

## How do the differences between mobile and desktop browsing affect the way a site needs to look and function?

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So, when we're thinking about mobile and desktop browsing, the key differences and how it affects, you know, how we approach developing it, is the user experience. So, by that, I mean, you know, when we're thinking about a mobile experience versus, say, a desktop experience, we have different structures to deal with. And there are different paradigms that have been set up by mobile devices over the iteration of all those devices.

Specifically, say you have a primary menu with drop-downs, right? That makes sense for a desktop experience because we have a mouse, and we're clicking on the menus, and we're able to scroll up and down easily. But when we get to a mobile device, you know, we're using touch-swipe to navigate, and we don't really have the real estate to have drop-down menus. So, it necessitates the creation of different paradigms. So, the hamburger that expands and has a flyout menu.

Those user experience considerations are essential, you know, when you're mediating between one breakpoint of one size and responsive design in another. And I think what's really important is that there's coordination between all the team members involved in building the site.

So, you know, if you leave it up to the developer to figure out those breakpoints and to, you know, decide what types of elements will get transformed, say, you know, a long list of photos becomes a carousel, the builder may not be the best equipped to make those decisions. However, he may be the best equipped, or she may be the best equipped, to figure out how to build those decisions.

So, you want to lean on the visual designer and the UX designer to come up with, you know, a set of plans going from desktop all the way down to mobile. That way, you account for the differences between, you know, the two experiences.