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RESPONSIVE WEB DESIGN: A FORWARD-THINKING APPROACH TO WEBSITE CREATION

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LONAVALA

ABSTRACT

Almost every new client these days wants a mobile version of their website. It's practically essential after all. One design for the BlackBerry, another for the iPhone, i-pad, netbook, Kindle — and all screen resolutions must be compatible, too. In the next five years, we'll likely need to design for a number of additional inventions. In the field of Web design and development, we're quickly getting to the point of being unable to keep up with the endless new resolutions and devices. For many websites, creating a website version for each resolution and new device would be impossible, or at least impractical. Should we just suffer the consequences of losing visitors from one device, for the benefit of gaining visitors from another? Or is there another option? Responsive Web Design (RWD) is the approach that suggests that design and development should respond to the user's behaviour and environment based on screen size, platform and orientation.

KEYWORDS

Graphics, media queries, RWD.

I. INTRODUCTION

Responsive Web Design (RWD) is a Web design approach aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from mobile phones to desktop computer monitors). The website should have the technology to automatically respond to the user's preferences. This would eliminate the need for a different design and development phase for each new gadget on the market.

II. CONCEPT

A few years back we didn't need to think about mobile phones, tablets and different screens, because there were not too many of them – or not at all. Well, the IT world has changed since then and now there are a bunch of screen sizes and platforms designers need to deliver for. Responsive Web Design is the concept of a website which should adapt to fit any device that chooses to display it. Not only mobile devices, but also stationary computers and tablets also. Users who access your websites through their mobile devices or other display screens really do not care what method you use, just as long as that they can effectively navigate your website on whatever device they happen to be using. For that reason, web developers to meet the challenge, and while responsive (RWD) design method are addressing the issue for rendering websites on mobile devices.

III. THE CHALLENGE**BIG vs. SMALL: CHALLENGES IN RESPONSIVE WEB DESIGN**

FIG. 1



The biggest challenge for web designers and their clients is that you can no longer expect to deliver a few mock-ups of how a website will look. With so many variables in play the design & development approach needs to change to account for greater flexibility. For example, rather than finished designs that show one layout at one size.

Testing is also a big factor as there's way more devices to test on.

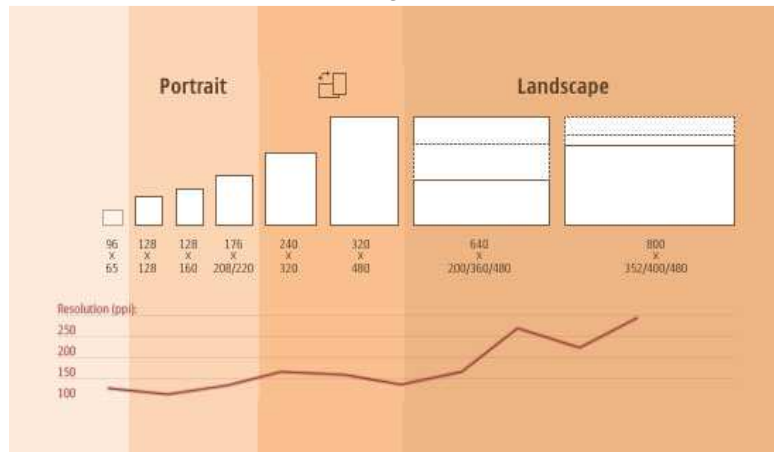
Advertising, with its fixed-size islands and banners, also needs to be considered. There's some good proposals out there (e.g. serve different sized ads at different viewport sizes) but also an opportunity for something a bit more imaginative.

HOW TO MAKE A WEBSITE RESPONSIVE

When designing for responsive sites, we need to keep a few rules in mind.

1. **Design Context:** Here, we're talking about screen context, and not necessarily user context. Responsive design reformats the look of a web page when it is viewed on a narrow screen the width of a smartphone.
2. **Usability:** The conventions of what is visible and what actions must be taken to navigate through a website are different in a mobile context than they are on a desktop, so you'll want to be sure to consider what people are used to doing when accessing mobile sites.
3. **Images and Graphics:** Image size is an on-going concern in discussions about responsive design; is there a way to feed different size images to different devices? Do you need to upload multiple sizes of each image to your site for each screen type? No convention has been settled on yet, although developers are working on finding a solution across browsers and devices, and some workarounds do exist. For now, since you're going to want to serve the same content to desktop and mobile users.
4. **Media Queries:** Media Queries deal with Orientation, Screen Resolution, Color

FIG. 2



In addition to designing for both landscape and portrait (and enabling those orientations to possibly switch in an instant upon page load), we must consider the hundreds of different screen sizes. Yes, it is possible to group them into major categories, design for each of them, and make each design as flexible as necessary.

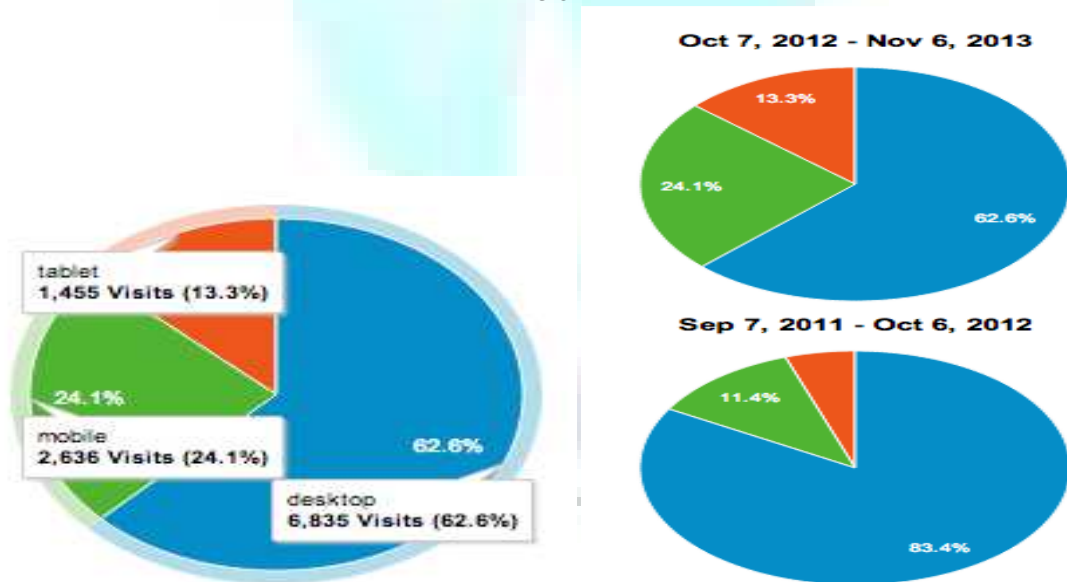
IV. BENEFITS

The huge benefit of a responsive website is it is not device specific, but resizes fluidly based on screen resolution. Going forward websites should all be looking to move towards responsive web design which scales to the device used rather than dedicated mobile sites or apps (excepting for the likes of Facebook) as mobile devices become the main method people use to access the internet. This will also mean that more sites will have touch-compatible interfaces, which is a positive given that some desktop computers are already beginning to move towards touchscreen interfaces. It is therefore important to consider responsive design when building your website, in order to stay relevant going forwards. As we at Elemental always create our websites involving responsive design, we hope you will choose us to help you to future-proof your website

- Increasing your reach to tablet and mobile audiences
- Increase sales and conversion rates
- Consolidate your analytics and reporting
- Increase your visibility in search engines
- Save time and cost on mobile development
- Save time and cost on site management
- Enhance user's offline browsing experience

**WHY YOUR BUSINESS NEEDS A RESPONSIVE WEBSITE?
 MOBILE Vs. DESKTOP. (IN YEAR 2013)**

FIG. 3



This pie chart on the right shows the percentages for visitors coming using mobile, tablet, and desktop devices in 2013. In this case the website receives almost 40% of its traffic from mobile. Given that this website is not responsive, nor has a mobile version. Now we are seeing a comparison between mobile vs. desktop visitors for the past 12 months and the 12 months preceding those. The bottom line—this website's mobile visitors doubled in one year. That by itself should be a compelling enough reason to go responsive.

V. CONCLUSION

In this paper, I covered responsive web design approach to designing websites is still obviously the way things need to go. With the huge range of devices now available to consumers, it is no longer possible to build a website for each specific device. This means that the adoption of responsive websites is important. Responsive Web Design is an emerging trend that involves designing websites and applications for optimal viewing across multiple devices and screen sizes using a single code base. The design of your website and mobile service should be based on your target audience. Building a site using either approach requires thorough planning and a good understanding of the user's roadmap through the site on every type of device.

Therefore, if you want a solution that's easy to maintain, makes use of existing skills and that you can control, then Responsive Web Design is the approach for you. If you want a high quality user experience, better performance, faster implementation and seamless transactions, then you should select Mobile Web App for your business.

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