Responsive Design

When, Where, Why, or Why Not?

By: Eli White

CTO & Founding Partner:
musketeers.me

Managing Editor & Conference Chair:
php[architect] - phparch.com

eliw.com - @eliw

What is Responsive Design?

(We need to start somewhere)

Definition

Responsive Web design is a Web design approach aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from mobile phones to desktop computer monitors).

—Wikipedia

Umm, wait what?

That's not what most people mean.

It's a trick of using CSS breakpoints
and viewport detection.

Let's view a few examples from mediaqueri.es

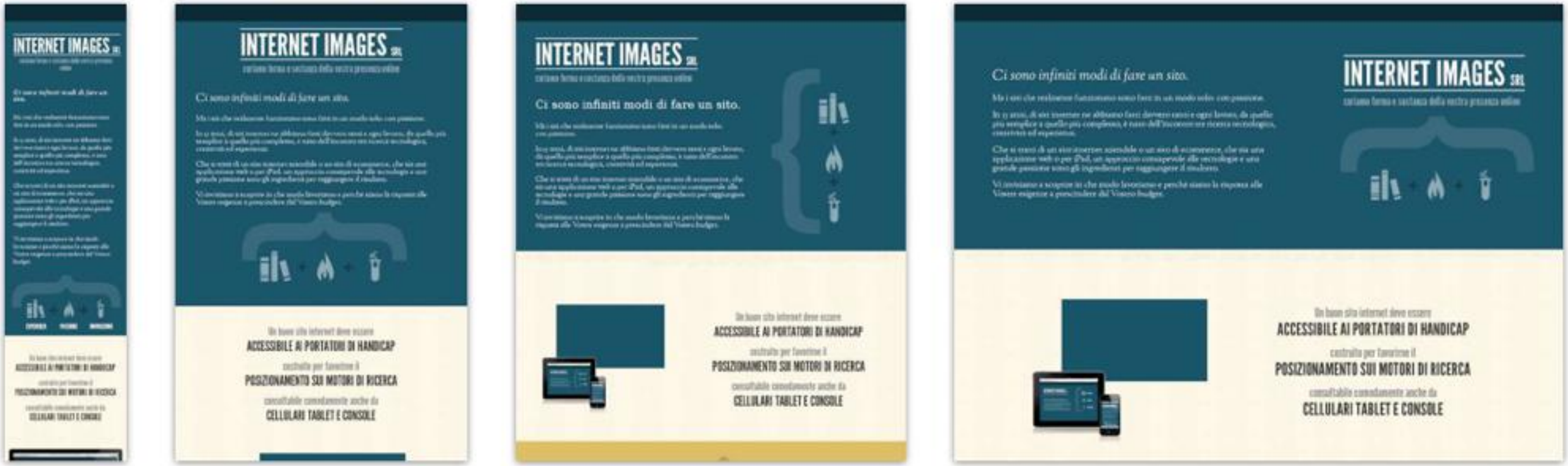
Example: Japan News

www.japantimes.co.jp

Example: The University of Vermont

www.uvm.edu

Example: Internet Images



interim.it

Anyone remember Fluid Design?

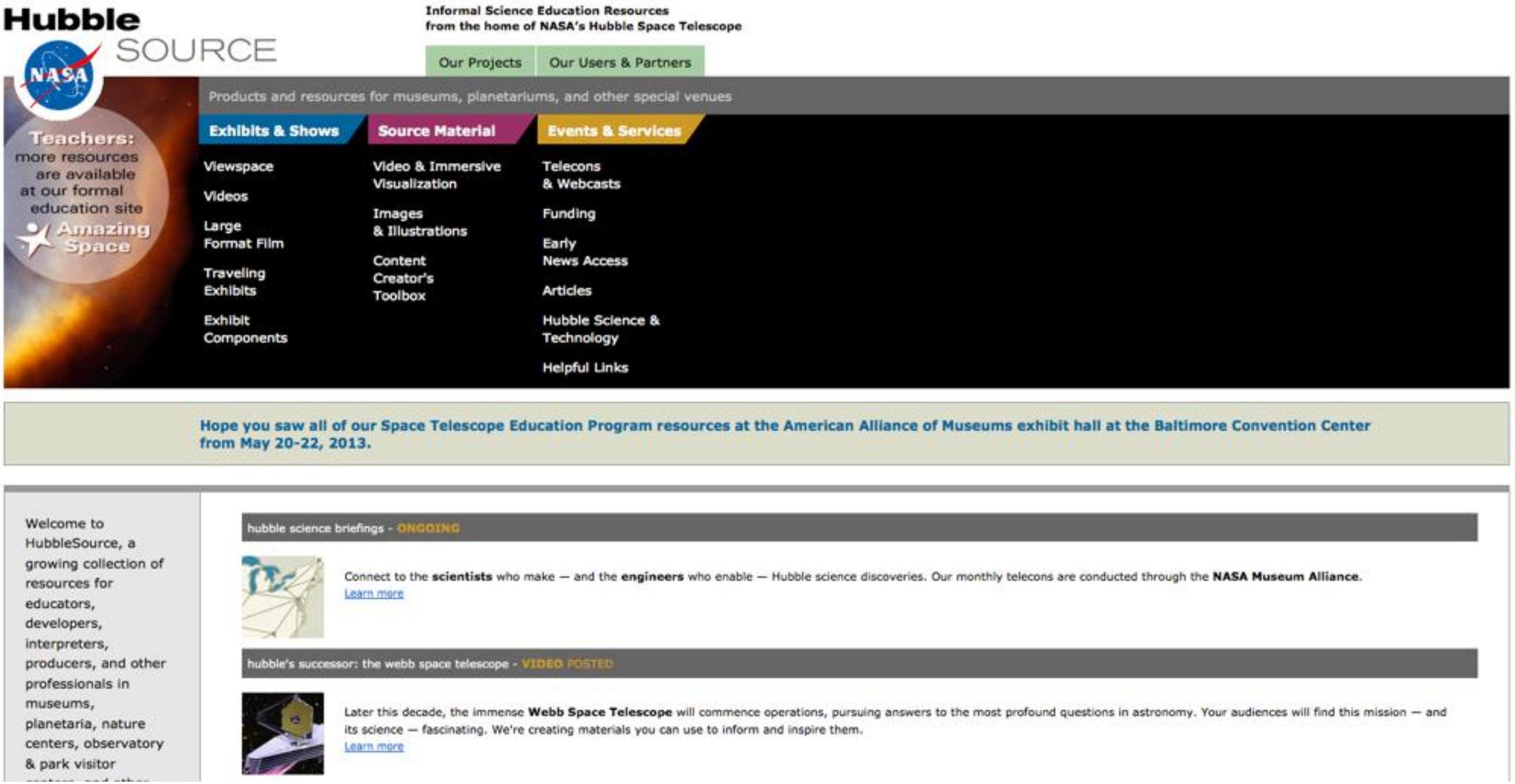
The ~~'original'~~ responsive

Hipster

It was cool before responsive

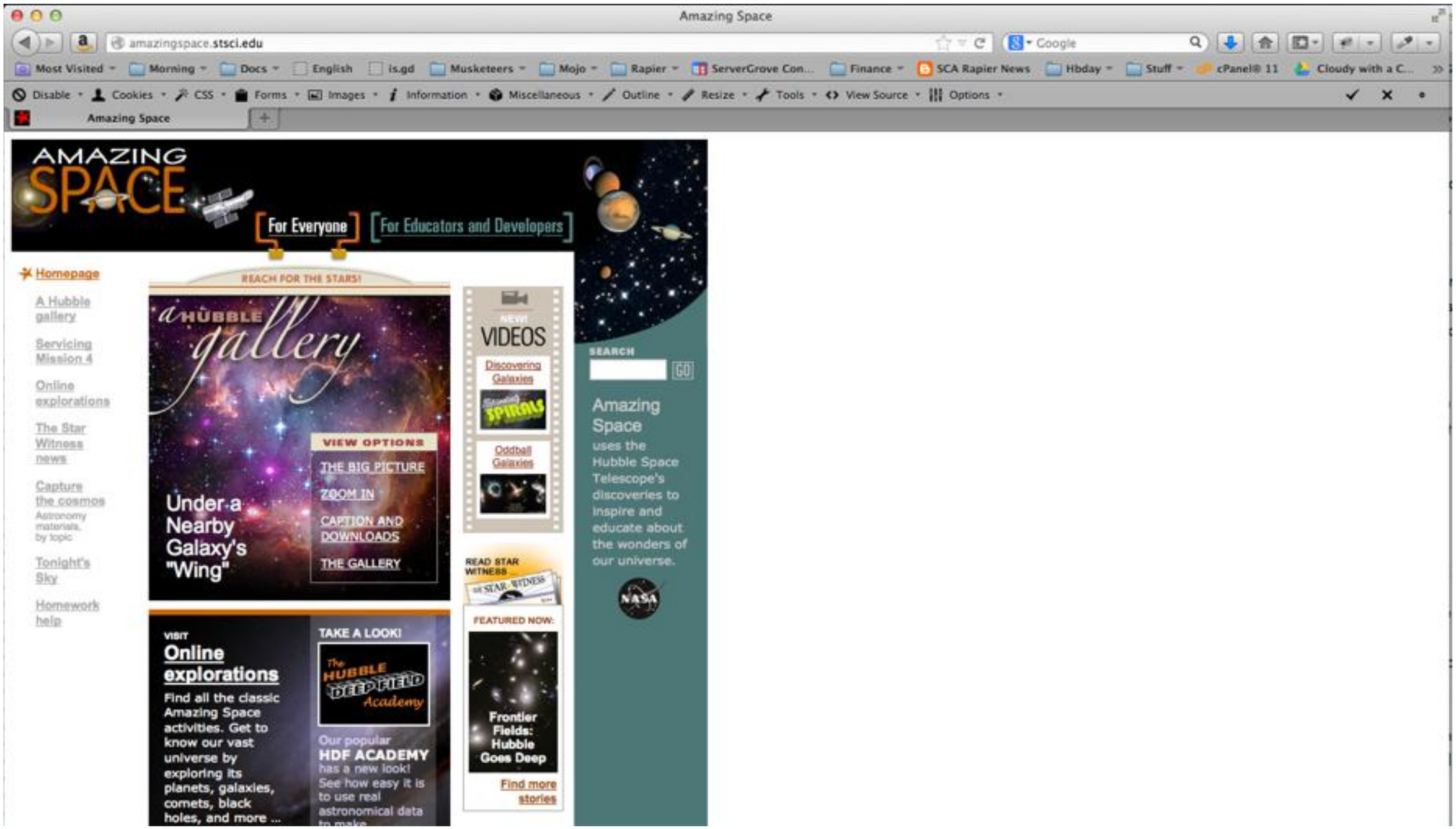
Cat #12 - Hipster Cat by Omnitarian, on Flickr

Liquid Example: HubbleSource



hubblesource.stsci.edu

Contrast was Bacon



amazingspace.stsci.edu

Alternatives to Responsive Design

(So what else could we do?)

meh by Яick Harris, on Flickr

Build Two Sites

Between two buildings by Tambako the Jaguar, on Flickr

Dedicated App

Untitled by lukew, on Flickr

Benefits of Responsive Design

(So there has to be a reason)

No Back & Forth

Back & Forth by B G, on Flickr

One Codebase

Bucket by cryptic_star, on Flickr

Easier than…

Easy Cheese by xiaming, on Flickr

All Devices

yawn and stretch by Malingering, on Flickr

Drawbacks of Responsive Design

(It can't be all unicorns and rainbows)

Extra Effort

Carguin 101 by tomasconmas, on Flickr

Mixed Viewport

Port de la Ciotat by BOSSoNe0013, on Flickr

Subpar Mobile

Broken by kozumel, on Flickr

Lock In

locked. by Max Klingensmith, on Flickr

So Should You?

(That's why you came to this talk right?)

Yes! by Joe Shlabotnik, on Flickr

Use Case

Camera Case - Close Up by fensterbme, on Flickr

Zero Budget

09.12.12 by colemama, on Flickr

No Mobile?

Bricks by Richard Cocks, on Flickr

Not a Good Fit

Cats and cardboard, the mystery continues by DanR, on Flickr

Separate Experience Better

Emmett's Beer by subsetsum, on Flickr

At What Stage to Build It In?

(Timing is everything)

Beginning

BXP135660 by tableatny, on Flickr

Mobile First

Time to upgrade my mobile phone? by lifebeginsat50mm, on Flickr

Minor Work Later

A true work for a Sandtrooper by Kalexanderson, on Flickr

Full Retrofit

Cyborgs! by fengschwing, on Flickr

So Whats Next?

(Let's get in our time machine)

Agnostic Design

Meh! by h0lydevil, on Flickr

Brief Commercial Interruption…

Back in Print!

Questions?

For this presentation & more:
http://eliw.com/

Twitter: @eliw

php[architect]: http://phparch.com/
musketeers: http://musketeers.me/

php[architect]