

GUIDE — TO — RESPONSIVE DESIGN

WHAT IS RESPONSIVE DESIGN?

Ever tried to look up a website on your smartphone and were frustrated by what you saw when the screen finally loaded? Was website too zoomed out? Was text too small? Did you have to resort to pinching and scrolling in order to actually be able to read the site? Did the page not even load at all?

This is what happens when a traditional website is loaded on a mobile device. Smartphones, tablets, and other devices have very different web design specifications than those that work with a regular computer.

This is where responsive design comes in.

Responsive design is a special way of designing websites which takes into account the various platforms in which a website will be viewed on. This includes computers, tablets, mobile phones, etc. The goal of responsive design is to create a website that looks good across all of these platforms.



[1] Illustration by Stéphanie Walter

WHY RESPONSIVE DESIGN?

So, why is responsive design important? Here are a few key reasons:

- Statistics from early 2014 show that more people were accessing the Internet via mobile devices than desktop computers. [2]
- In April 21, 2015, Google started to rank websites by how mobile friendly they are, giving priority to responsive sites. [3] This means that sites with responsive designs show up higher in Google's search results.
- Google Analytics shows that websites with responsive designs and easy to use interfaces keep visitors on the page longer and increase conversion rates. [4]
- 74% of mobile users will leave a site if it takes over 5 seconds to load. [5]

Traditional Website on a Mobile Device	Responsive Website on a Mobile Device
Takes too long to load	Loads quickly
Text too small to read	Text scales for optimum readability
Pages are cluttered and hard to navigate	Pages are simplified and streamlined

— FEATURES OF — RESPONSIVE DESIGN



[6] Illustration by Jose Luis Dobuss

Here are the main features of responsive design:

- Text and graphics that scale to fit the platform
- Layouts and grids that adjust to the screen resolution
- Bigger buttons and better navigation via touchscreen
- Simplified layout for mobile devices
- No complicated scripts so that pages load quickly
- Less website maintenance required

sources

[1] *Content is like water* by Stéphanie Walter. CC BY-SA 3.0. Retrieved from <http://bit.ly/1f0wDcz>.

[2] “Mobile Marketing Statistics 2015” by Danyl Bosomworth. Smart Insights. Retrieved from <http://www.smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/>

[3] “FAQs about the April 21st mobile-friendly update.” Google Webmaster Central Blog. Retrieved from <http://googlewebmastercentral.blogspot.com/2015/04/faqs-april-21st-mobile-friendly.html>

[4] “Why Responsive Design?” Modd. Retrieved from <http://www.modd.com.au/Why-is-responsive-web-design-important.html>

[5] “Responsive Design: Getting It Right.” WhoIsHostingThis? Retrieved from <http://www.whoishostingthis.com/blog/2013/06/26/responsive-design-infographic/>

[6] *Diseno-web-responsive-design.jpg* by Jose Luis Dobuss. CC-BY-SA-4.0. Retrieved from <https://commons.wikimedia.org/wiki/File:Diseno-web-responsive-design.jpg>