Recap: An Event Apart 2013 Washington, D.C.

**Forty**

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Conference recap

Identify and explore the landscape of digital design and content-creation

Panel discussion

Determine ways to adjust our workflow so that cross-discipline teams can adapt
Website creation is a rapidly-changing environment.
Content and user needs drive design.
Accessibility.

Systems.

Iteration.
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Iteration. There’s no such thing as a perfect launch. Get your project out there so you can begin improving it.
Accessibility

1. what device people are using
2. their relationship to that device
3. quality of internet connection
So many devices, so many sizes.

3” to 30” and beyond
Remember that current situations are bad for predicting future behavior.
Mobile devices are a disruptive innovation.

i.e., it’s a cheap way for more people to access the internet.
TV browsers = touch + distance
Mobile device interaction is often one-handed.
The mobile device may be their only access to your site.
Take care with the “mobile” experience.

Sorry.
To view all content please visit the desktop site.
YMMV

35% have no internet access at home.

The means of getting out of poverty are increasingly available exclusively on the internet.

31% of mobile owners who use their mobile device for internet use it for their primary internet use.
The introduction of different devices and sizes really just takes us back to the natural state of the web.
Specifics to keep in mind:

- page weight
- make input easy
- favor HTML over Javascript solutions
- start with the small screen
- touch everywhere
Responsive

fluid layouts

flexbox

media queries based on EMs rather than pixels

break points based on content needs, not fixed grid system
Systems

“Put your clients in the position to succeed.”

—Samantha Warren
Style tiles

Look and feel

http://styletil.es/
Pattern portfolios
Component library + page examples

http://clearleft.com/thinks/onpatternportfolios/
In-browser wireframes and design

Content strategy

“Content strategy is caring for the life cycle of content.”
—Kristina Halvorson
<table>
<thead>
<tr>
<th>people</th>
<th>content components</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workflow and governance</td>
<td>Substance and structure</td>
</tr>
<tr>
<td>Good collaboration</td>
<td>Good writing</td>
</tr>
<tr>
<td>Making yourself heard</td>
<td>Chunking your content</td>
</tr>
<tr>
<td>Asking “why?”</td>
<td></td>
</tr>
</tbody>
</table>
Iteration

“But people will see it!”
—Jason Santa Maria
Don’t protect ideas. We WANT feedback.
Get over perfectionism and ship it.
Great designs evolve.
It’s easier to revise than to create.
Everyone wants to be an Apple Store. Because they’re successful.

Because they are designed with intention.
“Apple products suck just as much as everyone else’s”
Innovation doesn’t mean new inventions.

Innovation means adding new value.
...and that was An Event Apart 2013, Washington, D.C.