

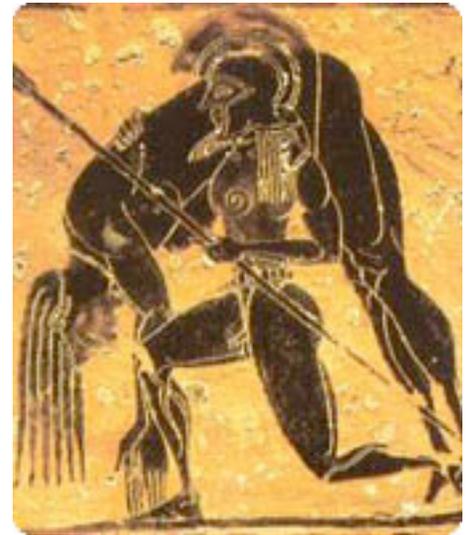
# Ajax

Jeremy Keith



clear:left

# buzzword



Αἶψα

# buzzword2.0

long tail

participation

RSS

Ajax mashups

open data

folksonomy

APIs

**word**

**Sapir–Whorf  
hypothesis**



**“It’s really several technologies, each flourishing in its own right, coming together in powerful new ways.”**

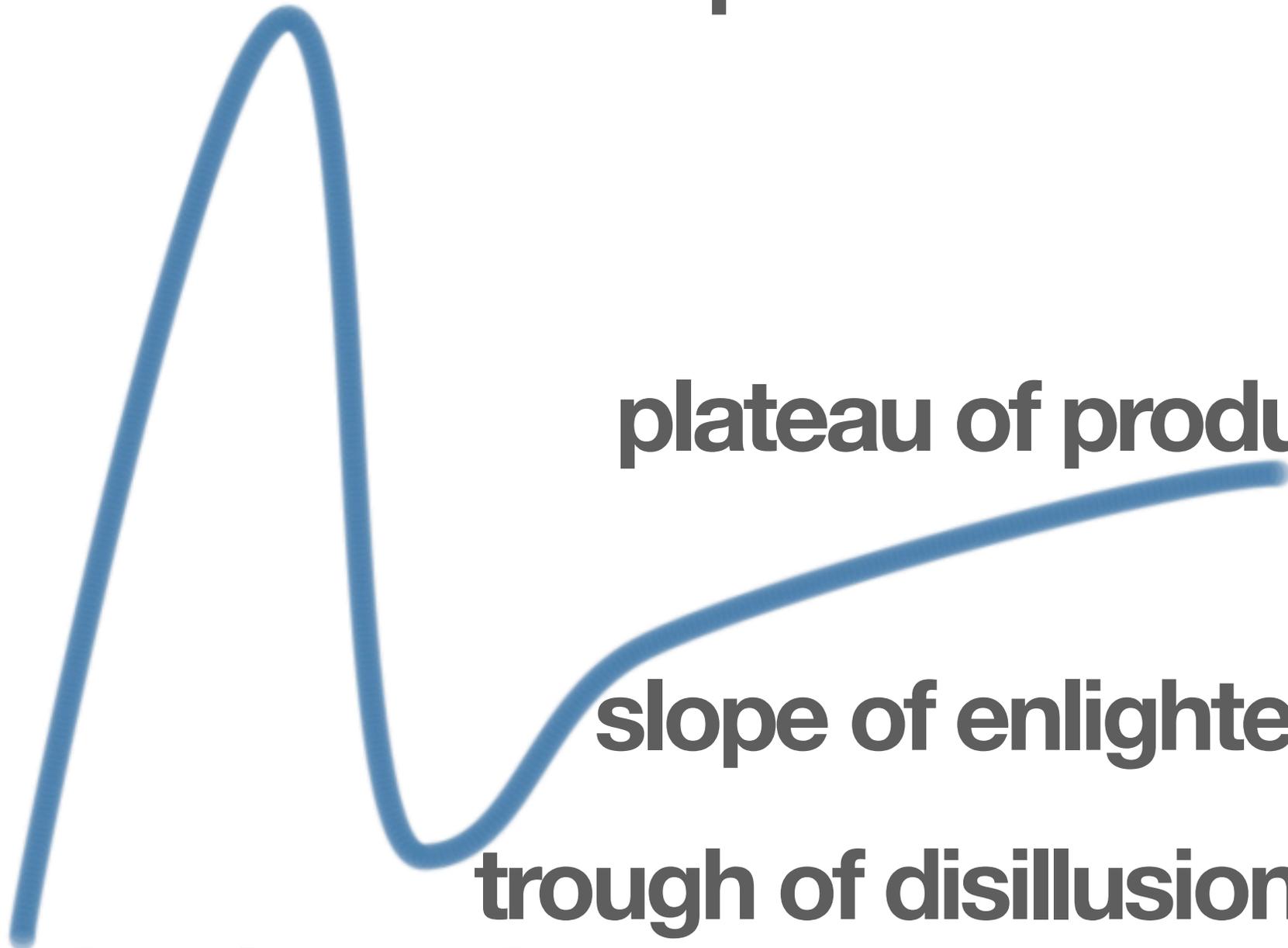
**peak of inflated expectations**

**plateau of productivity**

**slope of enlightenment**

**trough of disillusionment**

**technology trigger**





**“The name is shorthand for Asynchronous JavaScript + XML”**

Asynchronous  
JavaScript

And

**XML**

**HTML**

**JSON**

Asynchronous

**JavaScript**

And **DOM Scripting**

**XML**

**DHTML**

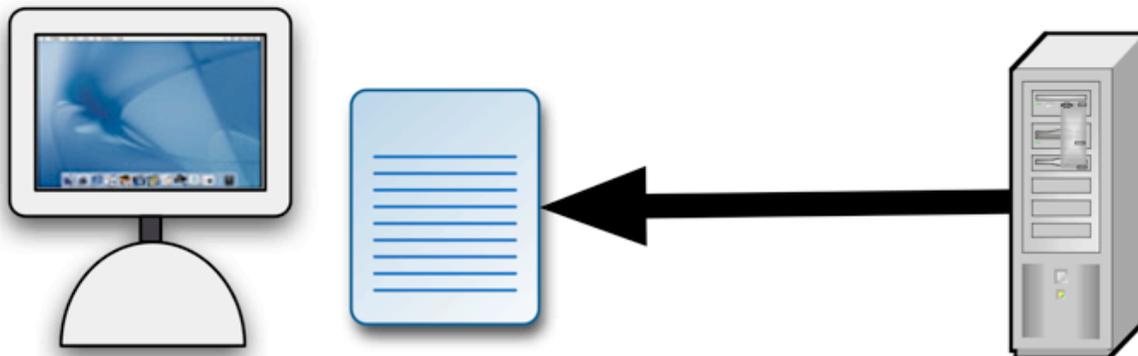
# Asynchronous

# JavaScript

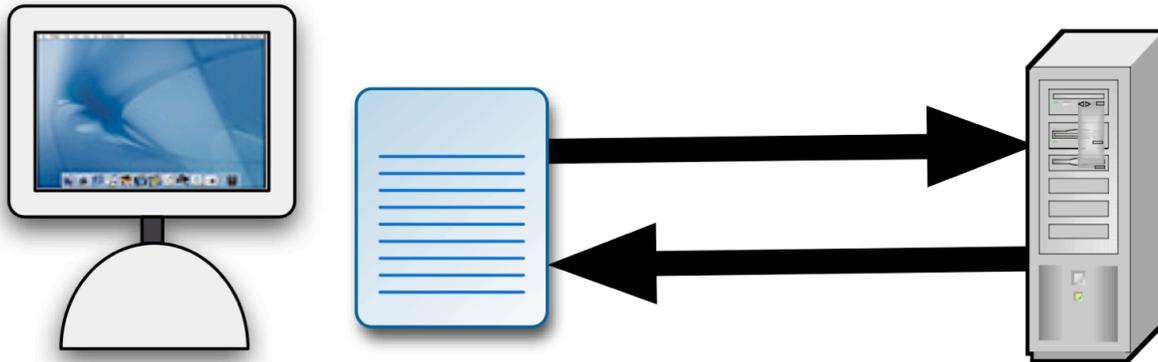
# And “Not at the same time”

# XML

# synchronous



# Asynchronous





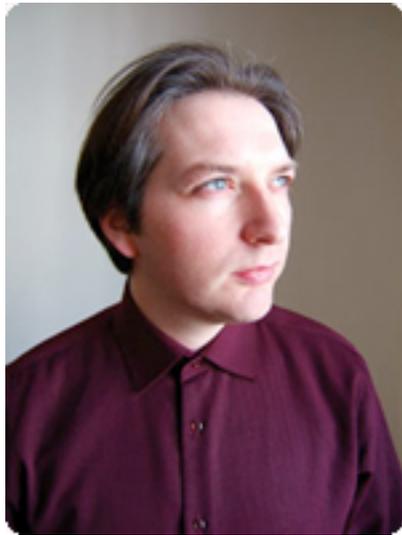
speed



**“If the traditional web was letter writing, Ajax is instant messaging.”**



**“Ajax is like roller  
skates for the Web.”**



**“Ajax is a way of communicating with the server without refreshing the whole page.”**

**frames**

**iframe**

**Flash**

**XMLHttpRequest**

***Microsoft* IE5**

**Mozilla Safari Opera**

**W3C**

**XMLHttpRequest**

# Ajax in action

Jeremy Keith  
Foreword by Dave Shea



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# Murphy's

SAVE OR Cancel

- ADD NOTE
- SEND TO GROUP
- ADD TO SET
- BLOG THIS
- ALL SIZES
- ORDER PRINTS
- ROTATE
- DELETE



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22 photos  
[View as slideshow](#)

← more | browse | more →

## Tags

- wedding [x]
- cobb [x]



Smooth and creamy.

### Comments




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### Tags

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-  cobh [x]
-  ireland [x]
-  marriage [x]
-  murphy's [x]
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-  pint [x]

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# Maps

Map **Satellite** Hybrid



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You are logged in as:

 adactio

✈ **wordridden**
\_ □ ×



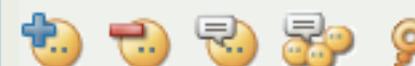


**B** ***I*** **U** **A**  Arial ▾ 10 ▾

Wow! This is pretty weird.

wordridden is online

## Buddy List



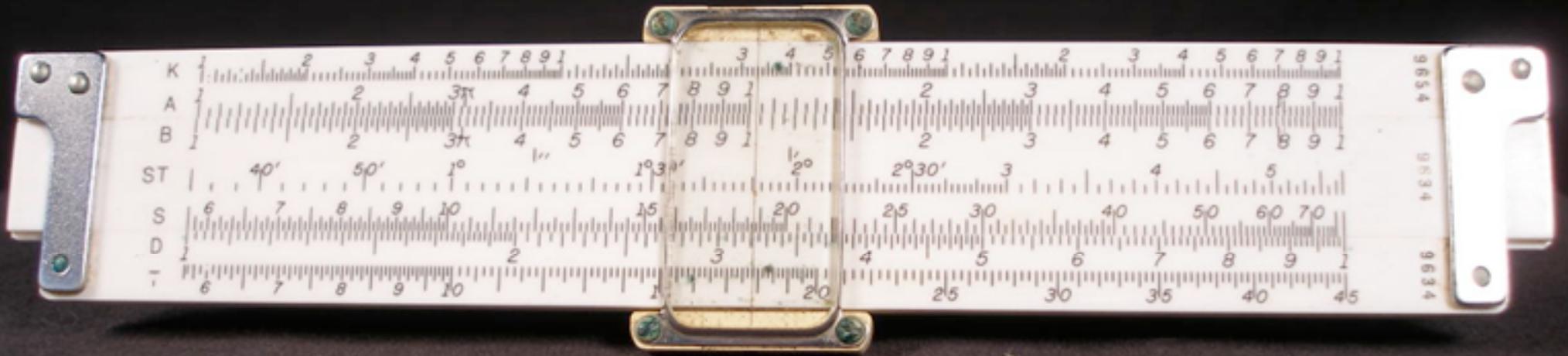
I'm available ▾

-  contenting
-  cowpiesurprise - Away
-  dori@mac.com - Away
-  dpowazek
-  drewinthehead - Away
-  gaincms
-  garrettdimon
-  geekredheaded - Away
-  heknuks - Away
-  jasonkit@mac.com - Sorry b
-  lealeadotnet
-  michaelm8000
-  monkeycyclops - Away
-  msbekk
-  nicknotned
-  petejlambert - I am away from
-  realityartstudio - I am current
-  sergioivp2
-  vanderwal
- ▼ **Co-Workers (4)**
-  danrubin@mac.com - show
-  hereimonaimhappy
-  scottcleverdon
-  snarferx
- ▼ **Family (1)**
-  wordridden
- ▼ **Recent Buddies (4)**
-  buranfilm - Away

 Sign On!  Sign Off ▾

 Search the web

# documents



# applications



# fat client





**SELF  
SERVICE**

mt.  
50





**dumb  
waiter**

**progressive  
enhancement**

**Hijax**

**progressive  
enhancement  
using  
XMLHttpRequest**

behaviour

JavaScript

presentation

CSS

structure HTML

content

**browser**

**displaying**



**server**

**data**

**processing**

**deceptively**

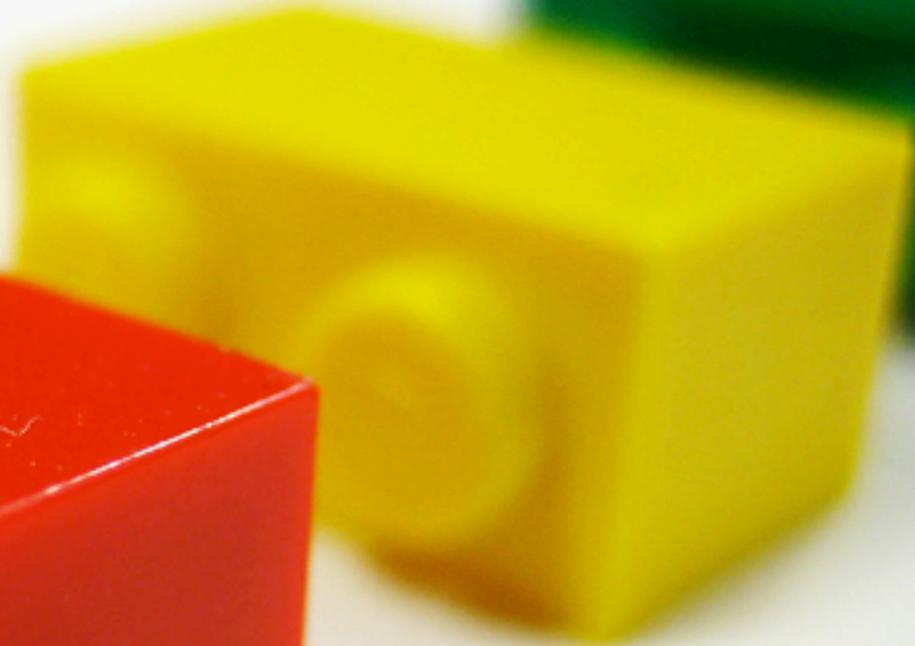
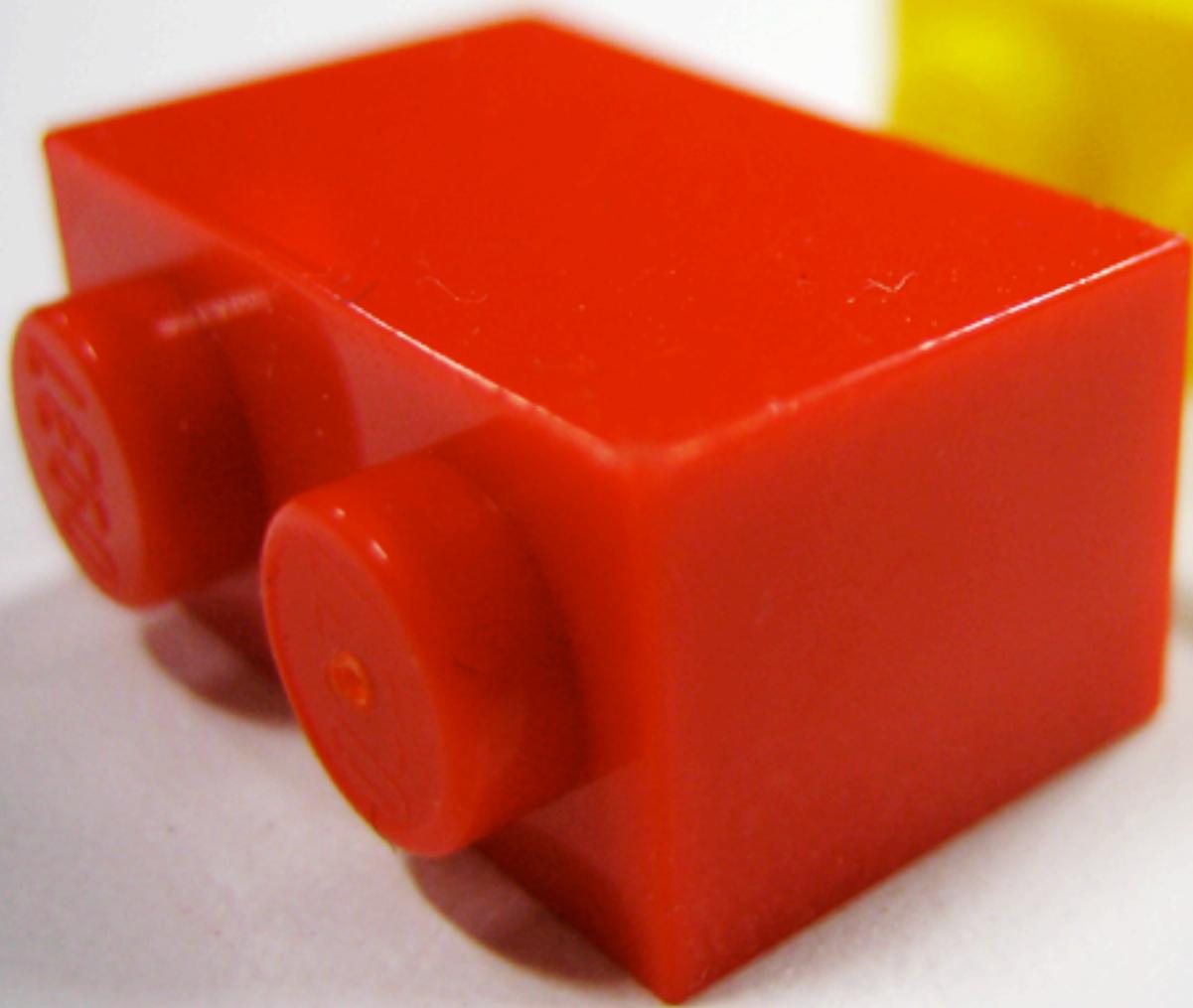
**fat client**

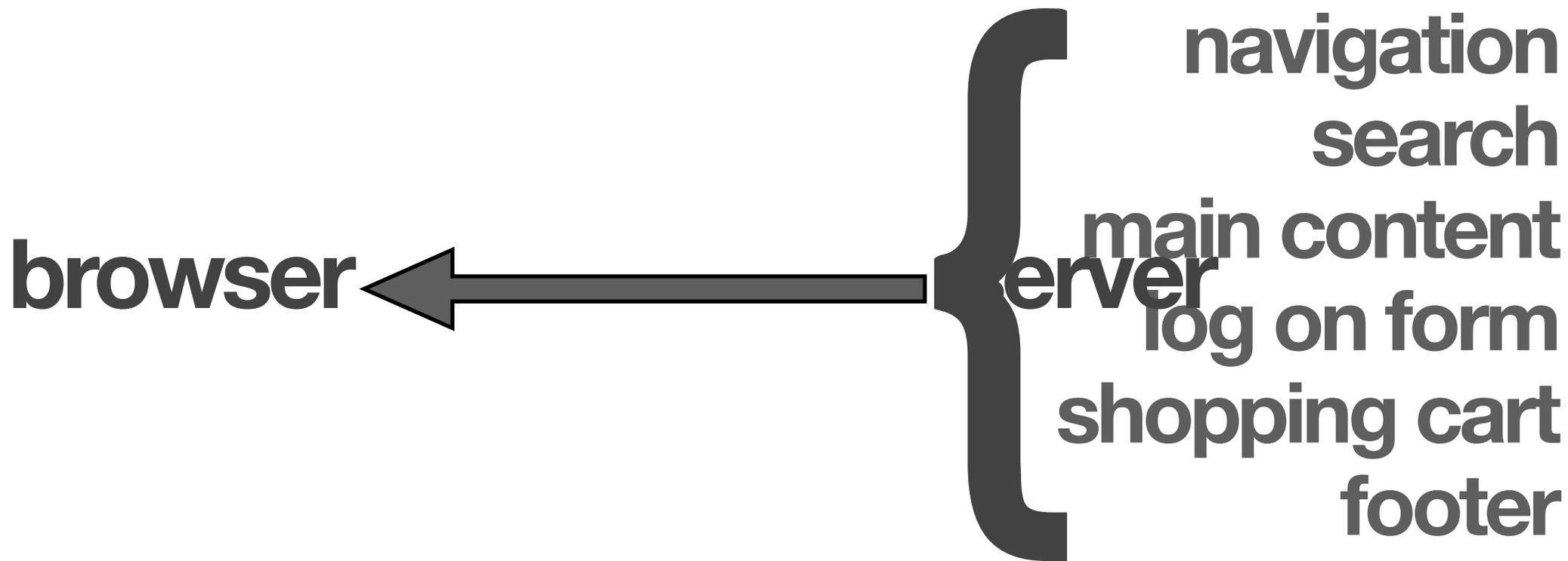
**browser** ↔ **XHR** ↔ **server**

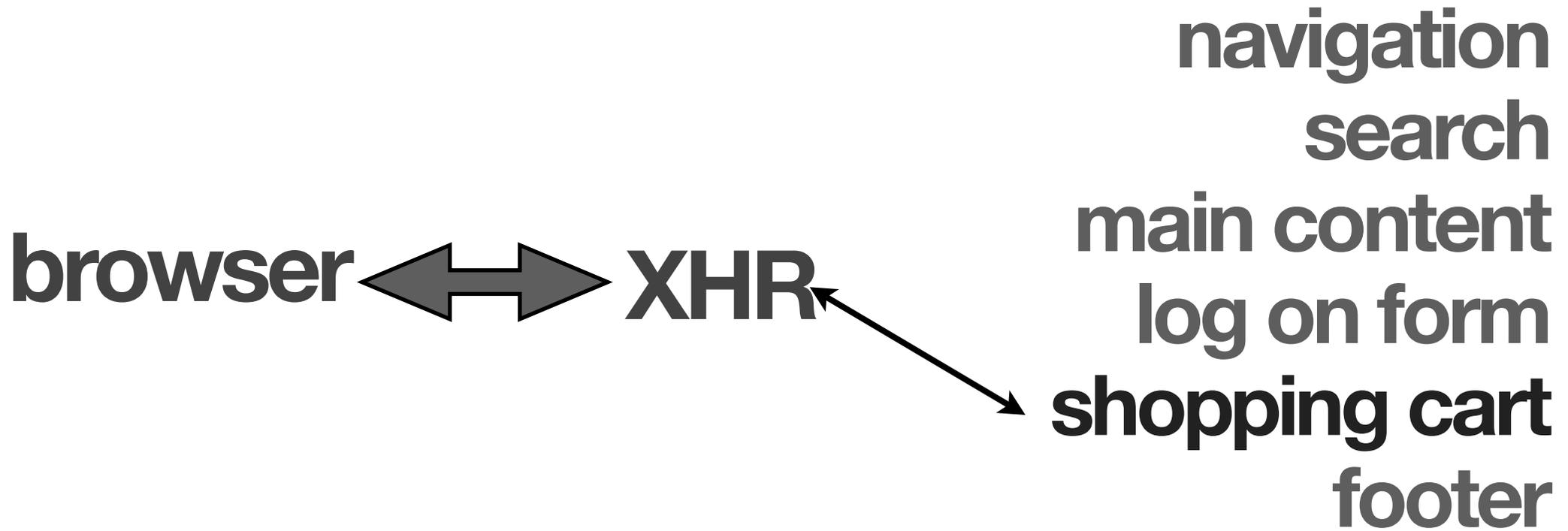
**displaying**

**data  
processing**

# **Hijax** **in action**







# **paradox?**

**plan for Ajax from the start**

**implement Ajax at the end**

**pattern recognition**

**add a comment**

**log on**

**add to cart**

**rate this**

**search results?**

**pagination?**

# beware

```
<a href="javascript:...">
```

```
<a href="#" onclick="...">
```

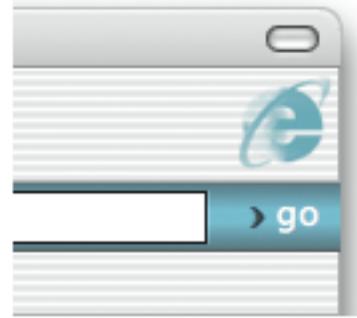
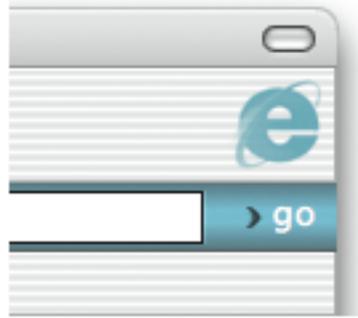
# design challenges

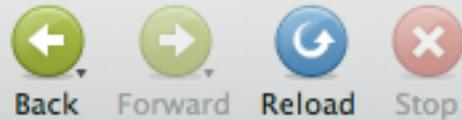




**“Don’t be too proud  
of this technological  
terror you have  
created.”**

# what's happening?





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## Sisyphean tasks

- Build a better mousetrap
- Solve world hunger
- Write a book about Ajax

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**beyond the browser**

**the back button**

**bookmarking**

# user testing



**Accessibility**

**Just**

**Ain't**

**eXciting**



**“It must still be accessible. It must be usable. If not, it is a cool useless piece of rubbish for some or many people.”**

Please Ring  
for Assistance

אנא לחצו פעם אחת על הפעמון  
במקרה שאתם זקוקים לעזרה



**“Unless a way can be found to notify screen readers of updated content, AJAX techniques cannot be considered accessible.”**



**“This Ajax application is usable by screen-reader users some of the time. They aren’t totally shut out, but it isn’t totally easy for them, either.”**



**“The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect.”**

# thank you

## adactio.com



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