Responsive Design Justification Document

As the internet and smartphones evolve the need for a mobile website has become vital. Not all mobile sites are created equal, the *"Responsive Design"* approach is without a doubt the best solution.

A *"Responsive Website"* is a site designed in such a way that the interface scales to every device, providing a great user experience on a phone, tablet, or desktop.

Below you can see how the same website *responds* to the devices that it is being displayed on:

❌ The Hyper Zoomed-Out Mobile Site

We all have seen the hyper zoomed-out mobile solution. This forces the smartphone to download whole webpage instead of a quicker responsive version. This is so important that Google publicly supports "Responsive Design" due to speed increases, URL structure, and non-duplicate content. the

Also, with the desktop view, users have to zoom in and out to get the information they need. This requires two fingers to zoom and a second hand to hold the phone or tablet.

You are crazy to make users put forth that much effort!

On the internet people are extremely lazy and impatient. If they do not find what they are looking for on your website right away, they will move on. If your website is slow to load, they will move on.

In 2009, a study by Forrester Research found that online shoppers expected pages to load in two seconds or fewer — and at three seconds, a large share abandon the site.
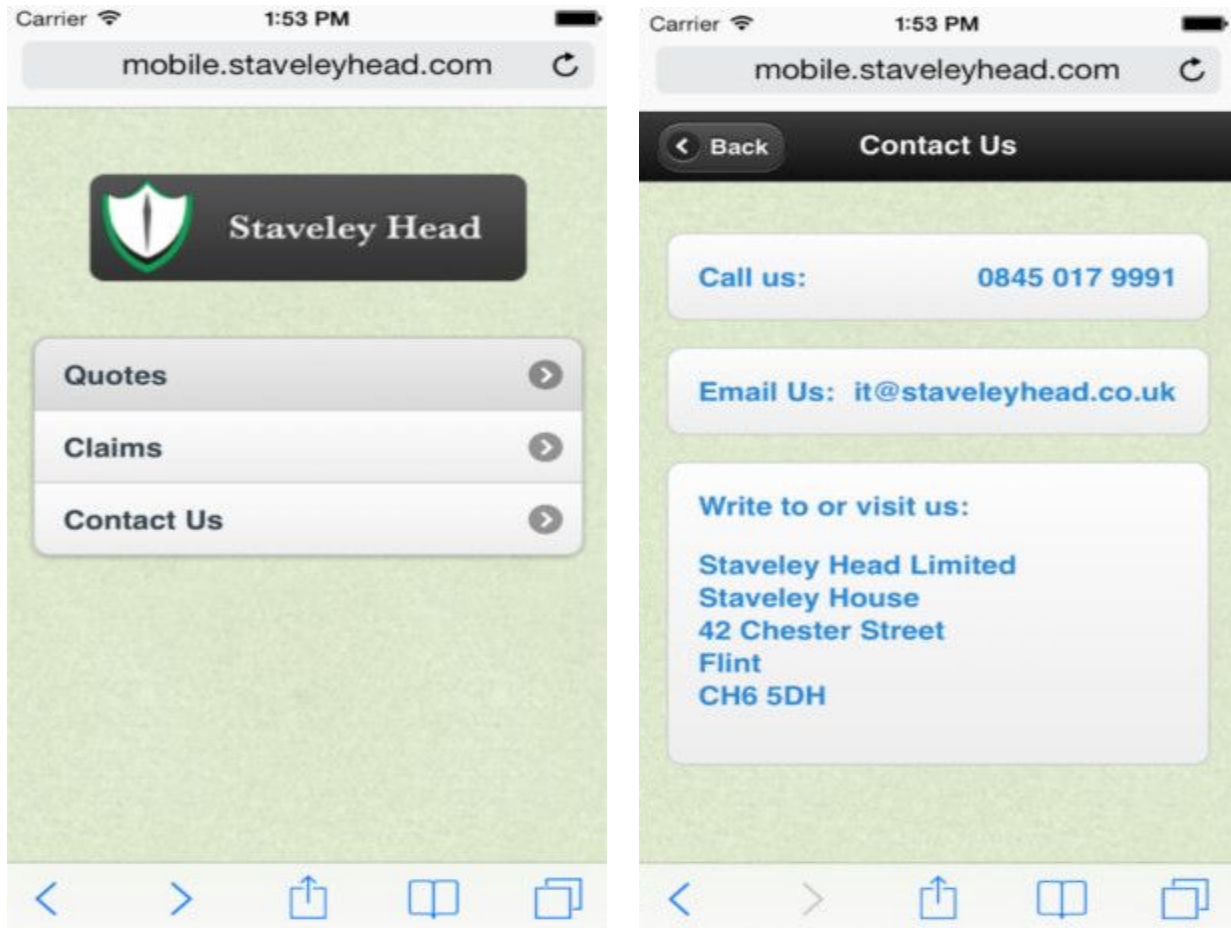
- [NY Times](#)
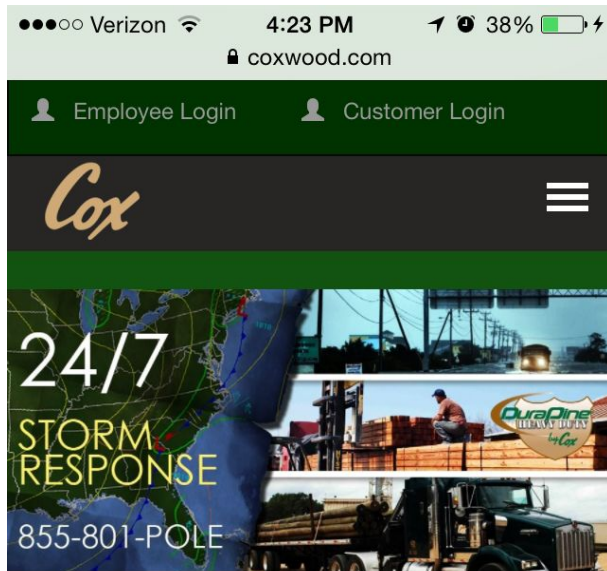
❌ The Dedicated Mobile Site

A dedicated mobile site is very deceiving and is by far the worst solution. Yes, it looks like an app, but is just a dumbed down version of your website jammed into a template. The only branding for your company is the logo, there is no continuity between this and your full site.

The user experience with a dedicated mobile site is bad, but the real problem is behind the scenes. On some, as you update your website you will have to update your mobile site in parallel, creating more work in the long run. Also, as technology changes these "app" like solutions will become outdated and need to be upgraded based on new technology.

The biggest show stopper is the fact that it will hurt your search engine rankings. Google does not like messy URL structures and duplicate content. Your webpresence will now include *"mobile.xyz.com/about"* and *"xyz.com/about"* which is a perfect example of a bad URL structure and duplicate content both of which Google penalizes sites.
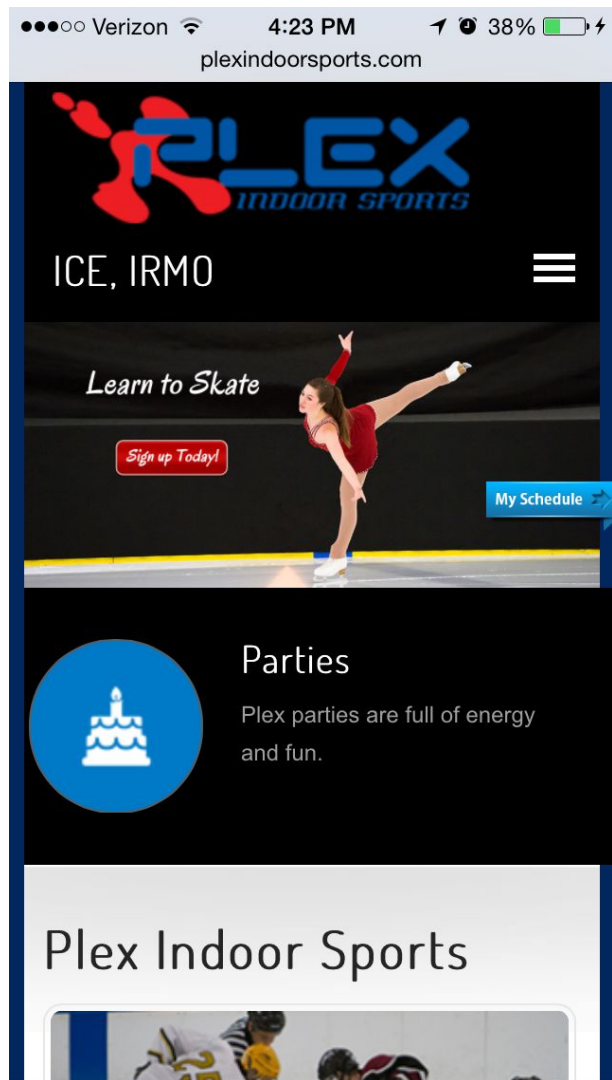
✅ The Responsive Website

These examples show responsive websites designed by Grover Web Design. You can see how they compare to their desktop versions:

- plexindoorsports.com
- coxwood.com
- many more examples at groverwebdesign.com

Responsive design solves the problems that arise with hyper zoomed-out sites and dedicated mobile sites. Content is visually appealing on smartphones or tablets, so the user does not have to zoom. They are free to scroll your site

with one hand and just a flick of the thumb.

Responsive design is all about cutting the clutter and only giving the user what they need, this means cutting out extra pictures, content, or videos that are space fillers on your desktop website. Thus, the end result is a super fast and user-focused website.
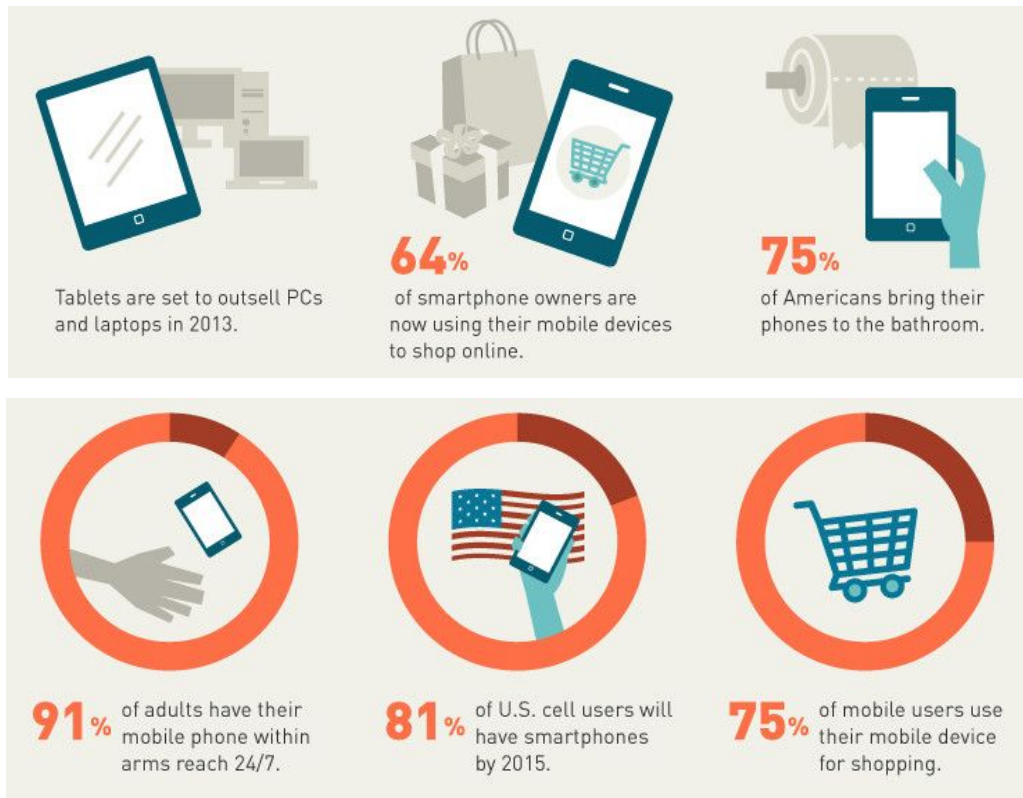
Why We Love Responsive

Whenever we focus on new technologies, we migrate towards the solutions that will not become obsolete. Responsive design is more of a concept than a technology, therefore as technology changes the responsive concepts put in place will change with it and provide a great user experience for your visitors for years to come.

To successfully develop responsively, we apply general design rules to various screen sizes. For example, display the logo at 100% of the screen width, until you reach 500px, then keep it 500px. Or, since the screen is not very wide, let's stack these two sections instead of having them side by side.

Even as clients grow their website and add to it, these general rules will still guide the content to being displayed properly on all devices.

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Mobile is a Must

The statistics on the growth of mobile devices are completely astounding.

Tablets are set to outsell PCs and laptops in 2013.

64% of smartphone owners are now using their mobile devices to shop online.

75% of Americans bring their phones to the bathroom.

91% of adults have their mobile phone within arms reach 24/7.

81% of U.S. cell users will have smartphones by 2015.

75% of mobile users use their mobile device for shopping.

Get in Touch with Us to Go Mobile

It's time to take action, email or call us to get a quote. We will evaluate your current website and draft up a proposal to convert your current website into a fully responsive site.

We provide many more web development services for small to mid-sized businesses. Check out groverwebdesign.com to see about upgrading to a custom WordPress website.

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