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Nanoformats

by Rozario Chivers

“Design patterns for HTML”



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Nanoformats

“Designed for organisations first
and machines second”



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Nanoformats

Q: “What are they?”

A: “They're like Microformats,
but for 'internal' use”



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Nanoformats

Q: “eh?!”





Microformats?

Q: “What's a Microformat?”

A: “Designed for humans first and machines second, microformats are a set of simple, open data formats built upon existing and widely adopted standards. Microformats intend to solve simpler problems first by adapting to current behavior and usage patterns (e.g. XHTML, blogging).”



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?

Q: “eh?!”





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Microformats?

Q: “What's a Microformat?”

A: “a clever way of making POSH (Plain Old Semantic HTML) self describing and understood by other systems (machines).”

For example addresses, calendars, events, reviews, etc.”





Microformats

```
<!-- begin class="contact" -->
<div class="contact vcard">
  <dl>
    <dt><span>Contact information:</span> <span class="fn">Rozario
Chivers</span></dt>
    <dd class="org">Salmon Limited</dd>
    <dd class="adr">2nd Floor, 64 Clarendon Road, Watford, Herts, WD17
1DA</dd>
    <!-- geo microformat - http://microformats.org/wiki/geo -->
    <dd class="geo"><span class="latitude">51.66206</span>, <span
class="longitude">-0.39657</span></dd>
    <dd class="tel primary"><span class="value">01923 320011</span></dd>
    <dd class="email"><span>rchivers@salmon.com</span></dd>
    <dd class="action">
      <a href="" class="primary"><span>Contact Customer
Services</span></a>
    </dd>
  </dl>
</div>
<!-- end class="contact" -->
```



Nanoformats

Q: “Why do we need them?”

A: “They can be used to improve the development process, code quality, testing and extensibility, via a component based methodology ...
Design patterns for HTML.”





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Component based Methodology

Can provide the following:

- A place to start
- The benefit of a development communities prior experiences
- A common language and shared vision
- A framework for development activities
- A way to define and monitor improvement





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Example

17,200 holiday rentals world-wide

property no:

 **holiday-rentals.co.uk**
A HomeAway Company

[send to a friend](#) [my shortlist](#) [Advertiser login](#)

[Home](#) | [Property Finder](#) | [Advertisers](#) | [About Us](#) | [Help](#)

The UK's no. 1 holiday rentals website – from holiday villas to apartments

[Europe](#) | [North America](#) | [World](#)



Click on map to select a destination

Search for holiday accomodation

Country

Region

Optional

Arrival to Departure



Holiday rentals for city breaks

Many owners are happy to take bookings for as little as two nights. We recommend:

[Paris](#), [Rome](#), [London](#), [Barcelona](#), [Venice](#), [Nice](#), [Lisbon](#), [Prague](#)



Advertise your home

- 10 years experience
- 9 out of 10 owners renew each year
- 18,000 properties in 60 countries

Holiday rental ideas

- [Villas in Spain](#)
- [Beach front villas](#)
- [Budget holiday rentals](#)
- [City centre apartments](#)
- [Holiday cottages](#)
- [Family friendly rentals](#)
- [Farmhouses to rent](#)
- [Romantic getaways](#)
- [Villas with pools](#)
- [Wheelchair accessible](#)

New this week



150 new holiday rentals added this week
[View all](#)

Featured property



6 bed villa in Florence
[View all Italy](#)
[View all villas](#)

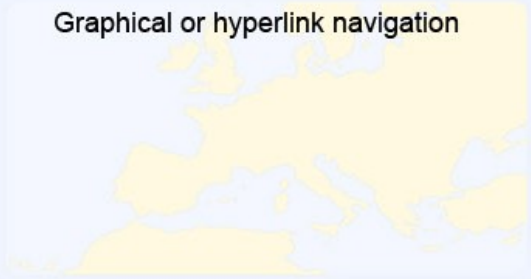

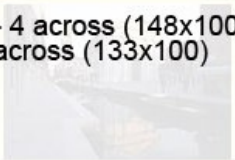

Special Offers



172 offers this week
[Spain, France, Italy](#)
[View all offers](#)



Example

Logo image and strapline a HomeAway company	Property Count	Login	Find Property no.
Utility links my shortlist			
Top level navigation Partners About Us Help			
Value proposition holiday rentals website – from holiday villas to apartments			
Browse North America World Graphical or hyperlink navigation 	Search Search for holiday accommodation Location and availability searches Country: <input type="text" value="select a country"/> Region: <input type="text" value="select a region"/> <input type="button" value="Search"/> Optional: Dates: <input type="text" value="DD/MM/YYYY"/> to <input type="text" value="DD/MM/YYYY"/> Advanced search		
Promotion Slot 1 1. Spain: All holiday rentals 2. Florida: Vacation rentals 3. Caribbean Islands: Holiday homes 4. Croatia: Villas with pools 5. All holiday rentals 6. Apartments SEO region hyperlinks, Seasonal promotions, Advertiser promotions, Cross-Sell or Up-sell promotions	Promotion Slot 2 Adv for the with y SEO region hyperlinks, Seasonal promotions, Advertiser promotions, Cross-Sell or Up-sell promotions		
Category links Regions Facilities Property types Holiday types Family friendly rentals Farmhouses to rent Romantic getaways Villas with pools Wheelchair accessible	Featured properties Featured property Special Offers Property photos 3 - 4 across (148x100) Property photos 5 across (133x100)  150 new holiday rentals added this week View all  6 bed villa in Florence View all Italy View all villas  172 offers this week Spain, France, Italy View all offers		



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Nanoformats

Q: “What can happen without a development process?”





Sans Process

Starting points diverge based on developer

Varying knowledge and experience

Individuals sometimes do not share prior experiences or knowledge

Becoming irreplaceable often means not sharing knowledge

A common language and a shared vision can be misunderstood

Common approaches can be lost without communication

Code becomes messy and unstructured without a framework

Individuals code following their own preference and experience

“Improvement” is not defined or monitored

A feedback mechanism is not used to assess success or failures



Common Mistakes

Generic code

```
form {  
  
    border: 1px solid #999;  
    border-left-color: #EFEFEF;  
    margin: 50px auto 10px;  
    padding: 0;  
    position: relative;  
    width: 330px;  
    display: block;  
  
}
```

```
function spawn() {  
  
    window.open("http://www.stuff.com",  
        "Stuff", "toolbar=no, location=no,  
        width=500, height=800");  
  
}
```



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Common Mistakes





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Namespaces

To the rescue





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Namespaces

“In general, a namespace is an abstract container providing context for the items (names, or technical terms, or words) it holds and allows disambiguation of items having the same name (residing in different namespaces). ”

- <http://en.wikipedia.org/wiki/Namespaces>



Namespaces

CSS & JavaScript

```
.sitename .section .pagename form
{
    border: 1px solid #999;
    border-left-color: #EFEFEF;
    margin: 50px auto 10px;
    padding: 0;
    position: relative;
    width: 860px;
    display: block;
}
```

```
// set up namespace
var sitename;
if (!sitename) sitename = {};
// page utility methods
sitename.pagename = {};

sitename.pagename.utils = function
spawn() {

window.open("http://www.thing.com",
    "Thing", "toolbar=no, location=no,
width=500, height=800");
}
```



Namespaces

The XHTML

```
<!-- site name -->  
<body id="sitename">  
  
  <!-- pagename -->  
  <div id="container" class="homepage">  
  
    <!-- language -->  
    <div id="content" class="en-gb">  
  
      <!-- more HTML stuff -->
```



Common Mistakes

Semantically incorrect XHTML

```
<dl>
  <dd class="property">Processor Speed:</dd>
  <dd class="value">1.73GHz</dd>
  <dd class="property">Chipset</dd>
  <dd class="value">Intel Pentium Dual Core</dd>
</dl>
```





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to the rescue

```
<dl>
  <dt class="property">Processor Speed:</dt>
  <dd class="value">1.73GHz</dd>
  <dt class="property">Chipset</dt>
  <dd class="value">Intel Pentium Dual Core</dd>
</dl>
```



Nanoformats

Are discoverable

```
// add product attributes
$(document).ready(
  function() {
    sitename.product = {
      description : $(".product dt.description a").text(),
      image : $(".product dd.image a img").get()[0],
      note : $(".product dd.note span").text(),
      price : $(".product dd.price").text()
    };

    //Product Object example
    //Firebug console
    console.log(sitename.product.description);
    console.log(sitename.product.image.src);
    console.log(sitename.product.note);
    console.log(sitename.product.price);
  });
```



Nanoformats

Are Testable (automated scripts etc.)

```
// add product attributes
$(document).ready(
  function() {
    sitename.product = {
      description : $(".product dt.description a").text(),
      image : $(".product dd.image a img").get()[0],
      note : $(".product dd.note span").text(),
      price : $(".product dd.price").text()
    };

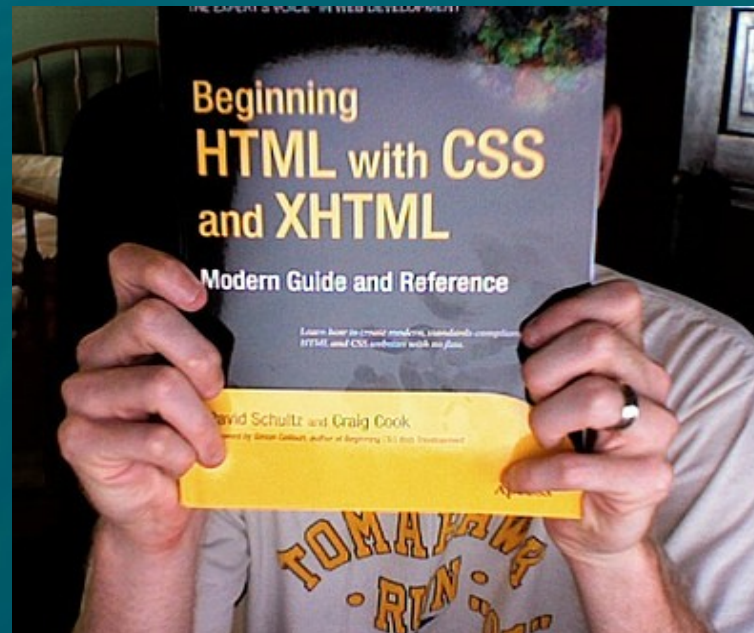
    //Product Object example
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    console.log(sitename.product.description);
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    console.log(sitename.product.price);
  });
```



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Are essentially Design Patterns for (X)HTML





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Web Development does not have to be...





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A Design Pattern is
a solution to
a problem
in a context



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Thanks!