Magento 2: Frontend Features
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Manager, Product Management
01

Frontend Key Changes
Online shopping is a multi-screen activity

67% of people have used multiple devices sequentially to shop online

Source — Google Inc.
Smartphone enables spontaneous shopping

19% planned

81% spontaneous

Source — Google Inc.
Responsive Theme

- Saves Money
- Saves Time
- Usage of new technologies
- No need to customize core templates
- Better Performance
- Improved SEO
- Wider Browser Support
Why redesign?

Top 3 priorities for online business in 2014

- **Mobile**: Responsive design, mobile optimization, tablet redesign (53%)
- **Redesign**: Personalization, site usability, CMS integration, taxonomy improvements (46%)
- **Marketing**: Brand marketing, SEO, customer acquisition, loyalty and CRM (36%)
Why redesign?

Seasonal Changes

Christmas  New Year
Easter     Valentine’s Day
Halloween
Magento 2 Redesign Toolkit

- Flexible store design
- Simplifies customization
- Less code duplication
- Maintainability
Why Improve Performance?

A one second delay in page load time equals

- 7% conversions
- 11% page views
- 16% satisfaction
What we’ve done to Improve Performance

- CSS/JS minification & merge
- AMD & Require.js
- Mobile first approach
Vasiliy Seleznev
Web Development Manager
Get Started

github.com/magento/magento2

```
Magento-3:sites vseleznev$ git clone https://github.com/magento/magento2.git
Cloning into 'magento2'...
remote: Reusing existing pack: 202670, done.
remote: Counting objects: 11202, done.
remote: Compressing objects: 100% (9269/9269), done.
remote: Total 213872 (delta 4288), reused 2 (delta 0)
Receiving objects: 100% (213872/213872), 106.25 MiB | 3.06 MiB/s, done.
Resolving deltas: 100% (109622/109622), done.
Checking connectivity... done.
```
Magento 2 Themes
Magento 2 Blank Theme

Magento 1.x Blank CSS

```css
.class-x {
  display: block;
}
.padding: 20px 0;
+ margin: 20px 0;
```

Magento 2 Blank CSS

```css
.class-x {
  display: block;
  padding: 20px 0;
  margin: 20px 0;
}
```
Magento 2 Blank Design Features

- Clean & Minimal
- Full Responsive design
- Enclosed Checkout
- One column layout for catalog with layered nav
- New Wish List
- Hundreds of small improvements
- Common for CE and EE
### Responsive Tables

<table>
<thead>
<tr>
<th>Order #</th>
<th>Date</th>
<th>Ship To</th>
<th>Order Total</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1000000151213313</td>
<td>11/7/2014</td>
<td>John Doe</td>
<td>$100.00</td>
<td>Pending</td>
</tr>
<tr>
<td>1000000151213313</td>
<td>11/3/2014</td>
<td>Konstantin Konstantinopolsky</td>
<td>$1,980.97</td>
<td>Complete</td>
</tr>
<tr>
<td>1000000151213313</td>
<td>11/3/2014</td>
<td>John Doe</td>
<td>$2,980.97</td>
<td>Pending</td>
</tr>
</tbody>
</table>
Magento 2 Blank Theme Features

No Default CMS content
Magento 2 Blank Theme Features

Built with UI Library
You’re in full control now

- Patterns
- Consistency
- Documentation
Primary button

The `.button-primary()` mixin is used to create a primary button. By default it uses Primary button variables from variables.less file.

```html
<button class="button" type="button">Button</button>
<button class="button :hover" type="button">Hover</button>
<button class="button :active" type="button">Active</button>
<button class="button disabled" type="button">Disabled</button>
```

```css
.button {
  .button-primary();
  &:active {
    box-shadow: inset 0 3px 1px rgba(0,0,0,.29);
  }
}
```
Blank Theme Structure

- Magento
  - blank
    - css
    - fonts
    - images
    - js
    - Magento_Bundle
    - Magento_Catalog
    - Magento_CatalogSearch
    - Magento_Checkout
      - css
        - source
          - module.less

Modularized CSS:
- Upgradability
- Performance
- Maintenance

Magento 2 compiles CSS itself
- No tools required
- Anyone can edit styles quickly
- LESS Source and CSS is always synchronized
Blank Theme Features

Modern Technologies

Mobile First Responsive Design

Built with Magento UI library

Compiled with Built-in PHP LESS Compiler

WCAG 2.0 AA Compliant
Magento 2 Sample Data

- Beautiful
- Enterprise and Community Features
- Responsive Web Design
- Easy to install
Blank Theme Features

No images, only SVG logo
Modularized .LESS
No CMS
Mobile First RWD
Fully designed

Bunch of images
Huge styles.css
Default Demo stuff
No RWD
No design

Blank 2.0 vs Blank 1.x
Contacts

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