CASE STUDY: WRETCH NEW FRONT PAGE

-Featuring CSS3 for the future

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Wretch FE

無名小站

7,638,744,245
page views per month

(flickr: 3,318,861,624)

Tons of valuable UGC

Wretch's Magic:
Make people get famous
overnight

Online version "American Idols" in Taiwan

To have better promotion,
We need to
re-design layout and
re-arrange priority.

It's a chance to play CSS3 and play it cool.
(without heavy Flash)

HTML5 & CSS3:

The native is the best.

Using less images and flash turns out better performance.

And less effort on maintenance.

on an old browser? ☹

Ask yourself:
"Does websites need to look exactly the same in every browser?"

No.

Alright, let's do it.
Well, as you know, in Yahoo!...

We have to…

Convince them.

PM.
ID.
VD.
QA.
Managers.

Users deserve better experience.

Gap between designer and front-end engineer

How can they define spec
without seeing how it works?

transform: rotate(30deg);
transition: all 0.3s ease;

Do prototype
proactively and repeatedly.

(*cool* example here)

Hey, Adam.
I want to have them on IE6.

border-radius
rotate
gradients
transition
rgba

Progressive Enhancement

Escalator never breaks.

It's okay without box-shadow, text-shadow and transition.

But, hey!
Designer wants it cool.

Sorry, I can only give you a stair on IE6.

(not-so-cool example here)

Wait, if I want it with gradients by using image.

(CSS3 gradients example here)

(not-supported CSS3 gradients example here)

Do graceful progressive enhancement with

Modernizr

Modernizr tells you feature support instead of browser and its version.

Save gradients with image

```css
.css-gradients .belt {


}
.no-gradients .belt{
    background-image: url(gradients.jpg);
}
```

Save rotation with *evil* filter (IE only)

- I hate this but I have to do.

Another Lesson learned:
Use pseudo-class for style and less markup *carefully*.

Y.UA.ie tells you browser mode instead of document mode which matters to pseudo-class support.

(pseudo-class usage for style example)

We even found some worse case occasionally..

Some Chinese characters vanish with text-shadow and transition.

- The character has complicated stroke.
- (example here, http://jsfiddle.net/adamp3/YhMBw/)
- how we deal with it: remove text-shadow.

@font-face?

4~5MB per Chinese font file

Modern browsers are like HD-TV. They come out first, then HD-contents arrive later.

You have a HD-TV yet without HD program. How miserable it is. We should encourage users to use modern browsers by providing cutting-edge technology and good content.

Q&A

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