



# RWD

Christopher Hallahan

@challahan @rwdkent

# Responsive Web Design



# UX Designer



IdeaBase



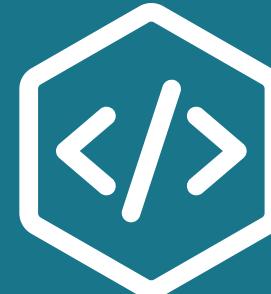
# Introductions



# What Does A Web Designer Do?

Watch: <http://codepen.io/challahan/pres/zGEMax>

Collaborate: <http://codepen.io/challahan/collab/zGEMax>



# World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#) , [Policy](#) , November's [W3 news](#) , [Frequently Asked Questions](#) .

## [What's out there?](#)

Pointers to the world's online information, [subjects](#) , [W3 servers](#), etc.

## [Help](#)

on the browser you are using

## [Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#) ,[X11 Viola](#) ,[NeXTStep](#) ,[Servers](#) ,[Tools](#) ,[Mail robot](#) ,[Library](#) )

## [Technical](#)

Details of protocols, formats, program internals etc

## [Bibliography](#)

Paper documentation on W3 and references.

## [People](#)

A list of some people involved in the project.

## [History](#)

A summary of the history of the project.

## [How can I help ?](#)

If you would like to support the web..

## [Getting code](#)

Getting the code by [anonymous FTP](#) , etc.



JULY 14

# Welcome to Apple 1997

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 **Introducing CyberDrive**

*Register today for a free CD-ROM.*

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**iMATE 300**  
Mobile, Affordable, & Smart

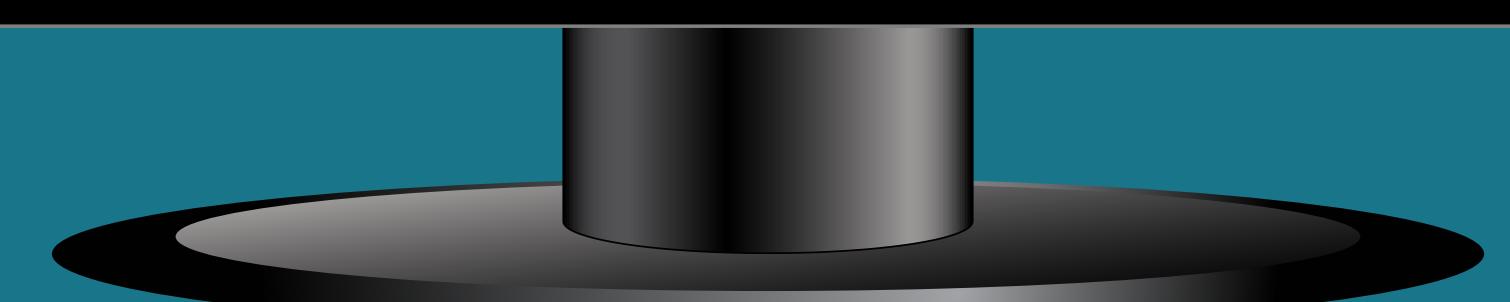
  
**MOVIES FROM MARS**  
QuickTime VR Takes You Out of this World

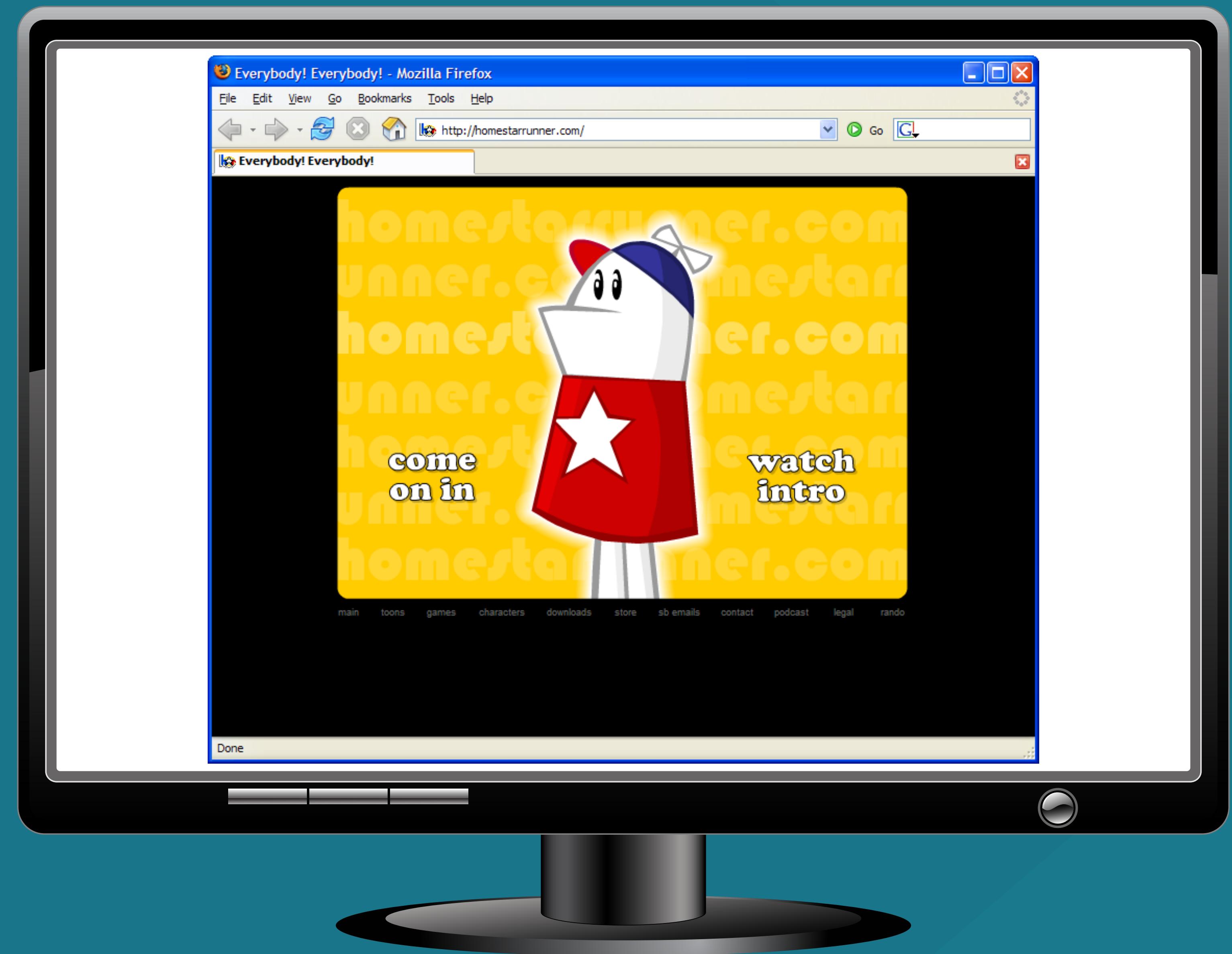
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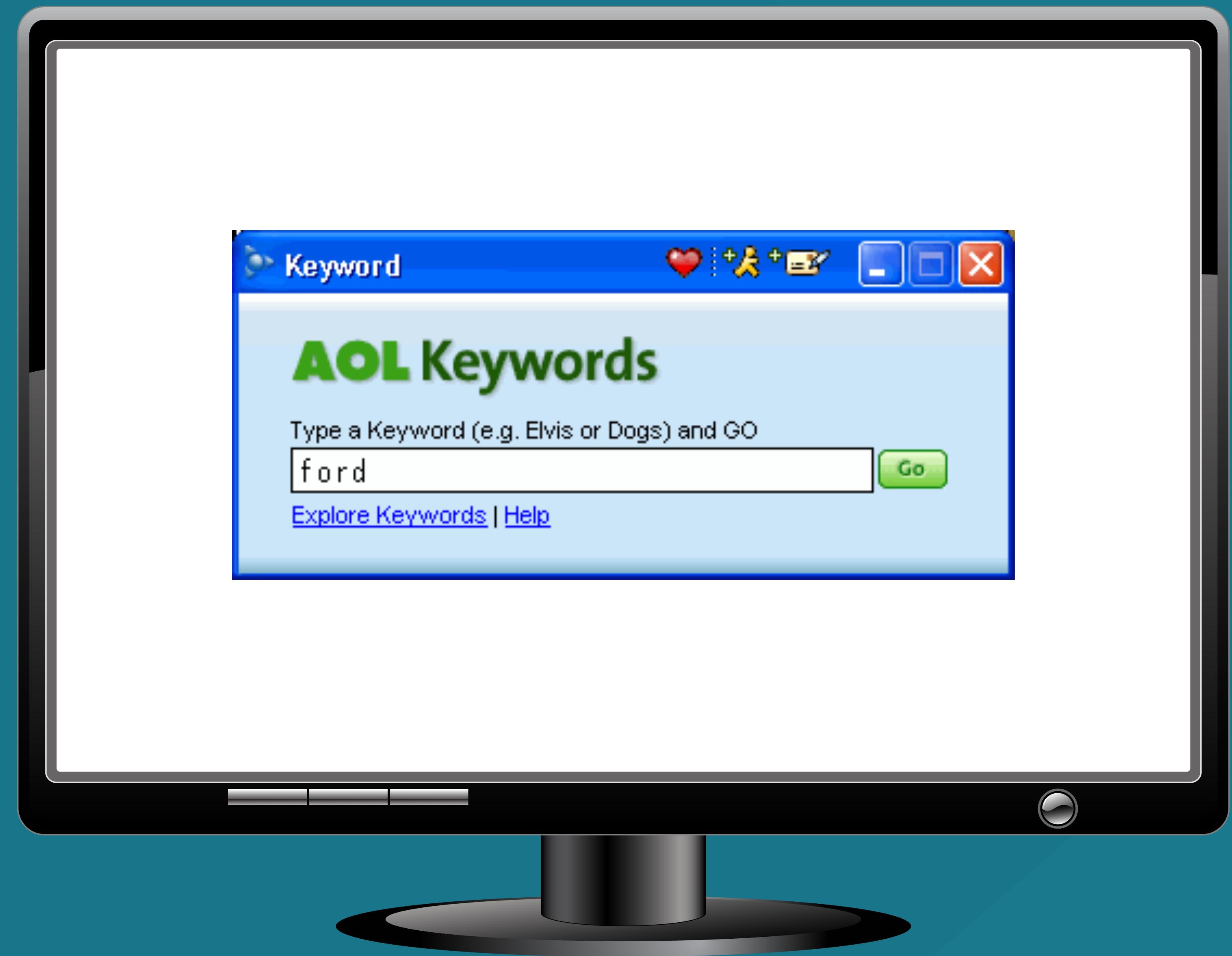
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Now you can [preorder Mac OS 8](#), described by Macworld as "the most comprehensive update to the Mac OS in years, sporting a bold new look, a speedier Finder, more

**Be the First to Know**  
Learn about new Macintosh software releases the moment they become available. Check [Hot Mac Products](#) to hear about programs like Speed Demon, ReBirth RB-338 and







# HTML



# CSS



**Best Viewed With**

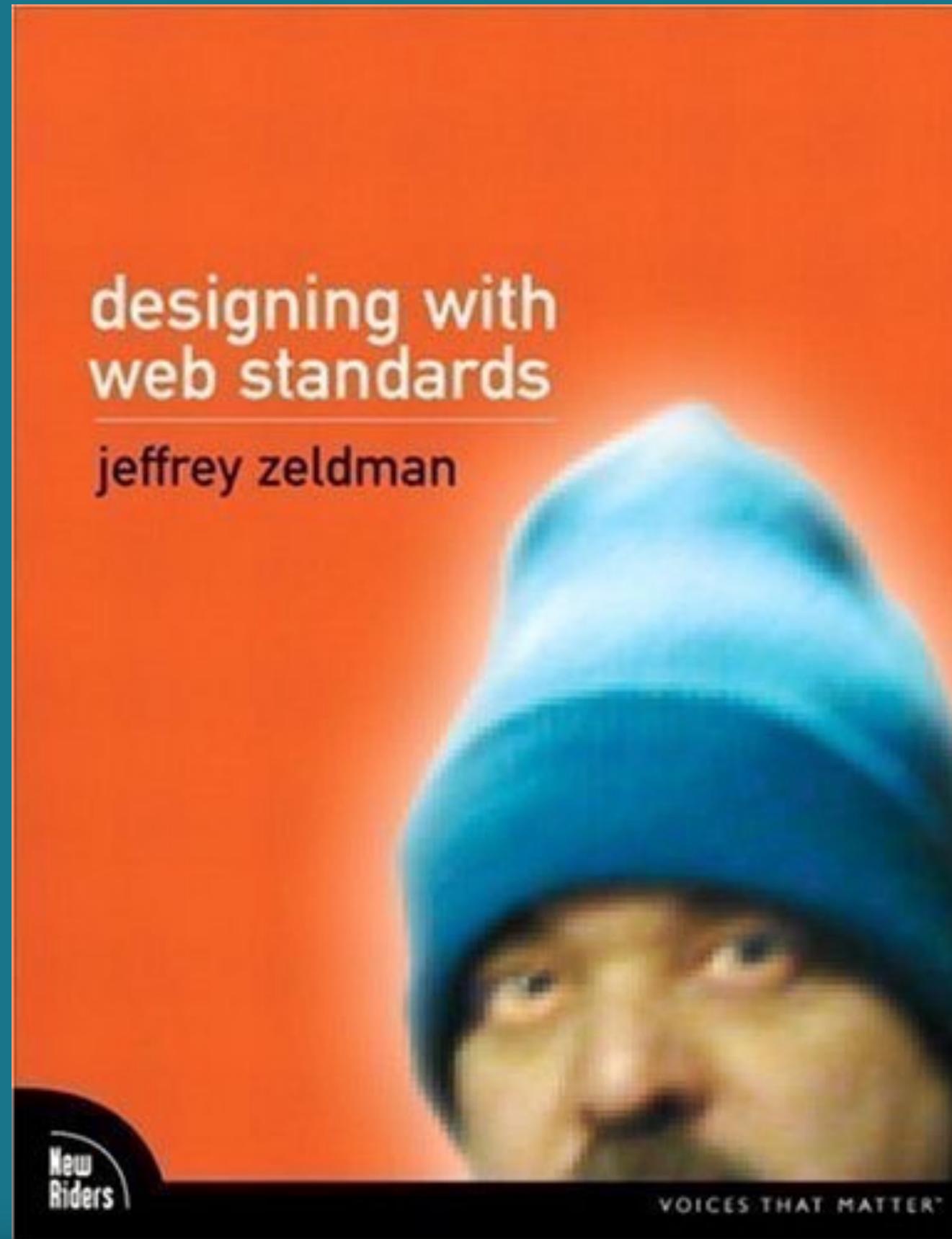


**Click here to download  
Internet Explorer now**



Trying to control how  
people accessed the web.



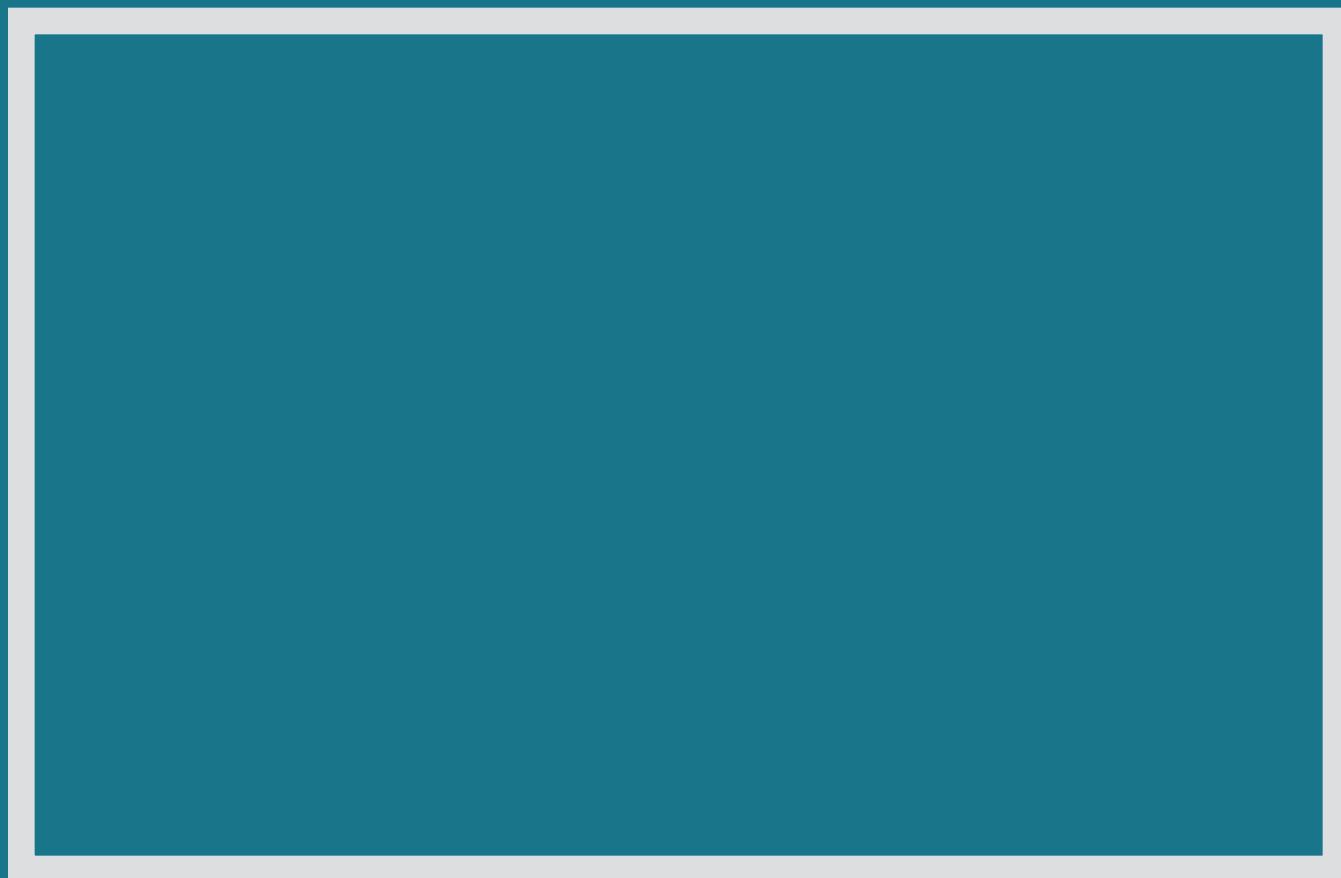


# Designing with Web Standards

*Jeffrey Zeldman*



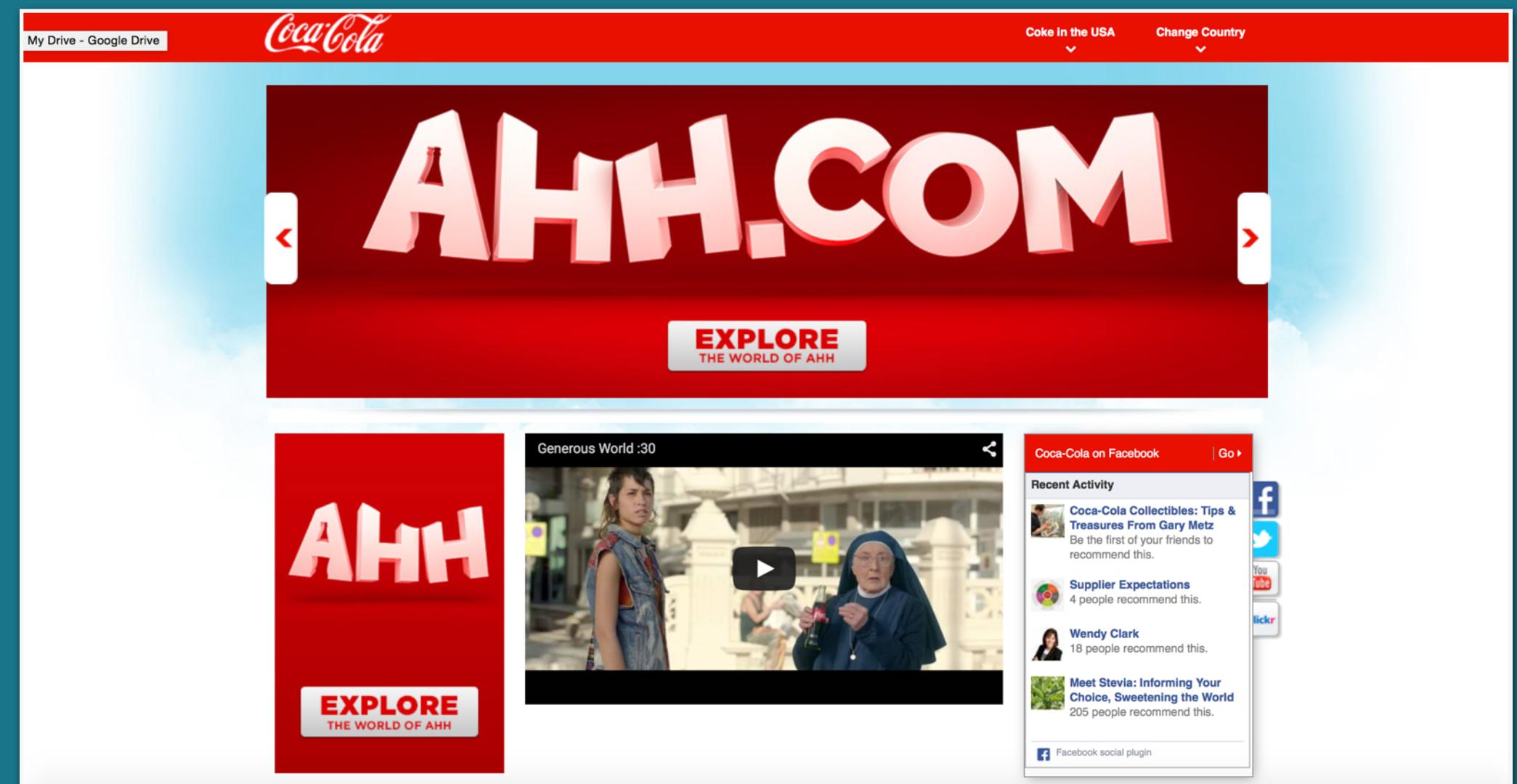
# *Fixed-Width*



**960px**

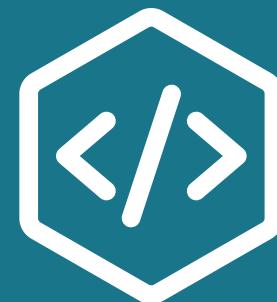


# Fixed-Width



960px

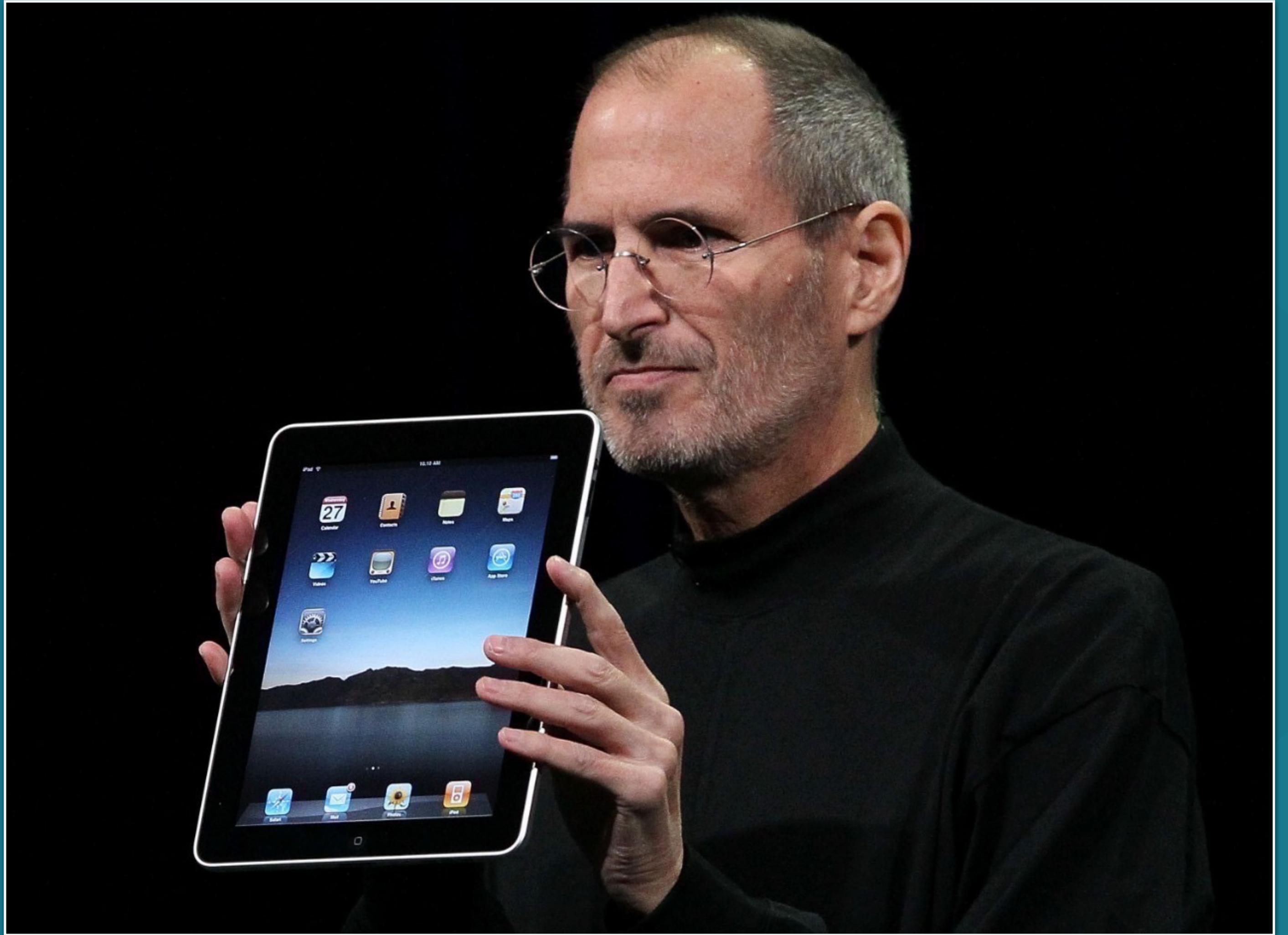


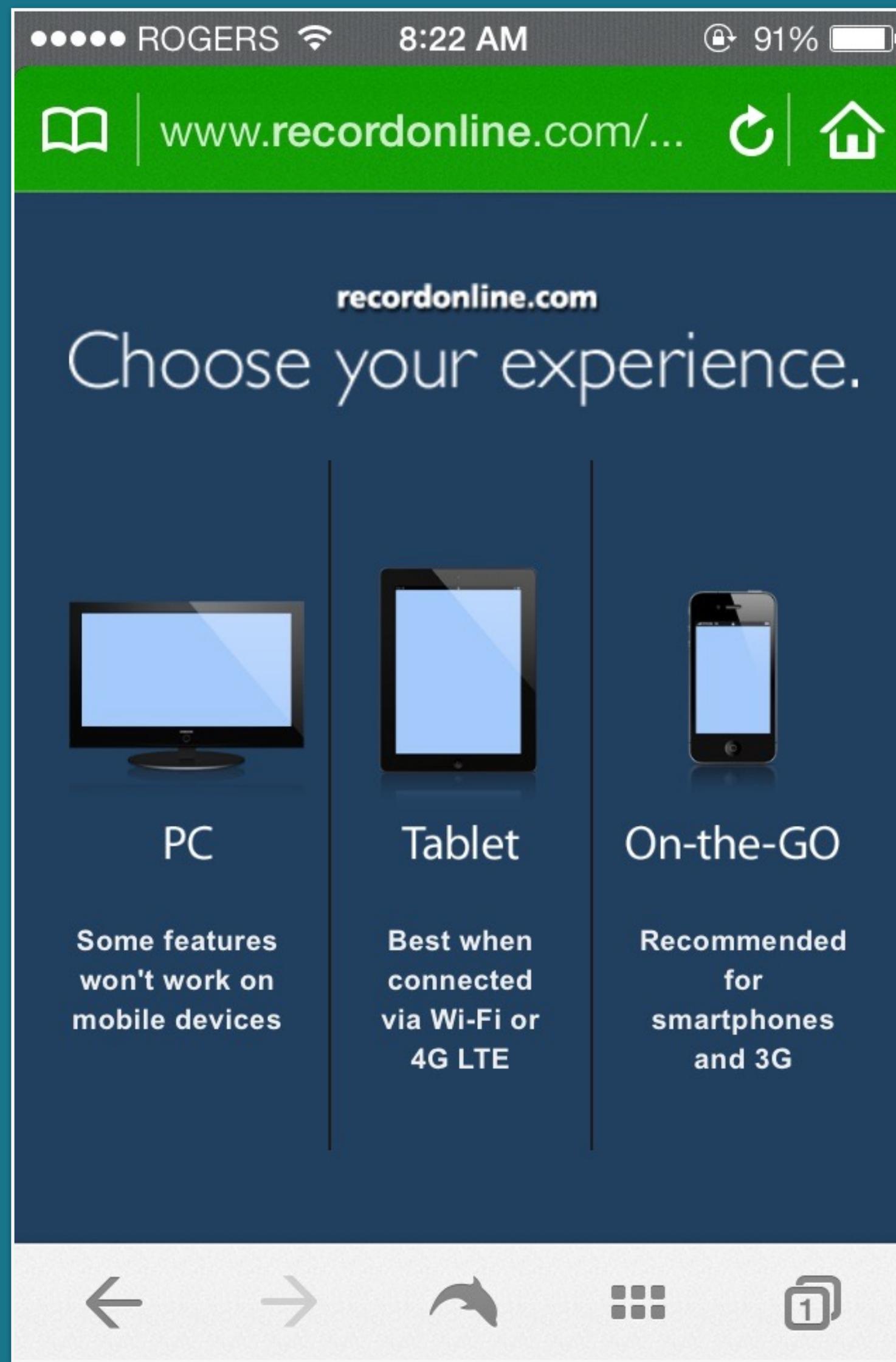


# iPhone 2007







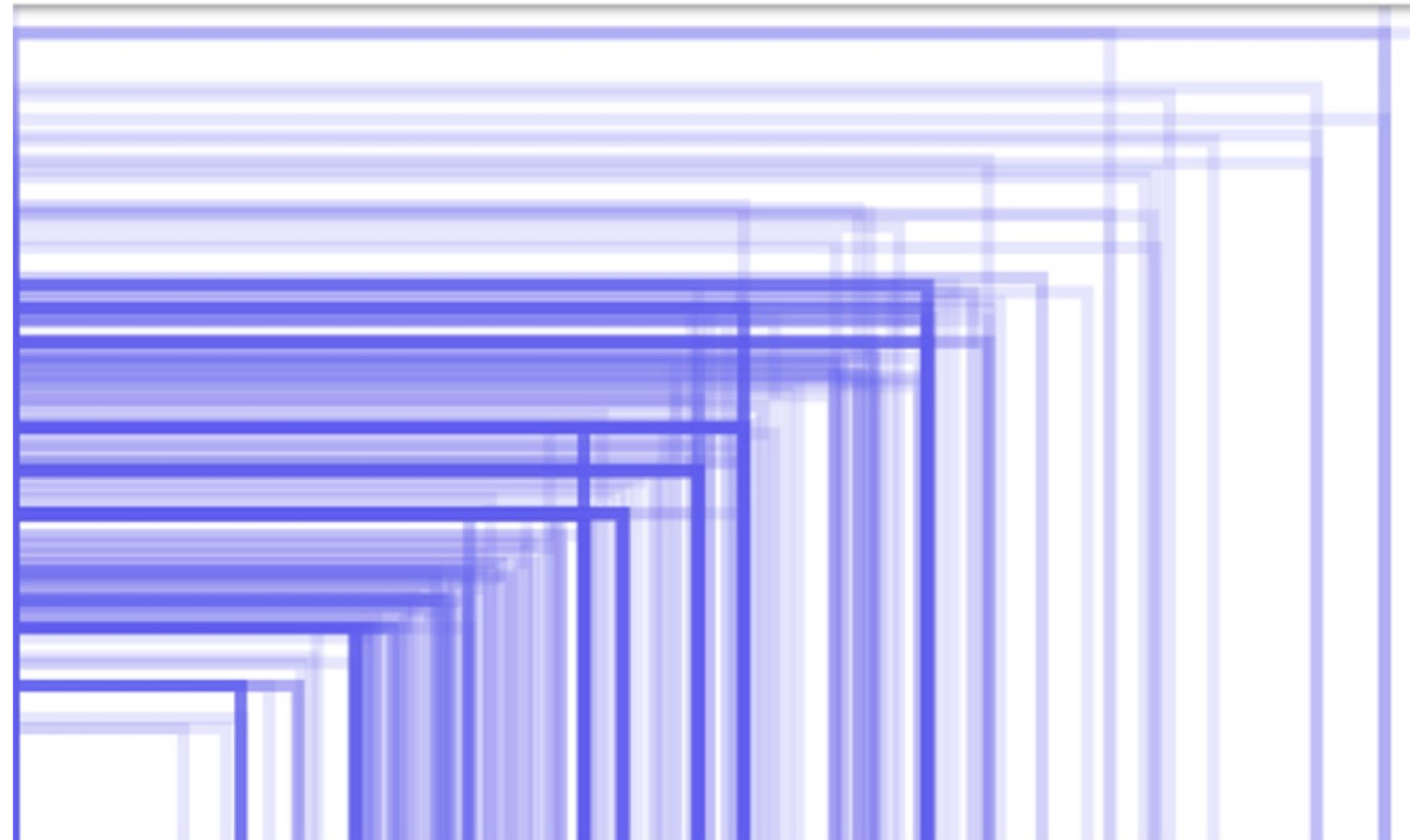


<http://wtfmobileweb.com>





# 3,997 different devices over six months





Issue №  
**306**

# Responsive Web Design

by **ETHAN MARCOTTE** · May 25, 2010

Published in [CSS](#), [Layout & Grids](#), [Mobile/Multidevice](#), [Responsive Design](#), [Interaction Design](#) ·

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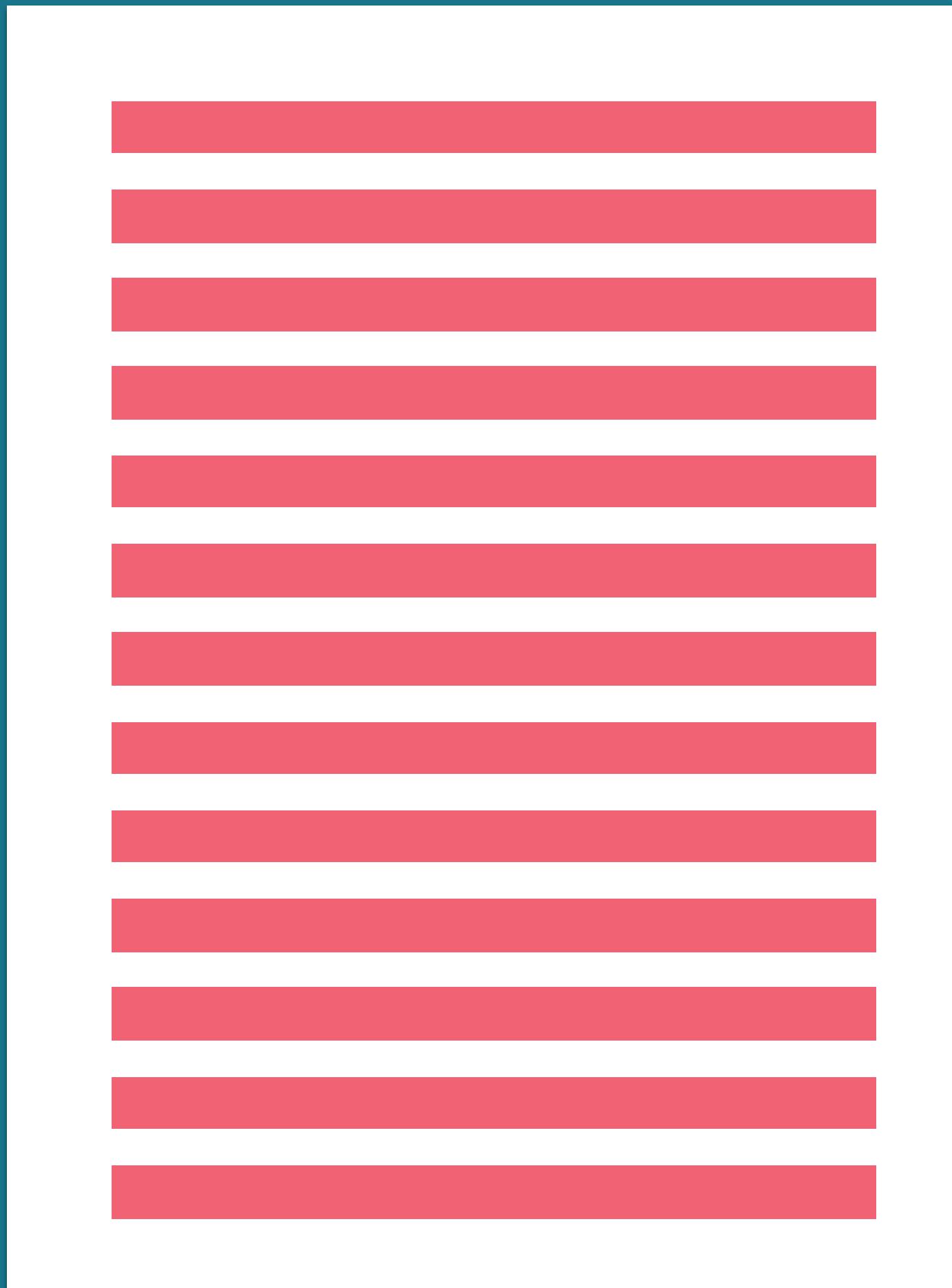


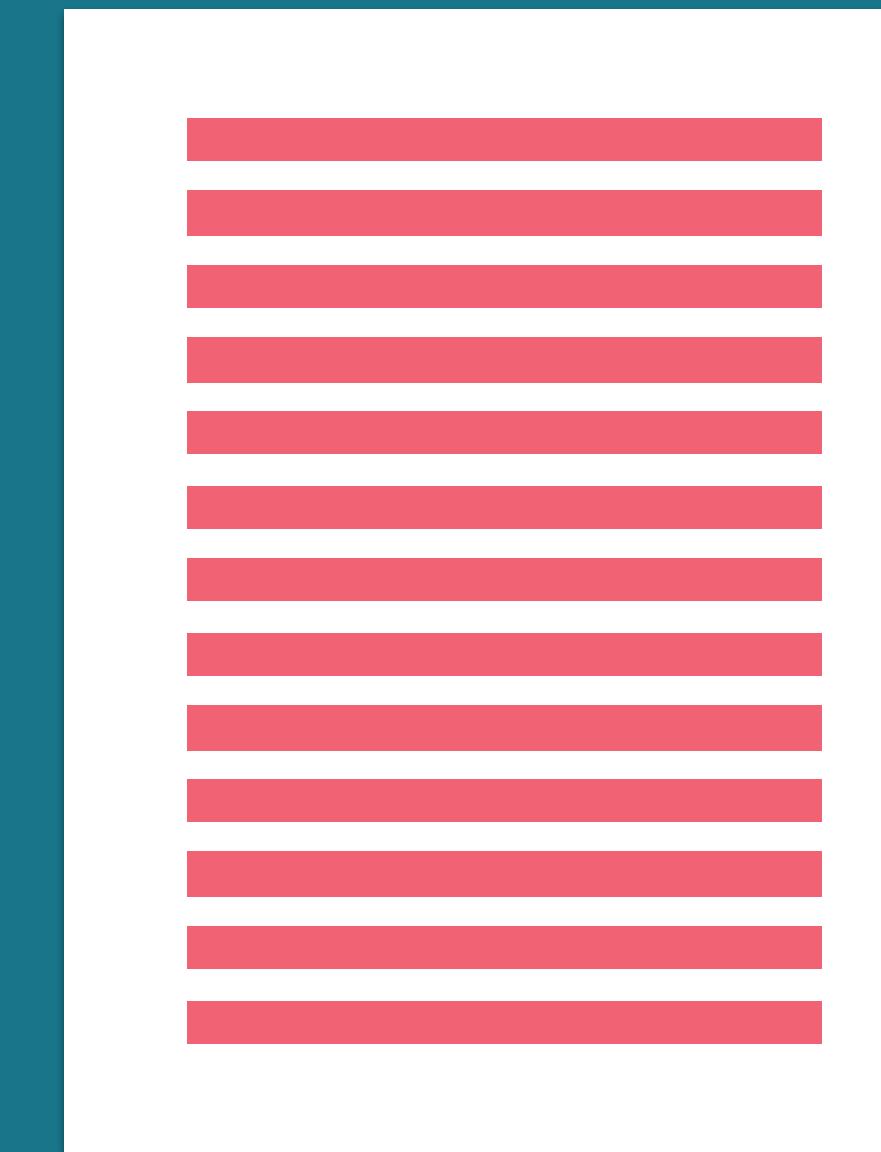
“The control which designers know in the print medium, and often desire in the web medium, is simply a function of the limitation of the printed page. We should embrace the fact that the web doesn’t have the same constraints, and design for this flexibility. But first, we must ‘accept the ebb and flow of things.’”

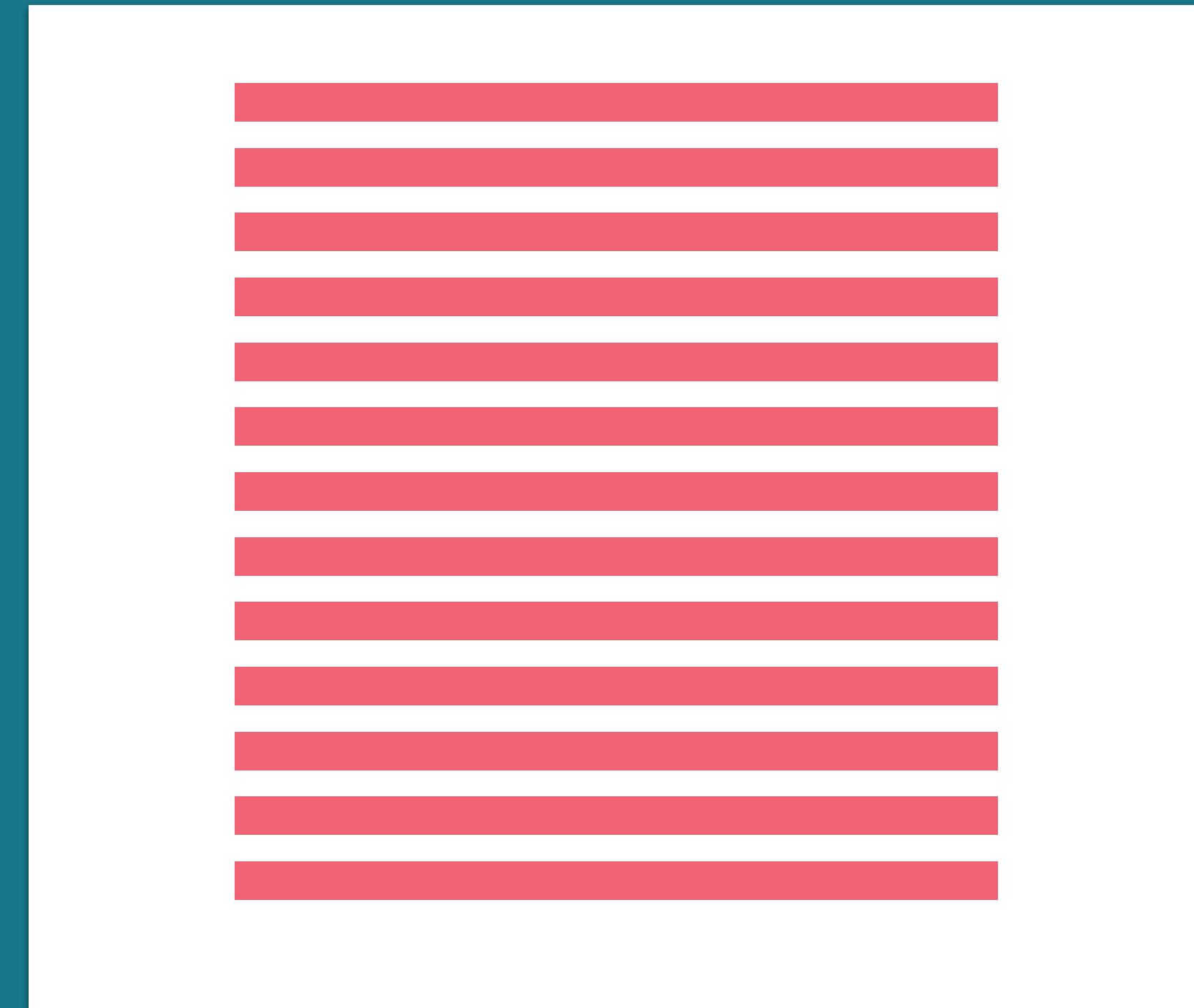
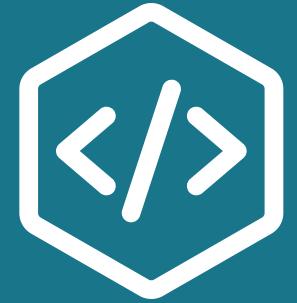
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*John Allsopp, “A Dao of Web Design”*













Brief books for people who make websites

NO.

4

Ethan Marcotte

# RESPONSIVE WEB DESIGN

FOREWORD BY Jeremy Keith



Fluid Grid  
Flexible Images  
Media Queries

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15 albums to listen to this summer



Glen Campbell's long goodbye



NICK BRIGGS/HBO

Sean Bean as Ned Stark in "Game of Thrones."

## On TV, there are fates worse than death

NANTUCKET.  
Nirvana on earth.

VISIT TODAY »

Photo credit NathanCoe.com

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Cape Air  
The Steamship Authority  
Stop&Shop

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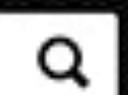
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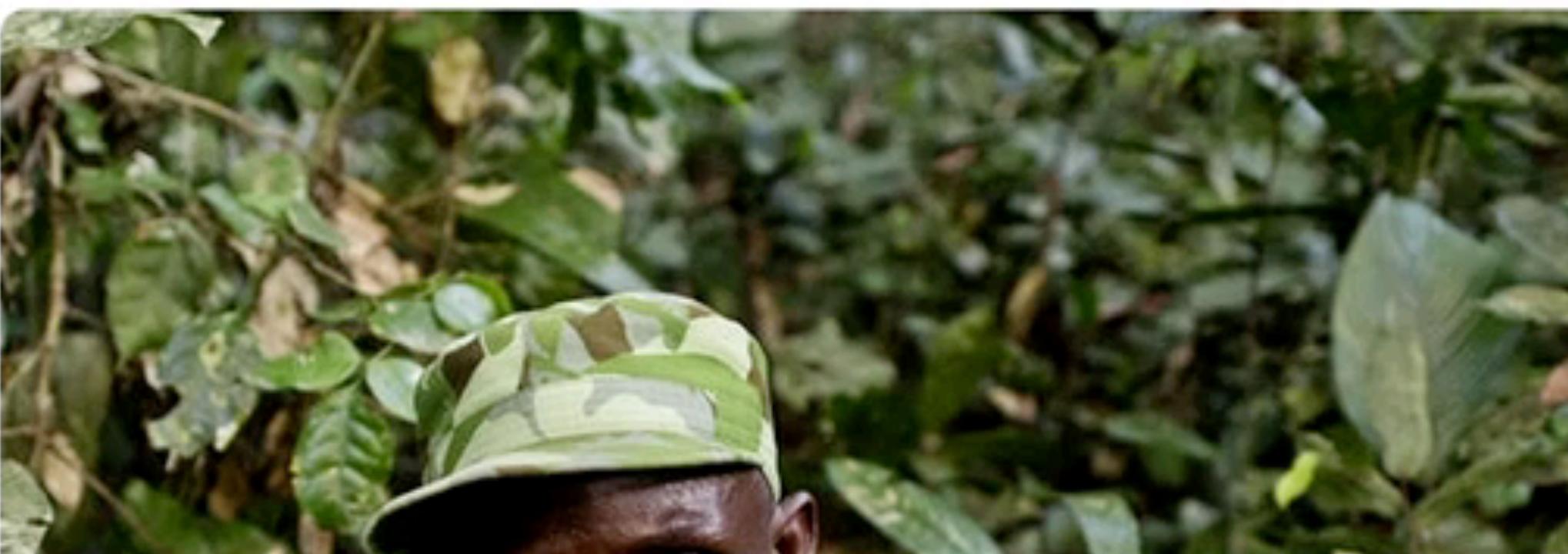
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## THE WORLD'S ELEPHANTS CAN'T WAIT

WWF's Jan Vertefeuille's reflection on the ivory crush in New York City



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# RWD Today



“You don’t get to decide which device people use to access the internet: they do.”

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*Karen McGrane, The Mobile Content Mandate*



<http://karenmcgrane.com/2014/01/13/the-mobile-content-mandate/>

2/3

of Americans  
own a  
smartphone.



<http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>

85%

Americans 18-29  
own a smartphone



<http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>

10%

of Americans  
smartphone-only



<http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>

**334 million**  
worldwide smartphone  
shipments, Q1-2015



<http://www.idc.com/prodserv/smartphone-os-market-share.jsp>

2.4%

Q4-2014 Worldwide PC shipments



<http://www.idc.com/getdoc.jsp?containerId=prUS25372415>

77%

of mobile searches occur  
at work or home.



<https://developers.google.com/webmasters/mobile-sites/get-started/why>

“We think we should be offering a familiar experience across all of the different devices, and people may want to be getting different things from BBC News at different times of the day.”

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*BBC, Responsive Web Design Podcast*



# 40%

of customers have turned to a competitor's site after a bad mobile experience.



[http://www.themobileplaybook.com/en-us/#/chapter2\\_1](http://www.themobileplaybook.com/en-us/#/chapter2_1)

“Google recommends using RWD  
over other design patterns”

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*Google, Mobile Guide 2014*



<https://developers.google.com/webmasters/mobile-sites/>

# Example

<https://www.example.com/>

Mobile-friendly - This is an example of a website that is well-designed for mobile devices.



<https://developers.google.com/webmasters/mobile-sites/>

[www.google.com/webmasters/  
tools/mobile-friendly/](https://www.google.com/webmasters/tools/mobile-friendly/)



<https://developers.google.com/webmasters/mobile-sites/>



SAMSUNG

Mashable



## Are Social Discovery Apps Too Creepy For You?

BY ALEX FITZPATRICK / 2 HOURS AGO

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**3.6k** Shares 

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Edward Snowden knew what was coming. Sitting in a Hong Kong hotel on June 6, he said the U.S. government would launch an investigation and accuse him of violating the Espionage Act.

 Hot Rising New 13

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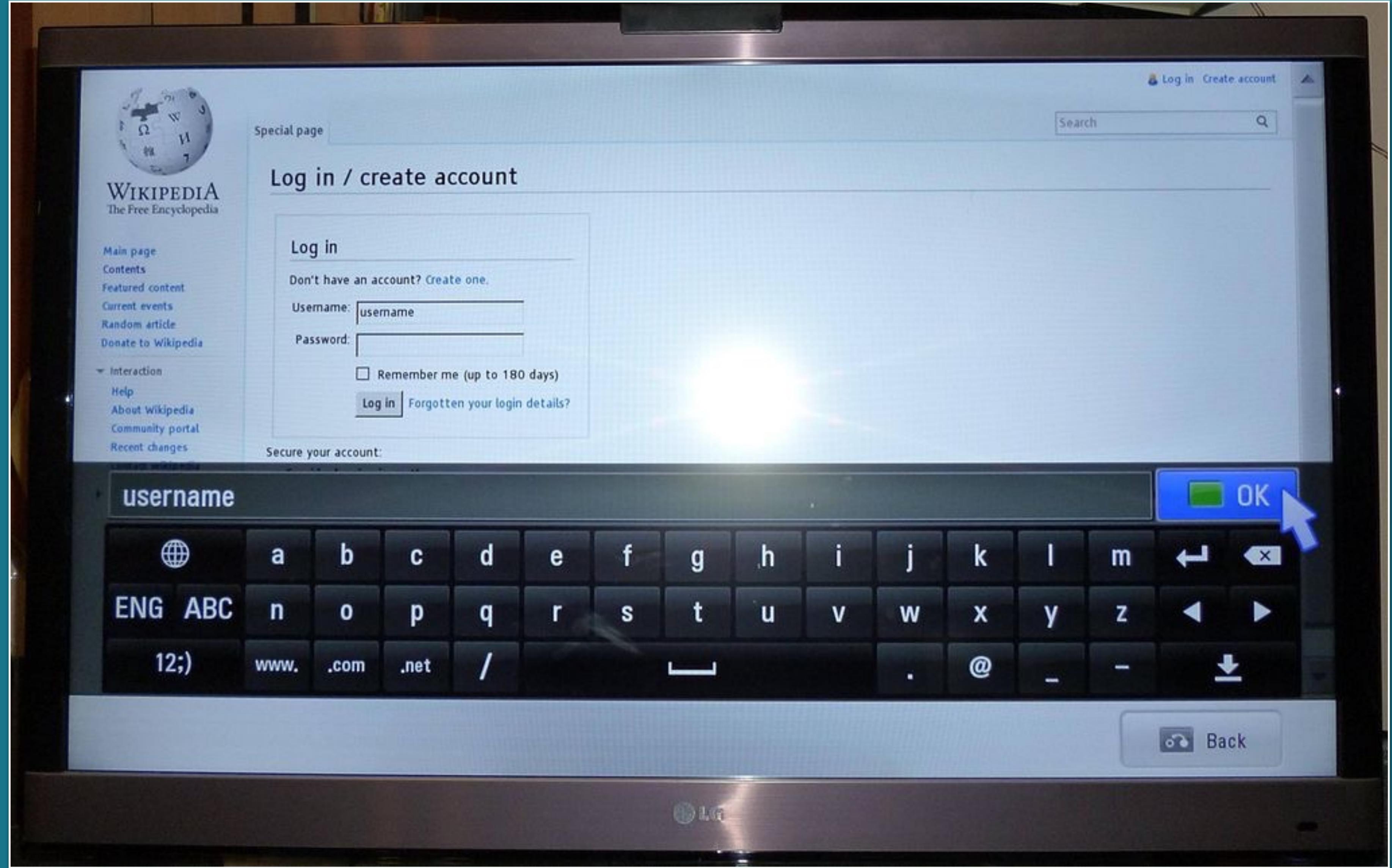




What can I help  
you with?

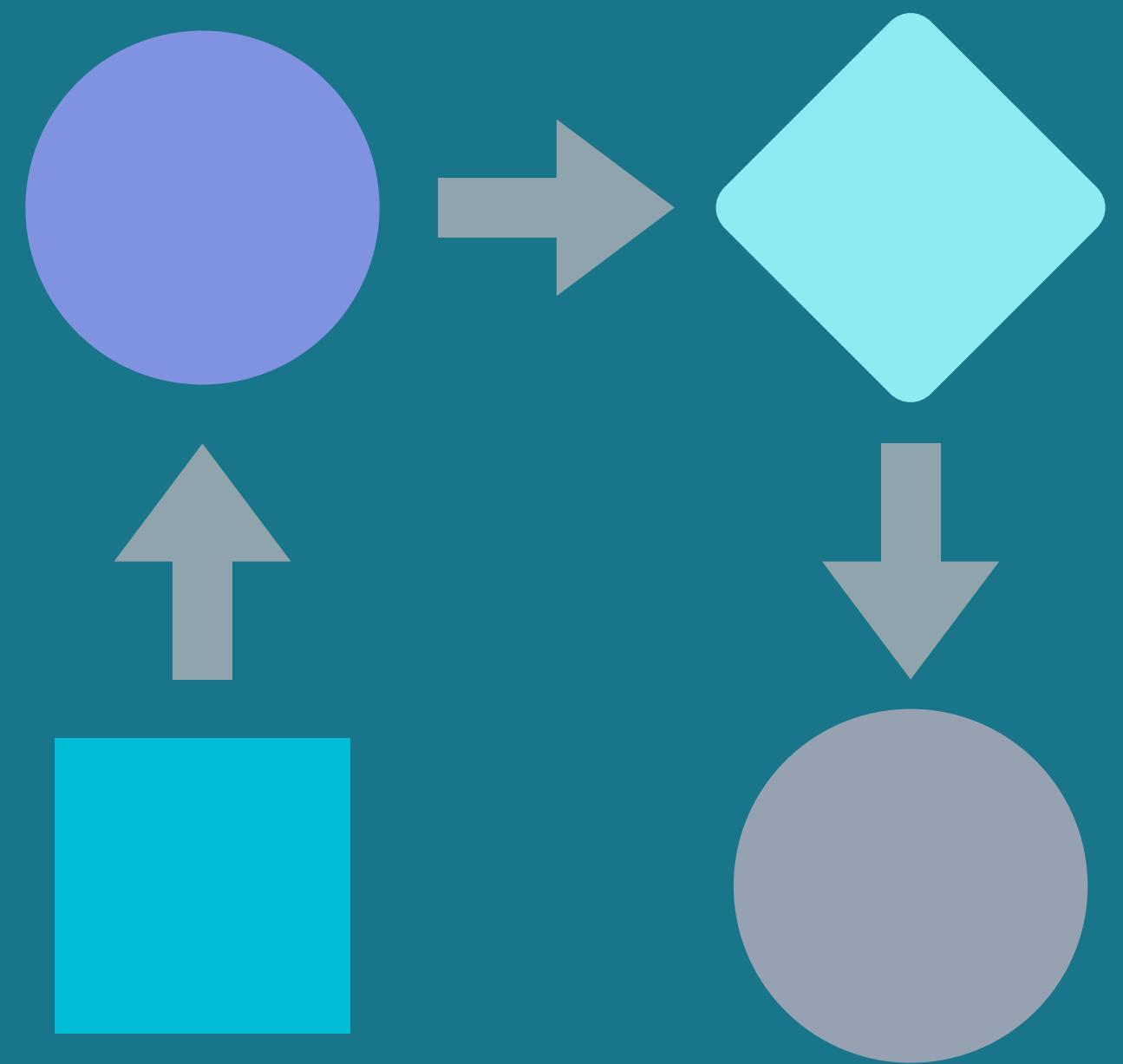
try "Is it cold in Moscow right now?"  
[see more](#)

Listening...





[http://farm1.static.flickr.com/29/67433282\\_f3eb423e24.jpg](http://farm1.static.flickr.com/29/67433282_f3eb423e24.jpg)



# Process Change



1

# Collaborative Team





WHAT?!?



# 2

# Scope & Timeline



# 3

# Content Strategy





# Design Process



# 5

# Research & Usability



**Research + UX**

**Design**

**Development**

**Launch**



*Content?*



**Research  
+ UX**

**Design**

**Development**

