

Successful Teams follow standards

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<http://www.slideshare.net/cheilmann/successful-teams-follow-standards>

**The great thing about web
development is that browsers
rock.**

**All you need is to put some
HTML together, and let the
browser do its stuff.**

```
<HTML>
```

```
<DIV
```

```
  style="width:300px;background:gray">
```

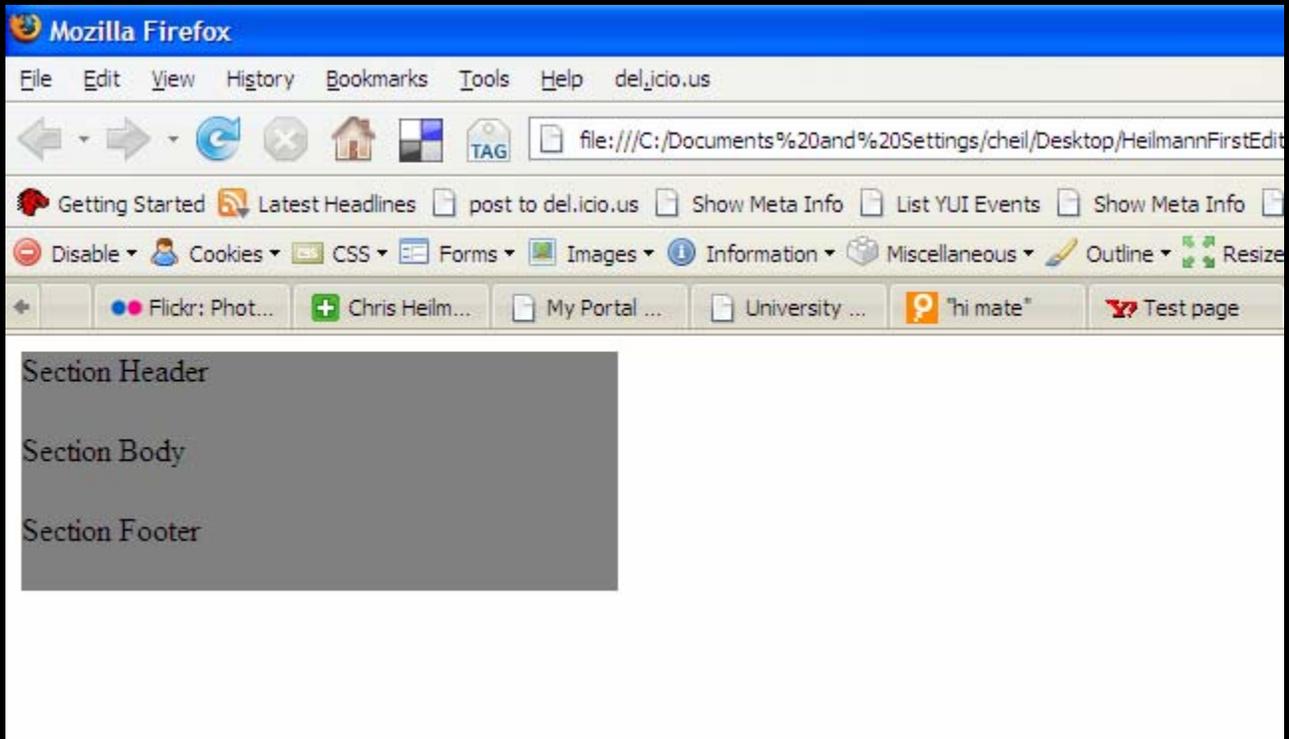
```
Section Header<BR><BR>
```

```
Section Body<BR><BR>
```

```
Section Footer<BR><BR>
```

```
</div>
```

```
</HTML>
```



**Done. Nothing to worry
about.**

**An attitude that supports a
whole market segment:
Web Development**

**However, not all web
developers subscribe to it.**

**A small, but constantly
growing group tends to
disagree.**

They want to move ahead.

**They do that by relying on a
secret weapon.**

**Following agreed standards
and practices.**

This takes time and effort.

**It also takes dedication and
stamina.**

**Especially when it comes to
following the W3C
recommendations.**

**...as browsers do not really
care.**

Small wins are great

**Does this mean that following
standards means
unnecessary overhead?**

Are we agile enough?

Yes, we are!

First of all, browsers are forgiving, but not in the same manner.

**This is not that much of a
problem, if you are not too
fussed about the display
being perfect.**

**However, some people do.
With good reason.**

**We work with another
department that cares a lot.**

Design

**We also work with another
department that does not
care as much.**

The Business

**However, everybody is a
designer.**

(or thinks so)

How to achieve consistency?

**By not letting browsers do
guesswork but telling them
what is what.**

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML
 4.01//EN"
 "http://www.w3.org/TR/html4/strict.dtd">
<html dir="ltr" lang="en" >
<head>
  <meta http-equiv="Content-Type"
content="text/html; charset=utf-8">
  <title>Page Demo</title>
</head>
<body>
  <div id="intro">
    <div class="hd">Section Header</div>
    <div class="bd">Page Section Body</div>
    <div class="ft">Page Section
Footer</div>
  </div>
</body>
</html>
```

**How can you improve the
product turnaround time?**

Allowing for work in parallel.

**You can achieve this by
separating work streams and
use the right technologies for
the right job.**

sep·a·ra·tion

– HTML = structure

“what is what”

– CSS = look and feel

“how should it be displayed”

– JS/Flash = behaviour

“how should it react”

**The main driver of successful
web products?**

The ability to change and adapt to market demands.

1996



1997



1998



1999



2000



2001



2002



2003



2004



2005



**Your web product is never
finished.**

**The media moves too fast for
that.**

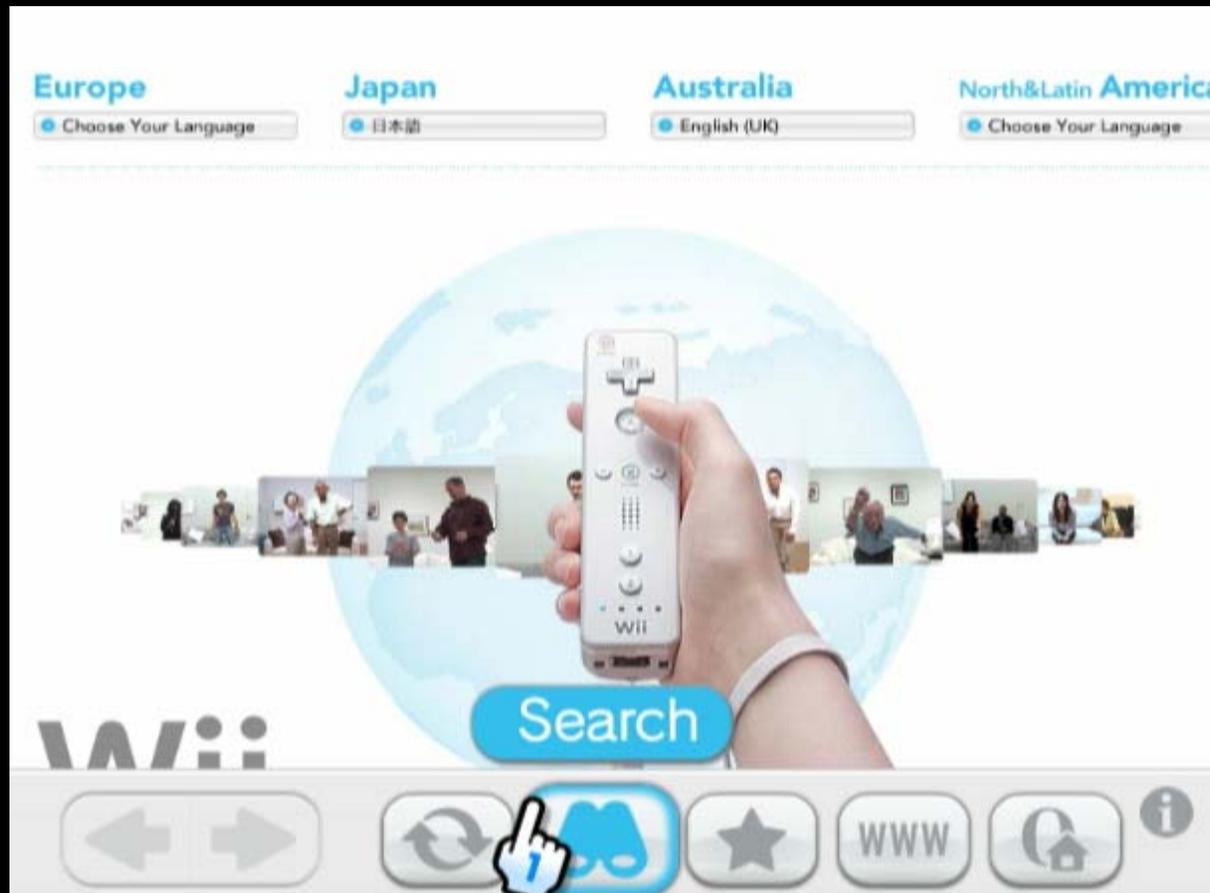
**The web is evolving and
moving away from the web
we know now.**

**New platforms, new
browsers, new technologies
are always around the
corner.**

Nazb... Naba...
that bunny thing.



C'est la Wii



**Businesses who don't
understand that need to
watch out.**

The way to support upcoming technologies and platforms in a predictable manner is?

Follow a standard.

What is a standard?

**A standard is an agreement
of various groups or
individuals to solve a problem
in a consistent manner.**

An example - The Screw



To be used with a
screwdriver



Or...



Which leads to...



We do the same to web sites.

**The W3C recommendations
are the screwdriver for
browsers and assistive
technology.**

WYSIWYG or “let’s see if it works on my browser” aren’t.

Following a standard means:

- Predictable results
- Validation as a quality control
- Safe re-use of code and ideas
- Consistency (which leads to easy bug-fixing)

**Validation is the start of a
quality control process, not
the end of it!**

**You can create perfectly
valid and at the same time
terribly bad code.**

**You cannot validate
semantics automatically.**

**Following W3C
recommendations is also the
start for your own code
standards.**

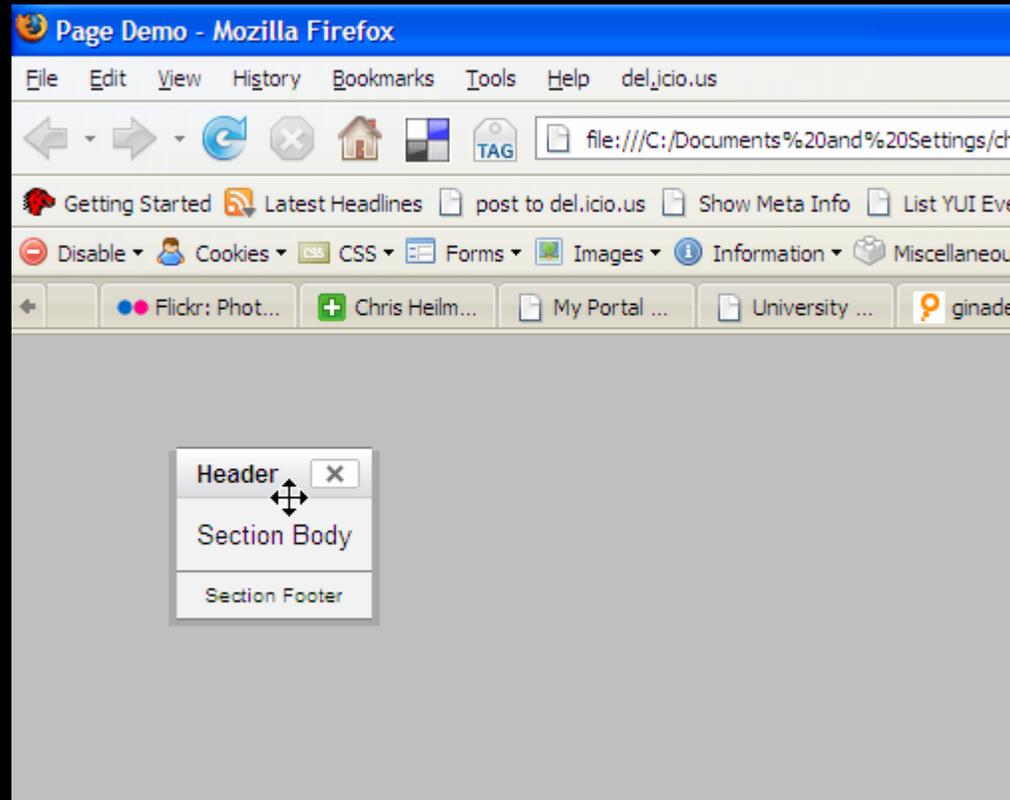
**Defining a standard is hard
work.**

**The benefits however are
great.**

- Flexible allocations (every product is built the same)**
- Standard QA practices**
- Modular Development via re-use of code from other products.**
- A lot less maintenance work**

**Following a standard makes
us ready for change.**

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd">
<html dir="ltr" lang="en" >
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=utf-8">
  <title>Page Demo</title>
  <link rel="stylesheet" type="text/css" href="http://yui.yahooapis.com/2.3.1/build/reset-fonts-
  grids/reset-fonts-grids.css">
  <link rel="stylesheet" type="text/css"
  href="http://yui.yahooapis.com/2.3.1/build/container/assets/container.css">
  <link rel="stylesheet" type="text/css"
  href="http://yui.yahooapis.com/2.3.1/build/container/assets/skins/sam/container.css">
</head>
<body class="yui-skin-sam">
<div id="intro">
  <div class="hd">Section Header</div>
  <div class="bd">Section Body</div>
  <div class="ft">Section Footer</div>
</div>
<script type="text/javascript" src="http://yui.yahooapis.com/2.3.1/build/yahoo-dom-event/yahoo-dom-
  event.js"></script>
<script type="text/javascript" src="http://yui.yahooapis.com/2.3.1/build/dragdrop/dragdrop-
  min.js"></script>
<script type="text/javascript" src="http://yui.yahooapis.com/2.3.1/build/container/container-
  min.js"></script>
<script>
var demopanel = new YAHOO.widget.Panel('intro', {close:true,visible:true,modal:true,draggable:true});
demopanel.render();
</script>
</body>
</html>
```



**Following a standard makes
us an example for others.**

**Imagine starting in a
company that has an agreed
way of working.**

**People can work, can get
sick or go on vacation.**

**There is no downtime or long
hand-over periods.**

**You don't work for yourself
but for everybody else and
the person to replace you.**

You can work across the globe, taking advantage of time differences.

“Homework”

**Foster internal
communication.**

Lightning Talks:

- 5 Minutes presentation
- 5 minutes demo
- 5 minutes discussion

Every Thursday

11.45 – 12.00

Progressive Enhancement and the Yahoo! User Interface Library (YUI)

BY [CHRISTIAN HEILMANN](#) · 27 SEP, 2007

Introduction

Web development is a terribly confusing matter. There is probably no other development area that can be

<http://dev.opera.com/articles/view/progressive-enhancement-and-the-yahoo-u/>

- What browser is in use by the end user
- The operating system it is running in
- The screen resolution and colours of the display in use
- If there is a mouse or keyboard available, or just some kind of switch access
- How able-bodied the visitor is

All but the last are technical issues, which should not be a problem. There are several ways of dealing with these problems, the most reliable being Progressive Enhancement.

In this article I will discuss progressive enhancement and how it can help you successfully get around such issues, before going on to look at an out-of-the-box solution available for you to use that has fixed these issues for you already - the Yahoo! User Interface Library (YUI), which can be downloaded at <http://developer.yahoo.com/yui/download/>.

Progressive Enhancement - checking if the ice can carry you before stepping on it

LOGIN

User name:

Password:

remember [Lost password?](#)

in the forums, comment on articles, submit your own articles and more.

ARTICLE CATEGORIES

- [CSS](#)
- [HTML](#)
- [JavaScript](#)
- [Mobile](#)
- [Opera](#)
- [SVG](#)
- [Voice](#)
- [Widgets](#)

No more bad surprises.

No more heroes.

Let's work together.

MERCI!

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