

Responsive design

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Resources: https://docs.google.com/document/d/1cdL2nGWt8yEDtcqBjTkLjPbAn_YQbExXT-NRedRkB0s/edit

Task 1 - Multilanguage site

Your site has to support 7 languages. How do you design everything to support it?

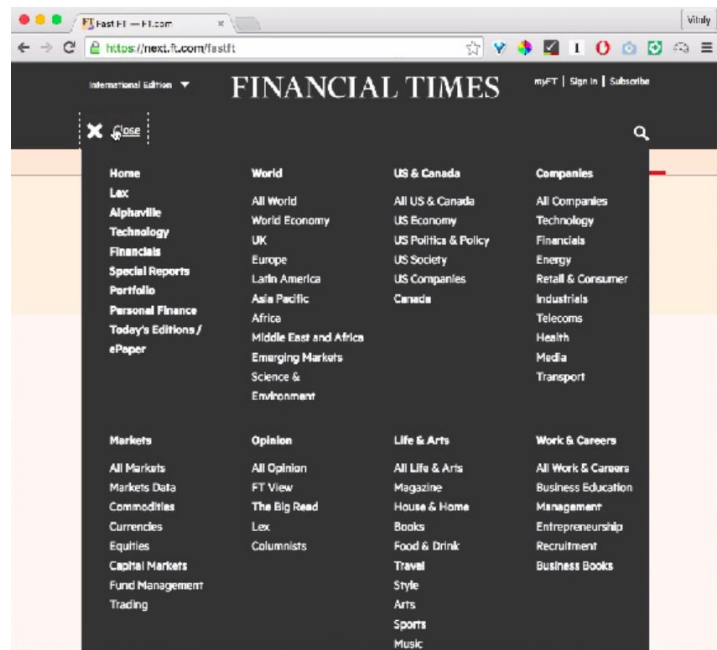
- Building components which could be extended
- Different .json files for other languages
- Making design for groupe of languages
- Main global CSS for main language. Different files for the other languages.

Task 2 - Monster dropdown

You have to design a mega-drop-down that works well across various screens.

Possible solution:

- list of main elements (it could be just text or just icons) on left which extend to right separately (every list element from left has it's own right box of content which could be another list). <http://mmenu.frebsite.nl/>



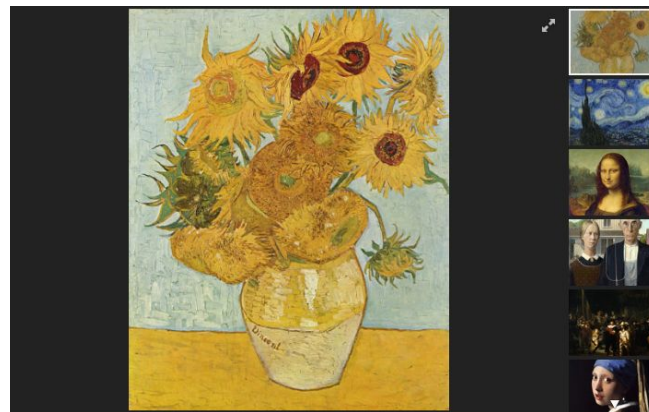
Task 3 - Slider

Possible solutions:

- Large horizontal slider with vertical thumbnail slider at right with details of each slide.

<http://dimsemenov.com/plugins/royal-slider/video-gallery/>

- Another solution is slider with thumbnails.
- <http://dimsemenov.com/plugins/royal-slider/gallery-vertical-fade/>

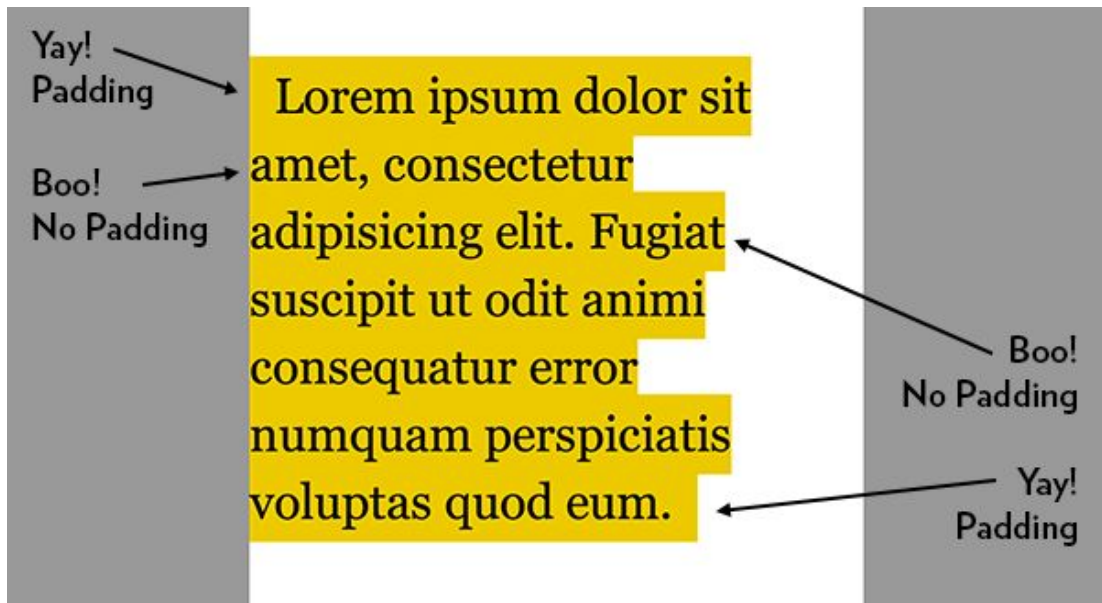


Task 4 - Adaptive logos

- You can do anything, just don't touch logo - wrong!



Task 5 - Multiline inline text with background



- Box shadow (box-shadow: 10px 0 0 orange, -10px 0 0 orange)
- <https://css-tricks.com/multi-line-padded-text/>

Task 6 - Smart selectors

- `li:nth-last-child(3):first-child`
(pogadja samo prvi element u listi od 3 elementa)
- `li:nth-last-child(3):first-child~li`
(pogadja sve elemente u listi od 3 elementa)
- Link za testiranje selektora
<http://www.modqueries.com/>

List 1



List 2



List 3



Task 7 - Responsive emails

Problem with displaying images

- convert bitmap image to table – every pixel is td with background color)

http://webtools.gieskes.nl/image_to_table_converter/

- <https://www.rebelmail.com/>

Email shop

- Moja preporuka za responsive email

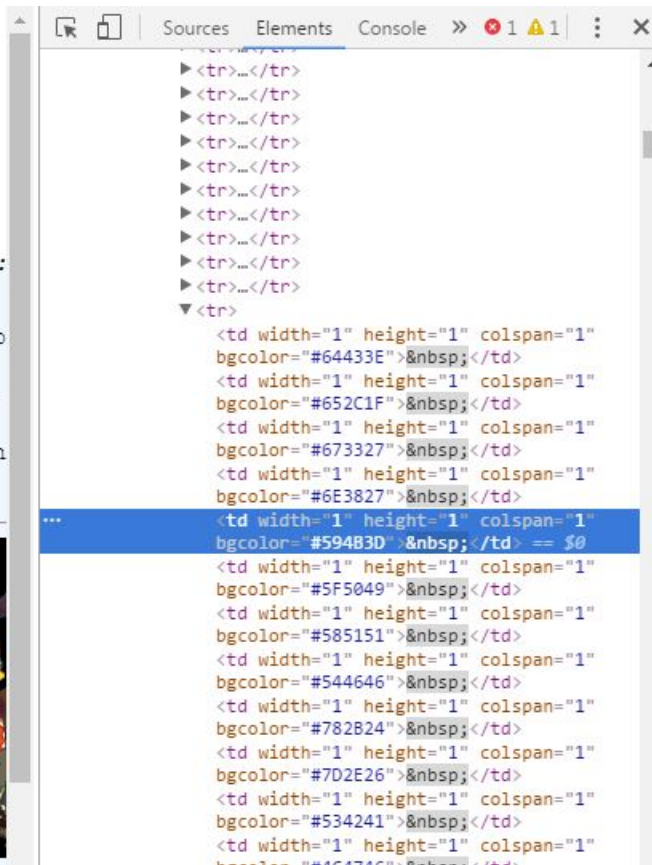
<http://foundation.zurb.com/emails.html> (gomila predefinisanih layout-a koji ubrzavaju proces)



Image to Table Converter

Transform iamges into tables:

Use this tool to convert a jpg or gif image into a table.. Your transformed image could like [this](#) or [this](#)? For some extra info on what h click [Show](#)/ [Hide](#)



Task 8 - Compressing images

Achieving better compression

- Photoshop: blurring background behind main objects and then compress jpeg
- using progressive JPEG option on save for web
- jpg+png to svg mask
<https://codepen.io/shshaw/pen/tKpdl>



Task 9 - Compression of files

- gzip
- zlib
- zopfli (html, css, js – not for images. Based on gzip)
- brotli (jet not supported well. Open source. Advantage for larger files. Ideal for html, css, js, svg. Restricted to HTTPS connections. Slower at compressing data than gzip, but provides much better savings.)

Task 10 - Smarter maps

When small distinct regions are displayed on a map, the map becomes barely usable.

Zooming in takes too much effort.

- Click on group of countries and then we get dropdown with list of these few countries.



Task 11 - Car builder

- Every part of car have pin.

When you click on pin than shows block of settings for customize that part.

- Nice example simulating motor start of every model. <http://www.citroenorigins.co.uk/en>

Task 12 - Asking for data from clients

You need data, but you don't want to alienate your customers. How do you ask for address, a phone number, gender, birth date politely —avoiding privacy concerns?

- You need to explain why you need this data, because many people leave page if they need to give some private data.
“Your email address is required to send order and shipping confirmations. We will not spam you.”
“We need you phone just in case there's an emergency, and something goes wrong.”
“We need your birth date for security reasons.”

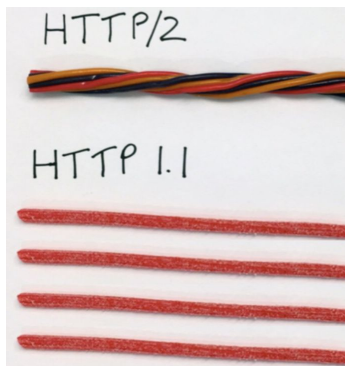
Task 13 - Infinite scrolling

You have hundreds of items to display. What do you use? Pagination, “load more” button or infinite scrolling - why and how?

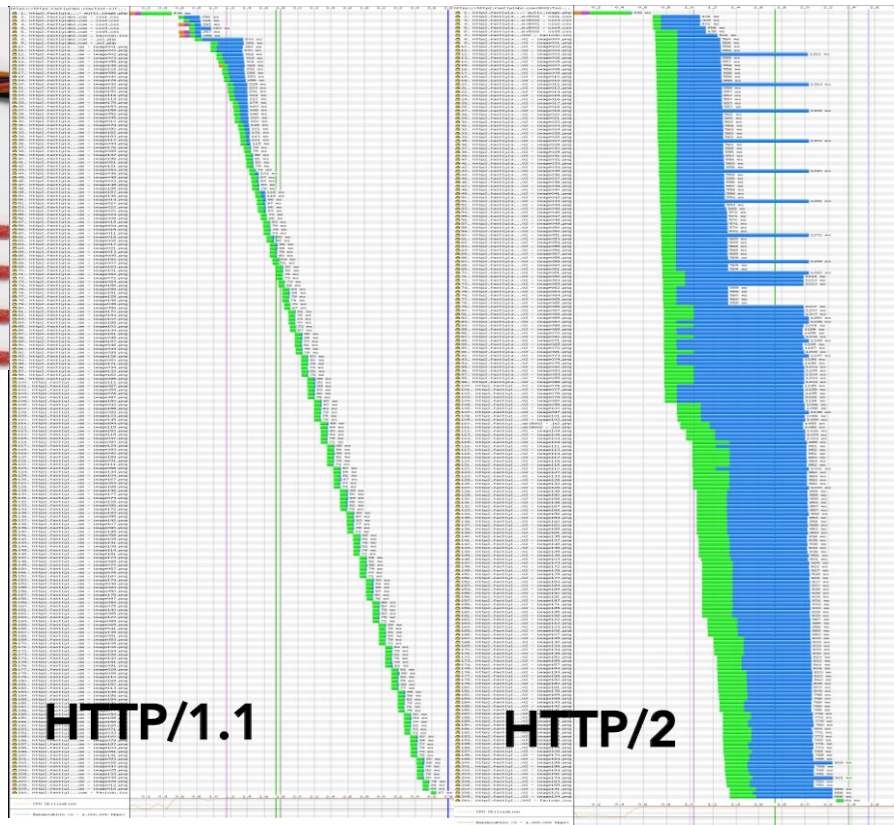
- No pagination. It's too slow.
- Combination of load more and infinite scrolling is the best option.

Task 14 - HTTP2

We didn't get as much better performance as we expected.



- 64% reduction in page load times (23% on mobile) just in case if we didn't use any of optimization techniques (concatenation of files, sprites, inlining css/js/html, ...)
- Browsers require the protocol to run over HTTPS
- problem when connection is bad and when we lose packages



Task 15 - Progressive CSS load on HTTP2

- load separately header, content, sidebar, article in separated css file and add them to body before each element

```
<linkrel="stylesheet" href="site-header.css">
```

```
<header>...</header>
```

```
<linkrel="stylesheet" href="article.css">
```

```
<main>...</main>
```

```
<linkrel="stylesheet" href="comments.css">
```

```
<section class="comments">...</section>
```


Task 16 - Fluid modular scale headings

If we want fluid scale but also with min and max font size

- <https://codepen.io/MadeByMike/pen/VvwqvW>
- <https://www.smashingmagazine.com/2016/05/fluid-typography/>

The diagram illustrates the fluid modular scale formula with callouts for each component:

- min font size**: Points to the `16px` value in the formula.
- min screen size**: Points to the `400px` value in the formula.
- max font size - min font size**: Points to the `(24 - 16)` calculation in the formula.
- max screen size - min screen size**: Points to the `(800 - 400)` calculation in the formula.

font-size: calc(16px + (24 - 16) * (100vw - 400px) / (800 - 400));

Shopping cart abandonment (main reasons)

- Hidden costs (33%) incl. shipping, tax, fees, data,
- Forced account creation (23%),
- Credit card trust (18%),
- Complicated checkout process (18%),
- Payment methods (7%).

Recommendation

- Build styleguide
- Mobile first
- Site should tell a story. Hire comedian as copywriter.
- Send to client html and tell him to make screenshot when he finish adding/editing content

https://developer.mozilla.org/en-US/docs/Web/Guide/HTML/Editable_content

```
<div contenteditable="true">
```

This text can be edited by the user.

```
</div>
```

- Smashing left Slack (1 day off, problem of following project) ==> moved to Basecamp
- Use Atomic design methodology for creating design systems:
 - Atoms (buttons, inputs, labels, ...),
 - Molecules (navigation, search form...),
 - Organisms (group of molecules, logo + navigation + search form),
 - Templates (consist mostly of groups of organisms stitched together to form pages),
 - Pages.

SEARCH THE SITE

ENTER KEYWORD

SEARCH

Resources: https://docs.google.com/document/d/1cdL2nGWt8yEDtcqBjTkLjPbAn_YQbExXT-NRedRkB0s/edit