UWAA 125th Anniversary Page

UW Web Council
Thursday, March 20
Benjamin Erickson, ACR Web Developer
• Content Strategy
  
  • *Celebrating 125 Year of Alumni Community*
  
  • Initial Strategy: Timeline of milestones in UWAA History, focus on people as opposed to the organization.
  
  • Ongoing Strategy: What is the next Alumni story? User-generated content.

• Design Considerations:

  • Scrolling through time is a natural way to watch the story unfold.
  
  • Long form content available, but not displayed by default.
  
  • A good read, emphasize our excellent copywriting skills.
  
  • Rich image resources from UW Historian, Libraries Special Collections --- though lots of work to track down.
  
  • Responsive Design: Focus on Tablets and Wide-Web.
Let’s kick some tires...

uwalum.com/125
Technical Overview

• First commit on Feb. 3, in production Feb. 28th.

• Development Environment: Windows 7, depts.washington.edu
  • Code Editor: Sublime Text 2
  • Local Server Emulation: node.js, WAMP for php
  • Source Code Management- Git
    • Atlassian Bitbucket offers unlimited private repos to .edu email addresses.
  • Devdocs.io
  • Chrome Developer Tools
  • Workflow Augmentation: Grunt
Technical Overview

• **Bootstrap 3**
  - Modals, Tooltip/Popovers, Mobile Navigation
  - Bootstrap Lightbox library extended Bootstrap’s built in modals.

• **jQuery (Azure CDN with local fallback)**
  - Augmentation of UW Web Team’s drop-down navbar.
  - Ajax Form Components

• **Respond.js, html5shiv.js**

• **Homespun php for form data handling.**

• **LESS**
If we did it all again...

(please not now)

• Use Bootstrap/LESS semantically (mixins), get it out of the markup.

• Never accept new content at 5:05 PM on Launch Day...

• Have a workflow for blending non-version controlled team members with the developer.
  • Better Git branch and remote management

• Done is better than perfect.
  • ...don’t tweak over the weekend.
  • ...PageSpeed is important, but not everything.

• There is no substitute for real user feedback... There is nothing like production...
Credit where credit is due...

- Content Strategy and Management: Kerry MacDonald and Bryan Daisley
- Copywriting: Greg Flanders
- Design: Jane Higgins
- Research: Antoinette Wills (UW Historian, book coming out soon)
- Development: Stack Overflow, Caffeine, Yelling-at-the-monitor, Kenny Loggins
  - With some assistance from Ben Erickson- bperick@uw.edu
In Closing...

• Current and past Web Team members