



10

**COST EFFECTIVE
WEB DEVELOPMENT
TECHNIQUES**

**OR:
HOW CAN I MAKE
THE BEST USE OF LIMITED
DESIGN AND DEVELOPMENT
BUDGETS IN THESE
INCREASINGLY CHALLENGING
ECONOMIC TIMES?**

SOMEWHERE OUT THERE LIES

**A WORLD OF
LIMITLESS
BUDGETS**

**WHEN BUDGETS ARE TIGHT
EVERYONE
WORKS
HARDER**

**F A S T E R
C H E A P E R
B E T T E R
S T R O N G E R**
WITH FEWER RESOURCES AVAILABLE

SOME TECHNIQUES ARE
TECHNICAL
BUT MANY ARE ABOUT
WORKFLOW

**I'M
DREW MCLELLAN**

EDGEOFMYSEAT.COM ~ @DREWM

**I HELP PEOPLE BUILD
THINGS ON THE WEB**

HERE'S THE TIPS

PRESENTED IN NO PARTICULAR ORDER



1

**WRITE A COMPREHENSIVE
SPECIFICATION
FOR YOUR PROJECT**

A GOOD SPEC DOES TWO THINGS

LIMITS

SCOPES

ENABLES

EFFICIENCY

THE EASIEST PLACE TO
CONTROL
COSTS
- IS IN -
THE SPEC

**DESCRIBE HOW THE SITE WORKS
FROM THE USER'S
PERSPECTIVE
NOT HOW IT'S IMPLEMENTED**

CHANGES ARE
CHEAP
TO MAKE ON
PAPER

ENABLES EFFICIENCY!

DEVELOPMENT

- CAN BE -

PLANNED

UP FRONT

- NO -

ALARMS

- NO -

SURPRISES



2

**EVALUATE POSSIBLE
EXISTING SOLUTIONS**

DON'T
REINVENT
THE WHEEL

EVALUATE AGAINST
YOUR (NOW SOLID)
SPECIFICATION

**CONSIDER COMPROMISES:
WHERE DOES COST MATTER**

**MORE
THAN FEATURES?**

USE EXISTING CODE AND BUILD

10% ON TOP

- NOT -

100%

FROM NOTHING



3

**CONSIDER THE COST OF YOUR
DESIGN CHOICES**

NEWS

FEATURES

NEWS



FEATURES

NEWS

FEATURES

NEWS

FEATURES

**T O U G H
B U T N O T
I M P O S
S I B L E**

IT JUST TAKES
TIME

SQUARE

CSS 3


Manage Content – Perch

◀ ▶ +

http://perch.swing.eoms/perch/apps/content/

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Page	Region	Type	
 Shared	main_heading	Text	Delete
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**CONSIDER THE
DEVELOPMENT
IMPLICATIONS
OF EVERY SINGLE
DESIGN CHOICE**



4

**MAKE SURE YOUR DESIGN
COVERS ALL STATES
THE USER ENCOUNTERS**

GOING
BACK & FORTH
COSTS
TIME

- CONSIDER -

LOGGED IN
LOGGED OUT

- CONSIDER -

EMPTY STATES
TOO MUCH DATA

- CONSIDER -
WITH JAVASCRIPT
WITHOUT

- CONSIDER -
ERRORS
MESSAGES

**MAKE SURE
EVERYTHING
IN THE SPEC IS
DESIGNED**



5

**DESIGN FOR
REUSABILITY**

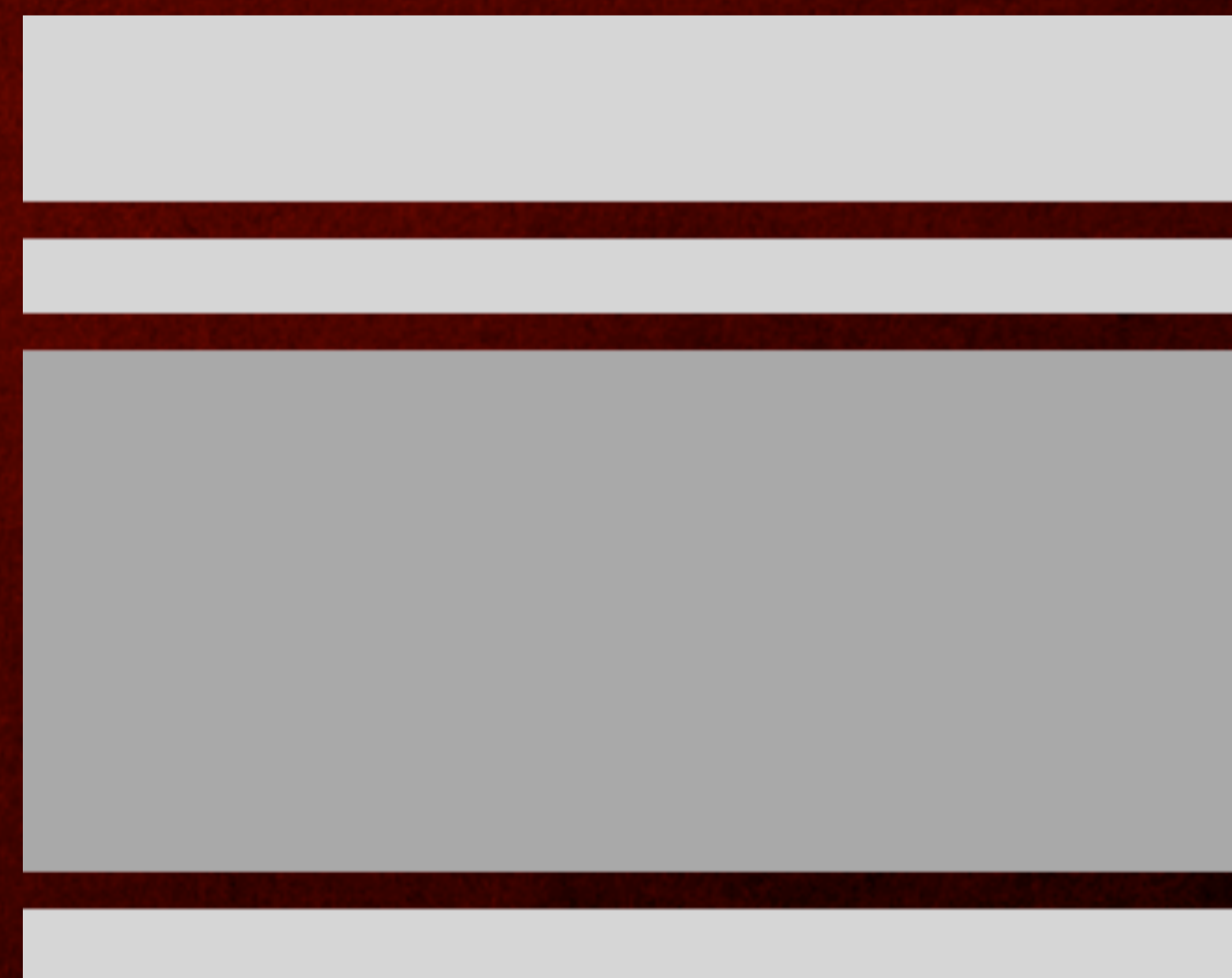
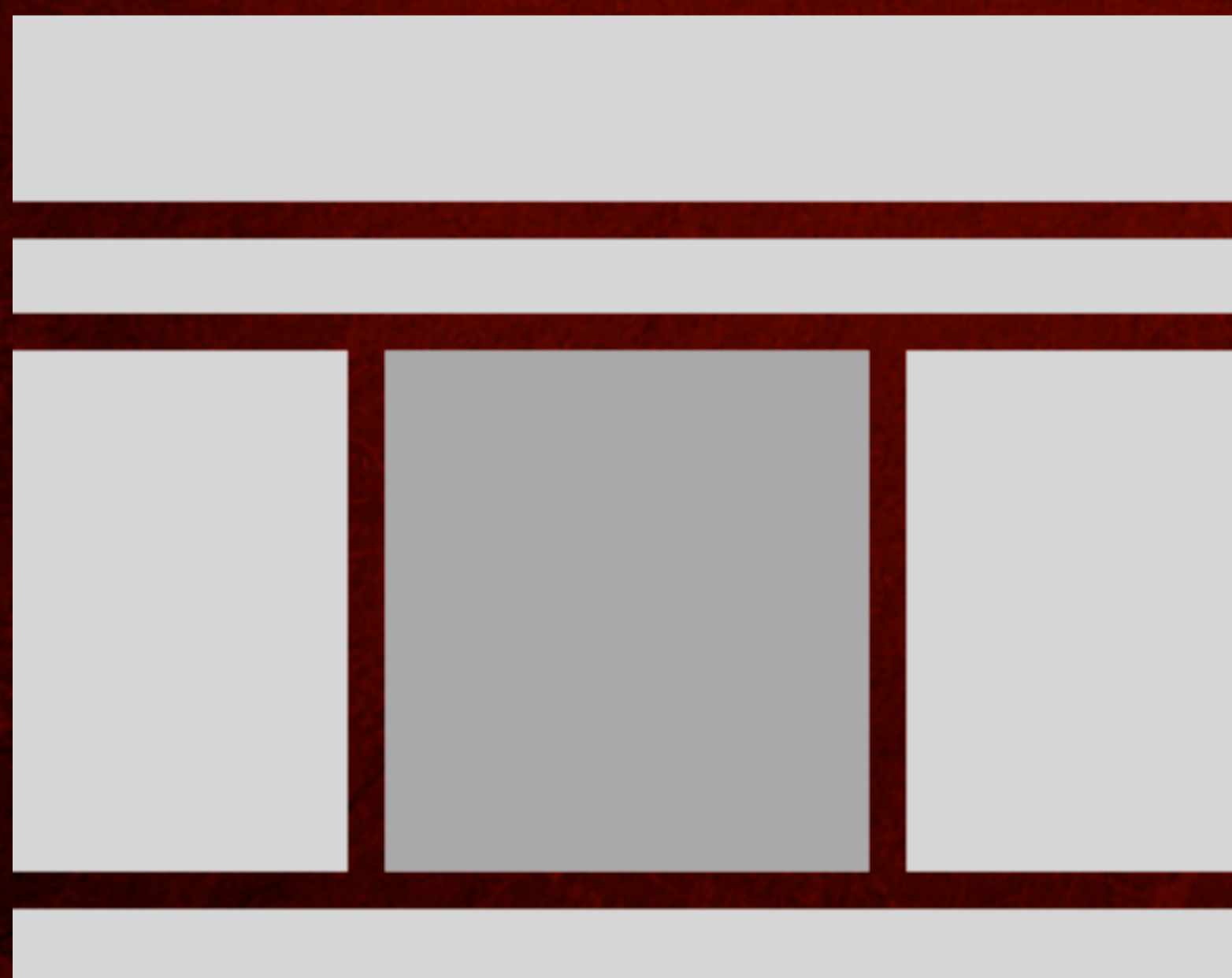
BUILD A TOOLKIT OF
REUSABLE
COMPONENTS

DESIGN TO A GRID

**EVERY
UNIQUE ELEMENT
IS A
SOURCE OF COST**

- A FEW -

**VERSATILE
TEMPLATES
IS BETTER THAN
DOZENS**





6

**REMEMBER: BROADBAND IS
NOT A SILVER BULLET**

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Tickets

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DESIGNING FOR BROADBAND PUTS
EXTRA LOAD
ON YOUR SERVERS

- BANDWIDTH IS -
EXPENSIVE
CONSIDER YOUR
RUNNING COSTS

JUST BECAUSE IT'S
DIGITAL
DOESN'T MEAN IT'S
FREE



7

**PREPARE YOUR DESIGN FILES
READY TO SEND
ACROSS TO YOUR DEVELOPER**

**MAKE IT EASY
FOR YOUR DEVELOPER
- TO -
GET IT RIGHT**

MISTAKES
- & -
ADJUSTMENTS
ARE EXPENSIVE

GOING BACK AND FORTH
COSTS TIME

NAME AND GROUP

- YOUR LAYERS -

**PROVIDE FLAT VERSIONS
OF EACH STATE FOR REFERENCE**

HAND OVER A
COLOUR
GUIDE

EXPLAIN YOUR GRID

- DEVELOPERS WILL LOVE YOU -



8

**BUILD YOUR SITE FOR
CHEAP MAINTENANCE**

**ONCE A SITE IS BUILT IT HAS TO BE
MAINTAINED**

C O N T E N T
C H A N G E S

S T R U C T U R E
C H A N G E S

U S E A G E
C H A N G E S

**DESIGN & BUILD FOR
FLEXIBILITY**

- AVOID -

LABOUR-INTENSIVE TECHNIQUES

SUCH AS TEXT AS IMAGES

DON'T DESIGN
EACH SECTION
- IN A -
DIFFERENT COLOUR

**CONSIDER HOW EACH ELEMENT
RESPONDS TO CHANGE
AND THE TIME IT WILL TAKE
TO ADAPT IT**



9

**BUILD YOUR SITE FOR LOW COST
QUALITY ASSURANCE
(THAT'S TESTING!)**

**EVERY ELEMENT OF A SITE
NEEDS TO BE TESTED**

- MULTIPLE -
BROWSERS

- MULTIPLE -
PLATFORMS

LOGGED IN
- OR -
LOGGED OUT

JAVASCRIPT

ON or OFF

FLASH
INSTALLED OR NOT

THERE ARE TWO OUTCOMES:
TESTING GETS EXPENSIVE
- OR -
QUALITY SUFFERS

**CONSIDER THE
TESTING OVERHEAD
OF EVERYTHING YOU ADD**

10

BUILD ON THE SHOULDERS OF GIANTS

USE EXISTING APIS

OUTSOURCE AS MUCH AS POSSIBLE

**THE WEB IS A COLLECTION OF
SMALL PIECES
LOOSELY JOINED**

BE A SMALL PIECE

AMAZON S3
FEEDBURNER
YOUTUBE / VIMEO
FLICKR
GOOGLE MAPS
YAHOO! SEARCH

APIS

**THE BEST WAY
TO SAVE MONEY
LET SOMEONE ELSE
SPEND THEIRS**



THANK YOU

ANY QUESTIONS?

SLIDES

ALLINTHEHEAD.COM/PRESENTATIONS

FOLLOW ME: @DREWM