



# Progressive Development

The Revolution of Evolution

CONVERGENCE  
OF  
USABILITY  
TECHNOLOGY  
AND  
CREATIVITY



# Who am I & Why Might You Care?

## Passionate & Practical...

- About the Web
- About Providing Value
- About Teams
- About Doing Things Right (Process)
- About the Business of Web Development

# Business of Web Development

- ! E-commerce specialist
- ! ROI analyst
- ! User experience designer
- ! Technologist
- ! Salesperson

# Progressive Development



# Key to Progressive Development

Progressive Enhancement

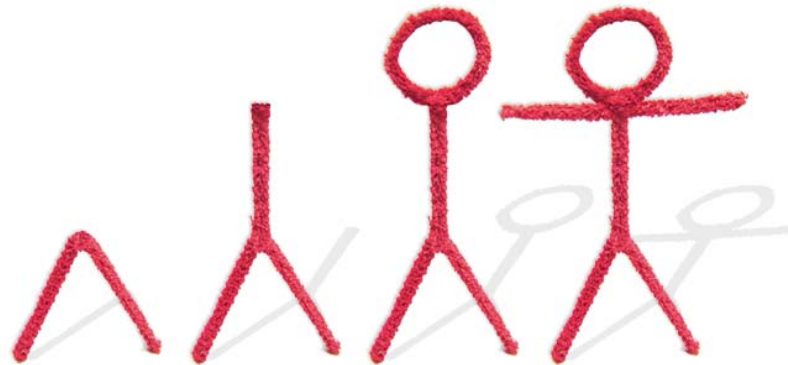
Enabling

Evolution



# Progressive Enhancement?!

Yes! There IS a lot of progress going on :)



# Progressive Enhancement is a Markup Strategy that Emphasizes

- Standards compliance
- Separation of content & presentation
- Sparse, semantic markup
- Accessibility to basic content & functionality, regardless of device
- Layering (progressively) functionality & respecting end user browser preferences

# Sites Built Using Progressive Enhancement are...

- Optimized for search engines (SEO)
- Accessible
- Easier to redesign...lower total cost of ownership (TCO)
- Don't require a database for essentially static content, but...
  - Can use a database; and
  - Easy to transition to data-driven applications (ex., XML)

# Progressive Enhancement Adoption

**2002** – hesketh.com creates Progressive Enhancement

**2003** – Steve Champeon of hesketh.com unleashes  
Progressive Enhancement at SxSW & in Webmonkey

**2003** – CSS Zen Garden shows the design possibilities

**2005** – Progressive Enhancement is tied to SEO

**2005** – AOL’s Steve Chipman declares Progressive  
Enhancement more accessible

**2006** – Yahoo! says Progressive Enhancement is “healthier  
and more forward-looking”

**2006** – Progressive Development layers on user experience

# Progressive Enhancement is a Winner



Nice, but what about Progressive  
Development?!

**Progressive Enhancement**

**Enables**

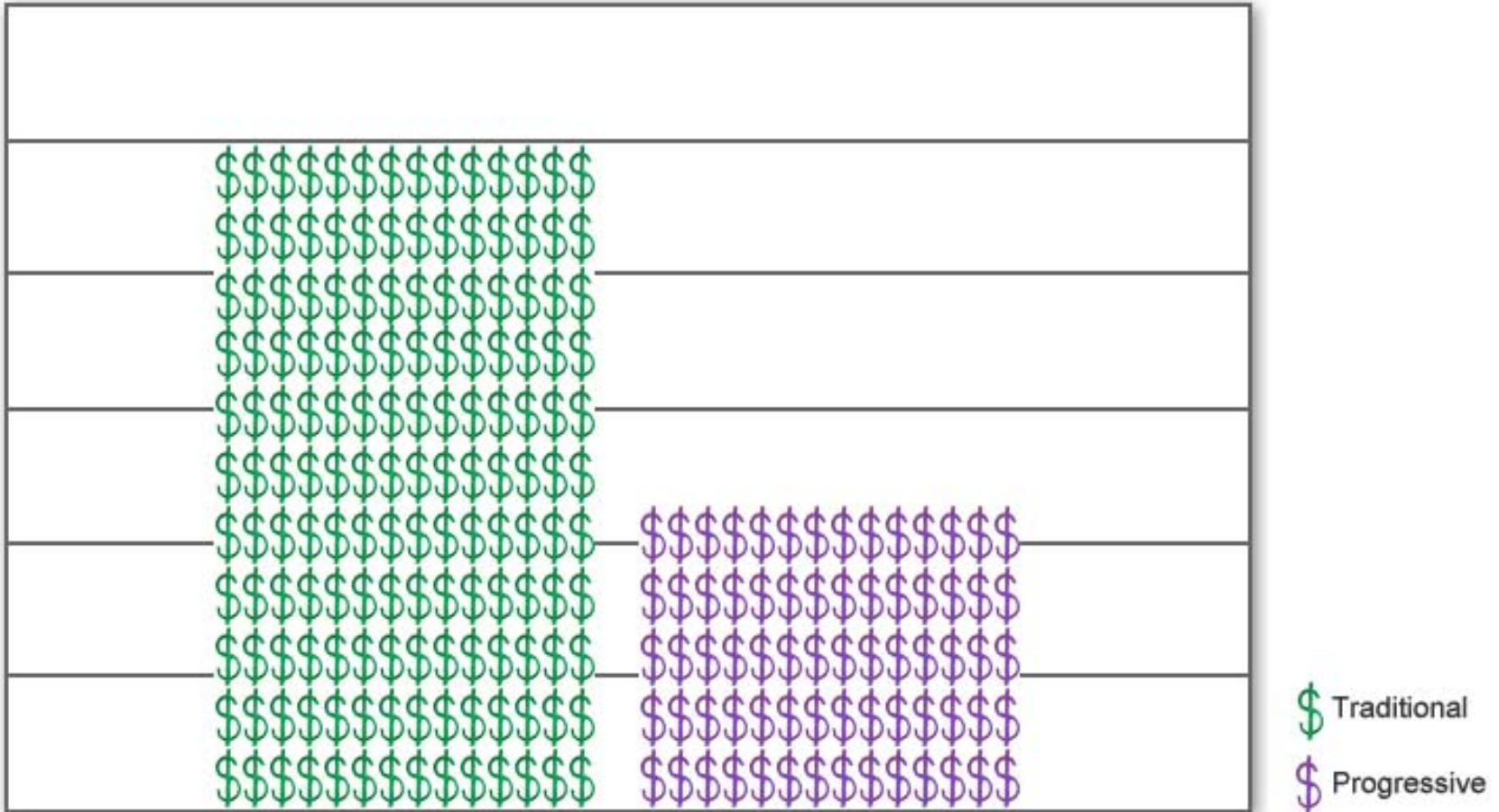
Evolution Through

**Low Cost Iteration**

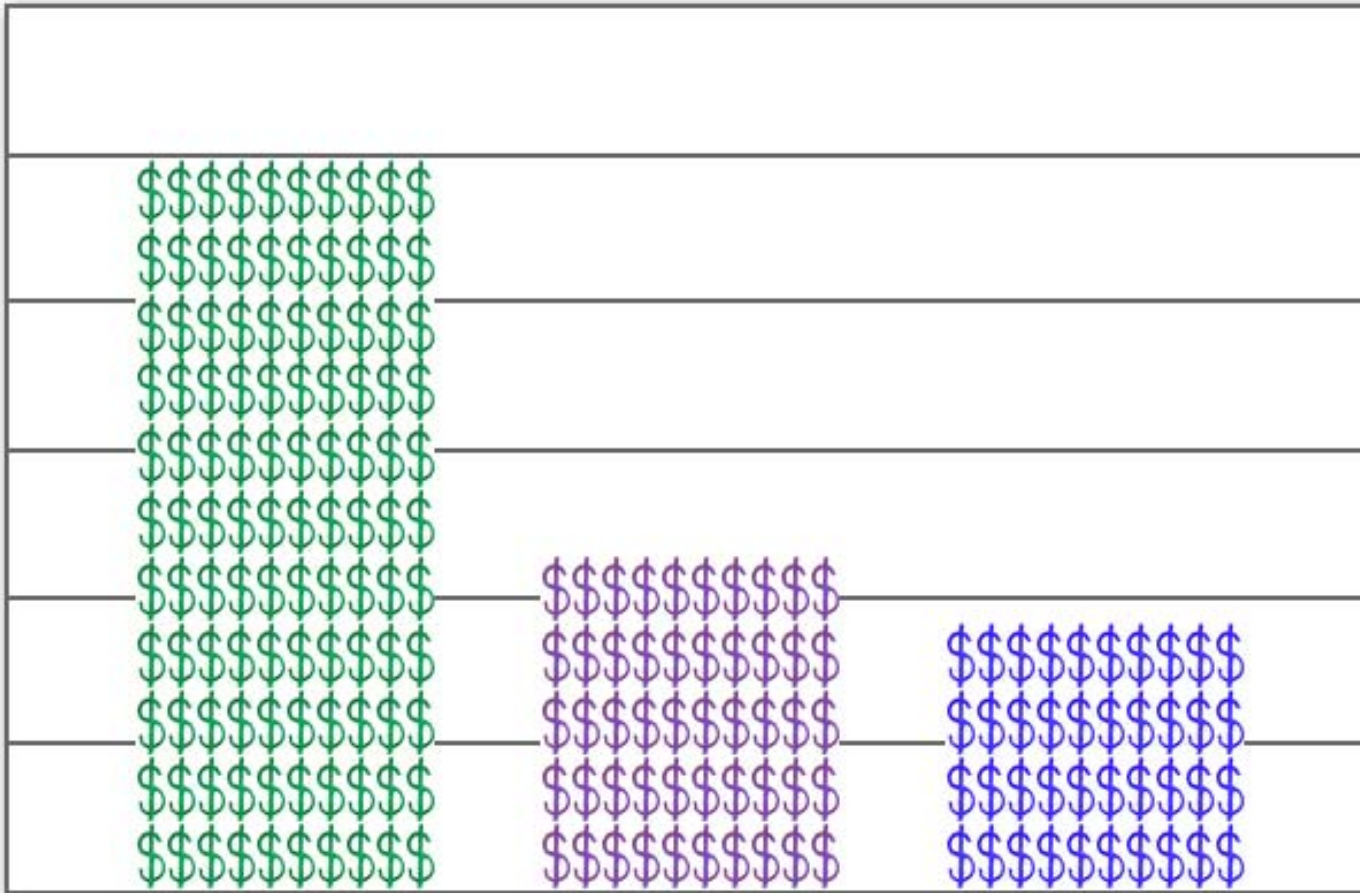
# And Progressive Development



# A Case Study

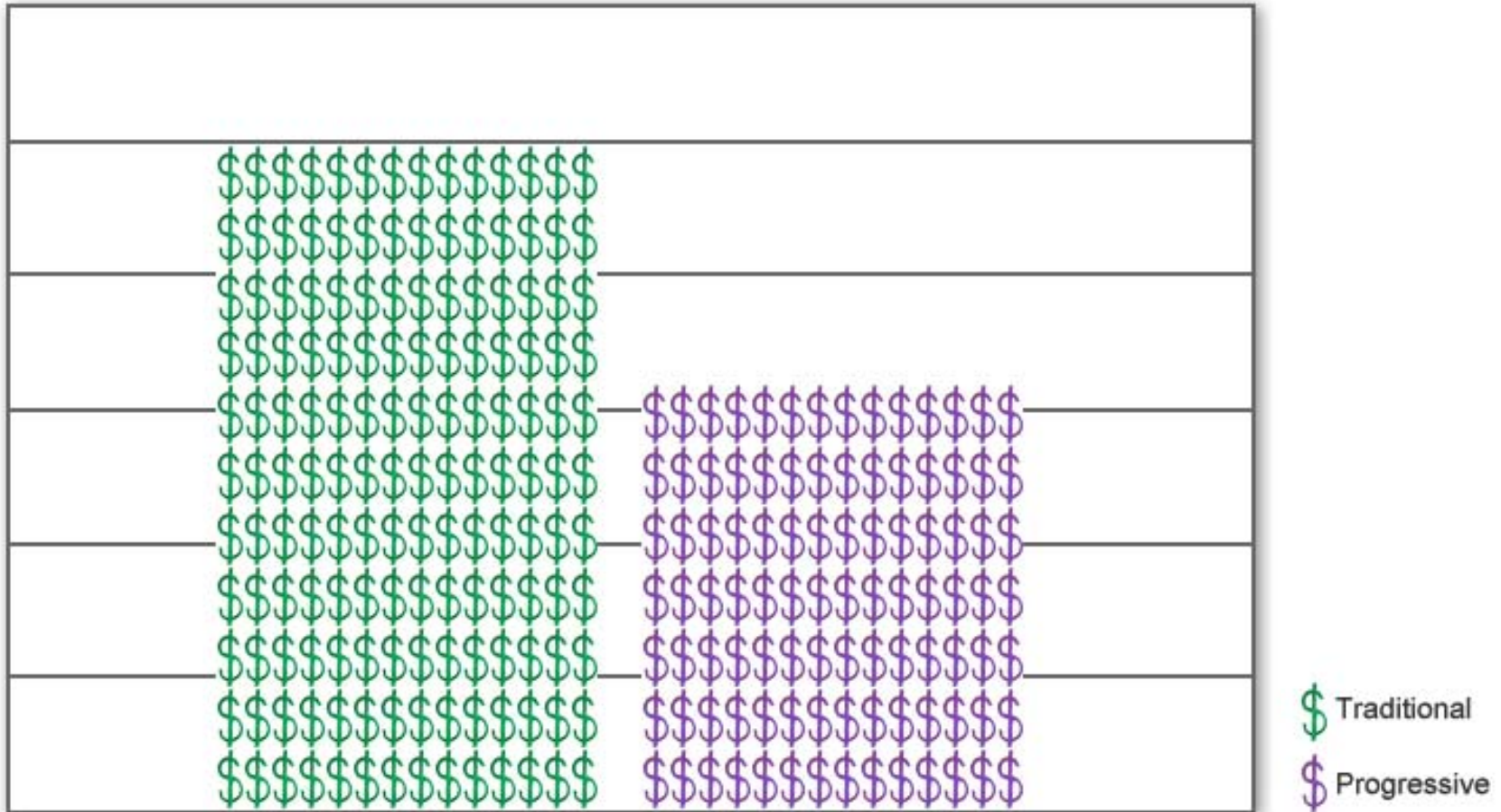


# Apples to Apples

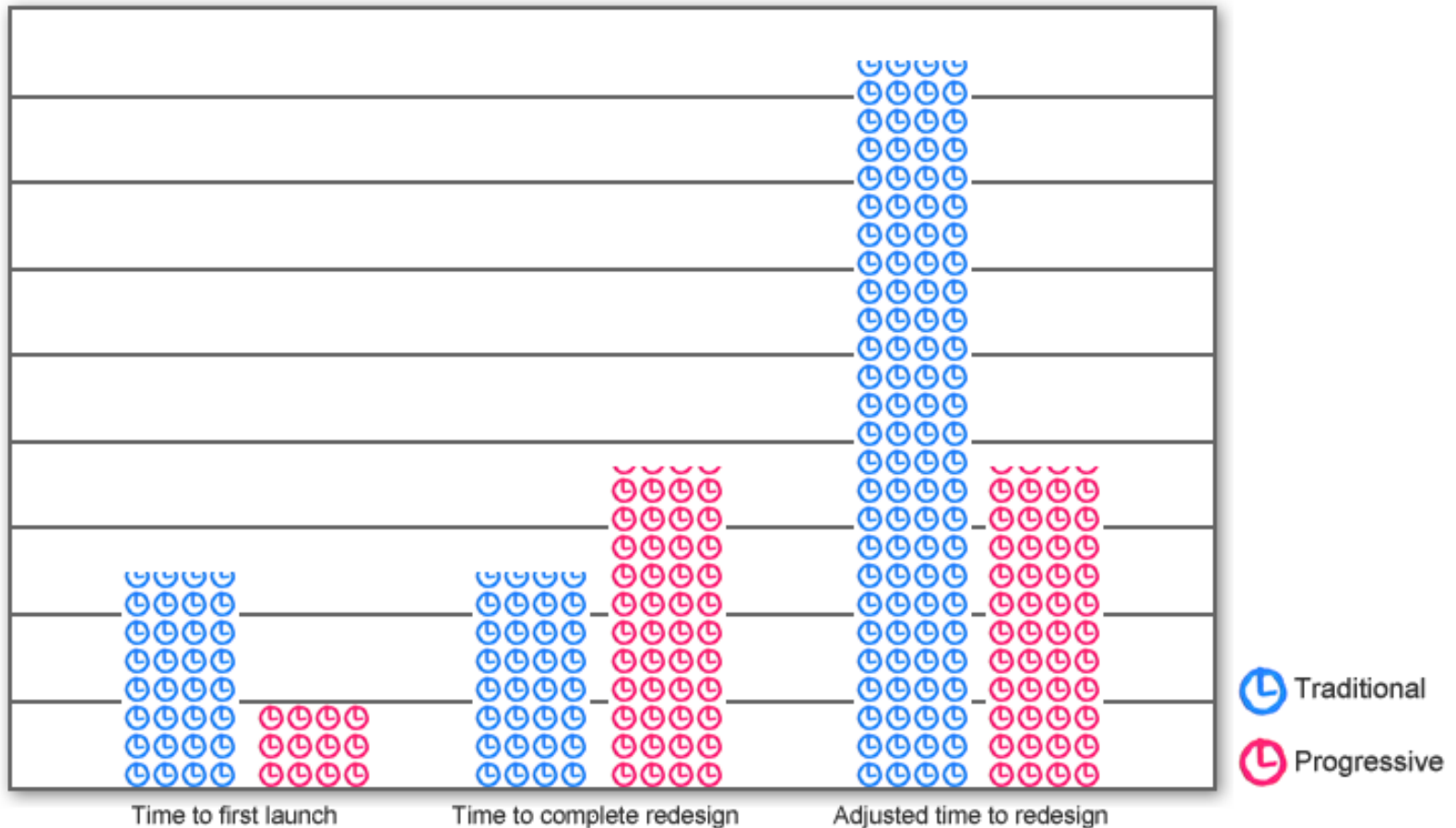


- \$ Traditional
- \$ Progressive
- \$ Progressive Adjusted

# Savings Just in Production



# How Long Before We're Done?



# Progressive Development is Intrinsically Web

- Change can, and should, happen.
- Gradual change is better for users & business.
- Small changes, more often are cheaper & easier to manage.
- Standards are a Good Thing<sup>™</sup>.
- Don't postpone JOY.

# Who Progressive Development Works For

- Teams big and small.
- Especially good for
  - Small teams (1-5 people)
  - Medium-sized businesses that rely on the Web for competitive advantage.
- Focus & Commit.

# Progressive Development...

## ...The Power of a Label

- Common sense, isn't common.
- Labels make it easier to talk about concepts.
- Watch your client, manager, bosses eyes light up.
- Have fun! And do good work!!

# References

- *Cascading Style Sheets: Separating Content From Presentation (2nd ed.)*. San Francisco: Apress ISBN 159059231X
- Progressive Enhancement
  - <http://webmonkey.com/webmonkey/03/21/index3a.html>
  - <http://developer.yahoo.com/yui/articles/gbs/gbs.html>
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  - [http://en.wikipedia.org/wiki/Progressive\\_Enhancement](http://en.wikipedia.org/wiki/Progressive_Enhancement)
- *The Quiet Death of the Major Re-Launch* by Jared M. Spool ([http://www.uie.com/articles/death\\_of\\_relaunch/](http://www.uie.com/articles/death_of_relaunch/))
- Getting Real (<https://gettingreal.37signals.com/>)

Thank you for your time.  
Questions?

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