

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

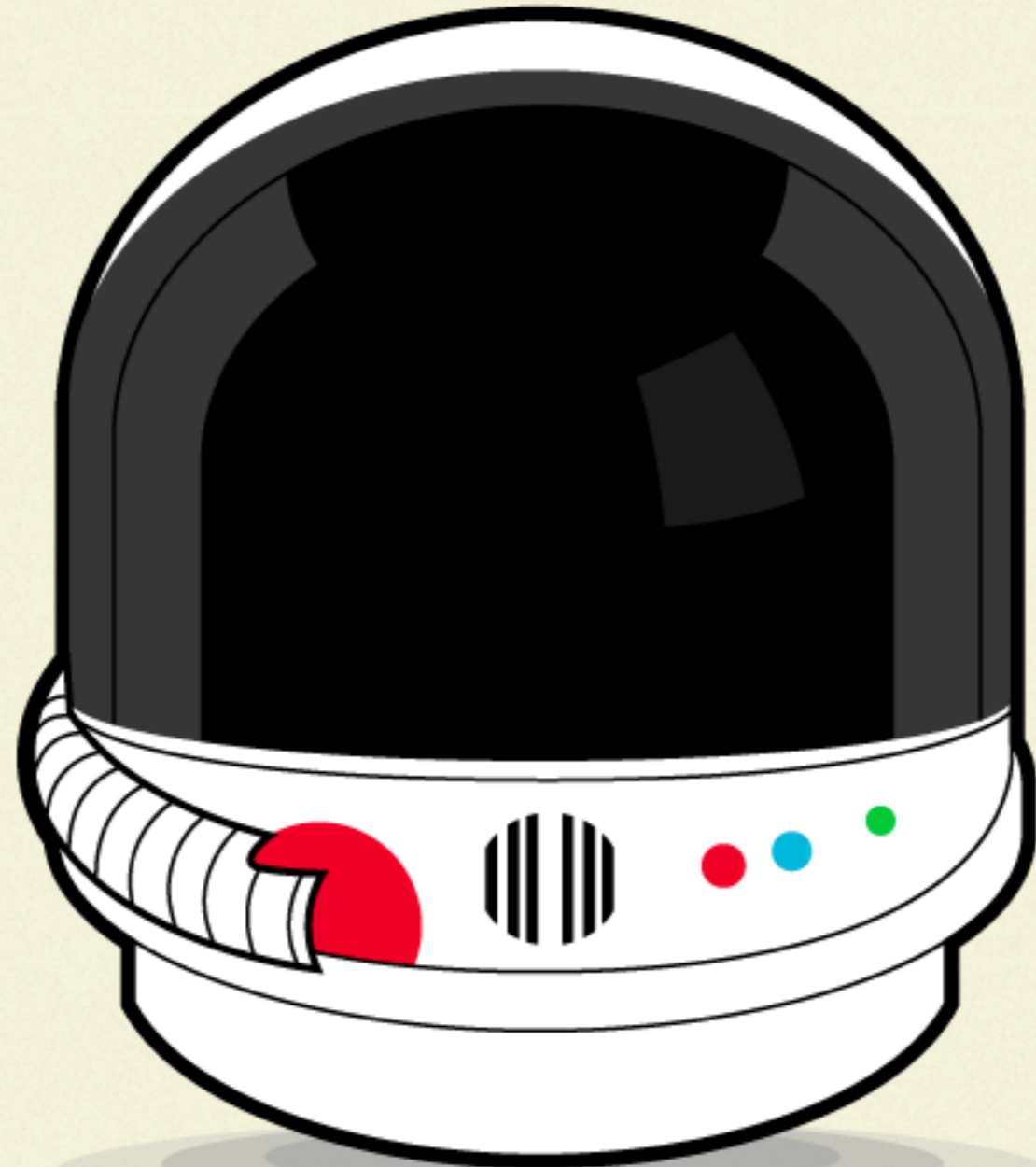
UBIQUITY

**WE ARE STUCK IN THE
PRESENT**

**THERE'S NO SUCH THING
AS FUTURE-PROOF.**



BUT WE CAN BE FUTURE FRIENDLY.



<http://futurefriend.ly>

THINKING

ACTING



**WE NEED TO
THINK DIFFERENTLY.**



LET'S TALK ABOUT

CONTENT & CONTEXT



RULE #1



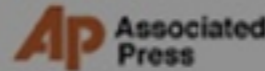
**CREATE RELEVANT,
PURPOSEFUL CONTENT.**

**PEOPLE'S CAPACITY FOR BULLSHIT
IS RAPIDLY DIMINISHING.**

- Bonds and Markets News
- Hot Gadgets for 2007
- Small Business Finance Tips

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Associated Press



Book Is Inside Look at War on Terror

By PETE YOST 09.07.07, 3:25 PM ET

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- TV Marketing Mania
- Tennis Suits Heineken
- The Business Behind BCBG
- Cashing In On The Club Scene
- Driving Light: The BMW 550i Sedan

Most Popular Stories

- Your Toughest Sale: Your Own Kids
- Returning Workers' Brains Still On Vacation
- The Most Expensive Blocks In The U.S.
- 2007 Mutual Fund Survey

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Goldsmith rescinded two legal memos written by attorneys who previously ran the Office of Legal Council, which he

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Andrew Teufel
Director of Research, Fisher Investments

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BULLSHIT

CONTENT

BULLSHIT

BULLSHIT

SIMPLIFY.

**WE NEED TO MAKE SMARTER CONTENT,
NOT SMARTER CONTAINERS.**

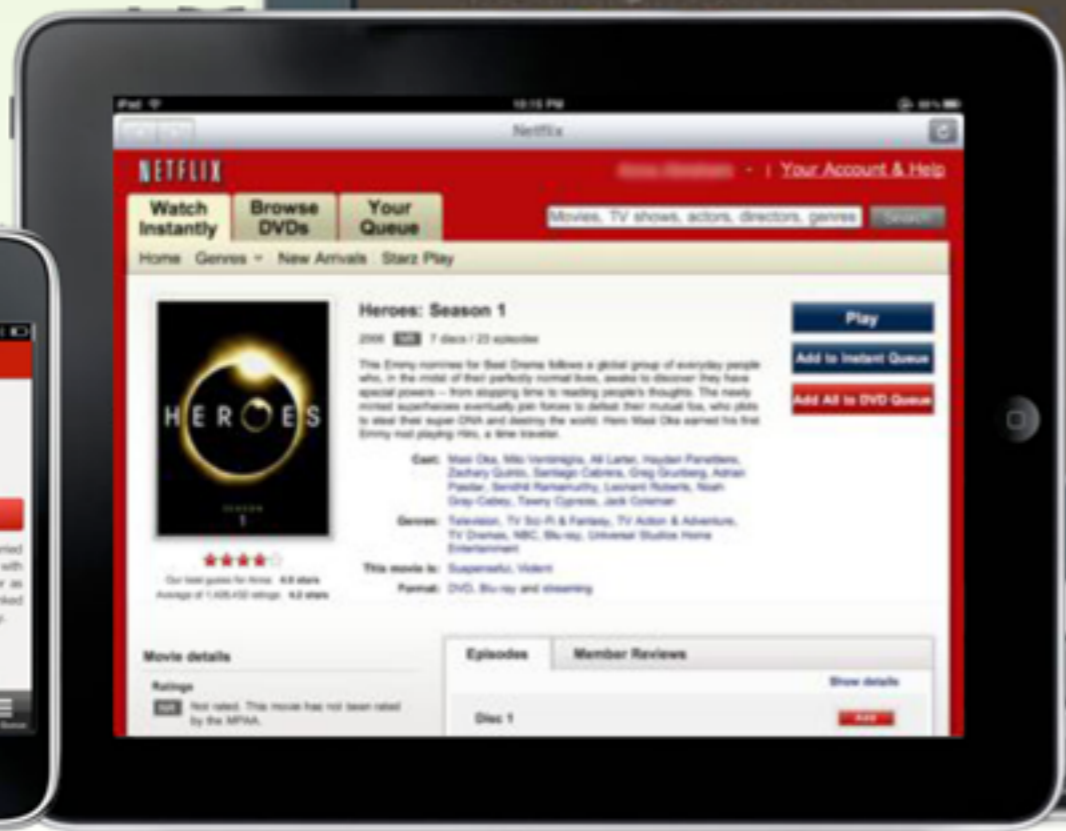
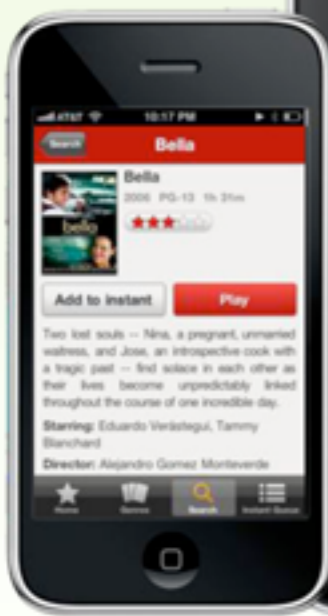
—Stephanie Rieger

CONTENT LIKE WATER





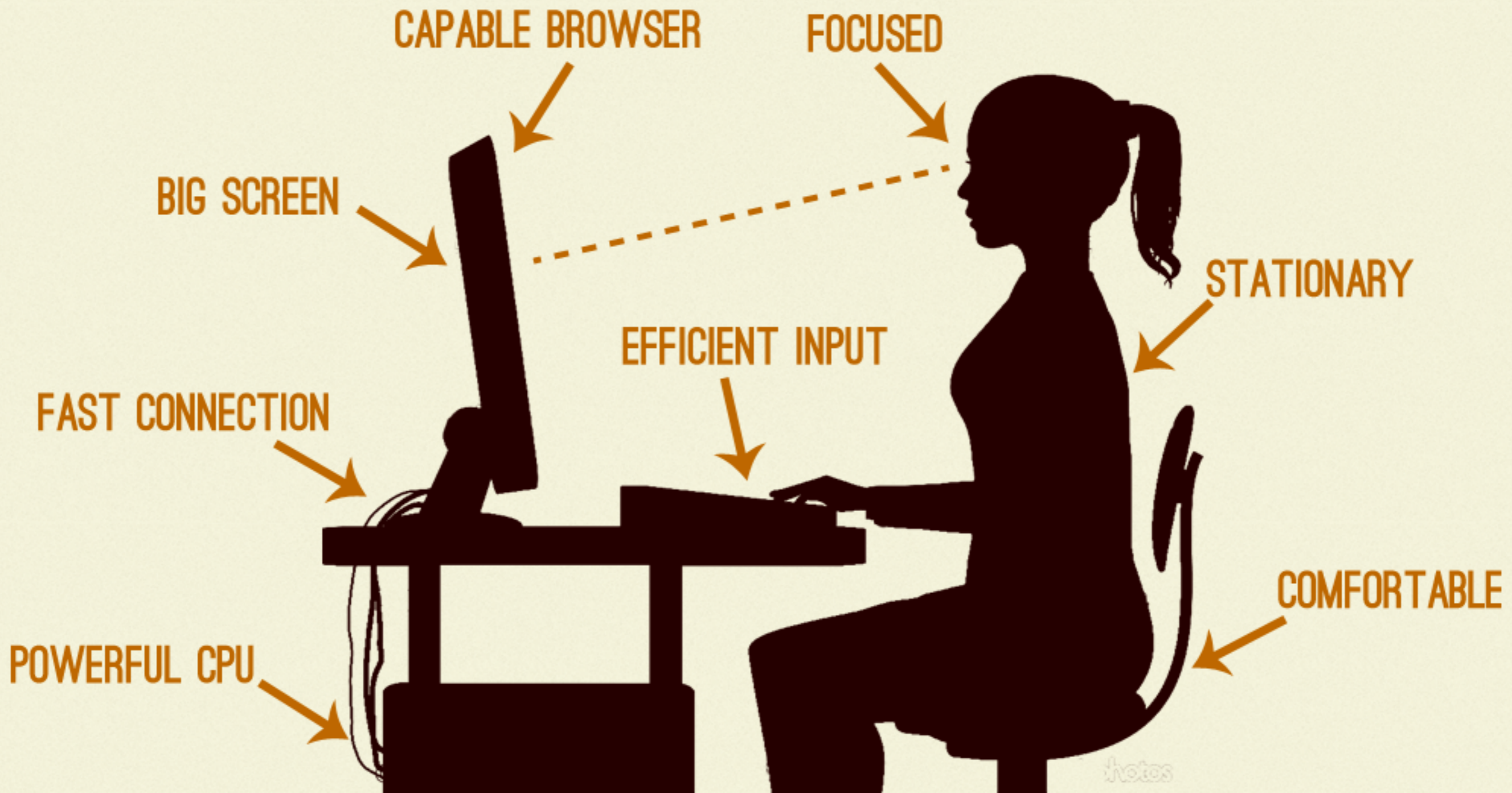
GET YOUR CONTENT READY TO GO
ANYWHERE
BECAUSE IT IS GOING TO GO
EVERYWHERE





CONTEXT

OLD CONTEXT





NEW CONTEXT



CONTEXT IS

FUZZY

CONTEXT IS BOTH QUANTITATIVE & QUALITATIVE

SCREEN SIZE

CONNECTIVITY

DEVICE CAPABILITIES

PROCEESSING 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'

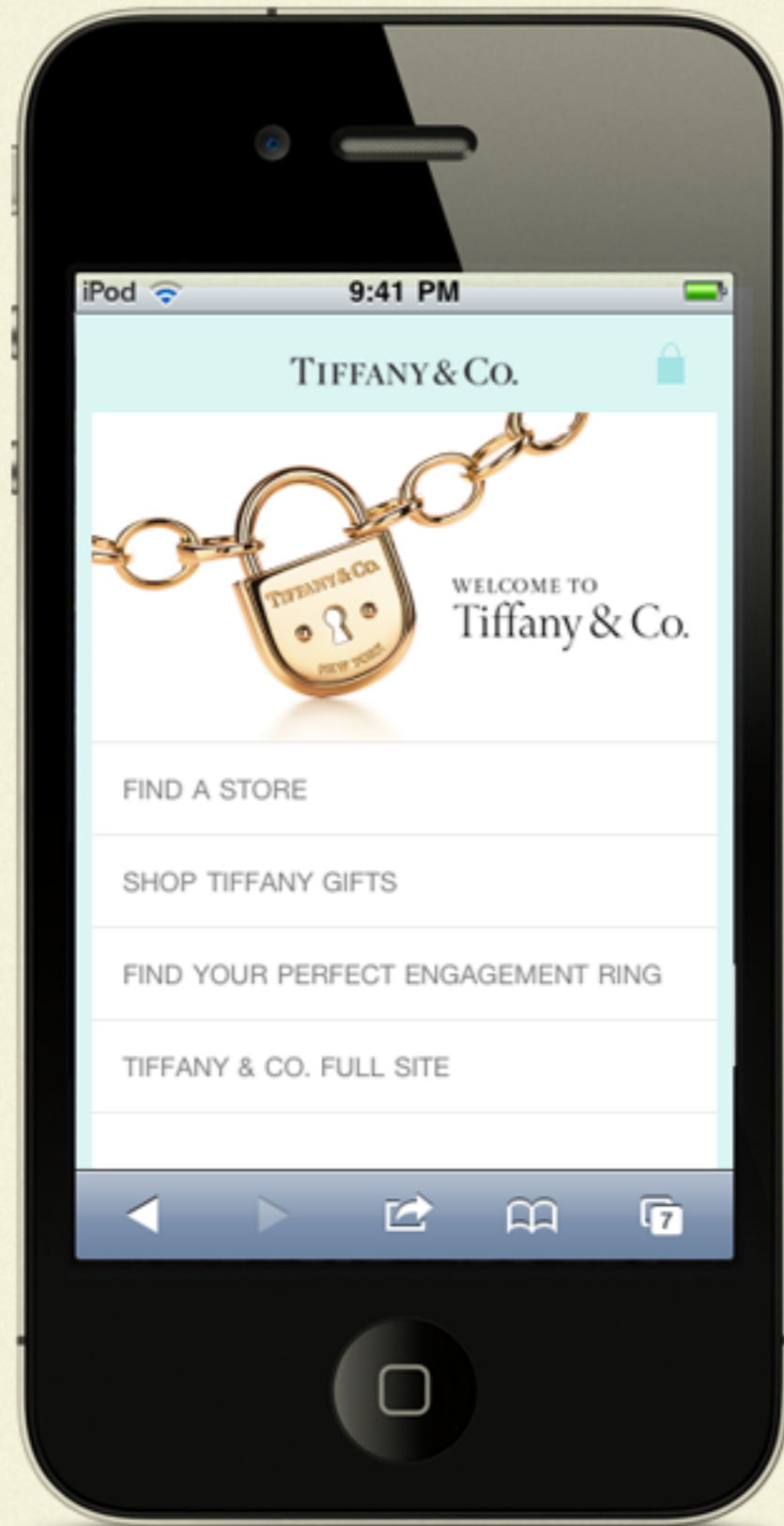
**AND THE MOBILE WEB IS
PARTICULARLY UNIQUE...**



WEB (DESKTOP CONVENTIONS)

MOBILE (NATIVE CONVENTIONS)

MOBILE WEB



**PEOPLE ARE DOING MORE
ON THEIR MOBILE BROWSERS
...LIKE BUYING DIAMONDS.**

A close-up photograph of a man's face. His eyes are replaced by the blue App Store icon. He has a wide, open-mouthed smile with his tongue sticking out. The text "WHAT ABOUT APPS?" is overlaid in white, bold, sans-serif font across the middle of his face.

WHAT ABOUT APPS?

**"NATIVE VS WEB"
IS TOTAL BULLSHIT.**

bradfrostweb.com/blog/news/native-vs-web-is-total-bullshit/

HTML



**THERE IS A DIFFERENCE
BETWEEN SITES AND APPS.**

<http://tripleodeon.com/2011/09/of-sites-and-apps/>

MORE RELEVANT CONTENT.
CONTEXTS.



WE NEED TO ACT DIFFERENTLY.

INVEST IN YOUR CONTENT.



OPEN PLATFORM

Build applications with the **guardian**

newspaper publishing x



Webfeed

Case studies



Recipe Search

The recipe search engine from WhatCouldICook.com is now also

Try it now

Get a key

Getting started guide

API Explorer

Content Search

Help

FAQ

Google group

Migration Guide

LET GO.



Travel

Enjoy England



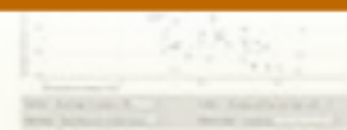
Politics

Voter power



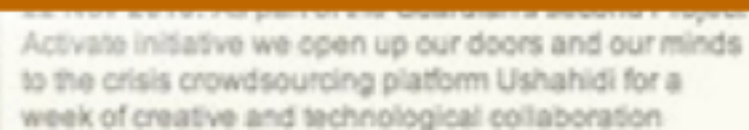
Environment

AlertMe



Data visualisation

Does funding equal



Activate initiative we open up our doors and our minds to the crisis crowdsourcing platform Ushahidi for a week of creative and technological collaboration

3 comments

The web data revolution - a new future

at the Guardian

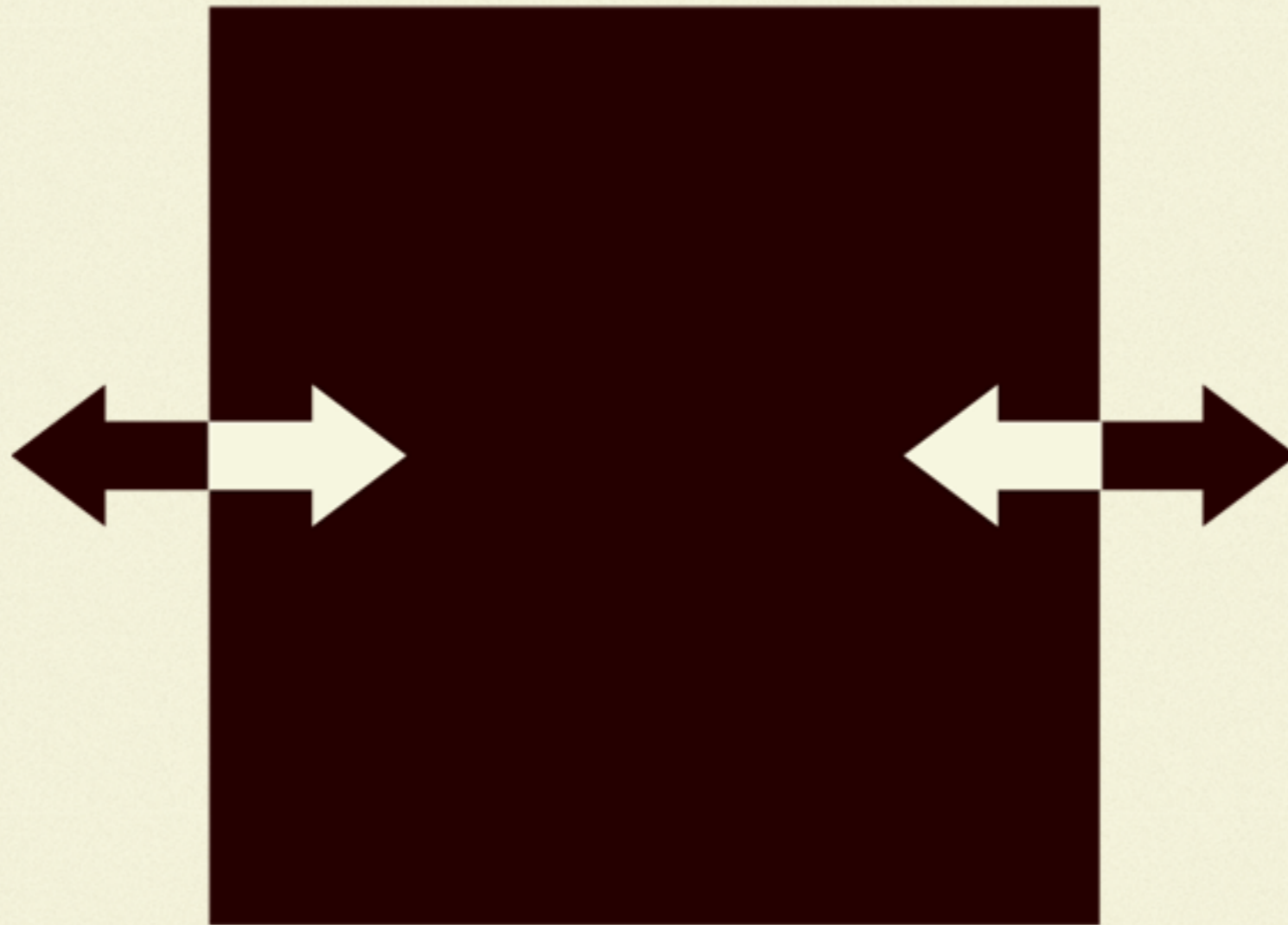
18 Oct 2010: Dailhi O Cruaiaich outlines some new Linked Data features in The Guardian Open Platform. 9 comments

Adding 'references' to the API

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

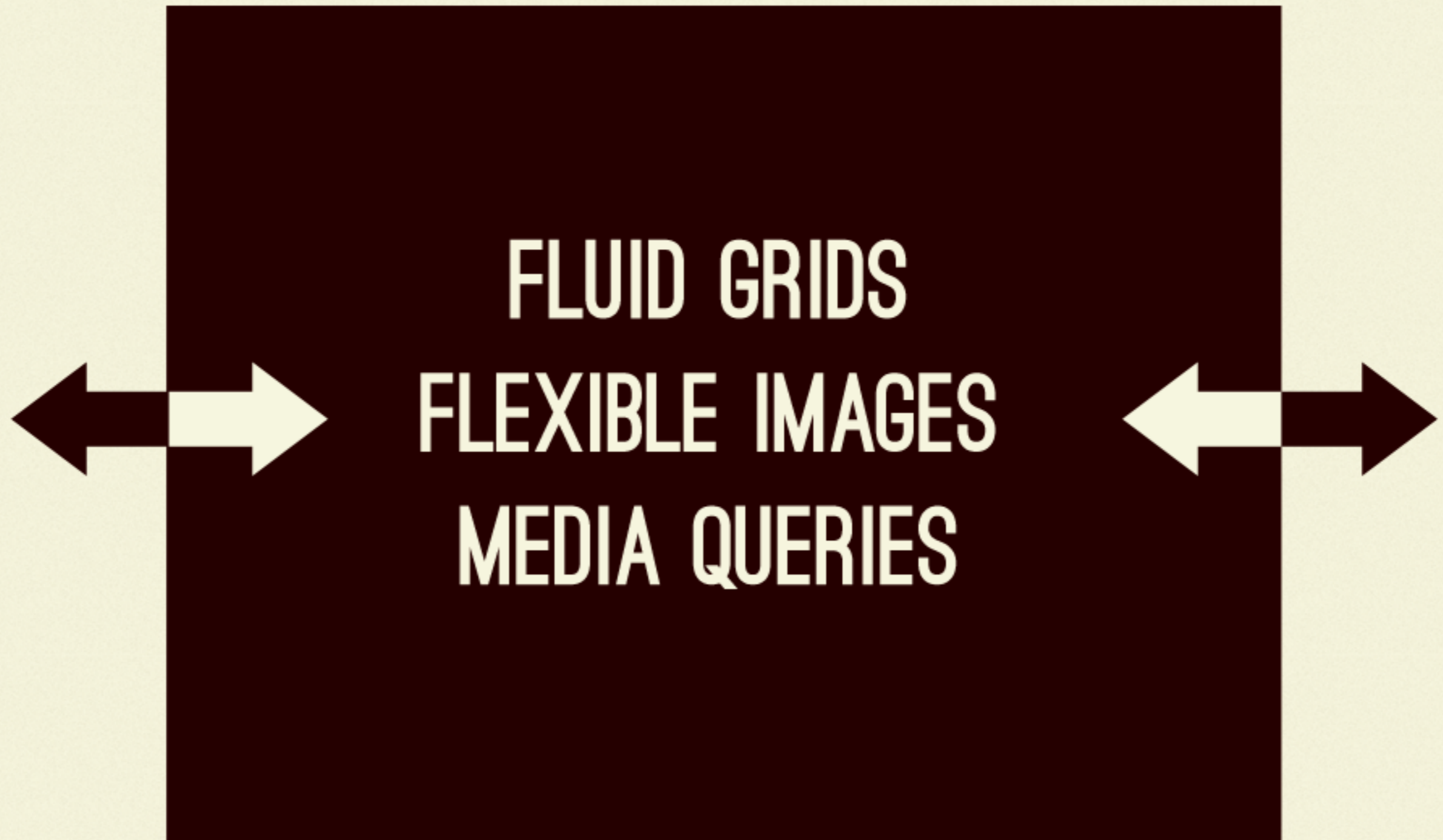
a close the on on the data of modern

RESPONSIVE WEB DESIGN



<http://www.alistapart.com/articles/responsive-web-design/>

RESPONSIVE WEB DESIGN



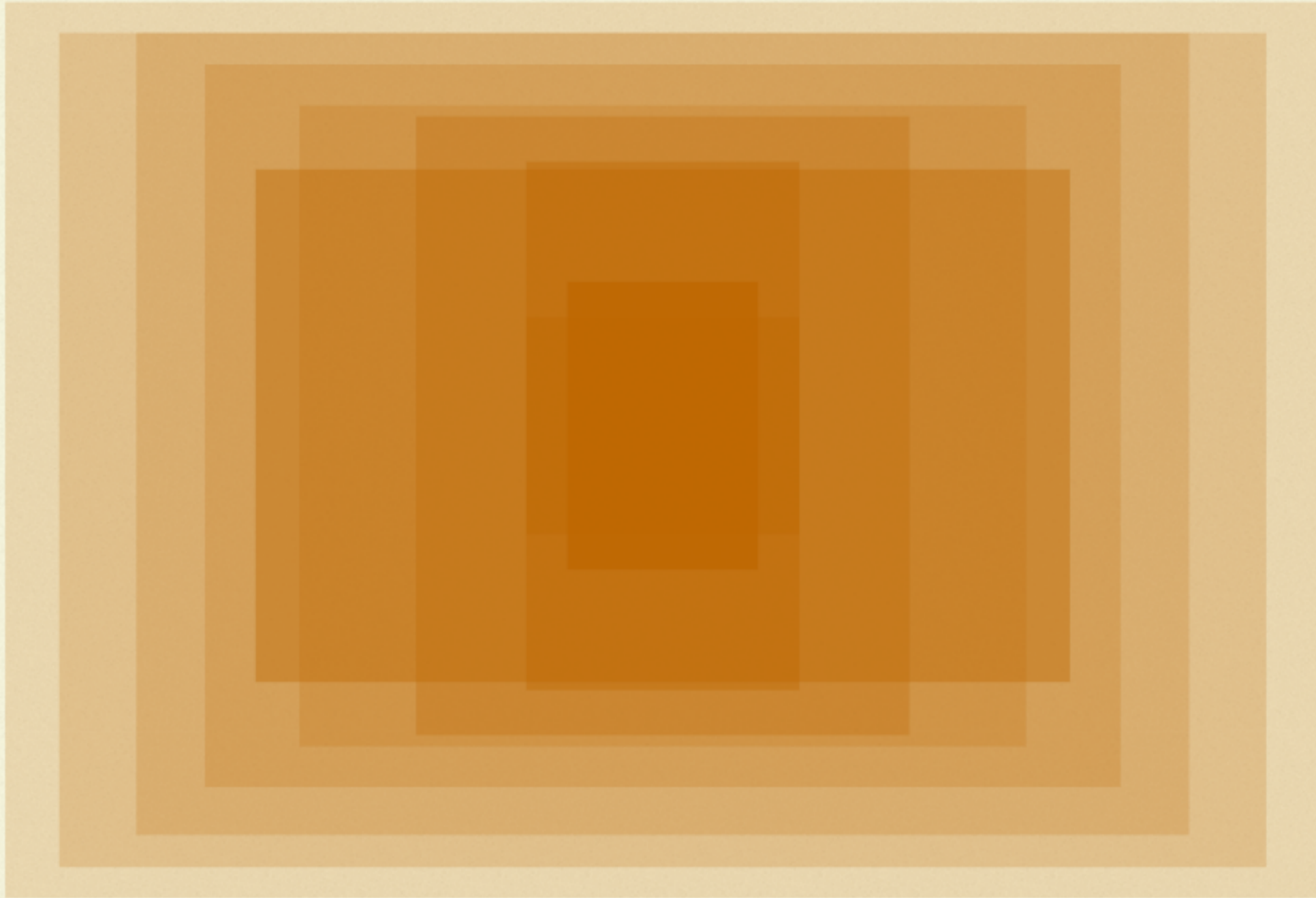
RESPONSIVE DESIGN IS NOT A PANACEA*

(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.TM JUST IN CASE





**MOBILE IS SO MUCH MORE
THAN A SMALL SCREEN.**



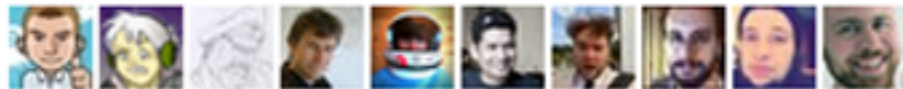
@wilto

Mat "Wilto" Marquis

```
<link rel="stylesheet" media="only screen  
and (max-device-width: 480px)"  
href="/css/iphone.css"> No, you guys. No.
```

21 Sep via [Twitter for Mac](#)  [Unfavorite](#)  [Retweet](#)  [Reply](#)

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<http://www.lukew.com/presos/preso.asp?26>



GROWTH → **OPPORTUNITY**

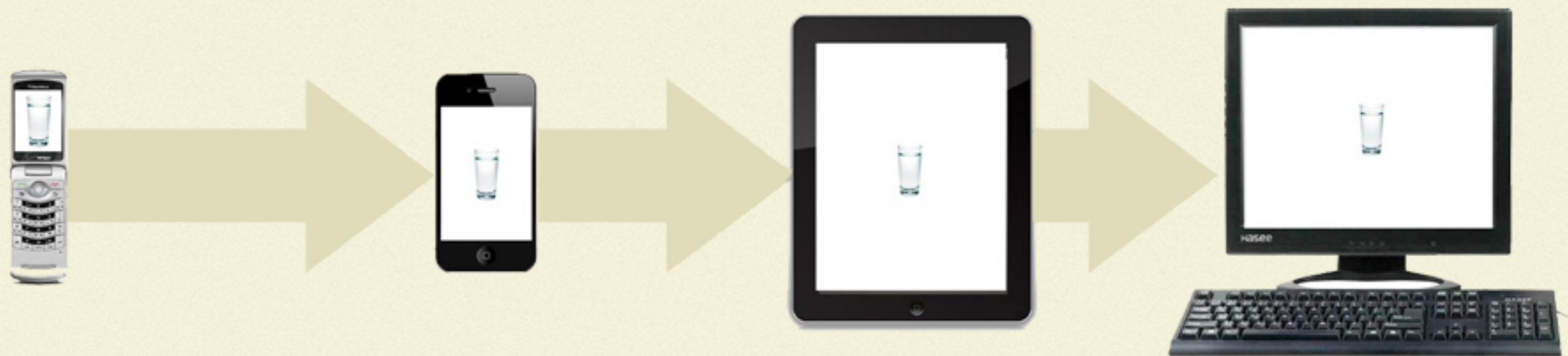
CONSTRAINTS → **FOCUS**

CAPABILITIES → **INNOVATION**

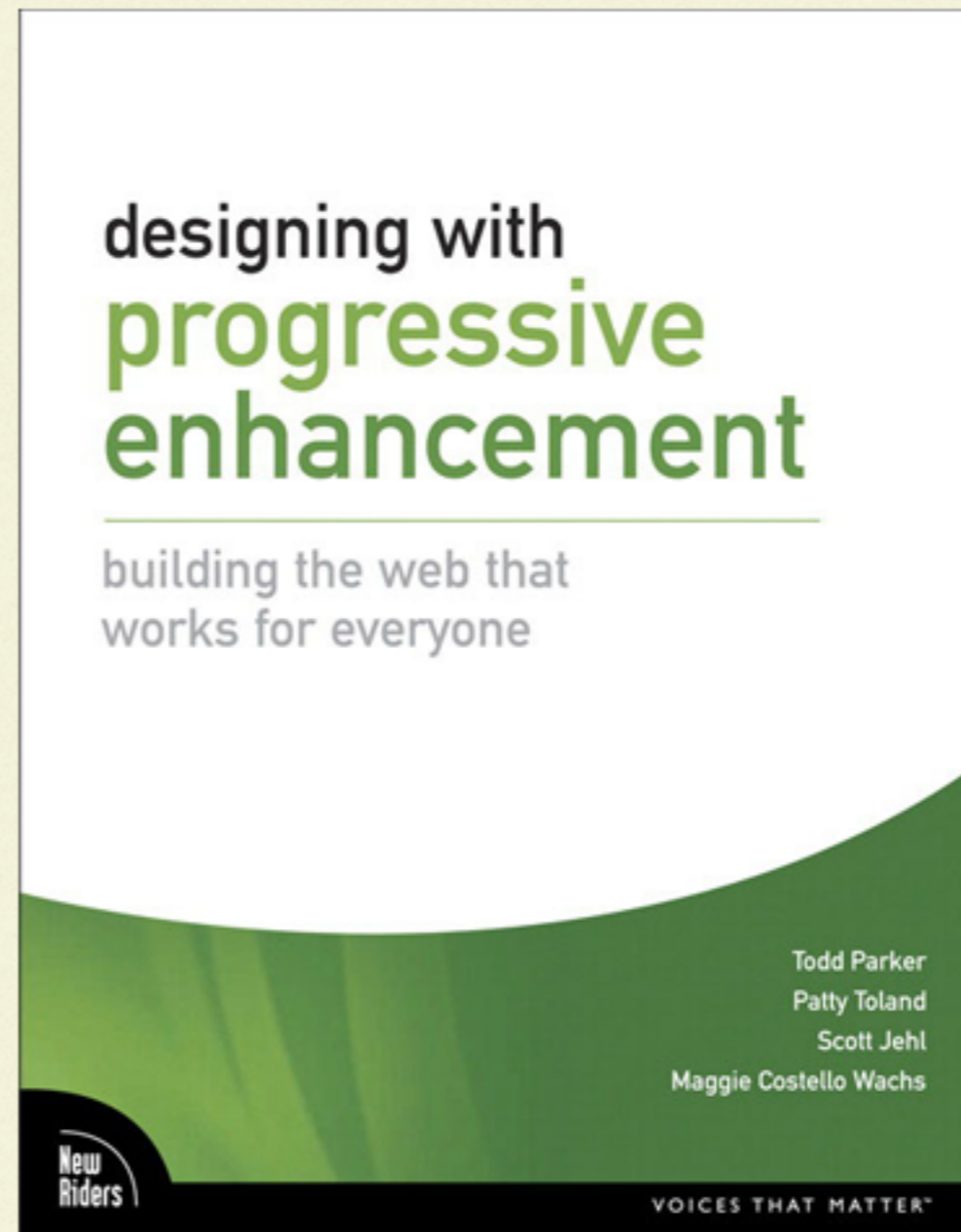
MOBILE LAST (DEGRADED, SHOE-HORNED, SHORT-SIGHTED, CRAPPY)



MOBILE FIRST (PROGRESSIVELY ENHANCED, FUTURE-FRIENDLY, AWESOME)



PROGRESSIVE ENHANCEMENT IS YOUR FRIEND.








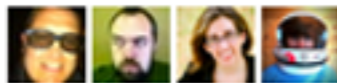
@ianspalter

Ian

still amazed at how sites designed and coded in 1999 can be more functional on iPad/mobile then stuff done in 2010/11

21 Sep via Twitter for iPhone  Unfavorite  Undo Retweet  Reply

Retweeted by SoerenCosmus and 4 others



STRUCTURED CONTENT FIRST



A BOOK APART
Brief books for people who make websites

1

Jeremy Keith

HTML5 FOR WEB DESIGNERS

FOREWORD BY Jeffrey Zeldman

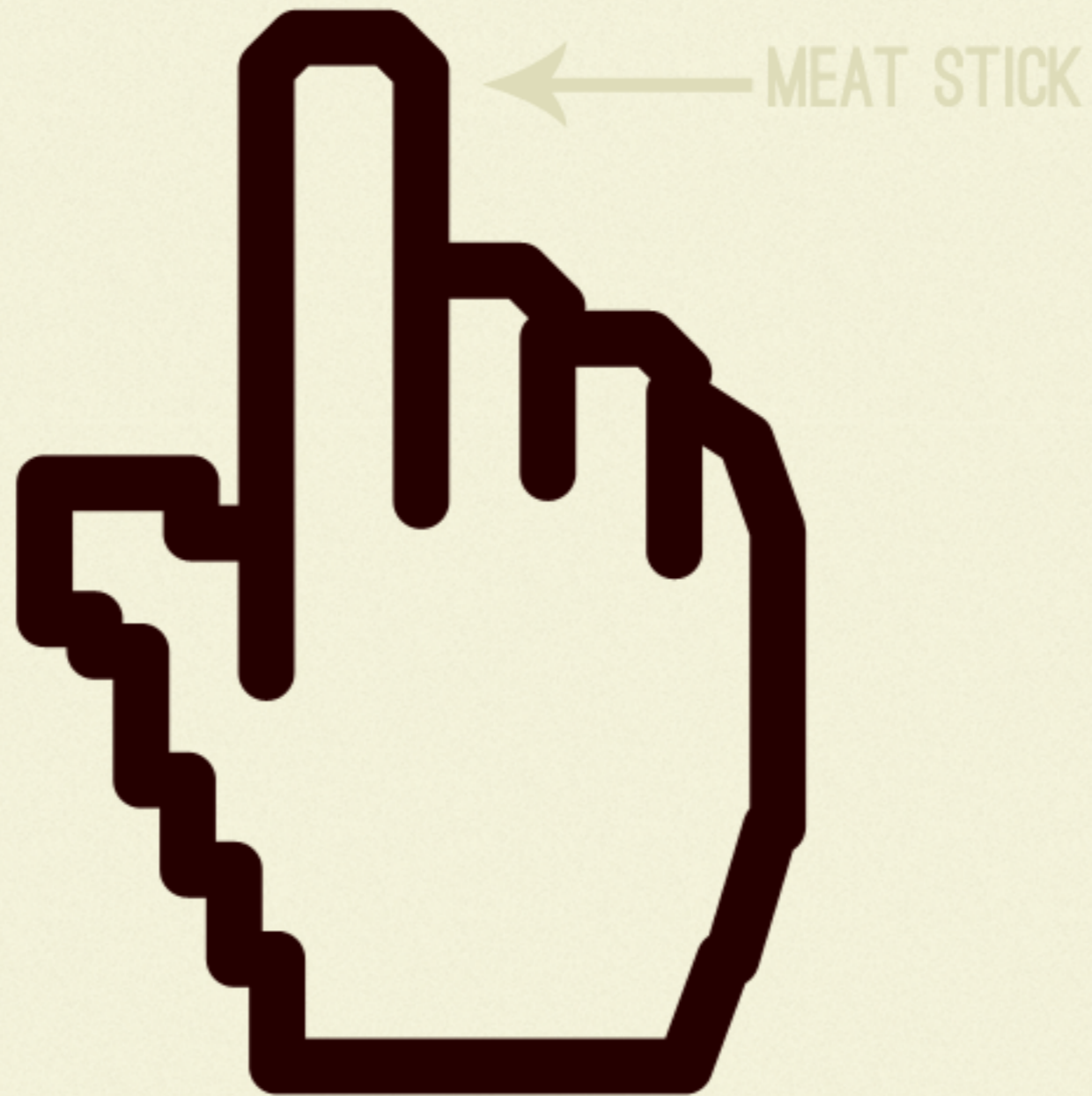
**BACK TO BASICS
SEMANTIC HTML5
CLEAN, PORTABLE CODE**



IT'S MAKES FOR ENHANCED EXPERIENCES.

<http://diveintohtml5.org/forms.html>

DESIGN FOR
DIV**ER**S**I**T**Y**



ACCOMMODATE FOR MEAT STICKS.

<http://globalmoxie.com/jhc/prez/teach-touch-bdconf.pdf>

`.style`

EMBRACE THE CASCADE





GET SMART WITH SCRIPTS

BEHAVE.

CONDITIONALLY LOAD SCRIPTS.

PROGRESSIVELY ENHANCE SCRIPTS.

TAKE ADVANTAGE OF TOUCH.

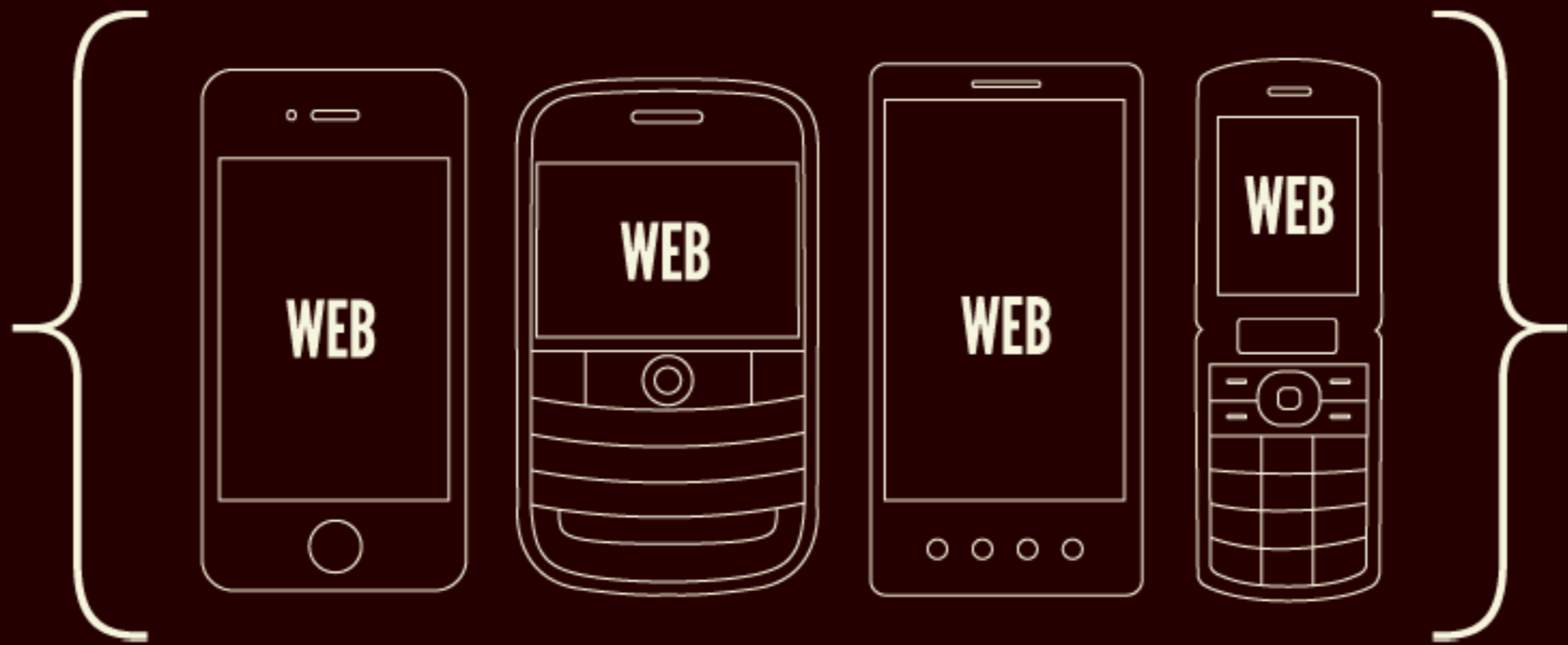
OPTIMIZE PERFORMANCE.

BEWARE OF FALSE POSITIVES.





WHERE DO I START?



MOBILEWEBBESTPRACTICES.COM

SEPARATE SITES AREN'T SCALABLE.



EREADER

TABLET

DESKTOP

TV

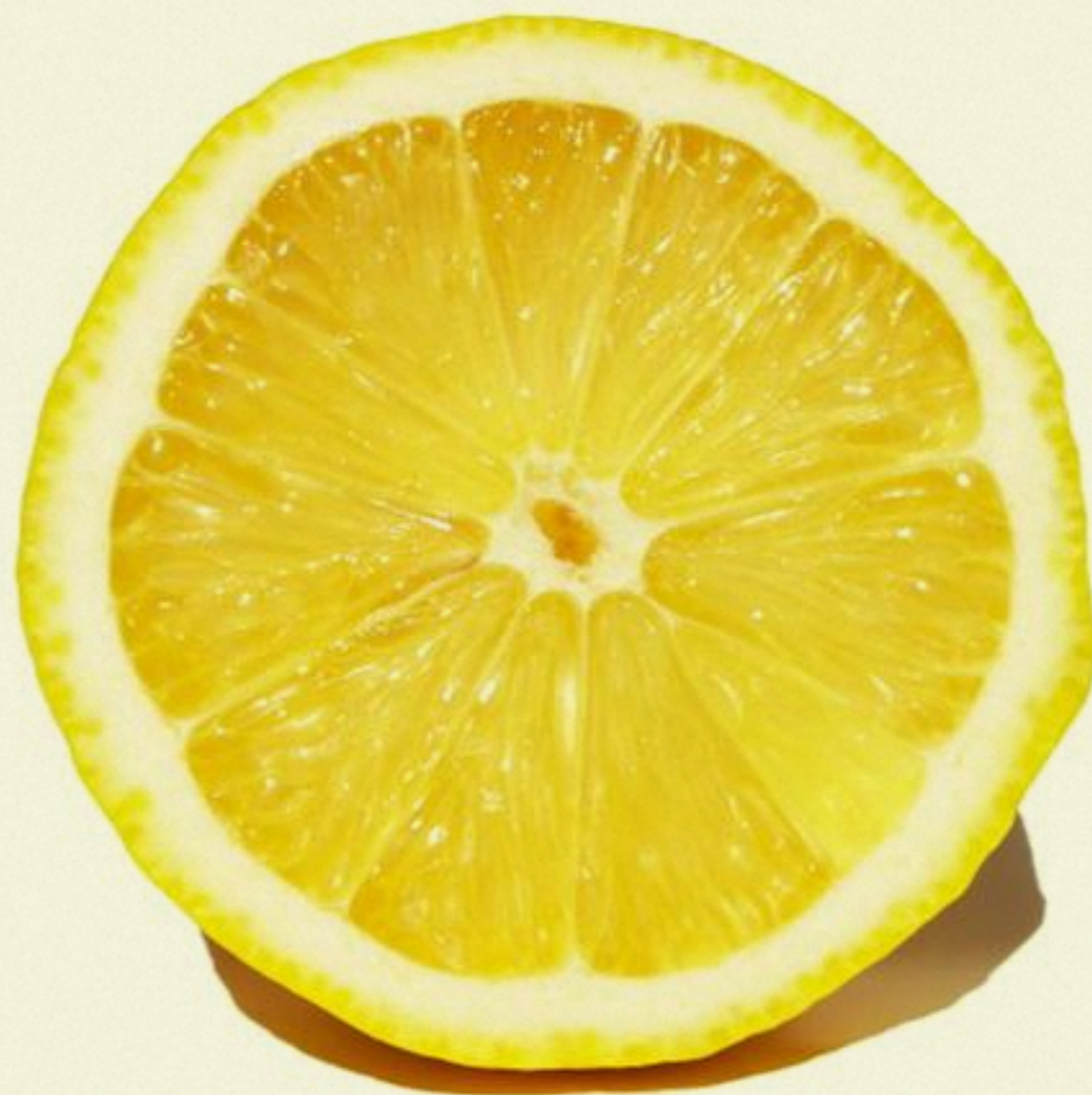
MOBILE

MOBILE SITE →

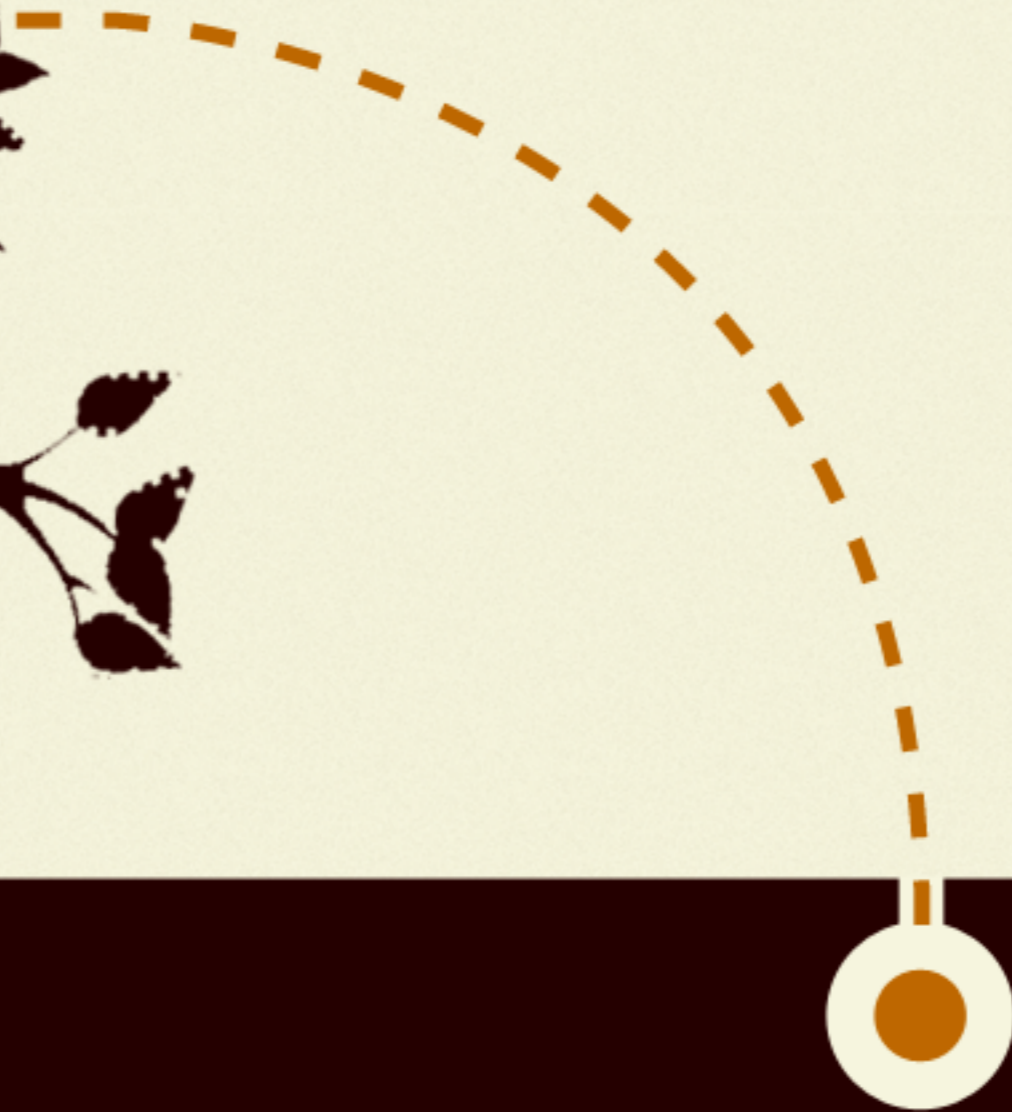


REALITY

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)

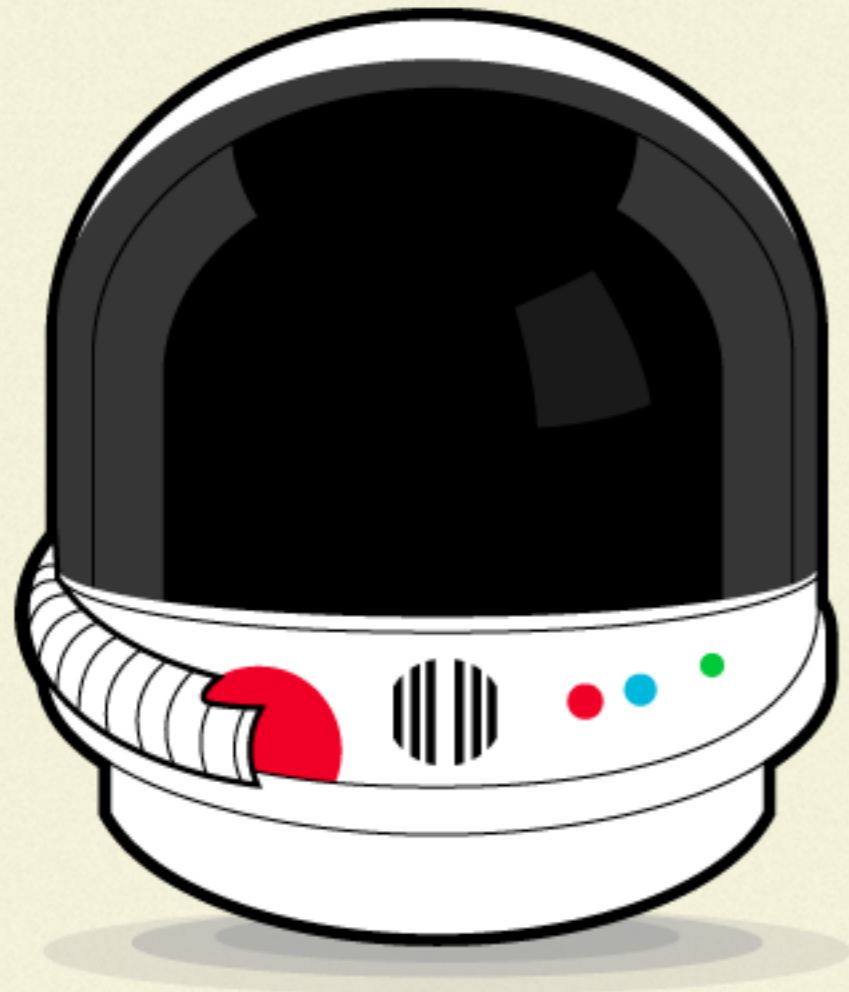


OLD DESKTOP SITE

(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.

It's ZANY!...It's UNPREDICTABLE!...

This GAME is

BOMBERS!



Never the Same Game Twice . . . from PARKER BROTHERS! . . . See Box Bottom

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