

## Session 4

# Understanding Strategies for Responsive Web Design



# Learning Objectives

- Explain the strategies for RWD in mobile phones, Android based devices, and laptops
- Describe necessity for content strategy in RWD
- Describe importance of content audit
- Explain performance optimization for a mobile-friendly site
- Explain differences between responsive and adaptive Website designs
- Understand concept of Web accessibility
- Use design best practices for Web accessibility





# Strategies for RWD in Various Devices

Identifying breakpoints

Lowering page load time

Optimizing image size

Mobile First

Research First



# What is Content Strategy?

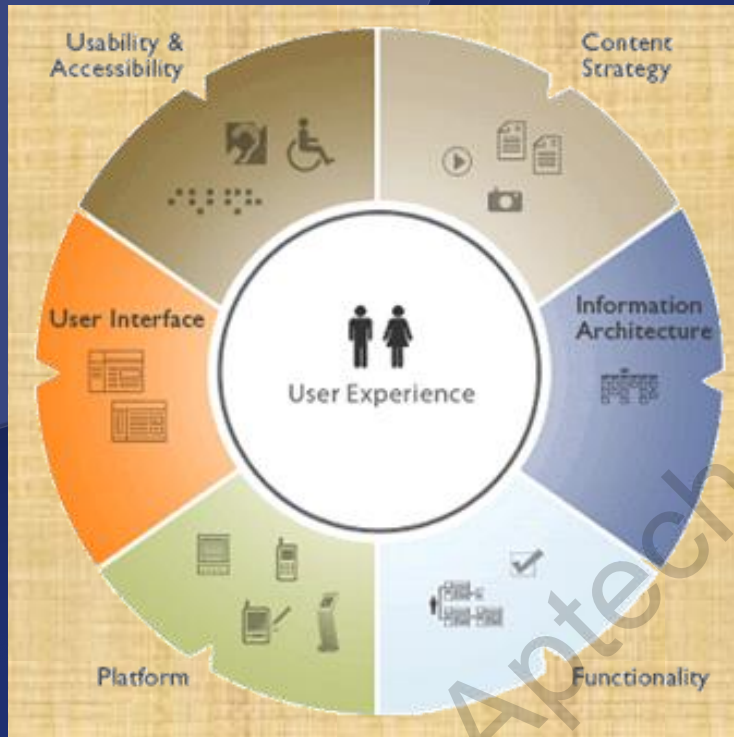


***Core Strategy at Brain Traffic***

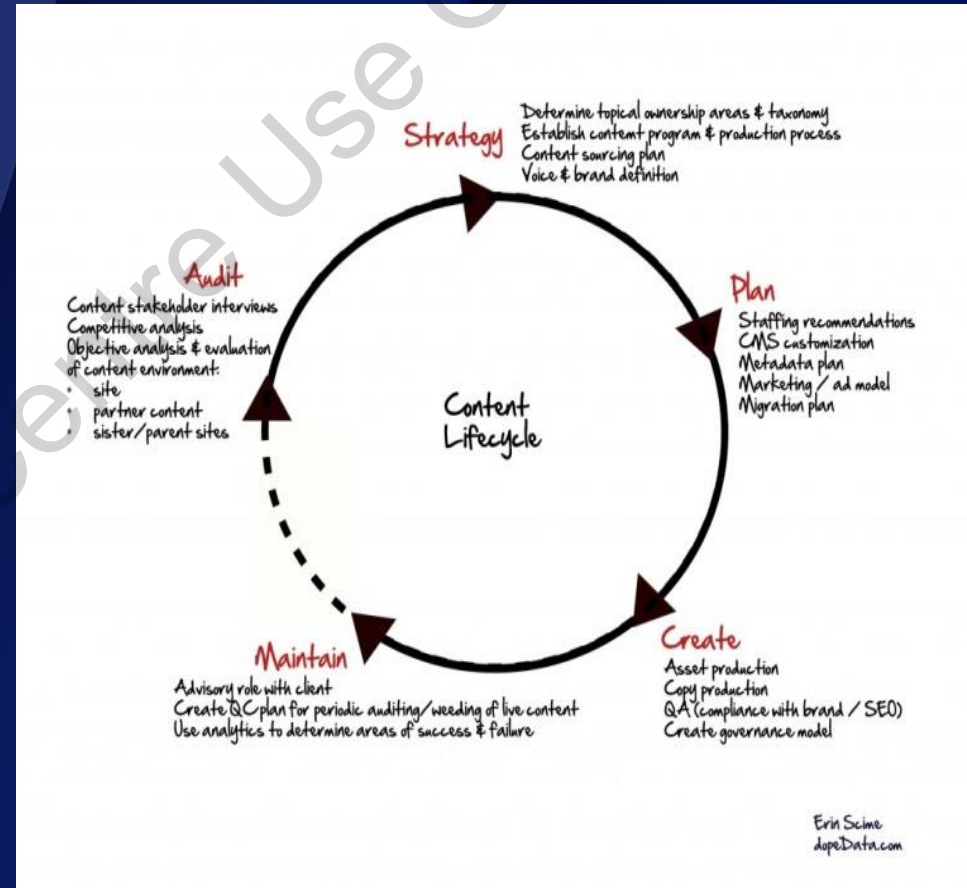


# How Does Content Strategy Relate to UX Design?

1-2



**Client Facing Solutions**

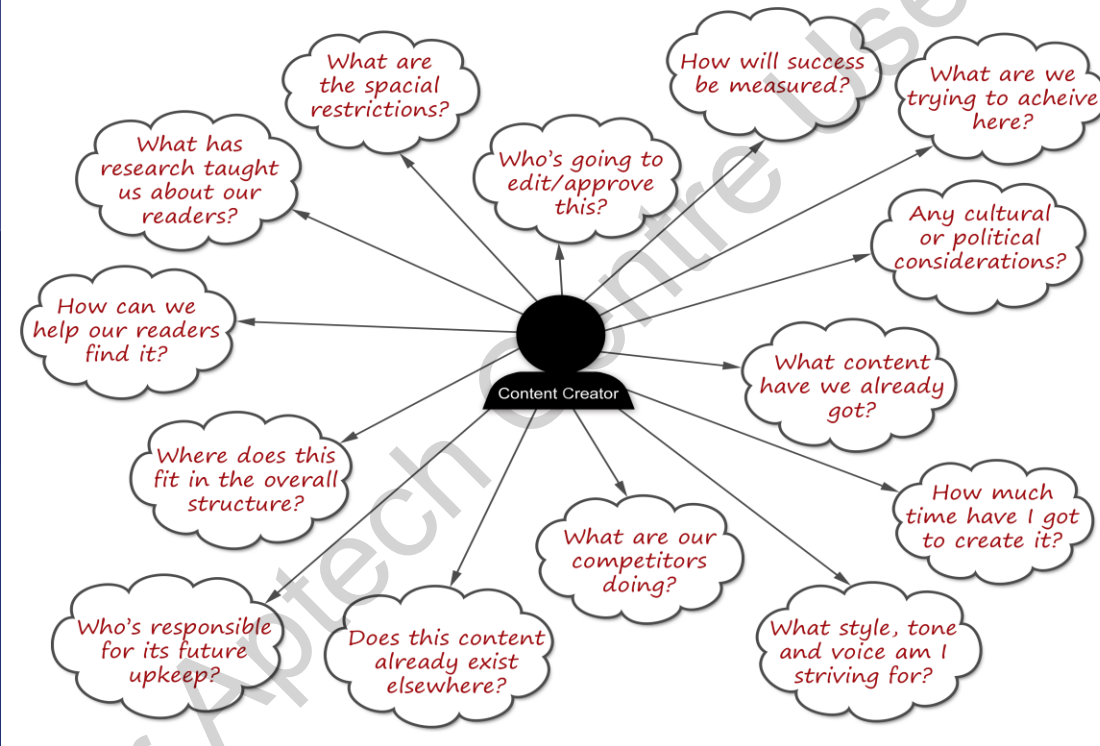


**Content Lifecycle**

# How Does Content Strategy Relate to UX Design?

2-2

Making the case for web content strategies - *Common questions from the content creator*



**Richard Ingram of Ingserv**

Image Courtesy: <https://uxmag.com/sites/default/files/uploads/halvorson-cs/ingramcontentcreator.png>



# What is Content Audit?





# What Does a Content Audit Include?

1-2

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**Navigation Title**

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**Page Name**

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**URL**

---

**Comments**

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**Content Hierarchy**





# What Does a Content Audit Include?

2-2

## Content Type

- Is it an essential or minor page?

## Topic, Tags or Category

- Metadata for articles.

## Author

- Who wrote the content?

## Owner

- Who is responsible for the content?

## Date Last Updated

- When was the content updated?

## Attached files

- Number of files attached and types of documents.

## Related

- What data is connected from sidebars?

## Availability

- Is the content compatible?

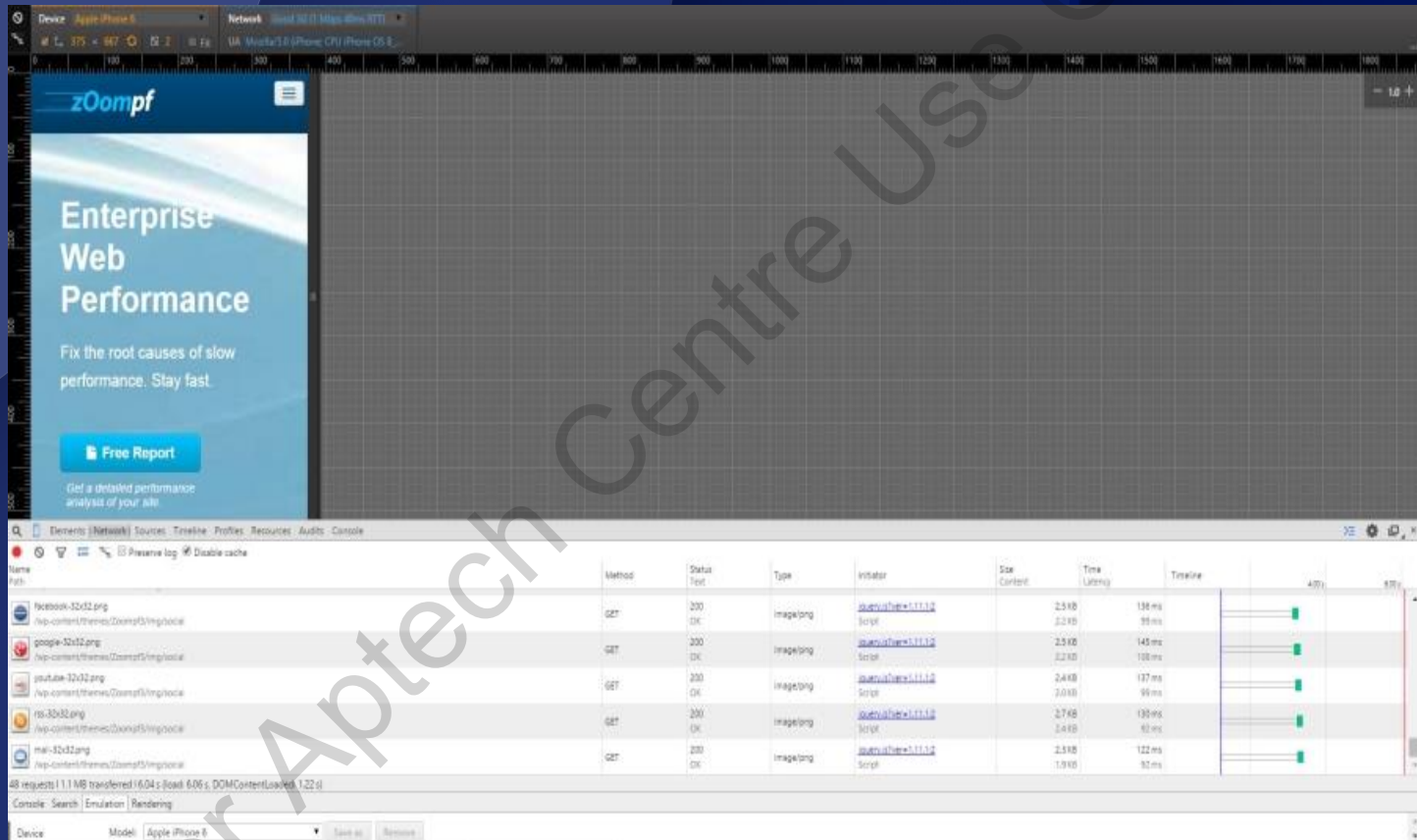


	A	B	C	D	E	F
1	ID	Navigation	Page title	URL	Comments	
2	0.0	Home	UX Mastery	<a href="http://uxmastery.com/">http://uxmastery.com/</a>		
3	1.0	About				
4	2.0	Newsletter				
5	3.0	Resources				
6	4.0	Archives				
7	5.0	Write for us				
8	6.0	Contact				
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	<b>URL</b>	<b>Comments</b>
	<a href="http://uxmastery.com/">http://uxmastery.com/</a>	
	<a href="http://uxmastery.com/about/">http://uxmastery.com/about/</a>	About Luke and Matt
	<a href="http://uxmastery.com/resources/">http://uxmastery.com/resources/</a>	Page is missing a link b
<a href="#">Started In UX Design</a>	<a href="http://uxmastery.com/how-to-get-started-in-ux-design/">http://uxmastery.com/how-to-get-started-in-ux-design/</a>	Single article
	<a href="http://uxmastery.com/resources/tools/">http://uxmastery.com/resources/tools/</a>	Long list of tools, with 1
<a href="#">Courses, Conferences &amp; Presentations</a>	<a href="http://uxmastery.com/resources/books/">http://uxmastery.com/resources/books/</a>	Single page
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	A	B	C	D	E	F	G	H
	Comments	Sidebar	Date	Author	Main category	T		
About Luke and Matt		Search Ad RSS feed Newsletter Links to pages in this section Looking for a UX course?						
Page is missing a link to process & techniques		Some plus: Categories Recent posts Latest tweets						
Single article		Same as resources						
Long list of tools, with submission form.		Same as resources						
Single page		Same as resources						
Courses have free & paid. Other content is link		Same as resources						
Links to techniques, filtered by stage		Same as resources						
Filterable list. Most link to external sites now		none						
ter Approach to Mobile User-Testing			22-Feb-13	Matthew Magain	Reviews			
atory Workshop at Interspect2013			19-Feb-13	Matthew Magain	News			
ers Need To Become Project Managers			12-Feb-13	Matthew Magain	Opinion			
ter-Centred Design Process Look Like?			7-Feb-13	Matthew Magain	Opinion			
e More Empathic Designer			5-Feb-13	Cameron Rogers	Tips			
a Your Interview Skills			1-Feb-13	Matthew Magain	Inspiration			
er Of A UX Designer			31-Oct-12	Matthew Magain	Tips			
a Novice Learned User Testing In 10 M			31-Oct-12	Matthew Magain	Tips			
every team			31-Oct-12	Matthew Magain	News			
OK Wisdom from Web Directions South			25-Oct-12	Luke Chambers	Opinion			
n Web Directions South 2012			22-Oct-12	Matthew Magain	Inspiration			
ing Apps: An Interview With Josh Cw								

# Performance Optimization for a Mobile-Friendly Site



*Example of zoompf\_iphone6 Showing the Waterfall Diagram View*



# Difference Between Responsive and Adaptive Website Designs

## Responsive Design

- Outline is fluid.
- Uses CSS3 media queries.
- Adaptable matrix.

## Adaptive Design


- Uses static designs with breakpoints.
- Less spending plan.





# Tips for Designers on Deciding the Best Approach

Invite developers for discussion.



Determine the differences and similarities between page components.



Use normal screen widths.



Be accessible for QA.





# Tips for Coders on Deciding the Best Approach


Use a JavaScript polyfill to support media inquiries.



Use ems or percentages.



Do not use settled widths.



Use max-width: 100% to make pictures adaptable.



Communicate regularly with the designer.



# Summary

- The elements that make responsive sites be responsive always start with the basic tactics that are applied in Responsive Web Design.
- The main concept behind Mobile First is to minimize the amount of content and navigation to make a design useful.
- A good responsive configuration procedure will comprehend what to do with every picture, while a poor one will drive the team to manage problematic results and moderate generation times.
- Core technique in content strategy characterizes how your substance (content) will assist in meeting business objectives.
- The main principle of a content audit is producing a listing of the site's content, usually in a big spreadsheet.

