



**I Want  
YOU  
to  
Go Responsive**

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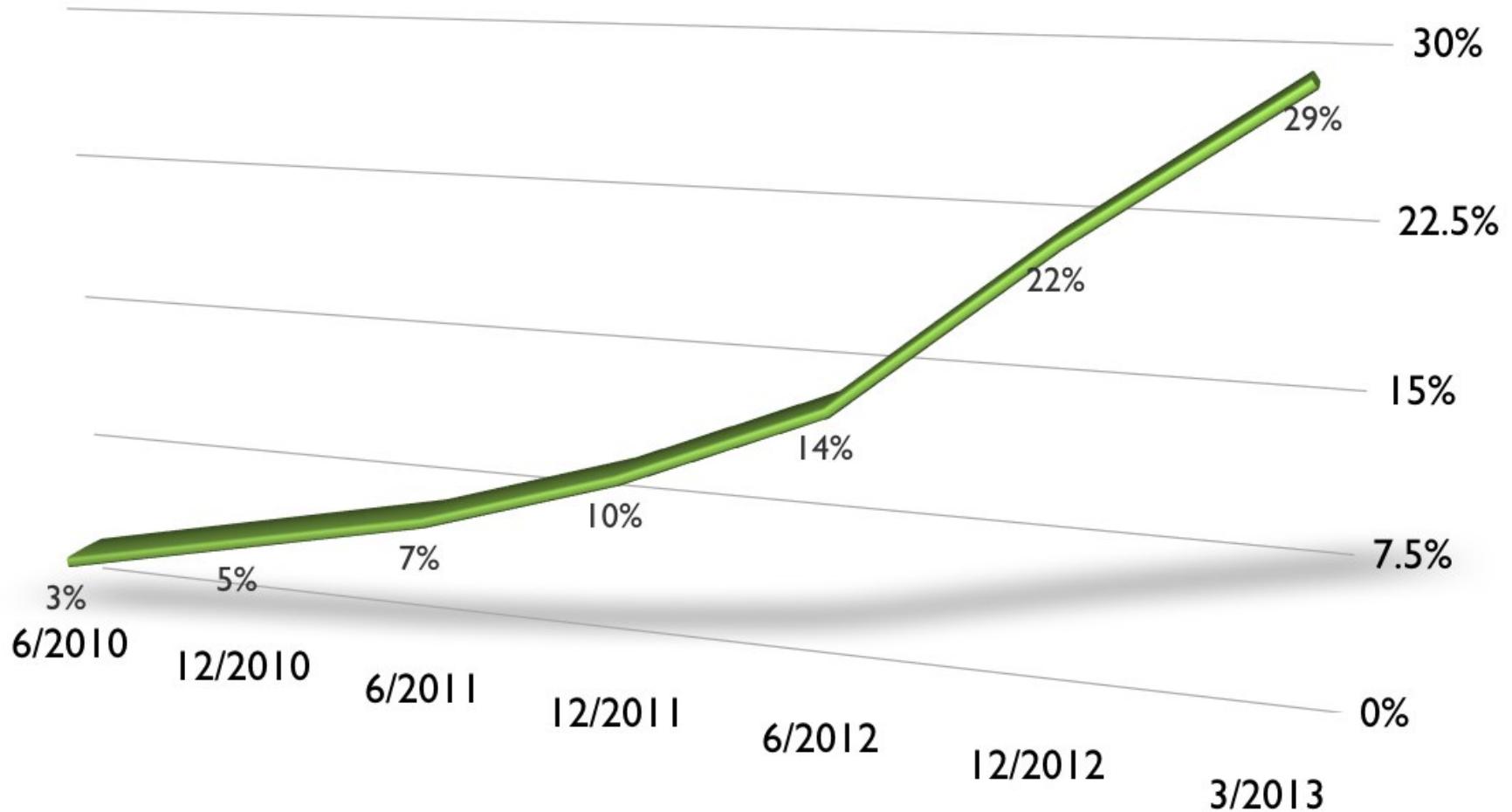
**May 30, 2013 - 9:00 AM**

Web and Accessibility Workgroup

# Mobile Devices are Here



# Dept of Labor Mobile Website Traffic



# 2015

**Mobile web usage will  
surpass desktop usage**

# **Agenda**

- 1. Responsive Web Design Overview**
- 2. The ITS Sprint Experience and Demos**
- 3. RWD Collaboration and Next Steps**

THIS IS NOT  
THE WEB.





THIS IS NOT  
THE WEB



# This is the Web



# This Will Be the Web





PlayStation™

## #9 Web Browser

# App Excitement



 Available on the  
**App Store**

 Available on the  
**Android Market**

 BlackBerry  
**App World™**



**Apps are Powerful... Web is Essential**

# Holistic Mobile Strategy:

Enable people to access  
information and accomplish  
tasks with ease in a mobile  
context.



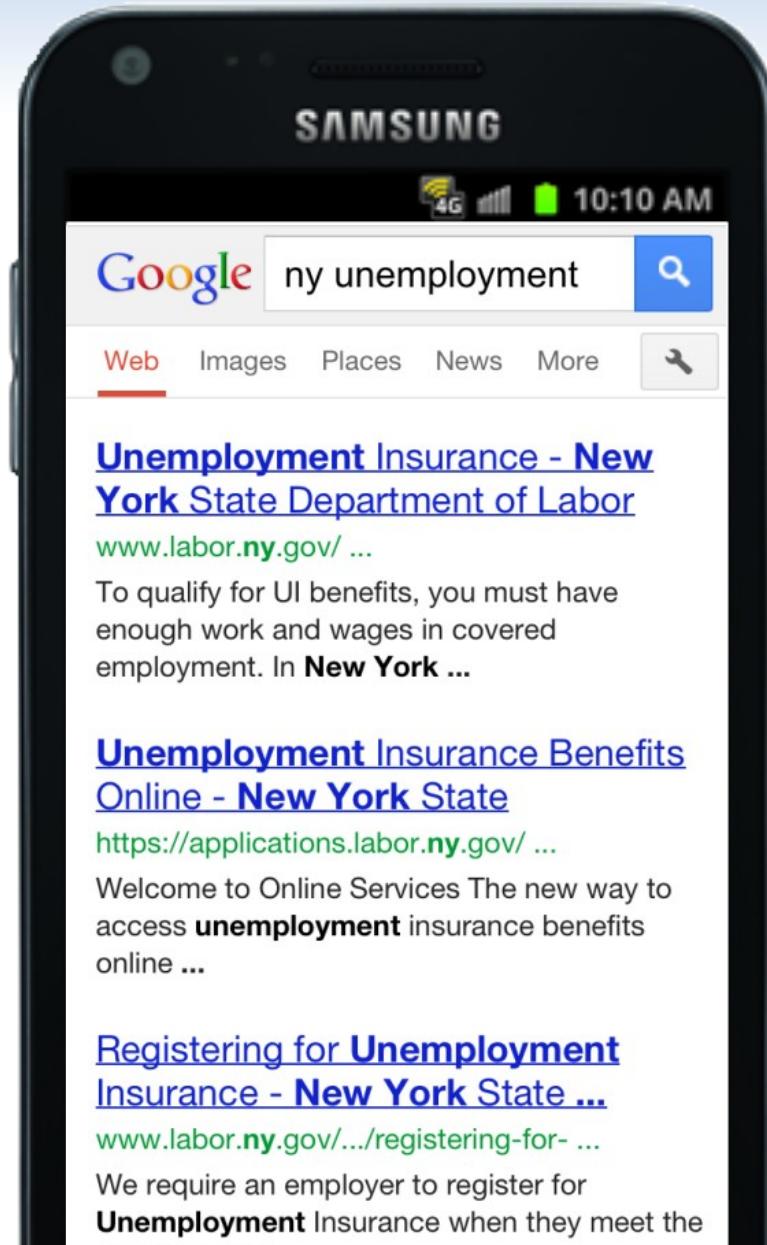
# Variety of Solutions for Mobile



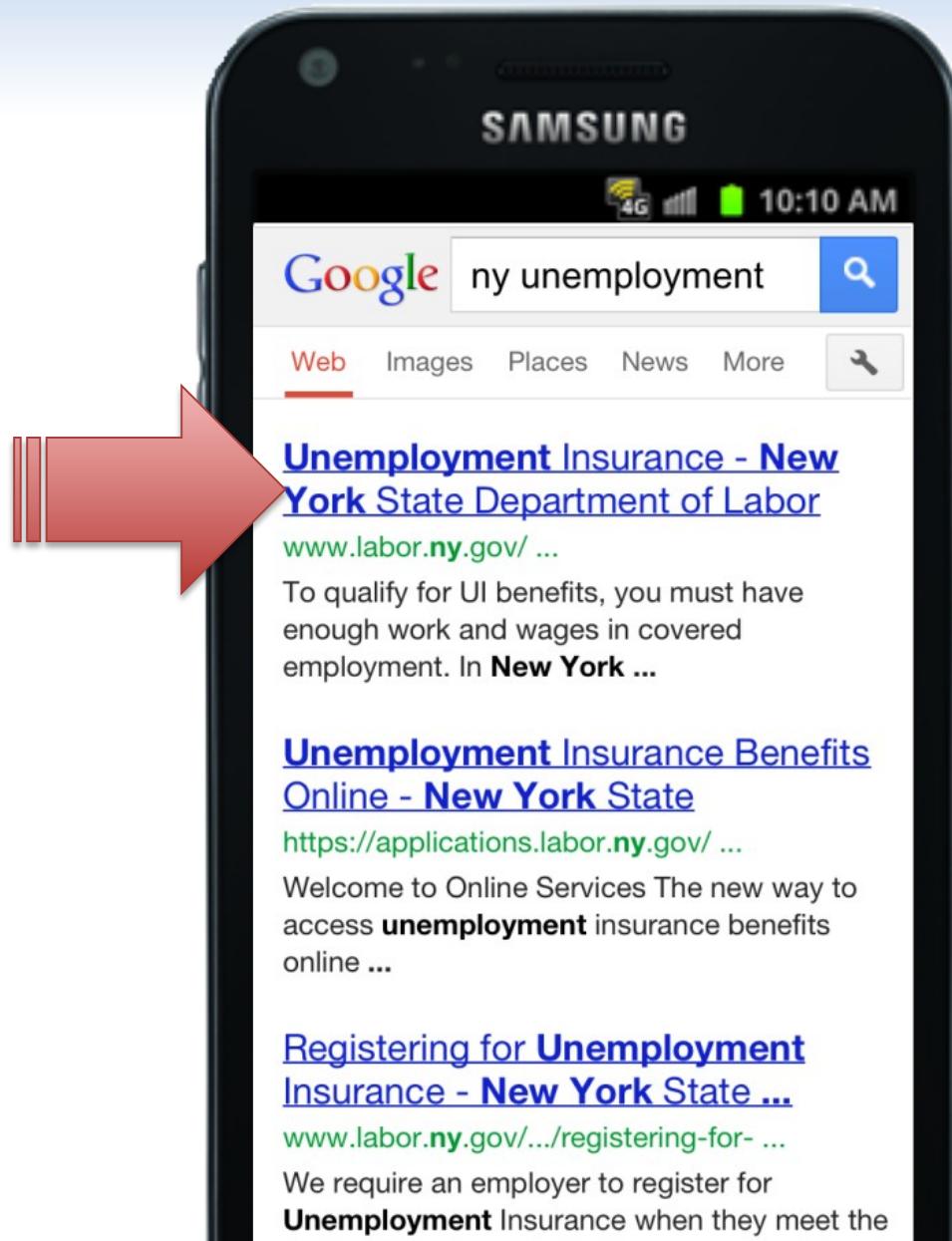
# The Responsive Approach



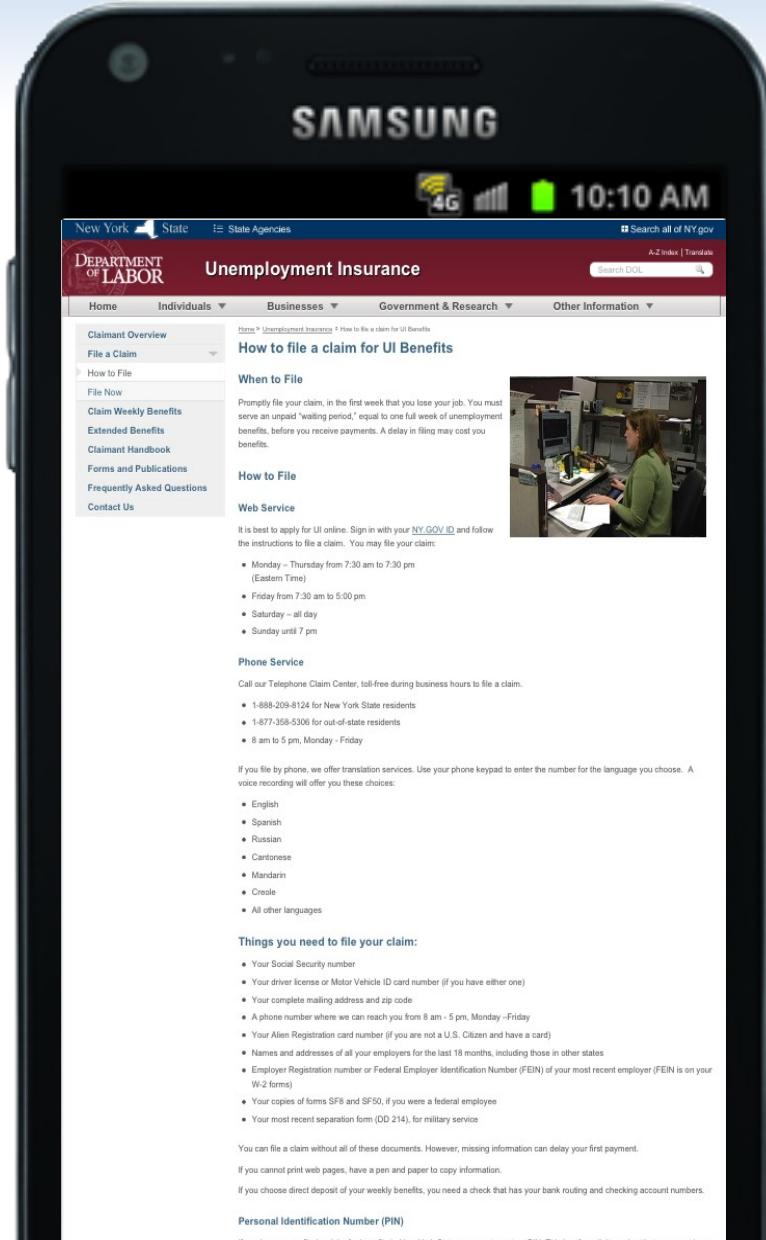
# Google (mobile)



15



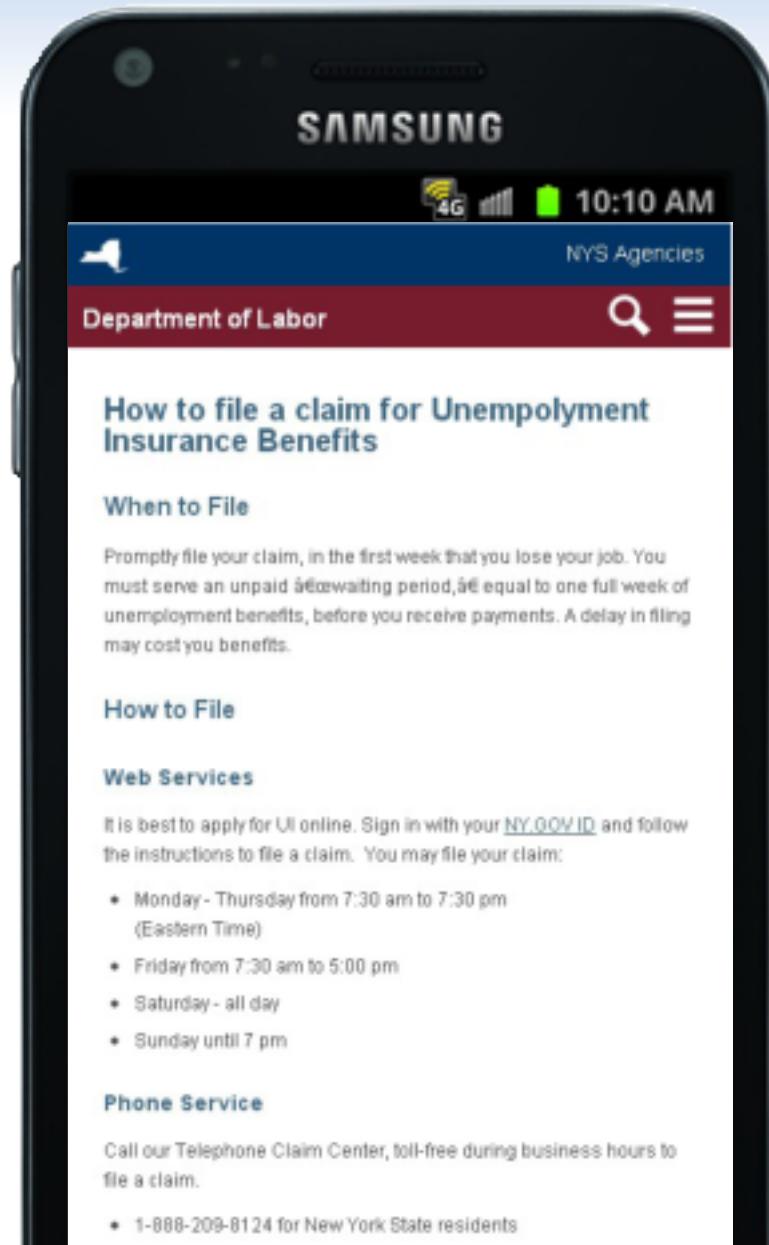
# NYS Websites



**6 of 109 have a mobile optimized site**



# Responsive Design



HTML



CSS

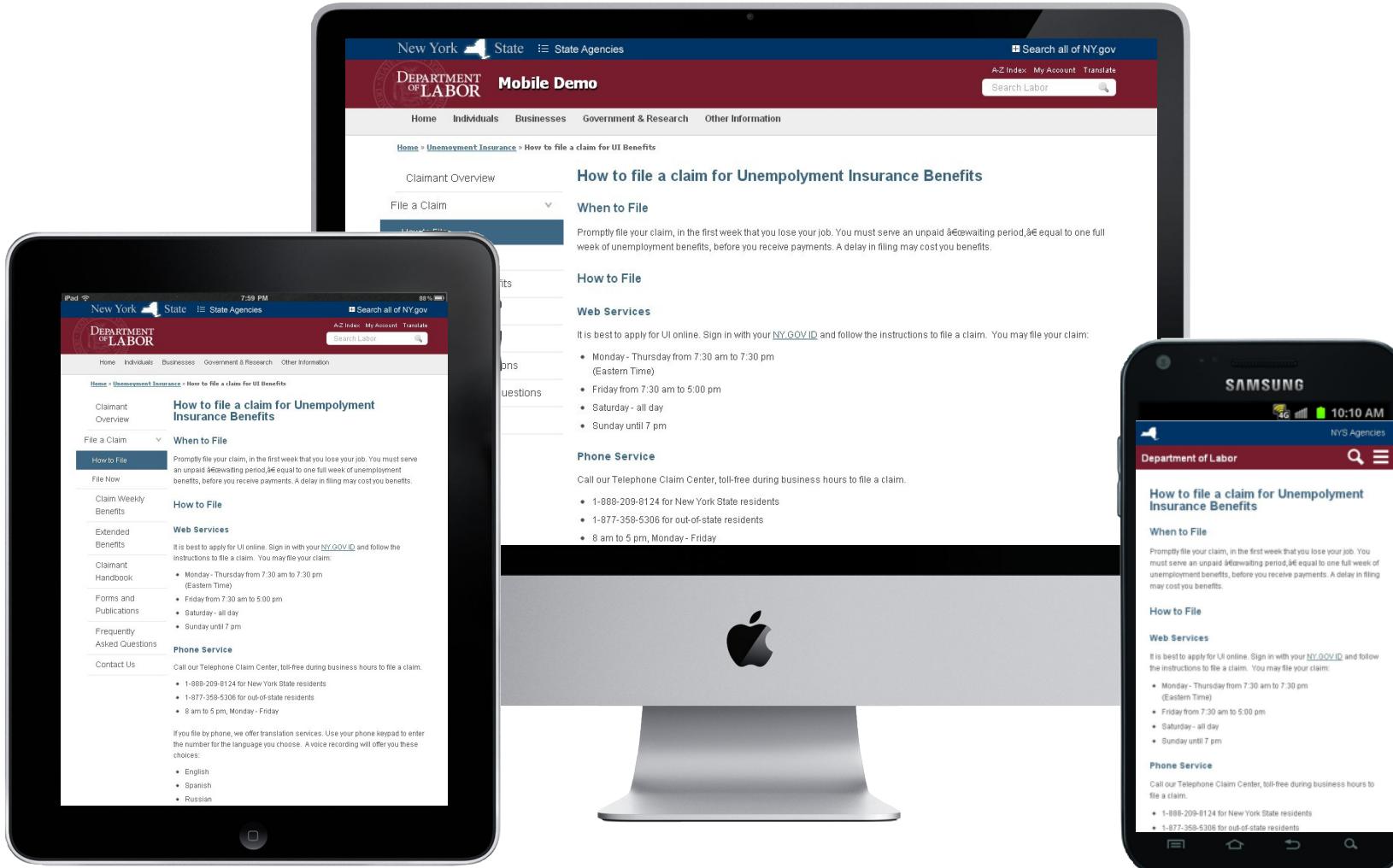


## @media queries



# Layout adapts to the device size

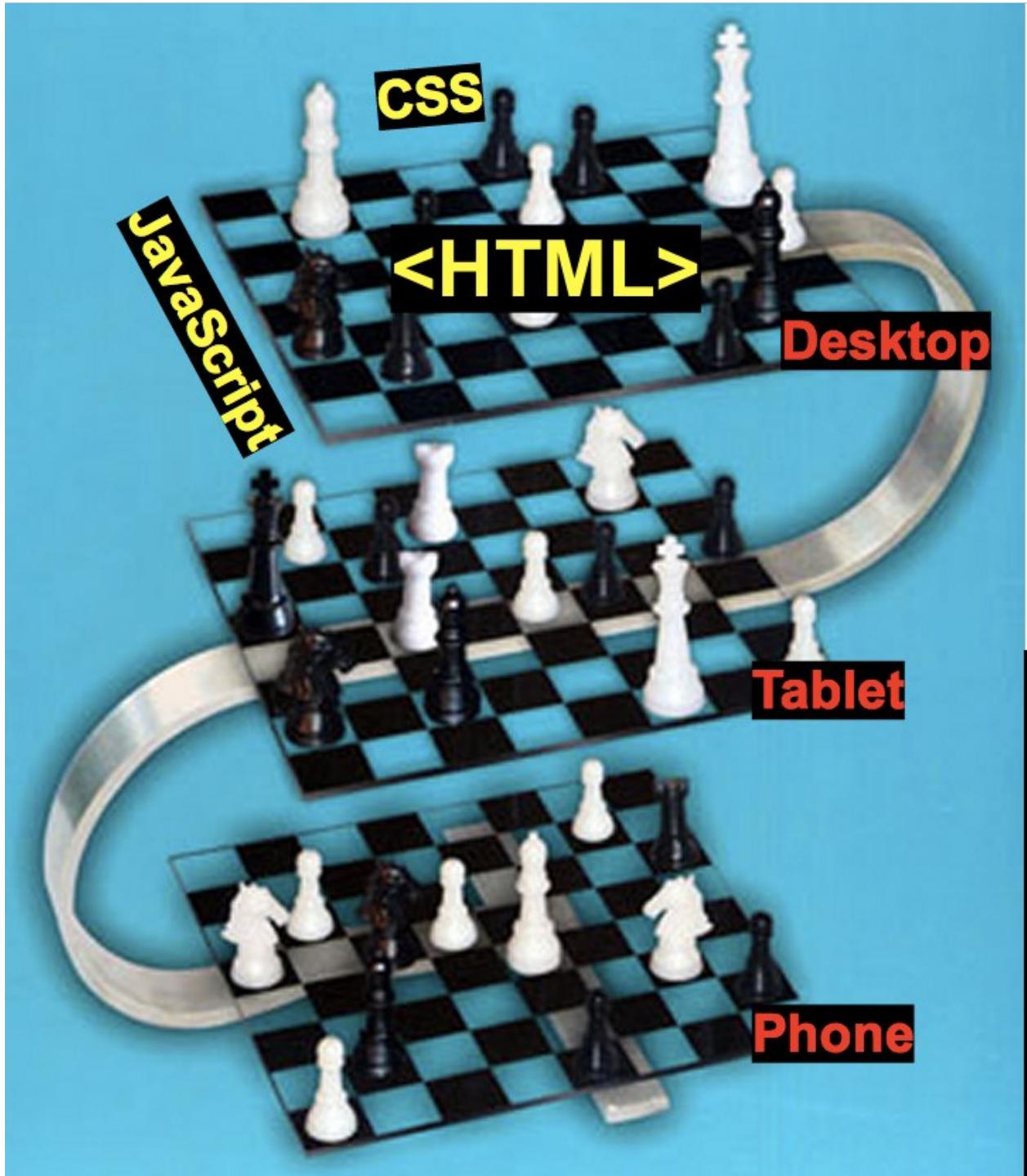
The content users need... Optimized for their current context.



# Examples of RWD Techniques



Microsoft



Vulcan  
Chess  
Anyone?

