



SEE THE WAY FORWARD

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SCROLL See the way forward

the DIRECTION edition

Founder & Producer

John Allsopp john@webdirections.org

Production Manager

Rosemary Allsopp rosemary@webdirections.org

Advertising Enquiries

+61 02 9043 6797

Managing Editor

Ricky Onsman ricky@webdirections.org

Art Director

Michael Schepis michael@handlebranding.com

Design & Prepress

Handle Branding Brendan Taylor & Michael Schepis

Publisher

Web Directions Conference Pty Ltd

Contributors

Masthead Design: Veerle Pieters Photography: Simon Wright, @GemmaStiles, and as credited.

Submissions

We encourage readers to submit suitable articles for consideration by the Editor. All correspondence of this nature should be directed to the Editor's details above.

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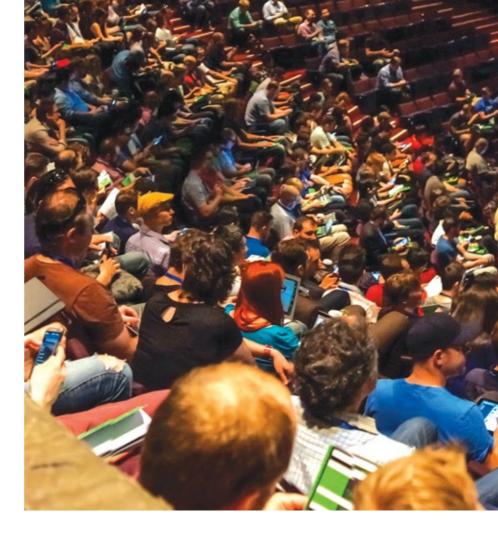
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CONTENTS

Editorial	6
Mark Pesce In Person	7
Caroline Sinders In Person	10
Pasquale D'Silva In Person	16
Jacob Bijani In Person	19



Direction 16 Digital Futures	22	Audbrey Blanche In Person	62
Jenn Bane In Person	26	Maciej Ciegłowski Improving Web Performance	66
Jonathan Shariat In Person	30	Agencies We Like Bam Creative	71
Code 2016 Gallery	34	Andy Clarke	76
Our Sponsors	38	In Person	
Anna Pickard In Person	48	Josh Clark In Person	80
Matt Griffin	52	Our Story - Web Directions	84
In Person	32	Alumni	86
Ricky Onsman Teaching Code to Kids	58	2017 Program Calendar	90



JOHN ALLSOPP EDITORIAL

WELCOME TO DIRECTION, OUR BIG END OF YEAR CONFERENCE, AND THE 10TH ANNIVERSARY OF OUR VERY FIRST WEB DIRECTIONS EVENT.

Back in 2006, our focus was almost entirely on Web design and our audience was that many-hatted expert of all things Web, from HTML and CSS to visual design, usability and accessibility, content, SEO and much more besides.

But just as the Web and the community of professionals around this core technology have changed profoundly in the last decade, we've changed too. We added tracks to help those specialising in specific areas of practice develop their knowledge and skills.

Over the decade, and particularly in recent years, we've developed new conferences focusing on specific areas of practice, like **Code** for front end engineering, **Respond** for web and interaction design, and most recently **Transform**, focusing on the revolution occurring around the world in Government Services Delivery. All these will continue, and indeed grow into the future.

But we found that the ideas that run across specialisations still particularly engage and energise our audience. We spent a lot of time (and I mean a lot) thinking about the role of our "big" event. From its name (we've felt for a while now the word "Web" is limited in its reach and appeal), to how many tracks it would comprise, to the overall focus of the event.

And so, after much consideration, and many conversations with people close to the events, was (re)born **Direction**. The name both links to our past, and looks to the future. The choice of the singular "Direction" over the plural "Directions" was very deliberate, and aims to capture the key mission of the event. When we know where we want to go, we ask for directions. But on the bigger journeys of our life, both personal and professional, there is no single destination, no one specific place we are looking to go. Rather, there's an overall direction in which we are headed. And it's that choice of direction that this event is all about.

This idea is for me captured poignantly in Robert Frost's often quoted poem "The Road Not Taken":

Two roads diverged in a wood, and I—I took the one less traveled by,
And that has made all the difference.

Each of us has stories of paths taken and not, junctures in our lives, personal and professional. Those of us who work in and on the Web, and at the intersection of design and technology, almost certainly did not follow the sorts of paths associated with more traditional professions and careers.

And it's this that is the animating focus of **Direction**. Not prescriptive instructions on what you should be doing, not directions to get you from A to B, but ideas about which direction you can take, about where our field at the intersection of design, the Web and technology seems to be going.

If there's a theme, among others that will emerge from the conference, it's that in this business we don't face that fork in the road just once in our careers: we face these choices, in large ways and small, over and over. And when we choose a path, it's to the exclusion of the road not taken, so these choices really do matter. They shape our lives – sometimes a little, and sometimes a lot.

Direction is all about that excitement, helping fuel it through amazing presentations and experiences outside the theatre, and channel it toward what comes next.

John Allsopp Founder

@johnallsopp #scrollmag

INTERVIEW

Mark Pesce In Person

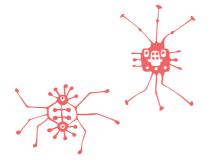
the DIRECTION edition



MARK PESCE IN PERSON

Mark Pesce

@mpesce



I WRITE NEARLY EVERY DAY. I HAD NEVER THOUGHT I WOULD HAVE A CAREER AS A PROFESSIONAL WRITER, BUT I'VE BEEN PAID TO WRITE FOR OVER 20 YEARS NOW, WORK THAT RARELY COMES EASILY BUT ALWAYS REWARDS.

Q What's one thing you thought we would have had by now?

A Nanotechnology. I was around when the original principles were being dreamed up by K. Eric Drexler – he was getting his Masters at MIT when I was doing my undergraduate research. The concepts in 'Engines of Creation' are still some distance away, because the more we've learned about the nanoscale, the more we've learned how little we know about the nanoscale. I hope we'll see it soon, but it looks like we're learning more from biology than materials science – right now.

Q Do you see yourself as more of an artist or a scientist?

A I see myself as a problem-solver. Having an engineer's education and temperament, I do occasionally get an eye to creating an artistic work, and then approach it with a bizarre mixture of pragmatism and intuition. My last big artwork – 'Blue States' – was a decade ago, but I'm now thinking the time is ripe for a work that both explores and deflates the pretentions of this renaissance in virtual reality.



- Q Finishing high school is often seen as the time we start deciding what we will do with our lives. Describe something that happened in your last year of high school that influenced you in some way.
- A In my last year of high school I had an amazing English teacher Nina Fleming – who really taught me how to write an essay. Mostly, she taught by throwing our essays up on the overhead projector and ridiculing our mistakes, so I suppose that might be called shame-based pedagogy. Yet, at the same time her love of language and its capacity for expression came through clearly as we struggled through the sorts of texts regularly given students too young to understand them.

At the end of the year I received my high school's English award. That surprised me, because I honestly thought my peers better writers. But perhaps I took it more seriously. I write nearly every day. I had never thought I would have a career as a professional writer, but I've been paid to write for over 20 years now, work that rarely comes easily but always rewards.

- Q Who would you identify as an emerging leader in your field, someone we should be paying attention to?
- A Ben Vance, founder of **Buffalo Vision Games**, and the creative genius behind IRRATIONAL EXUBERANCE, which I believe does for VR what 'Battleship Potemkin' did for cinema. He's adding new language to both narrative and experience - extraordinary work.

- Q What is the stronger imperative: the needs of the individual, or the needs of the community?
- A We like to think of ourselves as less communal than either ants or bees, but would aliens see us as individuals at all? Alone, we very guickly die.
- Q What has been your biggest mistake?
- A Being too guarded with my own feelings. Hiding my passions. Tempering my enthusiasms.
- Q What is something "forgotten" you'd like to see make a comeback?
- A Mindfulness.
- Q Star Wars or Star Trek? Or Blade Runner?
- A Aspire to Star Trek, and fight the good fight of Star Wars - while inhabiting the gritty realism of Blade Runner.



READ IT KEEP IT

INTERVIEW

Caroline Sinders In Person

the DIRECTION edition



CAROLINE SINDERSIN PERSON

Caroline Sinders

@carolinesinders

I GUESS I'M MUCH MORE OF A SCIENTIST NOW, BUT IT'S REALLY HARD ME TO SHAKE THE FACT THAT I STARTED MY CAREER OFF IN ART, AND I TEND TO APPROACH EVERYTHING AS A PHOTOJOURNALIST, AS A PHOTOGRAPHER.

Q What's one thing you thought we would have had by now?

A A generalised bill of rights for the web, to protect, define and help secure an open internet globally. In the US in 2011, a vote came up for two bills called SOPA and PIPA that were designed to deal with piracy in the US, but they were really centred around creating and surveilling a closed internet. Google, Mozilla, Wikipedia either blacked out ads or blacked out their sites for a day in protest. This is a great example of how a Westernised government was trying to create ways to "stop online piracy" but actually was trying to regulate this area of the web. →



This is similar to what happened last year with the FBI trying to force Apple into creating a back door into their current iOS system. This was to try to get into the San Bernadino terrorists' phone. They used a law called the All Writs Act from the 1700s to justify why this should occur. And the only way that Apple could really argue against this was to say it would cost so much money and time that it was unfeasible for the company.

One thing I think is really fascinating is that for a long time technology and encryption have really helped protect the web innocence, so that we didn't need legislation protecting the web.

What I mean by that is that technology was evolving and moving so quickly that we didn't actually need to have jurisdiction or legal rights centred around the web to define safety and an open web and secure spaces. So, one thing I would have thought we'd have by now, given in the last couple of years the ways in which the web is being regulated in different countries, is a generalised bill of rights for the web, and I'm surprised that this hasn't come up in places like the United Nations.

But this also brings up, too, ideas of differing countries' ideas of data privacy and data laws. For example, Facebook violates a variety of French data privacy laws and Twitter violates a variety of German privacy laws – so it's not a simple thing.

But at the very least, in the United States – where I am from and based – this hasn't come up yet, a bill to start defining an internet, and defining an open internet. I know this is something the EFF does fight for – an open internet – but I would have thought by now a more generalised bill of rights would have come up. Or at least it's something I want to have come up.

I guess a big thing I'm curious about that we are currently figuring out is what does it mean to legislate encryption, and think about safety defined in law? I am super pro an open internet, but we need protection to define that "openness".

I talk a bit more about that in this video:

https://twitter.com/nowthisnews/status/708804884804476929





Q Do you see yourself as more of an artist or a scientist?

A I see myself more as an artist but that's also because I started my career as an artist. I have a Bachelor of Fine Arts in photography and a minor in Cinema Studies, with a focus on Digital Media and Internet Culture. I started my entire career off as a photographer and visual anthropologist. And I've always been interested in the ways people use technology to document themselves, to archive their lives and to communicate with one another.

And so along the way I ended up becoming more of a technologist. I got my Masters at the Interactive Telecommunications Program at NYU where I studied under Clay Shirky and really focused on the ways people use social media to communicate, and how design was affecting communication, and that's what led me into UX Design user research, and then that's what led me into IBM Watson where I worked as a user researcher in natural language processing programs, APIs and chatbots.

I guess I'm much more of a scientist now, but it's really hard for me to shake the fact that I started my career off in art, and I tend to approach everything as a photojournalist, as a photographer. I actually gave a



talk at MIT about how my background as a photographer really helped me become a user researcher and design researcher - there is a similar set of parameters and methodologies in the way in which you see the world and document the world as a photojournalist that translates really well into design research - the questions you ask, how you gather data, how you talk to people, how you represent your subjects - they're all similar and related.

Q Finishing high school is often seen as the time we start deciding what we will do with our lives. Describe something that happened in your last year of high school that influenced you in some way.

A When I was in high school, I was convinced I was going to be a photographer. I went to a high school where we used laptops - from 2002 to 2006 - and we had a firewall that wouldn't allow us to access LiveJournal, and I remember it was always easy for us to figure out a way around it, and I remember thinking ... hearing about people fighting ... I remember thinking about the small ecosystem in the high school, how our fights would transfer from the virtual spaces to the physical spaces.

I remember thinking I wish this was what I could do, I wish I could just study people that use LiveJournal for my job. And then I went and got my BFA in Photography, and then my Masters effectively was about studying people fighting on LiveJournal, as a job - studying how people communicate, use individual spaces. I remember at high school thinking that that was an impossible job - no-one would be paid to do that.

And while I went to a school that had technology, they didn't teach us technology, didn't talk about technology: you know, what does it mean to make things with technology? When we talked about technology, we talked about engineering, and engineering in a very broad sense, like electrical engineering or chemical engineering. You would never deal with Computer Science. So, that always seemed really far out of my reach, and what opened my eyes to that was finally taking a lot of classes in college around technology.

Q Who would you identify as an emerging leader in your field, someone we should be paying attention to?

A I would say definitely Amelia Winger-Bearskin. She's running this fantastic innovation lab with machine learning in the United States. She's an amazing artist and technologist and producer and a fantastic teacher and she's someone that people should definitely pay attention to – she's one to watch. \rightarrow



A I'd say the needs of the community. Completely. I mean, as a user researcher I definitely think it's the needs of the many versus the needs of the singular. We have to think about what's better for all of us together, not all of us separately.

Q What has been your biggest mistake?

A Probably listening to other people instead of listening to myself. Sometimes you're trying to suss out what you're supposed to do and it's easy to take advice from those that don't quite know what they're talking about, or have the best intentions but sometimes you need to listen to your gut and go with what you're feeling, what your intuition is saying.

Q What is something "forgotten" you'd like to see make a comeback?

A That's really hard. Probably the usage of buses. I know that sounds strange, but let me explain. There's all this talk right now of self-driving cars and how they're going to revolutionise the way we travel, and I kind of wish we would create better bus systems. Self-driving cars allow only for one to four people to fit within them, but buses can allow for many more. It would be great bring that back and focus on that more.

What we need is better infrastructure in cities and infrastructure that allows for better transportation, and instead of just trying to put everything underground, what if we did focus on better bus lanes, better buses, things like that. I know that sounds quite boring, but I think it would be really useful.

I also wish LiveJournal would make a comeback as a social media platform de rigueur. It is still one of my favourites.

Q Star Wars or Star Trek? Or Blade Runner?

A Blade Runner, for sure. 100%.



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Transform 2017

Canberra

Conference March 2017

A new conference for user-centred digital government, from the team who created GovHack

webdirections.org/transform17

INTERVIEW

Pasquale D'Silva In Person

the DIRECTION edition



PASQUALE D'SILVA IN PERSON

Pasquale D'Silva

@pasql

THE LESS I'M AWARE OF THE FACT THAT I'M USING TECHNOLOGY, THE DEEPER THE FLOW STATE I CAN GET INTO.

Q What's one thing you thought we would have had by now?

A Visual tools that generate useful code... There's hundreds of these new prototyping tools on the market now, which all do more or less the same thing, yet none of them render any useful output, besides the prototype. Don't get me wrong, the prototype is immensely useful, but why not go all the way? I spend too much time pairing with engineers to re-implement my prototypes.

Q Do you see yourself as more of an artist or a scientist?

A 99% Artist, 1% other. Computers have always been a means to an end. The less I'm aware of the fact that I'm using technology, the deeper the flow state I can get into. I started off as a classical animator, turned CG animator, turned software designer & game designer. Engineering is closer to science right? I'm a rubbish engineer. I'll do enough to get by with a proof of concept. I prefer collaboration with the technically gifted. It's not a mutually exclusive trait. I've met many who are great at both. →



PHOTO: JACOB BIJANI

- Q Finishing high school is often seen as the time we start deciding what we will do with our lives. Describe something that happened in your last year of high school that influenced you in some way.
- A Oh, I hated high school. In my last year of high school, I dropped out of all of my physics and advanced mathematics classes, to swap into the art streams. My guidance counsellor nearly crapped the bed. I was mentally checked out at 10th grade, when I landed my first internship at an animation studio. From that point on, I took every opportunity to miss classes to work in the studio. One week in the studio taught me more than I'd learn in six months in high school.
- Q What is something "forgotten" you'd like to see make a comeback?
- A Classical animation, back in the theaters. Disney / Pixar has been steering the community into some wonderful pockets of storytelling, and visual development... but it's becoming much of the same.

2D takes just as long as computer generated films to produce today. You can do things in 2D, that you could *never* do in 3D. You have an opportunity to defy physics, simulation and geometry. I think this reasoning has been forgotten, and it's a shame.



Q Star Wars or Star Trek? Or Blade Runner?

A Blade Runner. One movie, that did so much weird. How could you possibly beat that aesthetic? Not a fair comparison if you're pitting a whole saga / series against one film!





INTERVIEW

Jacob Bijani In Person

the DIRECTION edition



JACOB BIJANI IN PERSON

Jacob Bijani

-@icb

I DID GO TO ART SCHOOL, BUT I'VE ALWAYS ENJOYED THE TECHNICAL SIDE OF MAKING THINGS MORE.

Q What's one thing you thought we would have had by now?

- A More digital forms. I'm still surprised how often I have to fill out hand-written forms, then give it to someone who just types it back into a computer. It's very counter-productive, we both have computers that are already connected to each other.
- Q Do you see yourself as more of an artist or a scientist?
- A Of the two, definitely more of a scientist. I did go to art school, but I've always enjoyed the technical side of making things more. I really enjoy seeing something I've built come together and take life. Though, I'm not sure anyone who just makes websites or apps is really a scientist. I'm just a computer programmer.
- Q Finishing high school is often seen as the time we start deciding what we will do with our lives. Describe something that happened in your last year of high school that influenced you in some way.
- A It was earlier than high school, but when I was in sixth or seventh grade I used to mess with this hidden feature in Internet Explorer. Instead of a homepage you could set it to use "about:blank", which would just display a blank page. I realized you could put anything, including HTML, in the URL after "about:" and it would render it.





I put some HTML with a few links to my favorite sites in there, so it would display like bookmarks (this was way before browsers had Top Sites features). That idea evolved into learning how to write a little PHP script to manage the links, which eventually evolved into a full product. That was the foundation of almost everything I do today. It's also still online, for now — start.io.

Q Who would you identify as an emerging leader in your field, someone we should be paying attention to?

A That's a very hard question, especially because I'm beginning to switch fields, and go head-first into video game development. I'm still an outsider in that world, but it's a very welcoming community.

Q What is the stronger imperative: the needs of the individual, or the needs of the community?

A I suppose I have more experience with the virtual aspect of communities. We saw this at Tumblr. If you're not careful about how you design your community interactions, you can end up with bad actors that negatively impact your larger community.

In that sense, the needs of the community as a whole outweigh the needs of any particular individual. If the community fails because of bad actors, there's nothing left for the individual.

Q What has been your biggest mistake?

A I've built a handful of side projects where I unfortunately lost interest in maintaining them even after people grew dependent on them. In retrospect, I realized I didn't care enough about the project or have a genuine reason for building it. At the time, the project seemed like a fun idea, or had an interesting problem to solve.

I've learned to be a little more thoughtful before I commit to taking on a new project.

Q What is something "forgotten" you'd like to see make a comeback?

A RSS feeds. Really, the whole idea of an open web. Being able to make an "API mashup" that cobbled together some features you wanted was pretty awesome. I think it inspired a lot of great ideas. Now everything is so closed and protected, and with how iOS is built it's basically impossible to customize apps like you could with browser extensions.

O Star Wars or Star Trek? Or Blade Runner?

A Never been a fan of either. Blade Runner was cool, though.



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GALLERY

Digital Futures Sydney

the DIRECTION edition

DIRECTION 16 - DIGITAL FUTURES

Direction Edition



DIRECTION 16DIGITAL FUTURES

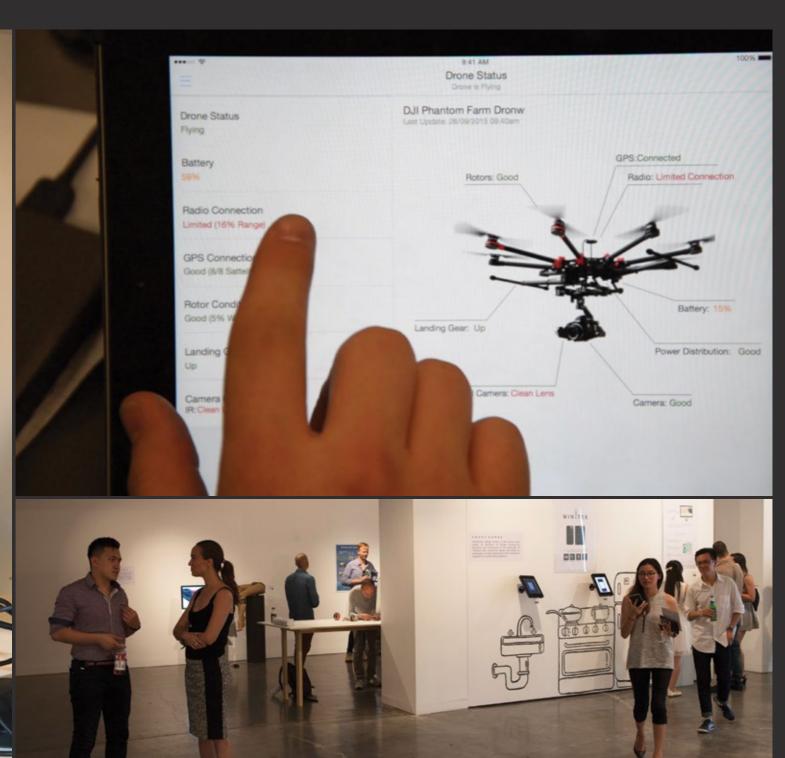
AN EXHIBITION OF PROTOTYPES CREATED BY STUDENTS FROM DESIGN COMPUTING AND INTERACTION DESIGN & ELECTRONIC ARTS

Direction 16 features an exhibition of digital works exploring the intersection of design and technology. The exhibition will run alongside the Direction 16 main program, taking over the Seymour Centre's foyer spaces for two days. Created by the next generation of innovators from the University of Sydney's Faculty of Architecture, Design and Planning, these works demonstrate how design can change the world by creating digital experiences that improve people's lives.

From wearable safety devices to agriculture drones, this exhibition provides a glimpse into our digital future. The exhibition is a unique opportunity for Direction 16 attendees to engage with those works and to talk to the students behind the projects.

Join us at the Seymour Centre on 10-11 November and experience a different way of interacting with the world. \rightarrow

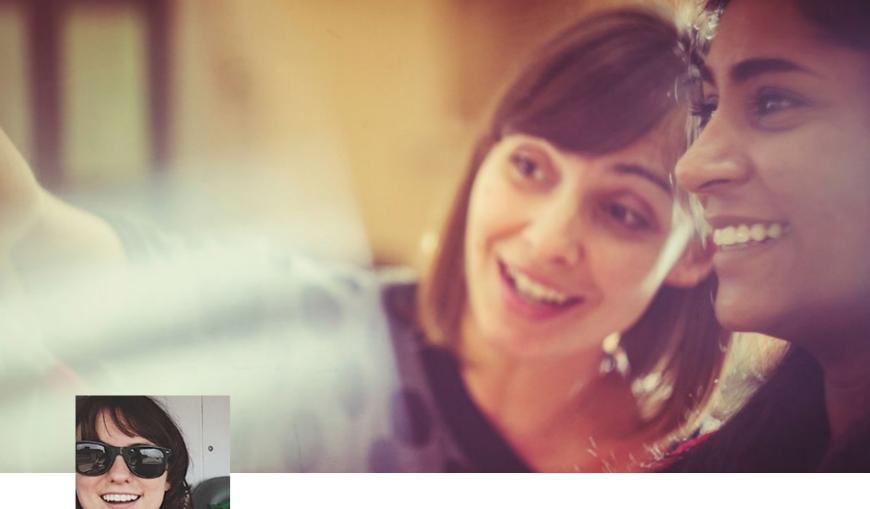




INTERVIEW

Jenn Bane In Person

the DIRECTION edition



JENN BANE IN PERSON

Jenn Bane

@cah

I REALLY BELIEVE WE WERE PUT ON THIS PLANET TO HELP BEAR ONE ANOTHER'S BURDENS.

Q What's one thing you thought we would have had by now?

A By now, I thought we would've had a more established dialogue about mental health in the workplace. I don't know of many people who feel comfortable telling their boss, "My brain is attacking me today, I need to work from home." Or, "I'm an introvert, I need to take a sick day to replenish and so I can be at my best." Or, "I need to take Wednesday mornings off so I can go to therapy." I'm incredibly fortunate that I work in a place where this dialogue is unfolding, and frankly, I just got lucky. I didn't do anything special in my career to be granted this luxury—and it is a luxury. It shouldn't be. I wish everyone had more of an opportunity to take care of themselves.

Q Do you see yourself as more of an artist or a scientist?

A Hmm... neither. I'm not an artist, I'm not a scientist. I do think of myself as a writer now. It's part of my identity and my brain is wired for storytelling. To me, there is nothing more validating than giving someone a piece of my comedy writing to review and seeing them burst into laughter. Because there's no faking that. That's the most genuine, exciting reaction you could ever hope for. →



Q Finishing high school is often seen as the time we start deciding what we will do with our lives. Describe something that happened in your last year of high school that influenced you in some way.

A Little known secret: I used to be a jock. I ran cross country and track in high school and then later, I got a scholarship to run Division I in college. My high school coach was (and still is) a generous, joyous, kind, hilarious, hard-working, once-in-a-lifetime kind of person. She knew exactly when to push us and when to get out of our way. Somehow she balanced coaching 100 teenagers and parenting three young boys while her husband was away on a military tour in Iraq.

At a banquet in my senior year, the athletic director asked her to go onstage to give a speech. Which was hilarious to us, because she absolutely hated public speaking and my whole team knew it, but she still did for me. I'll never forget when she told the audience, her tone thoughtful and bemused, "If I ever have a daughter someday, I hope she turns out like Jenn". That changed my whole world. Suddenly, wanted to be the kind of person she thought I already was.

Q Who would you identify as an emerging leader in your field, someone we should be paying attention to?

A I could fill a book about my co-worker, Trin. We've worked together for four years and without exaggeration, she's the reason I'm where I am in my career. She's the events director at Cards Against Humanity, and she dedicates her life to creating safe spaces in games and tech that are inclusive and fun and valuable. What I most admire about her is that she never stops learning and listening. She's an expert in her field, but she remains student of other people's life experiences, and she is the best listener I've ever encountered.

Q What is the stronger imperative: the needs of the individual, or the needs of the community?

A The needs of the community. I really believe we were put on this planet to help bear one another's burdens.

Q What has been your biggest mistake?

A In college, I folded in on myself. I didn't try new things or meet new people, so I didn't have any true friends for about two years. It's not that I was shy, it's that I did not voice a single thing I wanted or believed. I kept participating in things I didn't like, which made me convinced there was nothing — and no one — for me. I'd go to a party and wish I was at home sleeping. I'd go to class alone, eat alone, study alone. I turned down group activities, and then I'd see classmates laughing and working on a project together, and I'd resent them for it. Living a contradictory life was exhausting, and the exhaustion made me mean.

It took two years, but something weird jogged me out of it. One day I was getting coffee on campus, and the barista messed up my order, and I suddenly snapped at her. It was so shocking and embarrassing. I had never, ever been even slightly impolite to waitstaff, and here I was making a scene in Starbucks over a completely innocent mistake. Over a latte! I walked home in awe of myself. I kept thinking, "Holy shit, who was that? Did I do that? Did I really do that?" I realized then I was deeply depressed. It was time to get some help. I should have spoken up and taken care of myself long before I got mean. Now I know.



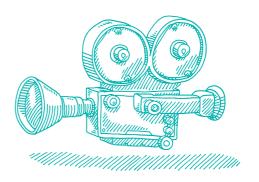
Q What is something "forgotten" you'd like to see make a comeback?

A All the drive-in theaters in my area are closed – do those still exist at all? I want to go to a drive-in, let's bring those back. Watching a movie outside sounds so peaceful. Or maybe it's terrible. I genuinely don't know and want to try it!

Q Star Wars or Star Trek? Or Blade Runner?

A My heart belongs to Star Wars. I saw The Force Awakens three times in theaters (and cried every time). Leia was my first hero. I can't believe we get new movies every year now for basically ever. This damn franchise is going to outlive us all and I'm completely fine with that.





INTERVIEW

Jonathan Shariat In Person

the DIRECTION edition



JONATHAN SHARIAT IN PERSON

Jonathan Shariat

@DesignUXUI

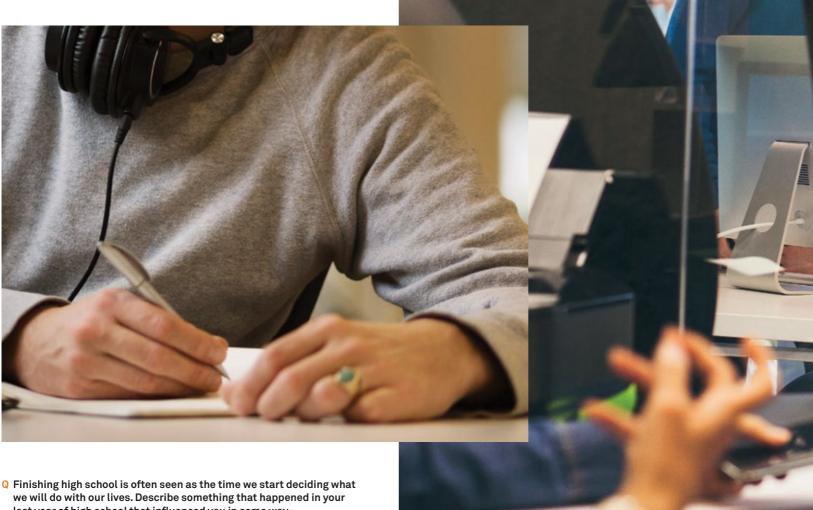
YOU MUST BE A SCIENTIST IN YOUR APPROACH TO UNDERSTAND PROBLEMS, POSSIBLE SOLUTIONS, AND YOUR USERS' NEEDS. YOU ALSO NEED TO BE AN ARTIST BY PUTTING A LITTLE OF YOURSELF INTO YOUR WORK AND MAKING IT PLEASING TO USE.

Q What's one thing you thought we would have had by now?

A Better design in Government and healthcare services. These are two major areas that provide critical services for people and yet are plagued with confusing designs that hurt people. Medical devices where one wrong tap can kill a patient, vital government services like providing food to those who can't afford it but are too confusing to use. It pains me to think about the harm that is caused each day by services like these and how much potential for good is waiting to be tapped into. We need to use technology to serve our needs, not be another layer between what we need.

Q Do you see yourself as more of an artist or a scientist?

A The reason I chose a career in design is I felt it used both my creative and analytical sides. You must be a scientist in your approach to understand problems, possible solutions, and your users' needs. You also need to be an artist by putting a little of yourself into your work and making it pleasing to use. →



- last year of high school that influenced you in some way.
- A When I graduated high school, like many others I wasn't sure what I wanted to study. I had spent high school in an animation training program but didn't enjoy the work as much as I thought I would and when looking at job prospects I saw there were limited opportunities. So I sat down and drew out a Venn diagram. In one circle, I wrote what I was good at, in another I wrote what I enjoyed doing, and in the third jobs that had good opportunities in pay, growth, and demand. After some research, I came up with UI Designer. From there I grew and learned about User Experience design and have enjoyed my work immensely. I look forward to seeing what is next and using my passions and talents to make a positive impact on the world.



- Q Who would you identify as an emerging leader in your field, someone we should be paying attention to?
- A I would have to say my podcast co-host and friend Chris Liu (@machinehuman). He is a designer at Mercedes and is always thinking ahead. He writes about design at https:// ydsgn.wordpress.com and co-hosts The Design Review Podcast with
 - www.designreviewpodcast.com. He has been working on some really cool stuff and I for one can't wait to hear about it.
- Q What is the stronger imperative: the needs of the individual, or the needs of the community?
- A I think we have to apply wisdom to each situation and from experience it can often be a false choice. In $\underline{\text{my book}}$ I discuss this very issue. When we take a step back and force ourselves to find a better solution, often times we see that we can serve both.



Q What has been your biggest mistake?

- A Adding a Flash intro to my website.
- Q What is something "forgotten" you'd like to see make a comeback?
- A The Flash intro. Ha ha. But seriously, I miss some of the real creative experiences during the time Flash was around. Some were quirky, others were sublime or beautiful, I loved the diversity of it all. Today, we see less diversity in the experiences on the web. I hope we can start seeing people take more risks and create some real memorable experiences.
- Q Star Wars or Star Trek? Or Blade Runner?
- A What's with the hard hitting question? This is a tough one! I really like the creative universe in *Star Wars* but I have to say *Star Trek* is closer to my heart. I loved the deep lessons the episodes showed or the questions they brought up.



SCAN IT READ IT KEEP IT

GALLERY

Code 16 Sydney & Melbourne

the DIRECTION edition CODE 16 - GALLERY Direction Edition









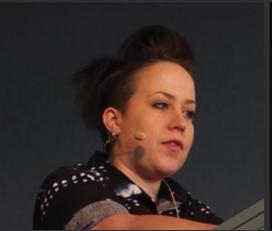






















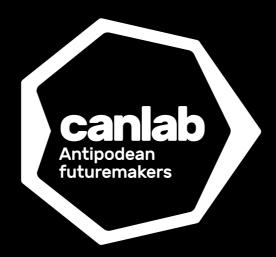






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INTERVIEW

Anna Pickard In Person

the DIRECTION edition



ANNA PICKARD IN PERSON

Anna Pickard

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@annapickard

I WRITE AS IF I'M PUTTING SOMETHING TOGETHER WITH MY HANDS, MOULDING IT, HACKING THINGS OFF, ADDING THINGS ON, MAKING WHATEVER IT IS FUNCTION THE WAY I WANT IT TO FUNCTION.

Q What's one thing you thought we would have had by now?

A A better understanding that technology is made by humans, and needs all kinds of humans working on one end in order to be able to work for all kinds of other humans at the other. The technology is making things better, more easy to access, more easy to get around, and to make people's experience better, but – I don't know, it just amuses me that people think Siri comes up with things to say all by itself.

Oh, also hair that can automatically change colour. And teleportation. And the ability to converse civilly on the internet.

Q Do you see yourself as more of an artist or a scientist?

A Artist, I guess, if I have to pick between the two. But artist more in the sense of craftsperson – I write as if I'm putting something together with my hands, moulding it, hacking things off, adding things on, making whatever it is function the way I want it to function. I need to feel the words, I need to be able to turn them over in my mind and hear them as I read them, but first and foremost they have to serve a function. →





Q Finishing high school is often seen as the time we start deciding what we will do with our lives. Describe something that happened in your last year of high school that influenced you in some way.

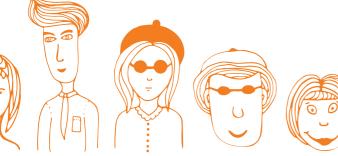
A I saw the world's worst production of Macbeth, back in the UK, and discovered I had strong feelings about the sense and structure of storytelling, and about how getting carried away with the style you've set your heart on can degrade the material you're working with, even if it's the best message/material in the world. I changed my intended university and my intended study, and went off to drama school and trained as an actor. When I turned out to be too shy for that, I went back to school and got my mPhil in Dramaturgy, which I still feel is (basically) what I do today.

I disagree with the premise of the question, though, tbh. I hated school, and shudder to think that my life course was set by anything from that time!

- Q Who would you identify as an emerging leader in your field, someone we should be paying attention to?
- A In my field, I don't really know. I wish I did, I would hire them immediately. But the voices you hear that you're able to identify as having a sense of voice and character and a good handle on tone, being able to control a message and tell a story — well, they're frequently hidden behind company names. They're often teams of people. They're people you wouldn't recognise or know immediately. They're probably someone with a very good twitter account.

Honestly, that's who I pay attention to.

People who are able to be creative and open and honest in any area of social media or creative space online. These are the people who take something lots of people are doing and do it in their own distinct way, in their own distinct voice. And say something you want to hear.









Q What is the stronger imperative: the needs of the individual, or the needs of the community?

A The needs of the community. That said, you can't serve your family, or your community, unless you're well-placed to do it. But at the end of the day, everything we do is about teamwork — about people working together well — that's the key.

Q What has been your biggest mistake?

A Not listening. Not listening carefully enough, or not asking people to repeat themselves, and not asking people to give me a little time to process — I need time to process, that's just my brain. I can't put my finger on one mistake, though. Everything I've done is part of what's brought me here.

Q What is something "forgotten" you'd like to see make a comeback?

A People being themselves on the internet. OK – well, that's unfair. The world is full of people being themselves on the internet. But I do miss an unfiltered, more open (and in many ways more vulnerable) internet, an internet where people were unafraid of presenting themselves honestly and openly. Blogging, all that. We learned how

to shape conversations, how to communicate clearly but also convey appropriate tone and emotional intention using only the keyboard in front of us, because it was more about curiosity and exploration, and less about presenting an idealised version of ourselves.

Q Star Wars or Star Trek? Or Blade Runner?

A You're asking the wrong person, friend. I think I've seen four episodes of one of those, and it's not going to please you when I tell you which. I've watched them all through pop culture though, and can quote extensively from both if I need to. Does that count?

51



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INTERVIEW

Matt Griffin In Person

the DIRECTION edition



MATT GRIFFIN IN PERSON

Matt Griffin

@elefontpress

I'D BEEN MAKING MY OWN WEBSITES AND POSTERS AND THINGS WITH VERY LITTLE GUIDANCE FROM ANYONE. THEN AT SOME POINT IT OCCURRED TO ME THAT MAYBE THOSE ACTIVITIES WERE PART OF A PROFESSIONAL DISCIPLINE CALLED DESIGN, AND THAT PEOPLE GOT PAID TO DO THEM.

Q What's one thing you thought we would have had by now?

A The one thing I thought we'd have by now on the web? Stable video conferencing with an intuitive UI. That seems to be the hardest problem in computer science, as far as I can tell. My dream is that the teams for Hangouts, Skype, FaceTime, Webex, etc. can have some sort of massive peace summit and – through a series of thoughtful, empathetic user testing sessions – arrive at an interface and invitation workflow that doesn't make me want to scream into a paper bag. And, of course, while they're at it, lay down some magically scalable software architecture.

That and ubiquitous wifi are two things that seem essential to modern life, yet are still terribly lacking. \to



web. Sort of like with the postal service – I'm constantly amazed that any package or letter ever arrives at its destination – the web continues to amaze me with its relentless, shambling tenacity. Despite its flaws, it just won't die.

And thank goodness for that.

Q Do you see yourself as more of an artist or a scientist?

A I see myself as a craftsperson. Which has elements of both, I suppose.

I'll never forget a moment when I was in design school, when a fellow student suggested that a classmate seemed to be developing a personal style. Our perennially gentle and kind professor took on a sudden note of vehemence as she said, "You're designers, you don't have a style! Your style is whatever works for the project at hand."

That is essentially the difference between art and design. Art is largely for expression of the self, design is for solving problems. Confusing the two gets a lot of young designers in trouble.

- Q Finishing high school is often seen as the time we start deciding what we will do with our lives. Describe something that happened in your last year of high school that influenced you in some way.
- A Having skipped my last of year of high school, I feel I'm in a unique position to sidestep this question. Which is good because I remember very little of it (due not to drug or alcohol abuse, but rather to large swaths of classroom boredom and malaise).

I didn't even know what design was until well after high school. Not until after I'd dropped out of college, in fact. I ended up going back to school at the age of 26 for graphic design after playing in indie rock bands for years. I'd been making my own websites and posters and things with very little guidance from anyone. Then at some point it occurred to me that maybe those activities were part of a professional discipline called design, and that people got paid to do them. So I took the formal graphic design route, which can be terribly helpful, but also brings to the web its own baggage that must be dealt with.



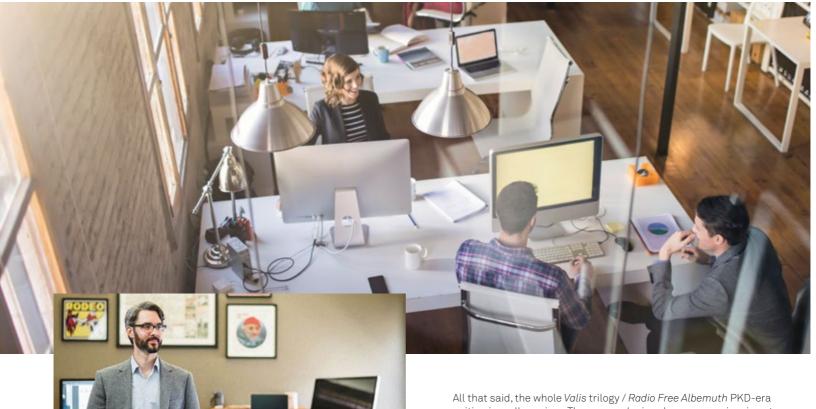
- Q Who would you identify as an emerging leader in your field, someone we should be paying attention to?
- A From the film I made (What Comes Next Is the Future) the most compelling perspectives of the younger generation I interviewed are from Alex Russell, Mat Marquis, and Lyza Danger Gardner. Alex's commitment and passion for moving the web forward are undeniable, even if they can get him into some Twitter brawls on occasion. Mat strikes me as a guy that has the battle scars of fighting for developer representation in web standards, and wants to save the rest of us that pain and frustration. Lyza invokes the Extensible Web Manifesto, and can see a future where authors have the control they need to make their own solutions in a meaningful way.

All of them want to see the larger population of people like you and me impacting how the web gets pushed forward. They want to see everyday innovators have more of an impact, and an increasingly distributed decision-making process for the web. I think that's great, and can't wait to see where that's at in five to ten years.

- Q What is the stronger imperative: the needs of the individual, or the needs of the community?
- A The needs of the community, for what I hope are obvious reasons.
- Q What has been your biggest mistake?
- A Not more thoroughly answering the previous question.
- Q What is something "forgotten" you'd like to see make a comeback?
- A Inline styles.

Just kidding, they're already making a comeback. Batten down the hatches, friends. →





Q Star Wars or Star Trek? Or Blade Runner?

A I love of all of them in different ways. Being a bit of a sap, the earnestness of *Star Wars* has always appealed to me. But the kitsch of (at least Shatner-era) *Star Trek* is its own reward.

But if we're going to get serious, I'm a huge Philip K. Dick fan, so *Blade Runner* tops the list. Plus that Vangelis soundtrack has occupied an oversized place in my life, ever since my brother introduced me to it in high school. He had me sit in his (wait for it) ceiling-dangling chair, turned off the lights, and played me the whole thing, uninterrupted. This experience completely blew my impressionable, adolescent mind.

All that said, the whole *Valis* trilogy / *Radio Free Albemuth* PKD-era writing is really my jam. The personal crises he was experiencing at the time – basically struggling with the slipping of his own sanity and resultant lack of concreteness to his sense of time, space, and self – all amidst the Nixon-era political hell of the time and some fun sci-fi tropes ... it's pretty compelling stuff for anyone who struggles with the nature of being human. The experience of looking out on the universe over the course of one's life and trying to understand what it is to be at the center of this ephemeral mind, collecting data through these janky old sensory organs, processed through this highly fallible brain thing sloshing about between our ears, and hoping some scrap of truth has made it through from the other side. That's some serious business to be tackling with genre fiction.

Really, PKD at that point feels like he's reporting from the front lines of the edge of the self. Which is a valuable bit of experience to pass on.

I mean I like George Lucas, but come on. The guy made us watch Jar Jar Binks.



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ARTICLE

Ricky Onsman Teaching Code to Kids

the DIRECTION edition



RICKY ONSMAN TEACHING CODE TOKIDS

Ricky Onsman

@onsman

QwertyKids qwertykids.com.au @qwertykidsAU



EVEN THOUGH EFFORTS TO TEACH SCHOOL STUDENTS HOW TO CODE DATE BACK TO THE 1960S, IT'S ONLY BEEN IN RELATIVELY RECENT YEARS THAT STRUCTURED CODING AND PROGRAMMING CLASSES HAVE STARTED TO BE INCLUDED IN SOME SCHOOL CURRICULA AROUND THE WORLD.

In most places, it's still piecemeal and driven by some dedicated individuals. Even then, resources are often limited, teachers lack training and – perhaps as a consequence – students are not always enthusiastic.

No-one doubts that Information Technology and Computer Science will continue to grow as career paths, nor that this should be reflected in teaching systems, but the structures are mostly not yet in place to deliver a universally accepted educational approach that embeds IT and CS as core subjects in a curriculum. What is currently available in schools has largely been put in place by particularly driven individual educators with supportive administrations.

It's also clear that learning to code has a number of benefits for school students, regardless of their future career paths. Code is a language, or set of languages, and learning to code delivers the same kind of mindexpanding educational benefits that learning any language brings. And learning to code enhances computational thinking, logical thought, structured expression, creativity, problem solving and teamwork. \rightarrow

Teaching kids to code may also be a way to break down the remarkably persistent public image of coders as solitary, antisocial, boring geeks who live in darkened rooms on pizza and coke. And that coding itself is boring, and difficult. A creative classroom approach can dispel these myths.

There is a body of thought that fears teaching kids to code projects at a young age without sufficient theoretical underpinning will create cowboys and hackers: code jockeys who focus only on short term outcomes with no regard for standards or conventions. It's hard to see exactly why that would be the case with coding when it's not true of other subjects – letting kids play as they learn and enjoy the outcomes of their learning is an accepted and successful educational principle.

In any case, the key almost certainly lies in the quality of the teaching, and the teachers. While all but a very few primary and secondary level teachers in most countries will require additional training to teach code – which is one thing that's holding back coding as a subject – there are options outside of the school system that currently bring together the kind of teaching skills and coding experience required.

Community-based organisations operate at all parts of the education spectrum, from large organisations like code.org in the United States, which partners with school districts to bring Computer Science teaching into the classroom, trains teachers and influences education policy, to small groups at a local level that operate outside of school hours and in vacation times, running regular classes and project-based workshops.

These organisations are always looking for skilled volunteers. Whether you're a developer or designer, programmer, engineer or information architect, one way to contribute to the future of our industry is to get directly involved with teaching kids to code.

At this year's Direction conference, we've arranged for one such Sydney-based group, QwertyKids, to come along and provide some creative coding fun for kids at our closing night party.

Dannielle Chun is Code Captain at QwertyKids, where her teaching qualifications combine with a work history that ranges from Web Developer for ABC Science Online to Digital Lead for Microsoft Australia IT Pro. Developer and Education networks.

We asked Dannielle to describe what happens at a QwertyKids session.



READ IT





Coders work on their projects for around forty minutes. In this session they're taking the "10 Block Challenge". They have to build something using only ten strings of code.





INTERVIEW

Aubrey Blanche In Person

the DIRECTION edition



AUBREY BLANCHE IN PERSON

Aubrey Blanche

@adblanche

I'M ALWAYS JOKING THAT I'M A 'RECOVERING ACADEMIC', BUT ANYONE ON MY TEAM CAN TELL YOU IT'S TRUE.

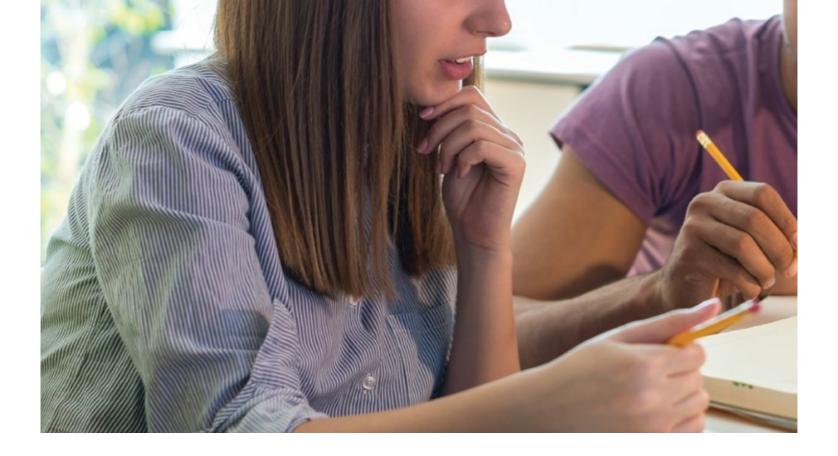
Q What's one thing you thought we would have had by now?

A Besides the flying cars from *The Jetsons*? I'm extremely excited about the possibilities for artificial intelligence and machine learning to disrupt bias and inequity. We're not there yet, but there are a lot of people – from technologists to journalists – highlighting the way machines can reflect or interrupt errors in human judgement.

We know human judgement is prone to a wide variety of cognitive biases, from a preference for people like ourselves (in-group bias) to difficulty assessing the talent of people from minority groups (performance bias). I'm excited to see the day we use machines not just to automate tasks, but to help us be the best versions of ourselves.

Q Do you see yourself as more of an artist or a scientist?

A I definitely see myself as more of a scientist. I'm always joking that I'm a 'recovering academic', but anyone on my team can tell you it's true. I did my graduate work in political science, where I spent a lot of time thinking about how we analyze social systems, organizations and individuals to understand outcomes. →



I always try to bring this lens to the work we do around diversity and inclusion at Atlassian. Our first reference point is always academic research, and we strive to design interventions that interrupt the root cause of inequality—whether that's access to technical education, unconscious bias or the confidence gap—to ensure that every Atlassian has the opportunity to be successful.

- Q Finishing high school is often seen as the time we start deciding what we will do with our lives. Describe something that happened in your last year of high school that influenced you in some way.
- A After I was accepted to university, I had to choose which language I was going to study. In an entirely arbitrary move, I chose to study Arabic because I thought the script was beautiful. That lead to a focus on Middle Eastern politics, living in Jordan and Tajikistan, and studying Farsi.

A small, aesthetically-motivated choice gave me an incredible set of opportunities to examine the way I do things and the way I grew up, and helped me understand the value in having a multitude of perspectives.



It also gave me a profound sense of humility about the "correctness" of things that I grew up with and find familiar, and made me more open to learning about new and radically different ways of thinking and experiencing the world.

Q Who would you identify as an emerging leader in your field, someone we should be paying attention to?

A If anyone hasn't heard of Kieran Snyder, I urge you to jump on Google right away. Kieran is the CEO of a startup called **Textio**, which uses machine learning to improve the way people write in real time. In fact, Atlassian uses Textio to improve the overall quality of our job descriptions. She's a computational linguist by trade, and has become, in my mind, the example of what is a truly exceptional leader.

Her writing on learning loops and the future of behavioral data is as fascinating as it is cutting edge, as is her research on the way that language reflects the entrenched biases of businesses. On top of her considerable professional accomplishments, I'm consistently impressed with how open she is about sharing her successes and failures as a founder, diversity advocate and ally.

Q What is the stronger imperative: the needs of the individual, or the needs of the community?

A I think these things are fundamentally related, and you can't have one without the other. Taking care of individuals is the key to unleashing the potential of entire communities. Take tech, for example. Historically, the industry has catered to the needs and preferences of certain segments of the population.



I'd argue this focus has actively harmed the entire tech community: by creating systems and cultures where not everyone feels a sense of belonging, we've inhibited the industry from incorporating the richness and diversity of perspectives that are scientifically proven to lead to greater innovation and performance. By "solving for" the needs of each individual, I believe you'll naturally solve for the community as well.

Q What has been your biggest mistake?

A My biggest mistake was thinking that not having a traditional career path was a hindrance, rather than an opportunity. My focus has varied quite a bit: I studied vocal performance, got my degree in journalism and political science, did some reporting, worked on a PhD, and then jumped to business development before finally transitioning into my current career. I used to suffer from imposter syndrome because I had a hard time recognizing how skills from each experience added up to a strong background for my current role.

In hindsight, however, it makes perfect sense: I am comfortable with public speaking (singing), am a quick and precise communicator (journalism) and am able to analyze and intervene in the systems I'm trying to change (graduate school). I hope that by sharing this, other people – and companies – will begin to think more broadly about what "qualified" looks like.

Q What is something "forgotten" you'd like to see make a comeback?

A I'd be down with "please" and "thank you." As we rely more on machines to do things for us, we've lost the value of politeness to a certain extent. I'd love a world in which the Amazon Alexa I have at home would refuse

to turn on my TV unless I asked politely. Not necessarily because it's crucial for me to be nice to my appliances, but because everything we do is constantly re-wiring our brain into new habits.

I'd love for technology to help nudge me into being the best, most thoughtful version of myself, and I bet others would as well.

Q Star Wars or Star Trek? Or Blade Runner?

A Can I pick neither? TV is more my thing, but I tend to like dramas that make me think like *The Lobster* or documentaries like *Stay Woke*. That said, I'll give major credit to J.J. Abrams for how he did something pretty radical with the newest Star Wars movies by casting a woman and a Black man in the lead roles.

Another great example is Shonda Rhimes, the creator of *Scandal* and *How to Get Away with Murder*, who talks about "normalizing" media by including diverse representation. I'm excited to see more movies and TV normalize the idea that people of all backgrounds belong in those worlds.



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ARTICLE

Maciej Cegłowski

Improving Web Performance

the DIRECTION edition



MACIEJ CEGŁOWSKI IMPROVING WEB PERFORMANCE

Maciej Cegłowski

@baconmeteor

THIS IS AN EXTRACT FROM THE KEYNOTE PRESENTATION THE WEBSITE OBESITY CRISIS GIVEN BY MACIEJ ON OCTOBER 29, 2015, AT THE WEB DIRECTIONS CONFERENCE IN SYDNEY. THERE ARE LINKS TO THE FULL TEXT AND THE VIDEO AT THE END OF THIS ARTICLE.

I want to share with you my simple two-step secret to improving the performance of any website.

- 1 Make sure that the most important elements of the page download and render first.
- 2 Stop there.

You don't need all that other crap. Have courage in your minimalism. $\boldsymbol{\rightarrow}$



To channel a famous motivational speaker, I could go out there tonight, with the materials you've got, and rewrite the sites I showed you at the start of this talk to make them load in under a second. In two hours.

Can you? Can you?

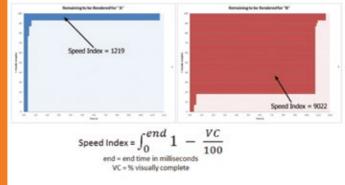
Of course you can! It's not hard! We knew how to make small websites in 2002. It's not like the secret has been lost to history, like Greek fire or Damascus steel.

But we face pressure to make these sites bloated.

I bet if you went to a client and presented a 200 kilobyte site template, you'd be fired. Even if it looked great and somehow included all the tracking and ads and social media crap they insisted on putting in. It's just so far out of the realm of the imaginable at this point.

If you've ever struggled to lose weight, you know there are tricks people use to fool themselves into thinking they're thinner. You suck in your gut, wear a tight shirt, stand on a certain part of the scale.

The same situation obtains with performance testing. People have invented creative metrics to persuade themselves that their molasses-like websites load fast.



Google has a popular one called <u>SpeedIndex</u>. (You know it's from Google because they casually throw an integral sign into the definition.)

SpeedIndex is based on the idea that what counts is how fast the visible part of the website renders. It doesn't matter what's happening elsewhere on the page. It doesn't matter if the network is saturated and your phone is hot to the touch. It doesn't matter if the battery is visibly draining. Everything is OK as long as the part of the site in the viewport appears to pop into view right away.

Of course, it doesn't matter how fast the site appears to load if the first thing the completed page does is serve an interstitial ad. Or, if like many mobile users, you start scrolling immediately and catch the 'unoptimized' part of the page with its pants down.

There is only one honest measure of web performance: the time from when you click a link to when you've finished skipping the last ad.

Everything else is bullshit.



In conversations with web performance advocates, I sometimes feel like a hippie talking to SUV owners about fuel economy.

They have all kinds of weirdly specific tricks to improve mileage. Deflate the front left tire a little bit. Put a magnet on the gas cap. Fold in the side mirrors.

Most of the talk about web performance is similarly technical, involving compression, asynchronous loading, sequencing assets, batching HTTP requests, pipelining, and minification.

All of it obscures a simpler solution.

If you're only going to the corner store, ride a bicycle.

If you're only displaying five sentences of text, use vanilla HTML. Hell, serve a textfile! Then you won't need compression hacks, integral signs, or elaborate Gantt charts of what assets load in what order.

Browsers are really, really good at rendering vanilla HTML.

We have the technology.

Nutritionists used to be big on this concept of a food pyramid. I think we need one for the web, to remind ourselves of what a healthy site should look like. ->





Here is what I recommend for a balanced website:

- A solid base of text worth reading, formatted with a healthy dose of markup.
- Some images, in moderation, to illustrate and punch up the visual design.
- A dollop of CSS.
- And then, very sparingly and only if you need it, JavaScript.



Instead, here is the web pyramid as we observe it in the wild:

- A base layer of HTML
- A huge pile of crap
- On top of it all, a whole mess of surveillance scripts.





Read the full text of this presentation at http://idlewords.com/talks/website_obesity.htm;

READ IT KEEP IT

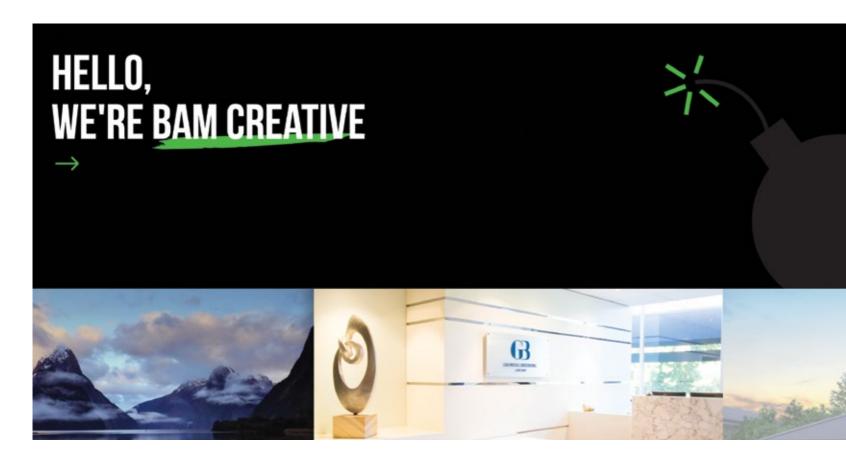
watch the 50 min video online at http://www.webdirections.org/blog/the-website-obesity-crisis/.



FEATURE

Agencies We Like Bam Creative

the DIRECTION edition



AGENCIES WE LIKE BAM CREATIVE



@bamcreative www.bam.com.au

WE CONSIDER OURSELVES A PERPETUAL STARTUP WHO CONSTANTLY HAVE OUR FINGER ON THE PULSE; WE'RE CERTAINLY NOT AFRAID TO LEARN, ADAPT, CHANGE AND GROW AS THE INDUSTRY MOVES.

Q What does Bam Creative do?

A We're a passionate digital agency with a team that prides itself on delivering effective and creative products and services for brands and the community. Our strategy-first approach means that we have long-term partnerships with exciting brands throughout their whole branding and marketing life-cycles. Our team specialises in strategy, branding, website design and development, app design and development, digital marketing and growth hacking.

At the core of it, we simply do great work that both our clients and our team can be proud of. Our hardworking and experienced team is known for "getting the job done" and our passion for what we do means that we strive to exceed expectations along every step of the way.

Q Where does the name come from?

A Bam is our founder's initials, backwards 🙂





Q Give us a brief history of Bam Creative.

A Bam Creative was founded in 2002 by Miles Burke and at the time was one of only a handful of website design and development studios in Perth, Western Australia. Since then, Bam Creative has grown and adapted swiftly with the industry, consciously trying to anticipate changes and stay a few steps ahead. We consider ourselves a perpetual startup who constantly have our finger on the pulse; we're certainly not afraid to learn, adapt, change and grow as the industry moves.

Although we're regularly working on some kind of side project in our Bam labs, two years ago we embarked on a startup project of our own called <u>6Q</u>. It was a project that we wanted to do to challenge ourselves, learn new skills and create something that we wanted to utilise in-house. Today, we're still continuously building on the product and really excited to see where it will go.

Q Tell us about your company structure, staffing numbers etc.

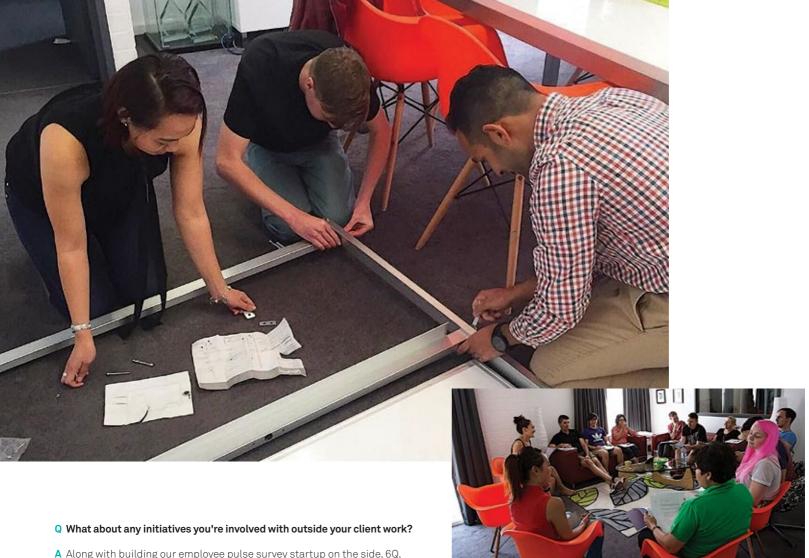
A Bam Creative is a team of 12 Perth-based designers, developers, digital marketers and strategists, spearheaded by Miles Burke and Patima Tantiprasut. Although everyone has their job titles on paper, there's a unique mix of talent in the team that stems from our own curiosity and excitement for the web. Our designers can also code, our developers are creative, our project managers have backgrounds in both design and code, and everyone in the team thinks strategically and analytically.

Q What are some client projects you're particularly proud of?

A There are so many, but one of our darling projects is for the WA AIDS Council and their annual fashion fundraising event, STYLEAID. Each year the STYLEAID event is created around a specific theme which then narrates the whole identity of the event brand for that year. All touch points of the brand will follow the theme including the photography, visual identity, website, and the event itself.

Bam Creative has proudly supported STYLEAID over these past 14 years with multiple digital facets for their brand and event. 2016 year marks the 11th handcrafted, custom designed website, created especially for the decadent event theme that is revealed for each year. This year, for example, the theme was "Tarot". Last year's was "Gogo", 2014 was "Mystic: the girl and the golden bird" and 2013 was "Connect".

The most wonderful part of it is that each year, it's a project on which we can really flex our creative muscles. The website's lifespan only needs to last for one year and the audience has an appetite for design and experimentation, so we can push the envelope with those things that we see or think, "How awesome would it be if we did this", and actually have the trust from the client to be able to go ahead and do so. It's the type of project where you go in thinking, "We have no idea how we're going to build this, but how cool would it be if we can pull it off?!" \rightarrow



A Along with building our employee pulse survey startup on the side, 6Q, we've also been working on a few other projects that we either wanted as a tool for our clients or in-house, or for just a bit of fun. A few examples:

DSHBRD

An agency-centric campaign success measurement system, allowing digital agencies to provide meaningful and actionable insights to their clients without the traditional headaches.

Hello Directories

A network of hyper-local business directories, focused on tourists and locals. Hello Directories features over a dozen premium directories across the nation and something that we built with the desire to help find places to eat and drink near us!

Perth Live

This project is a fun example of how we can embrace Instagram using geography. The Perth Live website grabs a live feed of images posted on Instagram within 5km of our office, and updates in real time. With Instagram's recent changes though, we'll sadly be closing this one down.

Along with the side projects and products that we have fun with, we're also a really active bunch in the community.

Miles was the Founding Chairperson of the <u>Australian Web Industry</u> <u>Association</u>, a mentor for <u>Founders Institute</u>, <u>Fusion Founders</u> and <u>Startup Weekend Perth</u>, and regularly speaks at conferences and events across Australia

Patima is a co-organiser for Mixin, the host of the Perth Web Industry meetup (Port80 Perth) and on the national committee of the Australian Web Industry Association. She, like Miles, also speaks at events across Australia and mentors students coming into the industry.

The rest of the team are also regularly out and about at community events and always looking for ways to give back.

75



Q Any awards?

A A few! We've won in the Australian Web Awards for the past ten years in a row and humbly picked up our most ever wins in one year during 2015 with eight awards, more than any other agency in Australia.

Q Describe your ideal client or project.

A We find a lot of joy working with clients who are as passionate as we are about their business or organisation. It's these types of clients who'll be more engaged with gaining a better understanding of their audience and have more desire to grow their brand. The ones that really excite us though, are the ones that have a lot of personality and are looking to make a statement.

Along with that, it's important to us that the clients we work with are ethical and share similar values to us. We'd generally partner with our clients for a long time - some have been with us for over a decade - and like any great relationship, the foundation has to be strong to begin with.

If we were talking genie-in-a-bottle kind of ideal, it's a client who really means it when they say "go wild!" and the owners are involved in and care about the process (and also have the backing so that finance doesn't become a limitation to innovation).

Q What one piece of advice would you give to someone starting a web design / development agency now?

A Know who you are and do it for the right reasons. There are hundreds of agencies in Australia doing fantastic work, so how will you do things differently? Find a niche, do it really well, give back, and never put a price on continuing to learn and grow.



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→ webdirections.org/direction16

INTERVIEW

Andy Clarke In Person



ANDY CLARKE IN PERSON

Andy Clarke

– @Malarkey

MY FASCINATION IS WITH HOW WE CAN USE THE WEB AS A CREATIVE MEDIUM TO TELL A STORY, COMMUNICATE AN IDEA OR MAYBE SELL A PRODUCT.

Q What's one thing you thought we would have had by now?

A Invisibility. Do you remember how, as a child, you thought that if you couldn't see someone, that they couldn't see you standing behind the curtains or with your bottom sticking out from under a table?

In the mid-seventies, I loved the 'Invisible Man'TV series starring David McCallum as Dr. Daniel Westin, a scientist who invents a 'molecular disintegrator' that he uses to turn himself invisible. Realising that being invisible isn't everything it's cracked up to be—something that a ten year old boy could never understand—Westin wears a 'Dermaplex' mask and gloves to make himself appear visible, while trying to find a cure for his affliction.

The 'Invisible Man' lasted only 12 episodes, but luckily for ten year old boys like me, it was replaced in 1976 by 11 episodes of the 'Gemini Man,' about a man exposed to radiation in an underwater explosion which rendered him invisible. Like every boy with a watch in 1976, I wished that it would help me toggle my invisibility. I still wish that my Apple Watch would do that too. →





- Q Finishing high school is often seen as the time we start deciding what we will do with our lives. Describe something that happened in your last year of high school that influenced you in some way.
- A Very little of any consequence happened while I was at high school. It was only afterwards, when I went to art school, that I realised the path that I'd planned for myself throughout school would not be how I imagined it.

Mine was an unstructured fine art course with no curriculum and no tutorials unless you wanted them. On the first day of the course the tutors said "Hello." Three years later, they asked "So, what did you do?" Some people were so used to being told what to do, that they couldn't handle deciding what to work on for themselves. Others retreated into the life drawing room and stayed there for three years.

Art school taught me a lot, but the most important was self-motivation. It's served me well throughout my careers, as has being adaptable to changes in direction and doing new things when the need arises. When people ask me now, "What's the most important thing to learn?" my answer is "How to learn."

Q Do you see yourself as more of an artist or a scientist?

A My son's a scientist, a geologist in fact, and when Alex isn't looking at rocks down a microscope, he's trekking through remote parts of central America—looking at rocks. When you ask Alex about geology, he says that it's not the science that interests him, but the stories of how the Earth came to be how it is. I totally get that.

For me, working on the web isn't about problem solving, as it is for many people. It isn't about the technologies or the tools as they don't fascinate me. My fascination is with how we can use the web as a creative medium to tell a story, communicate an idea or maybe sell a product.





Today I'm hearing more and more from clients who are disappointed by the current state of homogenous design on the web and who want to promote themselves and what they do or sell differently. That's something that the fine artist in me still loves to do for our clients.

Q What's something "forgotten" you'd like to see make a comeback?

A Recently I've developed an obsession for boutique publishing, in particular independent magazines such as Elliot Jay Stocks' Lagom. Somehow the variety of magazine layouts combined with the feel of a printed magazine makes the format incredibly satisfying.

While we focus on making compelling digital products and websites, we mustn't forget that print can be equally compelling. I'd love to see more digital creatives make printed work.

Q Star Wars or Star Trek? Or Blade Runner?

A Planet Of The Apes. I can't remember which of the original five 'apes' films I saw first, or when. It couldn't have been in 1968 and the original, classic Planet Of The Apes starring Charlton Heston. I was only three then. It's unlikely to have been Beneath The Planet Of The Apes in 1970. That was a dour movie which Heston only agreed to appear in if his character was killed in the first few minutes. It may have been 1971's Escape From The Planet Of The Apes—more of a seventies made-for-TV movie than a sci-fi blockbuster—or possibly my favourite Conquest Of The Planet Of The Apes in 1972.

What I do remember very clearly is owning a copy of Award Books' Battle for the Planet of the Apes movie adaptation paperback book by David Gerrold in 1973. Strangely, the gorillas' iconic slave red boiler-suits weren't from Battle, but from the climax of the previous year's Conquest. I still own a copy of that paperback, but sadly a red boiler-suit isn't in my collection of *Planet Of The Apes* memorabilia.

Q What is the stronger imperative: the needs of the individual, or the needs of the community?

A I don't believe in the word 'community' as so often applied to what we do as designers and developers. Designing and developing are professions and we work in the 'industry.'

But to answer your question, every industry needs individuals with a vision and the drive to turn it into reality. In the web industry we need individuals who inspire others, who challenge received wisdom and who dare to ask difficult questions. Those people drive an industry forward by listening to their own convictions before they listen to others. In the end their vision shapes the collective view and we're all better off for that.



INTERVIEW

Josh Clark In Person



JOSH CLARK IN PERSON

Josh Clark

@bigmediumjosh

I'M A SYSTEMS GUY. I LIKE TO FIGURE OUT WHAT MAKES THINGS TICK, WHAT MAKES PEOPLE TICK.

Q What's one thing you thought we would have had by now?

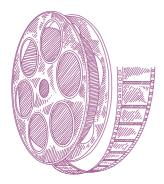
A I'm constantly delighted by what we do have. But I'd sure be happy to see someone invent a physical search engine. You know, to search for: "my keys," "the remote control," "my wallet." And I'd be happy to see teleportation come along, too. I mean, I'd visit Australia all the time.

Q Do you see yourself as more of an artist or a scientist?

A It'd have to be science. I'm a systems guy. I like to figure out what makes things tick, what makes people tick. Even as a kid, I designed these ridiculously complicated (and super-nerdy) role-playing games — like Dungeons & Dragons but with superheroes and secret agents. When I learned to code in the 80s, I made a few games there, too, but I quickly became fascinated with coding apps to help others make games. Very meta: systems to create systems. I've always been excited about studying and creating systems that help to empower and enable, to amplify what folks can do. →



- Q Finishing high school is often seen as the time we start deciding what we will do with our lives. Describe something that happened in your last year of high school that influenced you in some way.
- A I graduated high school in 1988, and that year, my friends and I wrote, filmed, and edited a local community-access TV show called Under Construction. We had no budget and, frankly, no talent either. We turned our TV show into a kind of absurdist sitcom soap opera. It was awesome and terrible and ridiculous. But it was ours. It gave me a taste for the feeling I'd experience in the early years of the web: the freedom and ability to make something new in a new medium. No permission needed, very few rules, just creative opportunity.



${\tt Q}\,$ What is the stronger imperative: the needs of the individual, or the needs of the community?

A Hands down, it's got to be about building a better world for all.

That doesn't mean that we can't serve individuals, too, but I think of that as incidental to larger goals, broader audiences. How might we channel the enthusiasms of self-interest to benefit the community, or the disenfranchised?

How might all that vanity fitness-tracking data be harnessed to serve public health, for example? In this emerging era of big data, all that info doesn't have to go into the bellies of big companies. It could also serve and transform our communities for the better.

Q What has been your biggest mistake?

A Oh, I suppose my big life mistakes are a lot like those of most people: instances of careless treatment toward people who deserved better. I'd like to think I've learned from those mistakes in ways that make me a better person, husband, parent, but also a better designer ... someone who thinks and cares about the impact of what I do on the people and community around me.



Professionally, my biggest mistakes have related to hanging on for too long to bad ideas. They say failing fast is a good thing, but unfortunately I tend to fail in slow motion. Over 15 years ago, I bootstrapped a software company to create an inexpensive CMS for regular folks. It was a nice piece of software, but the creative and business opportunity for it washed away with the arrival of WordPress and other blog software. But I stuck with it anyway ... for years. It was only when I gave myself permission to fail, to walk away, that I was able to find fresh success. I should have done it much earlier.

Q What is something "forgotten" you'd like to see make a comeback?

A Wow, the beaming feature of the Palm Pilot. Remember that? If you wanted to share contact info or set up a meeting with someone right next to you, you just pointed your Palm Pilots at each other, and it was done. That's so hard to do now! We fumble with our phones, scramble with apps, and then finally just email or text the other person. We're clumsy now, but the Palm was elegant: just point, beam, done.



SCAN IT READ IT KEEP IT That seemed like magic in 1999, and thinking back it seems even more like magic now. And that's telling. We focus so much now on building connections with people on the other side of the planet, that we often neglect the people in the very same room. That's true of UX experiences like exchanging info, but it seems to be true of plain old conversation, too. Put down your phone, and say hi to the lovely person sitting next to you.

Q Star Wars or Star Trek? Or Blade Runner?

A Oh man. Those are all great, of course. And I love *Firefly* and the *Battlestar Galactica* reboot, too.

But if I had to choose a science fiction show, I'd have to say *Black Mirror*. It's the *Twilight Zone* of our day. There are no wormholes or aliens, but rather a dark look at how human nature responds to the incentives technology creates. Introduce a new technology, and see how the mundane day-to-day of our lives shifts. I love it because it reminds me to always think: why are we building what we build? To what end? To whose benefit? Is this moving toward a world I want to live in, or away from it?

I'm more optimistic than *Black Mirror* about the role that technology can play in our lives. But I think it's a good antidote to the techno-boosterism we so often find in our industry. Technology isn't an unalloyed good; it amplifies values and opportunities. Let's be thoughtful about the values we want to spread far and wide.

Our Story Web Directions



OUR STORYWEB DIRECTIONS

@webdirections

#direction16 #scrollmag

You can contact us via our <u>website</u>, on <u>Facebook</u> or on <u>Twitter</u>.

You can also <u>subscribe to our weekly</u> <u>email newsletter</u> for advance notice of events as well as access to our archives.

CO-FOUNDED AND NOW RUN BY JOHN ALLSOPP, WEB DIRECTIONS HAS FOR OVER A DECADE BROUGHT TOGETHER LEADING DEVELOPERS, ENGINEERS, VISUAL, IXD, UX AND PRODUCT DESIGNERS, ART AND CREATIVE DIRECTORS - INDEED, EVERYONE INVOLVED IN PRODUCING WEB AND DIGITAL PRODUCTS - TO LEARN FROM ONE ANOTHER AND FROM WORLD LEADING EXPERTS ACROSS THIS VAST FIELD.

At Web Directions, we spend our lives thinking about what comes next, keeping up with trends in technology, practices and processes, and filtering the hype to make sure you don't miss trends that matter, and don't waste time on hype that doesn't.

As important as the content is, conferences are also about connecting with your peers, making new connections and strengthening existing ones, sharing know-how and expertise, finding an expert, or new clients.

At Web Directions events we pay careful attention to this side of things with social events, and innovative use of social software to help build and strengthen those relationships.

We promise attending one of our events will leave you significantly better versed in the challenges you face day to day, and in solutions for addressing them.

We're very approachable and we welcome all kinds of enquiries relating to our activities.

WEB DIRECTIONS CONFERENCE ALUMNI 2006-2015

Speaker Name	Year	Topic	
Aaron Gustafson	2007	Learning to love forms	
Aaron Walter	2013	Connected UX	
Aaron Weyenberg	2011	Getting real: pros and pitfalls of realistic UI design	
Adam Ahmed	2013	l yield for Generators	
Adam Bell	2011	Bringing history alive: telling stories with linked data and open-source tools	
Adam Stanley	2012	Building a Next Generation Mobile Browser using Web technologies	
Addy Osmani	2011	Scalable JavaScript design patterns	
Adrian Holovaty	2007	Being smart about your data	
Alan Downie	2012	The Incubator Experience	
Alan Duncan	2012	Business Models	
Alastair Simpson	2015	Designer spaces	
Alex Danilo	2012	Basics of Three.js	
Alex Young	2012	LoSoMo: Enhancing location, social, mobile with situation, context and content	
	2011	Multi-device, multi-role	
	2007	E is for everywhere	
Alexandra Deschamps-Sonsino	2013	How the internet of things changes for we design	
Alisa Lemberg	2015	Building Empathy Through Data	
Andrew Betts	2013	Conquering the Uncanny Calley: making web apps as smooth as native	
Andrew Downie	2007	JavaScript and other coding for good or evil	
Andrew Fisher	2012	Datatium - radiation free responsive experiences	
	2011	How the web is going physical	
	2009	Cloud computing	
Andy Clarke	2007	Think like a mountain	
	2006	Creating Inspired Design	
Angela Beesley	2007	Wikis and community collaboration	
Anna Gerber	2013	Modularity matters	
Anne Galloway	2011	A 21st century bestiary	
Anson Parker	2012	So, you've got an idea	
Arunan Skanthan	2012	Roll-your-own (Style Guide)	
August de los Reyes	2008	PredictinG the past	
Avis Mulhall	2012	Passion and purpose	
Axel Rauschmayer	2013	The future of JavaScript ECMAScript 6	
Ben Barren	2006	RSS will change everything	
Ben Birch	2011	HTML5, PhoneGap and what's next	
Ben Buchanan	2006	Moving your organisation to web standards	
Ben Duncan	2012	Funding vs. Bootstrap	
Ben Galbraith	2009	The state of developer tools	
Ben Hammersley	2012	The flower, the field and the stack	
Ben Richardson	2006	The Campaign Monitor Story	

Speaker Name	Year	Торіс	
Ben Schwarz	2010	Building a better web with HTML5	
Ben Winter-Giles	2007	Managing agile projects with large organisations	
Bert Bos	2007	A new life for old standards	
Bill Scott	2014	Lean Engineering: how to make engineering a full lean UX partner	
Brian Fling	2007	Web 2.0 + Mobile 2.0 = ?	
Brynn Evans	2015	Beauty of Ordinary Design	
Cameron Adams	2015	From Zero to Four Million	
	2012	Opening credits - behind the scenes	
	2009	Making waves	
	2007	The future of web interfaces	
	2006	JavaScript, APIs & Mashups	
Cameron Craig	2012	Business Models	
Cap Watkins	2015	Design Everything	
Chaals McCathieNevile	2012	Beyond HTML5 where to next?	
Charlie Gleason	2012	You are a developer, the internet is your friend	
Cheryl Gledhill	2009	Beyond SEO	
Cheryl Lead	2006	Moving your organisation to web standards	
Chris Lienert	2013	Validating forms (and more) with the HTML5 pattern attribute	
	2012	Building and Breaking Web Forms with Quaid-JS	
Chris Lloyd	2012	The Australian Startup Scene	
	2012	The Incubator Experience	
Chris Wilson	2007	Moving the web forward	
Christian Crumlish	2009	Designing social interfaces	
Christopher Giffard	2011	HTML5, Video captioning and timed metadata	
Courtney Hemphill	2015	Algorithms for Animation - Simple Formulas to Activate for UI	
Craig Mod	2010	How digital affects books and publishing	
Craig Sharkie	2015	Style with Substance	
	2012	Responding to Responsive Design	
Damien McCormack	2009	Accessibility means business	
Damon Oehlman	2012	Better than MVC	
	2011	HTML5 API soup	
Dan Burka	2015	Build for Speed: How to Prototype and Test Any Product in Five Days	
	2008	Changing successfully: adapting your interface over time	
Dan Hill	2009	15 years in	
Dan Hon	2014	An Internet for humans, too	
Dan Rubin	2010	Creativity, design and interaction with HTML5 and CSS 3	
Daniel Davis	2010	Widgets: why should I care?	
Dave Greiner	2006	The Campaign Monitor Story	
David Demaree	2013	The weight of the web	

Speaker Name	Year	Торіс	
David Peterson	2011	Bringing history alive: telling stories with linked data and open-source tools	
	2009	The mashed up playlist	
	2008	Semantic web for distributed social networks	
Deborah Schultz	2009	It's the people, stupid	
Denise Jacobs	2015	Hacking the Creative Brain	
Derek Featherstone	2006	Accessibility 2.0	
	2006	Designing for Accessibility	
Derek Powazek	2012	The Personal Side of Starting Up	
Dhanji R. Prasanna	2013	Functional JavaScript, or, how I learned to stop worrying and love the code	
Diana Mounter	2008	Custom vs CMS: don't take sides	
Divya Manian	2010	Active web development	
Dmitry Baranovskiy	2012	What's hot in animation?	
	2011	How to be a Web Sorcerer	
	2009	Canvas	
	2008	Start using web vector graphics today	
Donna Spencer	2010	Keeping your content alive from cradle to grave	
	2009	Information seeking behaviours	
	2006	IA: a "how to"	
Doug Schepers	2009	W3C and web standards big picture	
Douglas Bowman	2014	A voice for everyone	
Douglas Crockford	2012	Programming style and your brain	
	2008	Ajax security	
Elle Meredith	2012	Smarter CSS with Sass	
Elliott Jay Stocks	2009	Progressive enhancement	
Emily Nakashima	2014	The Operable Front End	
Eric Elliott	2015	The Two Pillars of JavaScript	
Erin Moore	2014	Convenient Fictions	
Fergus Pitt	2009	The mashed up playlist	
Fiona Chan	2013	Oh no! Spaghetti code!	
Gabriel White	2008	Context in mobile design	
Genevieve Bell	2014	Being human in a digital world	
George Oates	2007	Human traffic	
Gian Wild	2011	WCAG2 Accessibility: the hidden nuggets	
	2009	WCAG2	
	2006	Managing Accessibility Compliance for the Commonwealth Games	
Glen Maddern	2015	CSS in the Age of Components	
	2013	The Z Dimension	
Golden Krishna	2013	The best interface is no interface	
Grant Focas	2007	JavaScript and other coding for good or evil	
Grant Robinson	2009	Visualising the user experience	

Speaker Name	Year	Торіс	
Grant Young	2010	Creating platforms for social innovation	
	2008	Strategies for social media engagement	
Greg Rewis	2011	Move it! CSS3 Animations and Transitions	
Guy Podjarny	2014	Responsive in the Wild	
Hadi Michael	2014	Architecting the rise of connected devices	
Hannah Donovan	2015	Soul & Machines: Designing the Future of Content	
	2011	Designing without the browser	
Heather Champ	2012	How to grow and sustain a passionate community	
Heather Gold	2013	Nerd, know thyself	
Hurol Inan	2008	Informing experience architecture with quantitative insights	
Isabel Brison	2015	Radical Keyboard Surfing	
Jake Archibald	2014	'Appy times with Service Workers	
James Bridle	2011	Waving at the Machines	
	2010	Wrangling Time: The Form and Future of the Book	
Jared Wyles	2013	CSS - (finally) making the web a less blocky place	
	2012	What's the point?	
Jay Rogers	2012	Avoid opinionitis	
Jeff Croft	2008	Elegant web typography	
Jeffrey Veen	2008	Designing our way through data	
Jeremiah Lee	2014	Elements of API Excellence	
Jeremy Ashkenas	2011	A cup of CoffeeScript	
Jeremy Keith	2006	Explaining Ajax	
	2006	Hijax	
Jeremy Nagel	2015	Checklist Driven Development: Ticking boxes to avoid ticking off customers	
Jeremy Yuille	2009	The social life of visualization	
Jessica Hische	2014	My Illustrious Ascent Toward "Less Exciting" Work	
Jina Bolton	2008	Creating sexy stylesheets	
Jon Kolko	2012	A means to an end	
Jonathan Boutelle	2007	Ajax or Flash: what's right for you?	
Jonathon Colman	2014	Build Better Content	
Jonny Mack	2014	Building trust	
Josh Clark	2012	Buttons are a Hack	
	2012	Beyond mobile: where no geek has gone before	
Josh Williams	2010	Where are we going?	
Julia Clavien	2015	Cognitive Bias in Software Development	
Juliette Melton	2010	Running effective remote studies	
Julio Cesar Ody	2014	The Loaded JavaScript	
	2011	CSS3 and backbone.js for killer mobile apps	
Justin French	2007	Pushing beyond design	
Kai Brach	2015	Power to the Indies!	
Karl Fast	2013	Deep Interaction	

WEB DIRECTIONS CONFERENCE ALUMNI 2006-2015

Speaker Name	Year	Торіс	
Kate Kendall	2012	The Australian Startup Scene	
Katie Miller	2014	Welcome to the Fold	
Kay Smoljak	2008	Starting a successful web development business	
Kelly Goto	2009	WorkFLOW	
	2006	The Iterative App	
	2006	Designing for Lifestyle	
Kerry Taylor	2009	Semantics & sensors	
Kevin Yank	2009	CSS frameworks	
	2006	JavaScript, APIs & Mashups	
Kim Heras	2012	So, you've got an idea	
Kitt Hodsden	2015	Automaton for Developer Happiness	
Knud Möller	2010	rDFA everywhere	
Kynan Hughes	2012	Stop your agency sucking at web development with this one weird old tip	
Lachlan Hardy	2009	The open web	
Laurel Papworth	2008	Monetising your online community	
	2007	Social networks and mobiles	
	2006	The Business of Online Communities	
Lea Verou	2012	More CSS secrets: Another 10 things you may not know about CSS	
Leni Mayo	2012	In conversation	
	2012	The Australian Startup Scene	
Lisa Herrod	2011	Accessibility for web teams: Recategorising WCAG2 using a role-based approach	
	2007	Usability: more than skin deep	
Luke Dearnley	2011	Culture + citizens + digital heritage	
Luke Stevens	2009	Data driven design	
Lynne D Johnson	2008	New media, new business	
Maciej Cegłowski	2015	The Website Obesity Crisis	
	2013	Barely succeed - it's easier!	
Marcus Schappi	2012	So, you've got an idea	
Mark Birbeck	2009	Marking up content with RDFa	
Mark Boulton	2012	Adapting to responsive design	
Mark Dalgleish	2015	CSS in the Age of Components	
	2014	Observing the Future	
	2013	Web Components: Why you're already an expert	
	2012	A Touch of Class	
Mark Mansour	2007	RedBubble: Building a site for people with big imaginations	
Mark Nottingham	2010	Browser Caching and You (A Love Story)	
Mark Pesce	2008	This, that and the other thing	
	2007	Mob Rules	
	2006	Youbiquity	
Mark Stanton	2009	Best practices for speeding up your site	

Speaker Name	Year	Topic	
Martin Charlier	2015	Designing Connected Products - How UX for IoT is different	
Martin Tomitsch	2011	Using the world as a canvas	
Mathew Patterson	2015	I want to talk to a real person - Customer Service as a core feature	
Matt Balara	2010	Flogging design: Best practices in online shop design	
Matt Milosavljevic	2012	The Incubator Experience	
Matt Webb	2014	Interconnected	
	2009	Escalante	
Matthew Sheret	2012	The Bit Between Data and You	
Max Wheeler	2010	Location, location, geolocation	
Michael Honey	2011	Web or native? Smart choices for smartphone apps	
Michael Neale	2013	CORS - cross domain requests for JavaScript	
Michael(TM) Smith	2010	HTML5 Report Card	
	2008	A jungle cruise through the wild regions of HTML5 and surrounding territories	
Mick Liubinskas	2012	The Australian Startup Scene	
Mike Cannon-Brookes	2012	In conversation	
	2007	Organisational wiki adoption	
Mike Kuniavsky	2011	Design [in for and] the age of ubiquitous computing	
Mike Riethmuller	2015	Stop thinking in pixels!	
Mike Williams	2009	Test your JavaScript	
Myles Byrne	2008	Internationalisation	
Myles Eftos	2012	Single Page web apps: a practitioners quide	
	2010	Building mobile web apps	
	2008	OAuth and OpenID, a developer's guide	
Natalie Downe	2011	Lanyrd: from side project to startup	
Nathan McGinness	2015	The perils and pitfalls of A/B testing	
Nick Bolton	2008	The evolution and commercialisation of online web	
Nicole Sullivan	2011	CSS Power Tools	
Pasquale D'Silva	2013	Stiff & static sucks - designing with animation for mobile, the web, and beyond	
Patrick Catanzariti	2013	JavaScript Beyond the Webpage	
Patrick Hamann	2015	Embracing the network	
Patrick Lee	2010	JavaScript Sprachraum	
Paul Gray	2012	Business Models	
Paul Hagon	2010	Enriching large data sets	
Paul McCarthy	2007	Which open source tools are fuelling today's leading sites?	
Paul Theriault	2014	An Introduction to the WebCrypto API	
Pete Ottery	2009	Designing for suits	
	2008	Developing for iPhone	
Peter Bradd	2012	The Australian Startup Scene	
Peter Mika	2011	Making the web searchable	

Speaker Name	Year	Topic	
Rachel Binx	2013	People, not users	
Rahul Sen	2011	Interaction design Bauhaus	
Rashmi Sinha	2007	The perils of popularity	
Raul Vera	2007	Mashups, web apps and APIs	
	2012	Funding vs. Bootstrap	
Rebekah Campbell	2012	Future perfect tense: creating good content for an	
Relly Annett-Baker		imperfect web	
	2011	All the small things	
Renato Iannella	2009	Opening up social networks	
Rob Manson	2011	Web standards-based augmented reality	
	2009	Pervasive computing	
	2007	E is for everywhere	
Rob Mitchell	2009	Test your JavaScript	
Robert O'Callahan	2011	The Open Web Platform in the mobile era	
Robert Tilt	2015	VR: Discovering a New Medium	
Rod Farmer	2013	Context, multi-device and the future of TV in the browser	
Rose Matthews	2015	Financial Inclusion in the Solomon Islands	
Russell Ivanovic	2012	Business Models	
Ruth Ellison	2008	Integrating accessibility into design	
Ryan Seddon	2013	Flexbox: layout in CSS that doesn't suck	
	2011	Remote debugging landscape	
Samantha Thebridge	2012	Developers will design: Let's make them amazing at it	
Sara Wachter-Boettcher	2012	Getting unstuck: content strategy for the future	
Sarah Mei	2014	Unpacking Technical Decisions	
Sarah Maddox	2014	Bit rot in the documentation	
Scott Berkun	2007	The myths of innovation	
Scott Bryant	2011	Designing for change and disruption	
Scott Gledhill	2009	Beyond SEO	
	2007	Is SEO evil?	
Scott Hollier	2009	Boosting new media accessibility	
Scott Jenson	2013	Beyond mobile, beyond web	
Scott Thomas	2014	Doing Simple.Honest.Work	
Sebastian Chan	2011	Culture + citizens + digital heritage	
Sebastiano Armeli-Battana	2012	Lazy load everything!	
Shane Morris	2010	Interaction design school 101	
Shane Weddell	2012	Business Models	
Silvia Pfeiffer	2012	WebVTT and video accessibility	
	2009	Taking HTML5 <video> a step further</video>	
Simon Elvery	2013	Choose your own adventure: a quest for responsive imagery	
Simon Pascal Klein	2010	Setting standards-friendly web type	
Simon Willison	2011	Lanyrd: from side project to startup	

Speaker Name	Year	Topic	
Simon Wright	2011	Designing for change and disruption	
Stephan P Anderson	2011	Sustaining passionate users	
Stephen Cox	2007	Building ethnography into the design process	
Steve Souders	2010	Even faster web sites	
Stoyan Stefanov	2012	JavaScript Performance Patterns	
Suze Ingram	2009	Would you like service design with that?	
Tania Lang	2009	Using AJAX to enhance UX	
Tatham Oddie	2010	Practicing web standards in the large	
Thomas Vander Wal	2006	IA for the "Come to Me Web"	
	2006	IA for Web Developers	
Tim Gleeson	2012	The Monster Music Mash	
Tim Lucas	2008	Developing for iPhone	
Tim Riley	2011	Web or native? Smart choices for smartphone apps	
Tobias Revell	2014	Haunted Machines	
Tom Armitage	2014	What Things Are	
Tom Coates	2012	An animating spark: mundane computing and the web of data	
Tom Hughes-Croucher	2011	Up and running with Node.js	
Tom Loosemore	2015	Enough lipstick on pigs: Building new foundations for a 21st century state	
Troy Hunt	2013	Hack yourself first: go on the offence before the online attackers	
	2012	5 things you absolutely, positively need to know about web security	
Vitaly Friedman	2015	Real-Life Responsive Web Design Development	
Warwick Cox	2015	Getting your customers Hooked with Web Notifications	
Younghee Jung	2014	Open for open questions	

WEB DIRECTIONS2017 CALENDAR

Web Directions is making some changes.

Each of our practitioner focused events, Respond for web designers and Code for front end engineers and developers, will be taking place in both Sydney and Melbourne.

As Australia's Federal Government adopts a user centric design driven approach, we're headed to Canberra for a government focused event, Transform, featuring speakers from such transformative agencies as the US Digital Service, Code for America and our own Digital Transformation Office.

Our annual end of year conference is also getting a major overhaul, becoming a single track design and big ideas focused event called Direction.

There's a lot to look forward to, so mark these dates in your diary, and start planning now.

Transform	Canberra	Conference MARCH
Respond	Sydney	Conference MAY
Respond	Melbourne	Conference MAY
Code	Sydney	Conference JULY
Code	Melbourne	Conference JULY
Direction	Sydney	Conference NOVEMBER

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"Out of any conference, Web Directions is far and away our favourite in terms of results and enjoyment"

Dave Greiner, Campaign Monitor Co-founder

