



Responsive Design

An Introduction

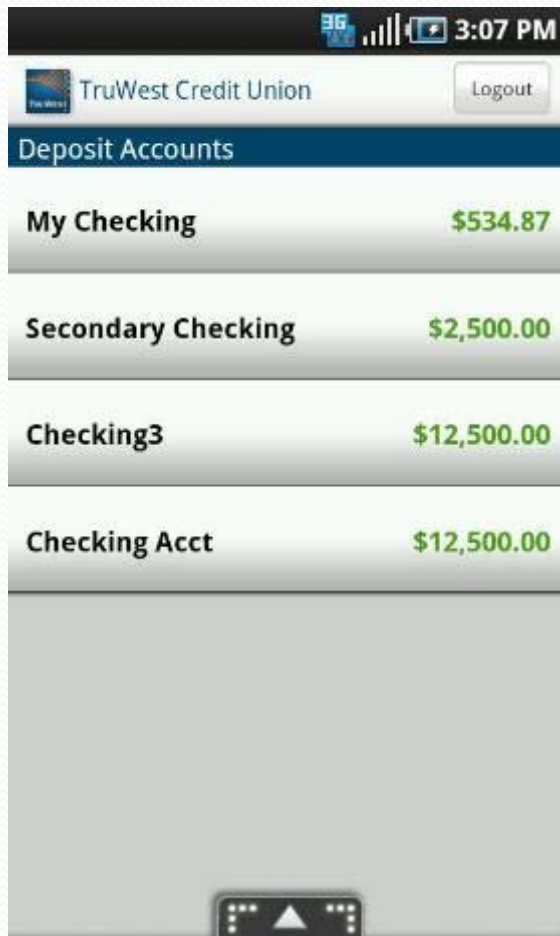


What's the problem (or
opportunity)?



Image: <https://twitter.com/OMGFacts/status/312280033773375489/photo/1>

Dissimilar Experience



Mobile Devices

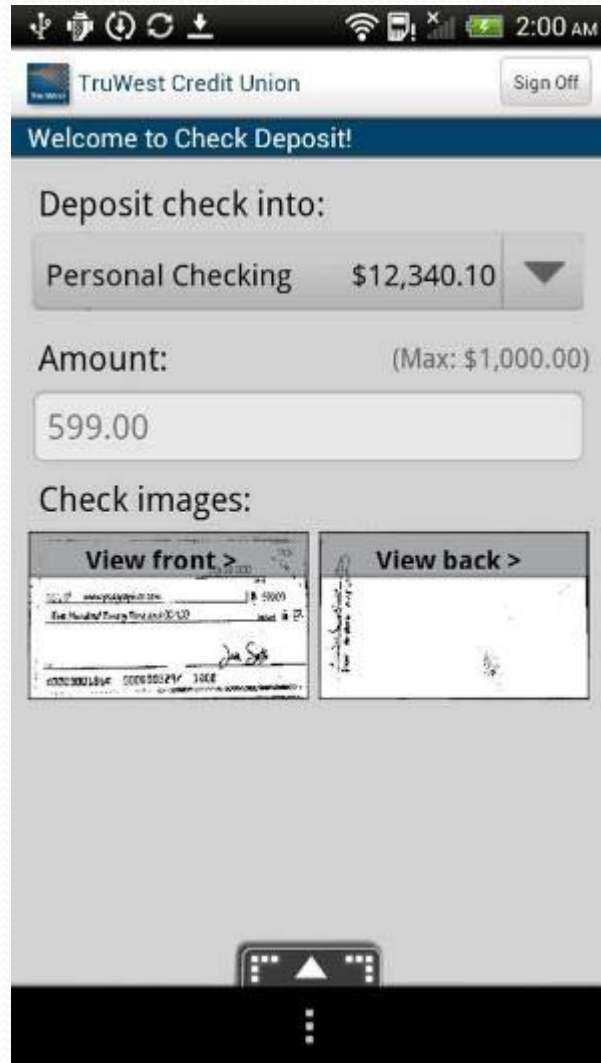


Image: <http://www.flickr.com/photos/andyi/482006549/>

More Mobile Devices

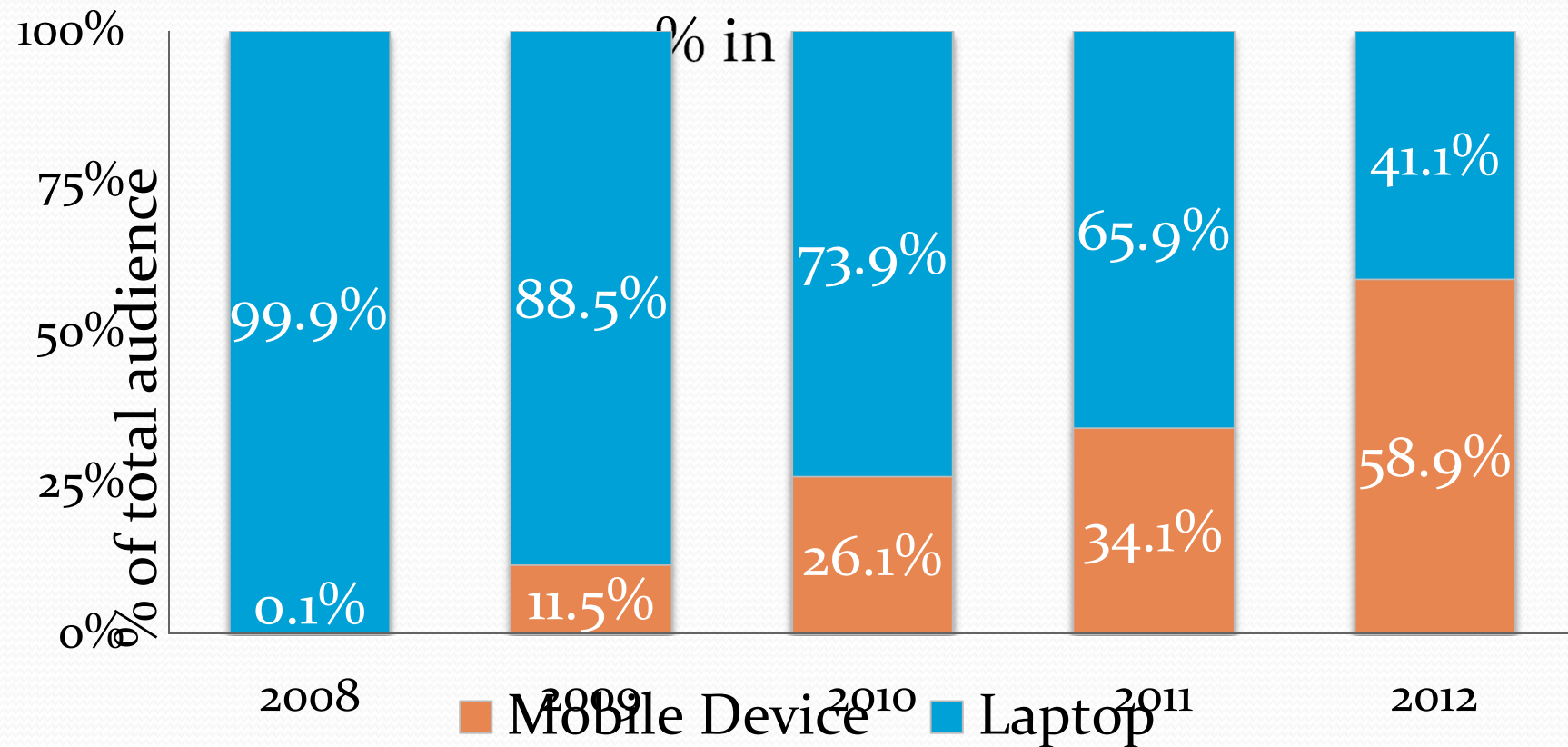


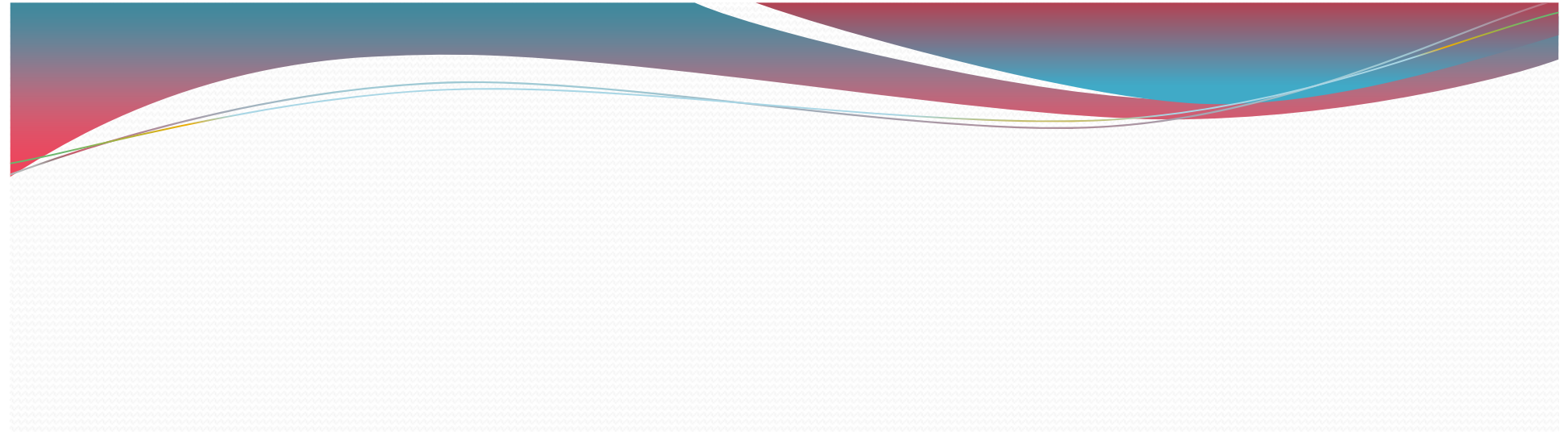
Different Capabilities



Traffic is shifting to mobile.

Wi-Fi hotspot traffic primarily coming from mobile devices increased from 0.1% in 2008 to





So now what?



One product and one code base
optimized for all channels.
(Responsive Design)



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Term deposit
4.50% p.a.
for six months.
Minimum investment \$10,000.

Offset mortgage
5.50% p.a.
Variable.

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Business news and views

joined forces with [interest.co.nz](#) to enhance the business section of their site. Use every good Kiwi business needs a bank. [Check out the new section](#) >

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Business Banking.



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7am-9pm Monday to Friday

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Cool, but why?



For the Business

Projects are channel-specific...

Web site, mobile web, tablet, mobile app, etc...





...products are not.

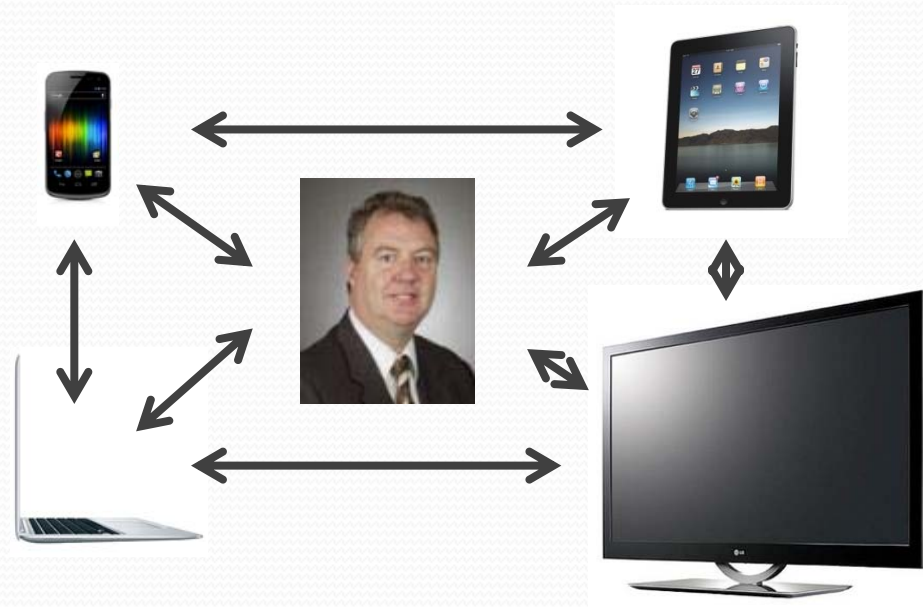
It is faster and cheaper to optimize one product for different devices than to create a different product for each device.



For Our Customers

Expectations are changing...

Customers are becoming more comfortable consuming content and performing transactions across different devices.





...products must too.

The content and functionality our Customers need should be available on whatever device they have at hand.



OK, but how do we do it?



It is not just resizing
everything to fit on a phone.

We must consider context and design, test, and
refine all aspects of the user experience for each
channel.

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Beans Blends Brewing

[Menu](#)

Drinks Food Nutrition

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Music Wi-Fi Community

[Responsibility](#)

Values Goals Progress

[Card](#)

Register Reload Rewards

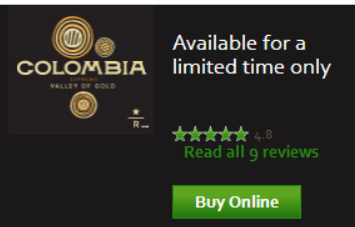
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Starbucks Reserve® Colombia Supremo Valley of Gold



17



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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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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Starbucks Reserve® Colombia Supremo Valley of Gold



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Available for a limited time only

★★★★★ 4.8
Read all 9 reviews

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Responsive design is a verb, not a noun.

It's delivering the right content and functionality in
the right way on the right device.



Collaboration

Design == Development

Trade documentation for collaboration,
get to working prototypes as quickly as possible,
and review, refine, test, and iterate in code.



Technology

...or, how I learned to stop worrying and just call it
“pragmatic responsive design”.



It's not just a single HTML page and media queries.

We must consider a range of server- and client-side technologies.




Client-side adaptation

Progressive enhancement, screen size, device capabilities.



Server-side optimization

Payload, performance, context.

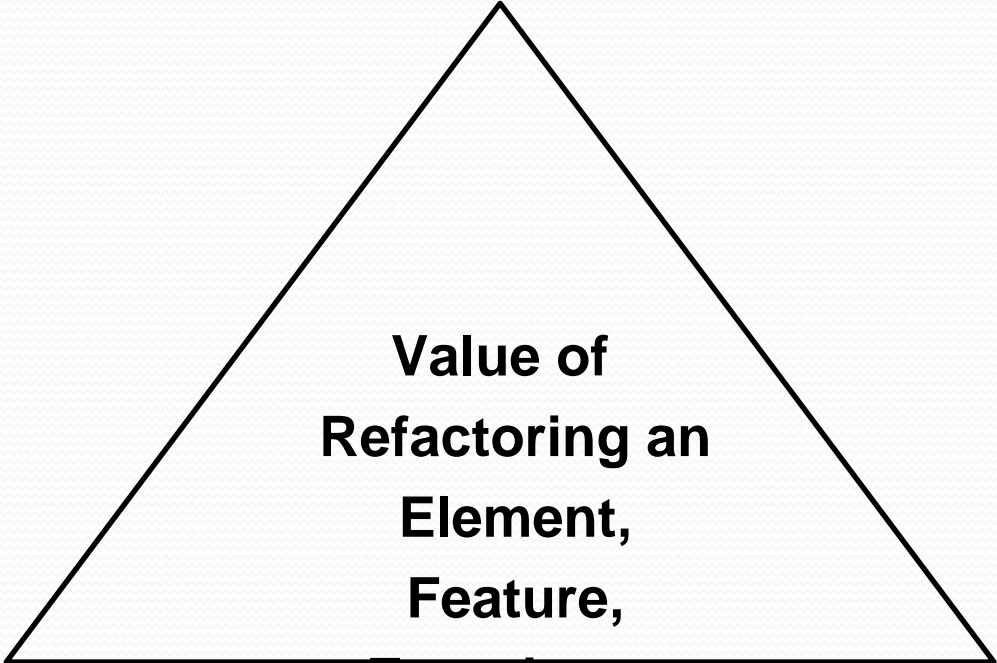


So how much does the experience
need to change across views?



Context

individual product, site, audience, device, use case



**Value of
Refactoring an
Element,
Feature,
Experience**

Consistency

full site,
app, similar
interactions

Cost

relative to
other
features,
projects



And what about native apps?



Native excels at...

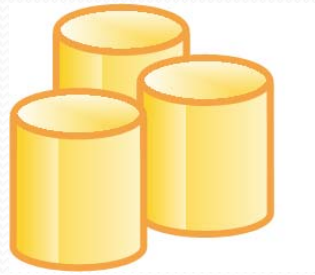
Access to device capabilities

GPS, compass, gyroscope, camera, NFC,
bluetooth,

	 iOS iPhone / iPhone 3G	 iOS iPhone 3GS and newer	 Android	 OS 5.x	 OS 6.0+	 WebOS	 WP7	 Symbian	 Bada
ACCELEROMETER									
CAMERA									
COMPASS									
CONTACTS									
FILE									
GEOLOCATION									

Offline storage

How do you handle a lack of (or poor) connectivity?



High performance

Gaming, custom media rendering, fine-grained GPS control



Notifications

Push notifications, background processing,
SMS



Native UI experiences

Optimize to each platform



App store discoverability

3rd parties are beating us to this





Web excels at...

Broad accessibility / ubiquity

Reach the widest range of platforms.
Run on anything that has a web browser (which is
a lot these days).





Consistency

Lower level of effort to maintain patterns and styles across device experiences

Search discoverability

Web is more discoverable for quick,
search-driven interactions





Leveraging the ecosystem

Web can be shared, printed, saved more easily
than native apps