

# Huggies Mobile Custom and Tablet Responsive

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MODIFICATION DATE

Thu Nov 08 2012

CREATORS

Red Ant

FILE NAME

Huggies-Mobile-Custom-and-Tablet-  
Responsive.graffle

### Order of priority for tasks/releases

1. Tablet layouts and optimisation/Radiant upgrade (concurrent work)
  - a. Tablet responsive layout **Cost \$12,600**
    - i. Page audit to classify pages (full-width, two-column, etc.)
    - ii. Responsive CSS
    - iii. Optimised forms
    - iv. Touch event optimisation & design  
(e.g. remove mouse over effects)
  - b. Radiant upgrade (for effective mobile layout) **Cost \$4,200**
    - i. Research best upgrade path/version
    - ii. Radiant extension mobile compatibility/upgrade
2. Mobile layouts and optimisation **Cost \$22,400**
  - a. Template code update (informed by audit & Radiant upgrade)
  - b. Homepage layout & design
  - c. Global Header and menu navigation
3. Mobile one-click join & join later **Cost \$8,400**
  - a. Simplified Join process & form
  - b. Join form enhancement and copy changes
  - c. HTML email design and build
4. Mobile "read later" **Cost \$4,200**
  - a. Header enhancement
  - b. HTML email design and build
5. Mobile Video delivery **Cost \$4,200**
  - a. Move videos to iOS/webkit compatible platform
  - b. Update embeds in content
6. Optimise touts/ads for mobile **Cost \$4,200**
  - a. Tablet layout
  - b. Phone layout
7. "My Huggies" for Phone **Cost \$14,000**
  - a. Add "My Huggies" menu to header
  - b. Excise irrelevant sections from mobile version (e.g. can't upload avatar)
  - c. Emphasize and review existing mobile optimised parts
    - i. Promotions
    - ii. Baby name list
    - iii. Activity list
    - iv. Recipe list
  - d. Build phone version of other parts - paying attention to simplifying user experience for limited screen dimensions
    - i. Invite your friends
    - ii. Subscriptions
    - iii. My details
    - iv. Add/remove children
8. Speed optimisation **Cost \$4,200**
  - a. Remove unused assets/scripts in mobile
  - b. Lazy load images
9. Design consistency on existing phone
  - a. optimised sections. retina support **Cost \$6,600**

Total project estimate = **\$85,000**

# Existing Smartphone Layout for Dynamic content - Custom Design completed in 2012

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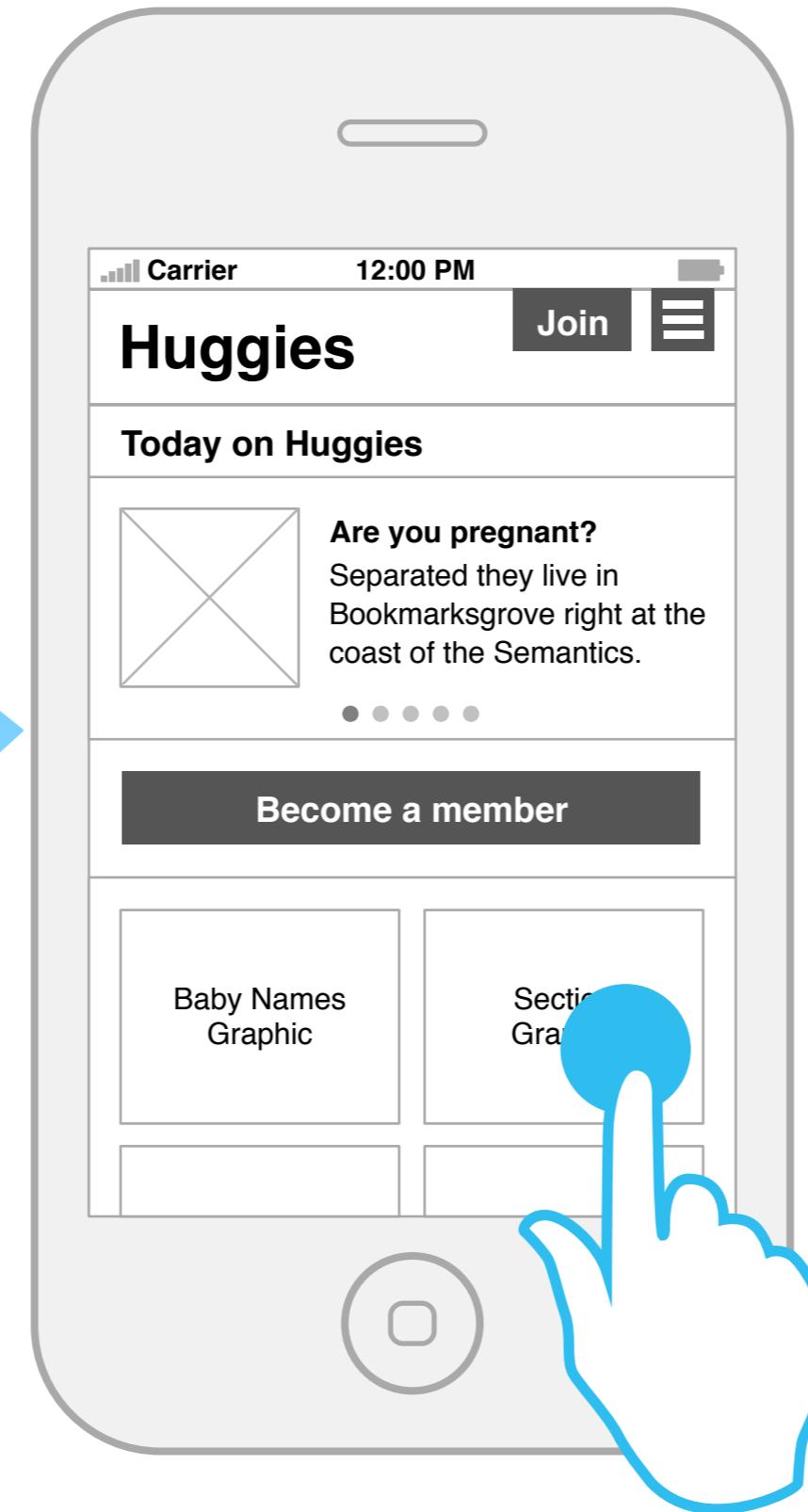
Huggies Mobile Custom and Tablet Responsive



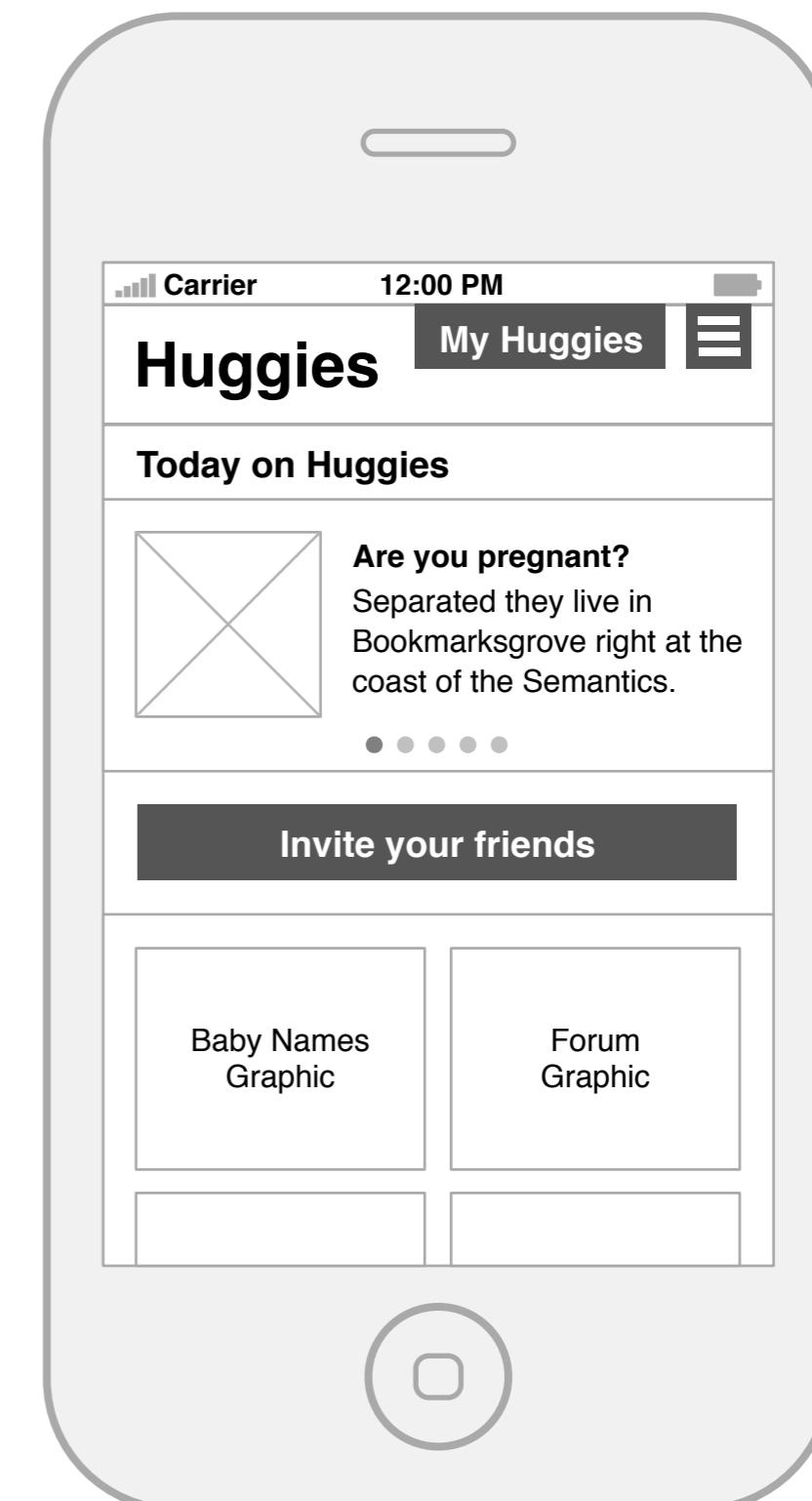
### Current view



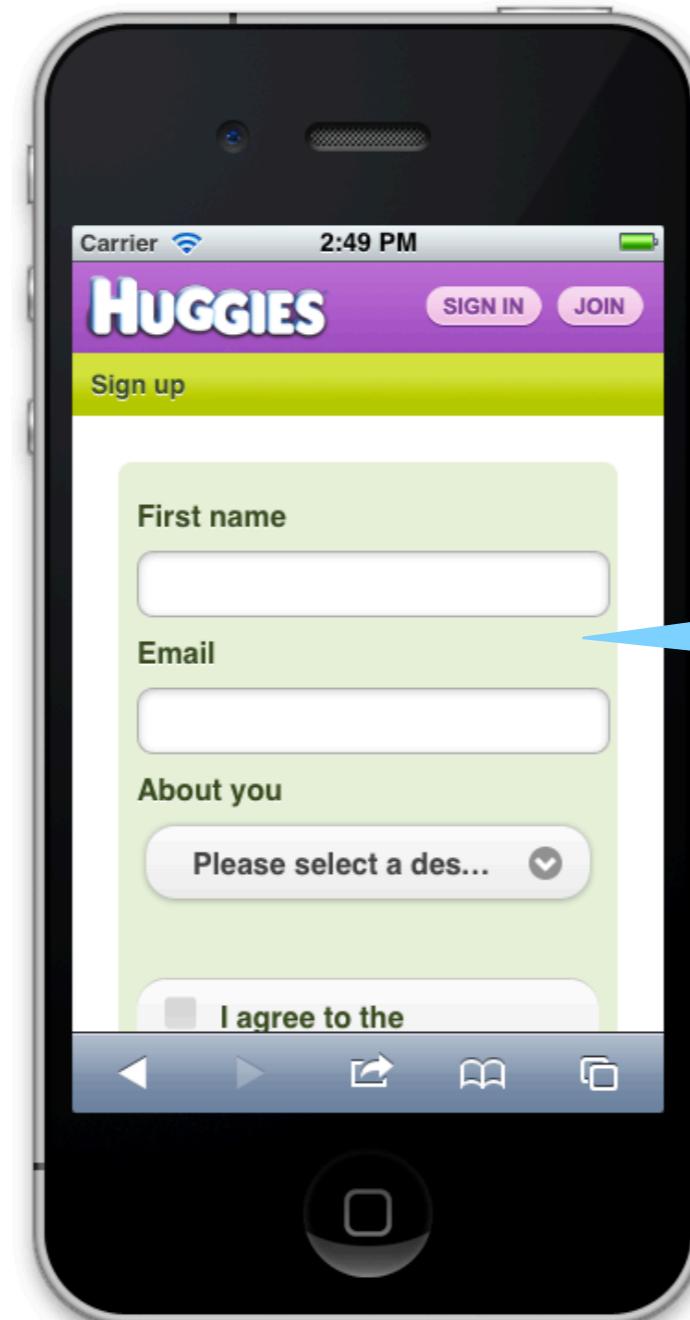
### New Custom Guest Layout



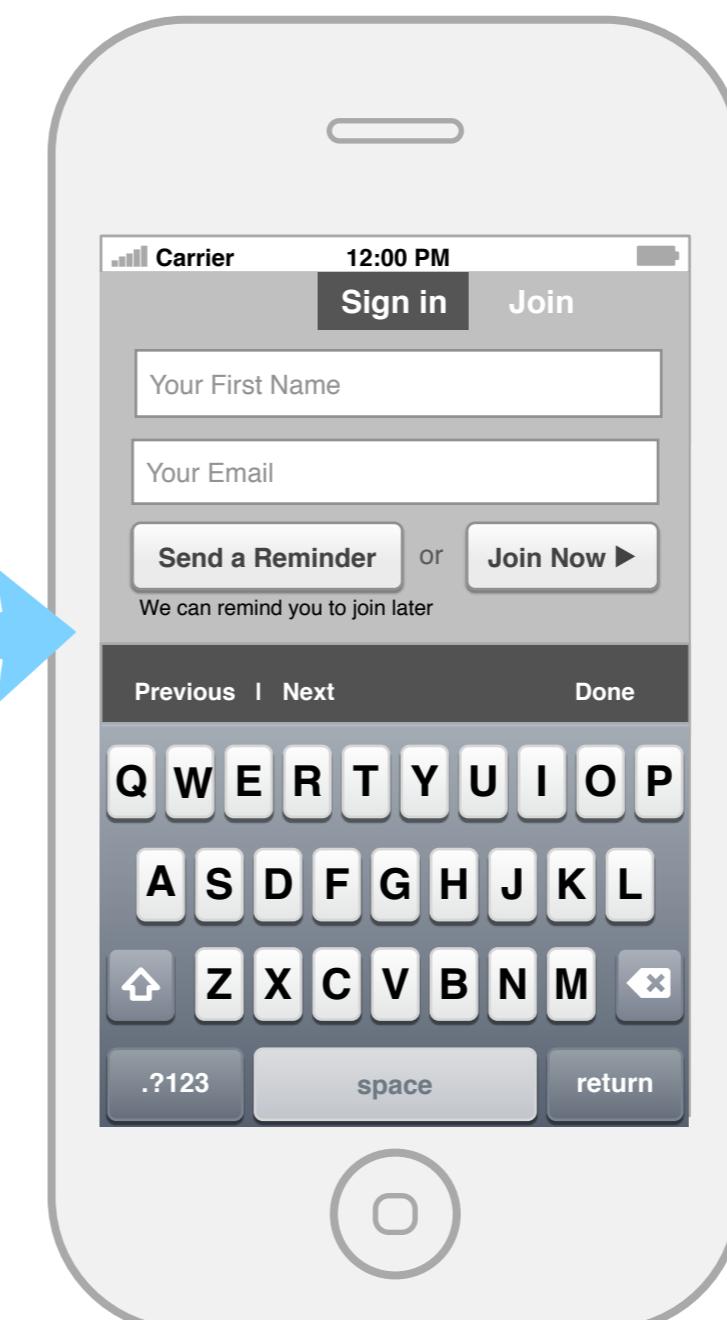
### New Custom Member Layout



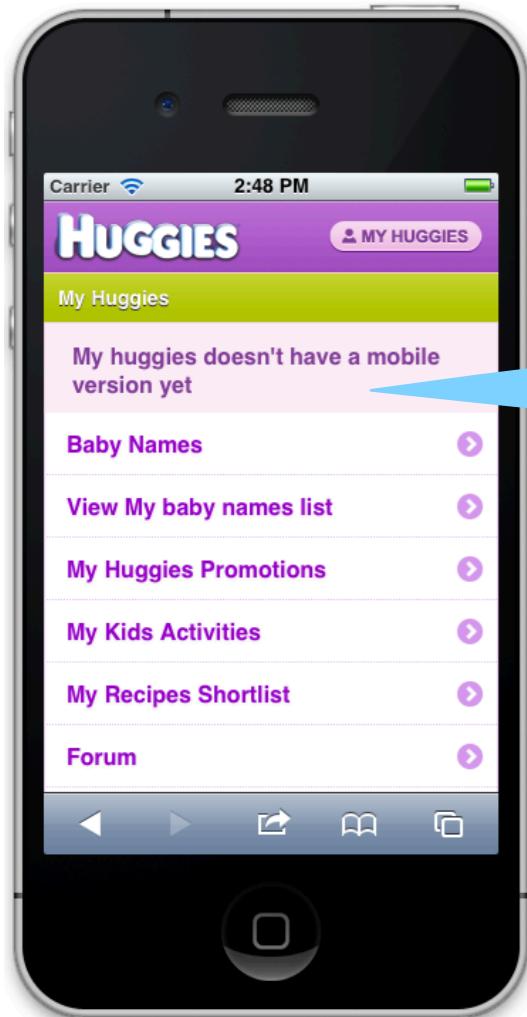
Current view



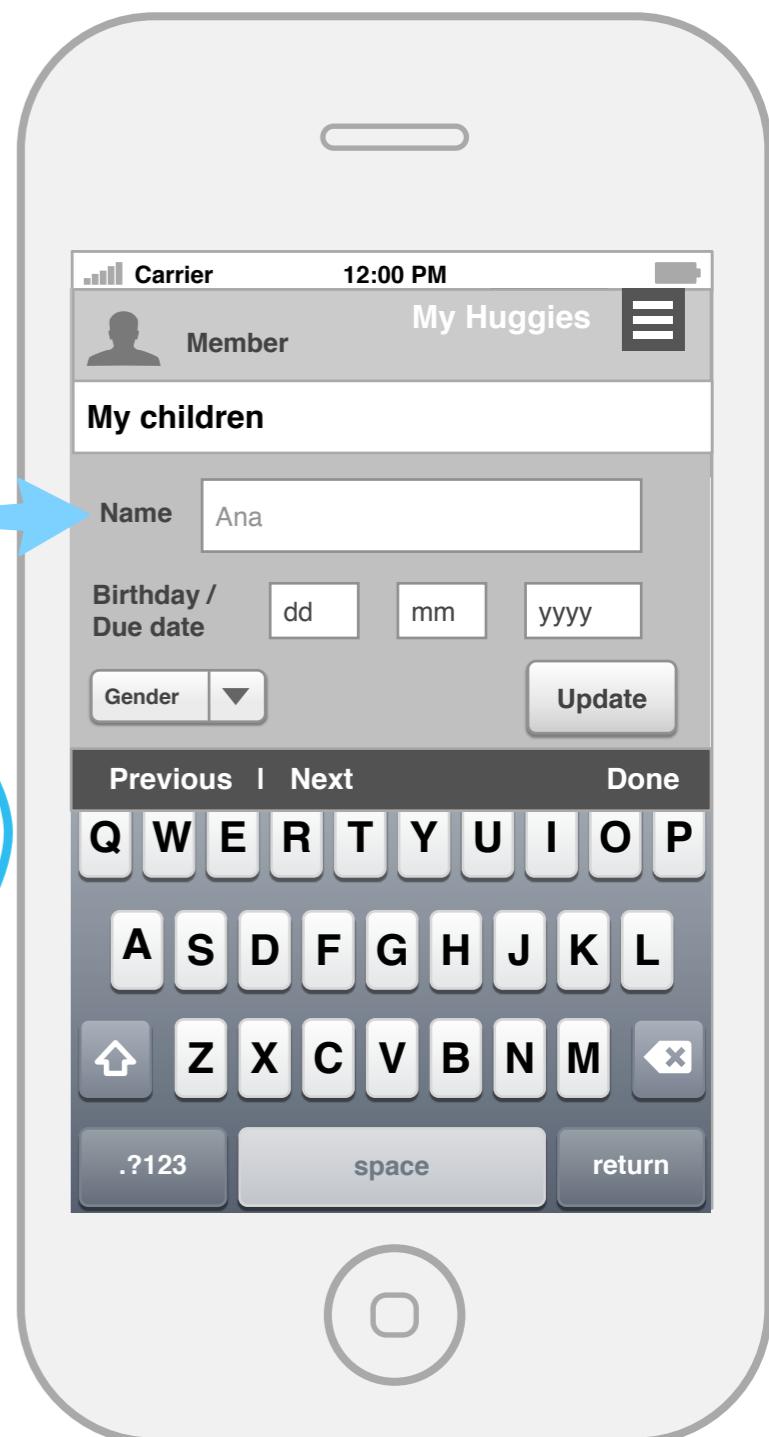
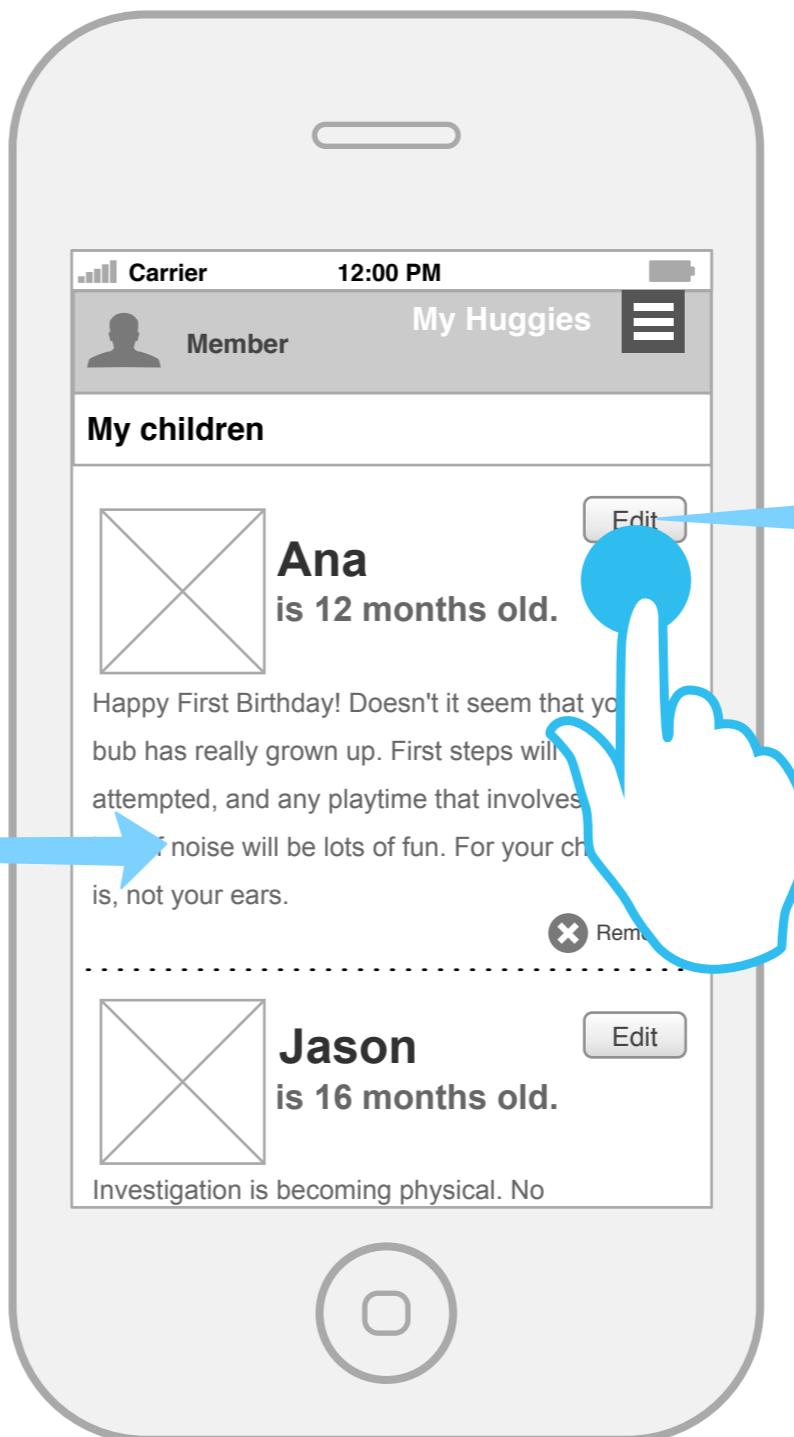
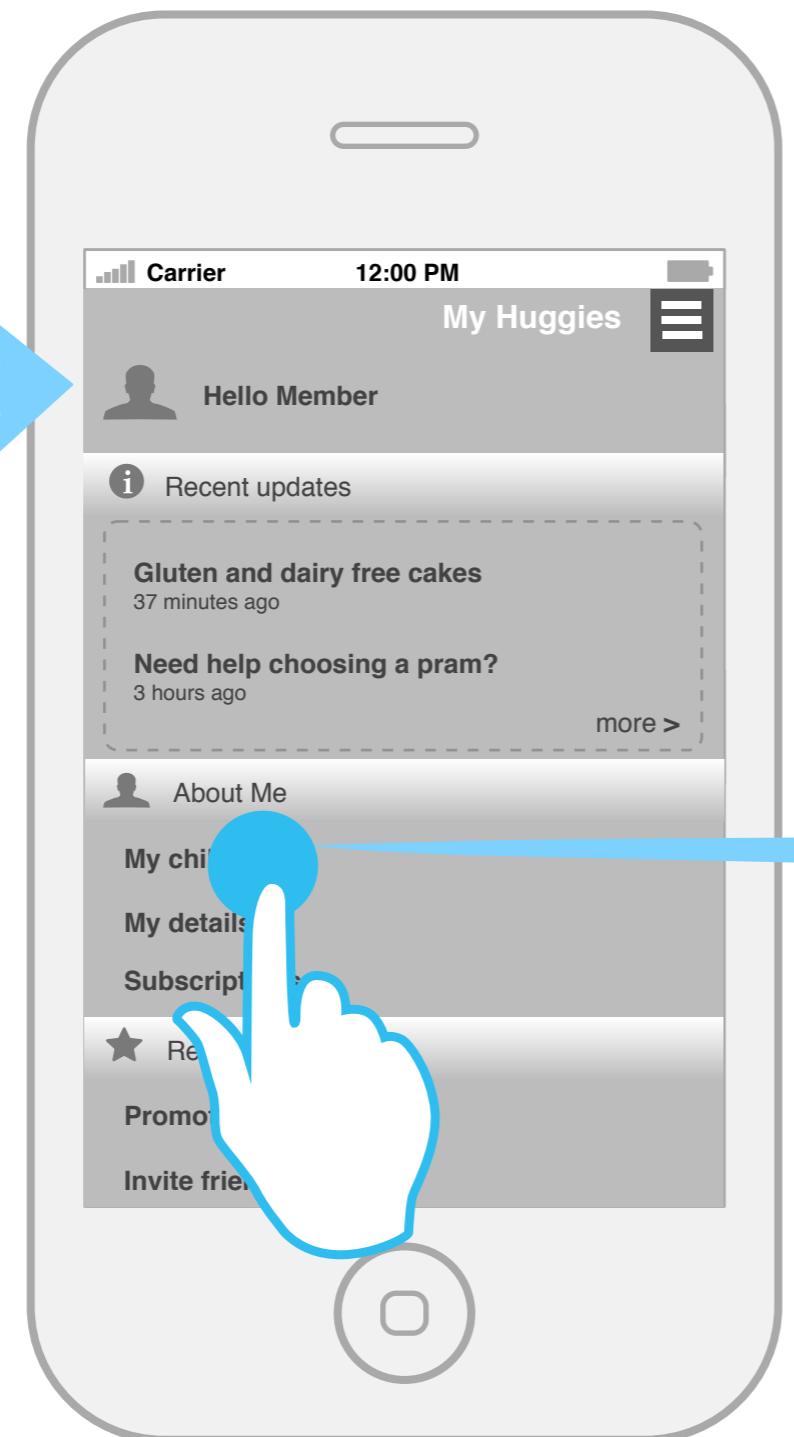
New Custom Layout



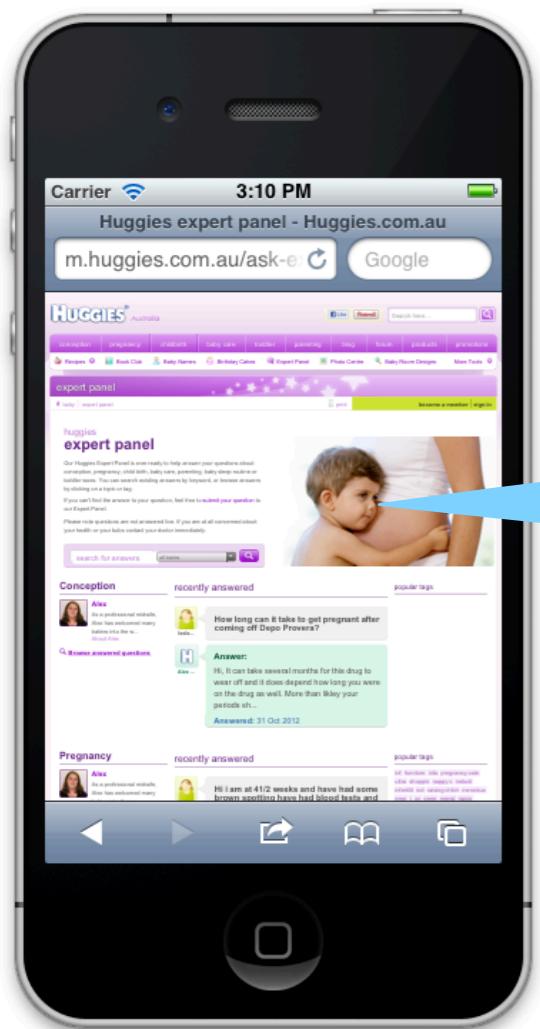
## Current view



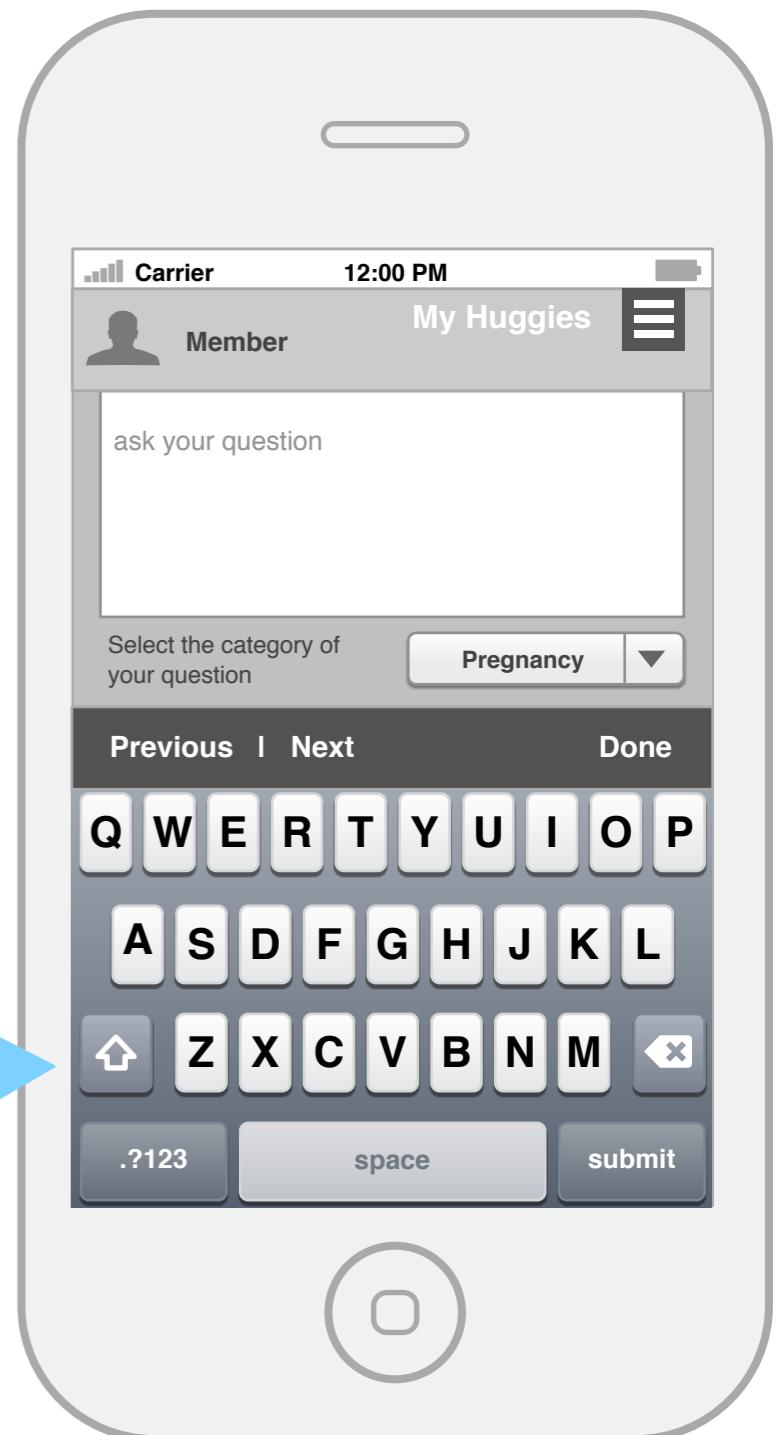
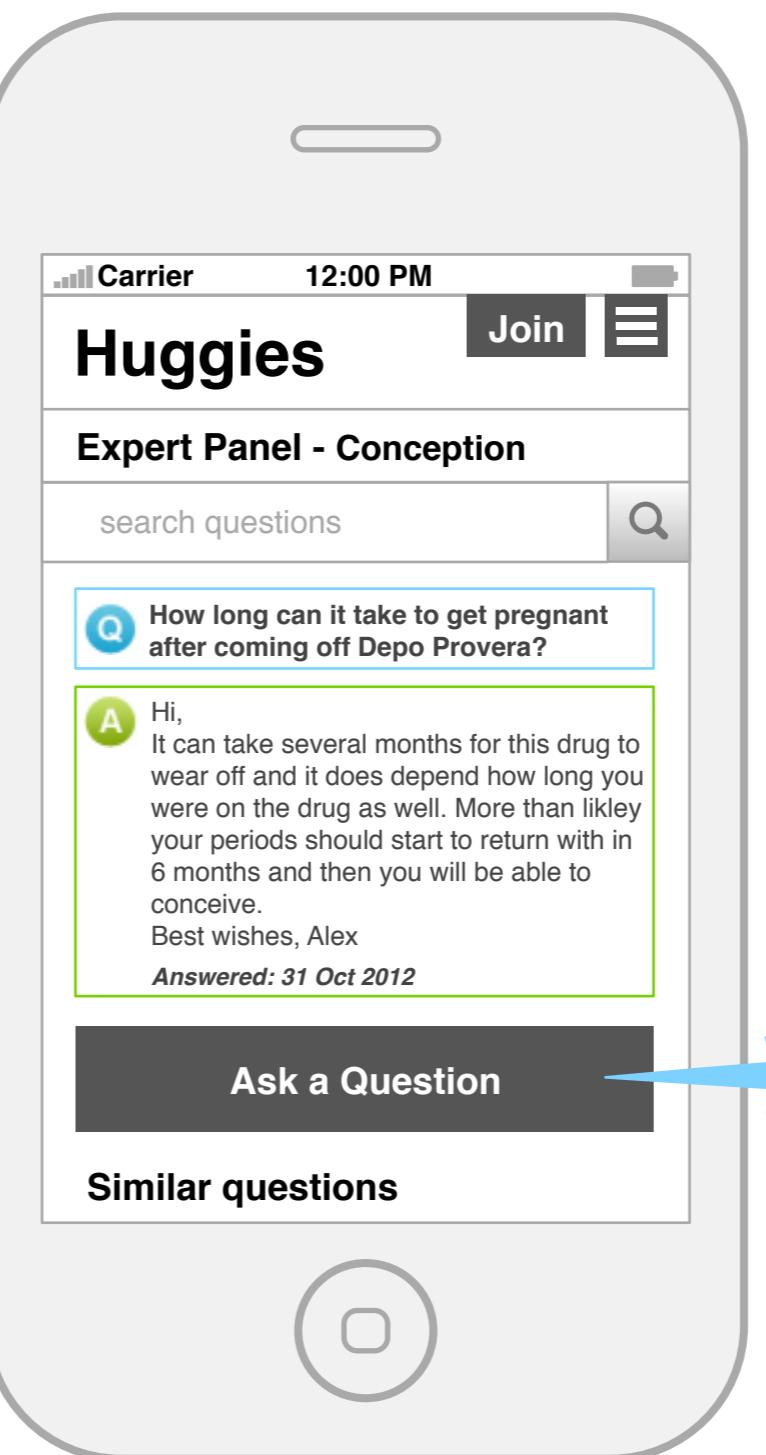
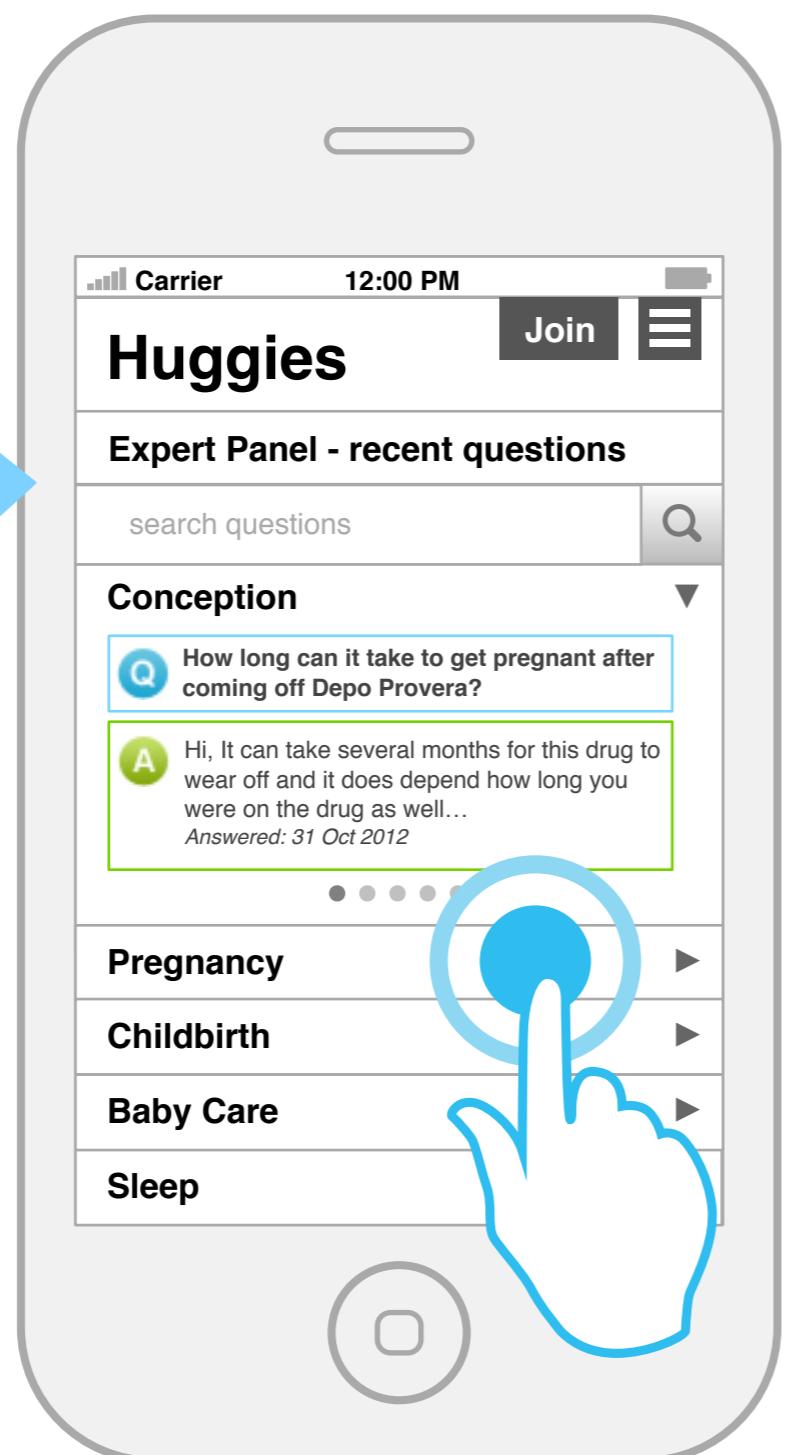
## New Custom Layout



## Current view



## New Custom Layout



# Smartphone Custom Layout for Dynamic content - Baby Room & Birthday Cake gallery

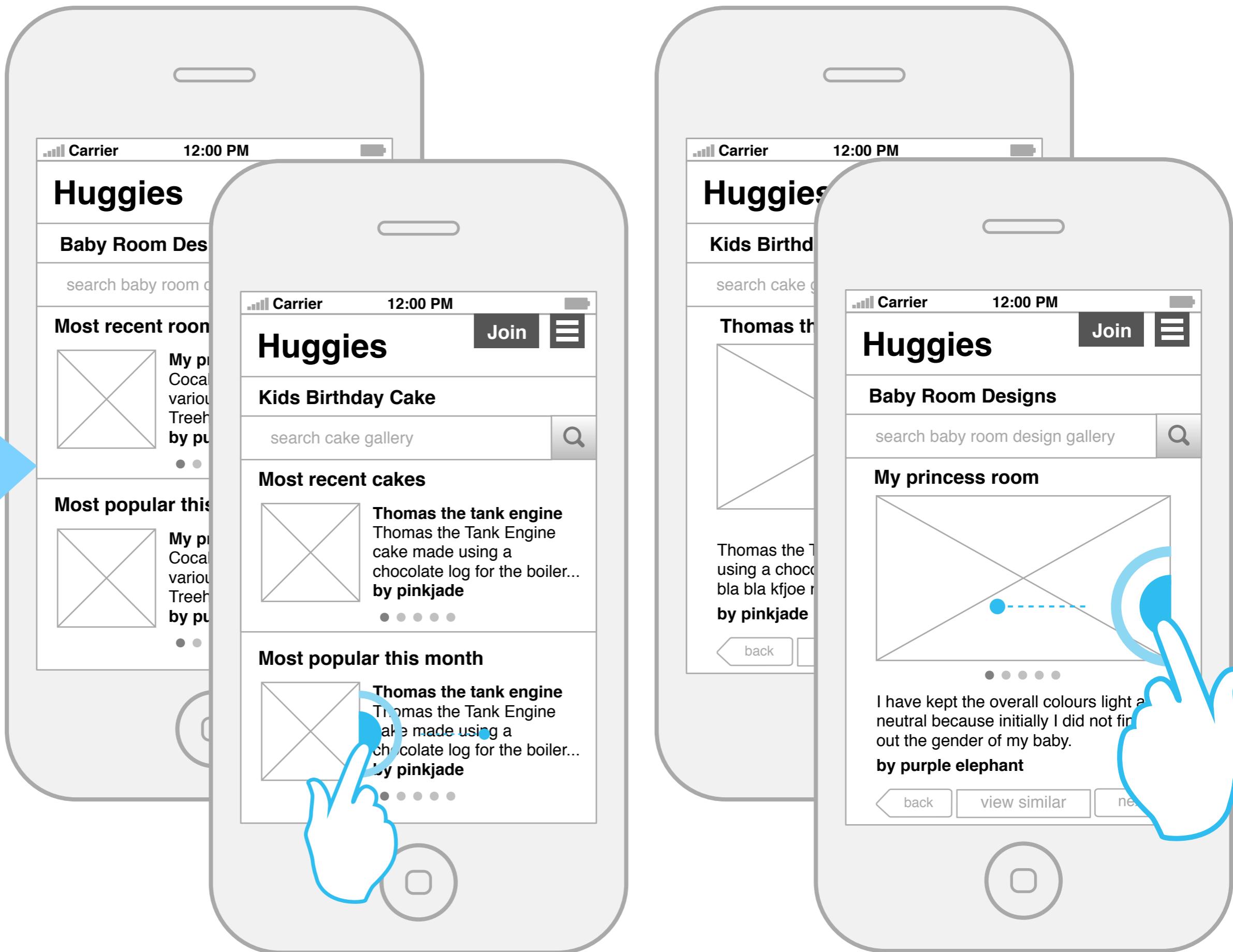
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## Current view



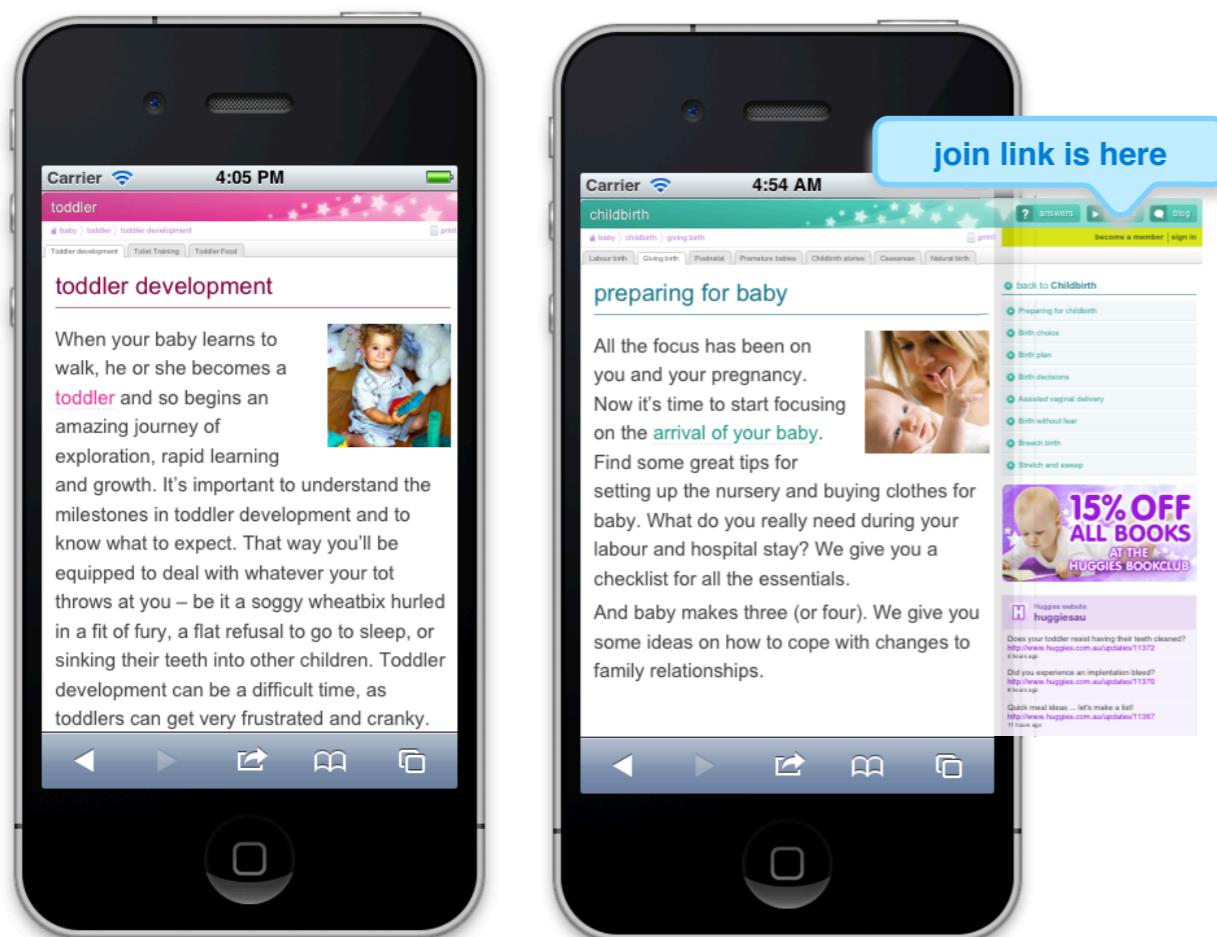
## New Custom Layouts



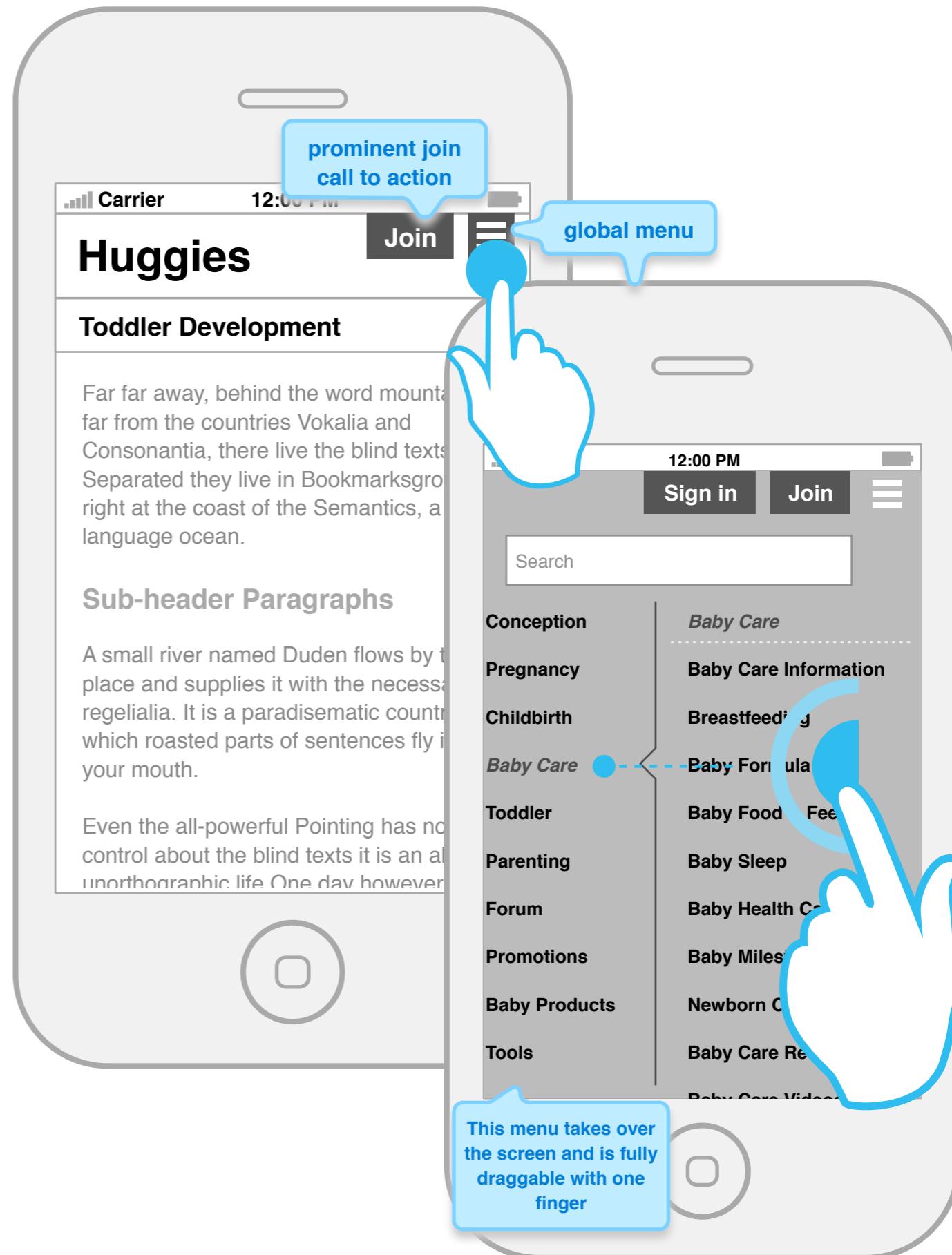
### Desktop view



### Current smartphone views



### New Custom Layout for all content pages



## Optimised Responsive Tablet portrait view

### Desktop view



The approach recommended for the tablet devices on the Huggies website is the **Responsive Web Design**.

This is an approach to web design in which a site is crafted to provide an optimal viewing experience i.e. easy reading and navigation with a minimum of resizing, panning, and scrolling - across a wide range of devices with different screen size and resolution.

This allows a cost effective development of the current desktop site to be optimised for these tablet devices, without needing to create a new website from ground up.

**HUGGIES® Australia**

conception pregnancy childbirth baby care toddler parenting blog forum products promotions

today on huggies take a peek inside huggies

baby Imported product warning Hoax email alert print become a member sign in

**WIN a Huggies Winnie the Pooh Play Tunnel** Added 21 days ago.

**WIN 1 of 5 Gold Class Gift Cards** Added about 1 month ago.

**Win a Book for Fathers Day** Added about 1 month ago.

**WIN an Avent Video Monitor** Added 16 days ago.

**baby names**

**Find perfect baby names** With over 18,600 names, our baby name finder makes choosing the perfect name easy!

**Share your baby name** Create your own babynames list and share with your family and friends.

**This week's most popular baby names**

Flynn	Amelia
Cooper	Ava
Harper	Isla
Lucas	Charlotte
Ryder	Ella
Braxton	Chloe
Noah	Aria

**This week's popular baby name lists**

- Islamic Baby Names
- Jewish Baby Names
- Confucianism Baby Names
- Muslim Baby Names
- Protestant Baby Names
- Shinto Baby Names
- Pizza Names

Over 18,600 in our database. Find one for your baby now

**pregnancy**

**Week by week guide** Discover how precious an experience your pregnancy is through this week by week guide.

**Yoga for pregnant women videos** Exercise is beneficial to mothers and babies. Keep healthy with pregnancy yoga.

**Expert answers** Have a question you're afraid to ask your doctor? Try picking our expert panels' brains.

**Pregnancy articles** With pregnancy resources at your fingertips, read about everything you need to know.

Search through our pregnancy article database

pregnancy information

## Optimised Responsive Tablet landscape view

The Huggies Australia website is displayed on a tablet in landscape mode, showcasing an optimised responsive design. The header includes social sharing options (Facebook Like, Pinterest) and a search bar. The main navigation menu at the top offers categories such as conception, pregnancy, childbirth, baby care, toddler, parenting, blog, forum, products, and promotions. Below the header, a secondary navigation bar provides links to Recipes, Book Club, Baby Names, Birthday Cakes, Expert Panel, Photo Centre, Baby Room Designs, and More Tools. A prominent banner at the top features a yellow starburst with the word "WIN" and the text "an Avent Digital Video Monitor". It includes an image of a video monitor and a smartphone displaying a baby's face. A purple button labeled "read more" is visible. To the right of this banner, there are several smaller promotional boxes: "Win an Aromababy Skincare Pack", "Win a Huggies Winnie the Pooh Play Tunnel", "WIN 1 of 5 Gold Class Gift Cards", and "Win a Book for Fathers Day". Further down the page, a section titled "baby names" is shown with two sub-sections: "Find perfect baby names" and "Share your baby name". A list of "This week's most popular baby names" is provided, along with a list of "This week's popular baby name lists" which includes categories like Islamic Baby Names, Jewish Baby Names, Confucianism Baby Names, Muslim Baby Names, and Protestant Baby Names. A large, stylized blue arrow points from the bottom right towards the "popular baby name lists" section. At the bottom right, there is a call-to-action for "Share your room designs for your chance to win!".

# Tablet Responsive Touch event optimisation

Huggies Mobile Custom and Tablet Responsive

## Desktop view



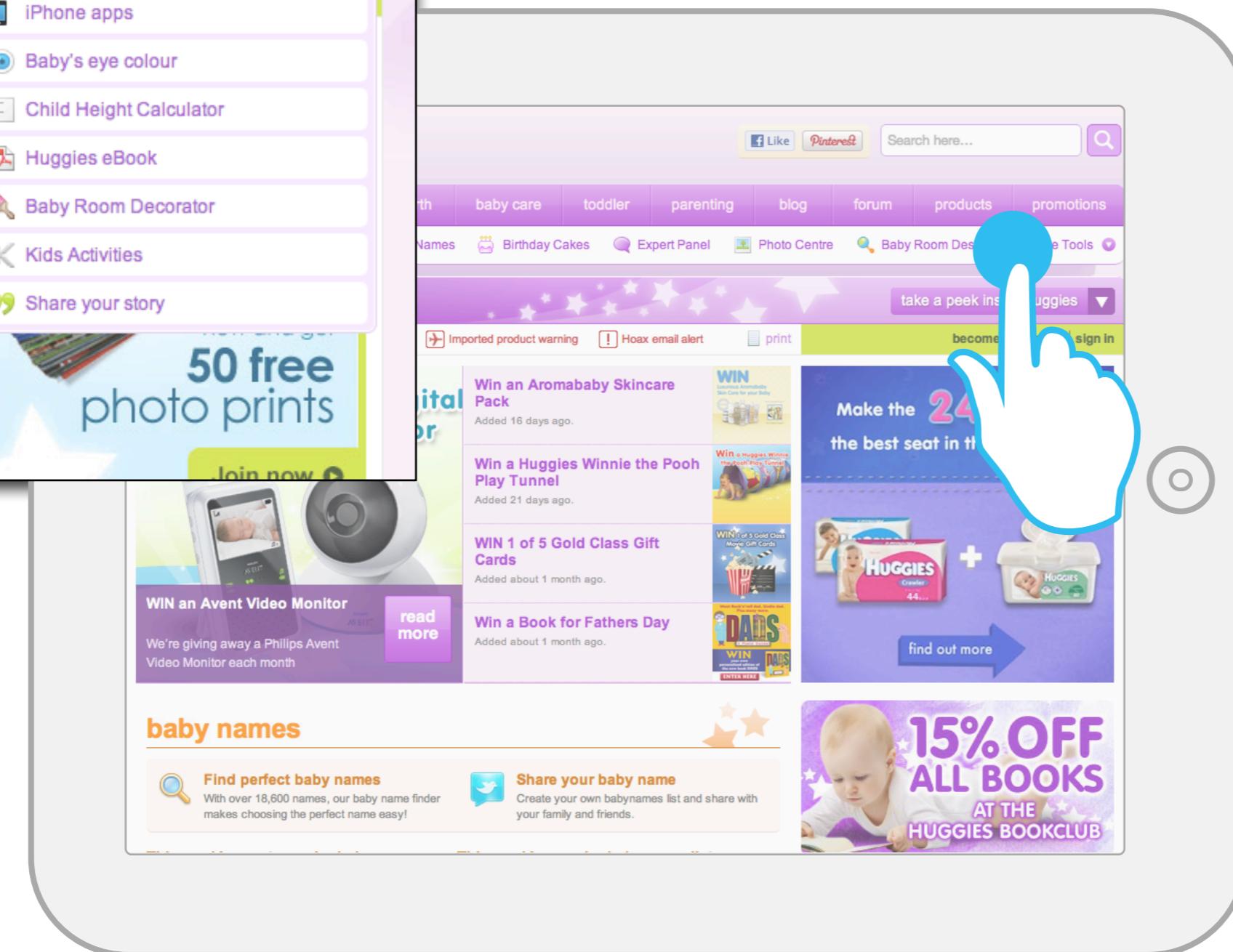
In many instances across any current website desktop versions, there are elements of design and navigation that require **optimising responsive design for touch devices (both smartphones and tablets)**.

An example on Huggies is 'More Tools' on the navigation menu - this drop down feature responds to the mouse-click. While a user on a tablet may be unable to access the drop down menu.

We recommend a site wide audit be conducted to identify then optimise elements for an effective touch event user experience.

### Elements that need review:

- Mouse-over/hover effect
- Mouse-click drop down
- "Fat Finger syndrome" Buttons, Call to Action or important link/click-through elements that are too small for touch event
- Inner scrolling
- Gallery views
- Fix-sized elements/images
- Keystroke/click count
- Fix-sized elements/images



## Responsive design Tablet view

### iPhone - normal screen



### What is Retina Display?

"Retina Display is a term developed by Apple to refer to devices and monitors that have a resolution and pixel density so high that a person is unable to discern the individual pixels at a normal viewing distance.

Apple released the Retina Display in 2011's iPhone 4S, which featured a screen with four times the number of pixels than the iPhone 4."

### Why optimise?

Currently, all images on Huggies viewed using a Retina Display devices will be seen as blurry (example screenshots on this page)

Note: Prior to Apple's release, there are already various display screens (desktop and mobile devices) that use this ultra high resolution pixel density. It's like upgrading an analogue TV to an HD TV - better picture.

### iPhone - Retina screen



### iPad - Retina screen



### The Pros

- Font rendering is smoother than standard computer screen - closer to print quality.
- Text will seem more readable.
- More image detail into a smaller space.
- Larger sized images will appear crisper, and beautiful.

### The Cons

- Page load time will increase. By serving a larger image you are serving a higher file size to the user who will spend more of their bandwidth to download the file. On a mobile device this will be noticeable.
- Increased Hard Disk usage due to larger sized images.

### Solution?

Quick Win - Replace current key assets (i.e. brand logo, packshots) with higher resolution version.  
Enable responsive design for retina devices to display high resolution images.