

The Future of Web Design, Notes.

Speaker: Joshua Davis.

Generating Print files from flash. Exporting out as postscript files. Taking into illustrator writing action script.

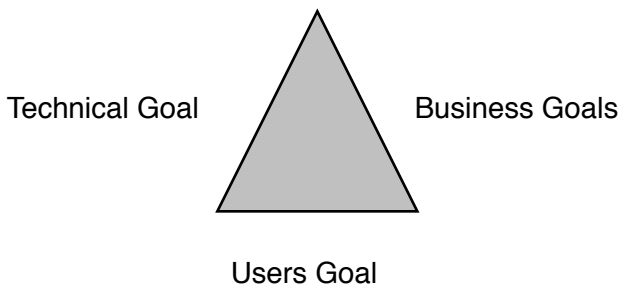
Speaker: Brian Fling. 'Taking your site mobile'

Developer of leaflets applications. Designing for context and how the information applies to the user no point constructing applications for users who won't deal with content that way.

The media.

1. *Printing press*
2. *Recordings*
3. *Cinema*
4. *Radio*
5. *Television*
6. *The internet*
7. **Mobile** (Can do all the other things however it is a truly personal media (no one sharing, always access information portable - built in payment channel, ability to purchase things. Offers point of thought, create content when you're doing something (.e.g. post a photo generate a video)

Mobile has the potential to meet anybody through any medium.



Understanding the users context - find a need and fill it.

Brian was the son of the guy who invented the soda portion filling device. We need to find the need in a market and then fill it when it comes to mobile. Rather than the other way around.

There are more people in a mobile market than the internet and it's still growing.

Location based services - SMS to get restaurants / local content on request.

Mobile community to learn and develop - fairly simple applications.

Testing all the devices is a bit of a nightmare.

Speaker: Ryan Singer www.37signals.com “Designing Web Applications”

Clear - Fast - Fun

Good A good user experience (a lot of this actually comes down to the application being usable)

Good or not?

- A users experience needs to be enjoyable and to work with clear flows. (Flow of screens or interactions)

Focus on the interface for web applications. Customers do not want to know about CSS, Site Architecture and they couldn't care. However it needs to be established that there is a process to the construction and building of web applications or any site for that matter.

Core elements

Screens - Flow - Language

Screens:

Most important information can be seen clearly.

1. Decide what matters
2. Make that pop out
3. Make everything fade back

Flow:

Small steps

Language:

Example of exporting to excel rather than CSV. No one knew what a CSV file was but all understood what excel was.

Talk like a human in conversation.

Long labels are ok e.g. ‘ Find someone by typing here ‘
Buttons should say what they are doing not OK or SUBMIT

- Walk through every process
- What is the most important screens, not everything is equal

Speaker: Cindy Lee Beatifying the web with Illustration

- Attractive
- Connection
- Good Business

Translation for diagrams etc.

Speaker Josh Williams Firewheel

Developing you own solutions, away from services.

Speaker Jeffery Zeldman

- The web design survey, and why they ran it at a list apart
- The invisible profession, the only people known are because they sold something to Yahoo or created Facebook, the press will talk about these things.

- A generalised profession now becoming more specialist. People will still advertise a person with every skill under the sun.
- Flash Player 90% on Flash 9
- 70% of all video on the web is Flash (mainly because large sites like you tube use it)
- New Version of flash player will include h.264 (Code name Movie Start at Adobe Labs)
- Quicktime will run natively in flash

Speaker David Martin Flashturbation.

Usability = Lots of cash
Flash = Not so much

Focus on usability and simplicity

They went away from micro sites too using usability.

Having a working system which was there own really sold it to the client.

www.propod.com

Speaker Johnathon Snook, Ajax and Design:

- Hover with details
- Rather than reloading form submissions etc. confirm elements as you go. e.g. Name Incorrect
- Make it obvious
- no frames
- use existing metaphors such as desktop applications
- If you have to explain it, won't be obvious enough
- Yahoo Pattern resource library.

Speaker Jina Bolton:

CSS3 module spec, won't be for just web output to presentations and documents.

Module CSS3: Backgrounds and boarder, more semantic no changing markup

New Classes

Multi column layouts

creatingsexystylesheets.com

css3.info

alistapart

w3c.org

trancendingcss.com/support

Speaker: Elliot Jay Stoks <http://www.elliotojaystocks.com/fowd>

Web 2.0 should not be a design label. More so functionality

Speaker Matthew Patterson, Campaign monitor

Permission + Relevance = Attention

It can't just be permission. Love your text

Email Standards.

Skinny Corp Jeffery, Threadless.com

Keep it fun with a community

the community should critique. Ask them for suggestions improvements

Constancy = Credibility

Discover. Research / Problem
Design. Tangable reflection on findings
Deliver. Implementations

Inside the designers Studio
The process: solid flexibility
Sell process, how it works, resolve problems.

Content = Elements
Context = Application / online / intranet

Blue Falvaour

http://www.blueflavor.com/blog/thinking/recapping_fowd.php

IMD redesign.
Solutioneering
Define Goals, Group, similar, prioritise
Pairing the goals with content
Writing for the web should be clear
Design process on paper, sketches and notes

Documenting Solutions:
Page description diagrams: No layout just elements
Wireframes: A Tricky deliverable
Document + Inform: The design solution e.g. a letter
Programmer should be free to add or enhance the design.

Be quick and efficient.
This separates professionals,

“How can it be that you talk to someone and it's done in a second? But it is done in a second. it's done in a second and in 34 years, and every experience and every movie and every thing of my life that's in my head.”

Step back from the design look from a view finder.
Take your design and view it at 25% and then 12% to see what is important.

Trust your instincts
Design at the highest standard
comment it all
Use real copy, context of the copy.

www.justwatchthesky.com/imdb

External Summary.

Mobile is here.

If you're not thinking about mobile then you're not paying attention. There's a lot that will happen here in this space and understanding how people use the mobile web will be the key for making useful mobile sites. After all, it's not about taking the desktop web experience to mobile but making a uniquely relevant mobile experience stand on its own.

Content is still king.

Whether it's images, illustration or text, you should be working with the right content for the project, that includes when doing client comps even when there is no content. Having an idea of what the text is actually going to say helps guide the design process. Lorem ipsum can't relate the meaning.

We have no name.

We still have no name in what we actually do. Jeffery pondered this problem on stage while talking with Andy Clarke and Josh Williams. It's nice to see that this is something that more people are thinking about. There is no clear solution yet but the more we tackle this the more we are able to get to an accurate label for who we are and what we do.

CSS3 is awesome, if a long ways off.

In one of the few truly future-oriented talks, Jina Bolton discussed CSS3 on stage, and showed just how wonderful it will be for us designers. Overheard in the audience: "2012 will be a great year, man." Exactly.

Usable should be a dirty word.

Almost everything is usable no matter how great or poorly its design. Instead we need to look to how useful something is. Its usefulness is the key to how good something is.

We're problem solvers.

At the end of the day we are problem solvers. We can talk till we are blue in the face about the latest technique but if we can't solve the problem it won't matter. Focus on the problem and let the solution guide your design. After all if it's not fulfilling the users need it won't matter how pretty you made it.