



MOBILE/RESPONSIVE

Code 301



RESPONSIVE DESIGN

Code 301

iOS AND THE RISE OF THE 'REAL' MOBILE WEB BROWSER



WOMP WOMP :(

TODAY

11.3%*

of users browse the net
using Mobile devices only

**comScore*

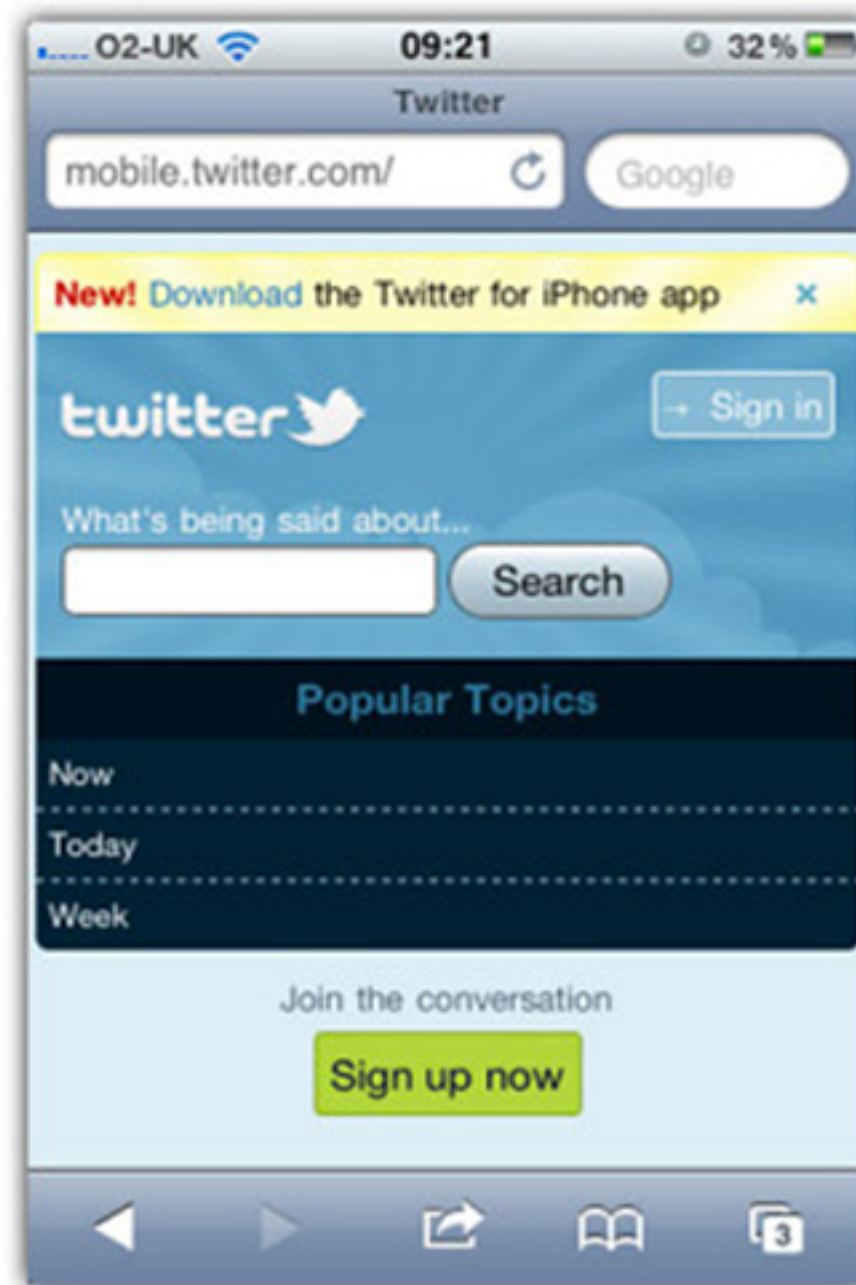
TODAY
MOBILE ACCOUNTS FOR
56%*
OF THE WORLD'S
TOTAL WEBSITE TRAFFIC

** Marketing Land*

it's kind of a

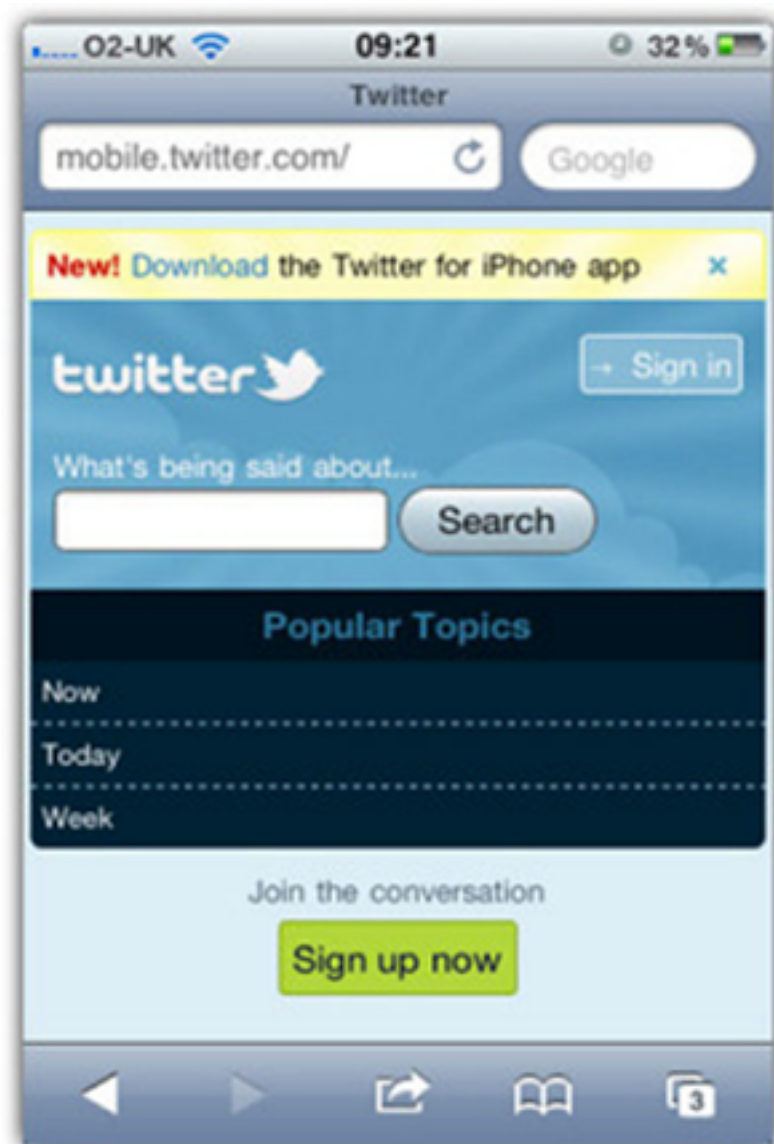
big deal

SO YOU NEED A MOBILE VERSION...



“WE'LL MAKE ANOTHER SITE!1!11”

BUT THERE ARE SOME PROBLEMS HERE...



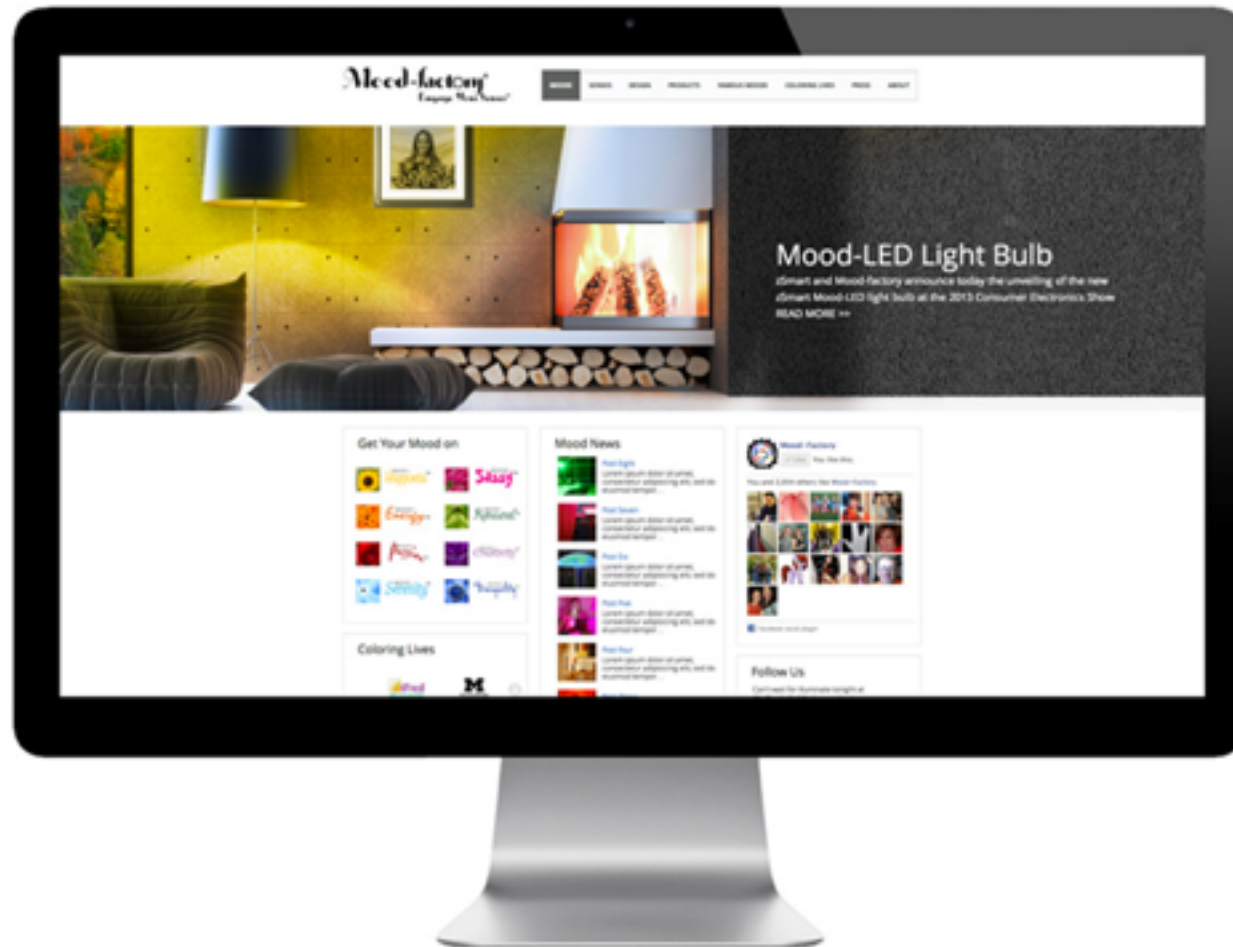
USER-AGENT REDIRECTS
Brittle, not fixing the real problem

TWO CODE BASES
more work, DUPLICATE CODE

What if a user shares a mobile url to a desktop user?

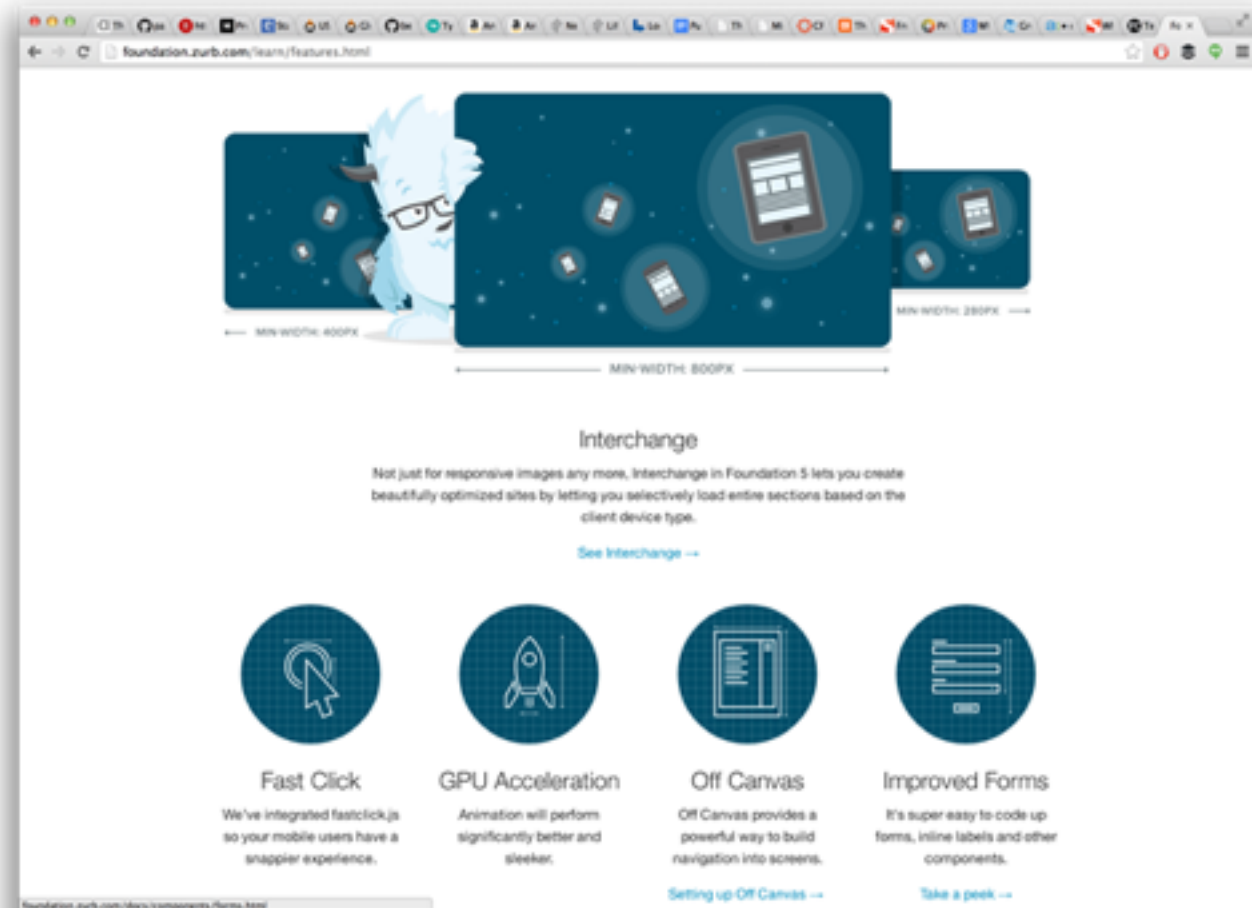
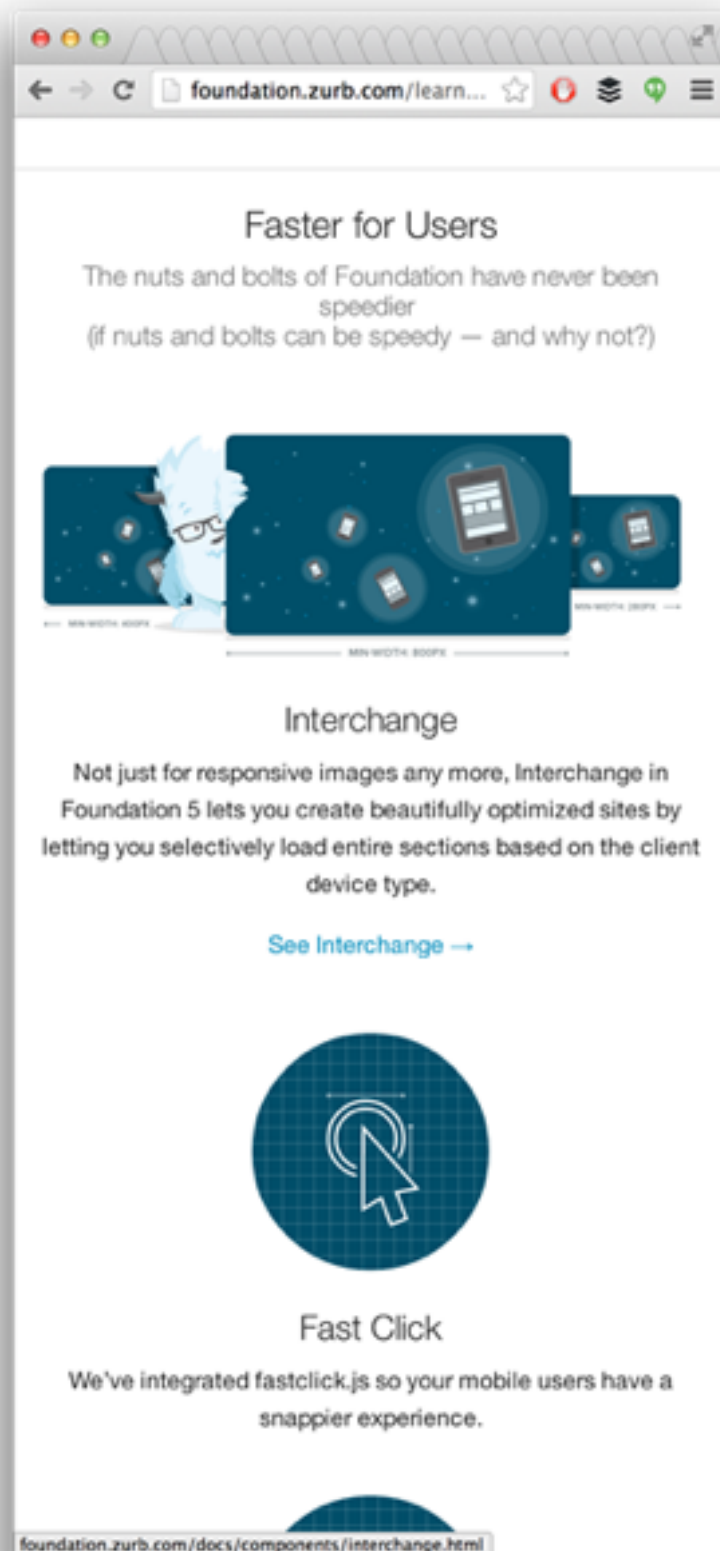
What about **TABLETS?** or **PHABLETS?**

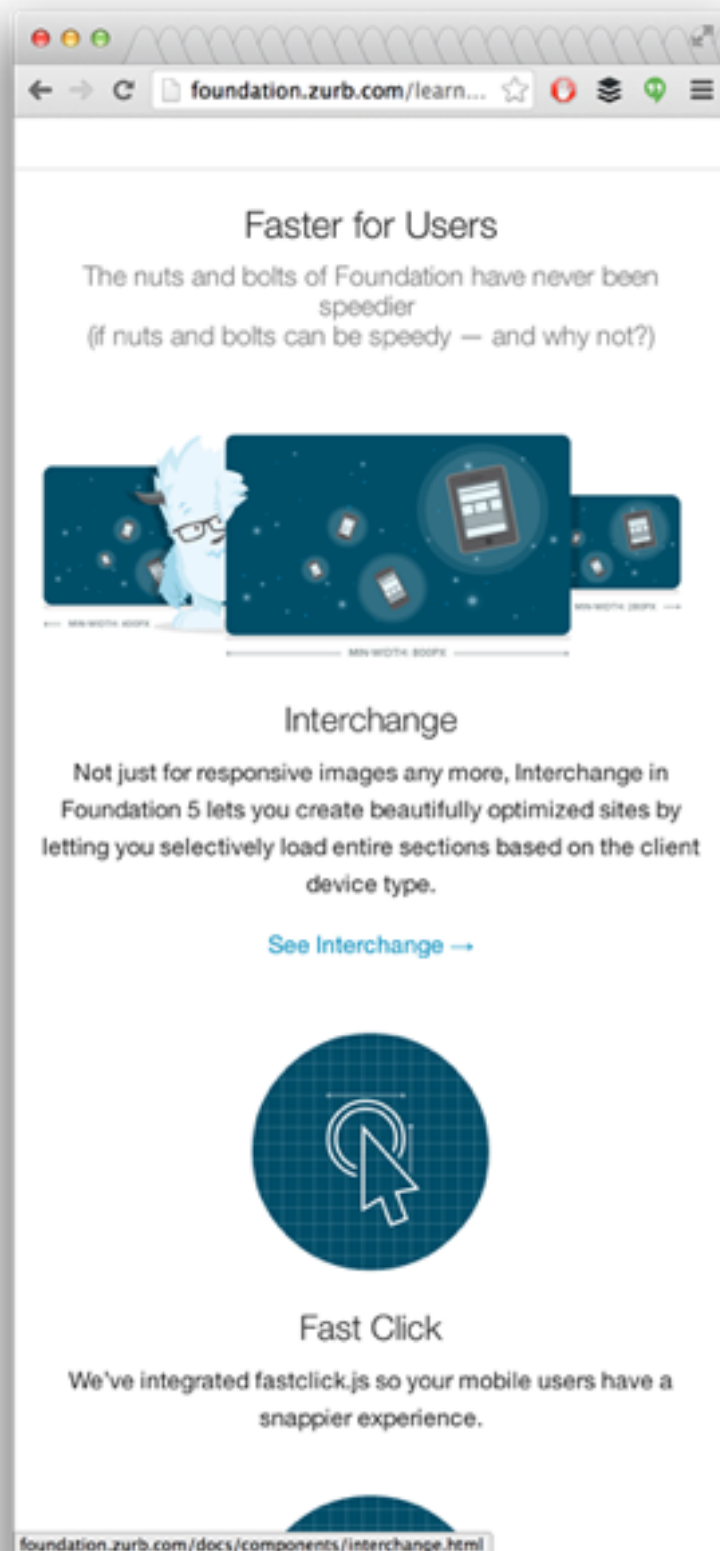
ENTER RWD



CSS Media Queries

conditionally modify the layout of a webpage





CSS Media Queries
conditionally modify the
layout of a webpage

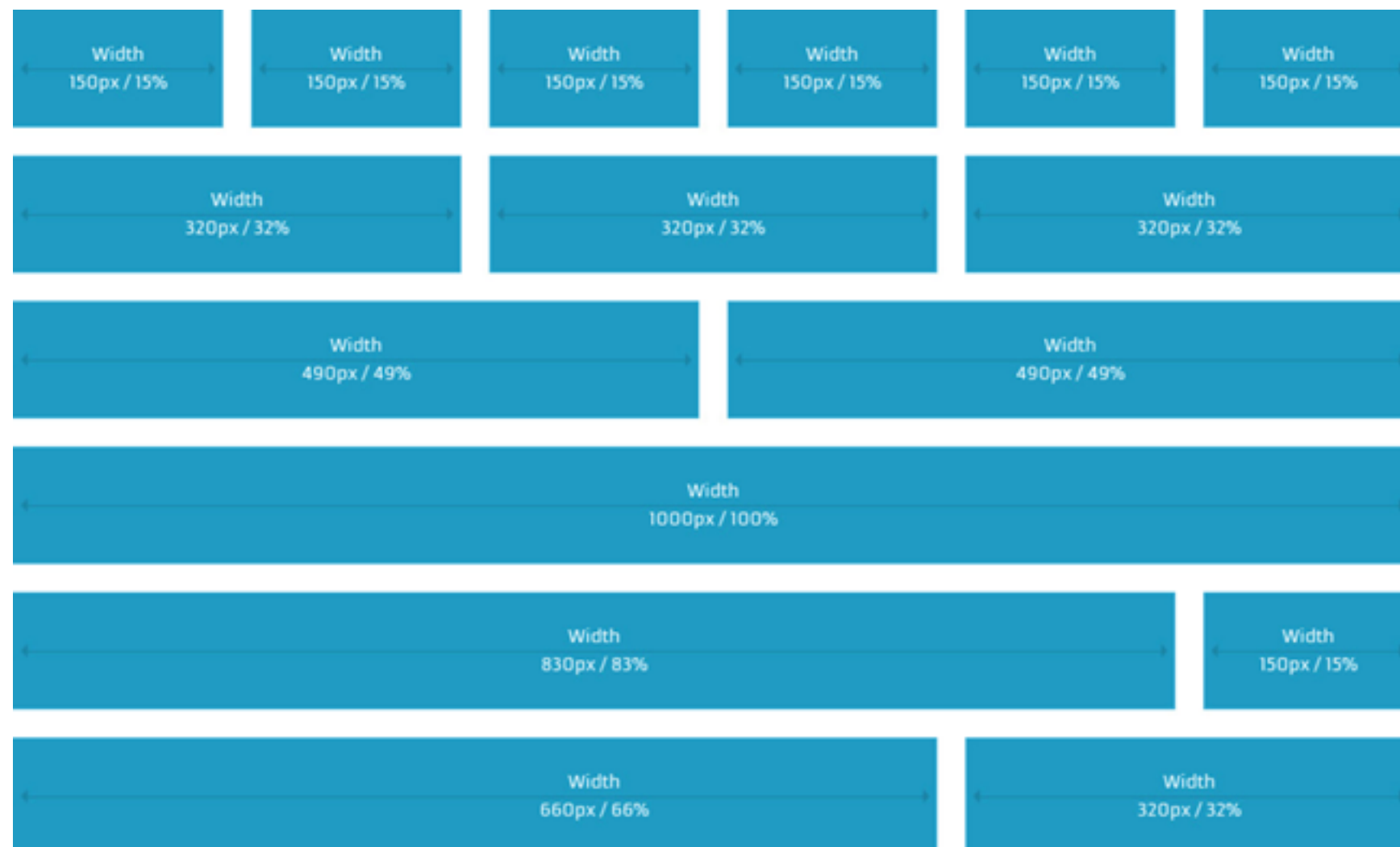
Modify CSS based on...

- width / height**
- Orientation**
- media 'type'**
SCREEN / TV / braille / etc.
- color**
- resolution**
- aspect - ratio**
- etc.**

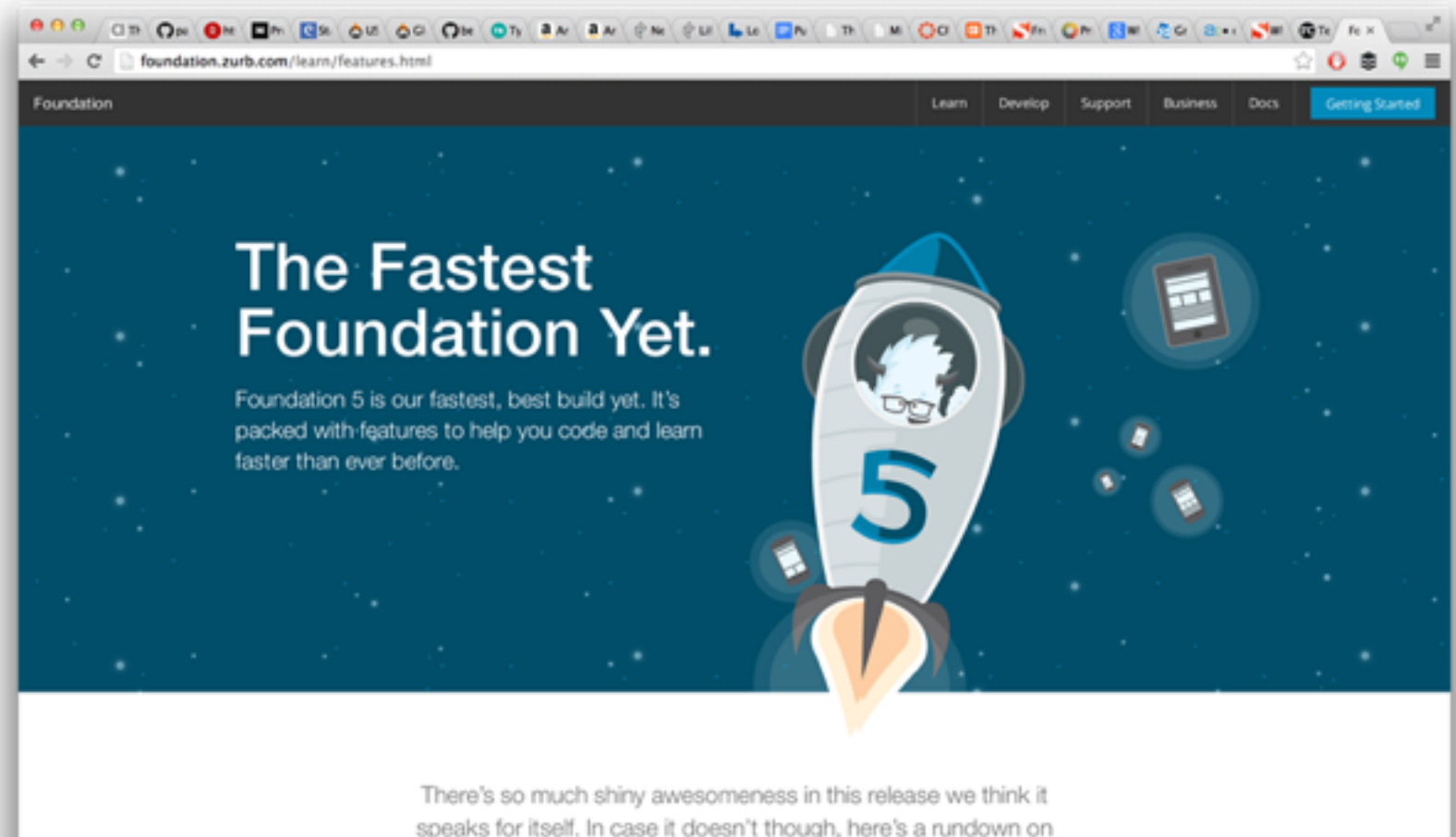
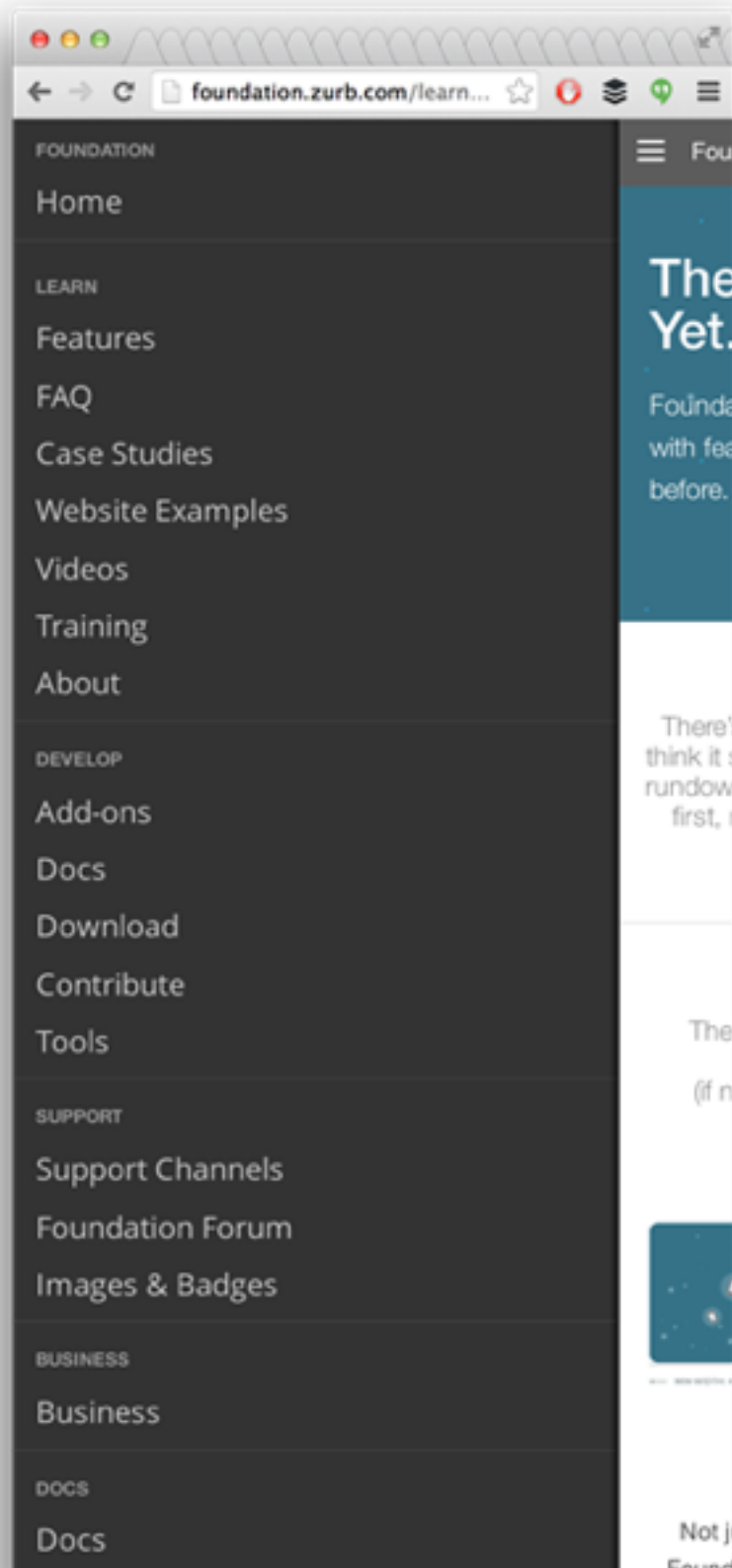
The Grid

using a grid layout allows an easy transition from phone to tablet to desktop

baked-in design principles for much win



Mobile-tuned JavaScript
enhance the user's
experience, such as touch-
optimized menus



YOU ARE NOT ALONE



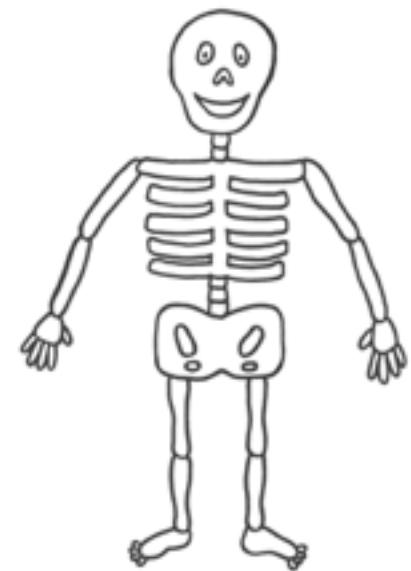
Foundation

foundation.zurb.com



Bootstrap

foundation.zurb.com



Skeleton

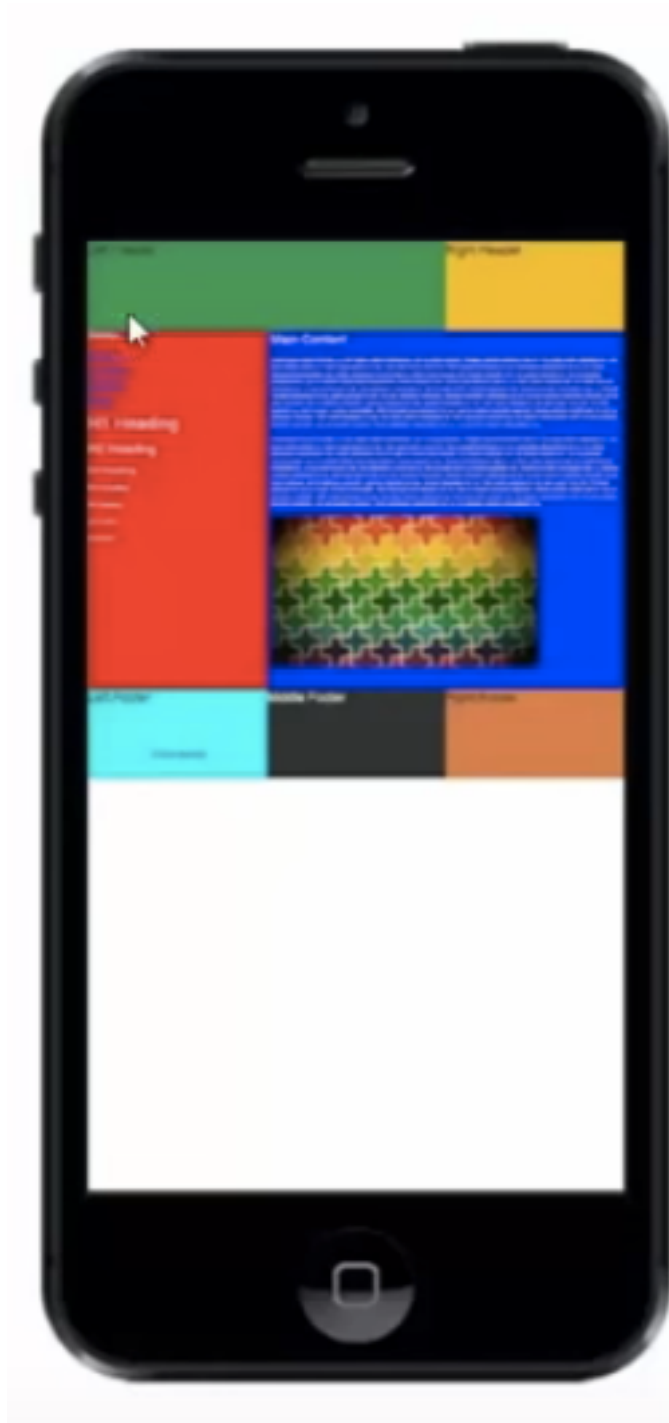
getskeleton.com

AND MANY MORE...

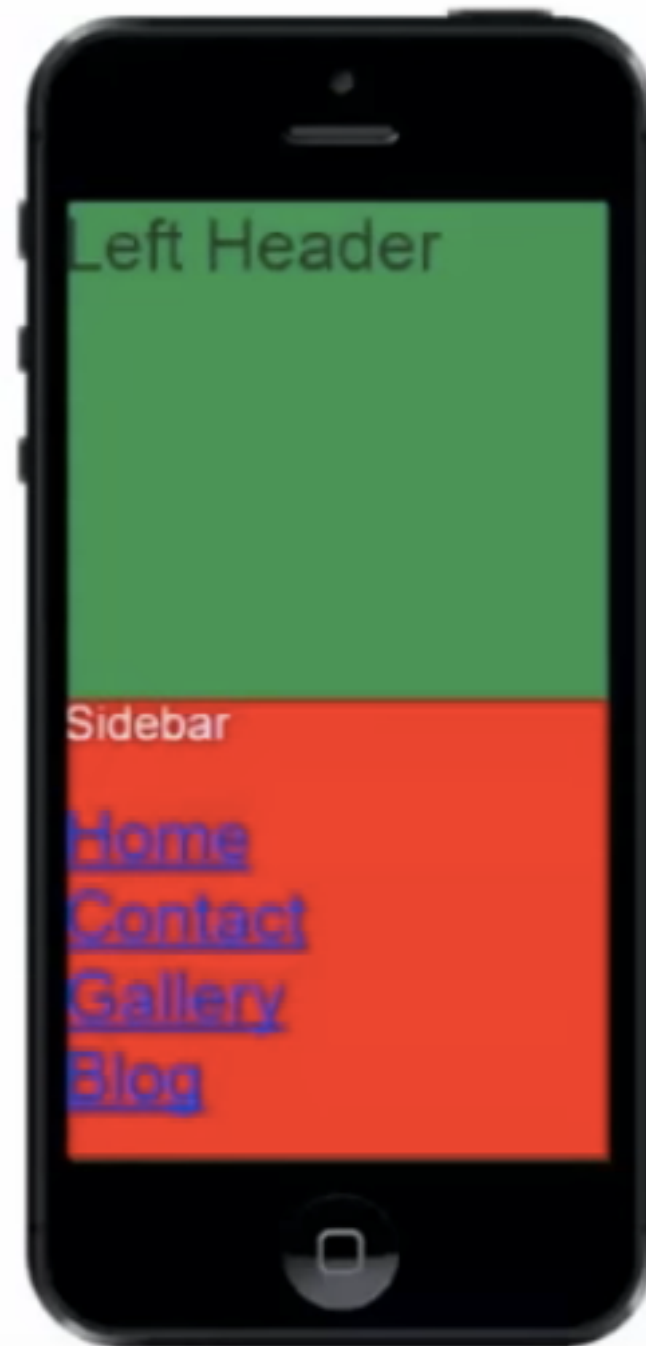
BASIC STEPS

```
<meta name="viewport" content="width=device-width, initial-scale=1">
```


Without meta viewport tag



With meta viewport tag



BASIC STEPS

```
@media only screen and (min-width: 640px) {  
    /* code kicks in for larger screens here */  
}
```