Responsive (Web) Design (RWD)

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Websites vs. Mobile Responsive Web vs. Apps

- **Website** ...
- **Application** (or app), typically a small, specialized program downloaded onto mobile devices (native, multi-platform, frameworks, hybrid, ...)
- **Mobile Responsive Web** Development has significantly shifted and advanced in the past months in wake of CSS3 and HTML5
Fluid-Responsive-Adaptive
@media all and (min-width: 860px)

- Fluid
- Responsive
- Adaptive
- 0 and Up, 500px, 610px, 650px, 800px, 102px, 1220px, 1450px
- Design vs. Device
http://ombuds.arizona.edu
Advantages - Responsive

- one content site to manage
  - content is always current
  - less Maintenance
  - development costs are low(er)
- adjusts to different with sizes
- device OS independent (Smartphone, Tablet, iPhone, Android, etc)
- no need for separate m-site (m.mywebsite.com)
- plays well with current initiatives on campus (Drupal, need for short development times)
- clear need for an alternative to app development
Disadvantages - Responsive

- one content site to manage
  - Content Decision/Selection
  - A/B Testing
- network latency / load time
- not available via app stores
- no access to native device functions
- SEO adjustments for mobile users
- development time
Top Design Considerations – How to make a site mobile responsive?

- mobile first?!
- say goodbye to static
- resizing according to screen size or resizing according to content
- easy to navigate
- use of fluid layout
- site can still be searched
Top Design Considerations – How to make a site mobile responsive?

- ease of accessibility (navigation decisions, what type of menus, buttons, content flow, breakpoints, etc)
- size considerations
- image handling
- need for helpers like modernizer.js / Sass / agent IQ
- image vs. canvas in HTML5
Responsively Wireframed

- designing for X breakpoints
- moving to additional breakpoints
- what happens with images, tables, data
Data & Images

- considerations:
  - bandwidth, resolution, width, …
  - image vs. canvas
  - resizing via css (scale-with-grid)
  - servers-side solutions (like AI)

- serving the right size
- serving multiple sizes using Drupal’s power
- content decision / not showing images at all
- the “Retina”-factor
Is Responsive Web Design for YOU?

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- clear need for an alternative to app development
http://www.instantshift.com/2012/07/17/advantages-of-responsive-web-design/
http://www.slideshare.net/peterfriese/cross-platform-mobile-development-11239246
http://coding.smashingmagazine.com/2012/03/22/device-agnostic-approach-to-responsive-web-design/
http://www.seomoz.org/ugc/responsive-web-design-the-ultimate-guide-for-online-marketers
http://adaptive-images.com/
User Stories

- Requires clarity of thinking
- Content Strategies
  - Who are your site visitors?
  - Why are they visiting your site?
  - How easily can they meet their objectives
- How does this change when using a phone? A tablet?
- Prioritizing content – Mobile First

The University of Arizona
Case Study - Ombuds

- Identified top 2 user stories
- Person in crisis – looking for help
  - Needs to know if Ombuds can help
  - What is an Ombuds?
  - How do I contact them?
- Ombuds Committee Member
  - Access internal tools
  - Find a phone number
Mobile Device

Ombuds Program
Confidential, Neutral, Informal, Independent

The University of Arizona Ombuds Program provides an informal means of problem resolution if you have a University-related concern, conflict, or dispute. An Ombuds is not empowered to change a decision, but through intervention or a clarification of matters, information may emerge to assist in the resolution of the problem. Call the Coordinator of the Ombuds Program at (520) 626-5589 or call an Ombuds directly if you need help.

Ombuds Program

Don't Know Where to go for Help? Contact an Ombuds

Home
About Ombuds
Services
Self Help
UA Policies
FAQs
Ombuds Internal
Contact Us

Ombuds Program
Provost’s Office
Administration Building, Room 412C
PO Box 210066
Tucson, AZ 85721-0066

T 520-626-5589  F 520-521-9323
E ombuds@email.arizona.edu
Mobile – Committee Member

- Quickly access a drop down for a quick look-up
  - Phone number in the directory
  - Reminder of an event time and place
How to Get a Responsive Site

1. Have access to a web developer?
   - Yes: Responsive Design Experience?
     - Yes: Some
     - No: Site in a Box
   - No: Community & Tools

2. Responsive Design Experience?
   - Yes: Some
   - No: Community & Tools
How to get a mobile responsive site?

Have access to web developer?

Yes

Responsive Design Experience?
University Responsive Sites

- SALT
- Financial Aid
- Ombuds
- Coming Soon
  - UA@Work
  - External Relations
How to get a mobile responsive site?

Have access to a web developer?

No

Site in a Box
Site-in-a-Box

- Simple
- Represent UA Brand
- Designed for Content Managers, no Web Developer skills required
- Mobile Responsive
- Available initially to Pilot Users
Site in a Box Pilot

Pilot Goals

- Confirm functionality
- Training Materials
- Setup Process

Target for Pilot start date – October 16
Site in a Box Design

- Two Versions
  - Department
  - Program, Organization, Project

- Two Color Choices
  - Red
  - Blue

- Two Styles
  - Top Navigation Menu
  - Left Navigation Menu
Main Headline

Latest Activity
News Article 1
Read More

News Article 2
Read More

Subtitle Block 1

Contact Information
888 N. Euclid Ave., Ste. 413 (or)
P.O. Box 210158, Tucson, AZ 85721
T 520-565-6734  F 520-235-9735
Main Headline


Latest Activity

<table>
<thead>
<tr>
<th>News Article 1</th>
<th>News Article 2</th>
</tr>
</thead>
</table>

Read More
How to get a mobile responsive site?

Have access to a web developer?

Yes

Responsive Design Experience?

Some

Community & Tools
Collaboration

- Mobile Matters – Discussion Boards
- Responsive Design Working Group
  - In association with UA Web Developers Group
- Ability to share ideas, approach, code
Tools

- Drupal 7
  - Omega Theme
    - Lambda Theme – UA Specific – On RedBar
  - Adaptive Theme (being tested)
- CSS Master Style Sheet –
  - Coming soon for Lambda and “Site-in-a-Box”
  - RedBar
Questions?

Responsive Design
Moving to App Development

- Device features
  - Location/GPS
  - Camera
  - Phone/Text Features

- Performance

- Visibility in the app store