

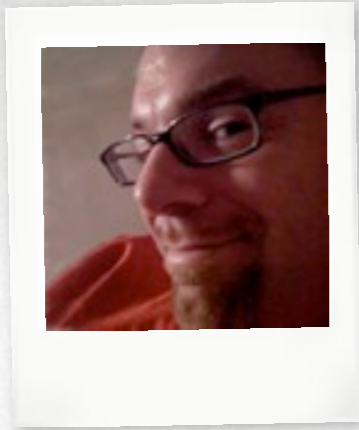
Death, Taxes & Viewport Chrome

the only thing certain is uncertainty itself

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About Me

- ✿ Jason Pamental
Web Strategist, Designer, Technologist
- ✿ Have been a strategist, designer, developer & cat-pixel-wrangler since roughly the launch of Netscape 1
- ✿ Can be found @jppamental in most places
- ✿ Post thoughts, work & pics from Instagram @ thinkinginpencil.com



A Disclaimer

- ❖ I am not a Responsive Web Design Fanboy
- ❖ But think for a moment about over 400 different Android devices alone
- ❖ Before you poke your eyes out, remember that RWD can be a significant part of the solution
- ❖ This talk is about design – but design is about more than coloring pixels

How'd We Get Here

- ❖ Speak/write about Web Strategy: the smarts between design, technology and your client
- ❖ Drupal is the perfect glue
- ❖ After 18 years working on the web, it's still new every day
- ❖ Some things will always be the same

Few Things Are Certain

- ✿ We'll all die eventually
- ✿ Usually after paying a lot of taxes
- ✿ We have no idea how someone is going to view our design – none
- ✿ Really. Think about that last one

You Don't Know Jack

- ❖ Where we admit we know nothing
- ❖ I kid, I kid... sorta
- ❖ HTML5, CSS3 & Web Fonts: game has changed in the past year or 2
- ❖ Device/Platform multiplier mayhem
no way to keep up with all of them
- ❖ At a bigger inflection point than any before – but let's review

History of The World (Part I)

- ❖ 1993: Mosaic graphical browser
- ❖ 1995: HTML 2.0 – Rise of the Table Tag
- ❖ 1997: Introduction of CSS 1
(‘Blink’ tag formally dropped)
- ❖ 1998: ASP / Tango / Cold Fusion / PERL – early CMS’s become common (it’s all about the database)
- ❖ 2001: Drupal introduced
- ❖ 2009: HTML5, CSS3, Web Font services introduced (and are still evolving)
- ❖ 2011: Responsive Web Design by Ethan Marcotte (and the world is reinvented)

Now the Good Stuff

- ❖ Evolution of tools: better, cheaper, easier, more open
- ❖ Platforms as service have grown (DrupalGardens.com, Distros like OpenPublish)
- ❖ More power at less cost and easier to create than ever before
- ❖ What cost \$500,000 to develop 10yrs ago is now free & can be managed from your phone (that's real data)

**But one more little
challenge...**

You Don't Know Your User, Either

- ❖ Impossible to know how your design will be consumed
- ❖ Desktop/Laptop/Tablet/eReader/Phone/Console/TV/Car
- ❖ Adapt, respond, react: make your designs more capable
- ❖ Accessibility: more than just 'alt' text
- ❖ You can't do everything. Use tools to help do that voodoo you do so well – only more better(er?)

We're Not Designing Pages

- ✦ Good design has structure – but that structure must be fluid
- ✦ We're designing **systems** of **relationships & hierarchy** to infer **meaning & importance**
- ✦ **960 pixels is a copout.** More often than ever our work will be viewed on phones, tablets, tv's – more than on computers as we know them

We're Designing Meaning

- ✿ Design is about conveying information & understanding
- ✿ That information & understanding must hold true no matter how its conveyed
- ✿ How users understand & learn is as crucial as how they see
- ✿ Start with semantics & adapt your presentation to the capabilities of the device on which your design is viewed

Psychology & Cognitive Science are The New Black

- ✦ In order to preserve meaning & reinforce understanding, you must know how learning works
- ✦ Once you know how learning works, you can tailor your system of design
- ✦ That system of visual & information hierarchy can survive across platforms & screen sizes

Size Matters

- ❖ *But attention matters more*
- ❖ Screen size & browser capabilities are important
- ❖ But what the user is ALSO doing at the time matters more
- ❖ Know your competition
(hint: it's not the other browser window)

Location, Location Location

- ❖ Desktops are used, well – at a desk
- ❖ Laptops might be in a coffee shop
- ❖ Tablets prefer couches (usage spikes in browser stats show highest usage in evening hours)
- ❖ Phones fill the gaps... all of them (in line, in the car, on the train, in bed, in the loo – yes, there too)

Your Mileage May Vary

- ❖ With every device & kind of usage comes a differing level of focus
- ❖ Focus of attention & mode of input dictates your design approach (or it should)
- ❖ Your design approach & tools must reflect this reality
- ❖ Responsive Design can help

Everything's Relative

- ❖ Every element on screen has importance (or it should)
- ❖ That importance is understood by its relationship to everything *else* on the screen
- ❖ Know the tools to convey that relevance: color, font style/weight, size, visual cues (underlining, shape)
- ❖ That has to hold up when the screen size changes or input mode shifts

Please Pass the Gestalt

- ✦ Our attention is drawn by contrast
- ✦ An **<h1>** is bigger than a **<p>** for a reason
- ✦ **Conventions are your Frenemies**
- ✦ Use them to reduce cognitive barriers (i.e. 'don't make them think')
- ✦ Defy them & create unexpected contrast (see also: surprise & delight)

Task-Appropriate Design is the OTHER New Black

- ❖ A place for everything & everything in its place
- ❖ But the place might be different on a phone... or in a car
- ❖ As may be the importance of some tasks versus others

It's not the What but the Why & How

- ✿ Josh Clark: 'I have some attention to spend' – but how are they spending it?
- ✿ @LukeW: with one eye & one thumb
- ✿ There is no mobile user, any more than there is a 'fold'
- ✿ Tasks vary by circumstances of use (the why)
- ✿ How users accomplish those tasks varies by device capability (hover, touch, swipe)

For Example

- ❖ Restaurant site on a phone: What I can eat & how do I get there?
- ❖ Non-profit site on a laptop: Are they for real, who is involved & how can I help?
- ❖ eBay from either: I want to buy that Ferrari now. Really.
- ❖ These contexts may generally coincide with exploration or quick task focuses – *but neither should exclude the other behavior*

The Medium Is the Message

- ❖ But the device capabilities dictate how you present it
- ❖ Hover on a desktop aids exploration & speeds browsing
- ❖ Touching/swiping on a small screen is more natural (but don't forget about fat fingers. Again: size matters)

Re-think Your Design Thinking

Design by Sharpie

- ✿ Sketch out your design with a fat tip marker to quickly sort out hierarchy
- ✿ Try 3 or 4 screen sizes to gauge effectiveness & prominence relative to other elements of the design
- ✿ Don't forget about BIG (#RWD isn't just for smartphones you know)
- ✿ Once you've sorted hierarchy, think about interaction: what's natural to the device & method of use

Research, Research Research. Repeat.

- ❖ Responsive Design has only been around for a year or two
- ❖ UI patterns are still evolving, but conventions are emerging ('pull' down to refresh)
- ❖ **Native Apps work:** think about *why*
- ❖ Evaluate pros/cons: Native Apps vs RWD
- ❖ Some App UI patterns could just as easily be used on the web (FB app menu)

Since We *Know* Real Designers Code...

- ❖ Why not stretch a bit & learn to theme?
- ❖ You could even crack a book (or at least watch a video)
- ❖ For every designer there's a theme, distribution or hosted service you could use – **today**
(even for designers who don't code... yet)
- ❖ One size does not fit all: blend jQuery Mobile with media queries to deliver appropriate experience based on capabilities

Getting Started is Getting Better

- ❖ There is no excuse for Arial any more
- ❖ Or 'plug-in not found'
- ❖ Or 'This site best viewed in NetFox Safari Explorer Version 47'
- ❖ Zen, Omega, others: seriously, just download a #%&%\$ theme already & try one out
- ❖ Modernizr, HTML5 Boilerplate, LESS, SASS/ Compass, Adaptive Images & more

Why Harp on This?

- ❖ Because designing a page is only 1/400th of the answer (or less)
- ❖ Worse: designing a page in Photoshop & not knowing how the design will truly be used or on what it will be viewed
- ❖ Even prototyping in static HTML only tells part of the story (though doing so responsively is a start)

What's That Viewport Bit, Then?

- ❖ A school in Amman, Jordan has **over 22%** mobile traffic
- ❖ Ford, Toyota shipping app-filled interfaces in 2012: Pandora streamed to your dashboard
- ❖ 10% of all mobile subscribers are using an iPhone
- ❖ Kindle Fire: **7" color tablet for \$199**, Webkit-based browser
- ❖ **The revolution WILL be televised:** Samsung has put apps on your TV

You Gotta Know What You Don't Know

- ✿ Responsive & Adaptive Design is about anticipating the unknown
- ✿ This has the benefit of being MUCH more flexible and fault-tolerant
- ✿ It's WAY easier to do when you're only editing a couple files – not a couple hundred

Feature Forward

- ❖ Know what else you don't know?
- ❖ What feature comes next
- ❖ Drupal has over 10,000 modules available and counting
- ❖ Often little-to-no extra work as the theme will carry design through
- ❖ There's an app for that – & Drupal can supply the content

So Where Do I Fit In?

The Bit in the Middle

- ✿ That's you
- ✿ You know **design**
- ✿ You know your **client** (or you should)
- ✿ You know the **web** & what can be done on it
- ✿ Use **DRUPAL** to help you do it

Tools in Your Toolbox

- ❖ HTML5, CSS3, Web Fonts
- ❖ Responsive/Adaptive design approaches & methods
- ❖ Don't forget CSS systems like LESS, SASS, etc (seriously – go learn one)
- ❖ Buddy up if you need to
- ❖ But don't be afraid to stretch to that next box of skills

What's Next?

Declare the Pennies on Your Eyes

- ❖ *(You need a Beatles reference. Just because.)*
- ❖ Platforms are getting smarter: leaner, more semantic markup & more reliable device capability detection
- ❖ Plethora of syndication options
- ❖ Enables use of Drupal site as content hub
- ❖ Use one platform & multiply your reach as a designer

Now Get Out & Go Make Something Awesome

Hello.

I'm a web professional and I make

Awesome

Drupal FTW

Thank You!

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Please don't forget to evaluate the session!

<http://bit.ly/JP-DCM2012>

Resources

- ✿ Mobile UI Patterns:
<http://mobile-patterns.com/dashboard-navigation>
- ✿ LukeW's Multi-Device Layout Patterns
<http://www.lukew.com/ff/entry.asp?1514>
- ✿ Navicon (blog post)
Jeremy Keith (excellent post w/lots of references)

Books

- ✿ Responsive Web Design
Ethan Marcotte, A Book Apart
- ✿ Adaptive Web Design
Aaron Gustafson, Easy Readers
- ✿ Mobile First
Luke Wroblewski, A Book Apart
- ✿ Don't Make Me Think
Steve Krug (really - you still have to read it)
- ✿ The Design of Everyday Things
Don Norman (web usability learned from the design of doors)