



Roll Your Own Responsive Design

(in 90 minutes or less)



Fluent Conference April 2015 Jen Kramer



"I need a website and I want responsive design. How much will that cost?"

RESPONSIVE DESIGN

**I DO NOT THINK IT MEANS
WHAT YOU THINK IT MEANS**

Responsive Design (Manager)



- ☞ Make it work on my iPhone!
- ☞ Make it work on my iPad!
- ☞ If the website knows what device I'm using, it's responding, right?

Responsive Design (Geek)



☞ Defined by three characteristics

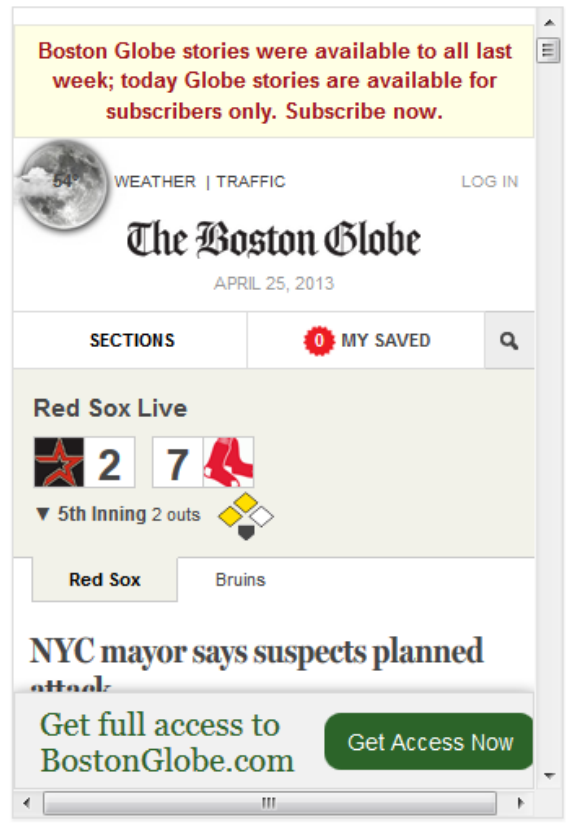
- Flexible grid-based layout
- Images that resize
- Media queries (CSS3)

☞ www.alistapart.com/articles/responsive-web-design/

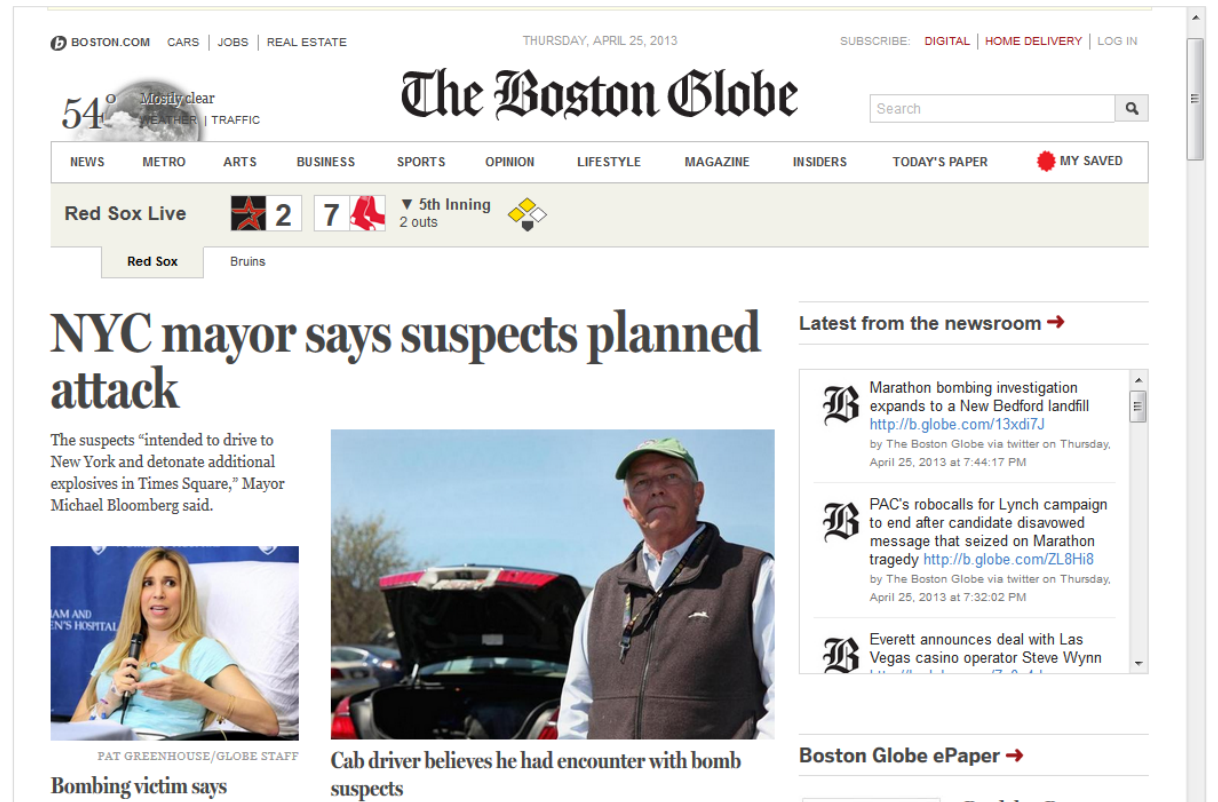
☞ Example:
[Boston Globe](http://www.boston.com)

Responsive design is client side

▼ Mobile portrait (320x480)



▼ Tablet landscape (1024x768)



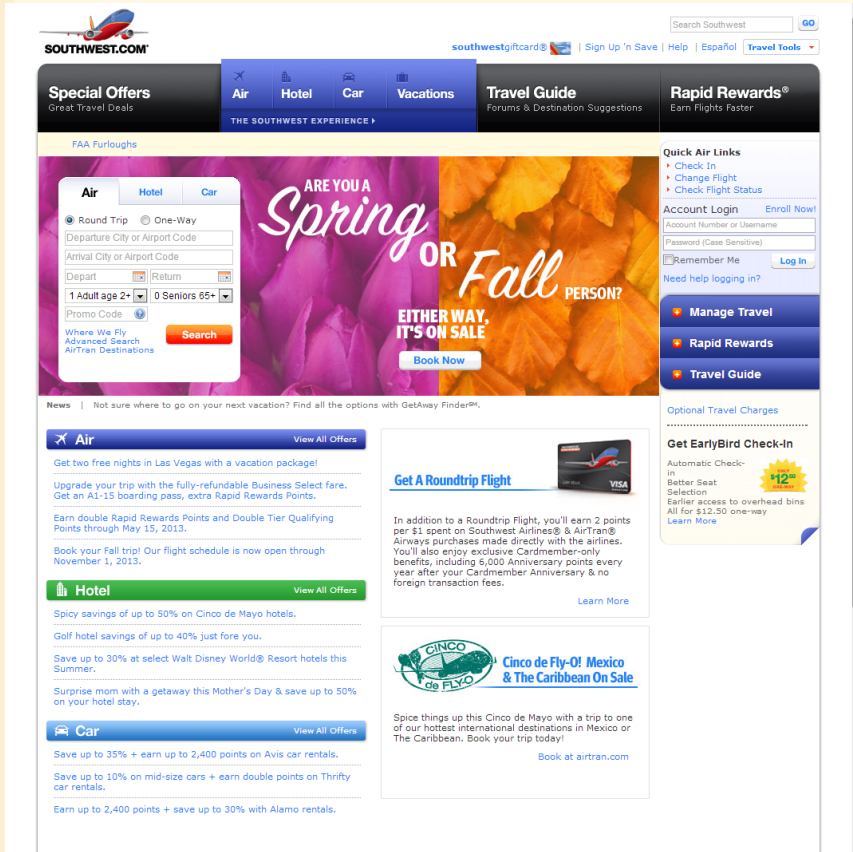
www.bostonglobe.com

Alternative: Mobile site



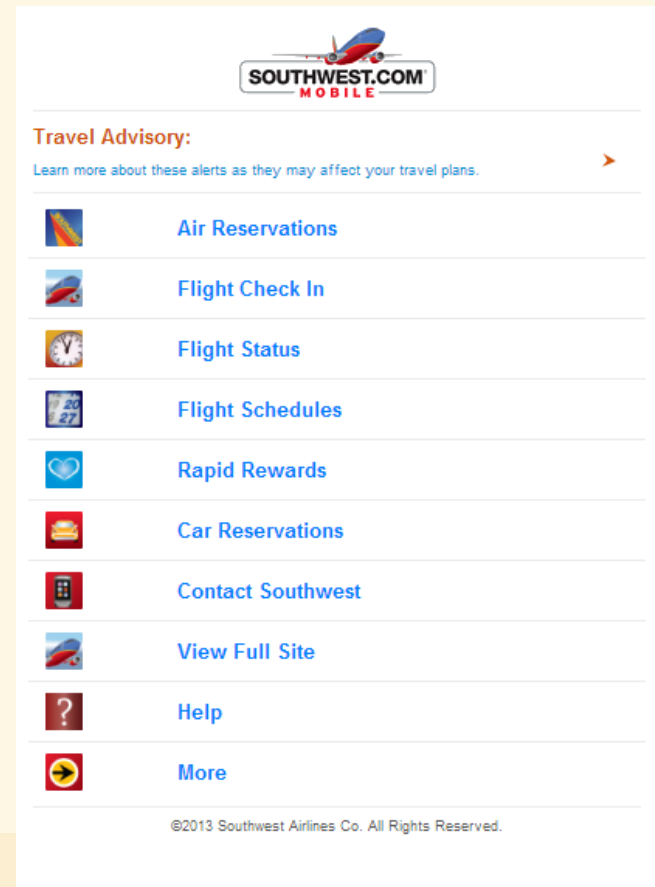
Separate sites are server side

Same data from the database



The screenshot shows the Southwest Airlines website with a search bar at the top right. Below the search bar is a navigation menu with links for Air, Hotel, Car, and Vacations. The main content area features a large banner for "Spring OR Fall PERSON?" with a "Book Now" button. To the left of the banner is a search form with fields for Round Trip, One-Way, Departure City, Arrival City, Depart, Return, and Promo Code. Below the banner are sections for "Air", "Hotel", and "Car" with various offers and links. The footer includes a copyright notice for 2013 Southwest Airlines Co.

Served up with different themes



The screenshot shows the Southwest Airlines mobile app interface. At the top is the Southwest logo. Below it is a "Travel Advisory" section with a link to learn more. The main content area is a list of travel services, each with an icon and a link: Air Reservations, Flight Check In, Flight Status, Flight Schedules, Rapid Rewards, Car Reservations, Contact Southwest, View Full Site, Help, and More. The footer includes a copyright notice for 2013 Southwest Airlines Co.

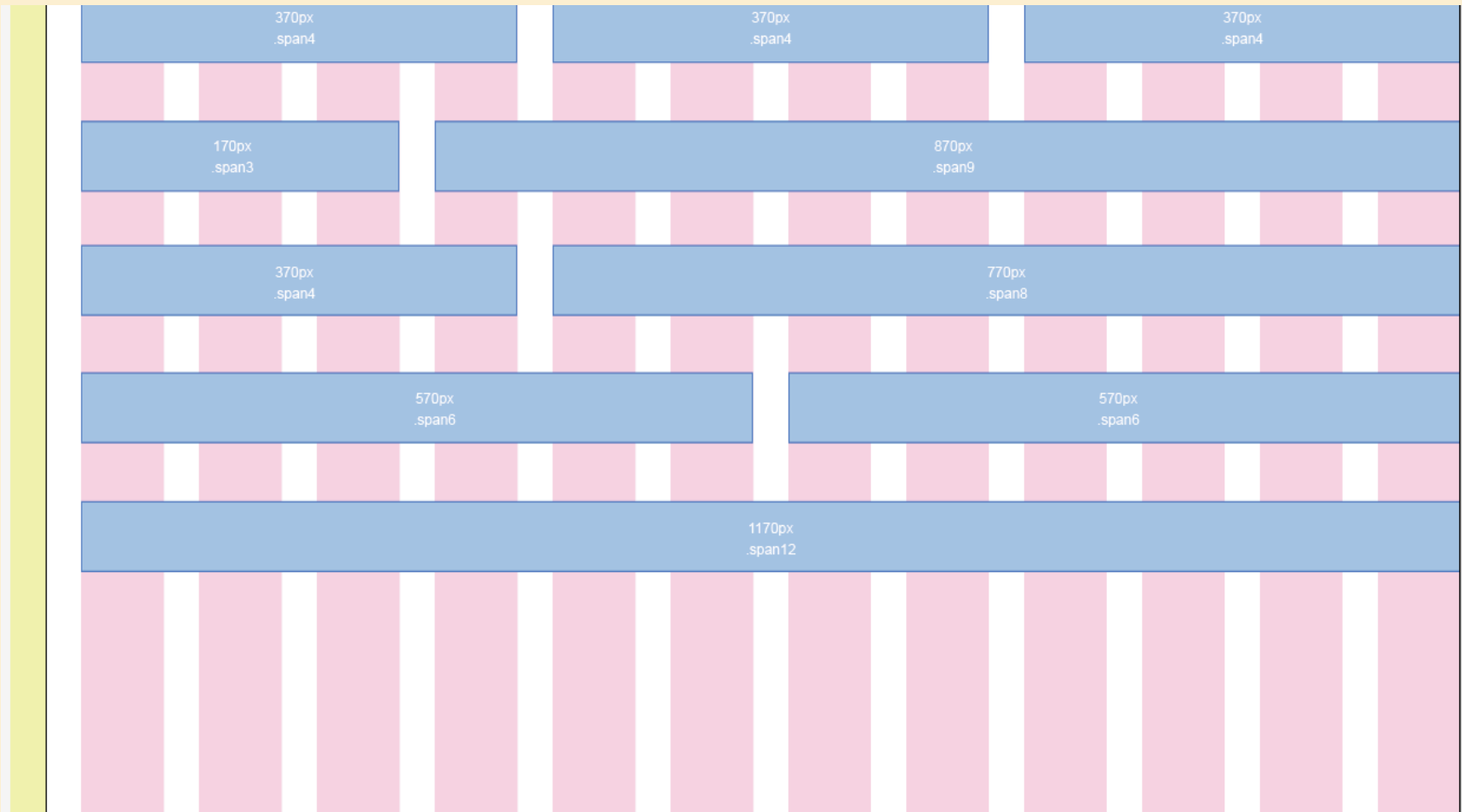
Responsive Design

Defined by three characteristics

- Flexible grid-based layout
- Media queries
- Images that resize



Grid-based layout



Grid-based layout

Contact

Travel Suppliers

Corporations

Government

Product Index

Header 2

Credibly visualize integrated experiences through vertical best practices. At base level, this just comes down to systemized, monitored programming.

Header 3

Enthusiastically generate empowered technology and holistic total linkage. The solution can only be balanced modular processing. Forward-looking companies invest in synchronized **monitored alignment**.

Header 4

Embrace innovative metrics

Maximize one-to-one action-items

Empower e-business

Synergized contextually-based external link

Plan	Sabre GDS	Setup Fee
data		

Plan	Sabre GDS	Setup Fee	Monthly Fee	Agents	Contract Term
Nextion	Included	\$1,250	\$10 - \$500**	Unlimited**	Month-to-Month

Reduce Costs

Customer Service Tools

Manage Your Business

Development Tools

Do That Thing You Do

[Source](#)

CSS3 Media Queries

- ⌘ Browser reports screen resolution
- ⌘ Based on current width, serve a stylesheet with layout for that width
- ⌘ No JavaScript involved



Images that resize

- ∞ Images should change size, based on screen resolution
- ∞ Solutions are still being developed, but they are:
 - Client-side
 - Server-side
 - 3rd party
 - Free
 - Paid



Responsive design is friends with...

- ∞ Static HTML
- ∞ Content management systems
- ∞ Server-side technologies
- ∞ Basically, any way you can build a site



Responsive Design Frameworks

Recently published in **Smashing Magazine**

[Responsive Design Frameworks: Just Because You Can, Should You?](#)

Questions?

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