WEB DEVELOPMENT IN THE MODERN AGE

INTERNET & MOBILE WORLD, BUCHAREST, 2013

@PHILHAWKSWORTH
#IMWORLD
@PHILHAWKSWORTH
#IMWORLD
BIG AD AGENCY
PRODUCTS
PLATFORMS
SERVICES
WE MAKE STUFF FOR CLIENTS
LOTS OF IT IS FOR THE WEB
AN APOLOGY
BAD TITLE
WEB DEVELOPMENT
IN THE MODERN AGE
WEB DEVELOPMENT:
WE CAN DO BETTER
WEB DEVELOPMENT: THIS SHIT IS HARDER THAN IT LOOKS
WEB DEVELOPMENT
THIS TIME, WE’RE SERIOUS
WEB DEVELOPMENT TOOLBELT

ADDY OSMANI / PAUL IRISH
CONFIDENCE
IN THE PROJECT
IN THE ENGINEERING
IN THE TEAM
CONTEXT
~/htdocs
http://aston.ac.uk/~hawkswpn
http://aston.ac.uk/~hawkswpn

404
WRITE TEXT
SAVE
REFRESH
REPEAT
REJOICE
Welcome to McDonald's!

Just click on the adults or kids to your right to enter our site as a grown-up or a child. Have fun!

If you're interested in the fine print, now is an opportunity to check it out.

Adult | Kids

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If you have the Shockwave plug-in - CLICK HERE
Welcome to the Official LEGO® World Wide Web site

Surfer Club  Products  Play  Worldwide  Learn  Services  About Us

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Hi!

If you are one of the millions of children who love LEGO products and want to know all about them and about the company that makes them - you have come to the right place.
SOPHISTICATION
BROWSERS / EXPERIENCES / USERS
The techniques do not match the challenges.
ENGINEERING
I’m a software engineer

What language?

JavaScript

Ha ha ha ha ha...!
F#$@!!!
DEVICES
PERFORMANCE MATTERS
100ms OF EXTRA LOAD TIME CAUSED 1% DROP IN SALES

Greg Linden, Amazon
SERIOUS BUSINESS
THE TECHNIQUES DO NOT MATCH THE CHALLENGES
THE TECHNIQUES MUST MATCH THE CHALLENGES
TIME TO EVOLVE
TOOLS / APPROACH / EXPECTATIONS
WHERE TO FOCUS?
SMARTER DELIVERABLES
TEAM DYNAMICS
ENGINEERING APPROACH
WIREFRAMES
THINKING / DOCUMENTATION / APPROVAL
WIREFRAMES AS PICTURES
DEVICES
CONFIDENCE?
THIS IS NOT WORKING ANYMORE
SMARTER DELIVERABLES
GET TO THE BROWSER MORE QUICKLY
DEVICES
Project Win

The Winners

Campaign headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
DESIGN FOR CONTENT
EARLIER
DESIGNERS
DEVELOPERS
CLIENT
QA
BIG BANG
RESPONSIVE DESIGN WORKFLOW

STEPHEN HAY
SMARTER DEVELOPMENT WORKFLOW
CONFIDENCE

SURPRISE
TEAMS
DISTRIBUTED TEAMS
COMMUNICATION IS CRITICAL
SENSE OF TEAM IS CRITICAL
UNITE DISTRIBUTED TEAMS
DAILY STAND UP
TO DO | DOING | DONE

Artikel schreiben
Seminar vorbereiten
Schreibtisch auffrämen

Kapitel 2.1
Diss

Graphik für Vortrag
Hini einstellen
Klausuren vorbereiten

Vorlesung kondipieren
Vorwort Diss
Konferen z. vorbereiten
Trello

Organize anything, together

SIGN UP—IT’S FREE!
IRC / HIPCHAT / CAMPFIRE
AUTOMATION of INFORMATION

HUBOT / IFTTT
REGULAR DELIVERIES

CELEBRATE
CELEBRATE

RETROSPECTIVES
NEVER UNDERESTIMATE

THE POWER

of an

ANIMATED GIFT

@PHILHAWKSWORTH  #IMWORLD
NEVER UNDERESTIMATE THE POWER of an ANIMATED GIF
QUALITY ASSURANCE
AGILE
REDUCE THE COST OF CHANGE
ENGINEERING APPROACH
LOOK TO OPEN SOURCE PROJECTS
BRACKETS

Brackets
open-source code editor
built with the web for the web

Helpful without taking over
With features like Live Preview and Quick Edit, Brackets streamlines development without drowning in. 
DEVELOPED
BY ADOBE
IN THE OPEN
TRELLO

Icebox (To Be Reviewed)
- Improve Jenkins build system
  - EPIC: Find/Search & Replace
    - 19 votes
    - 13 comments
    - 1 rating
  - (5) RESEARCH: Live Development w/ Open Protocol
    - 19 votes
    - 13 comments

Product Backlog
- Shortcuts (in JSON)
  - 19 votes
  - 3 comments
  - 1 rating
- (?) CSS Code Hinting (Colors)
  - 18 votes
  - 3 comments
  - 1 rating
- (5) CSS Code Hinting (Shorthand)
  - 14 votes
  - 3 comments
- (5) CSS Code Hinting (HTML Style Attributes)
  - 11 votes
  - 3 comments

Community Backlog
- (0) Open Pull Requests
  - 4 votes
  - 4/5 rating
- (2) Quick Edit: CSS Cubic Bezier
  - 30 votes
  - 7 comments
- (1) CSS Regions / Blend Modes Properties
  - 5 votes
  - 7 comments
- (0) Open File in Brackets from Finder (OSX)

Sprint 32 Backlog (Ends 10/4)
IF AT FIRST YOU DON'T SUCCEED ...YOU ARE NOT CHUCK NORRIS
YOU ARE NOT CHUCK NORRIS
UNIT TESTING
I’M A SOFTWARE ENGINEER

WHAT LANGUAGE?

JAVASCRIPT

HA HA HA HA HA...

@PHILHAWKSWORTH   #IMWORLD
UNIT TESTING

pyunit, runit, junit, csunit ...
UNIT TESTING

pyunit, runit, junit, csunit ...
qunit, mocha, jasmine, casperjs...
ADDING TESTS TO YOUR WORKFLOW
AUTOMATE EVERYTHING
MAKE / RAKE / FABRIC
GRUNT / YEOMAN
GRUNT

Latest Version
- Stable: v0.4.1
- Development: N/A

Why use a task runner?
In one word: automation. The less work you have to do when performing repetitive tasks like minification, compilation, unit testing, linting, etc, the easier your job becomes. After you've configured it, a task runner can do most of that work for you and save you precious time.

Why use Grunt?
The Grunt ecosystem is vast and ever-evolving. With literally thousands of plugins to choose from, you can automate just about anything with Grunt. If someone hasn't already written a plugin that does what you need, you can always write your own!
$ grunt

Running "jshint:src" (jshint) task
>> 1 file lint free.

Running "qunit:files" (qunit) task
Testing test/tiny-pubsub.html....OK
>> 4 assertions passed (23ms)

Running "concat:dist" (concat) task
File "dist/ba-tiny-pubsub.js" created.

Running "uglify:dist" (uglify) task
File "dist/ba-tiny-pubsub.min.js" created.
Uncompressed size: 389 bytes.
Compressed size: 119 bytes gzipped (185 bytes min).
YEOMAN

MODERN WORKFLOWS FOR MODERN WEBAPPS

YEOMAN 1.0

Yeoman 1.0 is more than just a tool. It’s a workflow; a collection of tools and best practices working in harmony to make developing for the web even better.

Our workflow is comprised of three tools for improving your productivity and satisfaction:

- **YO**: Building modern command-line scaffolding tools.
- **GRUNT**: Building modern build tools.
- **BOWER**: Building modern module managers.

Our workflow is designed for modern web applications. It is a collection of tools that will make building modern web applications easier, faster, and more fun.
INFRASTRUCTURE
HOSTING AS A SERVICE
VERSION
CONTROL
AS A SERVICE
ISSUE TRACKING
AS A SERVICE
VIRTUALISATION
AS A SERVICE
DATABASE
AS A SERVICE
WRITE TEXT
SAVE
REFRESH
REPEAT
REJOICE
TO FINISH
USE THE SOLUTIONS WHICH EXIST
GET TO THE BROWSER!
REMOVE SURPRISES
RAISE VISIBILITY
AUTOMATE EVERYTHING
HANG OUT TOGETHER

@PHILHAWKSWORTH   #IMWORLD
THANKS

http://www.flickr.com/photos/brad_frost/7387759388
http://www.flickr.com/photos/otacke/10034579444/

LINKS

http://hawksworx.com
http://addyosmani.com/blog/improved-developer-tooling-and-yeoman
http://yeoman.io
http://gruntjs.com
http://trello.com
http://bradfrostweb.com/blog/post/development-is-design
http://hubot.github.com
http://mongohq.com
THANKS


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