

Small ideas that make a

BIG IMPACT

Let's talk
@yumpdigital
#brmelb

by Simon East
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Slides available at yump.com.au/talks

yump.com.au

yump.





Never stop learning. If you learn one new thing every day, you will overcome 99% over your competition.

— Joe Carlozo





Address: http://www.msn.com

New to the Internet?  **Click here**

msn. Membership

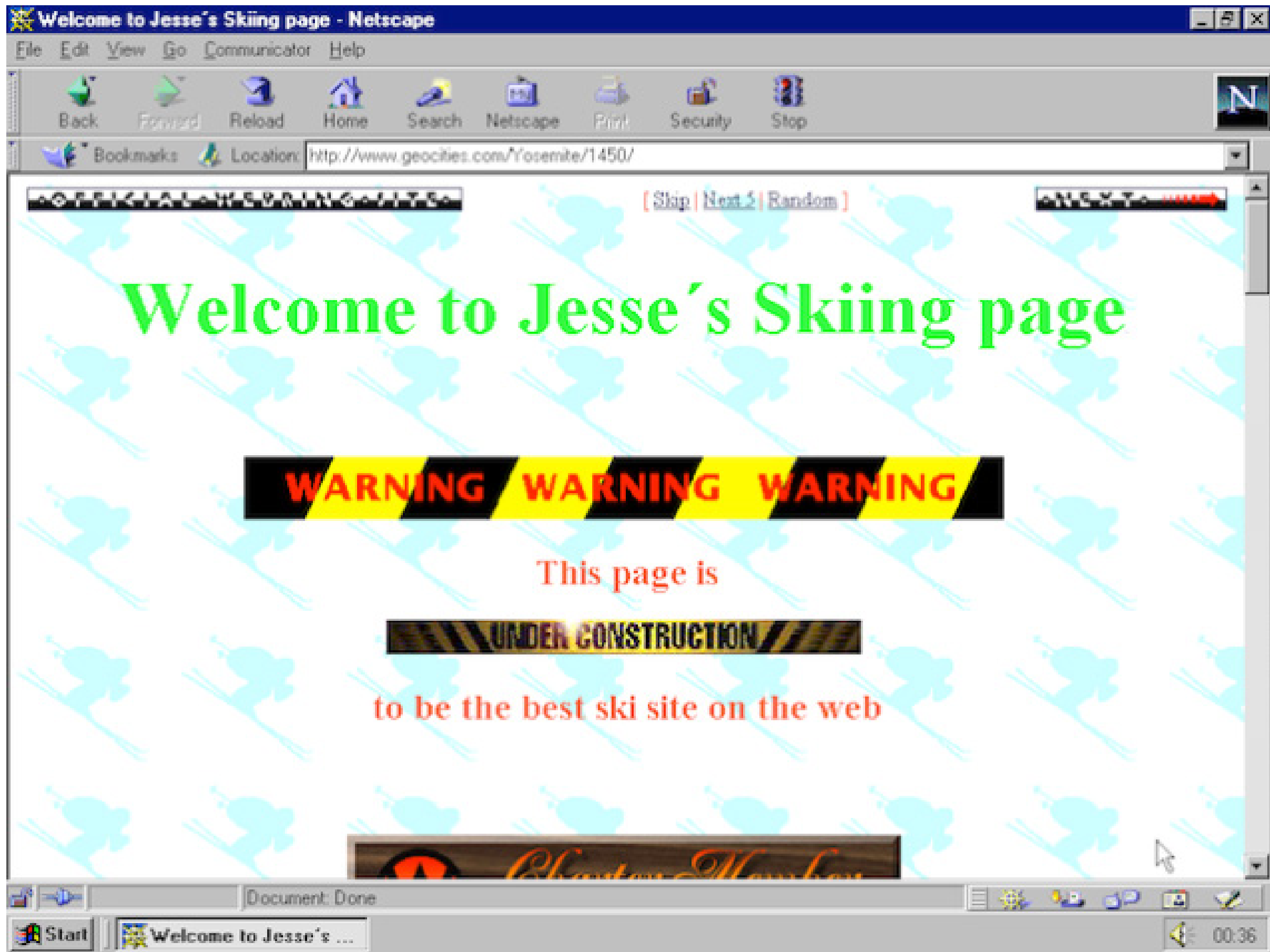
Explore the Internet

Searches, Links and Tools

 **Windows95 Launch Event**

Microsoft*  **Products & Information**

[Help](#) [Site Map](#) [Site Search](#) [Feedback](#) [@Internet Explorer](#)



YAHOO! GEOCITIES

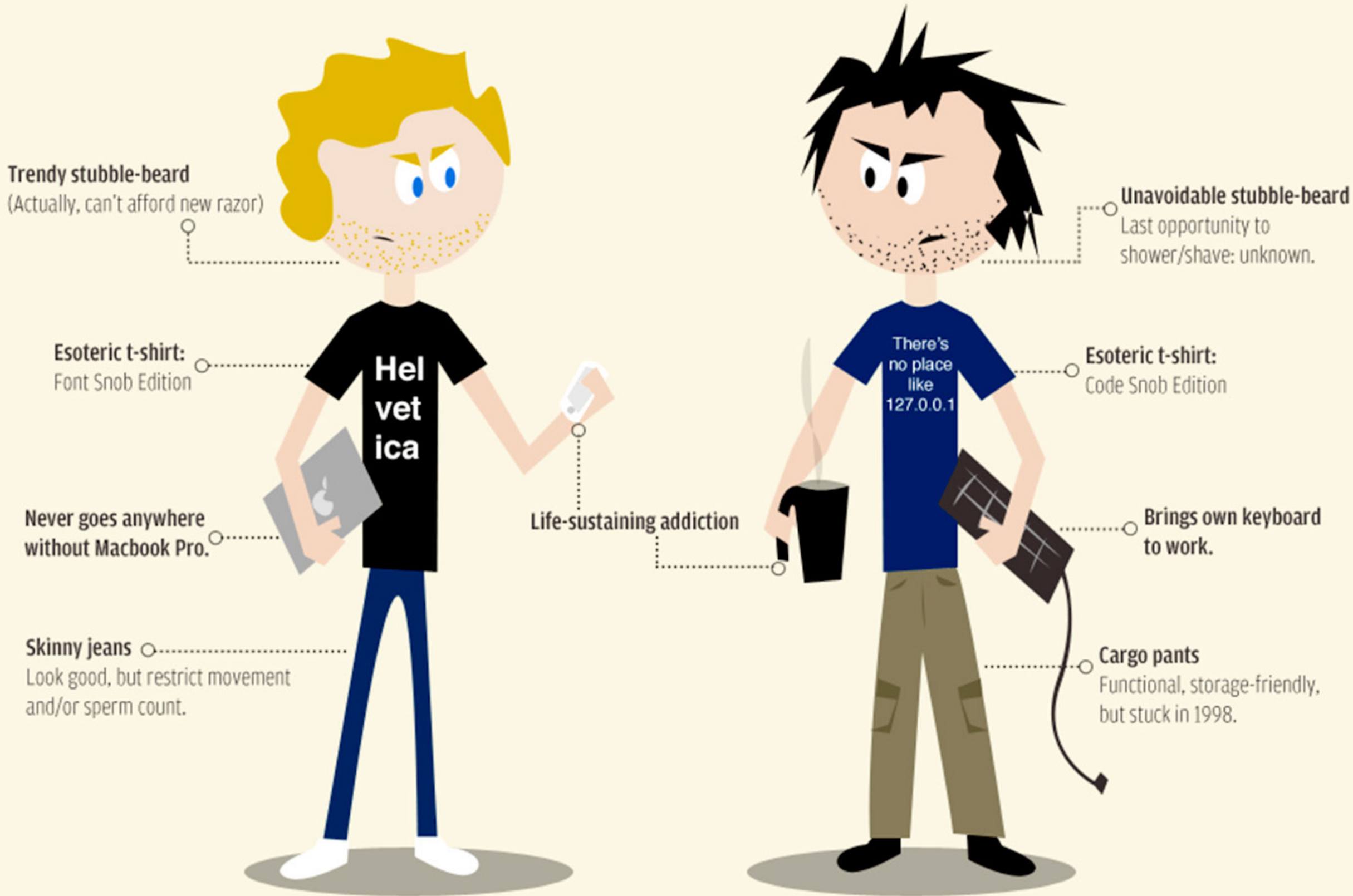




What's
one simple change
I can make to my work to make a
BIG DIFFERENCE?

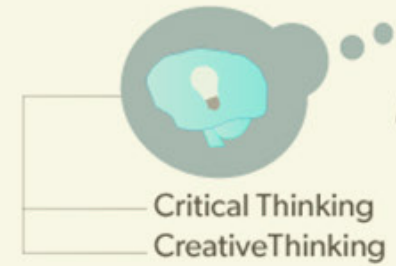
Low cost. HIGH VALUE.

WEB DESIGNERS VS WEB DEVELOPERS



UX Designer

Thought process



Design Based on



Sometimes Fills

- Information Architect
- Program Manager
- Content Strategist



Idea #1

(for UXperts and designers)

Test Early, Test Often

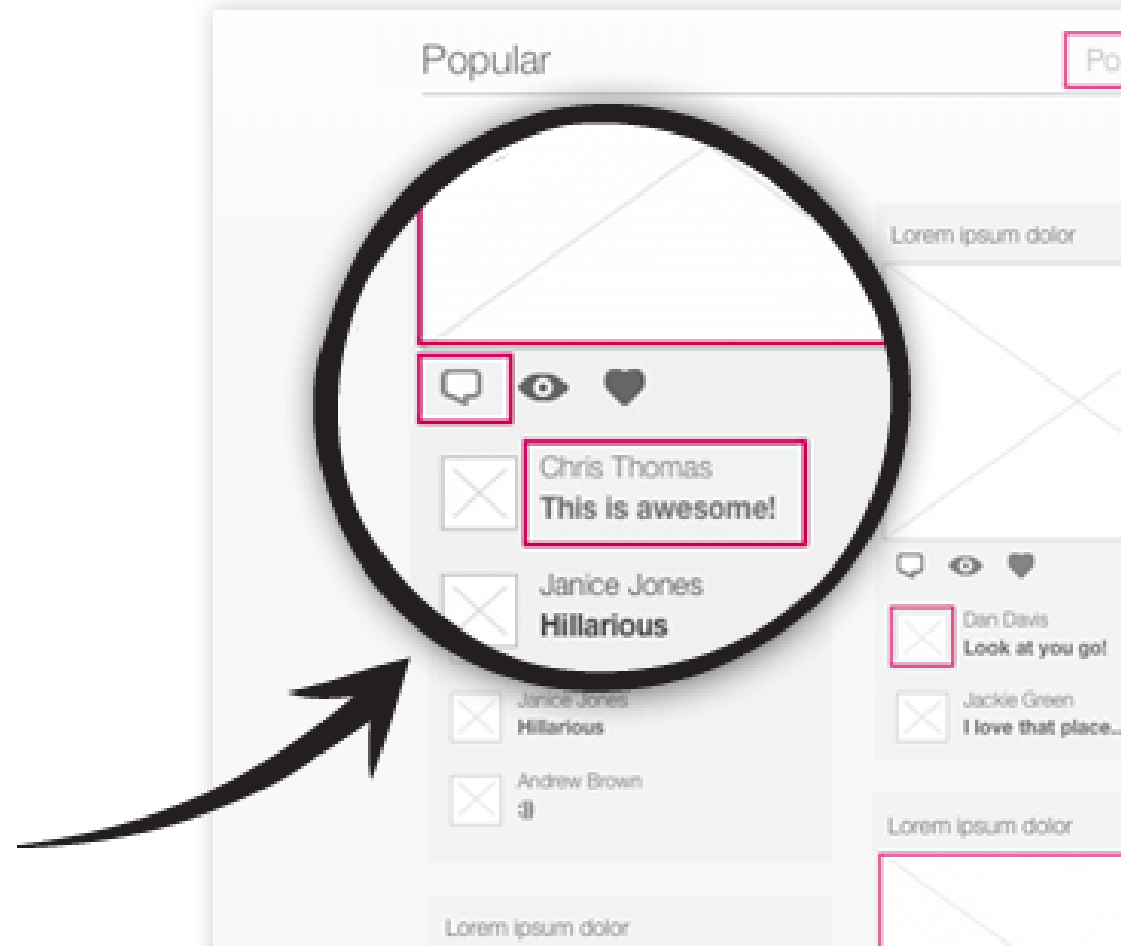


Solidify

Home

Make Interface Screens Come To Life

Solidify is the quickest way to prototype interface screens for user testing feedback across devices.



Mockups Come Alive

Multi-Device Prototyping

Test Flows and Ideas

Analyze Behavior

Solidify
solidifyapp.com

Time required = 1 - 4 hours
Cash required = \$20/month

Idea #2

(for the designers & devs)

Double Everything

Time required = minimal



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- Grids – Pure
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- Where To...
- Around the...
- material de...
- "infini" fre...
- Siri c



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fino

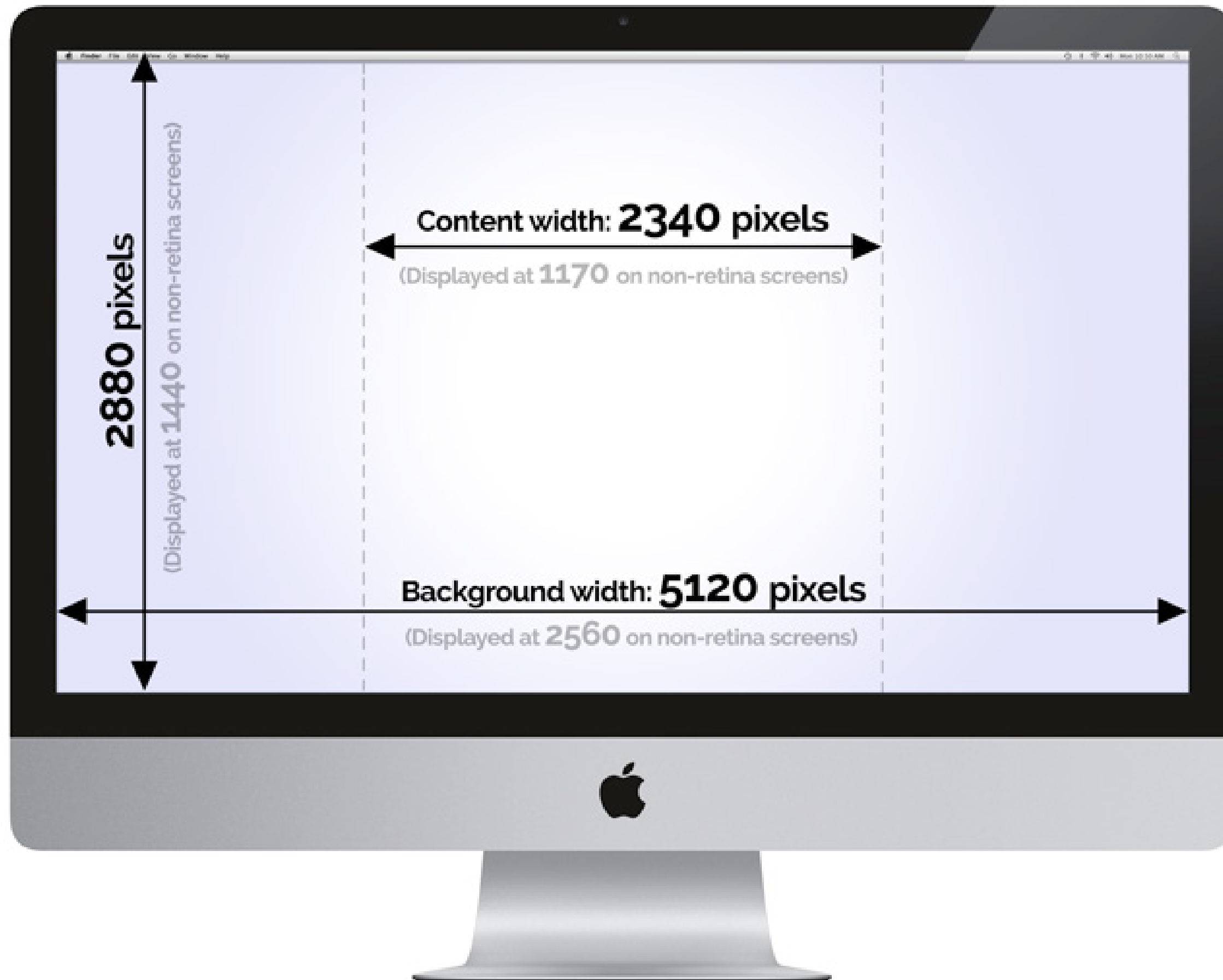


Umm...

What's a retina screen?

Super high density screen, where the pixels are barely perceptible.

- iPhone 4 and above
- iPad 3 and above
- Numerous Android devices
- MacBook Pro with Retina
- ...Rumours of a 4K iMac coming October



Photoshop Demo

Did you know...?

**Retina-quality graphics can
actually be *smaller***

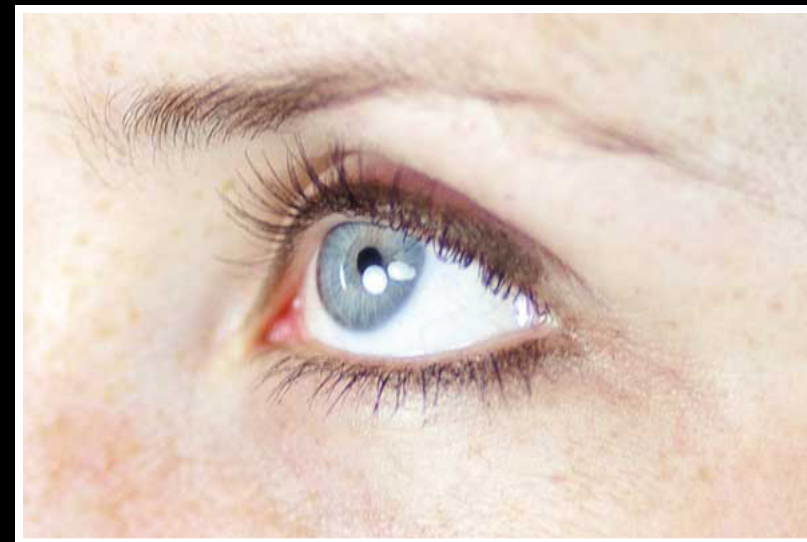
<http://j.mp/retina-now>

Did you know...?

Retina-quality graphics can actually be *smaller*



300 x 200
JPG 80% quality
21 kilobytes



600 x 400
JPG 31% quality
16 kilobytes
(25% smaller file!)

<http://j.mp/retina-now>

The simplest solution:

Serve only retina images

```

```

- + Super easy to code (just specify the intended width/height in HTML/CSS)
- + Browsers never have to download two sets of images
- + Can actually end up with smaller files (not as wasteful as we commonly think)
- Generally need to stick with tag as background-size not supported in IE 8

<http://j.mp/retina-now>

Idea #3

Be Responsive
...and Responsive

Time required = 1 - 3 hours

Chrome Dev Tools

My performance checklist:

- Javascript at bottom of page wherever possible
- Background colour behind images
- Image sizes are specified in HTML or CSS
- Server is sending correct caching headers (see HTML5 boilerplate .htaccess)
- Use CDNs where possible and/or CloudFlare (and Railgun)
- SPDY (included with CloudFlare paid plan)

Time required = 1 - 3 hours

#1 Test Early, Test Often.

#2 Double Everything.

#3 Be Responsive *and* Responsive.

Solidify.

Serve Retina.

Performance.

THANKS



Let's
connect
@yumpdigital