



# Planning

There is no escaping the boring stuff



# Choosing to be Responsive

- The first solution strategy should not be technology selection
- How do we know which technology to select?
- The first step with any responsive project should be to determine whether embarking on the project makes any sense at all.
  - Not everything is suitable for being responsive

# Consideration for Responsive Sites

- So, should you build a responsive site? The short and boring answer is:
  - It depends.
- Before you decide, there are several factors to consider:
  - Performance
  - Context
  - Content negotiation
  - Time investment
  - Support
  - Advertising



# Performance

- Performance is an integral component of the user experience. What makes sense in terms of performance on one device or on one kind of network may not apply on another device.
- If you are not careful about how you build your site, this can result in a site that is incredibly bloated and slow.
  - You may (inadvertantly) optimize for one platform over others



# Context

- The user experience on your site will vary depending on context. Different devices can be used for different tasks and in different environments. Mobile, in particular, can be used much differently than, say, a desktop computer.
- For Example (Geo)Location Based Servicing (LBS) is more prevalent on Mobile devices than desktop
  - Hollywood Bowl
  - Disney



# Content Negotiation

- You might also choose to reorganize or restructure the content of your site.
- For Example, a page has a large primary column and an aside.
  - If you made the layout one column, the side column would be pushed below everything in the primary column.
  - That's not always what you want. In many cases, the content in that side column may be far more important than the content toward the bottom of the primary column. If you don't reorder the content, that hierarchy will be lost



# Starbucks Reserve® Colombia Supremo Valley of Gold

Pin it Tweet +1 Like 17



Available for a limited time only

★★★★★ 4.8  
Read all 9 reviews

[Buy Online](#)

**Producer:** Farms in the Cauca Department of Colombia

**Elevation:** 4,000 - 6,000 feet

**Coffee Variety:** Caturra and Typica

**Processing Method:** Washed

**Tasting Notes:** Sweet walnut flavor with delicate cocoa notes and high herbal aromas

**Flavor Intensity:** Medium

**Body:** Medium

**Acidity:** Medium

## A coffee discovery worthy of legend.

The Cauca highlands of Colombia were settled by Spanish conquistadors searching for El Dorado, the fabled City of Gold. While these explorers did not find what they were looking for, the area is no less rich for the treasures it does have — starting with this coffee.

Soaked by annual rainfall of 80 inches or more and blossoming in the cool climate of the northern Andes, this



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Soaked by annual rainfall of 80 inches or more and blossoming in the cool climate of the northern Andes, this coffee benefits from a longer harvest season, which creates a richer, more intense flavor of sweet walnut and delicate cocoa notes, accompanied by high herbal aromas. Furthermore, Supremo beans make up less than 10% of Colombia's coffee produce; these are the finest beans the country offers.

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### Customer Reviews

[Write A Review](#)

Sort by

★★★★★ 3/5

What coffee should be

Anonymous From: Washington, DC, USA October 23, 2012

Very rarely do I buy special or reserve coffee. Decided to try the Colombia for fun. SO GLAD I DID! This coffee is smooth and not at all bitter or overwhelming. I was very surprised. As another reviewer mentioned, it's palatable black. I'll have to buy another bag, or two, and treat myself on occasion

What coffee should be



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# Time Investment

- A responsive approach typically, and probably not surprisingly, requires a greater investment of time up front than a nonresponsive approach.
- Although we want to be Device Agnostic, in the real world you are considering numerous devices with varying capabilities and that takes time. You need to take stock of
  - what devices exist,
  - what devices to support, and
  - how someone using a particular device might want to interact with your content



# Time Investment

- Remember – Websites are there to provide you with the content you need or wanted



# Support

- Building a responsive site from the desktop down, as it is still most often done, presents a problem for many mobile devices.
- While modern WebKit browsers have good support for media queries, many other popular mobile browsers do not.
- If you start with the desktop experience, those devices will be greeted with the desktop version of the site—assuming they can handle it.



# Support

- If you want to capitalize on the ubiquity of the Web, building for the least capable browser first is the only responsible option. There's no guarantee that new and popular devices will be any more capable than current devices.



# Advertising

- The issue of advertising on responsive sites goes beyond mere technical limitations.
- A fundamental gap exists between how the industry is structured today, and where it needs to be tomorrow. Networks, clients, agencies— all of them need to be educated on how to create ads that will appear in different sizes on different devices.
  - Creating Advertising Content cost Money



# Conclusion

- Despite the limitations of our current tools and mindset, don't dismiss the potential of responsive design.
- When used carefully, and in conjunction with the right techniques, a responsive approach can be the starting point for most sites.
- Just remember that being responsive is not the destination. A responsive approach is a big piece of the puzzle, but in the end it's just one piece.



# Web Analytics

- Consider
  - Your site users
  - Your Target users (may not be the same)
- What are the most important devices for you to support?
  - Sitecatalyst
  - Webtrends



# Web Analytics

- Carefully comb through your analytics and see what devices people are using.
- Find the behaviors. For example, are there devices that are used frequently, but in shorter sessions? Perhaps the experience needs to be improved for them.
  - Mobile devices used for shopping
  - Desktop used for buying





# Skewed Analytics

- A word of caution: Be very careful that you are considering all factors when drawing conclusions from your site's analytics.
- Devices vary dramatically in how they communicate with your analytics program of choice as it attempts to collect data. This can lead to stats that are skewed in one direction or the other.



# Skewed Analytics

- A common analytics approach is to bind JavaScript to a pixel on the page(s)
  - What is JavaScript is turned off?
  - Many mobile devices lack support for JavaScript.
  - Some devices have partial support for JavaScript.
  - Some that do have JavaScript turned off by default



# Skewed Analytics

- Be wary of self-fulfilling prophecies. If you haven't optimized your site for different platforms and browsers, don't be surprised if that portion of your traffic is very low.



# Skewed Analytics

- Market stats can also be skewed. Consider BlackBerry.
  - Blackberry routes all its traffic through its proxy servers in Canada.
  - This make it looks like all users of Blackberry come from Canada



# One Site or Two?

- We have already discussed that the ideal case is that I have one site that support all devices.
  - But Mobile Sites and Desktop Sites can co-exists
- Desktop focused websites
  - Different performance solutions to Mobile
- Mobile focused websites
  - Can isolate mobile feature consideration
- Downside
  - Not Future Friendly
  - RESS can easily support this model and hide it from the user



# One Site or Two?

- Downside
  - Not Future Friendly
  - RESS can easily support this model and hide it from the user
- Upside
  - Can provide a simpler migration to full Responsive Design



# Mobile Statistics

- So how many of you have already taken CSE 380?
- To understand trends, usage, ... you need to understand Probability and Statistics?
- Consider taking Data Mining



# Mobile Statistics

- Three Metrics to Consider
  - Mobile Web Metrics
  - Demographic Surveys
  - Installed Base Market Share





# Mobile Web Metrics

- Mobile web metrics tell you which devices and browsers are being used to access the Web.
- This is an incredibly important metric.
- If a large segment of the population own the same type of device, but no one uses it to browse the Web, then why would you optimize web performance for that device?



# Demographic Surveys

- Demographic surveys help you to identify how people use different devices
- People of different ages, backgrounds and income levels may use devices in very different ways
- Understanding their behaviour ensures that your site will not only work on their device, but also fit your target audience's needs



# Installed Base Market Share

- Stats about installed base market share look at how many devices are being used— not just sold.
- It's important to pair this information with the information provided by mobile web metrics and demographic surveys.
- Try to find that sweet spot where the installed base is high within your specific target market.



# Mobile Web Metrics

- Remember that Responsive Web Design is not just about Mobile.
- You have to pay attention to desktop, TV and other larger Web enabled devices



# Consider the Content

- Ultimately it is the content that drives you to a sites
  - Information
  - Images
  - Music
  - Videos
- But we have typically designed the site without thinking about the content. We think about the layout first and content second

# Perform and Content Audit

	A	B	C	D
1	Link ID	Link Name	Link	Document Type
2	2.0.0	products	<a href="http://www.xyz.com/products/index.htm">http://www.xyz.com/products/index.htm</a>	collector page
3	2.1.0	software	<a href="http://www.xyz.com/products/software/">http://www.xyz.com/products/software/</a>	collector page
4	2.1.1.0	internet software	<a href="http://www.xyz.com/products/internet/in">http://www.xyz.com/products/internet/in</a>	paragraphs
5	2.1.1.1.0	server products	<a href="http://www.xyz.com/products/servers/in">http://www.xyz.com/products/servers/in</a>	paragraphs
6	2.1.1.1.1	web server	<a href="http://www.xyz.com/products/servers/w">http://www.xyz.com/products/servers/w</a>	paragraphs
7	2.1.1.1.2	mail server	<a href="http://www.xyz.com/products/servers/m">http://www.xyz.com/products/servers/m</a>	paragraphs
8	2.1.1.1.3	portal server	<a href="http://www.xyz.com/products/servers/p">http://www.xyz.com/products/servers/p</a>	paragraphs
9	2.1.1.1.4	press releases	<a href="http://www.xyz.com/pressreleases/serv">http://www.xyz.com/pressreleases/serv</a>	paragraphs
10	2.1.1.1.5	events	<a href="http://www.xyz.com/events/2002.html">http://www.xyz.com/events/2002.html</a>	paragraphs