building web apps that don't suck

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https://unsplash.com/photos/xNJJvB0AkZ8

https://twitter.com/AhmadNassri

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'I'm blown away by Josh Clark's deep understanding of the iPhone user experience. This is an important read for everyone thinking about iPhone cops." -- Jürgen Schweizer, founder of Cultured Code



1. I'm (micro)tasking

O'REILLY*

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Designing Great iPhone Apps



- 1. I'm (micro)tasking
- 2. I'm local



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- 1. I'm (micro)tasking
- 2. I'm local
- 3. I'm bored



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https://unsplash.com/photos/rk_Zz3b7G2Y



unsplash.com/photos/H7SCRwU1ai









https://unsplash.com/photos/d0ycMhfRpME







$T = a + b \times log 2(1 + D/W)$

T: Average time taken to complete the movement

a: Start/stop time of the device

b: Inherent speed of the device

D: Distance from the starting point to target center

W: Width of target, measured along axis of motion



the bigger and closer a target is, the easier it is to hit.





optimize

lighthouse

house demo







avoid or minimize 3xx redirections



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 - configure HTTP Expires Response Header (IIS)
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- avoid creating new object when it's possible
 - load JavaScript files at the end of the page
- asynchronously load scripts (async) and fetch data
 - JSON is faster than XML







— you don't always need a framework or a library



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please don't fix it if it's not broken



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— put as much logic as you can on the server-side



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please don't fix it if it's not broken

— put as much logic as you can on the server-side

I'm serious, don't fix it if it's not broken





— use native image resolution (original width, height)



— use native image resolution (original width, height) — use the right image format (PNG, JPEG...)



use native image resolution (original width, height)
use the right image format (PNG, JPEG...)
use image preview for videos



- use native image resolution (original width, height) — use the right image format (PNG, JPEG...) use image preview for videos compress your images





shortpixel demo



create tests: unit tests, integration tests...



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— use framework like Mocha or QUnit for JavaScript/Node.js



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tests

— test, test and test

the extra mile





Life is too short • AppSec is tough • Cheat!





webhint demo



in the end



1. Insulate us from the complexity



1. Insulate us from the complexity 2. Make us accomplish our goals faster & securily



1. Insulate us from the complexity 2. Make us accomplish our goals faster & securily 3. Help us be awesome in the moment!



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