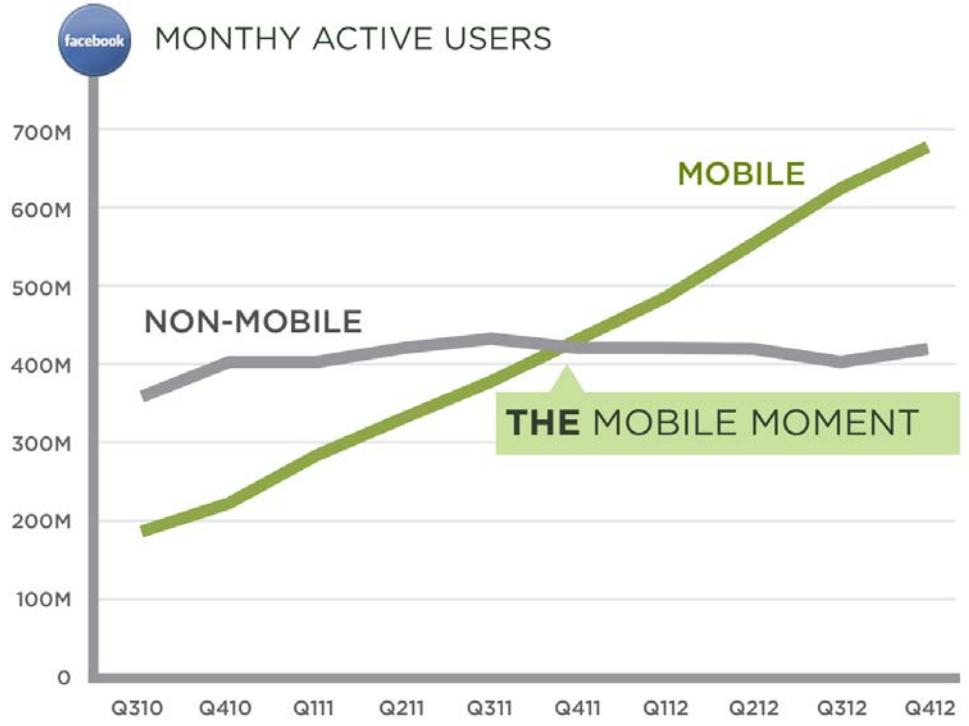
Supporting A Mobile-First Strategy

JOE PRICE

Why We Care

- According to Google data, smartphones have reached mature adoption rates (above 50%) in 19 countries in 2013
  - Up from 6 countries in 2012
- From 2012 to 2013, smartphone penetration increased by an astounding 17.75 percentage points on average
- RWD is here to stay
  - Right now around 11 or 12% of the top 100,000 sites are responsive, and no doubt that number is slated to rise over the next few years.



THIS IS NOT
THE WEB.
Sun

THIS IS THE WEB.
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WEB

THIS WILL BE THE WEB.
WEB

Twitter Usage

347% Increase in Mobile Browser users (4.7M) Jan 2010

- **40%** of tweets sent via mobile
- **16%** of new users start on mobile

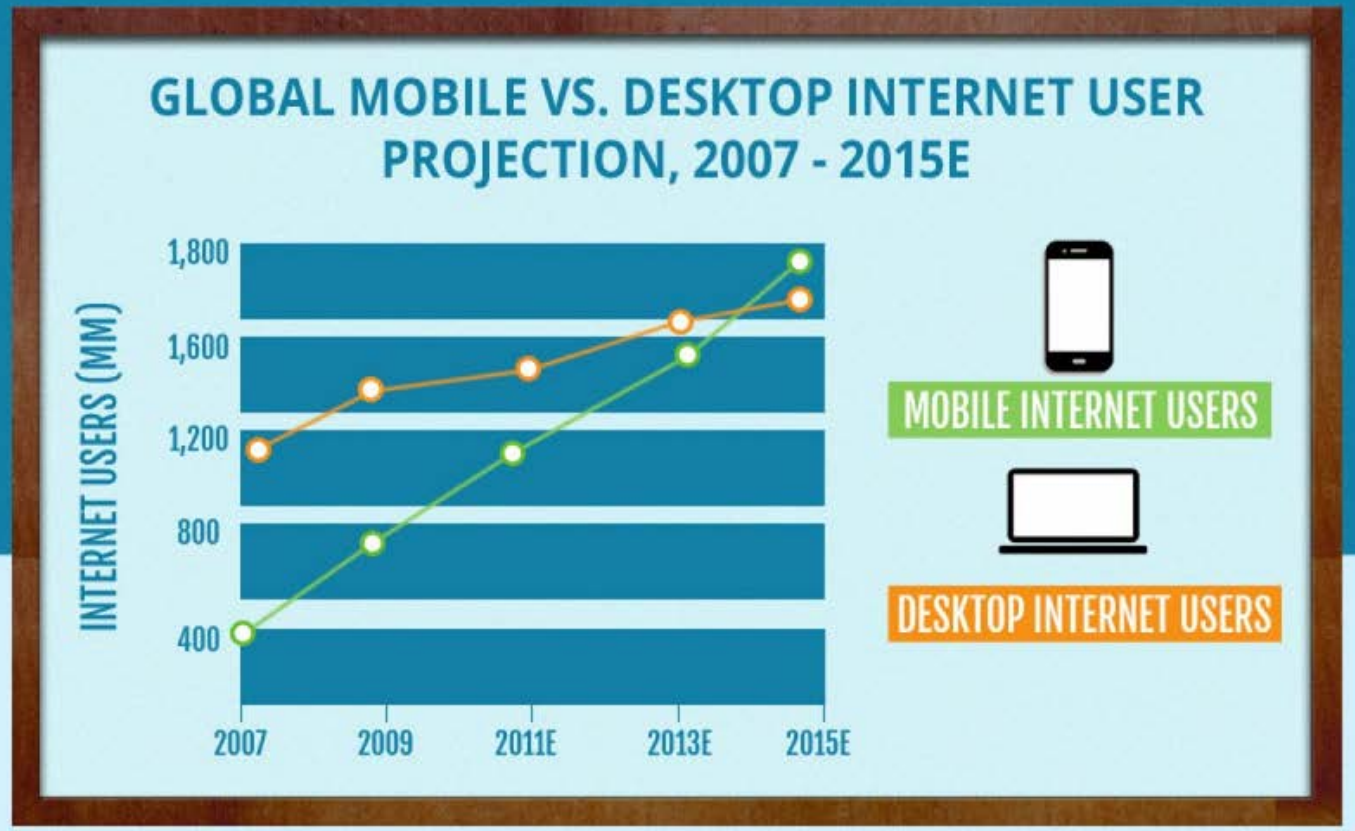
Facebook Usage

112% Increase in Mobile Browser users (251M) Jan 2010

- **33%** of posts sent via mobile

HOW FAST IS MOBILE INTERNET GROWING?

BY 2014 MOBILE INTERNET SHOULD TAKE OVER INTERNET USAGE



Impact of Responsive Designs

- **Time Inc. Responsive Redesign**
  - Pages per visit, across mobile, tablet and desktop are up considerably. (source)
  - Mobile is up 23% compared to what it had been. (source)
  - Homepage uniques are up 15%, and time spent is up 7.5%. (source)
  - The mobile bounce rate decreased by 26%. (source)
- **O'Neill Clothing Responsive Redesign**
  - 65.7% conversion rate increase on iPhone/iPod (source)
  - 101.2% revenue growth on iPhone/iPod (source)
  - 407.3% conversion rate increase on Android devices (source)
  - 591.4% revenue growth on Android devices (source)
  - 20.3% conversion rate increase on non-mobile devices (source)
  - 41.1% revenue growth on non-mobile devices (source)

Responsive Design Key Ingredients

- A flexible, grid-based layout
  - Typography & Layout:
    - $target \div context = result$
    - $24px \div 16px = 1.5em$
- Flexible images and media
  - max-width: 100%
- Media queries
  - @media only screen and (min-width:321px) and (max-width:480px) { }

Drupal Responsive/Adaptive Themes

- Excellent responsive/adaptive frameworks + themes available with Sass support baked in
  - Adaptive Theme
  - Bootstrap
  - Omega
  - Radix
  - Zen
  - Zurb Foundation
- A lot of great examples out there!

More Than Just Themes

- Google's Checklist for mobile website improvement
  1. Stop frustrating your customers
  2. Facilitate task completion
  3. Convert customers into fans

Usability/UX

I WILL DO ANYTHING ON MY MOBILE DEVICE THAT I WOULD DO ON MY DESKTOP, IF IT IS USABLE

Mobile First, Desktop Second

- Design with the constraints of a mobile user in mind
  - Size of screen
  - Speed of networks
  - Modes of use
- Default styles targeted at smaller viewports, media queries add styles as the viewport grows
  - Reduce bandwidth by loading only necessary components

Overarching Tips

- Reduce the amount of content
- Provide big tap targets for touch screen users
- Eliminate horizontal scrolling
- Optimize navigation – less is more
- Minimize the click path to achieve a desired action
- Mobile friendly forms

Context

Content simplification:

- Context
- Breakpoints (coming to core D8)
- context_breakpoints

Usability Testing

If a site is worth design hours and development hours, its also worth usability hours – a successful RWD implementation depends on it

- Paid feedback:
  - usertesting.com
  - userlytics.com
- Free/cheap feedback:
  - feedbackarmy.com
  - usabilityhub.com

Thanks!

QUESTIONS?