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Title: WHAT I LEARNED AT AEA

Date: 2015-12-29

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* Performance isn't a bolt on addition, its user experience, and it needs to be thought about from the begining
* <http://stylifyme.com/>
* What will I do: write a blog post
* <http://www.webpagetest.org/>
* We can use more exciting layouts, it doesn't NEED to be columns
* Mockup magazines on the web
* Unified UX - Cameron Moll
* Experiences have to be similar, users expect CNN to look like CNN
* Do not say "click this button" sometimes it should be "tap this button"
* Content for zombies
* the theme of this event is definitely about content.
* Content should be broken up into small chunks that are digestible from the presentation layer.
* [image of change](http://d3ct8f39dj9jhs.cloudfront.net/wp-content/uploads/2013/09/pace_layering.jpg)
* Everyone is customer service
* The idea that you are spending budget to do user testing is really weird, people complaining that about your product... USER THAT feedback
* Have non-customer support people do customer support
* Try and talk to the people doing support as much as possible!
* Being successful isn't a super simple formula, Matt Haughey thinks listening to your customers increases your chances of being successful.