

# Responsive Web Design

## Defintion

Designing sites for an optimal viewing experience — across devices (Mobile: phones, tablets) — by embedding standards-based technologies into our designs to make them not only more flexible, but more adaptive to the media that renders them. And still fully functional, full experience on desktop, too. Whether you are viewing your website on an iPhone, Android, tablet, laptop, toaster (it could happen) or your home desktop, you type in the same exact URL but are served up customized views of the website that are tailored to fit the screen without zooming or unnecessary horizontal scrolling.

## Advantages

- Easier to update/maintain
- Meets the needs of the growing number of mobile users
- Agility
- It's the way the world is headed

## Samples

- Bank of America - <http://campus.bankofamerica.com/>
- TD Ameritrade - <http://careers.tdameritrade.com/>

## By the numbers

Just how quickly is the number of mobile users growing? According to the Pew Research Center's Internet & American Life Project:

- As of 5 June 2013, **55% of American cell phone owners say that their phone is a smartphone**. This figure is up from 46% in February 2012.
- As of 10 June 2013, **34% of American adults ages 18 and older own a tablet computer**. This is up from 25% in August 2012.
- **56% of cell phone owners use their devices to access the Internet**. This percentage more than doubled between 2009 and 2012.