

Elements of web design

Get into the nitty gritty with Lateral Nord

Lateral Nord.



Jerry Jäppinen

Product design consultant



jerryjappinen@lateralnord.com

+358 40 7188776

@jerryjappinen



First things first

What is the web?

**The web is
an open platform
for everyone**

Open platform

Everything on the web...

- is open and public (source code and assets)
- can be manipulated by end-users
- can be manipulated by browsers
- can be manipulated by extensions
- can be linked and embedded on other services

**How
designers
see the
user**

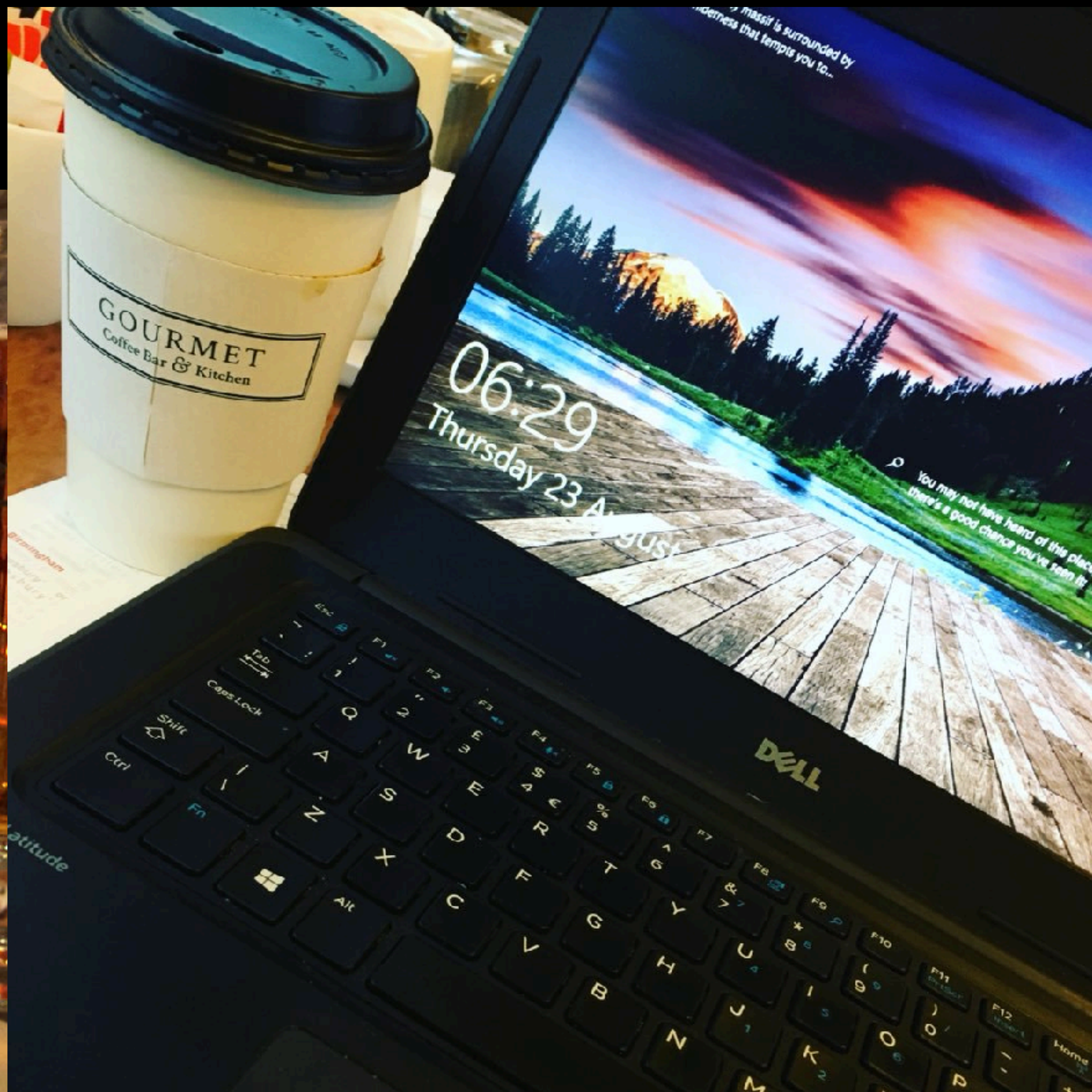


**How
developers
see the
user**



How users actually are





- 1. Device interaction**
- 2. Layout model**
- 3. Visuals**
- 4. Elements**
- 5. Auditing**
- 6. Technical terminology**

- 1. Device interaction**
2. Layout model
3. Visuals
4. Elements
5. Auditing
6. Technical terminology

Devices

- Phones
- Tablets
- Laptops
- Desktops
- Smart watches
- Smart TVs
- Screen readers
- Outdoor displays
- E-readers
- Printers
- Game consoles
- Smart fridges

Screens

- Matte vs glossy
- High vs low-DPI
- OLED vs LCD
- E-ink
- SDR vs HDR
- Viewing angles
- Color reproduction



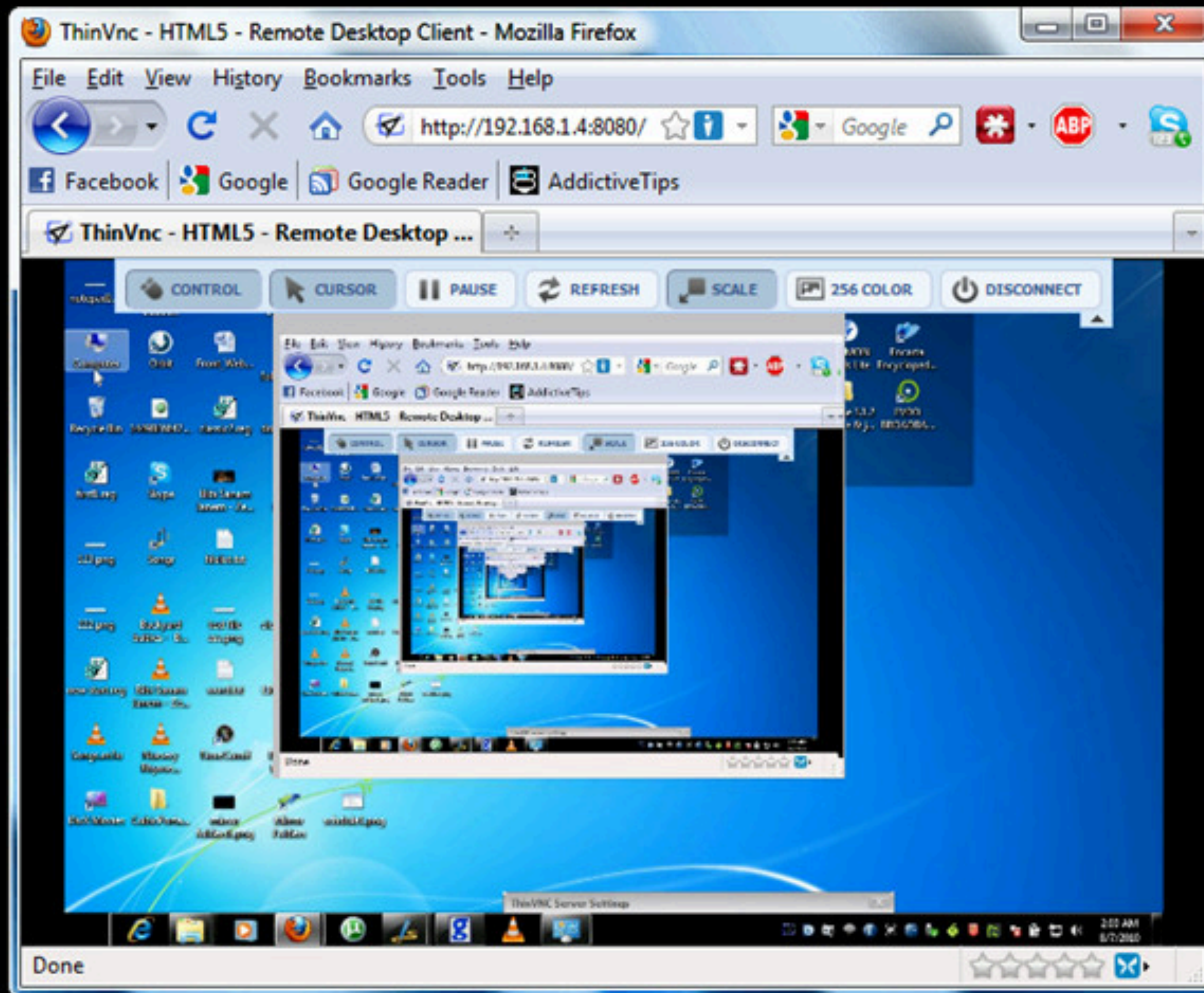




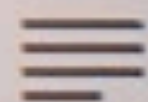


Browser chrome

- Pages are (typically) continuous and dynamically sized
- Elements within a page can scroll
- Horizontal vs. vertical
- Free scrolling vs. paginated vs. automatic



3:26



en.wikipedia.org

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Search Wikipedia

Prohodna

From Wikipedia, the free encyclopedia

Coordinates: 43°10′33″N 24°04′23″E﻿ / ﻿

Prohodna (Bulgarian: Проходна) is a karst cave in north central Bulgaria, located in the Iskar Gorge near the village of Karlukovo in Lukovit Municipality, Lovech Province. The cave is known for the two eye-like holes in its ceiling, known as *Oknata* (The windows).

Prohodna is the best known attraction in the Karlukovo Gorge (part of the Geological Park Iskar-Panega), one of the largest karst regions in Bulgaria and a popular location for speleology.^[1] Formed during the Quaternary, Prohodna is 262 metres (860 ft) long, which makes it the longest cave passage in Bulgaria. The cave has two entrances which lie opposite one another, known respectively as the Small Entrance and the Big Entrance. The former is 35 metres (115 ft) high and the latter reaches 42.5 or 45 metres (139 or 148 ft)^[2] in height. The cave owes its name, which



The Big Entrance of Prohodna (Passage) cave with visitors for comparison of height



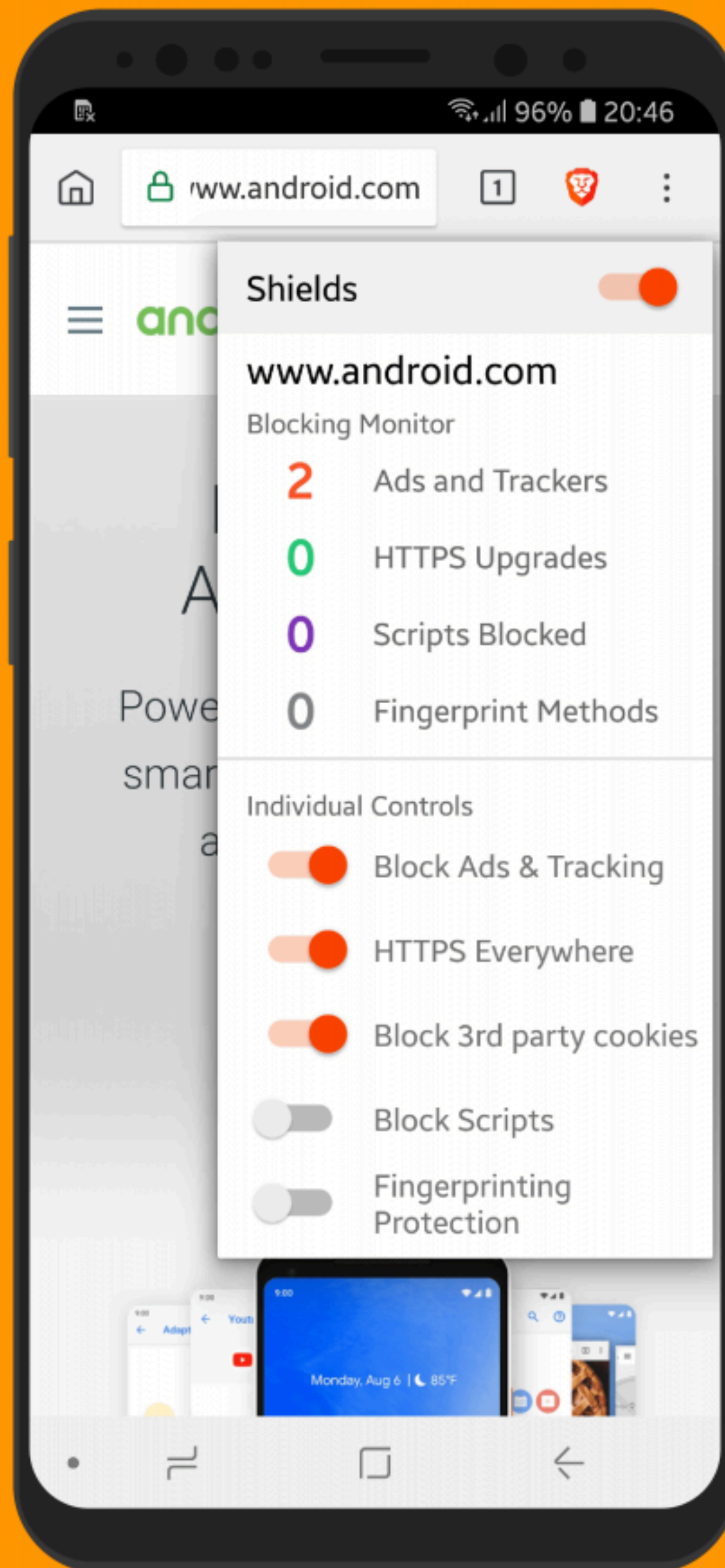
The Eyes of God formation in the Prohodna cave

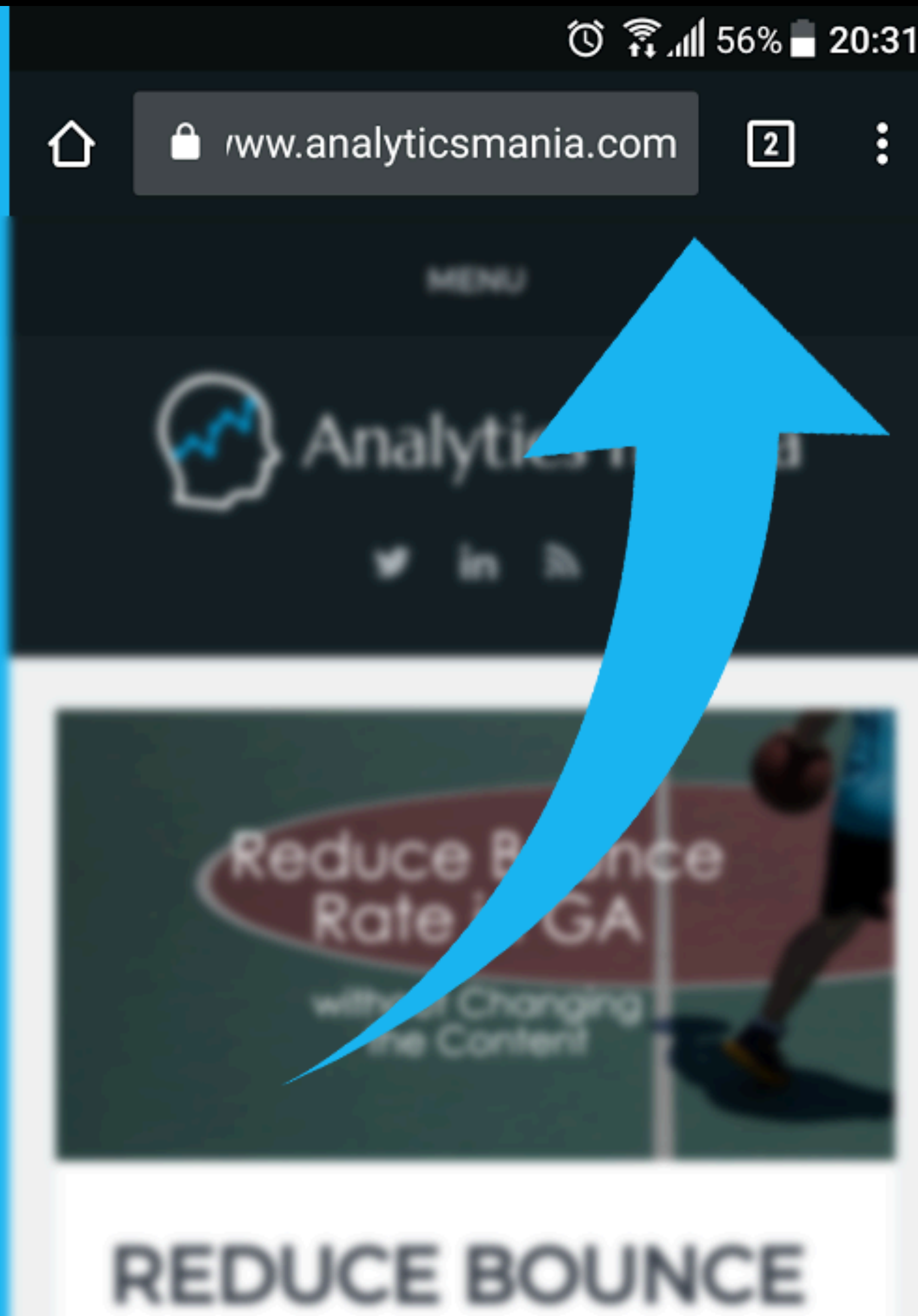
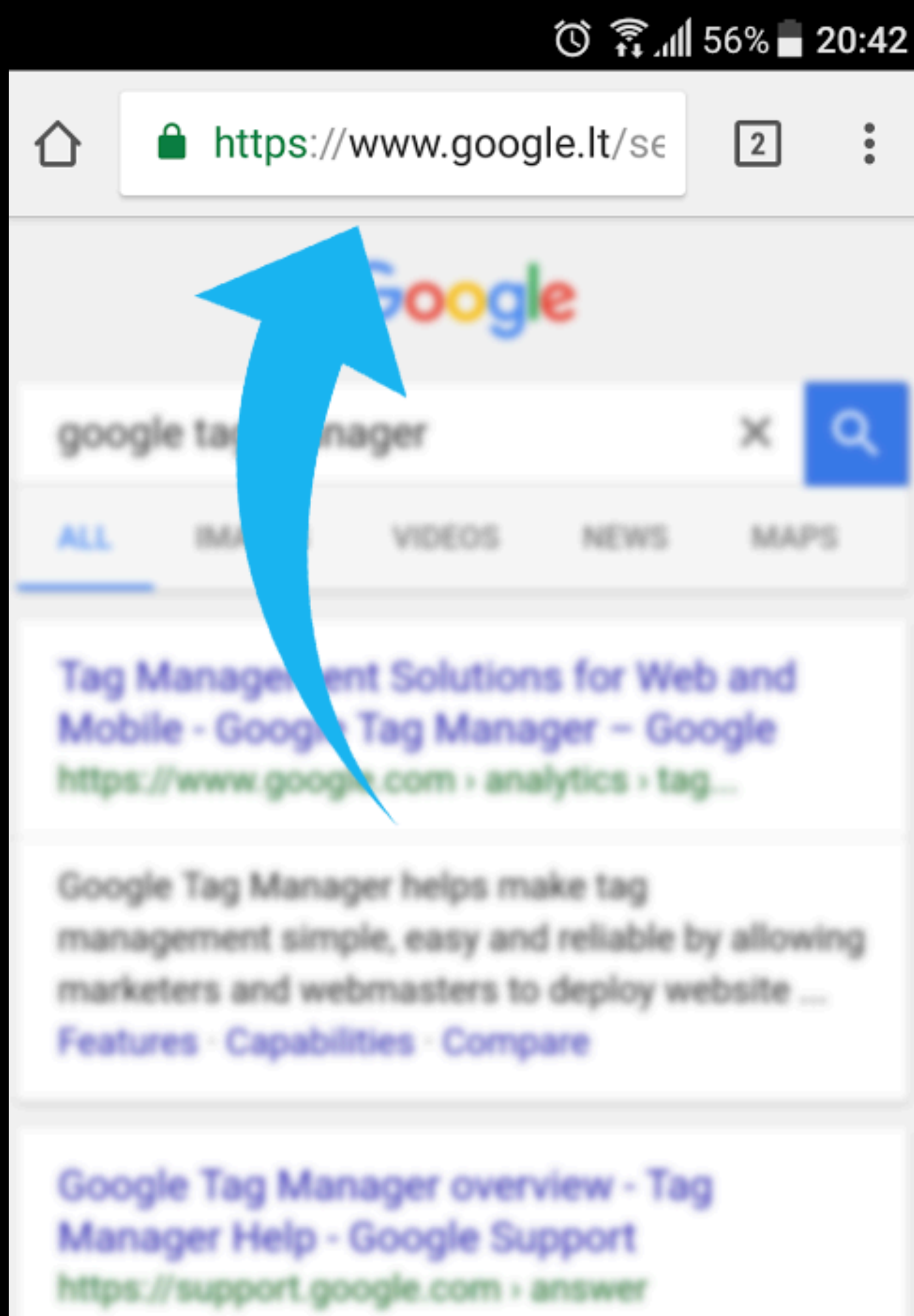


One of the cave's entrances

The Eves of God formation in the

[Request Desktop Site](#)[Cancel](#)





Using the prefers-color-scheme CSS media query

The release notes mention a new CSS media query for Dark Mode without saying how to use it. We can try to use a unit test from the WebKit repo as sample code instead.

In revision [r237156](#), a test named [prefers-color-scheme.html](#) looks promising. It shows that the new prefer-color-scheme media query can either be light or dark.

Let's assume our CSS already looks good in light mode. We can use the media query to add overrides for some rules in Dark Mode:

```
/* The CSS rules we had before. */
body {
  line-spacing: 1.2em;
  color: black;
  background: white;
}
@media (prefers-color-scheme: dark) {
  /* Overrides for Dark Mode. */
  body {
    color: white;
    background: black;
  }
}
```

We can even put CSS variables in the media query. Unfortunately, it's a pretty cutting edge feature: as of October 2018, only 91 percent of US web traffic supports it.¹ That's not enough for something as fundamental as setting the colors on a website.

Why don't we use the media query for light mode too? Most browsers don't know about prefers-color-scheme yet. If we had enclosed the light mode



macOS Beta
2 TB, 1.66 TB free



macOS Mojave
1.94 TB, 1.63 TB free



Input devices

- Cursor
- Touch
- Touch pad
- Scroll wheels
- Keyboard
- Game pads

Each have their own best practices and design considerations (hit area size, hover feedback, common errors etc.)

Operating systems

- Dark vs light theme
- Native input elements
- Security controls and limitations
- Platform conventions
- Design and style


Interaction

- Pointer movement
- Clicks
- Scrolls
- Touches
- Drags
- Key presses

Viewport size

- Screen and window sizes vary *between devices*
- Viewport size on *one device* varies
- User can change viewport size in *one session*
- Mobile first?

Galaxy S9, Note 8, S8 360x740

 **Firefox Browser**

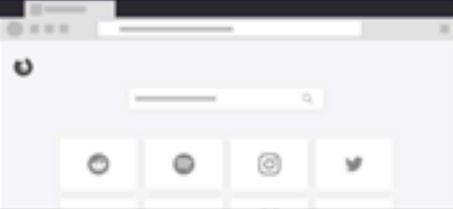
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Galaxy S9 Plus, S8 Plus 412x846

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Medium Screen 1024x800

 **Firefox Browser**

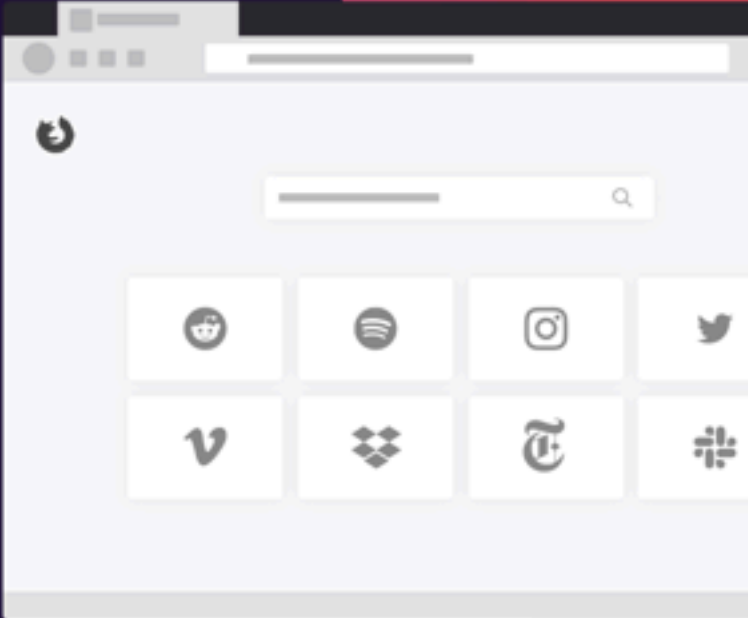
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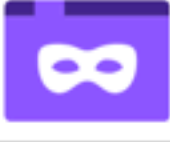


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Large Screen 1280x800

 **Firefox Browser**

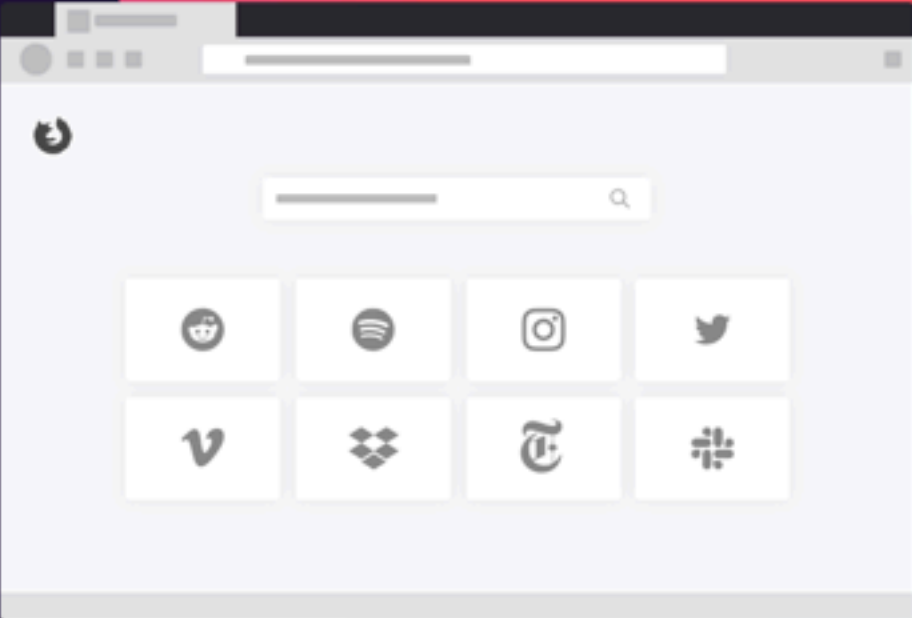
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Scrolling

- Pages are (typically) continuous and dynamically sized
- Elements within a page can scroll
- Horizontal vs. vertical
- Free scrolling vs. paginated vs. automatic

1. Device interaction
- 2. Layout model**
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Quick foreword

Native vs. non-native rendering

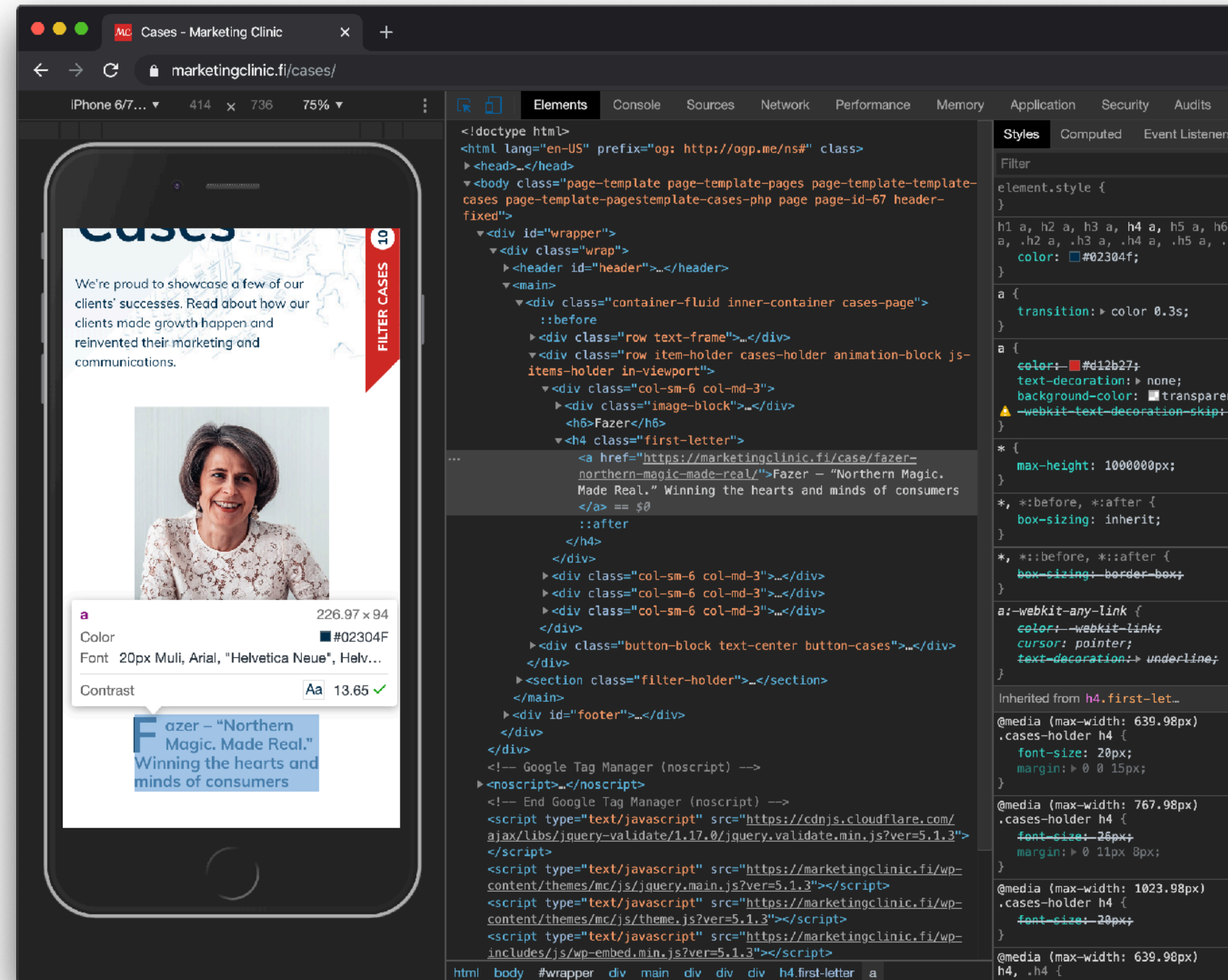


Native rendering

A browser renders graphics natively

Every object can have properties

Different objects support different properties





Non-native

Every pixel is predefined

No run-time manipulation with user interaction



Native

Browser has data on individual elements, composing the final rendering

Design can be manipulated and tied to user interaction

**It's a bit similar to bitmap vs.
vector**

**Think of all the possibilities of
this native rendering machine**

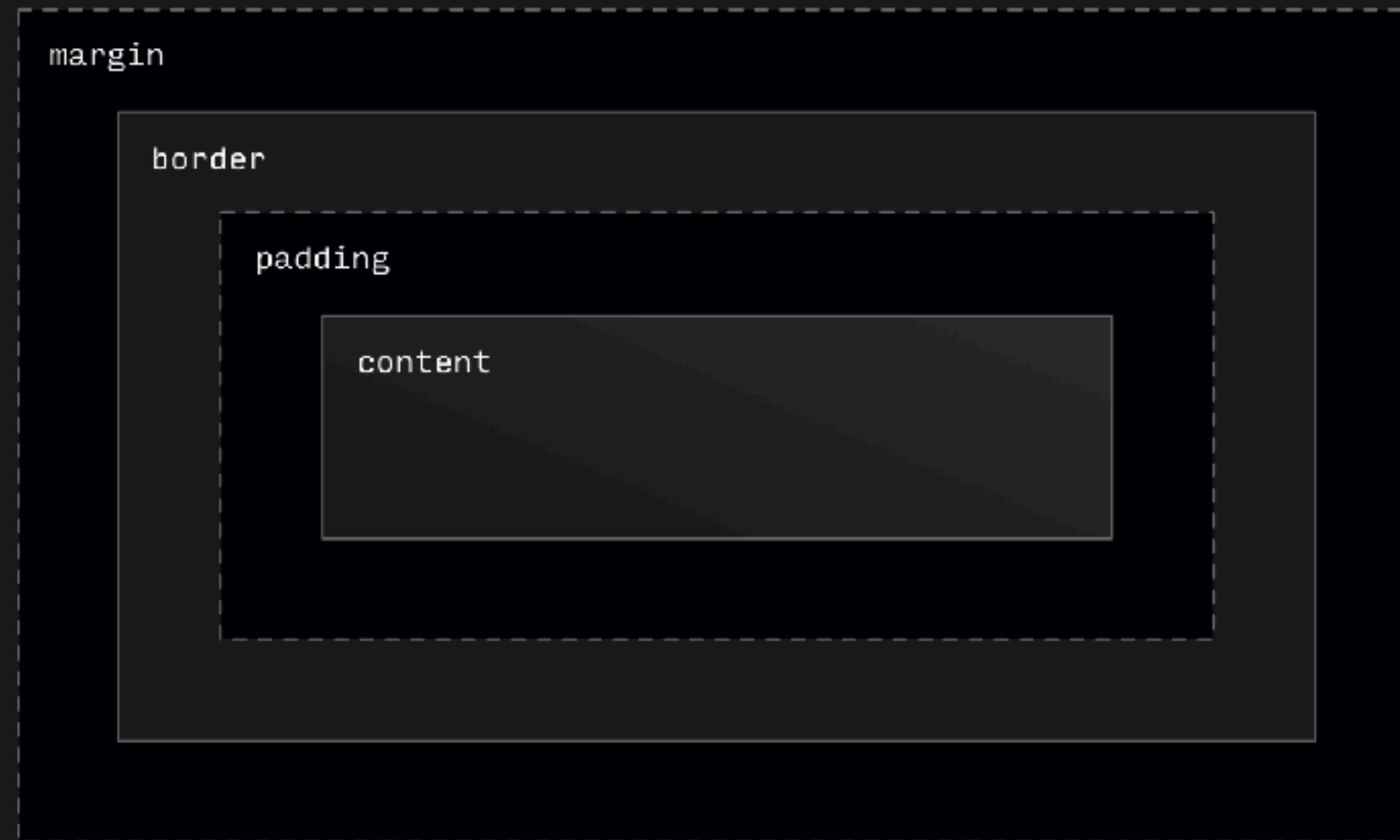
**What design tools do you
use?**

Try to forget about them!

**Let's go through the building
blocks**

1. Device interaction
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The box model

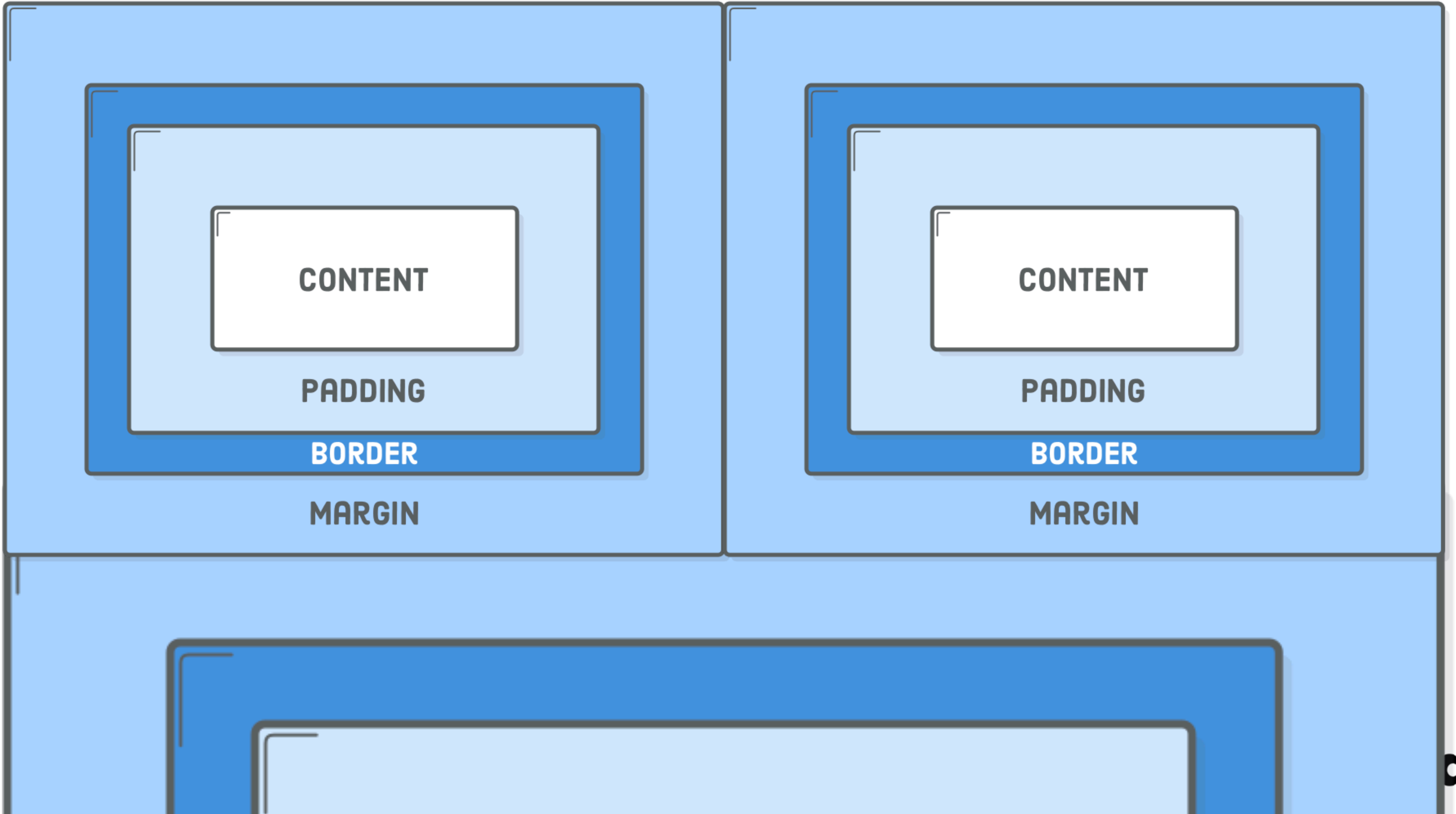


This is a box

It has properties

Properties take up space

framer.com/blog/posts/box-model



About 5 970 000 000 results (0,45 seconds)

SVG 2 support in Mozilla - SVG: Scalable Vector Graphics | MDN

https://developer.mozilla.org/en-US/docs/Web/SVG_2_support_in_...

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The SVG 2 Conundrum | CSS-Tricks

<https://css-tricks.com/svg-2-conundrum>

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[SVG 2 new features](#) · [w3c/svgwg Wiki](#) · [GitHub](#)

svg 2 - Google Search

google.com/search?q=svg+2&oq=svg+2&aqs=chrome..69i57j0l6j69i60.783j0j1&sourceid=chrome&ie=UTF-8

Google

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All

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div#center_col632 × 1867.25t5 970 000 000 results (0,45 seconds)

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SVG 2 new features · w3c/svgwg Wiki · GitHub

https://github.com › svgwg › wiki › SVG-2-new-features
SVG Working Group specifications. Contribute to w3c/svgwg development by creating an account on GitHub.

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svg 2 example

d3 text overflow

svg 3

thunderbird svg

svg wrap text

caniuse

People also ask

What is SVG used for?

How does SVG work?

What can open SVG files?

Elements

Console

Sources

Network

Performance

Memory

Application

Security

Audits

<script nonce="INE9ipJHHTx/QiYGmsmrQ==">...</script>

<div id="sfcnt">...</div>

<script nonce="INE9ipJHHTx/QiYGmsmrQ==">(function(){google.tick("load","sct");}).call(this);</script>

<div id="dc"></div>

<div id="subform_ctrl"></div>

<style>...</style>

<div id="bst" style="display:none"></div>

<div id="top_rav">...</div>

<div id="before_appbar"></div>

<div class="appbar" id="appbar">...</div>

<div class="mw" id="ucs"></div>

<div id="atvcap"></div>

<div class="mw">

<div id="rcnt" style="clear:both;position:relative;zoom:1">

<div id="bcenter">...</div>

<div class="col" style="width:0">

<div id="center_col"> == \$0

<style>...</style>

<div id="taw">...</div>

<div class="med" id="res" role="main">...</div>

<div id="bottomads"></div>

<div id="extrares">...</div>

<div>...</div>

</div>

<div jscontroller="TxZWcc" class="rhscol col rhstc3" jsdata="MdeVKb;;CmxWiU" id="rhs" jsaction="rcuQ6b:npT2md">...</div>

<div style="clear:both"></div>

</div>

<div id="tfoot">...</div>

</div>

<style>...</style>

<div id="tfoot" data-ved="2ahUKEwjao9eyq4rmAhV15aYKHdqIIC7AQppyp6BAgNFFM">...</div>

<!-- cctlcm 5 cctlcm -->

<script nonce="INE9ipJHHTx/QiYGmsmrQ==">...</script>

<style id="dstyle">...</style>

<div id="tfoot">...</div>

</div>

</div>

<div></div>

<script nonce="INE9ipJHHTx/QiYGmsmrQ==">...</script>

<div id="reviewDialog" data-async-context="async_id_prefix:" data-jiis="up" data-async-type="reviewDialog" data-async-context-required="async_id_prefix" class="y yp"></div>

<script nonce="INE9ipJHHTx/QiYGmsmrQ==">window.ghar&gghar.up&gghar.up.tp&gghar.up.tp();</script>

<script nonce="INE9ipJHHTx/QiYGmsmrQ==">...</script>

<div>...</div>

<script nonce="INE9ipJHHTx/QiYGmsmrQ==">...</script>

<div class="gb_ie">...</div>

<script src="/xjs/ /js/k=xjs.s.en GB.gwb9dBXn6T8.0/ck=xjs.s.shUtl8MWPRY.L.W.O/m=Fk...ChbE6AREg/d=1/dg=2/br=1/ct=zgms/rs=ACT90oGw11Ux5kTY0XG3ljoeXtx8fliNv0"></script>

<script src="/xjs/ /js/k=xjs.s.en GB.gwb9dBXn6T8.0/ck=xjs.s.shUtl8MWPRY.L.W.O/am=A...B6Zqd,qik19b,rHjpXd,sb_wiz,sf,sonic,spch,tl,uinkee,vs,xz7cCd,zbML3c?xjs=s1" async gapi_processed="true"></script>

<script src="/xjs/ /js/k=xjs.s.en GB.gwb9dBXn6T8.0/ck=xjs.s.shUtl8MWPRY.L.W.O/am=A...zgms/rs=ACT90oGw11Ux5kTY0XG3ljoeXtx8fliNv0/n=Uuupec,r36a9c,xj7LNb?xjs=s2" async></script>

</body>

</html>

htmlbody#gsr.srp.tbo.vasqdiv#maindiv#cnt.bigdiv.mwdiv#rcntdiv.coldiv#center_coldiv#res.med

Styles

Computed

Event Listeners

>>

margin

-

border

-

padding

-

150 - - 632 × 1867.250 - - 264

Filter

Show all

align-content

normal

align-items

normal

align-self

auto

alignment-baseline

auto

all

animation-delay

0s

animation-direction

normal

animation-duration

0s

animation-fill-mode

none

animation iteration c...

1

animation-name

none

animation-play-state

running

animation-timing-func...

ease

backdrop-filter

none

backface-visibility

visible

background-attachment

scroll

background-blend-mode

normal

background-clip

border-box

background-color

rgba(0, 0, 0, ...

background-image

none

background-origin

padding-box

background-position-x

0%

background-position-y

0%

background-repeat-x

background-repeat-y

background-size

auto

baseline-shift

0px

block-size

1867.25px

border-block-end-colo...

rgb(34, 34, 34)

border-block-end-styl...

none

border-block-end-widt...

0px

border-block-start-co...

rgb(34, 34, 34)

border-block-start-st...

none

border-block-start-wi...

0px

border-bottom-color

rgb(34, 34, 34...

border-bottom-left-ra...

0px

border-bottom-right-r...

0px

border-bottom-style

none

border-bottom-width

0px

border-collapse

separate

border-image-outset

0px

border-image-repeat

stretch

border-image-slice

100%

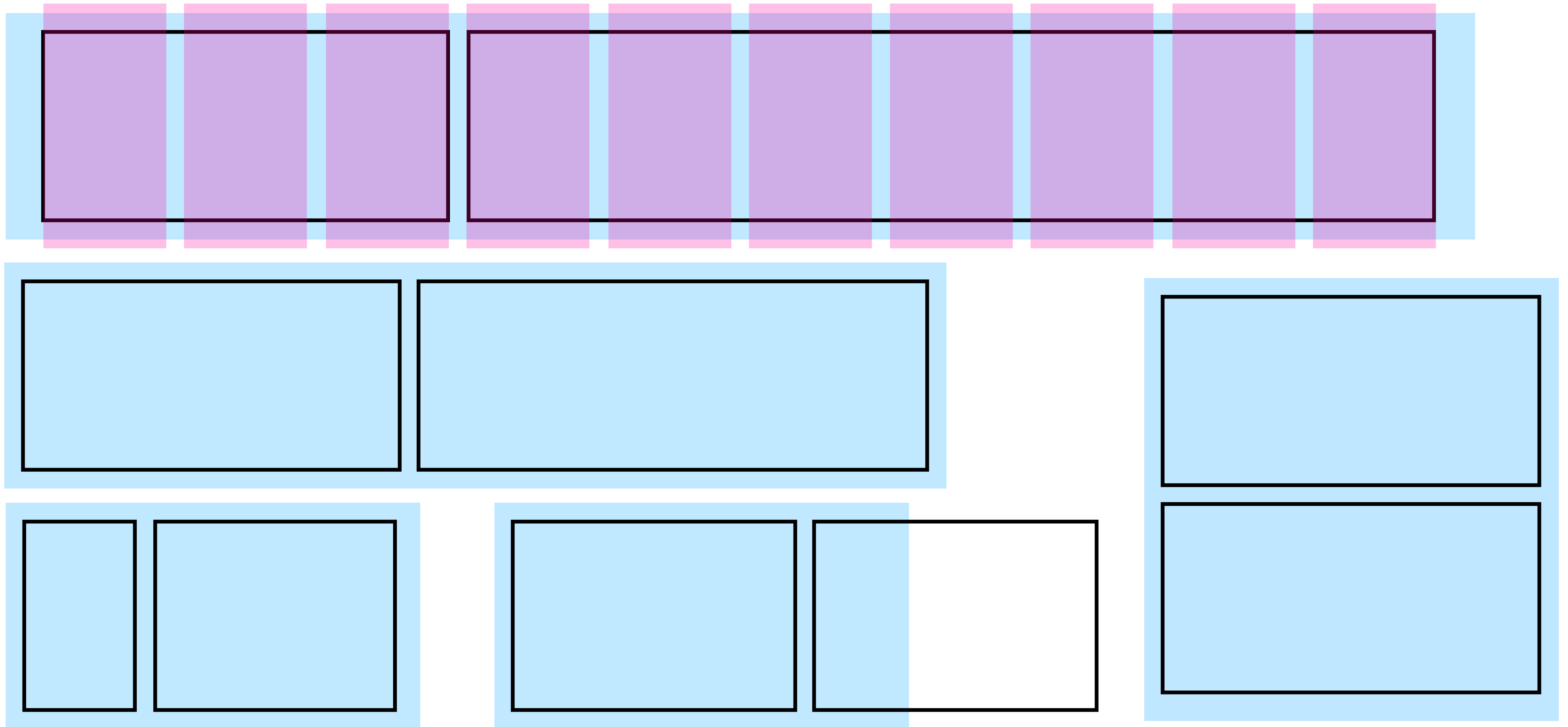
border-image-source

none

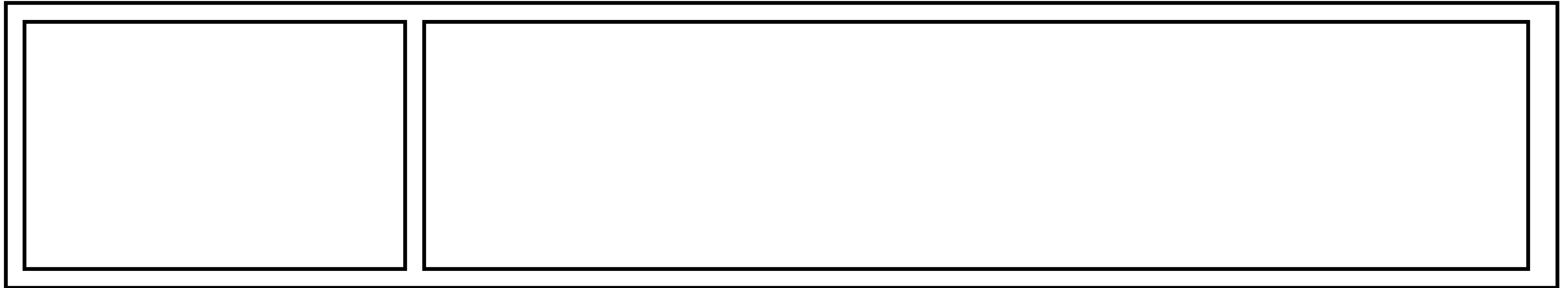
Layout model

- Inline
 - Block
 - Flex
 - Grid
 - Absolute
 - Fixed
 - Canvas *
 - SVG *
- Usually elements don't "float"
 - Columns and grids mean something different from print
 - Baseline grids don't exist
 - Everything is nested boxes
 - ...except inline elements
 - * Canvas/SVG

Layout with columns?

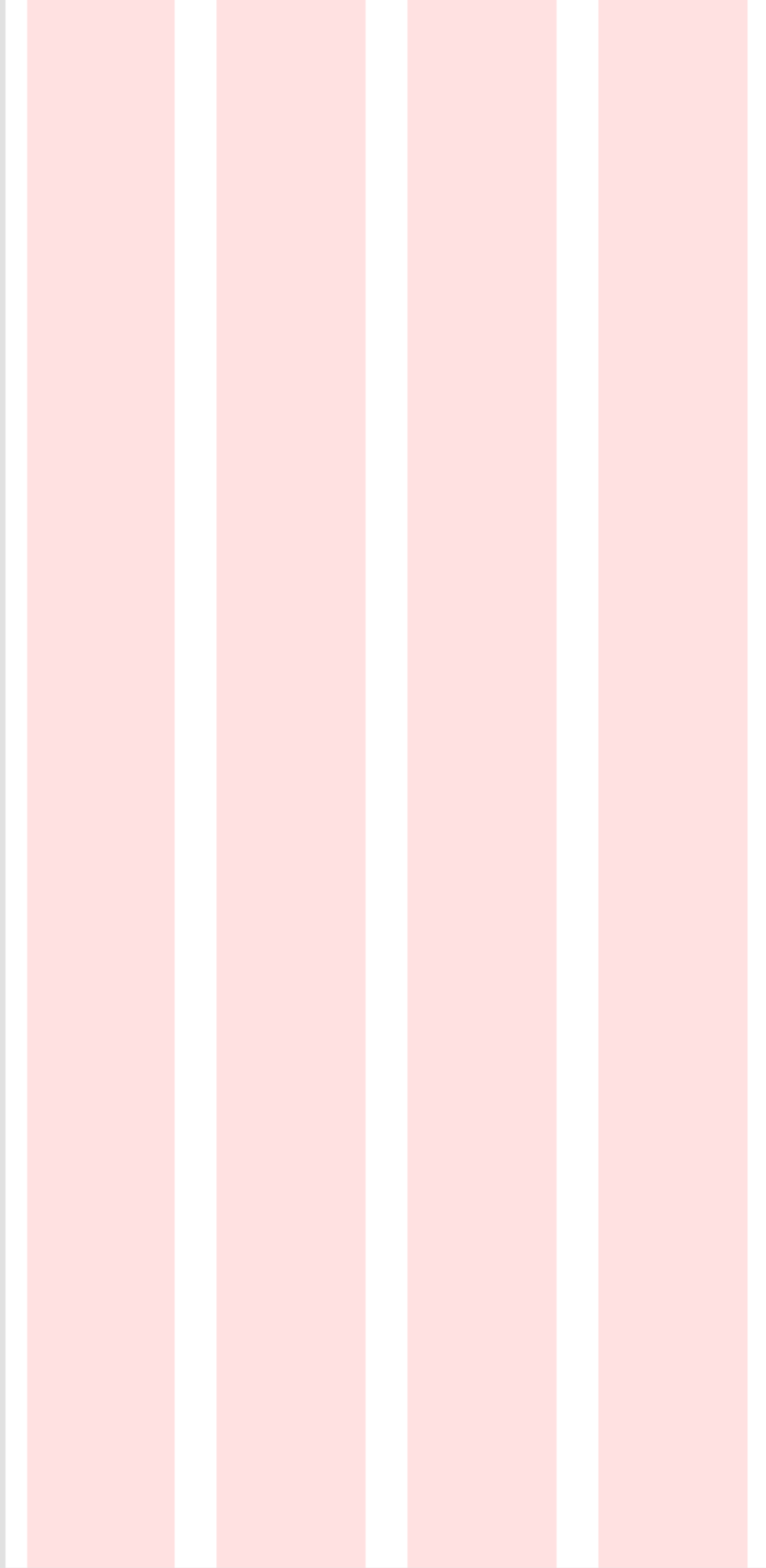


Layout with columns?

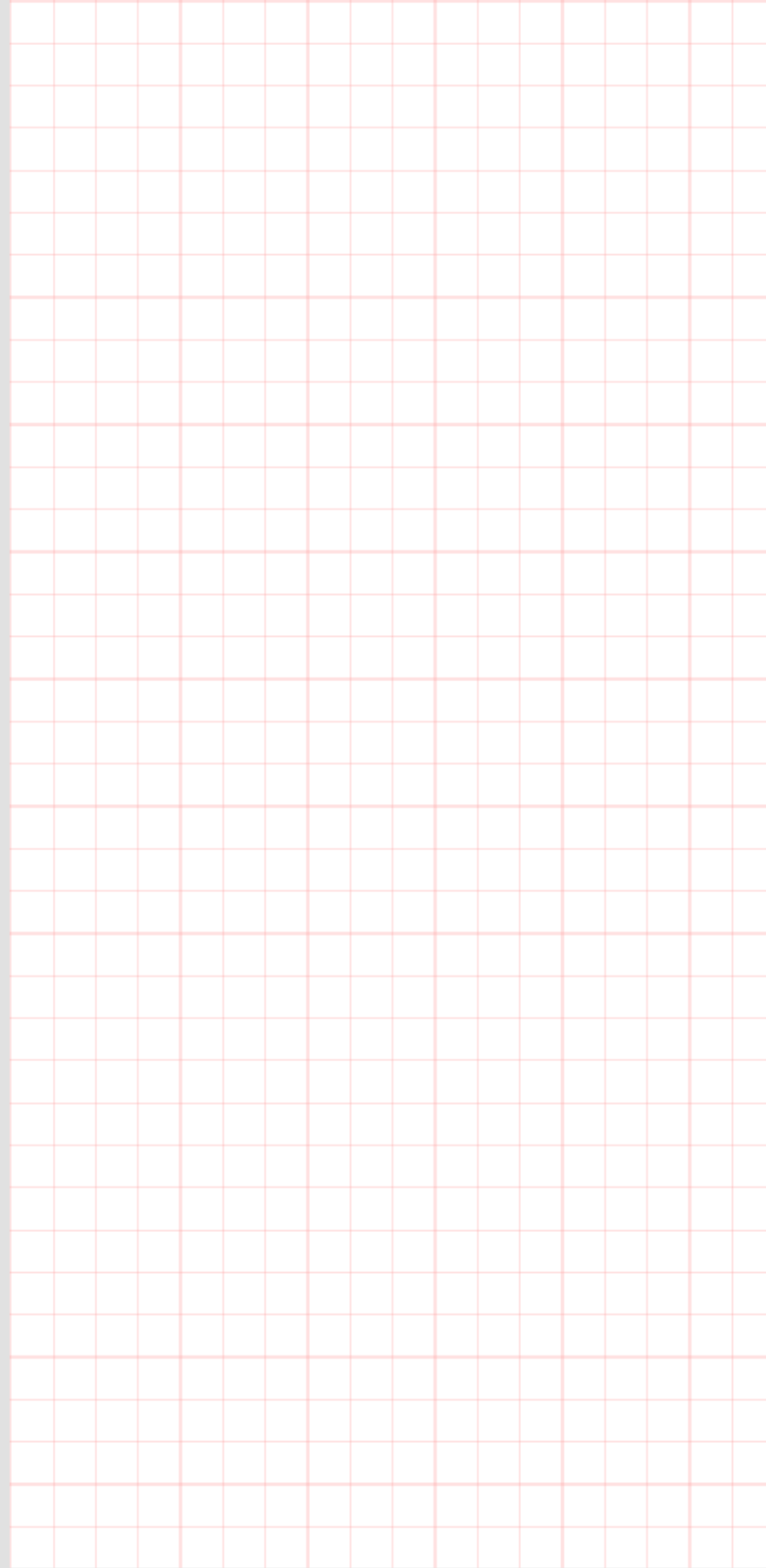


- Traditional (e.g. 12-column) layout grids don't work well in web
- No native column grids, only hacks
- Web layouts are dynamic and responsive
- Design tool for web: <https://webflow.com/>

Frame 5



Frame 4



**Consider
square grids
for design**

1. Device interaction
2. Layout model
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6. Technical terminology

Element properties

- Dimensions
- Position
- Background color
- Background image
- Font family
- Border
- Transformation
- Layout
- Overflow and scrolling
- Opacity
- Text indentation
- Shadows
- Border radius
- ...

<https://www.quackit.com/css/properties/>

Colors

- Hex
- RGB(A)
- HSL(A)
- Keywords
- Run-time variable support
- Gradients

Units

- px

- vh

- vw

- vmin

- vmax

- pt

- pc

- cm

- mm

- in

- %

- em

- rem

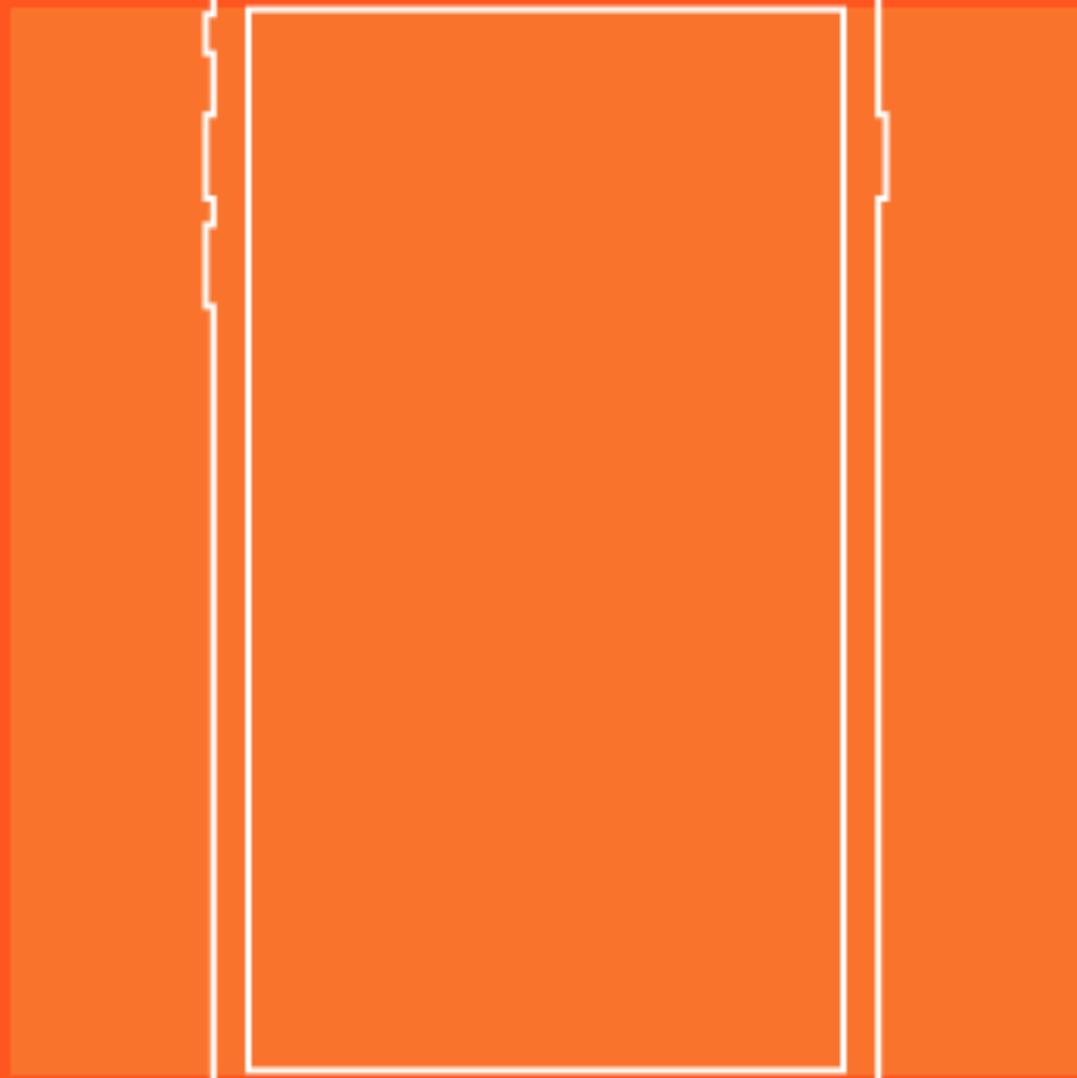
- ex

- ch

Font sizing

- Points or pixels are **fixed units**
- em and rem are **context-sensitive** and can be scaled
- vw and vh are dependent on **viewport size**

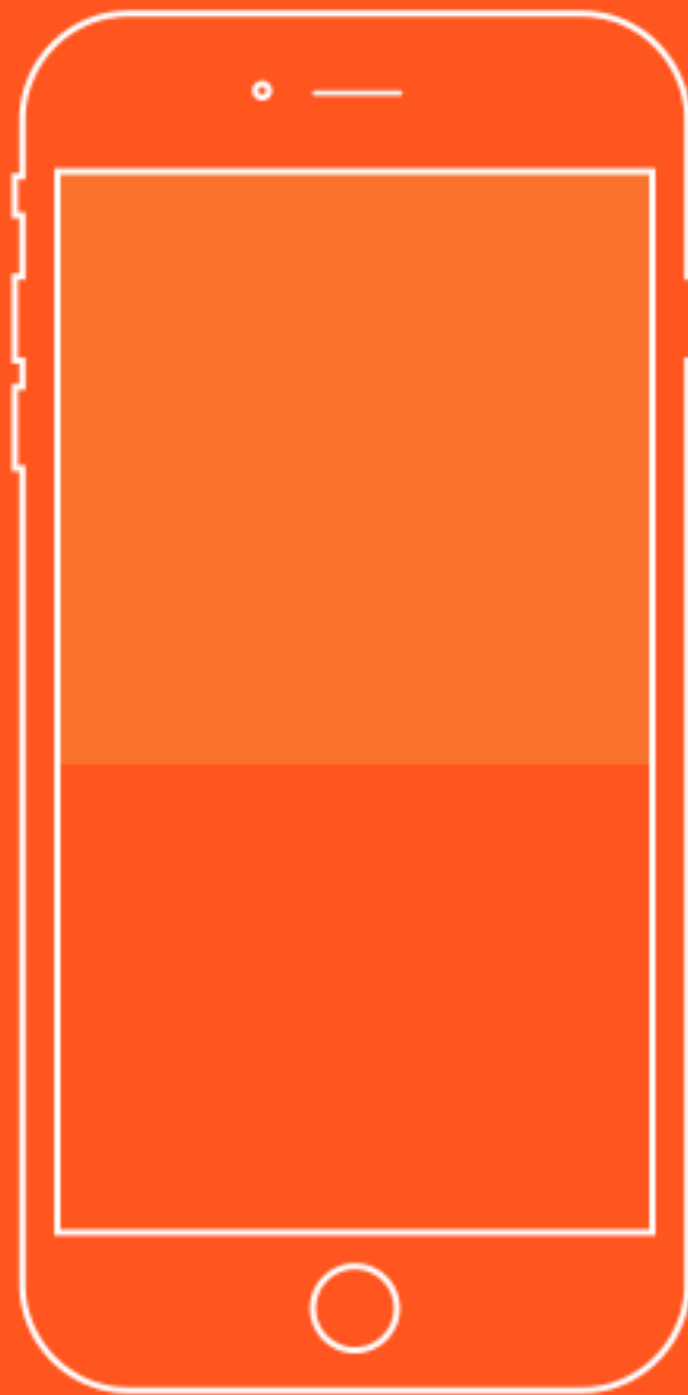
vmax



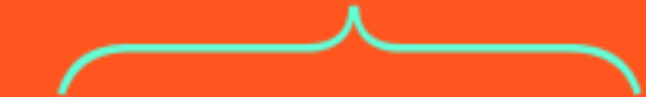
vmax



vmin



vmin



Type

REFLOW

<https://demofestival.com/>

Typography

- Text flow can't be totally manually controlled
- Ahead of mobile platforms
- Some great typographic controls, better than you think
 - Super/subscript
 - Text directions
 - See [ruby annotations](#)

Font sizing

- You can use any unit to define font sizes
- Why is a piece of text the size it is?
- Is it relative to...
 - screen size?
 - parent element's font size?
 - our place in the universe?

Variable fonts

- New!
- Completely dynamic font properties
- Can be smoothly adjusted run-time
 - → animation
 - → interaction
- <https://v-fonts.com/>

Moving image

- Native animations
- Native transitions
- Native & streaming video
- JavaScript-powered anything
- WebGL
- <https://easings.net/en>



Bitmaps

- Multiple bitmap formats supported
- Can be adjusted with filters (blur, greyscale...)
- Can be cropped and resized in client
- Servers can most things clients can't (reduce file size, apply more filters...)
- Can be analyzed with code
 - Find dominant colors, faces etc.



SVG

- "Native" vector format
- SVG is XML is HTML
- Supports text
- Supports CSS and JavaScript and animations
- Many libraries build on top of SVG
- Flexible, highly optimised

Filters

Rendering of elements can be changed with filters

- Blur
- Hue
- Saturation
- Color inversion
- Contrast
- Brightness

Canvas

A frame within a page that can be used for "raw" drawing and rendering

Elements can be manipulated with code

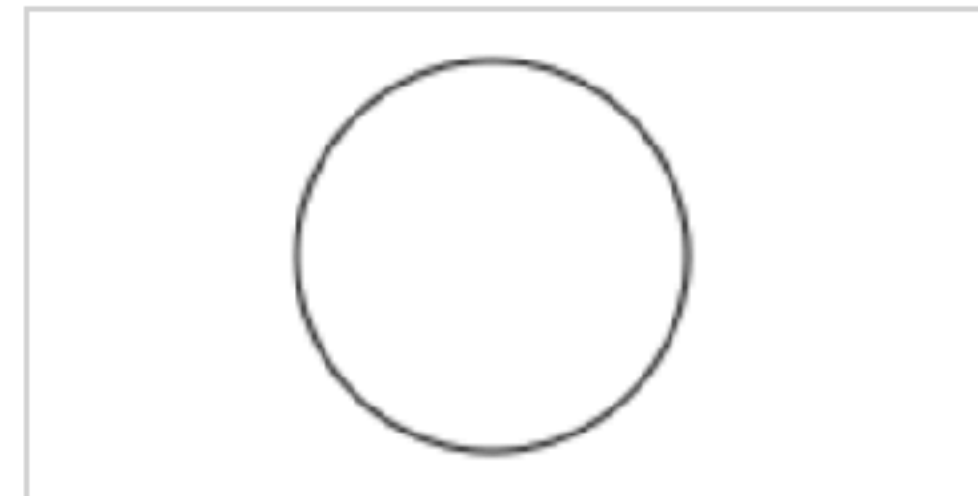
Supports 2D and real 3D

Example

```
var c = document.getElementById("myCanvas");  
var ctx = c.getContext("2d");  
ctx.moveTo(0, 0);  
ctx.lineTo(200, 100);  
ctx.stroke();
```

[Try it Yourself »](#)

Draw a Circle



3D

Web elements are 2D

With stacking order (z-index)

With transformations

With perspective

Better 3D support can be achieved with

- JavaScript libraries
- SVG
- WebGL and shaders

About 5 970 000 000 results (0,45 seconds)

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https://developer.mozilla.org/en-US/docs/Web/SVG_2_support_in_...

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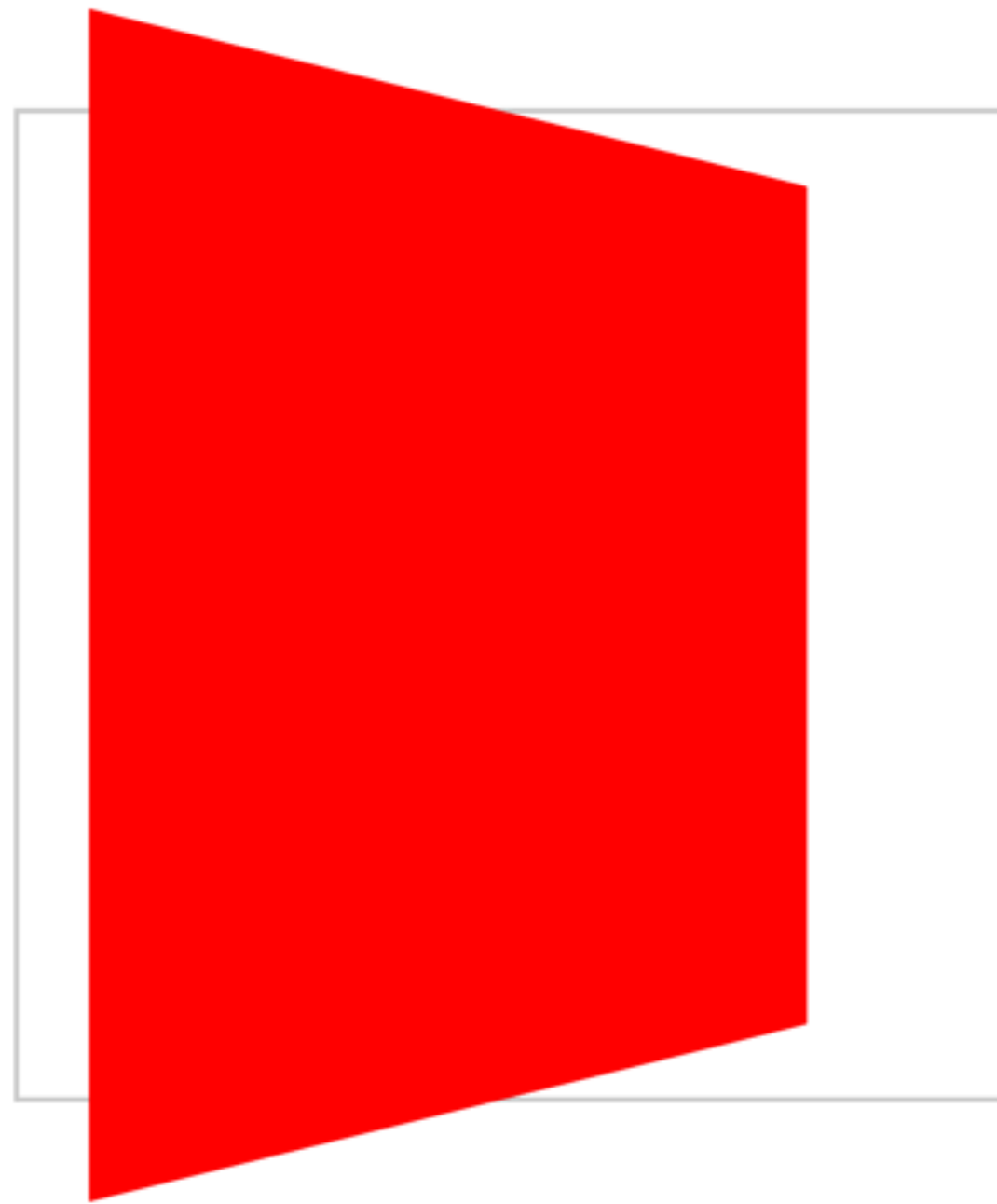
The SVG 2 Conundrum | CSS-Tricks

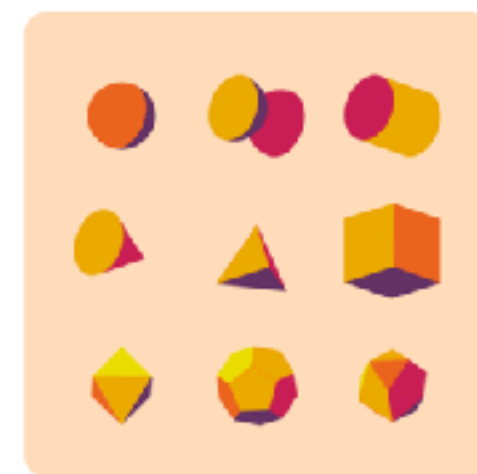
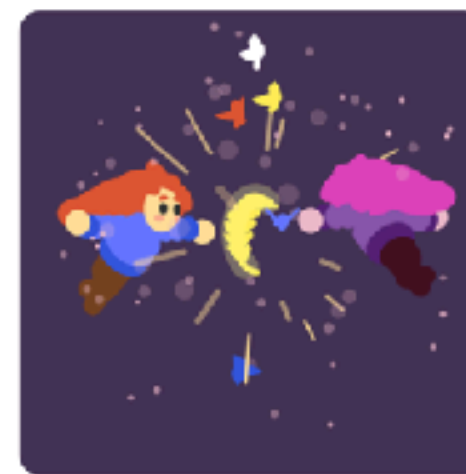
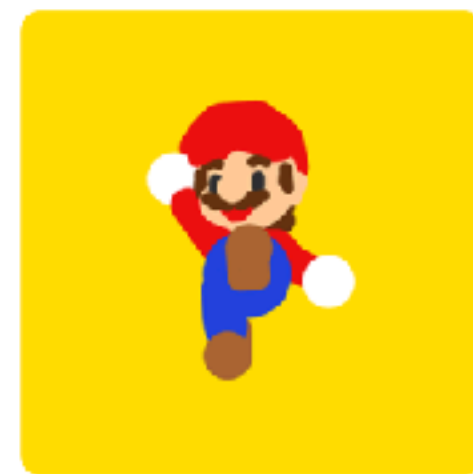
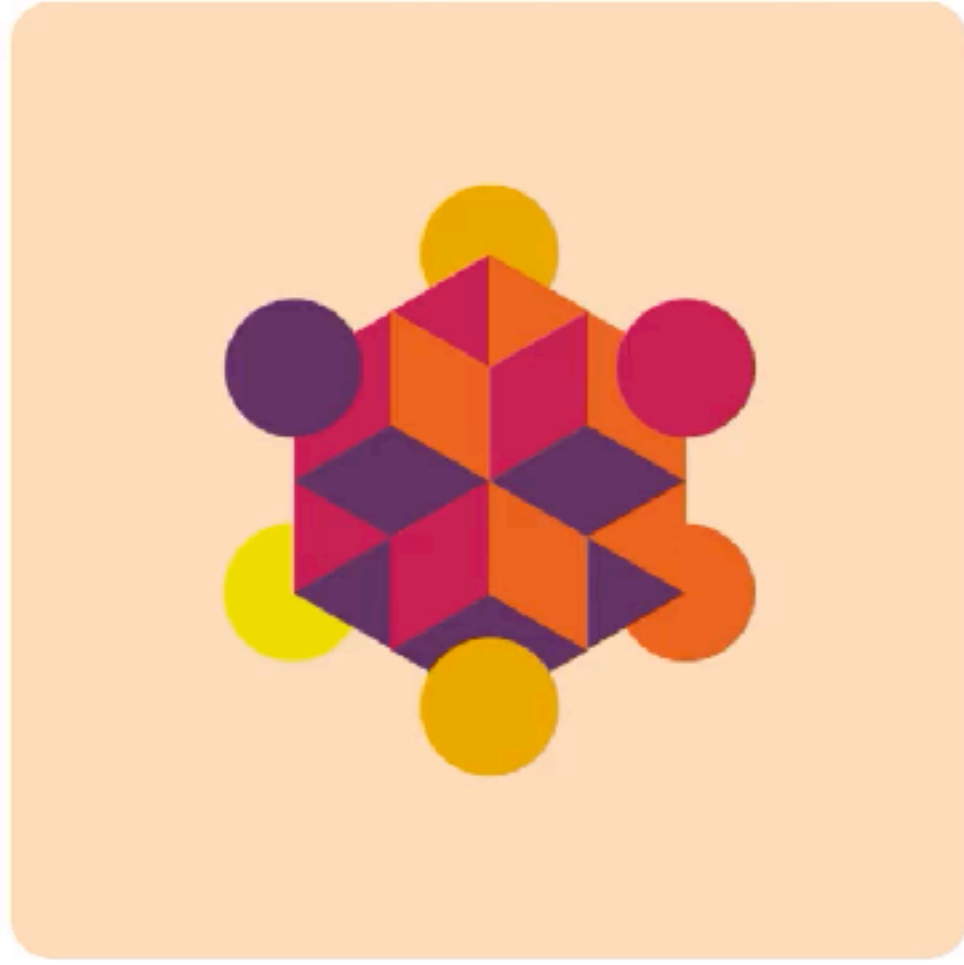
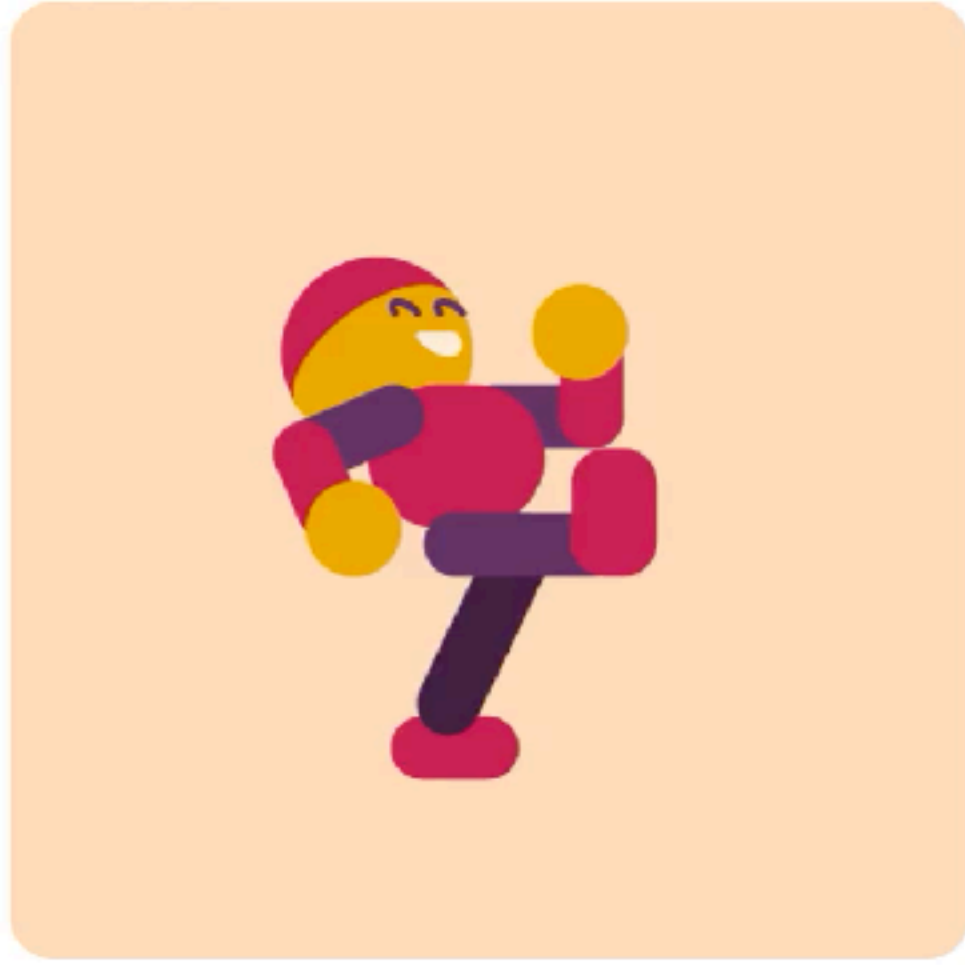
<https://css-tricks.com/svg-2-conundrum>

Nov 11, 2016 - The SVG we know and love today is "SVG 1.1 2nd edition". **SVG 2** is in Editor's Draft status at the W3C, and it's at serious risk of never getting ...

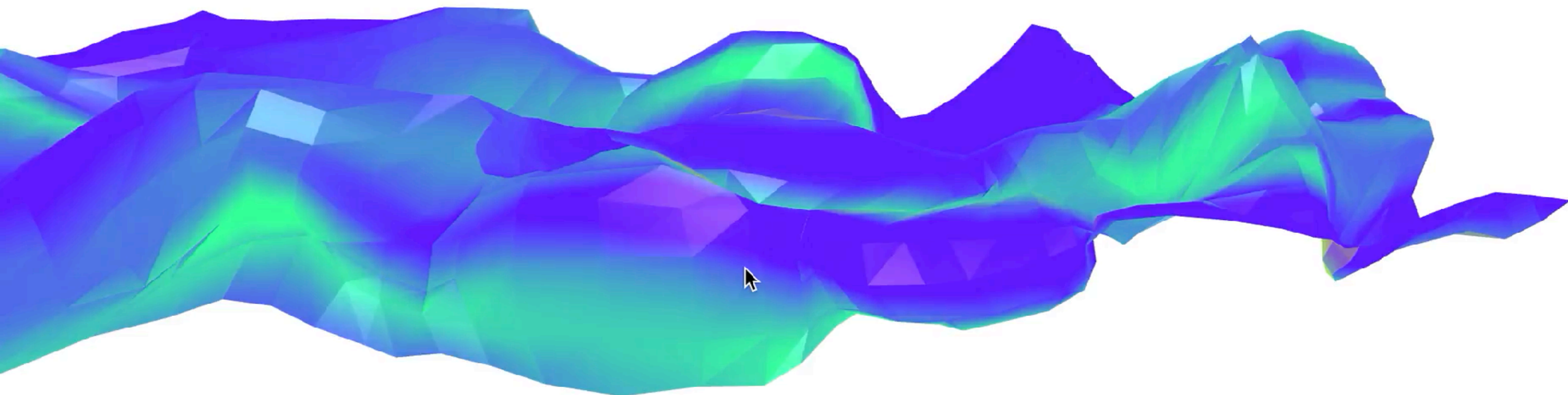
[SVG 2 new features](#) · [w3c/svgwg Wiki](#) · [GitHub](#)


```
.panel--red {  
  /* perspective function in transform property */  
  transform: perspective(400px) rotateY(45deg);  
}
```





<https://zzz.dog/>

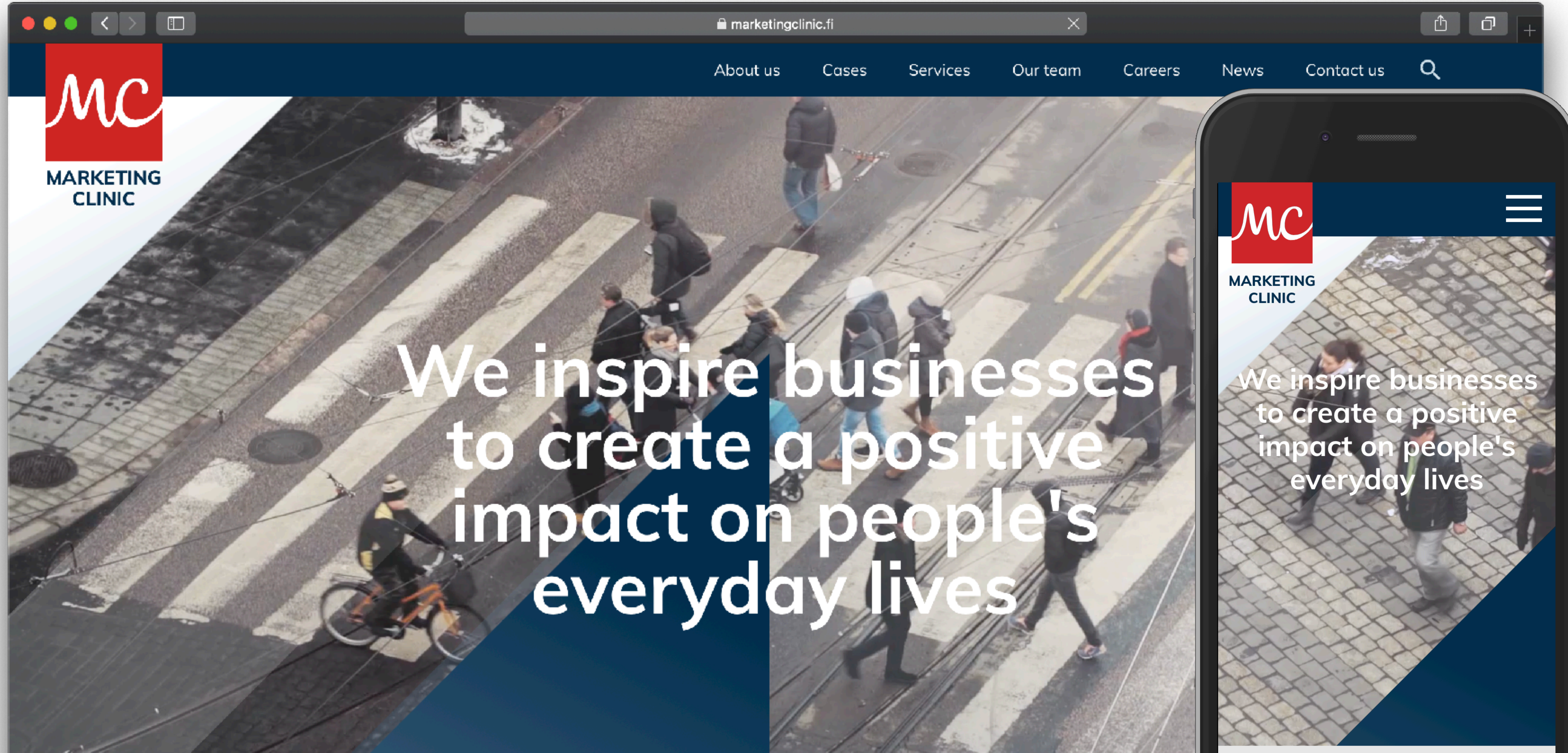


1. Device interaction
2. Layout model
3. Visuals
- 4. Elements**
5. Auditing
6. Technical terminology

Context matters

- Web sites
- Emails
- Banners
- Rich app components
- Screen readers
- RSS and web readers

Web site



Banners and embeds

The screenshot shows the Iltalehti website interface. At the top, the browser address bar displays 'iltalehti.fi'. The website header includes the date 'Torstai 7.11.2019' and location 'Talsto'. Navigation links for various services like 'ÄKKILÄHDÖT', 'E-KONTAKTI', 'TELKKU', 'KOTIKOKKI', 'BLOGIT', and 'UUTISKIRJE' are present. The main logo 'ILTALEHTI' is prominently displayed in red. A secondary navigation bar lists categories such as 'Etusivu', 'Uutiset', 'Urheilu', 'Viihde', 'Sää', 'IL-TV', 'Raha', 'Terveys', 'Hyvä olo', 'Tyyli.com', 'Asuminen', 'Perhe', 'Pippuri.fi', 'Matkailu', 'Autot', and 'Digi & tekniikka'. Below this, there are links for 'Tuoreimmat', 'Luetuimmat', and 'Verokone'. The main content area features a large banner for a smartphone promotion, stating 'Kaikille puhelimille ilmainen toimitus pakettiautomaattiin!' (Free delivery for all phones via parcel automaton!). The banner includes an image of three smartphones and a red 'V' logo. Below the banner, there are two news article snippets. The first snippet has a headline 'Eduskunnasta putosi peräti 48 kansanedustajaa – vain 8 ei hakenut sopeutumisrahaa' (48 members of parliament fell from the parliament – only 8 did not apply for adaptation money). The second snippet is an advertisement for a Renault Kadjar, showing the car and the text 'KADJAR automaatti shokkierä 24.990€' (Kadjar automatic shocker 24,990€).

Torstai 7.11.2019 Talsto

ÄKKILÄHDÖT E-KONTAKTI TELKKU KOTIKOKKI BLOGIT UUTISKIRJE

ILTALEHTI

Helsinki -1°

Etusivu Uutiset Urheilu Viihde Sää IL-TV Raha Terveys Hyvä olo Tyyli.com Asuminen Perhe Pippuri.fi Matkailu Autot Digi & tekniikka

Tuoreimmat Luetuimmat Verokone

Etu voimassa 17.11. saakka.

Ilmainen toimitus!

Kaikille puhelimille ilmainen toimitus pakettiautomaattiin!

OSTOKSILLE »

Eduskunnasta putosi peräti 48 kansanedustajaa – vain 8 ei hakenut sopeutumisrahaa

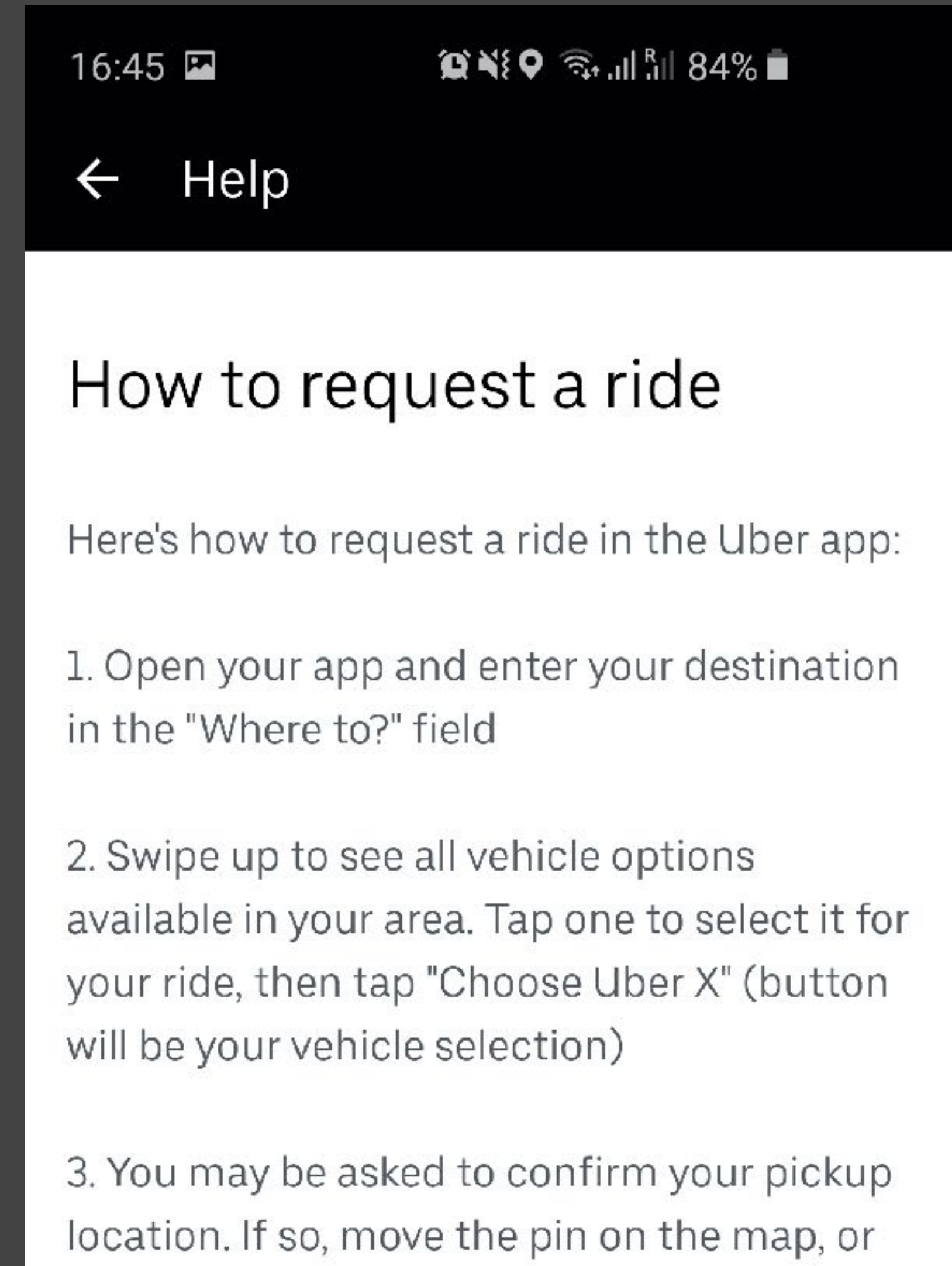
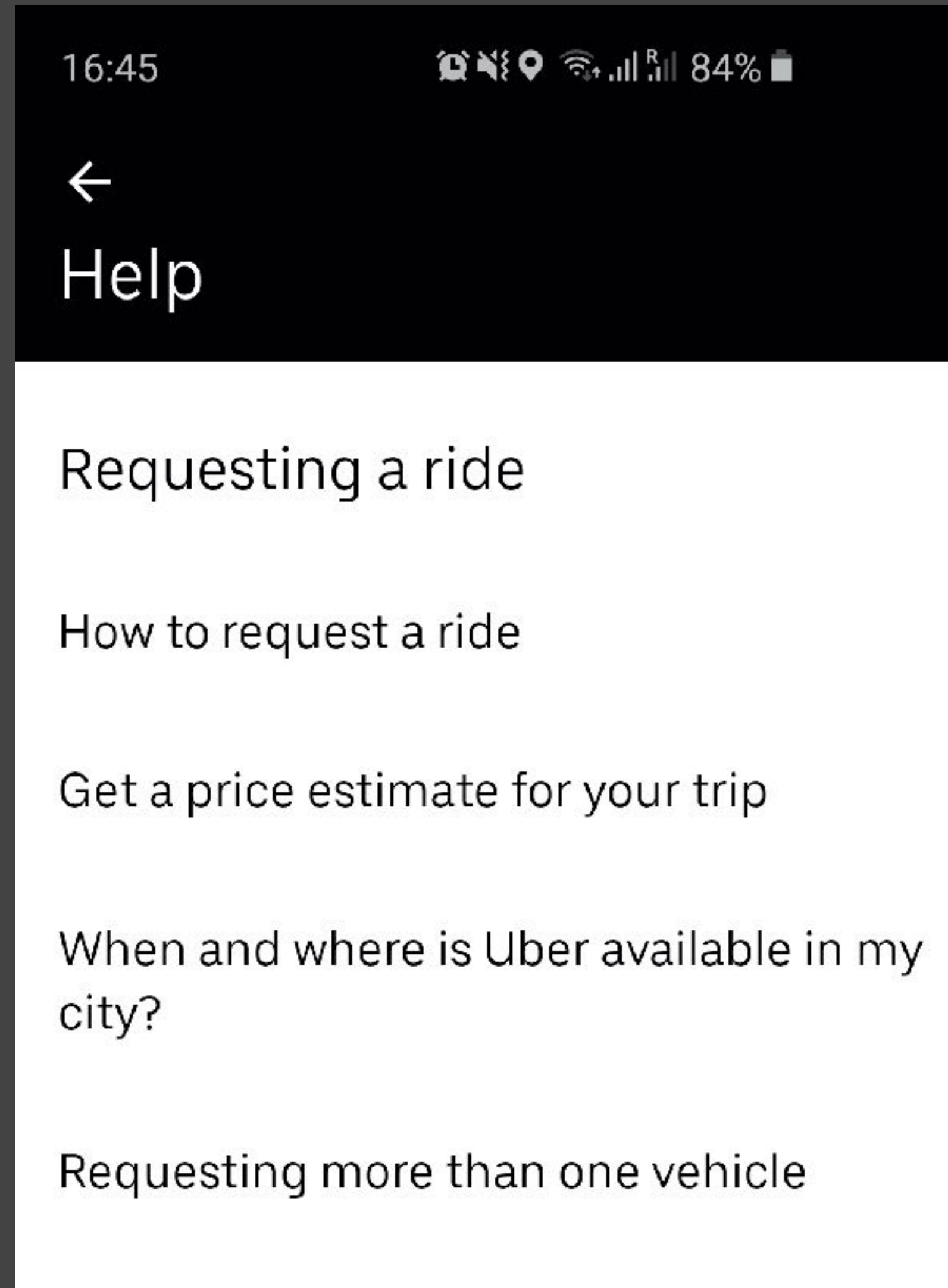
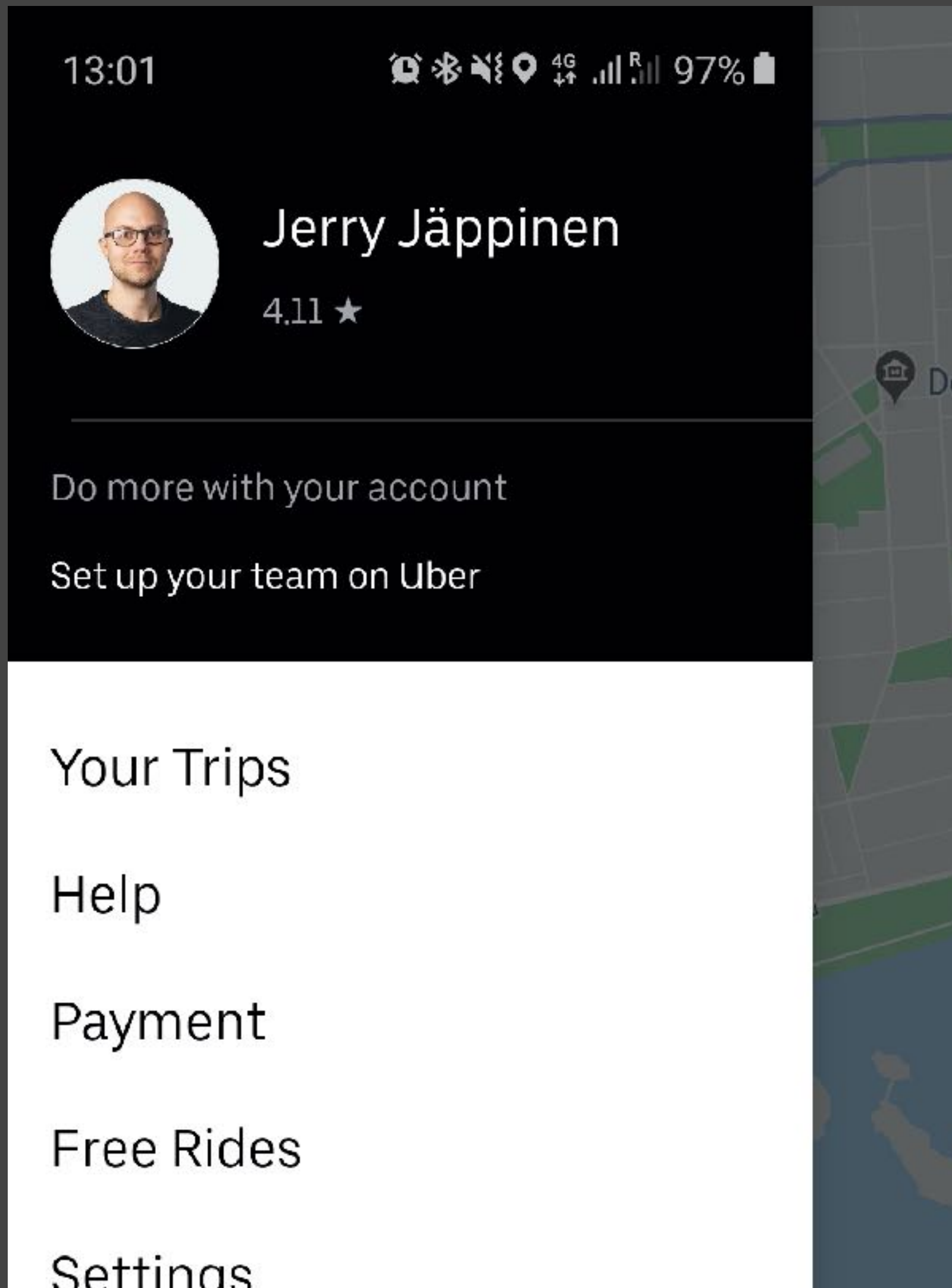
KADJAR automaatti shokkierä 24.990€

RENAULT Passion for life

E-readers



Rich app components



Read mode

marketingclinic.fi

A new team for a new commercial reality – MC Impact

21.05.2019

This, in turn, requires breaking barriers between organizational silos, creating innovative ideas and harnessing the opportunities of new technologies. At Marketing Clinic, we decided to meet these customer needs by advancing our internal integration and forming a completely new team.

At **MC Impact**, we help our customers create meaningful and measurable connections with their own customers – not contribute to unnecessary noise, but help them create real impact. Our diverse team consists of marketing, communications and technology experts and video and visual designers. We focus on combining data-driven marketing and a deep, strategic understanding of digital channels with creative concepting and content production. Together with our other business unit, **MC Strategy**, we can help our customers connect their strategic goals to real market impact and communicate the value they offer to customers effectively.

For our customers, our new team means that a tightly knit group of talents can

13:23 28%

punainenristi.fi/nuoret/kotim

Punainen Risti

Lahjoita Opiensiapua Tule mukaan Hae tukea ja apua Tutustu Punaiseen Ristiin Aankkhaista

Nuorille

Kotimaan toiminta

Kassainvöllinen nuorisotoiminta

Nuorten kotimaan toiminta



Kuvaaja: Johannes Wichn

Olet tässä: Etusivu > Nuorille > Nuorten kotimaan toiminta

Auttamisesta tulee hyvä mieli. Nuori voi osallistua Punaisen Ristin kotimaan toimintaan Reddie Kids -kerholaisena tai kerhon ohjaajana, nuorisoryhmissä tai nuorten leireillä. Vapaaehtoisena voi toimia säännöllisesti tai hetken kerrallaan monissa muissakin Punaisen Ristin toimintamuodoissa.

Reddie Kids -kerhot

Reddie Kids on Suomen Punaisen Ristin varhaisnuorten kerho joka on suunnattu 7-12-vuotiaille. Kerhotoiminnan tarkoituksena on tarjota nuorille hauska ja turvallinen ympäristö jossa voi tutustua Punaisen Ristin arvomaailmaan sekä esimerkiksi ensiaputaitoihin leikkien ja pelien avulla. Kerhoissa käsiteltäviä teemoja ohjaa yleensä valmiksi suunniteltu vuosikello.

Reddie Kids -kerhon teemoja ovat käytännöllisten perus ensiaputaitojen ja turvallisuuden lisäksi muun muassa ystävyyde, pakolaisuus, suvaitsevaisuus sekä vieraiden kulttuurien ymmärtäminen ja arvostaminen. Kerho tarjoaa varhaisnuorelle loistavan mahdollisuuden tutustua Punaiseen Ristiin toimintaan ja periaatteisiin.

Show simplified view

Loading times

- A web page is a collection of files
- Each file must be delivered from server to browser
- Sometimes loading some or all assets fail
- Consider loading times in design decisions
- Design solutions can hide loading times or make them more tolerable
- Loading times impact conversion €€€

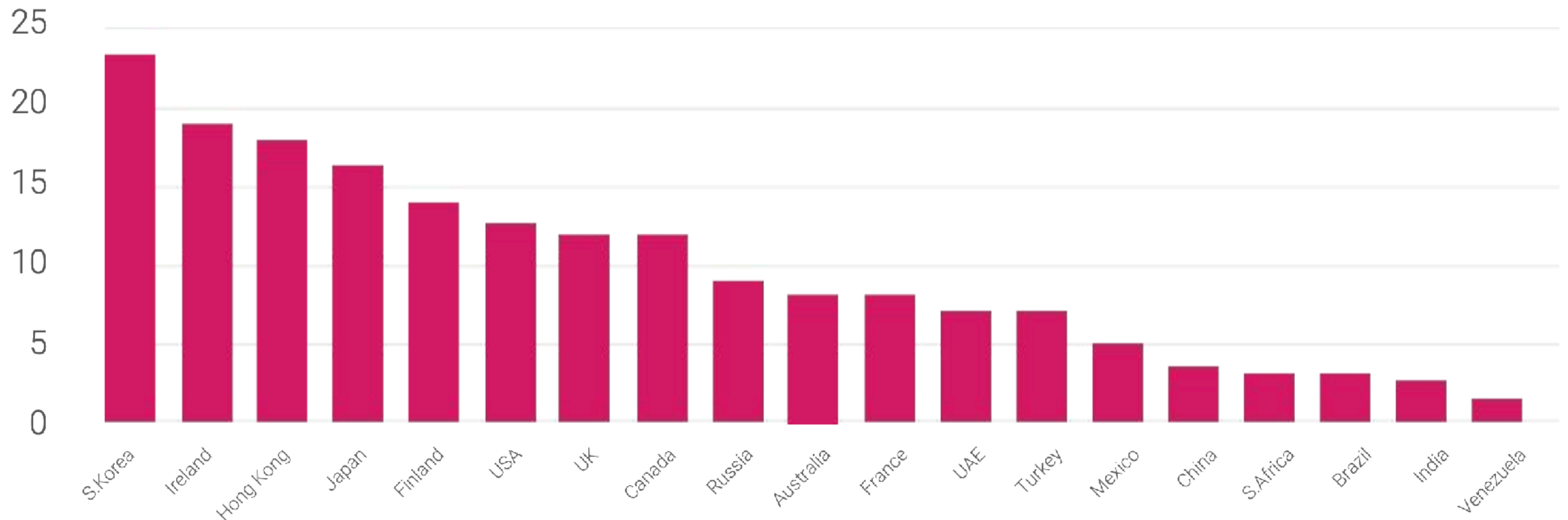
Offline

- Network conditions are never stable
- Assets can be cached or explicitly stored for offline use
- Does the design rely on constant connectivity?
- What use cases work without a connection?
- Is initial loading fast enough for an unstable connection?

Localisation

- Can't directly control date and time formatting
- Not all fonts support all languages
- OS language
- Text direction varies with language
- Input devices are different across countries
- User expectations and capabilities

Technology • Speed, data plans & coverage



Internet speed by country (mps)

[Source](#)

Text • Language

For english readers Japanese websites appear to be more busy

Asian typography does seem denser than Latin scripts. There is no spacing between words.

Logographic characters convey more meaning - almost each character is a word

Layout style represent billboard culture with its tendency to place a maximum amount of content within a minimum space

Urban density in Asian cities is high. It finds its reflection in UI design



Text • Length in different languages

English	Press home to open	18
Greek	Πατήστε το σπίτι για να ανοίξει	31
Arabic	يضغط لفتح	9
Turkish	Açmak için ana düğmeye basın	28
Chinese	按下按钮	4

Sitemaps and navigation

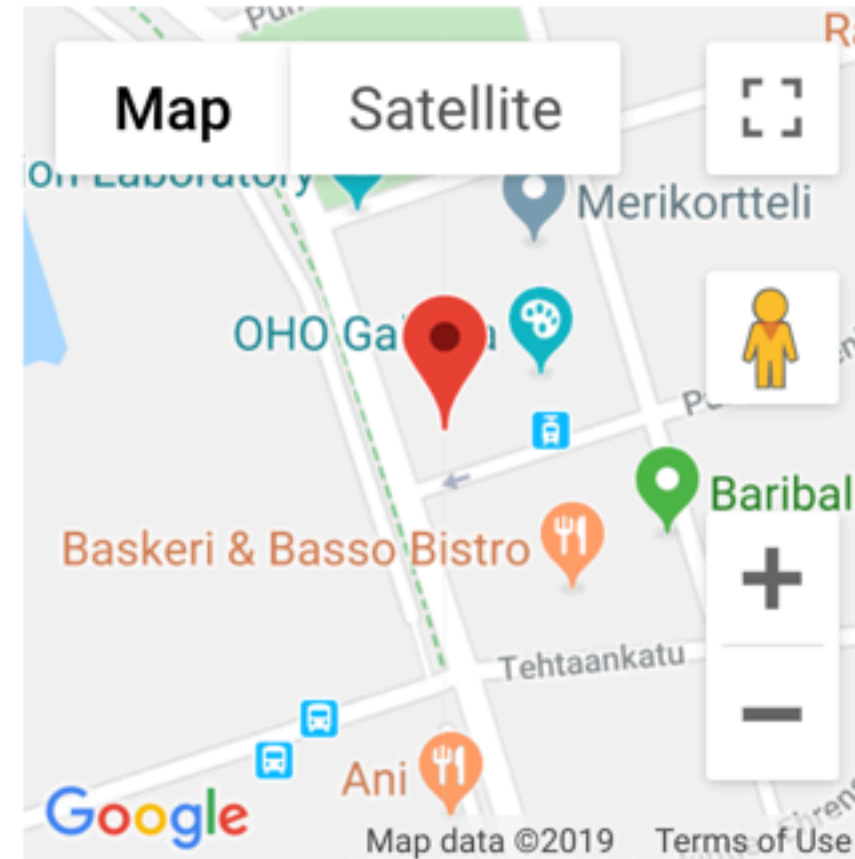
- Usability
 - Overall scope of the site
 - Navigation interactions
 - Current location within site
- Sitemap for search engines and other external services
- Structured data
- Layout structure within a page

Embedded documents

Finland

Marketing Clinic Finland Oy
Pursimiehenkatu 31 B 303
00150 Helsinki
FINLAND

[See our people »](#)



Sweden

Marketing Clinic Sweden AB
Sveavägen 17, 13th floor
111 57 STOCKHOLM
SWEDEN

[See our people »](#)



Norway

Marketing Clinic Norway As
Drammensveien 161
0277 Oslo
NORWAY

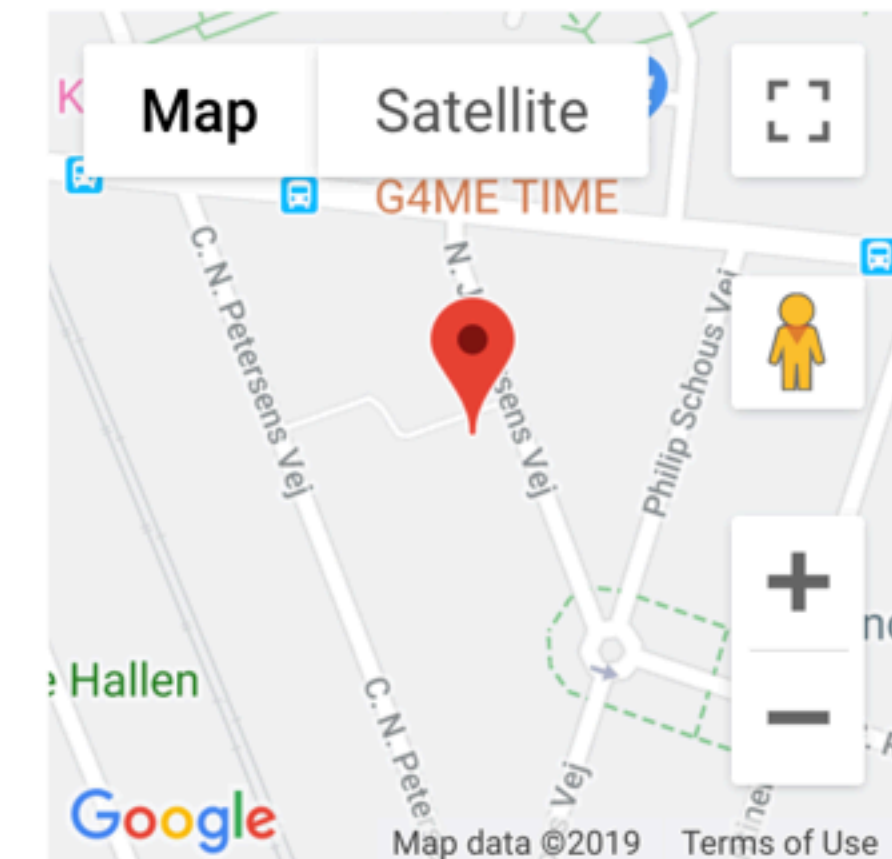
[See our people »](#)



Denmark

Marketing Clinic Denmark A/S
N. Jespersens Vej 13
DK-2000 Fredriksberg
DENMARK

[See our people »](#)



Embedded documents

- A web page is called a **document**
- A document can **link** to other documents
- A document can **embed** another document
- Mobile apps with web views
- HTML banners
- Streaming video players
- Contact forms
- Maps
- Social plugins

hasan &
partners

[our work](#) [about us](#) [contact](#) [news](#)

We are
28 years old
Always curious
Never satisfied
100% independent



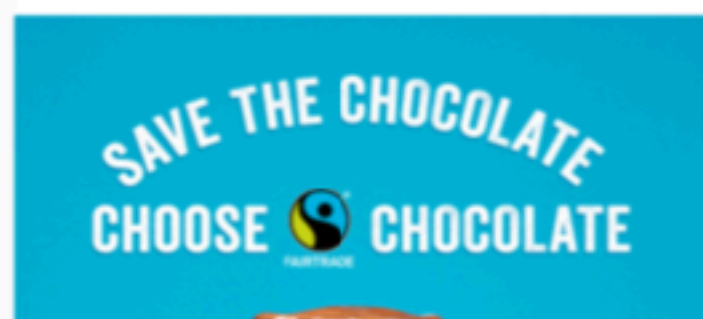
Sinebrychoff
Red Classics

Campaign



@hasanpartners on Instagram:
"Thank you. Good night!" #grandone
#lastnight

Instagram



hasan &
partners

[our work](#) [about us](#) [contact](#) [news](#)

We are
28 years old
Always curious
Never satisfied
100% independent



Sinebrychoff
Red Classics

Campaign



@hasanpartners on Instagram:
"Thank you. Good night!" #grandone
#lastnight

Instagram

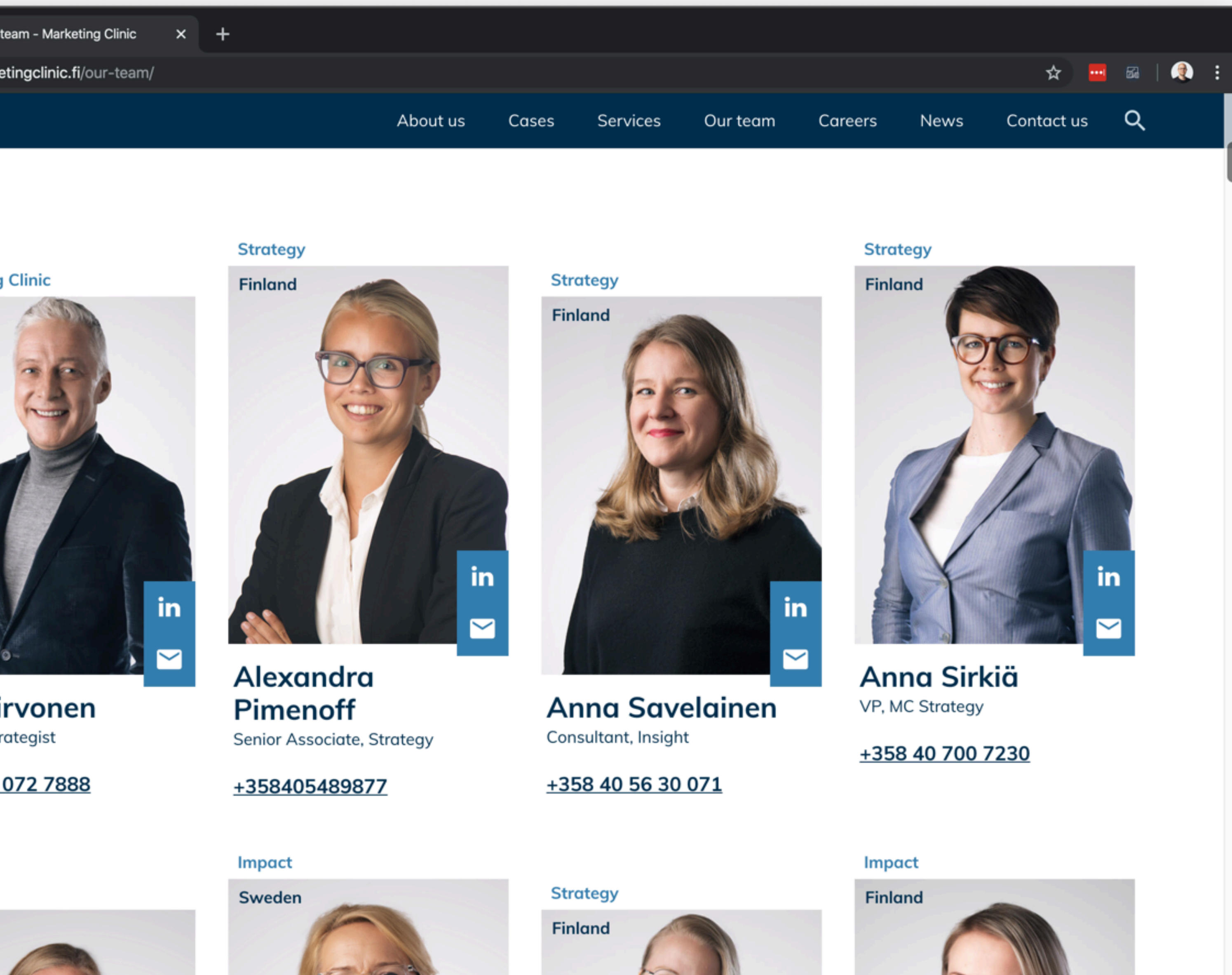


Rich components

- Web is almost on par with mobile apps
 - Barring specialised use cases (machine learning, camera, connectivity)
- Web experiences are not static
- A web page is not just a "canvas for painting"
 - Live components with life cycle, behavior, interaction
- Traditionally relied on native form elements
- Now completely custom-build components are commonplace

Dynamic content

- Most web services are maintained for a long time
- CMSs manage updates and translations
- Designers usually work with draft content
- Content will be changed and added after release
- Designers **set the rules and framing for dynamic content**
- Structured content vs. layout management



Structured content

People are managed in CMS. How they are presented is up to design.

Publishing system

"Pages are managed in CMS. What modules or components are available, is up to design."

Audio

- Supported quite well on the web
- Rarely used by convention
- Useful for specific use cases and explicit need
- Users might have audio channel reserved or disabled

Breathy

Plucky

3D

GANHARP BY COUNTERPOINT

SCANNER

MANUAL

SINE

TRIANGLE

SAWTOOTH

SPEED

SPREAD

EQUALISER

MIDI INPUT
NO INPUTS CONNECTED

Progressive enhancement

- Nothing works exactly the same everywhere
- High backwards compatibility
- Fallbacks for fancier features
- **Progressive enhancement vs. graceful degradation**
- Network quality (e.g. long loading times)
- Device performance (e.g. slow effects)
- Browser features and bugs (e.g. lazy loading)
- OS features (e.g. video autoplay)

Progressive enhancement

- What can I do right now?
 - <https://caniuse.com/>
- What can I expect in the near future?
 - <https://webkit.org/status/#?status=under%20consideration,in%20development,supported%20in%20preview>
 - E.g. real vertical grid control: <https://drafts.csswg.org/css-rhythm/>

Connected services

- Example
 - Web site shared on a social network
 - Web site saved to home screen
- Web is connected: web site is not just a web site
- Users and platforms have freedom
 - They determine how your web site is used
- Browsers and other services scrape web sites continuously

Meta info

- Web sites use meta tags and manifest files
- Structure of content (web app, site, AMP, article...)
- Machine-readable content (event dates, blog authors...)
- How content should be presented (mobile status bar, dark mode...)

Create a post



Jerry Jäppinen

🌐 Anyone ▼

marketingclinic.fi



Home

marketingclinic.fi

[Add hashtag](#) Help the right people see your post



Post

```
1  {
2    "name": "ProductBeat",
3    "short_name": "ProductBeat",
4    "start_url": "./",
5    "display": "standalone",
6    "orientation": "portrait",
7    "lang": "en-US",
8    "background_color": "#ffffff",
9    "theme_color": "#ffffff",
10   "prefer_related_applications": false,
11   "icons": [
12     {
13       "src": "./img/icons/android-chrome-192x192.png",
14       "sizes": "192x192",
15       "type": "image/png"
16     },
17     {
18       "src": "./img/icons/android-chrome-512x512.png",
19       "sizes": "512x512",
20       "type": "image/png"
21     }
22   ]
23 }
```


Accessibility

- Web is an open, universal platform
- Most of us have two eyes and 10 fingers
- **Most people.**
- Some rely on aids to use digital services
- Some have impairments
- Some are not familiar with the target platform or conventions
- Some services are experienced in less traditional environments

URLs

- URLs need to be user friendly
- They should be canonical
- They shouldn't be too long
- They can encode information that's important

Persistence

How can user's experience persist when they visit a web service multiple times?

- URLs
- Cookies
- LocalStorage
- Server-side storage

1. Device interaction
2. Layout model
3. Visuals
4. Elements
- 5. Auditing**
6. Technical terminology

Auditing

- Always audit your work!
- For the user, end result matters - not the design on paper
- Be ready to make changes when it doesn't work in practice

Tools

- Content analysis: <https://www.similarweb.com/>
- Google's Lighthouse: <https://developers.google.com/speed/pagespeed/insights/>
- Pingdom's speed test: <https://tools.pingdom.com/>
- Mobile test: <https://search.google.com/test/mobile-friendly>
- <https://www.thinkwithgoogle.com/feature/testmysite>
- <https://gtmetrix.com/>
- https://app.neilpatel.com/en/seo_analyzer/
- <https://yellowlab.tools>

URL

Test from

START TEST

https://marketingclinic.fi/

North America - USA - San Francisco

The internet is fragile. Be the first to know when your site is in danger.

START YOUR FREE 14-DAY TRIAL

Your Results:



DOWNLOAD HAR

SHARE RESULT

Performance grade

D 65

Page size

11.5 MB

Load time

10.59 s

Requests

108

Improve page performance

GRADE	SUGGESTION	
F 0	Make fewer HTTP requests	▼
F 0	Use cookie-free domains	▼
F 0	Add Expires headers	▼
F 10	Reduce DNS lookups	▼
F 23	Compress components with gzip	▼
F 40	Avoid URL redirects	▼
A 100	Avoid empty src or href	▼

Response codes

RESPONSE CODE	RESPONSES
200 OK	98
204 No Content	1
208 Partial Content	1
301 Moved Permanently	2
302 Found	6

Content size by content type

CONTENT TYPE	PERCENT	SIZE
Image	58.14%	984.2 KB
Script	31.16%	527.5 KB
CSS	5.51%	93.3 KB
Font	3.32%	56.2 KB
HTML	1.32%	22.3 KB
Redirect	0.41%	6.9 KB
XHR	0.14%	2.3 KB
Total	100.00%	1.7 MB

Requests by content type

CONTENT TYPE	PERCENT	REQUESTS
Image	45.63%	47
Script	29.13%	30
CSS	8.74%	9
Redirect	6.80%	7
HTML	3.88%	4
Font	3.88%	4
XHR	1.94%	2
Total	100.00%	103

track.adform.net	0.28%	31.6 KB
other	0.69%	78.7 KB
Total	100.00%	11.4 MB

px.ads.linkedin.com	2.78%	3
other	24.07%	26
Total	100.00%	108

File requests

Sort by

Load Order

Rising

Filter

Legend

DNS SSL Connect Send Wait Receive Blocked

FILE	SIZE	0.0s	0.3s	0.6s	0.9s	1.2s
https://marketingclinic.fi/	11.2 KB					
https://fonts.googleapis.com/css?family=Multi%3A400...	1.6 KB					
https://apis.google.com/js/platform.js	20.6 KB					
https://marketingclinic.fi/wp-includes/css/dist/bl...	4.9 KB					
https://marketingclinic.fi/wp-includes/js/jquery/j...	4.6 KB					
https://marketingclinic.fi/wp-includes/js/jquery/j...	34.6 KB					
https://marketingclinic.fi/wp-content/plugins/yop-...	26.0 KB					
https://marketingclinic.fi/wp-content/themes/mc/bo...	25.1 KB					
https://marketingclinic.fi/wp-content/themes/mc/th...	1.9 KB					
https://marketingclinic.fi/wp-content/themes/mc/ad...	680.0 B					

108 requests

< 1/11 >

Entries per page: 10

Nobody Likes a Slow Website

We built this Website Speed Test to help you analyze your website load speed.

The test is designed to help make your site faster by identifying what about a webpage is fast, slow, too big, and so on.

We have tried to make it useful both for experts and novices alike. In short, we wanted it to be an easy-to-use tool built to help webmasters and web developers everywhere optimize their website performance.

About Pingdom

State Colors

The following colors are used in the chart bars to indicate the different stages of a request.

- DNS** Web browser is looking up DNS information
- SSL** Web browser is performing an SSL handshake
- Connect** Web browser is connecting to the server
- Send** Web browser is sending data to the server
- Wait** Web browser is waiting for data from the server
- Receive** Web browser is receiving data from the server
- Blocked** Web browser is not ready to send

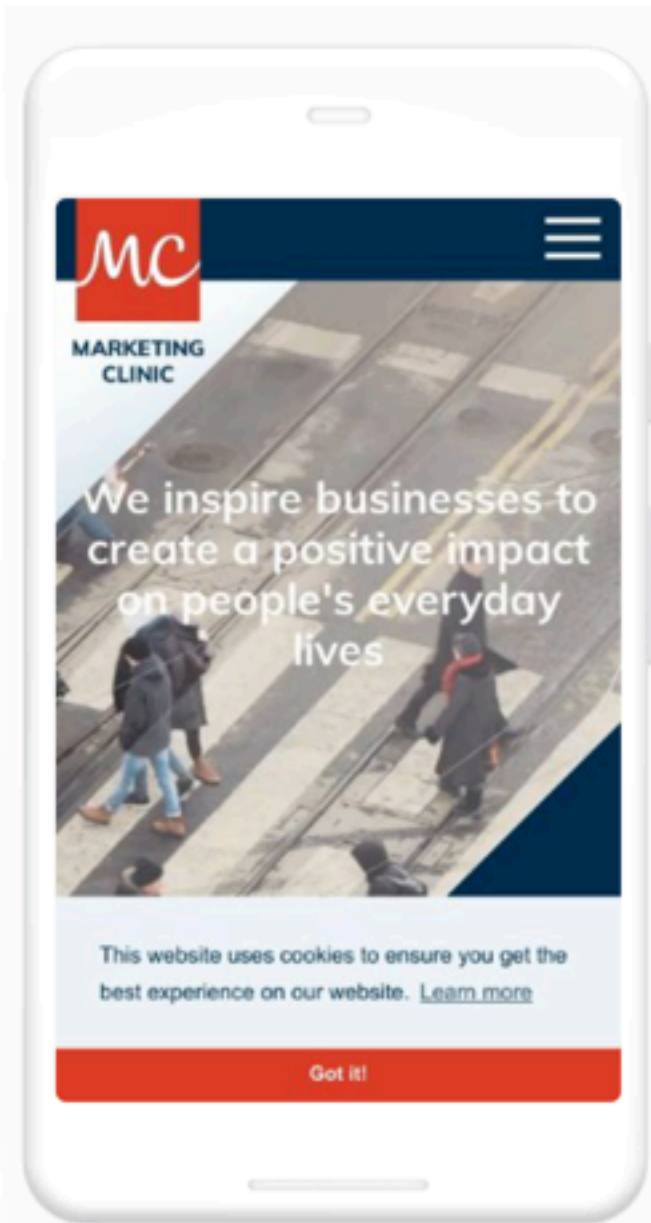
Your results for marketingclinic.fi ⓘ

Your mobile page speed is 4.2 seconds on a 4G connection.

RATING

Slow

Slow pages start to load in over 2.5 seconds.



Optimize your page speed

1. Get custom fixes to make each page on your site faster. ⓘ

Enter another page on your site

marketingclinic.fi

/our-team

×

/cases/

×



PAGE SPEED

3.3 seconds

Your current page speed on 4G networks
is **slow**.

RECOMMENDED FIXES

Reduce JavaScript Execution Time

Inefficient javascript can slow down your page.
Reduce the time spent parsing, compiling, and
executing your code.



1. Device interaction
2. Layout model
3. Visuals
4. Elements
5. Auditing
6. Technical terminology

HTML

- HTML is structured content
- CSS determines how HTML elements should be rendered by a browser
- HTML and CSS are declarative languages
- <https://html.spec.whatwg.org/#toc-semantic>

Server

Client

Window

Document

CSS

HTML

JavaScript

React

Vue

PHP

Amazon

Deployment

SEO

That's it!



Jerry Jäppinen

Product design consultant



jerryjappinen@lateralnord.com

+358 40 7188776

@jerryjappinen



Lateral Nord.