

COST EFFECTIVE
WEB DEVELOPMENT
TECHNIQUES

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

PM

DREW MCLELLAN EDGEOFMYSEAT.COM ~ @DREWM

I HELP PEOPLE BUILD THINGS ON THE WEB

SOMEWHERE OUT THERE LIES

A WORLD OF LIMITLESS BUDGETS

WHEN BUDGETS ARE TIGHT

EVERYONE WORKS HARDER

FASTER CHEAPER STRONGER WITH FEWER RESOURCES AVAILABLE

TECHNIQUES ARE TECHNIQUES ARE BUT MANY ARE ABOUT WORKFLOW

HERE'S THE

PRESENTED IN NO PARTICULAR ORDER

WRITE A COMPREHENSIVE SPECIFICATION FOR YOUR PROJECT

A GOOD SPEC DOES TWO THINGS

ENABLES EFECTENCY

THE EASIEST PLACE TO CORTROL - IS IN -THESPEC

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

CHANGES ARE CHARGES ARE CHARGES ARE CHARGES ARE CHARGES ARE CONTOCKNESS OF THE CHARGES ARE CHARGES ARE

DEVELOPMENT
- CAN BE PLANNED
UP FRONT

- NO -- NO -

EVALUATE POSSIBLE EXISTING SOLUTIONS

DON'T

REINVENT THE WHELL

EVALUATE AGAINST YOUR (NOW SOLID) SPECIFICATION

CONSIDER COMPROMISES: WHERE DOES COST MATTER

HAN FEATURES?

USE EXISTING CODE AND BUILD

IO% ON TOP
- NOT -

FROM NOTHING



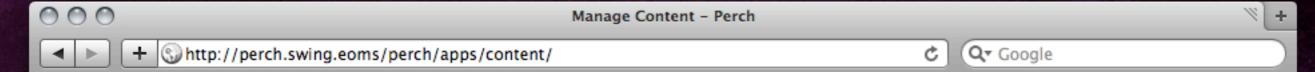
CONSIDER THE COST OF YOUR DESIGN CHOICES

GUGH BUTROT

IT JUST TAKES

SQUARE

CSS 3





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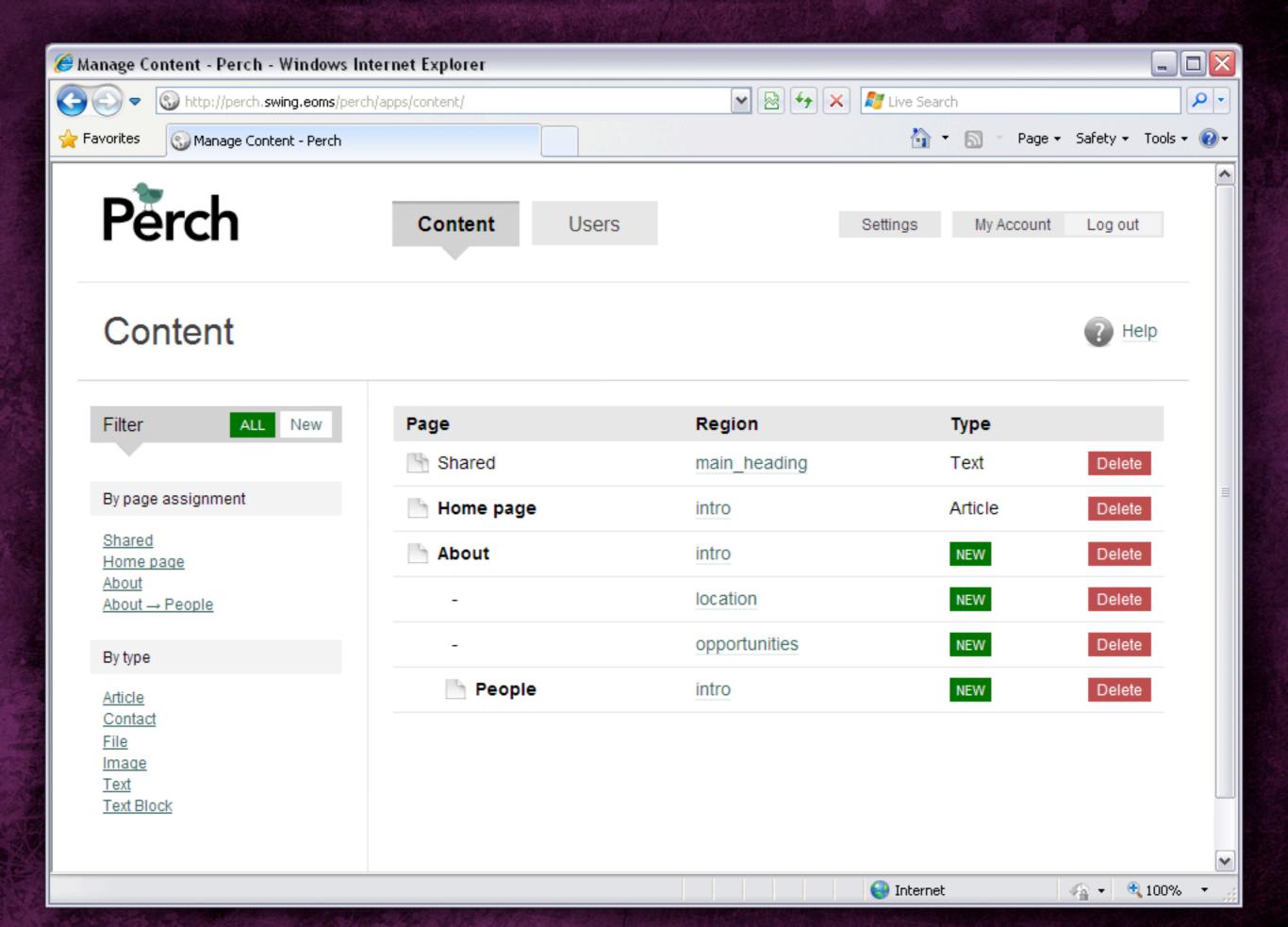
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-	location	NEW	Delete
-	opportunities	NEW	Delete
People	intro	NEW	Delete

Perch by edgeofmyseat.com



CONSIDER THE DEVELOPMENT MPICATIONS OF EVERY SINGLE DESIGNICHOICE

MAKE SURE YOUR DESIGN COVERS ALL STATES THE USER ENCOUNTERS

BACK & FORTH
COSTS
TIME

- CONSIDER - LOGGED IN LOGGED OUT

- CONSIDER - EMPTY STATES TOO MUCH DATA

- CONSIDER - WITH JAVASCRIPT WITHOUT

- CONSIDER - ERRORS MESSAGES

EVERYTHING IN THE SPEC IS DESIGNED

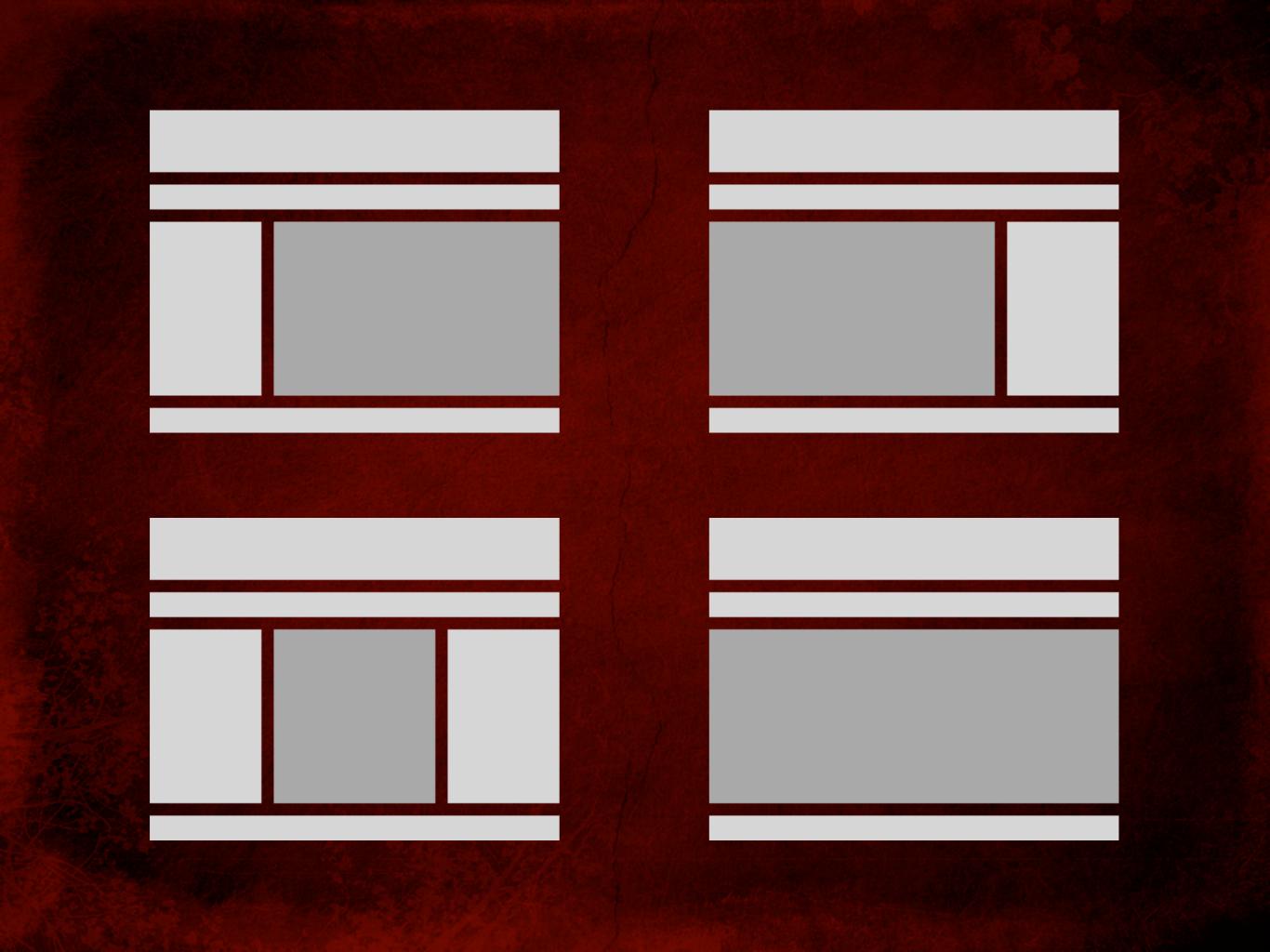


REUSABLE COMPONENTS

DESIGN TO A CG R I D

UNIQUE ELEMENT IS A SOURCE OF COST

VERSATILE TEMPLATES IS BETTER THAN DOZENS





REMEMBER: BROADBAND IS NOT A SILVER BULLET





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Comedy







Greenbelt / 2009 - Standing in the Long Now / Lineup

EXTRA LOAD ON YOUR SERVERS

- BANDWIDTH IS EXPENSIVE CONSIDER YOUR RUNNING COSTS

DIGITAL DOESN'T MEAN IT'S REPORT REPORTS

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 COLLOUR GUIDE

EXPLAIN YOUR GRID - DEVELOPERS WILL LOVE YOU -



BUILD YOUR SITE FOR CHEAP MAINTENANCE

ONCE A SITE IS BUILT IT HAS TO BE MAINTAINED

CONTENT CHANGES STRUCTURE CHANGES USEAGE CHANGES

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



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

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

BUILD ON THE SHOULDERS OF GIANTS

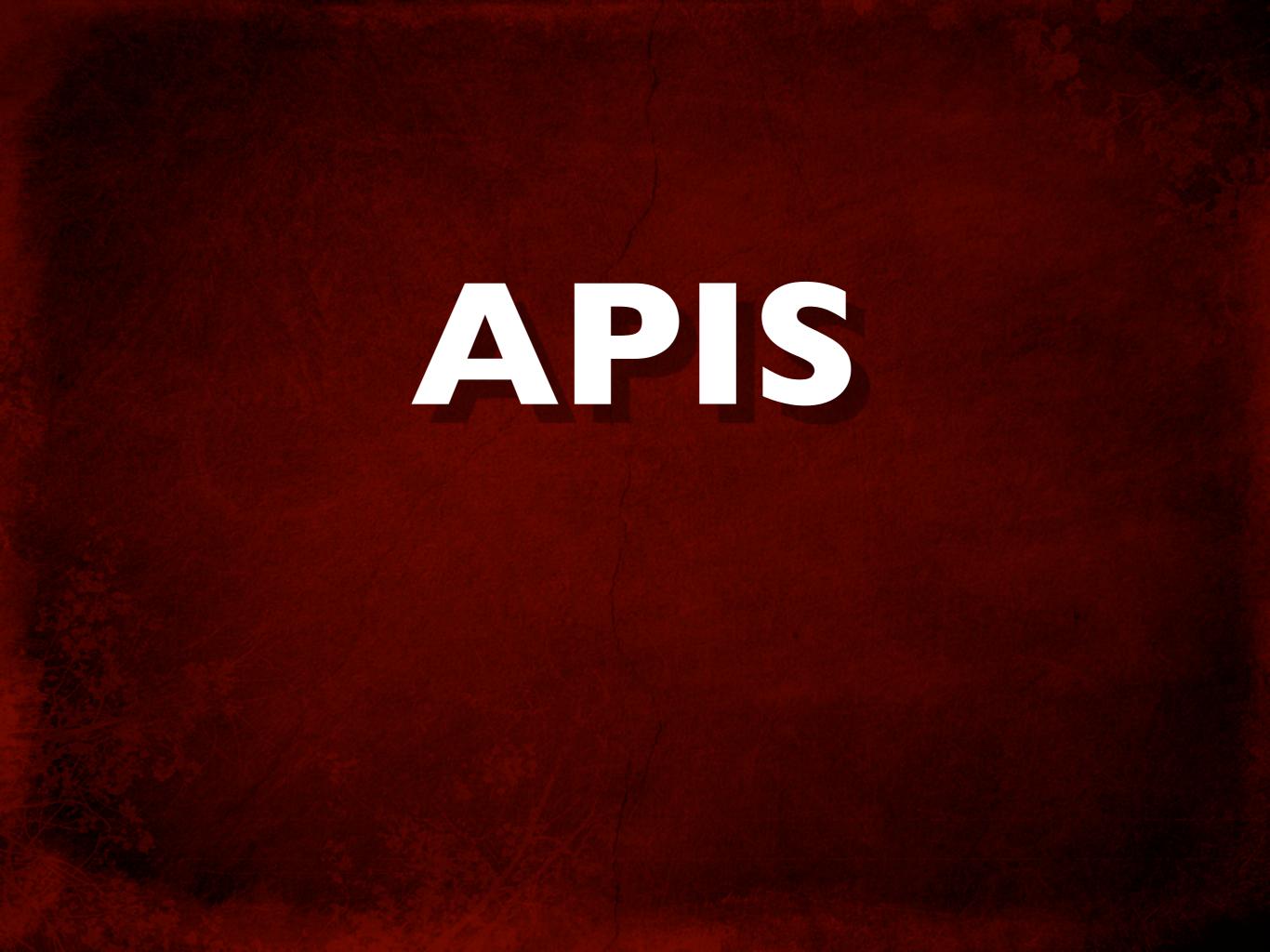
USE EXISTING APIS

OUTSOURCE AS MUCH AS POSSIBLE

THE WEB IS A COLLECTION OF SMALL PIECES LOOSELY JOINED



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



THE BEST WAY TO SAVE MONEY LET SOMEONE ELSE SPEND THEIRS

THANKYOU

ANY QUESTIONS?

SLIDES

ALLINTHEHEAD.COM/PRESENTATIONS FOLLOW ME: @DREWM