

Technically Included

(The best kind of included)

Presented by Tom Raviv



A bit about me

- 10+ Years at Wix.com
 - Started off as a **web developer**
 - Founded the Wix **R&D Academy**
 - **Lead Stylable.io** (OSS)
 - Head **DevRel for Codux**

Stylable



You Gotta Love
Frontend

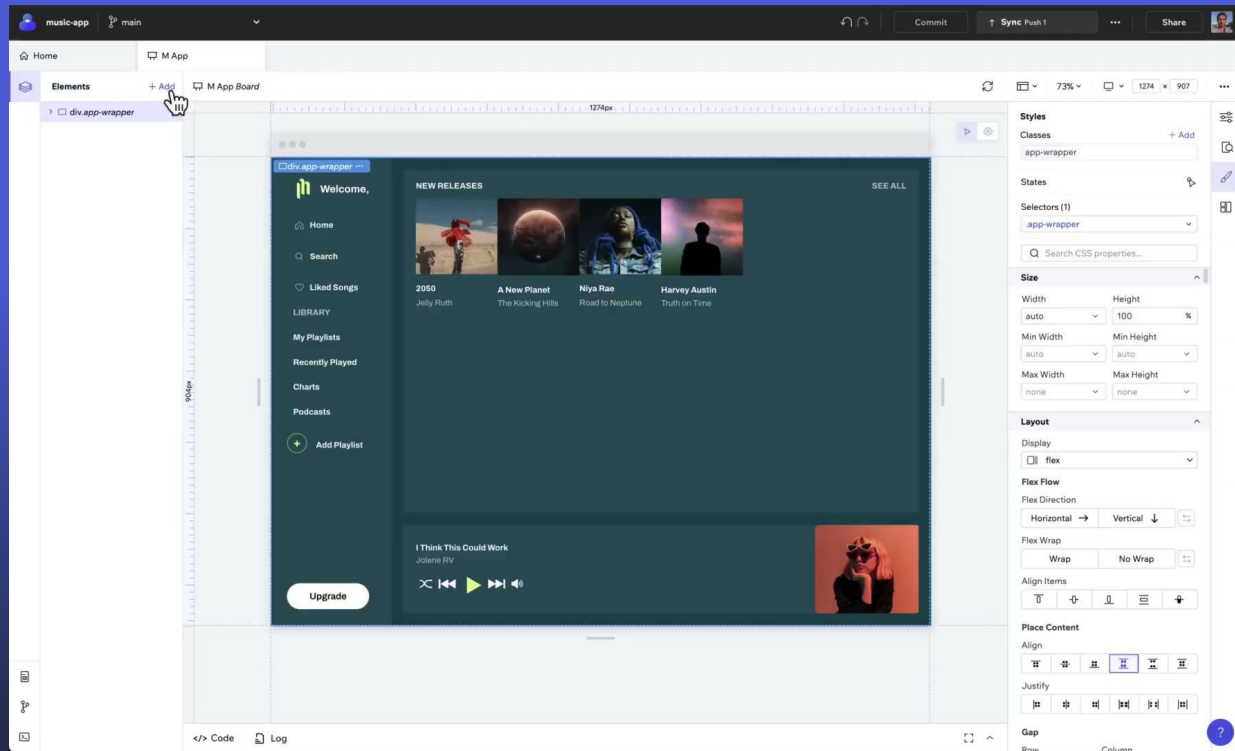


Codux





 @RavivTom



I ❤️ building things
and I ❤️ the web

Cross-functional
teams are awesome



But there are challenges...

- Constant **need to sync**
- Endless back-and-forth of **implementation, review, and fixes**



Time runs out,
compromises ensue...

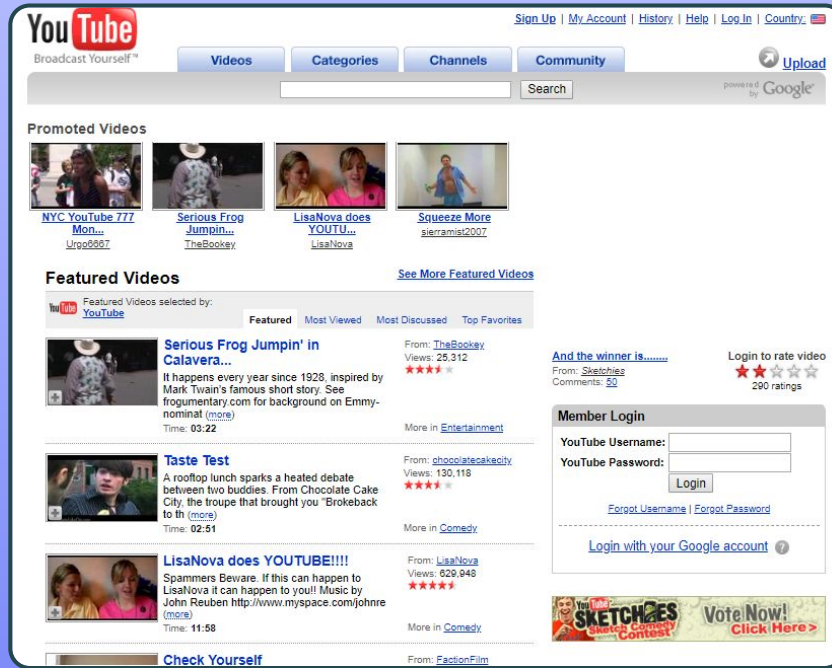
**The design
in Figma**



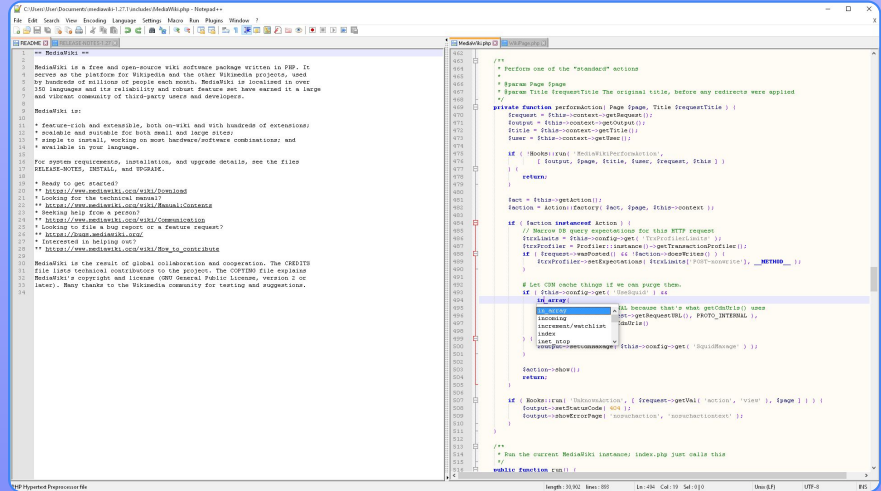
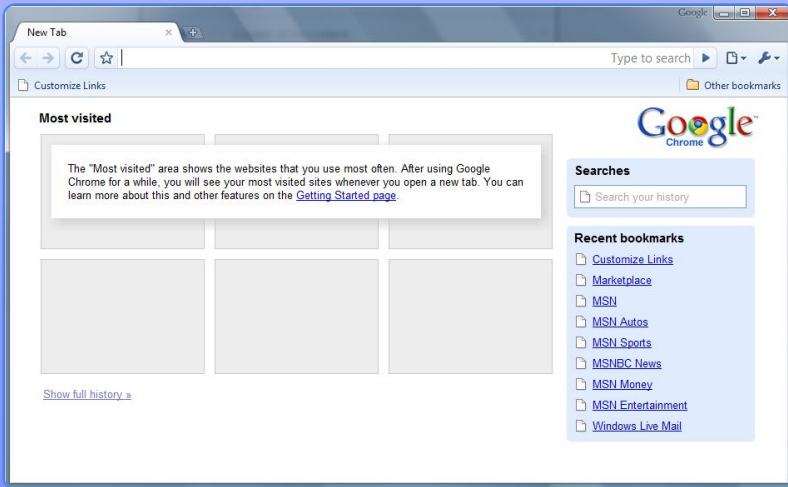
**The design in
production**



Going back to 2007...



Entering the domain was easier - a browser and a notepad went a long way



Our focus was different

- Browser compatibility
- Missing APIs & capabilities



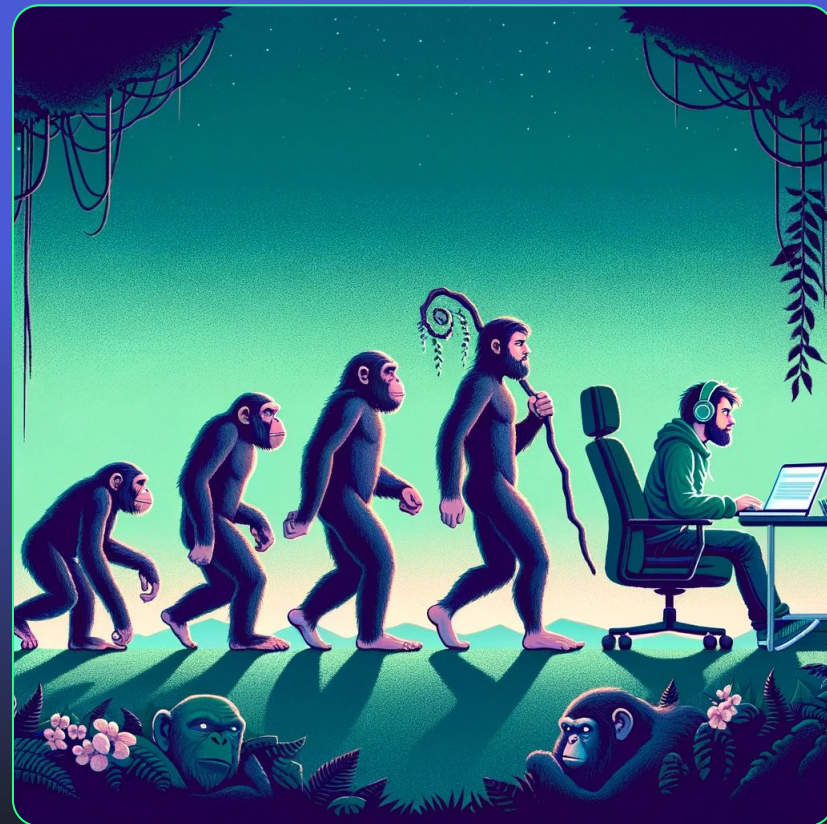
Designers were figuring out the gaps between their **legacy tools** and **the web**



We shared a language and we were all playing in the same playground



Things continued
to evolve...



- Browsers became standardized
- Package management entered our world
- Modern frameworks took off
- Working Groups and Tech Committees changed approaches

Interop 2024 Dashboard

STABLE EXPERIMENTAL

74

INTEROP

5

INVESTIGATIONS

90



Chrome
Canary

89



Edge
Dev

86



Firefox
Nightly

88

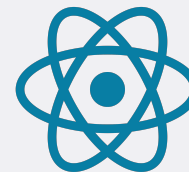


Safari
Technology
Preview

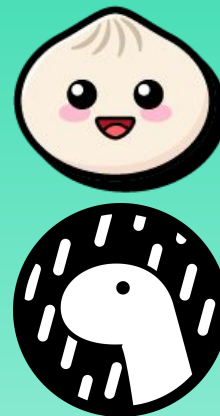
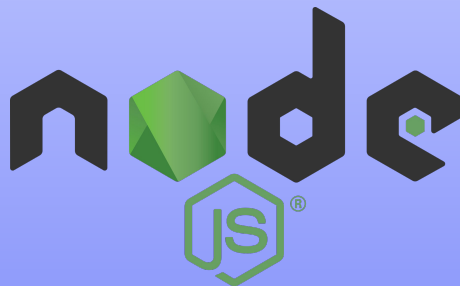
Interop 2024 is a cross-browser effort to improve the interoperability of the web — to reach a state where each technology works exactly the same in every browser.

Active Focus Areas

					INTEROP
Accessibility	96.4%	95.4%	96.8%	92.9%	90.7%
CSS Nesting	100%	100%	100%	76.3%	76.3%
Custom Properties	93.7%	93.7%	93.0%	93.2%	92.9%
Declarative Shadow DOM	100%	99.9%	100%	100%	99.9%
font-size-adjust	91.1%	99.7%	100%	96.0%	87.1%
HTTPS URLs for WebSocket	92.8%	92.8%	100%	100%	92.8%
IndexedDB	99.1%	99.1%	99.7%	96.1%	95.9%
Layout	99.8%	99.7%	94.0%	92.6%	88.8%
Pointer and Mouse Events	90.4%	90.4%	77.7%	48.5%	42.6%
Popover	100%	100%	100%	98.1%	98.1%
Relative Color Syntax	19.7%	19.7%	19.8%	94.7%	14.6%
requestVideoFrameCallback	100%	75.0%	8.3%	64.5%	8.3%
Scrollbar Styling	100%	100%	100%	48.2%	48.2%
@starting-style & transition-behavior	96.2%	98.3%	95.8%	100%	92.0%
Text Directionality	100%	100%	86.8%	94.3%	85.9%
text-wrap: balance	64.9%	64.9%	100%	100%	64.9%
URL	86.8%	85.8%	89.8%	99.7%	85.7%
TOTAL	90.0%	89.0%	85.9%	87.9%	74.3%



Our **language** and **runtimes** drastically **changed**



...and so did our responsibilities

Tests



Server-side

NEXT.js

Responsive design

iOS
Android 

Accessibility

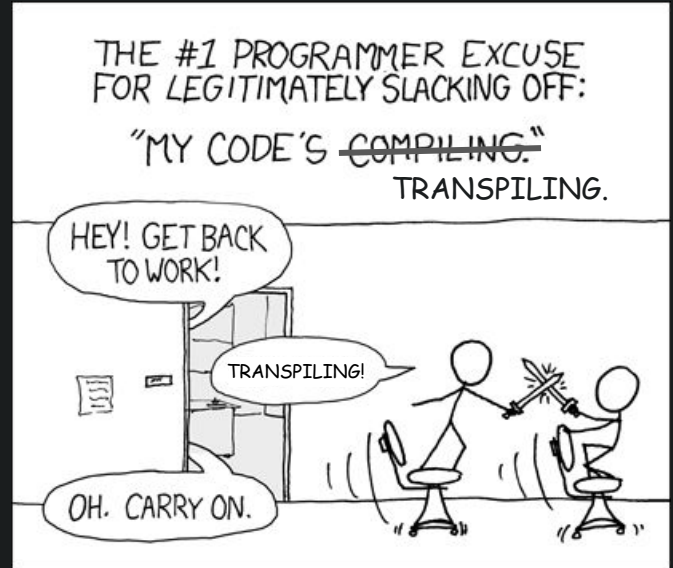


W3C[®] Web Accessibility Initiative WAI

Internationalization



SEO



Meanwhile for our designer friends...

UX and web design were shaping up

Web design
trends

Usability
testing

Responsive
design

Accessible
design

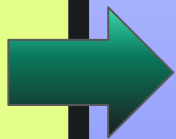
Asset
management

Theming and
user-generated
content

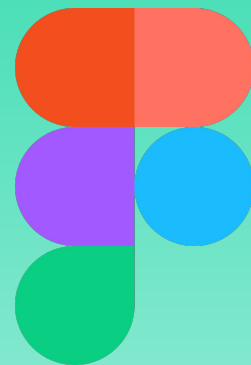
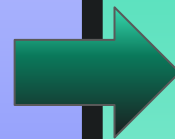
Design tools evolved



Photoshop



Sketch



Figma

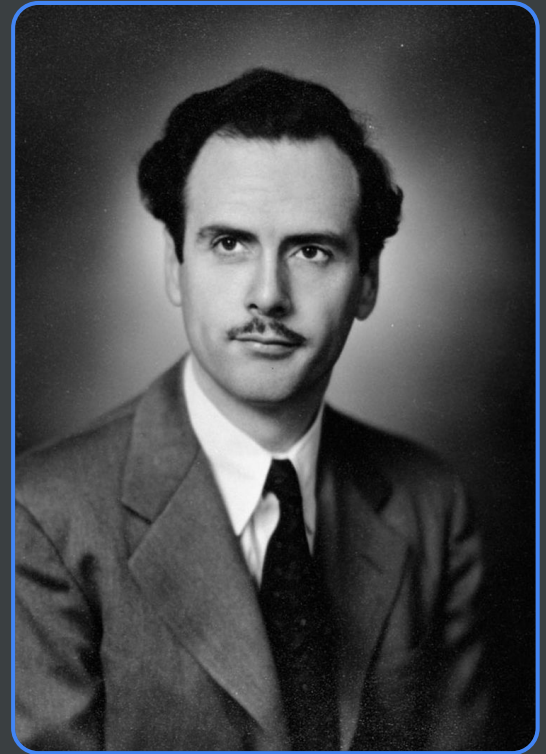
As each role **professionalized**,
they drifted apart, and the
gap grew wider



So, how can we bring
back the love? ❤️❤️❤️



"The medium is the message."



Marshall McLuhan

Code is truth;



Code is truth;
you're its keepers!



Code is truth;
you're its keepers!



Code is truth;
you're its keepers!



Welcome them back into our world

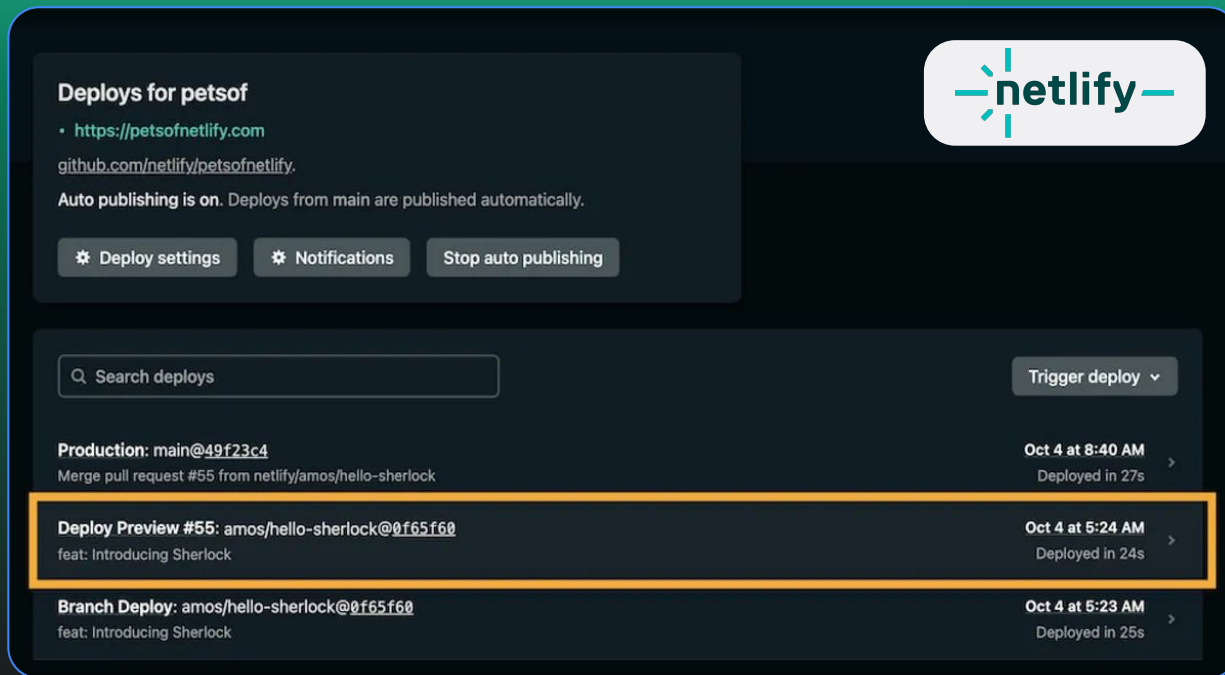
Tools &
process

Building a
common
language

Embracing
change &
building
trust

Tools & process

- Short feedback loops, less waterfall



The screenshot shows the Netlify dashboard for the 'petsof' project. At the top right is the Netlify logo. Below it, the dashboard title is 'Deploys for petsof'. There are three links: 'https://petsofnetlify.com', 'github.com/netlify/petsofnetlify', and a note that 'Auto publishing is on'. Below these are three buttons: 'Deploy settings', 'Notifications', and 'Stop auto publishing'. A search bar for deploys is present, along with a 'Trigger deploy' button. The deployment list shows three entries: 'Production: main@49f23c4' (Oct 4 at 8:40 AM, Deployed in 27s), 'Deploy Preview #55: amos/hello-sherlock@0f65f60' (Oct 4 at 5:24 AM, Deployed in 24s), and 'Branch Deploy: amos/hello-sherlock@0f65f60' (Oct 4 at 5:23 AM, Deployed in 25s). The 'Deploy Preview #55' entry is highlighted with a yellow border.

Deploys for petsof

- <https://petsofnetlify.com>
- github.com/netlify/petsofnetlify

Auto publishing is on. Deploys from main are published automatically.

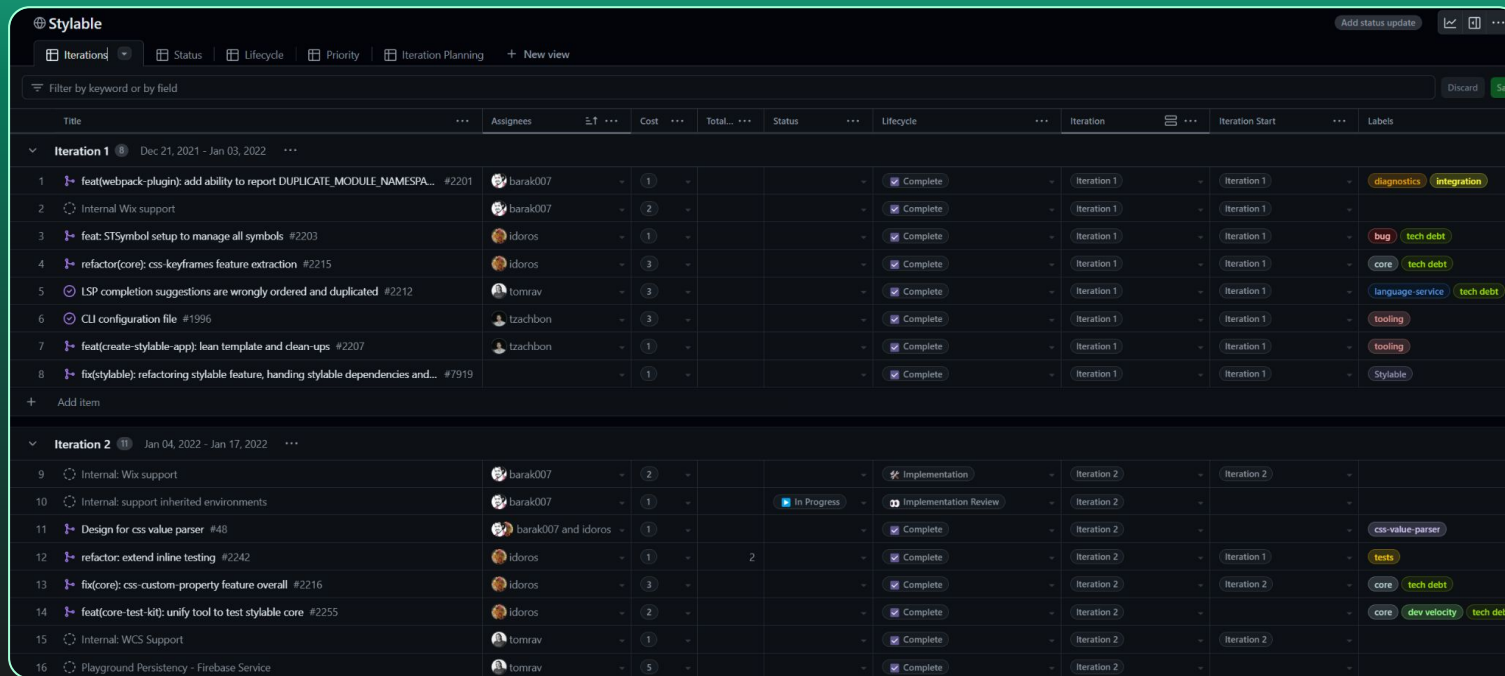
[⚙️ Deploy settings](#) [🔔 Notifications](#) [🛑 Stop auto publishing](#)

🔍 Search deploys [Trigger deploy](#)

Production: main@49f23c4 Merge pull request #55 from netlify/amos/hello-sherlock	Oct 4 at 8:40 AM Deployed in 27s
Deploy Preview #55: amos/hello-sherlock@0f65f60 feat: Introducing Sherlock	Oct 4 at 5:24 AM Deployed in 24s
Branch Deploy: amos/hello-sherlock@0f65f60 feat: Introducing Sherlock	Oct 4 at 5:23 AM Deployed in 25s

Tools & process

- Code / task management matters too!

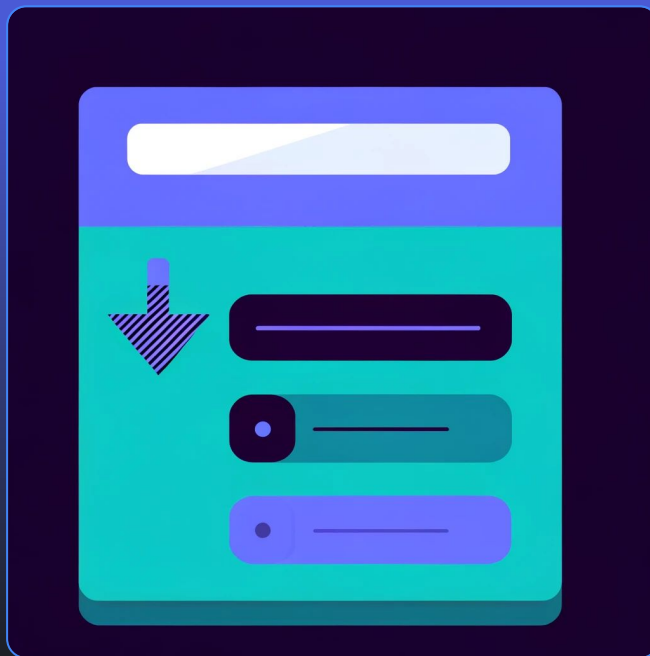


The screenshot shows a Jira board for the project 'Styable'. The board is organized into two iterations: 'Iteration 1' (Dec 21, 2021 - Jan 03, 2022) and 'Iteration 2' (Jan 04, 2022 - Jan 17, 2022). Each task is represented by a card with a title, assignee, cost, status, and lifecycle. The tasks are numbered 1 through 16. The board includes a filter bar at the top and a 'Filter by keyword or by field' dropdown. The tasks are grouped by iteration, and each task card shows its progress, assignee, and associated labels.

Title	Assignees	Cost	Total...	Status	Lifecycle	Iteration	Iteration Start	Labels
Iteration 1 Dec 21, 2021 - Jan 03, 2022								
1 feat(webpack-plugin): add ability to report DUPLICATE_MODULE_NAMESPA...	barak007	1		Complete	Iteration 1	Iteration 1		diagnostics integration
2 Internal Wix support	barak007	2		Complete	Iteration 1	Iteration 1		
3 feat: STSymbol setup to manage all symbols #2203	idoros	1		Complete	Iteration 1	Iteration 1		bug tech debt
4 refactor(core): css-keyframes feature extraction #2215	idoros	3		Complete	Iteration 1	Iteration 1		core tech debt
5 LSP completion suggestions are wrongly ordered and duplicated #2212	tomrav	3		Complete	Iteration 1	Iteration 1		language-service tech debt
6 CLI configuration file #1996	tzachbon	3		Complete	Iteration 1	Iteration 1		tooling
7 feat(create-styable-app): lean template and clean-ups #2207	tzachbon	1		Complete	Iteration 1	Iteration 1		tooling
8 fix(styable): refactoring styable feature, handing styable dependencies and...		1		Complete	Iteration 1	Iteration 1		Styable
Iteration 2 Jan 04, 2022 - Jan 17, 2022								
9 Internal: Wix support	barak007	2		Implementation	Iteration 2	Iteration 2		
10 Internal: support inherited environments	barak007	1		In Progress	Implementation Review	Iteration 2		
11 Design for css value parser #48	barak007 and idoros	1		Complete	Iteration 2			css-value-parser
12 refactor: extend inline testing #2242	idoros	1	2	Complete	Iteration 2	Iteration 1		tests
13 fix(core): css-custom-property feature overall #2216	idoros	3		Complete	Iteration 2	Iteration 2		core tech debt
14 feat(core-test-kit): unify tool to test styable core #2255	idoros	2		Complete	Iteration 2			core dev velocity tech debt
15 Internal: WCS Support	tomrav	1		Complete	Iteration 2	Iteration 2		
16 Playground Persistency - Firebase Service	tomrav	5		Complete	Iteration 2			

Building a common language

- Misaligned **internal names**



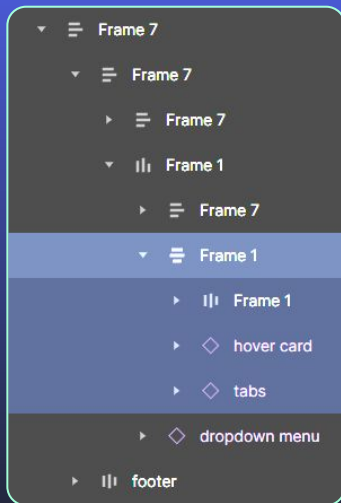
Dropdown?

Select?

Combobox?

Building a common language

- Beware of naming pitfalls in your tools



??

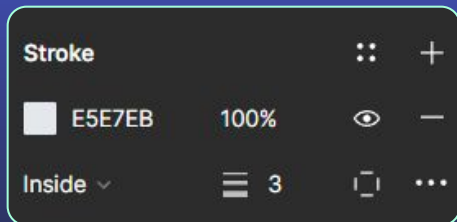
```

<div id="root"> == $0
  <ul id="nav-access" class="a11y-nav"> </ul>
  <div class="page-wrapper category-css document-page">
    <div class="top-banner fallback"> </div>
    <div class="sticky-header-container"> </div>
    <div class="main-wrapper"> grid
      <div class="sidebar-container"> </div>
      <main id="content" class="main-content"> flex
        <article class="main-page-content" lang="en-US">
          <header> </header>
          <div class="section-content"> </div>
          <section aria-labelledby="try_it">
            <h2 id="try_it"> </h2>
            <div class="section-content">
              <p> </p>
              <p> </p>
              <div class="notecard note" id="sect1"> </div>
            </div>
          </section>
        </main>
      </div>
    </div>
  </div>

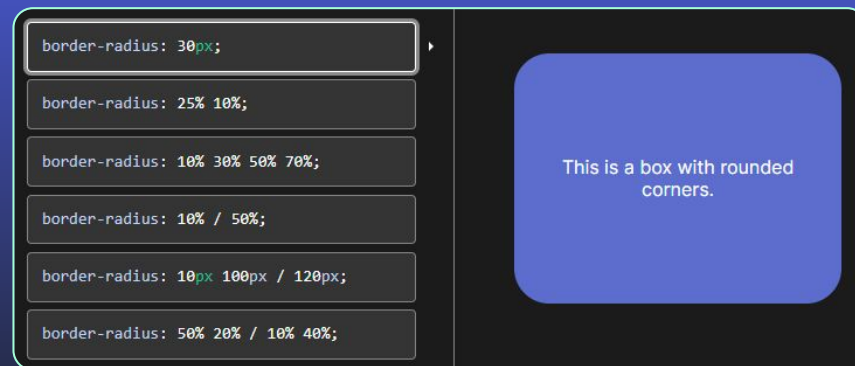
```

Building a common language

- Beware of **naming pitfalls** in your tools



??



Building a common language

- Adopt an **alphabet**



Building a common language

- Go further and **adopt a vocabulary**



tailwindcss

Building a common language

- Go bigger! Whole **sentences** now



React Spectrum



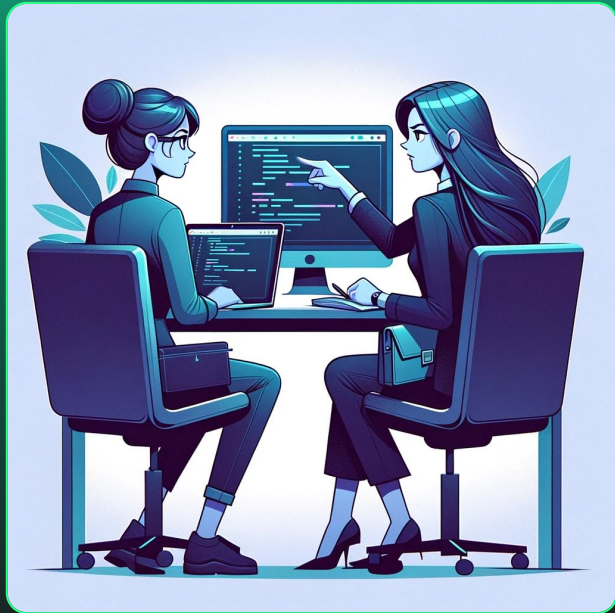
chakra



Fluent 2

Embracing change & building trust

- Learning is a worthwhile investment



Designers are not coming **for your code**,
they're **coming to it**.

Include them, technically!

- **Invest** in your designer's technical skills
- Enable **easy access** for all team members
- Work together to establish a **shared language** in your tools & processes
- Adopt tools that offer **cross-domain solutions**



 @RavivTom