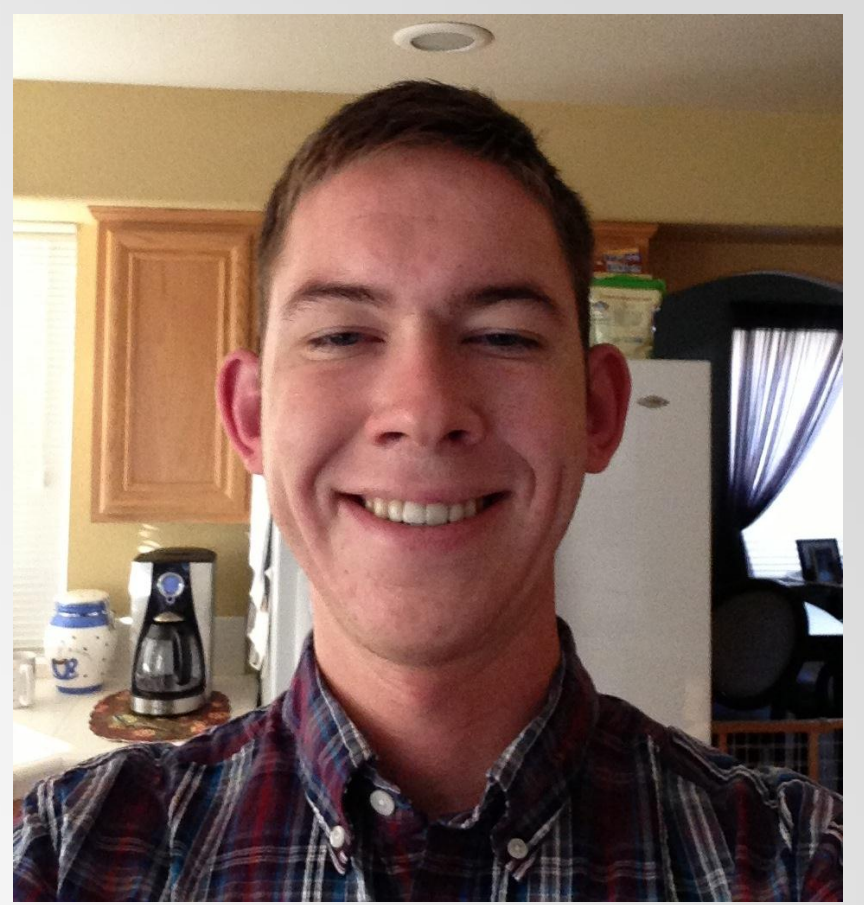


# Is Responsive Design Killing Mobile Apps?

Brandon Pitts

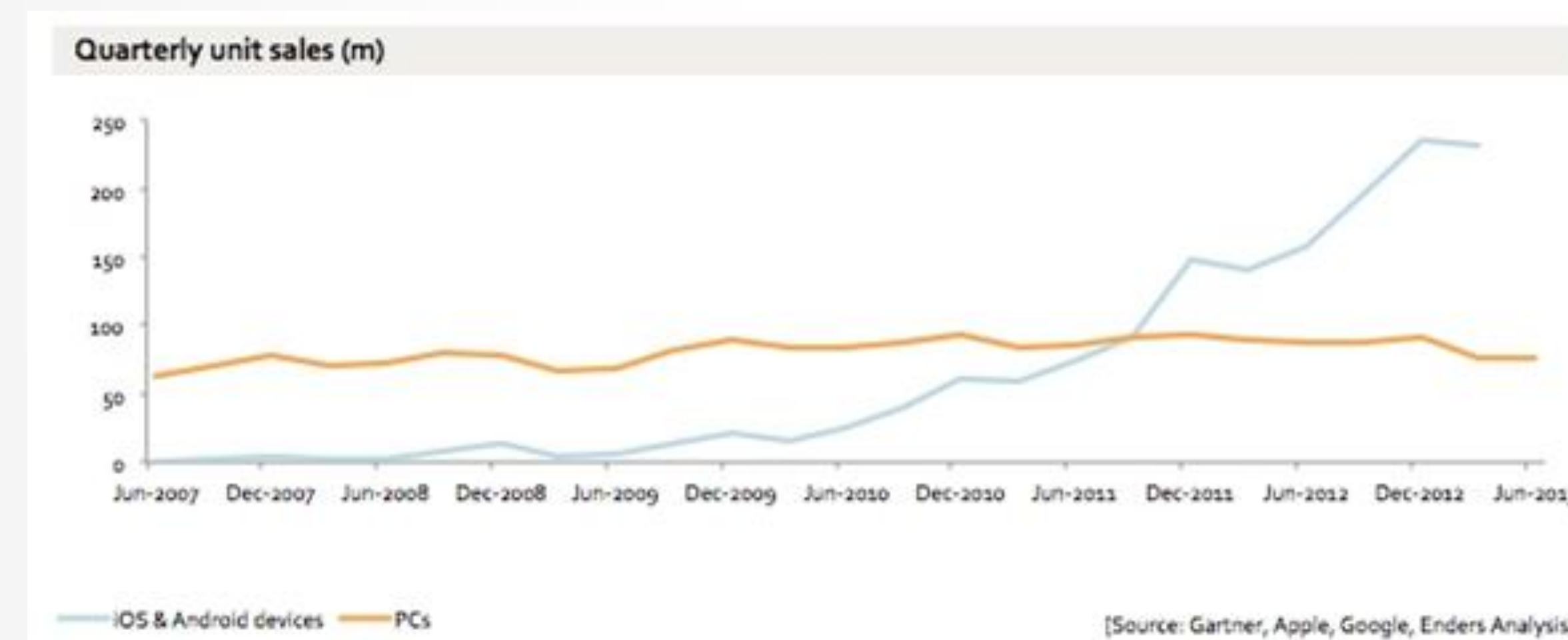
Computation/ICS



With the growing popularity of various types of mobile devices, appealing to diverse internet browsers has become increasingly important to website owners. Mobile device users are very familiar with both downloadable apps available in many popular app stores and simplified, mobile websites. However, many of these apps and mobile sites could become irrelevant as a result of responsive design websites. These sites are designed to fit the screen size of whatever device is being used to view them. Will responsive design sites make mobile apps and sites obsolete?

## Increasing Popularity of Mobile Devices:

- Trends show that mobile devices are the way of the future
- Shipments and sales of portable devices surpass computers
- Popularity of portable devices is expected to continue to grow
- Mobile popularity leads to increased importance of mobile friendly websites



Source:  
<http://crave.cnet.co.uk/software/microsoft-share-of-web-devices-falls-to-25-from-90-in-2009-50011779/>

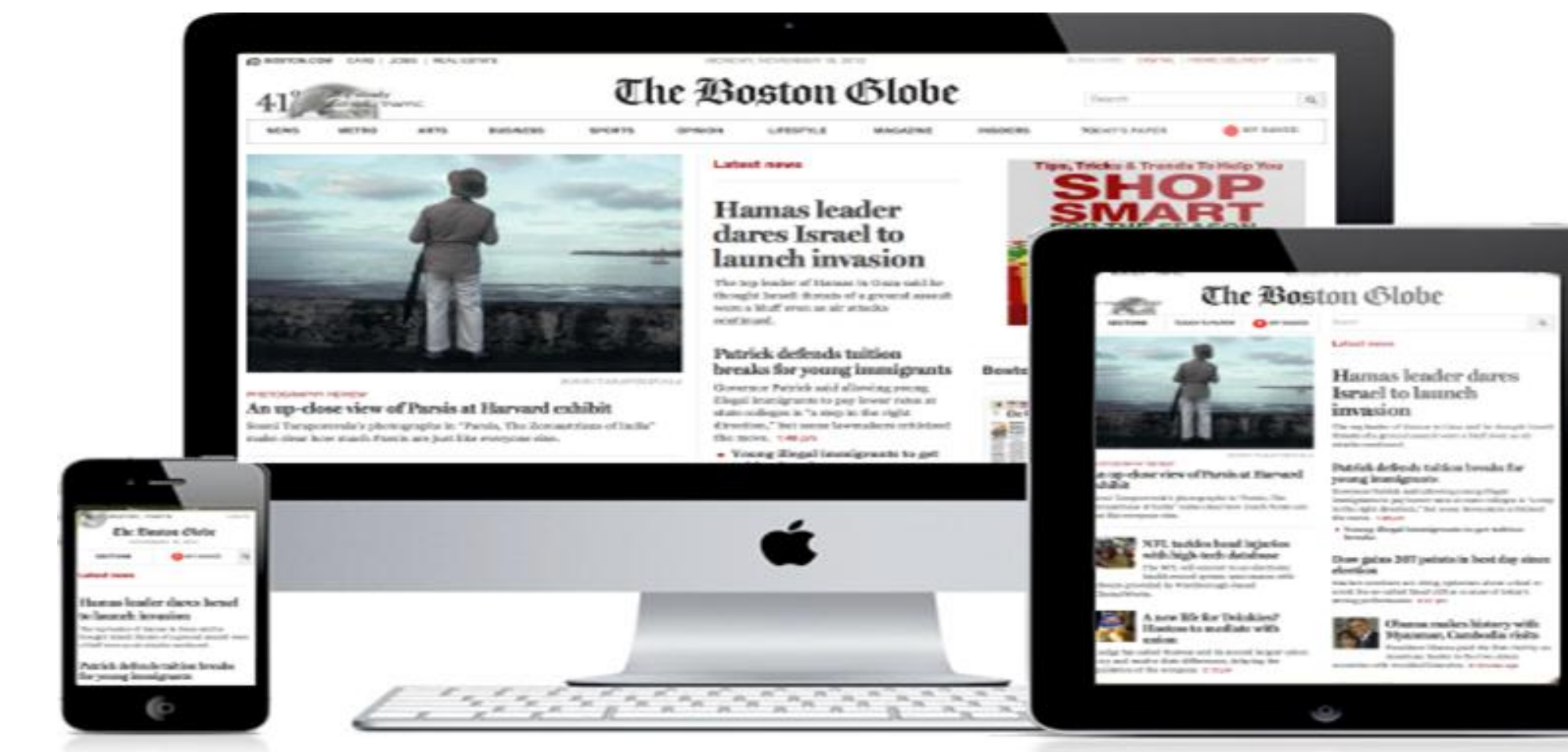
## Conclusion:

- There are many strengths of responsive sites that simplify web design and create a more cohesive experience for users visiting a site from diverse platforms
- However, mobile sites are less complex to program and apps give users a more personalized and immersive experience, especially for gaming
- Currently it is best to find the right design for each specific task

## How Responsive Design Works:

- Uses a system of scaling and grids to fit the webpage to the device being used
- A responsive design site can find out the maximum width supported by a device's web browser from the browser's media query
- The site is scaled to match the browser

Source: <http://www.vml.com/news-and-trends/articles/why-and-how-responsive-design>



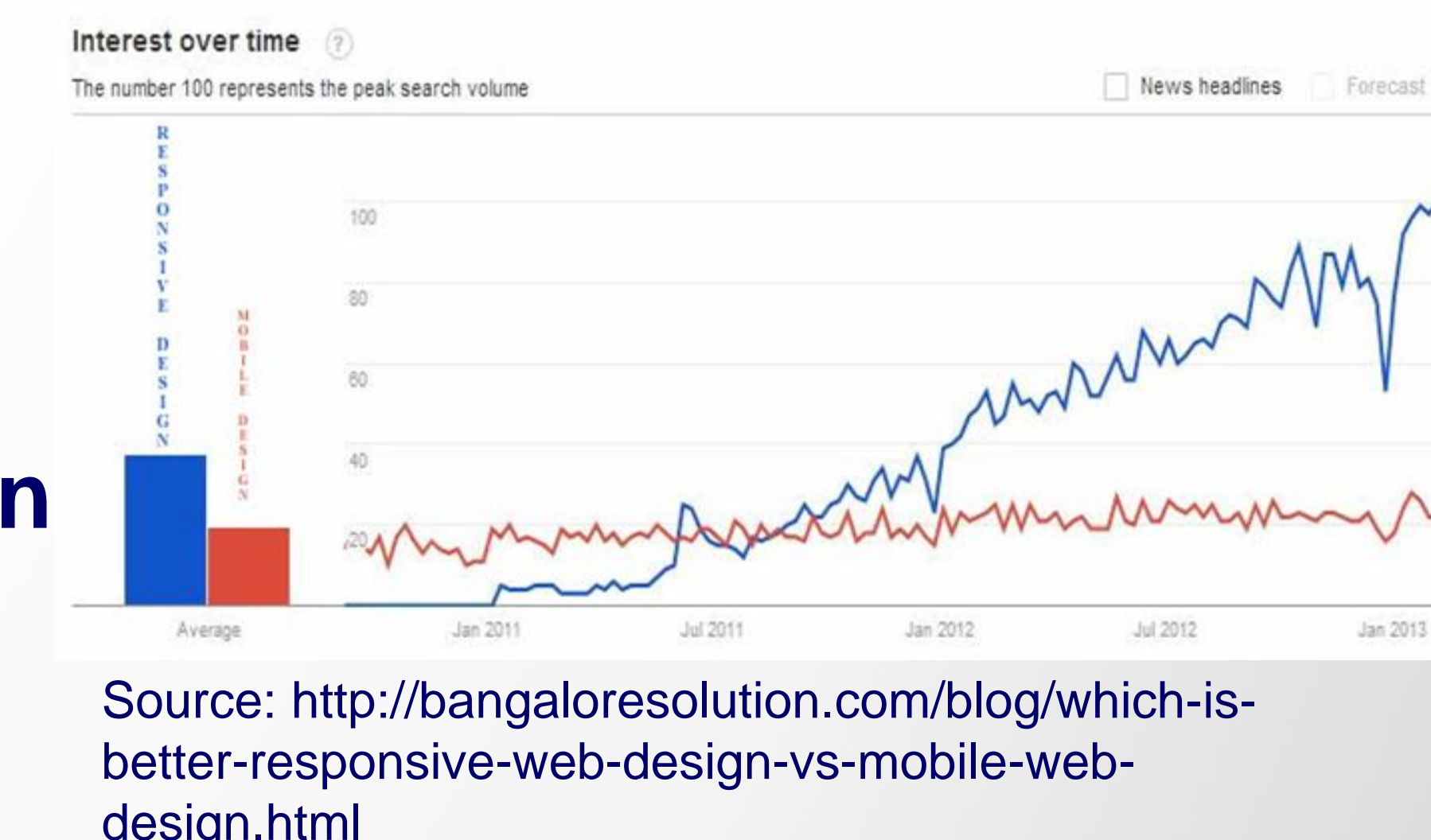
## Example of responsive design

Source:  
<http://blogs.adobe.com/digitalmarketing/wp-content/uploads/2012/11/responsive-design-hero.png>

## Growth of Responsive Design:

- Latest web trends show indicate huge growth of responsive design
- Many websites list responsive design as one of the top internet trends of 2013.
- Google recommends responsive design

Source: <https://developers.google.com/webmasters/smartphone-sites/details>  
<http://www.hongkiat.com/blog/web-design-trend-2013/>



## Well Known Websites Utilizing Responsive Design:

Disney, Notre Dame University, Starbucks, Harvard University, Time Magazine, and many more

Source: <http://socialdriver.com/2013/06/50-best-responsive-website-design-examples-of-2013/>