

11 principles  
**ON HOW YOU CAN  
MAKE THE WEB  
A BETTER PLACE**

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# THE *uglier* THE BABY, THE BETTER

An ugly baby has all the right parts: 10 fingers, 10 toes, 2 eyes, 2 legs, ... It still needs to mature and is not perfectly proportioned yet, but you have an idea of what it will grow into.

That is exactly how you should look at the first work you share. Don't get lost in cosmetic details, but look at the key features and evaluate them from a user's point of view. Getting good and solid feedback on a first version will allow you to make the necessary improvements or pivots early on in your project, without impacting it too heavily.

The goal is to validate our assumptions, to experiment, to test with users what it is they really need, use and love. We don't need masterpieces to do that. Quite the opposite. The rougher, the better. It will help us find out more quickly where we are wrong and where we are right, and to focus our resources on the essential questions.



Ask yourself a simple question:

**WHAT IS 80% OF  
THE USERS DOING 80%  
OF THE TIME?**

**THAT SHOULD BE  
YOUR *focus.***

# HOW CAN YOU CALCULATE THE *return* OF WHAT YOU'RE DOING?

For every feature you develop, think about the costs and return over time before you start.

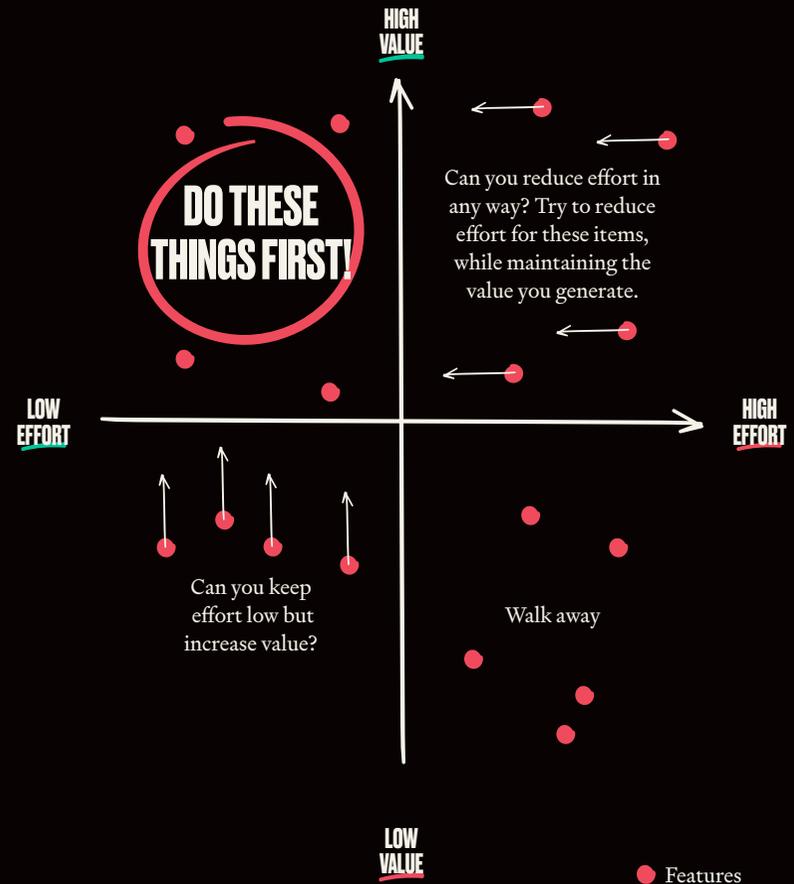
How many hours put in by how many people does it take to develop the feature?

What is the return of implementing this feature?

For example, a feature may save a content editor 5 minutes per week, meaning he would save 250 minutes per year. That is 4 hours and 10 minutes.

But developing the feature might take 80 hours.

That means it would take almost 20 years to earn back the development of this feature.



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# MAKE THE WEB *for* *everyone*

The spirit and core ethos of the Web is that it should be accessible for everyone. Easy to find, easy to navigate, easy to read, easy to use, easy to understand. It should feel intuitive and effortless.

Making the Web for everyone means we should design it for everyone and test it with everyone. Not just people like us, but all kinds of people, with varying abilities, varying sensibilities, varying motivations.

A common misconception however is that accessibility issues only apply to people with certain disabilities or those who are less tech-literate. Making something that is effortlessly easy to use will benefit everyone, including people with perfect eyesight, perfect hearing, perfect motor skills and perfect tech literacy.

**WRITE CLEAN CODE BECAUSE OTHER  
PEOPLE MIGHT BE UPDATING  
IT LONG AFTER YOU HAVE  
COMPLETED THE PROJECT.**

# DON'T JUST ASSUME YOU'VE CREATED SOMETHING PEOPLE ACTUALLY USE, NEED AND LOVE.

- ✓ Go out and test and observe in the real world. With real users. In real situations.
- ✓ Not once, but many times.

# TRY THESE *signals* ON YOUR NEXT CALL

Defaulting to asynchronous does not mean you don't need synchronous meetings anymore. To make synchronous video calls as efficient as possible, try these meeting gestures.

