FOR A FUTURE-FRIENDLY WEB
@brad_frost
THIS IS NOT THE WEB.
THIS IS THE WEB.
THIS WILL BE THE WEB.
The power of the Web is its ubiquity.
WE ARE STUCK IN THE PRESENT
There's no such thing as future-proof.
BUT WE CAN BE FUTURE FRIENDLY.
THINKING

ACTING
WE NEED TO THINK DIFFERENTLY.
LET'S TALK ABOUT

CONTENT & CONTEXT
Rule #1

Create relevant, purposeful content.
People's capacity for bullshit is rapidly diminishing.
WASHINGTON - Vice President Dick Cheney and other Bush administration officials "blew through" legal constraints they didn't like and weakened the presidency with a go-it-alone approach in the war on terror, a former Justice Department official writes in a new book.

In "The Terror Presidency," former assistant attorney general Jack Goldsmith details what he calls "one of the underappreciated stories in the war on terrorism: the daily clash inside the Bush administration between fear of another attack - which drives officials into doing whatever they can to prevent it - and the countervailing fear of violating the law, which checks their urge toward prevention."

Goldsmith rescinded two legal memos written by attorneys who previously ran the Office of Legal Counsel, which he says "vainly" sought to shield other Bush administration officials from liability for torture and other serious misconduct.
SIMPLIFY.
WE NEED TO MAKE SMARTER CONTENT, NOT SMARTER CONTAINERS.

—Stephanie Rieger
CONTENT LIKE WATER
Get your content ready to go anywhere because it is going to go everywhere.
CONTEXT IS FUZZY
Context is both quantitative & qualitative

- Screen size
- Connectivity
- Device capabilities
- Processing power
- Input methods
- User goals
- User environment
- User attention
- User capabilities
SO WHAT'S MOBILE CONTEXT?
“ON THE GO” IS STILL TRUE...
...but lots of other use cases exist too.

76% waiting in line
62% watching TV
80% downtime
69% in stores
39% #poopin'

And the mobile web is particularly unique...
PEOPLE ARE DOING MORE ON THEIR MOBILE BROWSERS...LIKE BUYING DIAMONDS.
WHAT ABOUT APPS?
"NATIVE VS WEB" IS TOTAL BULLSHIT.

bradfrostweb.com/blog/news/native-vs-web-is-total-bullshit/
There is a difference between sites and apps.

MORE RELEVANT CONTENT. CONTEXTS.
WE NEED TO ACT DIFFERENTLY.
INVEST IN YOUR CONTENT.

make APIs, not war.
LET GO.

the most valued products will be designed to live beyond the device, context or technology they were originally intended for...

http://www.slideshare.net/yibu/letting-go-9109114
RESPONSIVE WEB DESIGN

http://www.alistapart.com/articles/responsive-web-design/
Responsive Web Design

Fluid Grids
Flexible Images
Media Queries
RESPONSIVE DESIGN IS NOT A PANACEA*
(MEDIA ELEMENTS, SOURCE ORDER, COMPLEX NAVIGATION, ET ALL)

RATHER A GREAT STEP IN THE RIGHT DIRECTION

*NOR DID IT EVER CLAIM TO BE
EMBRACE THE SQUISHINESS.™
MOBILE IS SO MUCH MORE THAN A SMALL SCREEN.
<link rel="stylesheet" media="only screen and (max-device-width: 480px)" href="/css/iphone.css" > No, you guys. No.
MOBILE FIRST

GROWTH → OPPORTUNITY
CONSTRAINTS → FOCUS
CAPABILITIES → INNOVATION
MOBILE LAST (DEGRADED, SHOE-HORNED, SHORT-SIGHTED, CRAPPY)

MOBILE FIRST (PROGRESSIVELY ENHANCED, FUTURE-FRIENDLY, AWESOME)
PROGRESSIVE ENHANCEMENT IS YOUR FRIEND.
still amazed at how sites designed and coded in 1999 can be more functional on iPad/mobile then stuff done in 2010/11
BACK TO BASICS
SEMANTIC HTML5
CLEAN, PORTABLE CODE
IT'S MAKES FOR ENHANCED EXPERIENCES.

http://diveintohtml5.org/forms.html
DESIGN FOR DIVERSITY
ACCOMMODATE FOR **MEAT STICKS**.

.style
EMBRACE THE CASCADE

GLOBAL

SPECIFIC

TOP TO BOTTOM
LEFT TO RIGHT

BASIC

ADVANCED
GET SMART WITH SCRIPTS
BEHAVE.

CONDITIONALLY LOAD SCRIPTS.
PROGRESSIVELY ENHANCE SCRIPTS.
TAKE ADVANTAGE OF TOUCH.
OPTIMIZE PERFORMANCE.
BEWARE OF FALSE POSITIVES.
WHERE DO I START?
Separate sites aren't scalable.
MOBILE SITE

BUT THIS MIGHT BE REALITY.
LET'S MAKE SOME SERIOUS LEMONADE.
CURRENT DESKTOP SITE
( AWKWARD TREE IS AWKWARD )

MOBILE SITE
( IMMATURE, BUT SEED IS PLANTED )
OLD DESKTOP SITE
( OBSOLETE TREE IS OBSOLETE )

NEW GLOBAL SITE
( MOBILE-FIRST, ADAPTIVE AND FUTURE-FRIENDLY )
Let's embrace the unpredictability of the future.
NOBODY'S SAYING THIS IS EASY.
BUT IT'S 100% NECESSARY.
THIS IS GONNA TAKE ALL OF US.
IT'S GOING TO BE FUN.
GO FORTH AND MAKE FUTURE-FRIENDLY EXPERIENCES.
THANKS!
—@brad_frost