

Learn from the Past, Enhance for the Future

JAMHAM

“I’ve been trying to make my site ...
work fully without JavaScript,
however, I’ve found myself in
situations where I can’t honestly
think how I would do some
features without it.”

Ajax: A New Approach to Web Applications



Jesse James Garrett is a founder of Adaptive Path. In 2005, he'll be bringing his full-day seminar [The Elements of User Experience](#) to [Boulder](#), [Sydney](#), [Seattle](#) and other cities around the globe.

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by [Jesse James Garrett](#)

February 18, 2005

If anything about current interaction design can be called "glamorous," it's creating Web applications. After all, when was the last time you heard someone rave about the interaction design of a product that wasn't on the Web? (Okay, besides the iPod.) All the cool, innovative new projects are online.

Despite this, Web interaction designers can't help but feel a little envious of our colleagues who create desktop software. Desktop applications have a richness and responsiveness that has seemed out of reach on the Web. The same simplicity that enabled the Web's rapid proliferation also creates a gap between the experiences we can provide and the experiences users can get from a desktop application.

That gap is closing. Take a look at [Google Suggest](#). Watch the way the suggested terms update as you type, almost instantly. Now look at [Google Maps](#). Zoom in. Use your cursor to grab the map and scroll around a bit. Again, everything happens almost instantly, with no waiting for pages to reload.

Google Suggest and Google Maps are two examples of a new approach to web applications that we at Adaptive Path have been calling Ajax. The name is shorthand for Asynchronous JavaScript + XML, and it represents a fundamental shift in what's possible on the Web.

Defining Ajax

Ajax isn't a technology. It's really several technologies, each flourishing in its own right, coming together in powerful new ways. Ajax incorporates:

- [standards-based presentation](#) using XHTML and CSS;
- dynamic display and interaction using the [Document Object Model](#);
- data interchange and manipulation using [XML and XSLT](#);
- asynchronous data retrieval using [XMLHttpRequest](#);

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The challenges we
face building web
products today are
not new challenges.

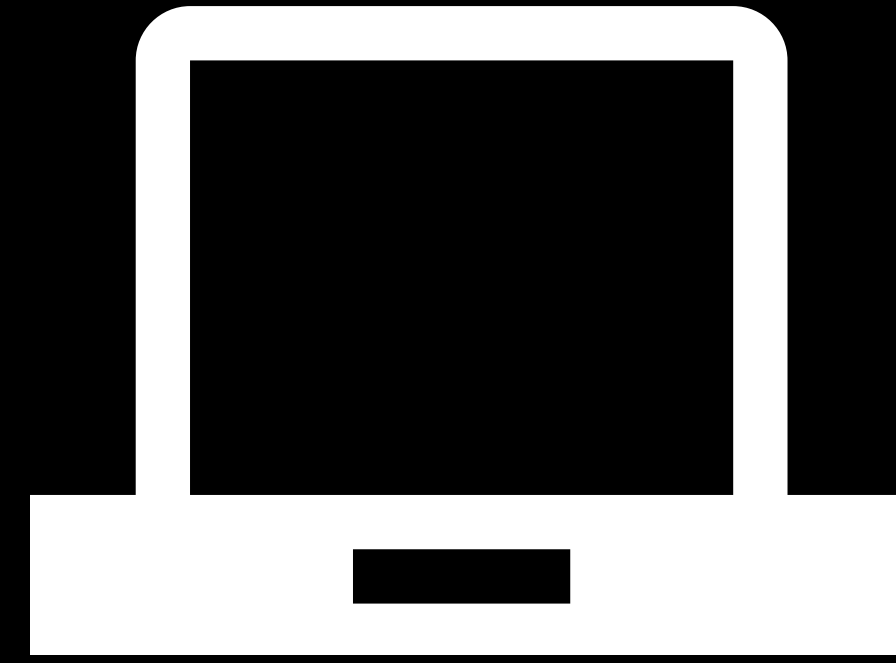
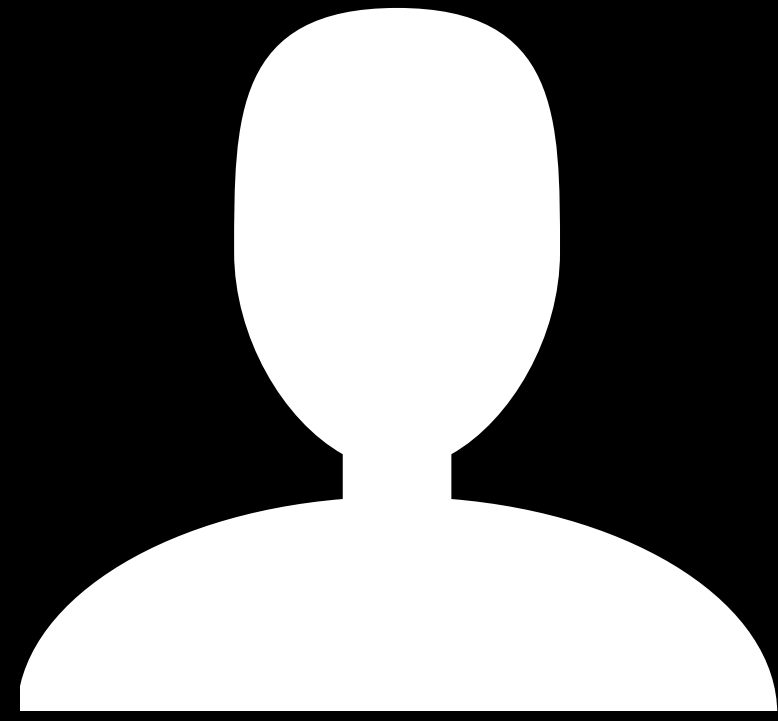
(I'm looking at you, every hotel ever.)

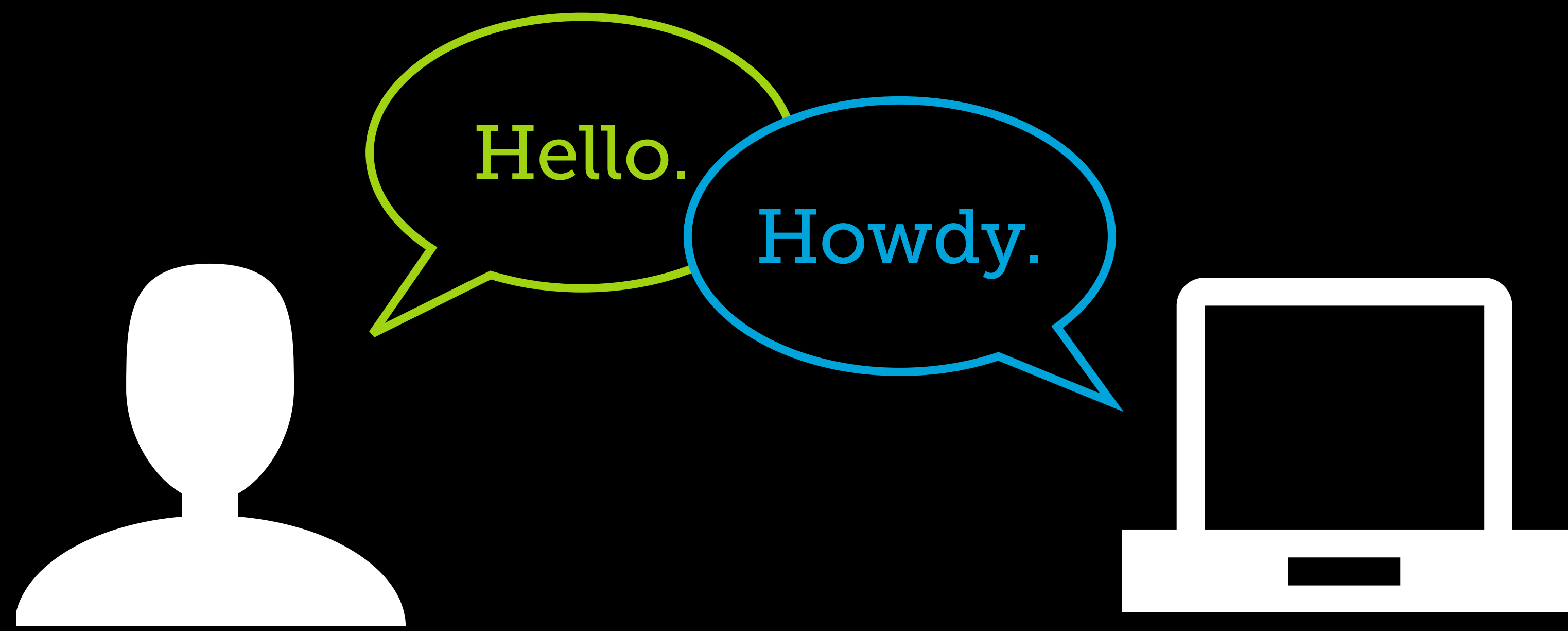
DOUGLAS CROCKFORD

“The Web is the most hostile software engineering environment imaginable.”



A "Headless" UI





Hello.

Howdy.





Interface is a
Conversation

West of House

You are standing in an open field west of a white house, with a boarded front door.

There is a small mailbox here.

> open mailbox

This is a small room with passages to the east and south and a forbidding hole leading west. Bloodstains and deep scratches (perhaps made by an axe) mar the walls.

A nasty-looking troll, brandishing a bloody axe, blocks all passages out of the room.

Your sword has begun to glow very brightly.

> kill troll

This is a small room with passages to the east and south and a forbidding hole leading west. Bloodstains and deep scratches (perhaps made by an axe) mar the walls.

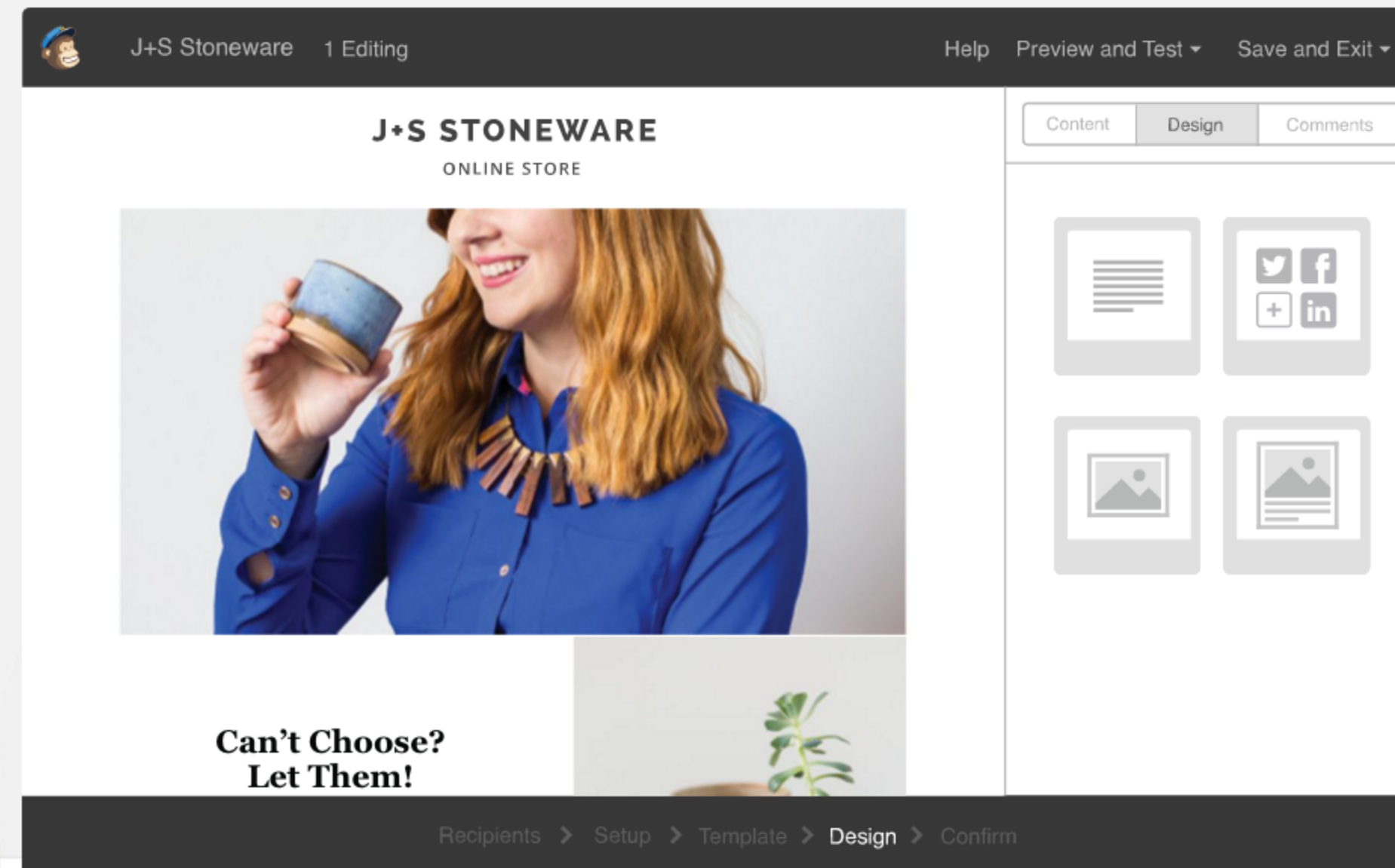
A nasty-looking troll, brandishing a bloody axe, blocks all passages out of the room.

Your sword has begun to glow very brightly.

> hit the troll with the Elvish sword



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Get a response today

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*We currently have **one** spot open for new client projects*

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or

KICK START PROJECT

Your Name *

Your Email *

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What's happening?



140

Buffer

Tweet



How does this photo make you feel?

Embarrassing

Upsetting

Saddening

Bad Photo

How does this photo make you feel?

Embarrassing

Upsetting

Saddening

Bad Photo

Other

it's embarrassing

Please describe the photo

© It's embarrassing

© It's a bad photo of me

© It makes me sad

DUSTIN DIAZ

It will be a test case to see how usable your website is to others without a "design".

I *really* want to be your friend.

I `really` want to be your friend.

I *really* want to be your friend.

I `<i class="sarcasm">really</i>` want to be your friend.

Document Outline

Write for People

- Be clear.
- Be concise.
- Be honest.
- Be considerate.
- Write how you speak.

Avoid Technical
and Legal Jargon



The operation can't be completed.

An unexpected error occurred (error code -8058).

OK

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You own the rights to the content you create and post on Medium.

When Requesting
Feedback, Make
It Clear That the
User Needs
to Respond


```
<label for="first_name">What's your first name?</label>  
<input name="first_name" id="first_name">
```

```
<label for="first_name">What's your first name?</label>
<input name="first_name" id="first_name"
      aria-describedby="first_name-error">
<em id="first_name-error">
  Without your first name, I won't know how to address you.
  Could you please provide it?
</em>
```

When Asking a
User to Choose,
Clearly Present
the Options

```
<input type="radio" name="agree" id="agree_yes" value="yes">  
<label for="agree_yes">Yes</label>
```

```
<fieldset>
  <legend tabindex="0">Do you agree to the terms of service
    for this site?</legend>
  <input type="radio" name="agree" id="agree_yes"
    value="yes"> <label for="agree_yes">Yes</label>
  <input type="radio" name="agree" id="agree_no"
    value="no"> <label for="agree_no">No</label>
</fieldset>
```

```
<nav id="nav" tabindex="0" aria-labelledby="nav-title">
  <h1 id="nav-title" class="hidden">Here's what you can
  find on this site:</h1>
  <ul>
    <li><a href="/about/"><b class="hidden">A Bit
      </b>About<b class="hidden"> Me</b></a></li>
    <li><a href="/notebook/"><b class="hidden">Entries in My
      </b>Notebook</a></li>
    ...
  </ul>
</nav>
```

Prompts Should
be Short, While
Still Being Clear

ALBERT EINSTEIN

It can scarcely be denied that the supreme goal of all theory is to make the irreducible basic elements as simple and as few as possible without having to surrender the adequate representation of a single datum of experience.

ALBERT EINSTEIN (VIA ROBERT SESSIONS)

Everything should be as simple as it
can be but not simpler.

THIS IS REAL COPY

Heavy rains throughout most of the State have given an optimistic outlook for lessened fire danger for the rest of the season. However, an abundance of lightning maintains a certain amount of hazard in isolated areas that have not received an excessive amount of rain.

IT COULD BE SO MUCH BETTER

Heavy rains throughout most of the State have lessened fire danger for the rest of the season. However, lightning threatens isolated dry areas.

If you are a registered social landlord or a private registered provider of social housing claiming possession of premises let under a demoted assured shorthold tenancy, you should complete **only** sections 1 and 5 to 9.

1. The claimant seeks an order that the defendant(s) give possession of:

(If the premises of which you seek possession are part of a building identify the part eg. Flat 3, Rooms 6 and 7)

Postcode	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

('the premises') which is a dwelling house part of a dwellinghouse

Is it a demoted tenancy? Yes No

If Yes, complete the following:

On the // , the _____ County Court made a demotion order. A copy of the most recent (assured) (secure) tenancy agreement marked 'A' and a copy of the demotion order marked 'B' is attached to this claim form. The defendant was previously (an assured) (a secure) tenant.

Property

What kind of property do you want to take back?

A self-contained house, flat or bedsit

Room or rooms in a property.
Tenants may share kitchen or bathroom

Postcode

Find address

▶ [Enter address manually](#)

Ask Only
Necessary
Questions

1 Select parking 2 **Your details** 3 Select options..... 

Contact

Title:

First Name:

Last Name:

Phone Number:

Email:

Address

Address 1:

Address 2:

Address 3:

City:

Postcode:

Flight

Return Flight Number:

Destination:

Passengers:

Vehicle 1

Vehicle Type:

Please note that parking and additional services are charged at a higher rate for 4X4's and Van's

Number Plate:

Make:

Model:

Colour:

[Add another vehicle](#)

Your booking so far

Airport
Edinburgh

Car Park
Flying Scot (Edinburgh)

Departing
6 Jul 2011 00:00

Returning
7 Jul 2011 00:00

Days
2

Parking Cost
£14.99

YOUR TOTAL
£14.99

[Back](#) [Continue](#)

Book your Airport Parking online

1

Select parking

2

Your details.....

3

Select options.....



Your Details

First Name:

Last Name:

Email:

Phone Number:

Vehicle 1 Details

Select Your Vehicle Type:



Car



Van



4x4

Vehicle Number Plate:

Add another vehicle



Your booking so far

Airport

Edinburgh

Car Park

Flying Scot (Edinburgh)

Departing

6 Jul 2011 00:00

Returning

7 Jul 2011 00:00

Days

2

Parking Cost

£14.99

YOUR TOTAL

£14.99

Back

Continue

Phone Number:

Present Information in Consumable Pieces

The top seller in the garden department is
Repel Lemon Eucalyptus Natural Insect
Repellent, 4-Ounce Pump Spray

Would you like to hear the rest?



Future Enhancements


```
<meta name="msapplication-cortanavcd"  
      content="http://myapp.io/vcd.xml">
```

```
<?xml version="1.0" encoding="utf-8"?>
<VoiceCommands xmlns="http://schemas.microsoft.com/voicerecognition/1.2">
  <CommandSet xml:lang="en-us" Name="groupPost">
    <CommandPrefix>Group Post</CommandPrefix>
    <Example>Group Post add note</Example>
    <Command Name="addNote">
      <Example>add a note {message} using group post</Example>
      <ListenFor RequireAppName="BeforeOrAfterPhrase">[please]
        add a note [that] {noteSubject}</ListenFor>
      <Feedback>adding {noteSubject} to Group Post</Feedback>
      <Navigate Target="/addNote.htm"/>
    </Command>
    <PhraseTopic Label="noteSubject" Scenario="Dictation"></PhraseTopic>
  </CommandSet>
</VoiceCommands>
```

Thank you!

@AaronGustafson

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