

Responsive Web Design

SYST24444

Week 3

Responsive Web Design

WORKFLOW

THIS IS THE WEB.



Responsive Web Design



One website,
unlimited screens.

Desktops

Laptops

Tablets

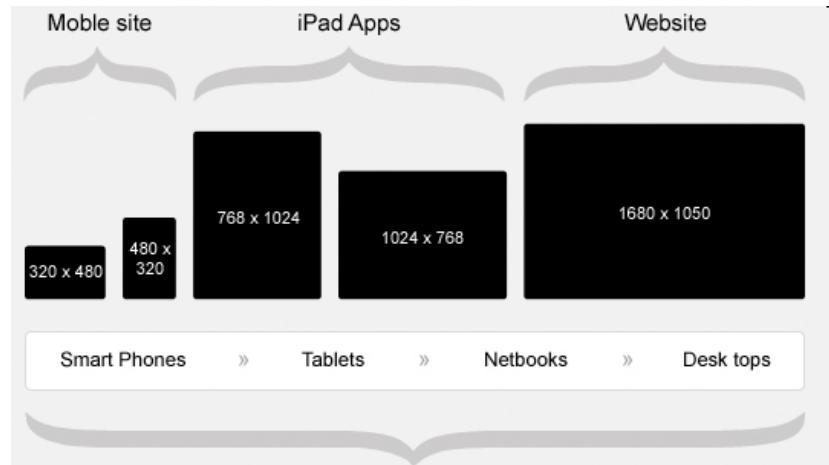
Smart Phones

Why Responsive Web Design?

- ❖ Almost every new client these days wants a mobile version of their website.
- ❖ In the next five years, we'll likely need to design for a number of additional inventions.
- ❖ In the field of Web design and development, we're quickly getting to the point of being unable to keep up with the endless new resolutions and devices.

Responsive Web Design-Defined

- Responsive Web design is the approach that suggests that design and development should respond to the user's behavior and environment based on screen size, platform and orientation.
- As the user switches from their laptop to iPad, the website should automatically switch to accommodate for resolution, image size and scripting abilities.
- This would eliminate the need for a different design and development phase for each new gadget on the market.



Responsive Web Design -SEO Benefits

- One responsive website means that you can manage one website with one set of links, without having to redirect users to another website where they will have to deal with server loading time.

- A responsive website improves SEO and reduces the amount of maintenance hassle, meaning there won't be a drop in your website speed either. It's a lot more stress free for the owner and the visitor.





*Advantages of Responsive
Web Design*

ADVANTAGES of Responsive Web Design.

- **User Experience (UX)**: Website adjusts to any screen size, making it a good long-term solution to UX with the current plethora of devices (including mobile/tablet hybrids). Hiding elements which aren't crucial for mobile visitors helps to achieve their goals faster.
- **Analytics**: One complete view for all the traffic. To get insights on the mobile visitors, create a "mobile-only" segment (note that by default, Google Analytics puts all the tablets under "Mobile" segment).
- **Sharing/Linking**: One URL to accumulate all of the shares, likes, tweets, and inbound links. Contributes to a better user experience as well: have you ever clicked on a link in a tweet just to see a mobile version of a page in your full browser?
#badUX
- **SEO**: Going with the advantage above, one URL accumulates all links, PageRank, Page Authority, etc. However, as Search Engines get smarter at determining the relationships between mobile-optimized pages and desktop pages, this advantage won't matter.

- **Development**: RWD involves no redirects to take care of, no user-agent targeting.
- **Maintenance**: Once your website is responsive, there's very little maintenance involved, as opposed to up-keeping a separate mobile site. It is not required to up-keep a user-agent list with all of the up-to-date mobile devices.
- **Information Architecture (IA)**: With a 1-to-1 relationship to the desktop site, mobile mimics the full site's IA, reducing the learning curve to get accustomed to using the mobile version.

Why is it relevant?

- **1.8 billion** **internet connections** in the world today.
- **6.8 billion** **people** in the world today.
- **3.4 billion** people with **mobile devices** today.
(roughly $\frac{1}{2}$ the population of the planet)

Why is it relevant?

It's about people, not devices

- Yes your iPhone goes to great lengths to facilitate browsing full sites, but technology should be available to everyone, even those without smart phones.
- The **most popular** devices aren't necessarily the **most used** devices.

Why is it relevant?

- **1.3 billion** **mobile internet users** in the world today.
- **1/3** of the global internet users access the internet **only via mobile**

Why is it relevant?

The future is now:

- Babies have an easier time interacting with an iPad than with a magazine. To them a print magazine is just like a broken iPad.
- Websites are not limited to laptops only.

Top 5 benefits of responsive web design for hotels

- ❖ It minimizes manpower
- ❖ It's cost efficient
- ❖ It ages gracefully
- ❖ It makes content king
- ❖ It's what the people want



Reasons why should Organizations consider updating their site to Responsive Design.

- Money Saving
- Time Saving
- Remain on Top in Competition
- More Relevancy of Webpage
- Increase in Lead Conversion
- You'll Stress Less



When To Use It?

Things to Consider

- Time & Money
- Browser Support
- Performance
- Content
- Website vs. Web App



Browsers Supporting Responsive Design

	IE	Firefox	Chrome	Safari	Opera	iOS Safari	Opera Mini	Opera Mobile	Android Browser
13 versions back			4.0						
12 versions back			5.0						
11 versions back			6.0						
10 versions back	2.0		7.0						
9 versions back	3.0		8.0						
8 versions back	3.5		9.0		9.0				
7 versions back	3.6		10.0		9.5-9.6				
6 versions back	4.0		11.0		10.0-10.1				
5 versions back	5.0		12.0		10.5				
4 versions back	5.5	6.0	13.0	3.1	10.6				
3 versions back	6.0	7.0	14.0	3.2	11.0	3.2		10.0	2.1
2 versions back	7.0	8.0	15.0	4.0	11.1	4.0-4.1		11.0	2.2
Previous version	8.0	9.0	16.0	5.0	11.5	4.2-4.3		11.1	2.3
Current	9.0	10.0	17.0	5.1	11.6	5.0	5.0-6.0	11.5	4.0
Near future	10.0	11.0	18.0	6.0	12.0				
Farther future		12.0	19.0						

Some Examples of RWD

Simon Collision

Distributed by Penguin Books
THE CELEBRATION OF THE MONTREAL DAY
MR. SIMON COLLISON
A.K.A. ZEEZEE

POTTER AUTOBIOGRAPHY

Hello. I'm a business magnate, tycoon, and writer based in Wellington, England. I've written seven books, most have been *best-sellers* and include *How to Win at Life*, *How to Win at Love*, and *How to Win at Work*.

THE EXPLODED JOURNAL

So you're interested in my life? Well, I was fortunate enough to get paid to tell it all in my *Exploded Journals*. It's like a *biopic*, but with great *presentations*. [More →](#)

EXHAUSTIVE ARCHIVES

What's *available* here? Well, I've got a *lot* of *data* for you. Just type in the *key words* below to find what you're looking for.

AVAILABLE FOR PURCHASE

Only one person can buy my *books* at a time, so I'm not *marketing* them. Instead, I'm *marketing* *myself*—and that means *marketing* *me*! So if you want to *purchase* *my books*, *my biography*, or *my memoirs*, just click *Buy Now* below.

INTERNAL REFERENCES (100-101)

LAIFFY PROFILE

Find out more about me!

NEW ADVERTISEES

Newspaper *advertisements* are a great way to *get noticed*—but they're also a great way to *lose money*.

FLICKR PHOTOGRAPHS

Flickr *photographs* are a great way to *show off* your *life*—but they're also a great way to *lose money*.

TWITTER TAPPERS

Twitter *tappers* are a great way to *keep in touch* with your *followers*—but they're also a great way to *lose money*.

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Food Sense

The screenshot shows the homepage of the Food Service website. At the top left is a black circular logo with the words "Food Service" in white. The main header features a large image of a person's hands slicing a loaf of bread on a wooden cutting board. Below the image is a call-to-action button: "Share your Food Service". To the left of the main content area is a sidebar with navigation links: "Discoveries" (with a magnifying glass icon), "My" (with a user profile icon), "The Action" (with a checkmark icon), "Entertainment" (with a camera icon), and "About" (with a house icon). Below these are sections for "LADIES' NIGHT" (with a woman icon) and "GET INVOLVED" (with a group icon). The main content area has tabs for "Discoveries", "My", "The Action", and "Entertainment". There are four featured posts: "Meet Lucy: This would...regards..." by Lucy, "How I Learned to Love the...Industry as a Social Rightsholder" by The Foodie Rightsholder, "How I Learned to Love...FoodieTalks...", and "Design: Vegan Foodie" by VeganFoodie. Each post includes a thumbnail image, the author's name, a short blurb, and a "Read" button.

The screenshot shows the Food Sense website. At the top left is the logo 'food sense' with a black circular graphic. To the right are navigation links: 'Discover', 'Blog', 'For Adults', 'Connect', and 'About'. Below the header is a large image of a fruit salad. Overlaid on the image are the text 'What's Cooking?' and a button 'Browse our gallery for deliciously delicious recipes.' The main content area features a section titled 'What's Cooking?' with a sub-section 'Browse our gallery for deliciously delicious recipes.' Below this are several articles with images: 'How to Cook Like a Pro', 'How to Make Healthy Vegan & Nut Smoothies', 'How to Make Sushi', 'How to Make a Healthy Smoothie', and 'How to Make a Healthy Smoothie'. Each article has a small image, a title, and a brief description.

Clean Air Commute Challenge

**CLEAN AIR
WEEKS**

REGISTER | ENTER DAILY COMMUTE | COMMUTE OPTIONS | RULES

CLEAN AIR COMMUTE CHALLENGE

According to the American Lung Association, the Charlotte metropolitan area ranks 21st in the nation for poor air quality scores. It has never been more important to learn about the impact of air pollution and what steps we can take to improve it.

ARE YOU UP FOR THE CHALLENGE?

There are many ways to reduce air pollution, like walking or telecommuting. You just help reduce harmful pollution, and those savings add up. To get started click the Register button below.

REGISTER

KNOW THE CODES

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KNOW THE CODES

FlexSlider

FLEXSLIDER

an awesome, fully responsive jQuery slider plugin.

Why FlexSlider?

- Simple, semantic markup
- Supported in all major browsers
- Slide and Page navigation
- Multiple slide layouts, highly customizable options
- Directional, keyboard, and touch swipe navigation
- Very lightweight file size!
- Use any form elements in the slides
- Built for beginners and pros, alike
- Free to use under the MIT license

GET STARTED
[View Example](#)

ADVANCED OPTIONS
[Customize Your Slides](#)

SUPPORT
[Join the Discussion](#)

COMMUNITY
[Find a Plugin Author](#)

Getting started with FlexSlider is quick and easy!

Step 1 - Link Files
Add these lines to the `<head>` of your document. This will link jQuery and the FlexSlider JavaScript file into your webpage. You can also choose to load jQuery on your own network, but it's enough to have one of them for you.

```
<script src="http://code.jquery.com/jquery-latest.min.js"></script>
<script src="http://flesler.github.com/jquery-flexslider/jquery.flexslider-min.js"></script>
```

Step 2 - Add markup
The FlexSlider markup is simple and straightforward. First, start with a `<div>` containing `slideshow`, `flexslider` or `flexslider2` as the class name. Next, create a `` inside of it. It's important to use this class because the slider requires this class specifically for your images and anything else you don't want each slide and you are ready to rock.

DOWNLOAD THE KIT
[Version 1.2 - Ready To Go!](#)

Image Engineering by Michael J. West
[View Examples](#)

Not familiar enough yet?
If you are having trouble getting FlexSlider working, you should look for the documentation. The same slide is recommended just to get you up to speed on how to implement the slider to your needs.

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Hello Media Queries and CSS3

In its essence a media query consists of a media type and an expression to check for certain conditions of a particular media feature. The most commonly used media feature is width.



CSS3 & Media Queries

In your CSS:

```
@media screen and (min-width: 480px) {  
    .content { float: left; }  
    .social_icons { display: none }  
    // and so on...  
}
```



CSS3 & Media Queries

On the header of your website:

```
<link rel="stylesheet" href="this.css"  
media="(min-width: 960px)">
```



CSS3 & Media Queries

By **restricting CSS rules** to a certain **width of the device** displaying a web page, one can *tailor the page's representation* to devices with varying screen resolution (view port).

How do we design for RWD

Simple:

Use the ***Mobile First Approach***
and favor ***Progressive Enhancement*** instead of the
traditional ***Graceful Degradation***

Desktop

Sign in / Register

MACDONALD HOTELS & RESORTS

HOME OUR HOTELS OUR RESORTS EAT & DRINK BUSINESS SPA & LEISURE GOLF WEDDINGS OFFERS

SEARCH FOR A HOTEL

I WANT TO Book a room IN OR NEAR Edinburgh ON 25.03.11 NIGHTS 1 ROOMS 1 room, 2 adults ADD A CODE SEARCH

Reasons to visit The Lakes Try our tasty menu with the freshest ingredients in our beautiful restaurant at the Macdonald Windsor Hotel.

What's on in The Lakes & The North Explore the menu Plan your meeting Look at our spring offers

Calley's restaurant Perfect meetings Time for spring

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Can we help you find something?

I'm looking for a hotel or resort

- Hotels in Scotland
- Hotels in The Lakes & The North
- Hotels in The Midlands
- Hotels in London
- Resorts in Scotland
- Resorts in Wales
- Resorts in England
- Resorts in Spain

There's something I want to do

- Sign in / Register
- Book a room
- Go out for a meal
- Plan a conference, meeting or event
- Book a spa treatment
- Join a leisure club
- Play golf
- Plan a wedding
- Look at special offers

I'm looking for information

- What's on
- The Club
- News
- Festive
- Gift vouchers
- About Macdonald Hotels
- Frequently asked questions
- Affiliates

I'd like to keep in touch

Get news & offers straight to your inbox

Your email address SIGN UP

Stay connected with us:

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Tablet

Sign in / Register

MACDONALD HOTELS & RESORTS

HOME OUR HOTELS OUR RESORTS EAT & DRINK BUSINESS SPA & LEISURE GOLF WEDDINGS OFFERS

SEARCH FOR A HOTEL

I WANT TO Book a room IN OR NEAR Type a place, region, attraction or hotel ON 25.03.11 NIGHTS 1 ROOMS 1 room, 2 adults ADD A CODE SEARCH

Reasons to visit The Lakes Try our tasty menu with the freshest ingredients in our beautiful restaurant at the Macdonald Windsor Hotel.

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I'd like to keep in touch

Get news & offers straight to your inbox

Your email address SIGN UP

Stay connected with us:

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Mobile

Sign in / Register

MACDONALD HOTELS & RESORTS

OUR HOTELS OUR RESORTS EAT & DRINK BUSINESS SPA & LEISURE GOLF WEDDINGS OFFERS

SEARCH FOR A HOTEL

I WANT TO Book a room IN OR NEAR Type a location ON 10.03.11 FOR 1 night ROOMS 1 room, 2 adults ADD A CODE SEARCH

Reasons to visit The Lakes Try our tasty menu with the freshest ingredients in our beautiful restaurant at the Macdonald Windsor Hotel.

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Perfect meetings

Proin placerat pulvinar risus, vitae pulvinar quam auctor eget. Cras malesuada, metus et dapibus sodales, nunc neque.

Time for spring

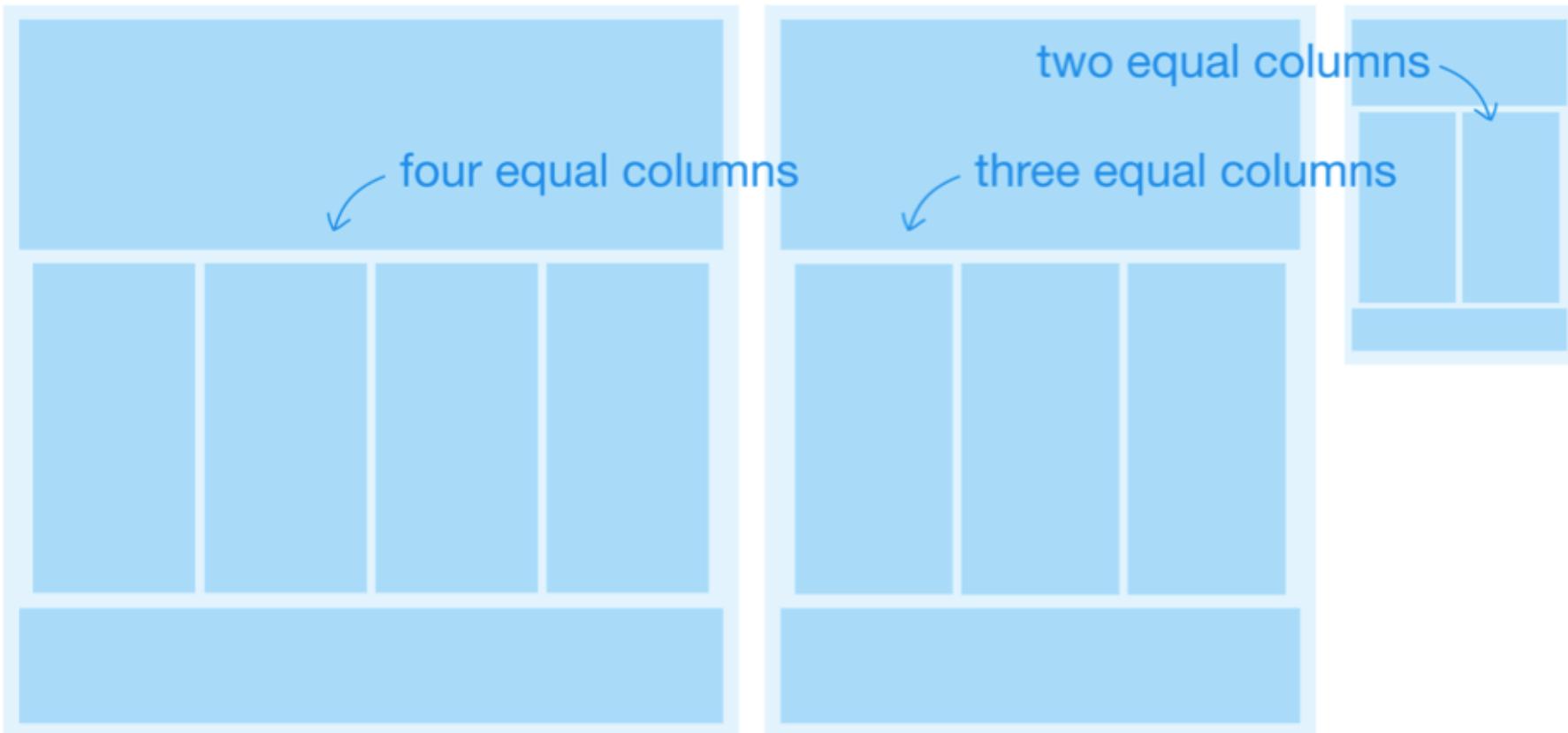
Metus et dapibus sodales, nunc neque

1 of 5

MACDONALD HOTELS & RESORTS

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Mobile First Approach



Graceful Degradation

- Focuses on building the website for the most advanced/capable browsers.
- Older browsers are expected to have a poor, but passable experience.
- Small fixes may be made to accommodate a particular browser (they are not the focus)

Progressive Enhancement

Progressive Enhancement consists of the following core principles:

- basic content and functionality should be accessible to all web browsers
- sparse, semantic markup contains all content
- enhanced layout → external CSS
- enhanced behavior → external JavaScript
- end-user web browser preferences are respected