



National
Trust

Yours, responsively

The following slides are taken from presentations given by some clever people about RWD and kind of help highlight learnings, issues and ways of working...

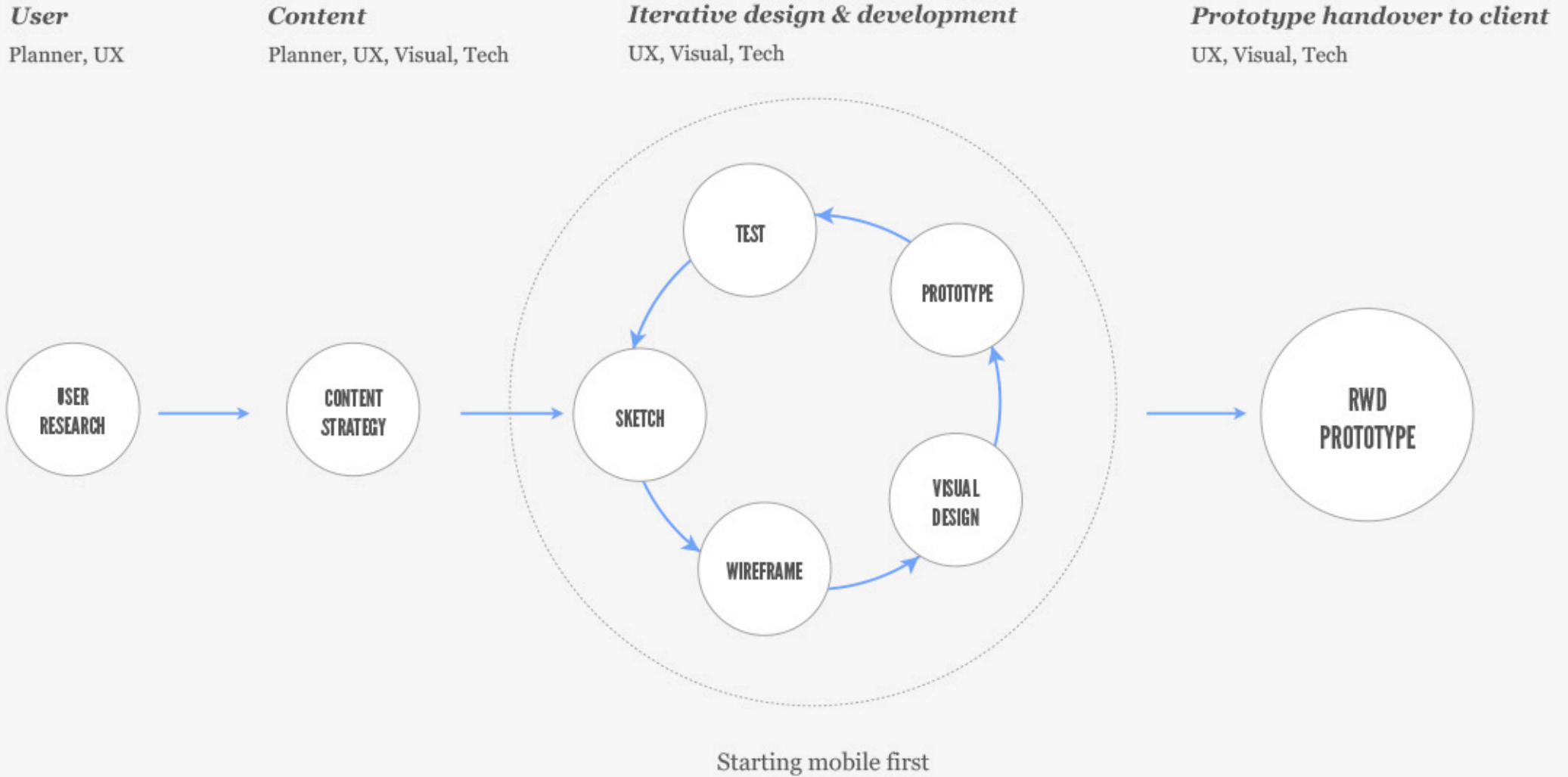
September 2012

WHY CHANGE

“RWD comes under criticism for not being commercially viable. It’s because it’s trying to be shoe-horned into an existing, fixed-canvas, inflexible process.”

Mark Boulton, on responsive workflow

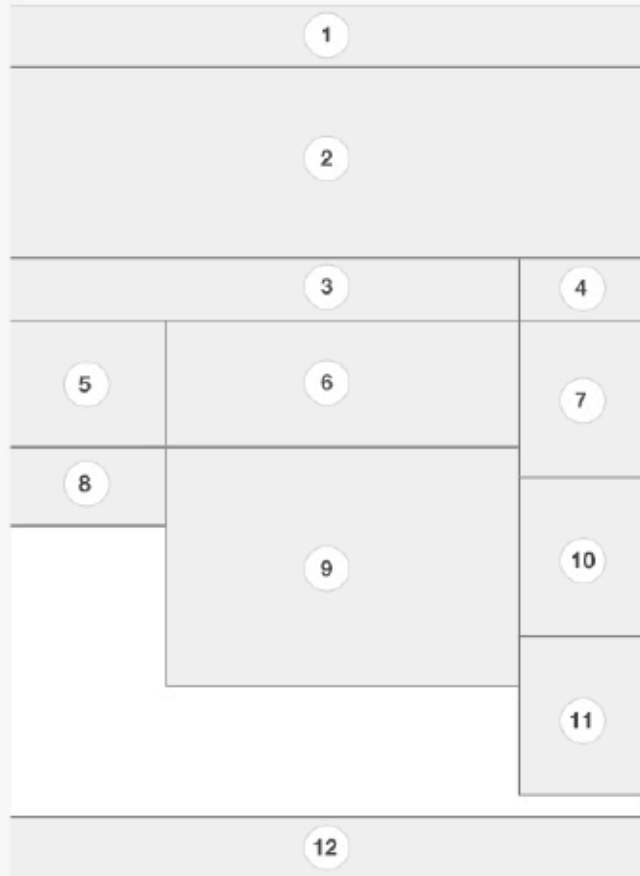
RESPONSIVE PROCESS



Potential workflow for working on a responsive web design project

CONTENT INVENTORY AND PRIORITIZATION

Current website content

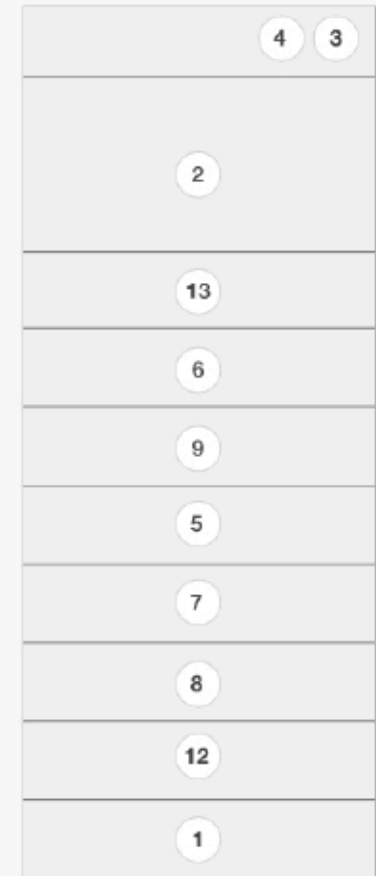


Content inventory

#	Content	On current site	New site
1	Utility links	✓	✓
2	Profile information*	✓	✓
3	Primary navigation	✓	✓
4	Login button	✓	✓
5	My Events	✓	✓
6	My approach	✓	✓
7	Video of advisor	✓	✓
8	Qualifications	✓	✓
9	Areas of focus	✓	✓
10	Market watch	✓	✗
11	Files for download	✓	✗
12	Footer	✓	✓
13	Recent activity	✗	✓

* Profile information had a separate content inventory

Mobile content reference diagram



Linear design: think of content devoid of an interface

An overview of prioritising content for screens

CONTENT STRATEGY: A USEFUL RULE OF THUMB

“Generally speaking, your web content is useless unless it does one or both of the following:

- Supports a key business objective*
- Supports a user (or customer) in completing a task”*

Kristina Halvorson, Content Strategy for the Web

SHOULD WE HAVE LESS CONTENT FOR OUR MOBILE SITE?



Josh Clark
@globalmoxie

Following



Don't confuse device context with user intent. Just because I'm on a small screen doesn't mean I want to do less. #ias12

← Reply ↺ Retweet ★ Favorite

26
RETWEETS

10
FAVORITES



6:55 AM - 24 Mar 12 via globalmoxie.com · Embed this Tweet



Brad Frost
@brad_frost

Following



Repeat after me: mobile users will do anything and everything desktop users will do, provided it's presented in a usable way.

← Reply ↺ Retweet ★ Favorited

50+
RETWEETS

46
FAVORITES



2:55 AM - 6 Mar 12 via web · Embed this Tweet

Helps assuage the notion that mobile users expect (or should get) less

iA

19. OCTOBER 2006

Web Design is 95% Typography

BY OLIVER REICHENSTEIN

Well, it is isn't it?

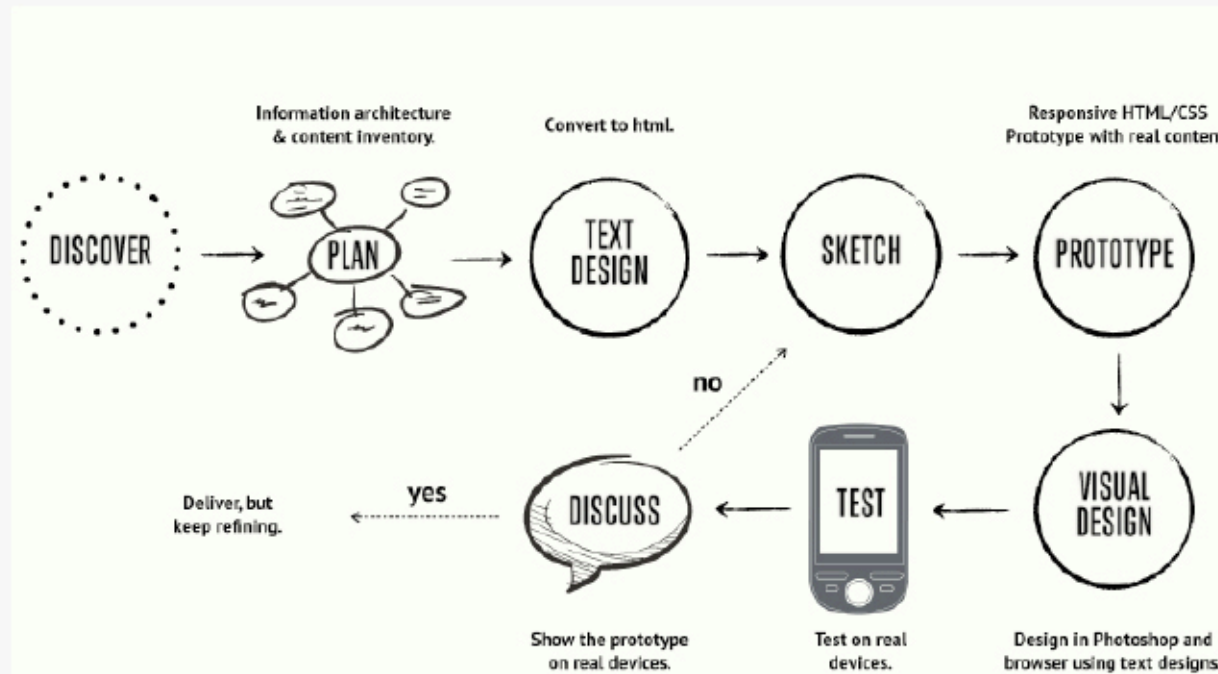
(This is the same person/company that suggested we don't need social sharing buttons on websites...)

- 1. Sketch*
- 2. Prototype*
- 3. Design*
- 4. Iterate*
- 5. Talk*

Mark Boulton's, notes, thoughts and conclusions
Responsive workflow - Responsive Summit, London 24 February 2012

<http://www.markboulton.co.uk/journal/comments/responsive-summit-workflow>

He used to work for the BBC and has written several books



Viljami Salminen, on responsive workflow, 28 May 2012

<http://viljamis.com/blog/2012/responsive-workflow/>

Another useful example of a process suitable for responsive web design projects

PAIN POINT



Too many to mention.

Mental models in particular are getting in the way.

We (our teams, our clients, their marketing departments etc.) still **presume** and **expect we can control too much**.

Some effort is required to re-think how we work with responsive web design, which could hamper efforts to inform, educate and encourage the use of the method

Pragmatic responsive design
Not sure who the author is

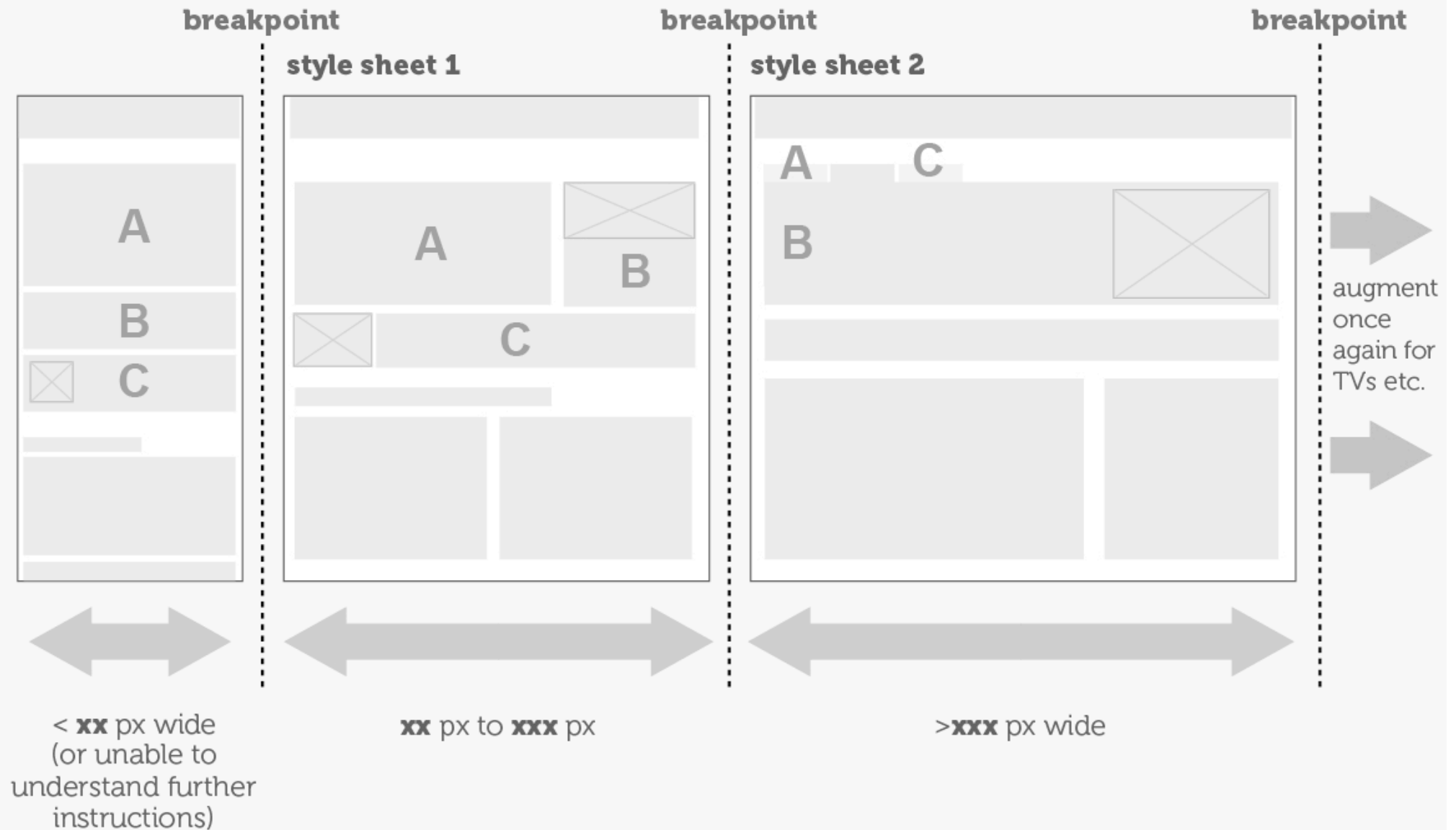
TECHNIQUE



Mobile first

Design for (the simplest) ~~mobile~~ browser first.

each style sheet **augments** the others



but it's just
"one line of code"



Facebook Like
Button

= 84Kb, ~10 http requests
(or 1.340 Seconds)

← I'm wondering if he
ran this test on a
PC with broadband?

Sharing can hurt. Maybe small screen pages don't load these as many devices have built in sharing buttons... options, options....

Source: Matthew Ogborne, [Facebook Like Button = 84Kb or 1.340 Seconds?](#)

More great examples on Steve Souders' [P3PC project site](#)

3rd party requests don't just include **widgets**, they can also include:

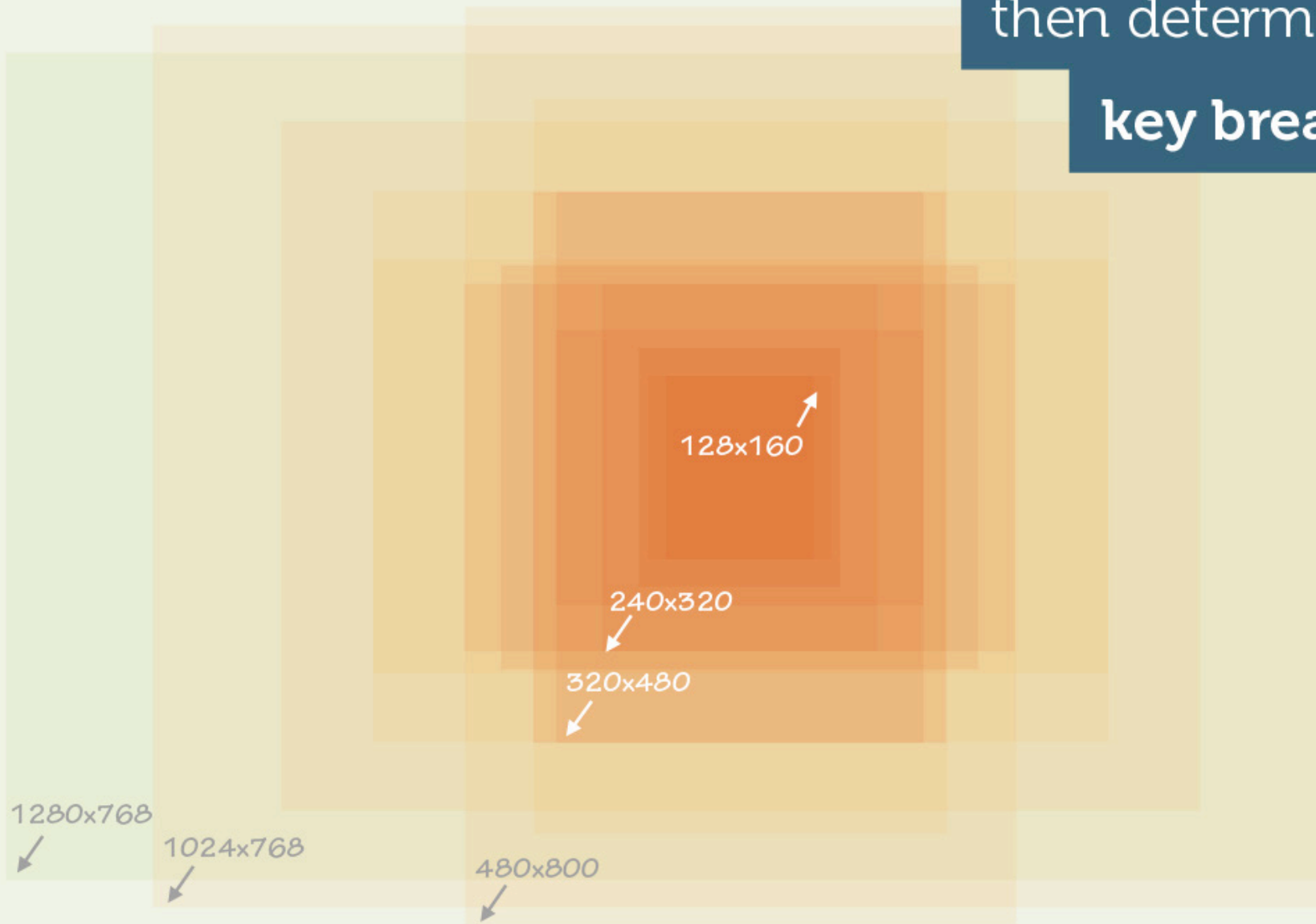
- **ads**
- **analytics**
- **utilities** (comment utilities, font hosting etc.)
- **libraries** and **polyfills**

Many of these services are **not yet mobile** friendly.

(And many that claim they are, merely support certain mobile browsers. They may not necessarily be lightweight or conscious of performance).

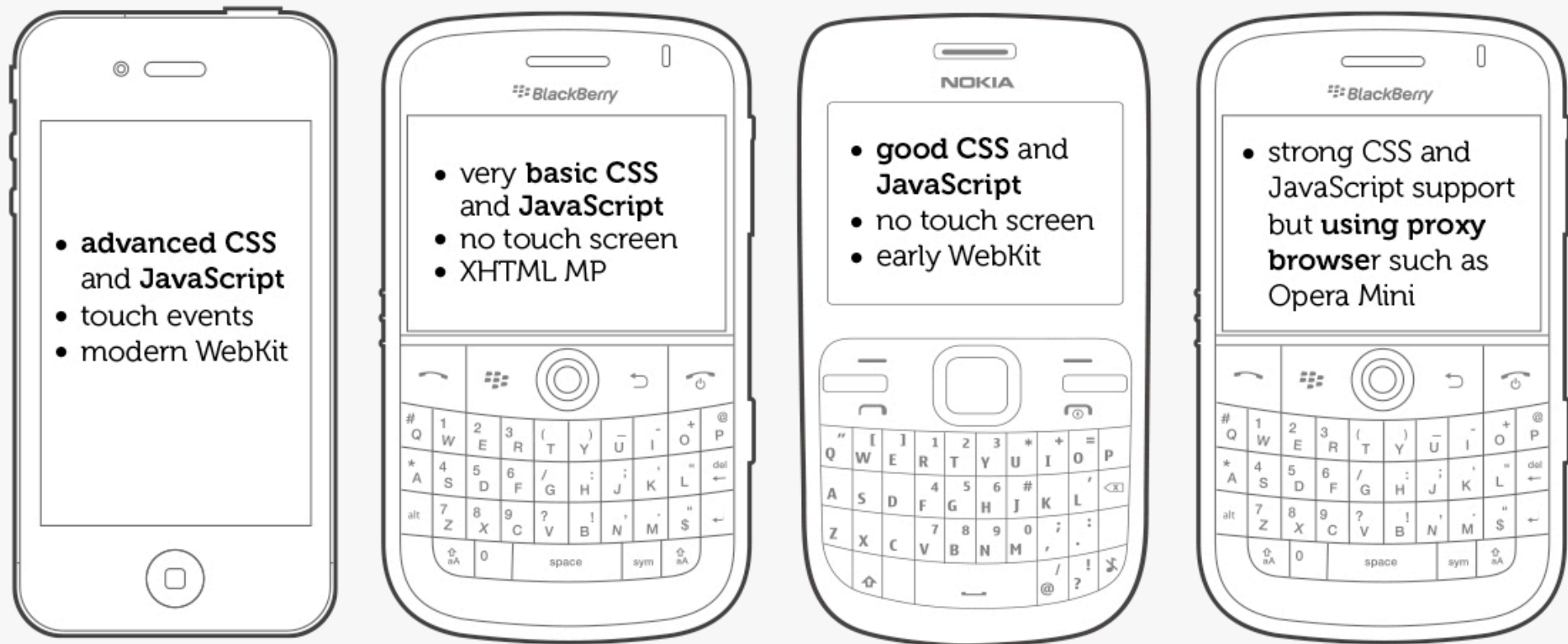
Don't forget the overheads...

then determine **your**
key breakpoints



Technical stuff... but still relevant...

PAIN POINT

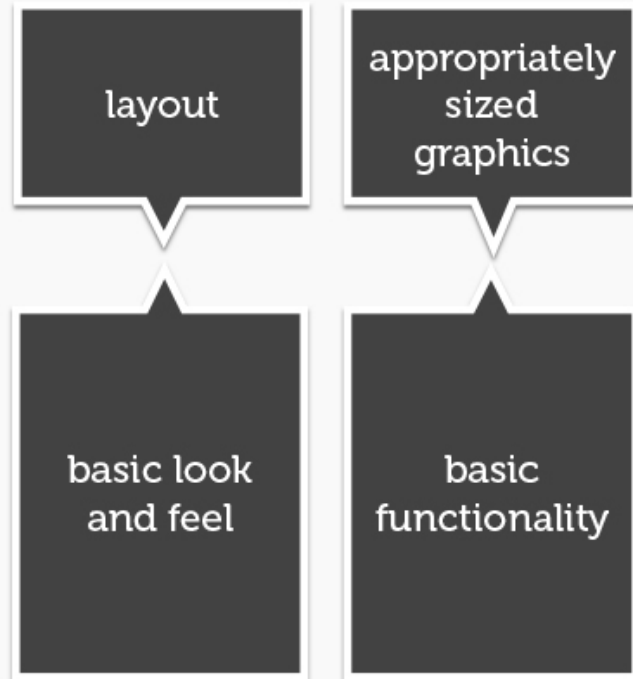


when queried, these devices will **all** return a **320 pixel** wide viewport value but **each have vastly different browsers**

It's never quite as simple as you first think...

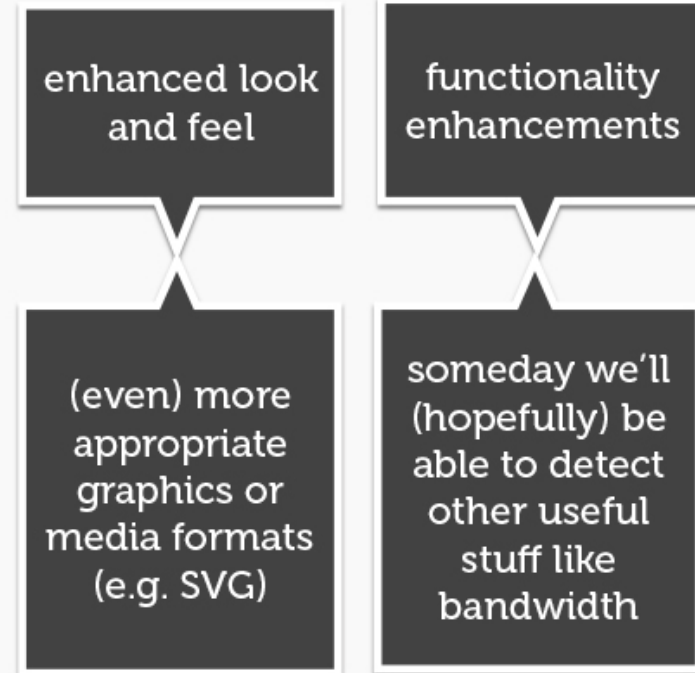
STEP 1

Media queries detect screen size and serve **size-appropriate** styles and behaviours



STEP 2

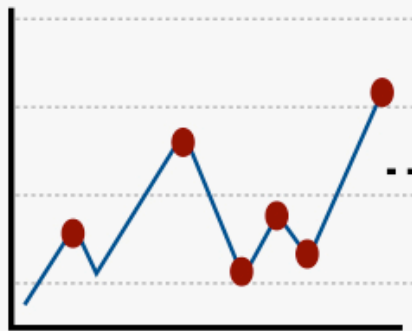
Feature detection clarifies **actual browser capabilities** and enables **further enhancements**



A bit more technical stuff... I know you loves it...

STEP 1

Review your traffic logs and determine what mobile **devices** are **accessing your site today**



STEP 2

Test your site on those devices and determine **where the experience breaks down**



STEP 3

Develop an **action plan** to address common issues such as these:

- key content that is **only accessible on hover**
- key controls that are **too small to manipulate** on touch screens
- **modal windows** that become unusable on small screens
- unnecessary **http requests**
- unnecessarily **heavy graphics** and **media**

repeat...

Things to do in the interim, whether you're going to go mobile or responsive, or even both.