

Technically Included

(The best kind of included)

Presented by Tom Raviv



A bit about me

- 10+ Years at Wix.com
 - Started off as a web developer
 - Founded the Wix R&D Academy
 - Lead Stylable.io (oss)
 - Head DevRel for Codux



Stylable



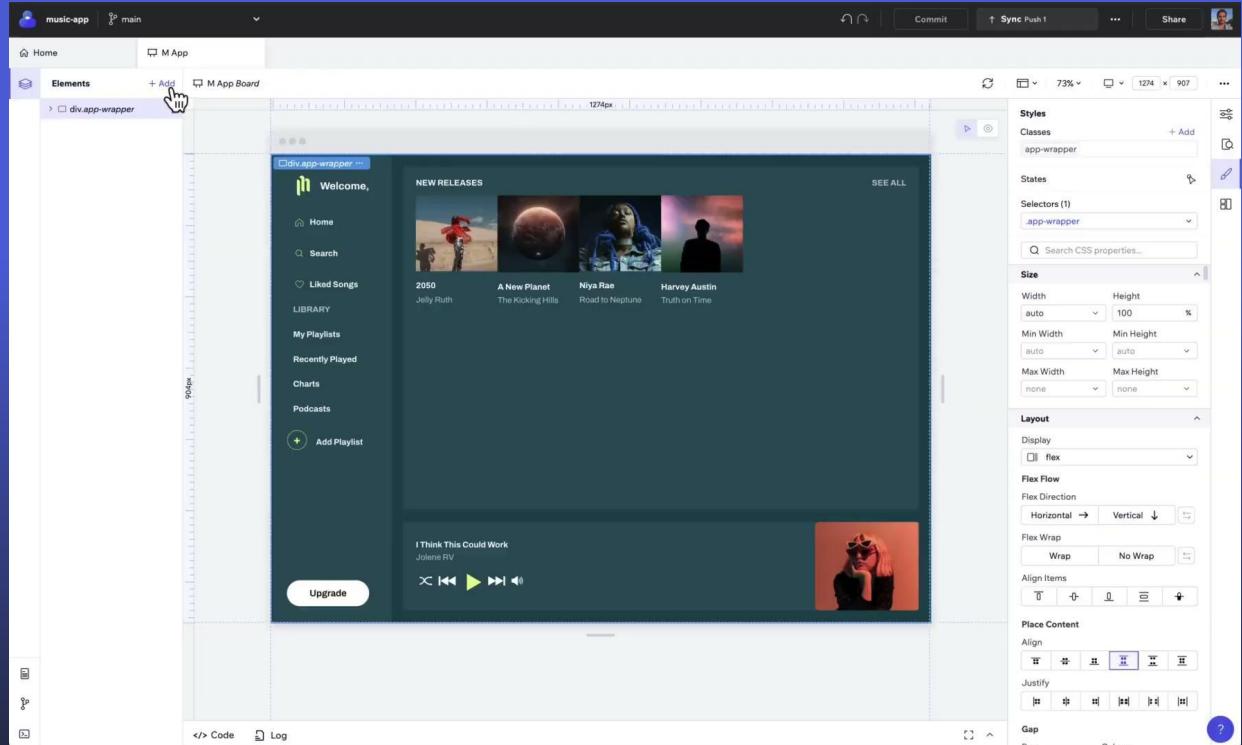
You Gotta Love
Frontend



Codux



X @RavivTom

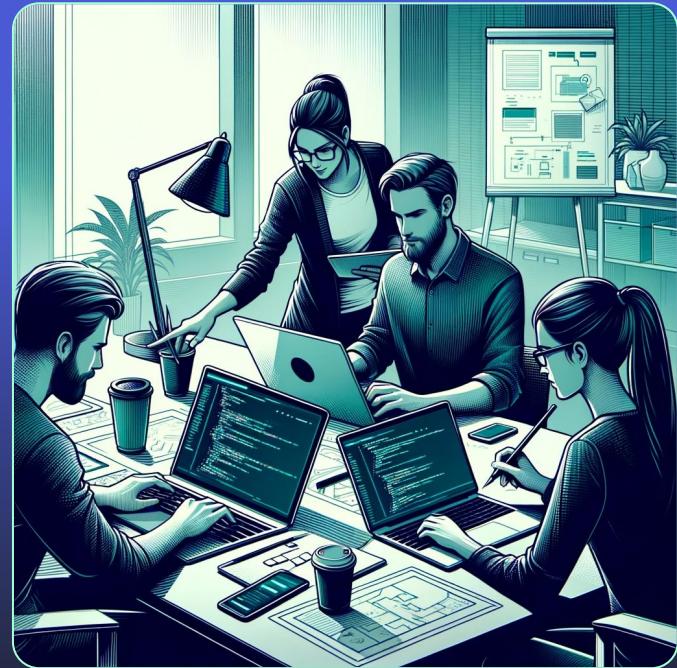


The screenshot shows a React application editor interface with the following details:

- Header:** music-app, main, M App
- Sidebar:** Home, Search, Liked Songs, Library, My Playlists, Recently Played, Charts, Podcasts, Add Playlist, Upgrade.
- Content Area:**
 - Section:** NEW RELEASES
 - Items:** 2050 (Jelly Ruth), A New Planet (The Kicking Hills), Niya Rae (Road to Neptune), Harvey Austin (Truth on Time).
 - Text:** I Think This Could Work (Jolene RV) with playback controls (rewind, forward, etc.).
 - Image:** A small thumbnail of a person with pink hair.
- Right Panel:** Styles, States, Selectors, Size, Layout, Flex Flow, Flex Wrap, Align Items, Place Content, Gap.
- Bottom:** Code, Log, 1274x907 pixels.

I ❤️ building things
and I ❤️ the web

Cross-functional teams are awesome



But there are challenges...

- Constant **need to sync**
- Endless back-and-forth of **implementation, review, and fixes**



Time runs out,
compromises ensue...

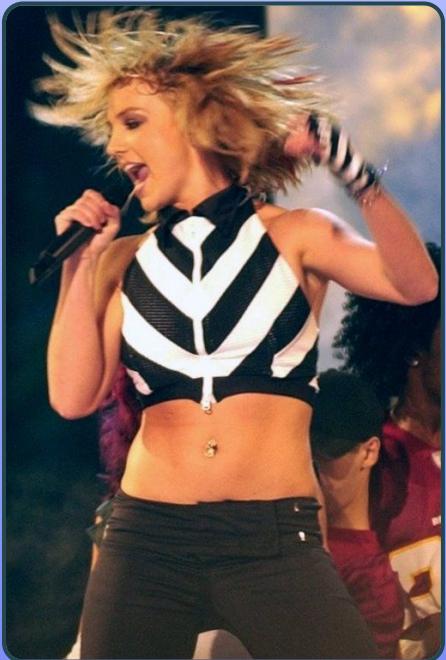
The design
in Figma



The design in
production



Going back to 2007...



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- Serious Frog Jumpin' In Calavera...**
It happens every year since 1928, inspired by Mark Twain's famous short story. See documentary film for background on Emmy-nominal (more)
Time: 03:22
- Taste Test**
A rooftop lunch sparks a heated debate between two buddies. From Chocolate Cake City, the troupe that brought you "Brokeback to th (more)
Time: 02:51
- LisaNova does YOUTUBE!!!!**
Spammers Beware. If this can happen to LisaNova it can happen to you!! Music by John Reuben <http://www.myspace.com/johnre> (more)
Time: 11:58

More in Entertainment

From: TheBokey Views: 25,312 ★★★★*

From: Sketchies Comments: 50 Login to rate video 290 ratings

And the winner is.....

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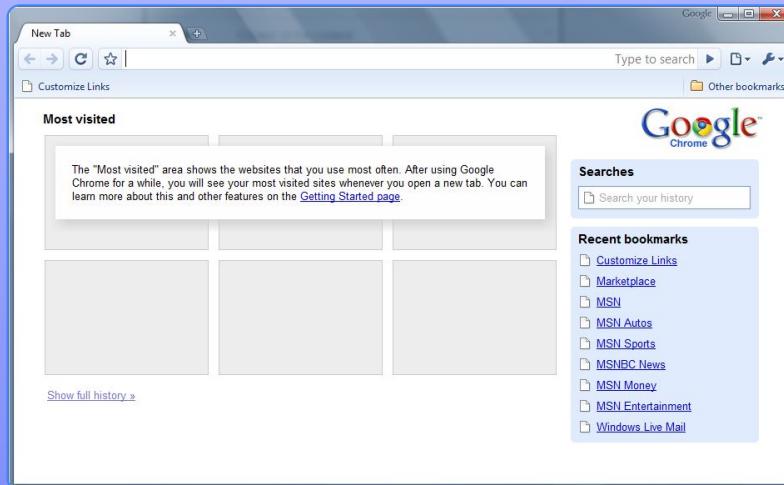
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 **SKETCHES** Sketches Contest Vote Now! Click Here!

Check Yourself From: FactionFilm



Entering the domain was easier – a browser and a notepad went a long way



MediaWiki is a free and open-source wiki software package written in PHP. It provides a platform for Wikipedia and the other Wikimedia projects, used by hundreds of millions of people each month. MediaWiki is localized in over 100 languages and is highly extensible, allowing anyone to have created it a large and vibrant community of third-party users and developers.

MediaWiki is:

- * Feature-rich and extensible, both visually and with hundreds of extensions;
- * Highly modular, allowing small, large, and complex systems to be built simply to install, working on most hardware/resource combinations; and
- * Available in your language.

For system requirements, installation, and upgrade details, see the file `README` and `INSTALL`.

MediaWiki is released under the GNU General Public License version 2 or later. See the [MediaWiki license](#) for more information.

```

461 /**
462  * Perform one of the "standard" actions
463  * @param PageSpace $pageSpace
464  * @param string $pageTitle The original title, before any redirects were applied
465  * @param Request $request = $this->context->getRequest();
466  */
467 public function performAction( PageSpace $pageSpace, Title $pageTitle )
468 {
469   $output = $this->context->getOutput();
470   $parser = $this->context->getParser();
471   $user = $this->context->getUser();
472
473   if ( $user->isAllowed( 'edit' ) ) {
474     $parser->parse( $pageTitle );
475     $parser->execute();
476     $parser->free();
477   }
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479   if ( $user->isAllowed( 'create' ) ) {
480     $parser->parse( $pageTitle );
481     $parser->execute();
482     $parser->free();
483   }
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485   if ( $user->isAllowed( 'move' ) ) {
486     $parser->parse( $pageTitle );
487     $parser->execute();
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1495     $parser->execute();
1496     $parser->free();
1497   }
1498
149
```

Our focus was different

- Browser compatibility
- Missing APIs & capabilities



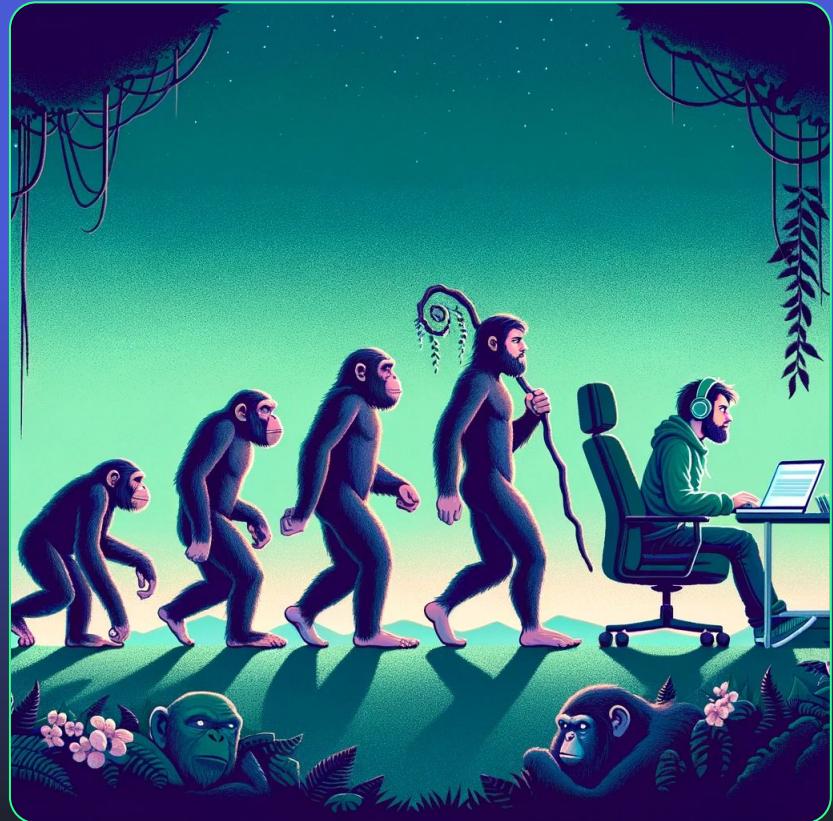
Designers were figuring out the gaps
between their legacy tools and the web



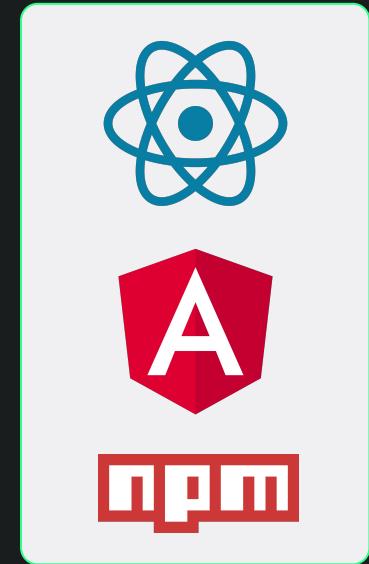
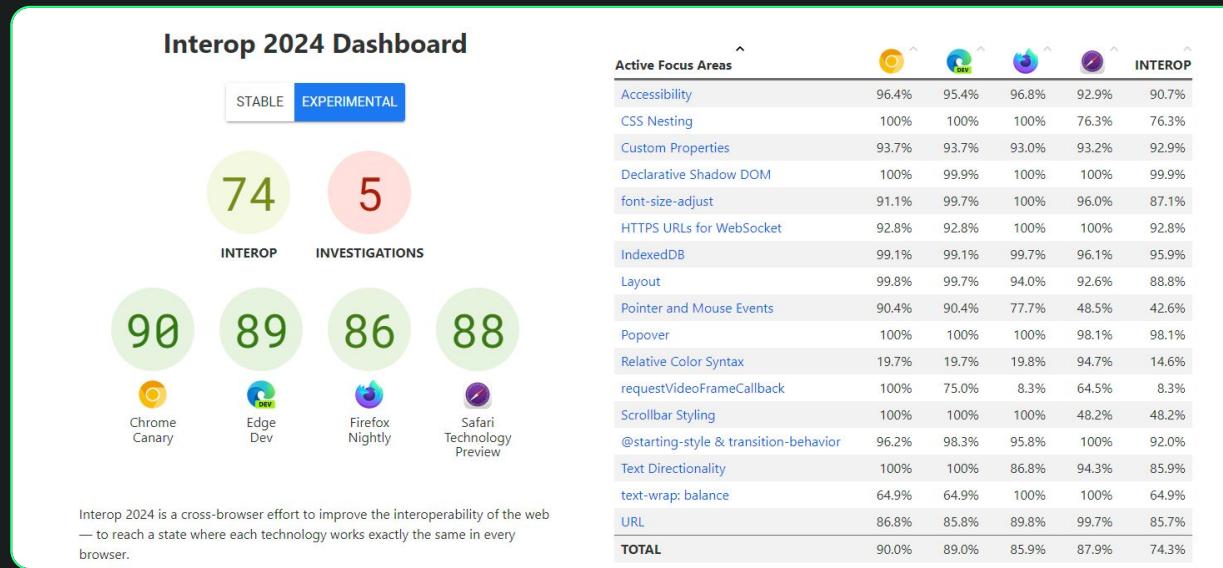
We shared a language and we were all
playing in the same playground



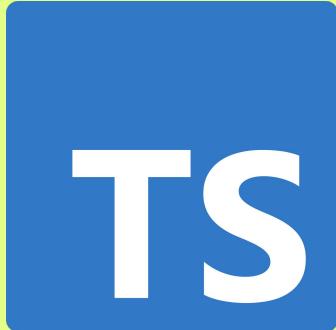
Things continued
to evolve...



- Browsers became standardized
- Package management entered our world
- Modern frameworks took off
- Working Groups and Tech Committees changed approaches



Our language and runtimes drastically changed



...and so did our responsibilities

Tests



Server-side

NEXT.js

Responsive design

iOS
Android

Accessibility



Internationalization



SEO



THE #1 PROGRAMMER EXCUSE
FOR LEGITIMATELY SLACKING OFF:

"MY CODE'S ~~COMPILE~~
TRANSPILING."



Meanwhile for our designer friends...

UX and web design were shaping up

Web design
trends

Usability
testing

Responsive
design

Accessible
design

Asset
management

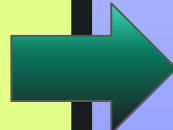
Theming and
user-generated
content

Design tools evolved

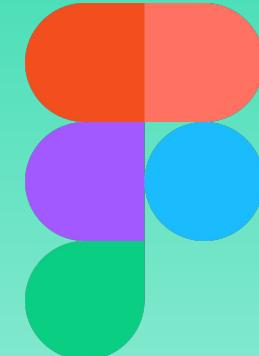
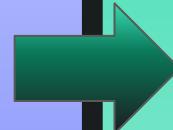


Ps

Photoshop



Sketch



Figma

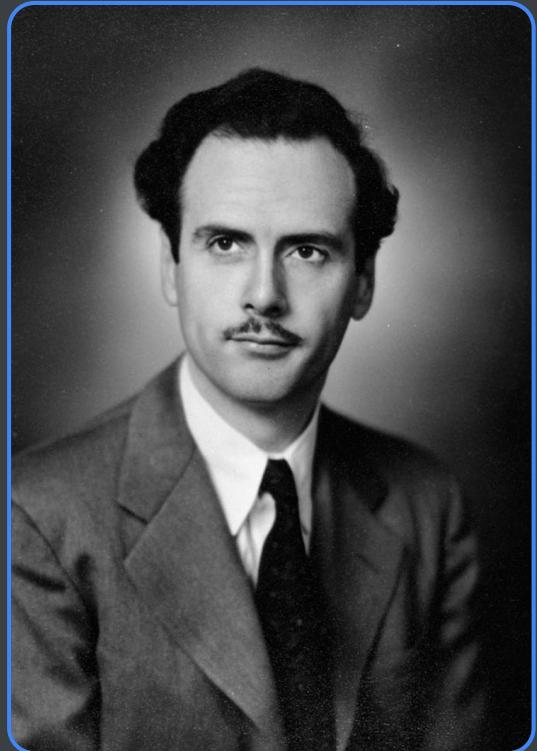
As each role professionalized,
they drifted apart, and the
gap grew wider



So, how can we bring
back the love? ❤️❤️❤️



"The medium is the message."



Marshall McLuhan

Code is truth;



Code is truth;
you're its keepers!



Code is truth;
you're its keepers!



Code is truth;
you're its keepers!



Welcome them back into our world

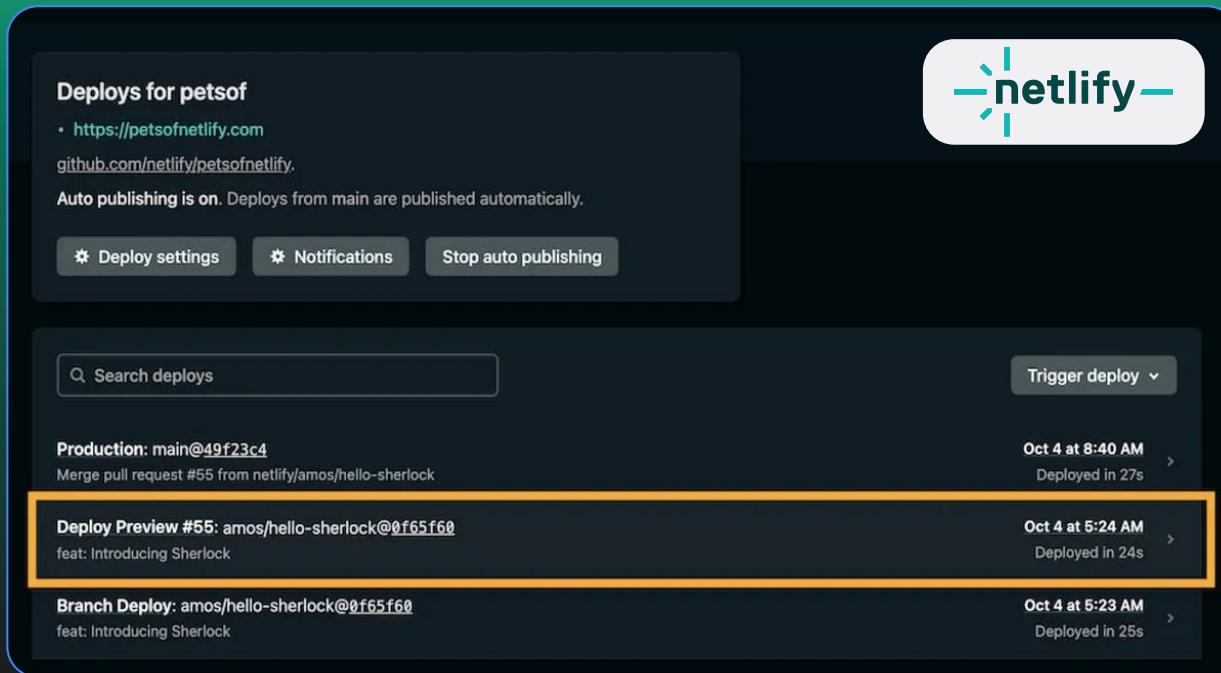
Tools &
process

Building a
common
language

Embracing
change &
building
trust

Tools & process

- Short feedback loops, less waterfall



The image shows a screenshot of the Netlify dashboard. At the top left, it says "Deploys for petsof" with a link to "https://petsofnetlify.com" and a GitHub repository link. It indicates "Auto publishing is on. Deploys from main are published automatically." Below this are three buttons: "Deploy settings", "Notifications", and "Stop auto publishing". On the right side, there is a large Netlify logo.

Below the header, there is a search bar labeled "Search deploys" and a "Trigger deploy" button with a dropdown arrow.

The main content area displays three recent deployments:

- Production: main@49f23c4**
Merge pull request #55 from netlify/amos/hello-sherlock
Oct 4 at 8:40 AM >
Deployed in 27s
- Deploy Preview #55: amos/hello-sherlock@0f65f60**
feat: introducing Sherlock
Oct 4 at 5:24 AM >
Deployed in 24s
- Branch Deploy: amos/hello-sherlock@0f65f60**
feat: Introducing Sherlock
Oct 4 at 5:23 AM >
Deployed in 25s

The "Deploy Preview #55" entry is highlighted with a yellow border.

Tools & process

- Code / task management matters too!

The screenshot shows a task management interface for the Stylable project. The interface includes a header with navigation links like Iterations, Status, Lifecycle, Priority, and Iteration Planning, along with a 'New view' button and a search bar. The main area displays two iterations:

- Iteration 1 (Dec 21, 2021 - Jan 03, 2022)**: Contains 8 tasks, all marked as 'Complete'. These tasks include feature requests for webpack, STSymbol, and core, as well as bug fixes for LSP completion and CLI configuration, and refactoring tasks. Labels for these tasks include 'diagnostics', 'integration', 'bug', 'tech debt', 'core', 'language-service', 'tooling', and 'Stylable'.
- Iteration 2 (Jan 04, 2022 - Jan 17, 2022)**: Contains 16 tasks. Some are in progress (e.g., 'Implementation', 'Implementation Review'), while others are complete. Tasks cover internal support, design for CSS value parser, refactoring inline testing, fixing core CSS properties, and supporting WCS. Labels for these tasks include 'css-value-parser', 'tests', 'core', 'tech debt', 'dev velocity', and 'tech debt'.

At the bottom, there's a button to 'Add item'.

Building a common language

- Misaligned internal names



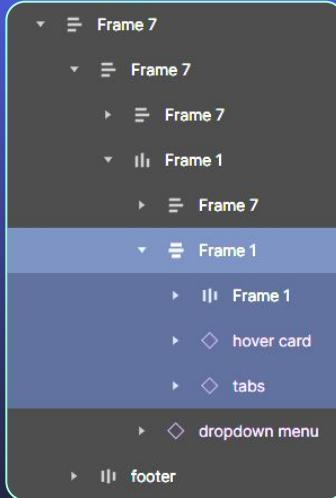
Dropdown?

Select?

Combobox?

Building a common language

- Beware of naming pitfalls in your tools

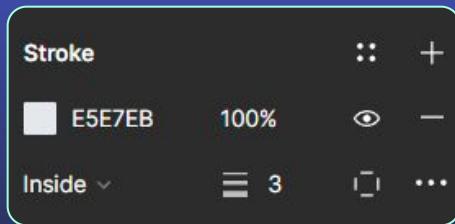


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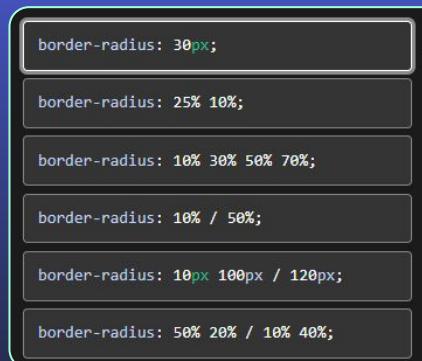
```
<div id="root"> == $0
  > ul id="nav-access" class="a11y-nav">...</ul>
  > div class="page-wrapper category-css document-page">
    > div class="top-banner fallback">...</div>
    > div class="sticky-header-container">...</div>
    > div class="main-wrapper" style="grid"
      > div class="sidebar-container">...</div>
      > main id="content" class="main-content" style="flex"
        > article class="main-page-content" lang="en-US">
          > header>...</header>
          > div class="section-content">...</div>
          > section aria-labelledby="try_it">
            > h2 id="try_it">...</h2>
            > div class="section-content">
              > p>...</p>
              > p>...</p>
              > div class="notecard note" id="sect1">...</div>
            </div>
          </section>
```

Building a common language

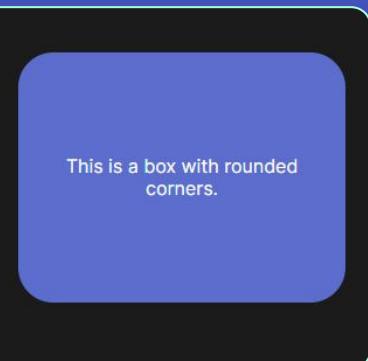
- Beware of naming pitfalls in your tools



??



```
border-radius: 30px;  
border-radius: 25% 10%;  
border-radius: 10% 30% 50% 70%;  
border-radius: 10% / 50%;  
border-radius: 10px 100px / 120px;  
border-radius: 50% 20% / 10% 40%;
```



Building a common language

- Adopt an alphabet



Building a common language

- Go further and **adopt a vocabulary**



tailwindcss

Building a common language

- Go bigger! Whole **sentences** now



React Spectrum



chakra



Fluent 2

Embracing change & building trust

- Learning is a worthwhile investment



Designers are not coming for your code,
they're coming to it.

Include them, technically!

- Invest in your designer's technical skills
- Enable easy access for all team members
- Work together to establish a shared language in your tools & processes
- Adopt tools that offer cross-domain solutions



X @RavivTom