

WEB NATIVE DESIGN

Paul Robert Lloyd

LBi Denmark: We Do Our Own Stunts
16 May 2012

WEB NATIVE

- I'm going to be using these two words a lot this evening.

WEB V NATIVE

- Usually used in opposition to each other.
- Which is best, a web app or a native app? Debate usually revolves around mobile.
- Honestly, I think it's a bit of a pointless argument.
- Choice should be based on needs of particular project, the client and your users.

WEB NATIVE APPLICATIONS

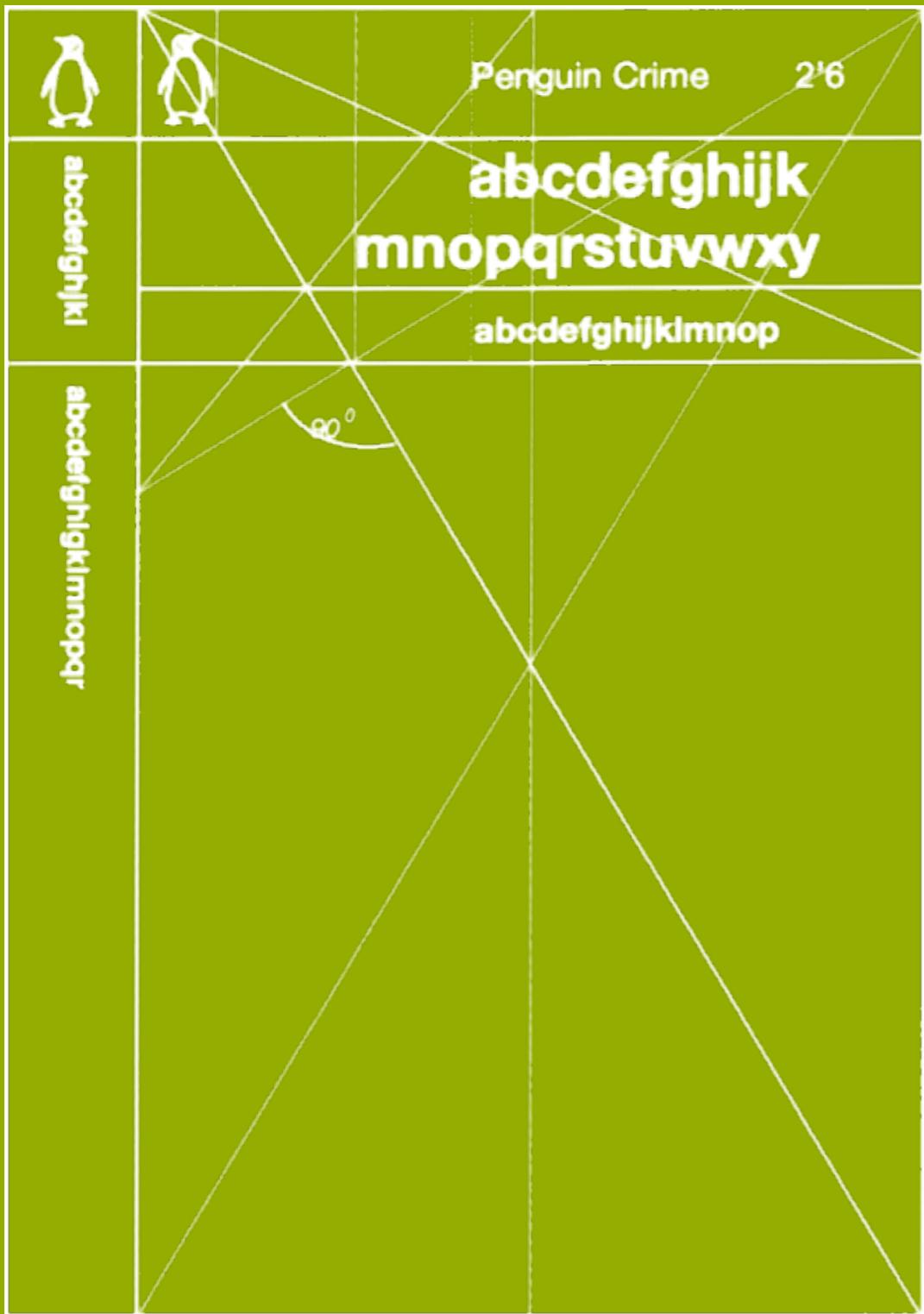
- Don't get me wrong. We should focus on the distinction between the two.
- Native mobile apps allows us to create compelling, precise user experiences.
- That's why lots of people like designing native apps—you have a lot of control.
- Easier means of making money, too.
- Great apps take advantage of a platform built upon, follow UI guidelines and best practices.

WEB
NATIVE

NATIVE
APPLICATIONS

- So why don't have the same discussions when we talk about designing for the web?
- It too has unique capabilities we can take advantage of.
- It has UI guidelines and best practices.
- This is what I want to talk about tonight: building products designed for the web.

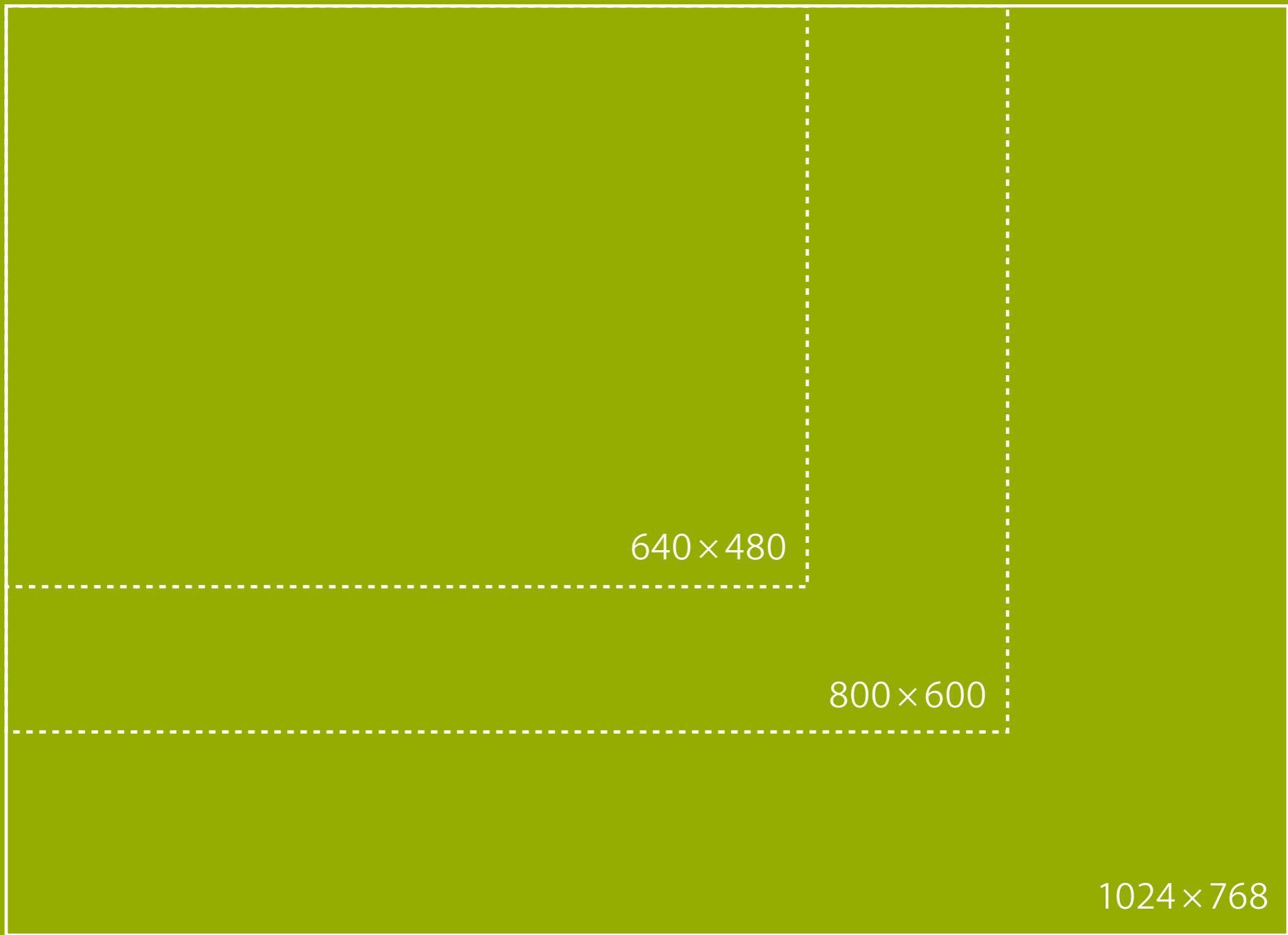
EMBRACING A NEW MEDIUM



Constraint of the page guides the design

ministryoftype.co.uk/words/article/constructing_the_grid/

- Designers like constraints, and with print this is the size of the page.
- With a defined canvas we can create grids and work out the proportions of our type.
- And we had a thousand years in which to perfect these techniques!
- No surprise then that we fell back on existing practices learnt in the realm of print design when it came to designing for the web.



Websites designed to fit within common screen resolutions

- On the web, we also have an edge; the browser window.
- But this edge is unknown and ever changing.
- Took best guess at size, often based on resolution.
- Websites must appear the same in every browser.
- ‘Best viewed on IE4 on 800x600 screen.’

The Guardian website on a desktop browser and a mobile phone.

Desktop View:

- Latest news, sport and comment from the Guardian | The Guardian
- Edition: UK | Sign in | Mobile | About us | RSS | Google
- Today's paper | Subscribe
- 14 May 2012 Last updated less than one minute ago
- the guardian**
- News | Sport | Comment | Culture | Business | Money | London 2012 | Life & style | Travel | Etc
- News | UK | World | Development | US | Politics | Media | Education | Society | Science | Tech
- Breaking news:** Iranian MP withdraws complaint against cartoonist after outcry
- European leaders braced for Greece exit from euro**
- Return to drachma nears amid Athens impasse and talk in Brussels of end of single currency
- Greece to hold more coalition talks
- François Hollande faces a baptism of fire in Berlin
- George Irvin: don't expect a new dawn just yet
- What if ... Greece leaves the single currency
- Key charts you need to understand what's happening
- How Greece could leave the euro – in five steps
- Clegg dismisses regional pay plans**
- Photo of Nick Clegg
- Clegg says no plans for regional pay bargaining are in place and he will not allow north-south divide to widen
- Anna Vignoles: Clegg plan won't fix social mobility
- Pay MPs more, says Alastair Campbell
- Caroline Lucas to quit as Green party leader
- Green party have Lib Dems in their sights
- Today's political developments as they happened

Mobile View (iPhone):

- O2-UK | 11:46 PM
- Home | m.guardian.co.uk
- m.guardian.co.uk/ | Google
- the guardian** | 14.05.12 Updated 23.46
- Sections | Favourites | Search
- Top stories**
- Photo of Angela Merkel
- European leaders and financial markets braced for Greece exit from euro
- Nick Clegg dismisses regional public sector pay plans
- Rebekah Brooks to learn if she will face charges over phone-hacking scandal
- Andrew Lansley branded a liar as nurses give him a frosty reception

Separate mobile sites

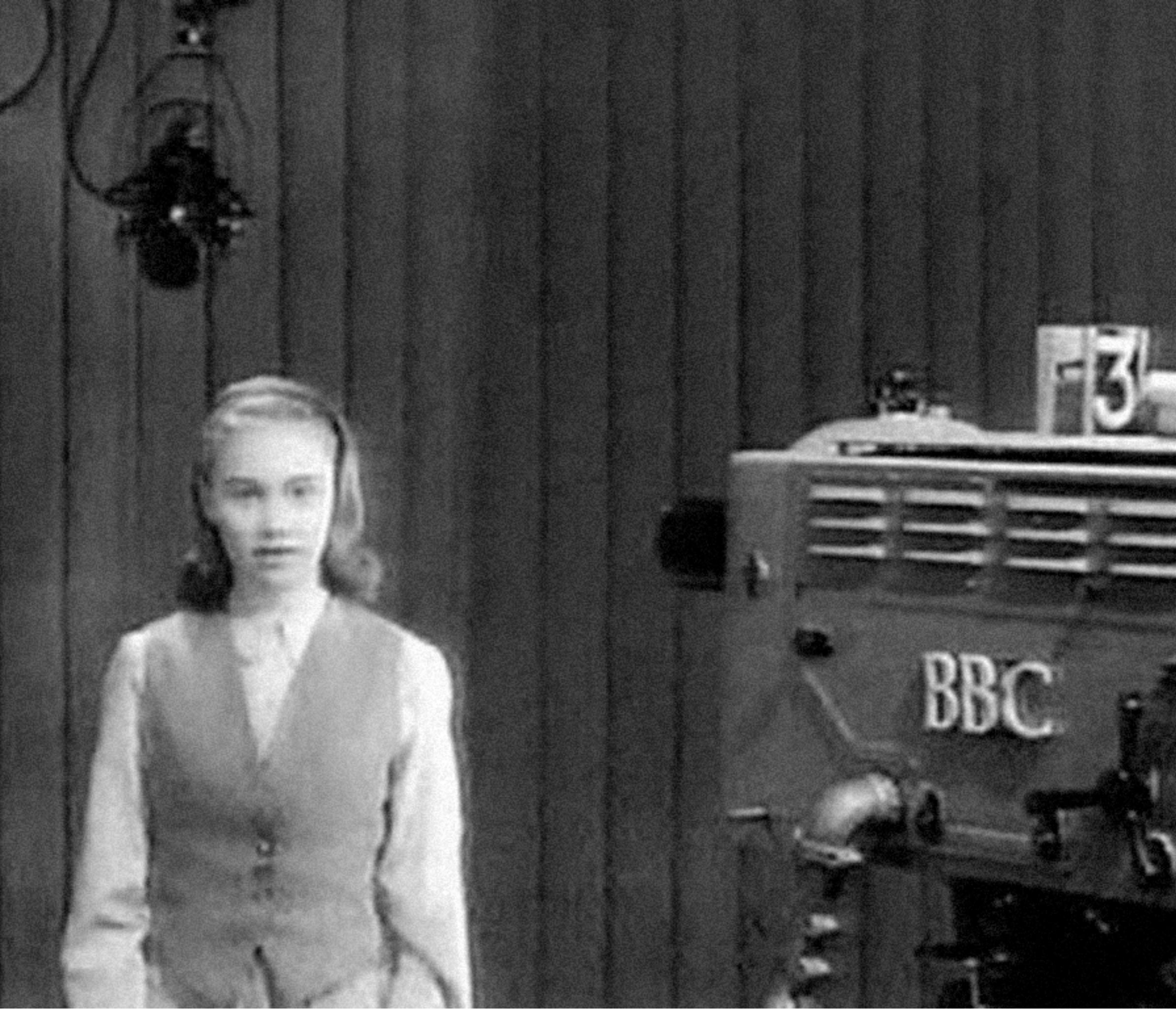
guardian.co.uk / m.guardian.co.uk

- As web browsers started to appear on other devices, cracks started to appear in this logic.
- Mobile phones had very different characteristics to desktop displays.
- But we continued our collective hallucination.
- Defined a second set of best guesses, and designed separate mobile websites.



flickr.com/photos/adactio/6153481666

- But the proliferation of web-enabled devices has continued.
- Phones now come in a variety of sizes and forms with differing screen sizes and input methods.
- Tablets have introduced this weird middle ground between desktop and mobile.
- And the web will continue to appear on other devices; from the Internet Fridge to who-knows-what!
- We can't continue building separate sites for different classes of device.



- In some respects, this is very similar to the introduction of television.
- Programmes tried to replicate what already worked on radio.
- During its early history it was often referred to as 'radio with pictures'
- You literally had a camera pointed in front of somebody reading a radio script.



- Only once producers played to the medium's strengths, did it gain popularity.
- Television works best when it beams live events into peoples living rooms, bringing nations together around a shared conversation.

The medium isn't broken.
Our understanding of it is.

- By trying to replicate print, we haven't been playing to the web's greatest strengths.
- Existing practices are failing not due to the limitations of the platform, but from underestimating the medium.

“ *It's time to throw out the rituals of the printed page, and to engage with the medium of the web and its own nature.*

— JOHN ALLSOPP

A Dao of Web Design

alistapart.com/articles/dao/

- John Allsopp: “It's time to throw out the rituals of the printed page, and to engage with the medium of the web and its own nature.”
- This article was published 12 years ago. You could say John was ahead of his time.
- So, if we are to design for the web, we need to understand its nature.

THE NATURE OF THE WEB

- So let's take a look at what features of the web that make it so unique.

THE NATURE OF THE WEB

1. Open

- Probably the reason for the web's success is its open nature.



Apps using Dropbox rejected from App Store

thenextweb.com/apple/2012/05/02/apps-using-dropbox-are-being-rejected-because-apple-is-playing-hardball/

- App Stores have become incredibly popular also, but do they have drawbacks.
- Highlighted only a few weeks ago when Apple started rejecting apps that integrated Dropbox.
- Because an account screen included a link to the desktop site where users could upgrade their Dropbox account, it was deemed in breach of the submission rules.
- Potentially this company's whole business could have been destroyed by this decision.

Virb > Build your own website

http://virb.com/ Google

Features Themes Pricing Showcase Start Your Free Trial → Log In

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VIRB Simplifying The Do-It-Yourself Website

Build. Customize. Launch.
Rejoice.

Anyone can build a website, and plenty of services will help you do it.
virb.com

- You don't need permission to publish to the web.
- There are no submission policies, and the technical limitations are small.
- Today, there are many good services that will help you build a website.
- If one thing's been proven, people want to create and share content.

THE NATURE OF THE WEB

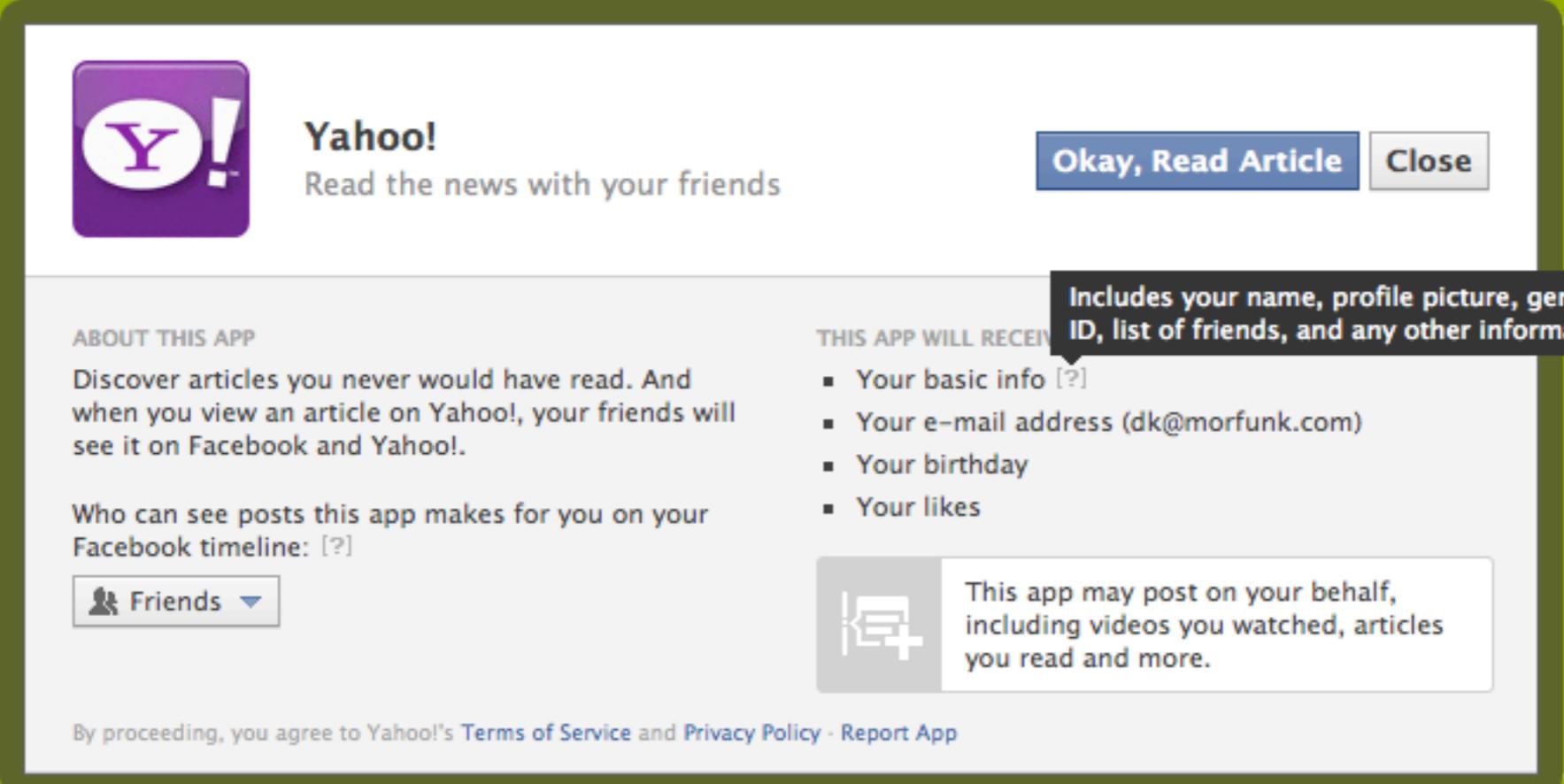
2. Addressable

- The second aspect of the web is its hyperlinked nature.



Using web technologies doesn't make something part of the web
openwebosproject.org

- HTML, CSS and JavaScript have become ubiquitous.
- Developers increasingly able to use web-originated technologies to build apps for other platforms.
- HP built an entire operating system on such technologies: webOS.
- But just because something is built with HTML, CSS and JavaScript, doesn't mean it's part of the web.
- The web is about linked documents; I can't link to a specific screen within webOS for example.



A screenshot of a Facebook app consent dialog for the "Yahoo! news" app. The dialog has a purple header bar with the Yahoo! logo and the text "Read the news with your friends". Below this, there are two main sections: "ABOUT THIS APP" and "THIS APP WILL RECEIVE".

ABOUT THIS APP:

- Discover articles you never would have read. And when you view an article on Yahoo!, your friends will see it on Facebook and Yahoo!.
- Who can see posts this app makes for you on your Facebook timeline: [?]
- Friends ▾

THIS APP WILL RECEIVE:

- Your basic info [?]
- Your e-mail address (dk@morfunk.com)
- Your birthday
- Your likes

A callout box highlights the "Your basic info" item, stating: "Includes your name, profile picture, gender, networks, user ID, list of friends, and any other information you made public".

At the bottom, a note says: "By proceeding, you agree to Yahoo!'s Terms of Service and Privacy Policy - Report App".

Facebook's anti-web behaviour

facebook.com

- Addressability is more than just about being able to link to something, or good URLs.
- Facebook has become susceptible to an anti-web like behaviour.
- You shouldn't need to install an app or agree to a privacy policy when you click a link!

More robust check on \$_GET · ba2755c · paulrobertlloyd/barebones · GitHub

github

Sign up and Pricing Explore GitHub Features Blog Login

PUBLIC paulrobertlloyd / barebones 39 Watch ▾ 6 Fork ▾

Code Network Pull Requests 0 Issues 0 Graphs

Files Commits Branches 1 Tags Downloads

More robust check on \$_GET

paulrobertlloyd authored 6 days ago 1 parent e51baf868b commit ba2755fcf9bb361c708e3cc40a9d51dfa600d3d1

Showing 2 changed files with 2 additions and 2 deletions.

`_patterns.php` 2 2 2

`_styleguide.php` 2 2 2

`_patterns.php` View file @ ba2755c

```
@@ -1,4 +1,4 @@
 1 -<!DOCTYPE html><html lang="en-gb"><?php if($_GET['debug']==true) echo ' class="debug"';?>
 2 +<!DOCTYPE html><html lang="en-gb"><?php if(isset($_GET['debug'])) echo ' class="debug"';?>
 3 <head>
 4     <title>Pattern Primer</title>
```

`_styleguide.php` View file @ ba2755c

```
@@ -1,4 +1,4 @@
 1 -<!DOCTYPE html><html lang="en-gb"><?php if($_GET['debug']==true) echo ' class="debug"';?>
 2 +<!DOCTYPE html><html lang="en-gb"><?php if(isset($_GET['debug'])) echo ' class="debug"';?>
 3 <head>
 4     <title>Style Guide</title>
```

0 notes on commit ba2755c Show line notes below

GitHub provides deep linking, right down to each commit
github.com

- One of my favourite sites on the web at the moment is GitHub.
- Great websites allow you to use the address bar like a command line.
- GitHub links to specific resources, right down to individual commits.

“Want to know if your application is part of the web? Link me into it. Not just link me to it; link me into it. Not the front page. Link me to a piece of content... That is the web: the beautiful interconnection of navigable content.

— BEN WARD

Understand the Web

benward.me/blog/understand-the-web

- Ben Ward's wrote about this common misunderstanding a few years ago. It's a great quote.
- “Want to know if your application is part of the web? Link me into it. Not just link me to it; link me into it. Not the front page. Link me to a piece of content... That is the web: the beautiful interconnection of navigable content.”

THE NATURE OF THE WEB

3. Universal

- Finally, perhaps the most important aspect of the web is its universal nature.
- This means that a website should be accessible, regardless of the capabilities of the device that views it.
- Sadly, this is the aspect that's more often ignored.

Dynamic Views: seven new ways to share your blog with the world | Blogger Buzz

<http://buzz.blogger.com/2011/09/dynamic-views-seven-new-ways-to-share.html>

RSS Google

Blogger Buzz The Official Buzz from Blogger at Google

BLOGGERS BUZZ

Search

Sidebar ▾ | Home About About our new look

BlogWorld 2011: We'll s...
Dynamic Views: Update #2
Use your Google+ profile...
Update: Blogger's new look
Google Analytics suppor...
Lightbox update
Dynamic Views: Update #1
Dynamic Views: seven ne...
Tips for New Blog... 278
Your images never look...
Announcing the Blogger ...
Blogger's fresh new look
Latest updates, August 1st

Dynamic Views: seven new ways to share your blog with the world

As we said a few weeks ago when we launched a completely rebuilt, streamlined authoring and editing experience, we're in the process of bringing you a much improved and modernized Blogger. The next phase of these updates starts today with seven new ways to display your blog, called Dynamic Views.

Built with the latest in web technology (AJAX, HTML5 and CSS3), Dynamic Views is a unique browsing experience that will inspire your readers to explore your blog in new ways. The interactive layouts make it easier for readers to enjoy and discover your posts, loading 40 percent faster than traditional templates and bringing older entries to the surface so they seem fresh again.

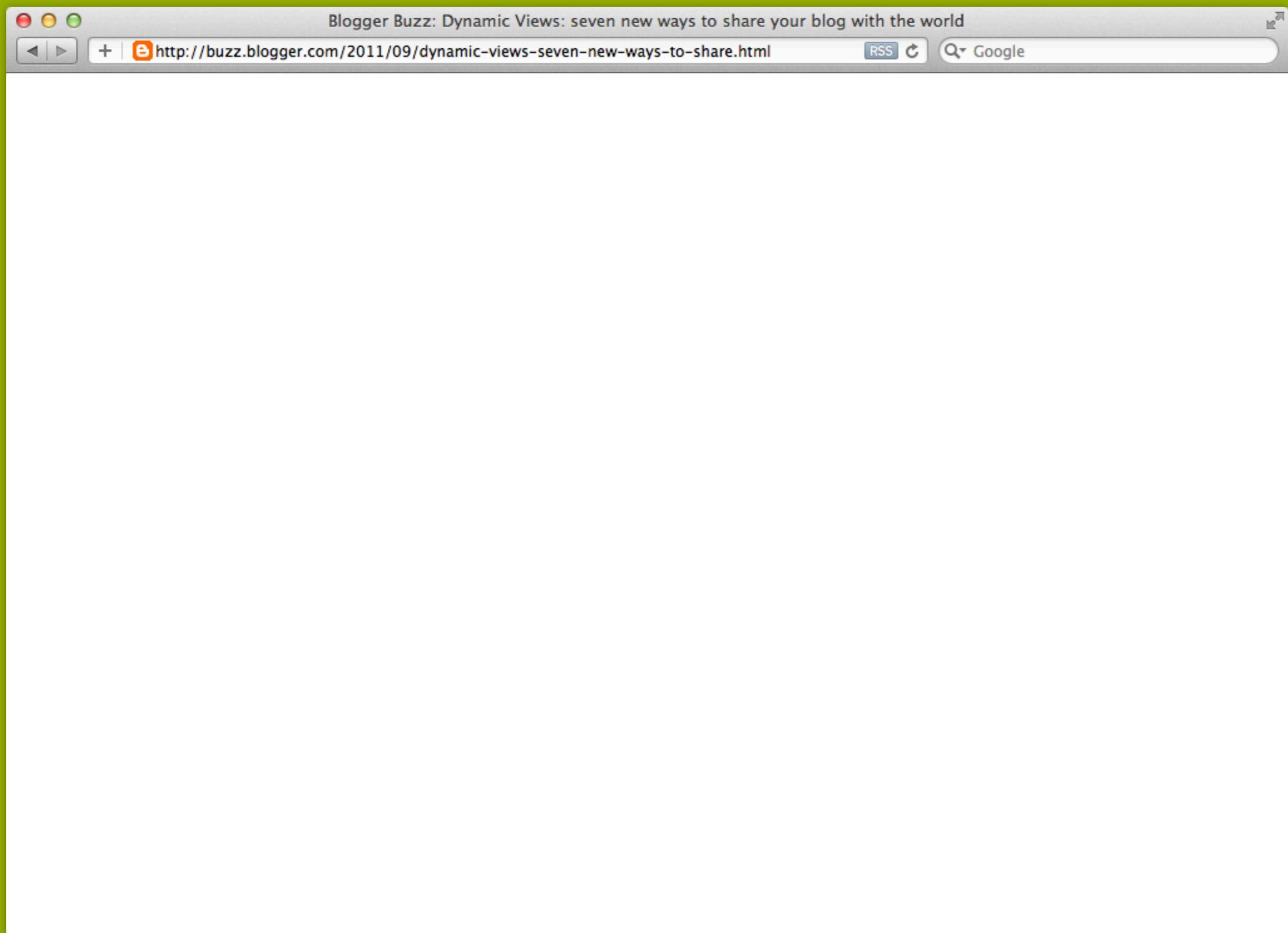


Dynamic Views is much more than just new templates. With just a couple clicks, you'll get infinite scrolling (say goodbye to the "Older posts" link), images that load as you browse, integrated search, sorting by date, label and author, lightbox-style

Blogger's Dynamic Views

buzz.blogger.com/2011/09/dynamic-views-seven-new-ways-to-share.html

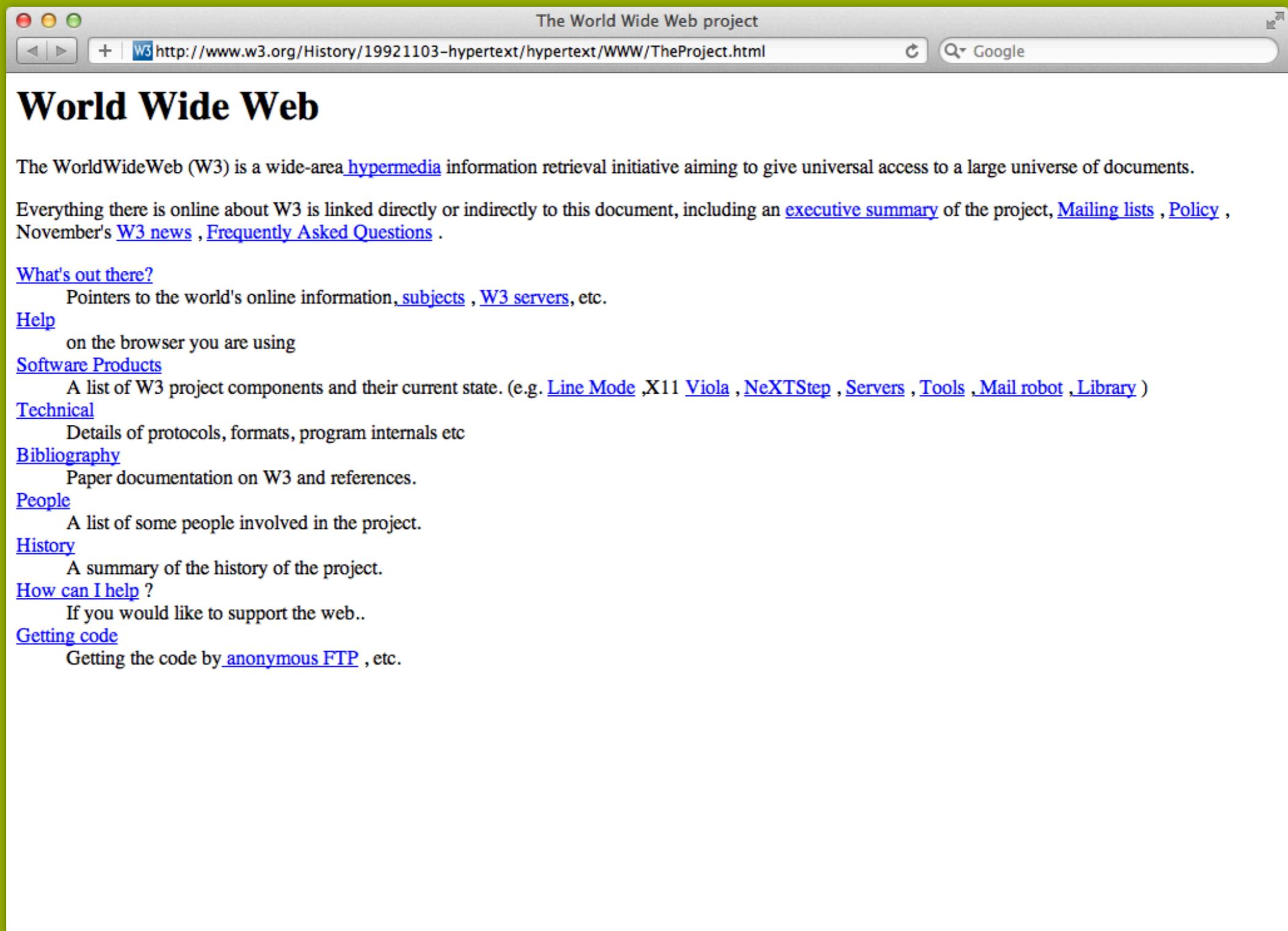
- I came across this at the weekend. Blogger recently launched 'dynamic' templates for their blogs.
- These allow you to reformat how a blog looks; Flipboard, Mosaic, Magazine.
- The design is pretty awful to be honest, but even worse when you view the same templates without JavaScript.



Blogger's Dynamic Views – without JavaScript

buzz.blogger.com/2011/09/dynamic-views-seven-new-ways-to-share.html

- Where's the content!? The actual content of this page is essentially a collection of empty <divs>
- Even with enormous effort on the part of Blogger, unlikely that blogs using these templates will be universally accessible.
- You might say that few people have JavaScript disabled these days, so doesn't matter.
- But what if the script doesn't download? What if there's an error in the script?
- Essentially, testing if a site works without JavaScript is a test of its universal robustness.



The very first website

w3.org/History/19921103-hypertext/hypertext/WWW/TheProject.html

- Compare this to the very first page added to the web.
- It still works today, and on every device that can access the web.
- Sure, it doesn't use JavaScript or CSS, but that's kind of the point.
- A website should be able to revert back to this state, not be dependant on styling or behaviour and still make sense.

“ *The primary design principle underlying the Web is universality... it should be accessible from any kind of hardware that can connect to the Internet: stationary or mobile, small screen or large.*

—TIM BERNERS-LEE

Long Live the Web: A Call for Continued Open Standards and Neutrality
scientificamerican.com/article.cfm?id=long-live-the-web

- Tim Berners-Lee described this as the primary design principle behind the web.
- “The primary design principle underlying the Web is universality... it should be accessible from any kind of hardware that can connect to the Internet: stationary or mobile, small screen or large.”
- And as we’re now discovering, an ability to adapt is becoming increasingly useful.

Progressive enhancement

- The means by which to achieve universal, accessible websites is to employ progressive enhancement
- Build for the lowest common denominator first, and then layer on functionality and enhancements to presentation and behaviour of page for more capable browsers.
- The web development trends that have been the most successful are all variations on this theme: think Web Standards and unobtrusive JavaScript.

RESPONSIVE WEB DESIGN

- This brings us neatly onto Responsive Web Design.

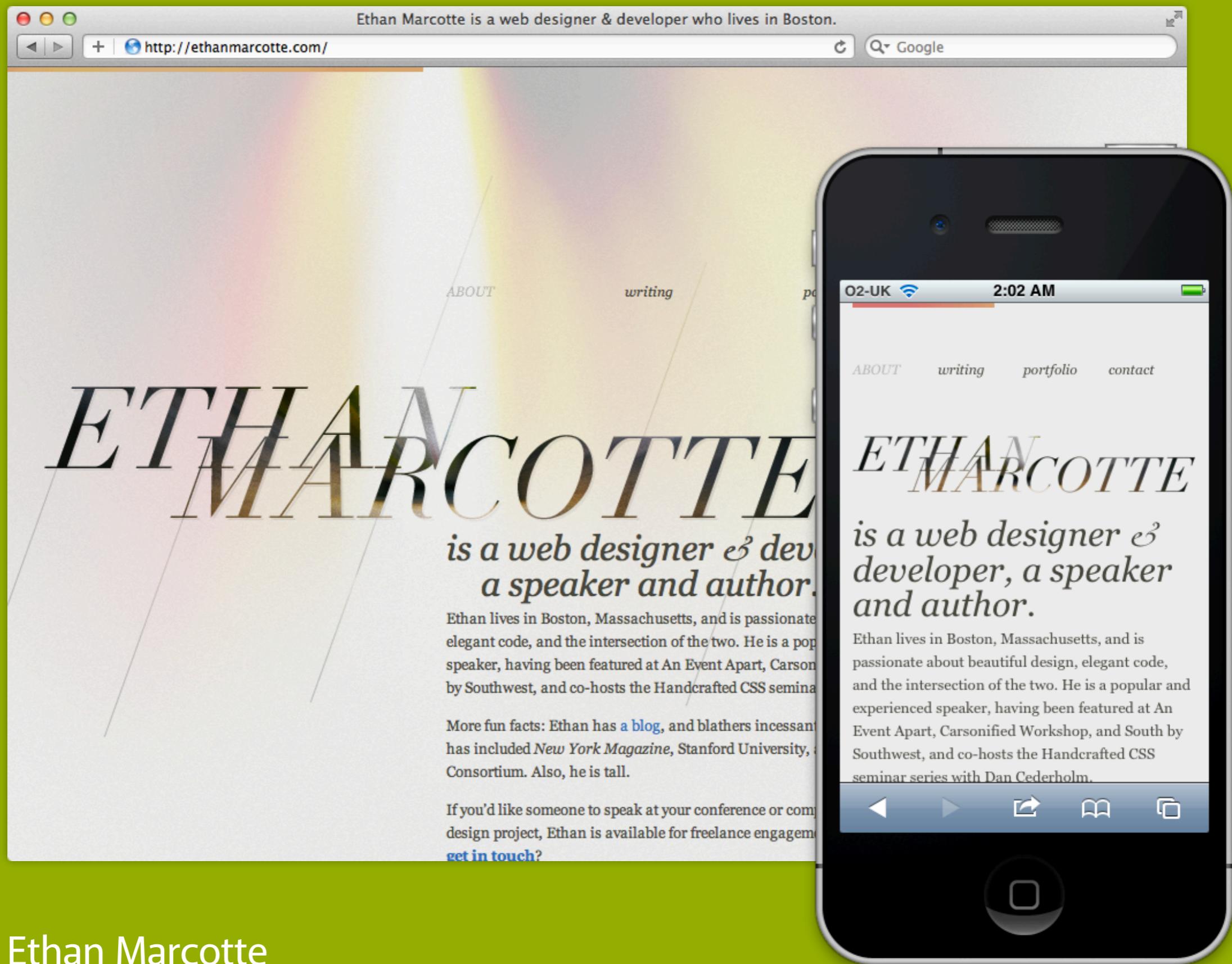
Ethan Marcotte

RESPONSIVE WEB DESIGN

FOREWORD BY Jeremy Keith

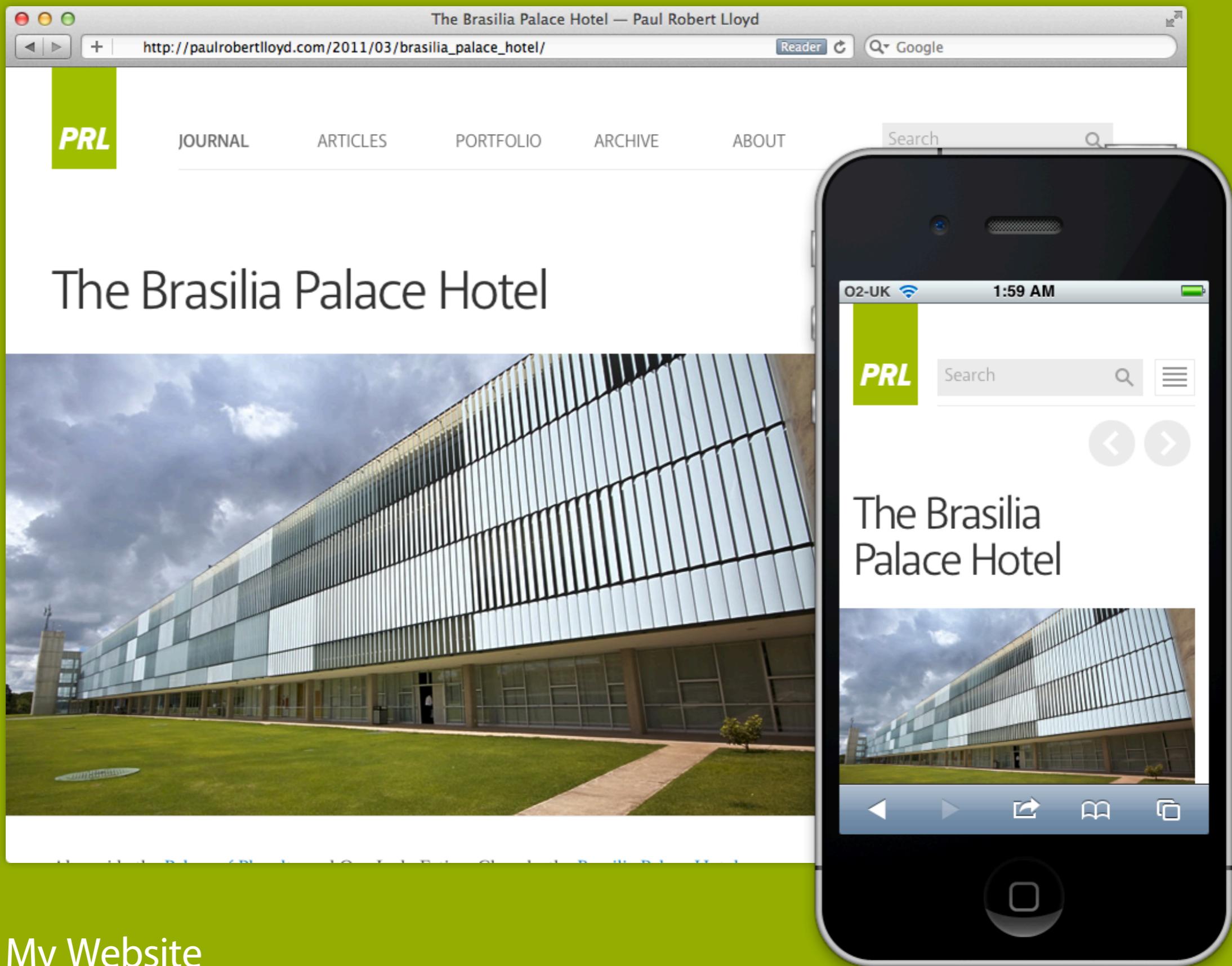
abookapart.com/products/responsive-web-design

- Responsive web design is a technique developed by Ethan Marcotte.
- It's the combination of fluid grids, flexible images and media queries.
- We can maintain one document, and have it adapt to the device that views it.
- This approach is different from adaptive layouts, where different fixed layouts are created and swapped between.



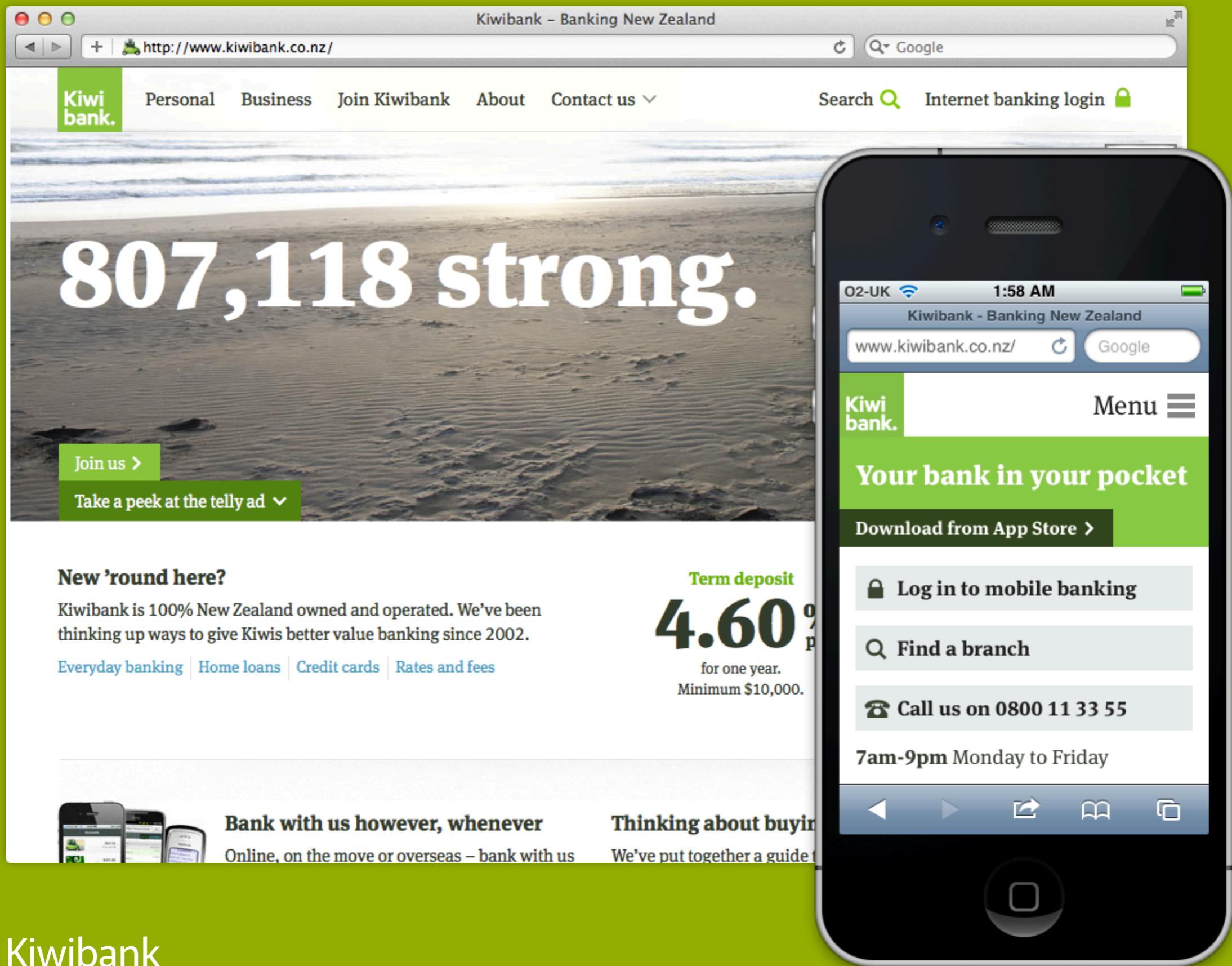
Ethan Marcotte
ethanmarcotte.com

- So for example, this is Ethan's own site, as viewed on the desktop, and in a smartphone.
- **Live demo:** Demonstrate how a strong visual language helps maintain a common identity across adaptations.



My Website
paulrobertlloyd.com

- This is my own website.
- **Live demo:** Demonstrate how the navigation adapts, and made the design more touch friendly.



Kiwibank
kiwibank.co.nz

- Perhaps my favourite example I've seen recently, is this site for New Zealand-based Kiwibank
- **Live demo:** Demonstrate how layout has adapted and show how content has been adjusted to prioritise key actions you might need in a mobile context.
- Now... we can get into a bit of a rabbit-hole when we talk about mobile-context.
- It's not necessarily the case that a mobile user wants to perform different tasks than a desktop user.
- There's a danger of assuming certain use cases for designs at certain screen sizes too.
- Important thing in this example is that no information is being hidden, just re-prioritised.

Responsive Web Design is
not a silver bullet.

But it's a step in the right
direction.

- Responsive web design is largely concerned with layout right now.
- We need to go further and think about how network connection, input method and context also affect the design of a website.
- But responsive design is taking us in the right direction.

“ A lot of responsive design is building one site that works everywhere, and that works for websites. But it's bad for apps.

—KERIN PRASAD, LINKEDIN

You'll never believe how LinkedIn built its new iPad app

venturebeat.com/2012/05/02/linkedin-ipad-app-engineering

- However, not everyone is convinced.
- When we talk about responsive web design, we quickly run into statements like this.
- “A lot of responsive design is building one site that works everywhere, and that works for websites. But it's bad for apps.”



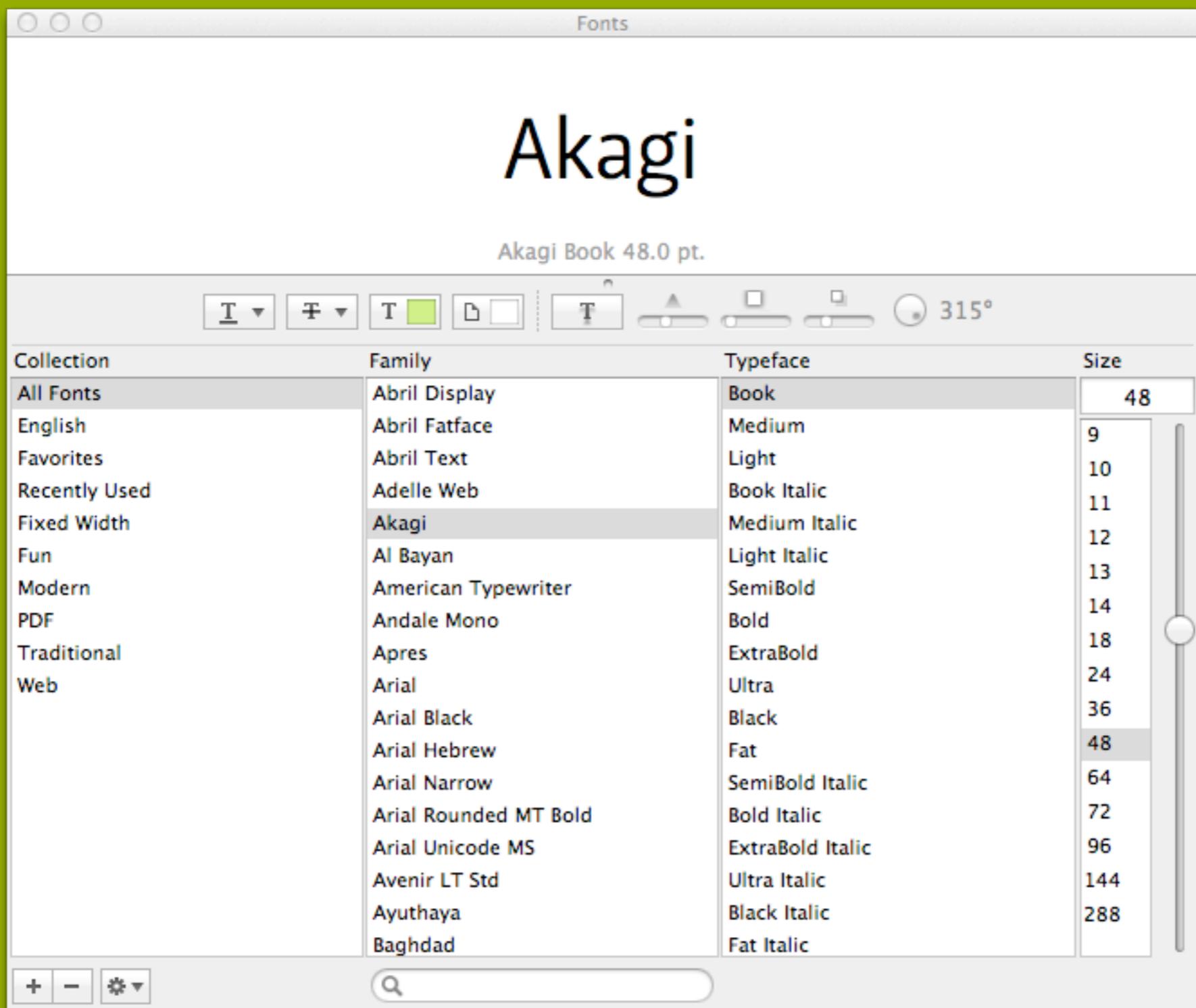
Typography Panel in Mac OS X

- This is a little odd, considering desktop applications have had adaptive interfaces for years.
- I was reminded of the typography panel in Mac OS X is a great example of a responsive interface.



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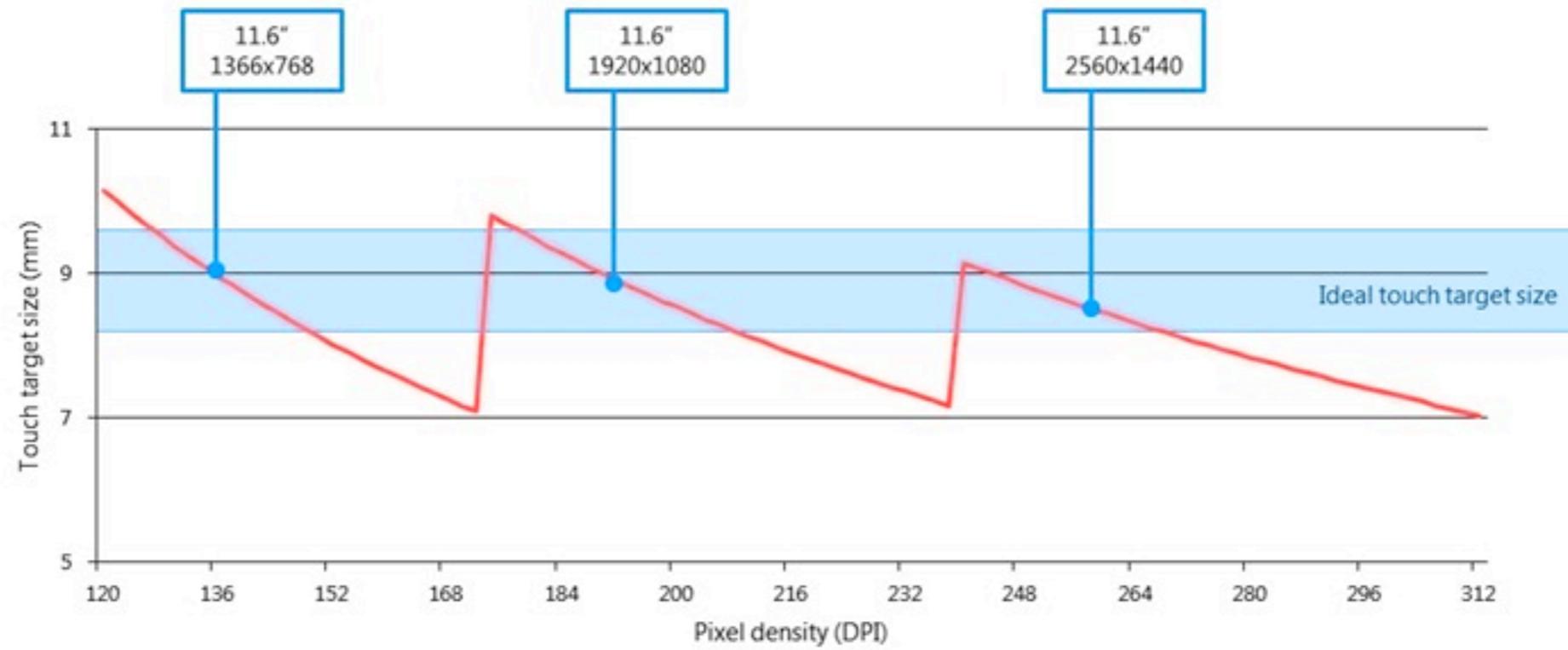


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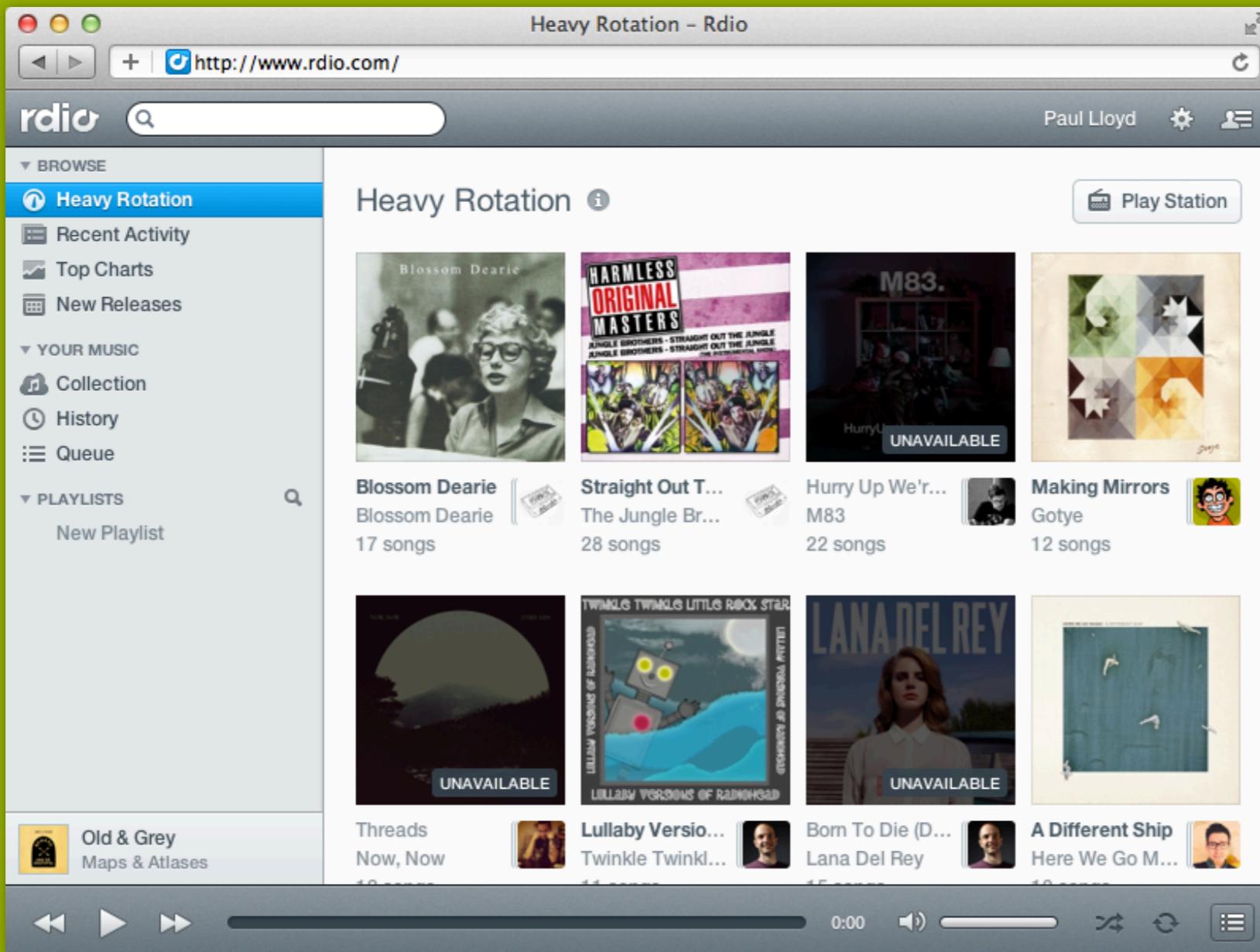
Pixel density sweet spots



Building Windows 8: Scaling to different screens

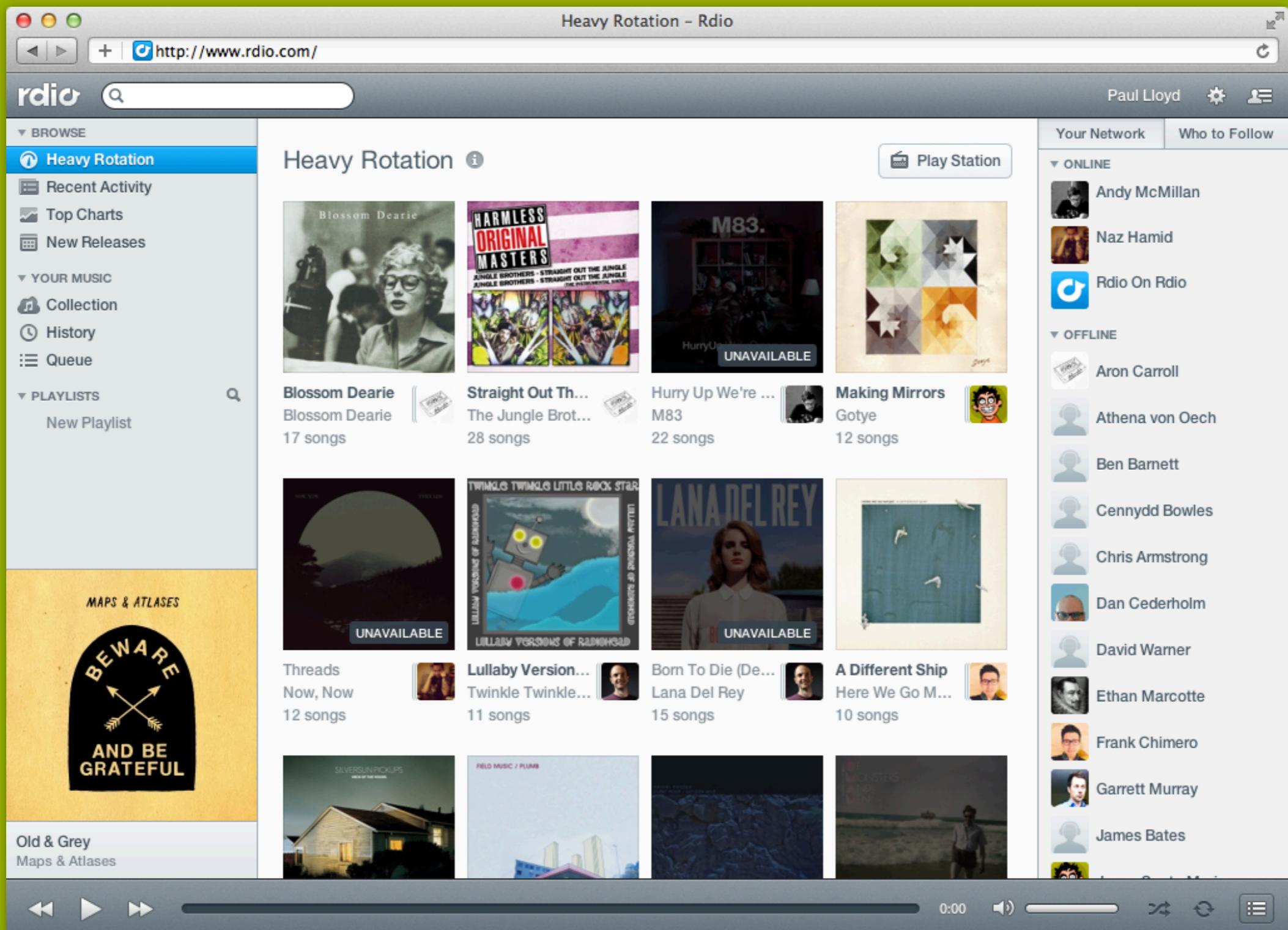
blogs.msdn.com/b/b8/archive/2012/03/21/scaling-to-different-screens.aspx

- And device proliferation means this is an even greater concern for OS designers.
- Windows 8 has been built to adapt to different devices; meaning apps can adapt to differing screen sizes and resolutions.



Rdio is a web application that resizes just like a desktop app
rdio.com

- And there are plenty of examples of web apps that resize, just look at Rdio.
- The site has actually gone responsive since moving to a desktop-like design!

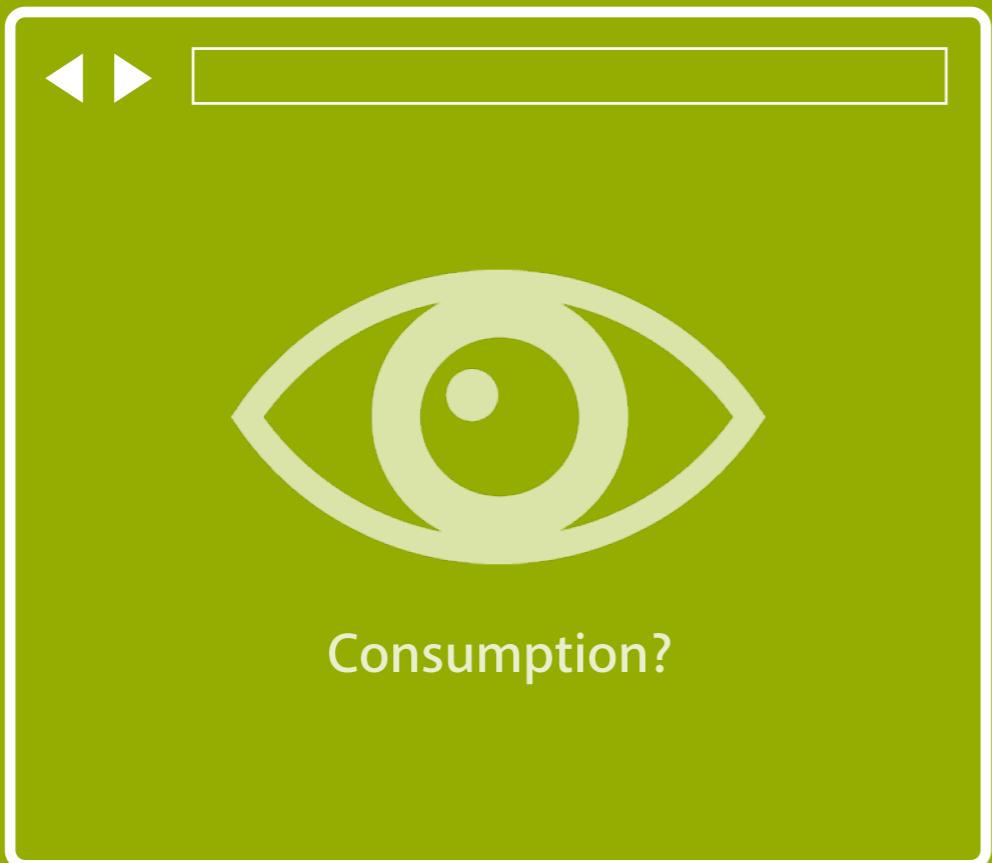


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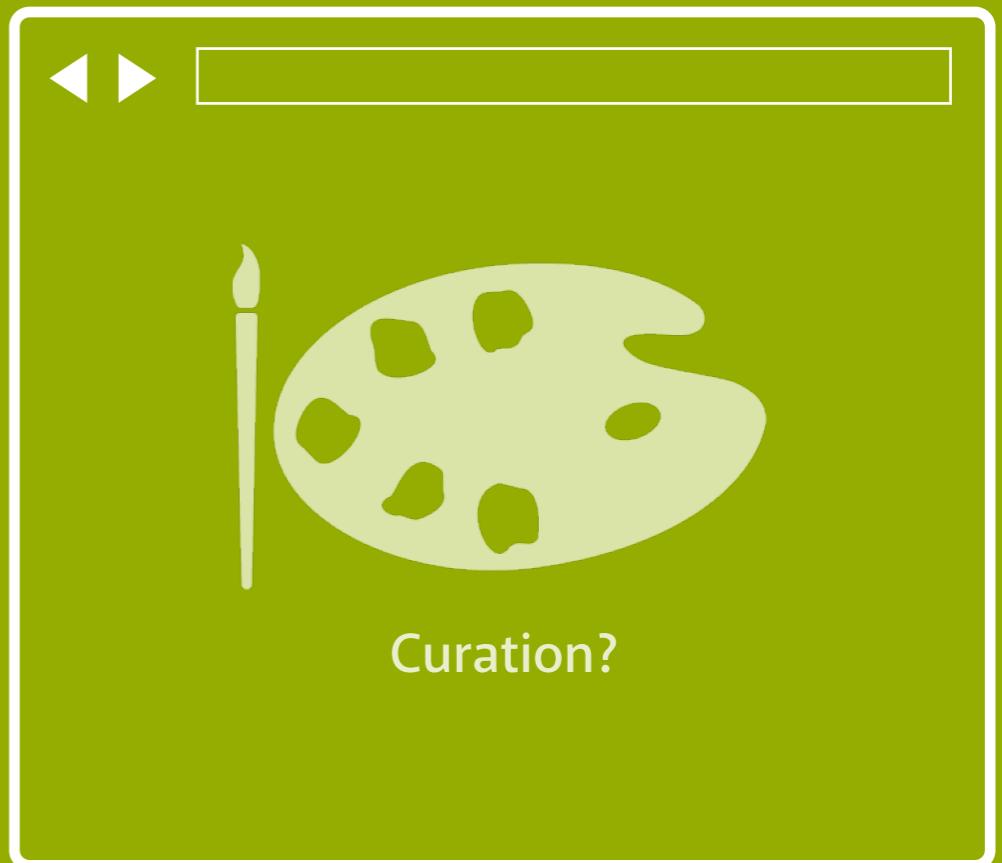
THE WEB APP EXCEPTION

- We often hear that somehow web apps are different.
- But why should web apps be treated differently?
- What's the difference between a website and a web app anyway?



Consumption?

Website



Curation?

Web application

- I suspect most would describe websites as being content based, used to consume content.
- Apps as task based, largely used to create content, and as such requires additional interactivity.

Copenhagen – Wikipedia, the free encyclopedia

http://en.wikipedia.org/wiki/Copenhagen

Reader Google Log in / create account

Article Talk Read Edit View history Search

Copenhagen

From Wikipedia, the free encyclopedia Coordinates: 55°40'34"N 12°34'06"E

This article is about the city in Denmark. For other uses, see Copenhagen (disambiguation).

Copenhagen (⟨/kəʊpənhaɪɡən/ or ⟨/kʊpənha:ɡən/; Danish: København pronounced [kʰøbm̩haʊn̩] (⟨listen), Latin: Hafnia) is the capital of Denmark and its most populous city, with an urban population of 1,213,822 (as of 1 January 2012) and a metropolitan population of 1,931,467 (as of 1 January 2012). With the completion of the transnational Øresund Bridge in 2000, Copenhagen has become the centre of the increasingly integrating Øresund Region. Within this region, Copenhagen and the Swedish city of Malmö are growing into a combined metropolitan area.^{[3][4][5]} Copenhagen is situated on the islands of Zealand and Amager.

First documented in the 11th century, Copenhagen became the capital of Denmark in the beginning of the 15th century. During the 17th century, under the reign of Christian IV, it became a significant regional centre.

Copenhagen is a major regional centre of culture, business, media, and science, as indicated by several international surveys and rankings (see International rankings below). Life science, information technology and shipping are important sectors, and research & development plays a major role in the city's economy. Its strategic location and excellent infrastructure, with the largest airport in Scandinavia,^[6] Kastrup, located 14 minutes by train from the city centre, have made it a regional hub and a popular location for regional headquarters^[7] and conventions.

Copenhagen has repeatedly been recognized as one of the cities with the best quality of life.^{[8][9][10]} It is also considered one of the world's most environmentally friendly cities. The water in the inner harbour is clean and safe for swimming. 36% of all citizens commute to work by bicycle. Every day, they cycle a combined 1.2 million km.^[11]

Since the turn of the millennium, Copenhagen has seen a strong urban and cultural development. This is partly due to massive investments in cultural facilities as well as

**Copenhagen
København**

Clockwise: Slotsholmen, Tivoli Gardens, City Hall Square and The Marble Church

Wikipedia is a website, as it hosts content...

wikipedia.org

- So, Wikipedia is a website, right?
- It mainly consists of content, text-based. So it's easy to reflow and adapt to different screens.

Editing Copenhagen – Wikipedia, the free encyclopedia

http://en.wikipedia.org/w/index.php?title=Copenhagen&action=edit

RSS Google

Paulrobertlloyd My talk My preferences My watchlist My contributions Log out

Article Talk Read Edit View history Star Search

Editing Copenhagen

```
 {{About|the city in Denmark}}
{{Use dmy dates|date=June 2011}}
{{pp-move-indef|small=yes}}
{{Infobox settlement
|official_name =Copenhagen
|native_name =København
|image_skyline =Copenhagen_Collage.jpg
|imagesize =270px
|image_caption ="Clockwise:" [[Slotsholmen]], [[Tivoli Gardens]], [[City Hall Square, Copenhagen|City Hall Square]] and [[Frederick's Church|The Marble Church]]
|image_blank_emblem =Københavns byvåben 1894.png
|blank_emblem_type =Coat of arms
|blank_emblem_size =151px
|blank_emblem_link =Coat of arms of Copenhagen
|pushpin_mapsize =270px
|pushpin_map =Denmark
|pushpin_label_position=right
|pushpin_map_caption=Location in Denmark
|subdivision_type =[[Lists of countries|Country]]
|subdivision_name ={{flag|Denmark}}
|subdivision_type1 =[[Regions of Denmark|Region]]
|subdivision_name1 =[[Capital Region of Denmark]]
|leader_title =[[List of mayors of Copenhagen|Lord Mayor]]
|leader_name =[[Frank Jensen]] ([[Social Democrats (Denmark)|S]])
|established_title =First mention}}
```

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Edit summary (Briefly describe the changes you have made)

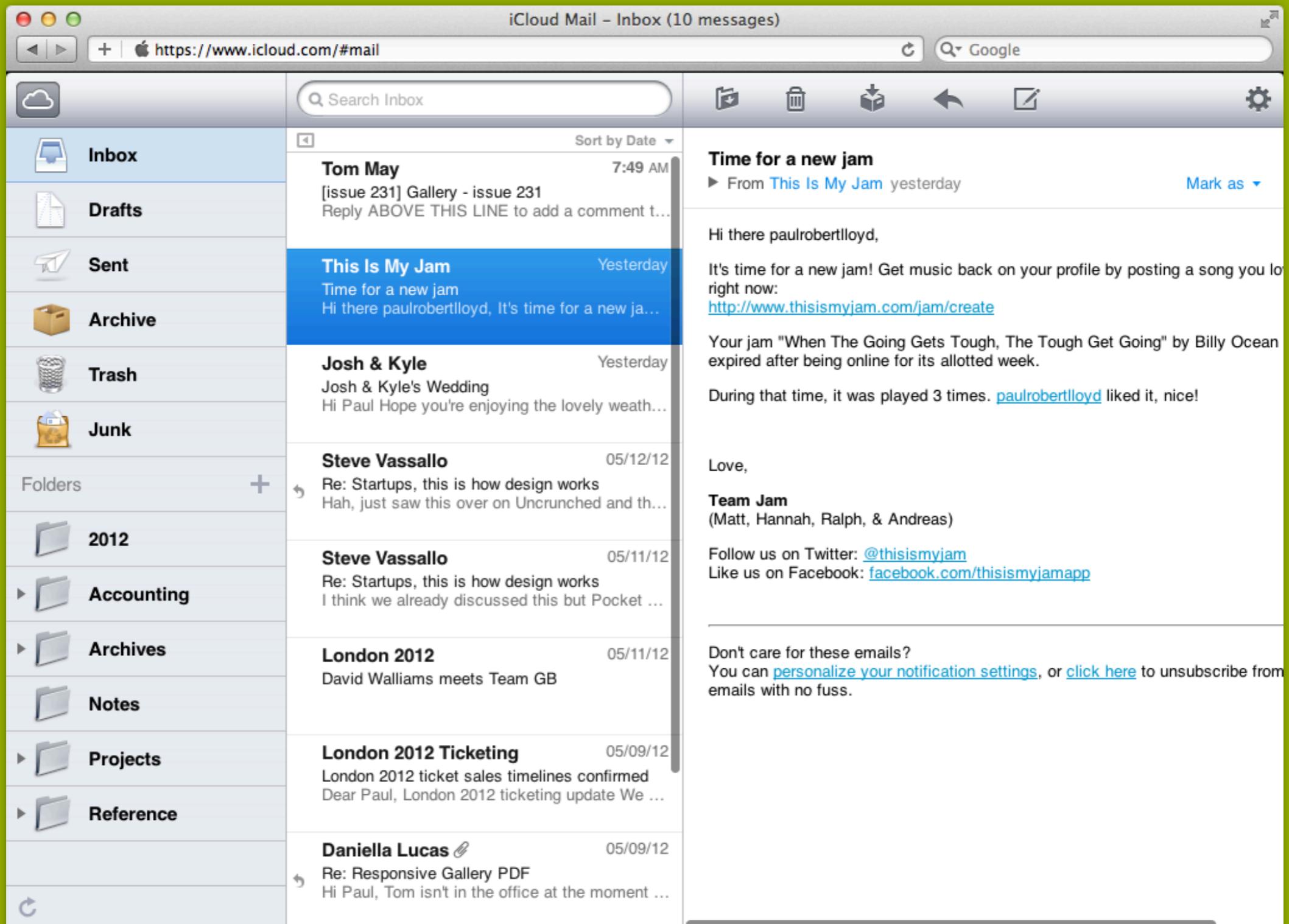
This is a minor edit ([what's this?](#)) Watch this page

[Save page](#) [Show preview](#) [Show changes](#) [Cancel](#) | [Editing help](#) (opens in new window)

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...but it also allows you to edit articles and perform other tasks.
wikipedia.org

- But is it not also a web app?
- After all, it allows you to create and edit articles.



What is a web app without content?

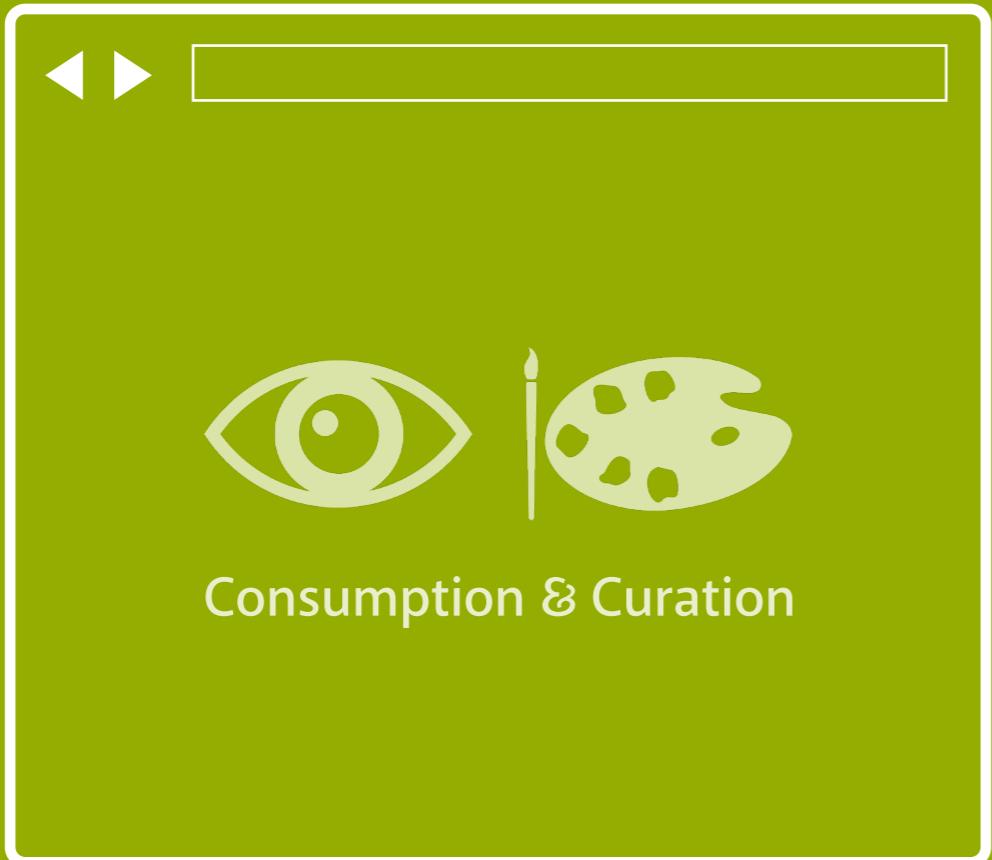
icloud.com

- A webmail client might be classed as a web app. But what about the emails? Are they not content?
- But what is a web app without content? Without content, there would be no need for a web app!

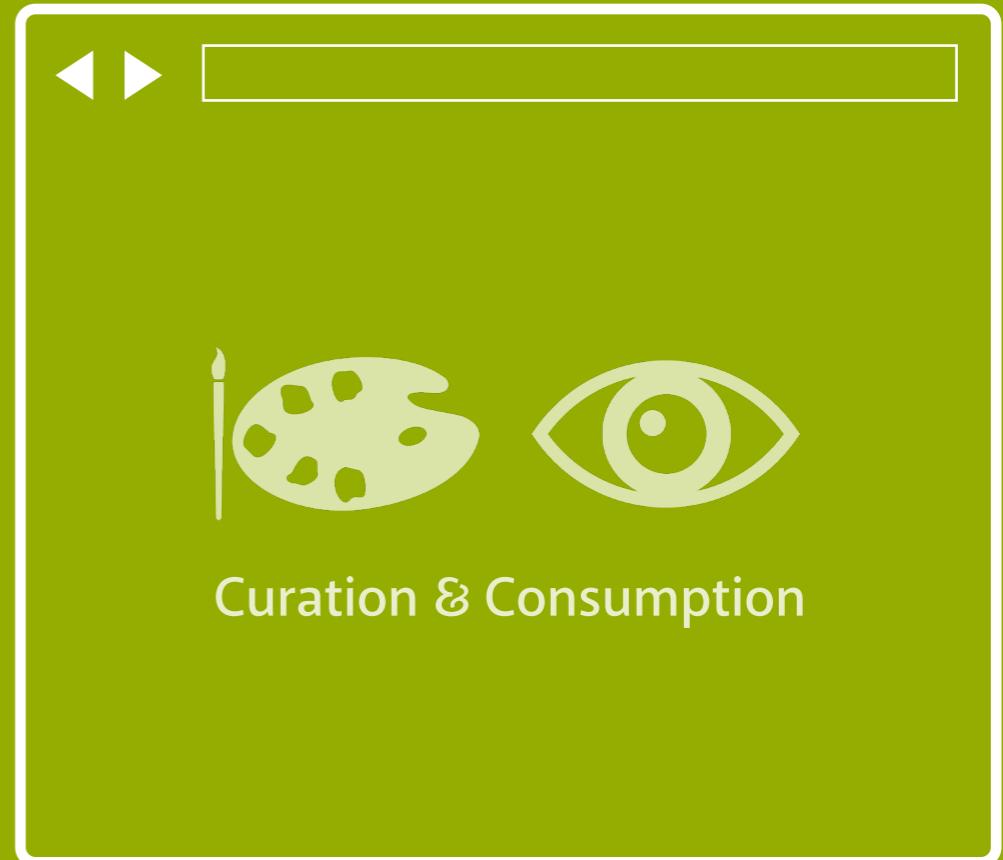
Excuse my web app

	Website	Web App
Open	✓	✗
Addressable	✓	✗
Universal	✓	✗

- The term 'web app' is a label used to excuse badly designed web experiences that don't hold themselves to the values of the web.
- I could describe many web apps in terms of semantically structured content.
- An email client is essentially a list of emails. The compose screen a simple form.
- Saying you're building a web app is like asking for a 'get out of jail free' card.
- We should hold web apps to a higher standard.



Website



Web application

- Truth is, while the emphasis may be different, both websites and web apps allow users to create and consume

Web apps meet content

- Yet something interesting happens when we start to think of content sites in terms of apps.

International News – The New York Times

<http://www.nytimes.com/pages/world/index.html>

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The New York Times Monday, May 14, 2012

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CAREER GROWTH



Leaders in Greece Remain Resistant to Unity Coalition

By RACHEL DONADIO and NIKI KITSANTONIS



Angelos Tzortzinis/Agence France-Presse — Getty Images

President Karolos Papoulias of Greece before a meeting on Sunday with the leaders of the country's top three political parties.

With new elections looming, President Karolos Papoulias prepared to make a last-ditch appeal to Greece's divided political parties.

Multimedia



Video

TimesCast | Greece Unity Remains Elusive

Greece's president makes last ditch efforts to form a unity government as markets slide on worries of a default.



Video

Myanmar Drug Surge

Thai police are combating a surge

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Section page on the New York Times website...

nytimes.com/pages/world/index.html

- When we think of a website, we fall back on common design patterns
- Header, followed by nested navigation. A deep footer stuffed with links.
- We've fallen into a trap of trying to fill all available whitespace.
- Any whitespace sacrificed to adverts and related content.

Times Skimmer by The New York Times

<http://www.nytimes.com/skimmer/#/World>

The New York Times | World



Leaders in Greece Remain Resistant to Unity Coalition

BY RACHEL DONADIO AND NIKI KITSANTONIS

ATHENS — With Greece hurtling toward new elections and a possible exit from the euro zone, President Karolos Papoulias prepared to make a last-ditch appeal on Monday for the country's sharply divided political parties to form a unity government even as his hopes for success all but evaporated over the weekend.

The leaders of Greece's main political parties remained adamant in their positions on the country's debt agreement with foreign lenders, making a unity coalition appear impossible and new elections all but inevitable.

Alexis Tsipras, the leader of the Coalition of the Radical Left, refused on Sunday to take part in any government that would go through with the harsh austerity measures required in the debt deal, saying that Greek voters had resoundingly rejected austerity in elections on May 6. The parties that favor preserving the debt deal lack enough seats in Parliament to govern on their own, and Mr. Papoulias spent Sunday trying to persuade several smaller parties to join them.

On Monday, Mr. Tsipras said he objected to a meeting proposed by the president with "selected party leaders" from the conservative and Socialist pro-bailout parties and the head of a smaller moderate leftist party. He said he would meet with Mr. Papoulias on Monday only if he could do so on his own, or with the leaders of all the Greek parties, excluding the extreme-right Golden Dawn. The meeting between the Mr. Papoulias and party leaders was not expected un-

President of France to Open New Term by Getting to Know a Neighbor Better

BY STEVEN ERLANGER AND NICHOLAS KULISH

President François Hollande of France must now forge his own economic partnership with Chancellor Angela Merkel of Germany.

For Many in Greece, Austerity Is a False Choice

BY LANDON THOMAS JR. AND ELENI VARVITSIOTI

A growing number in Greece argue that they can keep the euro and reject harsh budget measures.

Tens of Thousands Protest Austerity in 80 Spanish Cities

BY RAPHAEL MINDER

Protesters were also commemorating the anniversary on Tuesday of a movement that inspired other groups on Wall Street and across the Western world.

Syrians Defy Leaders to Aid Those in Need

23 Syrian Soldiers Reported Killed by Rebels

China's Obsession With Stability Can Come at the Cost of Laws

15 Die in Nepal Plane Crash

Prosecutors Say Philippine Chief Justice Had \$28 Million

Blast in Afghan Market Kills 9

Crime Boss's Tomb Is Exhumed For Clues in Missing Girl's Case

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...versus the same page on the New York Times 'skimmer' app.

nytimes.com/skimmer/#/World

- Yet, as soon as we reframe something in the context of it being a web app, we start to design very different experiences
- These tend to be extremely focused, clean, uncluttered interfaces.
- Quite often, they're responsive too. Sort of unthinkingly—because of course apps resize!

Homemade chicken nachos recipe - Recipes - BBC Good Food

http://www.bbcgoodfood.com/recipes/236612/homemade-chicken-nachos

BBC GoodFood

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Homemade chicken nachos

A super-quick Mexican snack to enjoy with a Margarita or three

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Ingredients

200g plain corn tortilla chips
2 cooked chicken breasts, shredded into small pieces
6 spring onions, thinly sliced
140g Red Leicester cheese, grated
1 small jar red or green sliced pickled jalapeño peppers
small bunch coriander, leaves roughly chopped
your choice of salsa, hot pepper sauce (like Chipotle Tabasco), crème fraîche, guacamole or extra jalapeños, to serve

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Recipe page on the BBC Good Food website...
bbcgoodfood.com

- Here's another example. A recipe on the BBC Good Food website.
- Cluttered interface, lots of related content, larger header, lots of navigation

GF BBC Good Food | Recipes X

www.bbcgoodfood.com/chromeapp/#recipes/homemade-chicken-nachos

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Homemade chicken nachos

A super-quick Mexican snack to enjoy with a Margarita or three

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Cook 8 mins Prep 5 mins

Nutrition per serving
484 kcalories, protein 31.0g, carbohydrate 35.0g, fat 25.0g,
saturated fat 8.0g, fibre 3.0g, salt 2.28g.

Ingredients

Serves 4

plain corn tortilla chips
2 cooked chicken breasts, shredded into small pieces
6 spring onions, thinly sliced
Red Leicester cheese, grated
1 small jar red or green sliced pickled jalapeño peppers
small bunch coriander, leaves roughly chopped
your choice of salsa, hot pepper sauce (like Chipotle Tabasco), crème fraîche, guacamole or extra jalapeños, to serve

Method

- Heat oven to 200C/180C fan/gas 6. Layer up the tortilla chips in an ovenproof dish or baking tray with the chopped chicken, spring onions, cheese and pickled jalapeños. Bake for 8 mins or until the cheese is melted.
- To serve, sprinkle with the coriander and eat with your favourite accompaniments.

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Settings

...versus the same recipe in the Google Chrome web app.
chrome.google.com/webstore/detail/jnkffnoliaheoidfeejcmnidkgilkja

- Yet when the corresponding page was designed for the Chrome Web App, we see a much more task focused interface.
- Yet you can only get to this page by installing it as an app in Google Chrome
- Why is this not the main website, open and available to all?

Inspiration not imitation.

- There is a hint of something interesting here.
- **Perhaps we can bring together the best of web apps and responsibly designed websites.**
- Rather than simply imitate native apps, we should be build something truer to the web.
- Meanwhile, web sites should learn from the focused design seen in web apps.

Let's build for the web.

- We've embraced the medium.
- We're adjusting our processes.
- Now is the time reframe how we design websites. And let's build for the web.

Thank you

Tak

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