**4 Advantages and disadvantages:**

ADVANTAGE:

**Targeted for each user:** This creates different versions of website for different devices for increasing user experience at individual devices. On each device, user should have a positive experience. In this web design, one can customize and change page content, layout to best fit screen and improve user experience.

**Increase load time:**Adaptive web design create different layout for different devices and display features that are best for specific website. Whenever user load website on their device, then layout that fit best on device screen gets loaded. This increase loading speed as traffic is decreased. Even, server detect device size and then provide layout that will fit best on device screen. It provides high resolution graphics only when it detects high-density screen.

**Reusable existing websites:**Some of complex websites are developed using legacy code i.e., source code written using out-dated technology or is no longer supported and is incomprehensible. Adaptive websites have different versions of layout for different devices. So, if one wants to change or update something, then they do not need to go back to drawing board and again re-code existing website from starting point.

**Advertising monetization:** Monetizing websites with ads will only lead to more money and give more opportunities for earning. Adaptive website is the best way to optimize advertise options as adaptive websites are designed to fit best on device it is viewed on. There is no need to chan5ge or replace ratio of banners, images, etc., for smaller resolutions to display best on screen because smaller versions of websites are available.

DISADVANTAGE:

It is difficult for a user interface designer to design different types of interfaces for different levels of tasks and types of users.

The time spends on the app development increases because there is a lot of work to be done.

The overall code of the website and the size ofthe app **increases** if the user interface is adaptive.

The apps and websites using adaptive user interfaces use more computer resources.

The RAM and processing speed than normal apps.

So user hesitates to provide such private information.

This information is used by the app for showing different items on the screen**.**

**Labour intensive to create:** Adaptive web design are not easy to create. It requires great thinking skills and more labours to create. Adaptive web design requires more time and effort as different website layouts are created to best fit on screen. Different website layout means different html code, and more will be code, then more will be labours required to develop it.

**Expensive:**Adaptive web design is labour intensive I.e., requires a greater number of developers or labours to create it and also requires a lot of budgets to handle complexity. Adaptive design is complex and complicated and therefore it is expensive. It is more expensive to build and maintain.

 **Harder to maintain and is complex:**Adaptive websites are not easy to maintain as it is not easy to maintain all website versions at same level. One has to update and maintain each version of website individually whenever required.