

# Prevent Default

The future of authoring tools



Who am I?

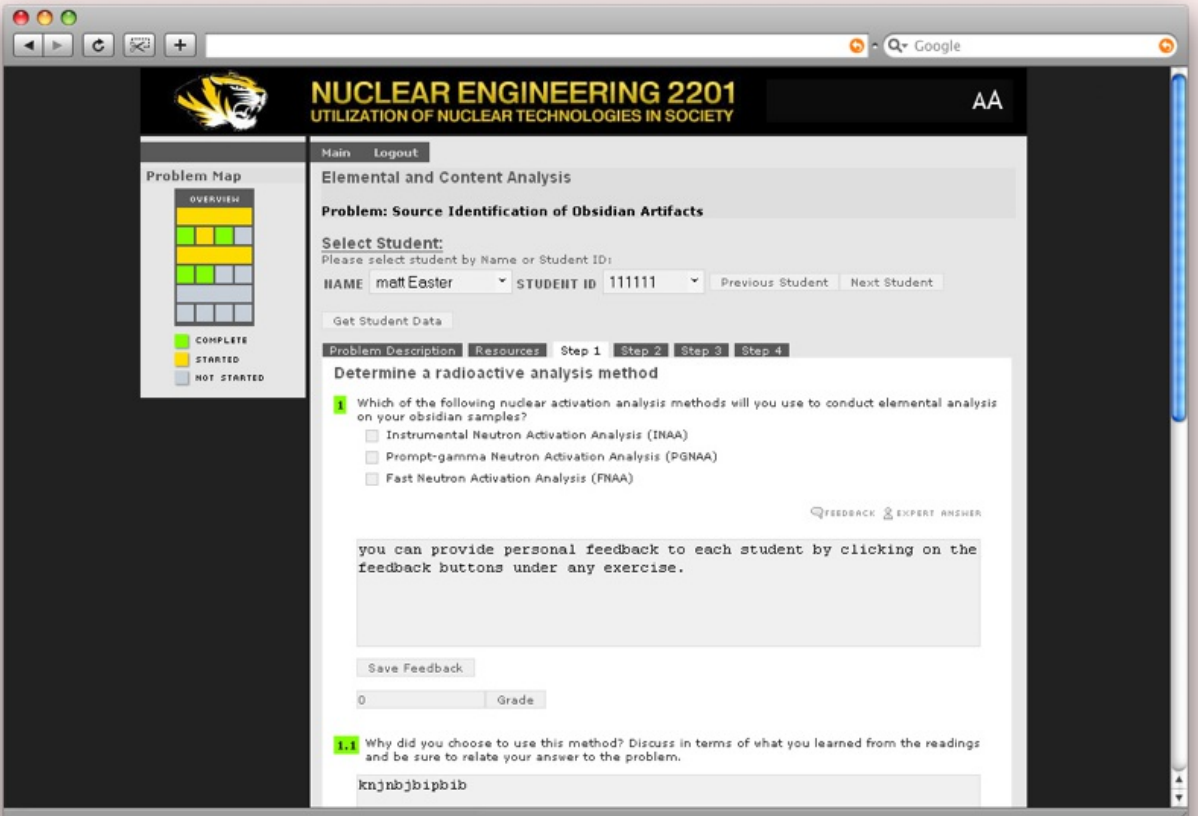
Mihai Cernusca, technically a creative.

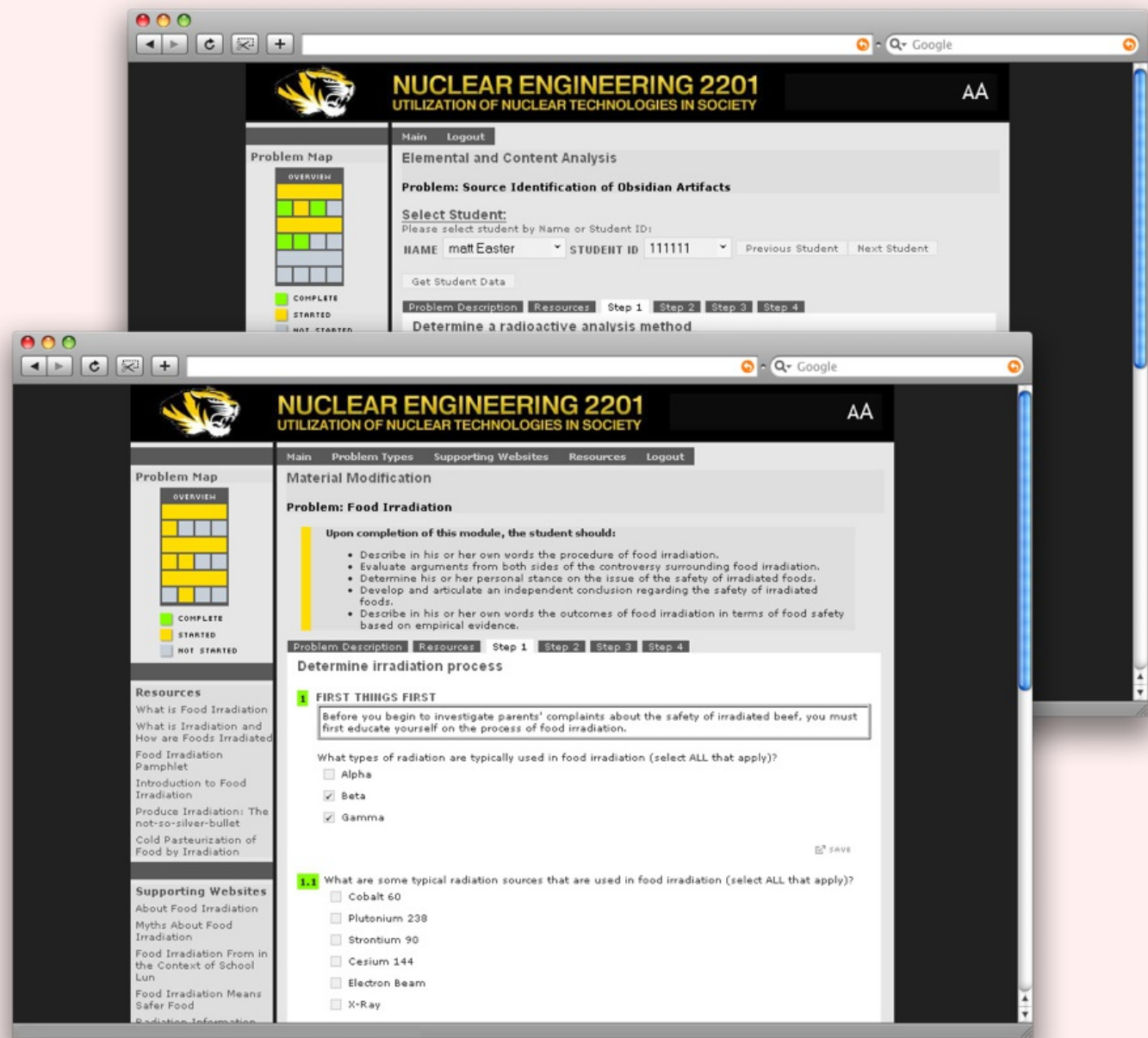
@mcernusca

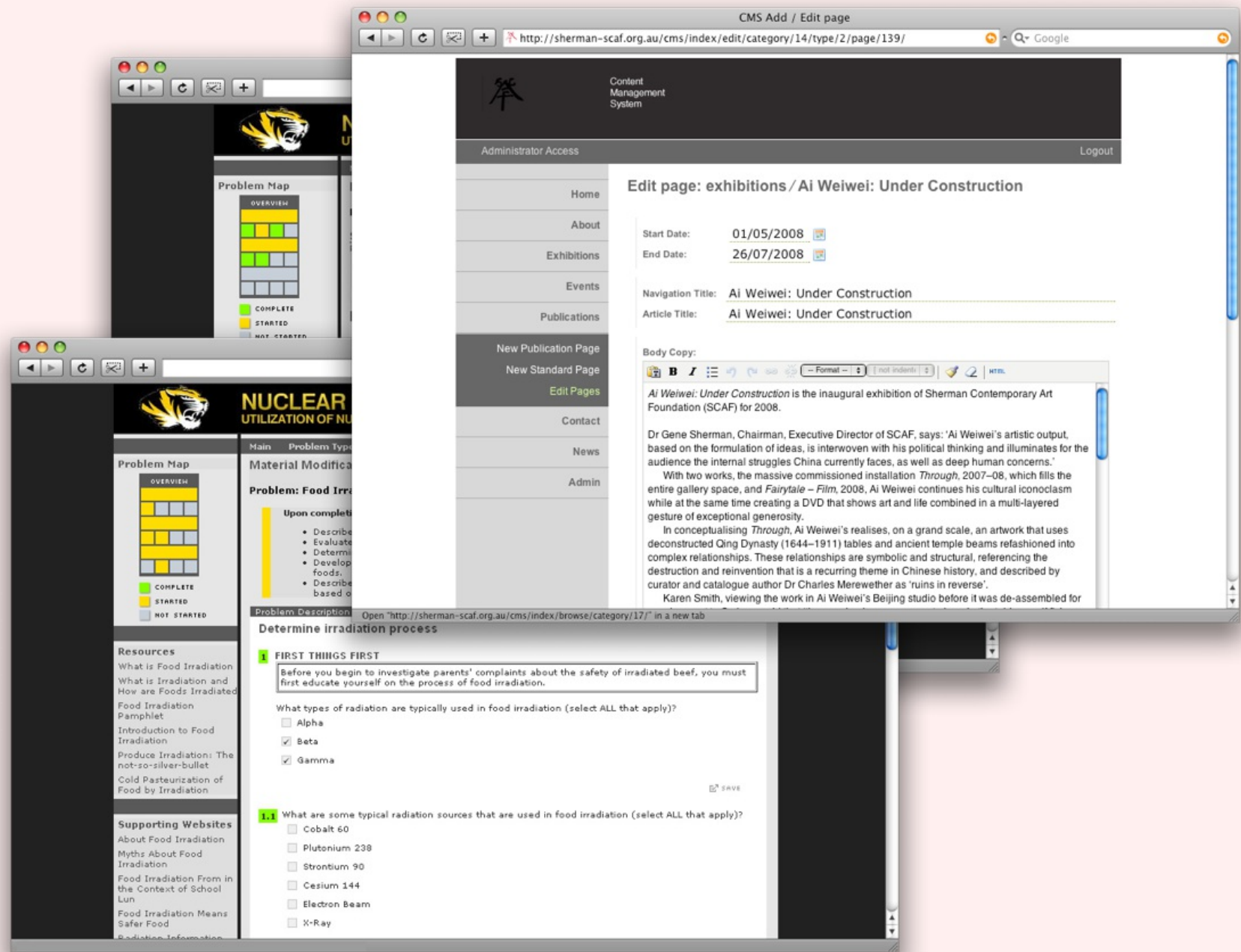


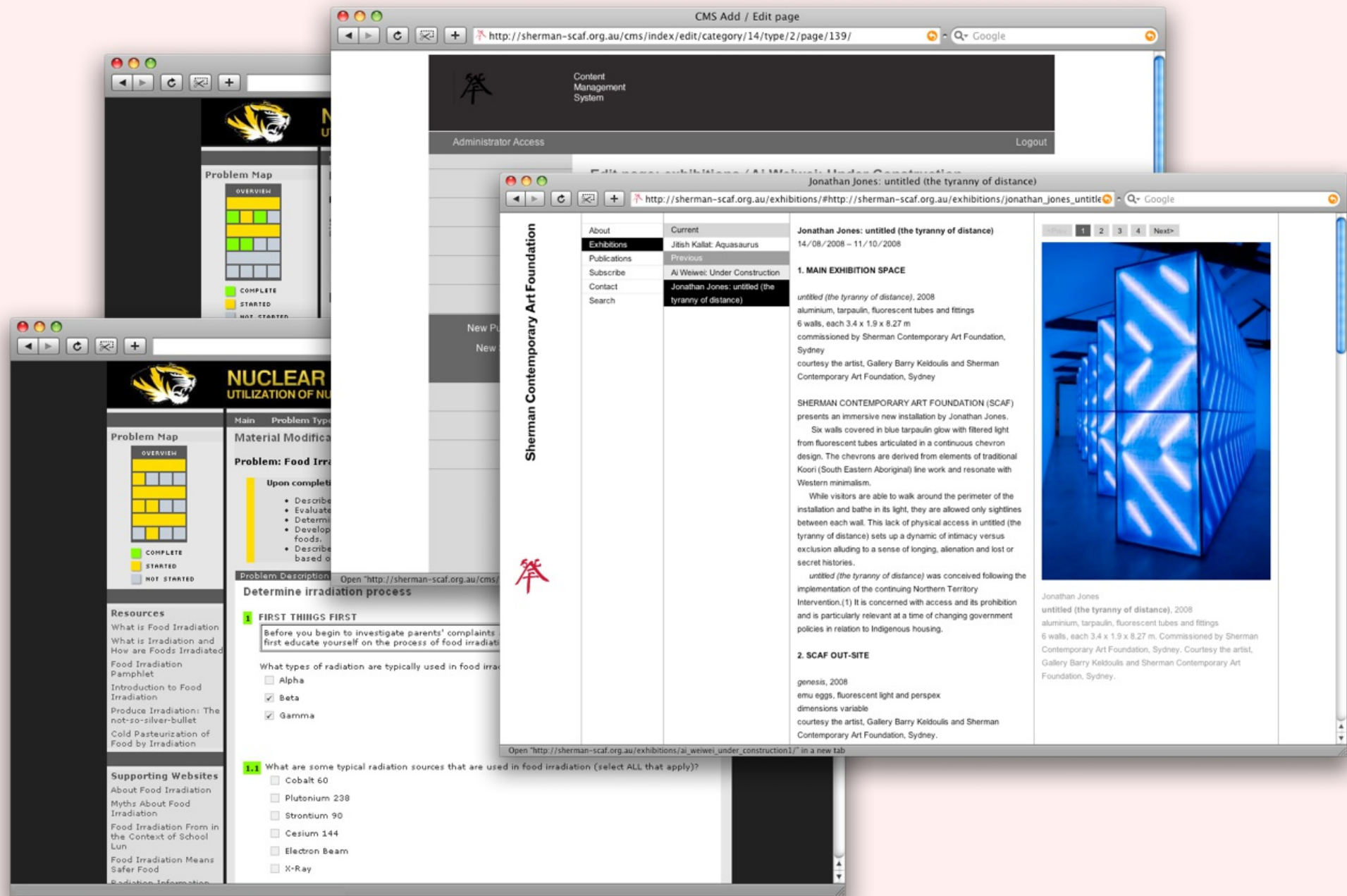


















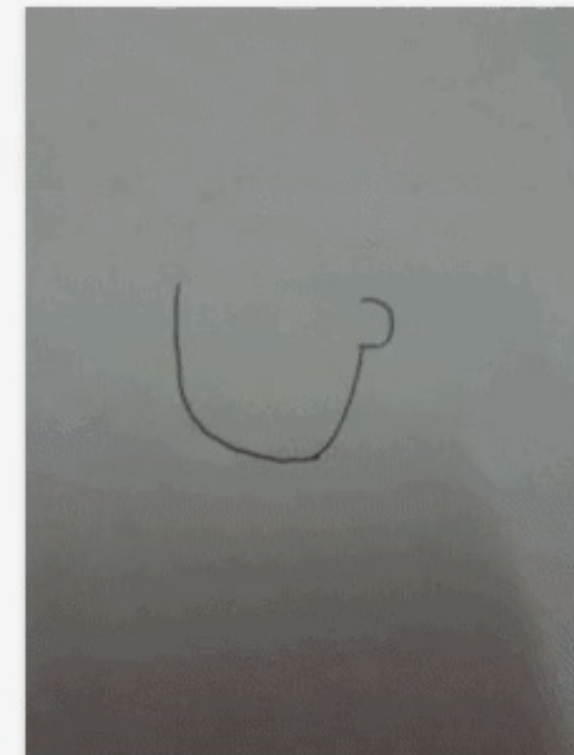
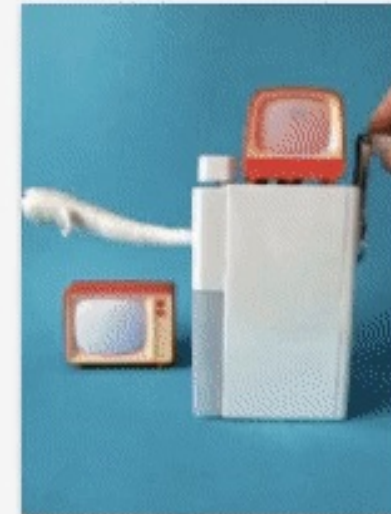
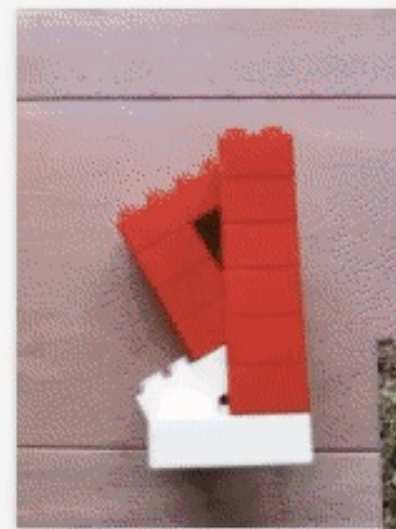




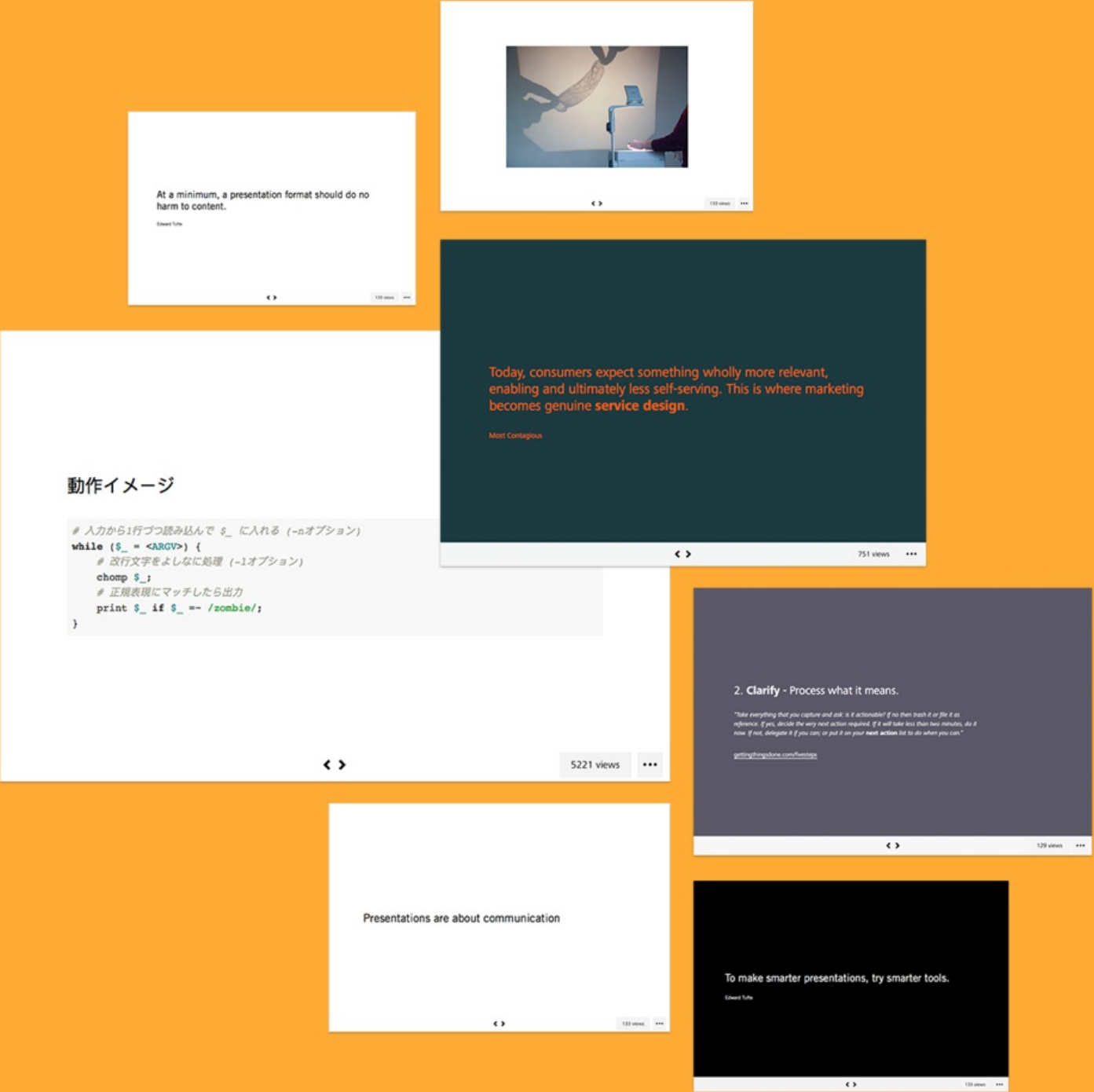


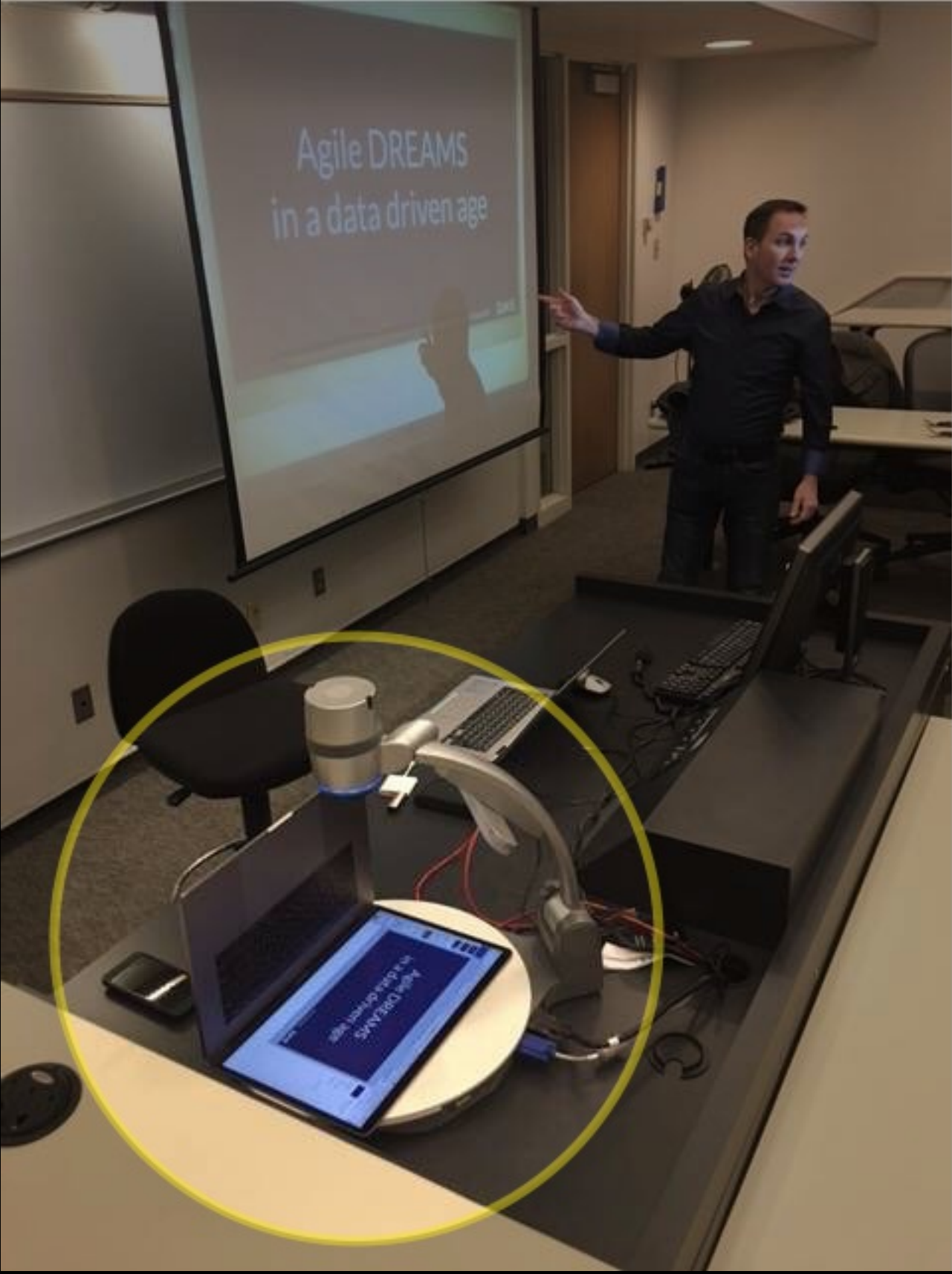


The animated .gif maker for your iPhone



swipe





Part 1

# The future of authoring tools

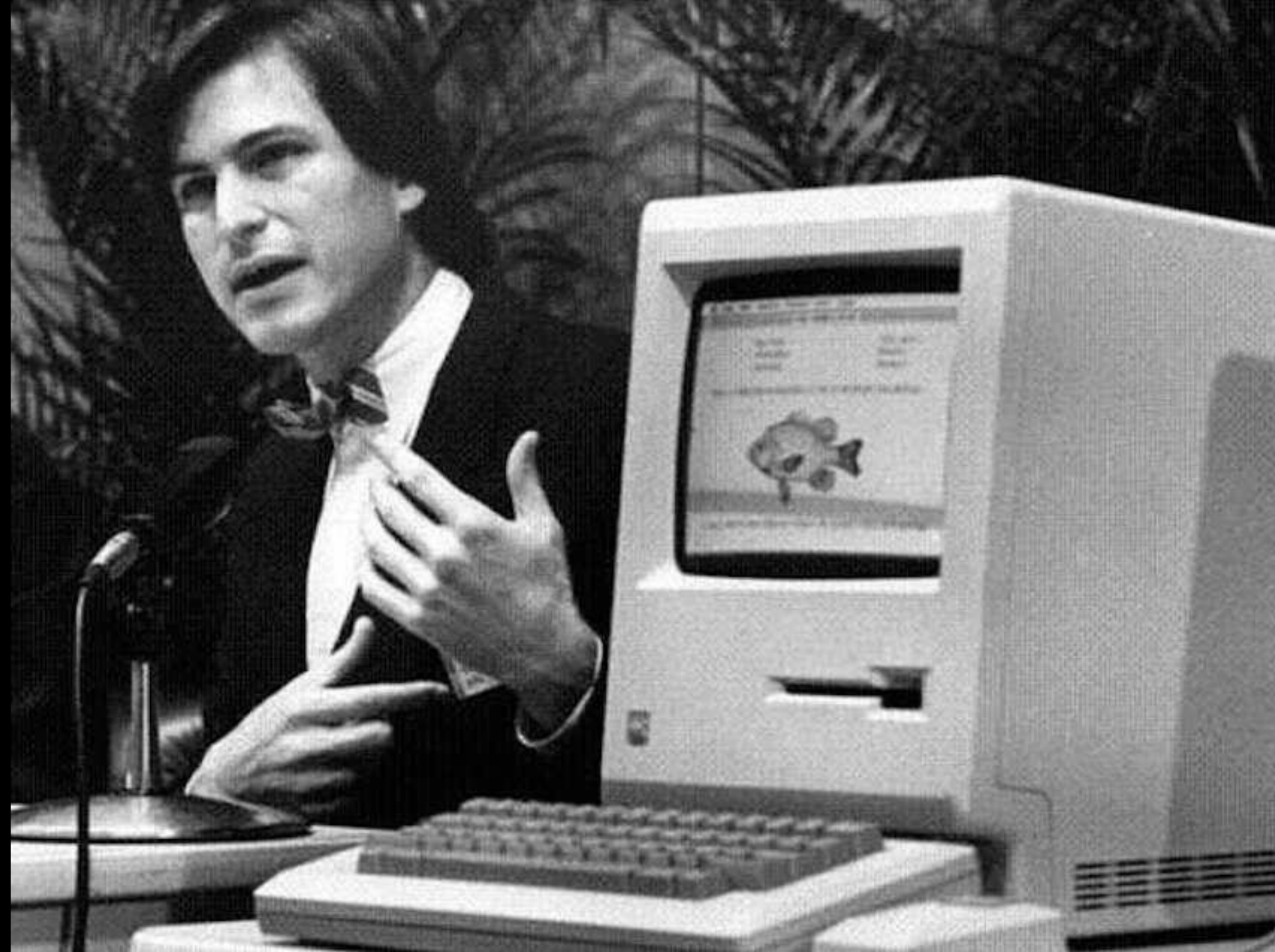


The future of *authoring* tools

The future of *productivity* tools

The future of *content creation* tools











READY: Select operand or type command  
Last command was DELETE

\*{.}                      {..}                      {}

This is a demonstration of the Bravo text editor.

**YCombinator** has an *Alto II XM*, but until that system is running, the salto simulator can be used to demonstrate Bravo.

Bravo is a WYSIWYG text editor with many of the features of modern word processors. Text can be selected with the mouse and formatting applied. For instance text can be justified. The left and right margins line up nicely, and the text will appear the same if it is printed on a laser printer.

Bravo supports multiple fonts and character styles such as **bold** and *italics*. It supports the Greek alphabet  $\alpha\beta\gamma\delta\epsilon\zeta\eta\theta$  as well as many special characters such as  $\times\rightarrow\odot\partial\leq\leftrightarrow\Rightarrow$ .

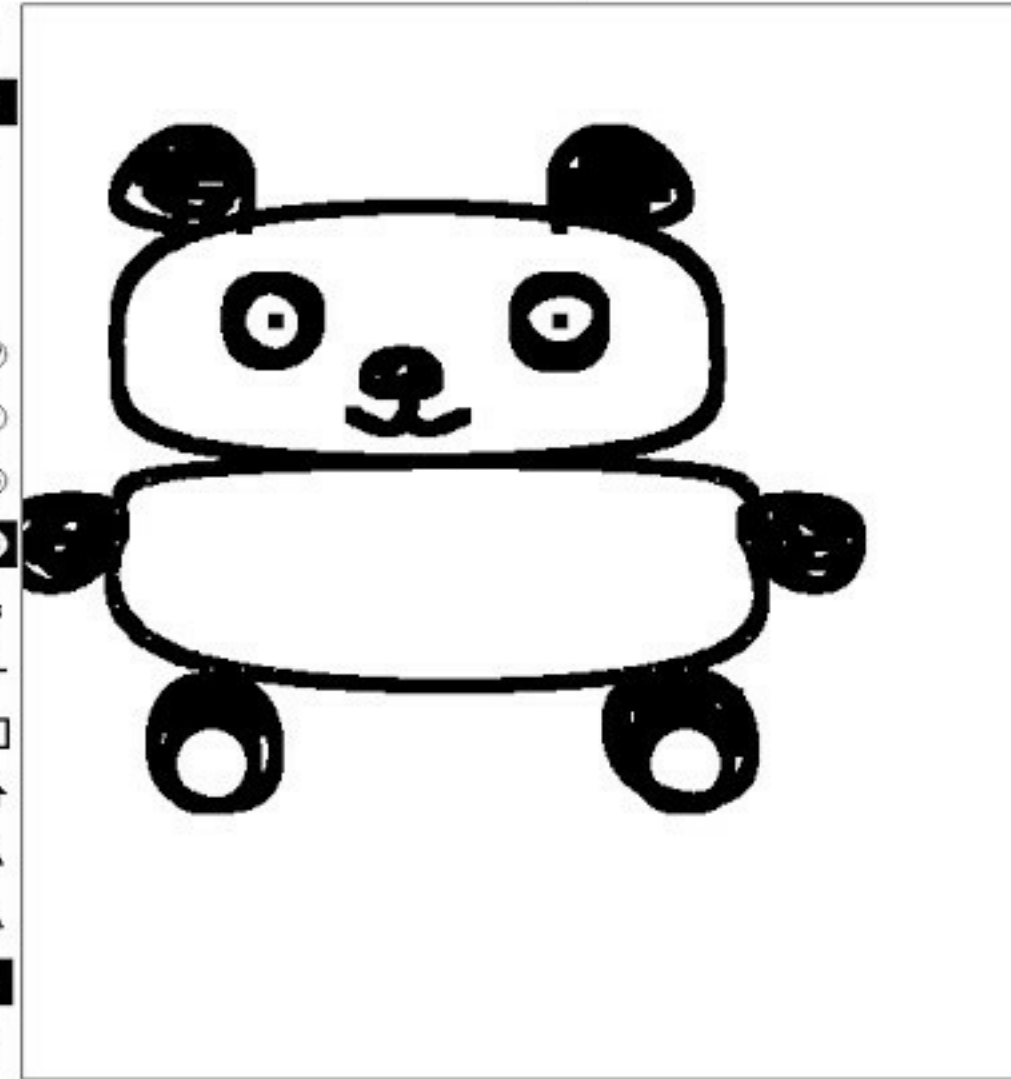
The upper portion of the display holds status information, while the lower portion contains the text. The Alto's display is oriented vertically like an 8½ by 11 piece of paper, making it suitable for page layout.

←

DRAW 6.2 [November 23, 1980]  
Documentation update on <AltoDocs>DRAW-news.press  
Fonts 0 to 3 are: HELVETICA12.AL, HELVETICA12B.AL, HELVETICA8.AL, ARROWS10.AL

⊞

/ •  
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/ -  
/ |  
/ ■  
/ V V  
/ © ®  
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color ON B  
/ ✂ ↓  
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/ ↑ ↑  
/ ▲ ▲  
/ ▲ ▲  
/ 2 0  
/ 1



The future of *generic* tools

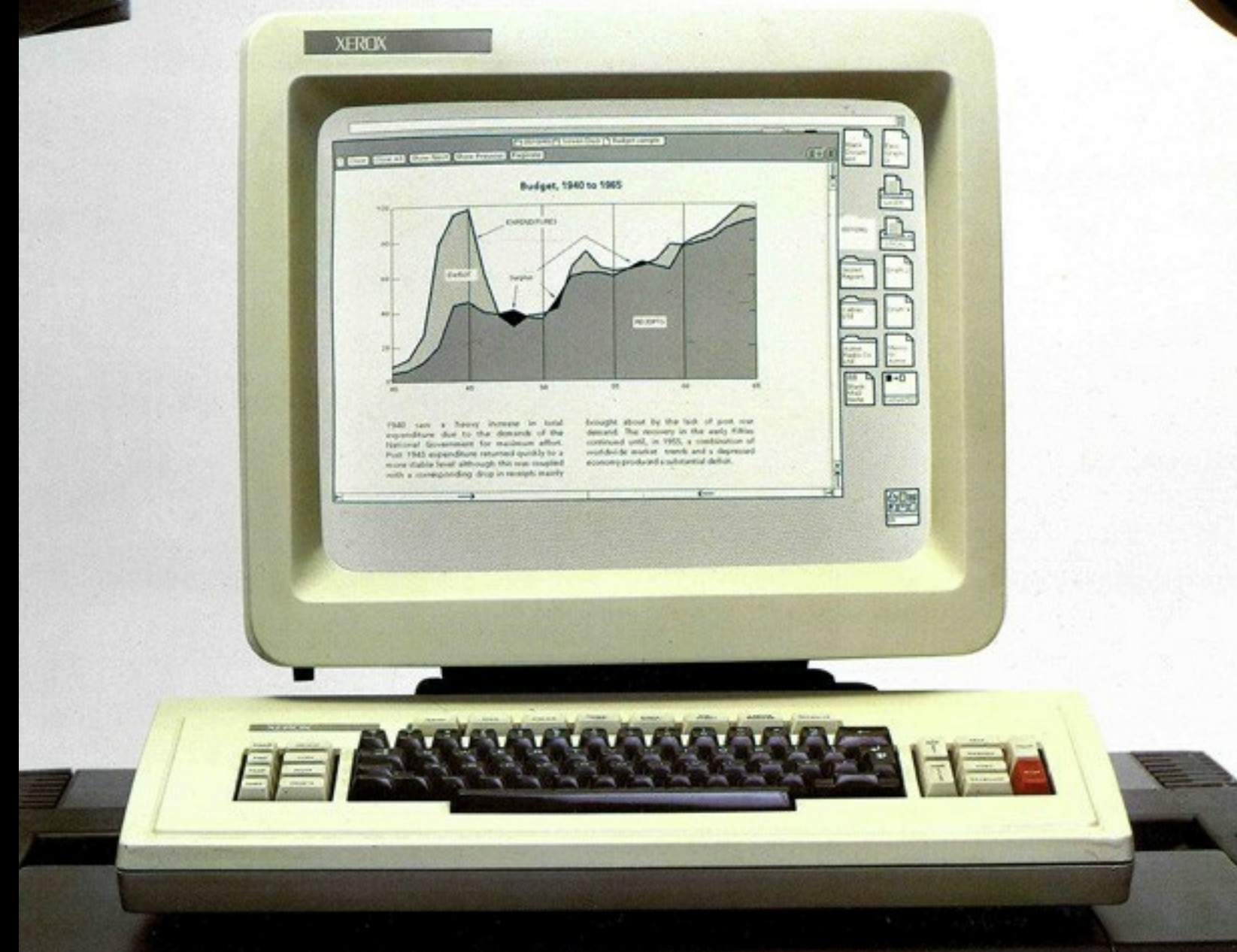
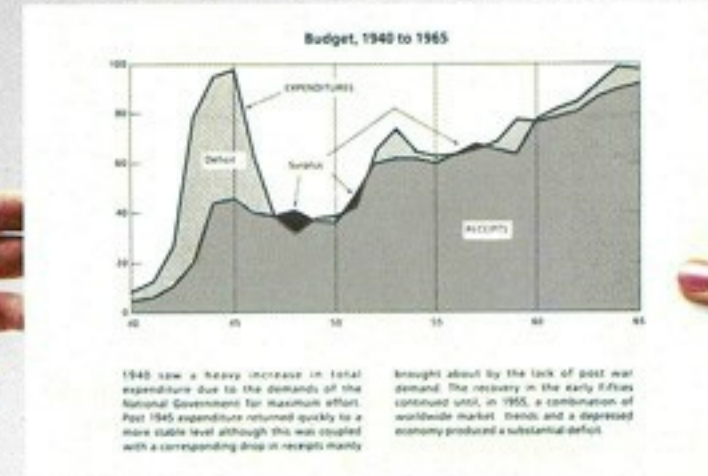


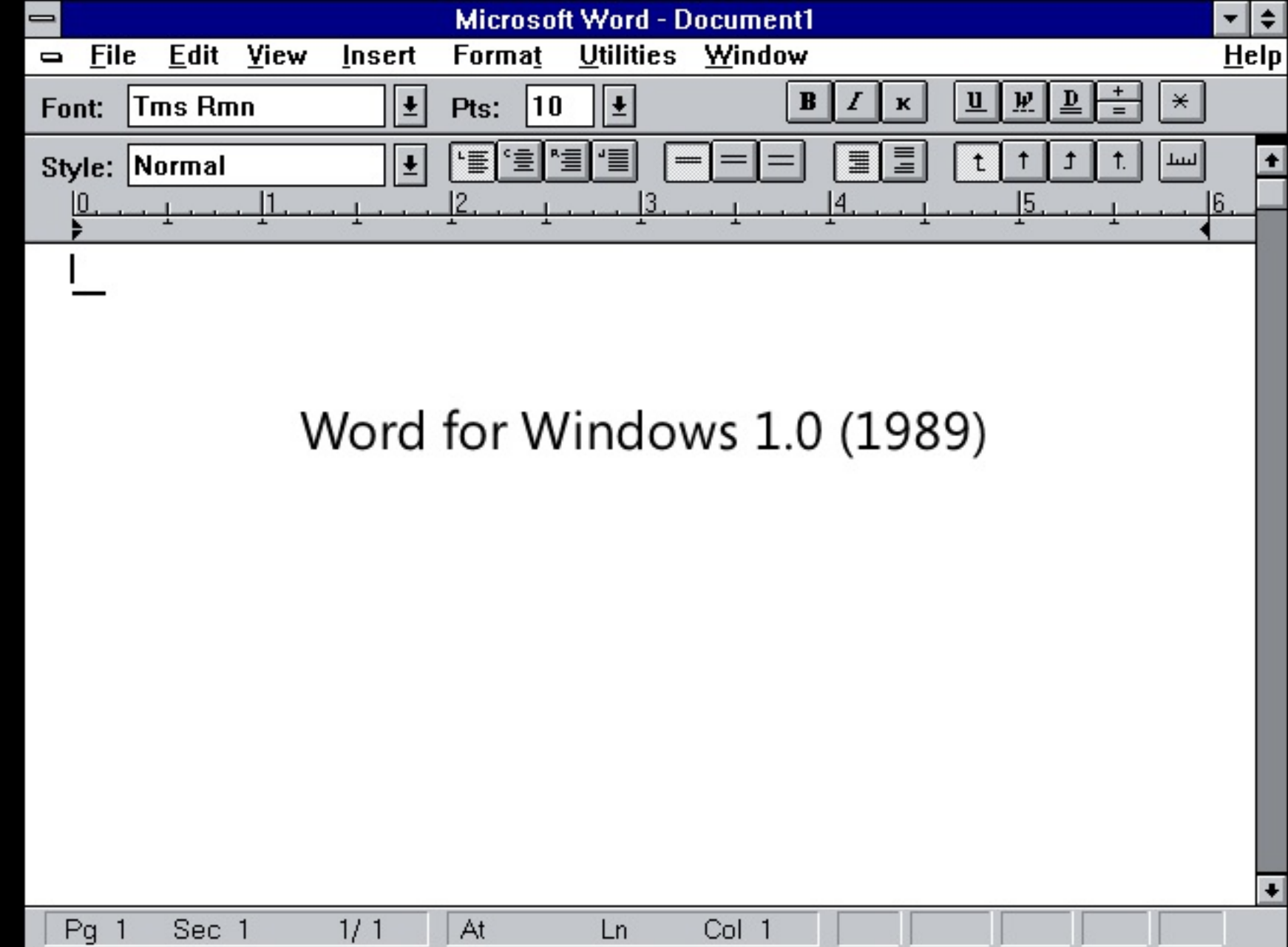




RANK XEROX

# Now you can create documents with words *and* pictures







Document1 - Word

FILE HOME INSERT DESIGN PAGE LAYOUT REFERENCES MAILINGS REVIEW VIEW Sign in

Spelling & Grammar Define Thesaurus Word Count Translate Language New Comment Delete Previous Next Show Comments Track Changes Simple Markup Show Markup Reviewing Pane Accept Reject Previous Next Compare Block Authors Restrict Editing

Proofing Language Comments Tracking Changes Compare Protect

Video provides a powerful way to help you prove your point. When you click Online Video, you can paste in the embed code for the video you want to add. You can also type a keyword to search online for the video that best fits your document. To make your document look professionally produced, Word provides header, footer, cover page, and text box designs that complement each other. For example, you can add a matching cover page, header, and sidebar. Click Insert and then choose the elements you want from the different galleries. Themes and styles also help keep your document coordinated. When you click Design and choose a new Theme, the pictures, charts, and SmartArt graphics change to match your new theme. When you apply styles, your headings change to match the new theme. Save time in Word with new buttons that show up where you need them.

To change the way a picture fits in your document, click it and a button for layout options appears next to it. When you work on a table, click where you want to add a row or a column, and then click the plus sign. Reading is easier, too, in the new Reading view. You can collapse parts of the document and focus on the text you want. If you need to stop reading before you reach the end, Word remembers where you left off - even on another device. Video provides a powerful way to help you prove your point. When you click Online Video, you can paste in the embed code for the video you want to add. You can also type a keyword to search online for the video that best fits your document. To make your document look professionally produced, Word provides header, footer, cover page, and text box designs that complement each other. For example, you can add a matching cover page, header, and sidebar.

Click Insert and then choose the elements you want from the different galleries. Themes and styles also help keep your document coordinated. When you click Design and choose a new Theme, the pictures, charts, and SmartArt graphics change to match your new theme. When you apply styles,

PAGE 1 OF 5 3187 WORDS 100%



“Microsoft Word, I reasoned, was the most widely used piece of writing software in the world, the No. 2 pencil of the digital age.”

– Matthew Kirschenbaum, (Track Changes: A Literary History of Word Processing)

Ethan Frome Newspaper

File Edit View Insert Format Tools Table Add-ons Help

100% Normal text Arial 12 B I U A

Comments Share

Editing

February 9, 1894

# The Starkfield Times

## Local Couple Found After Sledding Accident

Recently, a young couple was found near the church, crashed into a tree and unconscious. We have no reason to believe there is any foul play involved, but police are on the case. These youngsters were found to be our very own Ethan Frome and our newer townspeople, Mattie Silver. "It's like Romeo and Juliet," says Mrs. Hale one afternoon during an interview. "Too bad, though, they're going to wish they were dead after Zeena has at them!" Several civilians have visited the pair at their home to express their condolences. We fear there is not much hope for young Mattie Silver. It seems she suffered the brunt of the blow, although she was found on the back of the sled.



take action and destroy the hazard before it's too late? One thing is for sure, though, we will definitely be more careful around that deathtrap known simply as a tree.

### Help Wanted

Experienced horse driver. Ready to work and flexible with times. If interested, I will be at Mrs. Hale's store from 3-5 Monday evening.

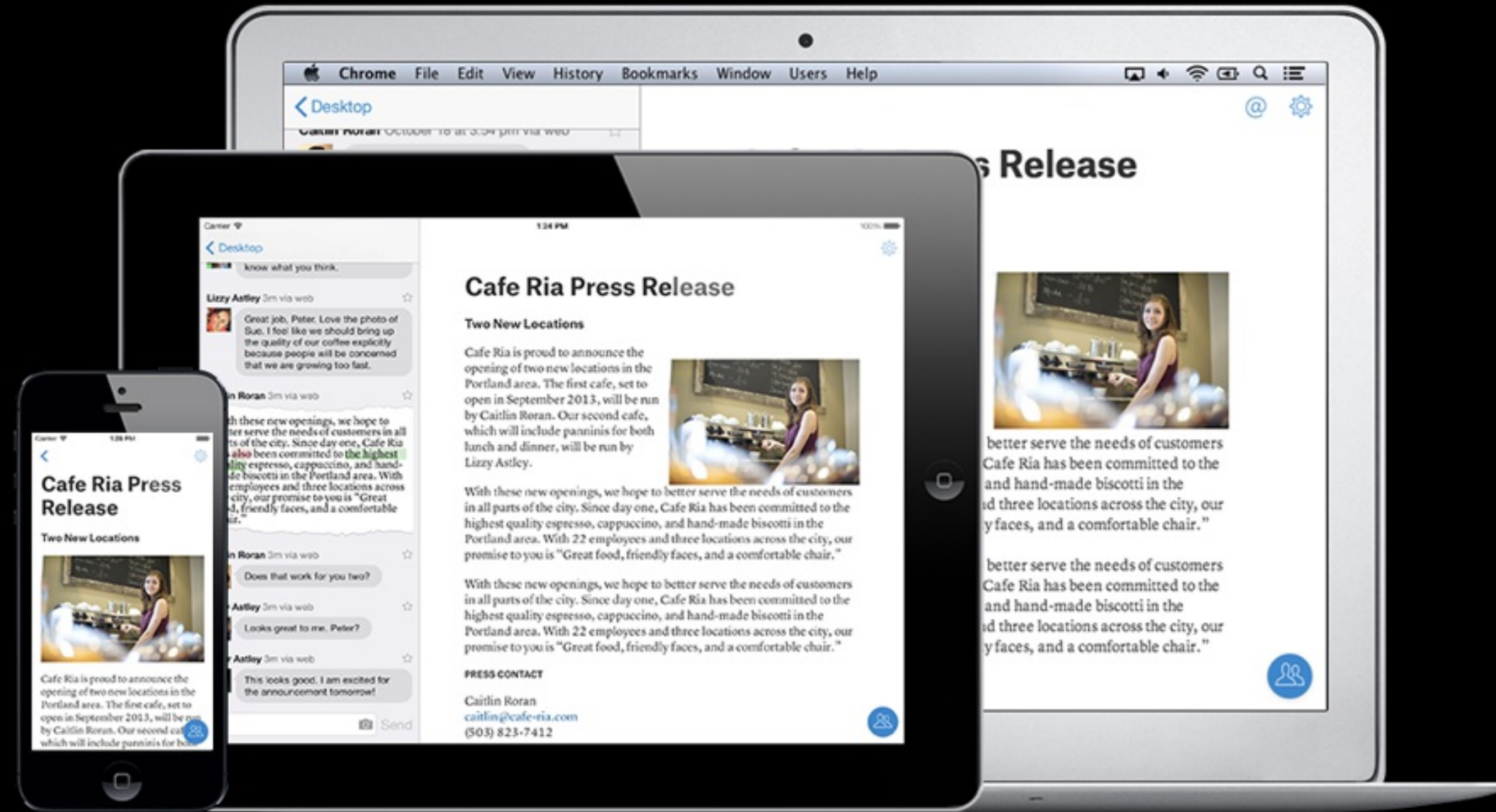
In home doctor, must have prior medical experience. If interested, find a way to the Frome Mill

5 iPhones later ...



A person is shown from the side, holding a smartphone in their left hand and typing on a laptop keyboard with their right hand. The laptop screen displays a web browser with a Quip document titled "Fwd: Marketing Images - 5/1/15 Campaign". The document content includes a greeting, a request for feedback on marketing photos, and a small image of hands typing on a keyboard. The smartphone screen shows the same document, demonstrating cross-device synchronization. The Quip logo is overlaid on the bottom left of the image.

# Quip



Chrome File Edit View History Bookmarks Window Users Help

Desktop

October 10 at 10:04 pm via web

## Release

### Cafe Ria Press Release

#### Two New Locations

Cafe Ria is proud to announce the opening of two new locations in the Portland area. The first cafe, set to open in September 2013, will be run by Caitlin Roran. Our second cafe, which will include panninis for both lunch and dinner, will be run by Lizzy Astley.



With these new openings, we hope to better serve the needs of customers in all parts of the city. Since day one, Cafe Ria has been committed to the highest quality espresso, cappuccino, and hand-made biscotti in the Portland area. With 22 employees and three locations across the city, our promise to you is "Great food, friendly faces, and a comfortable chair."

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#### PRESS CONTACT

Caitlin Roran  
caitlin@cafe-ria.com  
(503) 823-7412

### Cafe Ria Press Release

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know what you think.

Lizzy Astley 3m via web

Great job, Peter. Love the photo of Sue. I feel like we should bring up the quality of our coffee explicitly because people will be concerned that we are growing too fast.

Caitlin Roran 3m via web

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Caitlin Roran 3m via web

Does that work for you two?

Astley 3m via web

Looks great to me, Peter?

Astley 3m via web

This looks good. I am excited for the announcement tomorrow!

Send



2 iPhones later ...

Restaurant Name

Share


★ Restaurant Planning

Geoffrey R

We're opening the first of December and we have a lot of outstanding work to do. Let's capture what needs to be done, then divide and conquer! It would be great if we could get some inspiration for table settings as well as any other inspiration.


Table Settings

Stephanie K



The indigo table cloth adds a really nice touch. This could go really well with some of our new produce items that we are planning to get from the local farms.

Geoffrey R



To: Add collaborators

People at Dropbox with the link can edit.

Change

Danny Gomez Viewing Now

danny@company.com

Editor

Geoffrey Rollins

Viewed 1 hour ago

Creator

Stephanie Kane

Viewed 1 hour ago


Can edit

Resolve thread

Danny 1h ago

Looks rad! @Stephanie K

Stephanie just now



Reply





The future of authoring tools

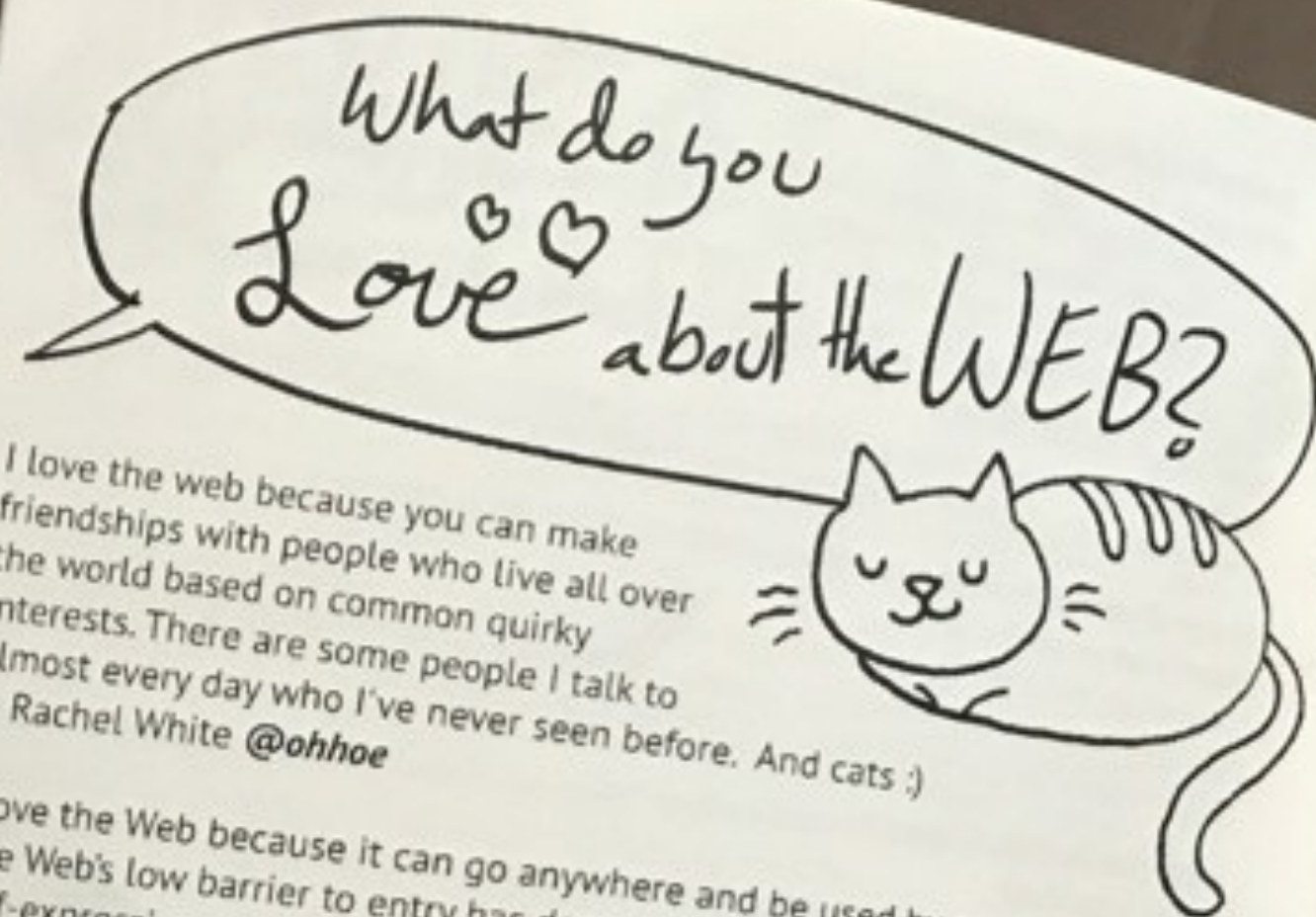
Is the www

# We live in a connected world

The Web browser has evolved around as much as it has shaped today's devices. The authoring tools of the future will largely target the Web.

What is the Web for?





I love the web because you can make friendships with people who live all over the world based on common quirky interests. There are some people I talk to almost every day who I've never seen before. And cats :)

— Rachel White @ohhoe

I love the Web because it can go anywhere and be used by anyone. The Web's low barrier to entry has democratized communication and self-expression at a scale that was previously unimaginable. Sure, such easy access has occasionally brought out the worst in people, but it has also connected us in very immediate and important ways that enable us to recognize our shared humanity and work together for a better world.

— Aaron Gustafson @AaronGustafson

The web allows for collaboration on a scale that wasn't possible before. I can easily collaborate with people across the world on projects, and part of the beauty of that is they can bring their differences to the table.

— Clay Martin @instylevii

I love the web because it puts ideas, culture, people, information, tools, and so much more at your fingertips with the lowest friction and greatest freedom of any platform that's out there. The web's openness and low barrier-to-entry germinate amazing content and experiences, which in turn inspire me to push the web further so that even more amazing experiences can be created tomorrow.

— Jacob Rossi @JacobRossi

The web has opened doors for me that I never imagined. I love how it gives access to so much information to better oneself in any number of ways. I've discovered locations I'd like to visit, hobbies I'd like to try out and had in depth conversations with people on the other side of the world. I think my favorite part of the web, is it feels as though anything that you can think of, you can build—there is no limit to what you can accomplish.

— Greg Whitworth @GregWhitworth

I love the web because it has nearly  
★ UNIVERSAL reach  
and doesn't belong to ANYONE.  
It's the WORLD's  
greatest TOWN  
SQUARE...

— @NolanLawson



I can experiment every day and instantly share with the world what I'm learning.

— Frédéric Perrin @blustemy

I love the web because it connects me to people I might not have had the chance to connect with otherwise. Oh and cats.

— Stacey Mulcahy @bitchwhocodes

Doodles and illustrations by Rachel Nabors and Melanie Richards





WorldWideWeb

Info

Navigate

Document

Edit

Links

Style

Print...p

Page layout...

Windows

Services

Hideh

Quitq

Style

Copy style1

Apply style2

Panel...

Info



HyperMedia Browser/Editor

Prerelease b of Version 0.13

An excercise in global information availability

by Tim Berners-Lee

Copyright 1990,91, CERN. Distribution restricted: ask for terms. TEST VERSION ONLY

HyperText: Text which is not constrained to be linear.  
HyperMedia: Information which is not constrained linear... or to be text.

This version of the WWW application can pick up hypertext information from files in a number of formats, from local files, from remote files using NFS or anonymous FTP, from hypertext servers by name or keyword search, and from internet news. Hypertext files may be edited, and links made from hypertext files to other files or any other information.

For more help, use "Help" from the menu. If that doesn't work, then your application has been incompletely installed.

If you have any comments or have bugs, please mail timbl@info.cern.ch. quoting the version number (above).

Navigation

< Previous

Back up

Next >

Home

Help

JFG Home

JFG's home page at InfoDesign

This home page demonstrates some simple concepts of the World-Wide Web [infrastructure](#) for global information sharing.

Today, I showed Tim's original Web browser to [Marc Weber](#). I just took some notes about him and linked them to his name on the fly.

I use this World-Wide Web editor exactly like any word processor, with the power to create links from [sensitive pieces of text](#) to other places, for instance to personal notes or to any information source in the world.

WWW research stuff

Links

Mark allA

Mark selectionM

Link to markedL

Link to file...

Link to NewN

Follow link

UnlinkZ

Help

- [Hypertext Resources](#) (IN-Box)
- Geographical list of [WWW servers](#) (at CERN) same list. Example : [CERN phone book](#)
- [WWW project documentation](#) (at CERN)

Style editor

Style name: List

<< style of selection >>

Apply style to selection

Apply style to all similar text

Find unstyled text

Style sheet

Open

Save as...

Format

First line indent: 100

Successive indent: 130

Font: Helvetica

Point Size: 12

SGML tag: <Li>

Set

Tabs: 130 300

HotWired: What's New

Welcome to Yorba , the electronic neighborhood hits the wired, 24 May. via in On the Road

[Flux](#) Ned hears rumors of a deal between GNN and

[Fetish](#) Solar

[Net Surf](#) Pro

Jenny Holzer's truisms take a turn for the Web

If you feel a need for speed ... surf the

N

What's a week without a Bill Gates

Corporate recruiting form letters = t

Alt.cynicism ... What's the Point?

De

free.

Weber -- /Hypertext

Marc Weber

A computer consultant, small publisher and freelance journalist who is currently investigating the early history of the Web, to be published in Wired. He loves [HotWired](#).

Welcome To HotWired!

How to Join: [Register Now](#) Members Only: [Unguided Tour](#) [Overview](#) [Need Help?](#) [What's New](#) [Your View](#) &copy; 1995 HotWired Ventures LLC

Powered by [Silicon Graphics](#)

JFG





“It has taken a long time for technology to catch up with Berners-Lee’s original vision. The first ever web browser was also an editor, making the web an interactive medium [...]. With recent phenomena like blogs and wikis, the web is beginning to develop the kind of collaborative nature that its inventor envisaged from the start.”

<http://info.cern.ch/NextBrowser.html>



## Web 1.0 → Web 2.0

Read only  
Web as reading platform  
Developer authorship  
Individual intelligence  
Software applications  
Commercial/proprietary  
Static  
Impersonal  
Restricted collaboration  
Short tail  
Official releases  
Text-based  
HD as storage platform  
Lecture

Read/Write/Collaborate  
Web as publishing platform  
Public authorship  
Collective intelligence  
Web as software platform  
Open source/shared  
Dynamic  
It knows you & your needs  
Collaborative  
Long tail  
Constantly versioning  
Multimodal  
Web as storage platform  
Conversation

from <http://inductionworkshop.wikispaces.com> joycevalenza

“I felt at the time and still do, that computers are primarily significant because they make people better communicators.”

– Dave Winer

What is the Web for?

communicating

“Almost everything important that has consequences in the adult world is done by adults working together.”


– Douglas Engelbart



1968

JUNE TO IDENTIFY  
1 2A

MARVEL SEE 1  
PRODUCE  
CANS  
CEREALS  
COLD LOCKER  
FROZEN LOCKER  
MISCELLANEOUS



RELEASE STATEMENT  
1


THIS PRESENTATION IS DEVOTED TO THE THREE  
PURSUING THESE GOALS:


1 IMPROVE THE EFFECTIVENESS WITH WHICH  
INDIVIDUALS AND ORGANIZATIONS WORK AT  
INTELLECTUAL TASKS.

2 DEVELOP A SYSTEM-ORIENTED DISCIPLINE  
FOR DESIGNING THE MEANS BY WHICH GREATER  
EFFECTIVENESS IS ACHIEVED.

2216 JUL 1 DELETE/WORD  
PUSH 1

(MARVEL) MARVEL  
PRODUCE  
ORANGES  
APPLES  
BANANAS  
CARROTS  
LETTUCE  
PEARS





12/09/48 1712-25

1: PAX  
PAX  
JUNE TO SUCCESSOR  
1

"COLD" RETRIEVAL -- UNKNOWN DESTINATION  
DIRECT -- HIERARCHY -- CATEGORIZATION  
FOR EXAMPLE, WHAT IS THE DIRECTIVE TO GET  
ROMAN NUMERALS FOR PAGE NUMBERS? SEE  
INLS, D1REC, 1:66DH  
INDIRECT -- KEYWORDS -- ASSOCIATIVE REORDERING  
SEE INLS, BYLAD, DOCIND: 66XDH2)

Airtable

ProductTemplatesPricingSign inSign up

# The all-in-one collaboration platform

Part spreadsheet, part database, and entirely flexible, over 30,000 companies use Airtable to organize their work, their way.

Power your team with Airtable

Enter your email

Sign up for free

Get \$10 in credit for every team member you invite

Design Project Pipeline

Design Job LogTeam Members

All Projects1 hidden fieldFilterGrouped by 1 fieldSortShare

	Job Request	Assets	Status	Approved?	Submitted	Assigned to:	Submitter Dept.
			Blocked	CHECKED 1	MINDATE 11/8/2016		
1	New ad creative for ads		Blocked	✓	11/8/2016	Jack Michaelson	
			In-progress	CHECKED 2	MINDATE 10/28/2016		
2	Update press kit for company redesign		In-progress	✓	10/28/2016	Al Patino	
3	Email design for existing customer outreach		In-progress		11/2/2016	Jack Michaelson	

Design Project P...

All ProjectsAssetsStatusApproved?SortFilter

Design holiday-themed boxes & packaging

Need to start

Design for new billboard

Completed

The web browser as universal meta platform

“Ever since Writely (now called Google Docs) launched ten years ago, I’ve believed that all software should be online, real-time and collaborative. Creative tools haven’t made the leap because the browser has not been powerful enough. Now, with WebGL, everything has changed.”

– Dylan Field, CEO Figma





# Turn Ideas into Products Faster

Design, present, and gather feedback all in one place with Figma.

Email

Create account

Available online; on Windows, Mac or Linux

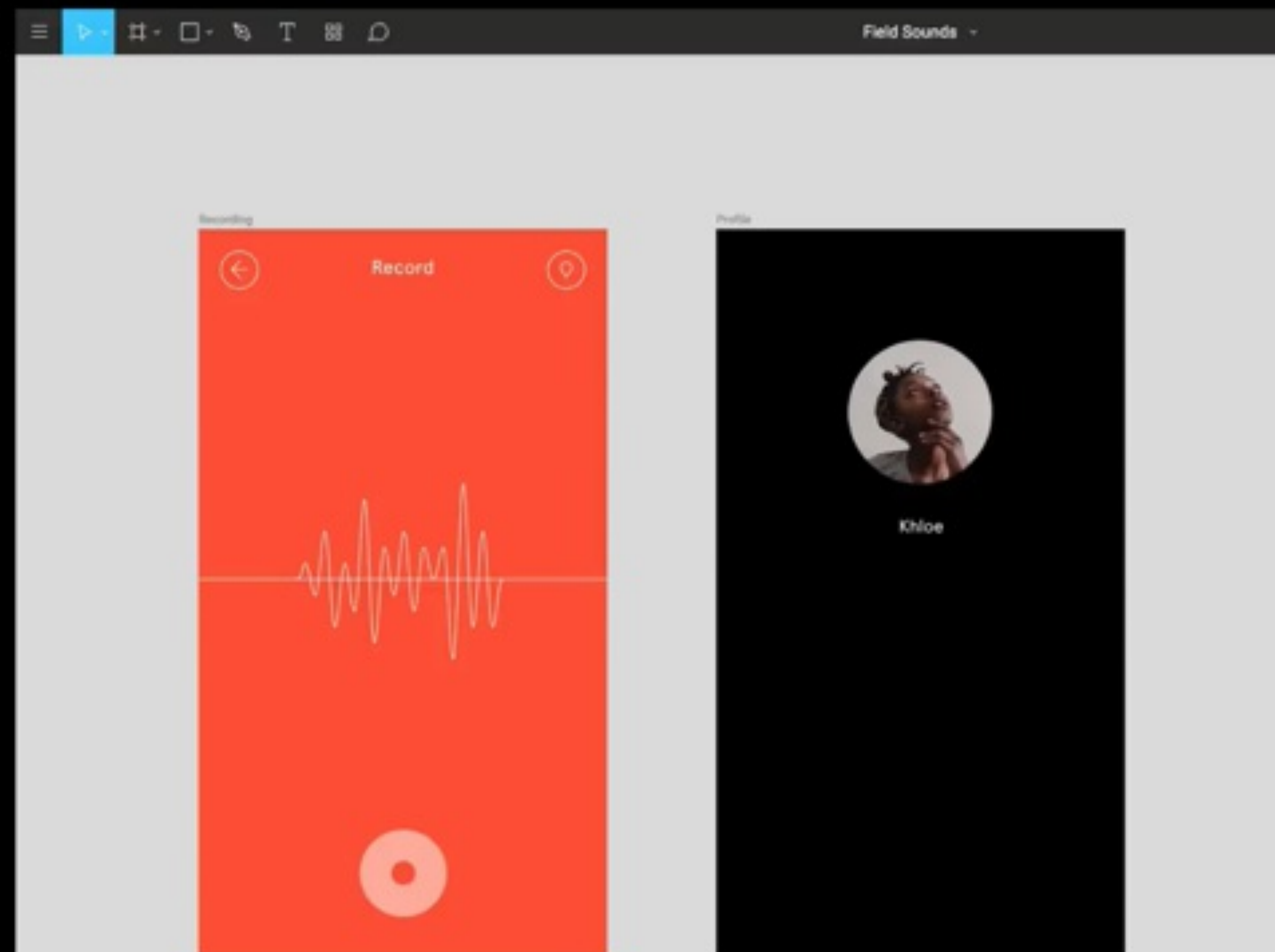
Features

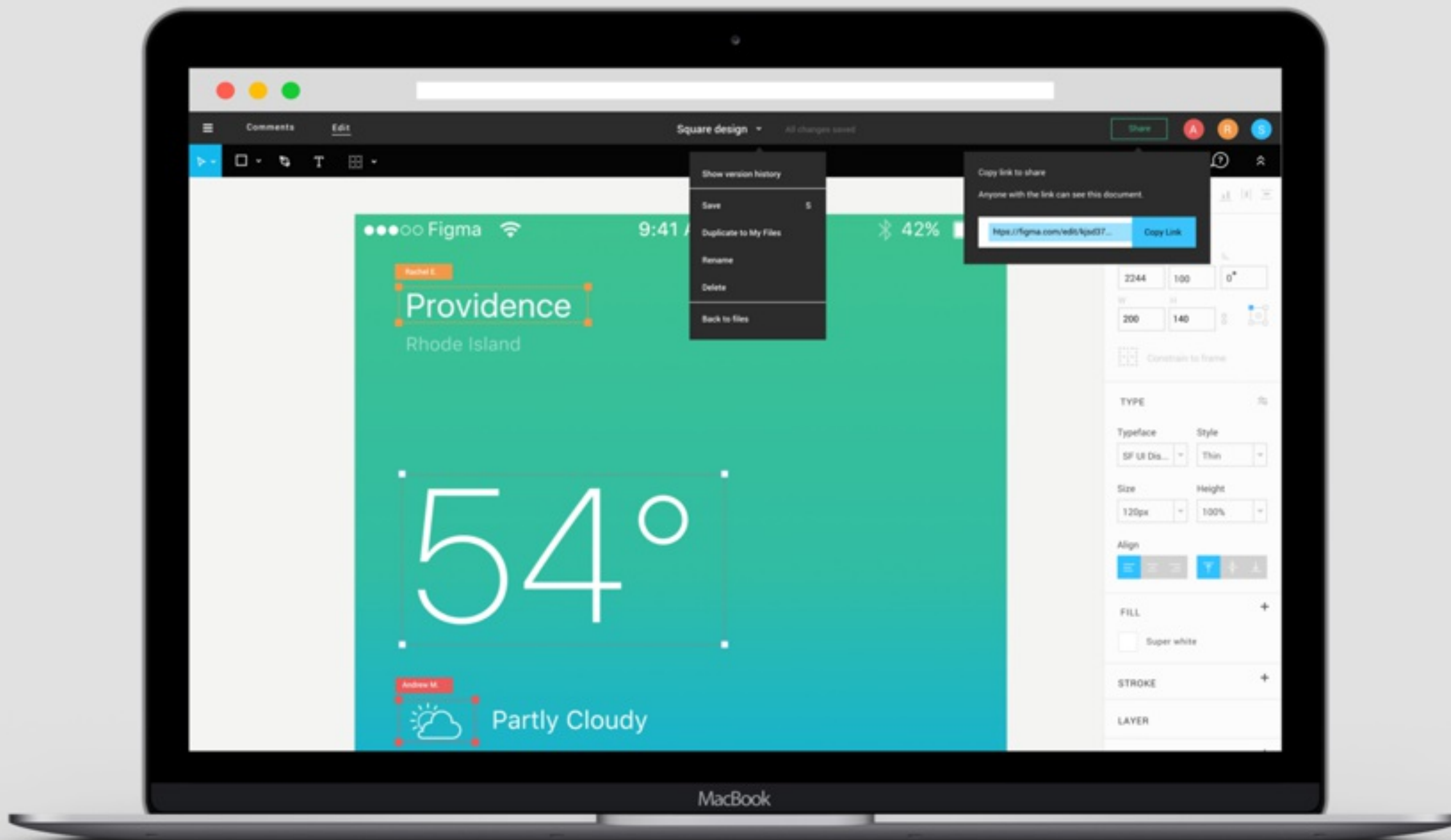
Pricing

Careers

Sign in

Sign Up



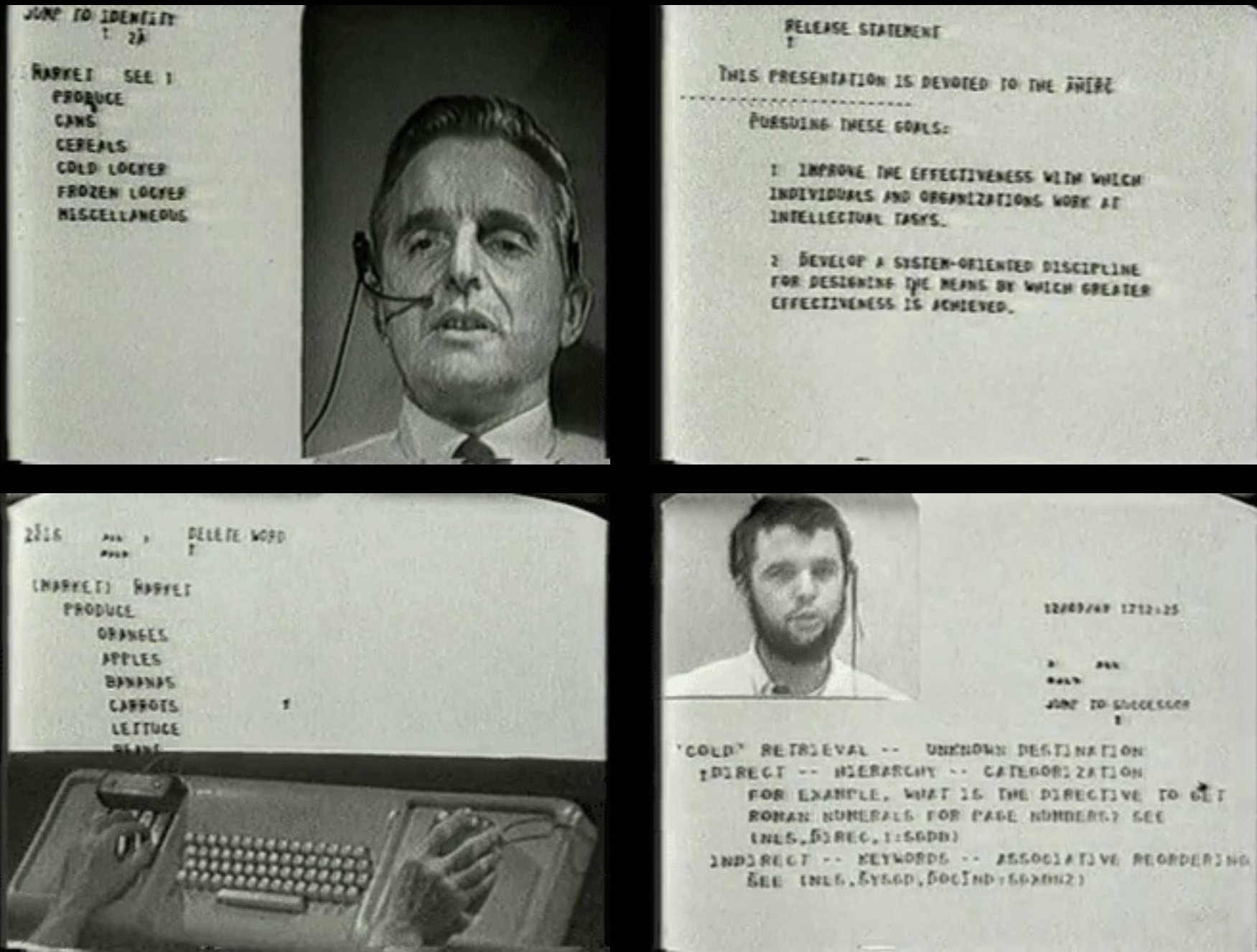


“You want it [the Web] to be a mini-operating system, and the people who did the browser mistook it as an application.”

– Alan Kay ([Interview with Alan Kay](#) , 2012)



this



If we accept this premise

# How to empower non-technical creators?

“Developing personal computing tools to give individuals the power to create, to educate, to learn, to entertain, and to communicate, has been my passion for all these years.”

— Bruce Horn



How to empower non-technical creators?

# Through smarter tools

Part 2

# Designing tools to build the web

If the future of authoring tools is the Web

# What is a document?

# Web native documents

## Characteristics

- universally accessible
- multimedia
- fluid
- semantic
- reduces to plain text



# What do we use to build the web today?

And what are the building blocks of interaction?

What's happening?



140

Tweet

WordPress

My Sites

Testsite EN

0

New

View Post

Howdy, realloc

Screen Options

Help

Dashboard

Posts

All Posts

Add New

Categories

Tags

Media

Pages

Comments

Products

Appearance

Plugins

Users

Tools

Settings

Collapse menu

Edit Post

Add New

Hello world!

Permalink: http://localhost/blog/2014/08/28/hello-world/

Edit

View Post

Get Shortlink

Add Media

Visual

Text

Welcome to WordPress. This is your first post. Edit or delete it, then start blogging!

p

Word count: 15

Last edited by realloc on September 1, 2014 at 8:24 am

Multisite Language Switcher

German

Hello world!

Italian

Update

Publish

Preview Changes

Status: Published

Edit

Visibility: Public

Edit

Published on: Aug 28, 2014 @ 12:26

Edit

Move to Trash

Update


Format


Standard

Aside




Image


Video
















Hello, Julien






Dev mode On



R.  
pre-alpha



Search node



Node tree

+ Add a node

EnFr

Welcome on Roadiz D...

First entry

First item

Second item

Third item

Second entry

Item 4

Item 5

Third entry

WELCOME ON ROADIZ DEFAULT[...]

Edit node source Welcome[...]

Node content

Node parameters

Tags

SEO

En

Title

Welcome on Roadiz Default Theme.

























































Subtitle

Hit the road!

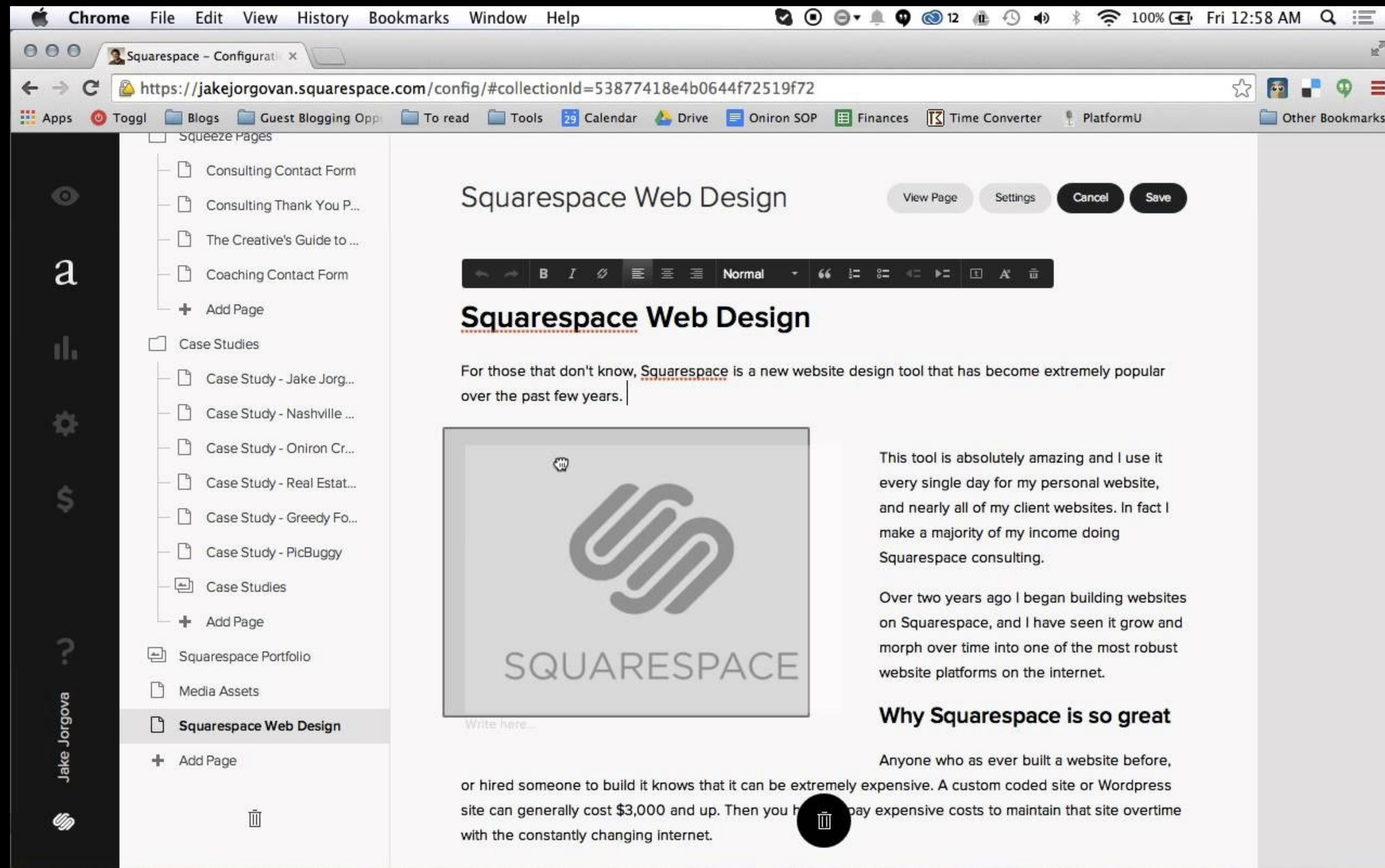
Content

Roadiz is a polymorphic CMS based on a node system which can handle many type of services. It's based on Symfony components, Doctrine ORM, Twig and Pimple for maximum performances and security. Roadiz node system allows you to create your data schema and to organise your content as you want. We designed it to break technical constraints when you create tailor-made websites architectures and layouts. For example: imagine you need to display your graphic design portfolio and.. sell some t-shirts. With Roadiz you'll be able to create your content forms from scratch and choose the right fields you need. Images and texts for your projects. Images, texts, prices and even geolocation for your products. That's why it's called polymorphic.

H2H3H4H5H6B/









yo-fool ▾



# Hello there



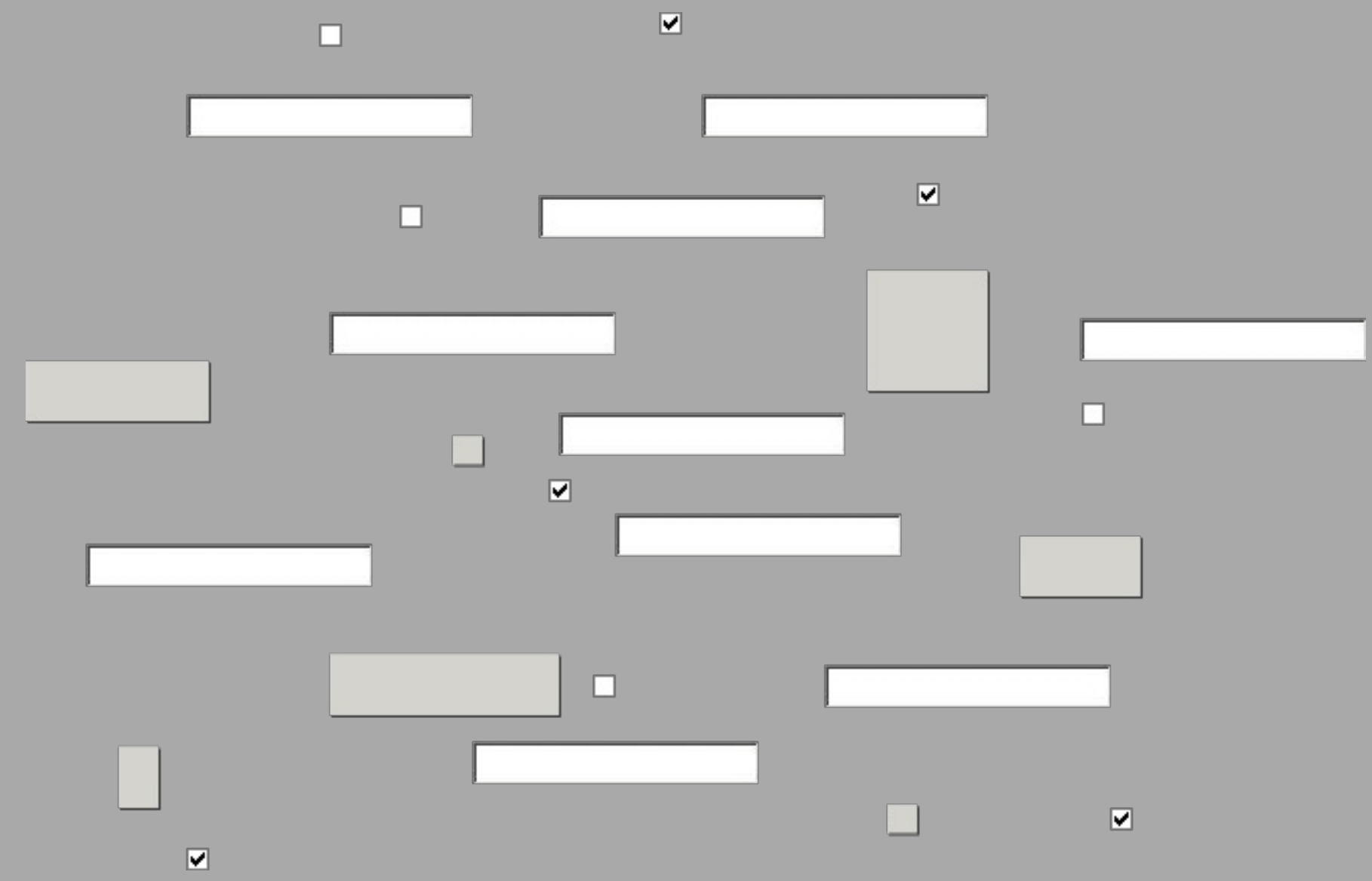
I don't know the solution to cultivating a culture of **good taste**, but I believe lessons can be learned from the emergence of industrial design, about seventy years ago.

#tags

Close

Post ▾

Privacy settings control who can look up your Tumblr and how. Want to look over yours? [Sure](#)





DIY Yahoo! Resignation Letter

Mihai

honan.net/yahoo/

YAHOO!

Dear 

Mr. Yang

,

It is with great 

sadness

 that I ask you to accept this letter as my official resignation from Yahoo!

My last day here will be 

two weeks from today

, after which time I shall be taking a position 

with Google

.

As you know, for some time now I have been desiring 

more time with my family

 and thus I feel the time has finally arrived for me to 

move on

. And of course, I would not be forthright if I failed to mention how much it 

distressed

 me to see some of the moves management has made in recent 

weeks

.

For example, I found 

the recent advertising agreement reached with Google

 to be 

unwise

. Furthermore, as I have watched management squander once-valuable properties such as 

Flickr

, I have come to realize that management does not seem to fully understand 

social media

.

Thus, I am tendering my resignation as of today. If you would like me to sign a non-compete clause, I will be glad to do so, seeing as 

my new position is in a different market segment

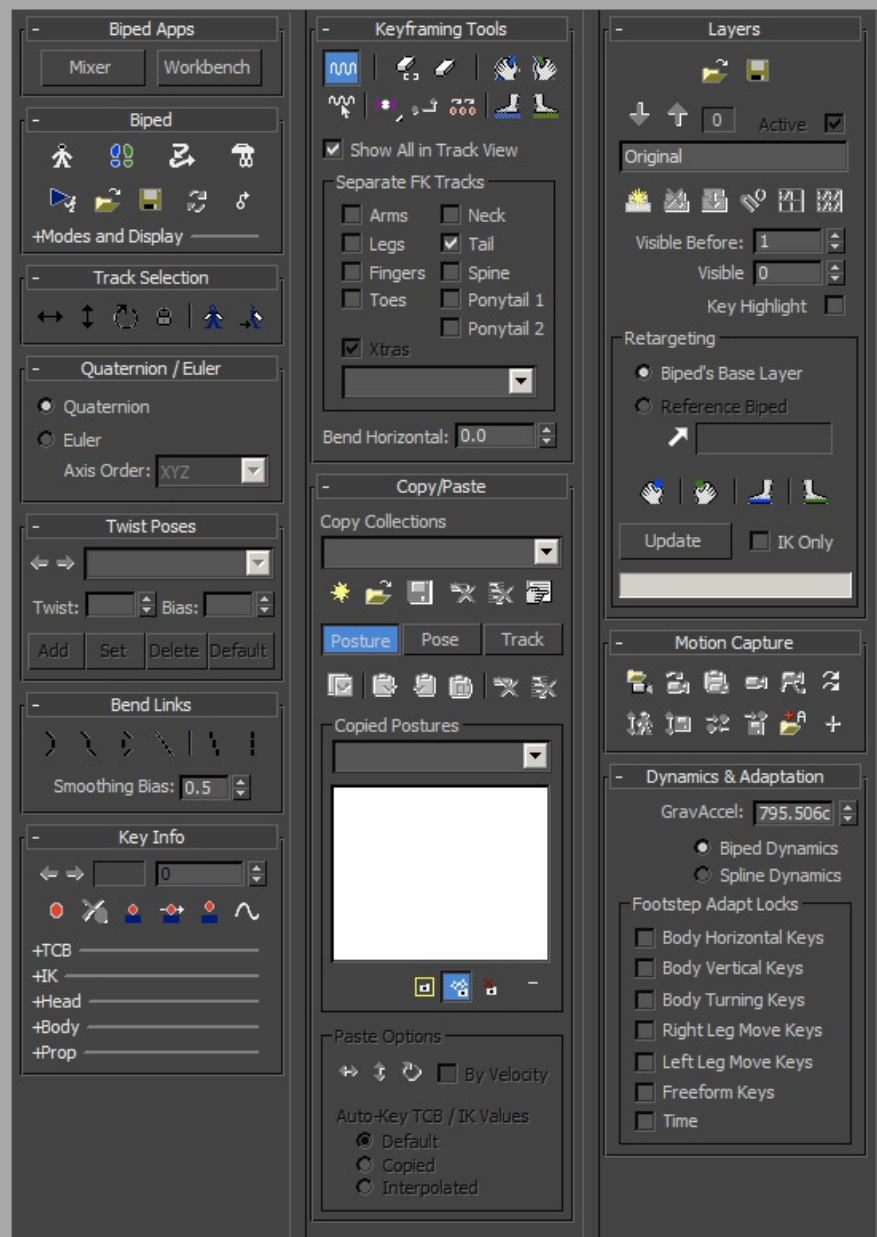
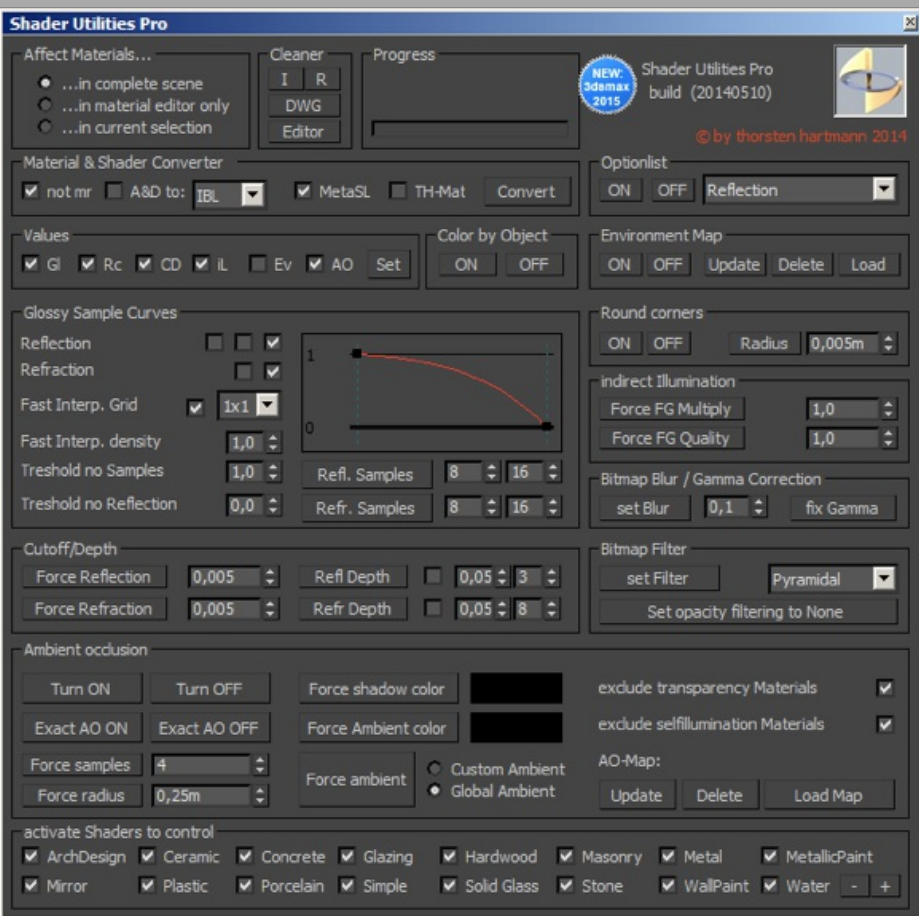
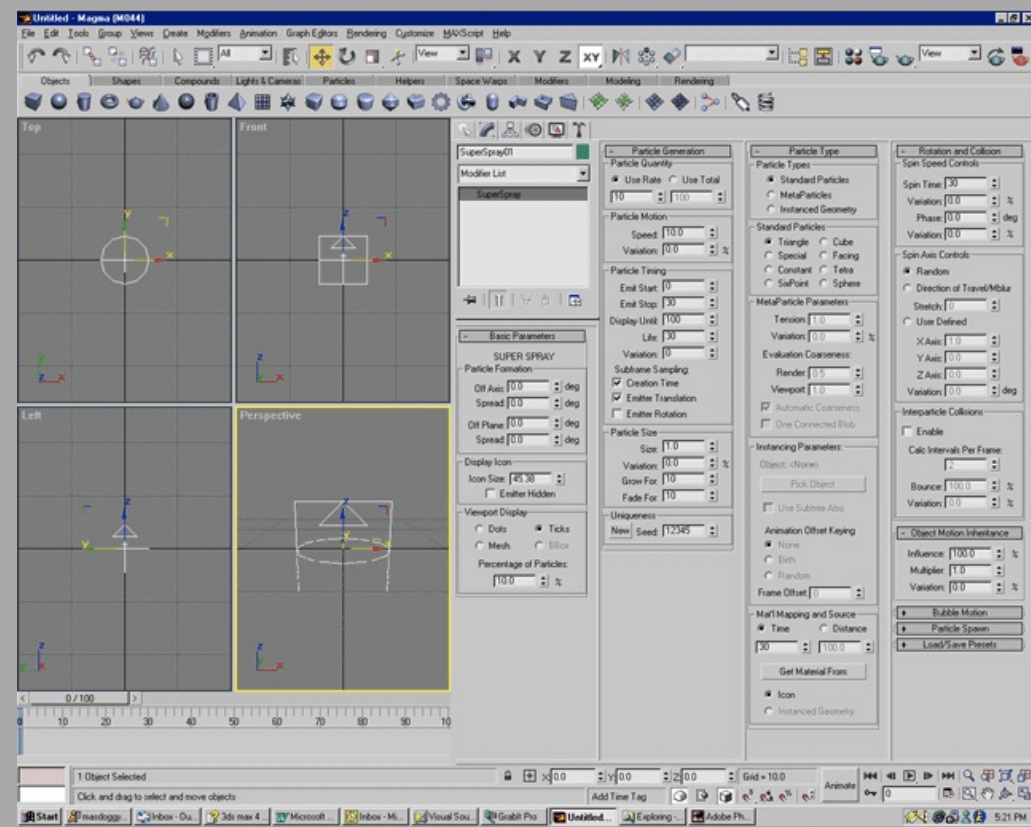
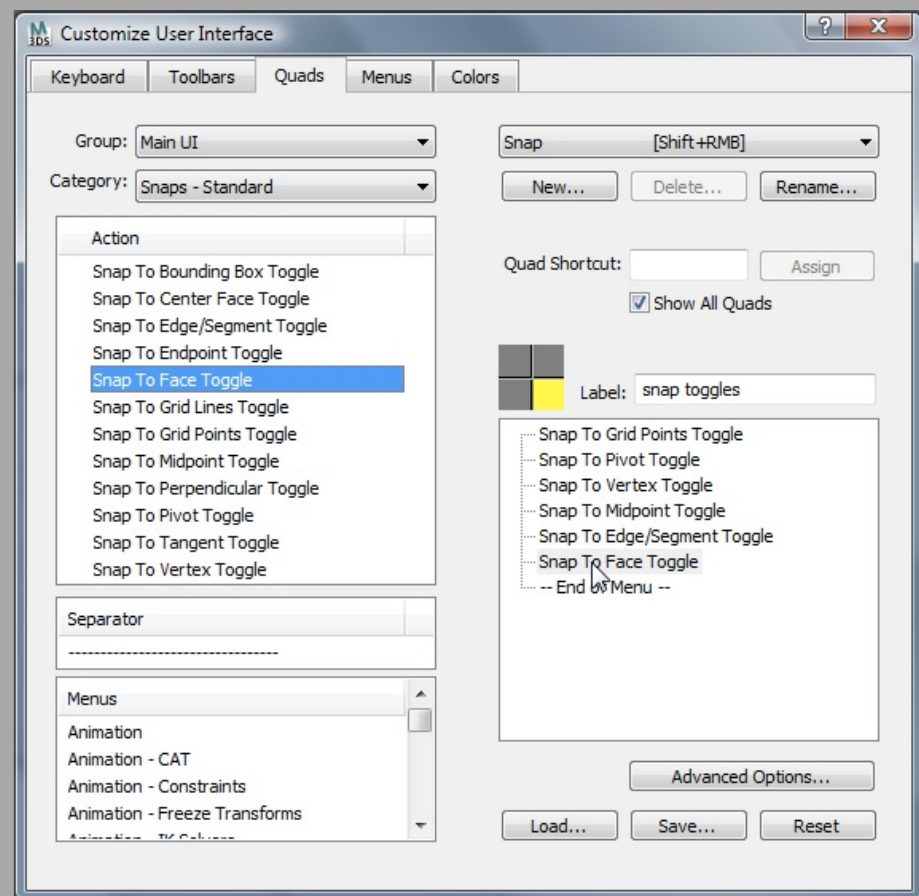
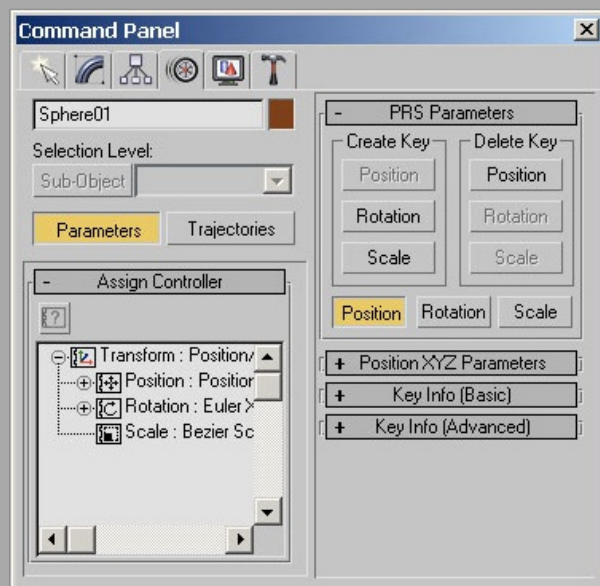
.

Sincerely,

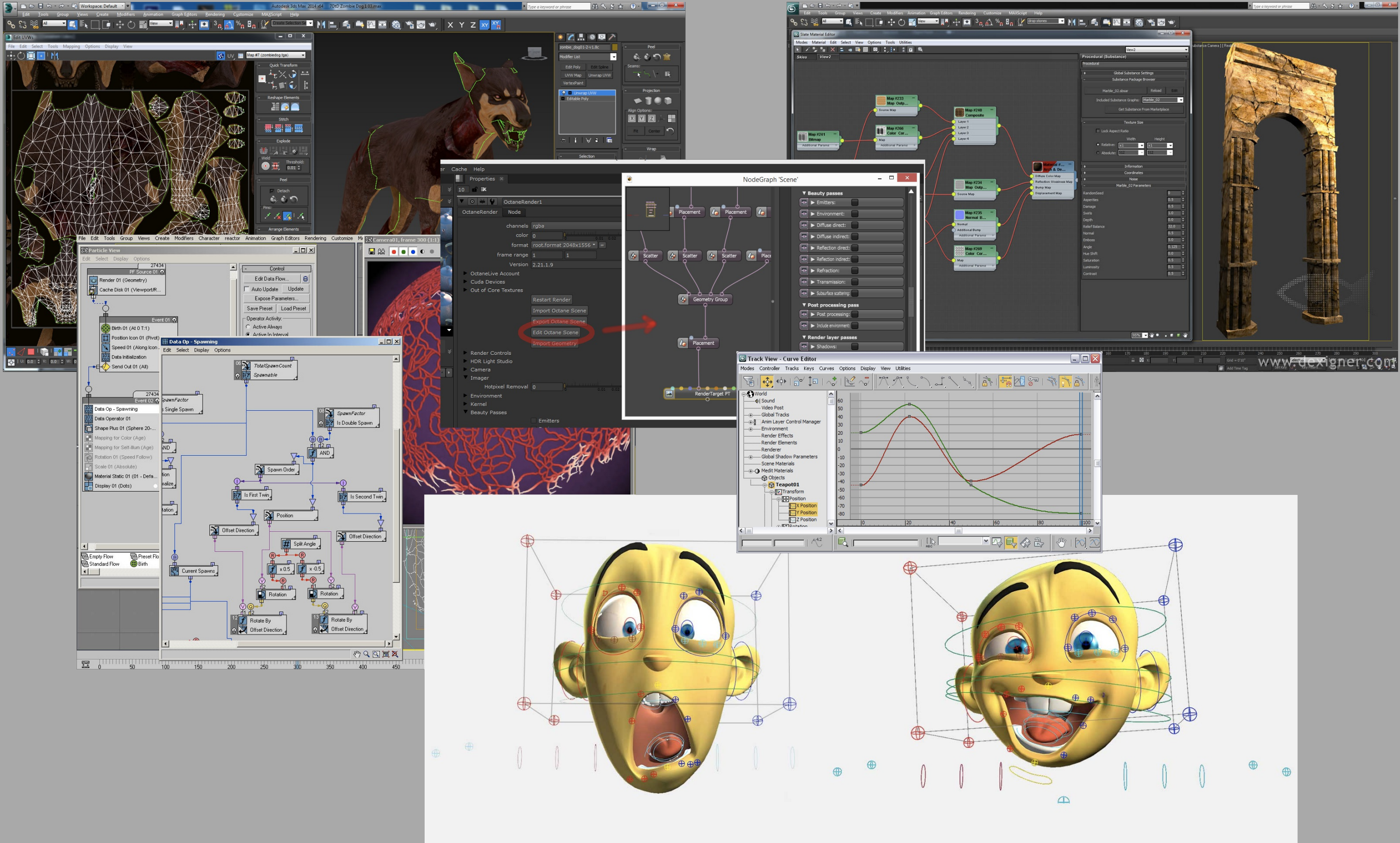
YOUR NAME HERE

Submit

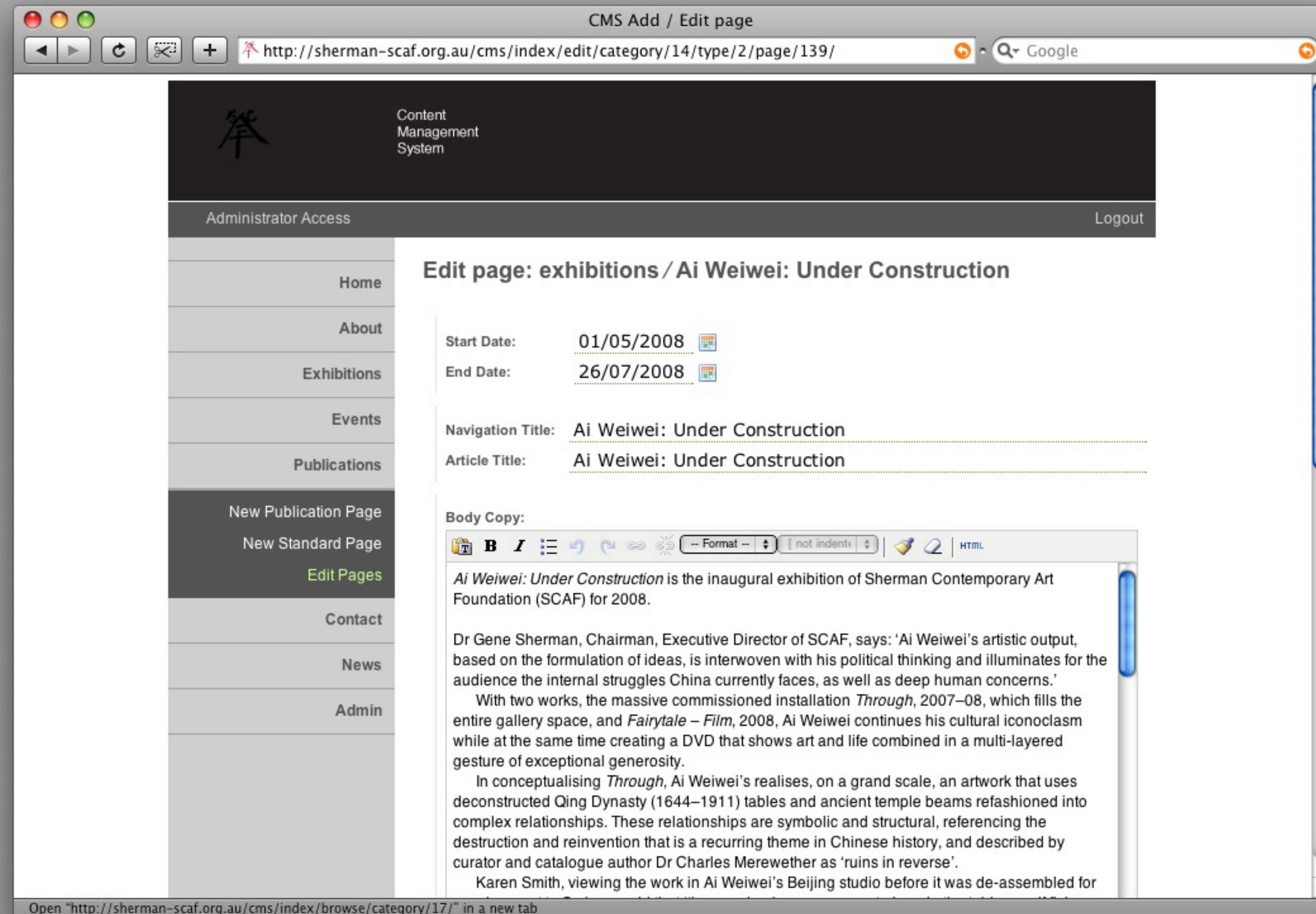












Rich Text



What do I mean by **rich text**?

Insert/Edit Text

Font: *LucidaHandwriting* 28 Text color: Black

**B** *I* U ~~S~~ [List Icons] Background color: White


Type the text to modify/insert:

**The quick brown**  
fox *jumped* over the.....

OK Cancel

Quote Tweet

Very excited to share a summary of what I've been thinking about for the past two years at @fronttrends in Warsaw next week! Say hi if you're going!




Front-Trends 2017 @fronttrends · 7h

Speaker @mcernusca is a Brooklyn-based product designer and dev! "Prevent Default—The future of authoring tools"

bit.ly/2pN7L0u pic.twitter.com/8u8sMzX00s

-8

 Tweet

computer animation and practiced freelancing

where he worked on learning tools, content

Bold Italic H1 H2 H3 Quote Bullets Numbers Link

Write Edit

## Hemingway App makes your writing bold and clear.

The app highlights lengthy, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can utilize a shorter word in place of a purple one. Mouse over them for hints.

Adverbs and weakening phrases are helpfully shown in blue. Get rid of them and pick words with force, perhaps.

Phrases in green have been marked to show passive voice.

You can format your *text* with the toolbar.

Paste in something you're working on and edit away. Or, click the Write button and compose something new.

## Hemingway

### Readability

Grade 6

Good

Words: 133

Show More ▾

2 adverbs, or fewer.

1 use of passive voice. The goal of 2

1 phrase has a better alternative.

1 of 11 sentences read.

1 of 11 sentences read.



# HELLO *WARSAW*

H E L L O   W A R S A W

**Bold**

*Italic*

ContentEditable

To further simplify the work of sites and frameworks, new types of `contentEditable` simplifies default behavior to text input only, while providing local-specific information on what a user intends such as to create newlines, delete content, or format it. This allows sites to easily provide their own behaviors without needing to handle complex text input like [IMEs](#).

### 3. Framing the Problem

- `ContentEditable` is **too complex and buggy** to be usable as-is  
While we could solve this by specifying `contentEditable`'s behavior, the remaining issues here cause us to look in a new direction instead.
- `ContentEditable` **does not easily enable the wide range of editing scenarios**. It is high-level and not supportive of the principles listed in the [Extensible Web Manifesto](#).

### 4. Use Cases

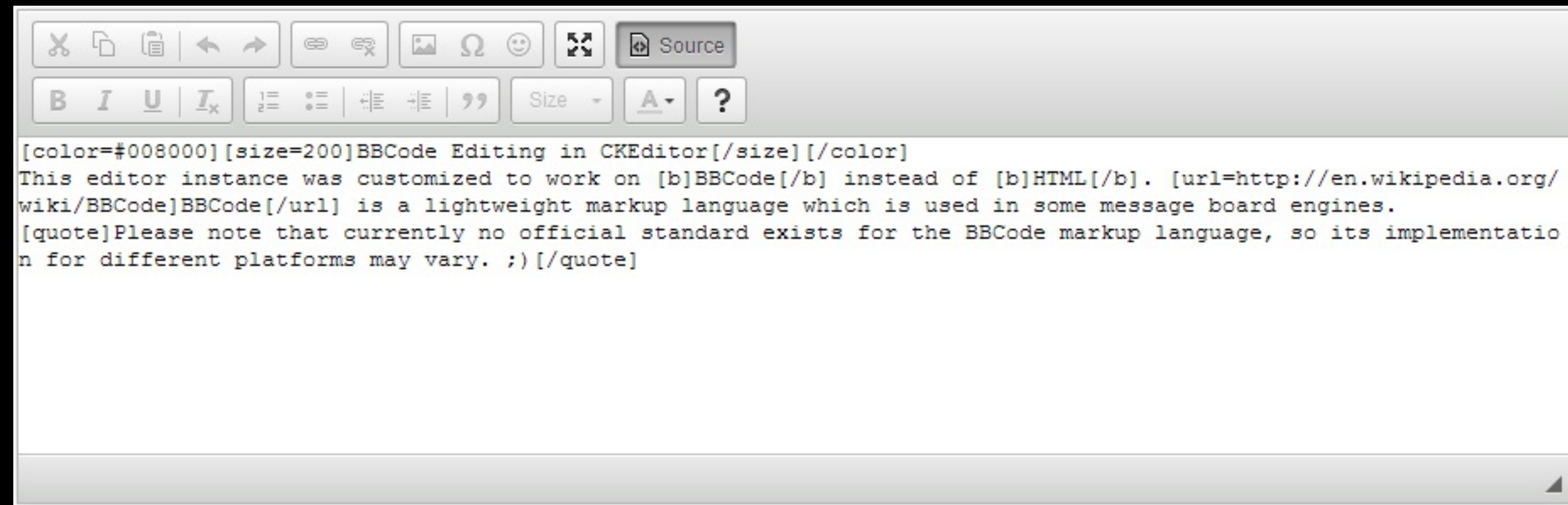
- **Semantic HTML WYSIWYG editor** for a blogging platform or email. ([link to mail](#))

The editor needs to be able to add both semantic and visual annotation to the document as it will be published as a blog. Headings are to be marked up with h1, h2, etc... and each acronym, abbreviations, and so forth

We keep finding clever ways to avoid it



# BBCode



# Markdown

SaveCancelBISLinkImageListHeadingCenterSlideTemplatesMore ▾

```
<!-- background: #f4f4f4 -->
<!-- color: #001d9e -->
<!-- font: frutiger -->

-># Markdown<-

->![markdown](https://storage.googleapis.com/swipe-static-
assets/FT2017/swipe_markdown_1.png)<-|
```

Markdown

SaveCancelBISLinkImageListHeadingCenterSlideTemplatesMore ▾

```
<!-- background: #f4f4f4 -->
<!-- color: #001d9e -->
<!-- font: frutiger -->

-># Markdown<-

->![markdown](https://storage.googleapis.com/swipe-static-
assets/FT2017/swipe_markdown_1.png)<-|
```

This is all just HTML



reactjs rich text



Sign in

All

Images

Videos

News

Shopping

More

Settings

Tools

About 39,700 results (0.41 seconds)

### react-richtext - npm

<https://www.npmjs.com/package/react-richtext> ▼

npm install --save react-richtext. RichTextEditor is the main editor component. It is comprised of the Draft.js <Editor> , some UI components (e.g. toolbar) and ...

### Draft.js | Rich Text Editor Framework for React

<https://draftjs.org/> ▼

Draft.js is a framework for building rich text editors in React, powered by an immutable model and abstracting over cross-browser differences. Draft.js makes it ...

### What is a good rich text editor for reactjs? - Quora

<https://www.quora.com/What-is-a-good-rich-text-editor-for-reactjs>

I'm looking for examples of good rich text editors that work well with react. ... Check out Draft.js | Rich Text Editor Framework for React. It's recommended by ...

### React.js Conf 2016 - Isaac Salier-Hellendag - Rich Text Editing with ...



[https://www.youtube.com/watch?v=feUYwoLhE\\_4](https://www.youtube.com/watch?v=feUYwoLhE_4)

Feb 24, 2016 - Uploaded by Facebook Developers

Plain text is boring. At Facebook, we want to give our users the ability to add mentions, emoticons, hashtags ...

### reactjs - How to properly style React Rich Text Editor (react-rte) - Stack ...

[stackoverflow.com/questions/.../how-to-properly-style-react-rich-text-editor-react-rte](https://stackoverflow.com/questions/.../how-to-properly-style-react-rich-text-editor-react-rte) ▼

Aug 21, 2016 - As seen in EditorDemo.js you can define classes for toolbar and editor

### Introducing Pity: Google Docs-like rich text editor - Show and Tell





javascript rich text



Sign in

All

Images

Videos

News

Shopping

More

Settings

Tools

About 7,090,000 results (0.40 seconds)

### Quill - Your powerful, rich text editor

<https://quilljs.com/> ▼

<link href="https://cdn.quilljs.com/1.2.4/quill.snow.css" rel="stylesheet"> // <script  
src="https://cdn.quilljs.com/1.2.4/quill.min.js" type="text/javascript"></script> var ...

### Beautiful WYSIWYG HTML Editor | Javascript Rich Text Editor | Froala

<https://www.froala.com/wysiwyg-editor> ▼

Froala Editor is a lightweight WYSIWYG HTML Editor written in Javascript that enables rich text editing capabilities for your applications. ... A WYSIWYG HTML editor created by developers, for developers. ... Our WYSIWYG HTML editor transformed a basic Javascript tool into an essential ...

### TinyMCE | The Most Advanced WYSIWYG HTML Editor

<https://www.tinymce.com/> ▼

TinyMCE is a platform independent web-based JavaScript HTML WYSIWYG ... Just because TinyMCE is the most powerful rich text editor doesn't mean it is ...

### CKEditor.com | The best web text editor for everyone

[ckeditor.com/](https://ckeditor.com/) ▼

CKEditor is a free, Open Source HTML text editor designed to simplify website ... using its robust developer-friendly documentation and a rich JavaScript API.

### javascript - Rich text editor replacement for html textarea - Stack ...

[stackoverflow.com/questions/19214453/rich-text-editor-replacement-for-html-textarea](https://stackoverflow.com/questions/19214453/rich-text-editor-replacement-for-html-textarea) ▼

Oct 6, 2013 - This question appears to be off-topic. The users who voted to close gave this specific reason ...

# A little history of rich text controls

March **2003** CKEditor (FCKeditor) release

---

March **2004** TinyMCE release

---

*The Most Advanced **WYSIWYG** HTML Editor*

---

August **2005** Writely (now known as Google Docs) release

---

May **2007** Codemirror (code editor) release

---

April **2010** Ace (code editor) released at JSConf.eu 2010 based on Canvas

---

May **2010** Google Docs switches away from ContentEditable to their own engine 'Kix'

---

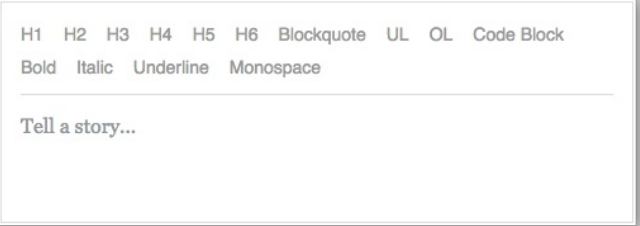
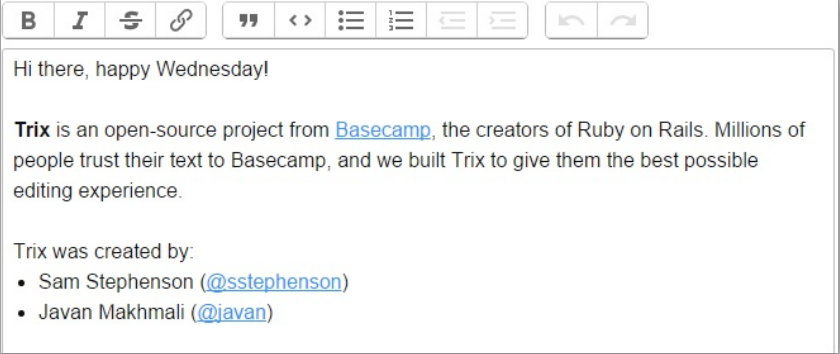
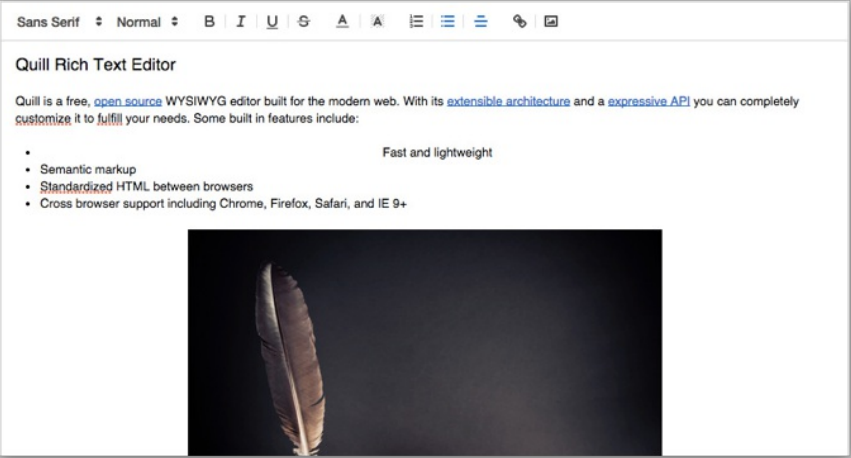
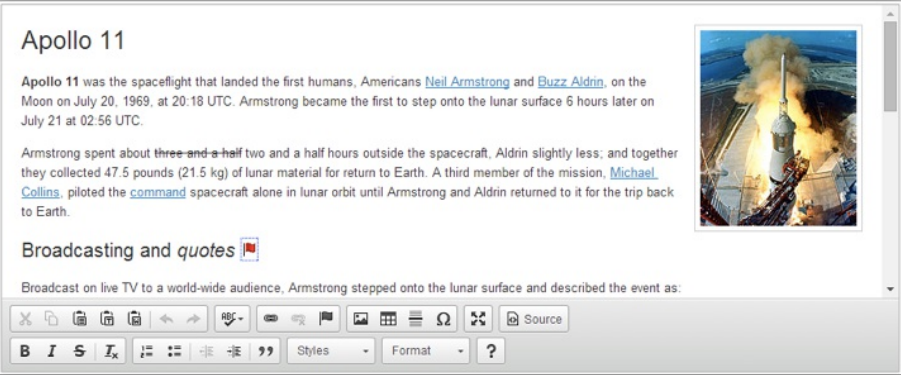
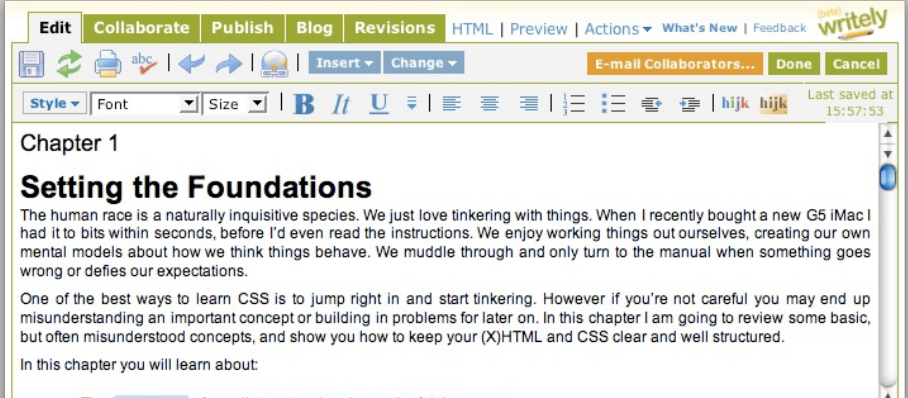
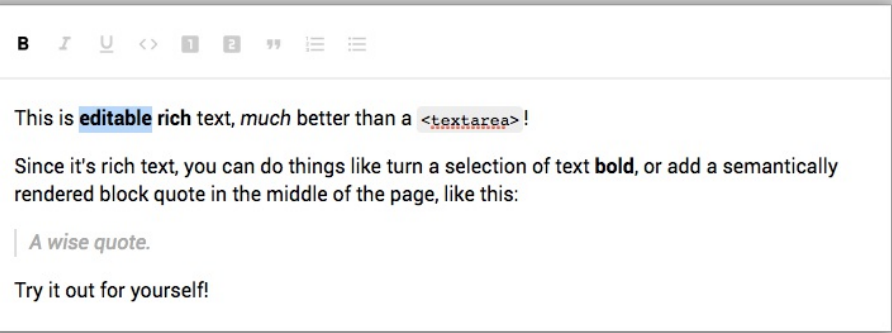
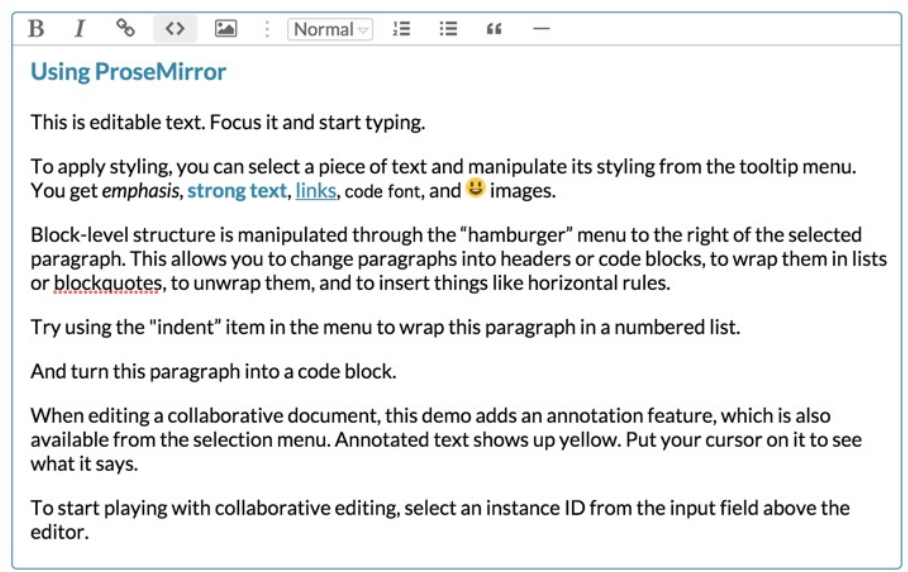
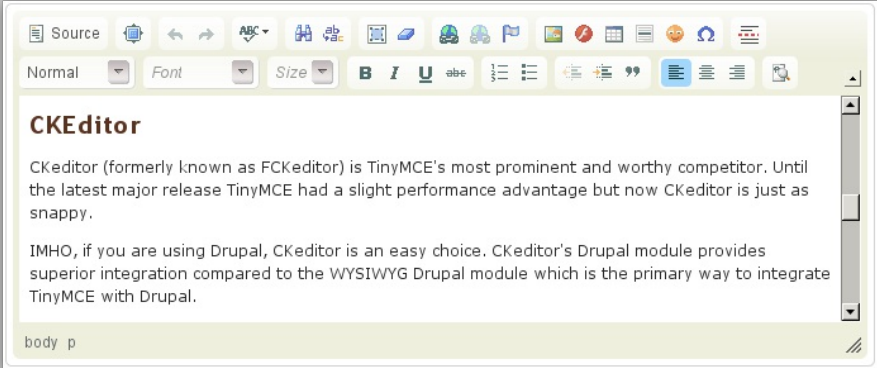
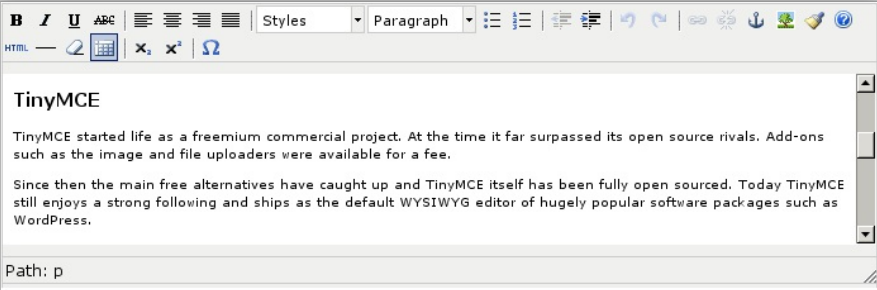
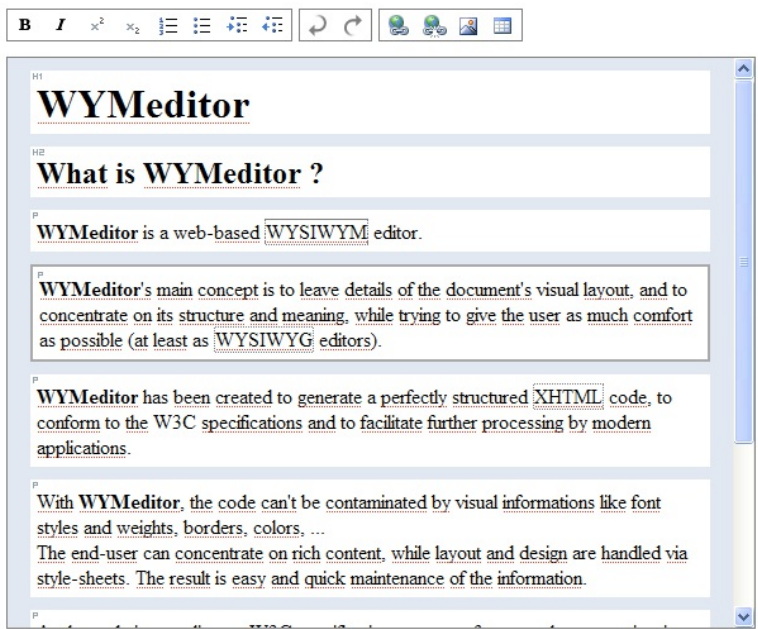
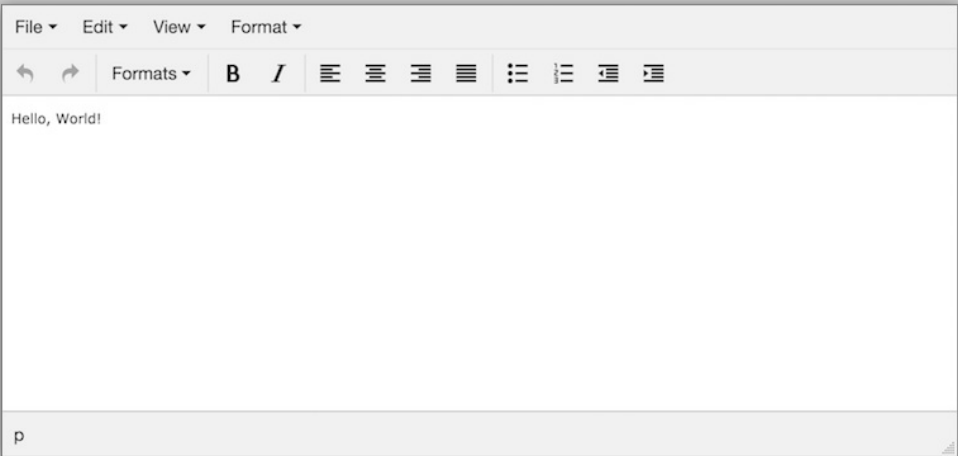
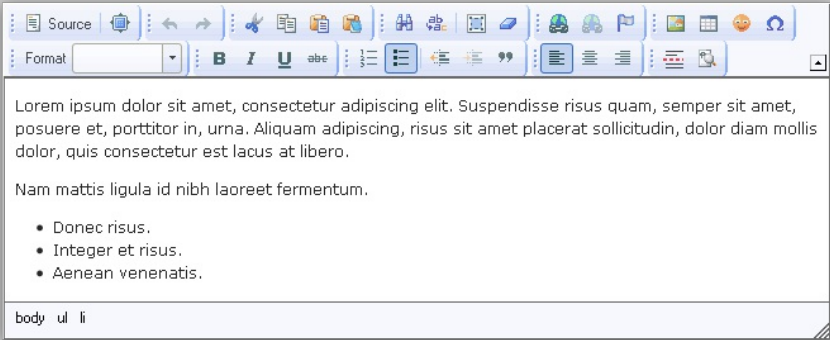
February **2011** Codemirror (code editor) 2.0 (no longer based on contenteditable, now uses techniques popularized by Ace)

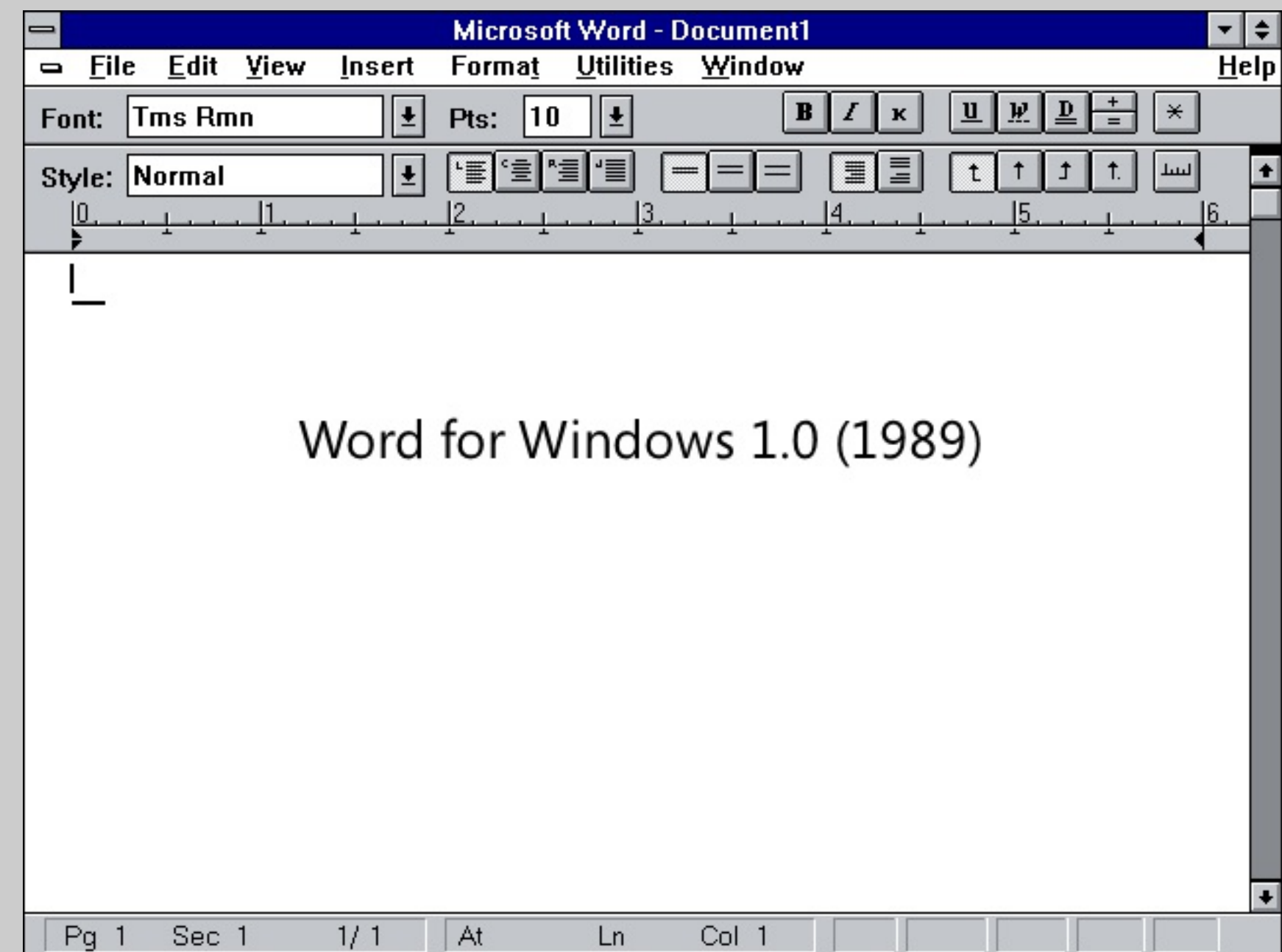
Header	Subtitle	Paragraph	Styles
<h1>Explaining graphic design to four year olds</h1>			
<p>I recently offered to talk at the local primary school, about my job (or at least part of my job). I expected to be speaking to the older kids, and be able to talk specifically about the cool parts of the job, and maybe some of the sucky bits too, and how you get around them. However, I was asked to talk to a reception class (four and five-year-olds), and it turned out to be an interesting exercise in boiling down what you do, to its most basic elements.</p>			
<p>Firstly, I couldn't rest on my laurels and rely on some of the brands I've worked with, to win me any kudos, like it might with the older kids—"Yeah, I've worked for Channel 4, and the BBC, and</p>			

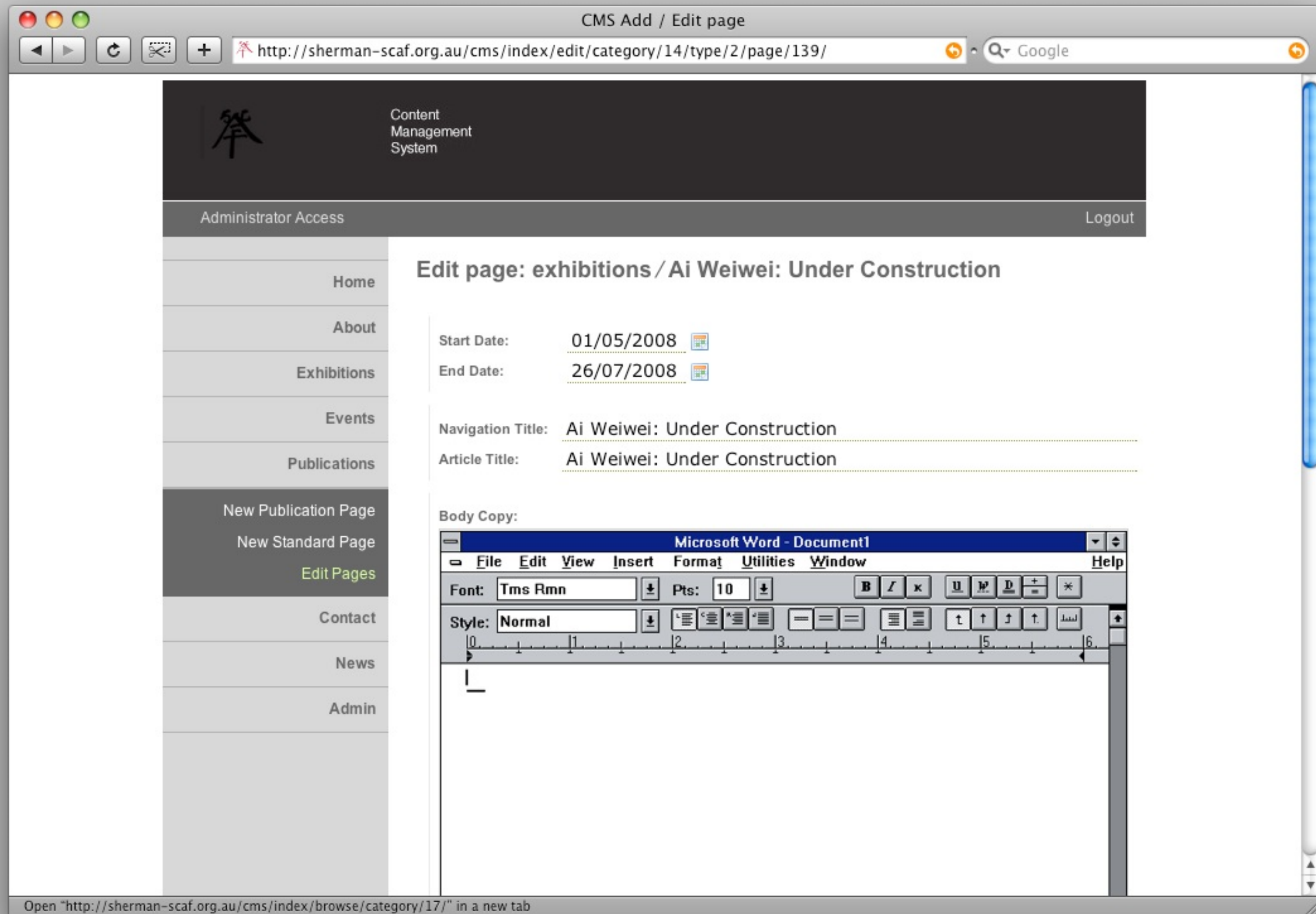
“I hate when I spend time trying to figure out something, get it working and then suddenly realize that it isn’t what I wanted in the first place...”

– My friend Thomas














Cu iusto menandri singulis ius

At ius dicam phaedrum theophrastus!

**B** *I*       

Et deserunt honestatis mel, mel consul platonem [mandamus](#) cu. Latine legendos persequeris cum eu, usu ex modus altera sanctus. **Nam noster probatus te?**

Apeirian quaerendum usu et, causae appareat pro et. Per ut enim interesset, esse appetere sit ex. Ne mea euismod atomorum perpetua, ipsum petentium cu vel. Qui consul posidonium efficiantur te. Ei nam mazim utamur adipisci, pri veniam reprimique no, ea alia dicam appellantur per? Utroque urbanitas no vim, ex nulla option imperdiet duo, quis labore id sea?



**B***I*

## Cu iusto menandri singulis ius

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# What does an input control do for us?

- Input state
- History (undo / redo)
- Selection state
- Cursor navigation
- Cut / Copy / Paste
- Drag & drop
- Bi-directional text
- Indirect input (CompositionEvent)

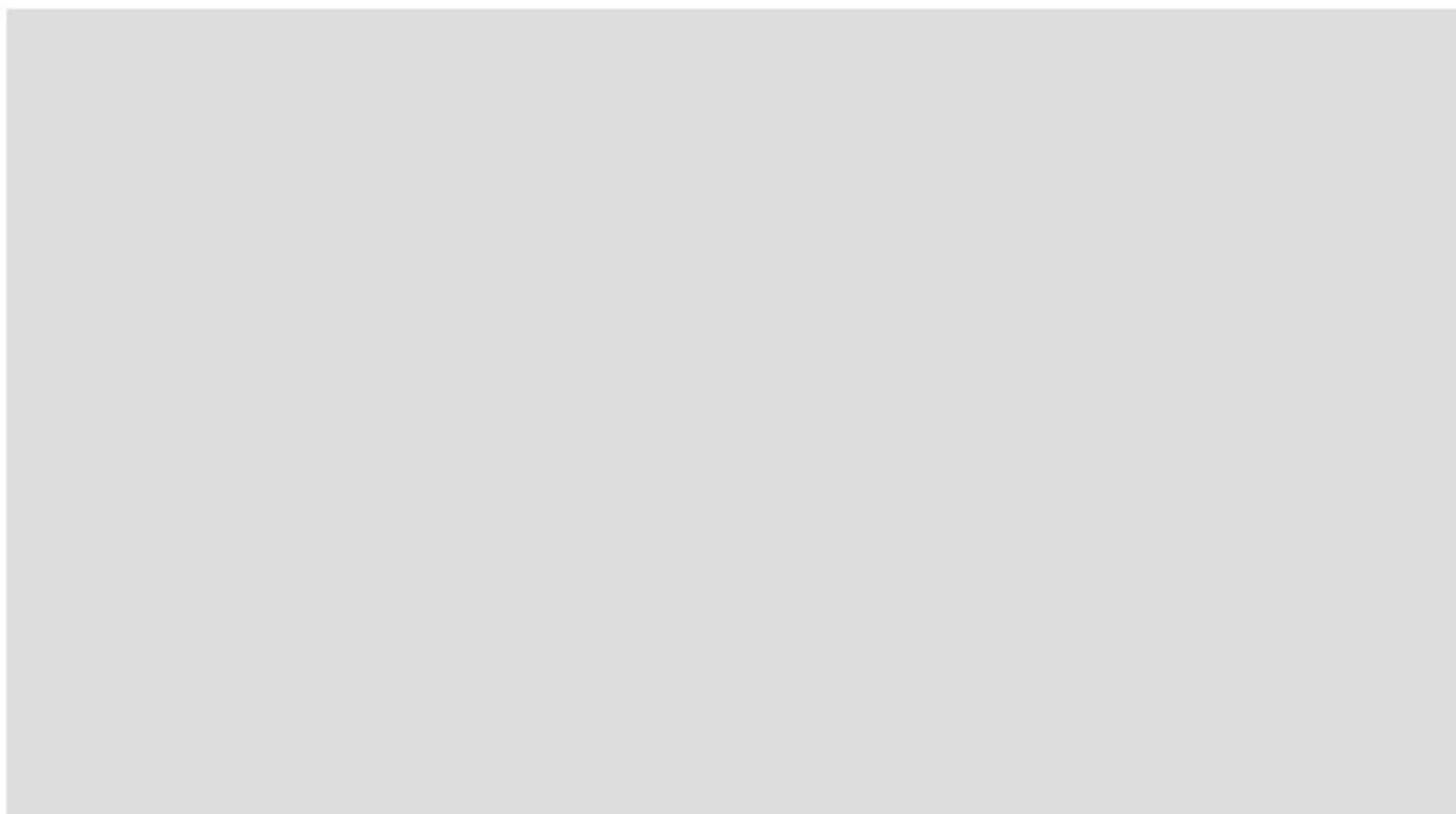
1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes the need for transparency and accountability in financial reporting.

2. The second part of the document outlines the various methods and techniques used to collect and analyze data. It includes a detailed description of the experimental procedures and the statistical analysis performed.

3. The third part of the document presents the results of the study. It includes a series of tables and graphs that illustrate the findings of the research. The data shows a clear trend in the relationship between the variables studied.

4. The fourth part of the document discusses the implications of the findings. It highlights the potential applications of the research in the field of finance and economics. It also identifies the limitations of the study and suggests areas for future research.

5. The fifth part of the document provides a conclusion and a summary of the key findings. It reiterates the importance of the research and the need for further investigation in this area.





## Cu iusto menandri singulis ius

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How is ContentEditable different from a Textarea?



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P

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P

|

H1

## Cu iusto menandri singulis ius

P

At ius dicam phaedrum theophrastus! Et deserunt honestatis mel, mel consul platonem mandamus cu. Latine legendos persequeris cum eu, usu ex modus altera sanctus. Nam noster probatus te?

IMG



P

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# Cu iusto menandri singulis ius

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- convenire
- vel abhorreant
- efficiantur

Vivendo	Mandamus	Dignissim
Constituto	Dissentiet	Ius cetero



## Cu iusto menandri singulis ius

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Vestibulum ultricies ac dolor vel lobortis. Duis sit amet sem vel justo feugiat finibus vitae et felis. Vivamus suscipit feugiat malesuada. Donec et tincidunt felis. Vivamus et magna at dui finibus tincidunt. Duis lacinia facilisis velit, ut sagittis quam condimentum ac. Praesent ipsum lacus, auctor sit amet elementum id, porta eget nulla. Morbi pellentesque leo ac mi convallis sagittis. Vivamus scelerisque leo sollicitudin, vehicula justo ut, rhoncus magna.



Vivendo	Mandamus	Dignissim
Constituto	Dissentiet	Ius cetero

We're talking about building

# Direct manipulation interfaces for editing structured documents

 Kyle Van Essen 🤖🔥 Retweeted



no @tbhjuststop  
using microsoft word

1d

\*moves an image 1 mm to the left\*

all text and images shift. 4 new pages appear. in the distance,  
sirens.



 6,436



15K

The future of authoring tools

# Probably not a word processor



“How do people cope with disorder? The answer lies in the phrase ‘underlying structure’. My desk looks chaotic and incomprehensible to anyone who is unaware of the reasoning behind the many disparate piles. Once the structure is revealed and understood, the complexity fades away. So it is with our technology”

– Don Norman

The problem is the level of abstraction

We need a more fundamental building block for  
rich text

H1

## Cu iusto menandri singulis ius

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Part 3

If not a word processor then what?

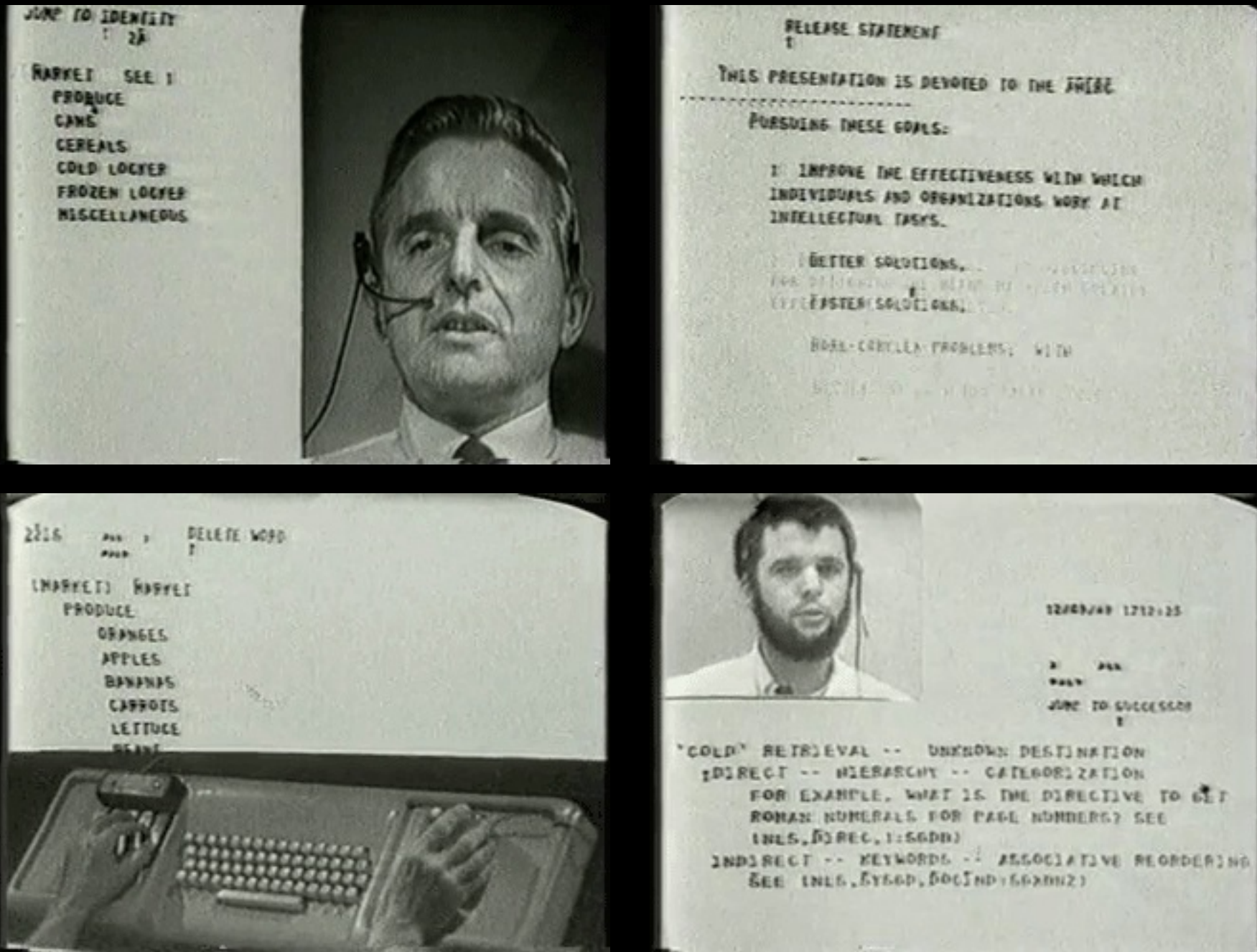


# Outliners

Two criteria that makes something an outliner:

- you can reorganize according to the structure of the information
- you can control the level of detail in display of information

1968







# Take better notes with WorkFlowy

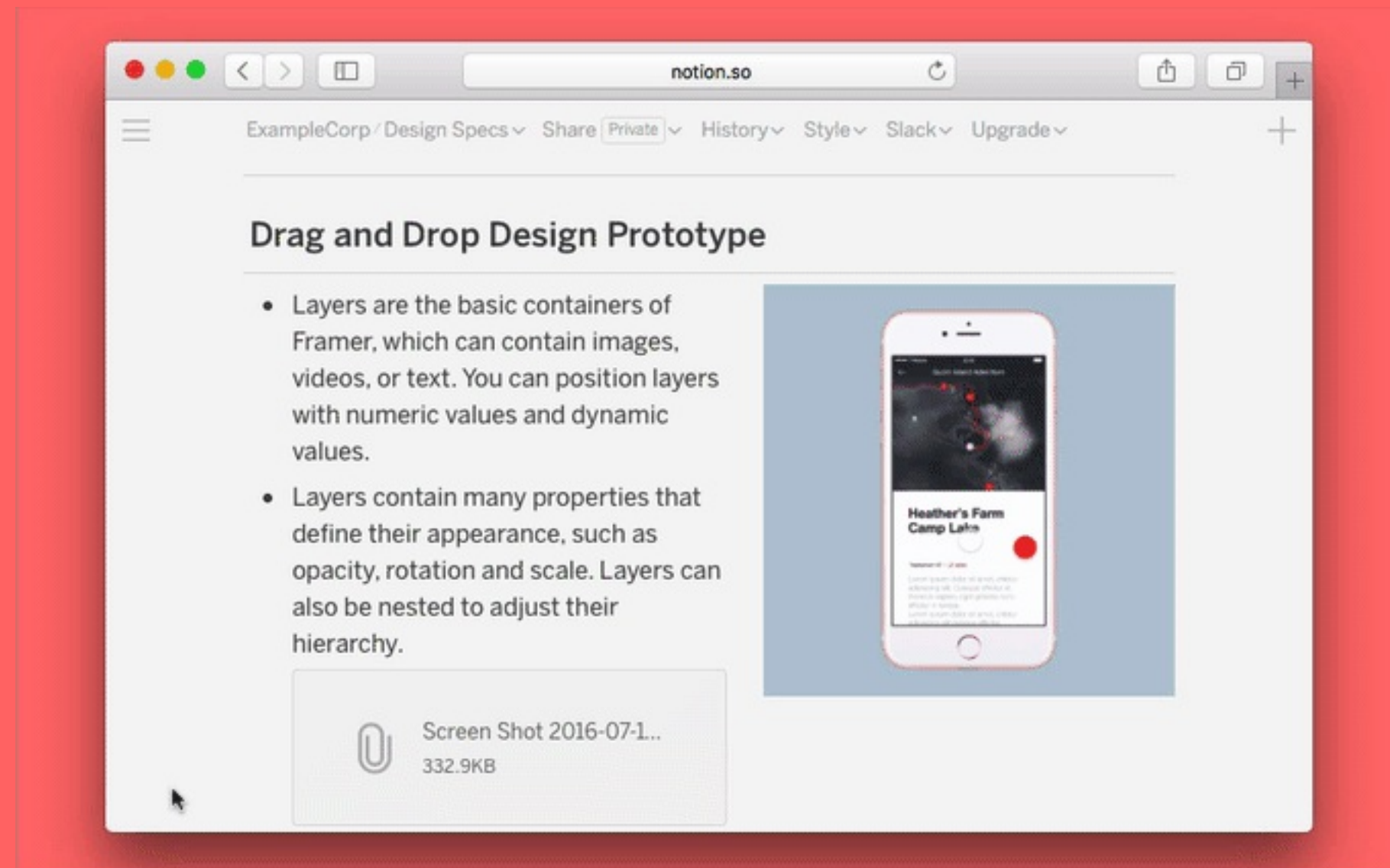
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I

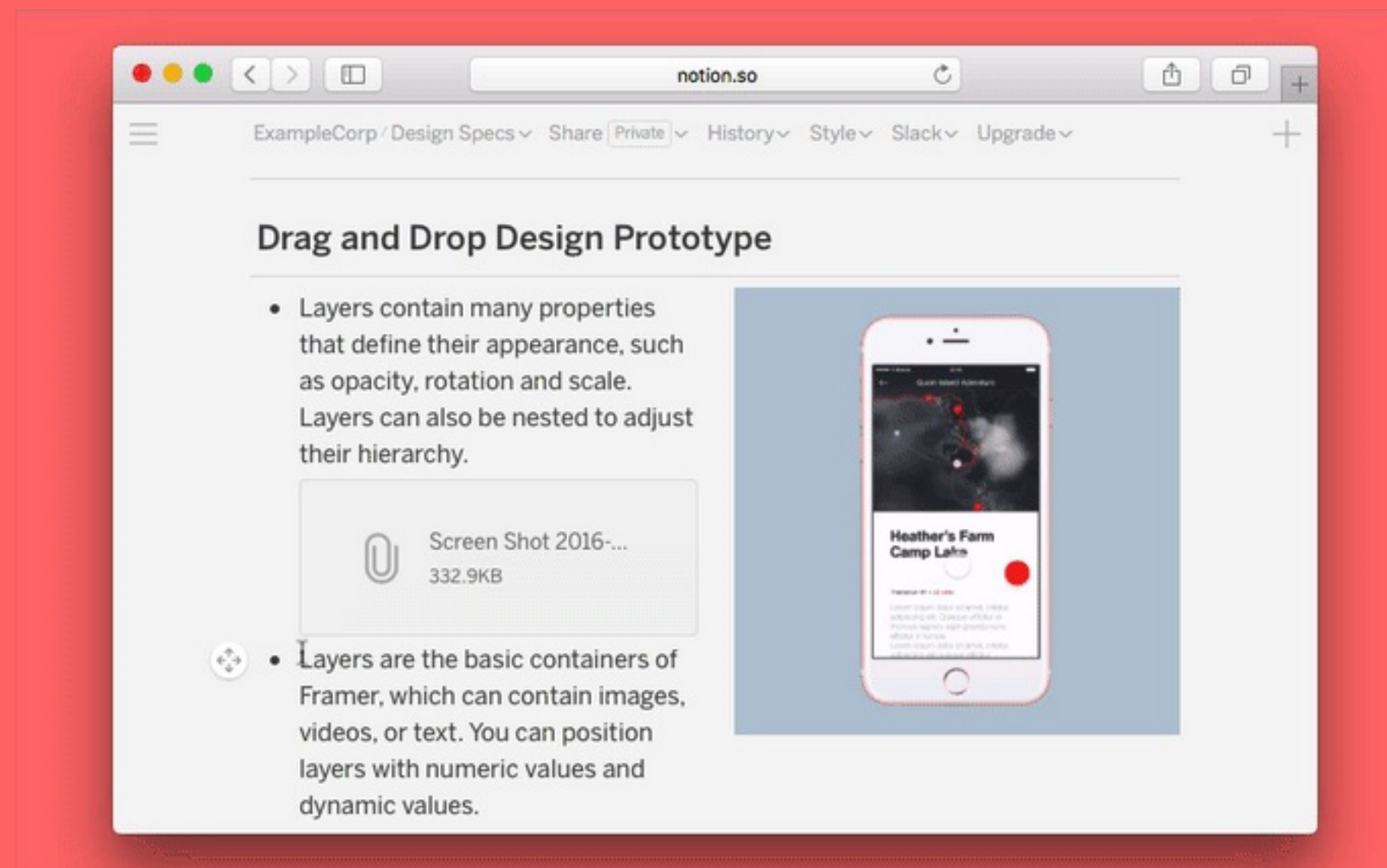
For manipulation software, interaction is perfectly suitable: the user views a visual representation of the model, considers what to manipulate next, and performs a manipulation. The software, in turn, inputs the user's manipulation request, updates the model, and displays the updated representation. With good feedback and an effective means of "speaking" to the software, this process can cycle smoothly and rapidly. It mimics the experience of working with a physical tool.

– Bret Victor (Magic Ink, INFORMATION SOFTWARE AND THE GRAPHICAL INTERFACE)

notion.so

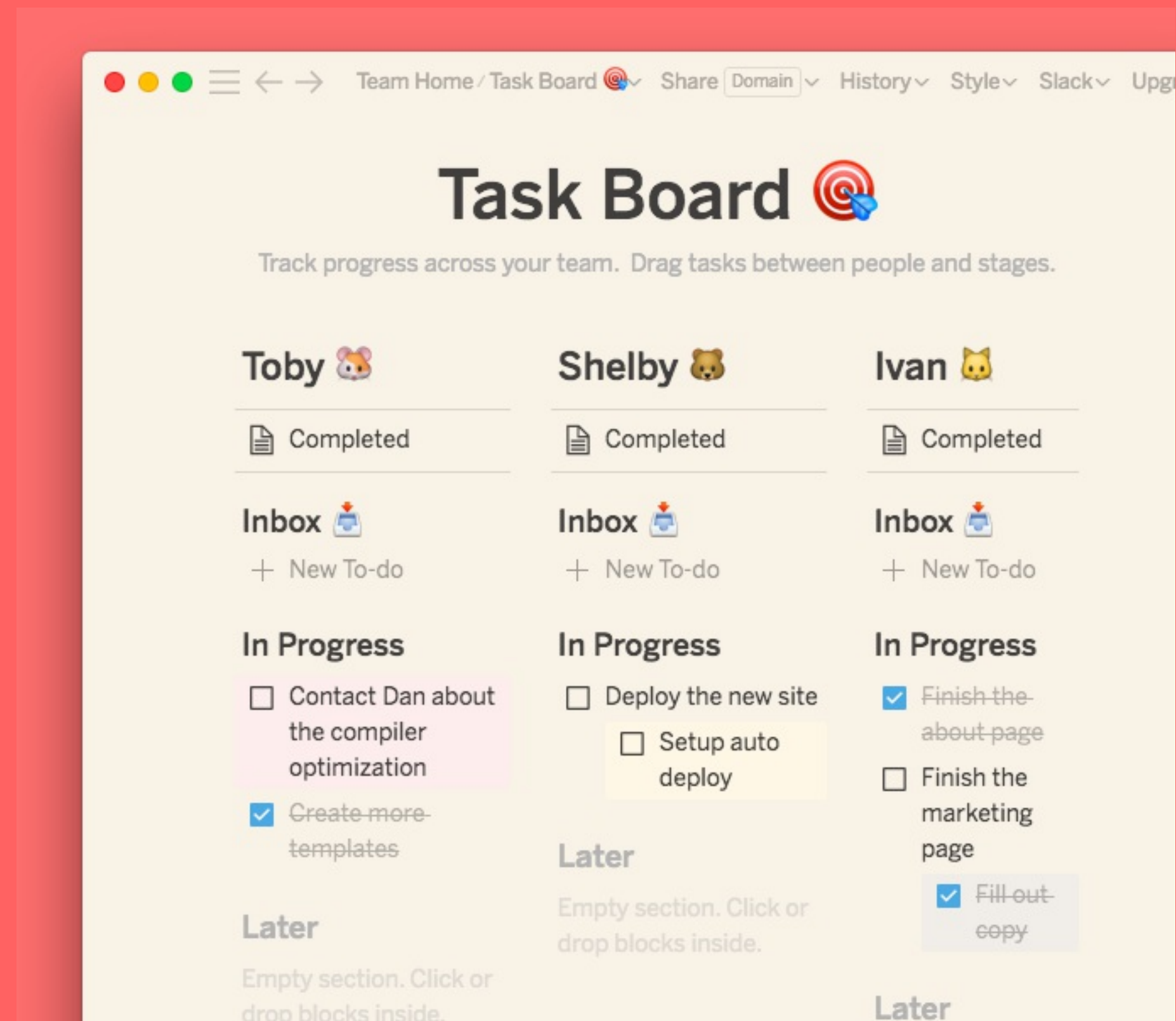


notion.so





notion.so



concept

[Intro](#)   [FAQ](#)   [Contact](#)

## Simple Collaborative Web Pages

Traditional web pages are static, published, read only.  
To write back requires server code.

On Concept, every page is live. Anyone can read or write, in real time. Web pages aren't documents, they're shared spaces.



My Pages

### Examples




Style


Ren Hang

Born in Beijing, China

"I like shooting my friends because they trust me, which makes me feel more relaxed. I can only take my best work when I'm in that state; being with total strangers makes me nervous."

 91058d1e5f500d9589c04293ddfb8e52.jpg

Style

 91058d1e5f500d9589c04293ddfb8e52.jpg [background]

layout

(2 column)

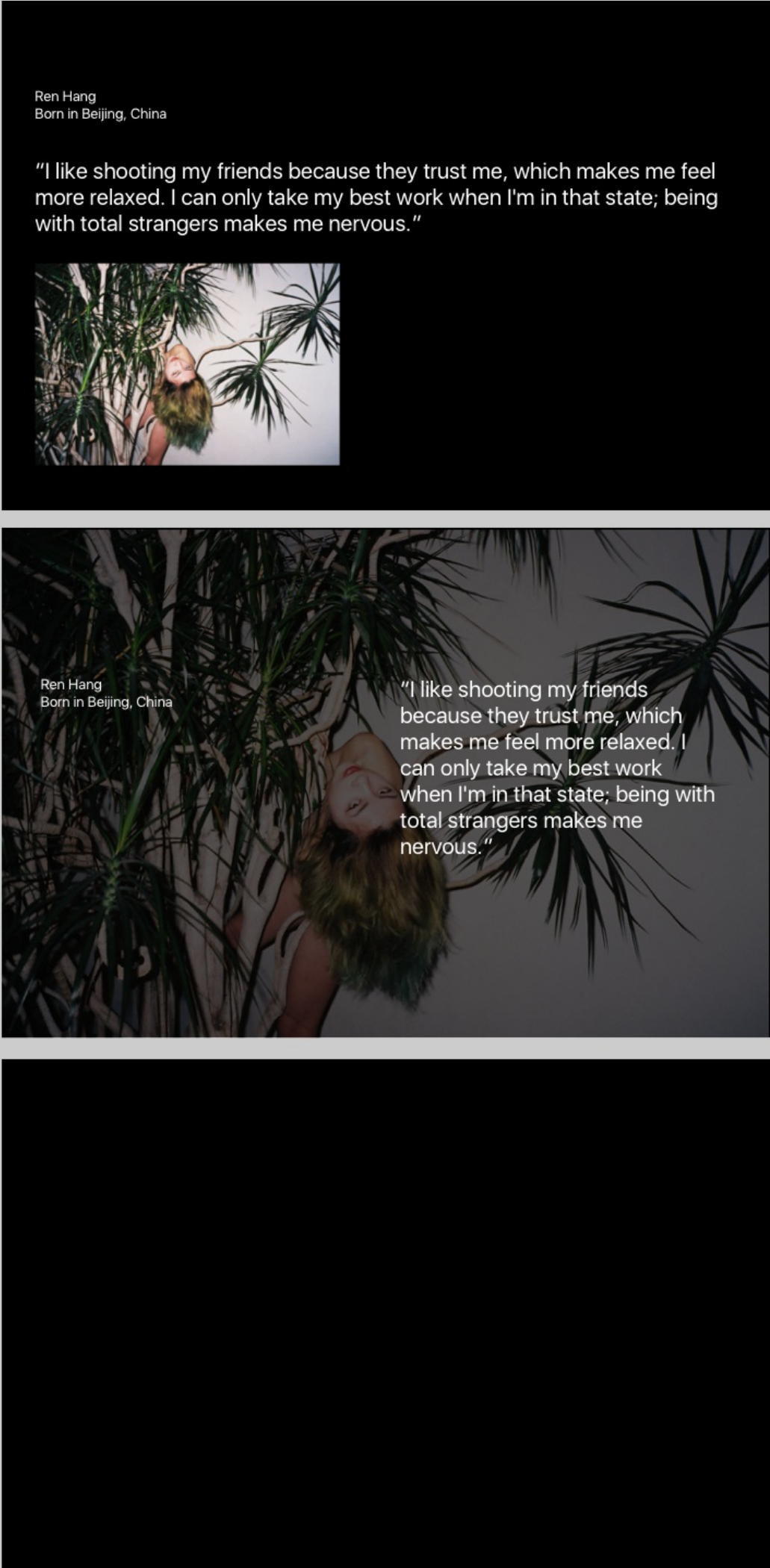
column 1

Ren Hang

column 2

"I like shooting my friends because they trust me, which makes me feel more relaxed. I can only take my best work when I'm in that state; being with total strangers makes me nervous."

Style



The price



# What does an input control do for us?

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- Cut / Copy / Paste
- Drag & drop
- Bi-directional text
- Indirect input (CompositionEvent)

Apollo 11 research

File Edit View Insert Format Tools Table Add-ons Help

100% Heading 1 Arial

Document Outline

Apollo 11

Summary

The Spacecraft

Design

Command module

Service module

The People

Neil Armstrong

Buzz Aldrin

Mission Highlights

The Launch

The Landing

Return Trip

## Apollo 11

### Summary

This is a research paper about Collins landed at Tranquility B moon on July 20, 1969. When here. The Eagle has landed."

### The Spacecraft

The Apollo 11 mission had the Module Eagle. Columbia was

### Design

The key NASA spacecraft inv CSM-107 (Command/Service

### Command module

The Command/Service Modul United States Apollo program Aviation. It was launched by it vehicle, and three times by its on the larger Saturn V launch

### Service module

The Service Module contained squire propulsive system--th

Restaurant Name

Share

To: Add collaborators


## ★ Restaurant Planning

Geoffrey R

We're opening the first of December and we have a lot c capture what needs to be done, then divide and conquer inspiration for table settings as well as any other inspira


### Table Settings

Stephanie K



The indigo table cloth adds a really nice touch. This cou new produce items that we are planning to get from the

Geoffrey R



## Design Specs ✨

All the design mocks and interactive prototypes go here.

OPEN

↓

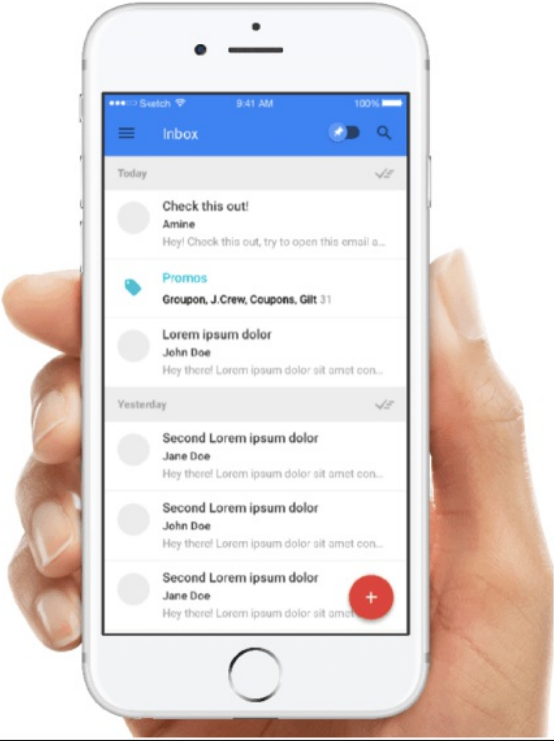
### Homescreen FramerJS Prototype

This is quick intro example to FramerJS. Layers are the basic containers of Framer, which can contain images, videos, or text. You can position layers with numeric values and dynamic values.

Visual Assets.zip

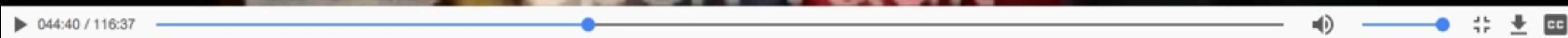
1535.9KB

- Layers contain many properties that define their appearance, such as opacity, rotation and scale. Layers can also be nested to adjust their hierarchy.
- To create a layer, use the **new** keyword. Every layer has a set of default properties: a blue background, and a default width and height of 100.
  - A unique identification number for this layer. No other layer will have this number. The layer id is read only and cannot be changed.
  - The name of a layer. Layers aren't named by default. Imported layers will inherit the name you've defined within Sketch or Photoshop.
  - Animate layer properties like scale and color with various





Nelson: In other words I take, I take Pac-Man to be the prototype of the office systems of tomorrow, not these obtuse, tiresome word processors and outline processors and spreadsheets, but Pac-Man which has real interaction, immediate feedback, color and sound, and is self revealing as different aspects of the design become clear to the user.



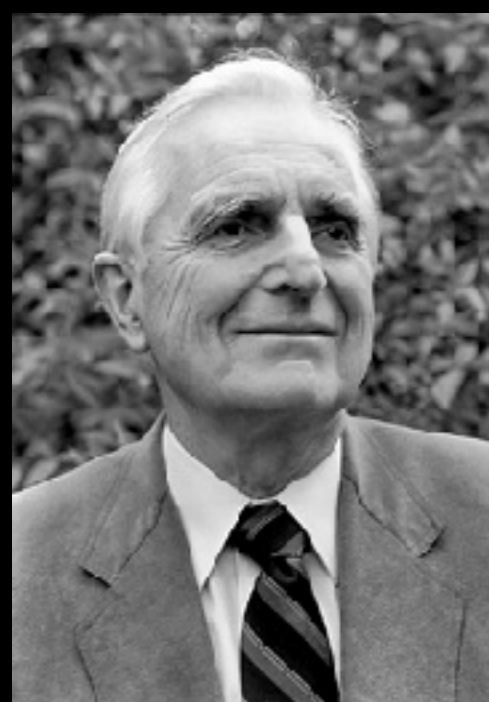


# The future authoring tools will

- Target the Web
- Have an interaction model somewhere between an outliner and a word processor
- Change how we think of documents







“I sometimes feel that my work over the past 20 or so years has been a failure. I have not been able to get funding and I have not been able to engage anybody in a dialogue.”

– Douglas Engelbart

We have an opportunity



The process of imagining what these tools can be is extremely important

“None of us are born knowing how to write software.”

– Rich Hickey

“The better we get at getting better, the faster we will get better”

– Douglas Engelbart

# Thank you!

Find the slides here:

<https://swipe.to/preventdefault>

Contact info:

- Mihai Cernusca
- [mihai@swipe.to](mailto:mihai@swipe.to)
- [@mcernusca](#)