

# Responsive UI design

## tips & tricks



## RESPONSIVE DESIGN

**Reflows differently** for different display sizes



## ADAPTIVE DESIGN

**Tailor-made layouts** for different sizes





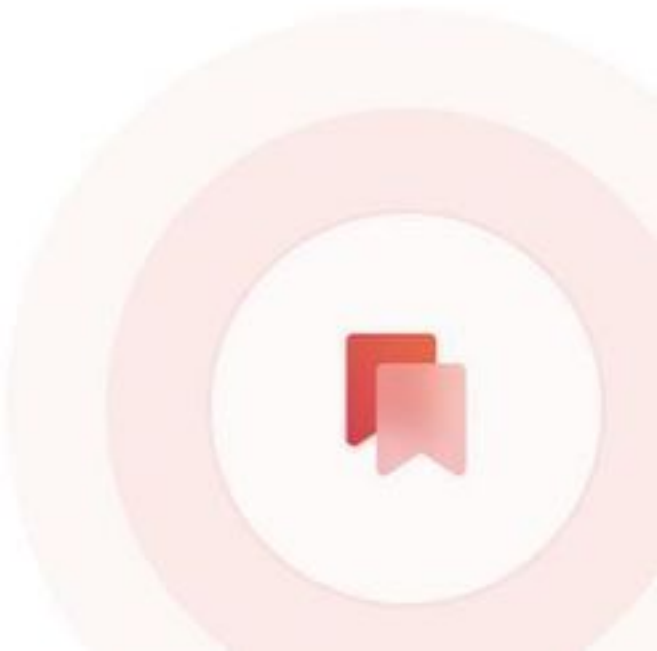
# Breakpoint

A **screen size** at which design changes occur as defined and designed

## HOW MANY BREAKPOINTS?

- ⚡ How much time is available?
- ⚡ What's the context of use?
- ⚡ What device majority of audience uses?
- ⚡ Will design change responsively or adaptively?

Device	Screen size	Design frame size
📱 Mobile	320-480	360 or 375 px
📱 Tablet	600-1024	768 px
💻 Small desktop	1280-1366	1280 px
💻 Large desktop	1367-1600	1440 px
💻 XL desktop	1680+	1920 px





## MOBILE FIRST

Increased prioritisation and team focus on features and flows

### When to use?

- ⚡ Data justifies it
- ⚡ Mobile devices are used more often
- ⚡ Common for B2C projects
- ⚡ Not a lot of core product features
- ⚡ Big content divergence from mobile to desktop



## DESKTOP FIRST

More screen real-estate for visual details and comparative situations

### When to use?

- ⚡ Data justifies it
- ⚡ Intended primarily for desktop use
- ⚡ Common for B2B projects
- ⚡ Many important product features
- ⚡ Specific context of use
- ⚡ Old world industry (think construction supplies)





# Images

- ⚡ **Don't stretch** images, resize them in the same aspect ratio
- ⚡ Resizing might not be enough – **crop some images** to retain impact





# Buttons

- ⚡ Ensure they can be **easily tapped** on smaller screen sizes
- ⚡ Make appropriate replacements for **hover states** on touch devices
- ⚡ Full-width treatment for **mobile CTAs**



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# Visual Hierarchy

- ⚡ Monitor it closely as it can change drastically **based on viewport**
- ⚡ Ensure that the most important elements **stand out** on smaller screens

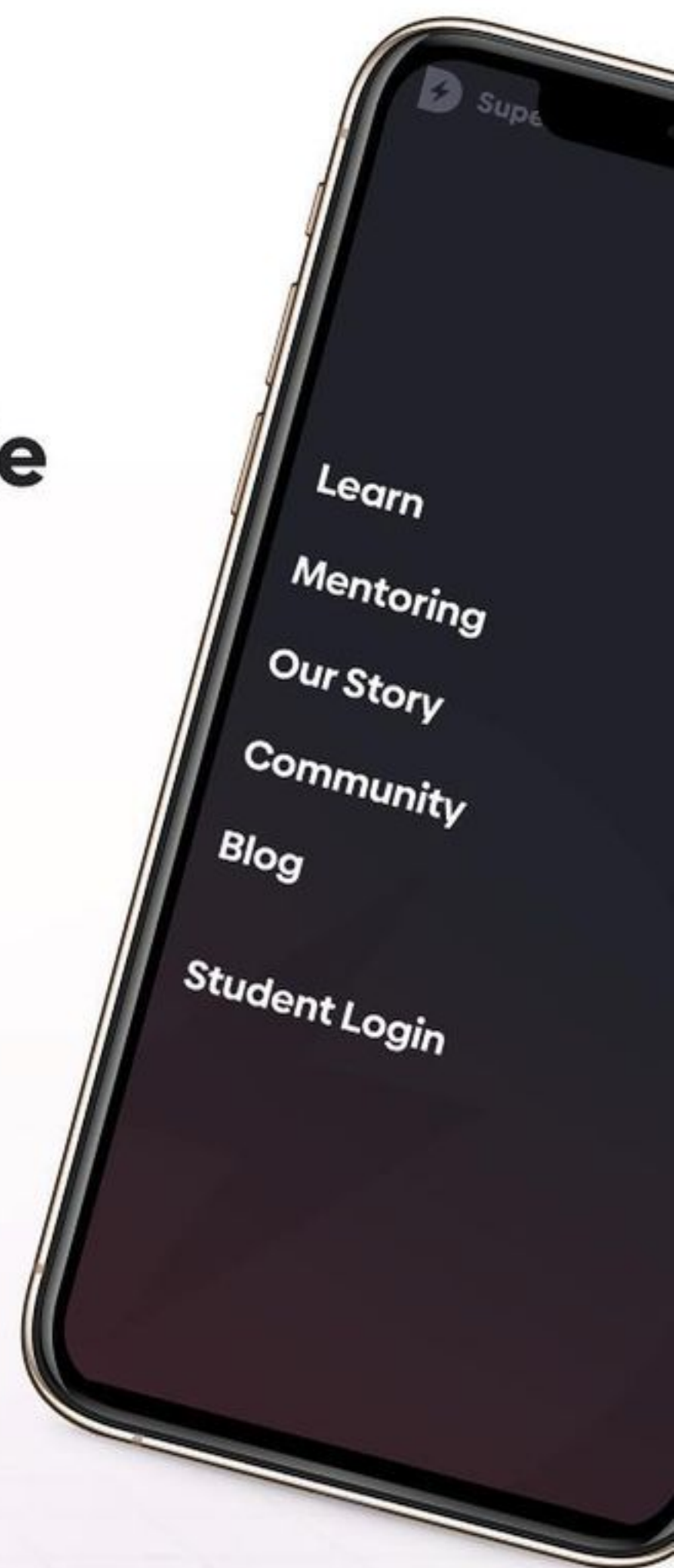
# Typography

- ⚡ Avoid wild *script* and **DECORATIVE** typefaces that aren't legible in small screen sizes
- ⚡ Don't go lower than 15-16 for **font-size of body text**



# Navigation

- ⚡ Keep the most important navigational elements **visible on mobile**
- ⚡ **Hide less important** items behind icons
- ⚡ Think about **gestures** on touch screens

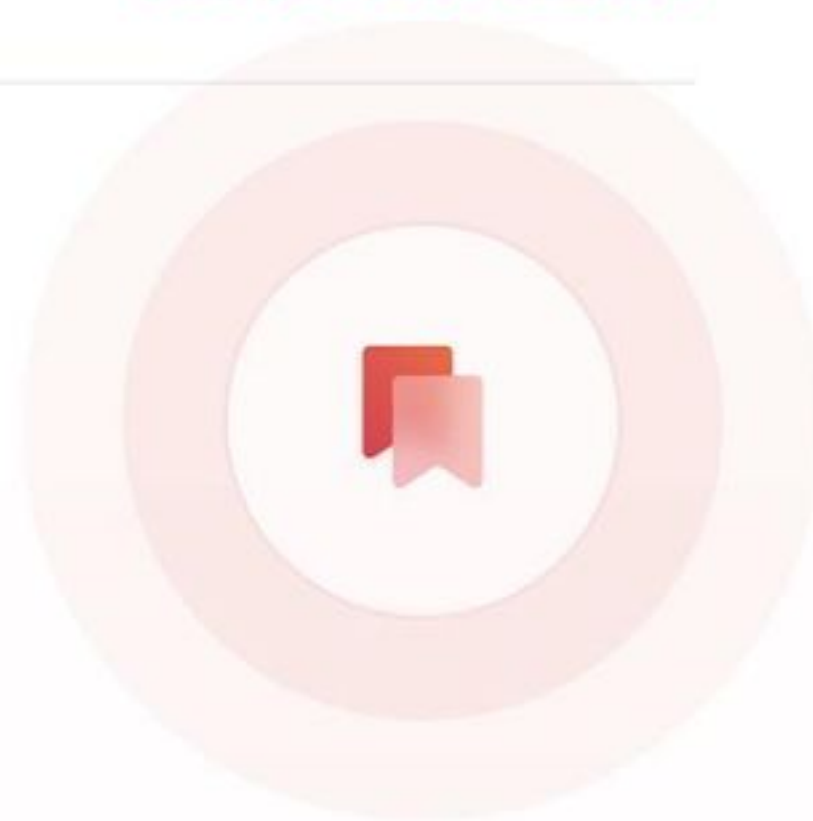


# Forms

- ⚡ Ensure that input fields trigger the **correct type of keyboard** on mobile



## RESPONSIVE DESIGN PROCESS



- 1 Decide on approach**  
Mobile vs. web first
- 2 Set breakpoints**
- 3 Create responsive designs**
- 4 Test for all screen sizes**
- 5 Repeat steps 3 and 4 as needed**



Don't forget about accessibility, contrast, and correct text sizes when designing for responsive screen sizes



Use Figma Mirror (or similar apps) to preview and test your designs directly on other devices



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