INCREMENTAL DESIGN

A CONVERSATION WITH A

Designer AND Developer
#incrementaldesign

@rmillerwebster

@savwolf

REBECCA MILLER-WEBSTER
Ruby & Javascript Developer
Lead Developer

SAVANNAH WOLF
UX & Visual Designer
Head of Design
HOW DO YOU MAKE DESIGN CHANGES?

Major Redesign?
HOW DO YOU MAKE DESIGN CHANGES?

Major Redesign? Page by Page?
HOW DO YOU MAKE DESIGN CHANGES?

Major Redesign?
Page by Page?
Incremental Design!
WHAT IS INCREMENTAL DESIGN?
WHAT IS INCREMENTAL DESIGN?

Tiny Deployable
Design Changes.
WHAT IS INCREMENTAL DESIGN?

A conversation between Design & Development.
How about we... Try some fun cocktails.

How about we... just walk somewhere. I like Greenwood cemetery in Brooklyn & West Side Greenway in Manhattan, if I must be specific.

How about we... Name rahsaan single father 35 very
1 Free Date every month, Couples Rewards, and up to 75% off every date in our collection.  

Your DateBook

FREE DATE  
Complimentary drinks for two at Bottino  
for members only

FREE DATE  
Custom hat fitting at Goorin Brothers, plus drinks and photos  
for members only

FREE DATE  
Two bar snacks at Morton’s Steakhouse  
for members only

FREE DATE  
Two drinks at Idle Hands  
for members only

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Product Challenges

Aggressive Timelines

Changing Models

Split-Testing & Metrics

Make Great Design
This is Offer No2

Book by March 31, 2013

members: $24
non-members: $40

book this date

add to wishlist
watch the presidential election on a big screen at the Housing Works Bookstore Cafe’s Election Party.
HOME STRETCH

This is Offer No2

Book by March 31, 2013

members: $24
non-members: $40

book this date

add to wishlist

howaboutwe... for couples

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MOVE RAIL FROM LEFT TO RIGHT SIDE
How About We

watch the presidential election on a big screen at the Housing Works Bookstore Cafe’s Election Party.
OUR PROCESS

Design Team

Couples Development
OUR PROCESS

Design Team

BEFORE DELIVERY

Couples Development

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OUR PROCESS

Design Team

BEFORE DELIVERY

BEFORE DEPLOYMENT

Couples Development
TECHNIQUES for the DESIGN PROCESS
SPRINTS. REVIEWS. RETROS.

work for the

DESIGN PROCESS
TECHNIQUES for the DEVELOPMENT PROCESS
GET STRICT

about your styles.
HowAboutWe's Sass & View Style Guide

Here are some rules to help keep your Sass and Views maintainable while keeping your code clean.

Main Table of Contents

- Clean up
- SASS
- Views, including partials, helpers, and decorators
- Generating PDF or HTML

Clean up

- Generally, you should leave all code better off than when you started, including views.
- If you find that view or SASS code violates any the rules in this style guide while committing:
  - you are behind on sprint or points for that story
  - it is taking longer than 30 mins - 1 hour
- If possible, all clean up commits should be separate from story commits.

SASS

While there are lessons we've learned in the trenches, start with this guide from the Sass documentation:

- Structure
- Classes
- Variables
- Nesting
- Functions
- Compass
- Extends
- Includes & Mixins
about content.
GENERATE

CSS.

```css
.upgrade{
  @extend .container;
  @extend .clearfix;

  margin-bottom: $thickUnit;
  width: $grid30;

  > header {
    @include trailer(2);
    @include bevelledSeperator;

    > h1 {
      @include serif;
    }
  }
}
```
Variables ARE YOUR FRIEND

$extra-small-font-size: 11px;
$small-font-size: 13px;
$medium-font-size: 18px;
$medium-large-font-size: 23px;
$large-font-size: 27px;
$extra-large-font-size: 34px;
$extra-extra-large-font-size: 41px;
$huge-large-font-size: 51px;

//Layout
$defaultUnit: 30px;
$narrowUnit: $defaultUnit/3*2;
$skinnyUnit: $defaultUnit/3;
$thickUnit: $defaultUnit*2;
$gridColumnWidth: $defaultUnit;
Mixin

IT UP.

@.mixin bevelledSeparator{
  @include trailer(1);
  border-bottom: 1px solid rgba($darkBeige, .5);
  @include box-shadow(0 1px 0 #fff);
}

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Awesome Dates.

COMPLEX PRICING.

- **Comfort Station**: Mussels and beer for two at Station
  - Member: $19
  - Standard: $32
  - Save 41%

- **Strategic Alliance**: Game night at The Brooklyn Strategist, plus gourmet refreshments
  - Members Only
  - Member: $24

- **Peanuts**: Table for two, custom sandwiches, and snacks at Peanut Butter & Co.
  - Your Date
  - Your Price: FREE

- **Still the One**: Two drinks and whiskey tasting flight at The Gibson
  - Free Date
  - For members only

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WHAT THE !#*$K IS GOING ON?!
.pricing{ class: "#{offer.members_only ? 'membersOnly' : ''} #{additional_classes} " }
-@if offer.members_only
  -@if offer.free_for_member?
    .price.free
    %strong
    Free Date
    %em
    for members only
  -@else
    %strong.details
    Members
    %br
    Only
    %dl.price
    %dt.title
    Member
    %dd.value
    "#{offer_member_price(offer, {unit_tag: 'small'})}".html_safe
  -@else
    %strong.details
    Save
    %br
    #{saving_percentage(offer)}
    %dl.price
    %dt.title
    Member
    %dd.value
    "#{offer_member_price(offer, {unit_tag: 'small'})}".html_safe
    %dl.price
    %dt.title
    Standard
    %dd.value
    "#{offer_non_member_price(offer, {unit_tag: 'small'})}".html_safe
  .footer{ class: "#{'darkSeparatorTop' if add_separator}" }
-@if offer.booked?(offer)
  %strong.booked
  Booked
-elsif offer.expired?
  %strong.expired
  =t('.expired')
-elsif offer.sold_out?
  %strong.sold_out
  =t('offers.offer.sold_out')

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def pricing_classes
    classes =
    classes << 'membersOnly' if member_only
    classes << (free_for_member? ? 'free' : 'paid')
    classes << 'unavailable' if !bookable? || h.offer_booked?(self)
    classes << 'nonMembers' if !members_only && non_member_price > 0
    classes.join(' ')
end
def pricing_details
  str = ""
  if members_only && free_for_member?
    str = "Free Date <br/> <em>for members only</em>"
  elsif members_only
    str = "Members <br/> Only"
  else
    str = "Save <br/> #{h.saving_percentage(self)}"
  end
  str.html_safe
end

def booking_form_attributes
  attrs = {
    url: h.offer_booking_path(self,secure: true),
    html: {id: 'new_booking'}
  }
  if h.current_user.has_booked_this_month?
    attrs[:html][:class] = 'track_submit'
    attrs[:html][:"data-event-name"] = "submit: upsell"
  end
  attrs
end
Encapsulate
REPETITION INTO
Partials

def pricing_definition
    unless free_for_member? && members_only
        (text = "") << h.render(partial: 'shared/offer_pricing_dl',
            locals: { offer: self, member: true })
    
    if !members_only
        text << h.render(partial: 'shared/offer_pricing_dl',
            locals: { offer: self, member: false})
    end

text.html_safe
end
OUR (UNATTAINABLE) GOAL:

Can all design changes happen in CSS?
THE CHALLENGES:

This is STUPID.

&

This is UGLY.
WHAT IS INCREMENTAL DESIGN?

A conversation between Design & Development.
A conversation between you and your users.
I’m anti-social. :)

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