Responsive Design For Multiple Viewing Devices

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During your day-by-day task you may open up your browser on your smart phone to check out a new restaurant that just opened up a block down the road. Once you get home you want to pull up their menu to get a better look, but can’t seem to navigate the page like you could on your phone. This is where responsive design comes in handy for many businesses. Companies are starting to examine responsive design for their website, because it makes it possible to go from one viewing device to another. How does the audience play a role in the viewing space and content of each device? What type of content helps the flow of responsive design and how can a company prepare themselves to set up their website and other applications for responsive design?

Responsive design allows a website to change format for multiple viewing devices. This means the website is able transform to their environment so the page may be viewed on multiple screen sizes and different screen orientations. Why should we create our webpage to be responsive? The sizes of screens have changed drastically within the last few years and will continue to change. Audiences can view a webpage from a desktop, laptop, tablet, and a smart phone and TV. So basically the layout and content of the website will look the same on a desktop, laptop and mobile devices.

“When people start a task on one device and then complete it on another, they don’t want different content or less content, tailored for the device. They want the same content, presented so they can find it, navigate it, and read it” (McGrane, 2013).

The audience plays a big role, because if they find content they want to buy on one device and go back to another to purchase the item, they need to be able to find it. If they can’t find it, they’ll search for some other business that sells the same thing and then the company has lost a customer. “Some 31% of adults now own a tablet computer, almost three times the share recorded in May 2011. Web-enabled smartphones are even more widespread:  45% of adults own a smartphone today,4  up from 35% in May 2011” (Sasseen, Olmstead & Mitchell).

Before creating a responsive website the content should be decided first. This will make it easier to create the layout. After deciding content the layout design and typography should be created to make sure it can be read easily through out multiple devices. To make the responsive webpage flow with each device, the layout and typography must remain consistent and stick with the company’s brand image. It should be consistent through out the navigational bars and with the search results for each device. To make it easier on the reader, create tools so they may copy or e-mail the link to a friend or their self.

Audiences today use many different methods of accessing the Internet. They use their smart phones, tablets smart TV, desktops and laptops. Many users jump from one device to another daily. Responsive web design makes it possible for a user to switch between those devices by making the website transform size and orientation to fit the users need. When a company is redesigning their website to be responsive they must first edit their content. The content should always be the same and consistent through out each device. Not only should the content be consistent, but the layout, typography, navigation and search bars should all adhere to the company’s brand image.

Resources

McGrane, K. (2013, November 21). *Responsive design won't fix your content problem* . Retrieved from <http://alistapart.com/column/responsive-design-wont-fix-your-content-problem>

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Polacek, J. (n.d.). *What the heck is responsive web design?* . Retrieved from <http://johnpolacek.github.io/scrolldeck.js/decks/responsive/>

Sasseen, J., Olmstead, K., & Mitchell, A. (n.d.). *Digital: As mobile grows rapidly, the pressures on news intensify*. Retrieved from http://stateofthemedia.org/2013/digital-as-mobile-grows-rapidly-the-pressures-on-news-intensify/