¡HOLA!
We are **Javier & Marta**

We are also @htmlboy & @martuishere
We work at Swwwweet.com
We work mostly for our cats.
WE DESIGN WEBSITES
WE DESIGN
RESPONSIVE
WEBSITES
We’ve made every mistake over the past two years.
Adaptive non-fluid layouts
Responsive as an add-on
Mobile as an afterthought
Ignoring real devices
We’ve **learned** our lessons the hardest possible way.
Organizing media queries
Best use of pre-processors
Navigation patterns
Serving appropriate images
Organizing media queries

Best use of pre-processors

Navigation patterns

Serving appropriate images

(not really)
Our work gets **better** as we learn all this. Or so we hope.
But we’ve struggled with one particular thing...
WORKFLOW
Our old workflow:

- wireframes
- mockups
- code
This is known as “waterfall” development. Because you’d want to put them in a barrel and throw them over a waterfall.
A pain B
Our shoehorned workflow:

- sketches
- visuals
- prototype
It wasn’t quite **working**, we needed something better...
RESPONSIVELY
RESPONSIVE
Workflows need **flexibility** as much as websites do.
A WARNING
LOWER YOUR EXPECTATIONS
There’s no perfect workflow, you have to go and explore for yourself.
The time of neatly organized process charts and workflows is behind us. Building for the web has become a journey with infinite potential for forks and bumps in the road. Let’s make sure that our process and organization ready us for what lies ahead.

Trent Walton · bit.ly/responsively_1
Step #1

START WITH THE CONTENT
no, really
START WITH THE CONTENT
No more lorem ipsum!
Make a content inventory
Create any content you need
No more lorem ipsum!

Make a content inventory

Create any content you need
What do the users want to accomplish?

What do we have to offer them?

Why would they complete this task?
Prioritize that content.
Post-it notes are great for this!
Discuss with your clients, and be prepared to change everything.
Conversations always produce better designs.
Step #2

JUMP INTO HTML
Static pictures aren’t websites.

And neither are static grey boxes.
Wireframe in the browser, simply labelling boxes to their content.
Go from this:
Start **mobile first**

and build the rest of the layouts from there.
Step #3

WORK THE VISUALS
Optimizing typography is optimizing readability, accessibility, usability(!), overall graphic balance. Organizing blocks of text and combining them with pictures, isn’t that what graphic designers, usability specialists, information architects do? So why is it such a neglected topic?
Always start with the basics: pick your fonts, scale, colors.
Design visual languages that you can take further than mockups.
A small set of visual assets can go a long way.
Style tiles are great, but:

They are not a “deliverable”.

They are an exploration tool.

Abstraction can be difficult.
Style tiles

bit.ly/responsively_3
Regardless of any particular process or tool we may choose, it’s interesting to note that our visual design explorations are now happening alongside the research and ideation phases undertaken by our UX colleagues. Having front-end developers be part of the same conversation, helps massively too.

Paul Lloyd · bit.ly/responsively_3
Influence of iodide ions on morphology of silver growth on gold hexagonal nanoplates.
Kim J, Hong S, Jang HJ, Choi Y.

© 2012 Recently
Influence of iodide ions on morphology of silver growth on gold hexagonal nanoplates.
Kim J, Hong S, Jang HJ, Choi Y.
Base all your design decisions

On what’s best for your brand
On what’s best for your content
On what’s best for your user
Translate this visual language into your prototype. Yay, a website!
BE PREPARED TO CHANGE EVERYTHING
BE PREPARED TO
CHANGE EVERYTHING
BE FLEXIBLE
BE PREPARED TO
CHANGE EVERYTHING
BE FLEXIBLE
Step #4

RESPONSIVELY
RESPONSIVELY
RESPONSIVELY
RESPONSIVELY
RESPONSIVE
The media queries you set at the prototyping phase may change accordingly to your typographic decisions and visual decisions (grids, etc).
The colors/sizes you chose might not work well across a variety of devices or conditions.
Your visual assets might need tons of images (i.e. band width), and you might need to find something else that you can replicate with CSS.
If your beautiful design requires 400 HTTP requests and weighs 10MB, it's not designed for the web.
All these **changes** are OK!
The web is alive, you don’t have to be afraid.
Don’t work in hermetic silos, best products come from collaboration.
content strategists

REAL

AWESOMENESS

designers

developers
A good site is only good when it

- satisfies all the user’s needs
- is easy and pleasant to use
- responds quickly in any context
ALL THE TEAM SHOULD WORRY ABOUT THESE 3 THINGS. ALL OF THE TIME.
A BRAVE NEW PROCESS
Our **new workflow**:

- **content**
- **prototype**
- **visuals**
content strategists

WORK TOGETHER

designers  developers
BE FLEXIBLE, BE...
RESPONSIVELY
RESPONSIVE
THANKS!

@htmlboy

@martuishere
QUESTIONS?

@htmlboy  @martuishmente