

Architecting Device-driven Web Solutions

Why Responsive Websites Are Crucial for Business

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Key Points

Reasons why the future of websites that **don't render** well on devices is **bleak**

There's **much more** out there than just a plain dichotomy *desktop vs. mobile*

Responsive Web Design is a low-cost step to **begin** the journey towards an effective mobile strategy

Many agree that

**2013 Was the Year of
Responsive Web Design
(RWD).**

2013: Year of Responsive Web Design

- Next generation of customers will be much less forgiving
- Not just mobile; this is the time of “devices”
 - It's not simply about **desktop vs. mobile**
- Either go responsive or ... sink

Common Scenarios for Going Responsive



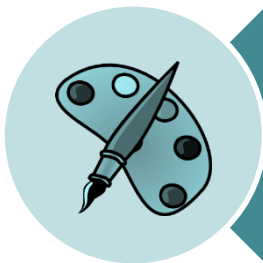
Business depends on the website

- Losing business from the website will (seriously) hit the company



New competitors appear every day

- Will arrive one day some competitors doing mobile better than you



Website was last touched years ago

- Except perhaps a light facelift of colors and style

It's All About Devices



Smartphones, tablets, mini-tablets, feature phones, Google glasses, wearable devices, Kindle, ...

- Once it was only **desktop** *and* **mobile** sites
- No longer such a simple distinction



Very large screens

- Smart TVs
- New challenge for information architects

How would you support
multiple devices?

How would you recognize
different devices?

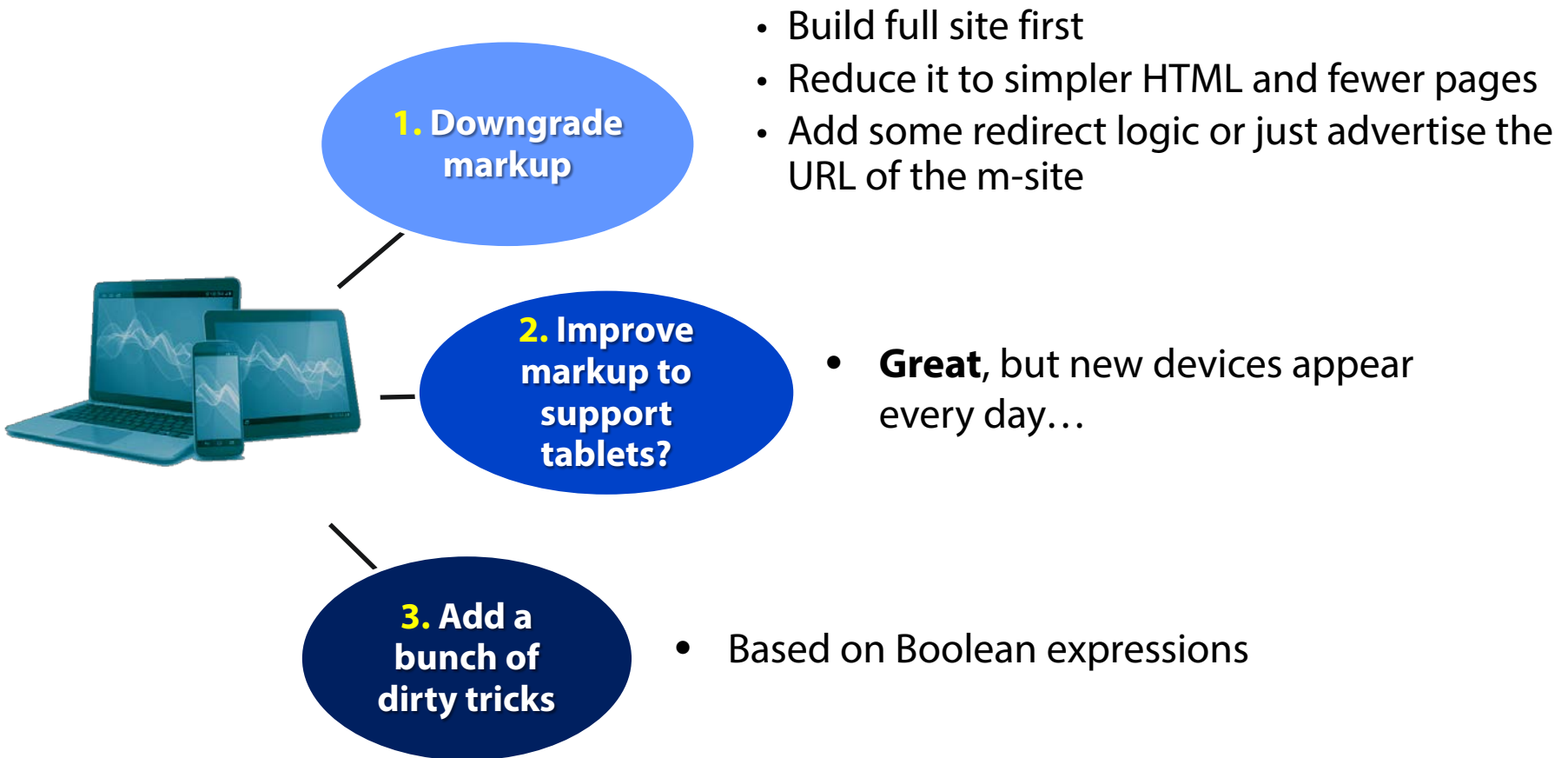
Responsiveness

**Ability of a system to
adjust quickly to suddenly
altered external
conditions.**

Responsive Website

Adjusts to different devices providing tailor-made user experience.

Supporting Multiple Devices (Easy Way)



There has to be a better way ...

(Many developers and designers thought at some point ...)

Responsive Web Design

Overall indicates that the appearance of the website on devices has been taken care of.

RWD: What's in It?

Fluid HTML

- Blocks using **proportional** sizes
- Laid out left to right **flowing** vertically

Conditional CSS Style Sheets

- Based on **Boolean** expressions

CSS Media Queries

- Based on **W3C Standard**:
<http://www.w3.org/TR/css3-mediaqueries>
- Browser capability

Cost-Benefit Analysis of RWD

Not free; and not even easy

- Far simplified by expert designers; probably not for developers
- Lots of templates ready to use
- Works for many (including large companies); not for all

Where's the ROI?

- Keeping the business alive and kicking
- Is "survival" enough?

Savings?

- One site fits all devices
- (Well, sort of)
- Actually, ... **it depends**


Cost-Benefit Analysis of RWD

SUMMARY


One site fits all
devices. But it
**doesn't address
any** in particular.

Works **for many**
but not for all.
Does it work for
you?

Hidden costs



It is **not** the strongest of the species
that survive, nor the most
intelligent, but **the one most
responsive** to change.



— Charles Darwin

Summary

- **Responsive is a must if your business depends on the website**
- **Responsive is a must if you have competitors**
- **There's not just one way of being "responsive"**
 - Classic RWD: conditional CSS and fluid HTML
 - Server-side device detection and ad hoc markup
 - Alternative mobile strategy based on mobile apps