Designing Deliberately

An Event Apart Chicago

@yeseniaa
What do you dislike most when browsing the Web on mobile?
What do you dislike most when browsing Web on mobile?

- Waiting for slow pages to load
- Being shown interstitials
- Unplayable videos
- Getting redirected to the homepage
- Other

[Link to Google Blog article](https://webmasters.googleblog.com/2015/04/moblemadness-campaign-to-help-you-go.html)
Your audience wants content fast.
Online shoppers expected pages to load in **2 seconds** — and at 3 seconds, a large share abandon the site.

http://www.nytimes.com/2012/03/01/technology/impatient-web-users-flee-slow-loading-sites.html?pagewanted=all&_r=0
People will visit a Web site less often if it is slower than a close competitor by more than 250 milliseconds.

http://www.nytimes.com/2012/03/01/technology/impatient-web-users-flee-slow-loading-sites.html?pagewanted=all&_r=0
Global network speeds vary greatly.

...but sites keeps getting larger.
Average size of webpages

2.28 MB
Fast vs Functional
Light-weight vs Beautiful Memorable On-brand
Beauty vs Function
What will be the best user experience overall?
Fast sites build trust.
Fast sites are memorable.
Performance is a design feature.

Not just a technical concern.
Myth #1

“Fast sites are boring.”
“Design is decoration.”
Beauty vs Function
Hello World

- Home
- About Us
- Contact Us
- Search

Hello World Title!


- Lorem ipsum dolor sit amet
- Metus non molestie tincidunt, felis diam tempus leo, eget rutrum est arcu vitae orci. Mauris vitae mi in eros semper consectetur nec vulputate lectus
- Felis metus laoreet felis, vitae ullamcorper justo turpis sit amet nisi. Mauris laoreet turpis eget elit sodales
- Mauris laoreet turpis eget elit sodales eget vehicula sem consequat. Aliquam erat volutpat. Quisque auctor
- Ut neque metus, sagittis ut blandit at, gravida at urna

Latest News

- February 27th - Dolor sit amet
  In et urna ac lectus rhoncus accumsan...

- March 3rd - Lorem Ipsum
  Lorem ipsum dolor sit amet, consectetur adipiscing elit...

- July 7th - Gami Suscipit
  Cras sodales lectus ac ligula dignissim sit amet luctus nisl dignissim. Ut neque metus, sagittis ut blandit at, gravida at urna...
The real fight is not between something simple and something ornamental, the real fight is between design with a lot of love and design without care.

– Stefan Sagmeister
Design with love vs Design without care
“Good design means that beauty & usability are in balance.”

—Don Norman

http://www.jnd.org/dn.mss/emotion_design_at.html
Affordable
Functional
Pleasurable
Fast, accessible, affordable

Deliver core content quickly
Helps users accomplish what they need
Pleasurable

Communicates brand message, emotion & personality
Designing for performance means designing with care.
Designing with care means being deliberate with **WHAT** we load and **HOW** we load
Ads
Streaming video
Social plug-ins
Hand-done Weathered Layered Textures
THE ROAD TRIP IS LIVE!
Follow along as the Flaming Lips attempt to break a world record.

Channel 1: The Bus Route
We're at the fourth stop on our route. Watch as The Flaming Lips perform in Jackson.
Read about the trip

Channel 1: The Live Feeds:

Channel 2: New Orleans

Channel 3: New Orleans

Watch the Highlights

The Bus Stops for Gas
Memphis, TN

We kick off the show in Memphis, TN

HALF PRICE HAPPY HOUR
COMING SOON!
3:59p.m, May 4-13

TEAM DJ TIP

HALF PRICE HAPPY HOUR
COMING SOON!
3:59p.m, May 4-13

TEAM DJ TIP
REQUESTS: 136
PAGE WEIGHT: 5.9MB
LOAD TIME: 2M 46S
3 Video feeds
2 Social feeds
3 ads
1 video clip carousel
Parallax background
Map
3 Video feeds
2 Social feeds
3 ads
1 video clip carousel
Parallax background
Map
1 mil images
Schedule
Top fan list
User profile info
Navigation
1. Video views
2. Social engagement
3. Ad revenue
Slow, heavy sites are a result of...
Poor planning
Poor communication
Poor awareness
Fast ≠ Boring
Speed index: 1828
Load time: 2.5s
Speed index: 2514

Load time: 3.4s
Speed index: 2350

Start render: 1s

Fully loaded: 4s
Johnson hits out at Osborne over austerity

Mayor attacks 'hair-shirt agenda' as dismal GDP figures point to triple dip

Larry Elliott
Patrick Wintour
Phillip Inman

George Osborne is under pressure to tear up his austerity programme after Boris Johnson lashed out at the government to drop its “hair-shirt, Stafford Cripps” agenda and Liberal Democrat leaders demanded a spending boost in the spring budget.

Speaking in Davos yesterday shortly after the release of figures showing the economy was again contracting, the London mayor said it was time to “junk the rhetoric of austerity” and instead take steps to boost confidence and spending.

The Lib Dem leader, Nick Clegg, who has for the first time conceded that the government cut investment spending too quickly after it arrived in office, was last night understood to have been swayed by concern that the worse than expected growth figures will result in the UK losing its AAA credit status, the Office for National Statistics also found itself in the middle of a row over its survey methods.

The ONS said two thirds of the downturn could be attributed to a steep fall in North Sea production, despite figures from the energy department and industry bodies showing a significant rise.

Johnson did not directly challenge the chancellor but was critical of the gloomy rhetoric from the Bank of England, saying the language of cuts was “not terribly useful in this sort of climate”.

“There is huge potential in the UK. It is important we have the spirit of confidence. Some of the mutterings from Threadneedle Street are not the stuff to give the troops.” He added: “We need investment in housing and transport, things that make a big difference.”
Core content
Essential HTML and CSS, usable non-JavaScript-enhanced experience

Enhancement
JavaScript, geolocation, touch support, enhanced CSS, web fonts, images, widgets

Leftovers
Analytics, advertising, third-party content
Prioritize performance from the beginning
Set a performance budget
Be deliberate
Prioritize Performace
Think about performance?
deciding a page can’t exceed **500kB** when a mock-up containing **three carousels** and a **full-screen high-resolution background image** has already been approved isn’t going to do you much good

—Tim Kadlec

[https://timkadlec.com/2013/01/setting-a-performance-budget/](https://timkadlec.com/2013/01/setting-a-performance-budget/)
Think about performance!
Share Case Studies
A page load slowdown of just one second could cost it $1.6 billion in sales each year.

By slowing its search results by just four tenths of a second they could lose 8 million searches per day

For every 1 second that page load time decreased, Walmart saw up to a 2% increase in conversions.

Reduced page load time 80%.

Saw an **80%** increase in monthly unique visitors.

Performance is good for users.
Performance is good for business.
YOU GOT 30 MINUTES™
ORDER ONLINE NOW

Summer is easy. Let Papa John's do the cooking. Get a free pizza after just one order!

U.S. Promotion Only

Order now at PizzaHut.com
Customer Experience
“We need to give our customers a quality experience.”
“Quality is stability, performance & reliability.”
Business Goals
Higher Customer Check/order
Increased Online Ordering
Decreased Call Center Volume
Competitive Advantage
Performance
Mission
“The goal of this project is to create a beautiful, flexible, lightning-fast experience...”
Performance budget:

600kb per page
Set a Performance Budget
A **tangible way** to talk about performance.
Our pages should weigh no more than 300KB.
Our pages should take no more than 6 seconds to load over a sub-3G connection.
Suddenly discussions about what could or could not go in the design felt like conversations, rather than just the developer constantly saying “no!” You want a huge header image at the top of the page? Sure. But that’s 100k of your budget used up, so you’ll have to lose a weight or two of web font to bring things back under the limit....

–Mark Perkins

http://clearleft.com/thinks/98
The important point is to look at every decision, right through the design/build process, as something that has consequence…

—Mark Perkins

http://clearleft.com/thinks/98
Setting Your Budget
1. Look to your pages.

2. Look to your competitors.

3. Set a target goal. (ie: 20% faster than competitor)
Web Page Performance Test for
amazon.com

From: Dulles, VA - Chrome - Cable
June 13, 2015 at 9:30:56 PM EDT

Tester: IE11303-192.168.103.95
Re-run the test

Summary

<table>
<thead>
<tr>
<th>Details</th>
<th>Performance Review</th>
<th>Content Breakdown</th>
<th>Domains</th>
<th>Screen Shot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Load Time</td>
<td>First Byte</td>
<td>Start Render</td>
<td>Speed Index</td>
<td>DOM Elements</td>
</tr>
<tr>
<td>First View</td>
<td>34.545s</td>
<td>0.260s</td>
<td>0.792s</td>
<td>10081</td>
</tr>
<tr>
<td>Repeat View</td>
<td>5.817s</td>
<td>0.170s</td>
<td>0.493s</td>
<td>2241</td>
</tr>
</tbody>
</table>

Document Complete

<p>| Fully Loaded |</p>
<table>
<thead>
<tr>
<th>Time</th>
<th>Requests</th>
<th>Bytes In</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>First View</td>
<td>37.950s</td>
<td>304</td>
<td>5.925 KB</td>
</tr>
<tr>
<td>Repeat View</td>
<td>7.623s</td>
<td>112</td>
<td>1.834 KB</td>
</tr>
</tbody>
</table>

Waterfall

Screen Shot

webpagetest.org
• Page weight
• Start Render
• Fully Loaded
• Speed Index
WebPageTest - Visual Comparison

papajohns.com  dominos.com  pizzahut.com

0.0  0.0  0.0
“Make the page usable within 10 seconds.”
At Project Start

What is a performance budget?

Why is it important?

What is our performance budget?
Throughout Project

Are we sticking to the budget?
Let's Make A Performance Budget!

Homepage

- HTML: 50
- CSS: 100
- JS: 200
- Images: 200
- Fonts: 100
- Ads: 0
- Actual: 650KB
- Budget: 800KB

Article

- HTML: 70
- CSS: 100
- JS: 180
- Images: 800
- Fonts: 100
- Ads: 200
- Actual: 1450KB
- Budget: 1200KB

Category

- HTML: 40
- CSS: 100
- JS: 100
- Images: 506
- Fonts: 50
- Ads: 100
- Actual: 896KB
- Budget: 900KB

Brad Frost: http://bradfrost.com/blog/post/performance-budget-builder/
Help us prioritize

Performance budgets
With anything added to a page, you need to be able to answer the question of "What value does this provide?" and in turn be able to determine if the value outweighs the pain.

–Tim Kadlec

https://timkadlec.com/2014/01/fast-enough/
98% higher conversion rates with images
“We NEED a carousel at the top.”
Top carousel (4 slides): 700kb

Secondary carousel
Images
Video
JS

Budget 600kb
This carousel alone will cost...

700kb

in images and JS
1. Optimize an existing feature or asset on the page.

2. Remove an existing feature or asset from the page.

3. Don’t add the new feature or asset.

https://timkadlec.com/2013/01/setting-a-performance-budget/
Some options are

1. Don’t add the carousel.
2. Lazy load images that are not in the viewport on page load.
3. Remove the video
Guide design decisions
SWEET OR SPICY

#UPYOURGAME

* Mmmm *

LARGE KICKOFF SPECIAL $10
2-TOPPING PIZZA

GAME

WITH FREE PIZZA
My font budget*
100kb

Fonts 600kb

*desktop
You have 100kb to “spend” on web fonts.
Option A is

3 weights of Whitney
for body copy

+ 1 weight of Knockout
for headings
Option B is

3 weights of **Knockout** for headings

+ System fonts for body copy
Which is a better translation of your brand?
Be deliberate
OURS MISSION

Building on Gerald D. H. of successful partnerships, innovative, high-quality investments.

OUR SERVICES

- Investment Management
- Integrated Real Estate
Webfonts are amazing, but overused.
Font requests have tripled in the last couple years.
Use web fonts wisely.
We believe the **UI should come secondary** to the stories written on Medium...

–Brad Birdsall

https://medium.com/designing-medium/project-tnt-4b9b4ea97cda#z14ubg3ga
and we are pushing that further by using familiar fonts on each operating system.

–Brad Birdsall

https://medium.com/designing-medium/project-tnt-4b9b4ea97cda#.z14ubg3ga
The quick brown fox jumps over the lazy dog.
I have deep love for the idea that an OS update can change a website’s fonts. medium.com/designing-media... Makes it feel native to the device.
legible, communicates trust, open source
Source Sans Pro

Source Sans Pro is an open-source sans serif typeface created for legibility in UI design. With a variety of weights that read easily at all sizes, Source Sans Pro provides clear headers as well as highly-readable body text.

Inspired by twentieth-century American gothic typeface design, its slender but open letters offer a clean and friendly simplicity. Advanced hinting allows Source Sans Pro to render well on Windows systems which run Cleartype, and across browsers and devices. Moreover, it supports a variety of languages and alphabets, including Western and European language, Vietnamese, pinyin Romanization of Chinese, and Navajo.

Merriweather

Merriweather is an open-source serif typeface designed for on-screen reading. This font is ideal for text-dense design: the letterforms have a tall x-height but remain relatively small, making for excellent readability across screen sizes while not occupying extra horizontal space.

The combination of slim and thick weights gives the font family stylistic range, while conveying a desirable mix of classic, yet modern simplicity. Merriweather communicates warmth and credibility at both large and smaller font sizes.
A simple serif and sans serif combination designed to communicate warmth and credibility. Strong Merriweather heading weights offer clear information hierarchy and when paired with Source Sans Pro’s easy-to-read body text, create a clean and professional feel.

This pairing is included in our design standards.

Recommended applications: digital services that feature forms; basic and text heavy sites.

Font weights included in this package:

1. Merriweather, Bold 700
2. Source Sans Pro, Regular 400
3. Source Sans Pro, Bold 700
4. Source Sans Pro, Italic 400

Ideal number of fonts. Will allow for optimal page load performance.

EPA e-Manifest (screenshot of non-public site)
A variation of the previous font pairing, expanded to include an additional Merriweather weight. The slimmer Merriweather headings creates an elegance that compliments weights and allows you to intentionally move users’ attention around a page.

Recommended applications: text heavy sites and more visual promotional sites.

Font weights included in this package:

1. Merriweather, Bold 700
2. Merriweather, Light 300
3. Source Sans Pro, Regular 400
4. Source Sans Pro, Bold 700
5. Source Sans Pro, Italic 400
<table>
<thead>
<tr>
<th>Emotion</th>
<th>Content</th>
<th>File Size</th>
</tr>
</thead>
</table>

Emotion

Bold
Modern
Authoritative
Slightly edgy
Tina Fey appearance saves Rachael Rousey episode of SNL
"Sarah Palin" made her return last night
by Julia Alexander - Jan 24, 2016, 12:00p

Marc Jacobs's Spring Ads Feature ‘RuPaul's Drag Race’ Star
This is a dek.
by Cameron Wolf - Jan 22, 2016, 12:01p
Content

Strong headlines

Clear numbers at various sizes

Legible body copy
Teen alcohol and drug usage over the years

- Ever drank
- Ever used marijuana
- Ever used cocaine
- Ever used ecstasy
- Ever used heroin
- Ever used hallucinogens
- Ever used prescription drugs without a prescription
- Ever used meth

1991 1993 1995 1997 1999 2001 2003 2005 2007 2009 2011 2013
The Value of That P-Value

Decisions affecting the lives and livelihoods of millions of people should be made using the best possible information. That's why researchers, public officials and anyone with views on social policy should pay attention to a long-running controversy in the world of statistics.

The lesson to be drawn from this debate: Whenever you see a claim of the form "x is significantly related to y," watch out.

INTERNATIONAL AMBITIONS DECLARED
Queen Offers £60,000 Information Reward
If you’re planning on ordering an iPhone 6S tonight, do this

BY JONATHAN HUNT ON JANUARY 24, 2015

Vox Media is redefining the modern media company by empowering the smartest digital voices with the technology to create and distribute premium content, and connect with audiences in ways that were never before possible.

If you’re planning on ordering an iPhone 6S tonight, do this

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The Flash Tattoo Phenomenon, Explained

BY ANDREA ROGOFF ON JANUARY 24, 2015

Today Vox Media is very pleased to announce a strategic partnership with NBCUniversal. NBCUniversal is one of the world’s leading media and entertainment companies, and its valuable family of properties align especially well with our eight authoritative, voice-driven brands.

The only site that matters for people who care about food.

David Chang, Chef, Momofuku

155M MONTHLY UNIQUE VIEWS
If you’re planning on ordering an iPhone 6S tonight, do this

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The Flash Tattoo Phenomenon, Explained

Alright Sans Ultra — 14K
Alright Sans Ultra Italic — 14K
Tablet Gothic Condensed
Regular — 24K
Tablet Gothic Condensed
Bold — 24K
Tablet Gothic Condensed
Oblique — 29K

The only site that matters for people who care about food.

David Chang, Chef, Momofuku

Total — 105KB

155M
MONTHLY UNIQUE VIEWS
If you’re planning on ordering an iPhone 6S tonight, do this

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The only site that matters for people who care about food.

DAVID CHANG, CHEF, MOMOFUKU
Type A

• Better match for content & mood
• Stays within budget

Type B

• Heavier by 150kb
Type A

- Better match for content & mood
- Over budget by 150kb

Type B

- Lighter by 150kb
Can you simplify your type system?
Squiggle Theory: The ‘80s Design Movement

Husband and wife team Mette Aamodt and Andrew Plumb, who met while students at the Harvard Graduate School of Design, got their first break in 2007, when a potential client asked them to create an ambitious beach house in East Quogue, in the Hamptons. They worried that they had “bit off much more than [they] could chew,” as Plumb puts it.

Very few people understand what we do and what value it has.
—Mette Aamodt
Husband and wife team Mette Aamodt and Andrew Plumb, who met while students at the Harvard Graduate School of Design, got their first break in 2007, when a potential client asked them to create an ambitious beach house in East Quogue, in the Hamptons. They worried that they had "bit off much more than [they] could chew," as Plumb puts it.

Very few people understand what we do and what value it has.
—Mette Aamodt
Can you use a lighter font that looks similar?
It’s no secret designers love typefaces. Web design is 95% typography, and it’s hailed as the most important aspect of a design. So, it’s imperative to find typefaces that accurately convey the voice of our words. Designers may not be always thinking about it, but how a site performs can be as important as choosing the right typeface.
Howdy! Howdy!

Athelas Bold

Freight Text Pro Bold

Athelas 212k

Freight Text Pro 111k
Howdy! Howdy!

Futura 268k
Brandon Grotesque 133k
Do you need web fonts on small screens?
Consistent \neq Identical
The goal was much more than consistency of look and feel.
This would not just be any kind of painting, but something specific and immediately recognizable, yet never uniform or static.
Noyes’ Steps to Good Design

- Fulfills its Function
- Respects its Materials
- Is Suited to Method of Production
- Combines these in Imaginative Expression
It does seem to be a part of the role of the designer to help identify this character, and then express it in terms of **the most meaningful goals** and the highest ideas of the company and **in the broadest context of our society and economy**.

–Eliot Noyes

Broadest Context

- Screen sizes & form factors
- Interactions, inputs
- Bandwidth & network speeds
Brand guidelines can be too rigid
“That looks off-brand.”
Design consistency isn’t pixels.

—PATTY TOLAND
Design consistency is purpose.

—PATTY TOLAND
Midcentury Mountain Home Gets Rustic Meets Modern Redo

ASAD SYRKETT • 2 HOURS AGO

Husband and wife team Mette Aamodt and Andrew Plumb, who met while students at the Harvard Graduate School of Design, got their first break in 2007, when a potential client asked them to create an ambitious beach house in East Quogue, in the Hamptons. They worried that they had "bit off much more than [they] could chew," as Plumb puts it.
Goodbye to one of the greats. Photographer Hulton & Crow captured the groundbreaking architecture of Zaha Hadid. Read more about the visionary architect here: http://bit.ly/21V58I7
Website Strategy

1. Clear, fast, mobile-first experience

2. Add brand details
Just enough design.
Charred Cedar Helps Modern House Blend Into a Forest

At one with nature

BY JENNY XIE - @CANONIND - MAR 2, 2016, 4:37P

The green roof helps too
All photos via ArchDaily
Even in quickly evolving New York City, there’s something romantic about slowing down, stepping out of the fast currents of foot traffic, and looking up. Few neighborhoods will disappoint. Look up high, especially in...
Balcony Seats to the City

The fire escape’s quirky history in urban life

BY PATRICK SISSON · @FREQRESPONSE
MAR 28, 2016, 1:22P

Even in quickly evolving New York City, there’s something
Lafayette Park is the rare urban renewal project that worked and still works.

- Andreas Ojerfors

What It Takes to Restore a 1929 Brooklyn Wonder Theater

Apostolic participation, community involvement, economic revitalization

The theater opened its doors in 1929, with a grand celebration. Over the years, it has seen its fair share of ups and downs. Recently, a group of residents and local businesses have come together to restore it to its former glory.

Prospect Heights has already experienced a great deal of change.

More recently...
Design Modularly
Negociaciones entre acreedores y el Gobierno podrían iniciar en octubre
Hace 5 horas.

A manos llenas el FBI con pesquisas de corrupción
Hace 8 horas.

Medicamento que combate enfermedad infecciosa ahora es 5000% más caro
Hace 51 minutos.

Deregalarían impuesto de 2% sobre las remesas
Hace 2 horas.

Antiinflamatorio trataría síntomas de demencia y alzheimer
Hace 10 horas.

Niega Pesquera que haya implantado una mordaza
Una extraña incursión en el espacio ha proporcionado evidencia nueva de que todo el oro que existe en la Tierra fue forjado por colisiones antiguas de estrellas muertas, informaron...
Designing Modularly

1. Helps us be deliberate with our designs
2. Helps us move into code sooner
3. Precursor to a style guide
Full Page Comps
vs Modules
Snowden podrá salir del aeropuerto moscovita

Tiene una semana en lo que espera a que se resuelva su petición de asilo a Rusia

Por Michelle Estrada Torres | 9 de junio de 2013 12:38 a.m. | COMPARTE ESTO: 2X 1 0 0 0

Más en Internacionales

ÚLTIMA HORA VISTAS COMPARTIDAS

De la casa al trabajo por tenor a la criminalidad
11 de junio de 2013 08:50 a.m.

Tiranos as Santurce
11 de junio de 2013 08:50 a.m.

Ponzojo HD 39733x tiene un color parecido a la Tierra
11 de junio de 2013 08:50 a.m.

De los muertos y 9 heridos en aparatoso choque en Vega Baja
11 de junio de 2013 08:50 a.m.

"Va soy bruja"
11 de junio de 2013 08:50 a.m.

MOSCÚ: El extécnico de la CIA Edward Snowden, atrapado en el aeropuerto moscovita de Sheremétevo desde hace más de tres semanas, podrá salir de este recinto y desplazarse libremente por la ciudad dentro de una semana, en espera de que se resuelva su petición de asilo a Rusia.

Edward Snowden, exagente de la CIA (EFE)
Identify re-usable patterns
.Alpha (56/60)

.Beta (43/45)

.Gamma (28/30)

.Delta (19/22)

.Delta (19/22) w/ link

.EPSILON (24/30)

paragraph (17)
Use only what you need.
Niega Pesquera que haya implantado una mordaza

Una extraña incandescencia en el espacio ha proporcionado evidencia nueva de que todo el oro que existe en la Tierra fue forjado por colisiones antiguas de estrellas muertas, informaron...

Curiosity se acerca a zona peligrosa en Marte

A regañadientes y en respuesta a la presión pública, incluida la de sus correligionarios y en respuesta...

Presentado por Sprint
Get designs into code earlier
More Weight Doesn't Mean More Wait

Posted by Scott on 04/17/2015

When I talk about web performance, I like to use the phrase, "weight does not need to increase wait." To be clear, that's not because the weight of a webpage doesn't matter—it most definitely does—but rather because delivering a usable representation of a web page's content that page is quite large and asset-heavy as a whole. At this point, a performance metric that the web community has only recently started to adopt and prioritize, known as perceived performance.

Formerly, much of the focus in web performance was on assets like images and fonts, which does make for a short-term hit in performance. But today there are techniques we can use in addition to the former to have an arguably larger impact on how soon our users can access the content we’re delivering.

Measuring Overall & Perceived Performance

Part of the reason we hadn't focused heavily on perceived performance in the past was due to a lack of good tools to analyze the events that take place while our websites load. That's hardly the case.

WebPageTest.org sits at the top of the list of tools I find useful for measuring the performance of my services. It allows me to test a variety of browser/device/location combinations and receive detailed results on how my services are performing in terms of both speed and perceived performance.
We can often deliver a usable representation of a web page’s content very quickly, even if that page is quite large and asset-heavy as a whole.

—Scott Jehl

https://www.filamentgroup.com/lab/weight-wait.html
Más en Internacionales

ULTIMA HORA  VISTAS  COMPARTIDAS

Planeta HD 189733b tiene un color parecido a la Tierra
9 de junio de 2013 12:38 a.m.

Dos muertos y 8 heridos en aparatoso choque en Vega Baja
9 de junio de 2013 12:38 a.m.

"Yo soy brava"
9 de junio de 2013 12:38 a.m.

Default with blue tabs

The “highlight box” pattern uses the “tabs” pattern to display select stories in a compact module.

On small screens, tab menu items are hidden and only the first two listed stories are visible. Selecting the module’s header reveals the tab menu items and complete list of stories.

On larger screens, the tab menu items and complete list of stories are visible at all times.
<table>
<thead>
<tr>
<th>Título</th>
<th>Fecha y hora</th>
</tr>
</thead>
<tbody>
<tr>
<td>De la casa al trabajo por temor a la criminalidad</td>
<td>9 de junio de 2013 12:38 a.m.</td>
</tr>
<tr>
<td>Tiroteo en Santurce</td>
<td>9 de junio de 2013 12:38 a.m.</td>
</tr>
<tr>
<td>Planeta HD 189733b tiene un color parecido a la Tierra</td>
<td>9 de junio de 2013 12:38 a.m.</td>
</tr>
<tr>
<td>Dos muertos y 8 heridos en aparatoso choque en Vega Baja</td>
<td>9 de junio de 2013 12:38 a.m.</td>
</tr>
<tr>
<td>&quot;Yo soy brava&quot;</td>
<td>9 de junio de 2013 12:38 a.m.</td>
</tr>
</tbody>
</table>
Edit constantly
**Destacados**

- Negociaciones entre acreedores y el Gobierno podrían iniciar en octubre
  Hace 5 horas.

- A manos llenas el FBI con pesquisas de corrupción
  Hace 8 horas.

- Medicamento que combate enfermedad infecciosa ahora es 5000% más caro
  Hace 51 minutos.

- Derogarían impuesto de 2% sobre las remesas
  Hace 2 horas.

- Antiinflamatorio trataría síntomas de demencia y alzheimer
  Hace 10 horas.

**Noticias**

- Aprueban proyecto para garantizar seguridad en cuidados de niños
  Actualizado hace 17 minutos.

- Reconocen a jóvenes por su innovación ambiental
  Actualizado hace 3 horas.

- Sorprenden a dos hombres con drogas en residencial
  Actualizado hace 4 horas.

- Perelló advierte que la crisis no se resuelve con nuevas candidaturas
  Actualizado hace 4 horas.

- Sorprendido Bhatia por rechazo a su proyecto educativo
  Actualizado hace 4 horas.
40 Unique Colors

Aa  #818117
Aa  #818117
Aa  #FD8249
Aa  #000
Aa  #329891
Aa  #BAB8B3

Aa  #444
Aa  #999
Aa  #fff
Aa  #666
Aa  #903090
Inherit

Aa  #2021D3
Aa  #dddccc
Aa  #e2e2e2
Aa  #ccc
Aa  #333
Aa  #888

Aa  #777777
Aa  #878cb4
Aa  #333333
Aa  #5a257
Aa  #628b5
Aa  #e8e8e8

Aa  rgba(255,255,255,0.8)
Aa  #42becb
Aa  #808080
Aa  #004276
Aa  #608285
Aa  #717171

Aa  #d4d4d4
Aa  #bab8b3
Aa  #f8b8b3
Aa  #6b7b9f
Aa  #f6f6f6
Aa  #178a29

Aa  #ebebeb
Aa  #f8f8f8
Aa  #b6b6b6
Aa  #f4f4f4
Aa  #3caaa3
64 Unique Background Colors

#F3f0c2  #000  rgba(0,0,0,0.4)  #fff  rgba(255,255,255,0.75)  rgba(255,255,255,0.85)

rgba(255,255,255,0.9)  rgba(0,0,0,0.15)  rgba(0,0,0,0.76)  rgba(0,0,0,0.85)  rgba(0,0,0,0.9)  rgba(255,255,255,0.1)

rgba(255,255,255,0.15)  transparent  rgba(0,0,0,0.2)  #555  rgba(0,0,0,0.05)
Document Your Decisions in a Style Guide
## Revenue buttons

These buttons are only used in conjunction with their specific revenue products and colors. Add classes to `large`, `primary` buttons.

<table>
<thead>
<tr>
<th>Button Type</th>
<th>Example Class</th>
<th>Example Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deal button</td>
<td><code>ybtn-deal</code></td>
<td>Buy now</td>
</tr>
<tr>
<td>CTA button</td>
<td><code>ybtn-cta</code></td>
<td>Get directions</td>
</tr>
<tr>
<td>Platform button</td>
<td><code>ybtn-platform</code></td>
<td>Start order</td>
</tr>
<tr>
<td>Reservations button</td>
<td><code>ybtn-reservations</code></td>
<td>Find a table</td>
</tr>
<tr>
<td>Giant call-out button</td>
<td></td>
<td>Call today</td>
</tr>
</tbody>
</table>
Background Colors

We have a few background colors that can be used in various contexts. These are not for use as the entire page background but instead for specific components and modules on the page.

Colors

Buttons

Button styles can be applied to any element. Typically you'll want to use either a `<button>` or an `<a>` element:

Example

```
<button class="btn btnDefault">Click</button>
<a class="btn btnDefault" href="trulia.com">Trulia!</a>
```

If your button is actually a link to another page, please use the `<a>` element, while if your button performs an action, such as submitting a form or triggering some JavaScript event, then use a `<button>` element.
• Their HTML is 48% smaller
• 21% faster load time
• 60% faster time to first byte
• Reduced unused CSS by 135kb

http://www.stubbornella.org/content/2013/06/05/creating-living-style-guides-to-improve-performance/
Be deliberate.
Ensure access to core content, quickly.
Test on real devices.
Beauty vs Function
Beautiful user experiences
Thank you!