

USER INTERFACE SUPER FRIENDS



tmpworldwide

Welcome to another edition of the User Interface Super Friends! Fighting for truth, justice and the web standards way.

HOUSEKEEPING

- Working on plan for formal code reviews
- Reminder: Ensure code is accessible!
- UID Guidelines under development
- TalentBrew 2.0 underway! Somebody pinch me!
- ui.tmp.com: a place for our stuff

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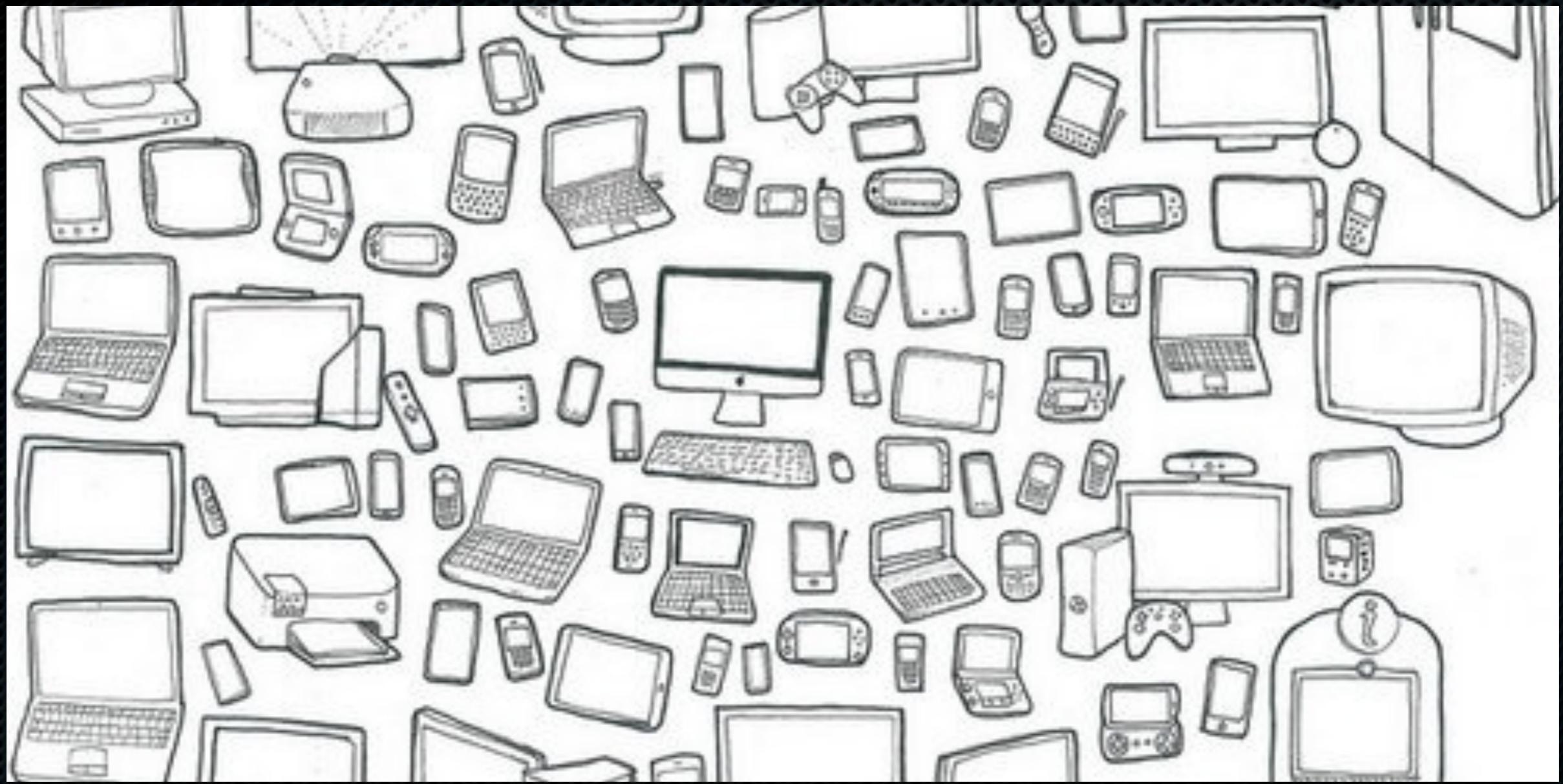
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You are viewing this site in Internet Explorer 7 or Internet Explorer Compatibility Mode. Please alert the TMP Project Manager of this site as soon as possible. Thank you.

IE7 and Compatibility Mode Detection. A useful script you can use during QA! ;-)

Documentation: <http://ui.tmp.com/projects/ie-mode/readme.md>



The Mobile Mindset

Ensuring your projects are mobile focused

Today's presentation is called "The Mobile Mindset: Ensuring your projects are mobile focused". Whether it is desktop, tablet, smartphone or refrigerator centric, **EVERY SINGLE** website we create at TMP MUST be thinking about the experience from a mobile perspective first. Mobile is everywhere!

"It is unavoidable..."



It is your destiny.

Ye-heh-heh-heh-heh-heh.

Mobile First: An Overview

Mobile first really comes down to two things:

- Laser focus on content and baseline functionality.
- Progressively enhancing that baseline for more capable viewing experiences.

Item 2: Mobile First hearts Progressive Enhancement. They go together like peanut butter and jelly.

No need to go into detail here, but you should read Mobile First by Luke Wroblewski: <http://www.abookapart.com/products/mobile-first>

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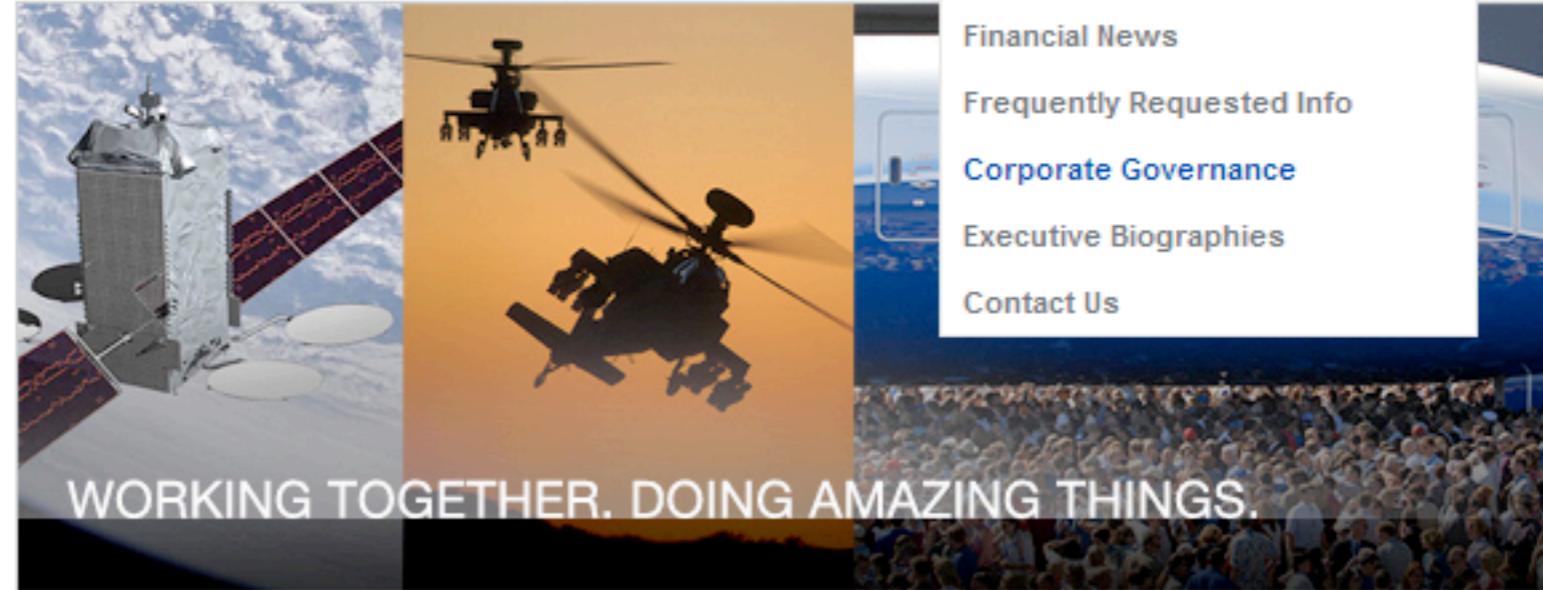
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Begin: So what does “laser focus” mean? Let’s look at the Boeing TalentBrew site. The primary focus here is to search for jobs and perhaps learn more about the company, right? This may not be immediately clear because images, carousels and navigation are far more important than what the user is there to do. ;-)

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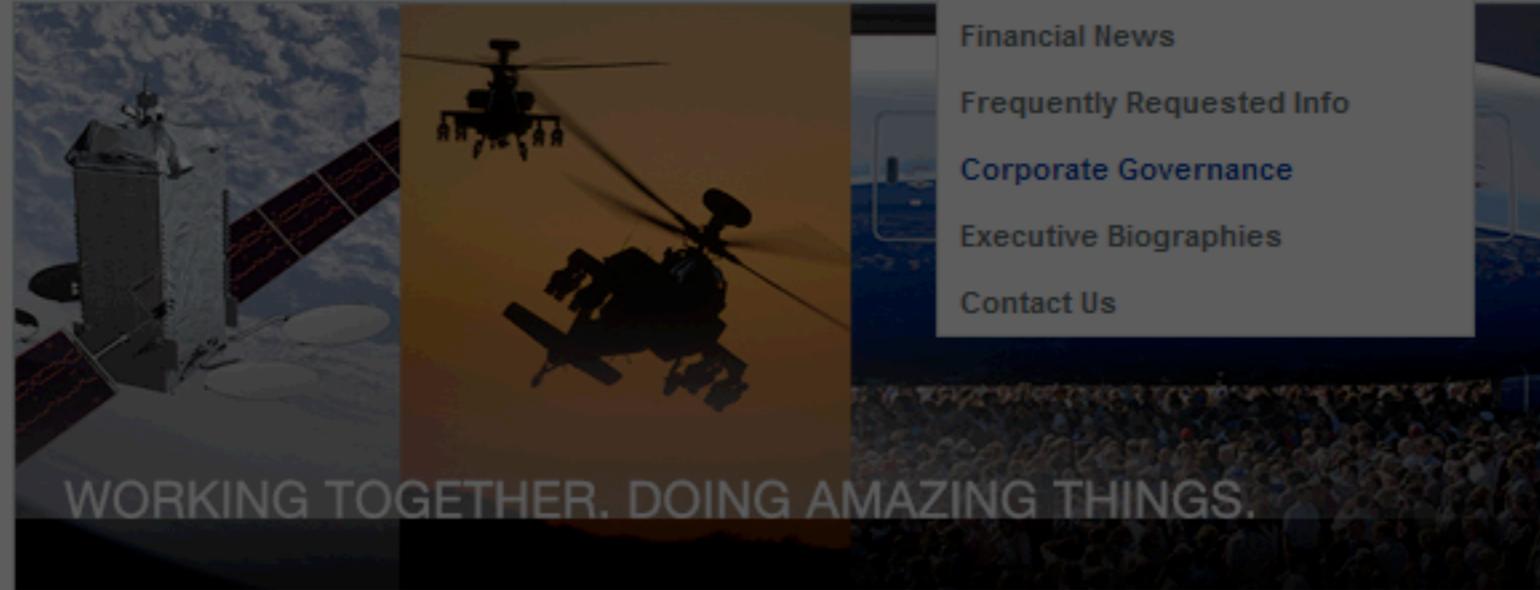
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Begin: The takeaway here is that we need to prioritize and better understand why our users visit our web sites so that we can design and build appropriately. It's no longer about what "looks good" (if it ever was). This is not to say that design and branding are not equally important here, but that they should be at the service of content, and not BE the content.

Progressive Enhancement!

- We can no longer afford to focus on one experience (I'm looking at you, Internet Explorer and the people who love you).
- Do *everything* in your power to convince others to embrace progressive enhancement.
- Remind Project Managers to discuss support and progressive enhancement with clients.

Begin: Now for the second part: Progressive enhancement! In order to successfully embrace the future, we need to do a few things...

Item 1: We have no hope of embracing the future if we continue to treat web design like print. Expecting pixel perfection on every browser is a flawed approach that comes from print. Stop the madness! It is time to let go!

Item 2 & 3: We need to get better at explaining these new methodologies to our clients. The web is like print, but it is also a dynamic and heterogeneous medium. We need to embrace that rather than fight against it.

Developing For A More Capable Experience

Mobile First: Structurin'

- Focus on content and structure.
- Structure that content for linear viewing on smaller devices *first*.
- Look for opportunities to make experience better! New HTML5 form attributes kick ass.
- Flash is (very nearly) dead! Use <video> (or <audio>) elements with fallback.

Item 1: I know it is hard to come by content early in a project, but we should push for it as soon as we can. Content first, too!

Item 2: Source order is important! Structure your content from most important to least important.

Item 4: Check out Steph's overview of MediaElement.js:
<http://ui.tmp.com/projects/mediaelement/>

Mobile First: Stylin'

- CSS should begin with baseline layout.
- Assume no media query support. No media query is your first media query.
- Let the flow of content define breakpoints.
- Use SASS.

Item 2: Yes, if you are not using respond.js – IE8 will receive the “mobile version” of the site. What?!? Calm down! It’s okay! This is progressive enhancement at it’s finest.

SASS: It’s awesome and will make writing CSS for multiple breakpoints much easier (Steph did presentation on this already)! We here in New York would be more than happy to show all of you the SASS ropes.

Mobile First: Stylin'

```
1  /* Base styles first! */
2
3
4  #nav {
5    margin: .5em;
6    padding: .5em;
7    background: #ccc;
8    font-size: 1.2em;
9  }
10
11 /* If screen is *larger* than 600px (37.5em), position navigation at top of page */
12
13 @media and screen(min-width: 37.5em) {
14
15   #nav {
16     position: absolute;
17     top: 10px;
18     right: 0;
19   }
20
21 }
```

Begin: Here we have our base styles and then our advanced styles are applied if viewport is 600px in length or wider. Mobile first!

Mobile First: Scriptin'

- Use JavaScript for enhancement only!
- If page does not work when script is disabled - it is broken!
- Work with backend team to produce clean markup and baseline functionality without script dependencies.

End: Assume no JavaScript support as well! Your site should work without any scripting!
JavaScript is an enhancement!

Mobile First: Scriptin'

```
1 Requirement: Open up form in dialog window
2
3 Always think about baseline first:
4
5 <a href="my-form.html" class="dialog">Fill out form</a>
6
7 Then enhance if conditions are right:
8
9
10<script>
11
12 // jQuery Dialog Box
13
14if ($window).width() > 600) {
15
16    $("a.dialog").click(function() {
17
18        $.dialog($this).attr("href") + " #article"); // Pull in video
19        return false;
20
21    });
22
23}
24
25</script>
26
27 No support? No problem!
```

Begin: Here we have our base markup. Hyperlinks still rule the day and can always be relied upon to work. Don't underestimate the hyperlink! Once again, we are seeing if conditions are right before applying more robust functionality.

Mobile First: Squishin'

- Optimize! Optimize! Optimize!
- Compress and minify all page assets whenever possible.

End: Look for opportunities to optimize! Rinse, repeat!

Responsive or Adaptive?

- Design will dictate the decision.
- Sometimes it can be both.

Begin: The question of whether a site can be responsive or adaptive comes up frequently. The answer, very often, depends on how the design is approached and, once again, emphasizes why development should be a part of the design process. Working together, we can help guide our creative colleagues in the right direction.

HISTORY

Established over 80 years ago in Yokohama, Japan, Nissan Motor Company grew out of an eagerness to create vehicles that not only rivaled, but also surpassed, our competitors. Through the decades since, we've strengthened this resolve and created some of the world's most exciting and recognized vehicles. From our groundbreaking concepts to our focus on zero-emission vehicles, we've captured unprecedented growth to become a truly global company with our alliance with Renault.

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Nissan LEAF introduced as the world's first mass-produced zero-emission, 100% electric vehicle (EV).

2011

An all-new Nissan Qashqai put into production in Sunderland, UK.

2011

Nissan Power88 mid-term business plan announced.

2011

The Nissan LEAF wins the 2011 World Car of the Year.

2012**2014**

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Begin: So, what makes a good responsive design? Here, we have a great example of the exceptional work Jessica Benoit and Stephanie Plumeri did on Nissan. There is a lot of breathing room here. It is an open design that respects it's content and designs AROUND it. Designing around content and collaborating with one another are the keys to a successful design (responsive or not). Different device size or increased font sizes will not be a problem here.





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2011

An all-new Nissan Qashqai put into production in Sunderland, UK.

2011**2011**

Begin: Nice. These screen grabs don't do it justice, so be sure to check out the site (<http://nissan-jobs.tmpqa.com/>), as well as the 4/25/2013 DigiKnow case study the Nissan team presented (<http://ui.tmp.com/projects/responsive-case-study/>).

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BUILD YOUR CAREER
from the ground up

Begin: On the other side of the coin, we have Freeport, which is currently under development. Note the navigational links surrounding the individual and the tight, brochure-like quality of the piece. While it is a beautiful design, layouts like these typically don't lend themselves well to a fully responsive experience, so it was decided to go adaptive here, while making the secondary pages responsive. The design dictated the course of action we took. There is no shame in going adaptive if that is what the situation calls for.

Unlike print, users have total control over our work on the web. Fonts too small? Users may increase them or do any number of other things to make the experience work better for them. Designs should be mindful of this. If the layout can't handle increased font size or dozens of breakpoints, that is a design flaw both creative and development must work together on to solve.

Those who can, TEACH

- Help guide your fellow team members
- If you think design will be harmful to the user experience, then say so!
- Question everything!
- It is your sworn duty to ensure that standards and good coding practices are always being met.
- We build web sites for people - not CEO's!

To close...

Thanks!

@spellacy



I try to end presentations with pictures of my kids. :-)