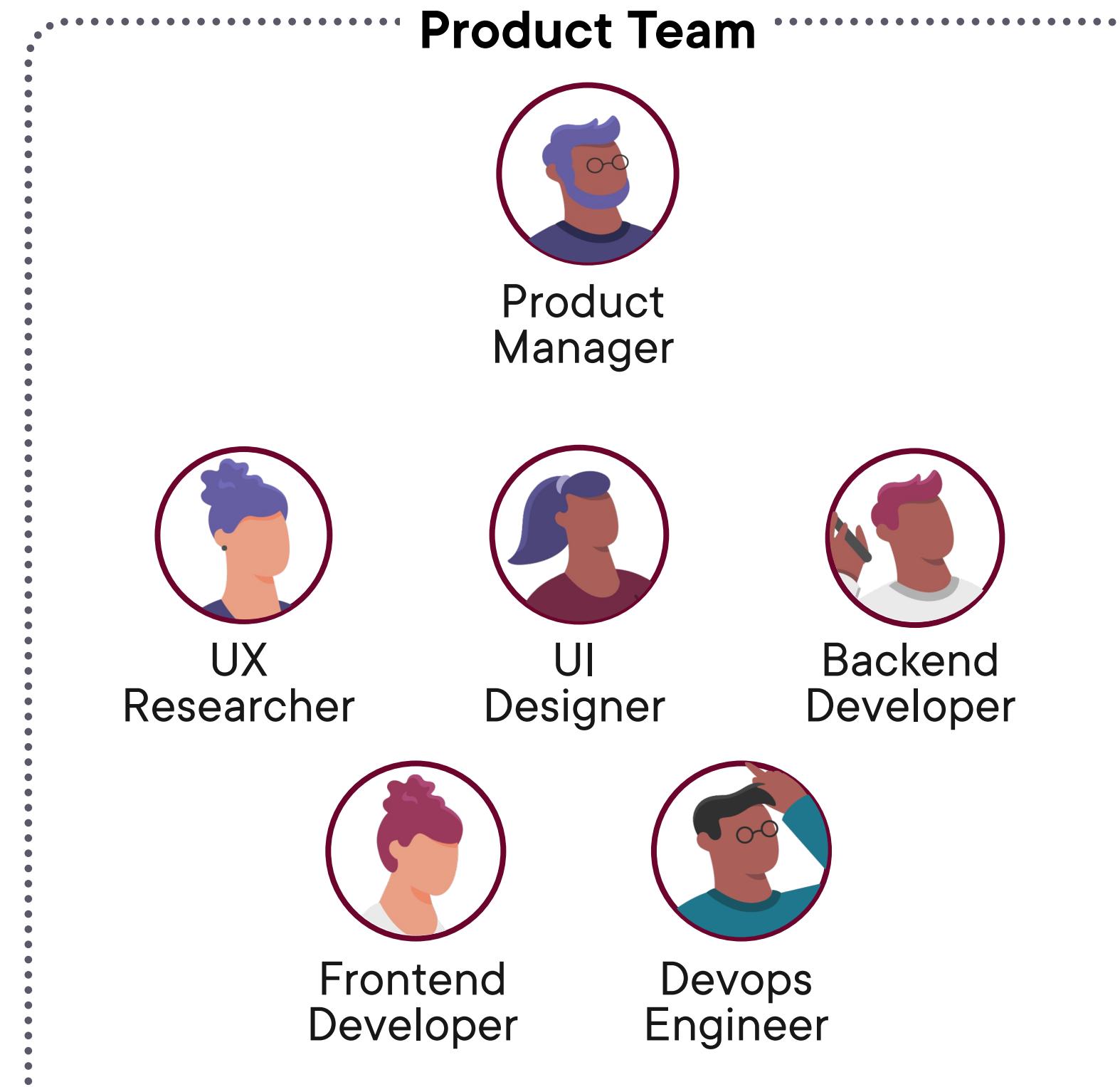
Scaled Agile Management



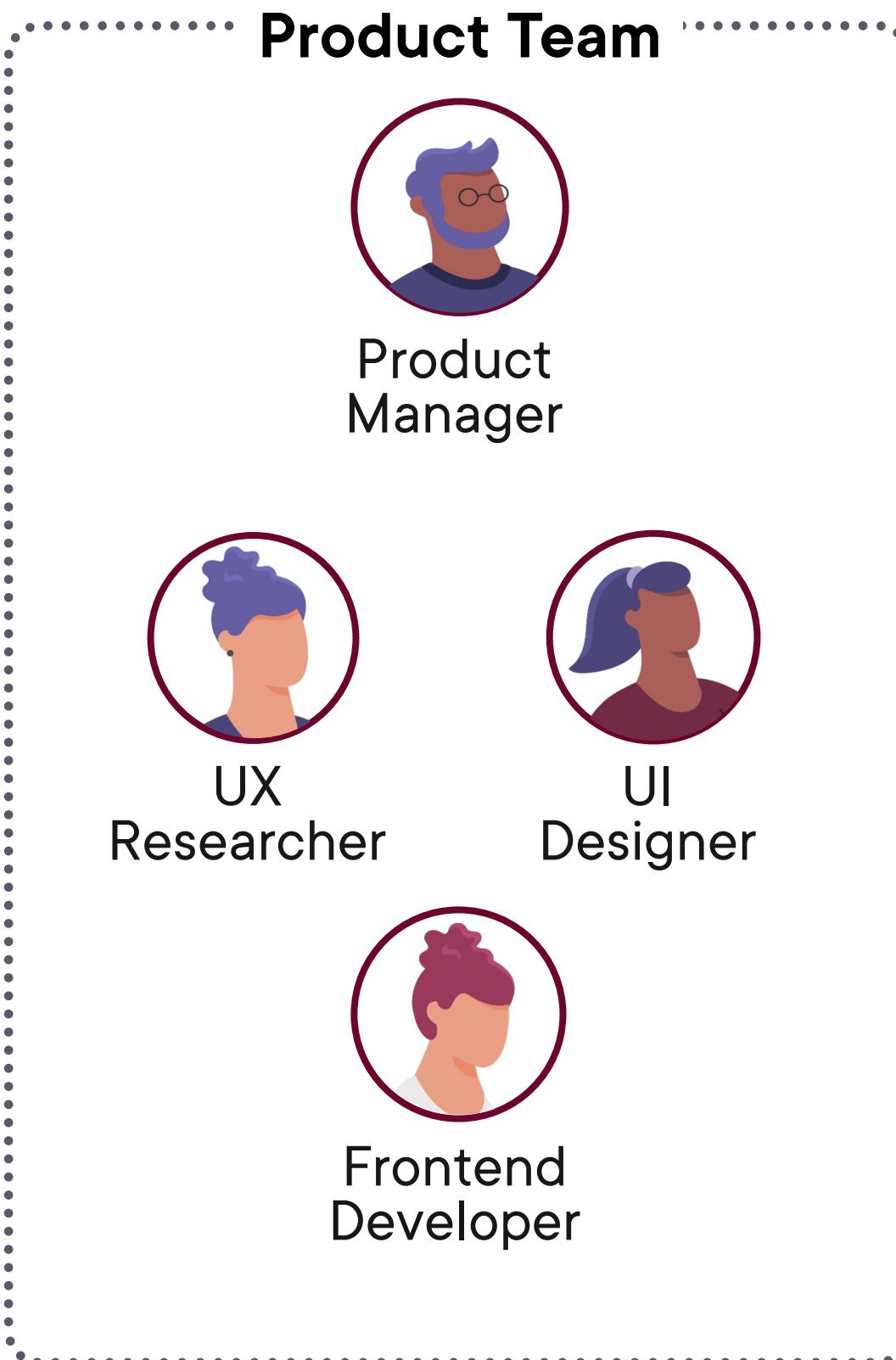
Scaled Agile Management



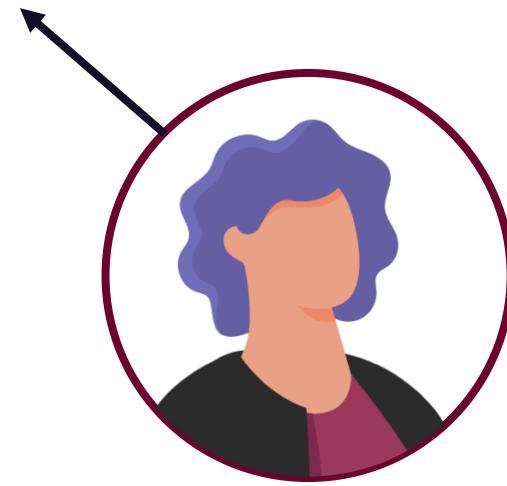
Bethany's Pie Shop Product Team



Bethany's Pie Shop Product Team



Bethany's Pie Shop Product Team



Portfolio
Manager



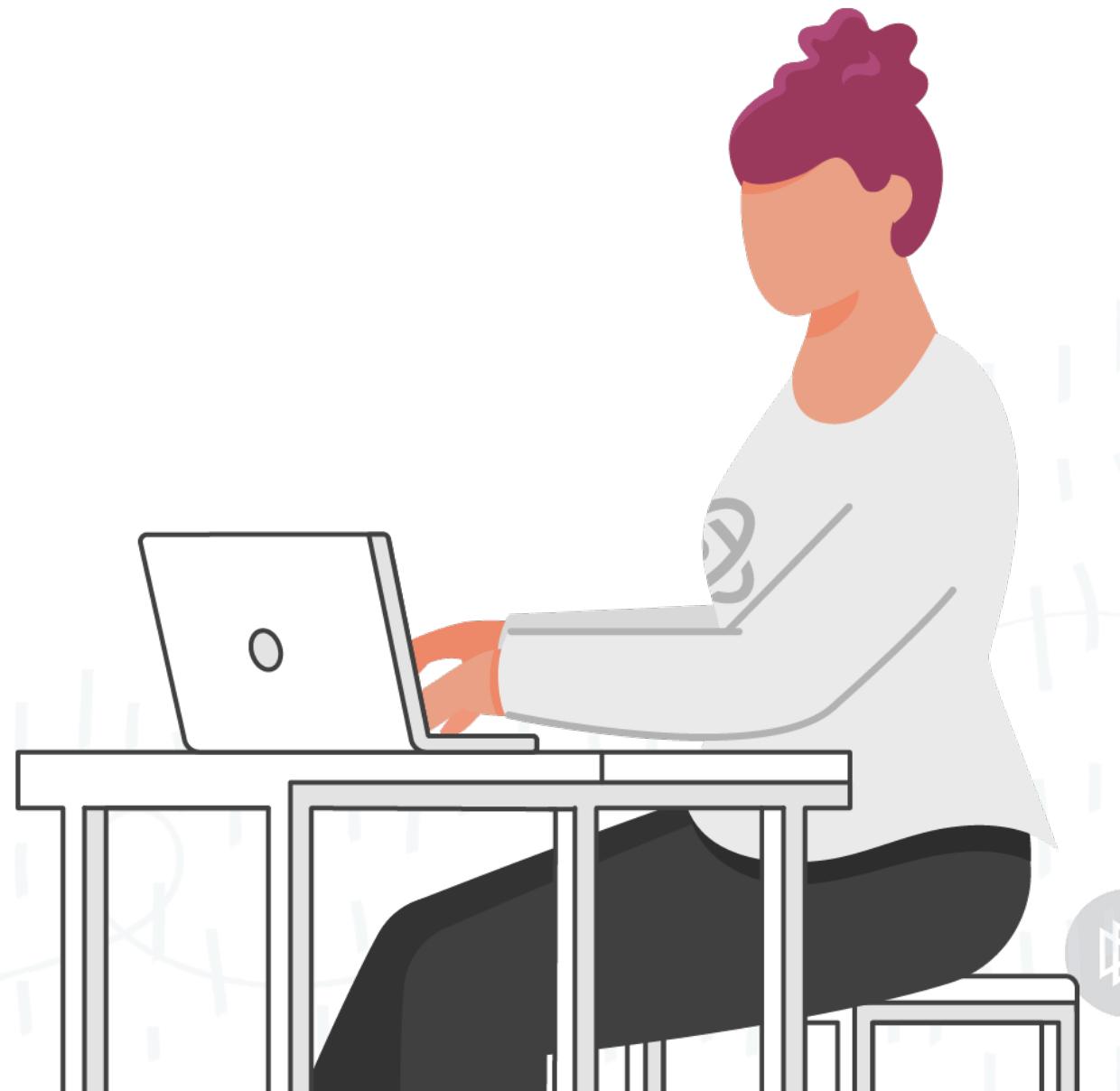
UX Researcher and UI Designer Collaborate on Designs



Product Manager Gets Buy-in From Stakeholders



Frontend Developer Implements Designs



Frontend Developer Implements Designs

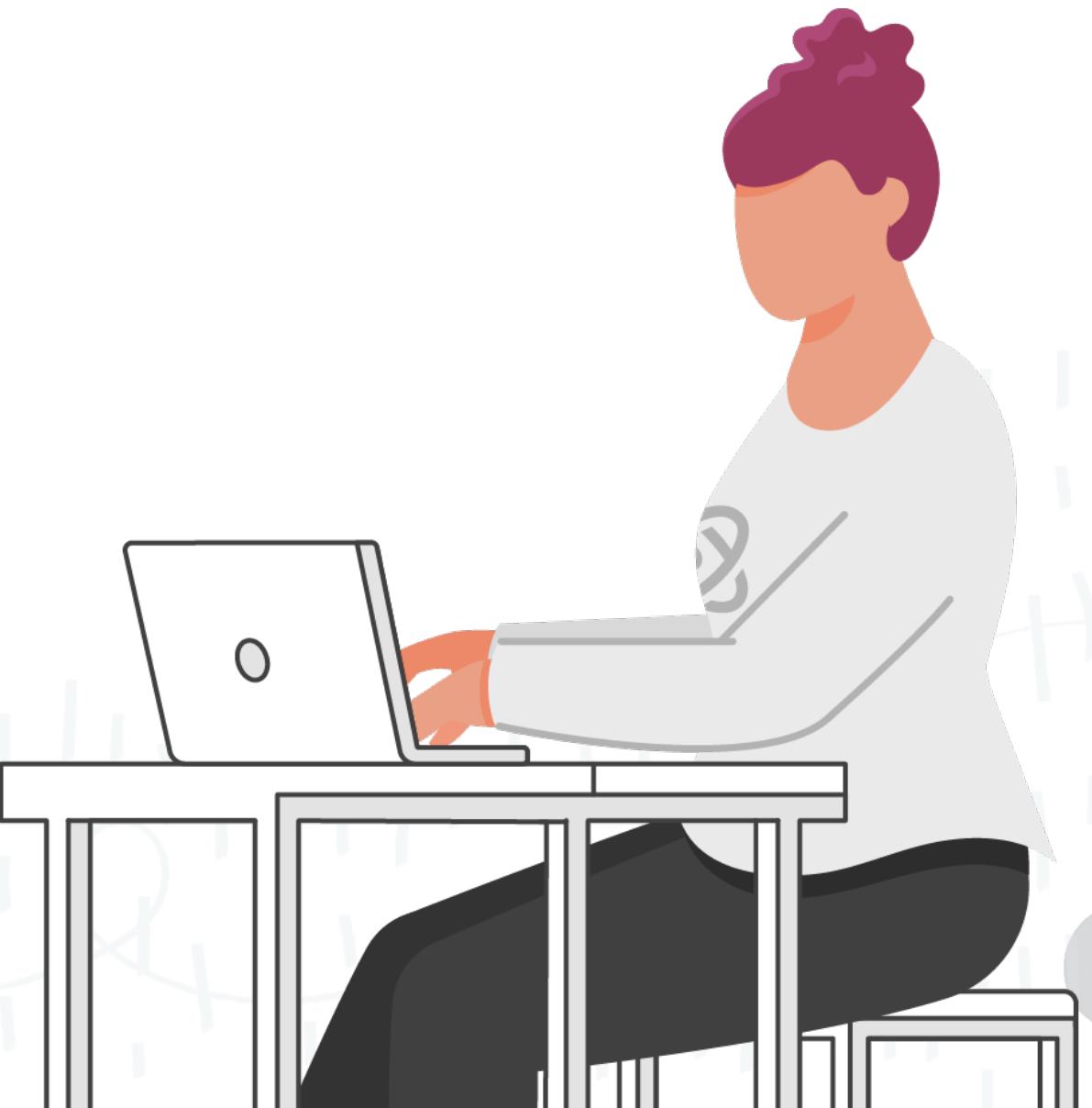


Frontend Developer Implements Designs



Your role is to implement the designs as authentically as possible.





It Starts With the Mockups



ABOUT BETHANY'S PIE SHOP



Bethany has been bringing the taste of homemade pies to customers since 2007.

[About Bethany's Pie Shop](#)

PIES



Fresh ingredients. A loving attention to detail. And handmade crust that is just as flaky as you want it to be. Bethany's pies need to be tasted to be believed.

With over a dozen standard varietals and a rotating assortment of seasonal delights, there's always a new reason to stop in.

[Browse Our Pies](#)

VISIT US

Bethany's PIE SHOP

"Homemade flavor in the heart of Vancouver"

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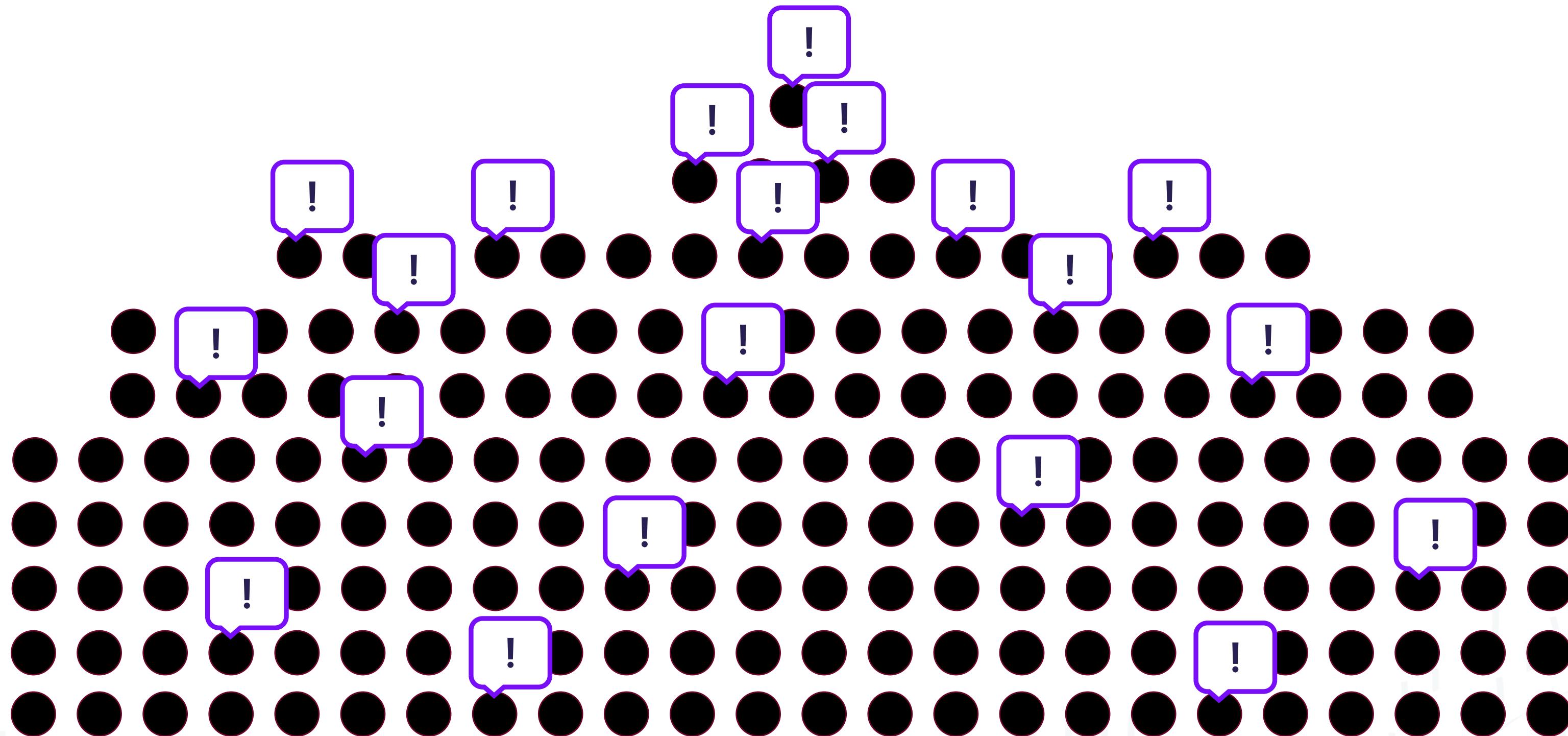
Two Truths About Mockups

They have already been validated
by stakeholders

They may not have been made
with a developer's input



Large Company, Many Stakeholders



Examples of Stakeholders

Product Managers

UX Designers

Art Directors

Customers

The C-Suite

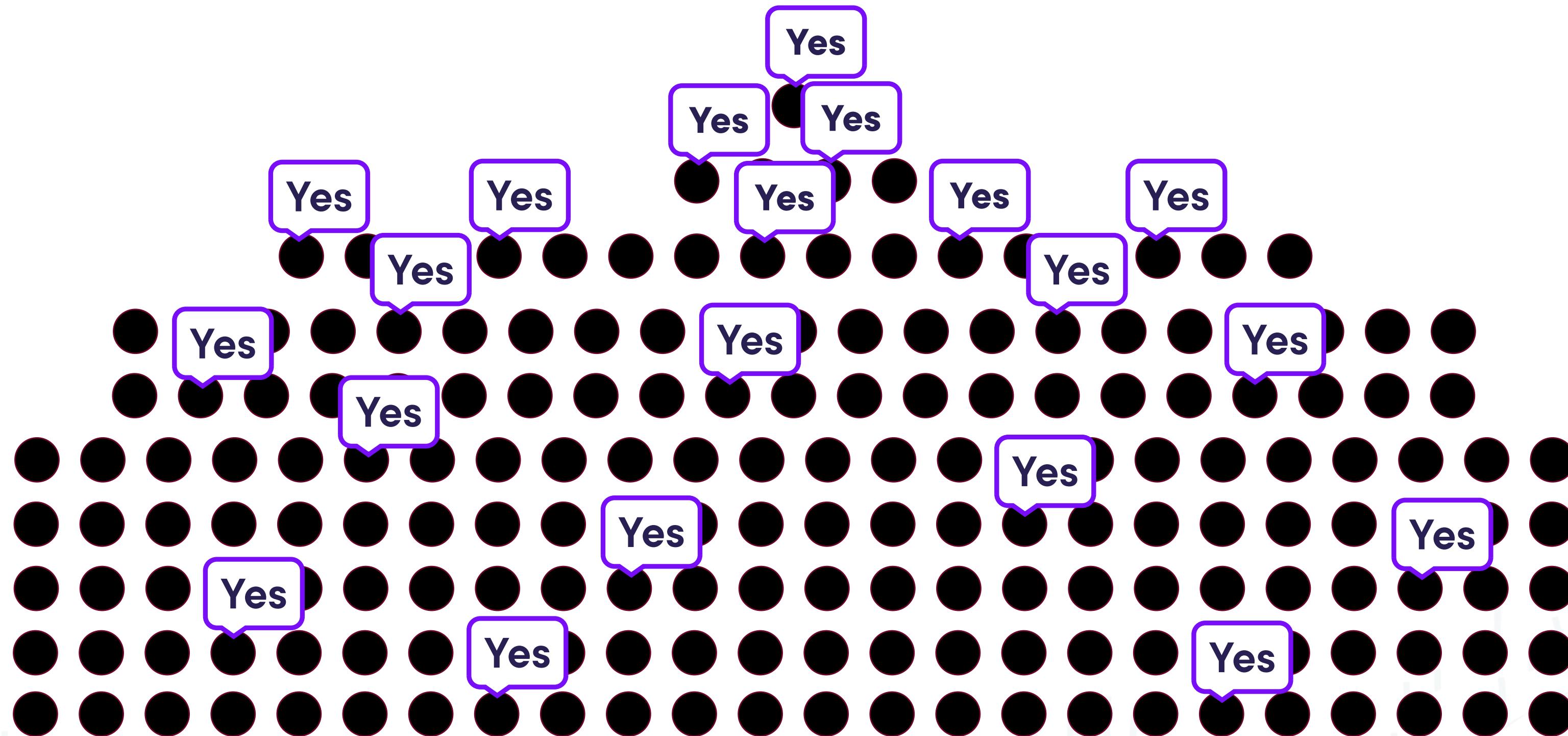
Clients

Salespeople

Developers?



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VISIT US

Address

1205 5th Street
Vancouver, BC
Canada

Hours

Mon-Fri: 7am - 7pm
Sat: 12pm - 5pm
Closed Sundays

[Visit Us](#)

A large, central image of a pie with a golden-brown lattice crust, sitting on a yellow stand. In the background, there are pink and yellow flowers.

"Homemade flavor in the heart of Vancouver"

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**Developers are (or, should be)
one of the stakeholders
involved**



The Earlier, The More Able to Influence



Clarifying Requirements

Technical Feasibility

Responsiveness

Corner Cases



Can the webpage be implemented as designed?



Can the webpage be implemented as designed?

(Or will it require more work than people realize?)



Note Time-Consuming Implications of Design

The image shows two side-by-side mobile phone screens. Both screens have a dark blue header bar with a white horizontal bar in the center. The left screen, titled 'Menu', contains a list of four items under 'Our Pies'. Each item has a small red rectangular icon followed by the text 'Number of Slices' and 'Fresh Now: [number]'. The right screen, titled 'Order Now', contains a large red rectangular button at the top and a red rounded rectangular button below it with the text 'Click Here For Drone Delivery!'. The entire composition is set against a light gray background with faint curved lines.

Menu

Our Pies

Number of Slices
Fresh Now: 4

Number of Slices
Fresh Now: 2

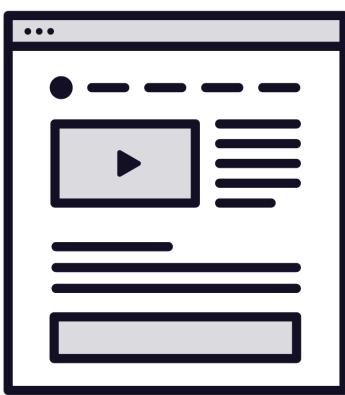
Number of Slices
Fresh Now: 6

Number of Slices
Fresh Now: 3

Order Now

Click Here For Drone Delivery!

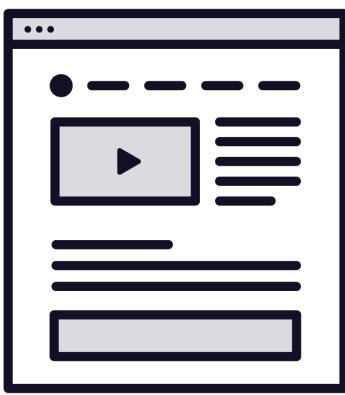




Option 1

Scope: Unchanged

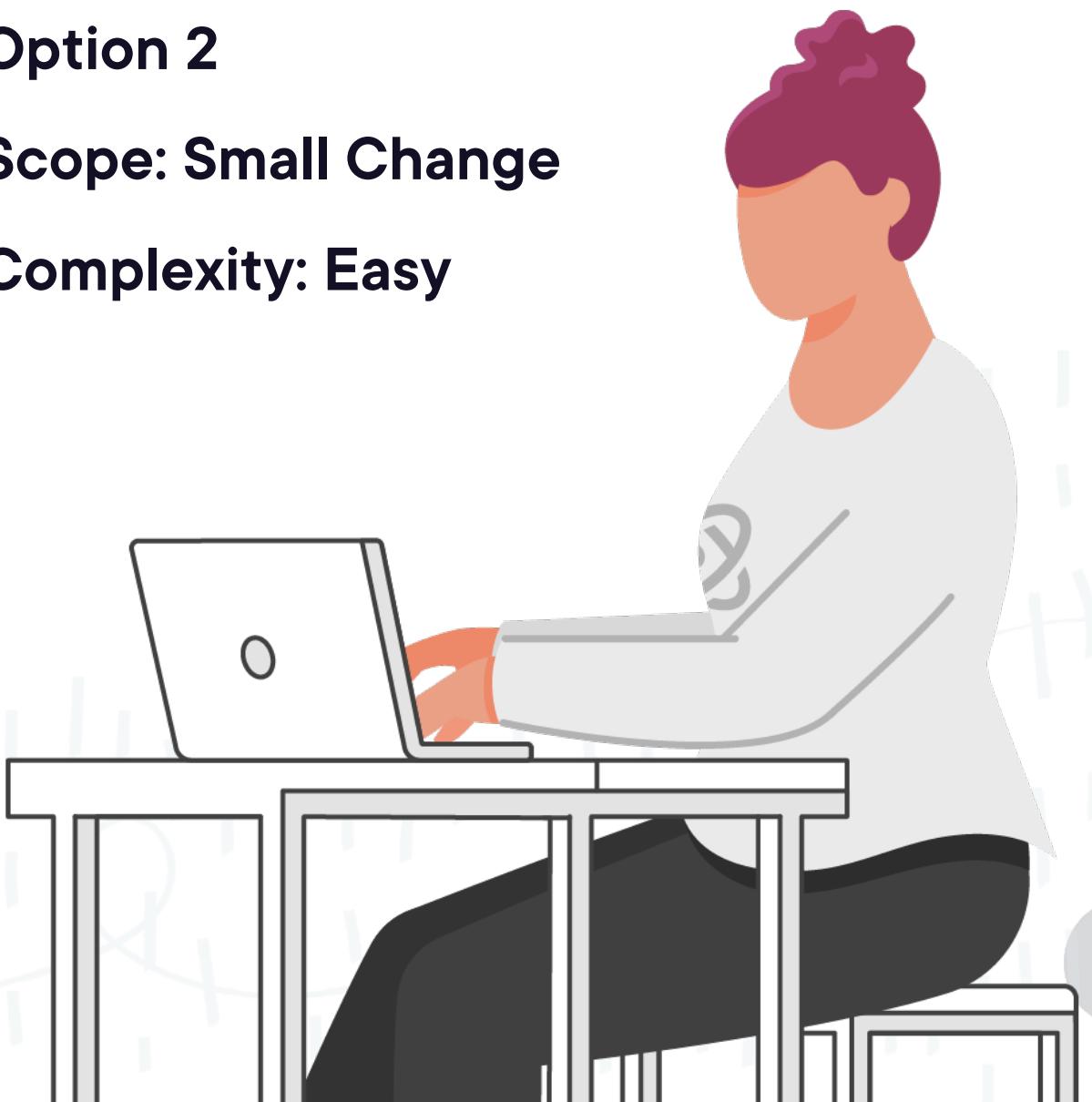
Complexity: Hard



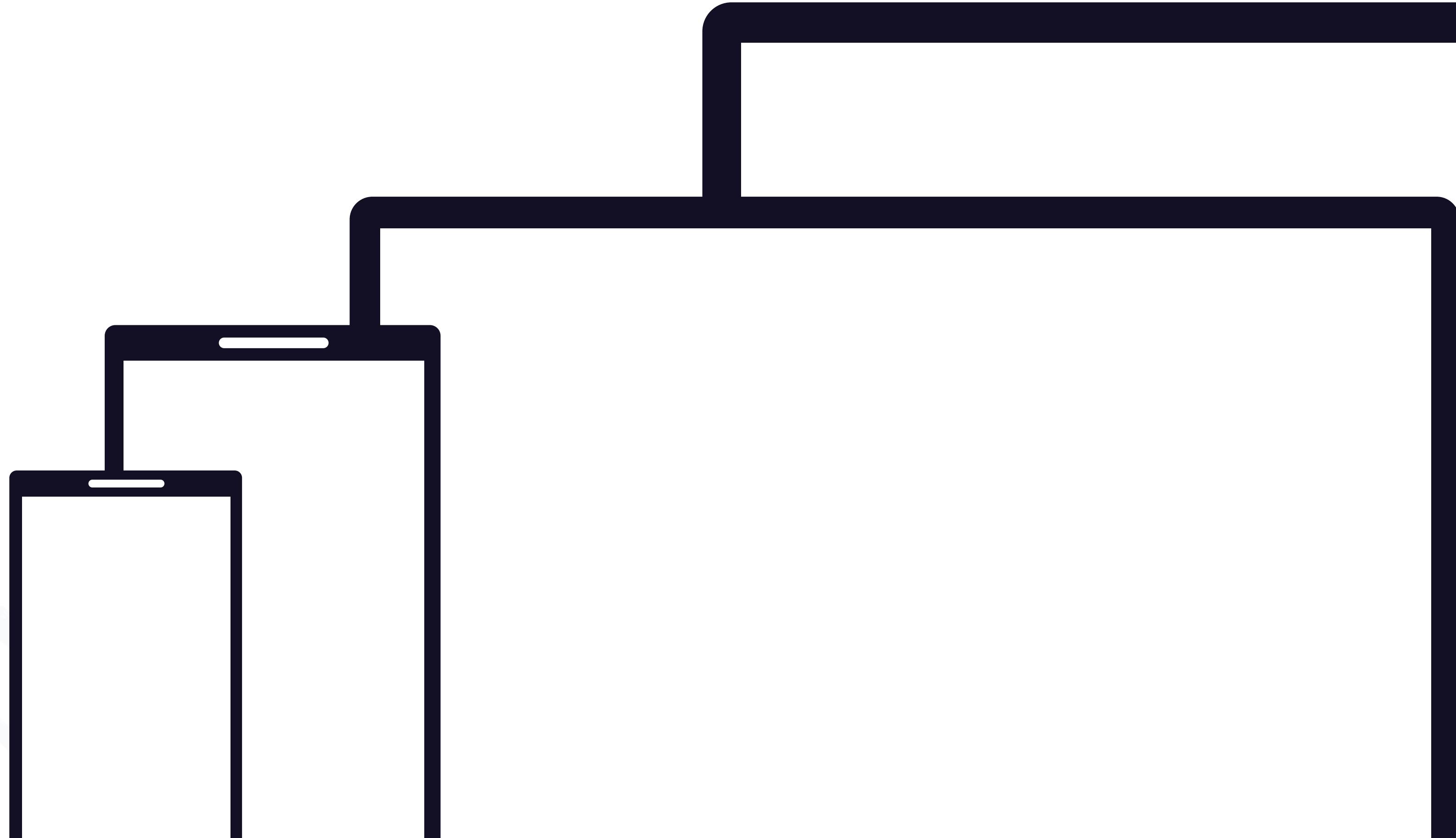
Option 2

Scope: Small Change

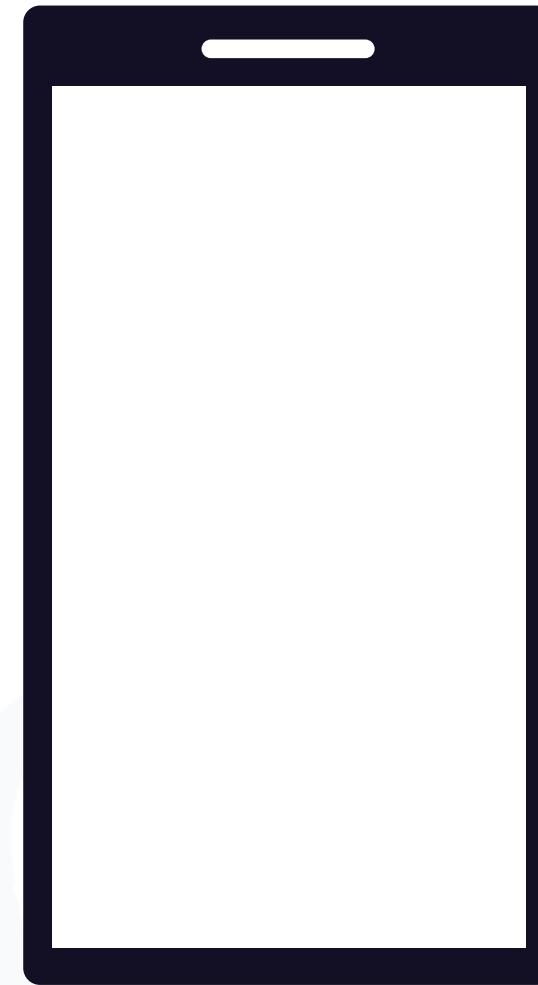
Complexity: Easy



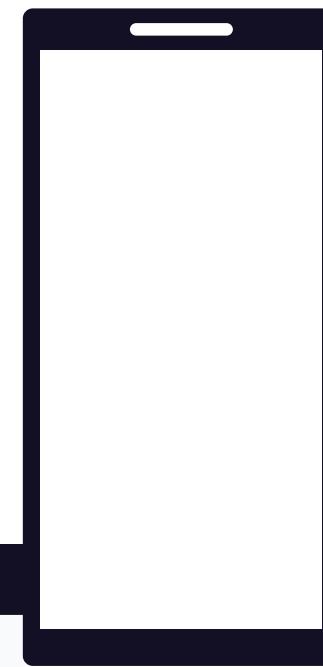
Responsiveness



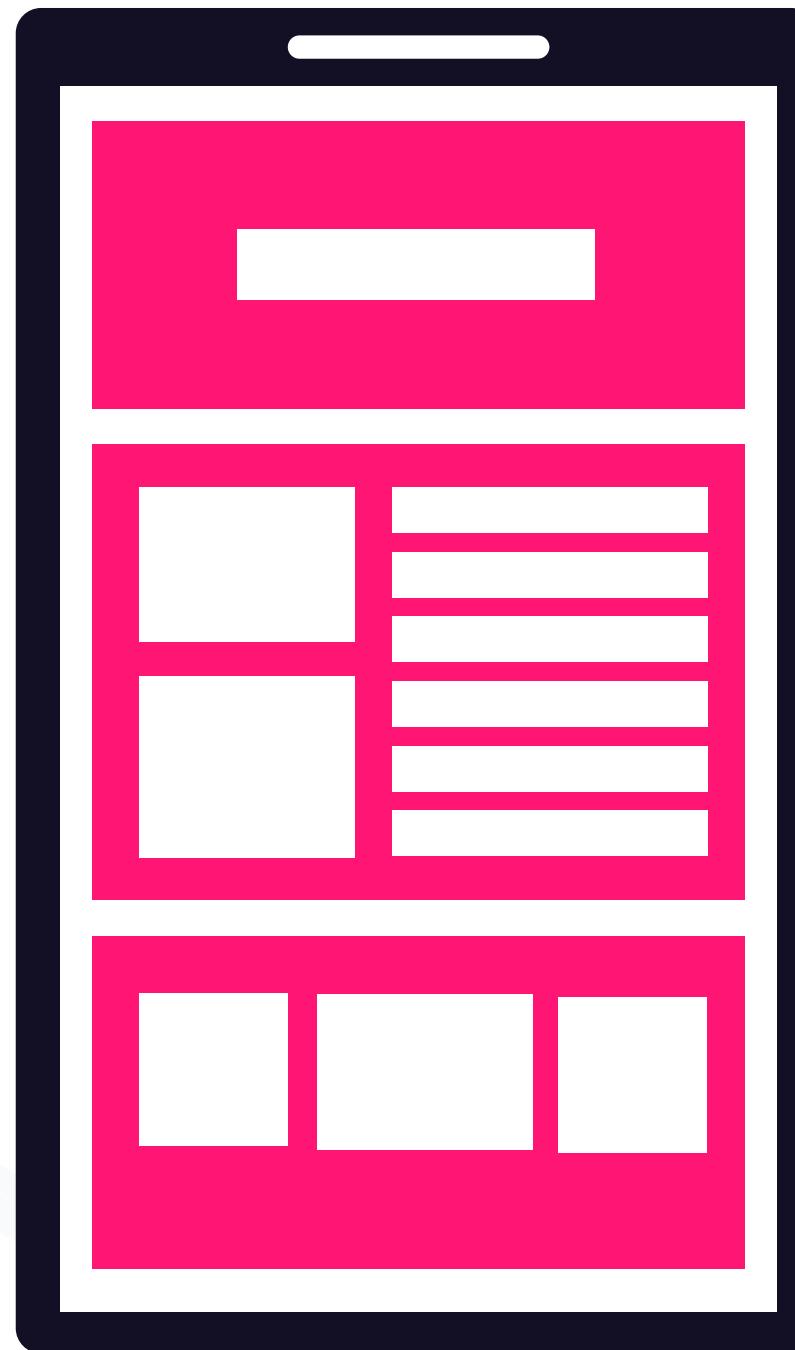
Responsiveness



Responsiveness



You Must Define Exactly How The Page Will Resize



header

heading

filter options

menu item

menu item

menu item

menu item

menu item

menu item



header

heading

filter options

menu item

menu item

menu item

menu item

menu item

menu item



header

heading

filter options

menu
item

menu
item

menu
item

menu
item

menu
item

menu
item



header

heading

filter options

menu item

menu item

menu item

menu item



header

heading

filter options

menu item

menu item

menu item

menu item



header

heading

filter options

menu item

menu item

menu item

menu item

menu item



header

heading

filter options

menu item

menu item

menu item

menu item

menu item



Designers often design for
“ideal” situations



PIE MENU

ALL PIES

VEGAN ONLY

LIMITED

GLUTEN FREE

name	name	name
image	image	image
description	description	description
prices	prices	prices

name	name	name
image	image	image
description	description	description



PIE MENU

ALL PIES

VEGAN ONLY

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name	name	name
image	image	image
description	description	description
prices	prices	prices

name	name	name
image	image	image
description	description	description



PIE MENU

ALL PIES

VEGAN ONLY

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The wireframe illustrates a grid-based layout for a pie menu. It consists of two rows of three items each. Each item is represented by a rectangular box with the following structure from top to bottom:

- Name:** A single-line text box.
- Image:** A large, central placeholder for a photograph of the pie.
- Description:** A single-line text box below the image.
- Prices:** A single-line text box at the bottom of the item section.

The items are arranged in a 2x3 grid:

- Row 1, Column 1:** Name: "name", Image, Description: "description", Prices: "prices".
- Row 1, Column 2:** Name: "name (two lines)", Image, Description: "description", Prices: "prices".
- Row 1, Column 3:** Name: "name", Image, Description: "description", Prices: "prices".
- Row 2, Column 1:** Name: "name", Image, Description: "description".
- Row 2, Column 2:** Name: "name", Image, Description: "description".
- Row 2, Column 3:** Name: "name", Image, Description: "description".



PIE MENU

ALL PIES

VEGAN ONLY

LIMITED

GLUTEN FREE

name	name (two lines)	name
image	image	image
description	description	description
prices	prices	prices

name	name	name
image	image	image
description	description	description
prices	prices	prices



Null State

A designed state for when there is no data to display





PIE MENU

ALL PIES

VEGAN ONLY

LIMITED

GLUTEN FREE

Sorry, no pies match your selection!



Summary



You are the technical expert

Raise any technical concerns with the design as soon as possible

Ask clarifying questions that you'll need to implement the page



Up Next:

Dissecting a Mockup

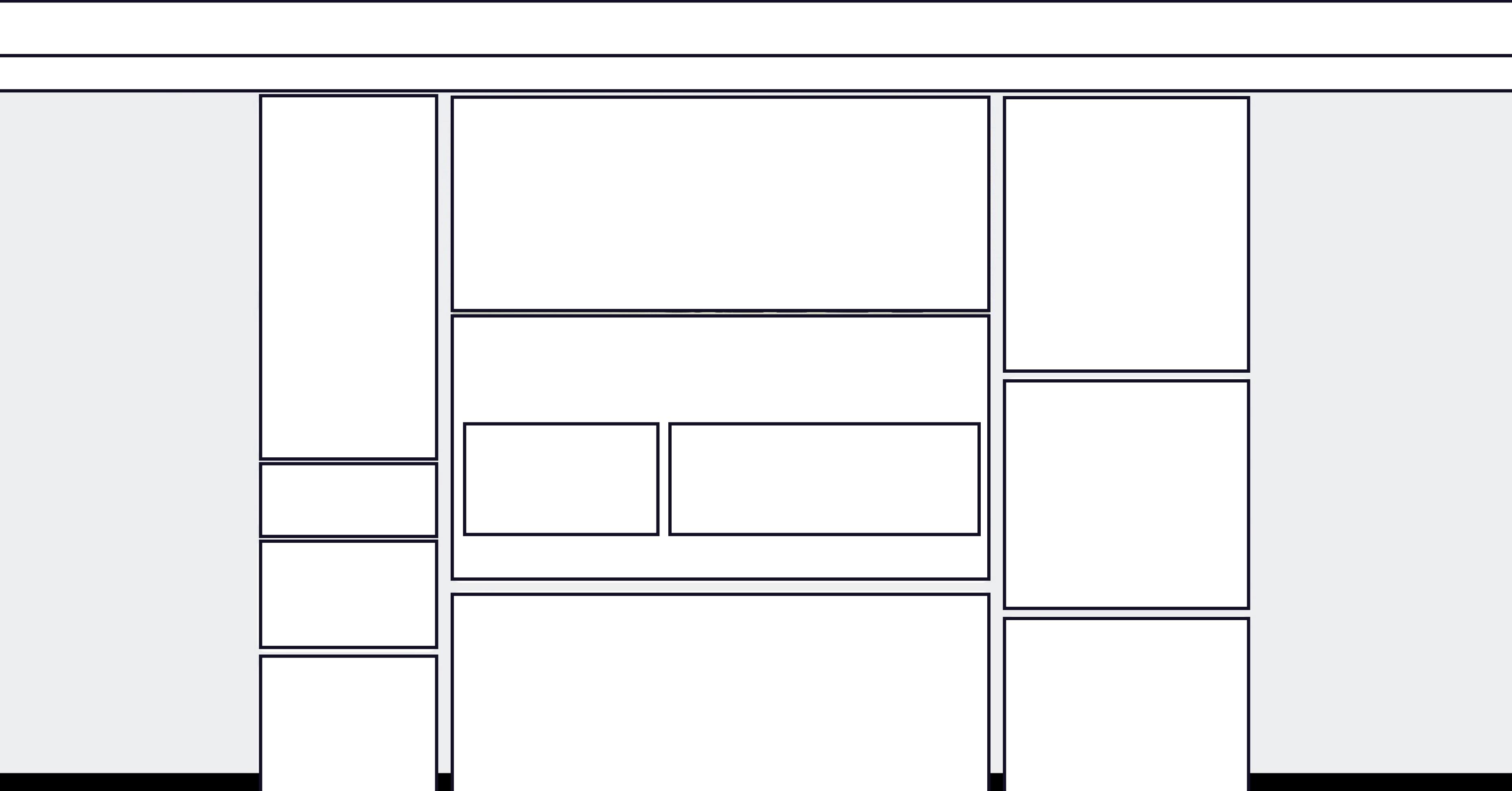


Demo



Dissecting a mockup





Dissecting a Mockup

Where are the boxes?

What kind of elements should they be?

- Important for organization and accessibility



Document Outline

- **Body**
 - **Header**
 - **Main**
 - **Footer**



Document Outline

- Body
 - Header
 - Nav
 - H1
 - Unordered List
- Main
 - Div
 - Section
 - H2
 - Section
 - H2
 - Section
 - H2
 - Section
 - H3
 - Section
 - H3
- Footer



Up Next:

The One-Stop Web Dev Shop

