

Video transcript

Adaptive and Responsive UX design

At the core of every digital interaction lies great UX design, which seamlessly links content with devices, creating exceptional user experiences.

As Bruce Lee said, “When you put water into the cup, it becomes the cup.”

For a skilled UX designer, digital content is like water. It should shape itself to fit the screen it’s being viewed on.

People access content from all kinds of devices, from laptops and tablets to phones and even watches. It’s critical to design websites and apps that work seamlessly across devices.

Have you ever wondered how the content fits perfectly on all these devices? This is where UX design comes into play, as designers use two approaches to address this requirement.

These two approaches are responsive design and adaptive design. Both approaches adjust content for different screen sizes.

Like the water in the cup, a responsive UX design is fluid, adjusting content for various screen sizes and orientations across devices.

For instance, a website that someone is viewing horizontally on a laptop will seamlessly transition to a vertical layout when viewing it on a tablet or smartphone.

On the other hand, an adaptive design is not fluid and will create multiple versions of the same website.

These versions are designed to offer the best possible experience for each type of device. For instance, a website will have a different design for a laptop compared to the design for a smartphone.

Which of the two approaches should a UX designer use?

That depends on many factors, including business goals, project budget, content, and the desired user experience.

Let’s weigh the options!

A responsive design is the best design choice when the goal for the website is to have a consistent user experience across devices and platforms.

It works well for sites that have a lot of content.

And, another consideration is that a responsive site is developed using a single code base for all screen sizes. This makes it less time-consuming for development and updates.

Now, an adaptive design optimizes the design to provide the best possible user experience for each type of device.

It works well for sites that require more complex user interactions.

And, another consideration is that an adaptive site or program is developed using separate code bases for each device or screen size. This can make it more time-consuming for development and updates.

UX designers can choose the best approach for their project.

The most important thing to remember is that responsive and adaptive designs are commonly used in UX design. The end goal is always to provide a great user experience!