Design Principles For The Web
expectations
survivorship bias
Button

Buttons are used primarily for actions, such as “Add”, “Close”, “Cancel”, or “Save”. Plain buttons, which look similar to links, are used for less important or less used actions, such as “View shipping settings”.

For navigational actions that appear within or directly following a sentence, use the link component.

**Examples**

- Basic button
- Used most in the interface. Usually use another style if a button requires more or less visual weight.

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**v3.0.7**

Buttons make common actions more obvious and help users more easily perform them. Buttons use labels and sometimes icons to communicate the action that will occur when the user touches them.

**Components**

- Button
  - Character count
  - Checkboxes
  - Date input
  - Details
  - Error message
  - Error summary
  - Flatlist
  - File upload
  - Footer
  - Header
  - Input field
  - Panel

**When to use this component**

Use the button component to help users carry out an action like starting an application or saving their information.

**How it works**

Open the example in a new window.
gaps & overlaps
role mapping
fluffy edges
discover

define

fluffy edges

project canvas
discover  define

project canvas
pre-mortem
fluffy edges
assumptions
expectations + biases = assumptions
values
purpose
purpose

principles
purpose
principles
patterns
purpose
principles
patterns
design principles
Ten Things We Know To Be True
Ten Principles That Contribute To A Googley User Experience
Ten Principles For Good Design

Dieter Rams
“Make it usable!”
“Usability is more important than profitability.”
“_______, even over _________”
“usability, even over profitability”
“profitability, even over usability”
The Priority of Constituencies
“In case of conflict, consider users over authors over implementors over theoretical purity.”
universal principles?
Hofstadter’s law
“It always takes longer than you expect, even when you take into account Hofstadter’s Law.”
Sturgeon’s law
“Ninety percent of everything is crap.”
Murphy’s law
“Anything that can go wrong, will go wrong.”
Cole's law
“Shredded raw cabbage with a vinaigrette or mayonnaise dressing.”
Hanlon’s razor
“Never attribute to malice that which can be adequately explained by incompetence.”
Occam’s razor
“Entities should not be multiplied without necessity.”
design principles
Information Management: A Proposal

Abstract

This proposal concerns the management of general information about accelerators and experiments at CERN. It discusses the problems of loss of information about complex evolving systems and derives a solution based on a distributed hypertext system.

Keywords: Hypertext, Computer conferencing, Document retrieval, Information management, Project
World Wide Web

The WorldWideWeb (W3) is a wide-area hypermedia information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an executive summary of the project, Mailing lists, Policy, November's W3 news, Frequently Asked Questions.

What's out there? Pointers to the world's online information, subjects, W3 servers, etc.

Help on the browser you are using

Software Products A list of W3 project components and their current state. (e.g. Line Mode, X11, Viola, NeXTStep, Servers, Tools, Mail robot, Library)

Technical Details of protocols, formats, program internals etc

Bibliography Paper documentation on W3 and references.

People A list of some people involved in the project

History A summary of the history of the project.

How can I help? If you would like to support the web.

Getting code Getting the code by anonymous FTP, etc.
Axioms of web architecture
“Principles such as simplicity and modularity are the stuff of software engineering;
“Principles such as simplicity and modularity are the stuff of software engineering; decentralization and tolerance are the life and breath of the internet.”
tolerance
“Be conservative in what you send, be liberal in what you accept.”
Be conservative in what you send
1.
2.
3.
4. Web fonts
1. Images
2. 
3. Images
4. Web fonts
1. Your JavaScript
2. Images
3. Web fonts
1. Other people's JavaScript
2. Your JavaScript
3. Images
4. Web fonts
JavaScript
Atwood's Law
“Any application that can be written in JavaScript, will eventually be written in JavaScript.”
The principle of least power
“Choose the least powerful language suitable for a given purpose.”
“In the web front-end stack —
“In the web front-end stack — HTML, CSS, JS, and ARIA —
“In the web front-end stack — HTML, CSS, JS, and ARIA — if you can solve a problem with a simpler solution lower in the stack, you should.”
“In the web front-end stack — HTML, CSS, JS, and ARIA — if you can solve a problem with a simpler solution lower in the stack, you should. It’s less fragile, more foolproof, and just works.”
Government Design Principles
“Government should only do what only government can do.”
“Any particular technology should only do what only that particular technology can do.”
“JavaScript should only do what only JavaScript can do.”
button
button

<div>
  + CSS
  + JavaScript
  + ARIA
<button>
+ CSS 😊
</button>

<div>
+ CSS
+ JavaScript
+ ARIA
</div>
dropdown

<div>
+ CSS
+ JavaScript
+ ARIA
dropdown

<select>
  + CSS 😞
</select>

<div>
  + CSS
  + JavaScript
  + ARIA
</div>
date picker
date picker

<div>
+ CSS
+ JavaScript
+ ARIA
date picker

<input type="date">
+ CSS 😞

<svg/>
+ CSS
+ JavaScript
+ ARIA
<input type="date">
<select>
<button>
<div>
+ CSS
+ JavaScript
+ ARIA
<input type="date">
<select>
<button>
<div>
+ CSS
+ JavaScript
+ ARIA
access

<input type="date">
<select>
<button>
<div>
+ CSS
+ JavaScript
+ ARIA
access
<input type="date">
<select>
<button>

control
<div>
+ CSS
+ JavaScript
+ ARIA
“The web does not value consistency."
“The web does not value consistency. The web values ubiquity.”
“ubiquity, even over consistency”
“consistency, even over ubiquity”
Flash

“consistency, even over ubiquity”
World Wide Web

“ubiquity, even over consistency”
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Thank you