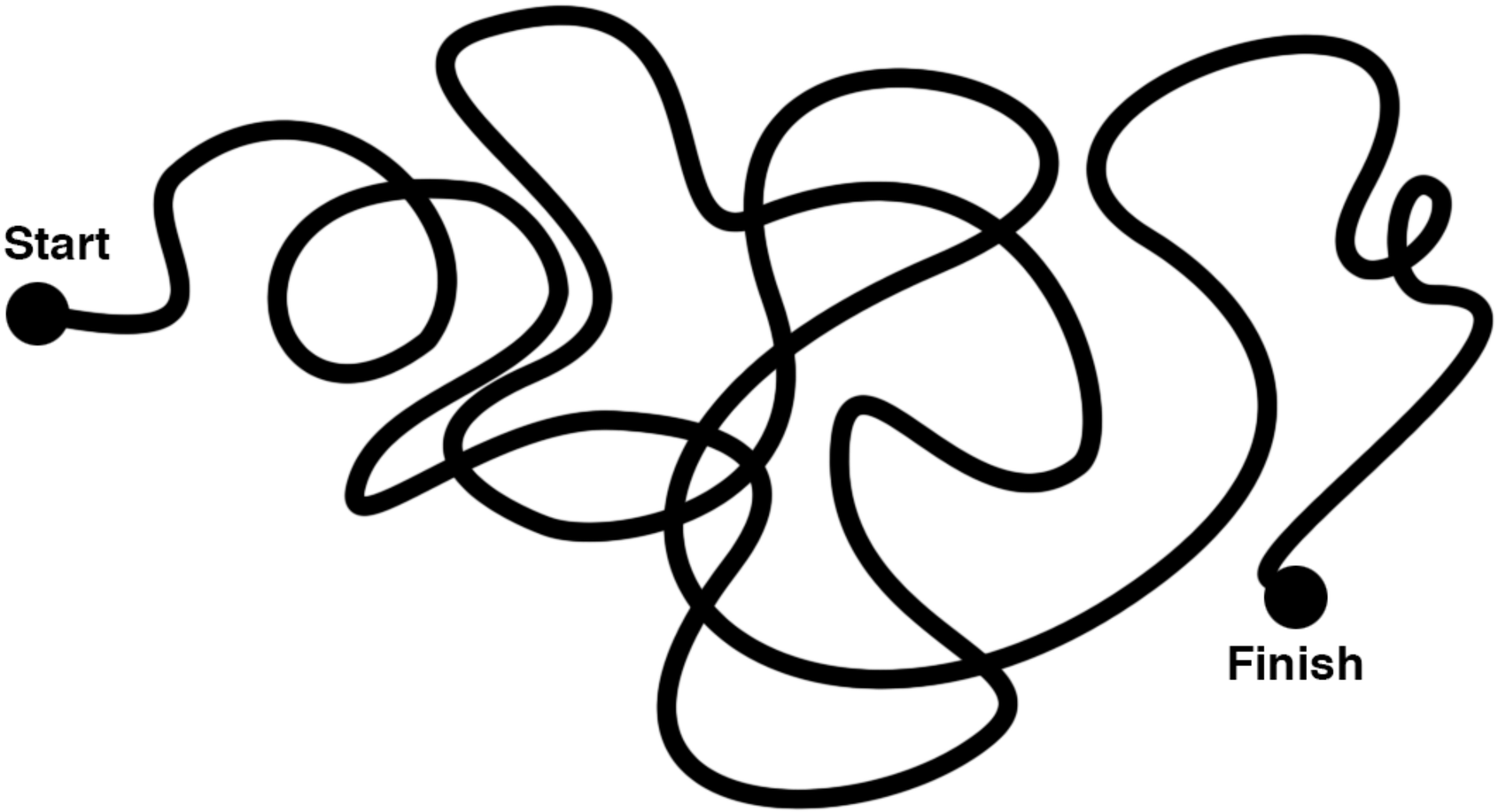
Getting The Process Right

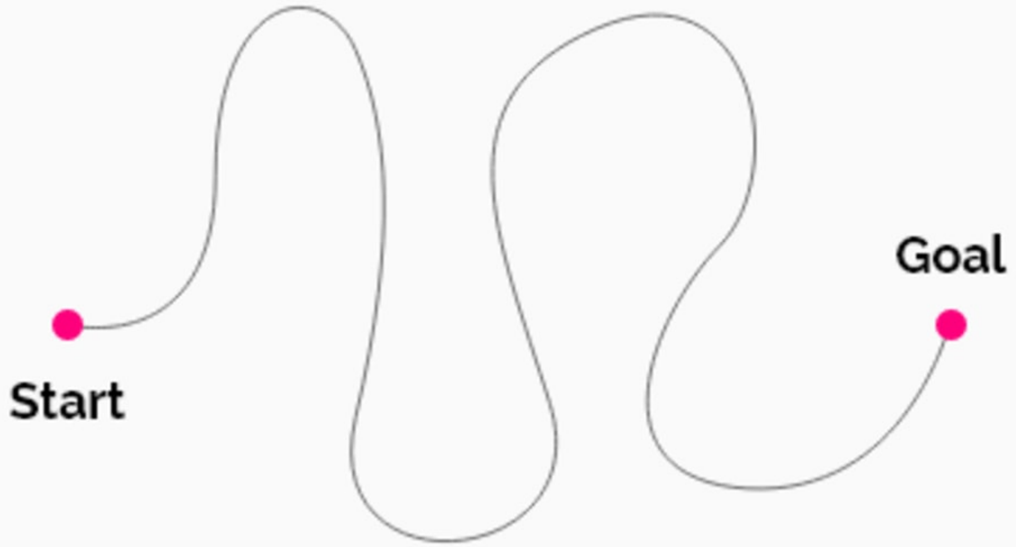
Vitaly Friedman
December 2020 @ Online

The Process

01 Working In 2020



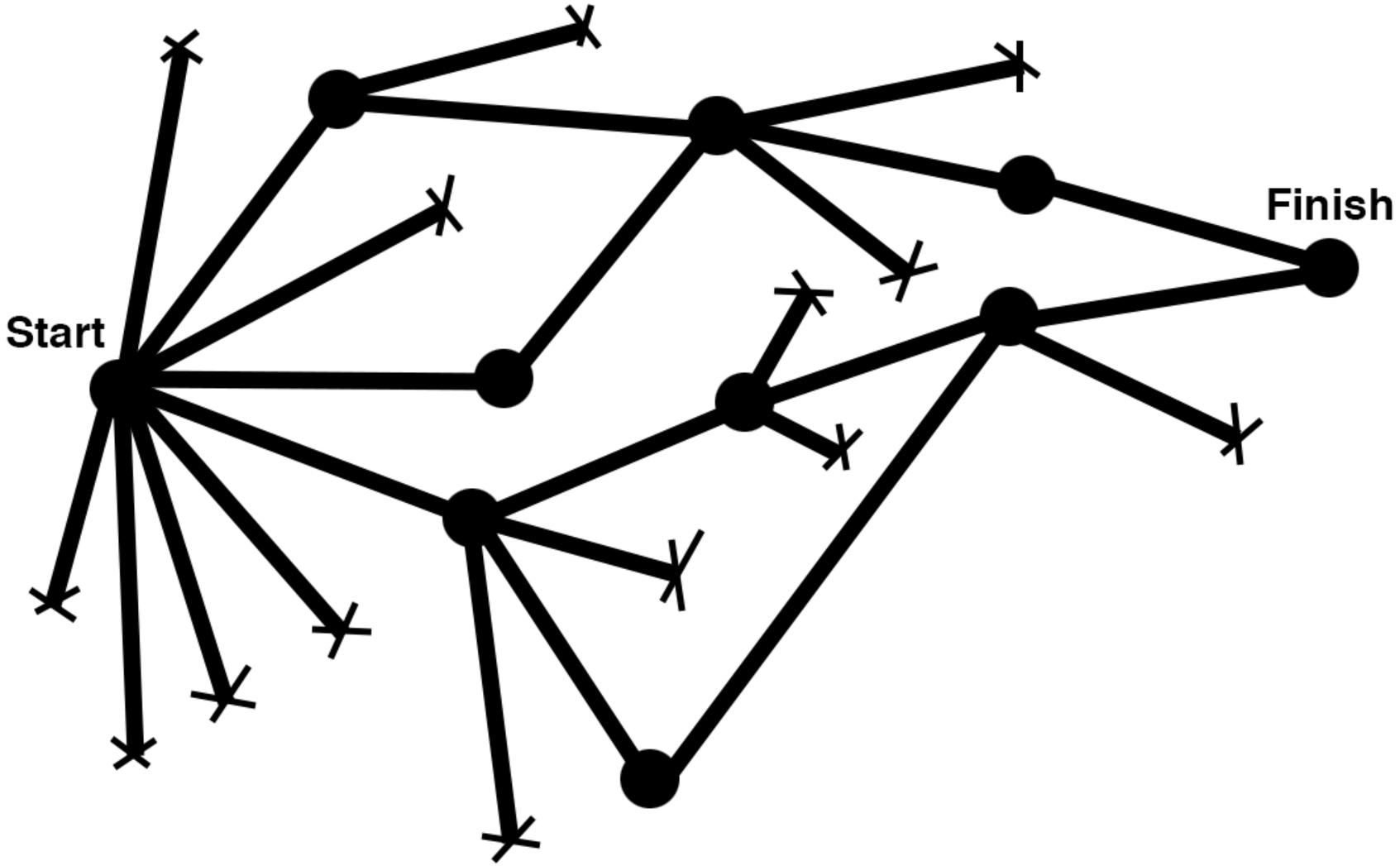
↬ **Julie Zhuo**, *https://medium.com/the-year-of-the-looking-glass/junior-designers-vs-senior-designers-fbe483d3b51e*



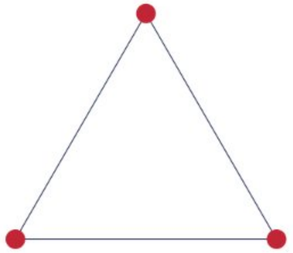
Very bad decision making and
wasting a lot of time

Clearly defined boundaries and limits
leads to faster designing

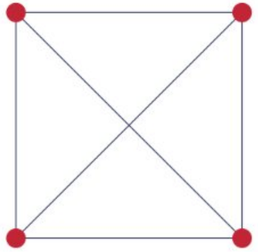
UI Design Tips, *Tomáš Čakloš*, *https://www.smashingmagazine.com/2019/12/ui-design-tips-speed-up-workflow/*



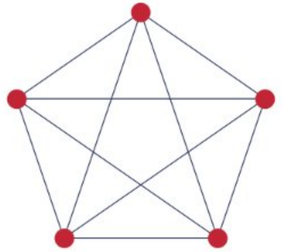
↬ **Julie Zhuo**, *https://medium.com/the-year-of-the-looking-glass/junior-designers-vs-senior-designers-fbe483d3b51e*



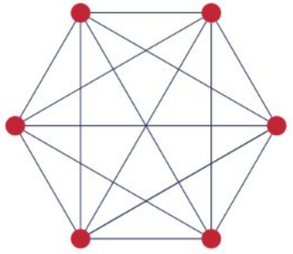
3 people, 3 lines



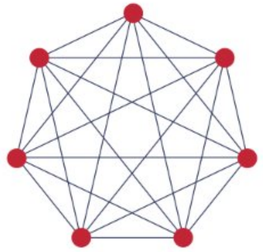
4 people, 6 lines



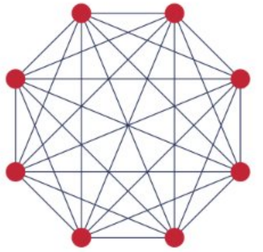
5 people, 10 lines



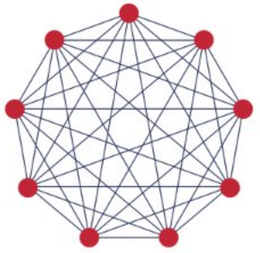
6 people, 15 lines



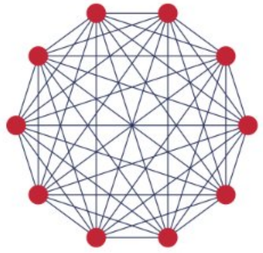
7 people, 21 lines



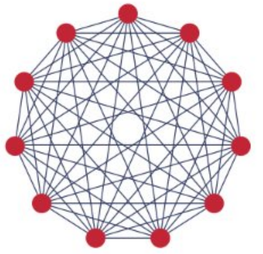
8 people, 28 lines



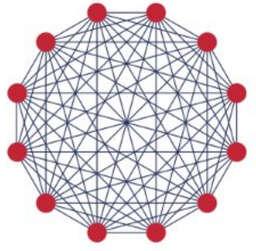
9 people, 36 lines



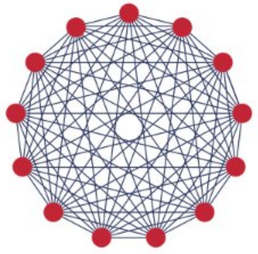
10 people, 45 lines



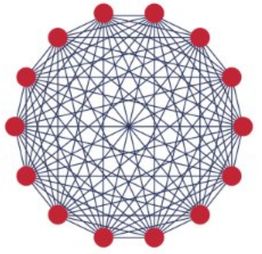
11 people, 55 lines



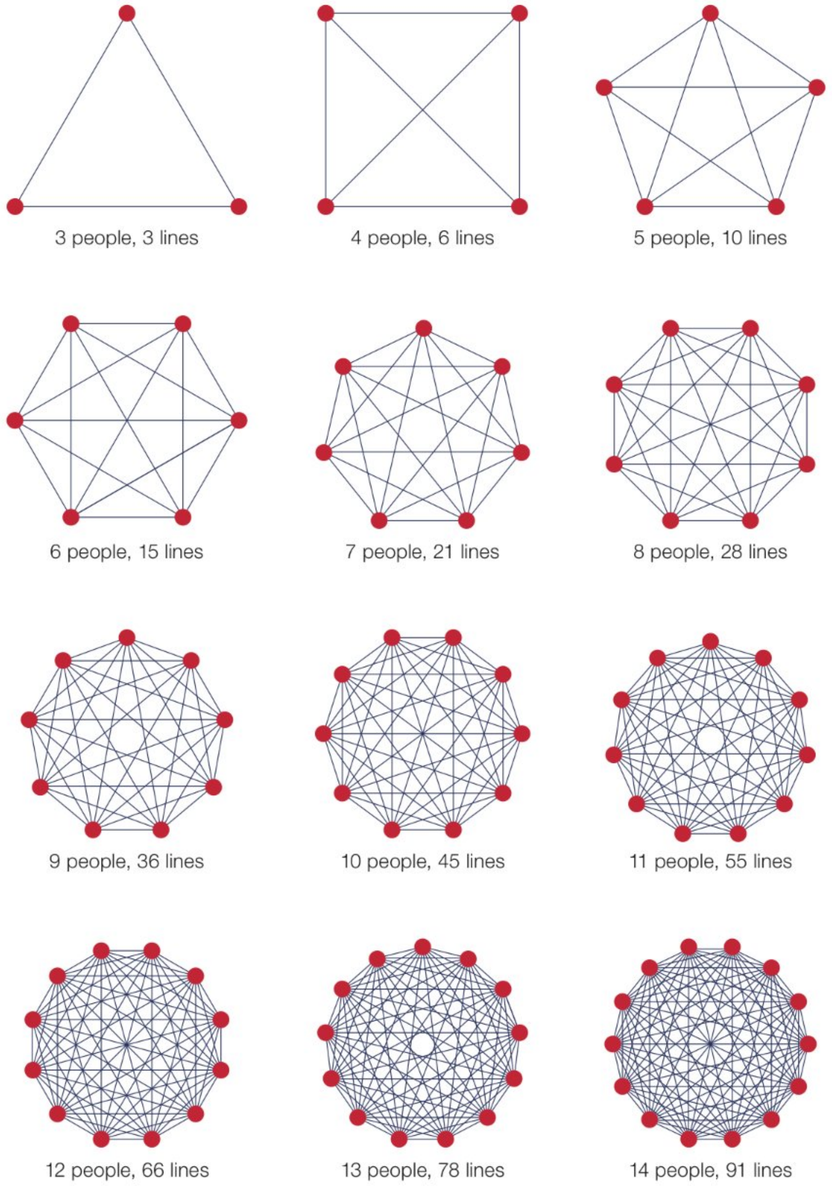
12 people, 66 lines



13 people, 78 lines



14 people, 91 lines



Daniel Priestley, *https://twitter.com/DanielPriestley/status/1037752857620037633*

SPACES VS TABS SKETCH VS PHOTOSHOP GIF VS GIF

GRUNT VS GULP NPM VS YARN SVG VS ICON FONTS

WORDPRESS VS DRUPAL FLAT VS SKEUOMORPHIC

AZURE VS INDESIGN REACT VS VUE NATIVE VS WEB

PROGRESSIVE ENHANCEMENT VS SINGLE PAGE APPS

BEM VS SMACSS ANGULAR VS EMBER SASS VS LESS

PHP VS RUBY VS NODE VS PYTHON FILE STRUCTURE

THE
BEANO
COMIC
SINCE 1938

THE BEANO COMIC

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Contact
Consumer Products Approvals
DC Thomson & Co. Ltd.
80 Kingsway East
Dundee DD4 8SL
E-mail: licensing@dcthomson.co.uk

APPROVALS PROCEDURE

The Licensee must submit all product at each of the following stages:

1. Product and proposal
2. Concept art/line art of product and packaging
3. Colour artwork
4. Prototype/strike-off/finished artwork
5. Pre-production sample
6. Finished production samples

- At each stage one copy must be submitted to be retained by DC Thomson Licensing for future reference.

- Written approval must be obtained before progressing to the next stage. Please allow ten (10) working days from receipt of submission for each stage of the approvals process.

- Please also ensure you allow time in your development schedule to make and submit any requested amendments.

The Licensee must submit all support materials using the characters and/or logo to DC Thomson for review and written approval at each stage of production. Such materials will include but are not limited to:

- Point of sale
- Packaging
- Brochures
- Sales sheets and catalogues
- Trade show display and signage
- Trade and consumer advertising in all media
- Sales video production
- Press releases
- 'Advertorial' style magazine articles

Licensing guideline and specifications subject to contract

THE BEANO COMIC

GIFT WRAP & CARDS

BOOM!

THE BEANO COMIC

VECTOR PATTERNS

THE BEANO COMIC
VECTOR ELEMENTS
DENNIS THE MENACE
BOOM!
YEK!
WHAM!
THEY'RE "DENNIS" JERSEYS!
THEY'RE "MINNIE" JERSEYS!
POP!
BOOM!
WHAP! THUMP! BIFF! THUD!
BOOM!
The BASH STREET KIDS
HONK!
WHOOSH!
ROOTIN! TOOTIN! SHOOTIN!
WONDER BOY
BANG!
THE BEANO
THE COMIC WITH The BASH STREET KIDS

THE BEANO COMIC ALPHABET

D.C. Thomson & Co. Ltd.

Minnie the Minx, The Beano Book 1975 — The Beano Logo, First Issue 1938 — The Beano Book Cover 1971 — Wakey Wakey Curly, Dennis The Menace Book 1970 — Rodger the Dodger, The Beano Book 1967 — The Beano Book Cover 1956 — Biffo the Bear, The Beano Summer Special 1968 — Roger the Dodger, The Beano Summer Special 1986

Lollipop Laughs, Dennis The Menace Book 1970 — Minnie the Minx, The Beano Summer Special 1981 — General Jumbo, The Beano Book 1961 — The Beano Book Cover 1965 — Lord Snooty, The Beano Summer Special, 1966 — Minnie the Minx, The Beano Book 1975 — The Beano Book Cover 1942 — The Beano Logo, The Beano Comic No.1695, 1975

The Beano Logo, The Beano Comic No.1955, 1980 — Little Plum, The Beano Summer Special 1971 — The Q-Bikes, The Beano Summer Special 1968 — Rodger the Dodger, The Beano Book 1983 — The Beano Summer Special Cover1985 — The Bash Street Kids Cover1980 — Black Bun, The Beano Book 1955 — Ivy the Terrible, The Beano Summer Special 1985

Howzat! The Beano Summer Special 1986 — Minnie's Joke Box, The Beano Book 1967 — Lord Snooty, The Beano Summer Special 1966 — The Beano Comic Cover No.938, 1960 — Dennis stole this 'Z' from The Beezer Book in 1967

THE BEANO COMIC

PACKAGING

TEXT FOR LABEL

EVERYBODY WE KNOW LOVES THE BEANO!

The Beano celebrates over 75 years of the very best of British comic art and humour.

It's a glorious, riotous celebration of children and childhood whose characters have it all.

Mischief, mayhem, jokes and pranks are at the very core of The Beano's DNA led by its biggest stars, Dennis the Menace and Gnasher, The Bash Street Kids, Minnie the Minx, Biffo the Bear and Roger the Dodger.

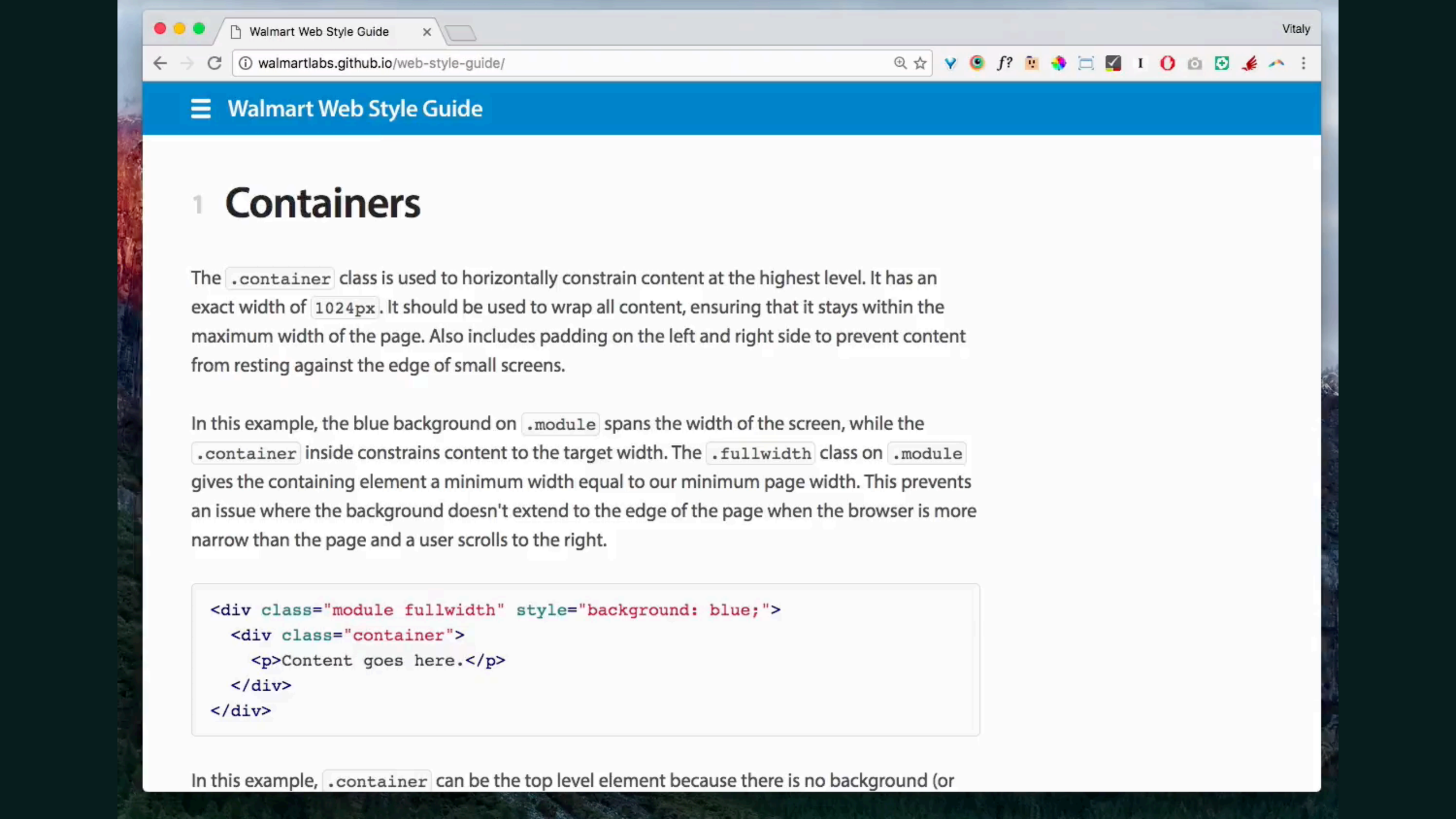
Growing up can happen to anyone…put it off for a while with The Beano!

WWW.BEANO.COM

The Beano ®© and associated characters TM© DC Thomson & Co. Ltd. 2013

C0 M85 Y85 K3	C75 M0 Y0 K85	C3 M6 Y13 K0

FONT - Gill Sans MT


Walmart Web Style Guide
Vitaly
walmartlabs.github.io/web-style-guide/
Walmart Web Style Guide
1 Containers
The .container class is used to horizontally constrain content at the highest level. It has an exact width of 1024px. It should be used to wrap all content, ensuring that it stays within the maximum width of the page. Also includes padding on the left and right side to prevent content from resting against the edge of small screens.
In this example, the blue background on .module spans the width of the screen, while the .container inside constrains content to the target width. The .fullwidth class on .module gives the containing element a minimum width equal to our minimum page width. This prevents an issue where the background doesn't extend to the edge of the page when the browser is more narrow than the page and a user scrolls to the right.

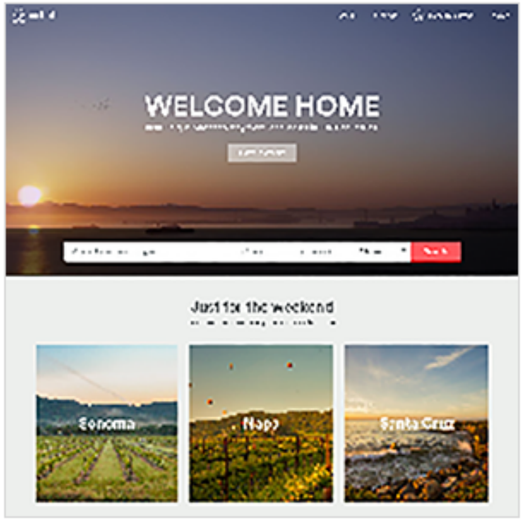
Content goes here.

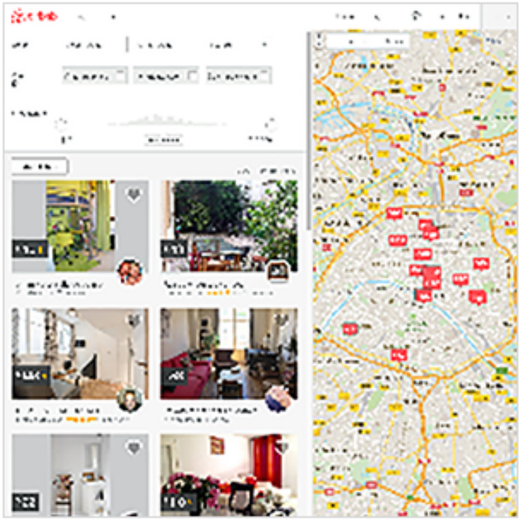
In this example, .container can be the top level element because there is no background (or

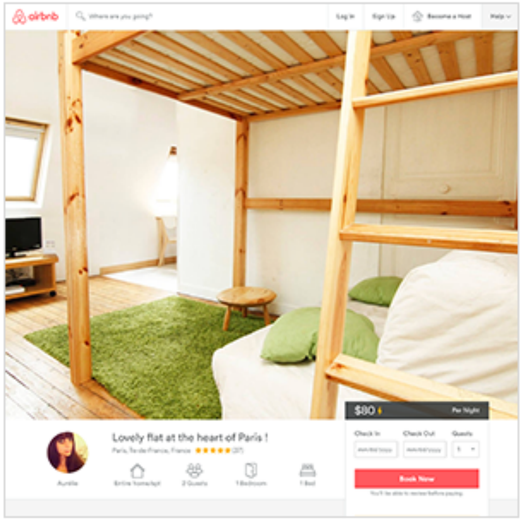
Web iPhone iPad Nexus 7 Nexus 9

Web > Guest > Booking Flow

2 15 32







View full flow
+20 screens

Web > Host > Message Flow

2 15 30

air/shots

dls ios ✕

iPhone 6 ✕

Pages and Flows

ZH-HANT ✕ EN ✕ FR ✕

ES ✕ RU ✕

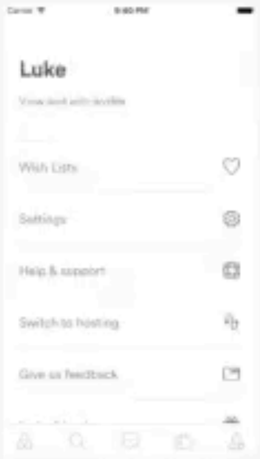
Showing 56 flows

Narrow your selection with the filters above.

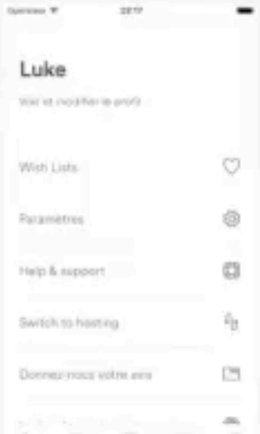
Try out different combinations of Device Type, User Flow and Language.

If you leave a filter empty, you'll

dls ios / iPhone 6 / EN / Settings



dls ios / iPhone 6 / FR / Settings



air/shots

Galaxy S5 EN DLS | iPhone 6 EN DLS | iPad EN DLS | Nexus Tablet EN DLS | Galaxy S5 EN v15.14 | iPhone 6 EN v15.14 | iPad EN v15.14 | Nex EN

Versions

iPhone 4 ✕ iPhone 6 ✕

Signup ✕

Language

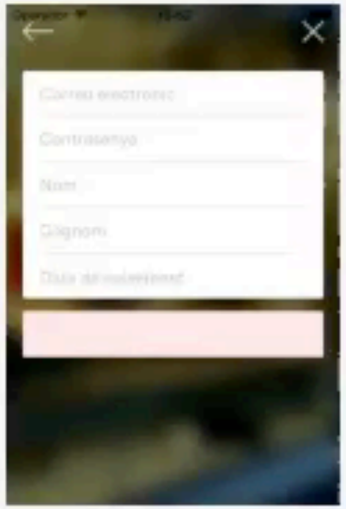
Showing 52 flows

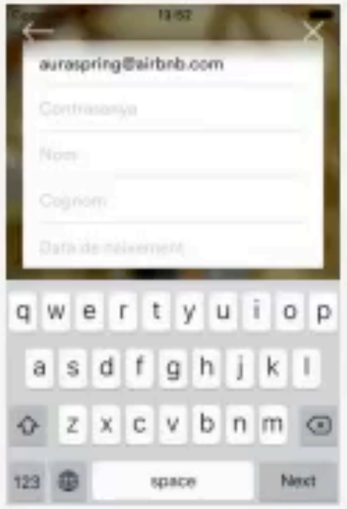
Links

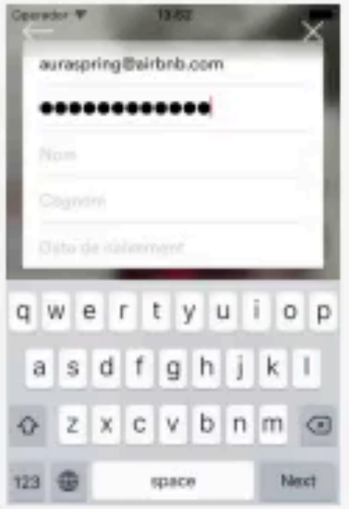
FAQ/About

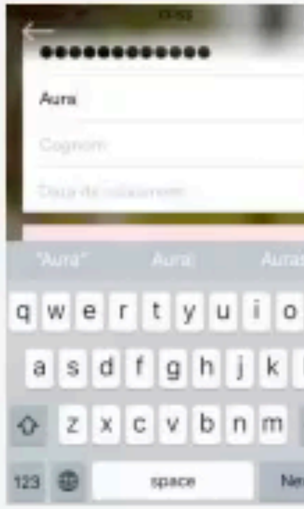
Feedback Form

ios v15.14 / iPhone 4 / CA / Signup

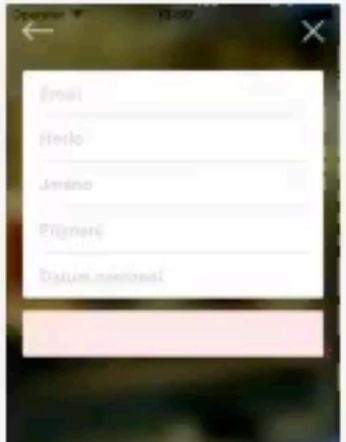


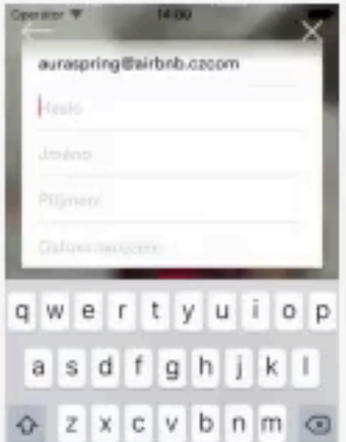


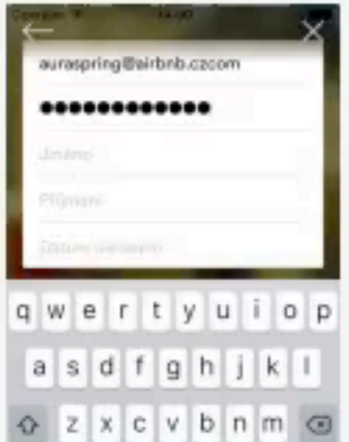


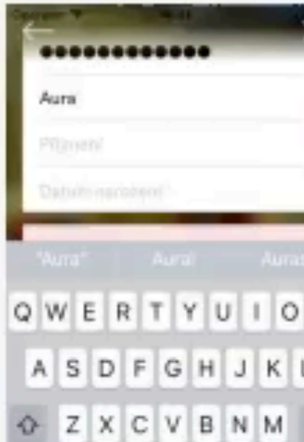


ios v15.14 / iPhone 4 / CS / Signup





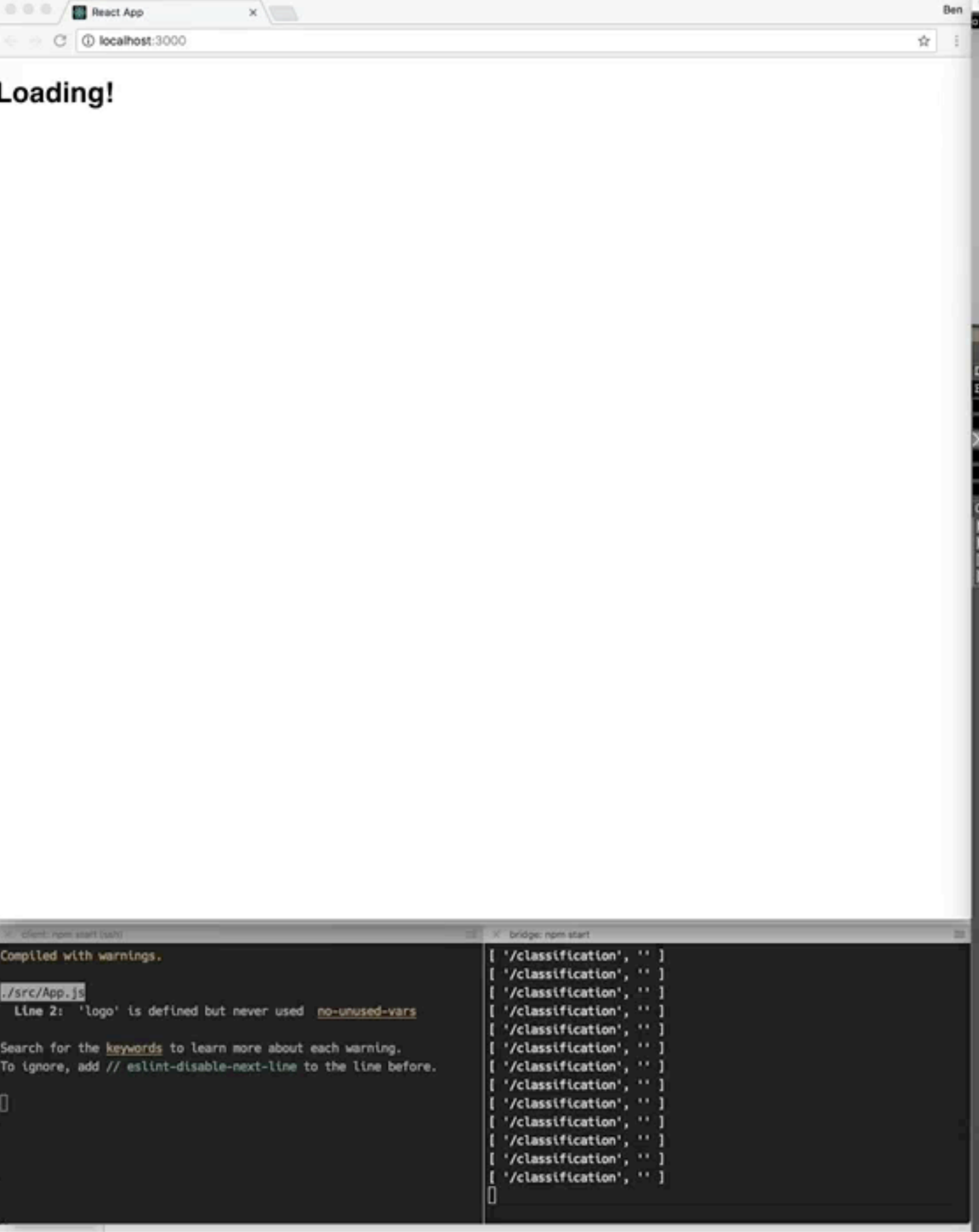




> If machine learning algorithms can classify a complex set of thousands of handwritten symbols — such as handwritten Chinese characters — with a high degree of accuracy, then we should be able to classify the ***150 components*** within our system and teach a machine to recognize them.

— Benjamin Walkins

https://airbnb.design/sketching-interfaces/


React App
Ben
localhost:3000
Loading!
client: npm start (ssh)
Compiled with warnings.
./src/App.js
Line 2: 'logo' is defined but never used no-unused-vars
Search for the keywords to learn more about each warning.
To ignore, add // eslint-disable-next-line to the line before.
bridge: npm start
['/classification', '']
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['/classification', '']
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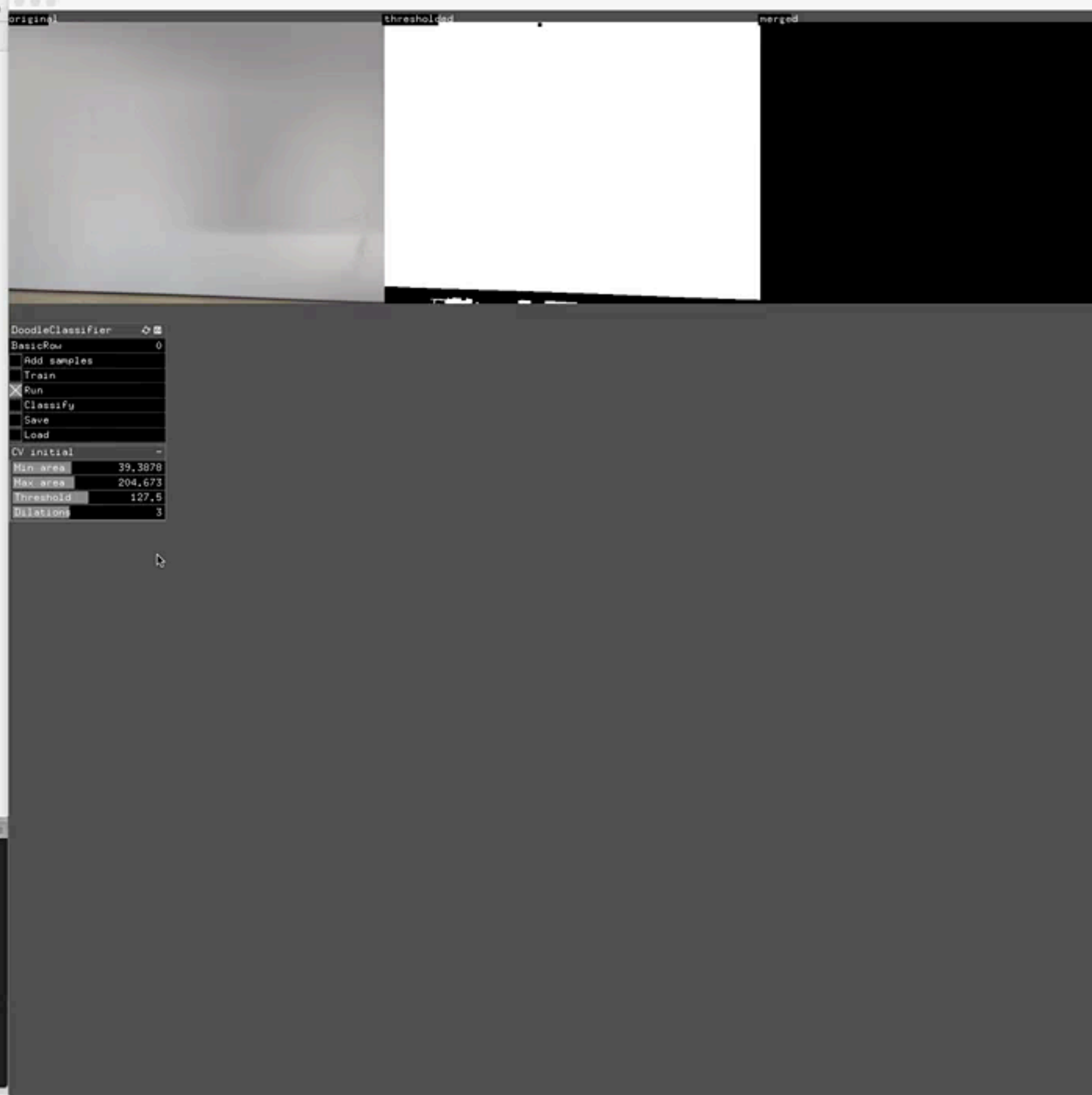
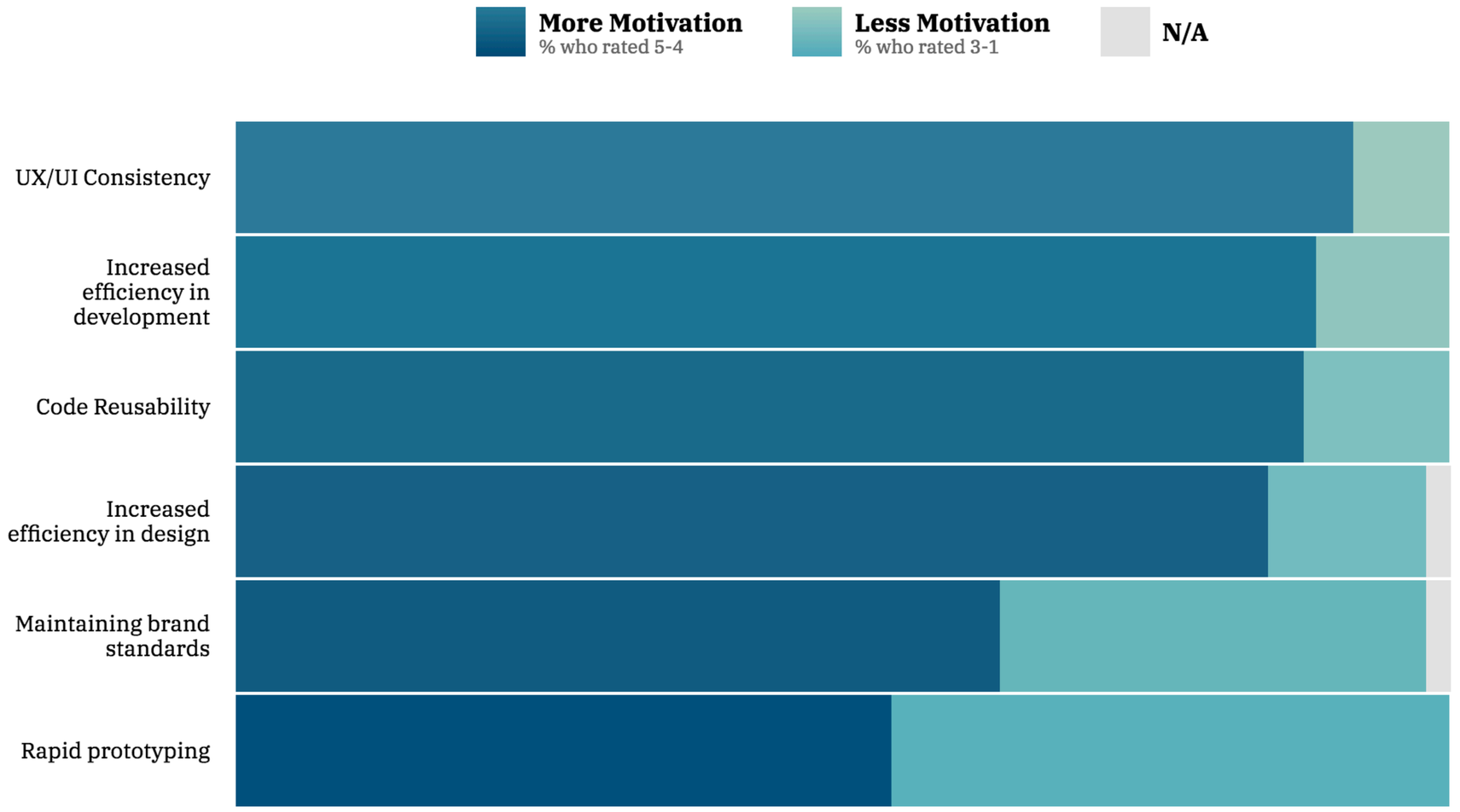

original
thresholded
merged
DoodleClassifier
BasicRow 0
Add samples
Train
Run
Classify
Save
Load
CV initial
Min area 39,3878
Max area 204,673
Threshold 127,5
Dilations 3

Q: Which of the following, if any, motivated your organization to establish a design system or a pattern library?

86 RESPONSES | RATE 1 TO 5



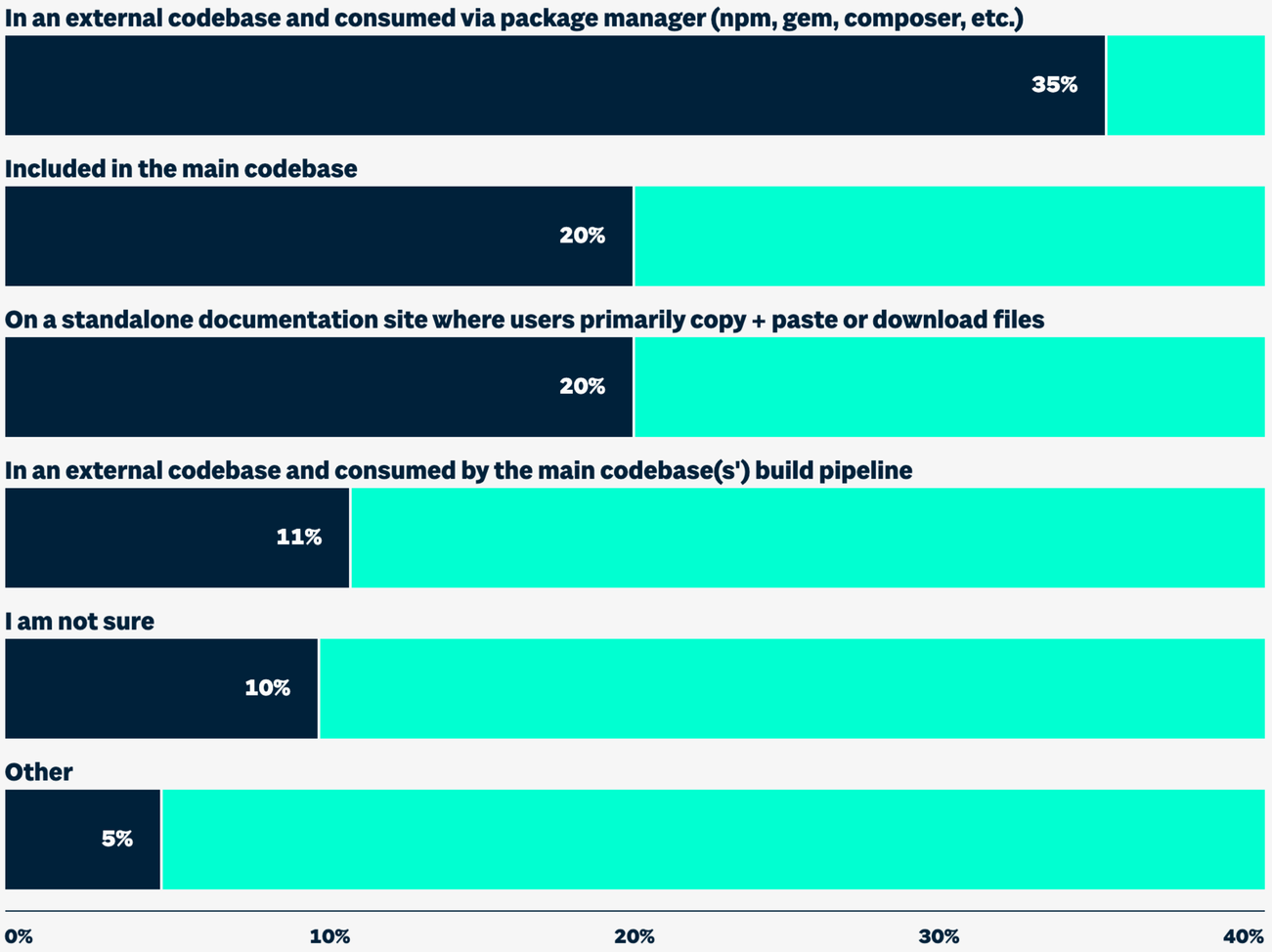
Design Systems Survey 2019, *https://designsystemssurvey.seesparkbox.com/2019/*

What does your design system contain?

1. **Color system (95%)**
2. **Typography system (85%)**
3. **Form components (78%)**
4. Navigation components (76%)
5. Spacing system (72%)
6. Usage guidelines (71%)
7. Grid system (65%)
8. Framework-specific components (React, Angular, etc) (61%)
9. Accessibility guidelines (60%)
10. Design files (59%)
11. CSS code (59%)
12. Brand guidelines (58%)
13. HTML code (53%)
14. JavaScript code (53%)
15. Layout system (52%)

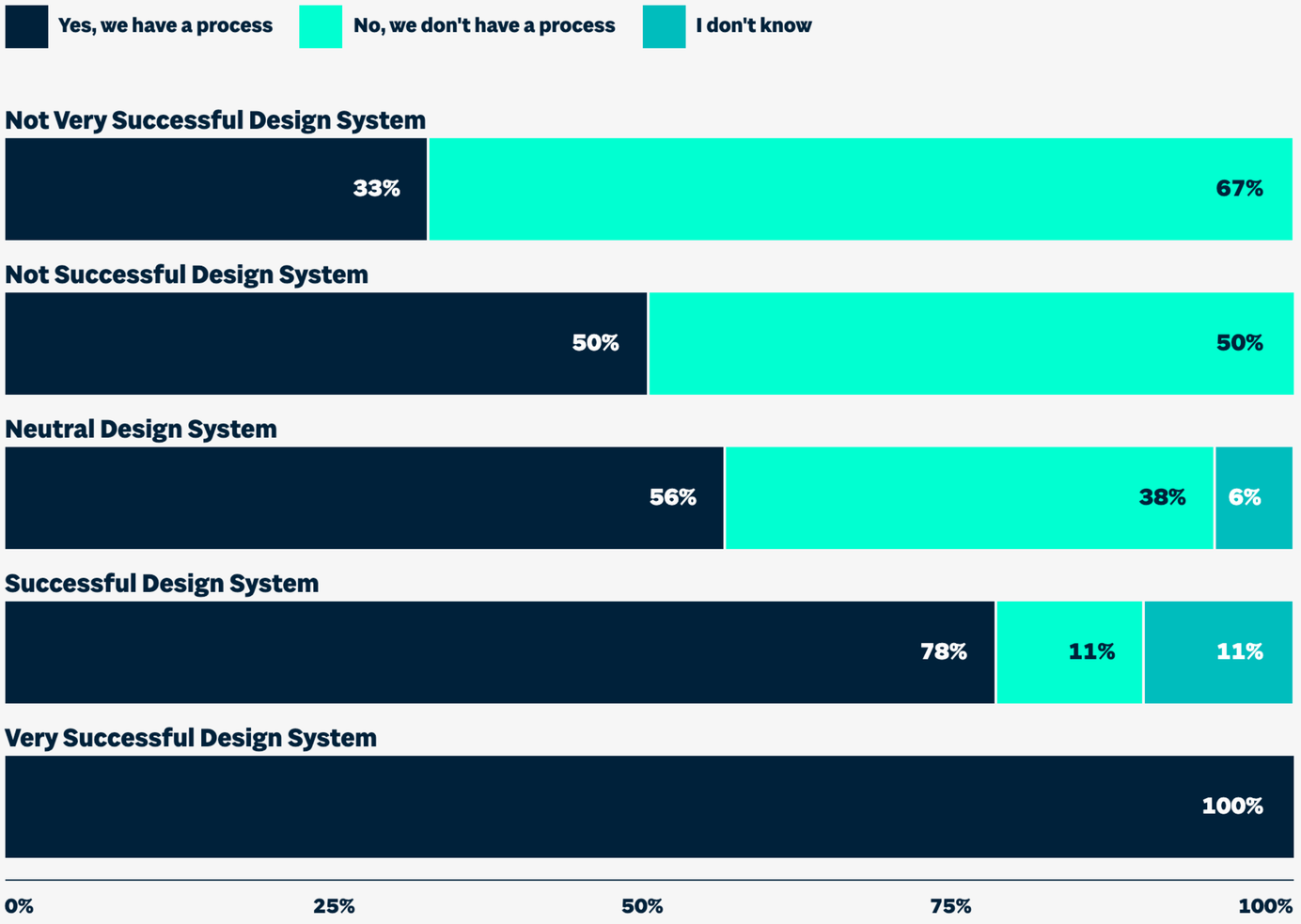
Design Systems Survey 2020, *https://designsystemssurvey.seesparkbox.com/2020/*

How is your design system primarily delivered to the consumers of the design system?



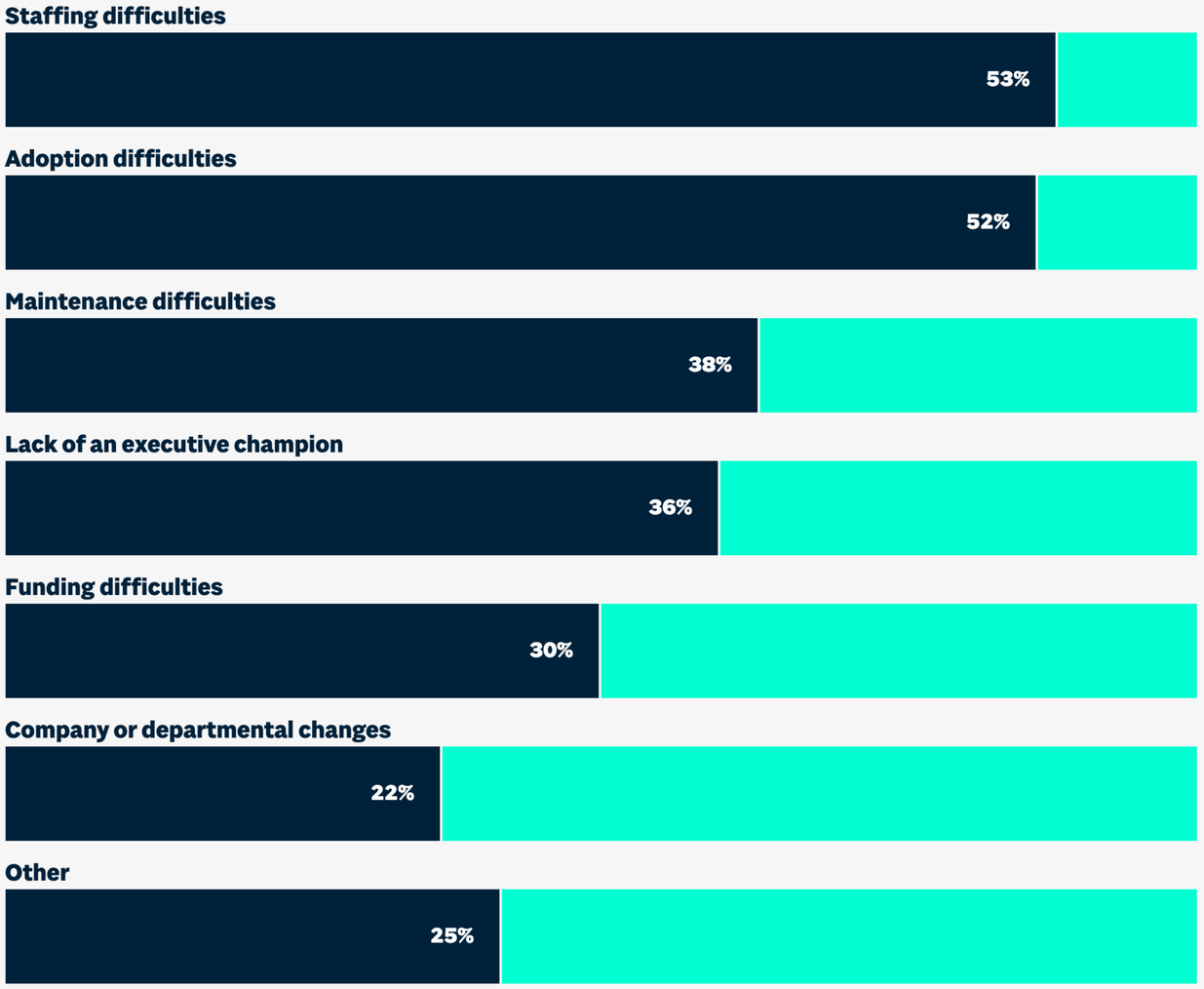
Design Systems Survey 2020, *https://designsystemssurvey.seesparkbox.com/2020/*

Does your organization have a process for maintaining design system components?

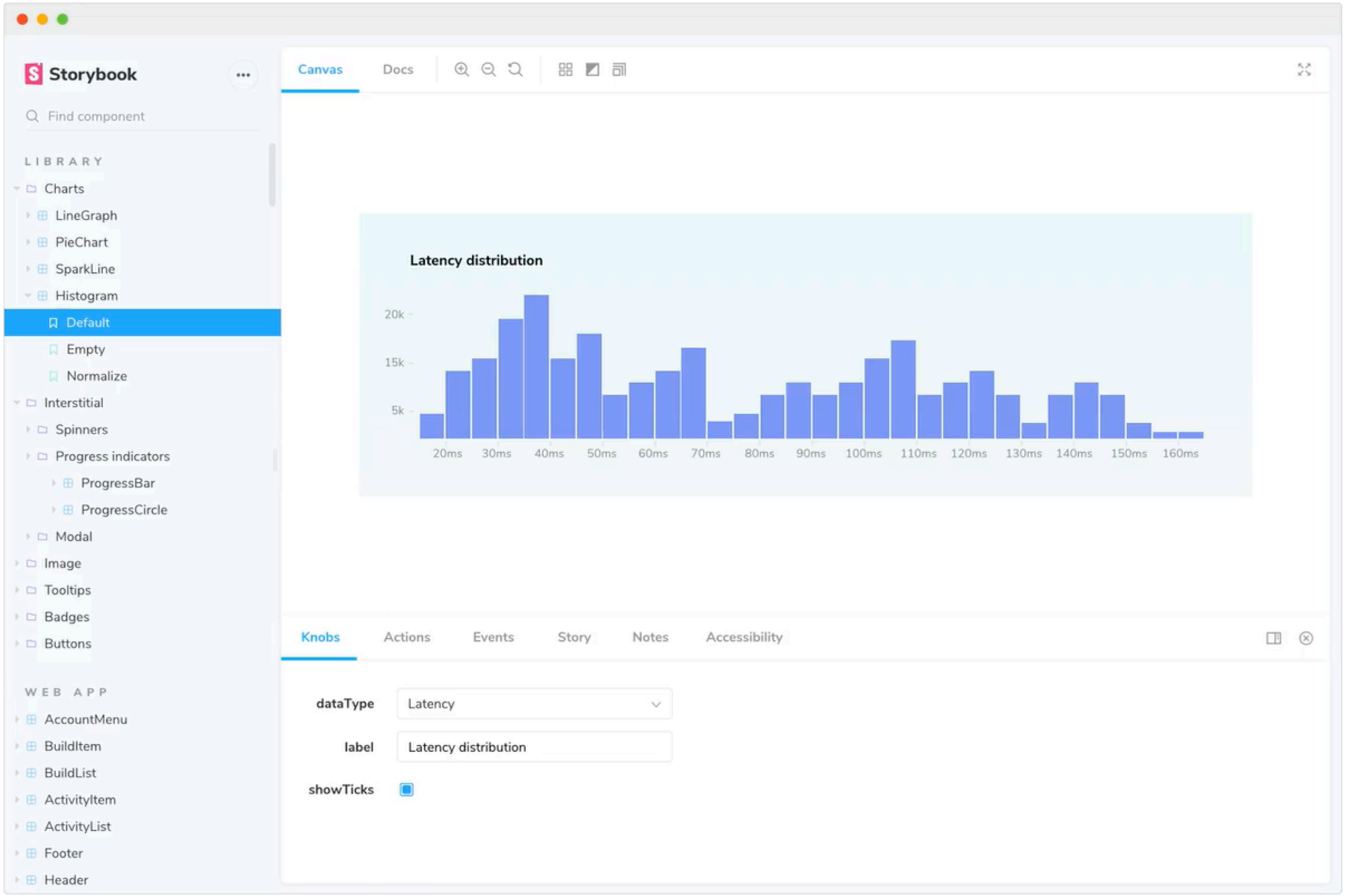


Design Systems Survey 2020, *https://designsystemssurvey.seesparkbox.com/2020/*

If you feel that your organization's design system was not successful, what were the primary reasons?



Design Systems Survey 2020, *https://designsystemssurvey.seesparkbox.com/2020/*

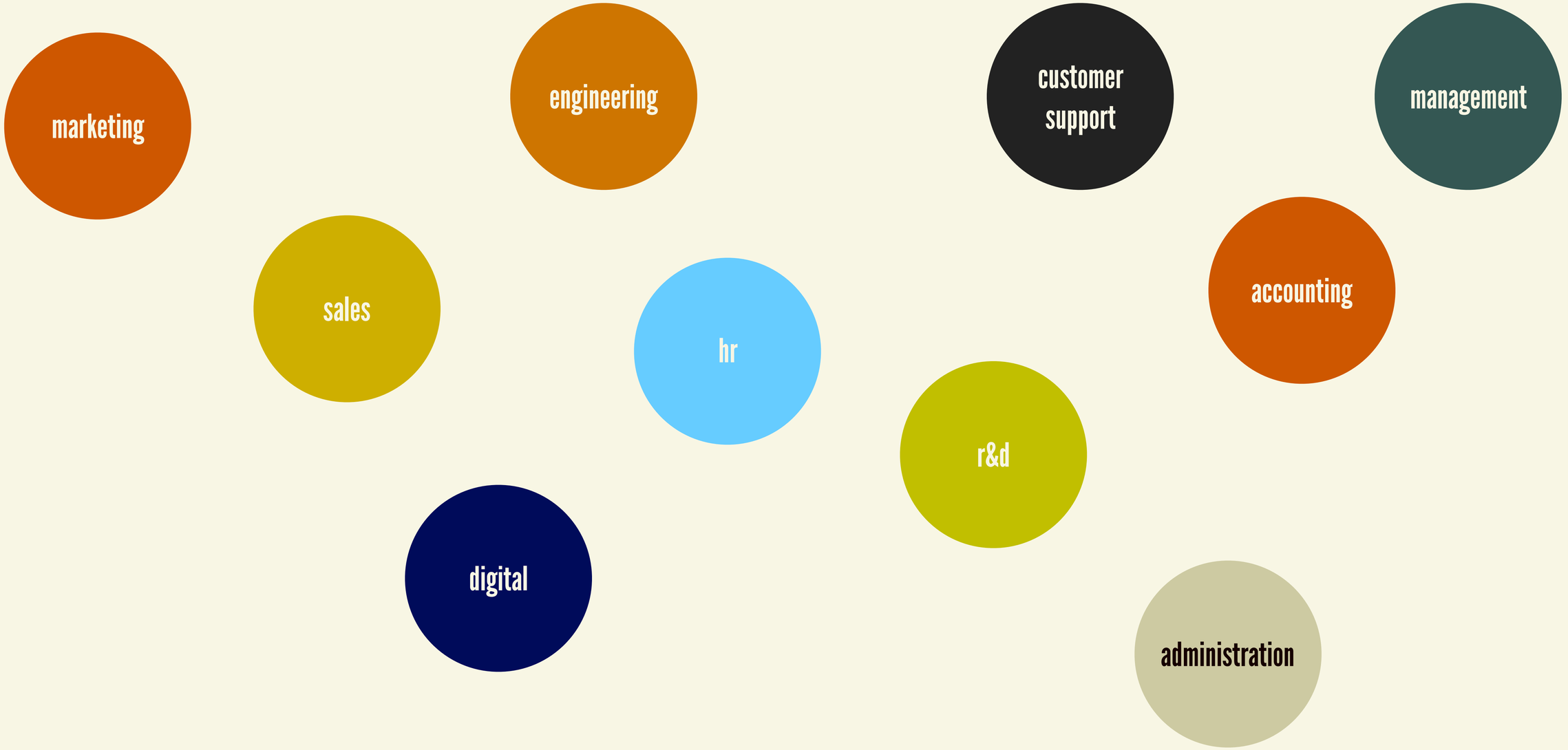


Storybook, *https://storybook.js.org/*

Over last 30 days	Product #1	Product #2	Product #3
Duplicate code produced	10	3	5
Inconsistencies reported	2	4	4
New pull requests	8	3	2
New feature requests	3	1	5
Status of excitement	5	4	8
Slack channel activity	8	3	8
Technical independence	10	7	7
Marketing relevance	4	6	2
Totals	**50**	**31**	**41**
Averages	**6.25**	**3.88**	**5.13**

Design System Scorecards, *https://superfriendlydesign.systems/articles/design-systems-pilots-scorecards/*

[Add stuff from Nathan's talk]


marketing
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accounting
r&d
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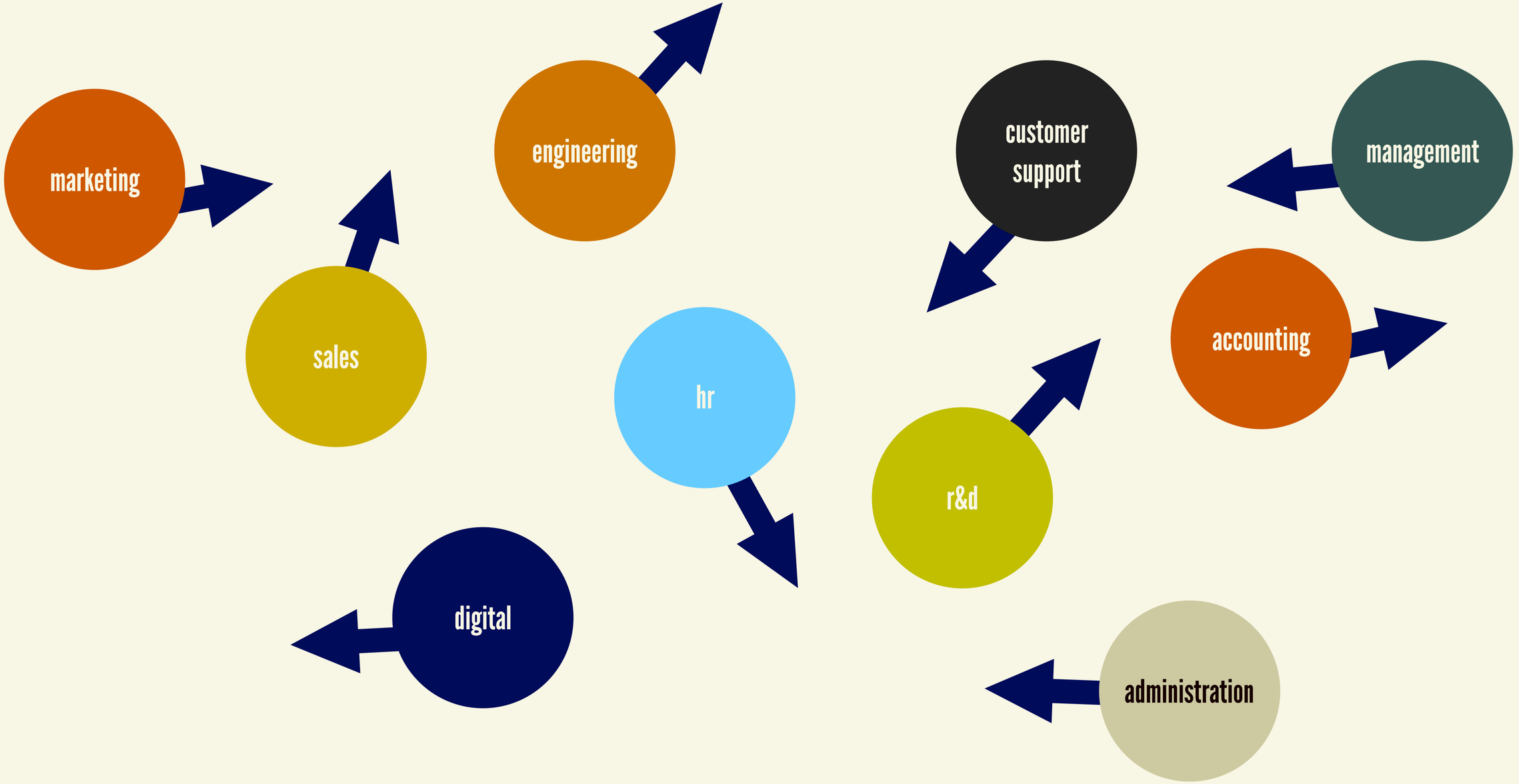
administration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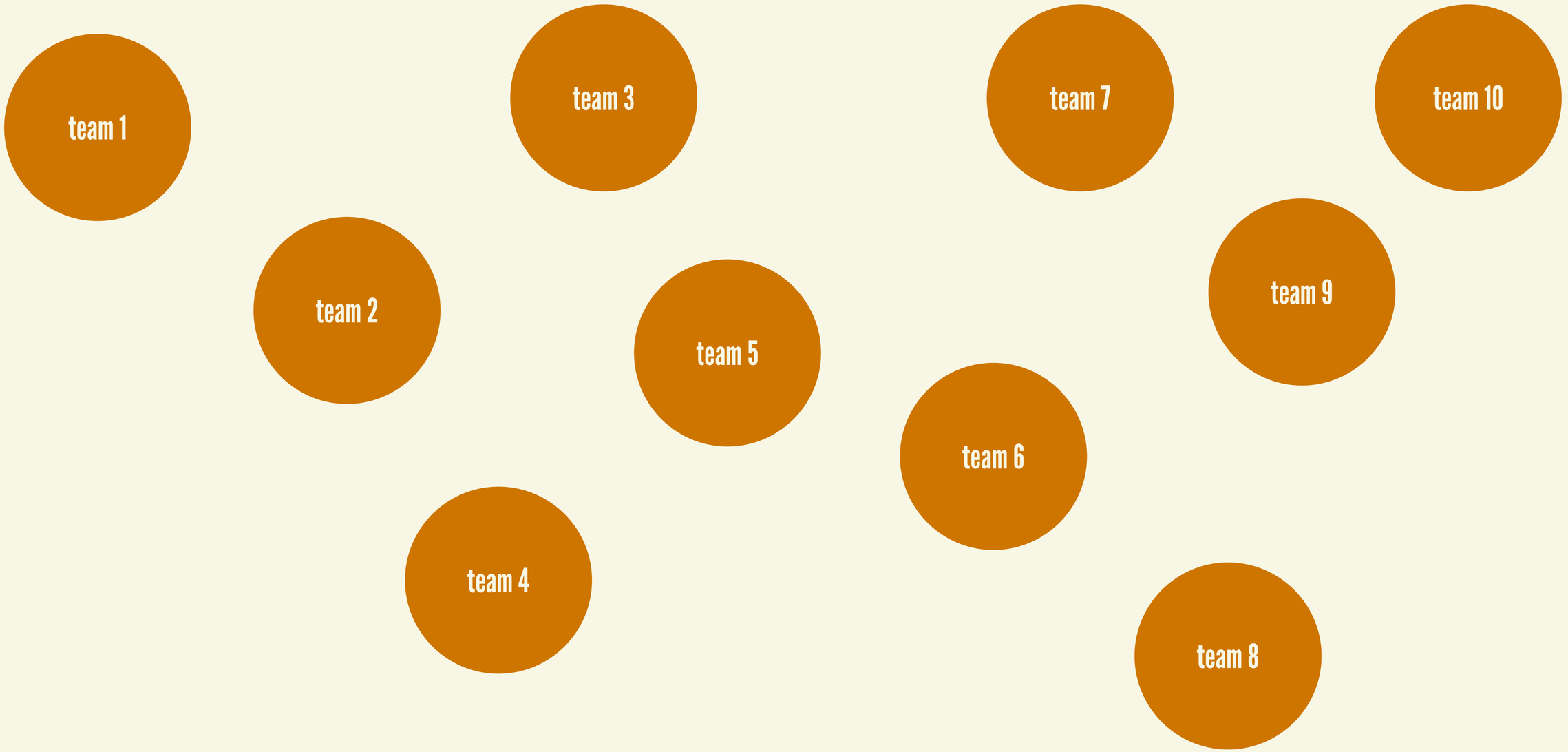
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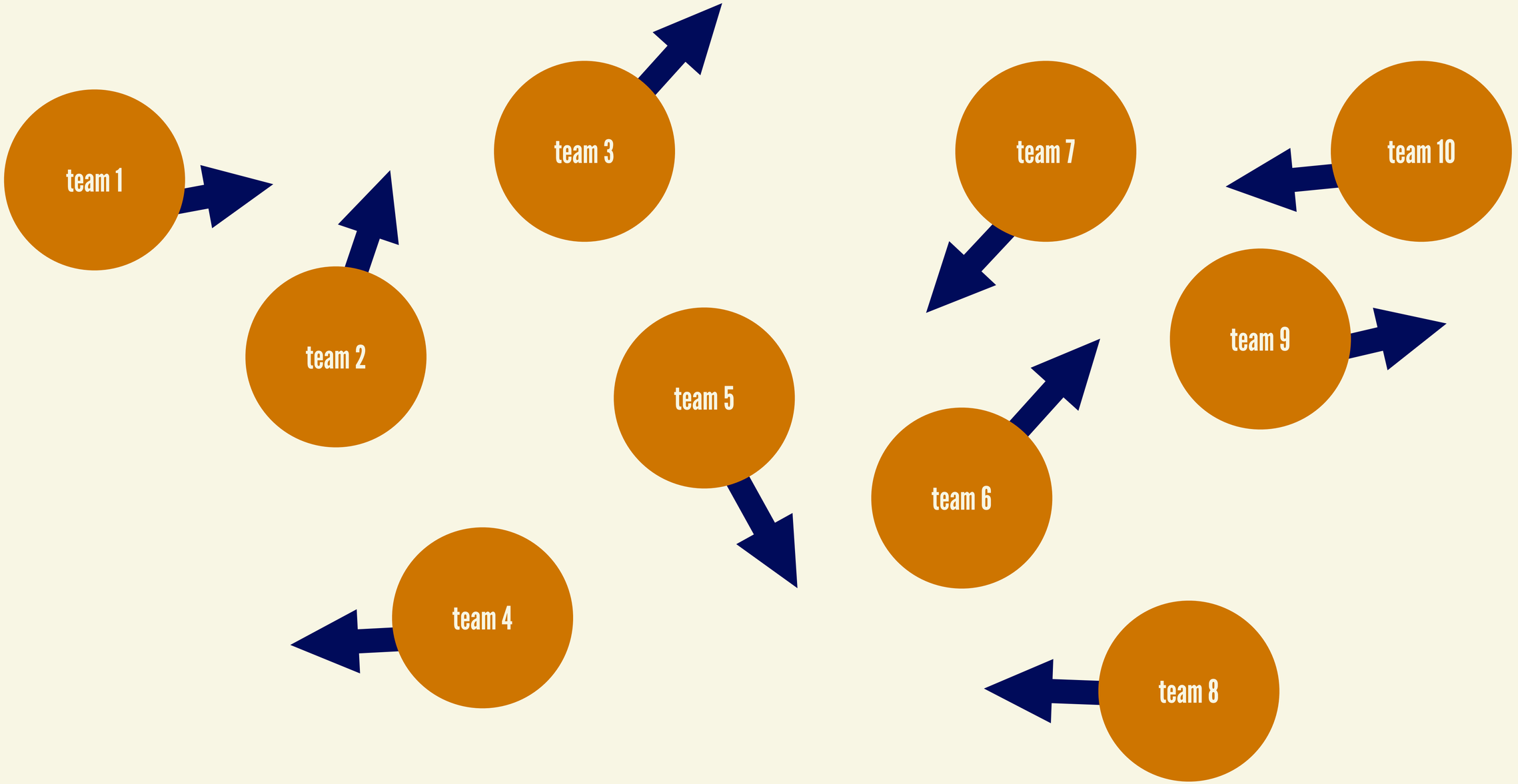
team 7
team 10
team 2
team 9
team 5
team 6
team 4
team 8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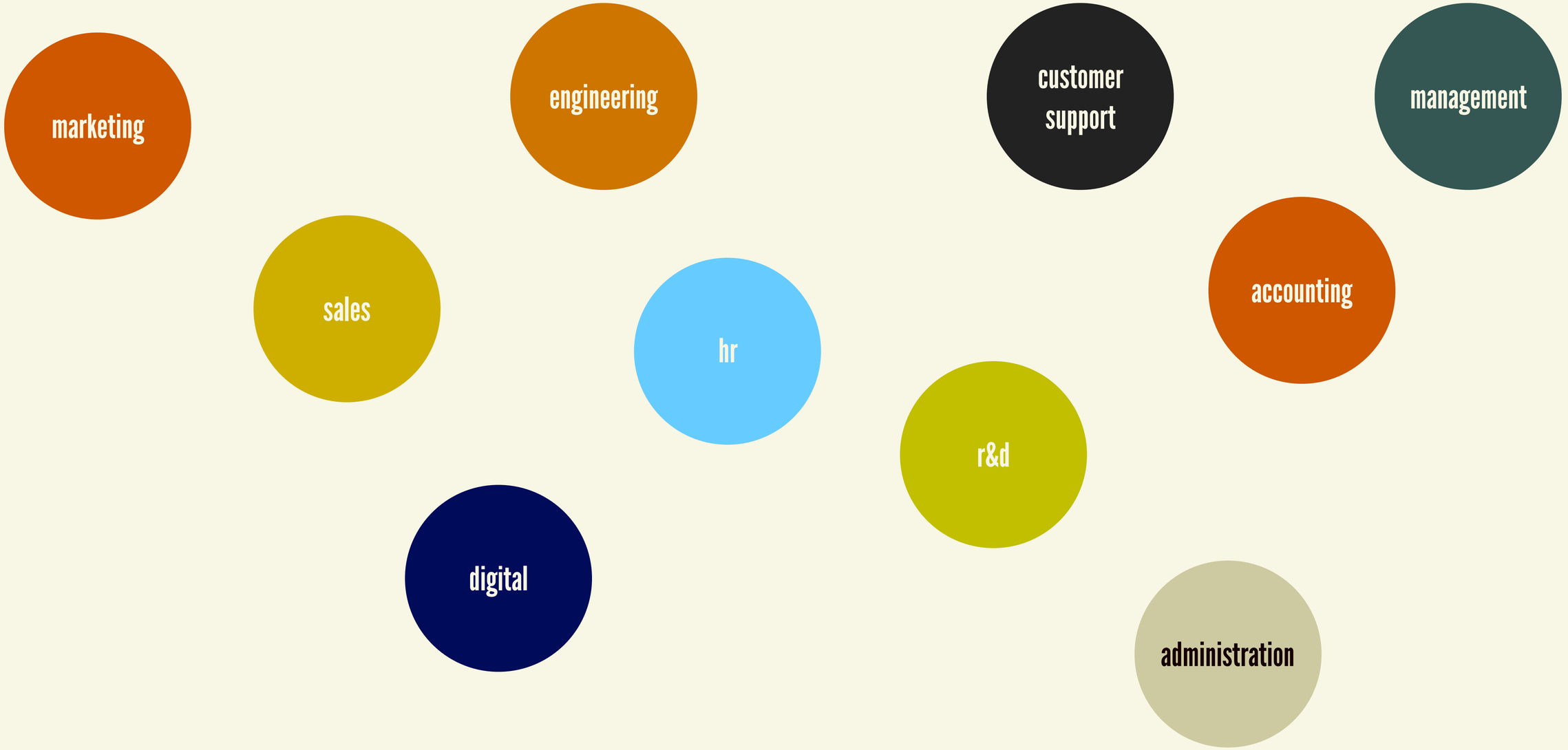
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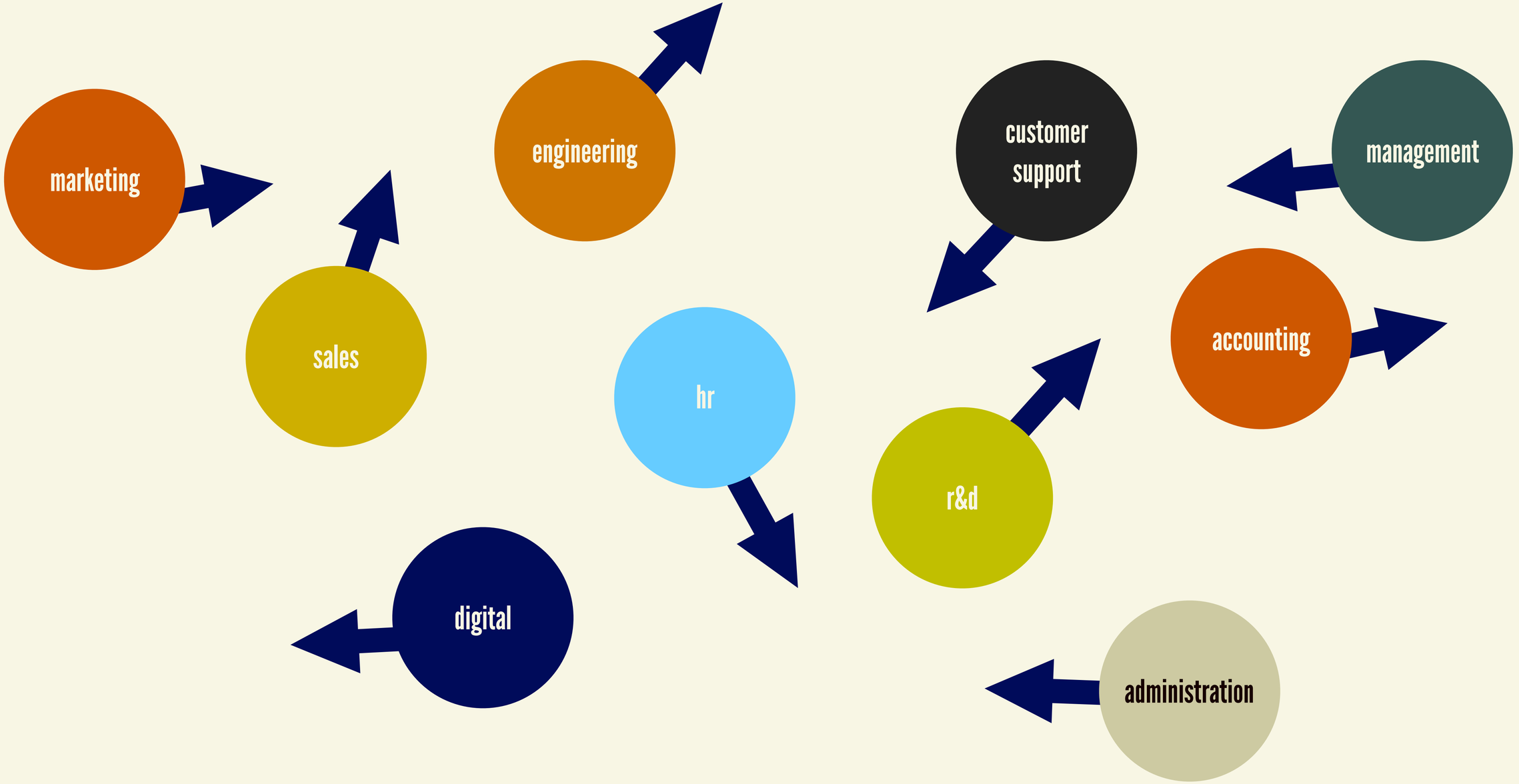
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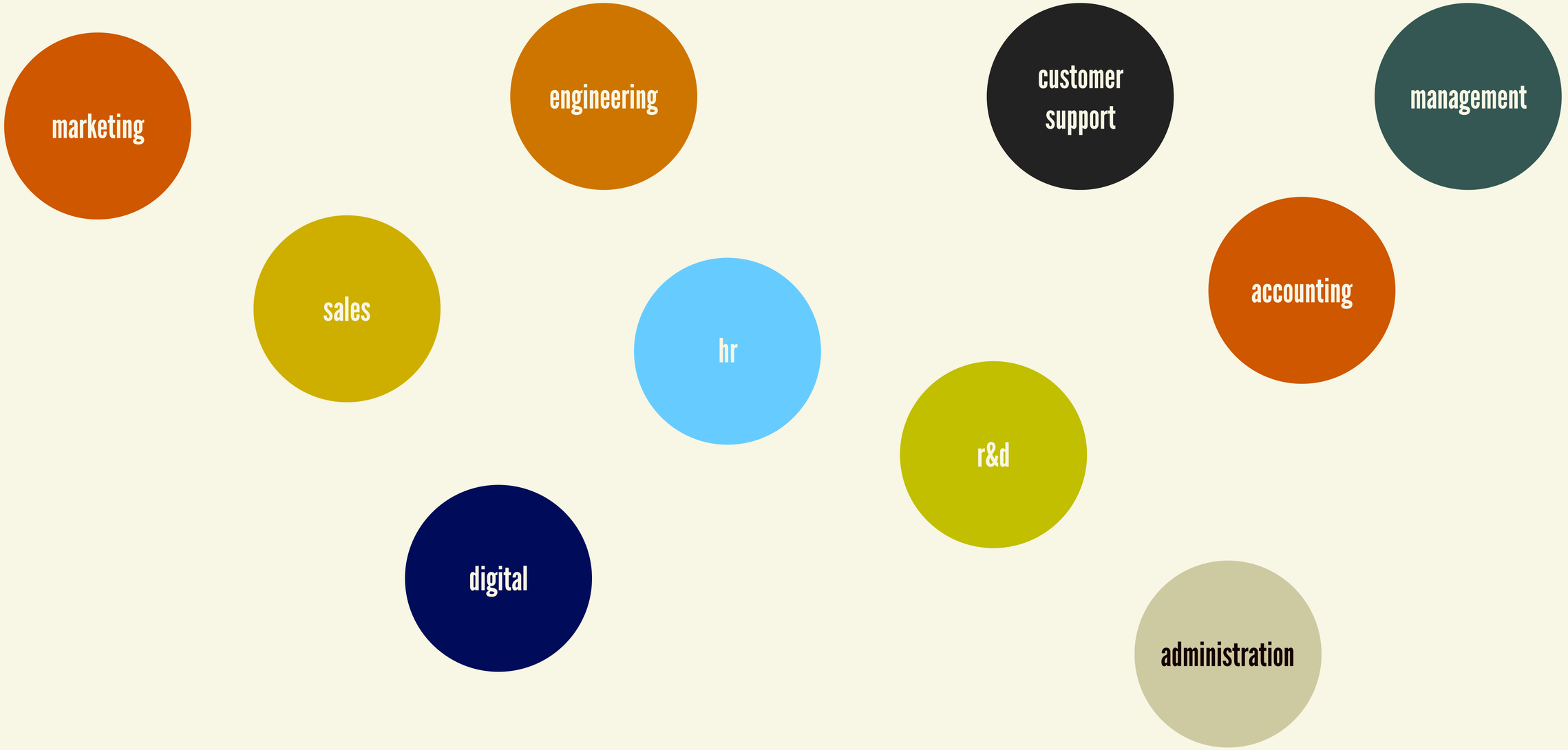
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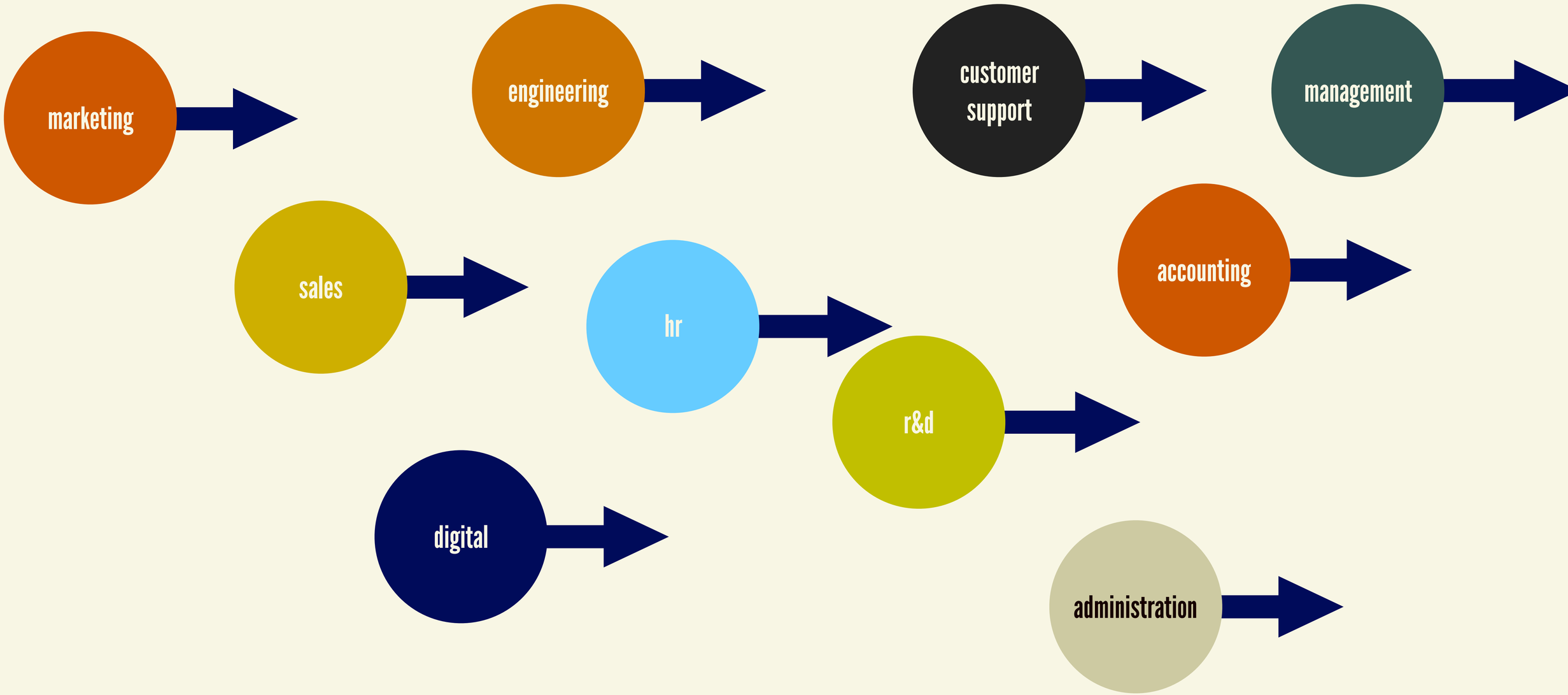
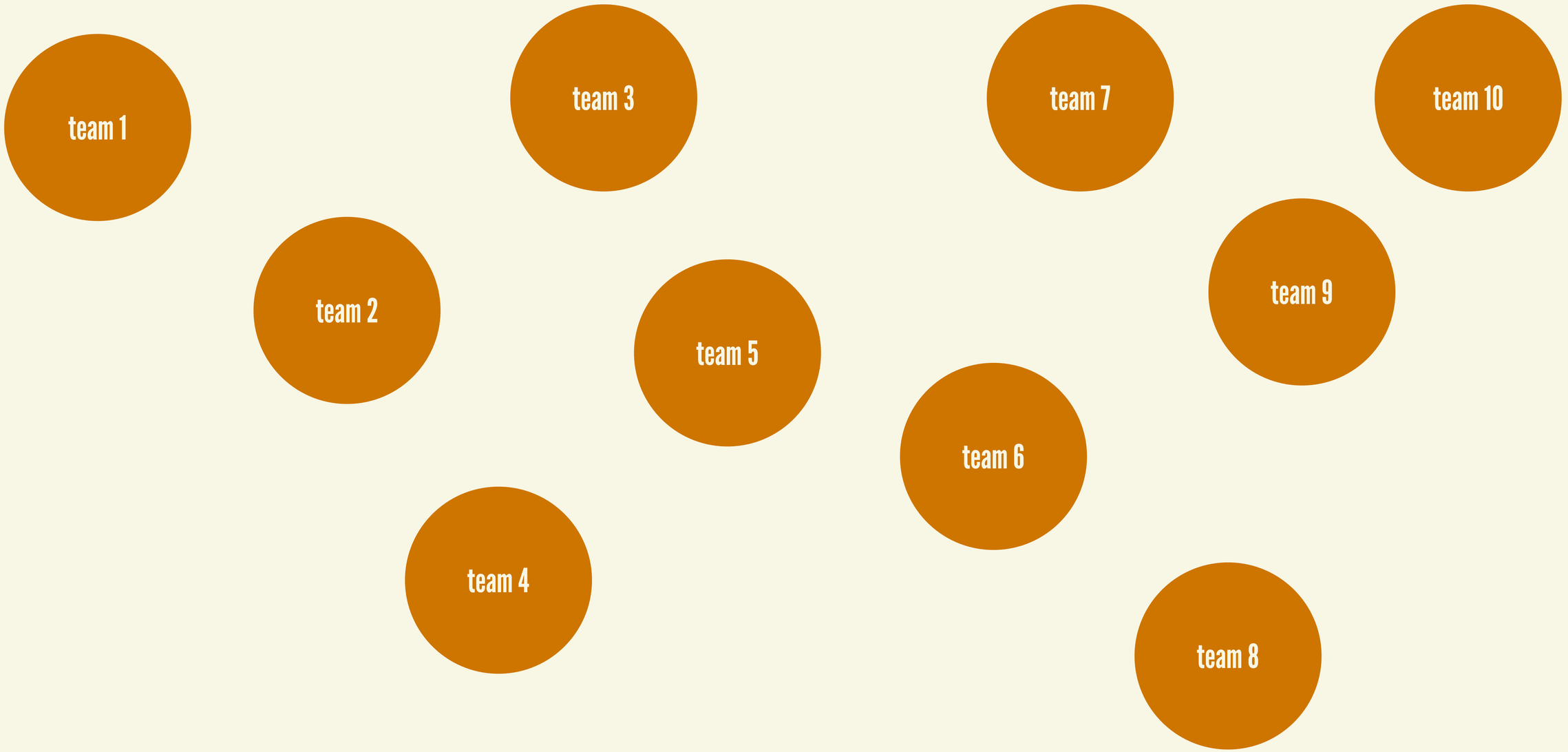


principles & guidelines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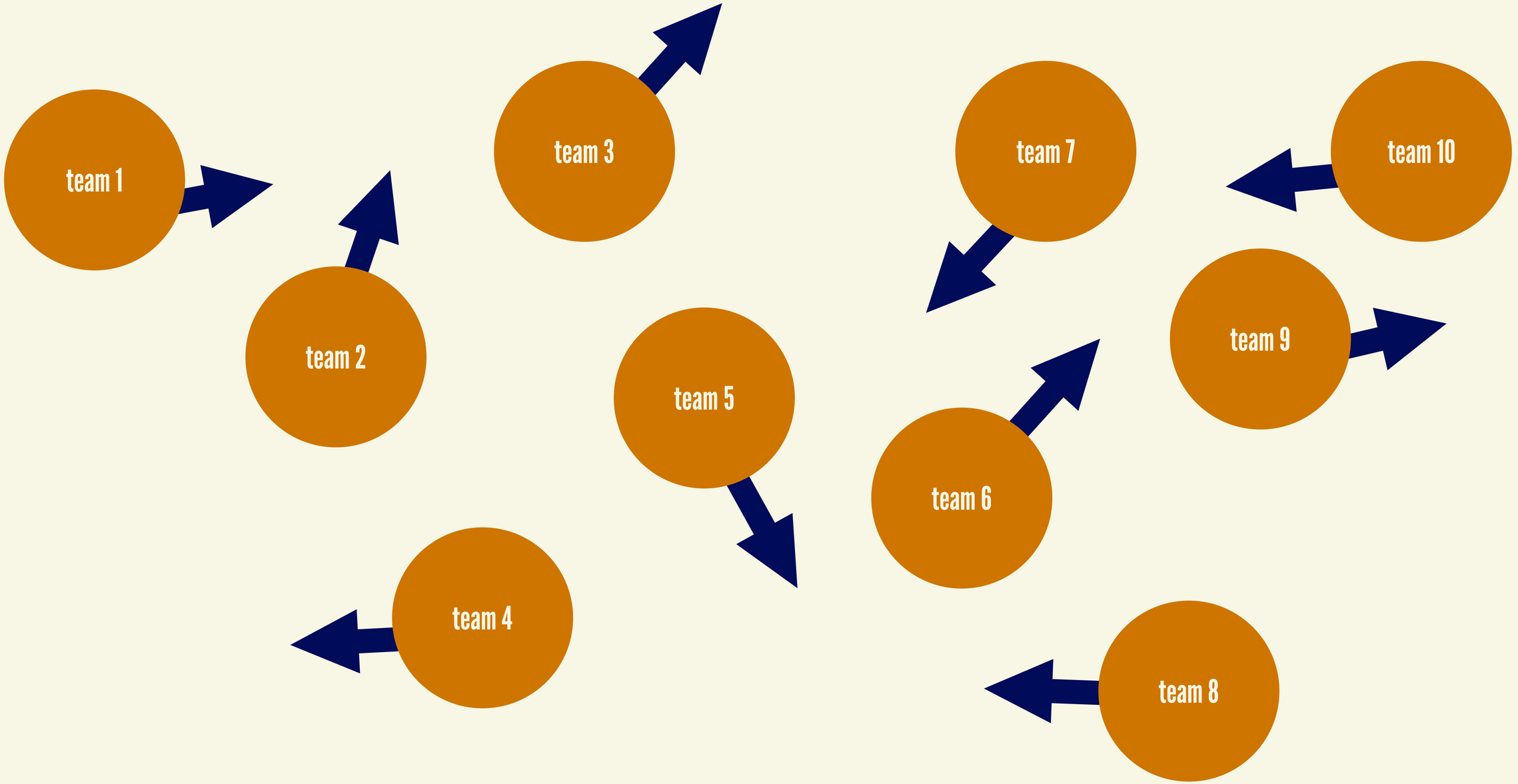
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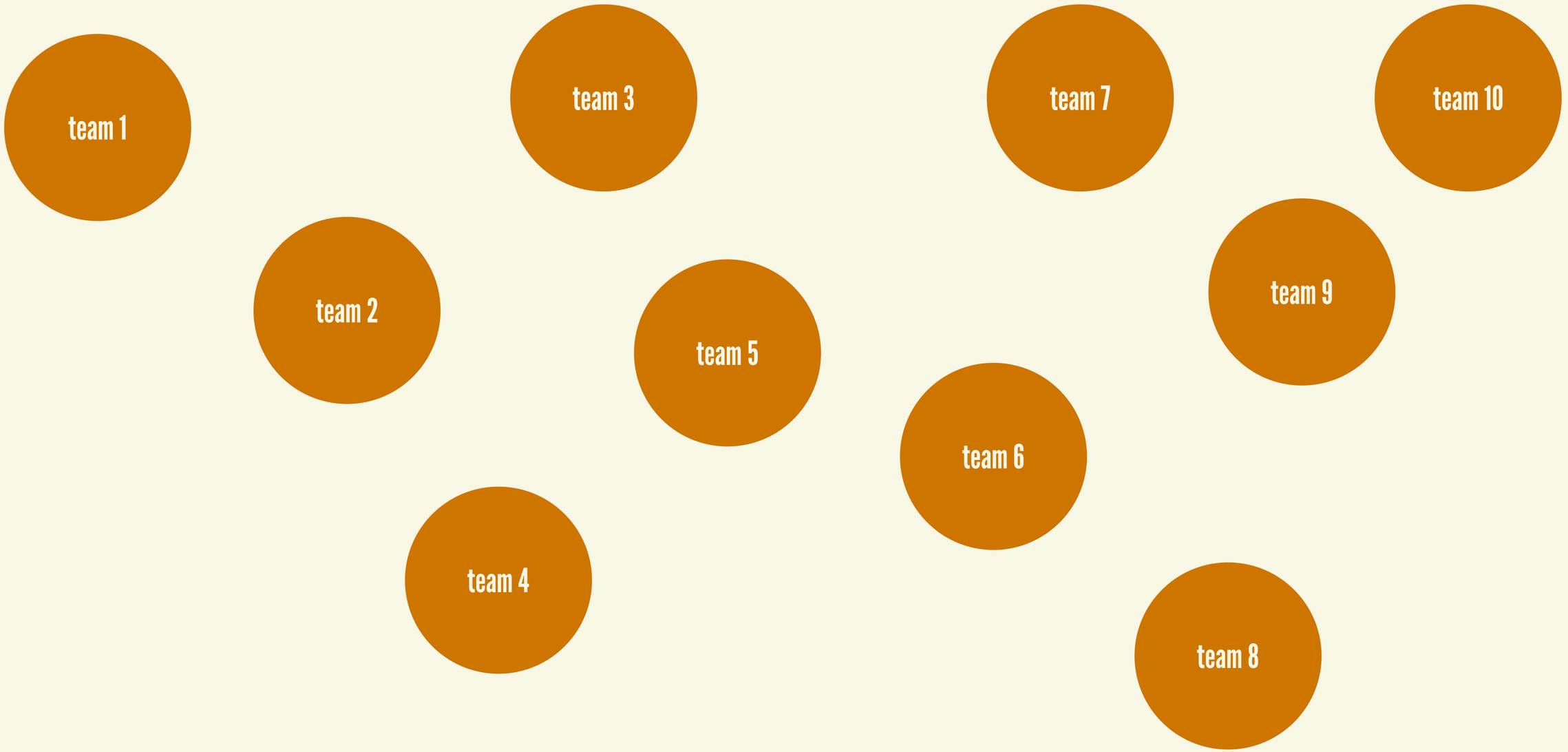
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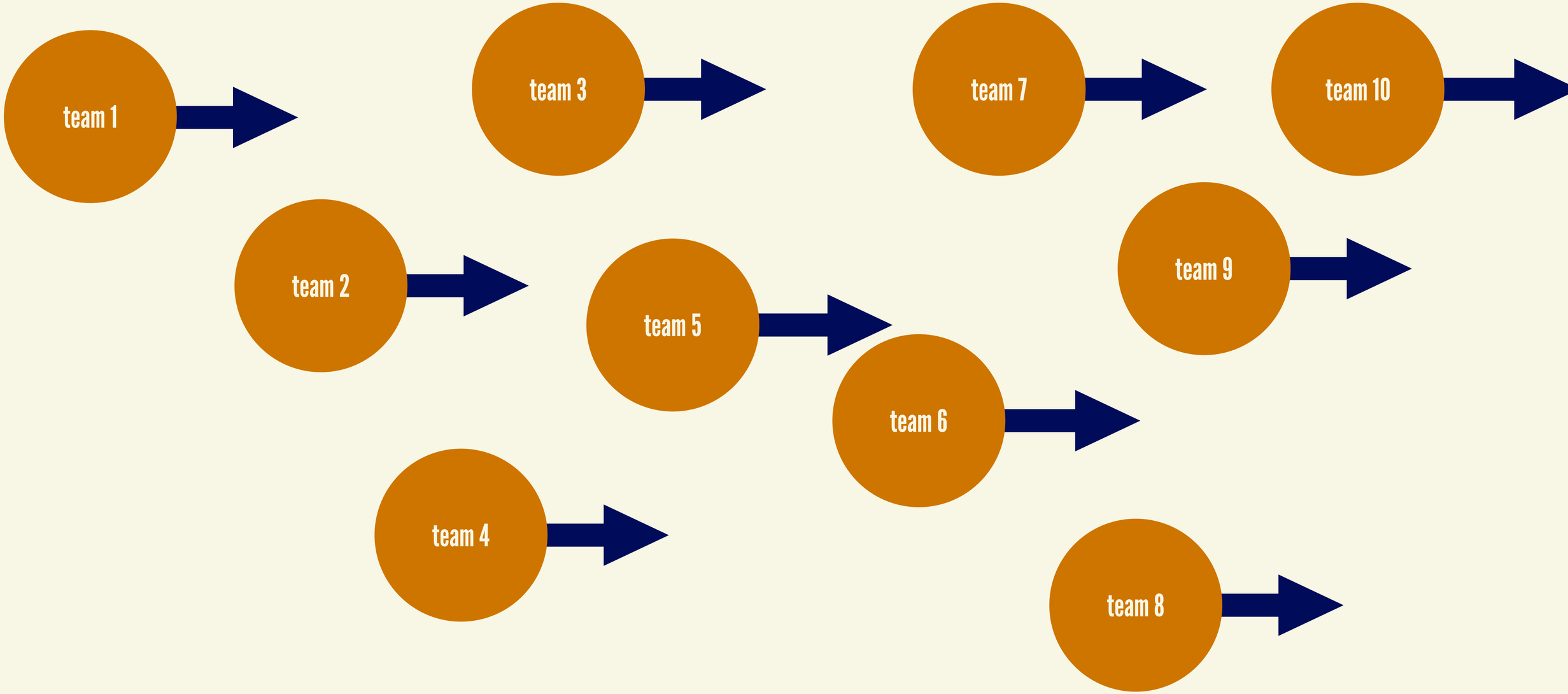


principles & guidelines

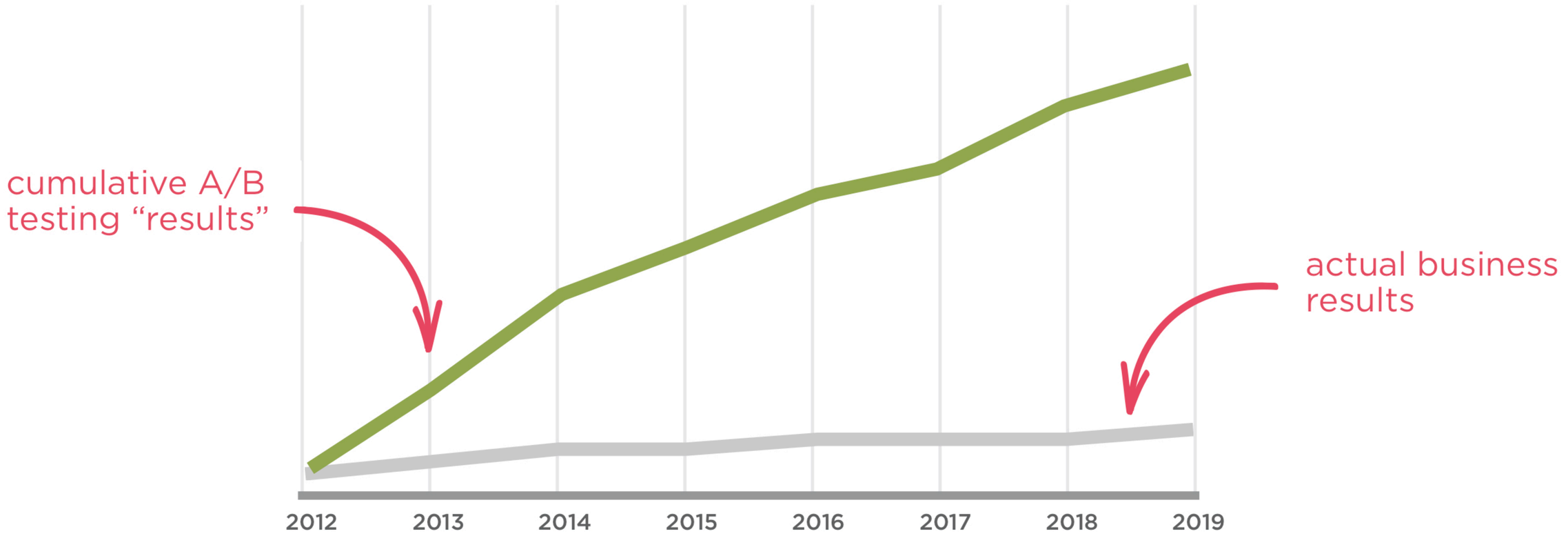
VS

+9%

MORE CLICKS ON
ORANGE BUTTON

Source: https://bit.ly/2lzh5FD

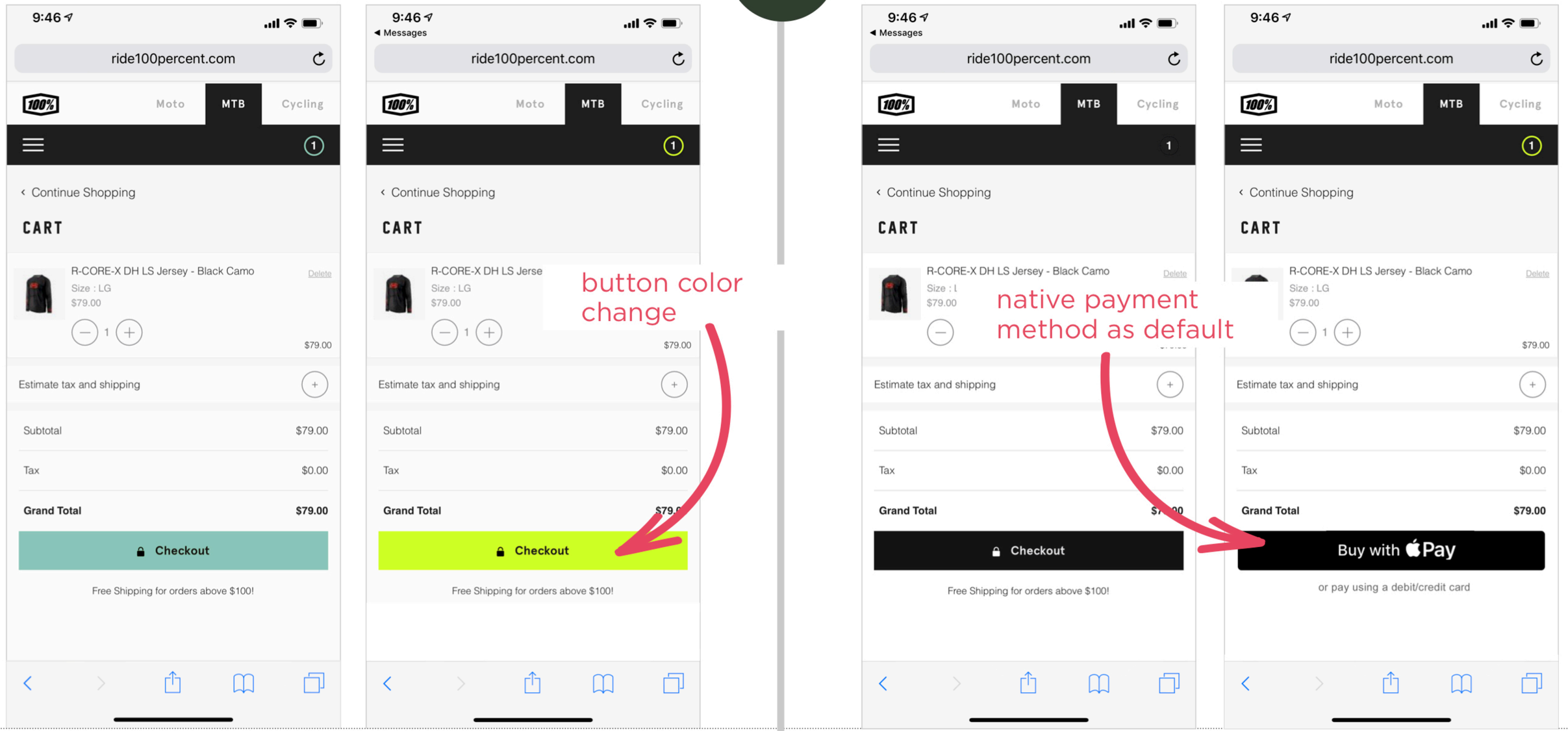
Impact of A/B Testing Results

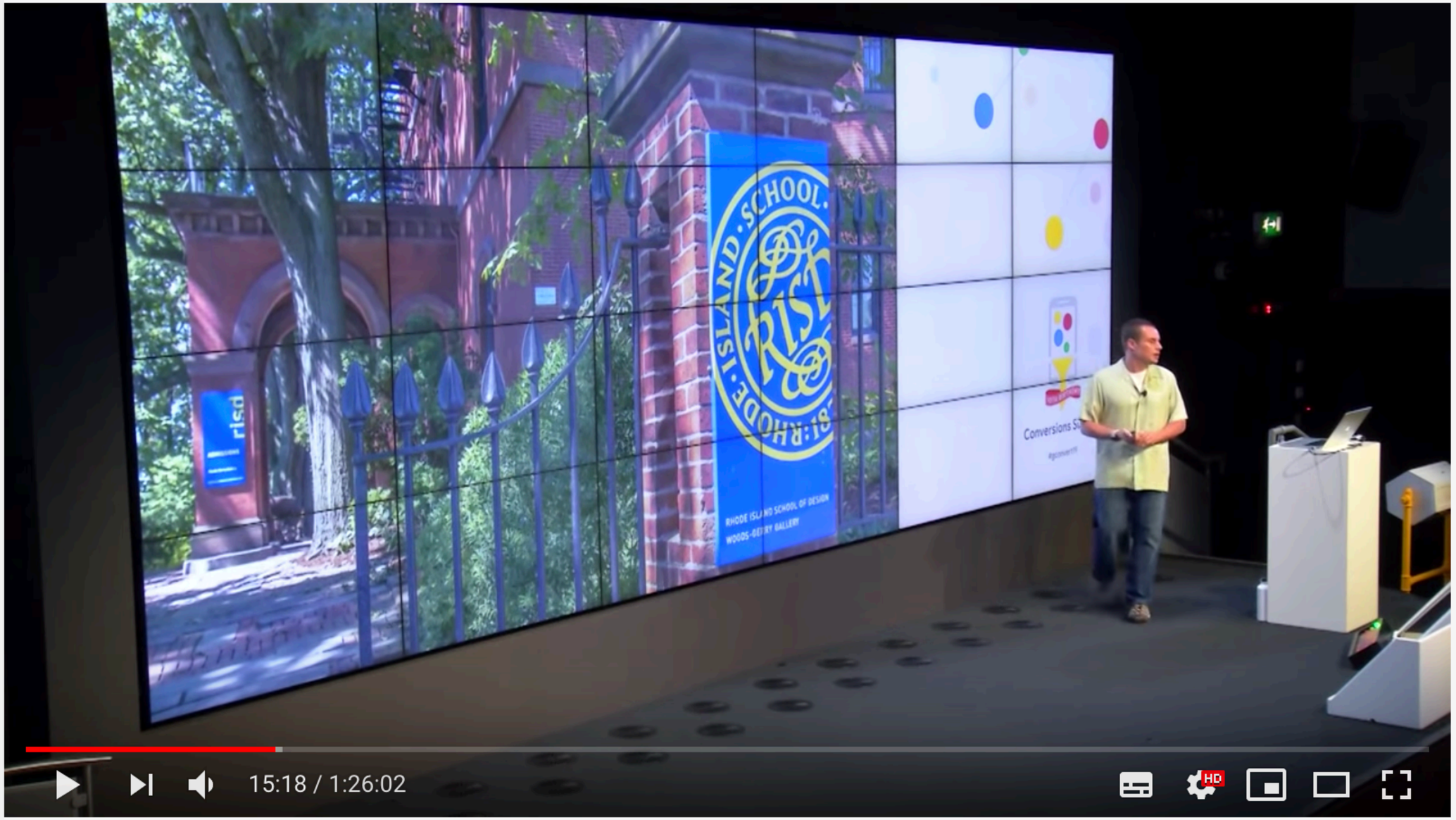


LOW CONTRAST TEST

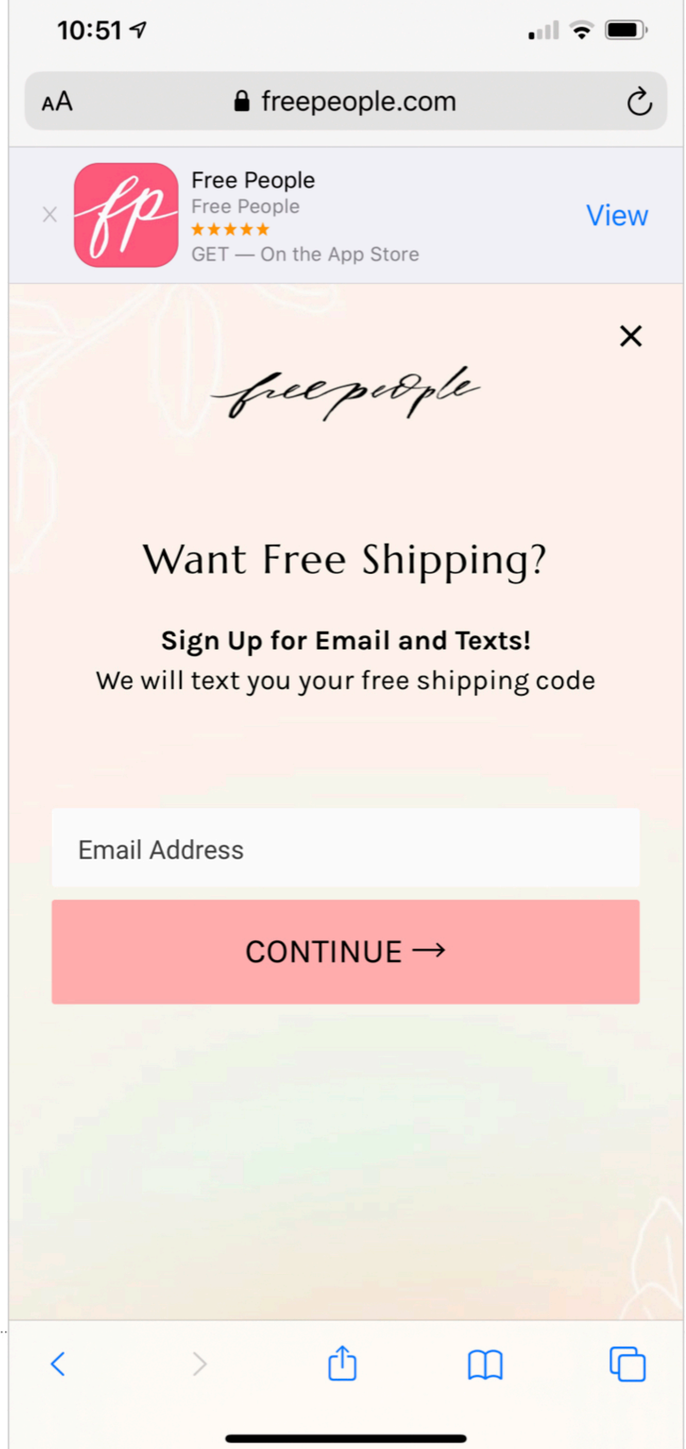
VS

HIGH CONTRAST TEST



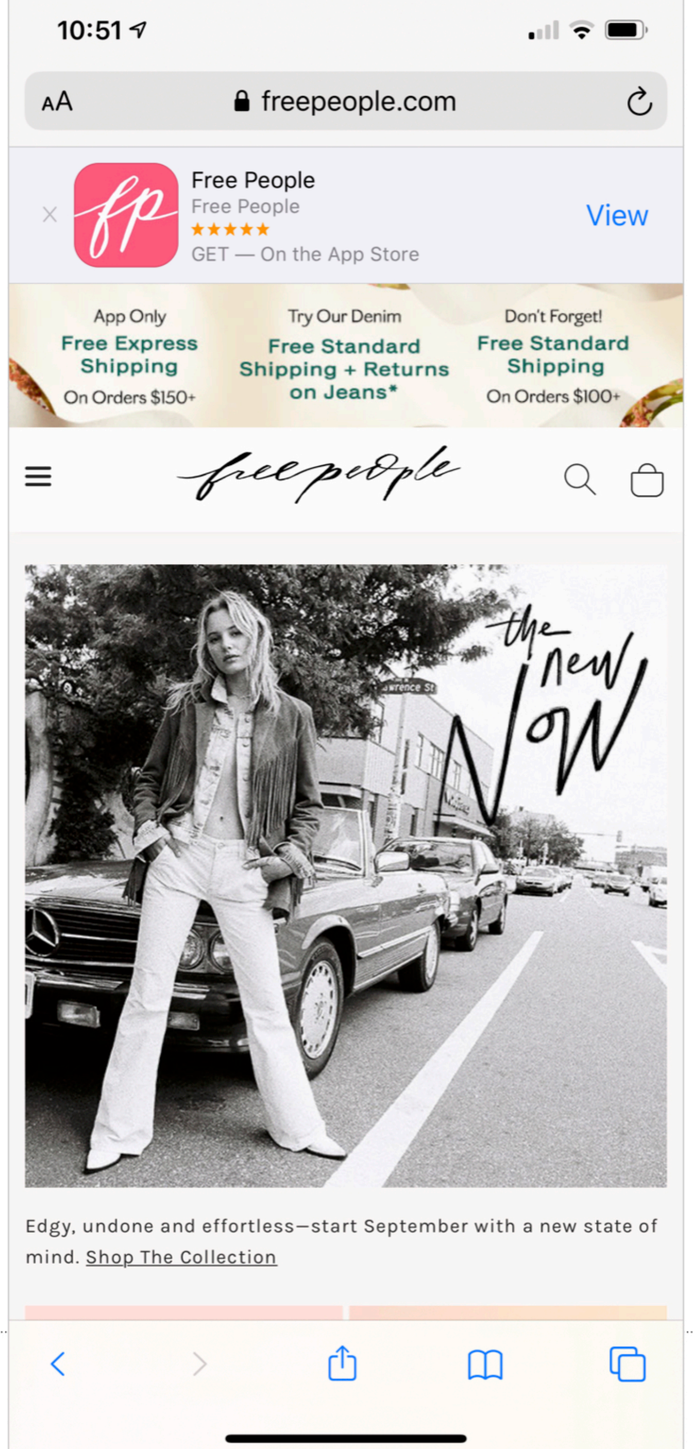


Mind The Gap, *Luke Wroblewski*, *https://youtu.be/mAiNdU1go1A*



app install banner

newsletter promo



app install banner

promotional banner

icon-based navigation

feature

icon-based navigation

feature

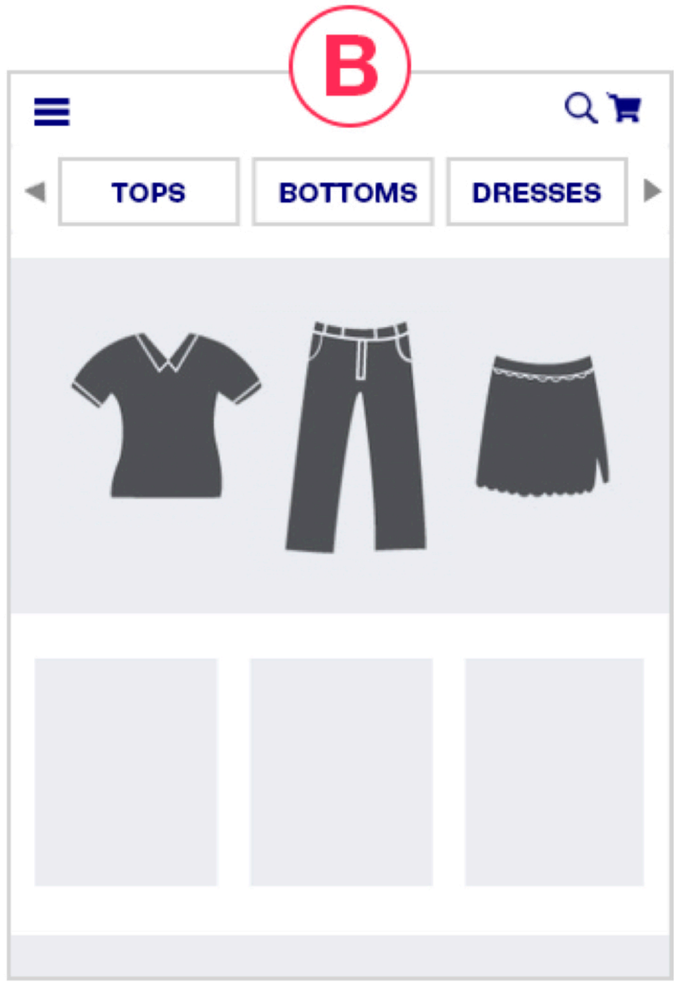
category links

icon-based navigation

feature

category links

VS



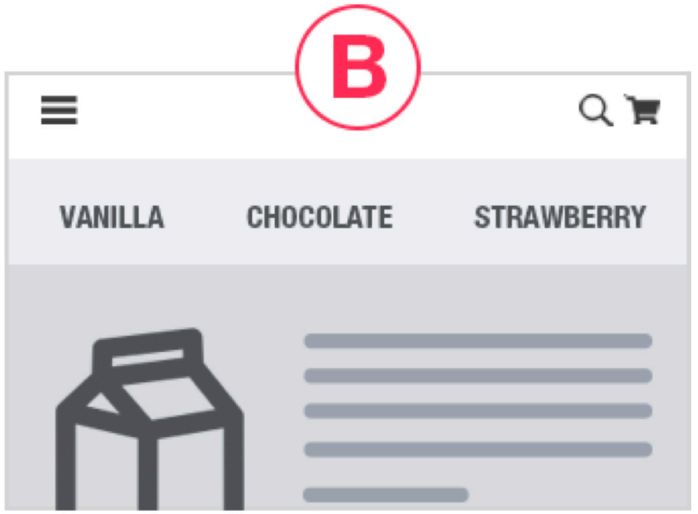
+5%

INCREASE IN COMPLETED ORDERS

page views of the category pages increased by 10% – 12%

Source: https://growthrock.co/ecommerce-mobile-home-page-navigation/

VS

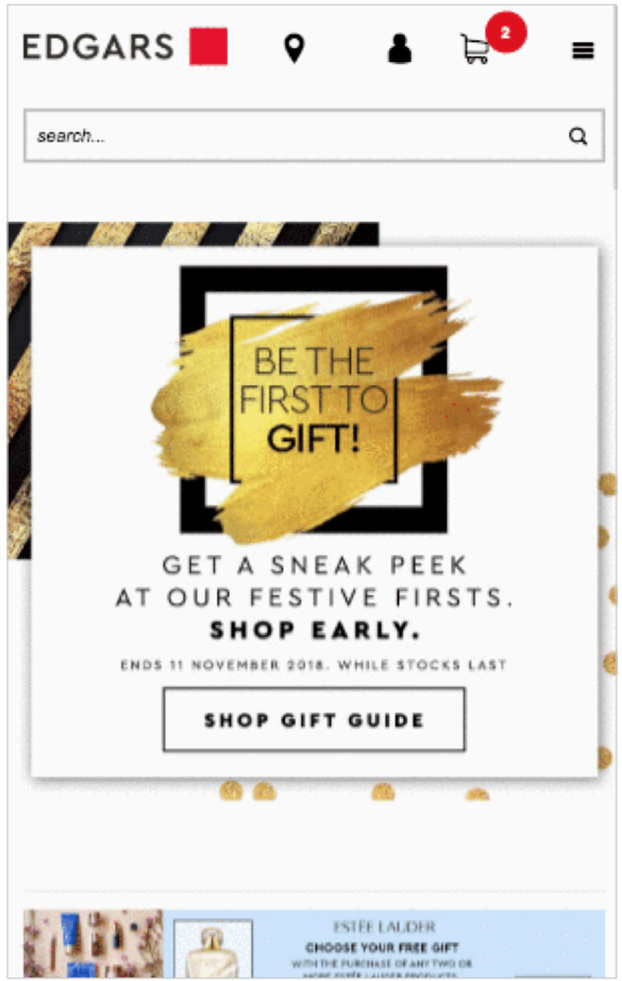


+29%

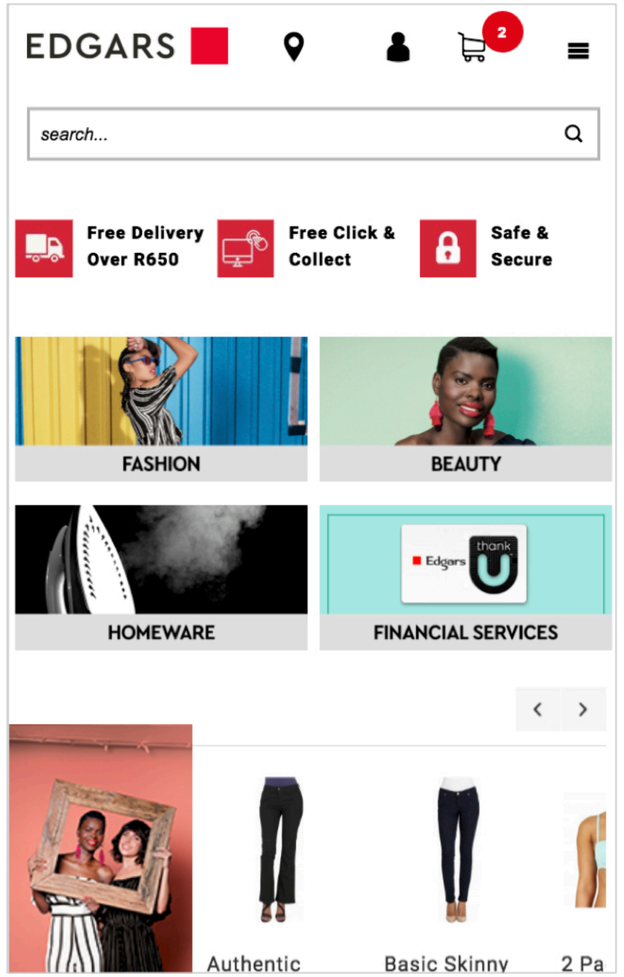
INCREASE IN COMPLETED ORDERS

page views of the category pages increased by 25% – 77%

Source: https://growthrock.co/ecommerce-mobile-home-page-navigation/



VS



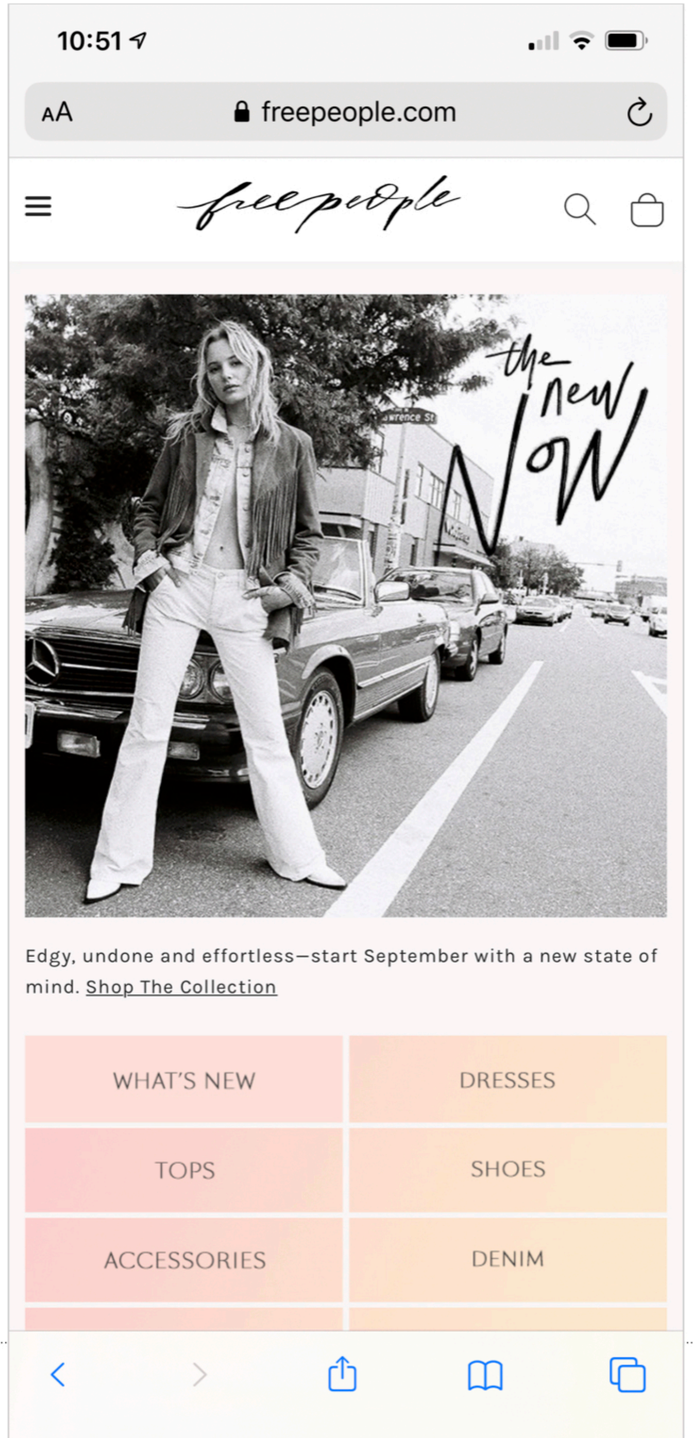
+13%

INCREASE IN REVENUE PER VISITOR

from a 11% increase in mobile conversion rate

LUKEW IDEATION + DESIGN

Source: https://bit.ly/2kvu3nJ



icon-based navigation

feature

category links

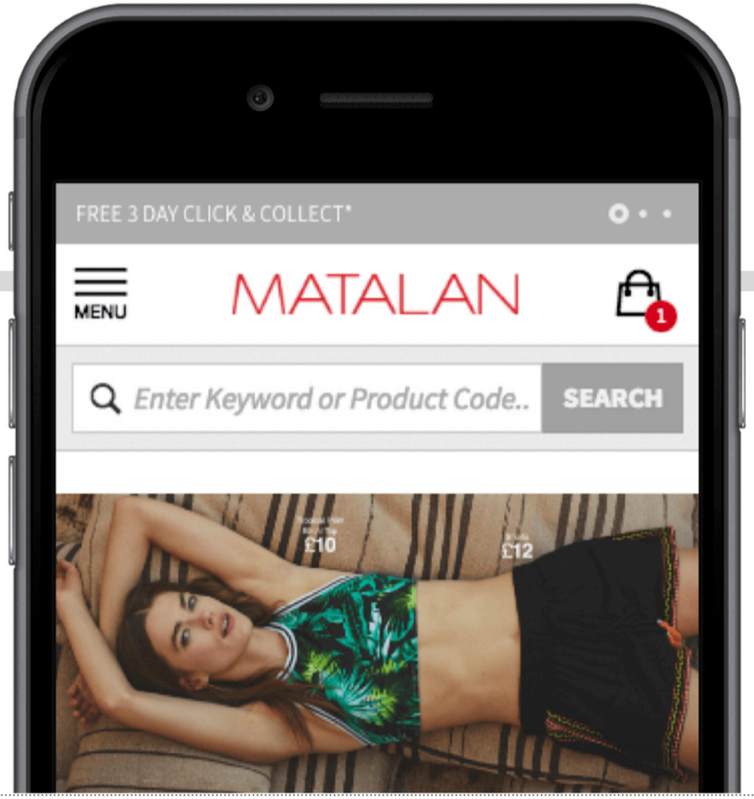
icon-based navigation

search bar

feature

category links

VS

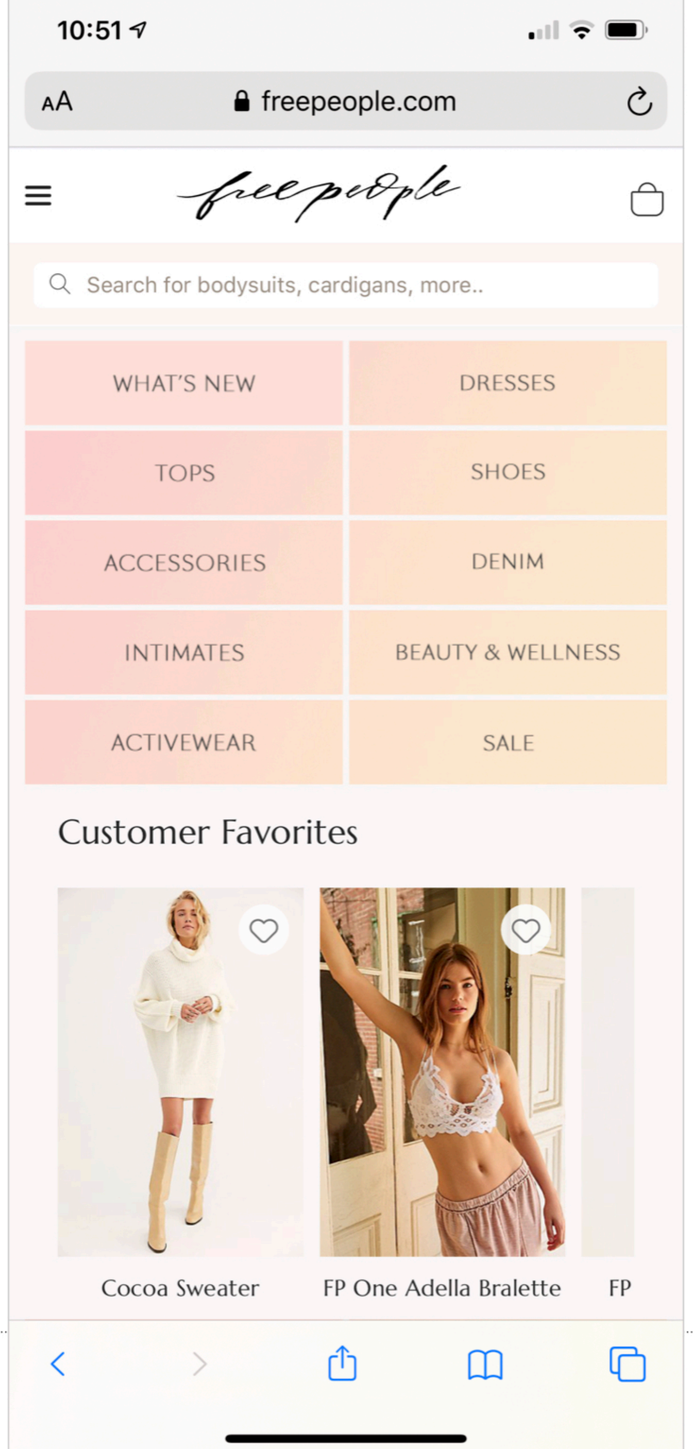


+32%

INCREASE IN SEARCHES ON MOBILE

LUKEW IDEATION + DESIGN

Source: https://bit.ly/2lEgbY9

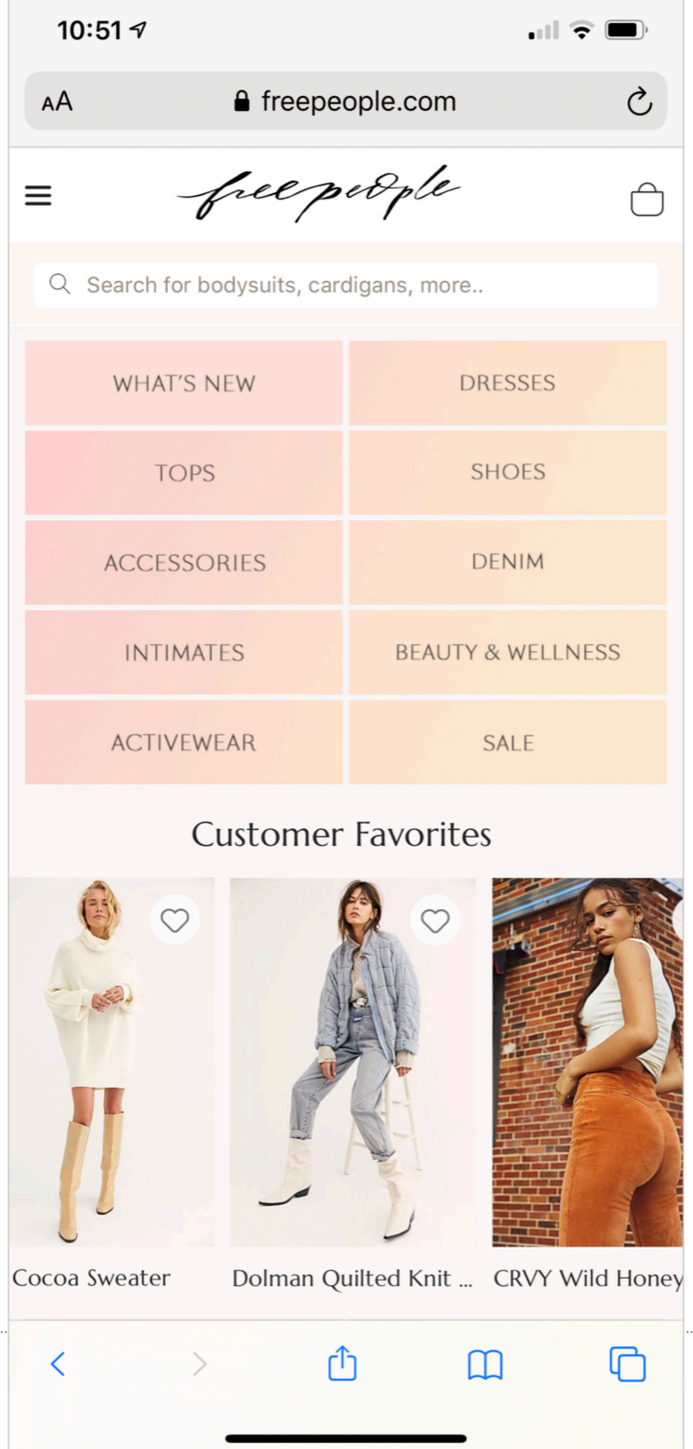


icon-based navigation

search bar

category links

popular products



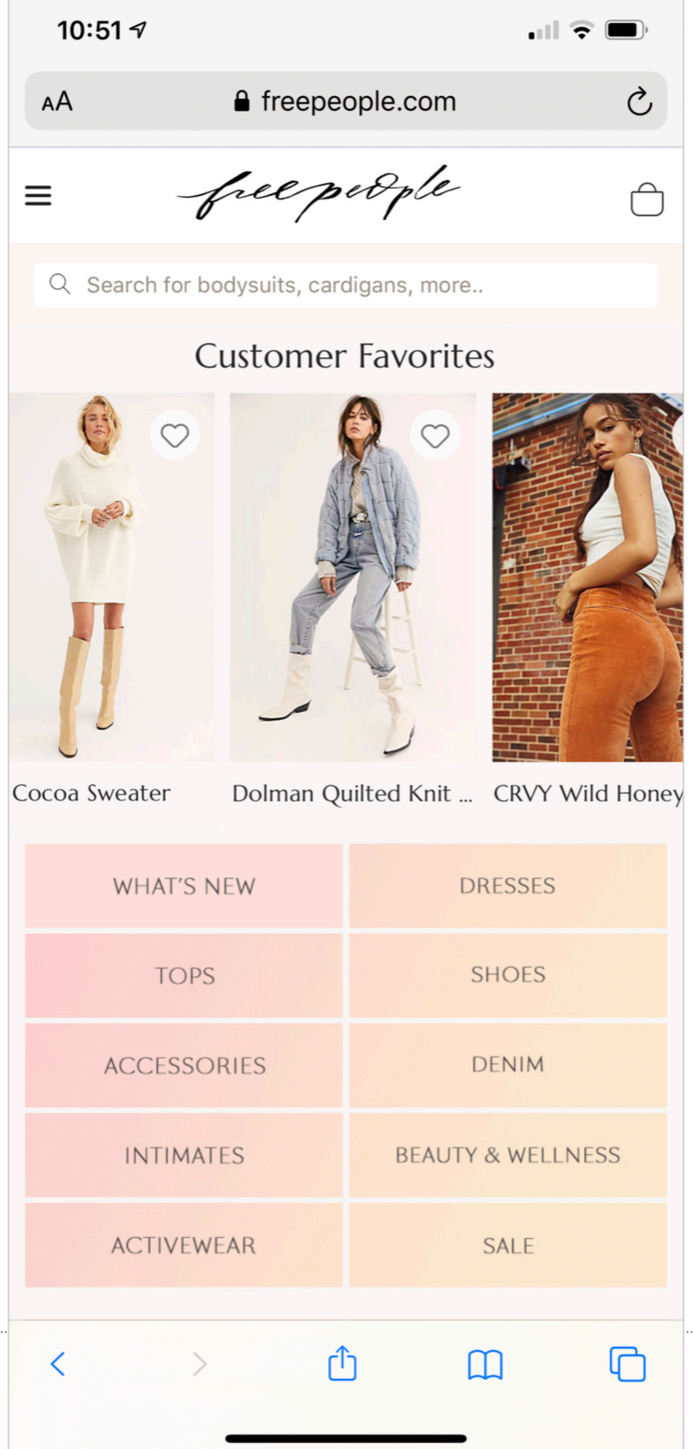
icon-based navigation

search bar

category links

popular products

OW
STRETCH
NATURAL



icon-based navigation

search bar

popular products

category links

8:57

freepeople.com

Clothes / Sweaters / Tunics / Ottoman Slouchy Tunic

Ottoman Slouchy Tunic

$148.00

Free shipping! (on all orders over $100)

Shop all Free People

4.2 | 98 reviews

8:58

freepeople.com

Order Summary

Sub Total	$148.00
Shipping	Free shipping
Estimated Tax	$0.00
TOTAL	$148.00

PROCEED TO CHECKOUT

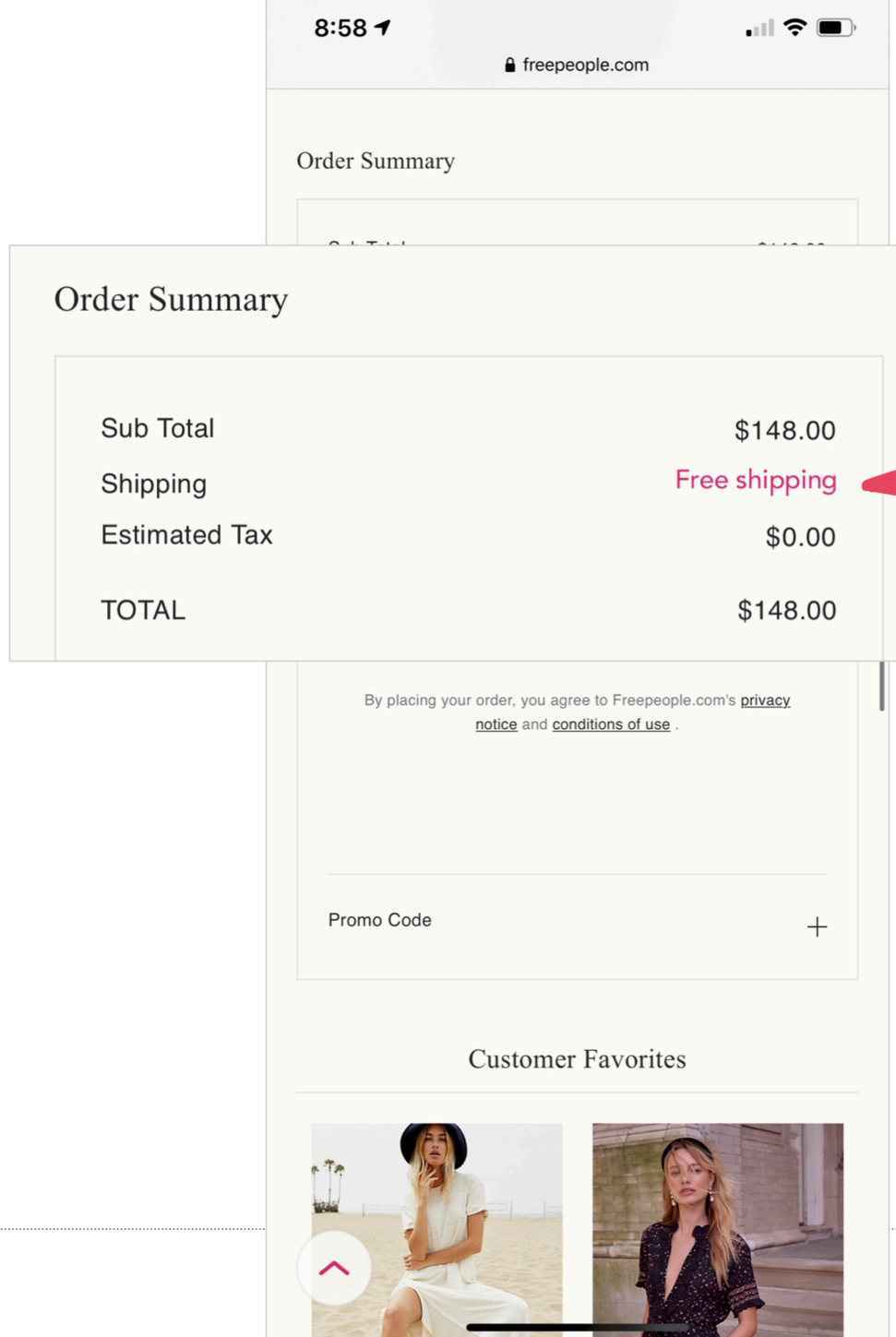
PayPal

Pay

By placing your order, you agree to Freepeople.com's privacy notice and conditions of use .

Promo Code +

Customer Favorites



find the right time & place to surface useful information & actions

particularly on mobile where screen space is limited

User Behavior Patterns

User Frustrations In 2020

- Argh! Tiny scrollable panes.
- Argh! Tiny click targets.
- Argh! Unexpected content shifts.
- Argh! Unexpected page reloads.
- Argh! Country selector dropdown.
- Argh! Generic error messages.
- Argh! Input fully cleared on error.
- Argh! Disabled “Next” buttons.
- Argh! Unsupported “Back” button.
- Argh! Disabled copy-paste.
- Argh! No text input fallback in sliders.
- Argh! Draconian pass requirements.
- Argh! Retyping complex input.
- Argh! Birthday picker, starting 2020.
- Argh! Scrolljacking and parallax.
- Cry ;-(Identifying buses/crosswalks.

User Behavior Patterns

User Delighters In 2020

- Awww! Fast, accessible experience.
- Awww! Large, legible text.
- Awww! Large checkboxes, radios.
- Awww! Input boxes as input boxes.
- Awww! Focus and active states.
- Awww! Simple pass requirements.
- Awww! Predictable tabbing in forms.
- Awww! Helpful error messages.
- Awww! Smart, fast autocomplete.
- Awww! User input persisted on refresh.
- Awww! Drop-down opening on tap/click.
- Awww! Easy undos, edits, cancellations.
- Awww! Predictable “Back” button.
- Awww! Snoozing notifications.
- Awww! Pausing subscriptions.
- Awww! Transparent pricing.

Back to catalog

Loewe

Multicolor Leather Low-Top Sneakers

Low-top buffed leather sneakers colorblocked in navy, yellow, red, and white. Round toe. Lace-up closure in black. Perforated at sides. Logo embossed at outer side. Textured rubber sole in red. Tonal stitching.

Details | Shipping | Sizing | Returns

Color

Size

39 40 42 44 45

View size chart

$148 Or $168 with insurnace.

Add to Basket without insurnace

Add to Basket with insurance

by Paul Boag

Hidden Costs (Paul Boag)

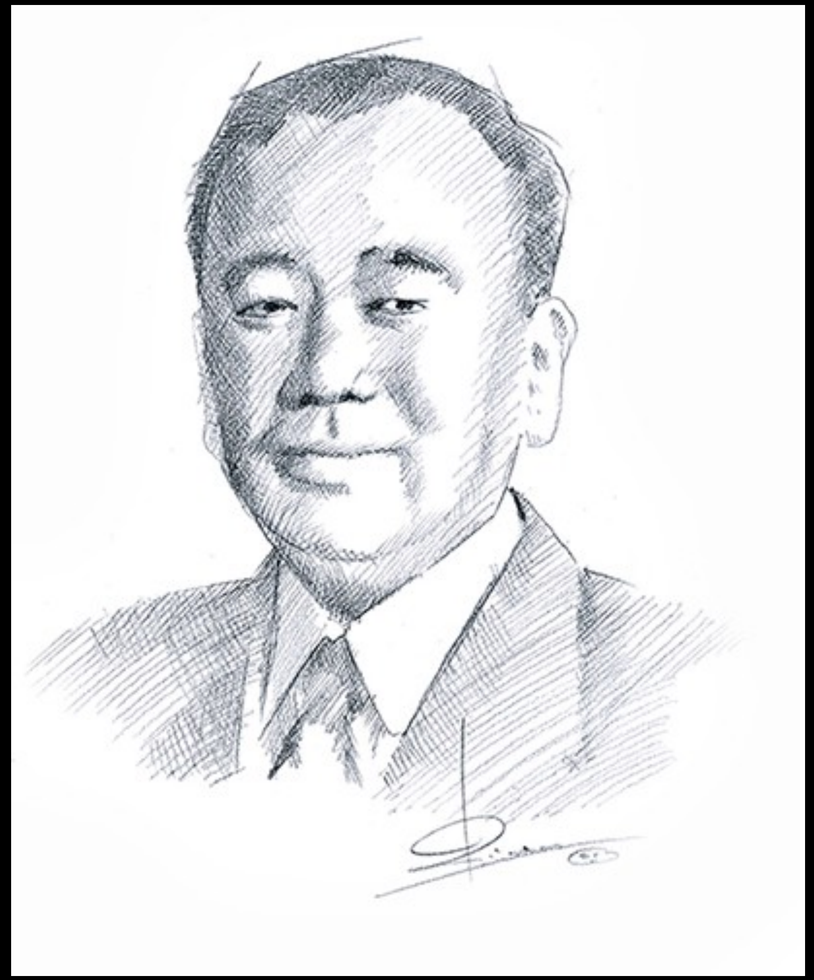
> Dark patterns help increase conversion *short-term*, but can damage company's reputation *irreversibly* long-term. Often there are hidden costs that aren't considered when a solution is implemented: lost in processing returns, cost of support, sales, marketing, renewed acquisition.

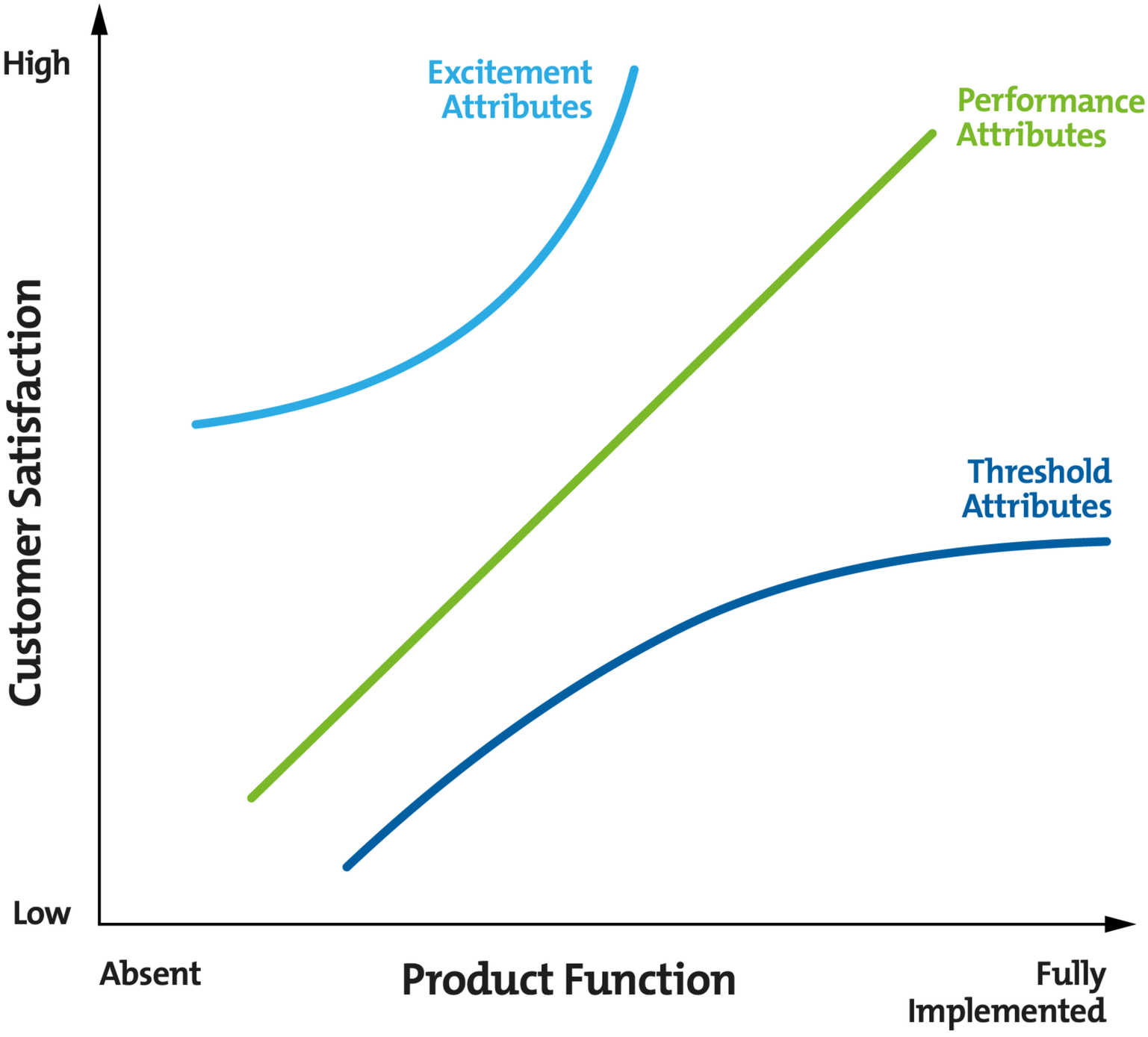
Healthy Business Metrics Mix

Increase!	Conversion rate.
Reduce!	Time to repeat purchase.
Improve!	Accuracy of customer data.
Reduce!	Time to first share.
Reduce!	Time to first purchase.
Reduce!	Time to first upgrade.
Improve!	Custom perf metrics.
Increase!	Life-time value.
Measure!	Sales and marketing costs.
Reduce!	Customer support inquiries.
Reduce!	Confusing encounters per visit.
Reduce!	Negative encounters per visit.
Reduce!	Total cost and ratio of returns.
Reduce!	Ratio of negative reviews.
Reduce!	“Marked as spam” signal.
Increase!	“Turn-around” score.

Noriaki Kano

Professor in University of Tokyo, focused on software quality.

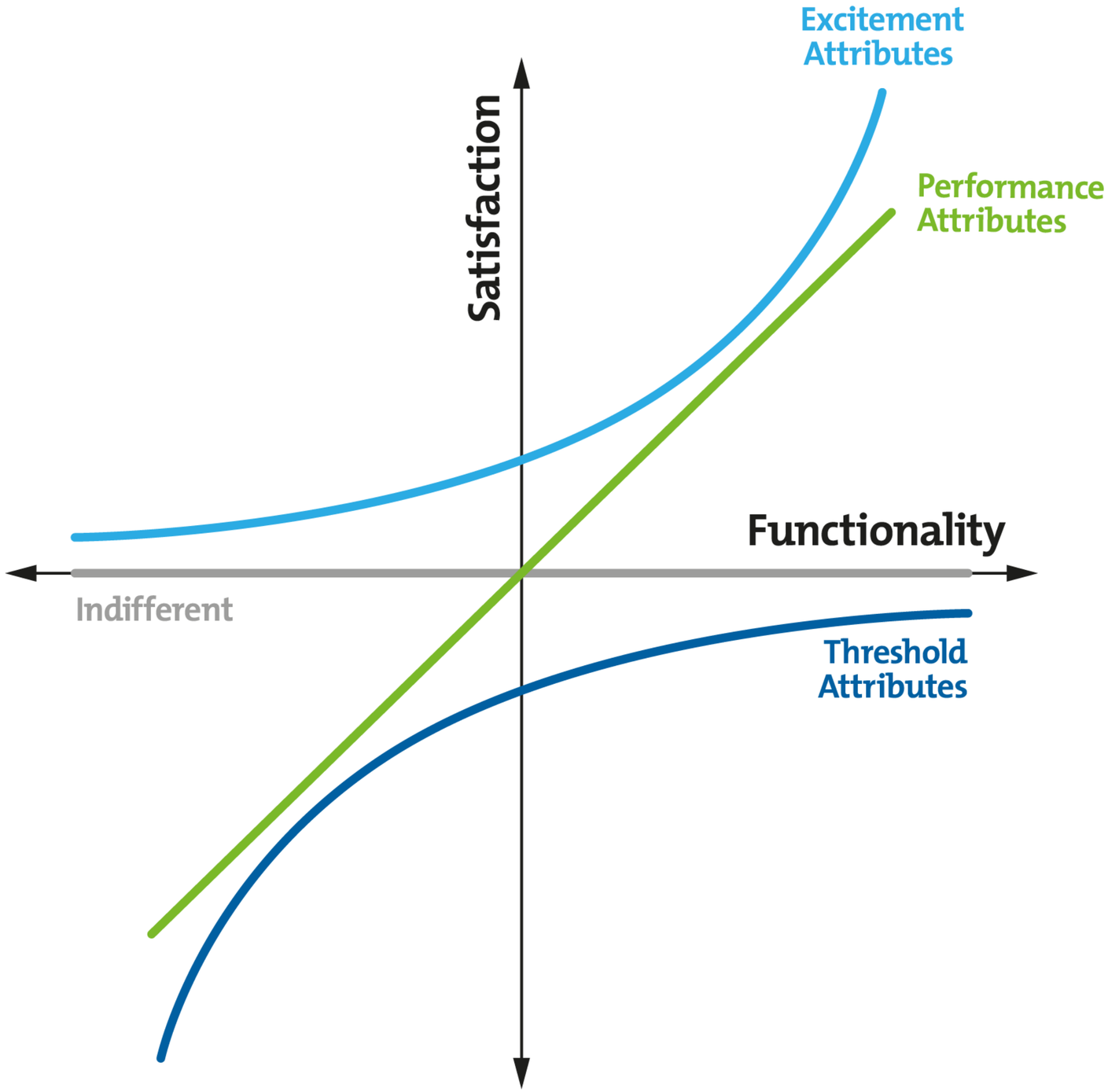


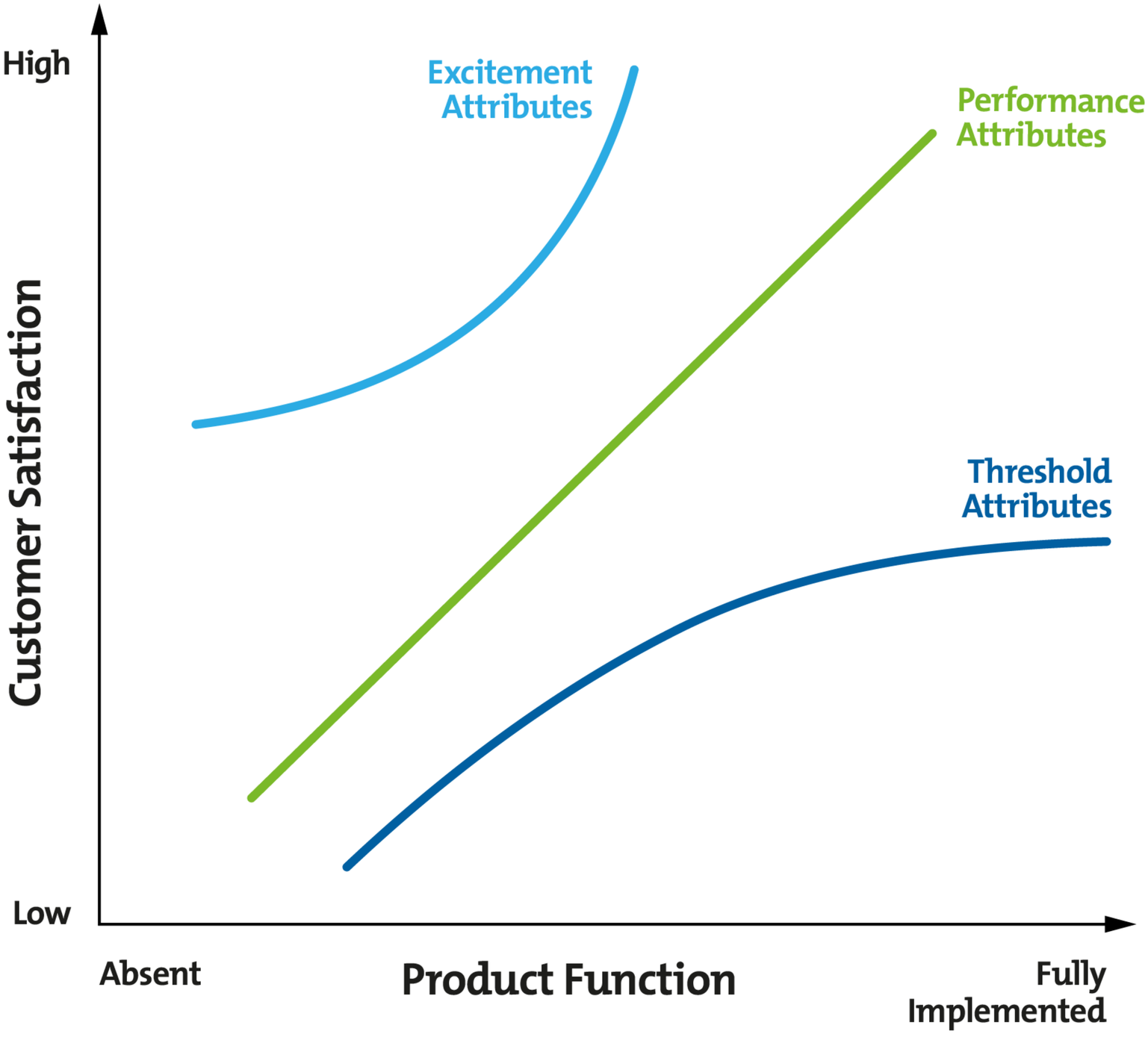

High
Low
Customer Satisfaction
Excitement Attributes
Performance Attributes
Threshold Attributes
Absent
Product Function
Fully Implemented

The Kano Model

- *Threshold* attributes are all about **basics**.
  Basic expectations that customers have.
- *Performance* attributes are all about **satisfying**.
  These are the things customers know they want.
- *Excitement* attributes are all about **delighting**.
  These are the things customers don’t know they want.

Jason Spool, Mindtools, *https://www.mindtools.com/pages/article/newCT_97.htm*


Excitement
Attributes
Performance
Attributes
Satisfaction
Functionality
Indifferent
Threshold
Attributes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Low
Customer Satisfaction
Excitement Attributes
Performance Attributes
Threshold Attributes
Absent
Product Function
Fully Implemented

The Process.

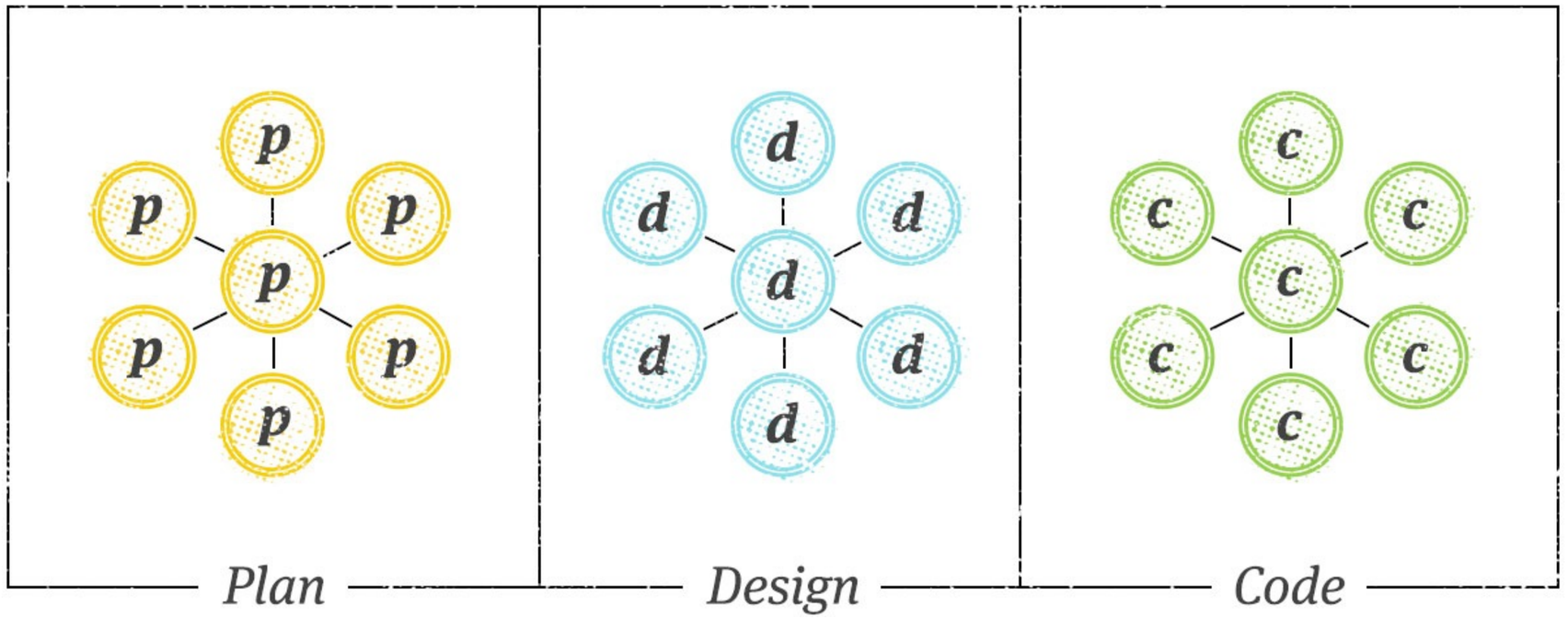
The Process.

We often focus on process and tools,
but often overlook the hard part — *alignment* and design/dev literacy, wild-spread across the organization.

The Process.

Everybody is a designer in the team.

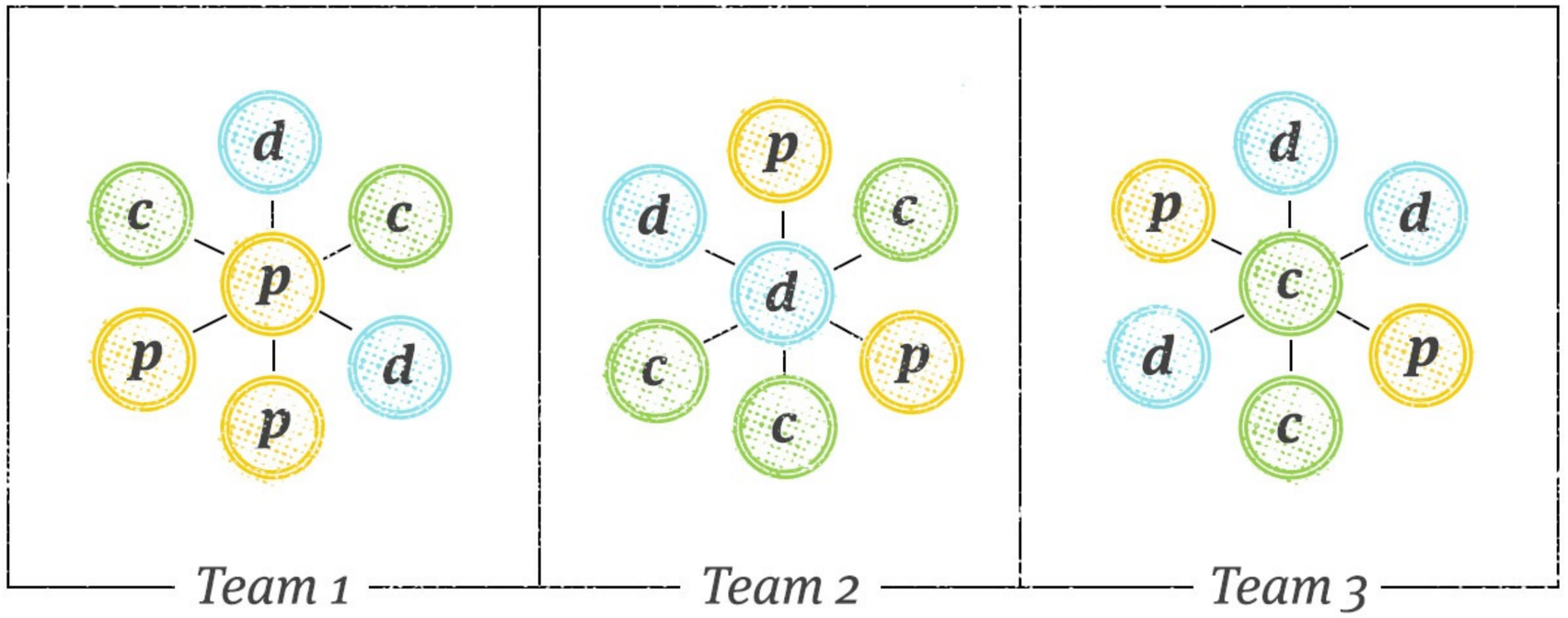
Because everybody on the team makes design decisions, consciously or not. To avoid mistakes, we need to *communicate*.


p
p
p
p
p
p
p
Plan
d
d
d
d
d
d
d
Design
c
c
c
c
c
c
c
Code

Tactical Teams

> Build smaller, tactical teams — teams that are capable of executing multiple rounds of planning, design, and code quickly and *independently*.

Trent Walton, “Reorganization”


d
c
c
p
p
d
p
Team 1
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d
c
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c
Team 2
d
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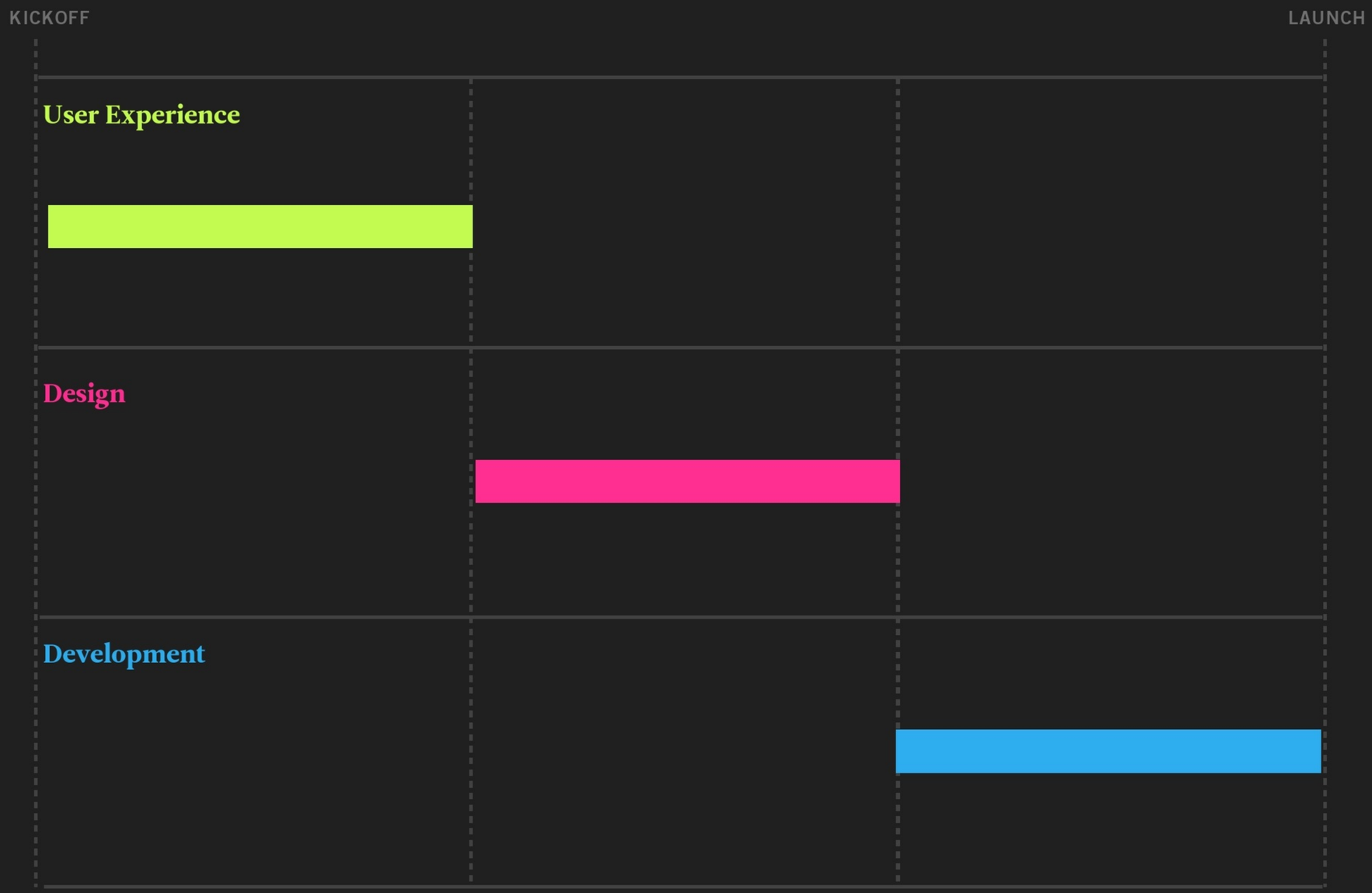
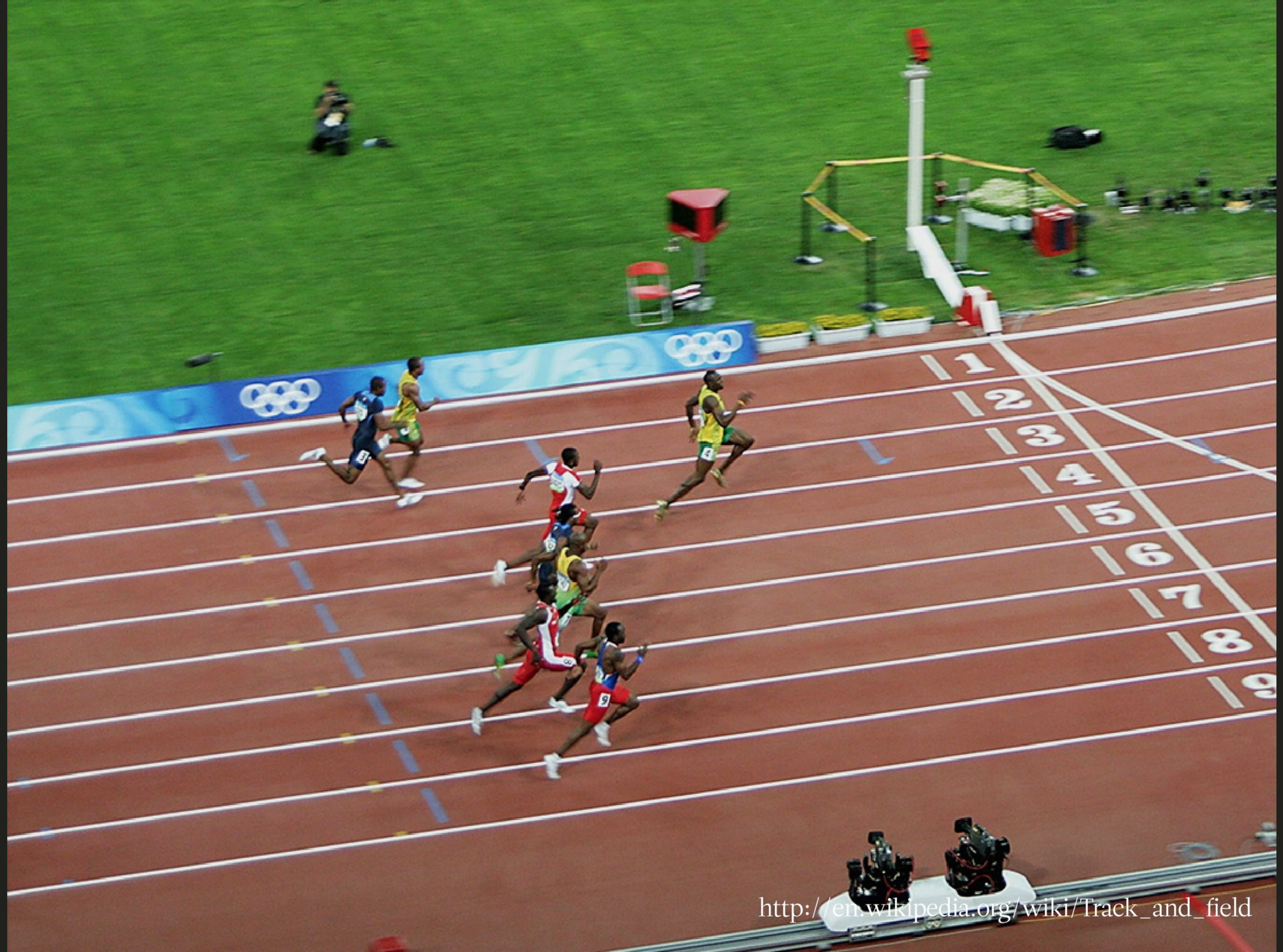
d
c
d
p
c
Team 3

Traditional Waterfall



http://goo.gl/YzvPvL



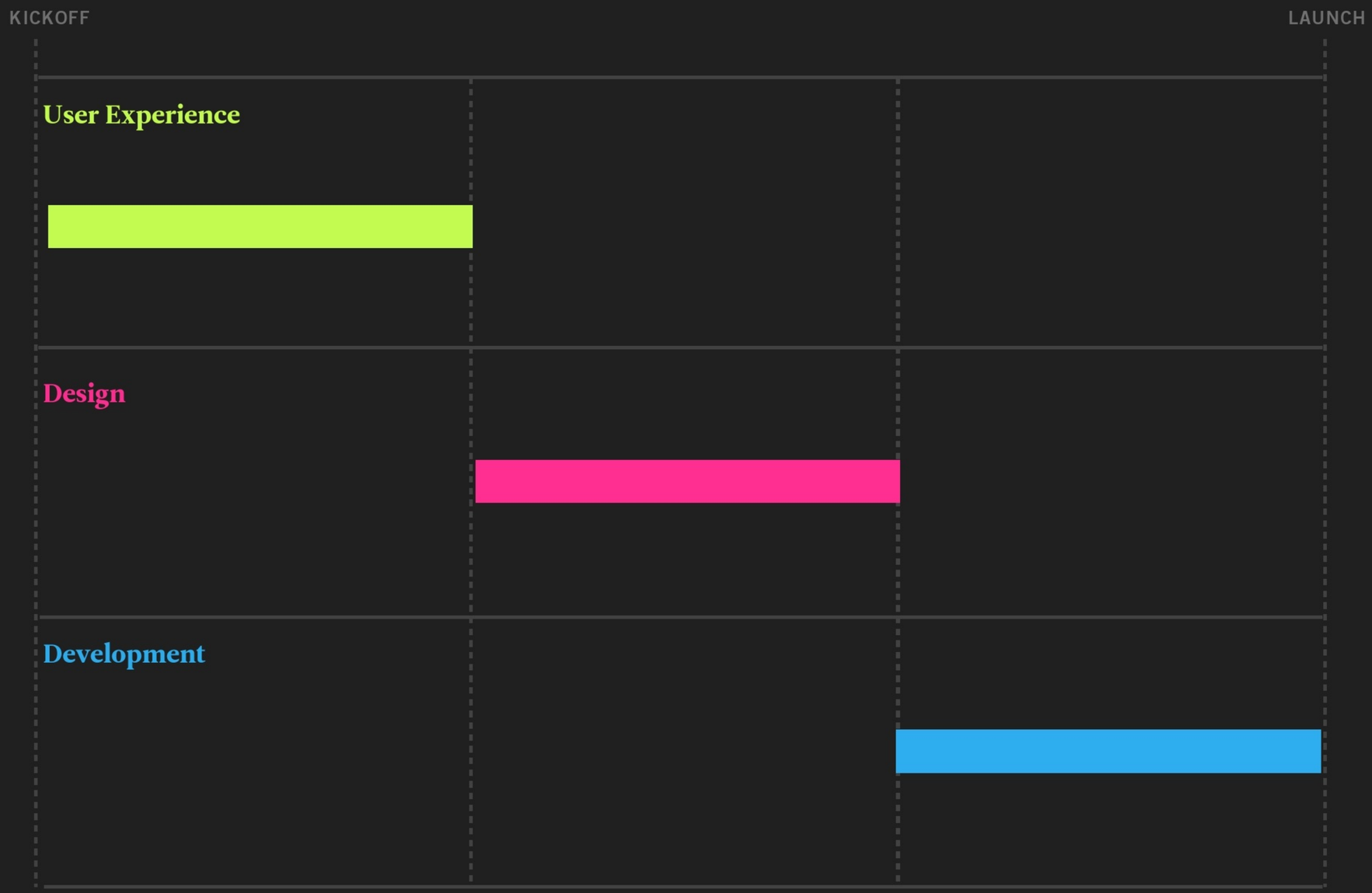
http://en.wikipedia.org/wiki/Track_and_field

IA: Good luck suckers, I’m done my part!
http://en.wikipedia.org/wiki/Track_and_field

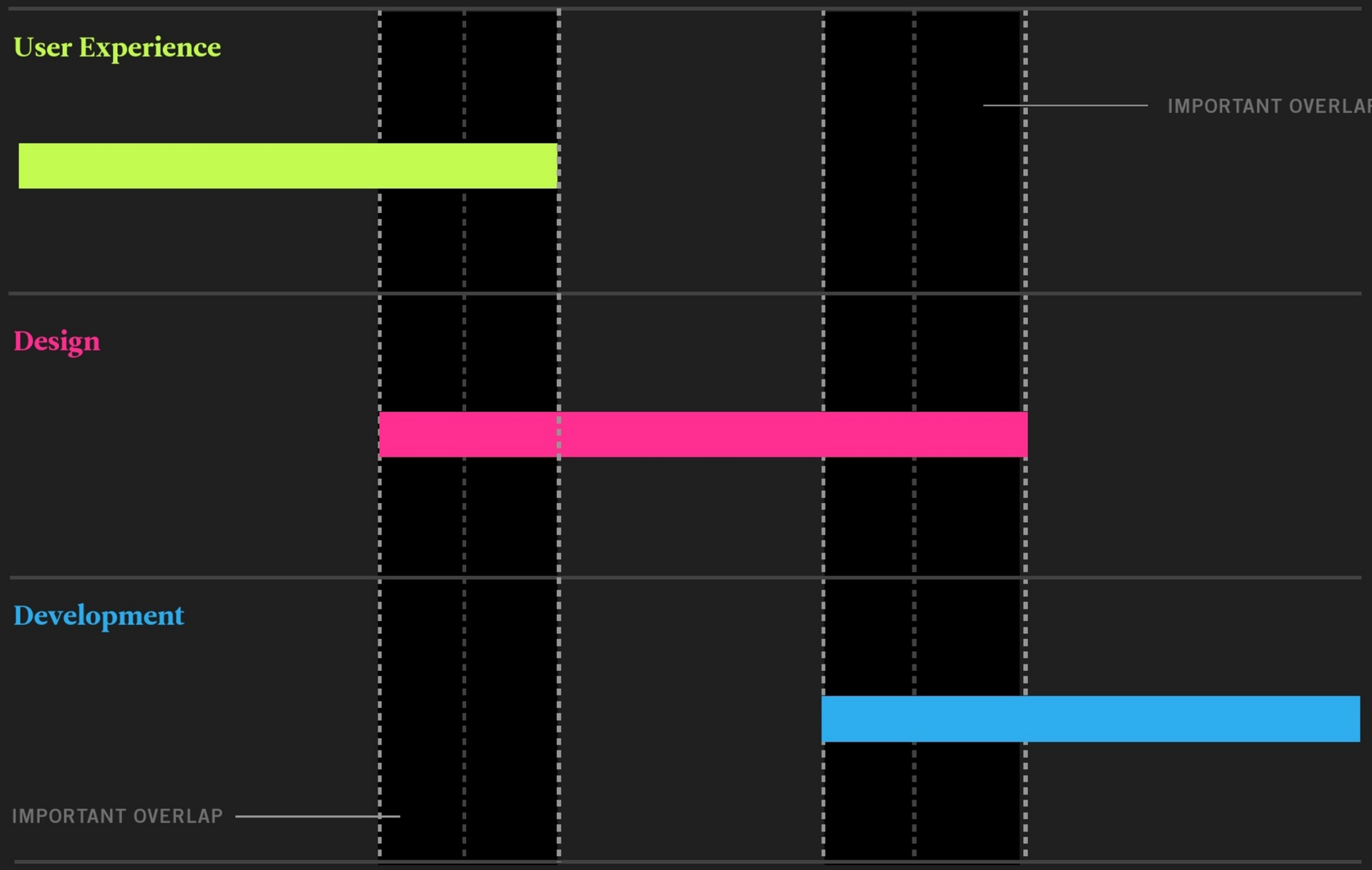
IA:
DESIGNER: My uniform is more stylish!
http://en.wikipedia.org/wiki/Track_and_field

DEVELOPER: ...what sport is this?
IA:
DESIGNER
http://en.wikipedia.org/wiki/Track_and_field

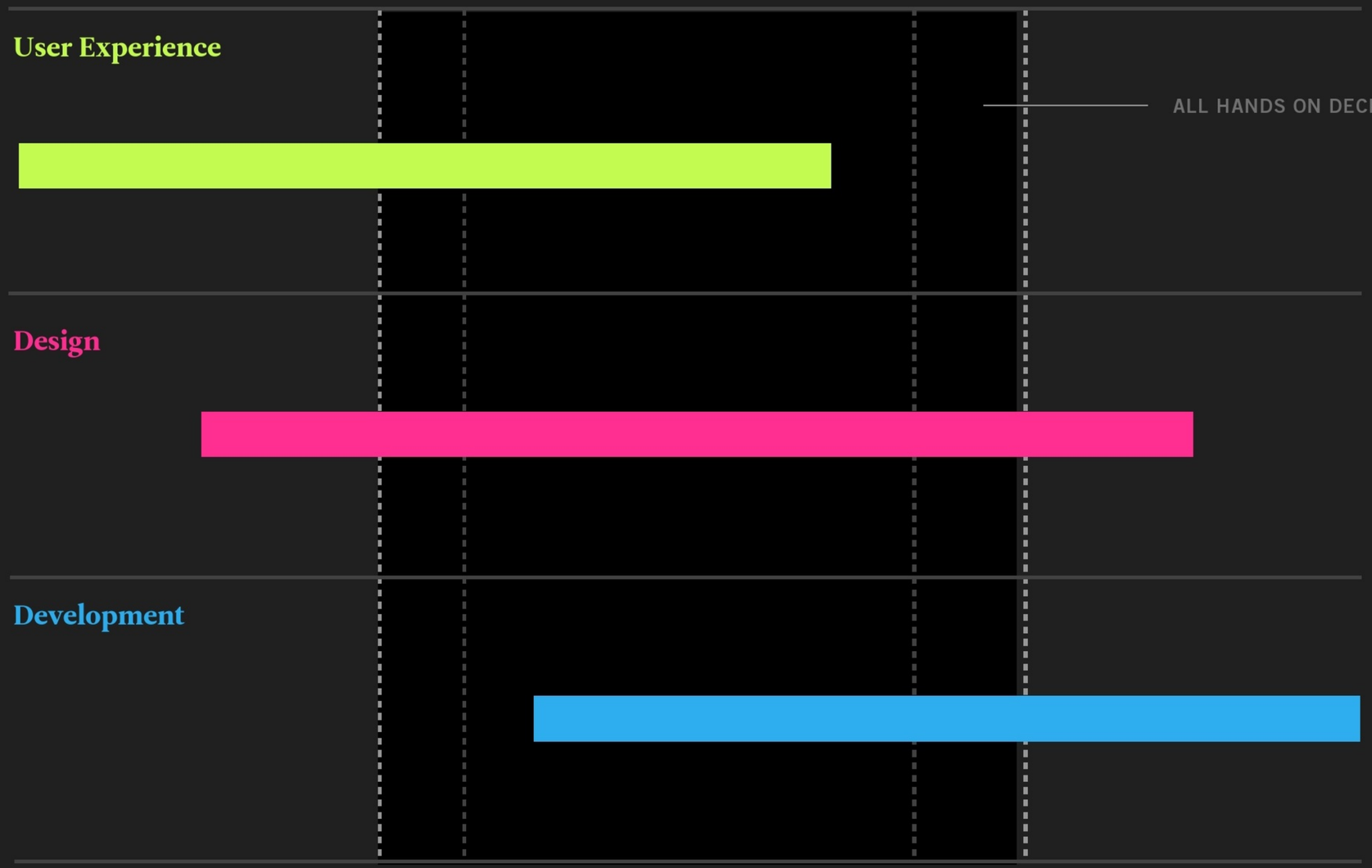
Traditional Waterfall



1 Passing the Baton

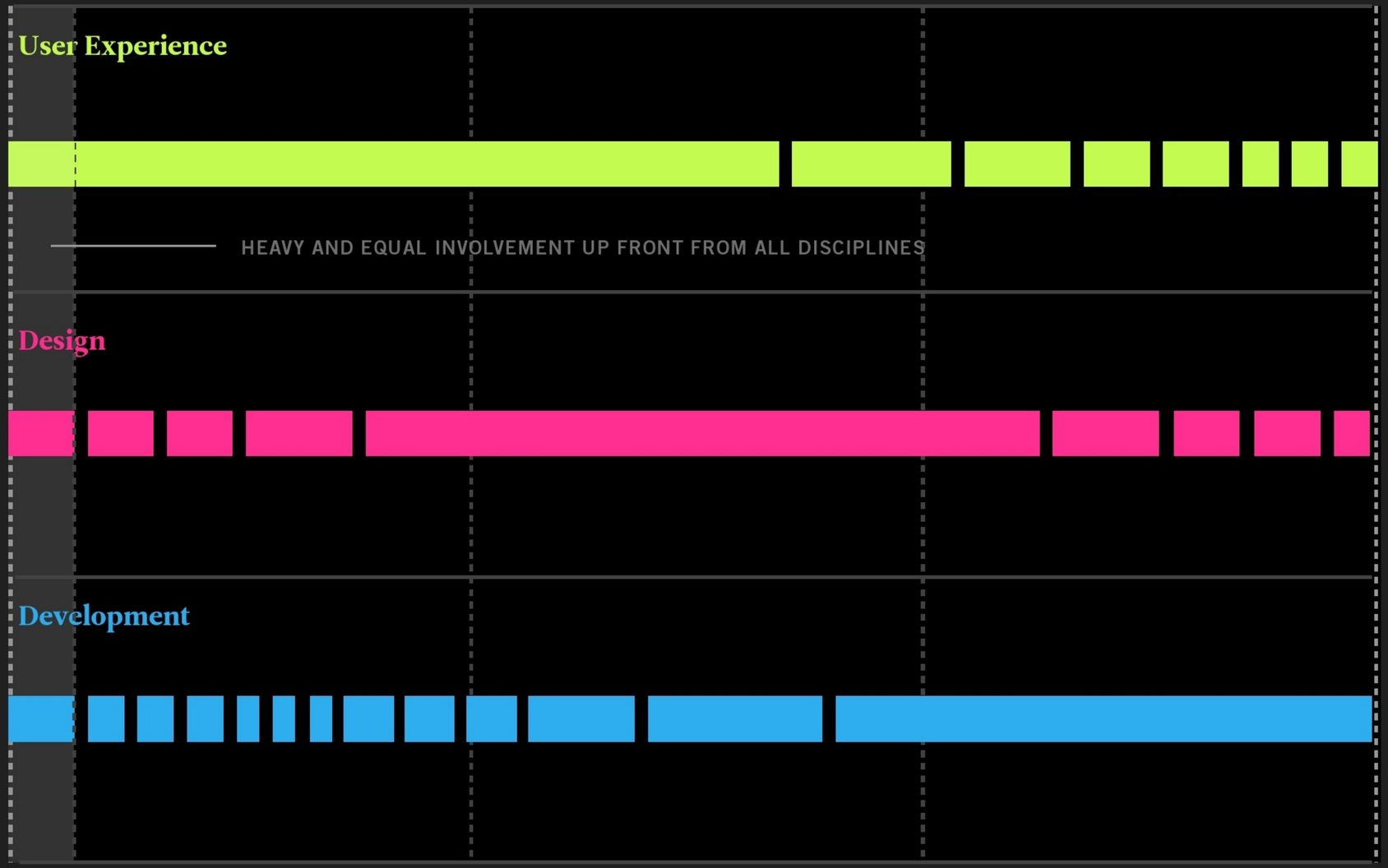


2 More together time

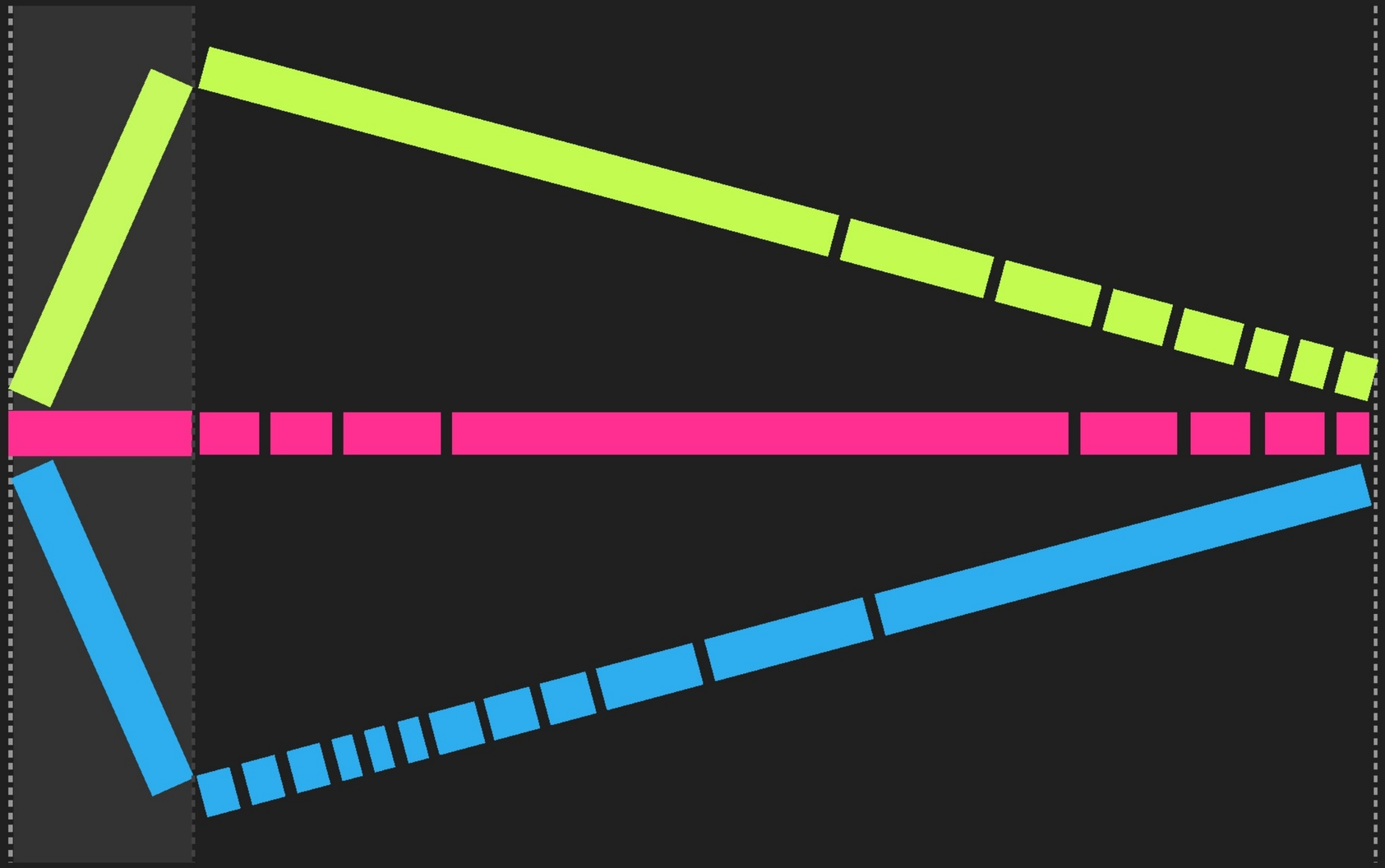


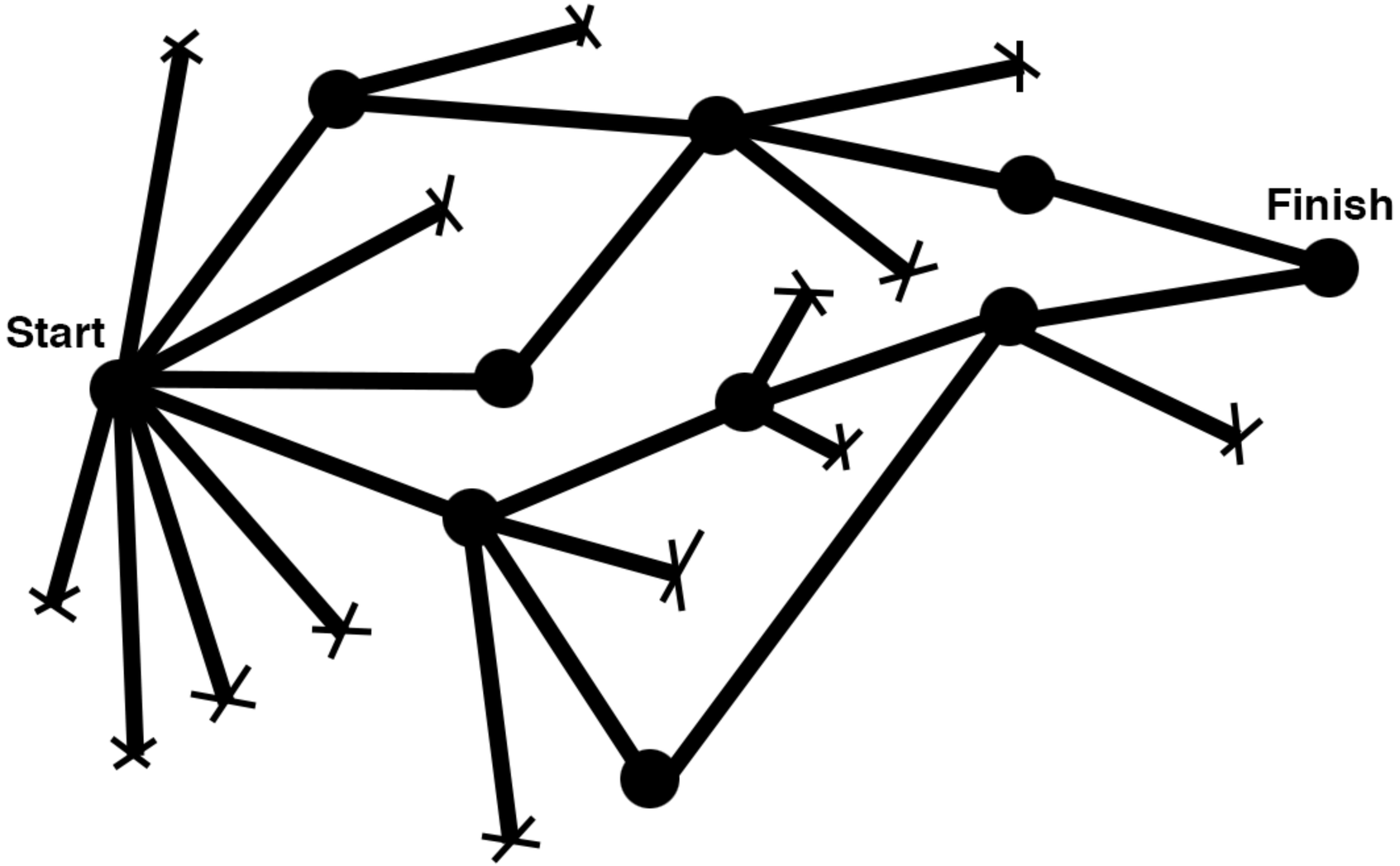
3 Maximum Involvement

4 Appropriate Tapering



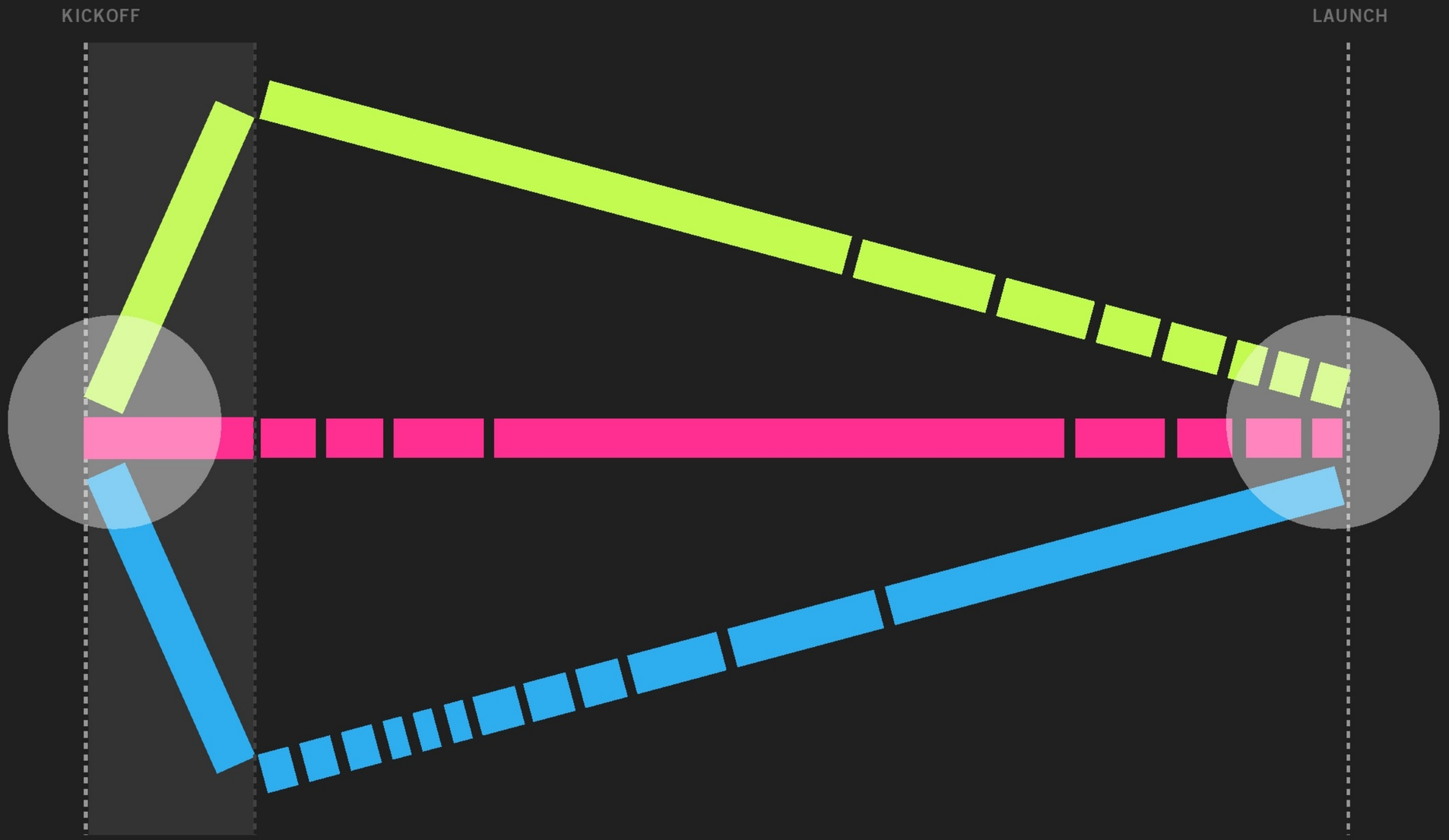
5 Focal Points



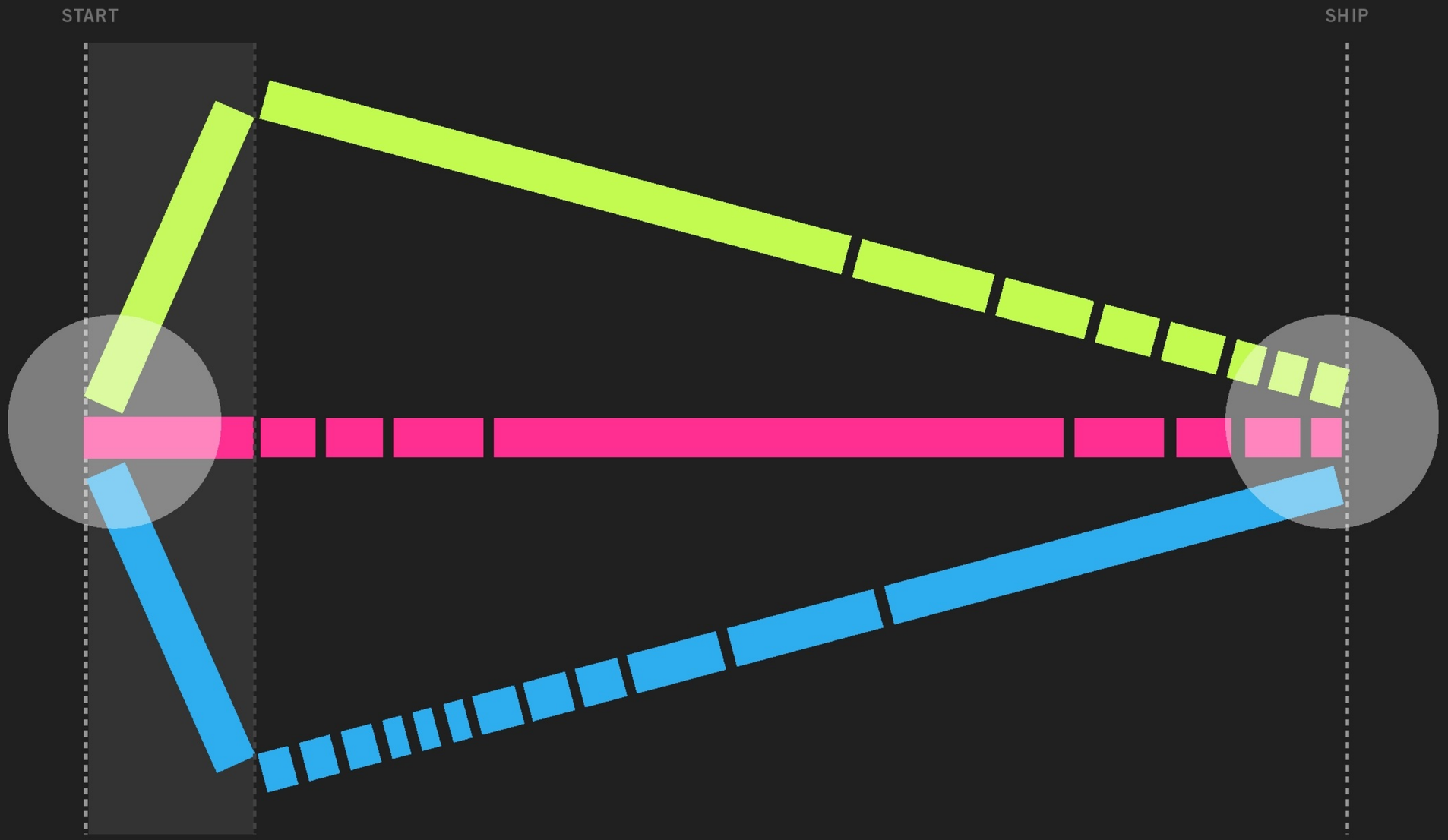


↬ **Julie Zhuo**, *https://medium.com/the-year-of-the-looking-glass/junior-designers-vs-senior-designers-fbe483d3b51e*

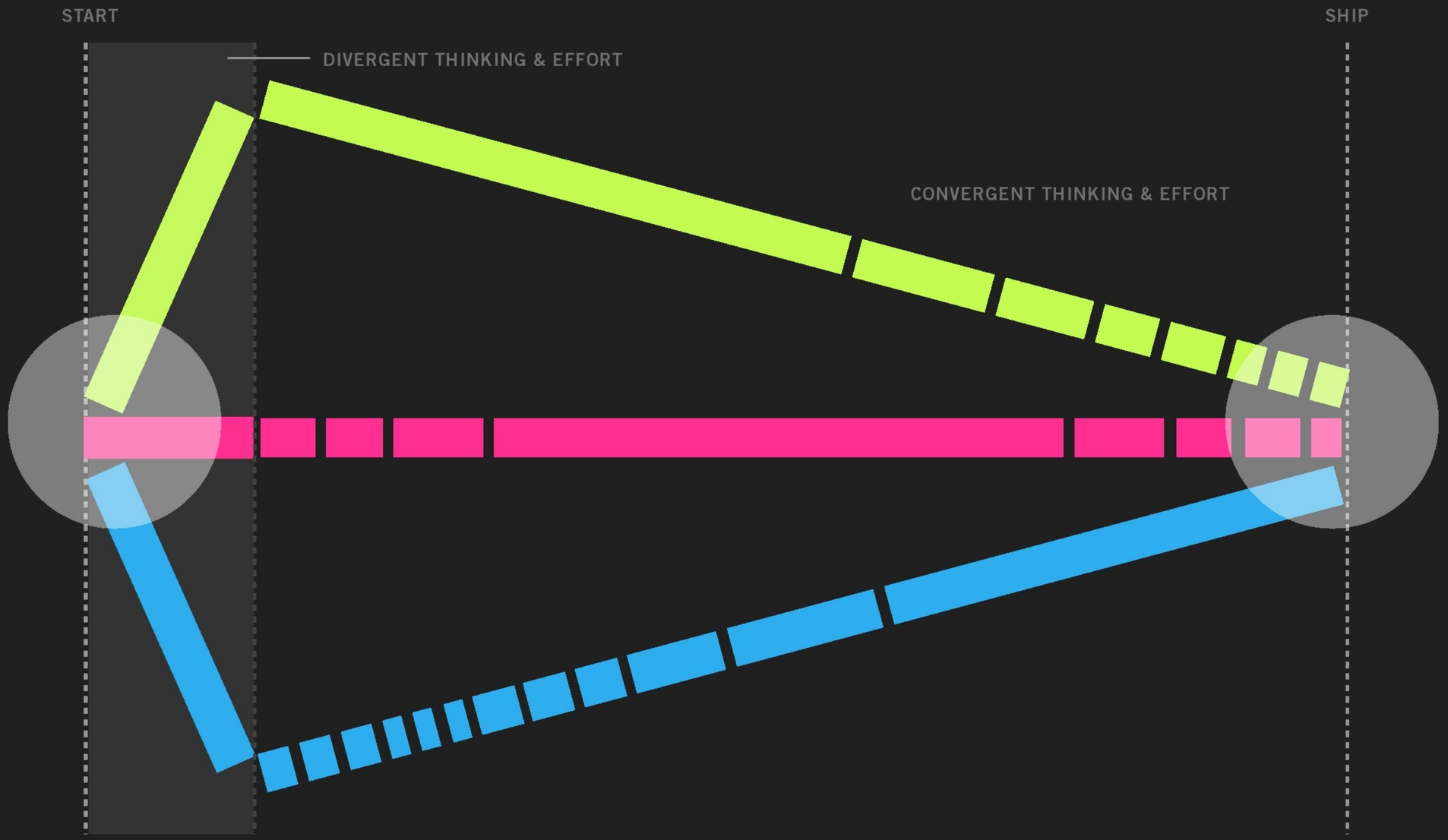
5 Focal Points



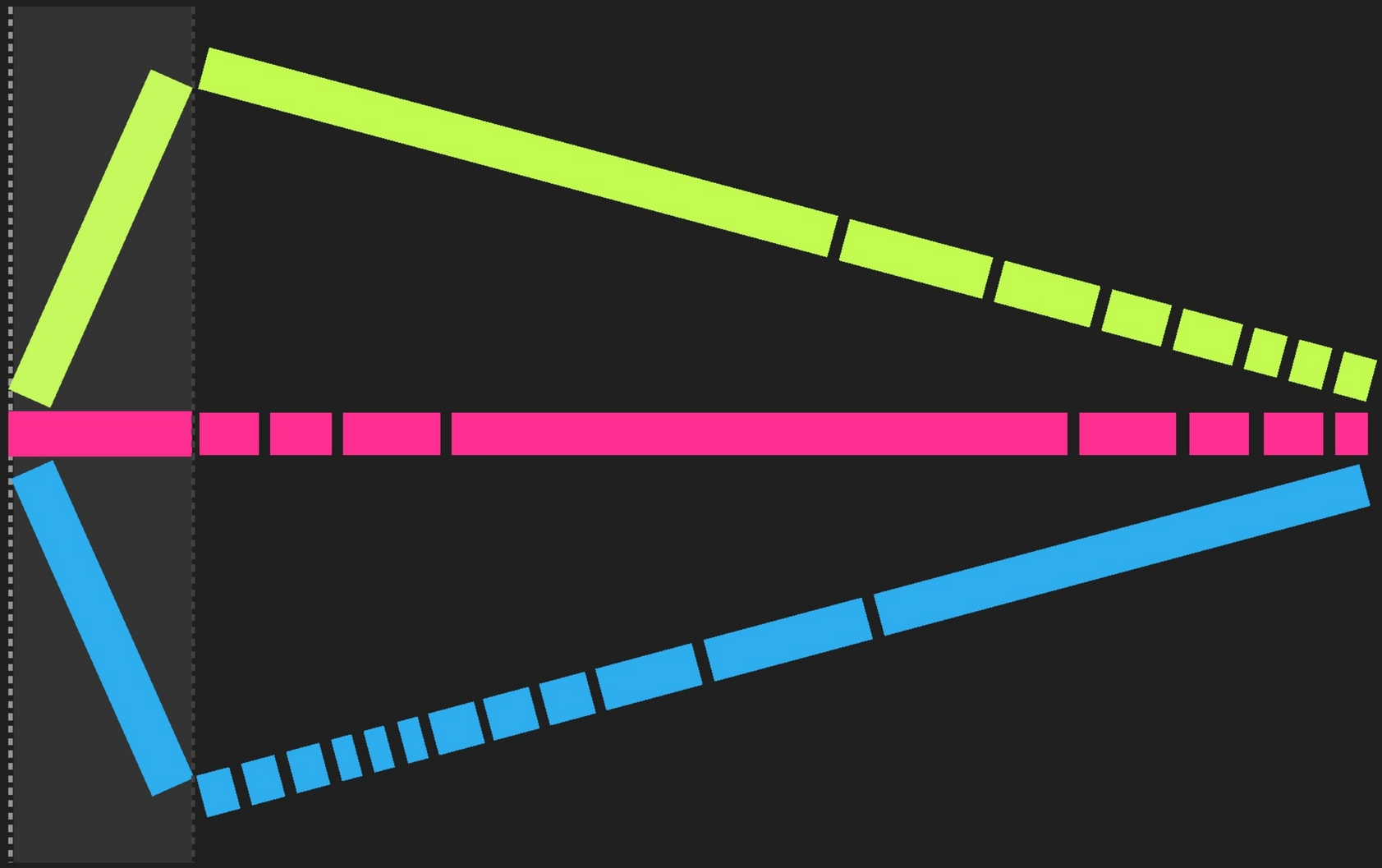
5 Focal Points



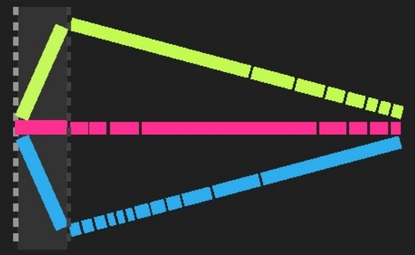
5 Focal Points



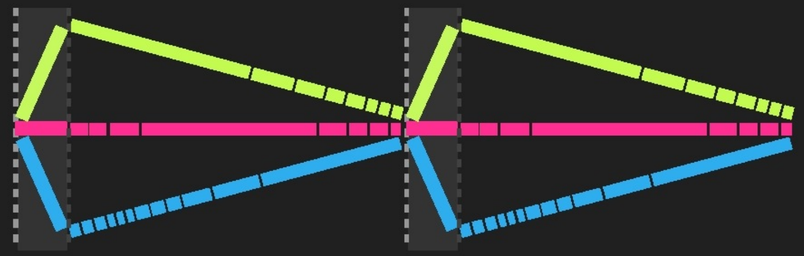
5 Focal Points



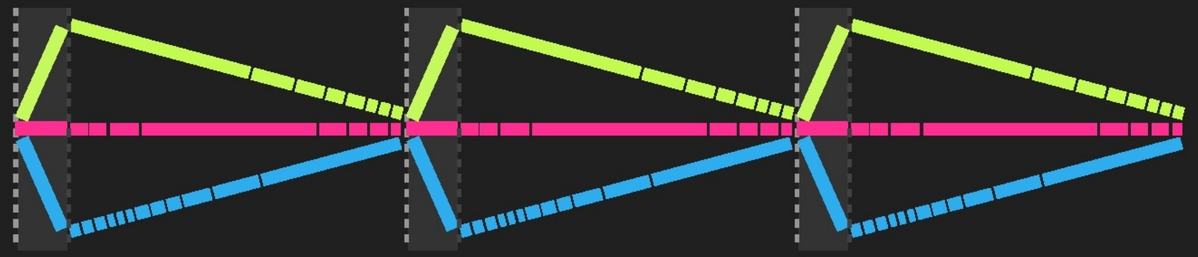
6 Rinse & Repeat



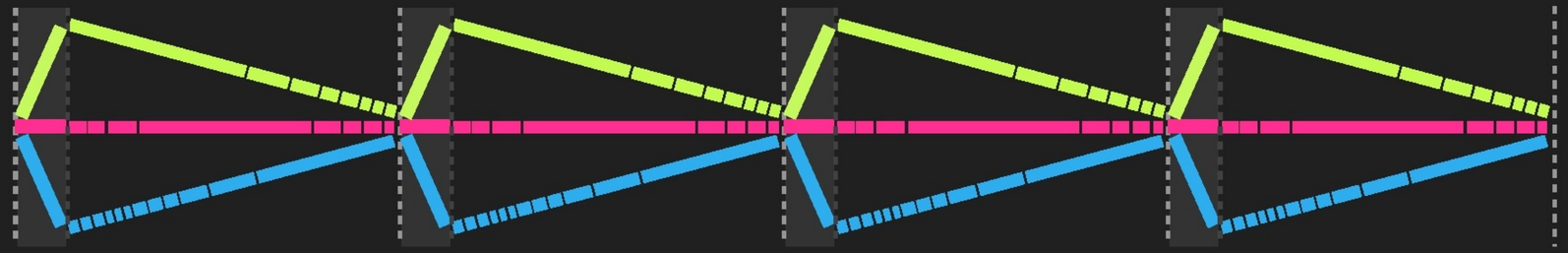
6 Rinse & Repeat



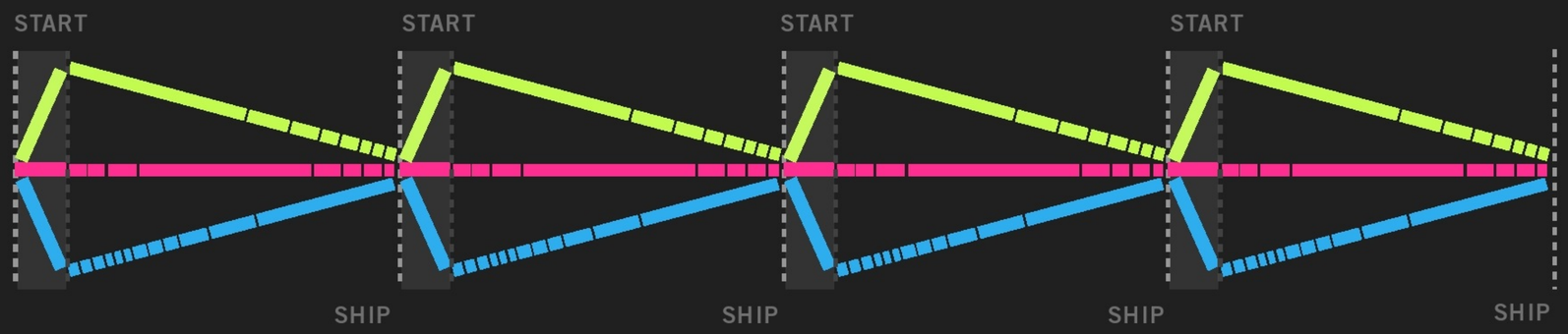
6 Rinse & Repeat



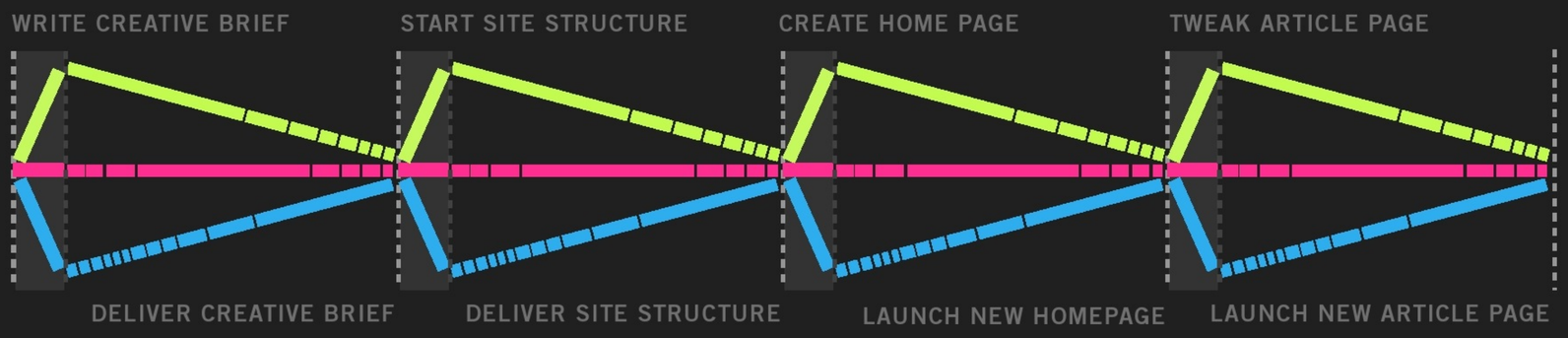
6 Rinse & Repeat



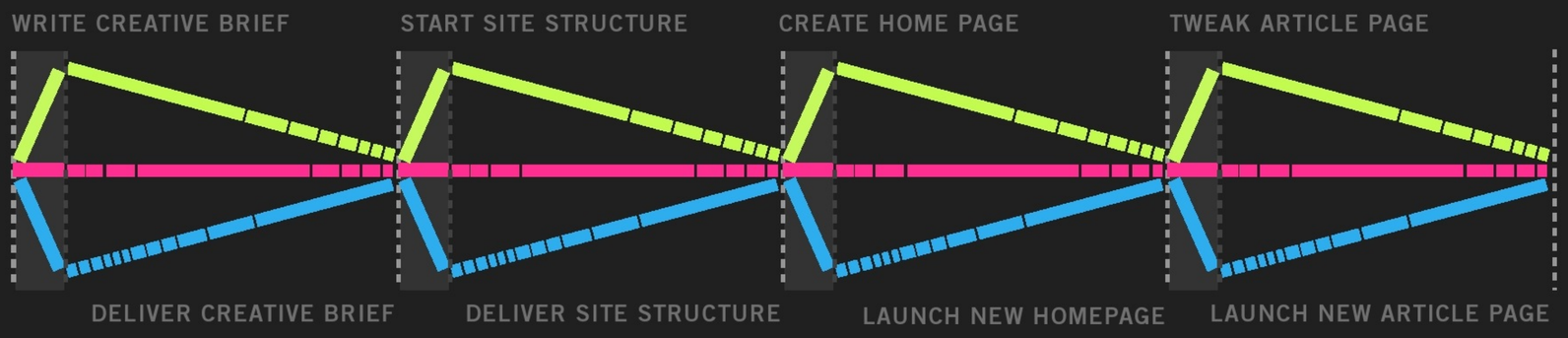
6 Rinse & Repeat



6 Rinse & Repeat



Traditional Agile

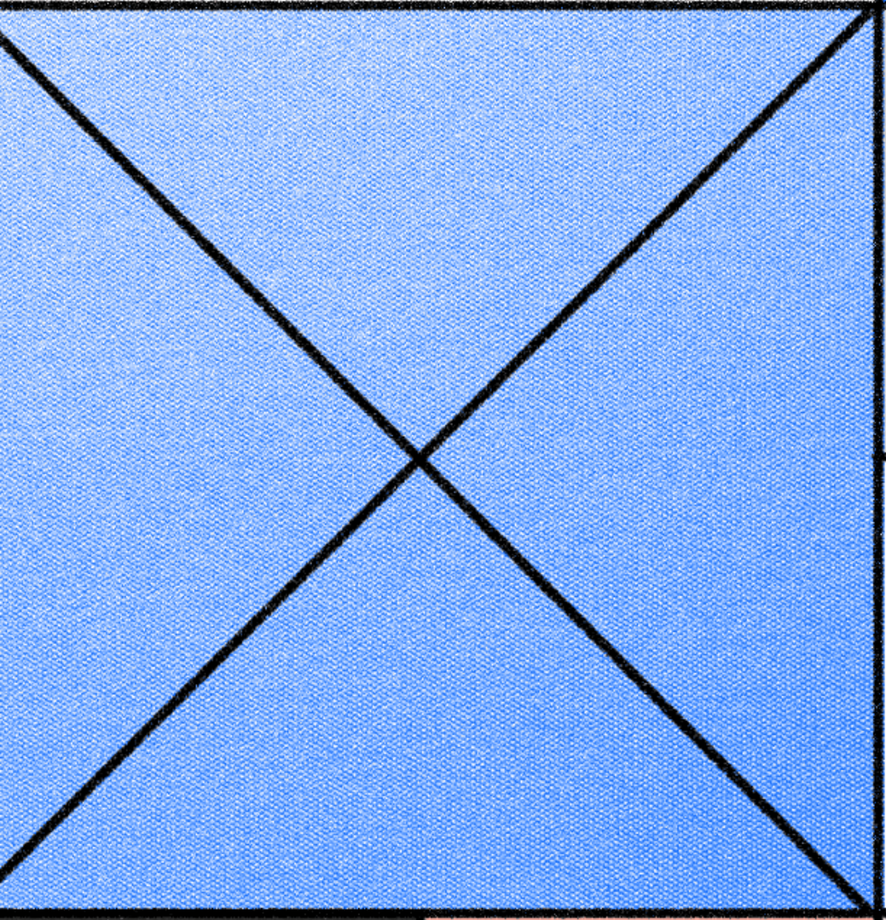


Good people.

Text First.

[headline]

[cta]



[bodycopy]

[disclaimer]

[subhead]

```
# Smashing Shop
  Quality books for designers who care about their craft.

## Navigation
- [ Sign in / Register ] [ Shopping Cart ]
- [ Search ]
- [ Shop ] - [ Magazine ] - [ Books ] - [ Library ] - [ Events ]

## Your account
  Hey John, thanks for your kind support. Just like that, you've
  got 130 eBooks on one swoop — that's pretty smashing, isn't it?
  [You can download the whole Library](https://signalvnoise.com/
  posts/3801-writing-first-design) right away.

- [ Avatar image ] [ Customer's first name ]
- [ Edit Addresses ] [ Log out ]
- [ To the shopping cart → ] [ Boo-yah! Let's go shopping! ]

## Micro interactions experiments
```

- [Search]
- [Shop] - [Magazine] - [Books] - [Library] - [Events]

Your account

Hey John, thanks for your kind support. Just like that, you've got 130 eBooks on one swoop — that's pretty smashing, isn't it? [You can download the whole Library](https://signalvnoise.com/posts/3801-writing-first-design) right away.

- [Avatar image] [Customer's first name]
- [Edit Addresses] [Log out]
- [To the shopping cart →] [Boo-yah! Let's go shopping!]

Micro interactions experiments

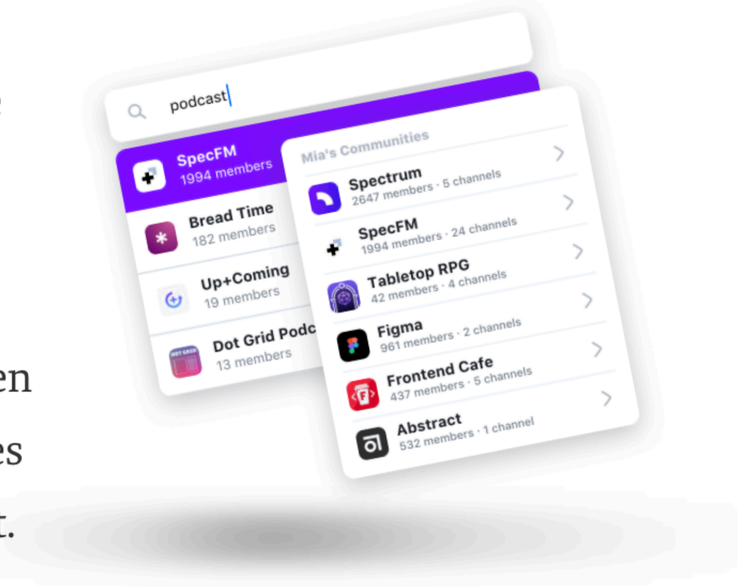
Are you sure you want to delete that file?
[Yes, I'm sure] [Never mind]

Deleting this file will remove it permanently. Are you sure?
[Yes, delete it] [No, cancel]

The place we call home.

Some people stay friends for a while, others forever. We take pride in our new *Spectrum community channel*, with curated discussions and regular *ask-me-anything*-sessions.

We're just setting it up, so watch out here for updates of when it's live. For us, it's a lovely lil' place to meet friends, colleagues and like-minded folks. It's a place to be respectful and honest. Embrace authenticity and diversity. Connect and help others.



Our cool and friendly Smashing community will hang out at Spectrum.

Shipping Address — You are entitled for FREE shipping!

First name

⚠️ No Cat is an island.

Last name

⚠️ Tiger is a common Cat's last name.

Country

⚠️ Uh-oh! Where in the world are you located?

Postal code

⚠️ Also known as ZIP code.

City

⚠️ Probably the best place in the world if you live there!

Street address

⚠️ No imaginary addresses, please!

App / Suite (optional)

Payments modal [final copy]

Last updated: December 20, 2017
UX Writer: @Andrea D
v01: December 14, 2017
v02: December 17, 2017

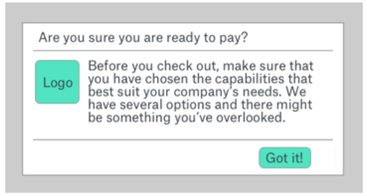
Relevant docs:

- Project overview
- Research findings
- Design spec

Style notes:

- Tone is friendly and informal, since the modal can be dismissed and is optional.
- No SEO keywords required.
- CTA should be *Got it!* — sentence case, with exclamation mark (not italics)

Project Notes:
Ask users to consider which capabilities they want before finalizing payment. Our hypothesis is that if users are reminded that they might need a new SuperTool, they'll be more likely to buy a new one before they purchase their ToolFood.



	Current copy	Final copy	Copy explorations
H1	Are you sure you are ready to pay?	One last thing...	Before you go Everything look good? Last question One more thing
Body	Before you check out, make sure that you have chosen the capabilities that best suit your company's needs. We might have several options and there might be something you've overlooked.	Before you pay, double-check your SuperTools. If you've upgraded recently, you might need a new one. We'd hate for you to be left behind in SuperLandly.	... check your SuperTools list, next to your avatar. ...We want to make sure you're getting the best possible SuperLandly experience possible. ... If you're using v10.2, you'll need to add a ViniTator.
CTA	Got it!	Got it!	(Do not change)

Payments modal [final copy]

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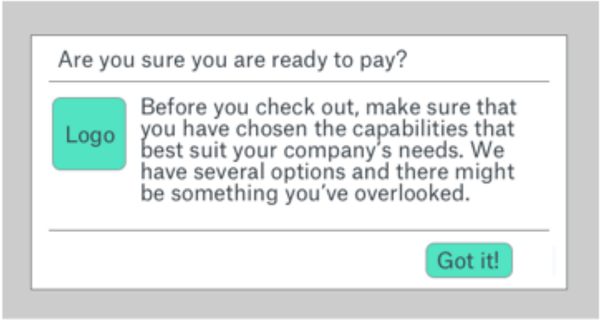

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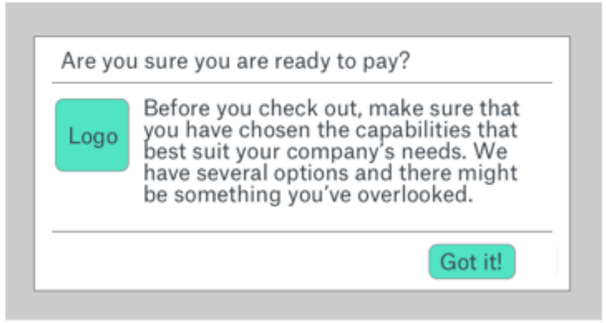

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Smart Responsive Design Patterns, Or When Off-Canvas Isn’t Good Enough

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Smart Responsive Design Patterns, Or When Off-Canvas Isn’t Good Enough

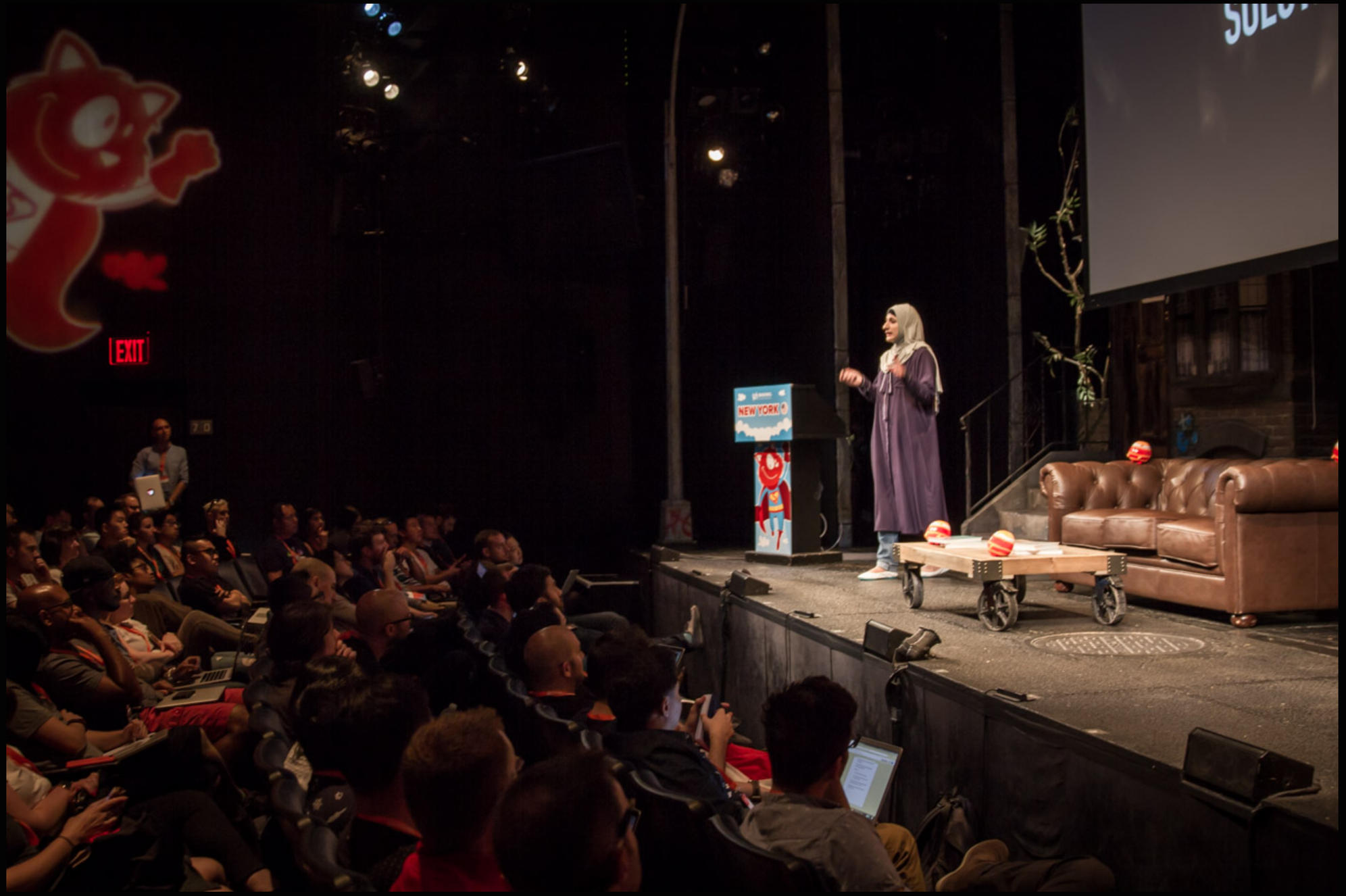
This typeface.

Elena

That typeface.

Mija

FatDUX

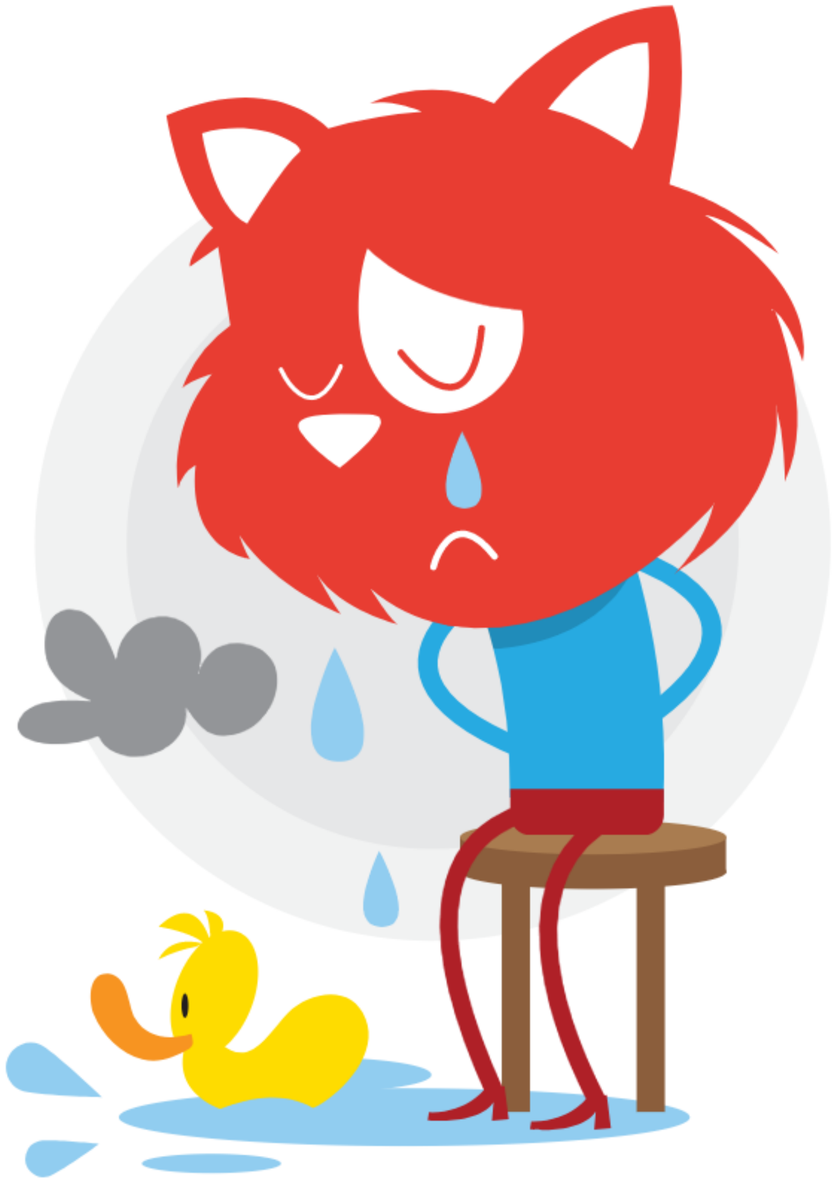

EXIT
NEW YORK

FOO FIGHTERS
(LEARN TO FLY)
Run and tell all of the clients
This could take all night
Think I need a Dev to help me get things right
Test page at a new resolution
'Cause this one is awry
We sat around scratching our heads, and wondering why.
Now I'm looking for a tip to save me
Testing out the width and height,
Looking for a break point to help me get it right.
Now I'm looking for a Smashing Conference
SMASHING

WELCOME
SAN FRANCISCO

OK

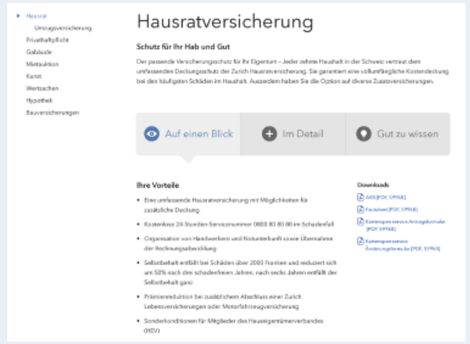
SMASHING
MAGAZINE



Behavior Diagram.

Responsive Layout Behavior

created by Cambridge Technology Partners

		min-size	xs2s (xs-max)	s2m (s-max)	m2l (m-max)	l2xl (l-max)	xl2xxl (xl-max)	max-size
		xs	small	medium	large	x-large	xx-large	
header		menu	collapsible		full with fly-outs			
home		home	stacked		two-column			
key visual		full outer content-width	ratio 5:2		ratio 5:1			
content w/ sub menu		content	one-column	three-column	three-column (of four, due to shown sub menu)			
		images	one-column	half-column	one-column			
		sub menu	hidden		shown			
footer		links	one-column	three-column	four-column			
		bottom line	one-column		two-column			

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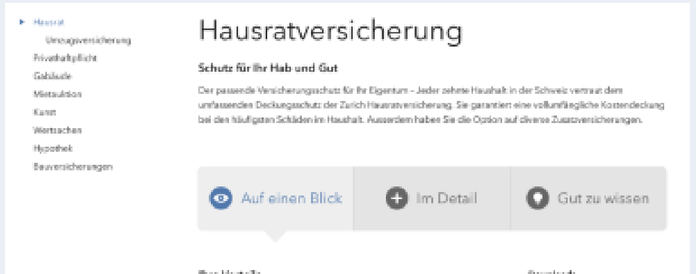
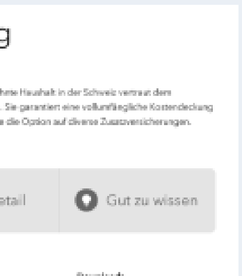
Responsive Layout Behavior

created by Cambridge Technology Partners

			min-size	xs	xs2s (xs-max)	small	s2m (s-max)	medium	m2l (m-max)	large	l2xl (l-max)
header		menu			collapsible						
home		home			stacked			two-column			
key visual		full outer content-width			ratio 5:2			ratio 5			
content w/ sub menu		content			one-column			three-column		three-column	
		images			one-column		half-column			one-column	

ehavior

e



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menu				collapsible				full with fly-outs					
home				stacked				two-column					
full outer content-width				ratio 5:2				ratio 5:1					
content				one-column		three-column		three-column (of four, due to shown sub menu)					
images				one-column		half-column		one-column					

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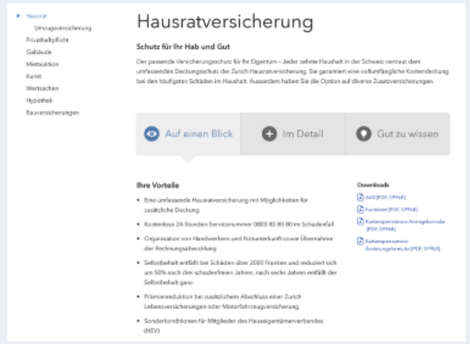
		xs	small	medium	large	x-large	xx-large	
header		menu	collapsible		full with fly-outs			
home		home	stacked		two-column			
key visual		full outer content-width	ratio 5:2		ratio 5:1			
content w/ sub menu		content	one-column	three-column	three-column (of four, due to shown sub menu)			
		images	one-column	half-column	one-column			
		sub menu	hidden		shown			
footer		links	one-column	three-column	four-column			
		bottom line	one-column		two-column			

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Responsive Layout Behavior

created by Cambridge Technology Partners

		min-size	xs2s (xs-max)	s2m (s-max)	m2l (m-max)	l2xl (l-max)	xl2xxl (xl-max)	max-size
		xs	small	medium	large	x-large	xx-large	
header		menu	collapsible		full with fly-outs			
home		home	stacked		two-column			
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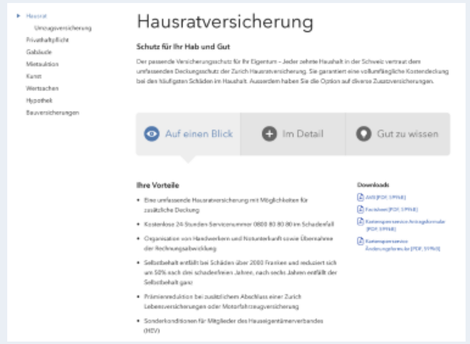
content w/ sub menu		content	one-column	three-column	three-column (of four, due to shown sub menu)			
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footer		links	one-column	three-column	four-column			
		bottom line	one-column		two-column			

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Webseiten
bauen bei sipgate
Alle Webseiten, die zur Marke sipgate gehören, bauen wir im Holodeck. So nennen wir die Integration unserer Pattern Library in Wordpress. Das Holodeck enthält über 40 Patterns, aus denen man sich seine Webseite zusammenklicken kann. Jedes Pattern erfüllt einen ganz bestimmten Zweck. Genau so, wie auch jede Seite einen ganz bestimmten Zweck erfüllen soll. Und deswegen fangen wir auch immer damit an:
Den Zweck der Seite klären
Pattern-Auswahl treffen und Wireframe erstellen
3. Content kreieren
Wenn das Wireframe steht, kann man die Seite mit Leben füllen. Mit welchen Worten können wir unsere Geschichte am besten erzählen? Welche Bilder unterstützen unsere Aussagen? Das macht man am besten direkt im Holodeck. So sieht man sofort, wie sich der Inhalt auf der Webseite verhält. Loggt euch dazu einfach auf eurer Seite unter /holodeck mit eurem Google-Account ein. (Beispiel: sipgateteam.de/holodeck)
Deutsche Ortsrufnummern
Nehmen Sie Ihre aktuellen Rufnummern zu sipgate mit oder buchen Sie neue Rufnummern - ganz einfach.
stage-cta
stage-video-with-text
stage-video
stage-products
Telefonie für zu Hause, unterwegs und das Büro.
features
features-list
Wir sind sipgate
step-by-step
facts
facts-with-intro
facts-list
DEPRECATED
LONG COPY
TEASER
TRUST
SIPGATE PATTERN LIBRARY
BILDER
PRICING
CALL TO ACTION/ KONTAKT
FORMULARE
FILTER
TRENNER
ANKER-LINK
Zeigen Sie Nähe zu Ihren Kunden
Wählen Sie ein Produkt
Drei von über 15.000 Firmenkunden
DEPRECATED

PATTERNNAME

teaser-visualized

ZWECK

Anteasern mit Hilfe eines Icons von weiterführendem Content, der auf einer anderen Seite liegt

ANPASSUNGSMÖGLICHKEITEN

- Section-Headline

PATTERNNAME

quote

ZWECK

Darstellung eines Zitats mit Angaben zum Zitatgeber

ANPASSUNGSMÖGLICHKEITEN

- Section-Backgroundcolor

Zu unserer Anfangszeit hat uns sipgate team sofort erreichbar und flexibel gemacht. Die Rufnummernzuteilung erfolgte quasi sofort. Neuen Kollegen

trust in time UG – Marcel Schrepel

der Schlüssel zu Dingen, die kein anderer Anbieter

Zu unserer Anfangszeit hat uns sipgate team sofort erreichbar und flexibel gemacht. Die Rufnummernzuteilung erfolgte quasi sofort. Neuen Kollegen

trust in time UG – Marcel Schrepel

PATTERNNAME

gallery

ZWECK

Darstellung von Bildern in einem Raster

ANPASSUNGSMÖGLICHKEITEN

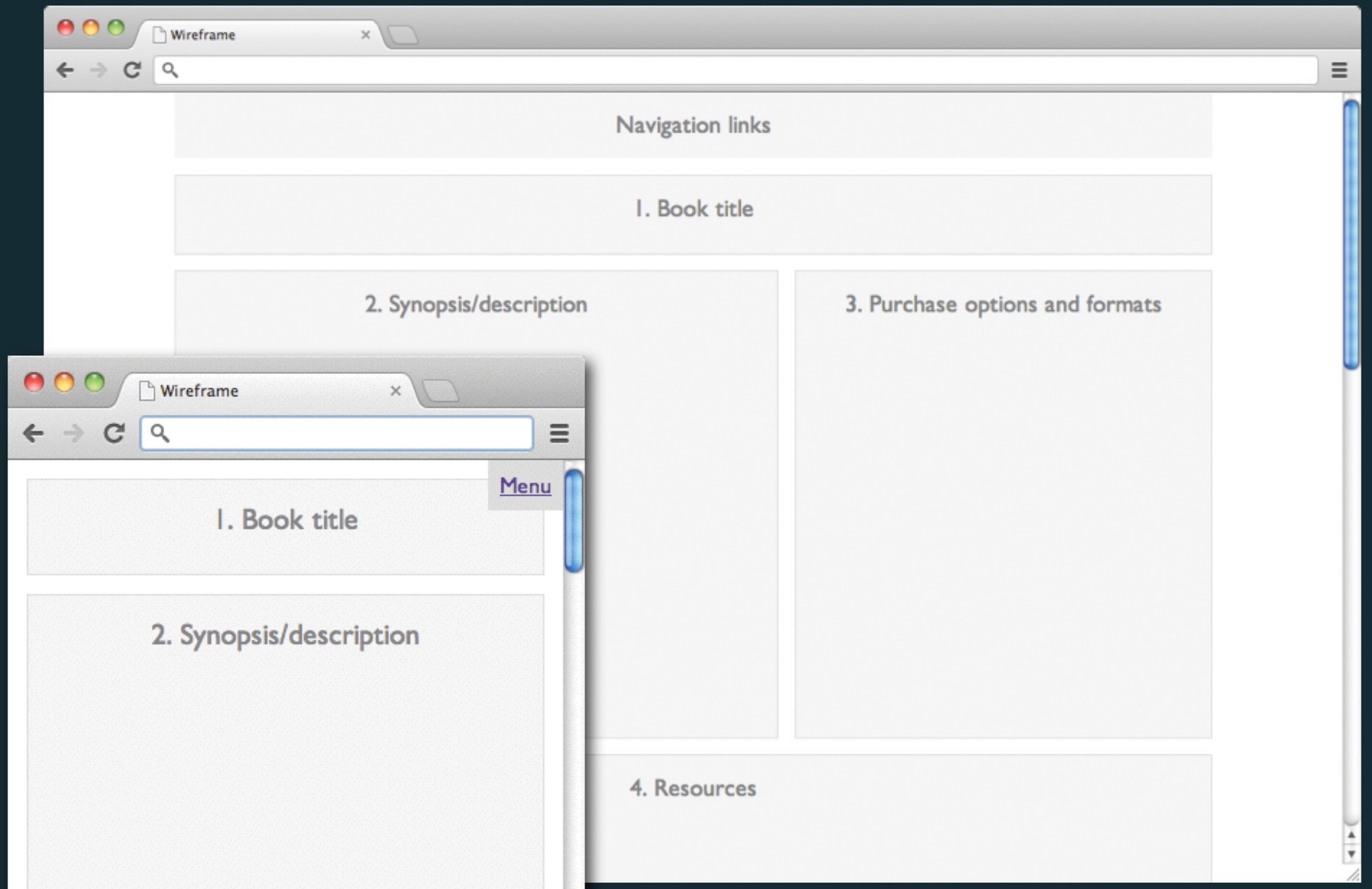
- Section-Headline

Drei von über 15.000 Firmen

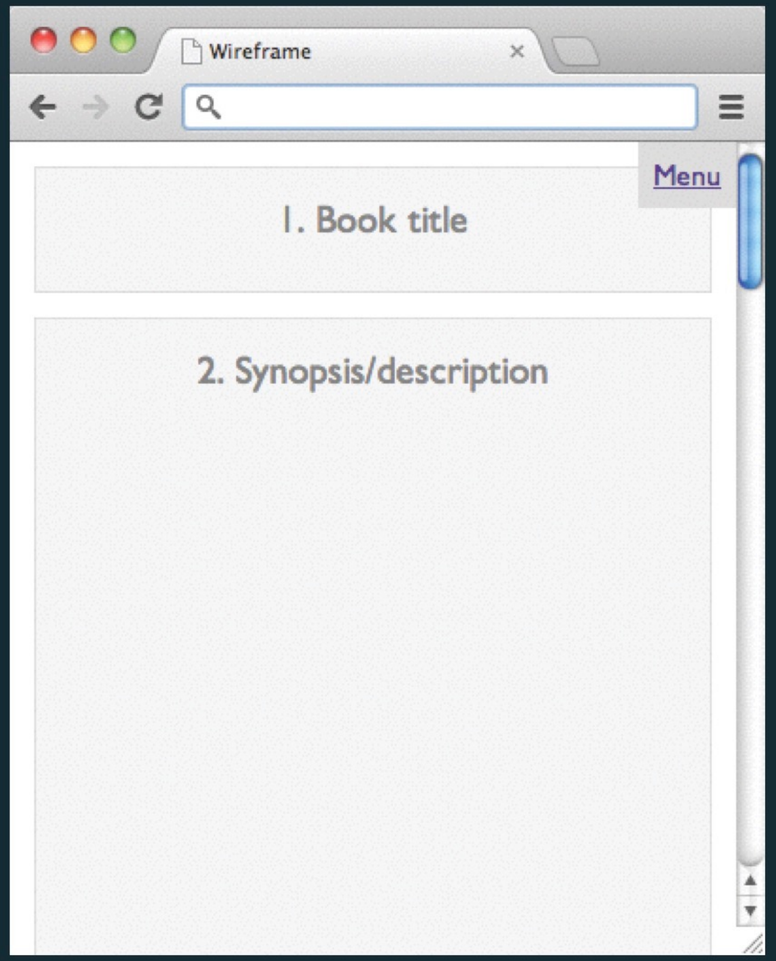
EINLEITUNG
STAGES
LISTEN
TEXT/
LONG COPY
TEASER
TRUST
BILDER
PRICING
CALL TO ACTION/
KONTAKT
FORMULARE
FILTER
TRENNER
ANKER-LINK
VISION
Purpose-First – Webseiten bauen bei sipgate
1. Den Zweck der Seite klären
2. Pattern-Auswahl treffen und Wireframe erstellen
3. Content kreieren
Habt Ihr noch Fragen oder Feedback?
Deutsche Ortsrufnummern
Telefonie für zu Hause, unterwegs und das Büro.
Landingpage-stage
Wir sind sipgate
Wählen Sie ein Produkt
Drei von über 15.000 Firmenkunden
Zeigen Sie Nähe zu Ihren Kunden
Angebot anfordern
Schreib uns!
Wir suchen Dich
DEPRECATED
Pricing
Light User (80%)
Power User (20%)
0,- €
4,95 €
Ad-Hoc-Konferenz
INHALT

Content Wireframes.

CONTENT
REFERENCE
WIREFRAMES


Wireframe
Navigation links
1. Book title
2. Synopsis/description
3. Purchase options and formats
4. Resources
Wireframe
Menu
1. Book title
2. Synopsis/description

Play with the height to “guesstimate” content length (not exact)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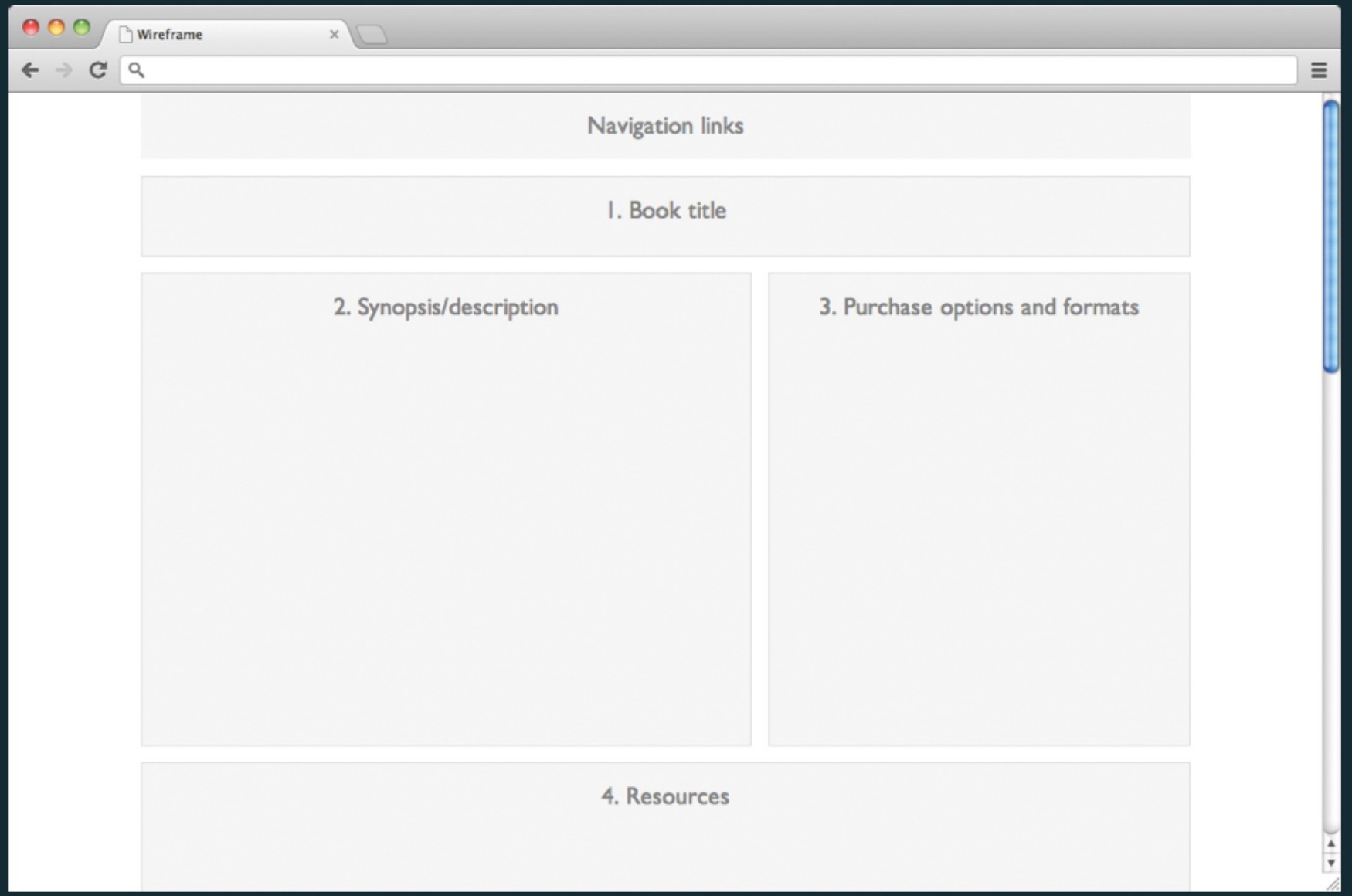
2. Synopsis/description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Navigation links
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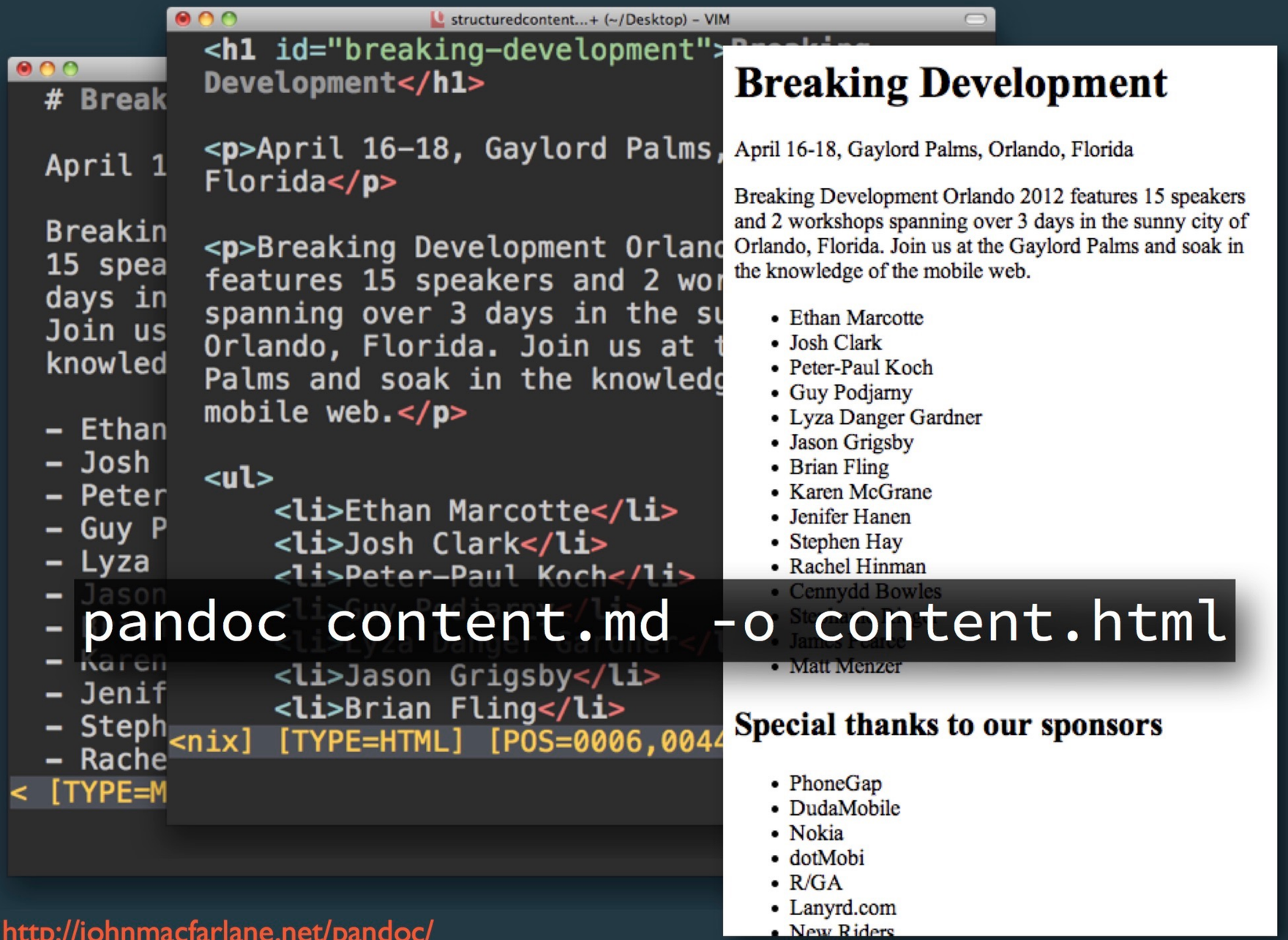
2. Synopsis/description
3. Purchase options and formats
4. Resources

DESIGNING IN TEXT



pandoc content.md -o content.html

http://johnmacfarlane.net/pandoc/

LINEAR DESIGN

Layout
Color
Type
Imagery
Motion

Denver, CO • April 7–9

UX MOBILE IMMERSION

Home · Registration Info · Venue

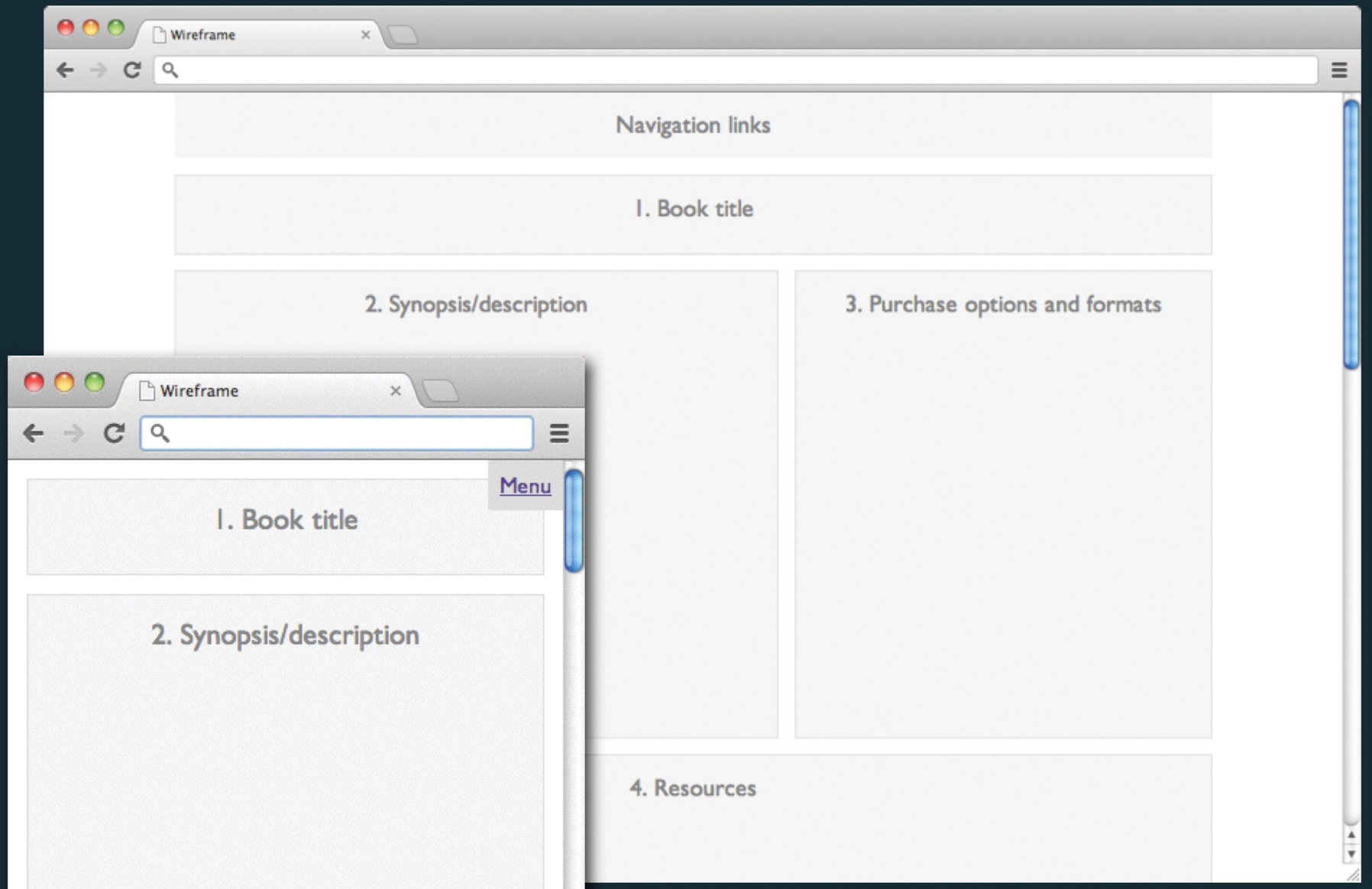
Design for the User, Not the Device

The best mobile experiences follow users from one place to another no matter what device they use. They seem to effortlessly fuse content, context, and user behavior. The result means we can start a video on our commute, keep watching at our desk, then pick up where we left off once we get home.

Snag one of the ~~100~~ 47 early-bird spots at $1,389

Registration Info & Pricing

UX Immersion Mobile dives into what it takes to create these kinds of seamless experiences. Join us **April 7–9**, at the Denver Marriott City Center, in **Denver, CO**.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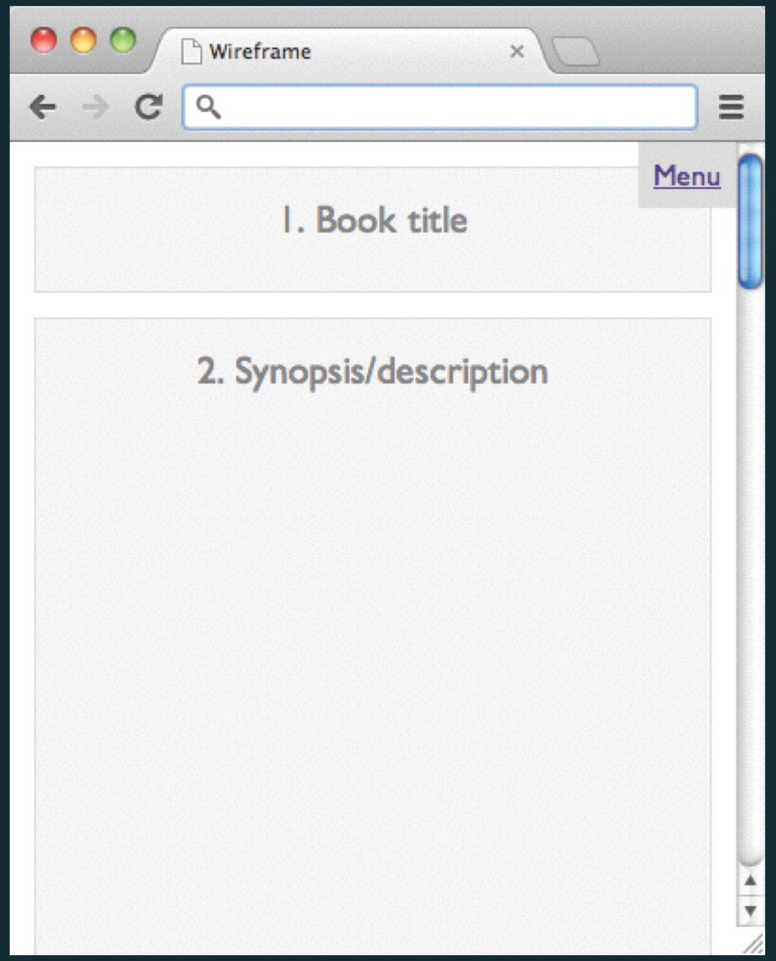
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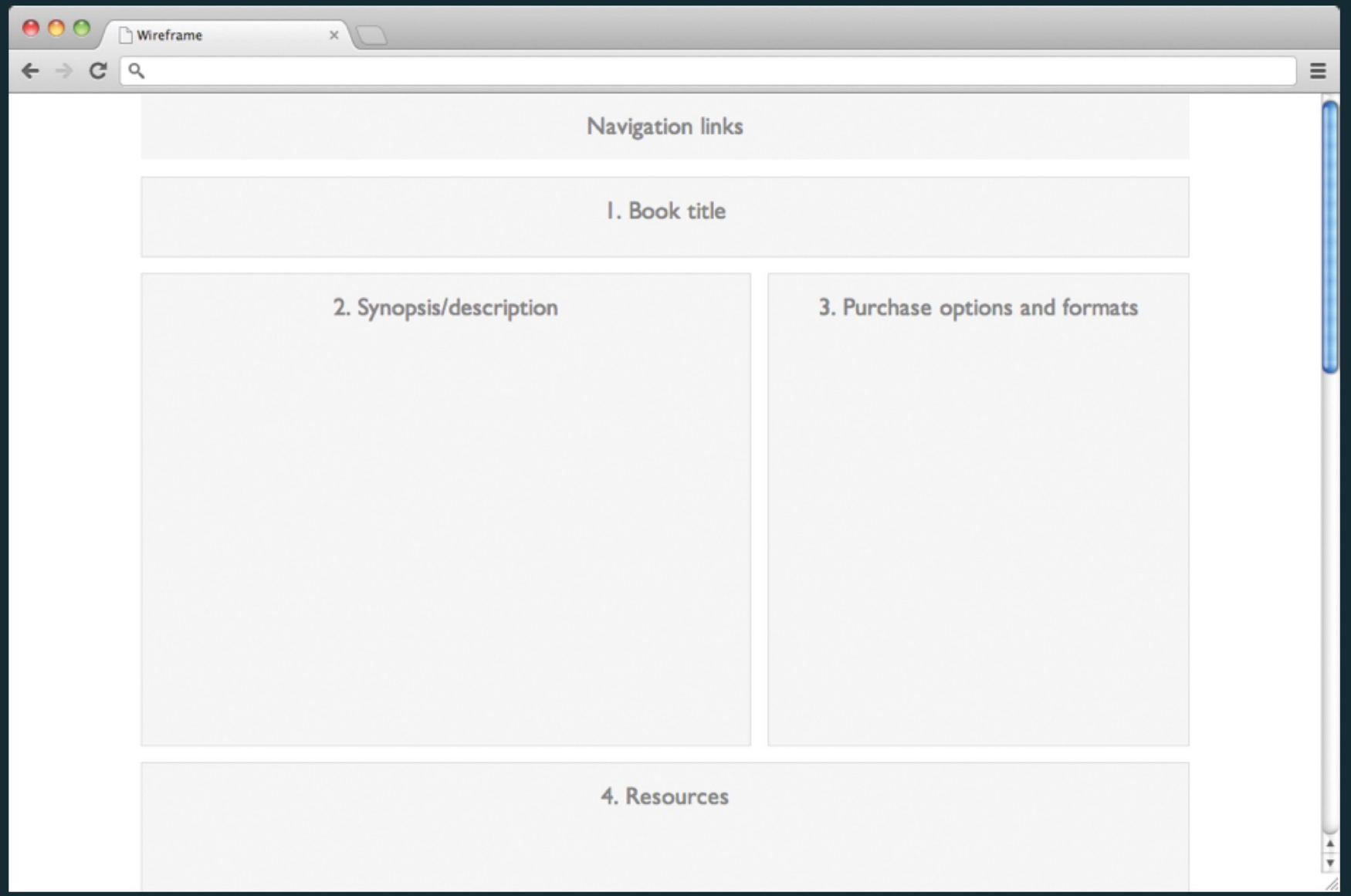
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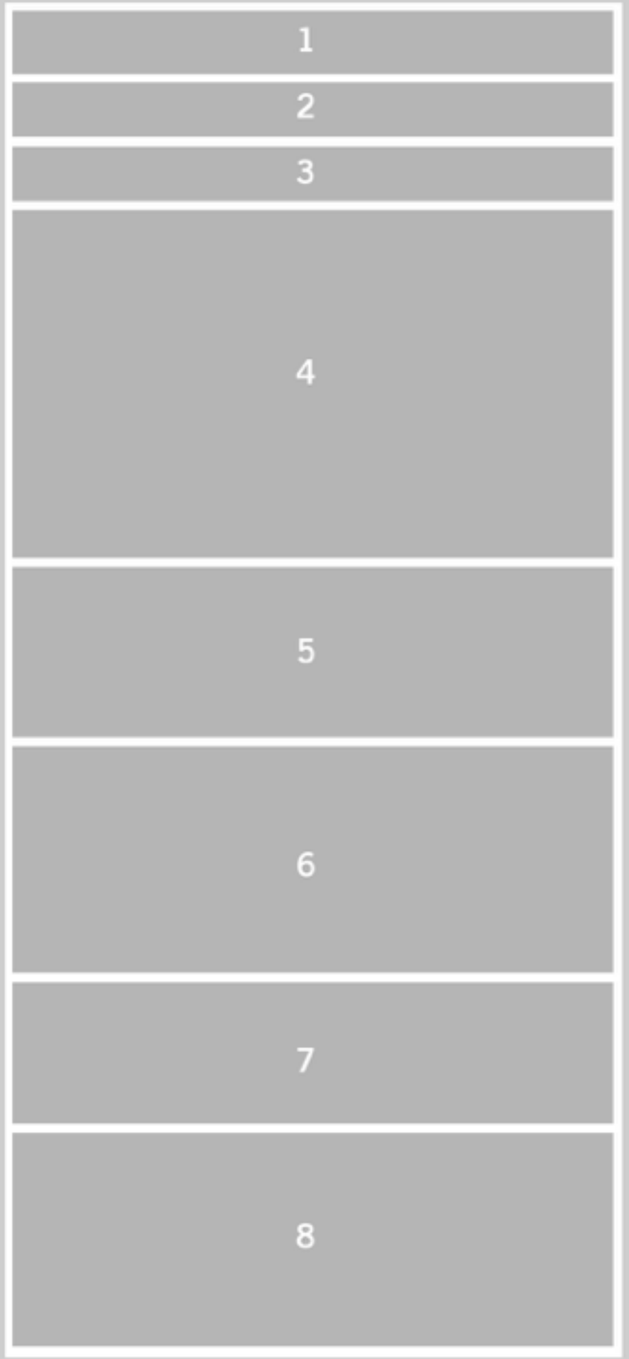

Linear Design

1. Welcome message
2. Header
3. Important callouts
4. Talks grid
5. Latest stories
6. TED conferences
7. About TED
8. Footer

Linear Design

1. Welcome message
2. Header
3. Important callouts
4. Talks grid
5. Latest stories
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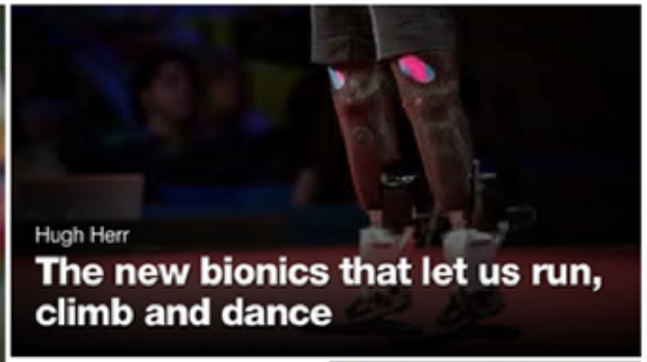

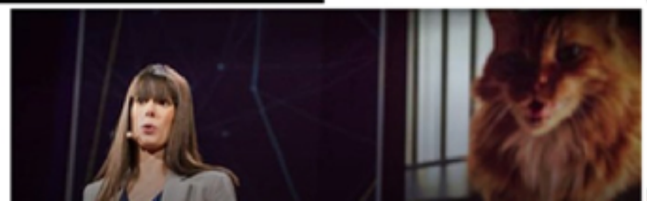

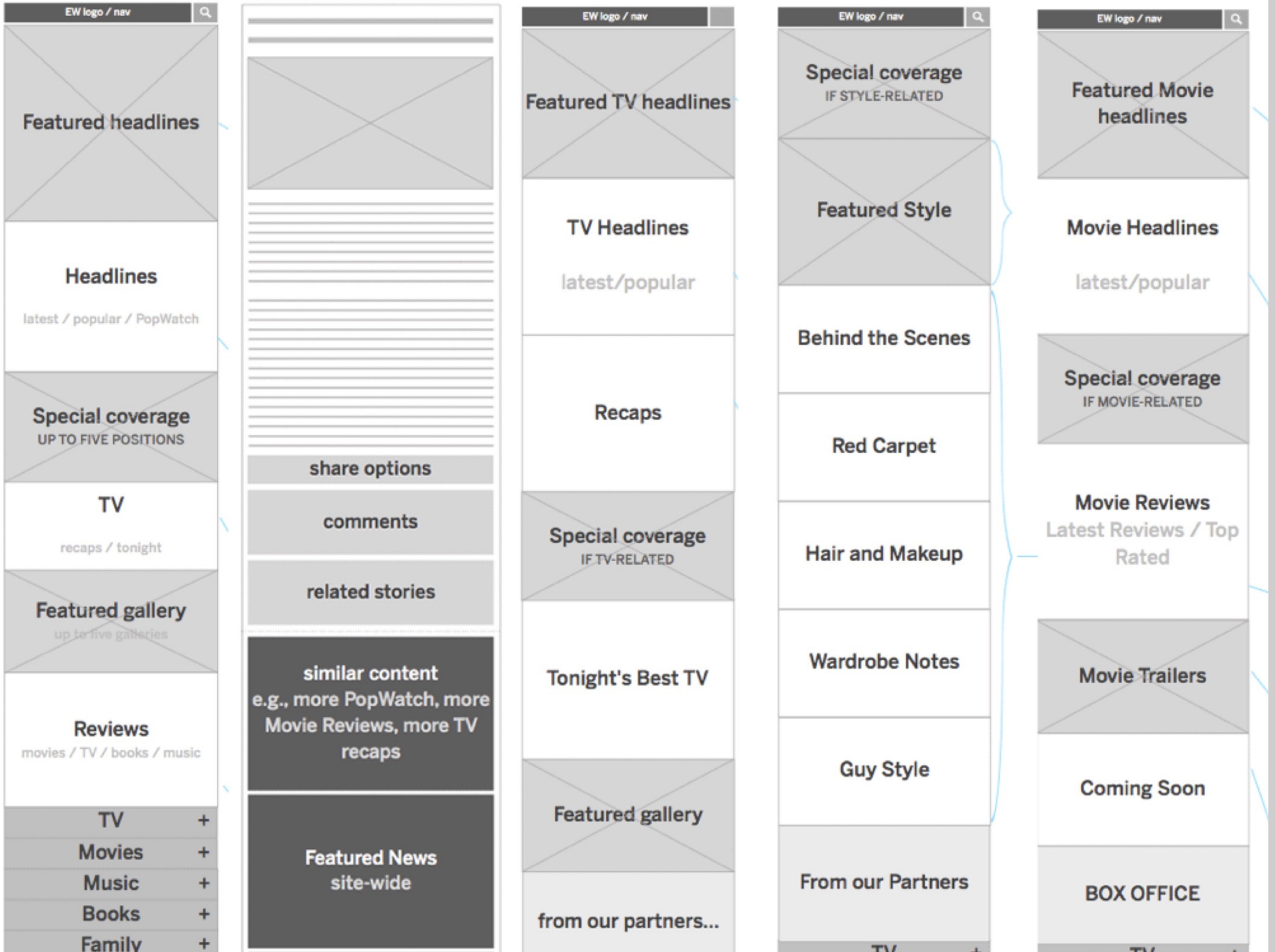
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Featured headlines
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Special coverage
UP TO FIVE POSITIONS
TV
recaps / tonight
Featured gallery
up to five galleries
Reviews
movies / TV / books / music
TV +
Movies +
Music +
Books +
Family +
share options
comments
related stories
similar content
e.g., more PopWatch, more Movie Reviews, more TV recaps
Featured News
site-wide
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Featured TV headlines
TV Headlines
latest/popular
Recaps
Special coverage
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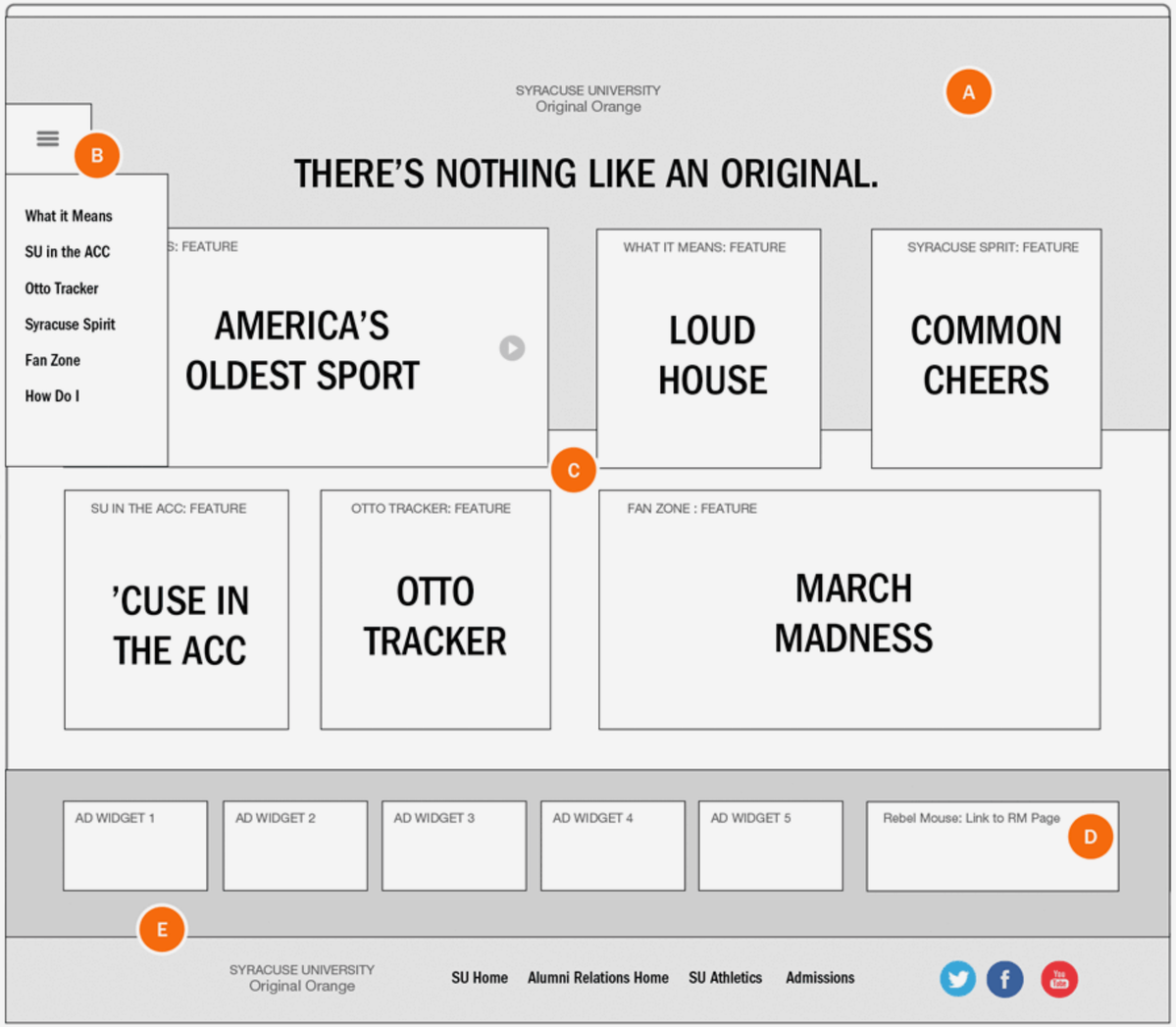
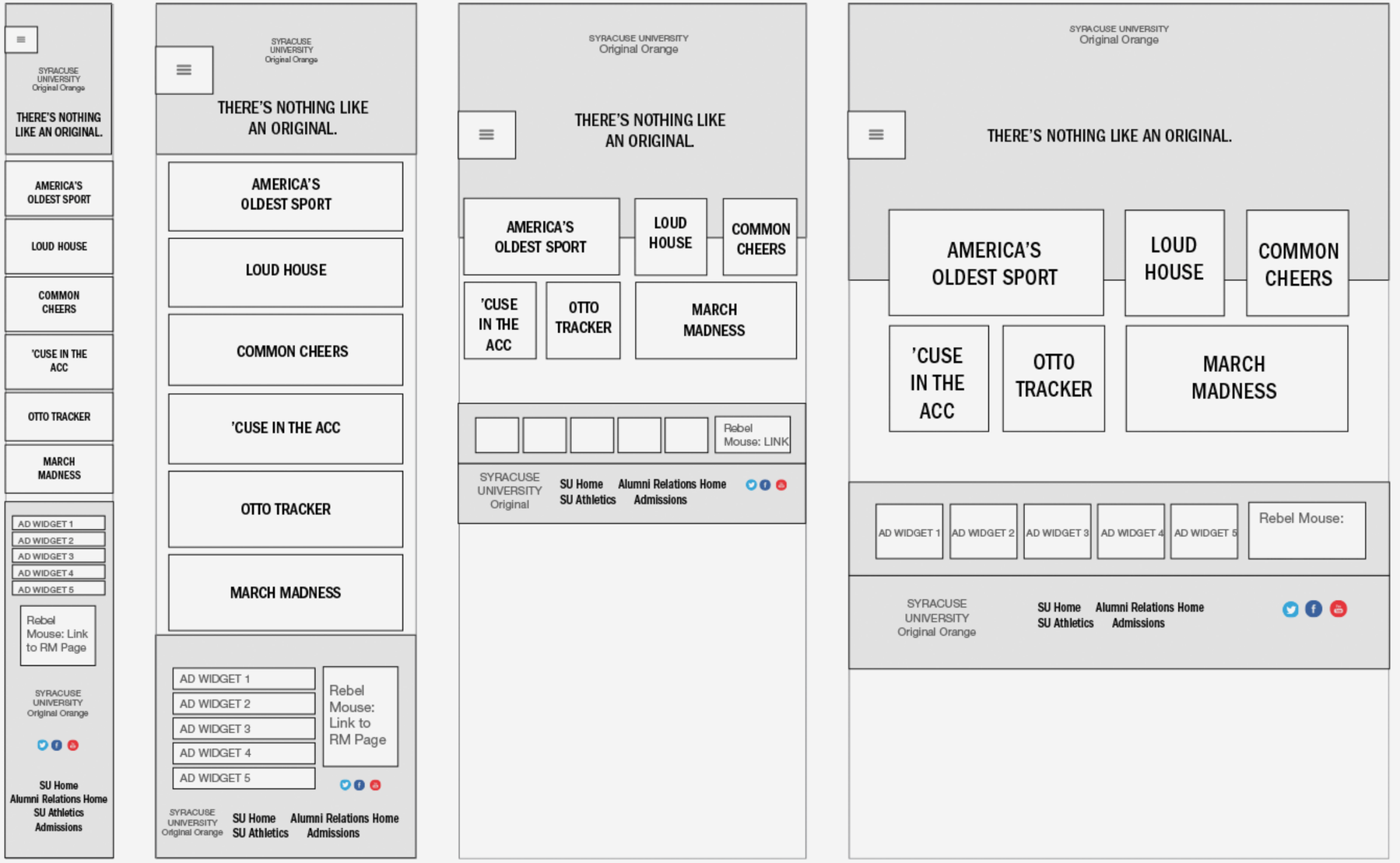
Movie Headlines
latest/popular
Special coverage
IF MOVIE-RELATED
Movie Reviews
Latest Reviews / Top Rated
Movie Trailers
Coming Soon
BOX OFFICE

General/Home Page

Engaging visual display of branded Original Orange content. Galleries, slideshows, video and images presented in a modular format to create a “hub” for alumni & fans to explore and rally around, as SU celebrates the move to the ACC.

- **A** Large branding visual. Randomize?
- **B** Persistent Menu Tab: Main Section Navigation
- **C** Promo tiles act as navigation to main sections of site from home page.
- **D** Link to Rebelmouse page
- **E** Persistent footer with related (ad) links, utility/social links & contact information




SYRACUSE UNIVERSITY
Original Orange
THERE'S NOTHING LIKE AN ORIGINAL.
AMERICA'S OLDEST SPORT
LOUD HOUSE
COMMON CHEERS
'CUSE IN THE ACC
OTTO TRACKER
MARCH MADNESS
AD WIDGET 1
AD WIDGET 2
AD WIDGET 3
AD WIDGET 4
AD WIDGET 5
Rebel Mouse: Link to RM Page
SU Home
Alumni Relations Home
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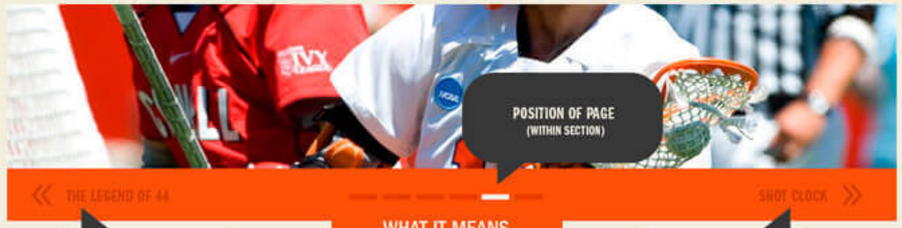
Admissions
Rebel Mouse: LINK
Rebel Mouse:

Did you know?

« GREAT SU RIVALRIES »

Keeping the competitive flame alive.

With its long and proud athletic tradition, Syracuse University has had its share of legendary rivalries. Sometimes the rivalry has a specific starting point; other times, it just evolves over the years. And even though the players and the coaches may change, the desire to triumph over a scorned opponent remains constant.



SYRACUSE UNIVERSITY
Original ORANGE
MENU
THERE'S NOTHING LIKE AN ORIGINAL.
When Syracuse went Orange in 1890, it became the first university to adopt only one official color. And while this may be an early example of our individuality, it's by no means the only one. From starting the nation's first degree-granting college of fine arts to throwing open its doors to veterans to blazing a trail with the first iSchool, Syracuse University has always been a proud original. Explore and discover how!
PRIDE INSIDE
POINTS OF PRIDE
TASTE OF ORANGE
America's OLDEST SPORT
OTTO
OTTO Through the years
SYRACUSE SPIRIT
SU INTHE ACC
SU'S GREATEST
The Original ORANGE
MENU
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SU Cheers
SU IN THE ACC
SU'S GREATEST Rivalries
FAN ZONE
SU GAME WATCHES
JOIN the CONVERSATION
SU SOCIAL MEDIA
Find a GAME WATCH
SU ATHLETICS
SCHEDULES & TICKETS
GET YOUR ORANGE ON!
VISIT THE SU BOOKSTORE
I'm in.
SUPPORT SYRACUSE ATHLETICS
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blazing a trail with the first iSchool, Syracuse University has always bee
and discover how!
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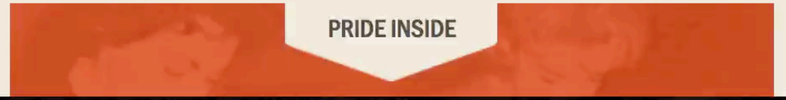
SU GAME WATCHES

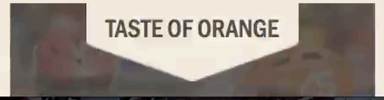
Syracuse University – The Orig

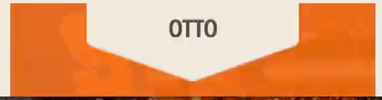
Vitaly

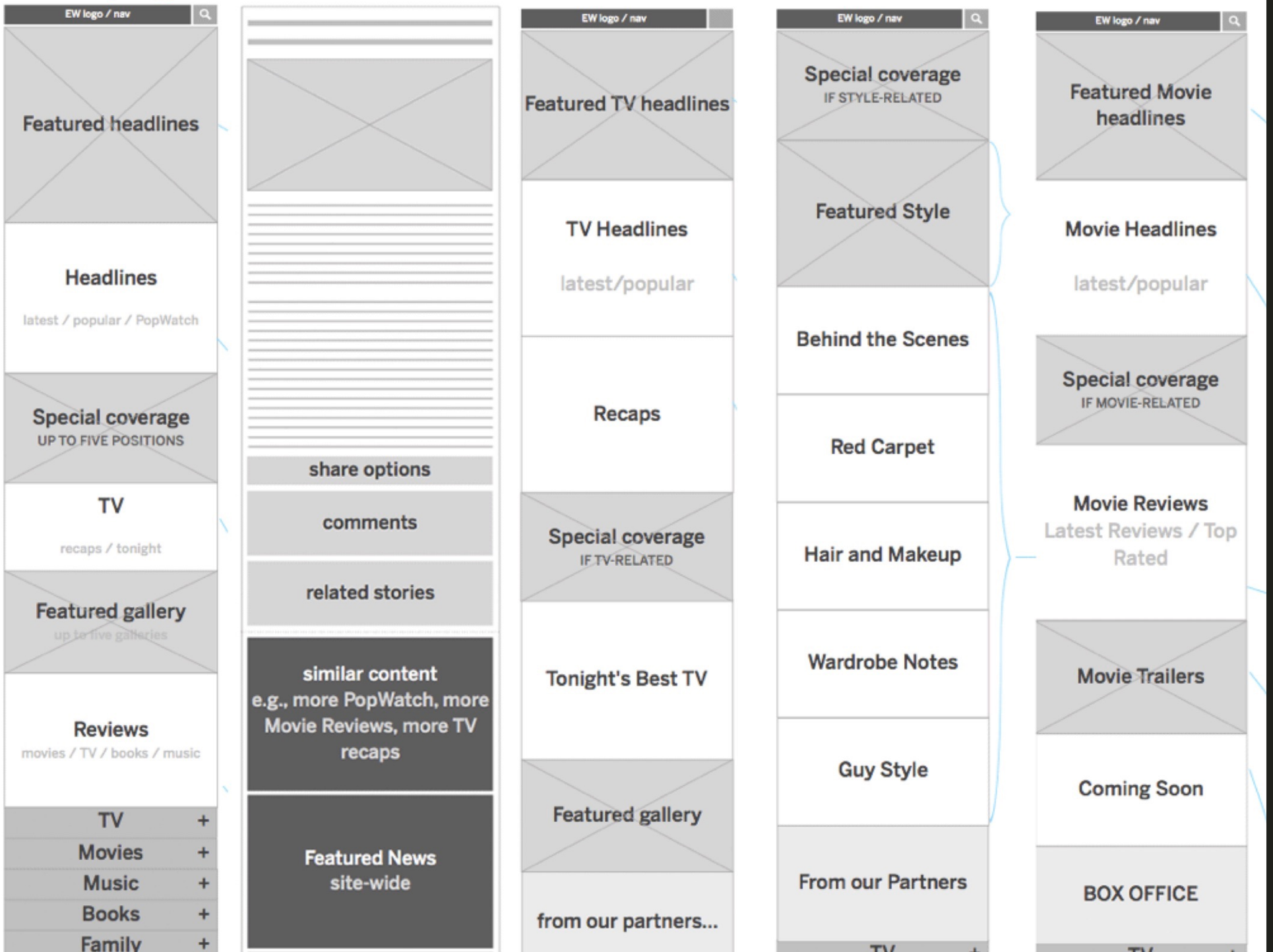
originalorange.syr.edu

When Syracuse went Orange in 1890, it became the first university to adopt only one official color. And while this may be an early example of our individuality, it's by no means the only one. From starting the nation's first degree-granting college of fine arts to throwing open its doors to veterans to blazing a trail with the first iSchool, Syracuse University has always been a proud original. Explore and discover how!








EW logo / nav
Featured headlines
Headlines
latest / popular / PopWatch
Special coverage
UP TO FIVE POSITIONS
TV
recaps / tonight
Featured gallery
up to five galleries
Reviews
movies / TV / books / music
TV +
Movies +
Music +
Books +
Family +
share options
comments
related stories
similar content
e.g., more PopWatch, more Movie Reviews, more TV recaps
Featured News
site-wide
EW logo / nav
Featured TV headlines
TV Headlines
latest/popular
Recaps
Special coverage
IF TV-RELATED
Tonight's Best TV
Featured gallery
from our partners...
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Special coverage
IF STYLE-RELATED
Featured Style
Behind the Scenes
Red Carpet
Hair and Makeup
Wardrobe Notes
Guy Style
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Featured Movie headlines
Movie Headlines
latest/popular
Special coverage
IF MOVIE-RELATED
Movie Reviews
Latest Reviews / Top Rated
Movie Trailers
Coming Soon
BOX OFFICE

Communication

02 Alignment

Standups.

Standups.

Weekly on video, the rest just text.

Need to highlight priorities and the blockers. Regularly check-in with colleagues: “How can I help you today?”

18 mins.

18-mins Meetings.

Needed for alignment, but hurt productivity massively. Sandbox meetings to a specific min count — e.g. 18mins, 38 mins. Never 15/30/45.

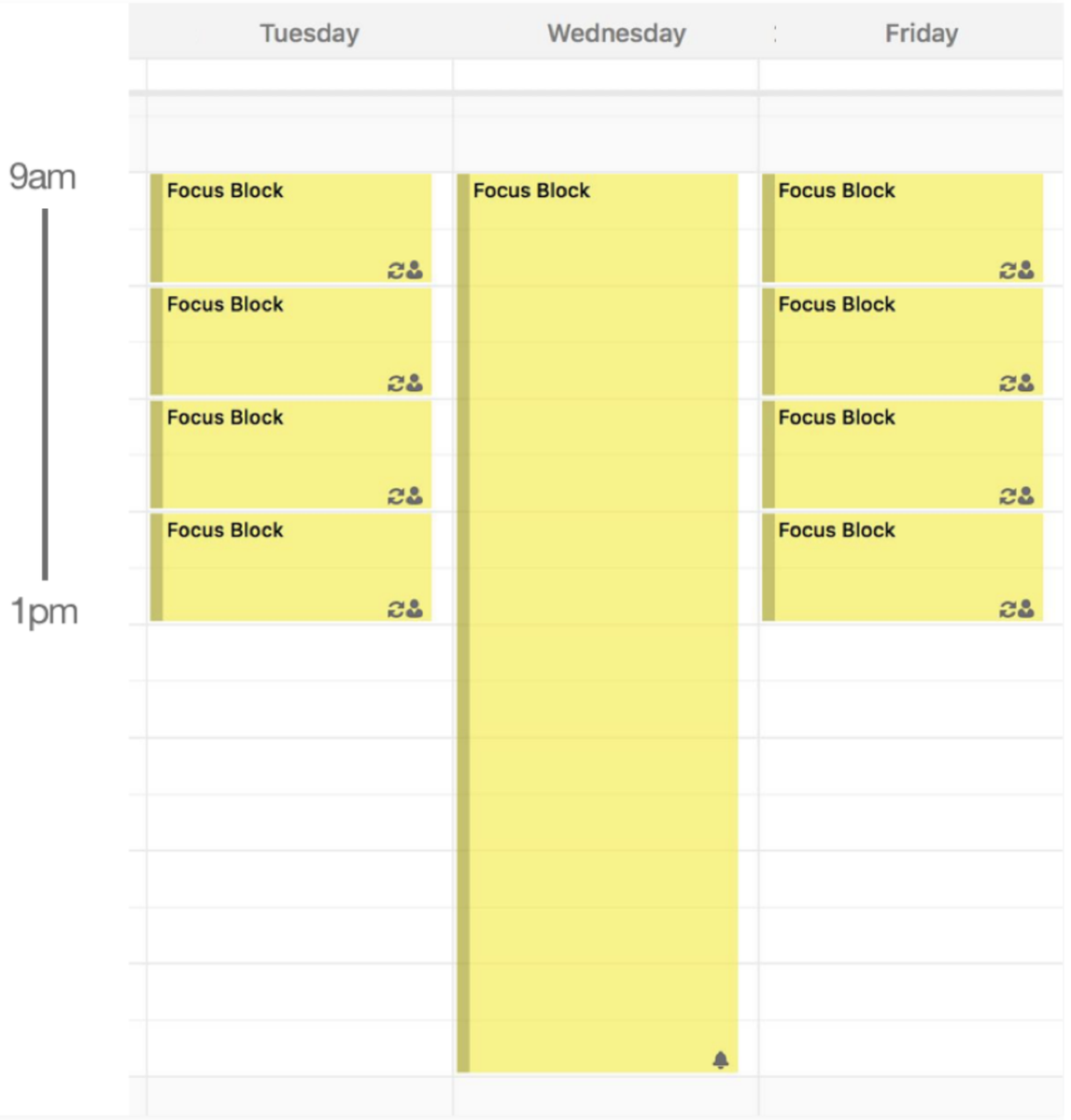
Meetings.

Send out a meeting agenda and invite everyone to add notes to it beforehand. Enough time to go deep on a subject but not enough to get lost in a rabbit hole.

Focus Blocks

Blocks of time free of meetings to reduce context switching and increase time for you to do the work that only you can do.

- **Tuesday 9am–1pm**
- **Wednesday all day**
- **Friday 9am–1pm**



Focus Blocks, *Cameron Moll*, *http://cameronmoll.com/journal/question-how-can-i-use-focus-blocks-and-heads-down-time*

Focus Blocks.

Task switching is the biggest hit on productivity. Start by suggesting a day when no regular meetings can take place (allowing for exceptions).

Focus Blocks.

Encourage the team to have only 1 communication channel in that time.

- Need to reach me now: call/Telegram
- Reply OK within 1h: DM on Slack
- Reply OK within a day: public Slack/Notion
- Reply OK within a few days: email

Zoom Fatigue.

Zoom Fatigue.

Never more than 2 Zoom calls a day.

Remote is slower and more exhausting.

Encourage everyone to *turn on* their cam for the call to avoid multi-taskers.

Language.

Language.

In a big company, you always look through a microscope, not a telescope. Specialized teams have very specific, and scoped type of language.

Language.

In a big company, you always look through a microscope, not a telescope. As a result, language specialization starts to create fragmentation.

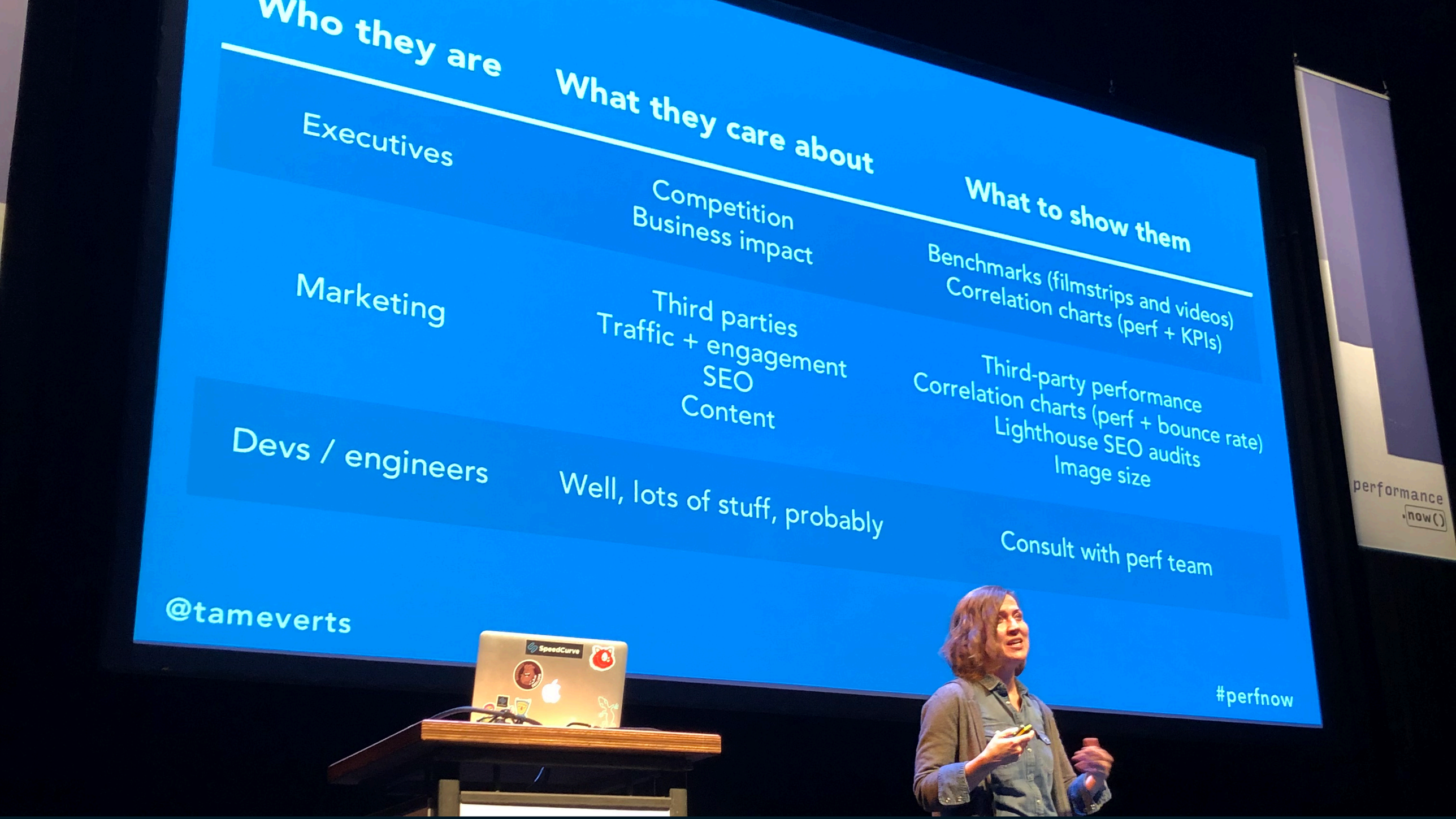
Language.

Create overlaps between design and development teams. Include designers in dev conversations. Include devs in design conversations — and *decisions*.

Who they are	What they care about	What to show them
Executives	Competition Business impact	Benchmarks (filmstrips and videos) Correlation charts (perf + KPIs)
Marketing	Third parties Traffic + engagement SEO Content	Third-party performance Correlation charts (perf + bounce rate) Lighthouse SEO audits Image size
Devs / engineers	Well, lots of stuff, probably	Consult with perf team

@tameverts

#perfnow



Keep a diary.

Keep a diary.

Keep a separate doc/card for every person you have a meeting with. Reference it in your calendar invites, use it as a running agenda. Gives you a full record of conversations over time.

Estimate buffers.

Estimate buffers.

Estimation formula: $2 \times \pi \times r + 2$ weeks.

With r being your most optimistic assumption of how much time you'll need to deliver. The rest is your *buffer*.

Late work.

Late work.

Staying up late to fix a bug or finish a project is expensive. Usually requires a full refactoring the next morning, and often isn’t discussed with colleagues.

Conflicts.

Conflicts.

Ask both person how much they care (on the scale from 1–10). The one who cares more, wins but then also carries the responsibility and ownership.

Exposure hours.

Exposure hours.

Strong sense of growing with customers, with focus on experience, authenticity, personality, trust and relationships.
Initially speaking to customer every Friday, later “at every conference”.
Learning inform next decisions.

The Guidelines

03 Remote

Water Cooler.

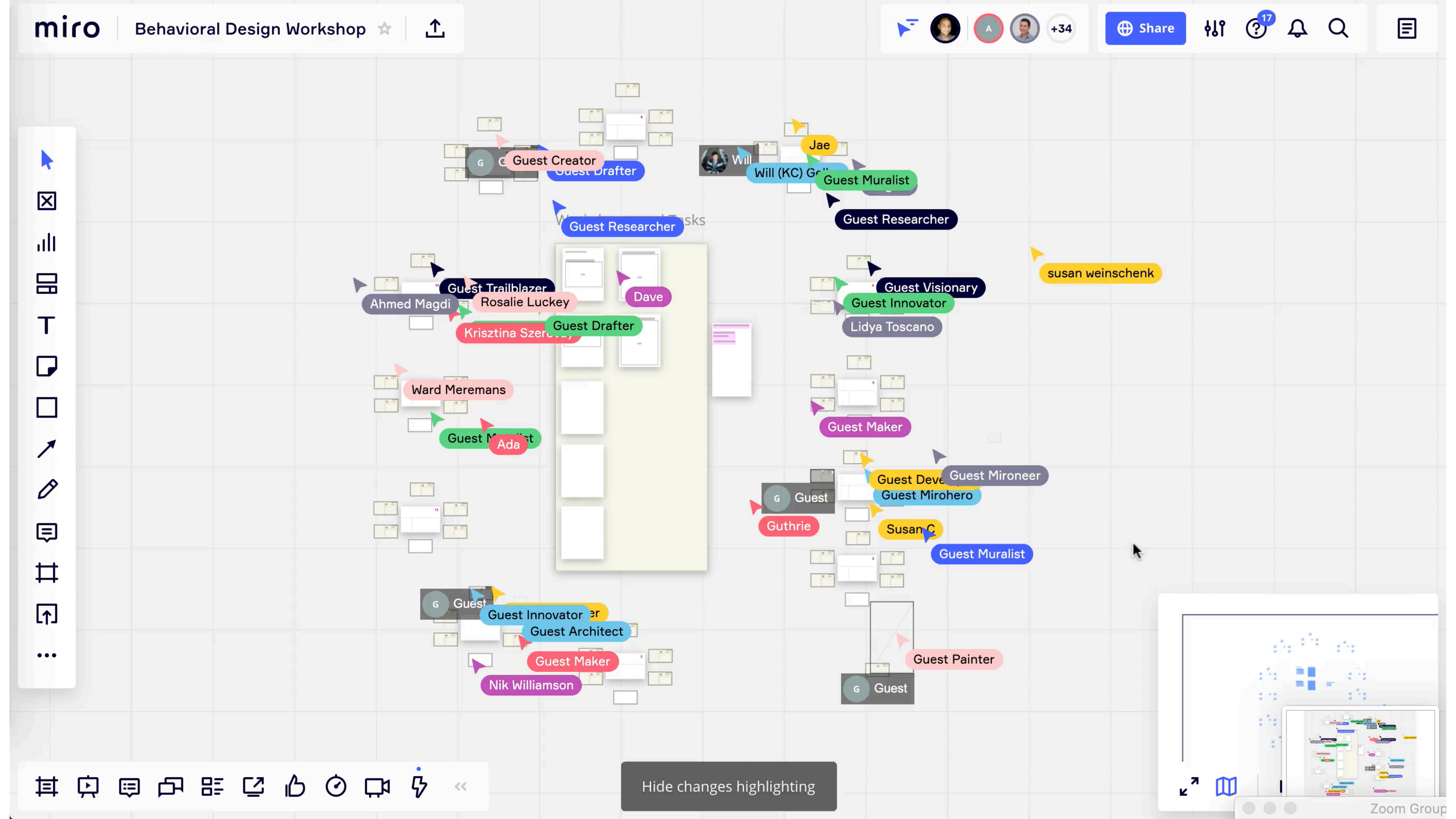
Water Cooler.

We often romanticize the serendipity of running into people by accident. But this often leads to interruptions, not brilliant ideas. Great ideas can be everywhere.

Remote Space.

Remote Space.

We need a space for people to share, discuss, annotate and ideate. This could be a collaborative text document, a virtual environment, code sandbox.


Guest Creator
Guest Drafter
Jae
Will (KC) Ge
Guest Muralist
Guest Researcher
Guest Researcher
susan weinschenk
Guest Trailblazer
Ahmed Magdi
Rosalie Luckey
Dave
Guest Drafter
Guest Visionary
Guest Innovator
Lidya Toscano
Ward Meremans
Ada
Guest Maker
Guest Mironeer
Guest Mirohero
Guest
Guthrie
Guest Muralist
Guest Innovator
Guest Architect
Guest Maker
Nik Williamson
Guest Painter
Guest
Hide changes highlighting

Remote Tooling.

Remote Tooling.

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Krisp | Noise cancelling app

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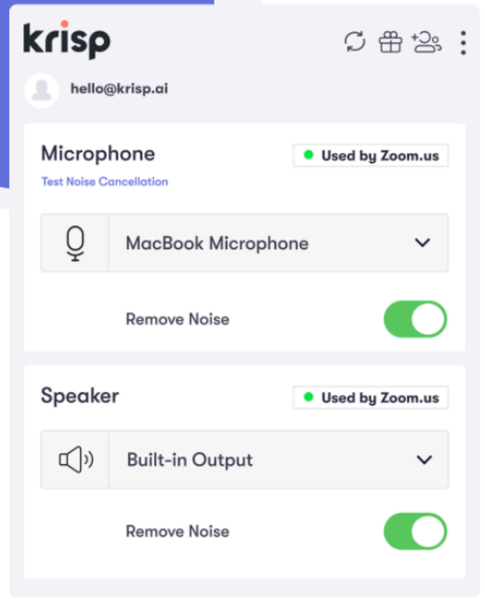
One Button. No Noise

Speak Without Noise

With a single button, the background noise going from you to other call participants will be removed.

Listen Without Noise

With a single button, the background noise coming from the call participants to you will be removed.



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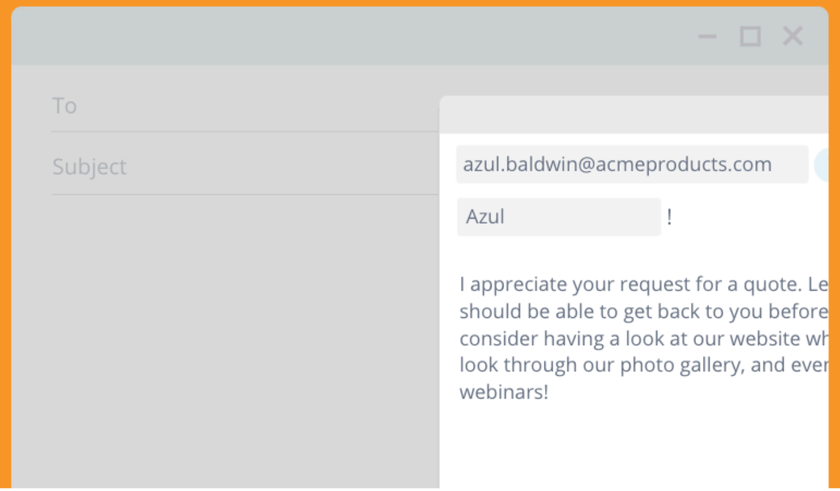

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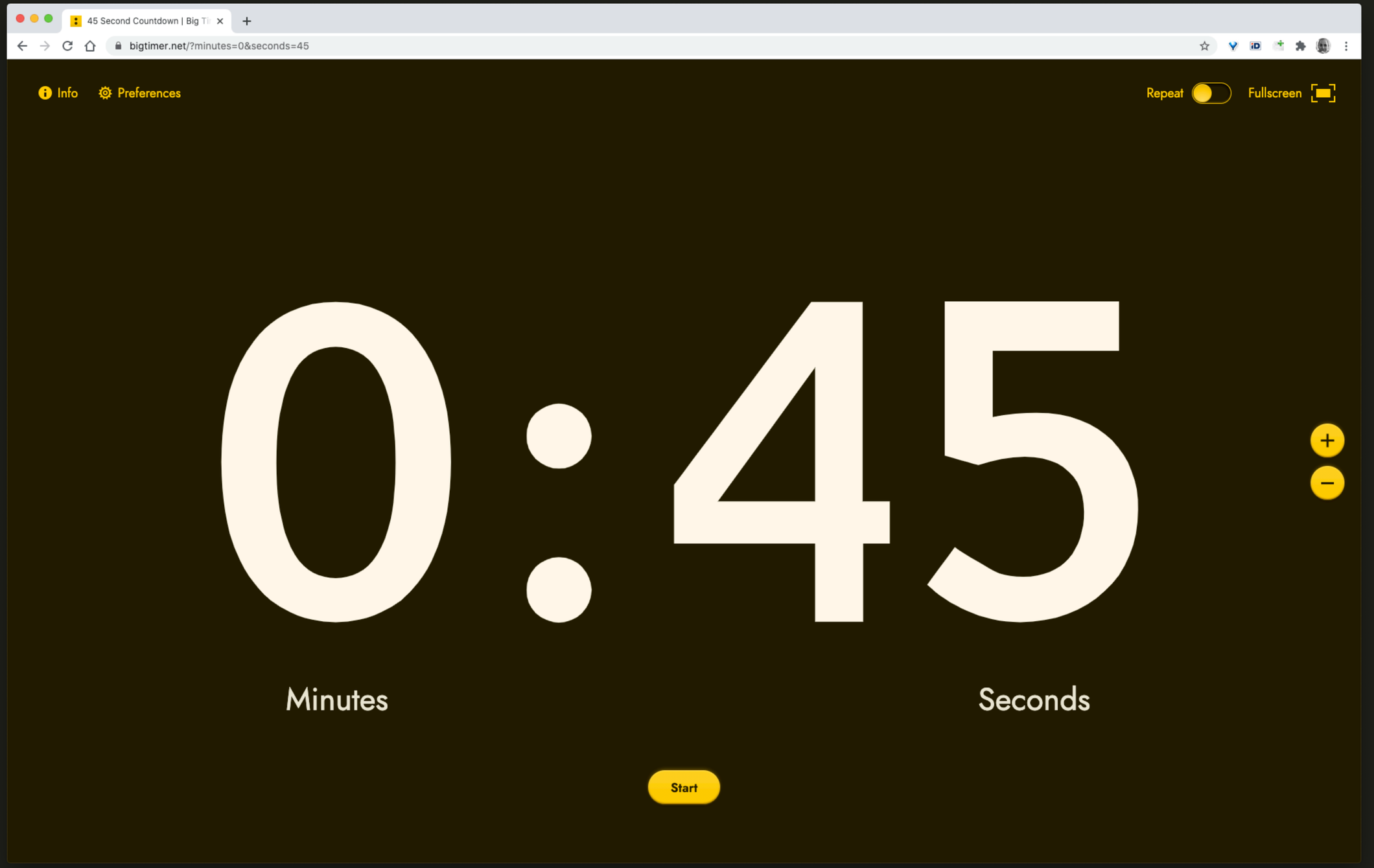
45 Second Countdown | Big Ti
bigtimer.net/?minutes=0&seconds=45
Info
Preferences
Repeat
Fullscreen
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Minutes
Seconds
Start

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★★★★★ 97 | Productivity | 9,000+ users

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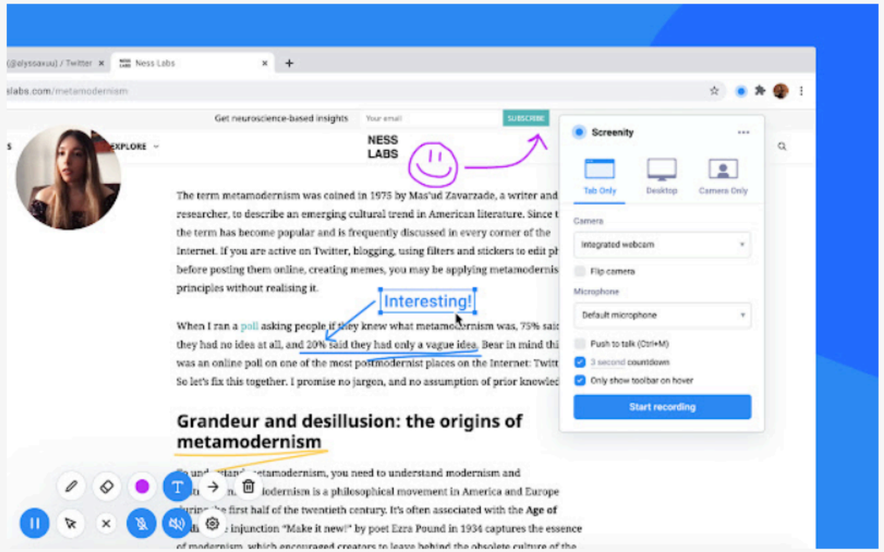

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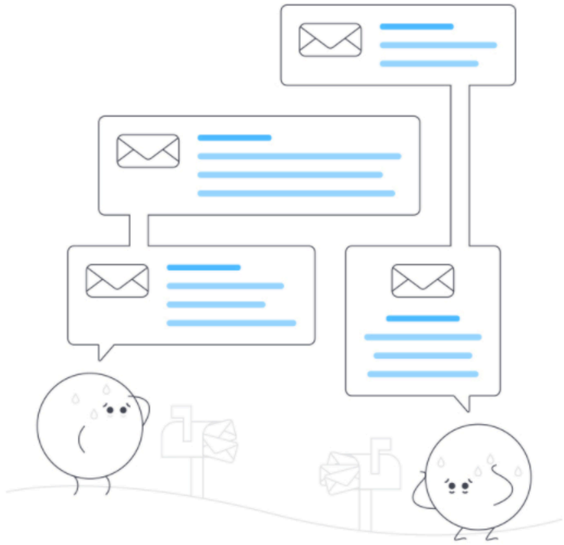

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Book meetings faster with the smart scheduling power of Doodle

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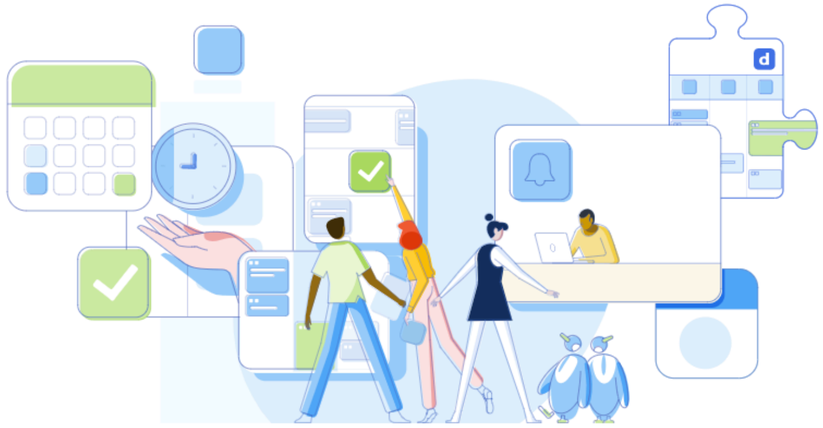
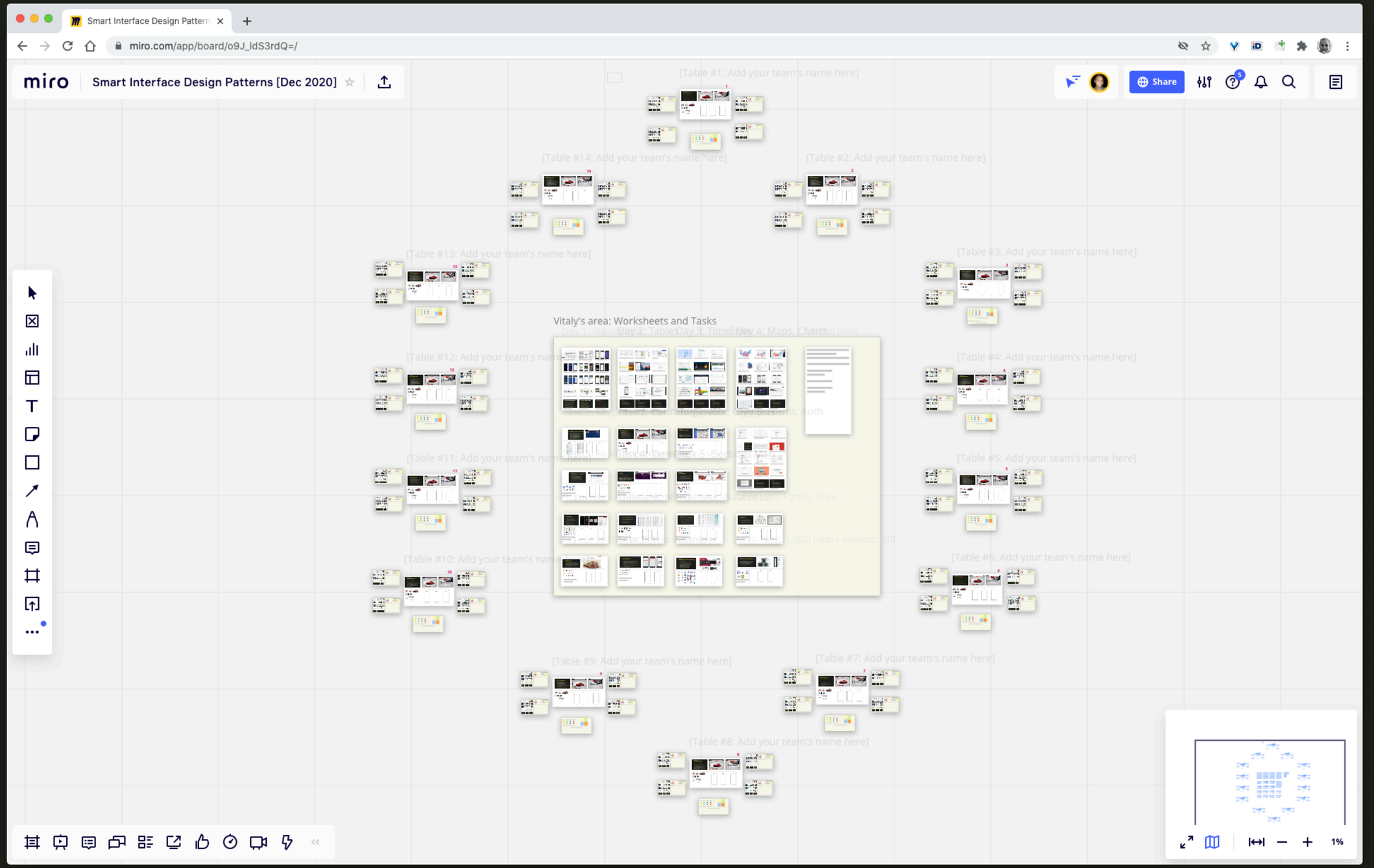


Doodle Featured in the News

Entrepreneur Forbes FAST COMPANY TechRepublic Inc. HR Daily Advisor BUSINESS INSIDER


Smart Interface Design Patterns
miro.com/app/board/o9J_ldS3rdQ=/
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Smart Interface Design Patterns [Dec 2020]
Share
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Vitaly's area: Worksheets and Tasks
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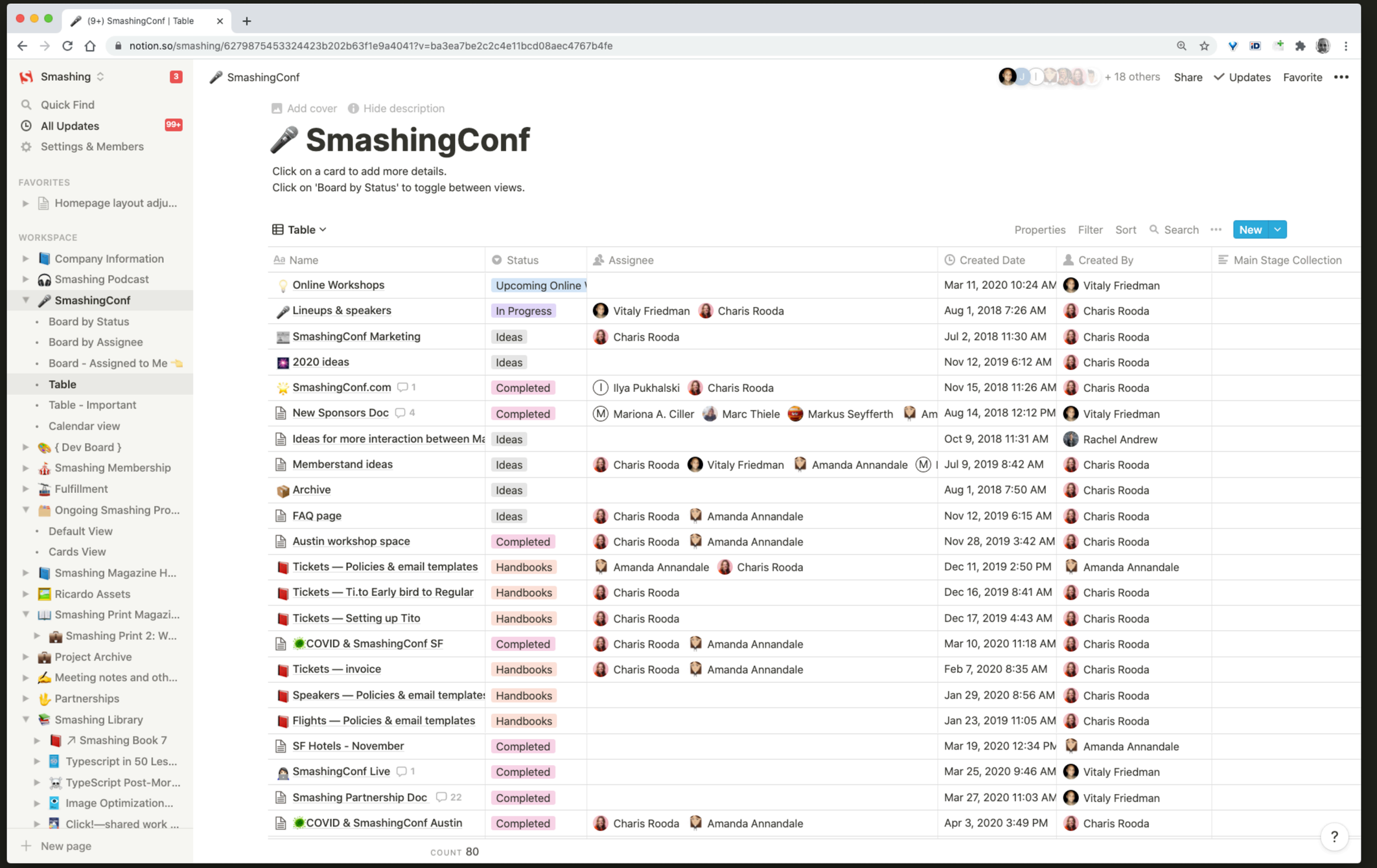
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Smashing
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Board - Assigned to Me
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Partnerships
Smashing Library
Smashing Book 7
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Image Optimization...
Click!—shared work ...
New page
SmashingConf
+ 18 others
Share
Updates
Favorite
Add cover
Hide description
SmashingConf
Click on a card to add more details.
Click on 'Board by Status' to toggle between views.
Table
Properties
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Online Workshops
Upcoming Online
Mar 11, 2020 10:24 AM
Vitaly Friedman
Lineups & speakers
In Progress
Vitaly Friedman
Charis Rooda
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Ideas
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2020 ideas
Ideas
Nov 12, 2019 6:12 AM
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SmashingConf.com
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Ilya Pukhalski
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Nov 15, 2018 11:26 AM
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New Sponsors Doc
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Marc Thiele
Markus Seyfferth
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Ideas for more interaction between Ma
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Oct 9, 2018 11:31 AM
Rachel Andrew
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Vitaly Friedman
Amanda Annandale
Jul 9, 2019 8:42 AM
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Archive
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FAQ page
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Amanda Annandale
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Austin workshop space
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Amanda Annandale
Nov 28, 2019 3:42 AM
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Tickets — Policies & email templates
Handbooks
Amanda Annandale
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Tickets — Ti.to Early bird to Regular
Handbooks
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Dec 16, 2019 8:41 AM
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Dec 17, 2019 4:43 AM
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COVID & SmashingConf SF
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Amanda Annandale
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Tickets — invoice
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Feb 7, 2020 8:35 AM
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Speakers — Policies & email templates
Handbooks
Jan 29, 2020 8:56 AM
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Flights — Policies & email templates
Handbooks
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SF Hotels - November
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Smashing Partnership Doc
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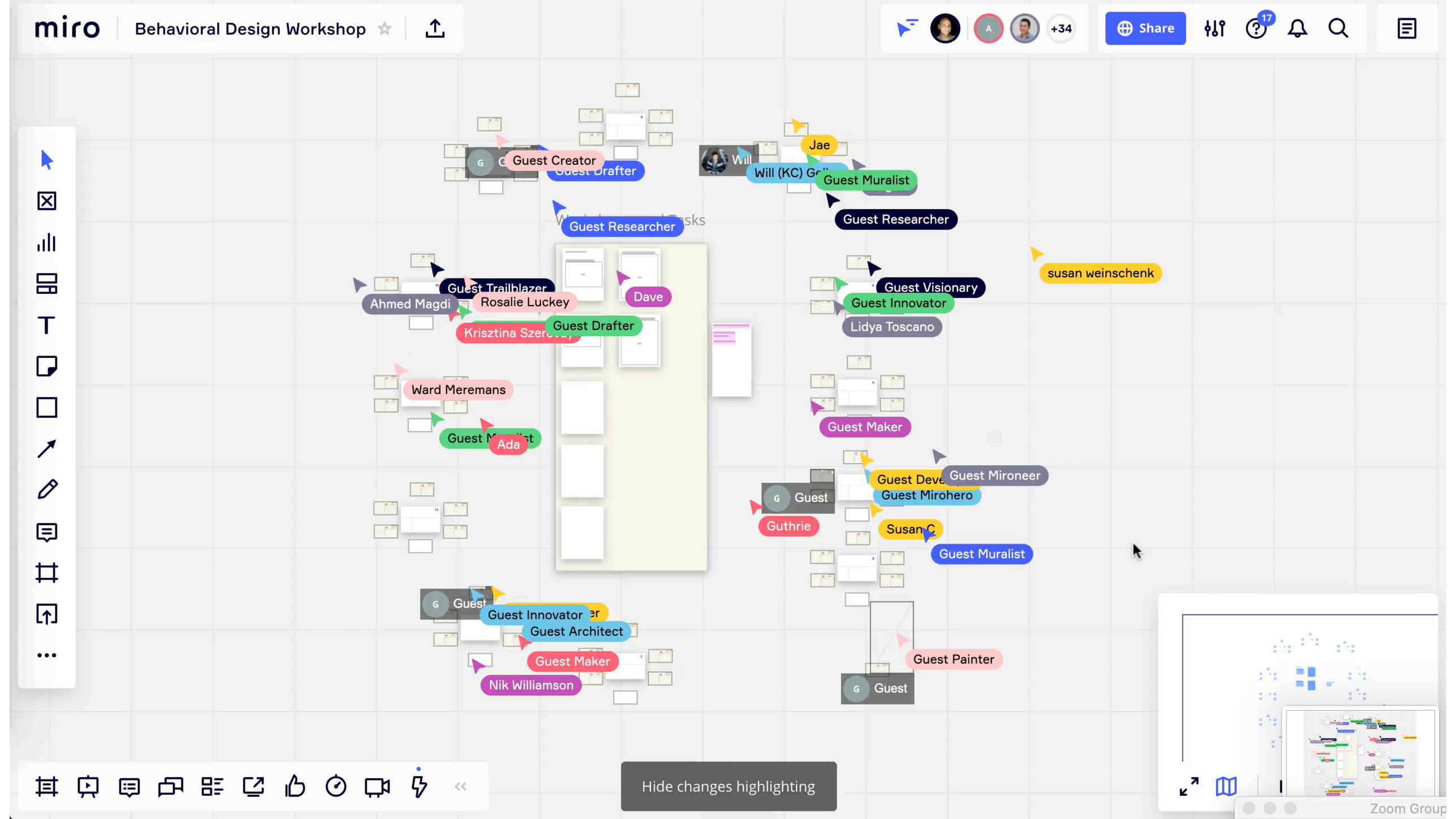
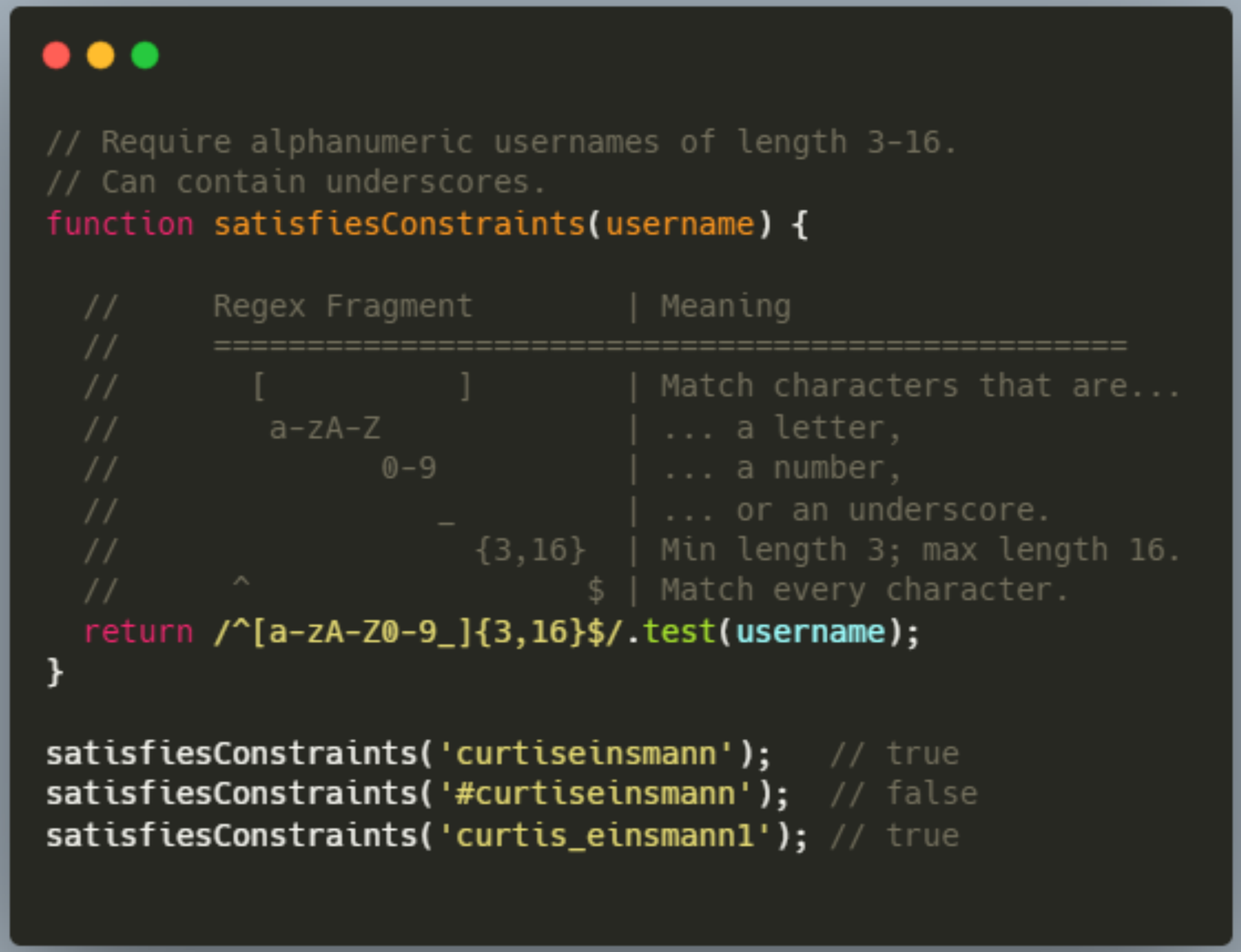

Guest Creator
Guest Drafter
Jae
Will (KC) Ge
Guest Muralist
Guest Researcher
Guest Researcher
susan weinschenk
Guest Trailblazer
Ahmed Magdi
Rosalie Luckey
Dave
Guest Drafter
Guest Visionary
Guest Innovator
Lidya Toscano
Ward Meremans
Ada
Guest Maker
Guest Mironeer
Guest Mirohero
Guest
Guthrie
Guest Muralist
Guest Innovator
Guest Architect
Guest Maker
Nik Williamson
Guest Painter
Guest
Hide changes highlighting

Peer Bonuses.

Peer Bonuses.

Providing an incentive for colleagues to encourage/promote their best work. Provide $30 that each person can give to any team member every month.



```
// Require alphanumeric usernames of length 3-16.
// Can contain underscores.
function satisfiesConstraints(username) {

  //      Regex Fragment          | Meaning
  //      ================================================
  //        [           ]         | Match characters that are...
  //         a-zA-Z               | ... a letter,
  //                0-9           | ... a number,
  //                   _          | ... or an underscore.
  //                    {3,16}    | Min length 3; max length 16.
  //       ^                  $  | Match every character.
  return /^[a-zA-Z0-9_]{3,16}$/.test(username);
}

satisfiesConstraints('curtiseinsmann');   // true
satisfiesConstraints('#curtiseinsmann');  // false
satisfiesConstraints('curtis_einsmann1'); // true
```

↬ **Curtis Einsmann**, *https://twitter.com/curtiseinsmann/status/1330741869207142403/photo/1*

Perks.

Perks.

Regular perks can be moved online.

Chair, screen, Internet, coffee beans,
laptop stand, camera, mic, headphones,
video courses, online workshops, apps.

Offices.

Offices.

Companies are moving away from central locations. Satellite offices, smaller hubs in residential areas. Cheaper, better access to talent.

Optimizing the hybrid virtual continuum

Six models reflecting a mix of on-site and remote working

McKinsey, *Reimagining the postpandemic workforce.* July 7, 2020

Getting the process right

Wrapping Up

Getting the process right

Wrapping Up

Summary

01 – Creative process is never linear, and it needs buffers.

02 – Conversations need to be about alignment, not tools.

03 – Create overlaps between design and dev teams.

04 – We need a holistic overview of visible metrics.

05 – KANO model gives us priorities to focus on.

06 – Avoid distractions with 18mins-meetings, focus blocks.

07 – Encourage everyone to turn on their camera.

08 – Keep a separate doc/card for every meeting.

09 – Always include estimate buffers: $2 \times \pi \times r + 2$ weeks.

10 – Exposure hours with customers helps stay on track.

Meow!
@smashingmag