INTRO TO
Adaptive Web Design

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“Just four years ago the majority of our visitors saw our website in Internet Explorer on a Windows computer on a minimum 1,024 pixel wide screen. Times have really changed.

Jason Samuels
IT Manager,
National Council on Family Relations
Source

“Windows users used to comprise 93.5% of our web visits. Now that percentage is 72.4%. Visitors using a Mac have more than tripled."
“The percentage visiting from a mobile device or tablet ... was just 0.1% in 2008. It has since grown exponentially, 200-400% per year, to 6.2% today.

“Four years ago 75.5% of our web visitors used Internet Explorer. That number has fallen to 37%. Firefox now comprises 25.5%, Safari 19.5%, and Chrome 15.3%.”
In the second quarter of 2008 we detected 71 different screen resolutions among our visitors. In the first quarter of 2012 we detected 830
Smartphone sales accounted for nearly 85% of all mobile phone sales in the US in Q1 2013.

http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats/a#subscribers

http://www.chetansharma.com/usmarketupdateq12013.htm
“Smartphones have reached 50% penetration in the US...”

http://www.chetansharma.com/usmarketupdateq12013.htm

“...but that’s concentrated in 30% of households”

http://www.chetansharma.com/usmarketupdateq12013.htm
RWD
To the Rescue!
What is RWD?

- Fluid grids
- Flexible media
- Media queries

Fluid Grids

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</tbody>
</table>
Flexible Media

```css
img {
  max-width: 100%;
  height: auto;
}
```

Media Queries

```css
@media screen and (min-width:450px) {
/* Styles for screen media when browser is 450px wide or larger */
}
```
Hello. I'm a designer. I also do plenty of writing, speaking, and thinking. I'm based in Nottingham, England, but can often be found in New York and all sorts of other fine places. Please read on →

**POTTED AUTOBIOGRAPHY**

**THE SPLENDID JOURNAL**

**EXHAUSTIVE ARCHIVES**

**RECEIVING YOUR EMAILS**

Opinions & queries this way. Drop me a line if you wish. I'm always interested in new projects and opportunities and will of course do my best to reply to your emails quickly and efficiently →

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Cases and speaking history:

- **LANYRD PROFILE**

- **NEW ADVENTURES**

- **FLICKR PHOTOGRAPHS**

- **FOLLOW ME ON TWITTER**
Hello. I'm a designer. I also do plenty of writing, speaking, and thinking. I'm based in Nottingham, England, but can often be found in New York and all sorts of other fine places. More →

New Adventures, the sequel
The second New Adventures in Web Design took place earlier this year, again at Nottingham Albert Hall. Some three months later, I've finally... More →

It's time. Invest in yourself.

Even with the many responsibilities, roles, and routines of life, each of us has room for growth and further refinement. In the Graduate and Professional Studies division of Nichols College, we're focused on refining that potential. We're committed to providing the most valuable environment for academic excellence and professional development.

Take a look at our degrees and
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Invest in yourself.
We will.
But That’s the *Easy* Stuff

- Content strategy
- Page weight
- JavaScript support
- Interaction methods
- Network latency & performance
- Hardware performance
- Screen resolution
- Sensor availability
- etc.

What’s in a name?

- Responsive Web Design
- Adaptive Web Design
- Progressive Enhancement
- Aggressive Enhancement
- Responsible Web Design
We don’t know
Even when we think we know, we’re probably wrong

So how do we cope?
I like an escalator because an escalator can never break, it can only become stairs.

— Mitch Hedberg

Progressive enhancement is an escalator that becomes stairs. Graceful degradation is building a lift then having to add stairs.

14 May 12
Modern Browsers

Older Browsers

YOU MUST BE THIS TALL TO RIDE WITH AN ADULT
BASIC ADVANCED

User Experience

ARIA

JavaScript

CSS

HTML

Text & HTTP

HTML
fault tolerance

n. a system’s ability to continue to operate when it encounters and unexpected error.
Browsers ignore what they don’t understand
Content is why we build websites

Users must have access to key content & tasks
Make sure markup, styles & scripts don’t obscure it.
Semantics 101

<p>HTML5 introduces several <em>really</em> useful elements and a ton of new APIs.</p>

<p>Please fill out the form below. <strong>Note: all fields are required.</strong></p>

<p>I like to work with markup languages because <strong>they are simple and easy to read</strong>. They also have that certain <i>don’t know what</i> je ne sais quoi.</p>
**Pumpkin Pie**

**Overview**

Whether you're hosting a festive party or a casual get-together with friends, our Pumpkin Pie will make entertaining easy!

- **Original recipe yield**: 1 x 9-inch deep dish pie
- **Prep Time**: 10min
- **Cook Time**: 1hr
- **Ready In**: 1hr 10min

**Ingredients**

- [List of ingredients]
Pumpkin Pie

OVERVIEW
Whether you're hosting a festive party or a casual get-together with friends, our Pumpkin Pie will make entertaining easy!

Original recipe yield: 1 x 9-inch deep dish pie

Prep Time: 10min
Cook Time: 1hr
Ready In: 1hr 10min

INGREDIENTS
- 1 Crill unbaked deep dish pie crust
- 1/4 cup white sugar
- 1 tsp ground cinnamon
- 1/2 tsp salt
- 1 tsp ground ginger
- 1/2 tsp ground cloves
- 2 eggs
- 1 can (15 oz) pumpkin puree
- 1 can (12 fl oz) evaporated milk

DIRECTIONS
1. Preheat oven to 425°F
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Mobile First

Responsive Web Design

BASIC ADVANCED

User Experience

Interactivity
Design
Semantics
Content
But it’s not only about no JavaScript

- Bugs
- Browser Add-ons
- Overzealous Firewalls
- Underpowered devices
- Page is still loading
“special needs”
“special needs” can be CONTEXTUAL
up to date now — both here and here. Like most months I account for new user agents that come up this time with all new sightings in the “fun” category:

- Opera/9.00 (Nintendo Wii; U; ; 1309-9; en)
- Mozilla/5.0 (PLAYSTATION 3; 1.00)

[Wondering if that means I get to write off my Wii as a business]

Comment
Categories: web meta
Tags: browsers ps3 statistics user agents web web develop
Thank you!!!

Further Reading
http://is.gd/readlist_awd
Intro to Adaptive Web Design
by Aaron Gustafson
@AaronGustafson

Further reading:
http://adaptivewebdesign.info
http://blog.easy-designs.net
http://mobilewebbestpractices.com

Slides available at
http://slideshare.net/AaronGustafson

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