OLD SCHOOL DESIGN

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Creative Services
The College of William & Mary
MOBILE DEVICE GROWTH

- Mobile visits
- Tablet visits

<table>
<thead>
<tr>
<th>Year</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>Q1 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth</td>
<td>0.33%</td>
<td>1.92%</td>
<td>4.32%</td>
<td>6.01%</td>
<td>11%</td>
<td>14.8%</td>
</tr>
</tbody>
</table>

Percentage of mobile and tablet visits from 2009 to Q1 2014.
MOBILE IS HERE TO STAY

58% of American adults have a smartphone
32% own an e-reader
42% own a tablet

Own a smartphone
83% 18-29
74% 30-49
49% 50-64
19% 65+
MOBILE ACCESS TO THE WEB

34%

go online mainly using their phone
Q: How do you provide the best experience to your users on all of these devices?

A: Responsive Design
RESPONSIVE DESIGN

"Rather than tailoring disconnected designs to each of an ever-increasing number of web devices, we can treat them as facets of the same experience. We can design for an optimal viewing experience, but embed standards-based technologies into our designs to make them not only more flexible, but more adaptive to the media that renders them. In short, we need to practice responsive web design."

Ethan Marcotte (@beep)
A List Apart, Responsive Web Design (May 2010)
HOW DOES IT LOOK?
NO MATTER THE SIZE, IT WORKS
(and looks nice)
GRACEFUL DEGRADATION
PROGRESSIVE ENHANCEMENT

(MOBILE FIRST)
RESPONSIVE AT W&M

First stab at responsive design was April 2012: university homepage

Have since designed and developed many sites ranging from stand-alone pages to microsites to the university’s entire website

We no longer develop non-responsive sites
RESPONSIVE AT W&M

The Big Project: Challenge
Develop flexible responsive designs for the university website and all four professional schools: Business, Education, Law, and Marine Science

The Big Project: Roadmap
University ➔ Law ➔ Education ➔ Marine Science ➔ Business

The Big Project: Timeline
Spring 2013 - Summer 2014: 15 months
RESPONSIVE AT W&M

The Big Project: Goals

Develop flexible responsive designs over 75,000 pages of content
Redesign the homepages
Provide design continuity across schools while allowing for individualism
Bring more intentionality to use of color
Reduce page load time by cleaning code and optimizing graphics
Employ modern web development techniques
BE FREE!

We have made significant design changes within a single project

Circling back around

The quest to get better never ends; we are constantly looking at ways to get better
SCHOOL OF EDUCATION
SCHOOL OF EDUCATION
DESIGN CONTINUITY

All schools have a similar design, but the slideshow and color scheme allows for individuality.

Large photography allows you to give a very different feel to the same design.
RATIONALE FOR KEY DECISIONS

Similar designs allows you to maximize maintenance resources

Going to iconography immediately below desktop view for tactile navigation
IMAGE OPTIMIZATION

Retina displays: walking the line between look and performance

Use CSS for graphics whenever possible
GRAPHICS OPTIMIZATION

- Use SVG wherever possible
- Small file sizes that compress well
- Scales to any size without losing clarity (except very tiny)
- Looks great on retina displays
- Be okay with decent fallbacks (square vs. rounded)
Fauquier and Nicholson 211, 213, 311, 313

Room occupancy: 2
Ceiling height: 7'10"
# of outlets: 6
Sink: no
Bathroom facilities: hall
Built in furniture: no
Medicine cabinet: no
Closet size: Wardrobe 5'6"(h) x 2'10"(w) x 1'10"(d)
Window size: 5'2"(h) x 2'11"(w)

Floor plans are provided to demonstrate differences between room types. Individual rooms vary. All dimensions and square footage are approximate and should not be relied upon as representation, express or implied, of your actual assigned room.
ONE OFFS

not in Cascade, but skinned to look like it is

one page or small sites
WHAT ABOUT AN APP?

What unique benefit/features does an app provide that your website doesn’t?

Do you have the resources to maintain it?
RESOURCES


Mobile data from January 2014 http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/
Q&A

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