

# Living Responsively

Don't break your shiny new toy.

**Joe Myers**  
UX/UI Design Director



GET AT ME  
[@joeartdotcom](https://twitter.com/joeartdotcom)

**A I  ve story.**



**You love your new site.**



***I'm in love, i'm in love, and I don't care who knows it!***



**Ooh, buttons! Push all the buttons!**



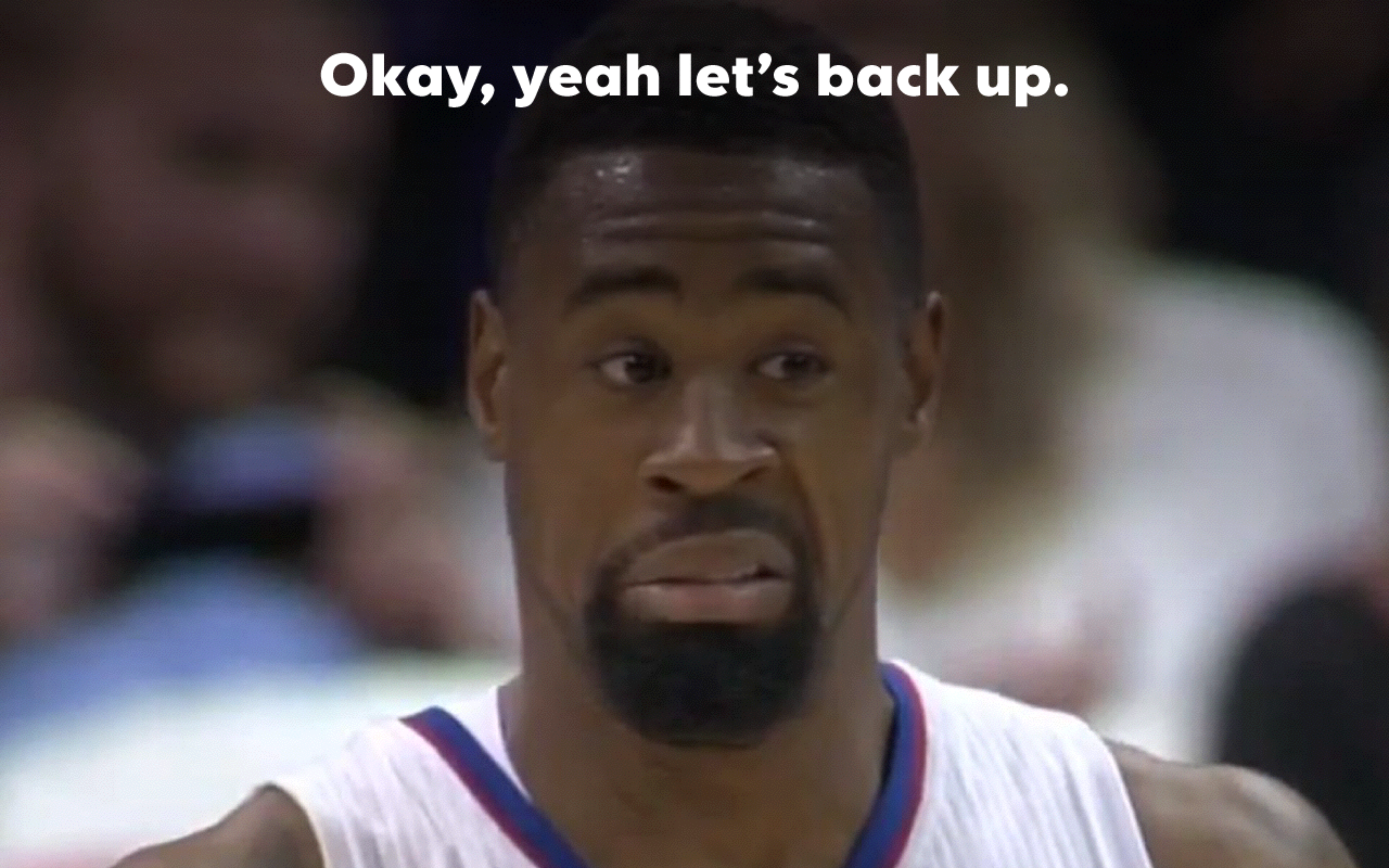


**But after a while... things don't smell right.**





**Okay, yeah let's back up.**





# How does responsive design work?



HTML

+



CSS

+



JAVASCRIPT



# CSS media queries

```
body { color: pink; }  
  
@media (min-width: 481px) {  
  body { color: yellow; }  
}
```

## 1. Set defaults

starting with mobile

## 2. Override

add more styles  
as needed for wider  
screens



# The new deal

- ✓ **Design process has become more fluid.**

---
- ✓ **Goal is a healthy set of constraints.**

---
- ✓ **Deliver patterns, not pages.**

---
- ✓ **Prototyping begins ASAP, as more QA time is required.**

---
- ✓ **Launch. Iterate. Improve.**



Just Kinds to Perrier... 13





# The long haul



## Websites are not Big Gulps.

Agencies need to be more than a goofy-ass stranger making awkward small talk as they pass by.

---

**Establish a long-term maintenance plan before starting a project to insure your site can grow with you.**



# A pattern of success

Typography | MailChimp x

ux.mailchimp.com/patterns/typography

Joe

Patterns About

Grid System

Typography

Form Elements

Navigation

Tables

Lists

Slats

Stats/Data

Feedback

Dialogs

Freddicons

Helper Classes

## Typography

Headings Paragraphs

We follow a 6px baseline grid for achieving a vertical rhythm on all block-level elements in the app. With the 2015 [redesign of our navigation](#) we moved the app to the lighter, friendlier, and more legible [Open Sans](#).

### Headings


Main Heading	30px/48px	Semibold
Subpage title	25px/36px	Semibold
Section header	21px/24px	Semibold - italicized
Sub section heading	17px/30px	Semibold



# Ground rules

SHOP NOW

## MOST POPULAR



48k shares

### Indians front office devises perfect plot to prank manager Terry Francona




110k shares

### Soccer goalie takes repeated shots to the face in this stupid, delightful video

- 1. Section Head**  
Futura Today Bold 21px/50px #333;  
text-transform: uppercase;  
padding: 0 20px;  
box-shadow: inset 0 -5px 0 0 #4b1e00;
- 2. Share Count**  
Futura Today Bold 13px/20px #4b1e00;  
padding: 0 0 0 16px;  
/\* Insert arrow graphic \*/
- 3. Headline**  
Futura Today DemiBold 18px/20px #333;  
hover:active: color: #4b1e00;

### Dwyane Wade gets suits for prom

## FEATURED WRITER



Mike Foss

Foss was senior social media editor at USA Today.com prior to launching the site's sports vertical FTW in 2013.

Follow @themkefoss

### Yankees fire employee over vulgar tweets about Curt Schilling's daughter

### Chris Paul calls out female referee following Clippers' meltdown


### Katy Perry got a Super Bowl tattoo after her insane halftime performance

- 4. Editor Header**  
Futura Today Bold 16px/30px #ff1;  
background: #333;
- 5. Editor Name**  
Futura Today DemiBold 18px/18px #333;
- 6. Editor Bio**  
Area Italic 14px/18px #666;
- 7. Editor Headlines**  
Futura Today DemiBold 14px/18px #333;  
padding: 5px 0;  
border-top: 1px solid #333;  
text-child [ border: none; ]


## NISSAN

Innovation that excites.™

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SHOP NOW



Terms of Service

Privacy Notice / Your California Privacy Rights

Ad Choices

Contact For The Win

Powered by Wordpress.com VIP


SHOW LESS INFORMATION



SHOW MORE INFORMATION...


- 8. Footer**  
Area Normal 11px/18px #999  
link: #ff1  
background: #333  
hover:active [ color: #4b1e00; ]
- 9. Footer open/close**  
Futura Today Bold 11px/40px #666;  
background: #ddd;  
hover:active [ background: #ccc; ]

## FTW! GOLF




1.7k shares -4h ago

### Notah Begay: Tiger Woods is '50-50' to appear at the Masters



4.9k shares -4h ago

### Nike releases Tiger Woods' Masters clothing he probably won't wear




517 shares -3d ago

### Brandt Snedeker hit the luckiest shot you will ever see at Bay Hill


- Section  
margin-top: 20px;  
border-radius: 5px;
- Header  
height: 50px;
- Container  
padding: 20px;
- Image  
width: 100px;  
height: 100px;  
margin-right: 15px;  
border-radius: 5px;
- 1. share count**  
Futura Today Bold 11px/17px #4b1e00;  
padding-top: 5px;
  - 2. timestamp**  
Area Italic 9px/17px #999
  - 3. headline**  
Futura Today DemiBold 13px/17px #333

## FTW! GOLF




1.7k shares -4h ago

### Notah Begay: Tiger Woods is '50-50' to appear at the Masters



4.9k shares -4h ago

### Nike releases Tiger Woods' Masters clothing he probably won't wear




517 shares -3d ago

### Brandt Snedeker hit the luckiest shot you will ever see at Bay Hill


- Image  
width: 100px-180px, fluid  
height: 100px;  
margin-right: 20px;
- 1. share count**  
13px/18px  
padding-top: 5px;
  - 2. timestamp**  
10px/18px
  - 3. headline**  
16px/18px

## FTW! GOLF




1.7k shares -4h ago

### Notah Begay: Tiger Woods is '50-50' to appear at the Masters



4.9k shares -4h ago

### Nike releases Tiger Woods' Masters clothing he probably won't wear



517 shares -3d ago

### Brandt Snedeker hit the luckiest shot you will ever see at Bay Hill

- Image  
width: 180px;  
height: 120px;
- 1. share count**  
13px/18px  
padding-top: 10px;
  - 2. timestamp**  
11px/18px
  - 3. headline**  
16px/18px

## MOST RECENT

## MOST SHARED




250 shares

### Race for last place has Sabres, Coyotes fans buzzing

- Image  
width: 100px  
height: 100px  
border-radius: 5px;
- Divider  
1px #ccc
- 1. Header**  
Futura Today Bold 12px, #333  
link: #4b1e00  
hover: #66211e
  - 2. Category tag**  
Futura Today Bold 9px, #ccc  
margin-left: 5px
  - 3. Timestamp**  
Area Bold 9px, #999
  - 4. Headline**  
Futura Today Demi-Bold 16px/17px  
Hover: #4b1e00  
padding-top: 3px
  - 5. Share count**  
Number: FTW 12px  
"shares": FTW 8px/11px  
background: #4b1e00  
padding: 5px 7px 5px 8px (bottom)  
border-radius: 5px 5px 5px 5px

## MOST RECENT



250 shares


### Race for last place has Sabres, Coyotes fans buzzing

By: Kevin Allen

12 minutes ago

- 1. Header**  
21px
- 2. Category tag**  
14px  
margin-left: 15px
- 3. Byline / Timestamp**  
10px / 20px  
Link: Area Bold #4b1e00
- 4. Headline**  
16px / 20px
- 5. Share count**  
Number: FTW 16px  
"shares": FTW 11px/10px  
padding: 10px 8px 8px 10px (left)

## MOST RECENT



250 shares

### Race for last place has Sabres, Coyotes fans buzzing

By: Kevin Allen 12 minutes ago

- Image  
width: 188px  
height: 130px  
border-radius: 5px
- 1. Header**  
same
  - 2. Category tag**  
same
  - 3. Byline / Timestamp**  
same
  - 4. Headline**  
16px / 20px
  - 5. Share count**  
same



**Time to play with your new toy?**





**Whoa! Not so fast...**





# Client onboarding

**Before importing content,  
you should:**

---

- ✓ **Receive training on your CMS**
  - ✓ **Understand the site structure to avoid breaking it**
  - ✓ **Ask for advanced formatting options if needed**
- 

Example: “How can I place items into columns without tables?”



**But remember...**



**Garbage in, garbage out.**



# Clean it up



## Strip out legacy classes

```
<div class="old-weird-crap">
```

## Destroy inline styles

```
<div style="border:5px solid red;">
```

## Murder junky WYSIWYG markup

```
<div><span></span><font color="#ff0000"></font>  
&nbsp;<span></span>Hello&nbsp;</div>
```



# Isn't it semantic?

**Replace old, hacked code with fresh, sexy, semantic elements.**

<code>&lt;div&gt;</code> .....	<code>&lt;section&gt;</code>
<code>&lt;div class="header"&gt;</code> .....	<code>&lt;header&gt;</code>
<code>&lt;div class="content"&gt;</code> .....	<code>&lt;article&gt;</code>
<code>&lt;span class="headline"&gt;</code> .....	<code>&lt;h1&gt;</code>
<code>&lt;p&gt;&lt;strong&gt;</code> .....	<code>&lt;h3&gt;</code>
<code>&lt;b&gt;, &lt;i&gt;</code> .....	<code>&lt;strong&gt;, &lt;em&gt;</code>
<code>&lt;ul class="nav"&gt;</code> .....	<code>&lt;nav&gt;</code>



# Content

**Successful content  
is the product of  
strategy and discipline.**



# Content

## strategy

Establish the message & voice.

Create realistic restraints.

Prioritize content that converts.

Reserve a regular spot for  
lower priority content.

Have a plan, schedule, and  
resource for all updates.

+

## discipline

Stick to the message. Stick to  
the voice.

Respect the restraints you put  
in place. Live within them.

Follow through on your  
content schedule. Establish a  
routine you can maintain and  
your users can trust.



# Example

Telluride, Colorado | Lodg x  
www.tellurideski resort.com/about/index/

Call: (800) 778-8581 Book Now International Guests Bookmarks (0)

TELLURIDE

Trip Planning The Mountain Tickets & Products Events & Activities Ski School Groups & Weddings Ski & Golf Club

2014 Condé Nast Traveler Readers' Choice Awards

**FRAMED**  
AGAINST 13,000 AND 14,000-FOOT  
**MOUNTAINS**  
**EVERY SHOT**  
*Will Take Your Breath Away.*

Replay Video

Photo: Brett Schreckengost

TODAY | 42° SNOW | Forecast | Live Cams

VIRGIN 4:21 PM 22% tellurideski resort.com

+ more TELLURIDE

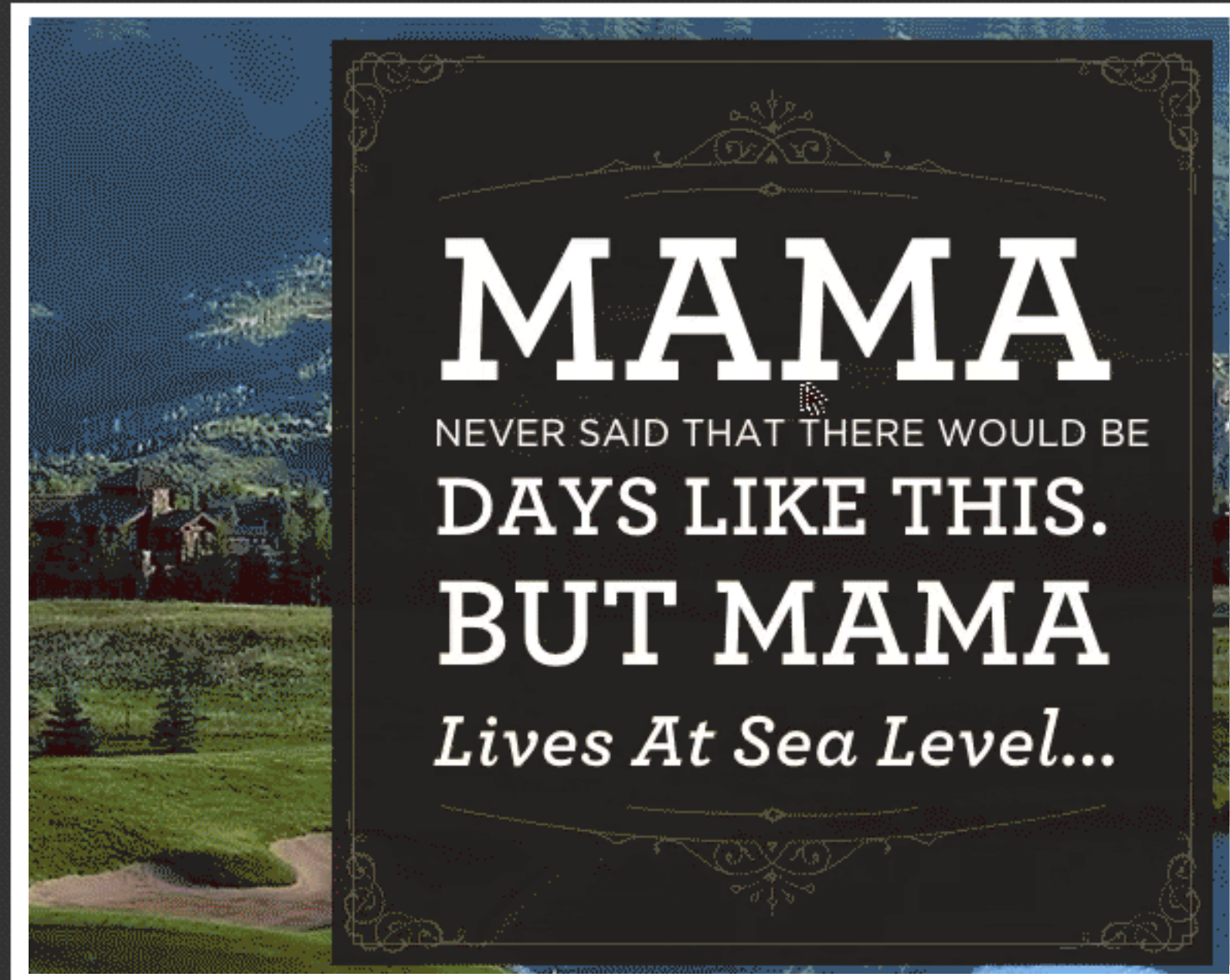
Photo: Brett Schreckengost

**FRAMED**  
AGAINST 13,000 AND 14,000-FOOT  
**MOUNTAINS**  
**EVERY SHOT**  
*Will Take Your Breath Away.*

Snow Report | Forecast | Live Cams



# Example



**Live within the beautiful system  
of restraints you've designed.**



# Example

TODAY | 63° SCATTERED THUNDERSTORMS | [Forecast](#) | [Live Cams](#)



FESTIVALS

## Fly Fishing Film Tour >>

FREE, JUNE 5 AT TELLURIDE CONFERENCE CENTER

[EVENT DETAILS](#)



DINING

## Mountaintop dining at its finest >>

ALLRED'S OPEN DAILY FROM 5:30PM - 10PM

[RESTAURANT DETAILS](#)



SPECIALS

## Tee Off at 9,500 Feet >>

STAY AND GOLF AT THE INN AT LOST CREEK

[PACKAGE DETAILS](#)



# Example

Edge CMS: A module tool by



Edge CMS interface showing the "Edit Module" screen for a module titled "Fly Fishing Film Tour". The interface includes a sidebar with navigation options, a main content area with form fields, and a right sidebar with settings and schema options.

**Browser:** Edit Module | www.tellurideskiresort.com/admin/editmodule/164/ | Joe

**Navigation:** Dashboard, Media, Snow Reporting, Ryan Solutions, Blog, Content, Events, Forms, Jobs, Destinations, Press Releases, Lodging, Vacation Packages, Navigation

## Edit Module

**Fields** | HTML | CSS | Javascript | [Insert Image](#)

**Category \***  
Festivals

**Title \***  
Fly Fishing Film Tour

**Subtitle**  
Free, June 5 at Telluride Conference Center

**Image \***  
/content/uploaded/images/home\_promos/fly-fishing-film-tour-€ [Select Image...](#)  
Image should be 630x485px

**Link Text \***  
Event Details

**Link URL \***  
/events-activities/fly-fishing-film-tour-2015/

[Save](#)

**Settings**  
Module Name  
Promo - Festival

**Schema**  
Promo  
[Refresh](#) | [Edit Schema](#)

**Builder Settings**  
 Show in Page Builder

**Description**



# Content Checklist

ADVANCE

## rules for:

- ✓ Promotional hierarchy
- ✓ Featured content
- ✓ Custom content types
- ✓ Content Modules
- ✓ Data types

DAILY

## practices for:

- ✓ Type
- ✓ Images
- ✓ Video / Media
- ✓ Iconography
- ✓ Data
- ✓ User Input



# Type

## Design

A designer's checklist

- ✓ **Legible**
- ✓ **Readable**
- ✓ **Rhythmical**
- ✓ **Hierarchical**
- ✓ **Beautiful**

## Execution

A marketer's checklist

- ✓ **Clear**
- ✓ **Concise**
- ✓ **Scannable**
- ✓ **Scaleable**

### **\*PRO TIP:**

Always assume users are reading on the toilet.



# Type formatting

- `<h1>Main headline</h1>`..... **One per page**
- `<h2>Sub-headline</h2>`..... **Support copy**
- `<h3>Section headline</h3>`..... **Use to break up text**
- `<p>paragraph</p>`..... **Format your breaks**
- `<h4>Feature heading</h4>`..... **In descending order**
- `<h5>Feature heading</h5>`..... **of hierarchy**
- `<h6>Feature heading</h6>`
- `<h7>Feature heading</h7>`
- `<blockquote>Quotation</blockquote>`..... **Chunks of text**
- `<ul>bullet list</ul>`..... **Related materials**
- `<small>Caption</small>`..... **Captions, fine print**



# Type formatting

**h1** Main headline

**h2** Sub-headline

**p** Lörem ipsum dolor sit amet, dedeeshka duu. Leebur iehroom, Börk Börk Börk!  
Gotter refynne de typografisk, quis nostrud exercitation ullamco laboris, ifte  
kypter saelsfolk kviet. Vender gests kämnen vewänthärdis wehrdsen  
onderpasje.

---

**h3** Section Headline

**h4** LIST TITLE

**ul** **List item** **List item** **List item**

**small** \*Not applicable to parties of zero or more.



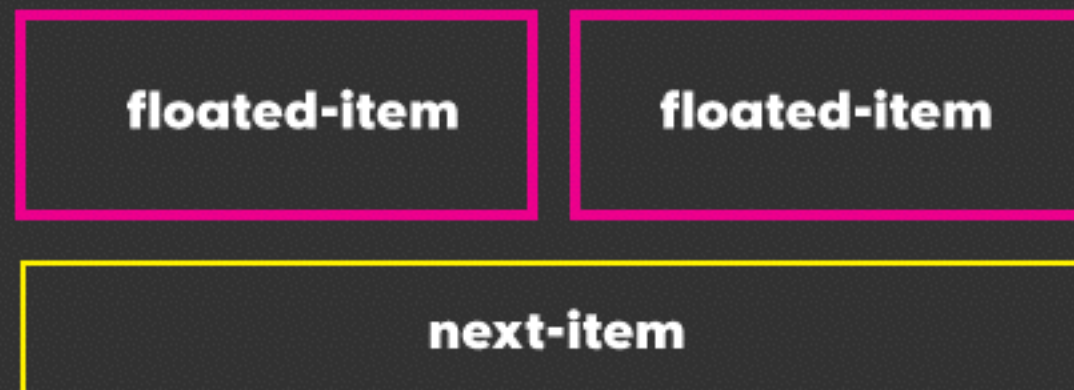
# Floats

```
.floated-item {  
  width: 50%;  
  display: block;  
  float: left;  
}  
  
.next-item {  
  display: block;  
  clear: both;  
}
```

## Uncleared float



## Cleared float



**\*Tip:** If you need to float elements regularly, ask your vendor for a set of styles and guidelines, or even some sample code.





CSS

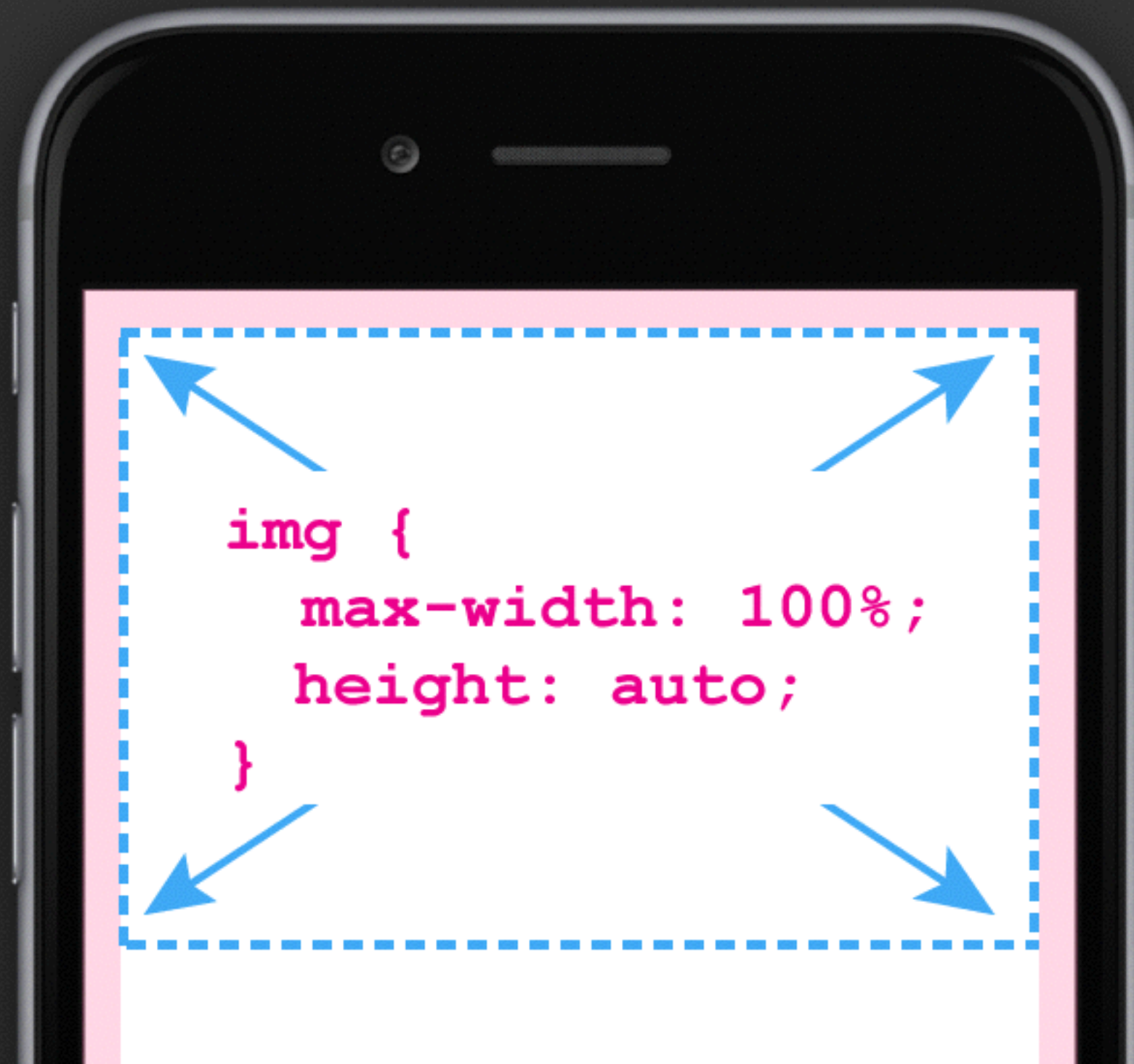
IS

AWESOME



# Responsive Images?

## 1. Scale to fill flexible containers



### **DRAWBACK:**

Serves the same size image to everyone regardless of connection speed, pixel density, or aspect ratio.

### **BOTTOM LINE:**

A good default solution for content images for the time being.



# Responsive Images?

## 2. Complicated workarounds



- ✓ **Adaptive Image** (php script)
- ✓ **Cookies** (javascript detect, php serve)
- ✓ **Frameworks** (Sencha.io Src)
- ✓ **Focal Point** (CSS cropping framework)
- ✓ **Polyfills** (Picturefill)



# Responsive Images?

## 3. HTML5 `<picture>` Element

**Now:**

```

```

**Soon...**

```
<picture>
```

```
  <source media="(min-width: 64em)" src="high-res.jpg">
```

```
  <source media="(min-width: 37.5em)" src="med-res.jpg">
```

```
  <source src="low-res.jpg">
```

```
  
```

```
  <p>Accessible text.</p>
```

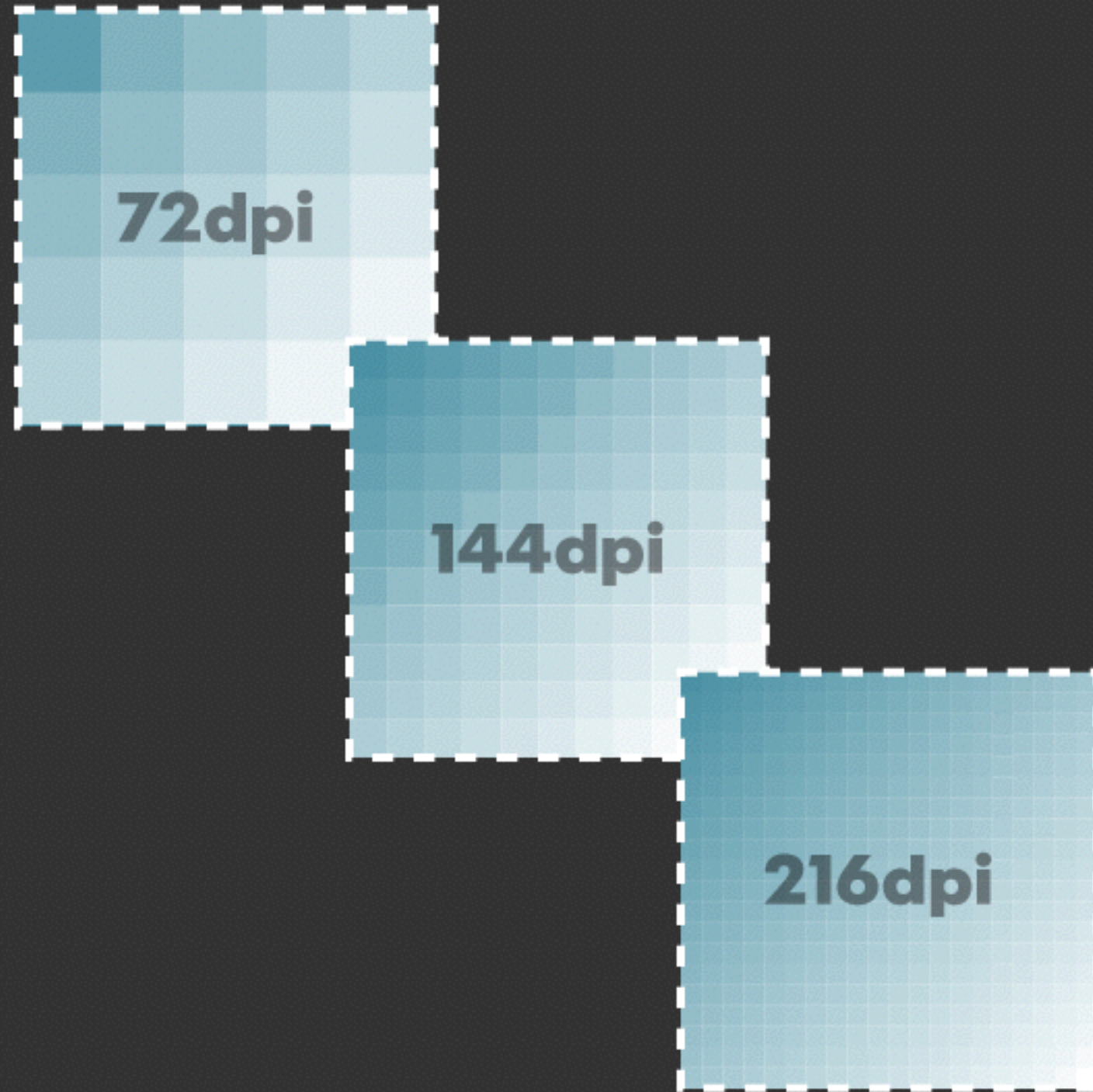
```
</picture>
```







# Become resolution-independent



**iOS**

1x,  
2x,  
3x



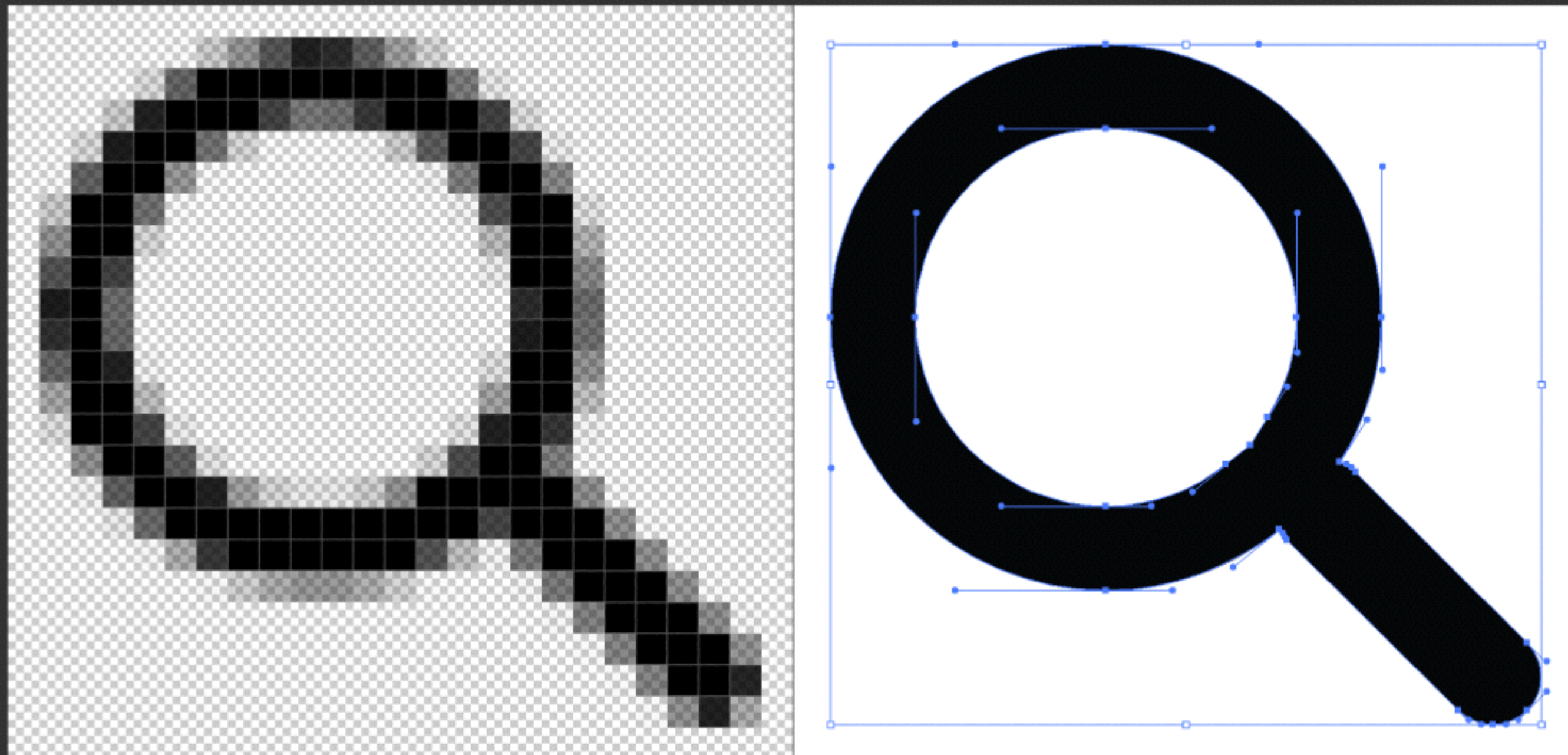
**Andriod**

ldpi  
mdpi  
hdpi  
xhdpi  
xxhdpi  
xxxhdpi

**Bruh...**



# Icons and Vector Art





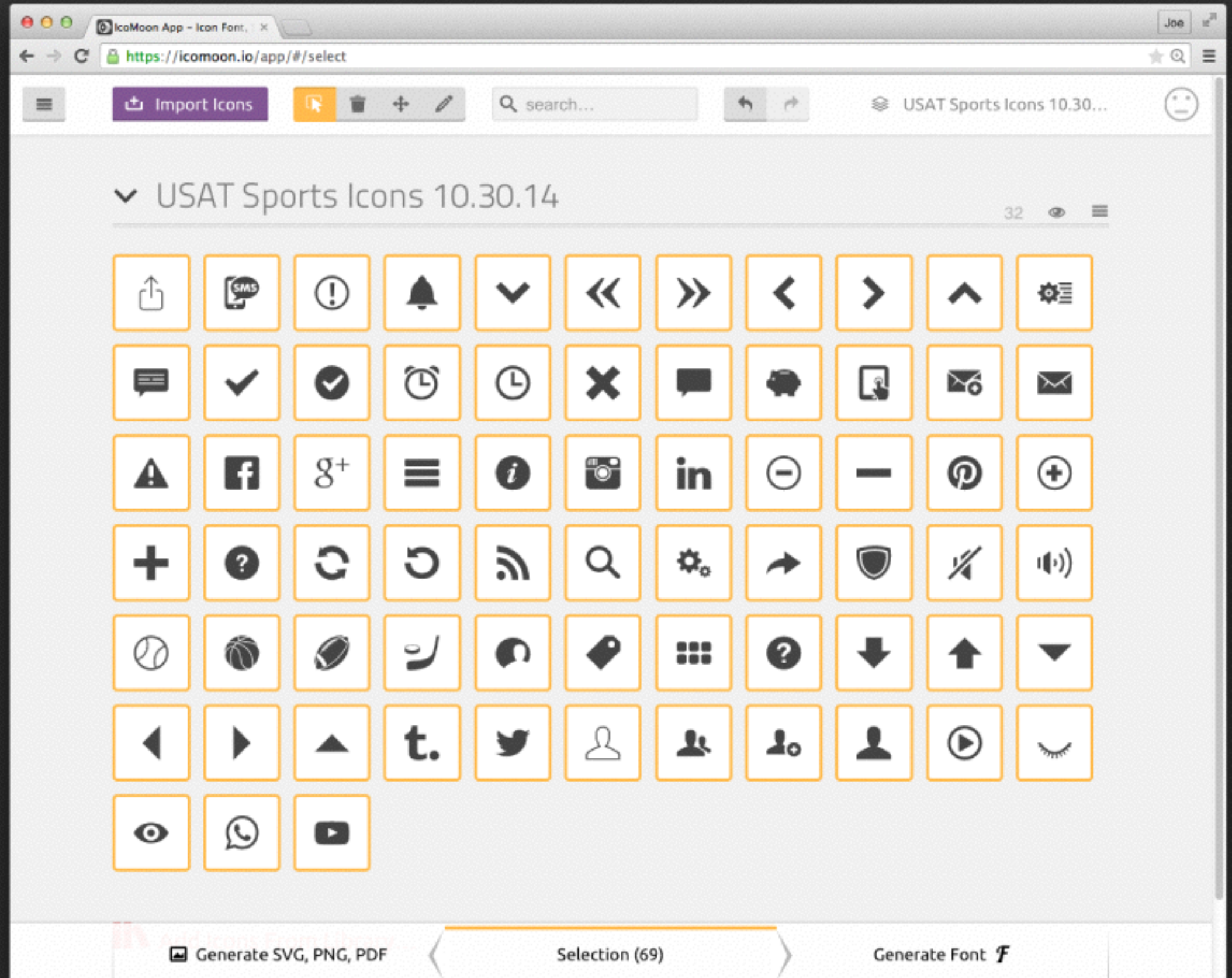
# Smooth Moves

## Icon Fonts

Place icons using embedded web fonts. Use available fonts or create your own.

[icomoon.io](https://icomoon.io)

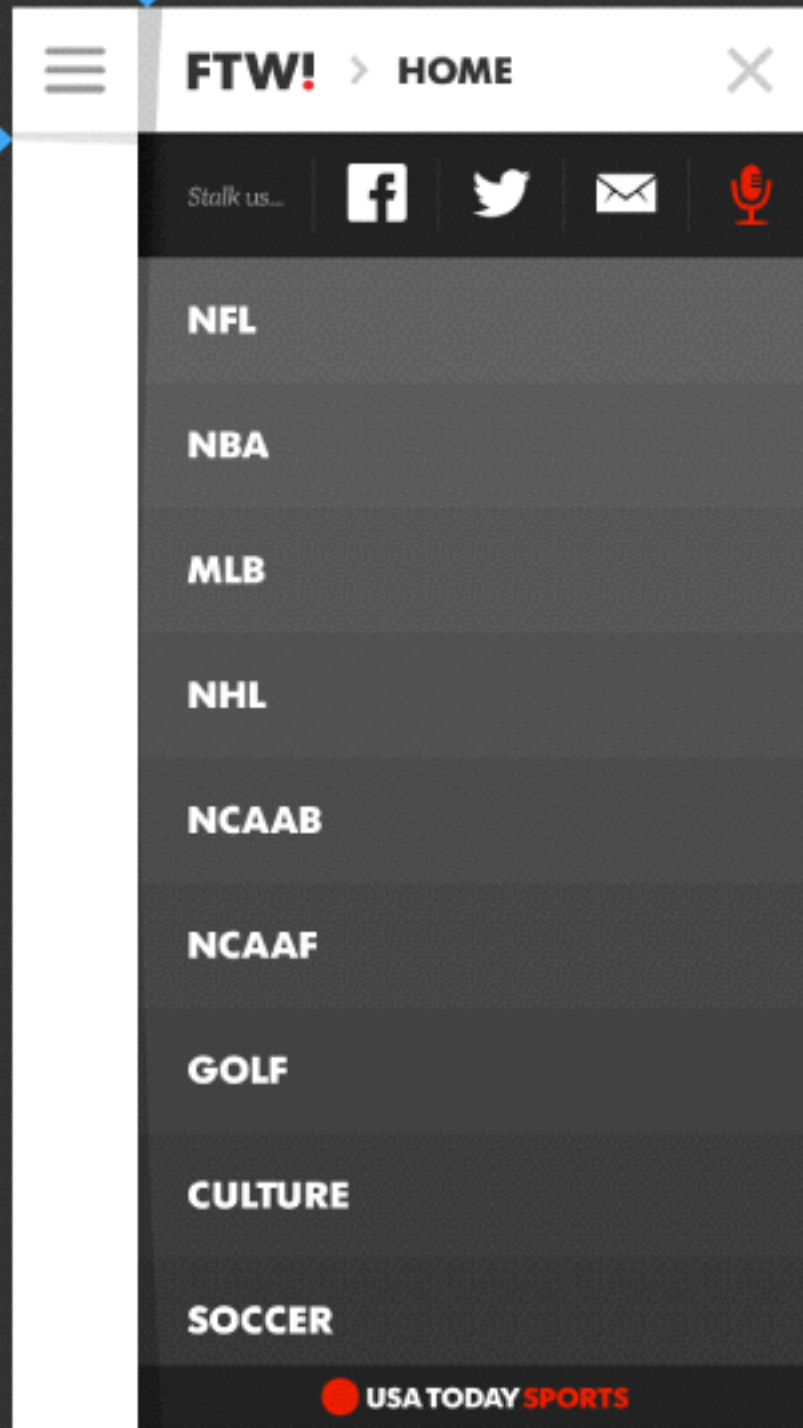
[fontawesome.io](https://fontawesome.io)





# SVG

Infinitely scaleable 1-color graphics available for use today. Images are defined in XML.



Mobile off-canvas navigation

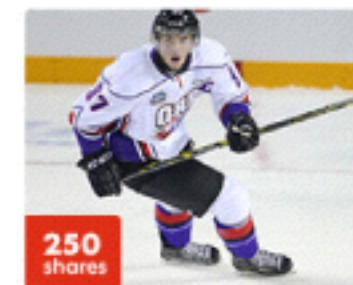


## MOST POPULAR



48k shares

## MOST RECENT



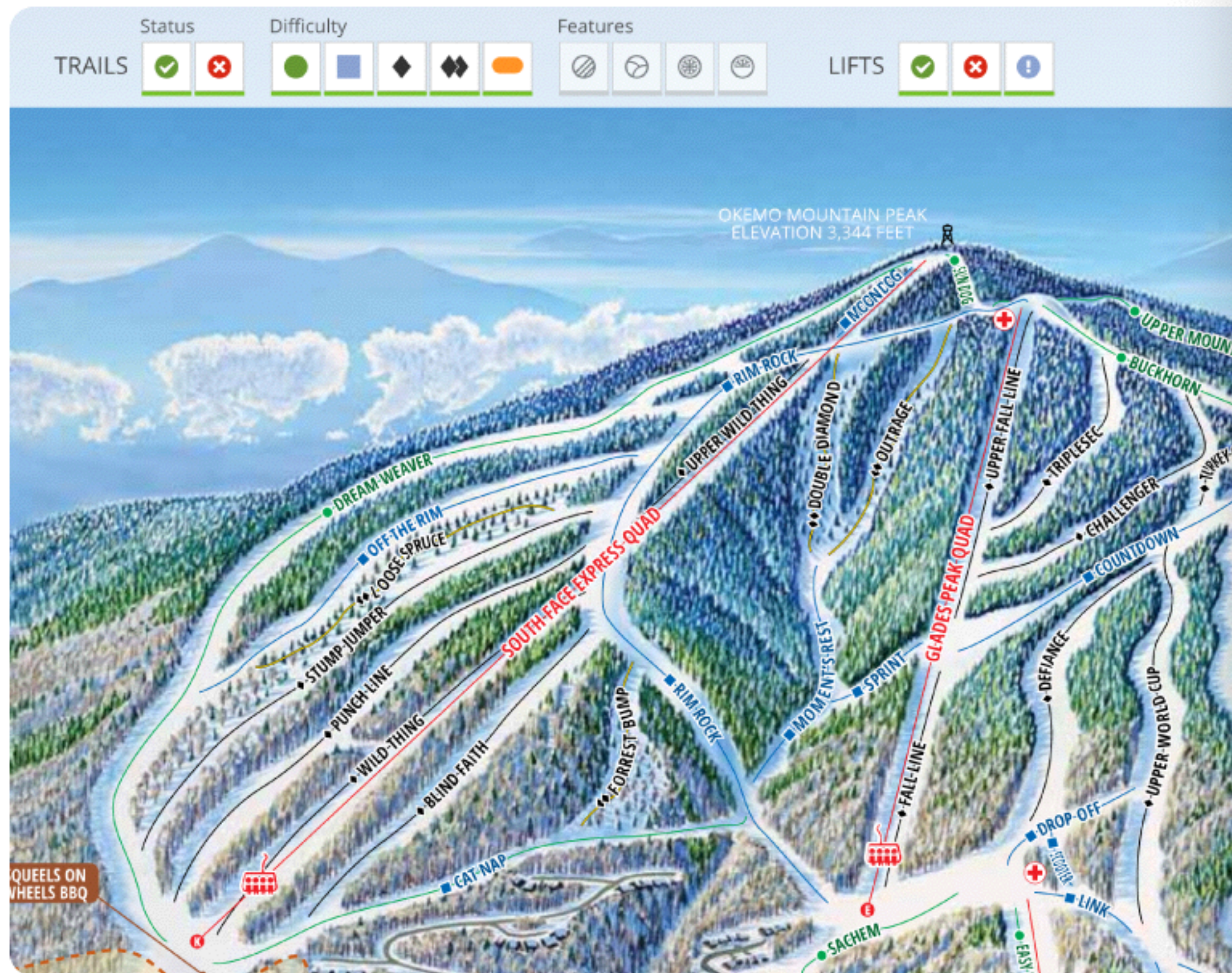
250 shares

NHL  
**Race for last place has Sabres, Coyotes fans buzzing**

By: **Kevin Allen** 12 minutes ago



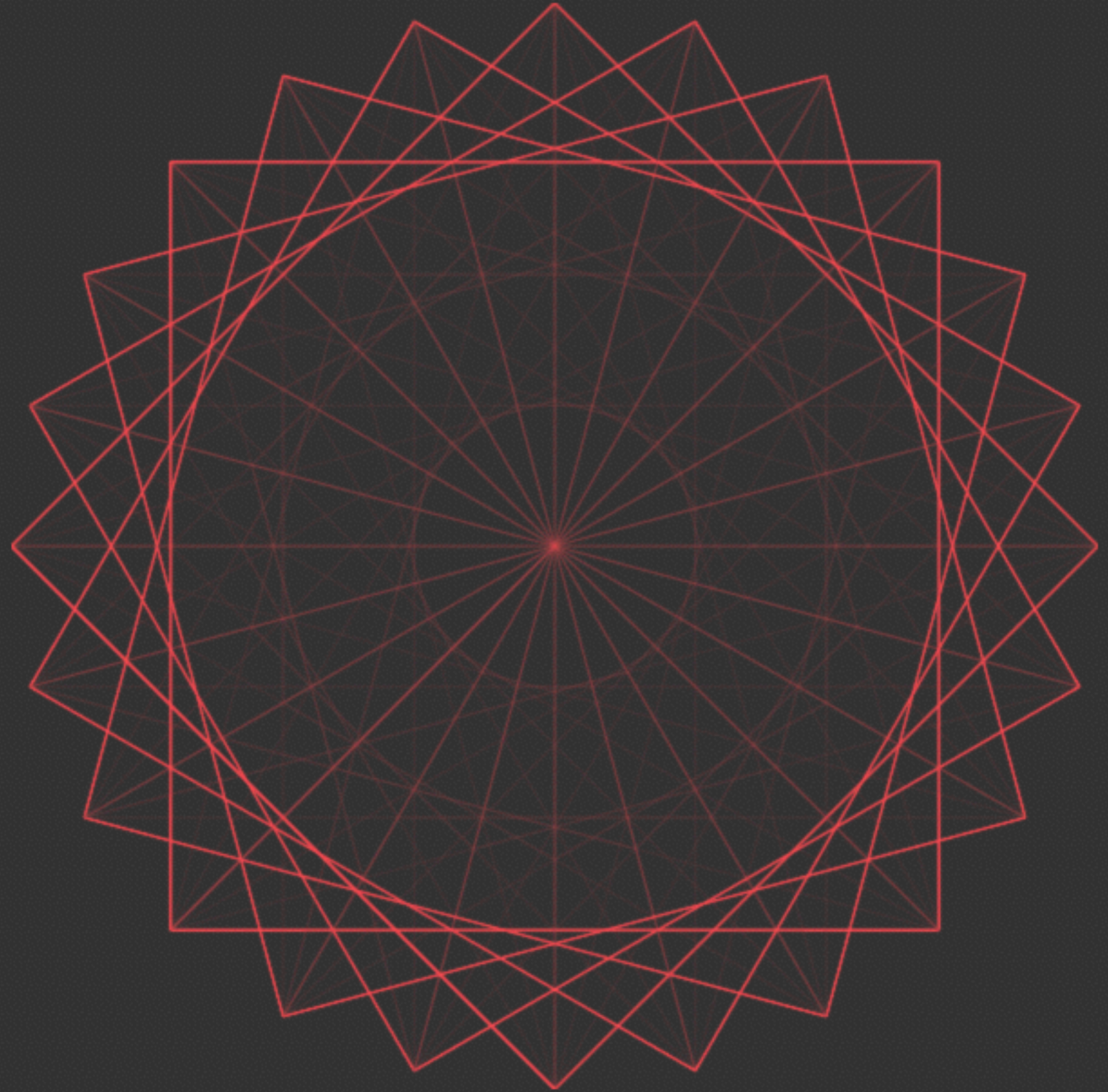






## HTML5 Canvas

A simple graphics API, native to HTML5 creating an image from pixels drawn at load time from code.



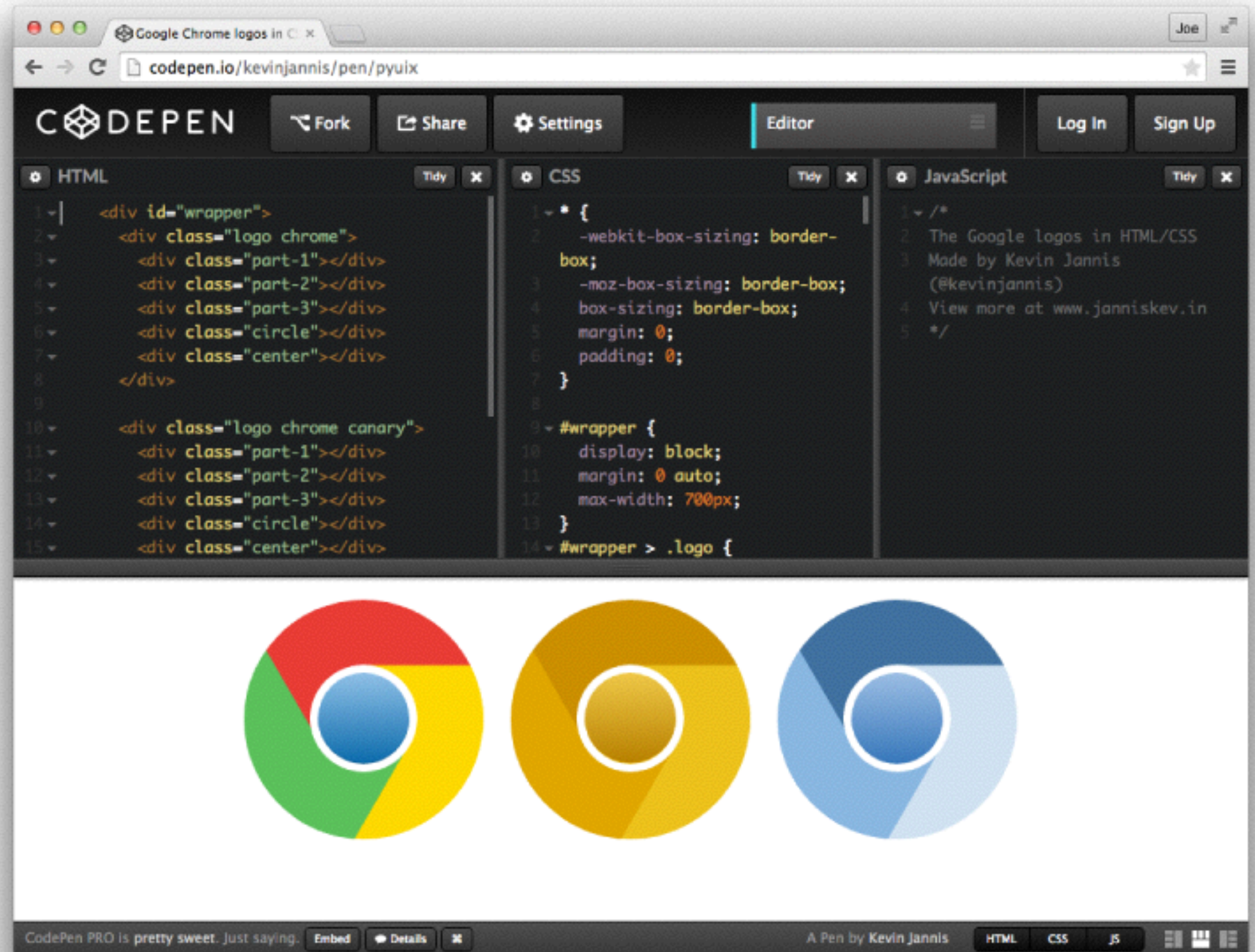
**COURTESY OF:**

[http://code-laboratory.com/wp-content/uploads/2010/03/piekna\\_mat\\_2010\\_03\\_23.html](http://code-laboratory.com/wp-content/uploads/2010/03/piekna_mat_2010_03_23.html)



# CSS Art & Effects

Manipulate semantic DOM elements to render artwork or automatically apply visual effects using CSS properties.



```
HTML
1 | <div id="wrapper">
2 |   <div class="logo chrome">
3 |     <div class="part-1"></div>
4 |     <div class="part-2"></div>
5 |     <div class="part-3"></div>
6 |     <div class="circle"></div>
7 |     <div class="center"></div>
8 |   </div>
9 |
10 | <div class="logo chrome canary">
11 |   <div class="part-1"></div>
12 |   <div class="part-2"></div>
13 |   <div class="part-3"></div>
14 |   <div class="circle"></div>
15 |   <div class="center"></div>
16 | </div>

CSS
1 - * {
2   -webkit-box-sizing: border-
3   box;
4   -moz-box-sizing: border-box;
5   box-sizing: border-box;
6   margin: 0;
7   padding: 0;
8 }
9
10 #wrapper {
11   display: block;
12   margin: 0 auto;
13   max-width: 700px;
14 }
15
16 #wrapper > .logo {

JavaScript
1 /*
2 The Google logos in HTML/CSS
3 Made by Kevin Jannis
4 (@kevinjannis)
5 View more at www.janniskev.in
6 */
```

[css3generator.com](http://css3generator.com)

[csshat.com](http://csshat.com)



# Video

Keep video embeds from breaking your layout

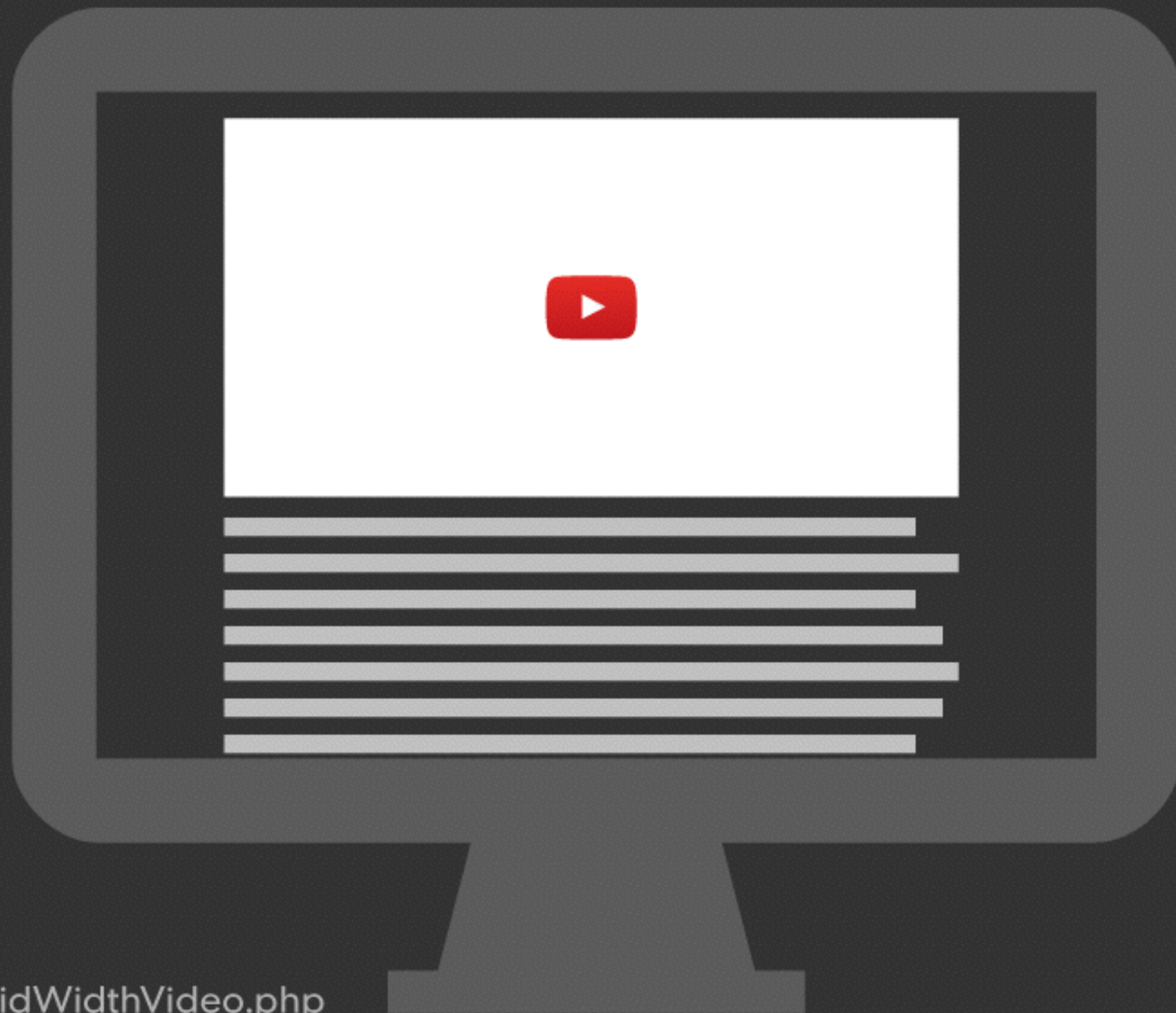
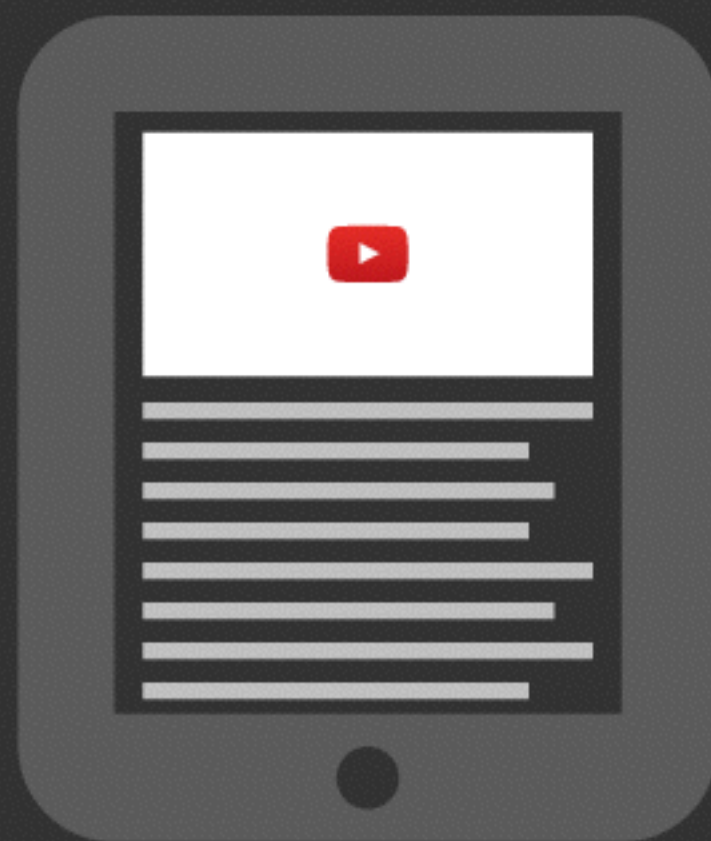




# Video

Maintain aspect ratio while scaling.

```
.videoWrapper {  
  position: relative;  
  padding-bottom: 56.25%; /* 16:9 */  
  padding-top: 25px;  
  height: 0;  
}  
.videoWrapper iframe {  
  position: absolute;  
  top: 0;  
  left: 0;  
  width: 100%;  
  height: 100%;  
}
```



Google: **Fluid Width Video**

<https://css-tricks.com/NetMag/FluidWidthVideo/Article-FluidWidthVideo.php>



# Tables

Don't let data drag you down.

Lift Tickets	Adult	Teen	Jr/Sr
1 day	\$89	\$69	\$57
2 day	\$159	\$127	\$106
3 day	\$239	\$189	\$157
4 day	\$305	\$239	\$199
5 day	\$379	\$299	\$249
6 day	\$449	\$359	\$289
7 day	\$519	\$419	\$339
1/2 day	\$65	\$55	\$45
Night Skiing	\$29	\$25	\$19

✘ `<table width="640">`

✔ `<table width="100%">`

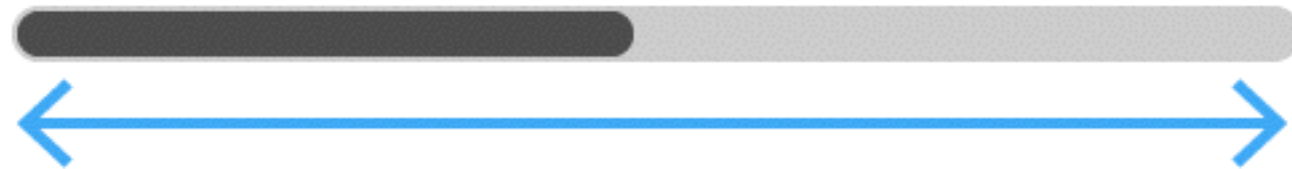
Lift Tickets	Adult	Teen	Jr/Sr
1 day	\$89	\$69	\$57
2 day	\$159	\$127	\$106
3 day	\$239	\$189	\$157
4 day	\$305	\$239	\$199
5 day	\$379	\$299	\$249
6 day	\$449	\$359	\$289
7 day	\$519	\$419	\$339
1/2 day	\$65	\$55	\$45
Night Skiing	\$29	\$25	\$19

Lift Tickets	Adult	Teen	Jr/Sr
1 day	\$89	\$69	\$57
2 day	\$159	\$127	\$106
3 day	\$239	\$189	\$157
4 day	\$305	\$239	\$199
5 day	\$379	\$299	\$249
6 day	\$449	\$359	\$289
7 day	\$519	\$419	\$339
1/2 day	\$65	\$55	\$45
Night Skiing	\$29	\$25	\$19



# Scrolling Tables

Lift Tickets	Adult	Teen	Junior
1 day	\$89	\$69	\$57
2 day	\$159	\$127	\$106
3 day	\$239	\$189	\$157
4 day	\$305	\$239	\$199
5 day	\$379	\$299	\$249
6 day	\$449	\$359	\$289
7 day	\$519	\$419	\$339
1/2 day	\$65	\$55	\$45
Night Skiing	\$29	\$25	\$19



Lift Tickets	Teen	Junior	Senior
1 day	\$57	\$57	\$57
2 day	\$106	\$106	\$106
3 day	\$157	\$157	\$157
4 day	\$199	\$199	\$199
5 day	\$249	\$249	\$249
6 day	\$289	\$289	\$289
7 day	\$339	\$339	\$339
1/2 day	\$45	\$45	\$45
Night Skiing	\$19	\$19	\$19





# Scrolling Tables

```
<table class="responsive">
```

**First column stays pinned while other columns scroll.**

Google: **David Bushell, responsive tables**

<http://dbushell.com/2012/01/05/responsive-tables-2/>

Google: **Zurb, responsive tables**

<http://zurb.com/playground/responsive-tables>



Lift Tickets	en	Junior	Senior
1 day		\$57	\$57
2 day	7	\$106	\$106
3 day	9	\$157	\$157
4 day	9	\$199	\$199
5 day	9	\$249	\$249
6 day	9	\$289	\$289
7 day	9	\$339	\$339
1/2 day		\$45	\$45
Night Skiing		\$19	\$19



# Sample scrolling tables

## Desktop

TABLE TITLE 16PX								OPTIONAL FILTER	SHOW	10	30	100	ALL	
SECONDARY TITLE 11PX														
PLAYER NAME	TEAM	SALARY	NEXT	POSPTS	AVGPTS	HIGH	LOW							
Helvetica 12/30px	MIN	\$12,500	HOU	30.25	27.50	38.25	11.50							
Doug Martin	TBB	\$14,000	@KCC	25.75	17.25	34.50	20.00							
Arian Foster	HOU	\$9,500	NOS	34.75	32.50	21.00	13.00							
Jamaal Charles	KCC	\$11,500	BUF	27.50	19.50	22.00	12.50							
C.J. Spiller	BUF	\$10,000	@DET	17.25	22.75	32.75	13.00							
Marshawn Lynch	SEA	\$19,000	IND	32.50	24.25	40.00	16.00							
Ray Rice	BAL	\$14,500	@NEP	19.50	29.75	33.50	10.00							
Calvin Johnson	DET	\$12,500	GBP	22.75	30.25	19.00	11.00							
Trent Richardson	IND	\$16,000	@LAR	24.25	25.75	21.25	13.40							
Adrian Peterson	PHI	\$9,000	HOU	29.75	34.75	22.00	11.00							

Define These Stats...

## Tablet

TABLE TITLE 16PX						OPTIONS
SECONDARY TITLE 11PX						
PLAYER NAME	TEAM	SALARY	NEXT	POSPTS	AVGPTS	
Helvetica 12/40px	MIN	\$12,500	HOU	30.25		
Doug Martin	TBB	\$14,000	@KCC	25.75		
Arian Foster	HOU	\$9,500	NOS	34.75		
Jamaal Charles	KCC	\$11,500	BUF	27.50		
C.J. Spiller	BUF	\$10,000	@DET	17.25		
Marshawn Lynch	SEA	\$19,000	IND	32.50		
Ray Rice	BAL	\$14,500	@NEP	19.50		
Calvin Johnson	DET	\$12,500	GBP	22.75		
Trent Richardson	IND	\$16,000	@LAR	24.25		
Adrian Peterson	PHI	\$9,000	HOU	29.75		

Define These Stats...

OPTIONS

SHOW

TOP 10

TOP 30

TOP 100

ALL

SCORING SYSTEM

FANTASY SCORE

YAHOO SPORTS

ESPN

UPDATE

## Mobile

TABLE TITLE 16PX					OPTIONS
SECONDARY TITLE 11PX					
PLAYER NAME	TEAM	SALARY	NEXT	POSP	
Helvetica 11/40px	MIN	\$12,500	HOU		
Doug Martin	TBB	\$14,000	@KCC		
Arian Foster	HOU	\$9,500	NOS		
Jamaal Charles	KCC	\$11,500	BUF		
C.J. Spiller	BUF	\$10,000	@DET		
Marshawn Lynch	SEA	\$19,000	IND		
Ray Rice	BAL	\$14,500	@NEP		
Calvin Johnson	DET	\$12,500	GBP		
Trent Richardson	IND	\$16,000	@LAR		
Adrian Peterson	PHI	\$9,000	HOU		

Define These Stats...

Increased height for touch-input



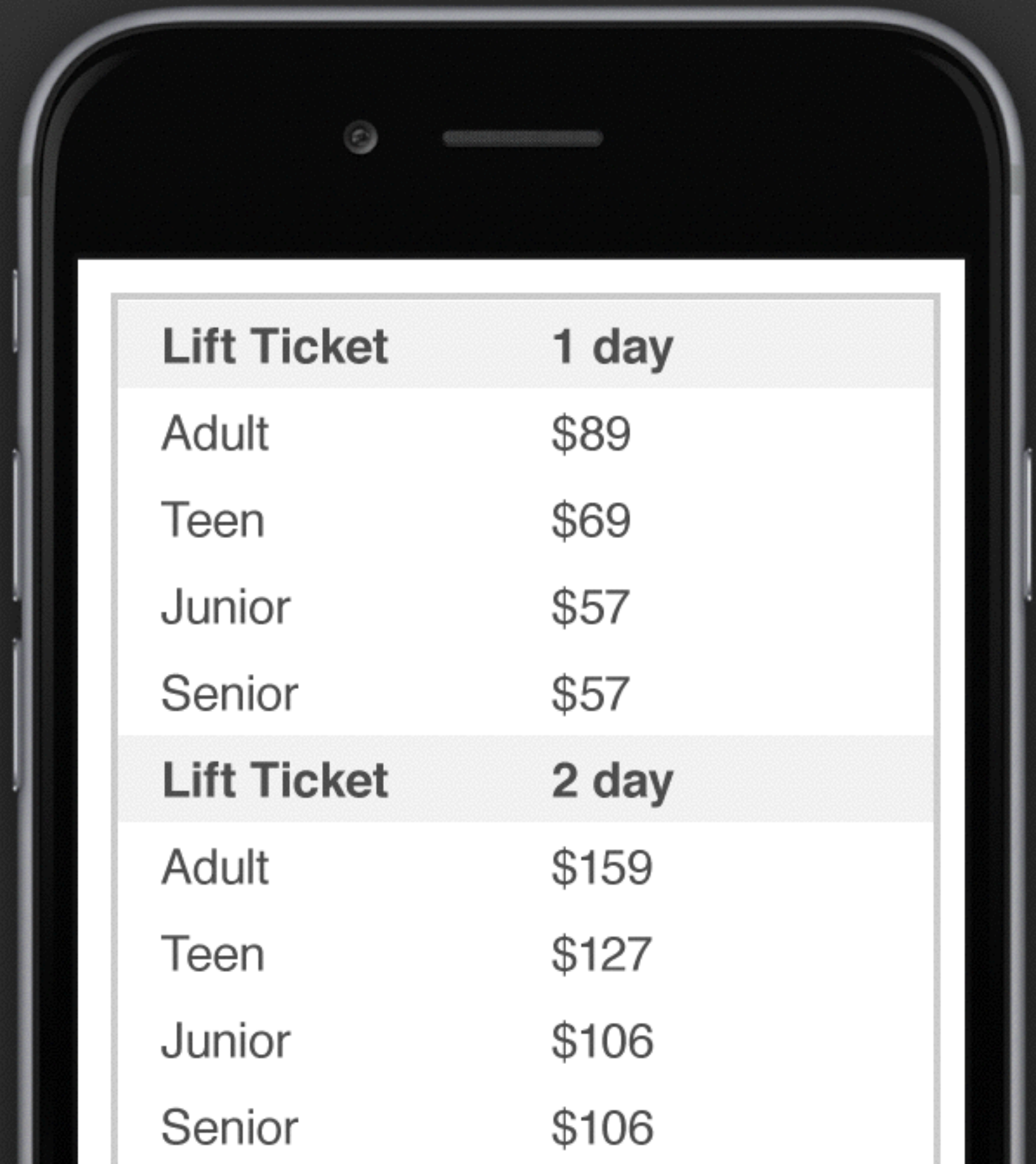
# Table Reorientation

```
@media only screen and (max-width: 480px) {  
  
    table, thead, tbody, th, td, tr {  
        display: block;  
    }  
  
    ...  
}
```

**Force table content to stack on mobile.**

Google: **Chris Coyer, Responsive Data Tables**

<https://css-tricks.com/responsive-data-tables/>



Lift Ticket	1 day
Adult	\$89
Teen	\$69
Junior	\$57
Senior	\$57
Lift Ticket	2 day
Adult	\$159
Teen	\$127
Junior	\$106
Senior	\$106



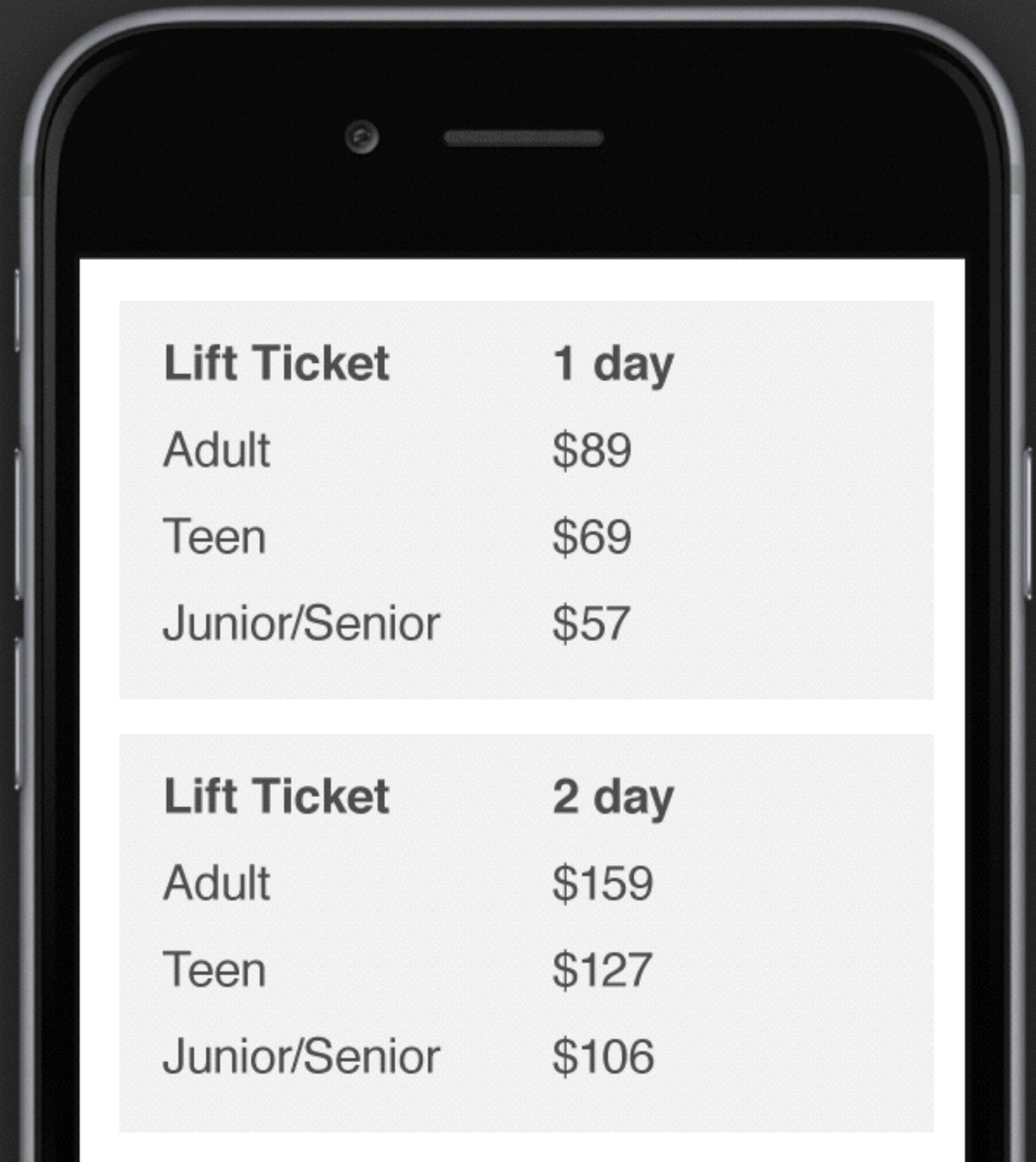
# Definition Lists as Tables

## Use a list instead of a table?

```
<d1>  
  <dt>Lift Ticket</dt>  
    <dd>1 day</dd>  
  <dt>Adult</dt>  
    <dd>$89</dd>  
  <dt>Teen</dt>  
    <dd>$69</dd>  
  <dt>Junior/Senior</dt>  
    <dd>$57</dd>  
</d1>
```

Google: **Carlus, List As Table**

<http://words.carlus.cat/introducing-list-as-table/>



Lift Ticket	1 day
Adult	\$89
Teen	\$69
Junior/Senior	\$57

Lift Ticket	2 day
Adult	\$159
Teen	\$127
Junior/Senior	\$106



## Text input

Label, default: Futura Today 14px #999  
 Label above input: 11px  
 Input text color: #333

Padding: 0 10px;  
 height: 36px

border-radius: 3px

Normal border color: #ddd;  
 Normal box-shadow: inset 0 1px 1px rgba(0,0,0,.2);

Focus border-color: #74cbf0  
 Focus box-shadow: 0 0 4px rgba(116,203,240,.3);

Complete border color: #999  
 Error border color: #e1e000

Input Focus

Input Complete

Input Error  
 Error message goes here...

## Select menu

normal: #fff  
 height: 36px

hover: #f8f8f8  
 Text color: #666

focus: #eee

option hover: #eee

Income

< \$25K

\$25K - 50K

\$50K - 80K

\$80 - 125k

> \$125k

Padding: 0 32px 0 10px;

## Segment control

Backgrounds  
 Active: #e1e000  
 Normal: #fff  
 Hover: #e1e1e1  
 Press: #ccc

min-width: 36px;  
 height: 36px  
 border-radius: 3px

2 3 5 10 20

active normal hover press

Padding: 0 10px;

## Slider

\$0 \$80 \$100

track + handle  
 border-radius: 3px

## Stepper

Adults

- 2 +

## Toggle

NO YES

NO YES

height: 18px;  
 border-radius: 18px;  
 Green: #390

## Checkbox

UNCHECKED

HOVER

CHECKED

height: 16px;  
 padding: 10px 10px 10px 0  
 Label text style may vary based on context.  
 See individual examples.

## Radio button

NORMAL

HOVER

SELECTED

height: 19px;  
 padding: 10px 10px 10px 0;  
 normal color: #666;  
 hover color: #333;

## Tooltip

TOOLTIP:  
 Short, contextual information.

Background: #009bff

## Submit button

PRIMARY ACTION

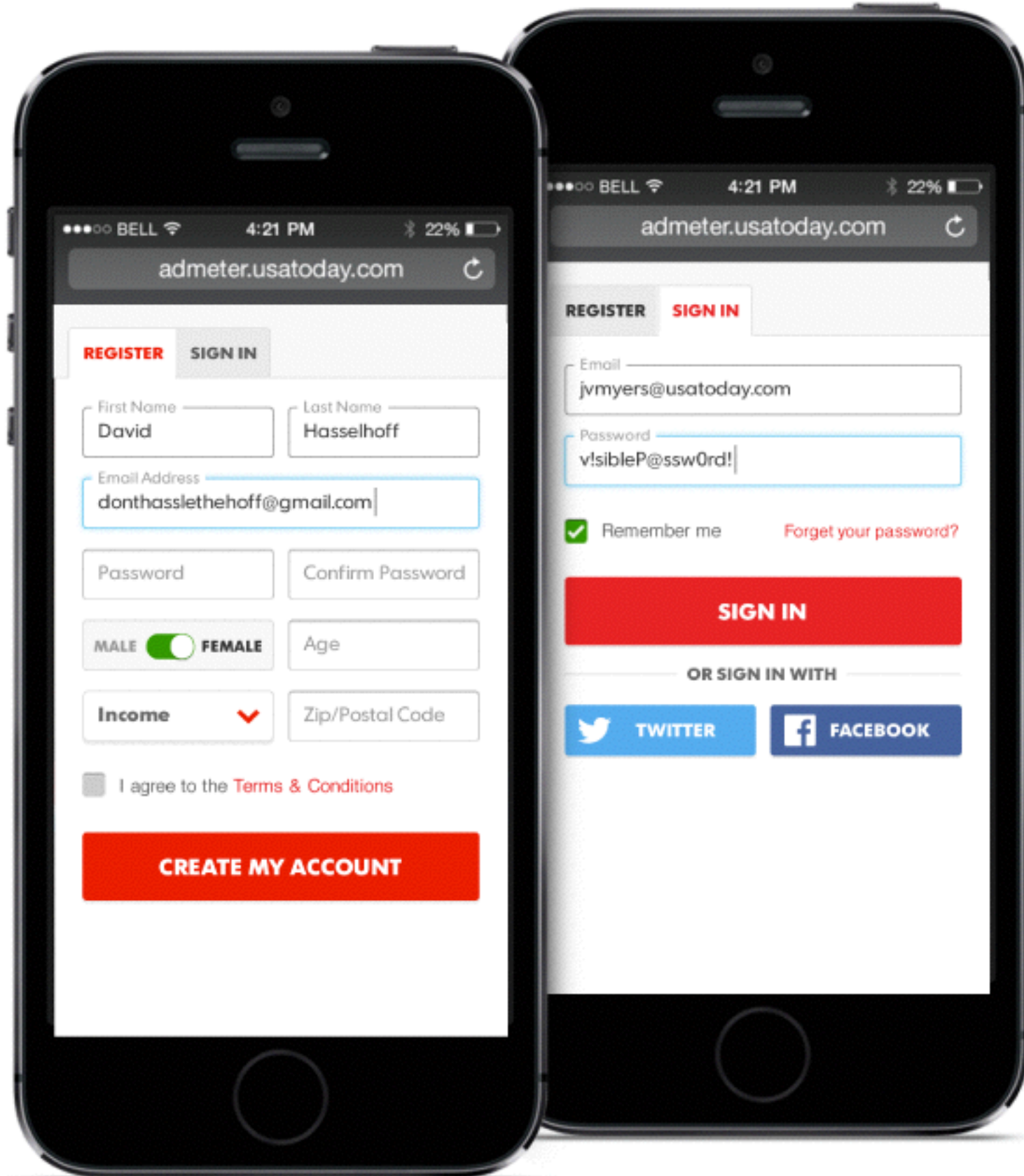
PRIMARY ACTION

PRIMARY ACTION

30 30 20 48px



# Fumble-free Forms



## Create a new account

### Register with email

First Name  Last Name

Email

Email Address

Password  Confirm Password

Remember me [Forget your password?](#)

MALE  FEMALE Age

Income  Zip/Postal Code

I agree to the [Terms & Conditions](#)

### Already have an account?

Email

Password

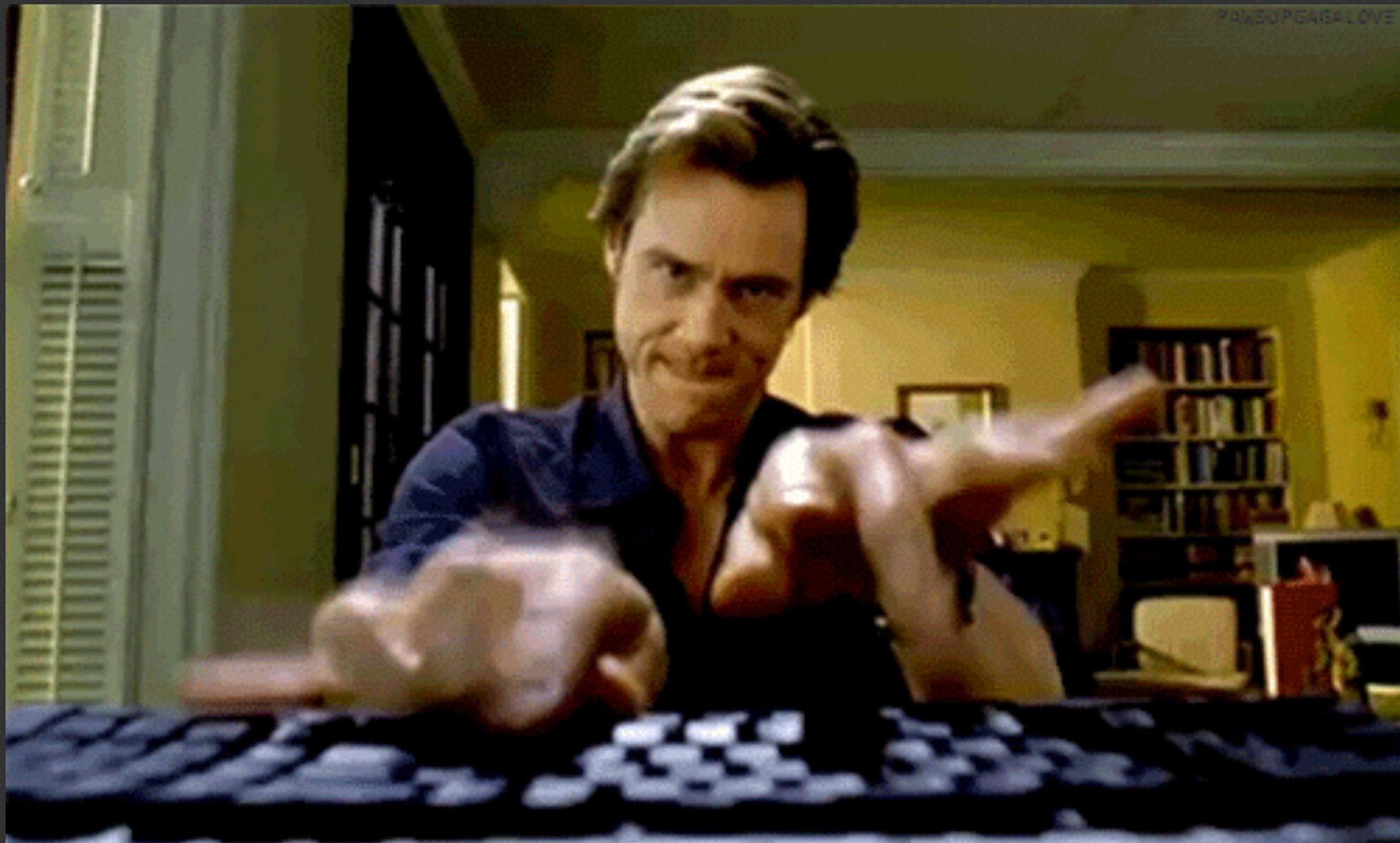
Remember me [Forget your password?](#)

OR SIGN IN WITH



# Content migration

**Your time to shine.**





# Launch Day.





**What's next?**

**Iterate. Optimize. Repeat.**





# Data-informed Optimization



## Launch.

Don't sweat an arbitrary launch date... unless it's not arbitrary.



## Collect Analytics.

Seek out actionable information.



## Improve.

A/B test your best ideas.



# Example

# FORTHEWIN

Desktop



Desktop



Tablet



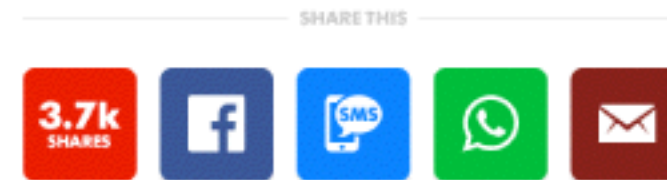
Tablet



Mobile



Mobile





**I know you're hungry and who even gives a shit, but let's review...**



**Know the basics.**

**Set restraints. Exercise discipline.**

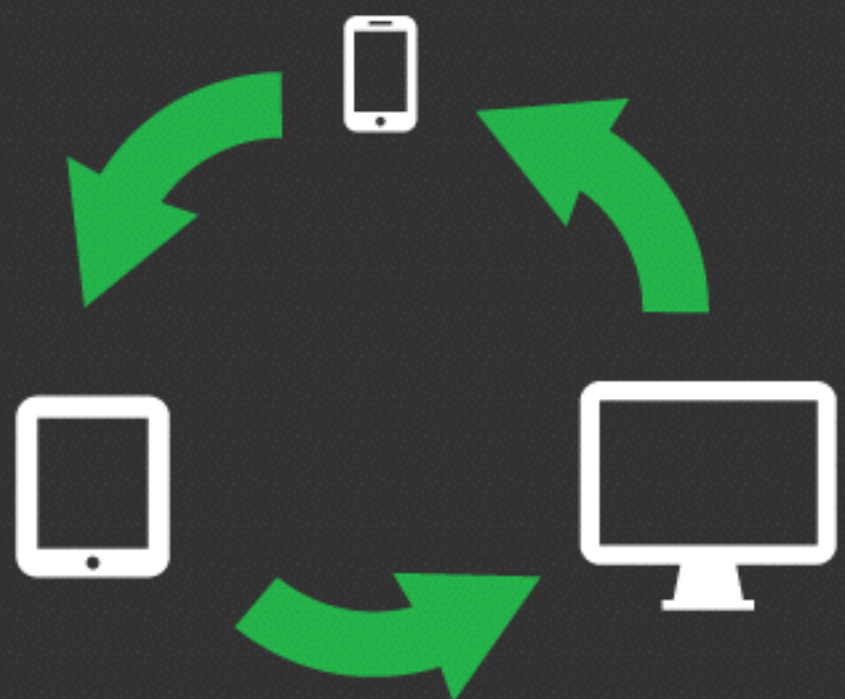
**Have a mainenance strategy.**

**Sort out troublesome content.**

**Launch Early. Iterate constantly.**

**Wang Chung tonight.**





# Thanks.

You're very good-looking.

Download this beast at [www.joe-art.com/dsummit15](http://www.joe-art.com/dsummit15)

**Joe Myers**  
UX/UI Design Director



GET AT ME  
[@joeartdotcom](https://twitter.com/joeartdotcom)