Team A

Multi Platform Report

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# Introduction

Acme Entertainment Pty Ltd has assigned our team with the task of implementing a movie database. Our team needs to create a multi-platform report and choose one of the two design options currently used, which are adaptive and responsive. In this report, we will be explaining the two web designs and will also be comparing the two to figure out the advantages and disadvantages of the two design methods. In the end, we will choose either adaptive or responsive method to rework our prototype.

# Web Design Methods

## Adaptive Web Design

Adaptive web design was first introduced by a web designer named Aaron Gustafson in 2011. In adaptive approach, the sites are designed to have multiple fixed layout sizes. Depending on the amount of space available, the site detects and picks one of the prefixed layouts that fits the screen. For example, if the site is opened on a desktop browser, it will pick the layout best suited for a desktop screen, resizing the browser won’t affect the layout of the web page.

Many websites use adaptive design. Some of which are Amazon, USA today, About.com and Apple. They mostly use six prefixed screen widths; 320, 480, 760, 960, 1200, 1600.

Adaptive design has the best user experience on all the devices because unlike responsive design, where the desktop design works into the smaller devices, adaptive design offers to have custom designs for desktop, mobile, tablet and any other devices that the site can be opened. Designers can design different buttons, navigation tools and other interface tools based on users’ needs for a particular device. Adaptive websites often outperform websites with responsive design. They are usually 2-3 times faster than the responsive ones as it gives less data to the user for it to deliver a better user experience. In adaptive design, there is also the option to create mobile only websites which is denoted with “m.” in the URL bar.

Adaptive design has some strong advantages, but it also comes with some drawbacks. Firstly, it requires a lot more work to create an adaptive design than responsive design. So many designers try to retrofit the existing websites to make them more accessible. It requires a lot of work, which means it needs a large team to maintain, which make the cost of creating adaptive design more expensive than of responsive. Adaptive design is also less flexible as if a new device is launched with a screen size different than the existing one, that could create problems. Which means the designer either have to create a new layout or edit the existing ones. They require much more maintenance in the long run than responsive design.

## Responsive Web Design

Responsive web design was first introduced by a web designer and developer named Ethan Marcotte. In responsive approach, the site uses just one layout for the site and adjusts to better fit the screen of the user’s device. It uses flexible grids and layout to present the information of the website. For example, If you open a responsive website on the desktop browser and try to adjust the size of the browser, the website will try to arrange the contents to fit the browser window. For smaller devices such as phones, the website checks for the available space and fits the content to the size.

Many websites such as Dropbox, GitHub, Shopify etc use responsive web design.

Responsive design is much easier and requires much less work to implement and maintain than adaptive design. It will cut down the time and cost to maintain and update the website. Designers mainly need to create a single design for the website that can be used on all devices. It can also be more user friendly as its mostly the same on all devices and users will get the same experience on different devices. Responsive websites are also much more search engine friendly as they have the same URL that serves all devices.

Responsive designs drawback could be that the websites might be slower on different devices. Images on the website could affect the loading times of a website. The same website that opens up quickly on a desktop might take much longer on mobile device or a tablet. Putting ads on the website could also be big challenge. As the website will flow on different devices, ads might not configure properly and adjust to the screen.

# Our Pick

**We picked Responsive web design as our approach.**