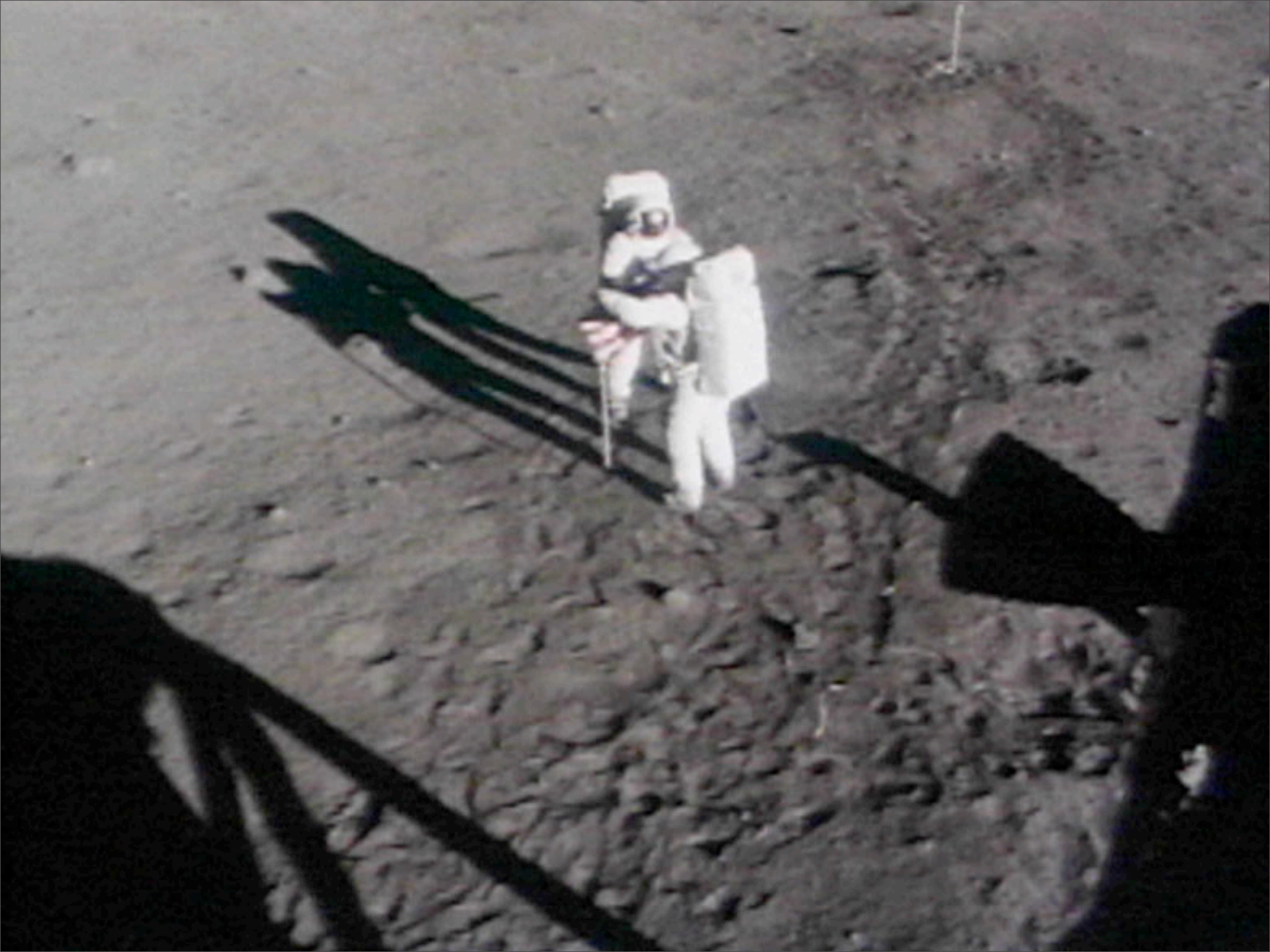


Professional Frontend Engineering

Nate Koechley
Senior Frontend Engineer
Yahoo!

natek@yahoo-inc.com | developer.yahoo.com/yui
nate.koechley.com/blog | “natekoechley”



- Reiterate our values.
- Advocate the discipline.
- Nurture a healthy Web.





DISEO 2007

Historical Perspective

**Historical
Perspective**

**Beliefs &
Principles**

Historical
Perspective

Beliefs &
Principles

Knowledge
Areas & Best
Practices

Historical
Perspective

Beliefs &
Principles

Knowledge
Areas & Best
Practices

Why It All
Matters

Historical Perspective

Yahoo

[[What's New?](#) | [What's Cool?](#) | [What's Popular?](#) | [A Random Link](#)]

[[Yahoo](#) | [Up](#) | [Search](#) | [Suggest](#) | [Add](#) | [Help](#)]

- [Art](#) (619) [new]
- [Business](#) (8546) [new]
- [Computers](#) (3266) [new]
- [Economy](#) (898) [new]
- [Education](#) (1839) [new]
- [Entertainment](#) (8814) [new]
- [Environment and Nature](#) (268) [new]
- [Events](#) (64) [new]
- [Government](#) (1226) [new]
- [Health](#) (548) [new]
- [Humanities](#) (226) [new]
- [Law](#) (221) [new]
- [News](#) (301) [new]
- [Politics](#) (184) [new]
- [Reference](#) (495) [new]
- [Regional Information](#) (4597) [new]
- [Science](#) (3289) [new]
- [Social Science](#) (115) [new]
- [Society and Culture](#) (933) [new]

There are currently 31897 entries in the Yahoo database

There are currently 31897 entries in the Yahoo database

- [Society and Culture](#) (933) [new]
- [Society and Culture](#) (933) [new]



[[Text-Only Yahoo](#) | [New Features and Changes to Yahoo!](#)]

[Options](#)

- [Arts](#)
[Literature, Photography, Architecture, ...](#)
- [Business and Economy \[Xtra!\]](#)
[Directory, Investments, Classifieds, ...](#)
- [Computers and Internet](#)
[Internet, WWW, Software, Multimedia, ...](#)
- [Education](#)
[Universities, K-12, Courses, ...](#)
- [Entertainment \[Xtra!\]](#)
[TV, Movies, Music, Magazines, Books, ...](#)
- [Government](#)
[Politics \[Xtra!\], Agencies, Law, Military, ...](#)
- [Health](#)
[Medicine, Drugs, Diseases, Fitness, ...](#)
- [News \[Xtra!\]](#)
[World \[Xtra!\], Daily, Current Events, ...](#)
- [Recreation](#)
[Sports \[Xtra!\], Games, Travel, Autos, ...](#)
- [Reference](#)
[Libraries, Dictionaries, Phone Numbers, ...](#)
- [Regional](#)
[Countries, Regions, U.S. States, ...](#)
- [Science](#)
[CS, Biology, Astronomy, Engineering, ...](#)
- [Social Science](#)
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- [Society and Culture](#)
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Thanks to [Netscape Communications](#) for hardware and network resources.
... and other [contributors](#)



[Wimbledon](#) [SERPES DIRECT](#) [Win a 2000RT VR-4](#) [Home Improvement](#)

 [options](#)

[Yellow Pages](#) - [People Search](#) - [Maps](#) - [Classifieds](#) - [News](#) - [Stock Quotes](#) - [Sports Scores](#)

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- [Business and Economy \[Xtra!\]](#)
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- [Computers and Internet \[Xtra!\]](#)
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- [Education](#)
[Universities](#), [K-12](#), [College Entrance](#)...
- [Entertainment \[Xtra!\]](#)
[Cool Links](#), [Movies](#), [Music](#), [Humor](#)...
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[Military](#), [Politics \[Xtra!\]](#), [Law](#), [Taxes](#)...
- [Health \[Xtra!\]](#)
[Medicine](#), [Drugs](#), [Diseases](#), [Fitness](#)...
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[Sports](#), [Games](#), [Travel](#), [Autos](#), [Outdoors](#)...
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[My Yahoo!](#) - [Yahooligans! for Kids](#) - [Bestnics's Web Guide](#) - [Yahoo! Internet Life](#)
[Weekly Picks](#) - [Today's Web Events](#) - [Chat](#) - [Weather Forecasts](#)
[Random Yahoo! Link](#) - [Yahoo! Shop](#)

National Yahoos [Canada](#) - [France](#) - [Germany](#) - [Japan](#) - [U.K. & Ireland](#)
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Get Local [Minneapolis / St. Paul](#) - [New York](#) - [S.E. Bay](#) - [Seattle](#) - [Washington D.C.](#)

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Yahoo! Mail
free email for life

Know when friends are online!
Click to download Yahoo! Messenger

Yahoo! Auctions
coins, cards, stamps

[advanced search](#)

[Shopping](#) - [Auctions](#) - [Yellow Pages](#) - [People Search](#) - [Maps](#) - [Travel](#) - [Classifieds](#) - [Personals](#) - [Games](#) - [Chat](#) - [Yahoo! Mail](#) - [Calendar](#) - [Messenger](#) - [Companies](#) - [My Yahoo!](#) - [News](#) - [Sports](#) - [Weather](#) - [TV](#) - [Stock Quotes](#) - [more...](#)

Yahoo! Shopping - Thousands of stores. Millions of products.

Departments	Stores	Products
- Apparel	- Sports Authority	- Digital cameras
- Bath Beauty	- Gap	- Pokemon
- Computers	- Eddie Bauer	- MP3 players
- Electronics	- Macy's	- DVD players
- Flowers		
- Food/Drink		
- Music		
- Video/DVD		

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[Full Coverage](#), [Newspapers](#), [TV](#)...

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[Medicine](#), [Diseases](#), [Drugs](#), [Fitness](#)...

Society & Culture
[People](#), [Environment](#), [Religion](#)...

In the News

- [Scores killed in Nigerian riots](#)
 - [Austria's Haider resigns as party leader](#)
 - [Floods trap thousands in Mozambique](#)
- [more...](#)

Marketplace

- [Y! Auctions](#) - [Peanuts](#), [Pokemon](#), [computers](#)
 - [Free SK Internet Access](#)
 - [Yahoo! EMail Pay](#) - free 3-month trial
- [more...](#)

Inside Yahoo!

- [Yahoo! GeoCities](#) - build your free home page
 - Play free [Fantasy Soccer](#)
 - [Yahoo! Clubs](#) - create your own
 - [Y! Greetings](#) - free greeting cards
- [more...](#)

World Yahoos: [Europe](#): [Denmark](#) - [France](#) - [Germany](#) - [Italy](#) - [Norway](#) - [Spain](#) - [Sweden](#) - [UK & Ireland](#)
[Pacific Rim](#): [Asia](#) - [Australia & NZ](#) - [China](#) - [China](#) - [HK](#) - [Japan](#) - [Korea](#) - [Singapore](#) - [Taiwan](#)
[Americas](#): [Brazil](#) - [Canada](#) - [Mexico](#) - [Spanish](#)

Yahoo! Get Local [LA](#) - [NYC](#) - [SE Bay](#) - [Chicago](#) - [more...](#)

Other: [Autos](#) - [Careers](#) - [Digital](#) - [Entertainment](#) - [Greetings](#) - [Health](#) - [Jobs](#) - [Local Events](#) - [Net Events](#) - [Message Boards](#) - [Movies](#) - [Music](#) - [Real Estate](#) - [Small Business](#) - [Y! Internet Life](#) - [Yahoo! Games!](#)

[Yahoo! profiles](#)

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YAHOO!

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Yahoo! Personals
find the one for you

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[Personal](#) [AddrBook](#) [Bookmarks](#) [Calendar](#) [My Yahoo!](#) [Podcasts](#) [Fun](#) [Games](#) [Kids](#) [Movies](#) [Music](#) [Radio](#) [TV](#) [more...](#)

Make a Connection with Yahoo! Personals

I'm a seeking a

Enter City, State or ZIP:

[Take a Tour of Yahoo! Personals](#) - where millions of singles meet!

In the News

- [Camp X-Ray draws more criticism](#)
- [Great conceits: O'neal's homer](#)
- [Kmart files for bankruptcy](#)
- [Till set to enter Texas HQ](#)
- [AOL's Netscape uses Microsoft](#)
- [Band erupts at Tyson-Lewis news conference](#)

[more...](#)

Marketplace

- [Yahoo! Travel - Airfare Specials](#)
- [3 free DVDs plus free shipping on Sony DVD Discman Systems](#)
- [New on DVD - Each Star, King of the Dragon: American Pt. 2](#)
- [Liquidation - Kodak Advantix Zoom Camera, \\$49.99 - Save 67%](#)

Broadcast Events

- [Betsey Spears - music, videos, movie premier, fan station](#)

Inside Yahoo!

- [Movies - Black Hawk Down, Boon Dogs, Lord of the Rings](#)
- [Tan Center - films, tps, online filing](#)
- [Y! Games - pool, tennis, spades, chess, dominoes, ruckus...](#)
- [Astrology - what's your sign?](#)
- [Make Yahoo! your home page](#)

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Countries, Regions, US States...

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Animals, Astronomy, Engineering...

Social Science

Archaeology, Economics, Languages...

Society & Culture

People, Environment, Religion...



Local Yahoo!

[Europe](#): Denmark, France, Germany, Italy, Norway, Spain, Sweden, UK & Ireland

[Asia Pacific](#): Asia, Australia & NZ, China, HK, India, Japan, Korea, Singapore, Taiwan

[America](#): Argentina, Brazil, Canada, Chile, Mexico, Spanish

[U.S. Cities](#): Atlanta, Boston, Chicago, Dallas, TX, LA, NYC, St. Bay, Wash. DC - [more...](#)

More Yahoo!

[Guides](#): Buzz Index, Education, Health, Outdoors, Pets, Real Estate, Yahoo!igans!

[Entertainment](#): Horoscopes, Broadcast, Games, Movies, Music, Radio, Tickets, TV - [more](#)

[Finance](#): Banking, Bill Pay, Money Manager, Insurance, Loans, Taxes, Finance/Invest - [more](#)

[Local](#): Autos, Careers, Classifieds, Events, Lodging, Maps, Yellow Pages - [more](#)

[News](#): Top Stories, Business, Entertainment, Letters, Sports, Technology, Weather

[Publishing](#): Bookmarks, Chicks, Experts, Images, Photos, Home Pages, Message Boards

[Small Business](#): Domain Registrations, Small Biz Center, Store Building, Web Hosting

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[Make Yahoo! your home page](#)

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Yahoo! Personal - It's time to give life a nudge. [Create your profile](#) or [search for free](#)

Search for: on the Web

- Shop** [Auctions](#) [Autos](#) [Classifieds](#) [Real Estate](#) [Shopping](#) [Travel](#)
- Find** [Hotlinks](#) [Maps](#) [People Search](#) [Personals](#) [Yahoo! Pages](#)
- Connect** [Chat](#) [GeoCities](#) [Greetings](#) [Groups](#) [Mail](#) [Messenger](#) [Mobile](#)
- Organize** [Addresses](#) [Bookmarks](#) [Calendar](#) [My Yahoo!](#) [Podcasts](#) [Photos](#)
- Fun** [Games](#) [Horoscopes](#) [Kids](#) [Weather](#) [Music](#) [Radio](#) [TV](#)
- Info** [Encyclopedia](#) [Health](#) [News](#) [Sports](#) [Weather](#) [More Yahoo!...](#)

NEW Yahoo! Shopping [Computers](#) - [Electronics](#) - [Appliances](#) - [More...](#)

<p>Compare Hot Products</p> <ul style="list-style-type: none"> • iPods • Laptops • Digital Cameras • DVD Players • More 	<p>Specialty Items</p> <ul style="list-style-type: none"> • Clothing • Jewelry • Home • Services • More 	 <p>Free Memory Upgrade on select Dell PCs online.</p>
---	---	--

Product Search:

- | | |
|--|--|
| <p>Yahoo! Business Services</p> <ul style="list-style-type: none"> • Web Hosting • Sell Online • Get a Domain • Market Online | <p>Yahoo! Premium Services</p> <ul style="list-style-type: none"> • Internet Access • Personals • Web Plus • EC Service |
|--|--|

[Web Site Directory](#) - Sites organized by subject [Submit your site](#)

- | | |
|--|--|
| <p>Business & Economy
Auto Finance Insurance Jobs</p> | <p>Regional
Country Features US State</p> |
| <p>Computers & Internet
Internet WWW Software Games</p> | <p>Society & Culture
Debate Economics Religion</p> |
| <p>News & Media
Newsweek TV Radio</p> | <p>Education
Scholarship University K-12</p> |
| <p>Entertainment
Movies Games Radio</p> | <p>Arts & Humanities
Encyclopedia History Literature</p> |
| <p>Recreation & Sports
Sports Travel Autos Golfing</p> | <p>Science
Science Technology Space</p> |
| <p>Health
Dieting Diseases Fitness</p> | <p>Social Science
Law Politics International Psychology</p> |
| <p>Government
Elections History Law Taxes</p> | <p>Reference
E-books Journals Databases Quotations</p> |

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Personal Assistant [New!](#)

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[Yahoo! Mail](#) - [More on Mail](#)

Yahoo! Games
 Download & Play: [Warzone](#) [Doom 3](#)
[Starcraft 2](#) [Puzzle Play](#) [More...](#)


Go the News [11:48am PT, Mon Jun 27](#)

- 
Soybean price lows cautious
 11th-hour surge leads to caveat of bears; soybeans might drop out
[Yahoo! News](#) - [Eilweide Event](#)
- [Americans concerned on health care jobs](#)
 - [Bag house store murders raise concerns](#)
 - [Microsoft takes on teen user web site](#)
 - [Miller may withdraw Grammy nomination](#)
 - [NFL - NCAA Hoops - NBA - NFL - Soccer](#)

[News](#) - [Electronics](#) - [Sports](#) - [Stocks](#) - [Weather](#)

Marketplace

- Canon PowerShot Digital ELPH**



These zoom power-ups make the new Canon PowerShot ELPH the most powerful and easy-to-use digital camera.
- Manage asthma online with MedCompass**
- Sony Digital Cameras** - Direct from Sony. Free shipping and 3 month financing.
- UCS online degrees** - Get your Bachelor's, Master's or Doctoral here.
- BBC Yahoo! DSL** - Free activation and installation. Only \$29.95/mo for a year.

[Movies](#) - [Games](#) - [Electronics](#) - [Travel](#)

Entertainment

- Sundance Film Festival Coverage**



Followed into Park City, Utah, get the latest news, photos, photos and video direct from Sundance!
- Watch Movie Videos**



Watch Premieres, Trailers, Jan 27 - [Chicago](#), [Hollywood](#), [Bill](#), [Tina](#), [Katie](#), [Good Charlotte](#), [More...](#)

[Entertainment](#) - [Games](#) - [Movies](#) - [Music](#) - [TV](#)

Search:

Web Search

the Web | Taiwan only

Yahoo! Home

My Yahoo!

Y! Taiwan

Apr 12, 2008

Page Options ▾

- Answers
- Autos
- Finance
- Games
- Groups
- HotJobs
- Maps
- Mobile Web
- Movies
- Music
- Personals
- Real Estate
- Shopping
- Sports
- Tech
- Travel
- TV
- Yellow Pages
- Shine ^{NEW}
- More Yahoo! Services

- ### Small Business
- Get a Web Site
 - Domain Names
 - Sell Online
 - Search Ads

- ### Featured Services
- Downloads

Featured

Entertainment | Sports | Video



How to score hotel upgrades

A travel expert dishes up 10 tips for securing a better hotel room.

- Be sure to dress the part
- Air-travel tips from frequent fliers
- Find eco-friendly hotels
- Fares

An expert's guide to scoring hotel upgrades

Not only a shocking "Idol," but a mean one

Real life "Top Gun" Maverick is grounded

Are Spanish couples faking divorce?

More: [Featured](#) | [Buzz](#)

In the News

World | Local | Finance

As of 2:15 a.m. CST


- Iraqi cleric al-Sadr says U.S. to blame for top aide's death
- McCain facing 'thin bench' in running-mate search | '08 race
- Bill Clinton misstates facts while defending wife's Bosnia story
- Iran reportedly operating hundreds of new nuclear centrifuges
- Live: Police news conference on Marine suspect capture
- U.K.'s Prince William gets his Royal Air Force wings
- Heather Mills explains why she dumped water on lawyer

More: [News](#) | [Popular](#) | [Election '08](#)

Markets: Dow: **-1.8%** Nasdaq: **-2.3%** Sponsored by: **Scottrade**

Stock Quotes:

Marketplace



Compare car prices in your area

Yahoo! Autos lets you get quotes from multiple dealers near you. Get your car for your price today.

Hi, Nate [Sign Out](#)

Mail **33 New** | Messenger | Radio

Weather **64°F** | Local | Horoscopes

Introducing Journey

The new Crossover from Dodge

19/25 EPA est mpg starting at \$19,985*



[CLICK TO EXPAND](#)
(You will not leave this site)

www.dodge.com/journey **GRAB LIFE**

2009 Dodge Journey - Ad Feedback

Be a Better Gadget Finder

Shop for this season's coolest gadgets

Digital Cameras | MP3 Players | Cell Phones | PDAs | Televisions

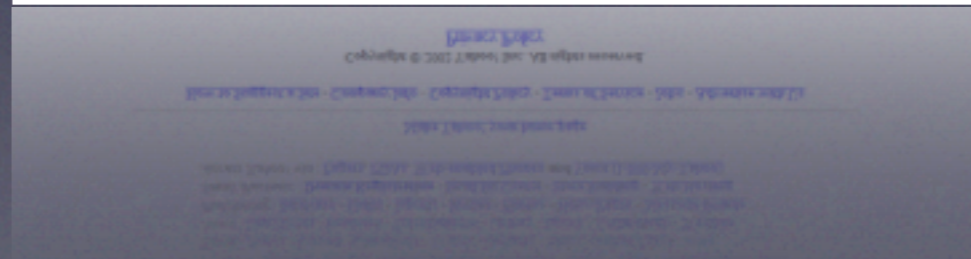
Pulse - What Yahoos Are Into

Popular Celebrity Workout Photos



- Hudson Gives Hathaway...
- Will Ferrell's Wild Ride
- Gavin Serves It Up Hot

Year = 2001



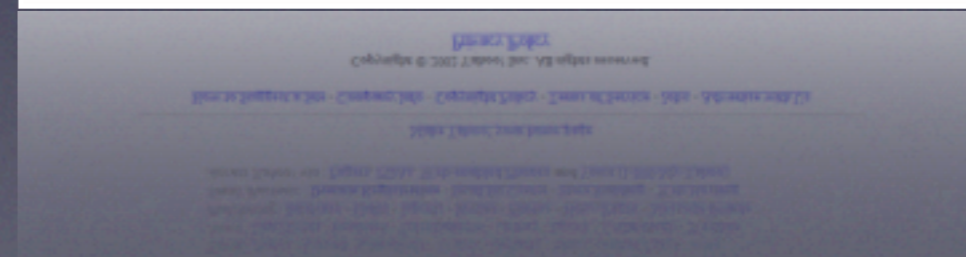
Age = 7 years

The screenshot shows the Yahoo! homepage with the following elements:

- Top Navigation:** Icons for Finance, Music, and Mail. The Yahoo! logo is prominently displayed in red. To the right are icons for What's Hot, My, and Help.
- Search Bar:** A search input field with a "Search" button and a link to "advanced search".
- Services and Links:** A horizontal row of links including Shop, Auctions, Autos, Classifieds, Shopping, Travel, Yellow Pages, Maps, Media, Finance, Quotes, News, Sports, Weather, Connect, Careers, Chat, Clubs, Downloads, Greetings, Mail, Members, Messenger, Mobile, Personals, People Search, Photos, Personal, Add Book, Briefcase, Calendar, My Yahoo!, Paid Search, Fun, Games, Kids, Movies, Music, Radio, TV, more...
- Yellow Box:** A section titled "Make a Connection with Yahoo! Personals" with a form to find a match based on gender, location, and interests.
- Grid of Categories:** A grid of links for various topics: Arts & Humanities, Business & Economy, Computers & Internet, Education, Entertainment, Government, Health, News & Media, Recreation & Sports, Reference, Regional, Science, Social Science, and Society & Culture.
- Right Column:** Sections for "In the News" (with headlines like "Camp X-Ray draws more criticism"), "Marketplace" (with "Yahoo! Travel - Airfare Specials"), and "Inside Yahoo!" (with "Mirrors - Black Hawk Down").
- Footer:** A "powered by COMPAQ" logo, "Local Yahoo!'s" list (Europe, Asia Pacific, Americas, U.S. Cities), "More Yahoo!'s" list (Outside, Entertainment, Finance, Local, News, Publishing, Small Business), and a "Make Yahoo! your home page" button.
- Bottom Footer:** Copyright © 2002 Yahoo! Inc. All rights reserved. Privacy Policy.

This screenshot shows the Hebrew version of the Yahoo! homepage. The layout is identical to the English version, but all text, including the logo, navigation links, search bar, and category lists, is rendered in Hebrew. The "powered by COMPAQ" logo and footer text are also in Hebrew.

Employees = 3000



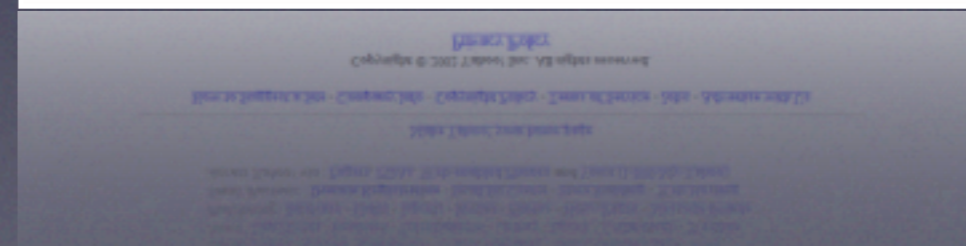
Frontend Engineers = 0



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Huh?

2001
First frontend engineering
specialists hired.



2008

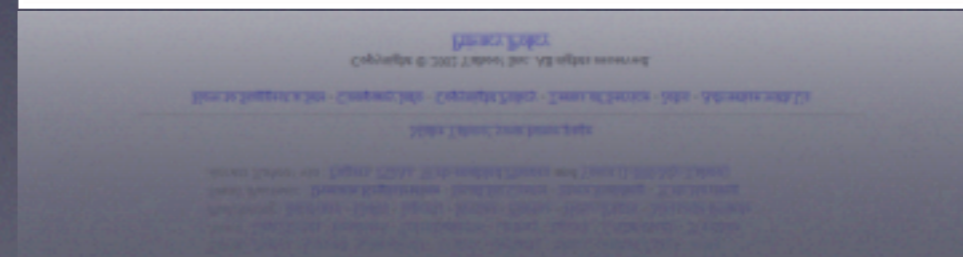
~700 professional frontend engineers spread across Y! offices worldwide.

And hiring!!!



2001
Font tags & nested tables.

Static interface.



2008

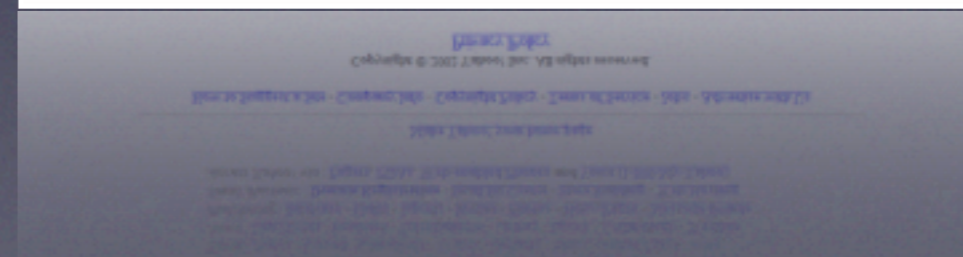
Semantic & accessible markup.

Rich DHTML & Ajax behavior.

More content. Same fast speed.

The image shows a screenshot of the Yahoo! homepage as it appeared in early 2008. The layout is clean and organized, featuring a prominent search bar at the top with the 'YAHOO!' logo in red. Below the search bar are navigation links for 'Web', 'Images', 'Video', 'Local', and 'Shopping'. The main content area is divided into several sections: 'Featured' with a travel article about hotel upgrades, 'In the News' with a list of current events, 'Marketplace' for car searches, and a 'Hi, Nate' personalized greeting with links to mail, messenger, weather, and local news. A large advertisement for the Dodge Journey is also visible on the right side. The date 'Apr 12, 2008' is shown in the top right corner.

2001
Available and accessible to
everyone.

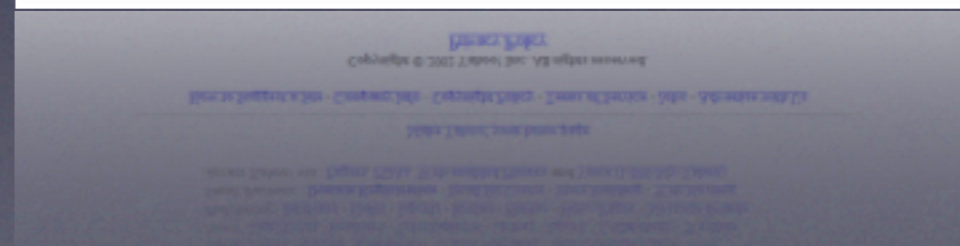


2008

Available and accessible to everyone.



2001
Plain but predictable.

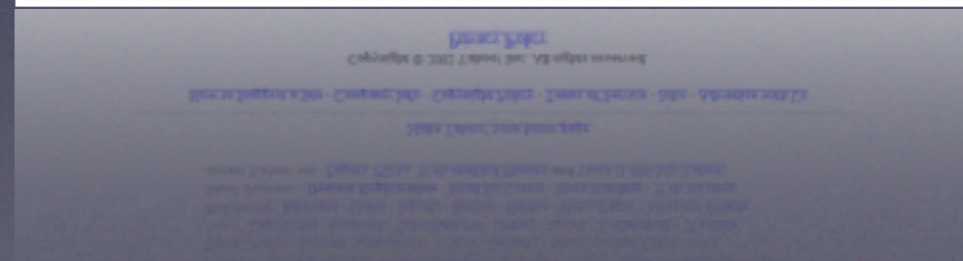


2008

Highly visual and adaptive, but still dependable.



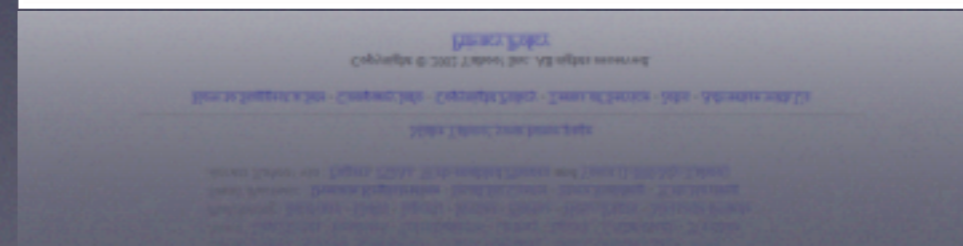
2001
Modest user expectations.



2008
Sophisticated, broad, and
non-trivial user expectations.



2001
Intersection of design and
development still vague.



Today

Professional Frontend Engineers focused at the intersection of design and development is a best practice.



—Irene Au, SVP of UED at Yahoo!

“In 2001, with developments in advanced JavaScript and DHTML, we knew the web experience would evolve beyond the static pages we were producing. **We brought in web developers to help us pioneer Yahoo’s offerings to include a more dynamic, interactive experience for our users.**”

—Irene Au, SVP of UED at Yahoo!

—Irene Au, SVP of UED at Yahoo!

“...Another motivation was to bring in a disciplined frontend programming practice to Yahoo. Before then, the presentation, behavior, and structure of our pages were not separate, which led to many challenges and inefficiencies in designing and developing our products.”

—Irene Au, SVP of UED at Yahoo!

www.killersites.com

INTERNATIONAL BESTSELLER!

QUALITY

BANDWIDTH

BREVITY

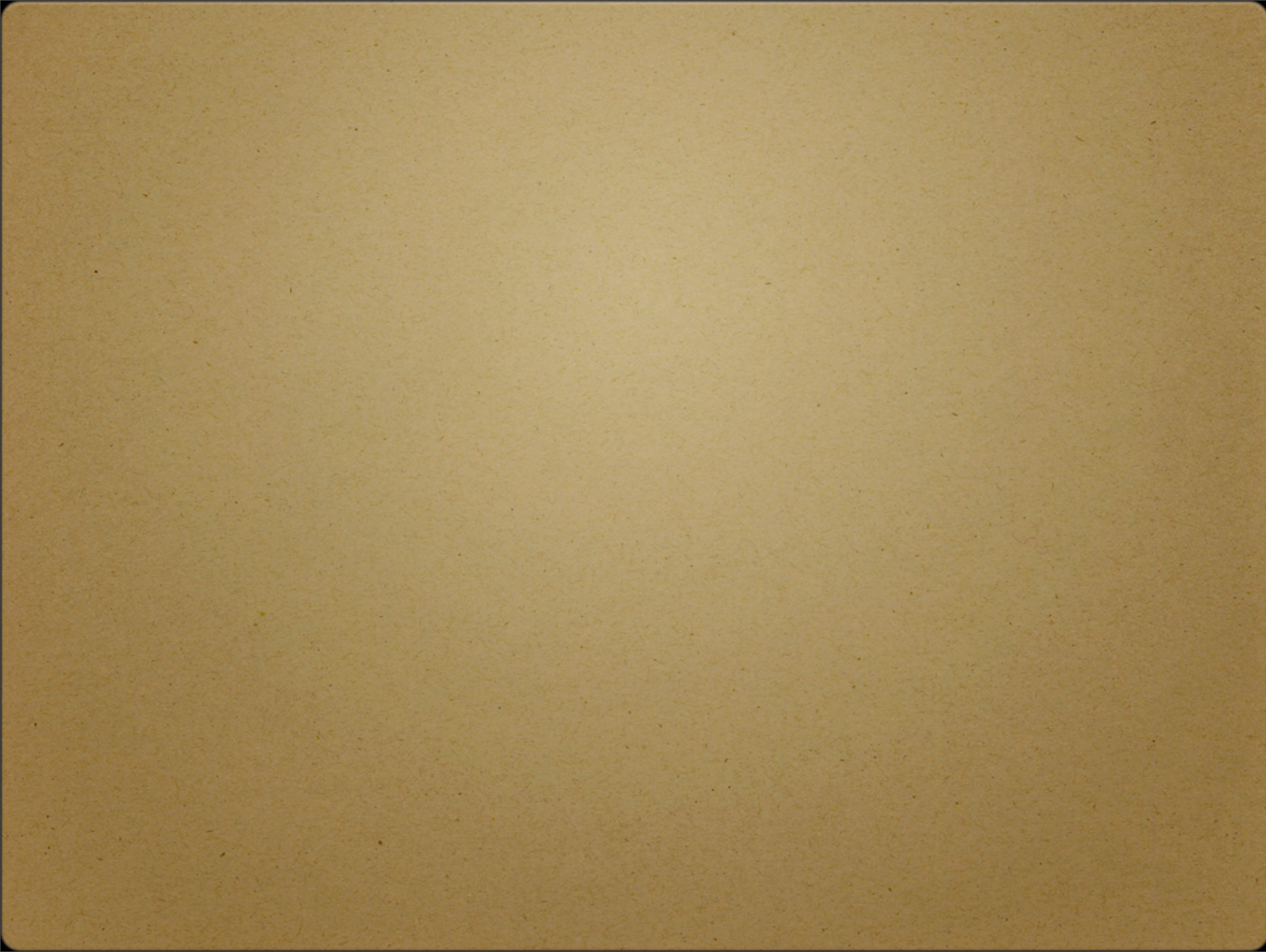
CREATING KILLER WEB SITES

Second Edition

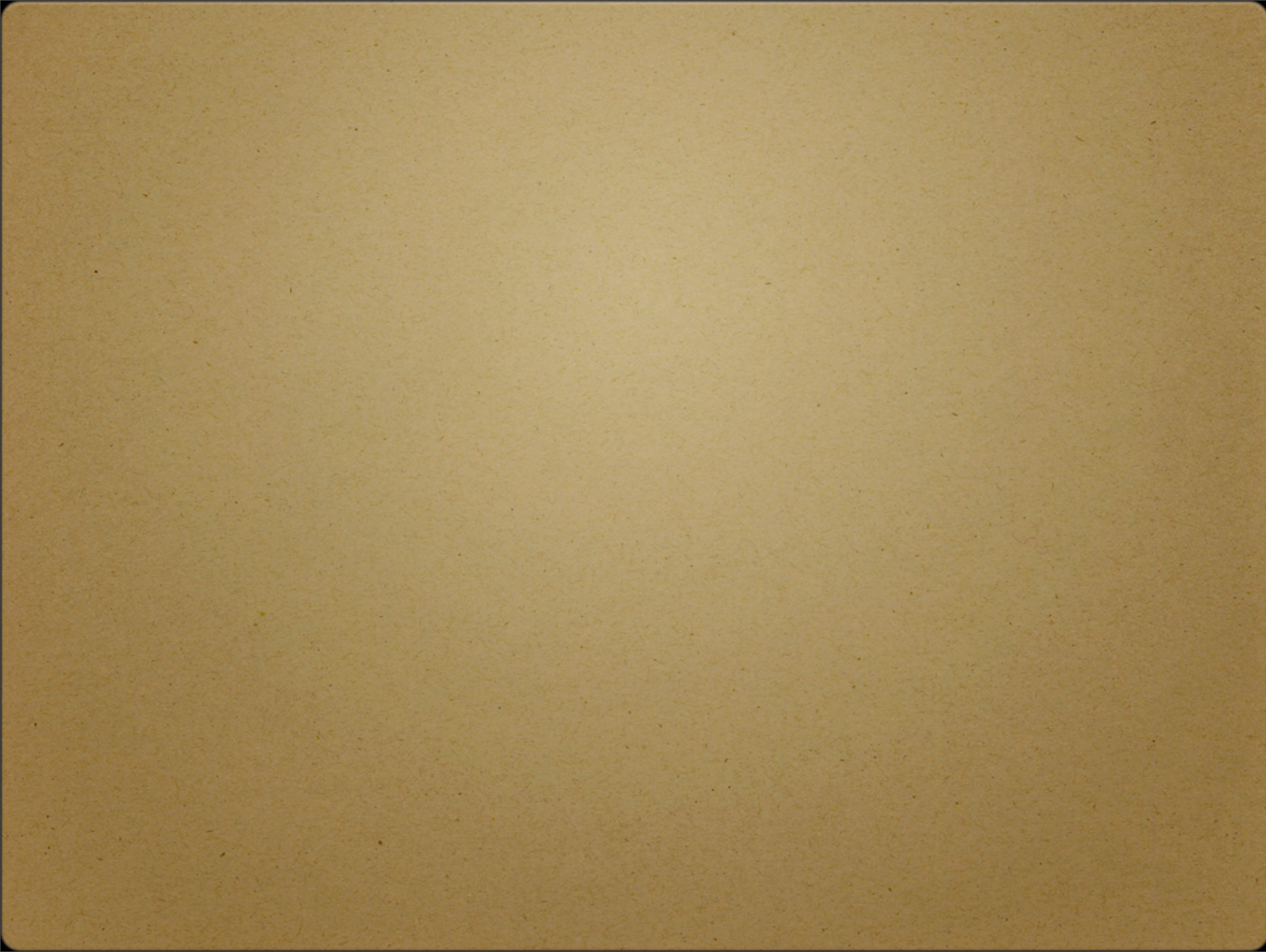
The Art of Third-Generation Site Design

David Siegel

David Siegel



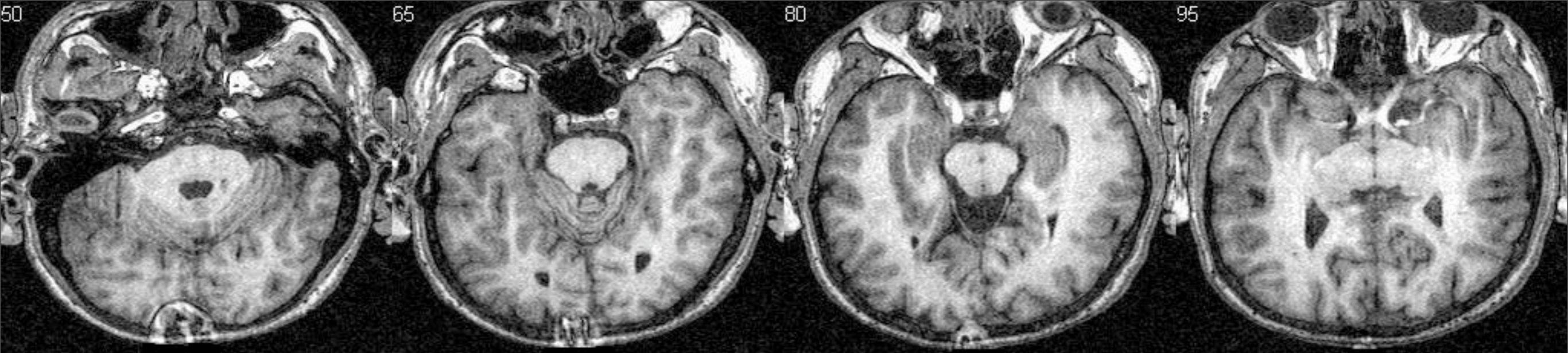
“The Framers of the Web
saw browser differences
as beneficial and believed
that visitors should
choose how their browser
displays the page...”



“...I wanted more control
so I threw my HTML
book in the trash and
started from scratch.”

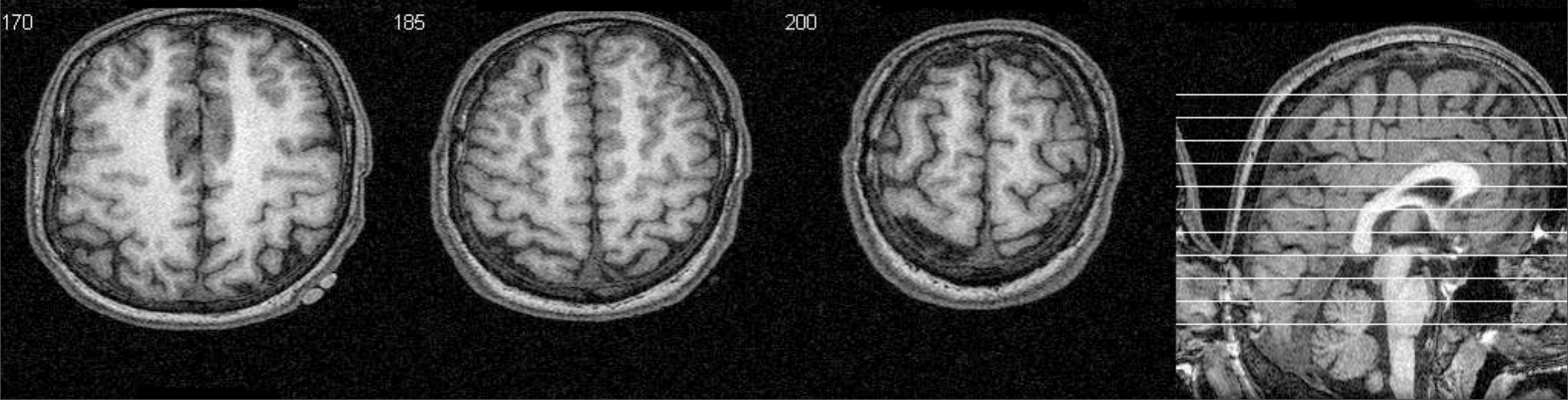


**The web is
still sick.**



110 125 140 155

Frontend Engineers are the Web's Radiologists



Question:

What is Frontend
Engineering?

Answer:

We write software
in JavaScript, CSS,
and HTML & more...

Answer:

We tell browsers
what to do.

Answer:

We're responsible
for "view source"

The Yahoo! Stack

Pages & modules

95% HTML, 5% PHP

Display logic & APIs

50% HTML, 50% PHP

Specific PHP biz logic

90% PHP, 10% Text

Generic PHP functions & libs

100% PHP

C/C++ Libraries.

90% C/C++, 10% PHP

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Backend

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100% PHP

C/C++ Libraries.

90% C/C++, 10% PHP

Frontend

Backend

SIMPLE?

no.

server

(X)HTML

A diagram illustrating the output of a server. At the bottom, a dark blue horizontal bar contains the word "server" in large, white, lowercase letters. A vertical grey arrow points upwards from the top of this bar to a light blue rounded rectangular box. Inside this box, the text "(X)HTML" is written in black, uppercase letters.

server

(X)HTML

Specification

server

(X)HTML

Specification
Implementation

server

(X)HTML

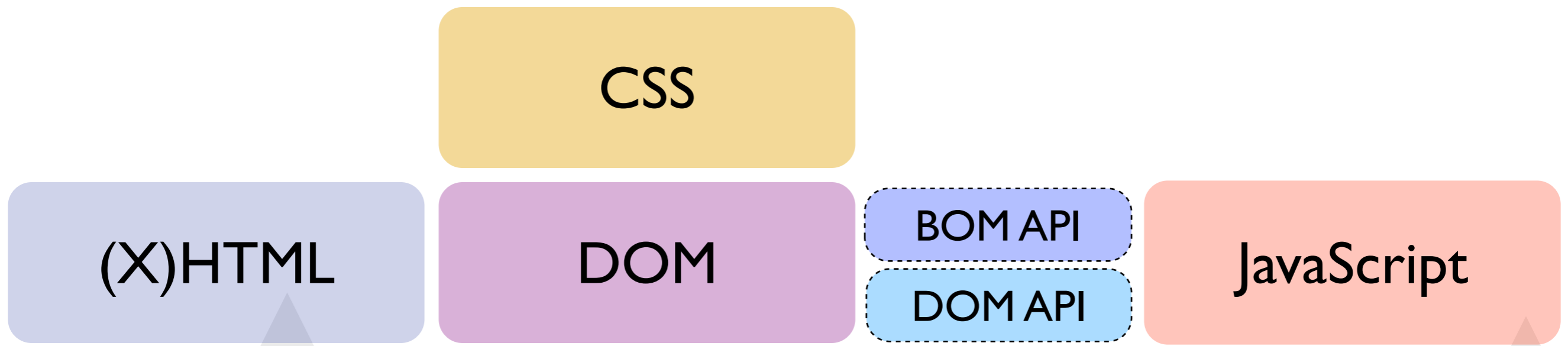
Specification
Implementation
Bugs

server

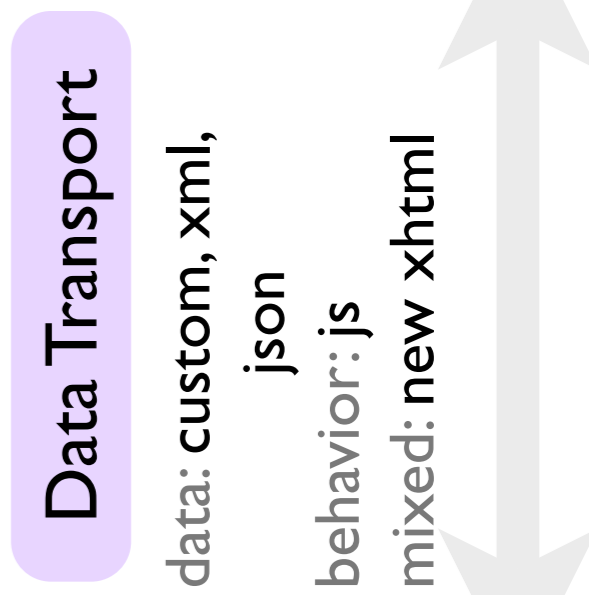
(X)HTML

Specification
Implementation
Bugs
[Theory / Practice]

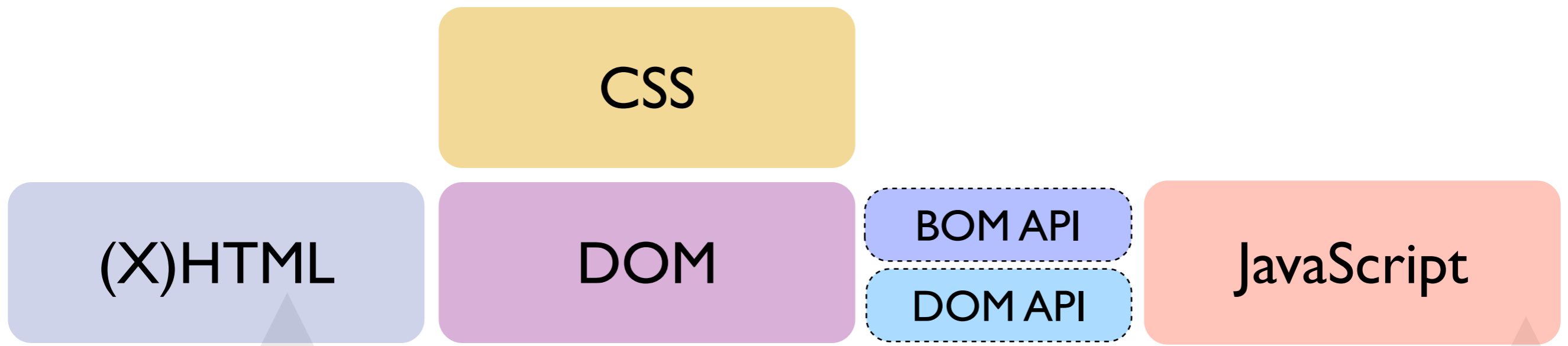
server



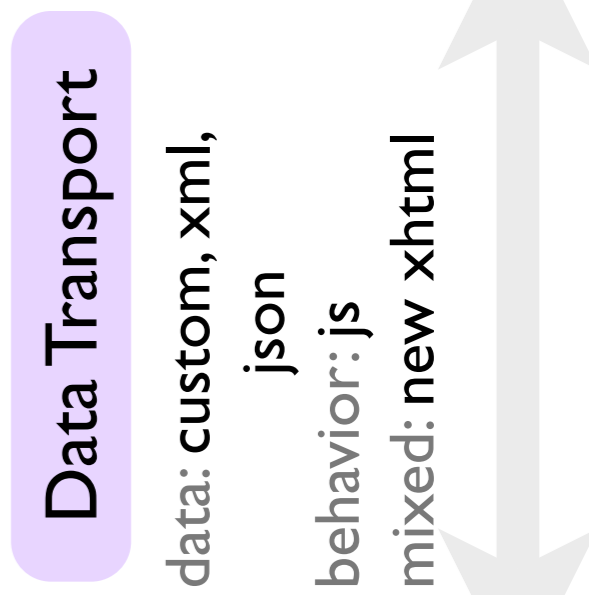
Specification
Implementation
Bugs
[Theory / Practice]



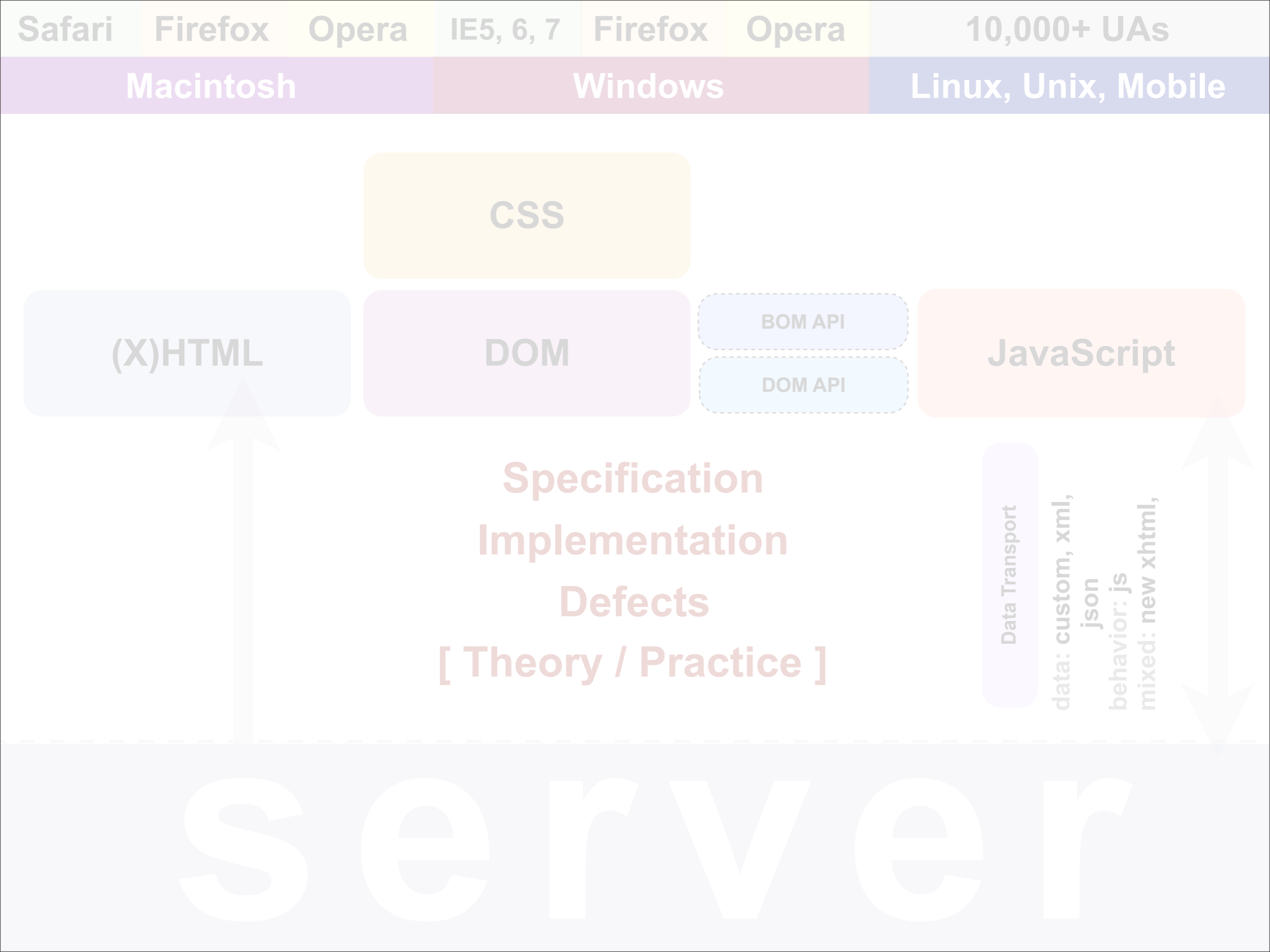
server



Specification
Implementation
Bugs
[Theory / Practice]



server



Safari	Firefox	Opera	IE5, 6, 7	Firefox	Opera	10,000+ UAs
Macintosh			Windows			Linux, Unix, Mobile

knowledge areas: 7

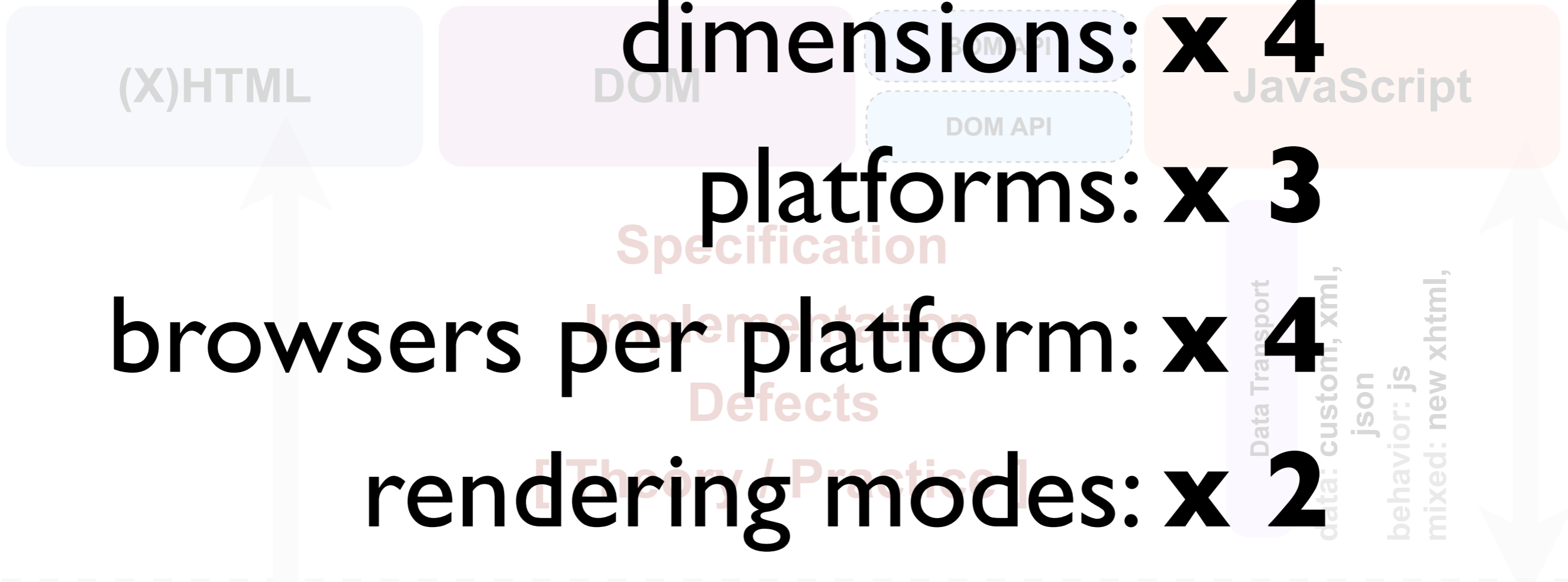
dimensions: x 4

platforms: x 3

browsers per platform: x 4

rendering modes: x 2

server = 672



usability, internationalization,
localization, visual design,
accessibility, information
architecture, security, build
processes, **performance**,
benchmarking, devices, portability



from *Lifted*

©2007 Pixar Animation Studios

Different from Backend because we:

- Can't compile.
- Can't trust.
- Can't predict.
- Can't install or store.
- Can't hide anything!

A close-up photograph of Douglas Crockford, an older man with grey hair, a beard, and glasses, wearing a green and white patterned shirt. He is speaking and gesturing with his hands. A semi-transparent yellow box is overlaid on the bottom half of the image, containing text.

Douglas Crockford on browsers:

“The most hostile software development environment imaginable.”

If your business is online...
your value depends on
Frontend Engineering.

Elegant algorithms benefit users
through interfaces built by
Frontend Engineers.

Every gorgeous design is
brought to life by Frontend
Engineers.

Frontend engineers give sites
strength & resilience,
appearance & form, and
functionality & interactivity.

...which is why professional
frontend engineering is
critical for success.

Historical
Perspective

Beliefs &
Principles

Four Guiding Principles



I) Availability

Availability:

Maximize availability, accessibility
and utility of content and services
for all users worldwide.

2) Openness

Openness:

Share. Learn. Support. Advocate.

We benefit from a healthy Internet.

3) Richness

Richness:

Provide richness, but not too much.

Layer endlessly.

Remember we are not average.

4) Stability

Stability:

The Web is young.

Invest in quality.

Prepare for the future.

Stability:

The Web is young.

Invest in quality.

Prepare for the future.

Start today!

Four Guiding Principles

- Availability
- Openness
- Richness
- Stability





Three Core Techniques

I) Progressive Enhancement

Flipped definition of
“graceful degradation”

Rules of Progressive Enhancement

Rules of Progressive Enhancement

- **Enrich content** with thorough markup.

Rules of Progressive Enhancement

- **Enrich content** with thorough markup.
- Test core functionality with HTML only.

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- **Enhance layout** with CSS.

Rules of Progressive Enhancement

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- **Enhance layout** with CSS.
- **Enhance behavior** with JavaScript.

Rules of Progressive Enhancement

- **Enrich content** with thorough markup.
- Test core functionality with HTML only.
- **Enhance layout** with CSS.
- **Enhance behavior** with JavaScript.
- Respect end-user browser preferences.

Rules of Progressive Enhancement

- **Enrich content** with thorough markup.
- Test core functionality with HTML only.
- **Enhance layout** with CSS.
- **Enhance behavior** with JavaScript.
- Respect end-user browser preferences.
- Don't create barriers to entry.

2) Unobtrusive JavaScript

<http://onlinetools.org/articles/unobtrusivejavascript/>

Rules of Unobtrusive JavaScript

Rules of Unobtrusive JavaScript

- No JavaScript in HTML documents.

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- Mind your manners with vars & scope.

Rules of Unobtrusive JavaScript

- No JavaScript in HTML documents.
- Don't depend on (or trust) JavaScript.
- Poke objects before using them.
- Write JavaScript, not dialects.
- Mind your manners with vars & scope.
- Support multiple event triggers.

Don't Break the Web!

`href="#"`

`href="javascript:foo()"`

`onclick="foo()"`

3) Graded Browser Support

<http://developer.yahoo.com/yui/articles/gbs/>

“Support” does not
mean identical.

“Support” is not a
binary choice.

Three *Grades* of Support

Three *Grades* of Support

C-Grade

- Blacklist (of incapable browsers)
- Withhold CSS & JavaScript

Three *Grades* of Support

C-Grade

- Blacklist (of incapable browsers)
- Withhold CSS & JavaScript

A-Grade

- Whitelist (of capable browsers tested)
- Serve CSS & JavaScript

Three *Grades* of Support

C-Grade

- Blacklist (of incapable browsers)
- Withhold CSS & JavaScript

A-Grade

- Whitelist (of capable browsers tested)
- Serve CSS & JavaScript

X-Grade

- Everybody else.
- Serve CSS & JavaScript

	Win 2000	Win XP	Win Vista	Mac 10.4	Mac 10.5
Firefox 3.†	A-grade	A-grade	A-grade	A-grade	A-grade
Firefox 2.†		A-grade			A-grade
IE 7.0		A-grade	A-grade		
IE 6.0	A-grade	A-grade			
Opera 9.5†		A-grade			A-grade
Safari 3.1†				A-grade	A-grade

A-Grade Support

<http://developer.yahoo.com/yui/articles/gbs>

YAHOO! SEARCH

Web | Images | Video | Audio | Directory | Local | News | Shopping | More »

javascript Search the Web My Web (beta)

AnswersMy Web | Search Services | Advanced Search | Preferences

Search Results

1 - 100 of about 192,000,000 for **javascript** - 0.22 sec. ([About this page](#))

Also try: [javascript download](#), [free javascript](#), [javascript tutorial](#) [More...](#)

Yahoo! JavaScript Directory: [JavaScript](#) - [Applets](#) - [Games](#)

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WEB RESULTS

Yahoo!'s: Seeing bad search results or ads for this query? [Report them](#). Bucket test: [NONE](#)

1. [JavaScript.com](#) 

Resource for tutorials, scripts, and more.

Category: [Programming Languages > JavaScript](#)

Saved by 273 people

[www.javascript.com](#) - 54k - [Cached](#) - [More from this site](#) - [Save](#)

2. [JavaScript Source, The](#) 

Cut and paste JavaScript library with source code.

Category: [Programming Languages > JavaScript](#)

Saved by 1049 people

[javascript.internet.com](#) - 60k - [Cached](#) - [More from this site](#) - [Save](#)

3. [JavaScript - Wikipedia, the free encyclopedia](#) 

JavaScript is the name of Netscape Communications Corporation's implementation of ECMAScript, a scripting programming language based on the concept of prototypes.

The language is best known for its use in websites, but is also used to enable ... toolbars etc are visible. Usually **JavaScript** is used to ensure that they ...

Quick Links: [History](#) - [Usage](#) - [Syntax](#)

Saved by 8 people

C-Grade Experience

Yahoo! My Yahoo! Mail Welcome, nate.koechley [Sign Out, My Account] Search Home Help

Web | Images | Video | Audio | Directory | Local | News | Shopping | More >

YAHOO! SEARCH javascript Search the Web My Web (beta)

Answers My Web Search Services | Advanced Search Preferences

Search Results 1 - 100 of about 192,000,000 for **javascript** - 0.04 sec. (About this page)

Also try: [javascript download](#), [free javascript](#), [javascript tutorial](#) More...

Yahoo! **JavaScript** Directory: [JavaScript](#) - [Applets](#) - [Games](#)
[Yahoo! Shortcut](#) - [About](#)

Yahoo!'s: Seeing bad search results or ads for this query? [Report them](#). Bucket test: [NONE](#)

- JavaScript.com**
Resource for tutorials, scripts, and more.
Category: [Programming Languages > JavaScript](#)
| Saved by 273 people
[www.javascript.com](#) - 54k - [Cached](#) - [More from this site](#) - [Save](#)
- JavaScript Source, The**
Cut and paste **JavaScript** library with source code.
Category: [Programming Languages > JavaScript](#)
| Saved by 1049 people
[javascript.internet.com](#) - 60k - [Cached](#) - [More from this site](#) - [Save](#)
- JavaScript - Wikipedia, the free encyclopedia**
JavaScript is the name of Netscape Communications Corporation's implementation of ECMAScript, a scripting programming language based on the concept of prototypes. The language is best known for its use in websites, but is also used to enable ... toolbars etc are visible. Usually **JavaScript** is used to ensure that they ...
Quick Links: [History](#) - [Usage](#) - [Syntax](#)
| Saved by 8 people
[en.wikipedia.org/wiki/JavaScript](#) - 51k - [Cached](#) - [More from this site](#) - [Save](#)
- JavaScript Tutorial**
Free HTML XHTML CSS **JavaScript** DHTML XML DOM XSL XSLT RSS AJAX ASP ADO PHP SQL tutorials, references, examples for web building. ... **JavaScript** is used in millions of Web pages to improve the design, validate forms, detect browsers ... find complete references of all **JavaScript** objects and the HTML DOM objects ...
| Saved by 102 people
[www.w3schools.com/js/default.asp](#) - 23k - [Cached](#) - [More from this site](#) - [Save](#)
- JavaScript**
search mozilla: **JavaScript**. News. **JavaScript** 1.5 Beta released, see the **JavaScript** 1.5 announcement for more information. What is

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Gaining the trust of customers is vital to the success of online...
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A-Grade Experience

- ◆ **Rating**

1. [Hated it](#)
2. [Didn't like it](#)
3. [Not bad](#)
4. [Liked it](#)
5. [Loved it](#)

- ◆ **Sharing Permissions**

Private

[\(Edit\)](#)

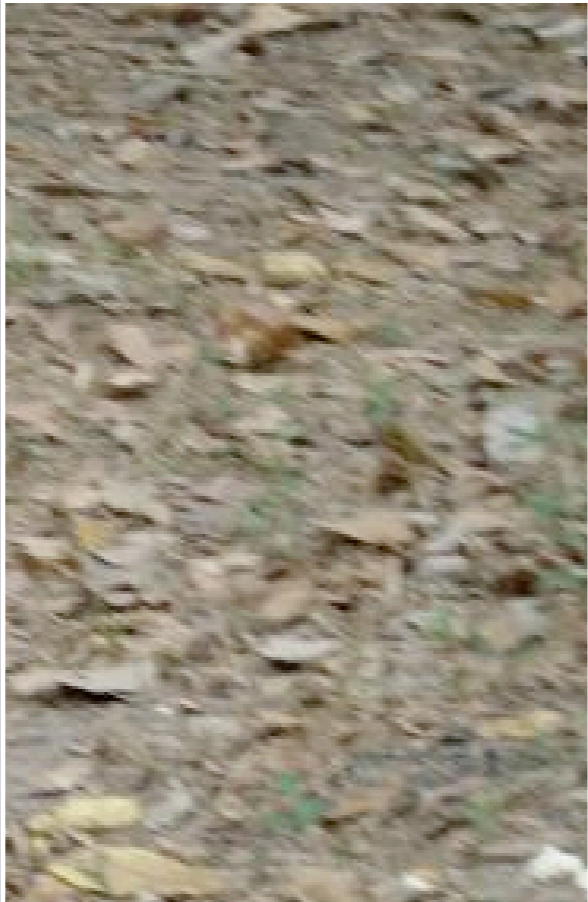
- ◆ **Tags**

[\[?\]](#)

[\[?\]](#)

- ◆ **Tags**

C-Grade Experience



Rating
☆☆☆☆☆

Sharing Permissions
👤 Private
(✎ [Edit](#))

Tags [2]
🏷️ [monkey](#), [southeast asia](#)
(✎ [Edit](#))

Comments
💬 [1 comments](#) on this photo

Photo Details
📘 Image size: 2592x1944 pixels
Best print size: 8x10 Print

A-Grade Experience

Three Core Techniques

- Progressive Enhancement
- Unobtrusive JavaScript
- Graded Browser Support



Making Decisions



Making Decisions (I)

1. Do what is standard.

if impossible, then:

2. Do what is common.

if impossible, then:

3. Do what it takes.

Making Decisions (2)

1. Do what is **simple**.

+

2. Do what is **flexible & progressive**.

+

3. Do what is **open**.

Making Decisions (3)

- Remember you have multiples audiences to satisfy:
 - Users
 - Developers
 - Machines

Historical
Perspective

Beliefs &
Principles

Knowledge
Areas & Best
Practices

8 Areas of Focus

1. HTML

2. CSS

3. JavaScript

4. Accessibility

5. Internationalization

6. Performance

7. Infrastructure &
Process

8. Tooling



HTML

Focus: Be thorough.

pros use the complete language

<label>

<fieldset>

`<cite>`

<caption>

<thead>


```
<th scope="row" abbr="ManU">
```


<ins datetime="2008-05-30">

Aim for permanence.

(Switching costs are rising.)

Focus
#2

CSS

Focus: Specificity
pros use thoughtful selectors


```
selector: declaration;
```



```
selector: declaration;
```



```
h1: declaration;
```



```
#mod h1: declaration;
```


div#mod h1: declaration;


```
body.cart #mod h1.class a:  
  declaration;
```



```
#mod ul li li: declaration;
```


Focus: Maintenance

think about how sites age

An orange starburst graphic with multiple points, containing the text 'Focus #3' in white.

Focus
#3

JavaScript

JavaScript

- Quality
- Security

I) Quality

Linting

- Use programs like JSLint (jshint.org) to confirm the quality of your code.
- Adopt the idioms it promotes to improve your code quality.

Unit Testing w/YUI Test

- Simply syntax for rapid test creation.
- Advanced failure detection ability.
- Grouping test cases into test suites.
- Can run tests for events and Ajax.
- DOM Event simulation across A-grade.

Profiling

- Learn where to improve your code.
- Programmatically retrieve profiling information as the application is running.
- Determine unit-testing success based on profiling results.

JavaScript Pollution

- Don't mutate JavaScript itself.
- Do protect yourself from browsers.
- Minimize touchpoints between authors and vendors so vendors can iterate faster.

2) Security

JavaScript Security

- Beware of XSS
- Never Trust Data from the Client
- Monitor AdSafe/Caja Developments

An orange starburst graphic with multiple points, containing the text 'Focus #4' in white.

Focus
#4

Accessibility

W3C's ARIA

Accessible Rich Internet Apps

Decouple Events

mouse & keyboard

An orange starburst graphic with multiple points, containing the text "Focus #5" in white.

Focus
#5

Internationalization

Begin serving all .css
and .js at UTF-8

@charset "



Performance

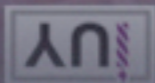
High Performance Web Sites

14 rules for faster pages



Nate Koechley

natek@yahoo-inc.com
nate.koechley.com/blog
developer.yahoo.com/yui

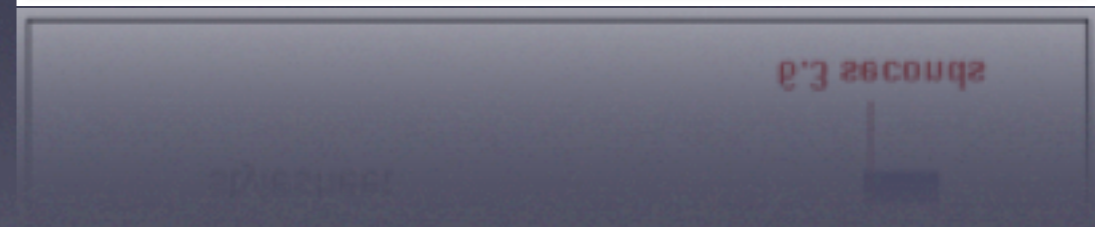
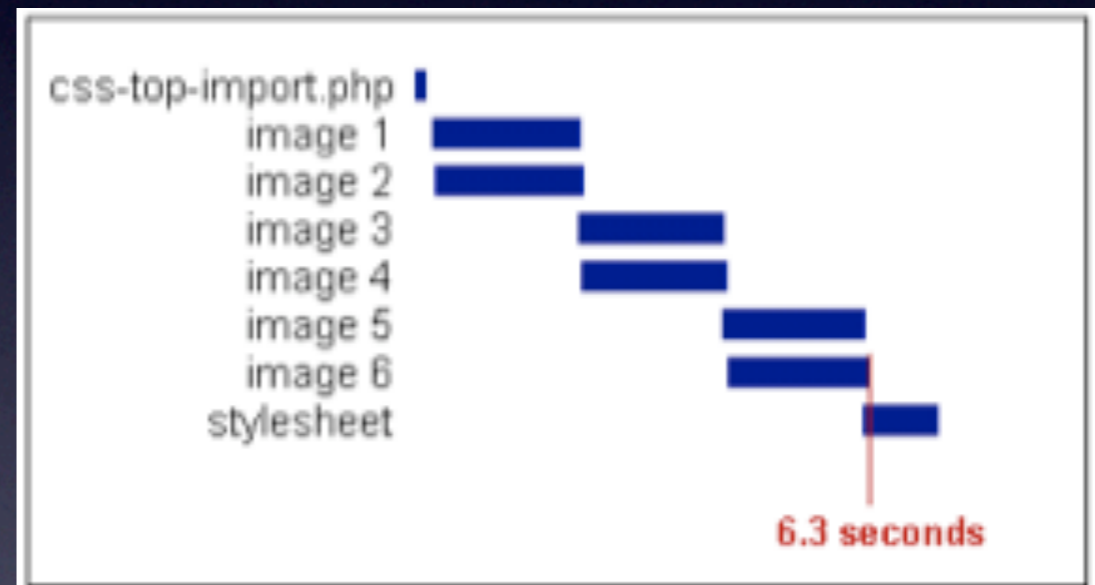


devejobes' yaroo' com λπ
nate koechley' com λπ
natek@yahoo-inc.com
Nate Koechley

14 then, 8 more today.

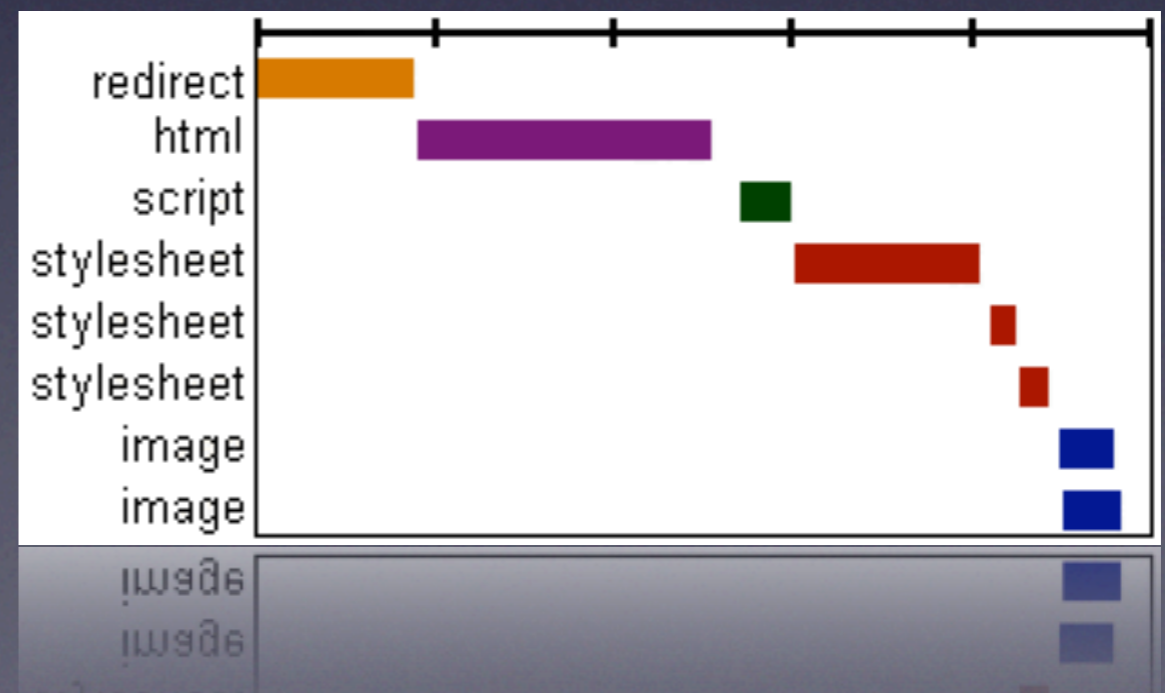
<link> not @import

- Because **@import** overrides the browsers' native performance sequencing.



Avoid Redirects

- 3xx status codes – mostly 301 and 302
HTTP/1.1 301 Moved Permanently
Location: <http://yahoo.com/newuri>
- Cache redirects via Expires headers
- Redirects are worst form of blocking



Use Cookie-Free Domains For Assets.

- Serving static cacheable assets from a distinct domains keeps cookies from riding along with all requests.

yimg.com

images-amazon.com

fbcdn.net

Preload Assets

Preload Assets

I. Unconditional preload - always w/ onload

Example: google.com's sprite

Preload Assets

1. Unconditional preload - always w/ onload

Example: google.com's sprite

2. Conditional preload - based on user action

Ex: search.yahoo.com's Search Assist

Preload Assets

1. Unconditional preload - always w/ onload

Example: google.com's sprite

2. Conditional preload - based on user action

Ex: search.yahoo.com's Search Assist

3. Anticipated preload - give redesigns a boost

Optimize CSS Sprites

Optimize CSS Sprites

1. Horizontal alignment is usually smaller than vertical.

Optimize CSS Sprites

1. Horizontal alignment is usually smaller than vertical.
2. Combine similar colors in a sprite to minimize color count.
Only 256 colors can fit in a PNG8.

Optimize CSS Sprites

1. Horizontal alignment is usually smaller than vertical.
2. Combine similar colors in a sprite to minimize color count.
Only 256 colors can fit in a PNG8.
3. Avoid unnecessarily large gaps between parts of the sprite.

GET for Ajax Requests

- POST is a two-step process.
- GET can send in one packet.
- Use if possible, but max payload is 2K in IE.

Keep Focusing on Events

1. Event Delegation to reduce total number
2. Don't always wait for **onLoad**
 - YUI Event has **onAvailable**, **onContentLoaded**, & **onDomReady**

iPhone Tip

- iPhone will not cache assets larger than 25K
 - That's 25K uncompressed.
 - Only 19 total items in cache.
- <http://yuiblog.com/blog/2008/02/06/iphone-cacheability/>

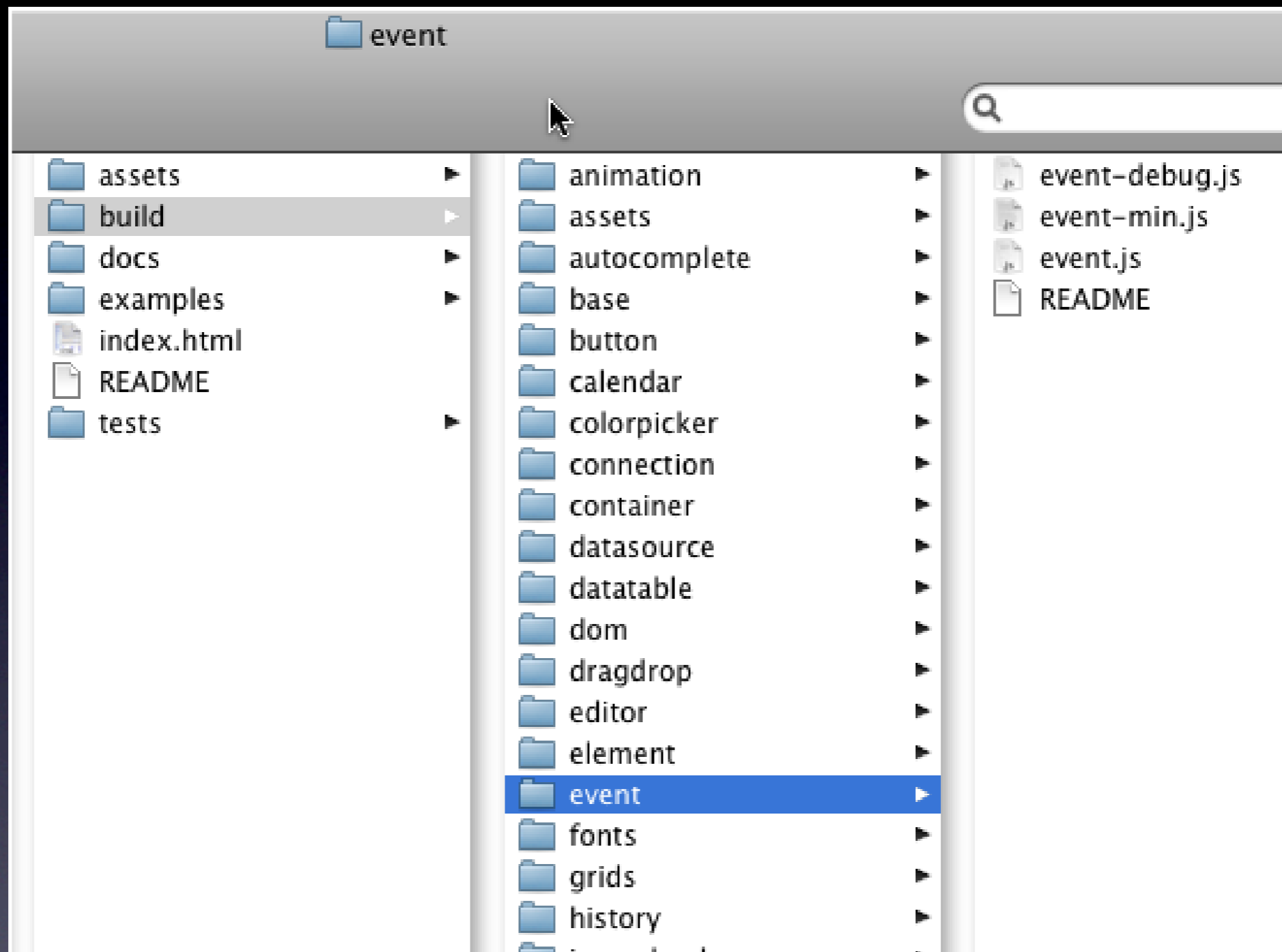
An orange starburst graphic with multiple points, containing the text 'Focus #7' in white.

Focus
#7

Infrastructure & Process

Build Process

Documentation



three versions of each member


```

128 /**
129  * Subscriber listener signature constant. The FLAT type returns two
130  * parameters: the first argument passed to fire and the optional
131  * custom object
132  * @property YAHOO.util.CustomEvent.FLAT
133  * @static
134  * @type int
135  */
136 YAHOO.util.CustomEvent.FLAT = 1;
137
138 YAHOO.util.CustomEvent.prototype = {
139
140     /**
141     * Subscribes the caller to this event
142     * @method subscribe
143     * @param {Function} fn      The function to execute
144     * @param {Object}  obj      An object to be passed along when the event
145     *                            fires
146     * @param {boolean|Object}  override If true, the obj passed in becomes
147     *                                    the execution scope of the listener.
148     *                                    if an object, that object becomes the
149     *                                    the execution scope.
150     */
151     subscribe: function(fn, obj, override) {
152
153         if (!fn) {
154             throw new Error("Invalid callback for subscriber to '" + this.type + "'");
155         }
156     }
157 }

```

*.js


```
242 if (this.signature == YAHOO.util.CustomEvent.FLAT) {
243     var param = null;
244     if (args.length > 0) {
245         param = args[0];
246     }
247
248     try {
249         ret = s.fn.call(scope, param, s.obj);
250     } catch(e) {
251         this.lastError = e;
252         YAHOO.log(this + " subscriber exception: " + e,
253             "error", "Event");
254     }
255 } else {
256     try {
257         ret = s.fn.call(scope, this.type, args, s.obj);
258     } catch(e) {
259         this.lastError = e;
260         YAHOO.log(this + " subscriber exception: " + e,
261             "error", "Event");
262     }
263 }
264 if (false === ret) {
265     if (!this.silent) {
266         YAHOO.log("Event cancelled, subscriber " + i +
267             " of " + len, "info", "Event");
268     }
269
```

```
270
271
272
273
274
275
276
277
278
279
280
```

*-debug.js


```
· ""+this.type+"");}if(this.subscribeEvent){this.subscribeEvent.fire(B,C,A);}this.subscr
· ibers.push(new YAHOO.util.Subscriber(B,C,A));},unsubscribe:function(D,F){if(!D){return
· this.unsubscribeAll();}var E=false;for(var B=0,A=this.subscribers.length;B<A;++B){var
· C=this.subscribers[B];if(C&&C.contains(D,F)){this._delete(B);E=true;}}return
· E;},fire:function(){var D=this.subscribers.length;if(!D&&this.silent){return true;}var
· G=[],F=true,C,H=false;for(C=0;C<arguments.length;++C){G.push(arguments[C]);}if(!this.si
· lent){}for(C=0;C<D;++C){var
· K=this.subscribers[C];if(!K){H=true;}else{if(!this.silent){}var
· J=K.getScope(this.scope);if(this.signature==YAHOO.util.CustomEvent.FLAT){var
· A=null;if(G.length>0){A=G[0];}try{F=K.fn.call(J,A,K.obj);}catch(E){this.lastError=E;}}e
· lse{try{F=K.fn.call(J,this.type,G,K.obj);}catch(E){this.lastError=E;}}if(false==F){if(!
· this.silent){}return false;}}if(H){var
· I=[],B=this.subscribers;for(C=0,D=B.length;C<D;C=C+1){I.push(B[C]);}this.subscribers=I;
· }return true;},unsubscribeAll:function(){for(var
· B=0,A=this.subscribers.length;B<A;++B){this._delete(A-1-B);}this.subscribers=[];return
· B;},_delete:function(A){var B=this.subscribers[A];if(B){delete B.fn;delete
· B.obj;}this.subscribers[A]=null;},toString:function(){return"CustomEvent:
· ""+this.type+"", scope:
· ""+this.scope;}};YAHOO.util.Subscriber=function(B,C,A){this.fn=B;this.obj=YAHOO.lang.isU
· ndefined(C)?null:C;this.override=A;};YAHOO.util.Subscriber.prototype.getScope=function(A
· ){if(this.override){if(this.override===true){return this.obj;}else{return
· this.override;}}return
· A;};YAHOO.util.Subscriber.prototype.contains=function(A,B){if(B){return(this.fn==A&&thi
· s.obj==B);}else{return(this.fn==A);}};YAHOO.util.Subscriber.prototype.toString=function(
· ){return"Subscriber { obj: "+this.obj+", override: "+(this.override||"no")+
· }";};if(!YAHOO.util.Event){YAHOO.util.Event=function(){var H=false;var I=[];var
· J=[];var G=[];var E=[];var C=0;var F=[];var B=[];var A=0;var
· D={63232:38,63233:40,63234:37,63235:39,63276:33,63277:34,25:9};return{POLL_RETRYS:4000,
· POLL_INTERVAL:10,EL:0,TYPE:1,FN:2,WFN:3,UNLOAD_OBJ:3,ADJ_SCOPE:4,OBJ:5,OVERRIDE:6,lastEr
· ror:null,isSafari:YAHOO.env.ua.webkit,webkit:YAHOO.env.ua.webkit,isIE:YAHOO.env.ua.ie,_i
· nterval:null,_dri:null,DOMReady:false,startInterval:function(){if(!this._interval){var
```

*-min.js

Modules

- [animation](#)
- [autocomplete](#)
- [button](#)
- [calendar](#)
- [colorpicker](#)
- [connection](#)
- [container](#)
- [datasource](#)
- [datatable](#)
- [dom](#)
- [dragdrop](#)
- [editor](#)
- [element](#)
- [event](#)
- [history](#)
- [imageloader](#)
- [logger](#)
- [menu](#)
- [slider](#)
- [tabview](#)
- [treeview](#)**

Module: treeview

Show Protected

Show Private

The treeview widget is a generic tree building tool.

Search treeview:

Start typing to find a property/method/event/config



Tooling

Need More Progress.

But there's been some:

- JSLint, JScript Debugger, Firebug, Debug Bar, Fiddler, Charles, HTTP Live Headers, DragonFly, Visual Studio 2008
- YUI Logger, YUI Test, and YUI Profiler

Historical
Perspective

Beliefs &
Principles

Knowledge
Areas & Best
Practices

Why It All
Matters

There's a lot of
work to be done.

We need more
people doing it.

The health of the
internet depends on it.

The health of our
businesses and passions
depends on it.

We must stay vigilant.

We must defend users.

Go forth with this in
mind:

Be Belligerent Gatekeepers of Quality

Do not accept less.
Do not cut corners.

Be Tireless Trendsetters of Quality

Be active.
Find the way forward.
Educate.

Always Exhibit Stubborn Empathy for Users

We're the last line of
defense!

nate@koechley.com

<http://nate.koechley.com/blog>

natekoechley = twitter,
delicious, flickr, tripit, last.fm, linkedin,
fireeagle, friendfeed, ... everywhere.

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