How to be THE BEST WEB DESIGNER in the world

@htmlboy & @martuishere
How to be A GOOD WEB DESIGNER everyday
How to be a Decent Web Designer most of the time
How to deal with web stuff and still be kinda happy
Accounting.
Finding clients.
Talking to clients.
Getting paid.
Frustration.
Why us?
Hello there!

We are Swwweet.

We are a small web design studio based in Barcelona, Spain, and we create responsive sites for small businesses and startups. Interested? You can check some of our latest projects below and you can contact us on hola@swwweet.com.
Web design is a bumpy road.
So, what can we do?
Innovation.
Constraints.
Clients.
Yourself.
Dealing with INNOVATION
Information Fatigue Syndrome
Poor concentration.
Polyphasic behaviour.
Hurry sickness.
Pervasive hostility.
Over stimulation.
“Plugged in” compulsion.
Good ol’ stress.
Let someone else do the hard work.
GET THE NEWSLETTER!

A once a week email with no spam, no rambling. Just pure awesome links to the best news and articles to hit the interweb during the week.

Basic Performant Sharing Buttons

web-design-weekly.com
Subscribe today

A free, once-weekly round-up of responsive design articles, tools, tips, tutorials and inspirational links.

We spend hours curating the best content, interview industry leaders and send it to you every Friday. For Free. If you don't love it, unsubscribe at any time. Check out our latest edition!

responsive设计weekly.com
The Web, weekly

November 21st, 2014

There is a bunch of web superheroes filtering the huge amount of news happening every day in the web design and development industry. They select the most important ones, order them by topic and serve them in comfortable weekly newsletters. Here is a list of some of the web newsletters out there:

- Web Design Weekly
- Responsive Design Weekly
Don’t read everything.
An Overview of SVG Sprite Creation Techniques
24ways.org

Art-Directing SVG Images With The viewBox Attribute: How-To, Notes, Tips...
sarasoueidan.com

A Complete Guide to SVG Fallbacks
css-tricks.com

SVG Animation
medium.com

Better SVG Fallback and Art Direction With The &lt;picture&gt; Element
sarasoueidan.com

The Gooey Effect
css-tricks.com

FWoebn/grunt-svgscreen
Paradox of Choice
Only try one new thing at a time.
Dedicate a few hours a week to self-improvement.
Go to conferences!
Dealing with CONSTRAINTS
Understand the limitations of the project.
How to research with a low budget?
Not all researches are equal.
How do you test with a low budget?
Test with strangers at coffee shops.
Give your users a great experience

Get videos of real people speaking their thoughts as they use

- Websites
- Mobile Apps
- Prototypes and more!

SHOELOVER32:
“Guys, you got no zoom. That’s terrible! How am I going to see the stitching?”

Quick Tour: UserTesting overview (2:47)

www.usertesting.com
How do you worry about performance with a low budget?
Ask your friends & family for old devices.
“I need a site similar to Amazon in 2 weeks. Can you do that?”
Time and budget constraints go both ways.
MVP
(Minimum Viable Product)
MDR
(Minimum Decent Result)
Make sure that the client is on board with your way of designing.
Don’t break your design process.
Dealing with CLIENTS
How to find clients?
Put yourself out there.
Be active in the web design community.
Protect yourself at all times.
My boilerplate contract

Website Contract [month] [year]

Description of this Contract

This contract is not meant to trick or deceive you; the intention is purely to protect both parties. I have tried to keep the wording as plain as possible, but if anything is unclear, please let me know and I will be more than happy to clarify it with you. Also, until you sign it, please feel free to request to change bits of it to suit your requirements.
Scope.
Cancellation policies.
Terms of payment.
Liabilities.
Consider working in design sprints.
About a year ago, I left day rates and job rates behind and started estimating, billing and working on projects on a weekly basis. A year on and I’m better organised, more productive and less stressed than ever before. Our accounts are in better shape and no one owes us money for longer than a week. It was one of the best business moves I’ve made.
But, how do you sell this to clients?
Clients don’t usually have a closed mindset.
Allow some room for flexibility.
project

sprint #1
sprint #2
sprint #3
sprint #4
sprint #5
sprint #6
Dealing with YOURSELF
Know what you like, and what you don’t like.
Delegate tasks.
Hiring is not wasting.
Hating your job causes the same mental disorders as being unemployed.
Do not delegate your main selling point.
Professional quality and ethical values must be part of the MDR.
Don’t work (only) for money.
Our ethical statement

We care deeply about working to achieve the very best result for our clients. However some things are more important than work and money.

Working with charities

We love to support charities and non-profit organisations and we offer reduced rates for them. We also keep a number of pro-bono days in reserve each month for design and consultancy.
You want to be proud of your work.
You want to not be ashamed of your work.
Working against your ethical values causes too much stress & frustration.
So, how do we try to be better web designers and enjoy ourselves?
Best thing is being **HONEST** with everything we do.
THANKS!

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