Session 4

Understanding the Strategies for Responsive Web Design

Learning Objectives

In this session, you will learn to:

- Explain the strategies for RWD in mobile phones, Android based devices, and laptops
- Describe the need for content strategy in RWD
- Describe the importance of content audit
- Explain the performance optimization for a mobile-friendly site
- Explain the difference between responsive and adaptive Website designs

Strategies for RWD in Various Devices

- **Identifying the breakpoints**: These are the page widths that cause design elements to restructure. In between breakpoints, items usually change their size or flow, but at the breakpoints, there is a rapid change in configurations.

- **Keeping page load times low**: CSS slows down the load times of their pages over each sort of gadget and increases the usability.

- **Optimizing image size:** This technique requires large images to look good. It creates a problem with the same image with retina and other high-resolution kind of technologies as they become slow to load on lower resolution screen.

- **Mobile First**: Minimizes the amount of content and navigation to make a design useful. This helps to define the minimal configuration, and works their way back to their maximum case.

- **Research First**: Utilizes field research, examination, and other study strategies to comprehend which capacities are essential and which are pleasant to-have.

What is Content Strategy?

- Content strategy is planning for the creation, delivery, and governance of useful content.

- Core technique characterizes how your substance will assist in meeting business objectives.

- Substance recognizes what substance is obliged to effectively execute your core technique.

- Structure concentrates on how substance is organized, composed, and accessed.

- Work process clarifies how individuals oversee and keep up substance every day.

- Administration depicts the approaches, measures, and rules that apply to content and its lifecycle.
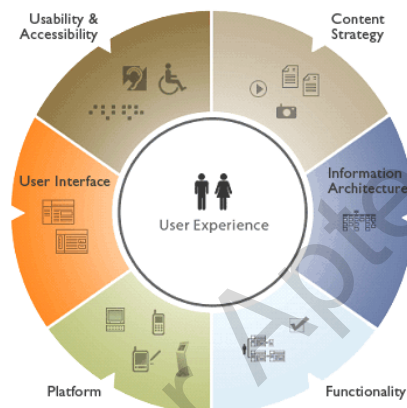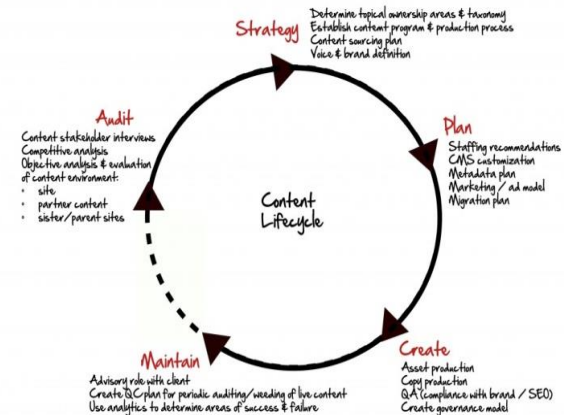

Core Strategy at Brian Traffic

How Does Content Strategy Relate to UX Design?

- There are a couple of diverse approaches to take a better look how the content strategy relates to UX design.
    - IBM's 'Client Facing Solutions' infographic distributed to exhibit the consultancy's UX system approach.
    - Erin Scime of HUGE made this representation to show the content lifecycle. Perceive a few exercises that are frequently included in UX ventures.

Client Facing Solutions   *Content Lifecycle*
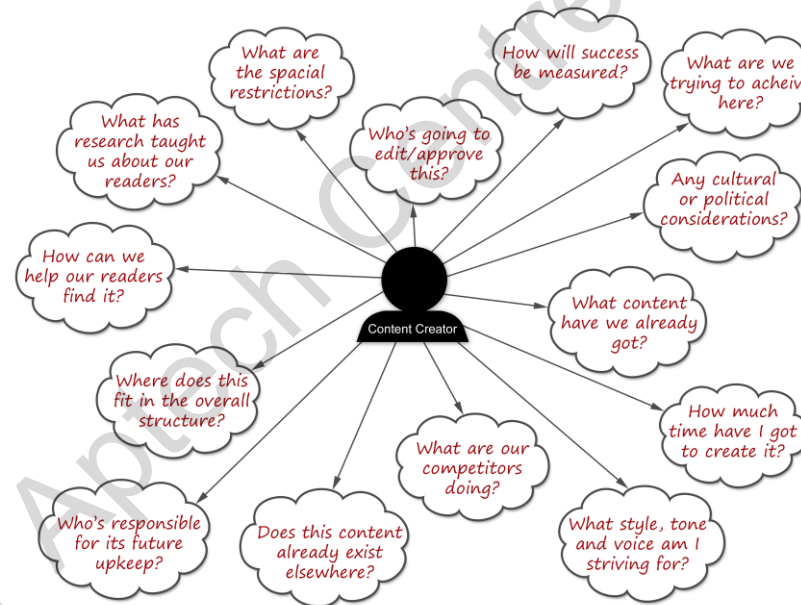
- Richard Ingram of Ingserv made this representation to show routes in which a UX group may work together with a substance strategist.

Making the case for web content strategies – Common questions from the content creator

Richard Ingram of Ingserv

What is Content Audit?

- A Content Audit is the action where all the content on a Website is checked and complied into a big list. There are three main types that can be performed in an audit:

  - **Full content inventory:** A complete listing of each content item on the site. This may incorporate all pages with all advantages. For example, downloadable records and features.

  - **Partial content inventory:** A complete listing of a *subset* on the site. A partial inventory includes the main few levels of a progressive site or the previous six months of articles. All areas of the site will be secured.

  - **Content sample:** A fewer comprehensive collection of example content from the site.

- Content audit should be recorded in a spreadsheet, mainly because they are flexible.
- They are additionally remarkable at holding a lot of data in a genuinely reasonable manner.
- Following information for every page is recommended to collect:
  - **Navigation title:** The principle's name route connection to the substance. For example, the connection title in the primary route.
  - **Page name:** The displayed page title.
  - **URL:** You may need to show the URL or simply interface from the page name.
  - **Comments:** Notes and things to recall.
  - **Content hierarchy:** Some method for demonstrating the essential relationship of the substance things.

What Does a Content Audit Include?

▪ Following data can also be included:

- ▪ **Content Type:** Is this an essential page, distribution, news story, article, method, FAQ, or something else?
- ▪ **Topic, tags or category:** Meta data for products, articles, news, blog posts.
- ▪ **Author:** Who wrote this content?
- ▪ **Owner:** Who is responsible for the content?
- ▪ **Date last updated:** At what point was the content last overhauled?
- ▪ **Attached files:** Number of files attached and what sort of documents would they say they are?
- ▪ **Related:** What data is connected from sidebars or Related Links boxes on this page?
- ▪ **Availability:** Is the content accessible to desktop, versatile and/or application clients? Is the substance syndicated to different destinations?

- List the main pages or segments of the site in the first section of a spreadsheet.

- Start the content audit by creating a list of the top-level items—this will often match the primary navigation.

- Choose one page to begin with and jump into it, capturing the information decided upon for that page.

	A	B	C	D	E	F
1	ID	Navigation	Page title	URL	Comments	
2	0.0	Home	UX Mastery	http://uxmastery.com/		
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				
9						
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15						
16						
17						
18						

Sample of substance review spreadsheet

- Make a list of each of the page if it has sub-pages and repeat the process for each of these in turn.

- Jump into any list of sub-pages, and complete that section before moving on.

- Simply keep going until everything is explored and written down that is needed. Capturing the content of a site in a spreadsheet will help make informed design decisions.

Next page of substance review spreadsheet

Another page of substance review spreadsheet

Performance Optimization for a Mobile-friendly Site

- Measuring Your Mobile Site Performance:
  - The first step to improving mobile performance is to measure the start.
  - Use the Google Chrome's built-in Developer Tools.
  - Select a device of interest, say Apple iPhone 6.
  - Enter a site address in the Address bar. A site rendered as an iPhone 6 would appear.
  - See performance stats, such as total page load time, size of the page, and the total number of requests.
  - Hit the 'Network' tab to show waterfall diagram view.
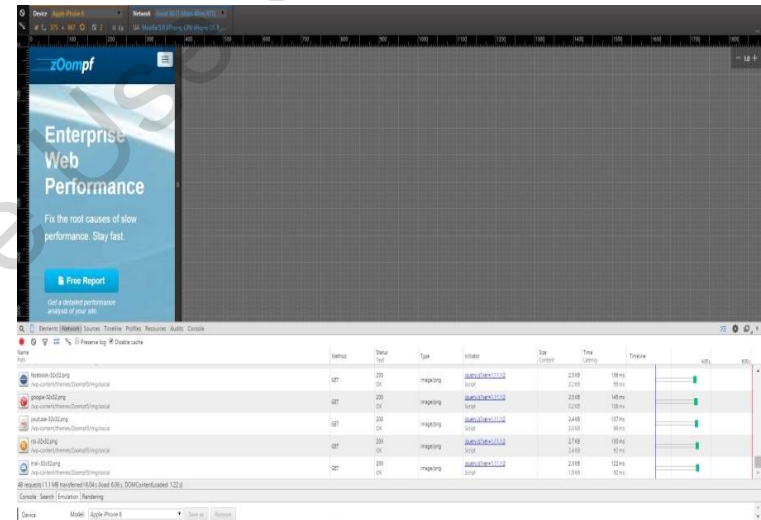
Example of zoompf_iphone6 showing the Waterfall diagram view

Performance Optimization for a Mobile-friendly Site

- Optimizing Images for Mobile:

  - Ensure to specify the viewport meta tag in the head section of a Web page. Basically, this tells the mobile browser if it has a responsive mobile site and not to try to auto-scale a large desktop site down to mobile resolution.

  - Use the CSS media queries and the background-image style wherever possible to render mobile images.

- Future HTTP/2:

  - Provides server support to build a responsive and adaptive well-disposed site to satisfy the Google crawler.

Difference Between Responsive and Adaptive Website Designs

- Genuine responsive outline is fluid; utilizing CSS3 media queries to react to any screen sizes. With the utilization of this CSS3 module, an adaptable matrix can be made where content can wrap and pictures can fit to conform alongside your browser.

- With responsive configuration, the utilization of media questions additionally opens up a scope of alternatives that take into consideration designs to change depending on screen size. Adaptive design utilizes a progression of static designs taking into account breakpoints.

- Responsive fluid outline may give user an ideal experience regardless of which device they may use to view the configuration. The adaptive design methodology may work better for clients with a less spending plan as it would just need to create formats for a couple screen sizes as opposed to make arrangements for an ideal affair for all.

Tips for Designers on Deciding the Best Approach

- Invite developers into the discussion talk about coding confinements and streamline for the undertaking.

- Determine the distinctions and similarities between page components and create normal examples for page layouts. This methodology will spare time and give a predictable vibe to the site.

- When planning versatile, outline for these six normal screen widths: 320, 480, 760, 960, 1200, and 1600.

- Be accessible for QA or a starting walk-through of the coded documents to guarantee that every page renders.

Tips for Coders on Deciding the Best Approach

- Media inquiries do not work in Internet Explorer 8 and below. Utilize a JavaScript polyfill such as CSS3-MediaQueries.js to support media inquiries in old legacy programs. However, that polyfills can add to the record size and that JavaScript can be shut by clients.

- For adaptable grid layouts in Responsive Design use ems or percentages. Keep away from settled widths.

- In responsive outline, utilize max-width: 100% to make pictures, features and HTML5 canvas adaptable. When the viewpoint gets smaller any media will scale down as indicated by its compartment width. In any case, max-width does not work with implanted media.

- Keep in steady correspondence with the designer. Clarify any queries in case of confusion to avoid fixes later.

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.

Summary

- A comprehensive list of content is not the only benefit of this process but it will give a much better understanding of the content.

- Adaptive design utilizes a progression of static designs taking into account breakpoints.

- Responsive fluid outlines give users an ideal experience regardless of which device they use to view the configuration.