

RESPONSIVE DESIGN VS CONTEXT

Emily Wengert
Huge

A LITTLE ABOUT ME.

User Experience (ID).

A LITTLE ABOUT ME.

User Experience (ID).

Huge.

HOW WE'RE STRUCTURED

- Founded in 1999
- Full-service digital agency within Interpublic Group
- 600 employees



RESPONSIVE DESIGN VS CONTEXT

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A LITTLE ABOUT ME.

User Experience (ID).

Huge.

Responsive.

A LITTLE ABOUT ME.

User Experience (ID).

Huge.

Responsive.

Context.

A LITTLE ABOUT YOU.

TODAY'S CLASS

1. What is responsive?
2. The good. The bad.
3. The context of channels.
4. Context + responsive.
5. How.

WHAT IS RESPONSIVE?

Responsive = digital experiences from a single code base optimized for various devices (small to large).

Responsive = digital experiences from a
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na.



Responsive = digital experiences from a single code base optimized for various devices (small to large).

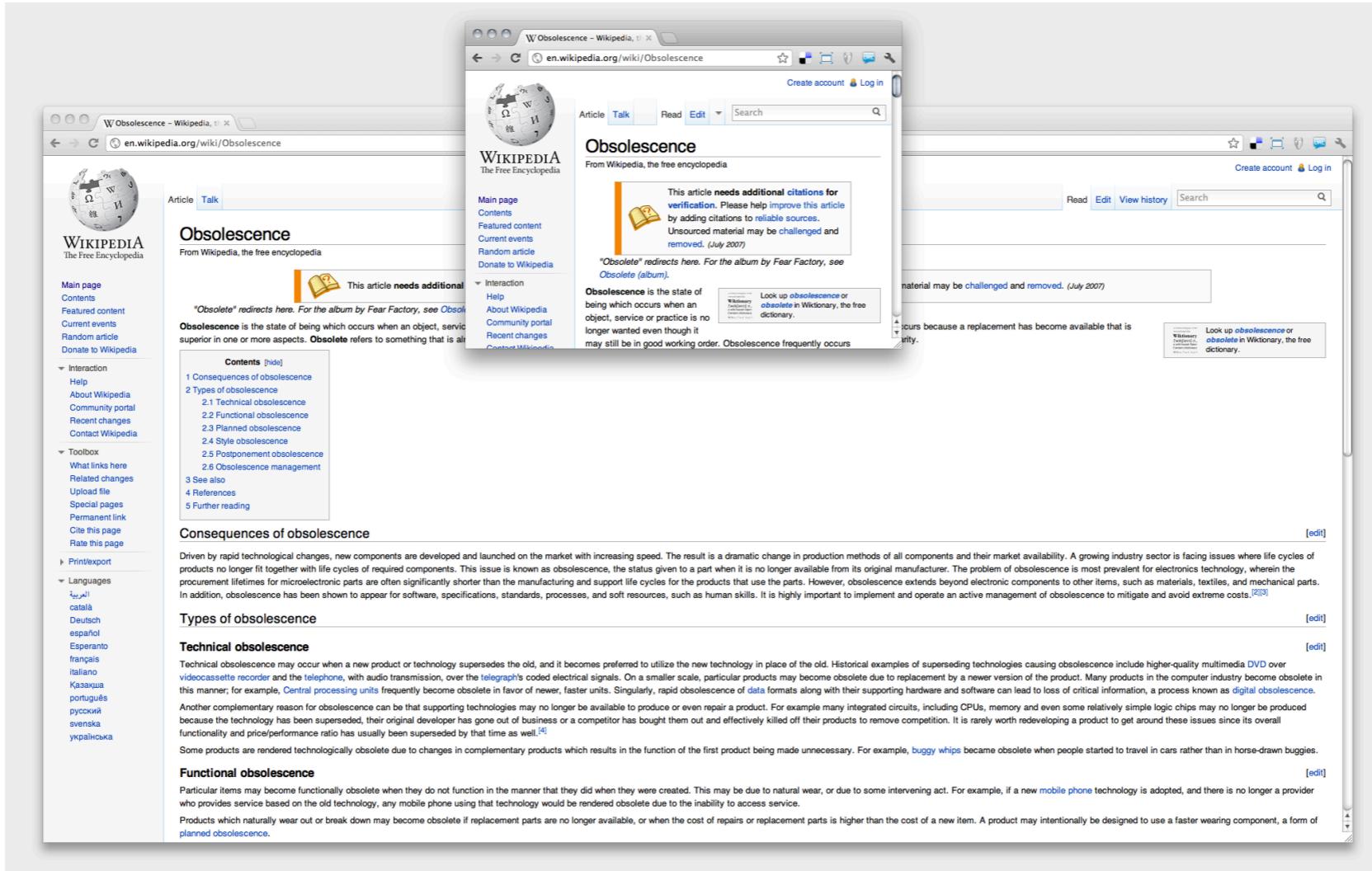
HOW?

Fluid + breakpoints.

A **fluid layout** simply flows a single, static design into whatever space is provided.

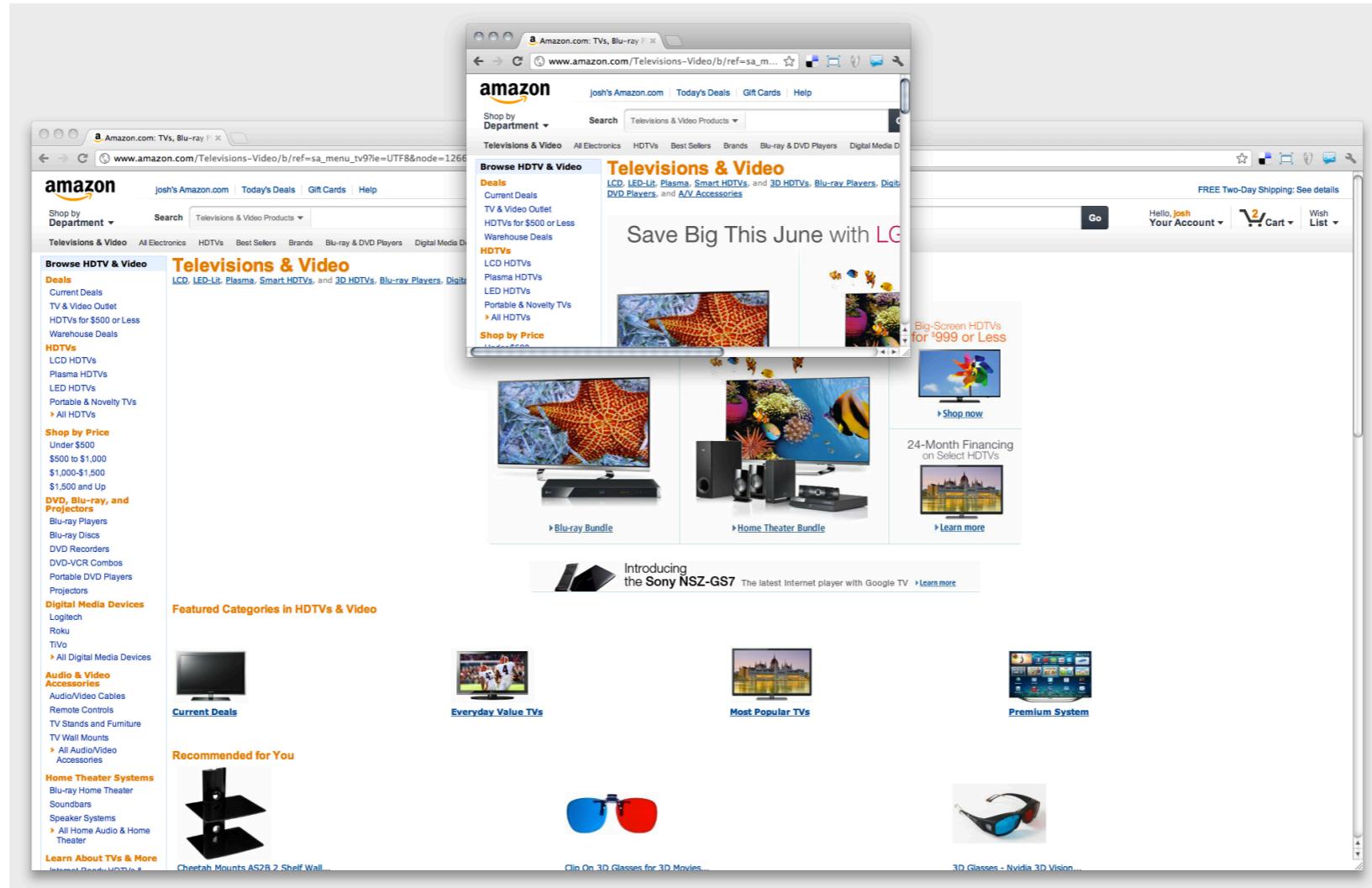
RESPONSIVE DESIGN VS CONTEXT

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RESPONSIVE DESIGN VS CONTEXT

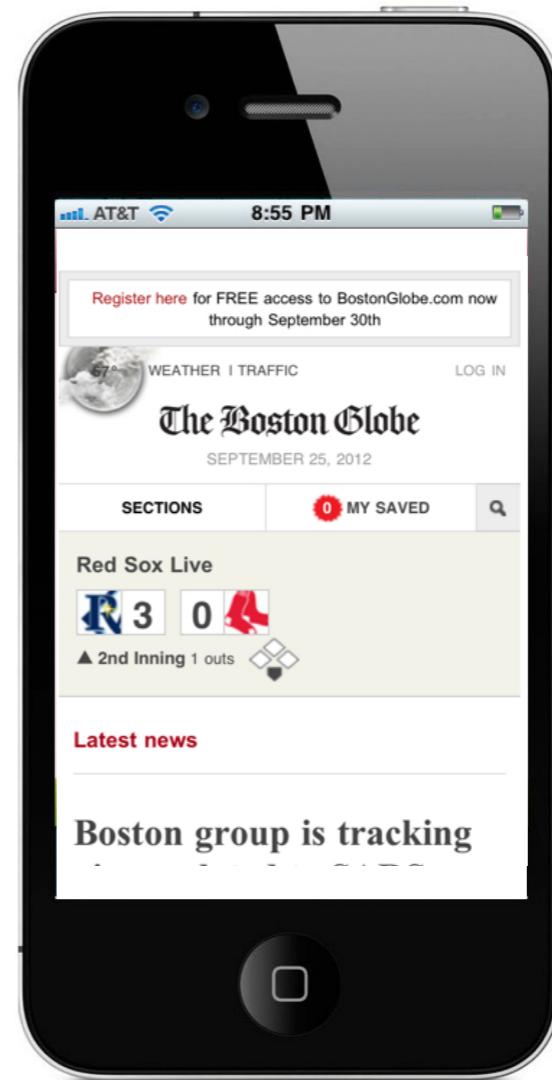
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RESPONSIVE DESIGN VS CONTEXT

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The screenshot shows the desktop version of The Boston Globe website. At the top, there's a banner prompting users to "Register here for FREE access to BostonGlobe.com now through September 30th". Below the banner, the site header includes the temperature (61°), traffic information, and the date (TUESDAY, SEPTEMBER 25, 2012). The main navigation menu has links for NEWS, METRO, ARTS, BUSINESS, SPORTS, OPINION, LIFESTYLE, MAGAZINE, and TODAY'S PAPER. A "MY SAVED" button is also present. The main content area features a large image of the Red Sox team at Fenway Park. Headlines include "Despite team's record, diehard fans still come to Fenway" and "Trustees of embattled Roxbury college meet". There are several sidebar sections like "Latest news", "Boston group is tracking virus related to SARS", and "Red Sox lose to playoff-hungry Rays". At the bottom, there are sections for "Globe exclusives" featuring images of a building, a horse, and a crowd.

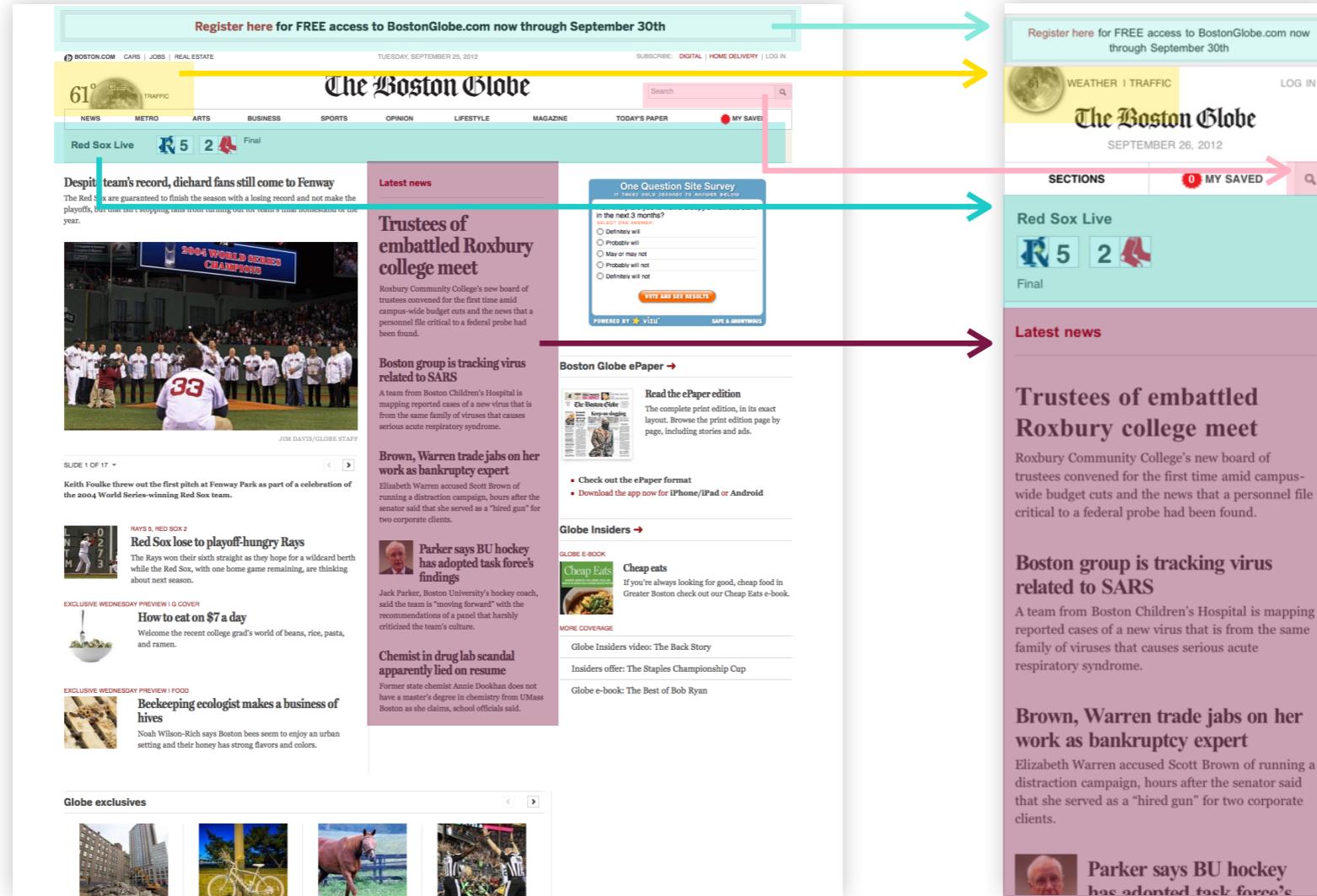


QUESTION:

How is each element changing?

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RESPONSIVE DESIGN VS CONTEXT

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Register here for FREE access to BostonGlobe.com now through September 30th

TUESDAY, SEPTEMBER 25, 2012

61° WEATHER | TRAFFIC

Red Sox Live R 5 2 A Final

Despite team's record, diehard fans still come to Fenway

The Red Sox are guaranteed to finish the season with a losing record and not make the playoffs, but that isn't stopping fans from turning out for team's final homestand of the year.

JIM DAVIS/GLOBE STAFF

SLIDE 1 OF 17 ▶

Keith Foulke threw out the first pitch at Fenway Park as part of a celebration of the 2004 World Series-winning Red Sox.

RAYS 5, RED SOX 2 Red Sox lose to off-hungry Rays

The Rays won their sixth straight as they hope for a wildcard berth while the Red Sox, with one home game remaining, are thinking about next season.

EXCLUSIVE WEDNESDAY PREVIEW | G COVER

How to eat on \$7 a day

Welcome the recent college grad's world of beans, rice, pasta, and ramen.

EXCLUSIVE WEDNESDAY PREVIEW | FOOD

Beekeeping ecologist makes a business of hives

Noah Wilson-Rich says Boston bees seem to enjoy an urban setting and their honey has strong flavors and colors.

Globe exclusives

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Register here for FREE access to BostonGlobe.com now through September 30th

WEATHER | TRAFFIC

LOG IN

The Boston Globe

SEPTEMBER 26, 2012

SECTIONS 0 MY SAVED Q

Red Sox Live R 5 2 A Final

Latest news

Trustees of embattled Roxbury college meet

Roxbury Community College's new board of trustees convened for the first time amid campus-wide budget cuts and the news that a personnel file critical to a federal probe had been found.

Boston group is tracking virus related to SARS

A team from Boston Children's Hospital is mapping reported cases of a new virus that is from the same family of viruses that causes serious acute respiratory syndrome.

Brown, Warren trade jabs on her work as bankruptcy expert

Elizabeth Warren accused Scott Brown of running a distraction campaign, hours after the senator said that she served as a "hired gun" for two corporate clients.

Globe Insiders →

Parker says BU hockey has adopted task force's findings

Jack Parker, Boston University's hockey coach, said the team is "moving forward" with the recommendations of a panel that harshly criticized the team's culture.

Globe Insiders video: The Back Story

Insiders offer: The Staples Championship Cup

Globe e-book: The Best of Bob Ryan

One Question Site Survey

How likely are you to visit a Sleepy's mattress store in the next 3 months?

Definitely will
Probably will
May or may not
Probably will not
Definitely will not

VOTE AND SEE RESULTS

POWERED BY VIZLU

SAFETY & SECURITY

Boston Globe ePaper →

Read the ePaper edition

The complete print edition, in its exact layout. Browse the print edition page by page, including stories and ads.

Check out the ePaper format
Download the app now for iPhone/iPad or Android

Globe Insiders →

Cheap Eats

If you're looking for good, cheap food in Greater Boston check out our Cheap Eats e-book.

MORE COVERAGE

Globe Insiders video: The Back Story

Insiders offer: The Staples Championship Cup

Globe e-book: The Best of Bob Ryan

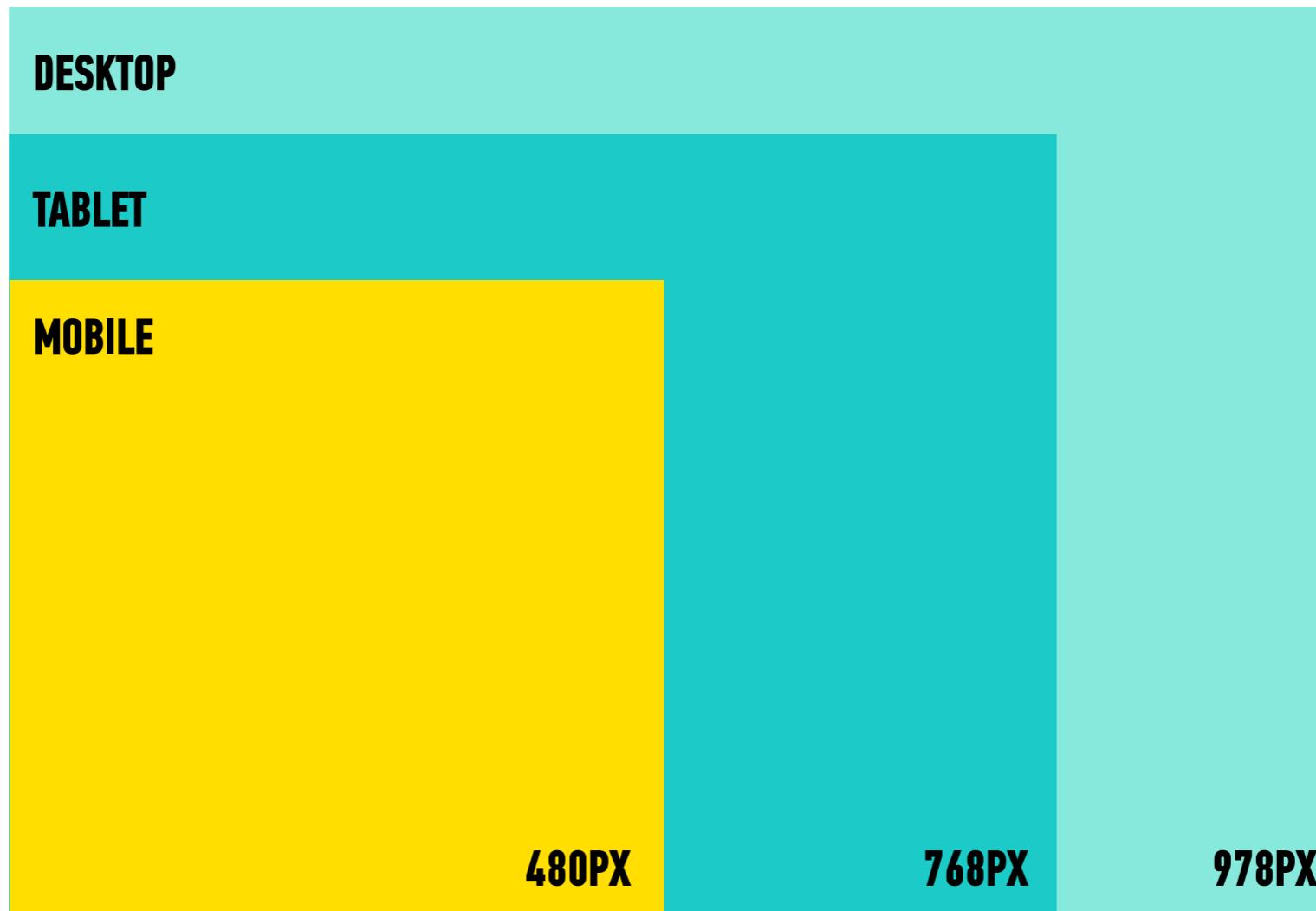
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Parker says BU hockey has adopted task force's findings

4

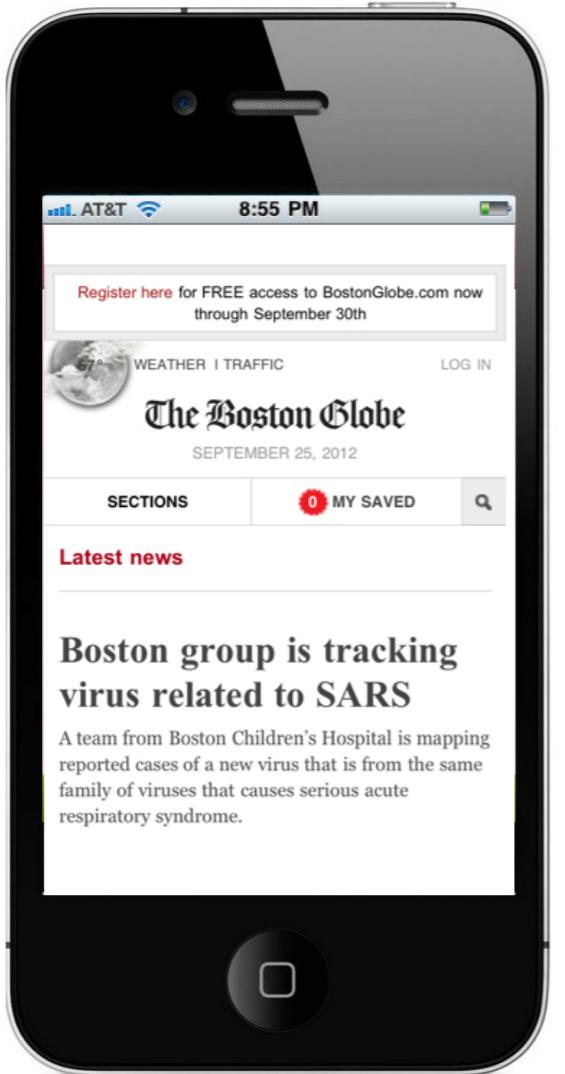
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RESPONSIVE DESIGN VS CONTEXT

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VS



READ

How BostonGlobe.com was made:

<http://upstatement.com/blog/2012/01/how-to-approach-a-responsive-design/>

RESPONSIVE DESIGN VS CONTEXT

Regent College



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Regent College

- PAGE STORY
- GRADUATE PROGRAMS
- COURSES
- FACULTY
- ADMISSIONS & FINANCIAL
- WORKSHOPS & LEARNERS

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CULIVATE

WHAT'S HAPPENING AT REGENT

ANNUAL RETREAT FOR SUMMER, STAFF AND STAFF

A NEW SUMMER RETREAT FOR CULTIVATING LEADERS TO TEACHING THE GOSPEL PUBLIC

JANUS KORCZAK AND THE CHILDREN OF THE WARSAW GHETTO

Regent College

- PAGE STORY
- GRADUATE PROGRAMS
- COURSES
- ENQUIRY
- WORKSHOPS & LEARNERS
- APPLY TO REGENT
- ABOUT REGENT
- REGENT INFO

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THE LAMBS LECTURES 2013: REX MURPHY

Regent College

- PAGE STORY
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REGENT MEDIA

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Atlanta Ballet

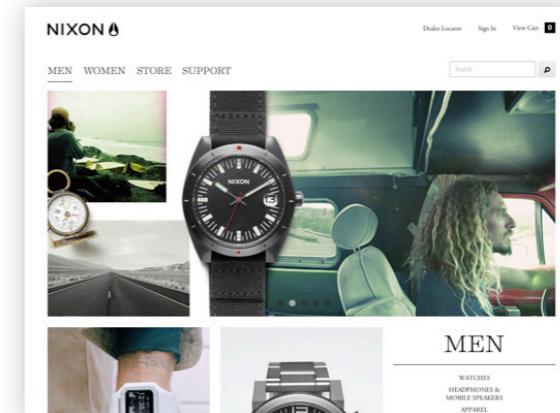
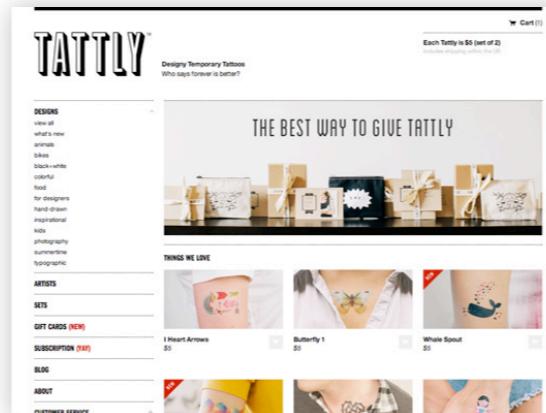
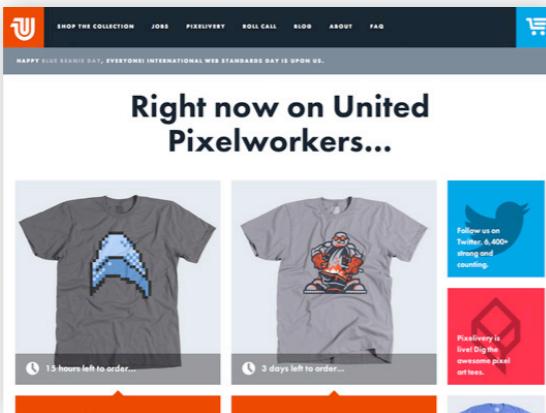
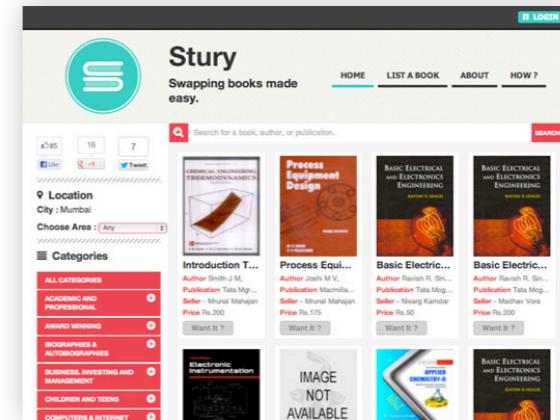
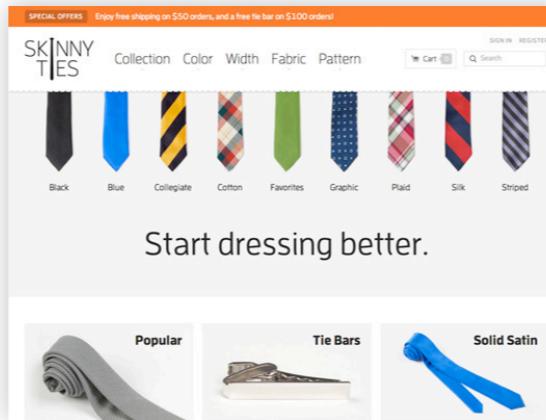


The screenshots show the Atlanta Ballet website's homepage for the 2012-2013 season. The main visual is a large banner with the text "BOLD. INNOVATIVE. EXQUISITE." and "12|13 season". Below the banner, there are sections for the "2012 | 2013 Season" featuring various performance photos and titles like "Atlanta Ballet's Nutcracker", "Coppelia", and "Love Stories". A "What's New" section features a tree icon and the text "Atlanta Art Lives Here". The top navigation bar includes links for "ATLANTA BALLET", "CENTRE FOR DANCE EDUCATION", and "SUBSCRIBE". The footer contains links for "Performances", "Videos", "Calendar", "About Us", "Substitution Policy", "Press", and "Contact".

RESPONSIVE DESIGN VS CONTEXT

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YES, ECOMMERCE TOO.



BOOKMARK

More examples:

<http://mediaqueri.es/>

<http://www.creativebloq.com/web-design/responsive-e-commerce-websites-12121456>

BOOKMARK

View for various devices:

<http://responsive.is/>

<http://www.responsinator.com>

THE GOOD.
THE BAD.

QUESTION:

What's good about responsive?

QUESTION:

What's good about responsive?

- *Saves time.*
- *Saves money.*
- *New sizes? No problem.*

1,453

different sized screens in 2011

QUESTION:

What's bad about responsive?

QUESTION:

What's bad about responsive?

- *Higher initial cost.*
- *Harder to develop.*
- *Still constrained.*

We didn't talk about the user.

Users have different needs at different times.

Where are they?

What is their mindset?

Who is with them?

What other channels
are around them?

WHY CONTEXT MATTERS – CREAM & SUGAR.



THE CONTEXT OF CHANNELS.

3 MYTHS:

MYTH #1:

Mobile is just used when people are on-the-go.

3 MYTHS:

MYTH #1:

~~Mobile is just used when people are on-the-go.~~

- *Mobile is the lazy man's computer.*

89%

of people use mobile while at home.

3 MYTHS:

MYTH #2:

People want less on their mobile phone than on desktops.

3 MYTHS:

~~MYTH #2:~~

~~People want less on their mobile phone than on desktops.~~

- *People complain when mobile can only give them part of the answer.*

3 MYTHS:

MYTH #3:

Tablets are just an oversized mobile device or a simpler PC.

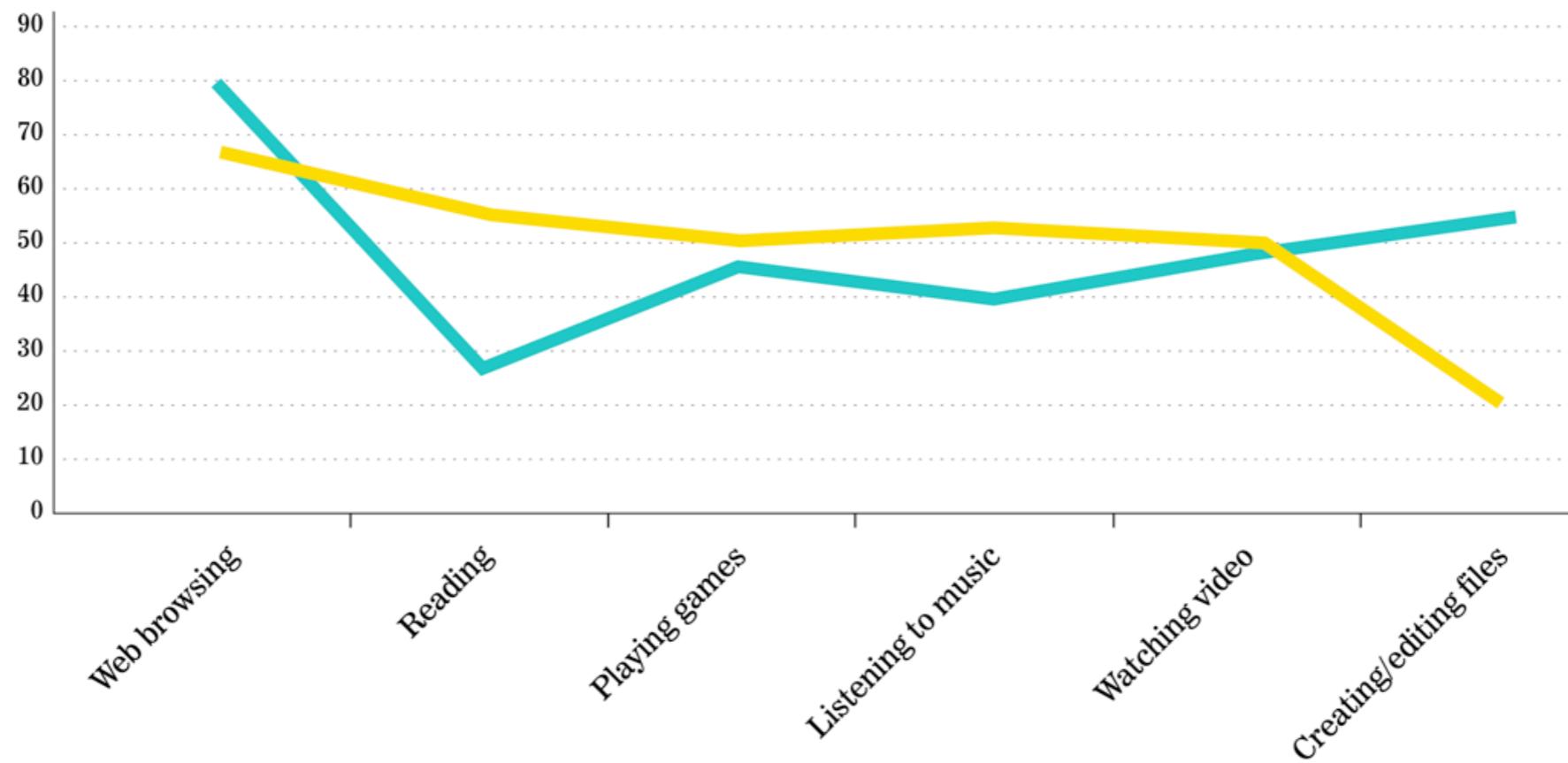
3 MYTHS:

~~MYTH #3:~~

~~Tablets are just an oversized mobile device or a simpler PC.~~

- *Tablets entertain.*

% OF PEOPLE WHO USE PC• OR TABLET• FOR...



PHONE

“I consider it my **personal** device, my go-to device. It’s **close** to me, if I need that **quick**, precise feedback.”

TABLET

“When I need to be more **in depth**, that’s when I start using my tablet. The other part of it is where I **disconnect** from my work life and kind of go into where I want to be at the moment... I’m totally removed from today’s reality. I can’t get a phone call, I don’t check my email it’s my **dream world**.”

LAPTOP

“For me that’s **business**. That’s work. I feel like I’ve got to be crunching numbers or **doing** something.”

—Bradley
Google’s *The New Multiscreen World Study*, 2012

READ

Google's The New Multiscreen World Study:

<http://www.thinkwithgoogle.com/insights/library/studies/the-new-multi-screen-world-study/>

CONTEXT +
RESPONSIVE

CASE STUDY: STORE PLANNING VS. VISIT

STORE PLANNING NEEDS

- Making a list
- Finding store location
- Researching a category/
specific product
- Getting inspired
- Inventory check

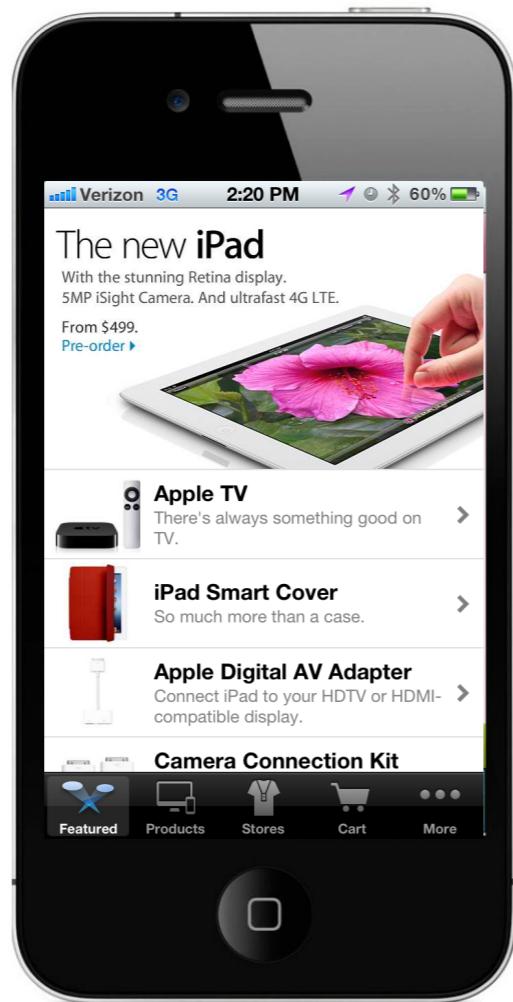
STORE VISIT NEEDS

- Checking off list
- Wayfinding
- Quick decision making
(based on price, ratings)
- Price lookup
- Additional sizes/colors

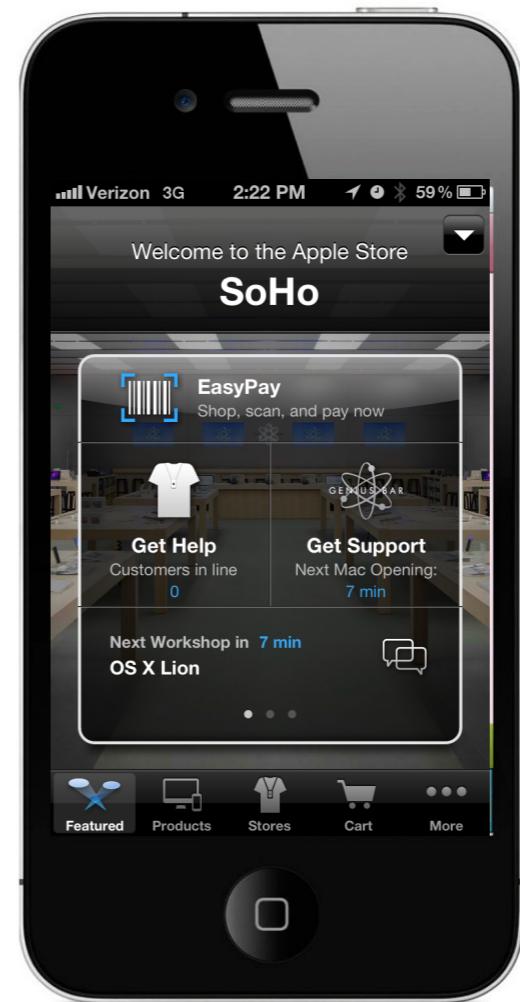
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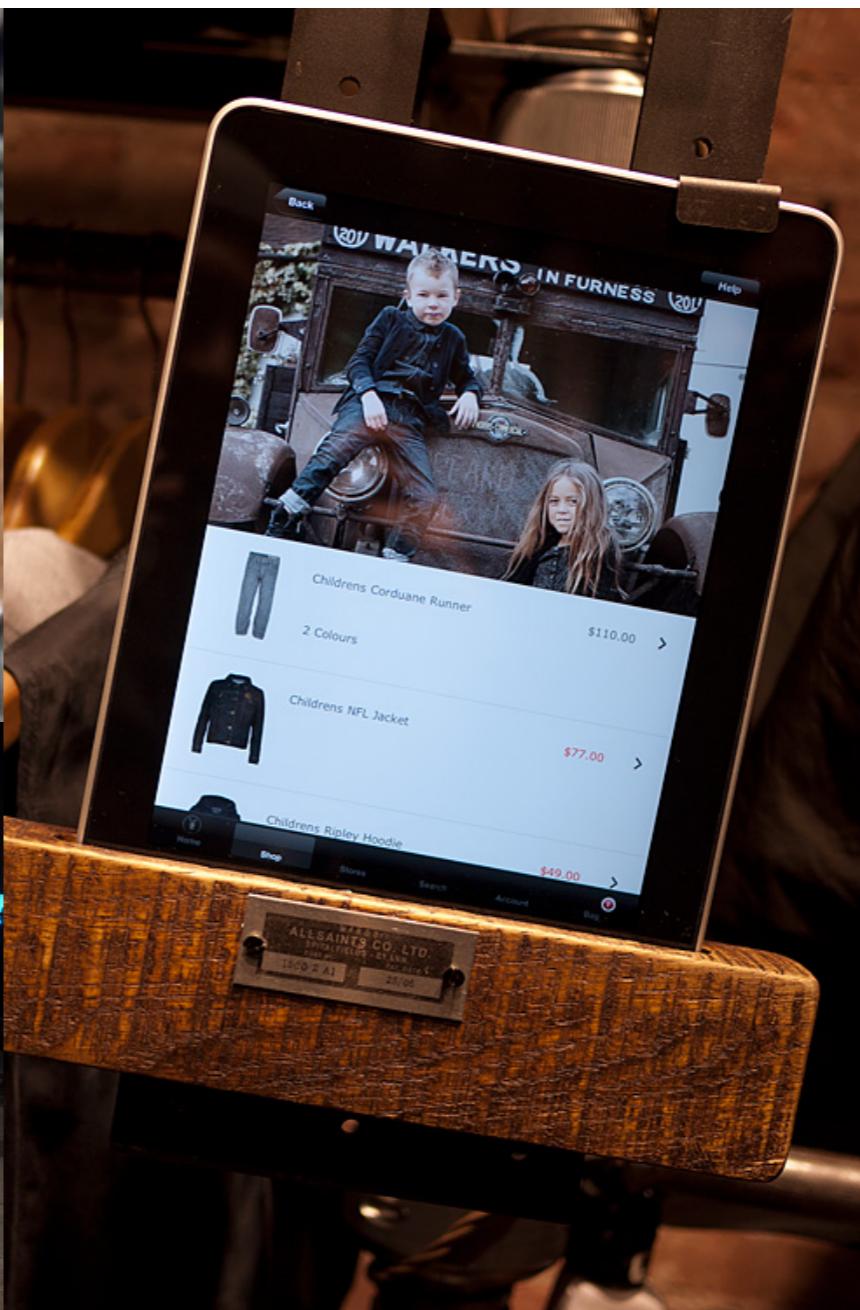
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Default mode



In-store mode





If we only think about pixels, we're missing significant opportunities to wow our users and meet their needs.

RESPONSIVE SHOULD BE RESPONSIVE TO:

- Location
- Predicted needs by channel (be careful not to make incorrect generalizations)
- Other channels in proximity
- Accessibility
- Bandwidth

Another name for this is adaptive design.

HOW DO WE
DO THIS?

FIRST DEFINE WHY YOU'RE DOING THIS.

- Who are you designing for?
- What is the goal of the product?
- Are the user's goals always the same from device to device?
What are their primary contexts?
- Is it time to start taking advantage of larger monitors as well as smaller devices?
- Other insightful questions...

MOBILE FIRST.



MOBILE FORCES YOU TO FOCUS.

- It makes you identify the most important aspects of an application.
- The narrow viewpoint dictates that you lay things out based on importance.
- It requires you to simplify UI and interaction patterns.
- It encourages you to think more seriously about what the actual content will be.

CHOOSE BREAK POINTS TO DETERMINE THE NUMBER OF LAYOUTS.

Based on:

- Site analytics
- Content priorities
- Where users benefit from a shift in content display
- Standard device dimensions

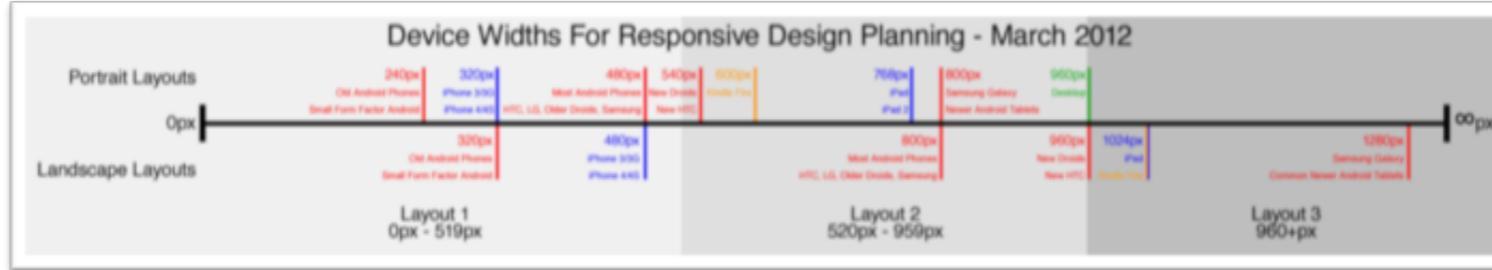
RESPONSIVE DESIGN PLATFORM MEASUREMENTS



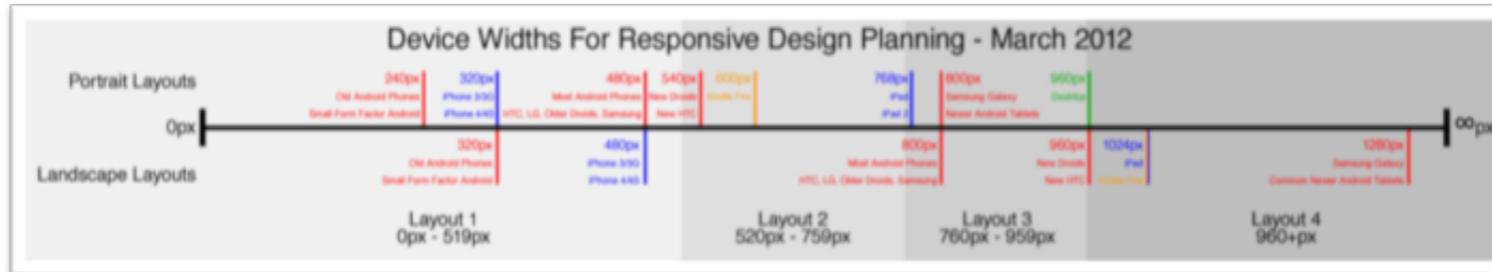
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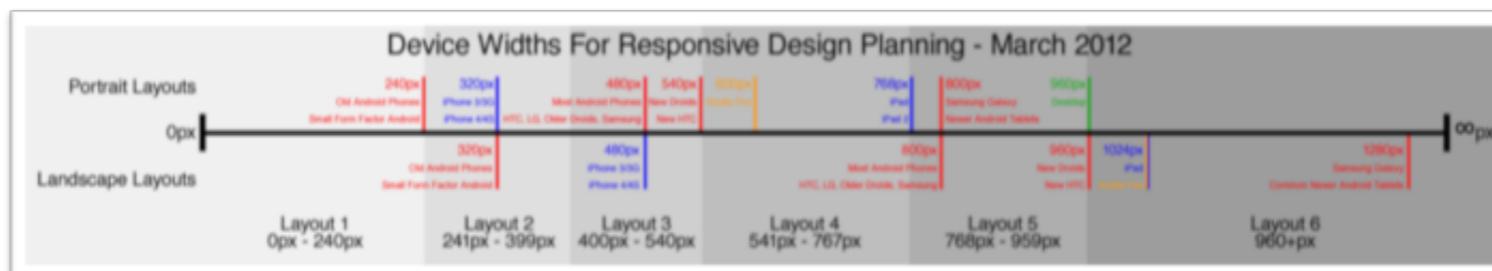
3 breakpoints



4 breakpoints



6 breakpoints



BOOKMARK

More resources:

<http://bradfrost.github.com/this-is-responsive/>

Prototype early and often.

DESIGN A SYSTEM, NOT A PAGE.

- Visual design can start creating a style guide without having to wait for UX to produce a deliverable.
- It lets you create universal components, not unique pages.
- It will allow you to be more consistent from the start which hopefully prevents you from having to go back to revise and consolidate.

WRAP UP.

WRAP UP.

Understand the basics of responsive.

- Fluid + breakpoints

Avoid pithy (incorrect) channel ideas.

- Mobile is more than on the go.
- Mobile should offer just as much as desktop.
- Tablets are the great entertainer.
- PCs will have to morph to survive.
- TV is almost always consumed with another channel.

Be responsive to more than screen size.

- Place. Channel behaviors. Other channels. And more.

Use responsive responsibly.

THANKS.