Approaching Responsive Design
responsive design = \textbf{content} above \textbf{visuals}
Screen Resolution Stats

- 0-637px: 320x480 15.6% 1,765 Hits
- 640-768px: 768x1024 13.7% 1,508 Hits
- 800-1021px: 1280x800 347 Hits
- 1024-1268px: 1366x768 36.4% 4,121 Hits
- 1280-1438px: 1280x800 1,024 Hits
- 1440-1536px: 1366x768 822 Hits
- 1600-1787px: 1366x768 924 Hits
- 1812-1843px: 1280x800 34 Hits
- 1920-2859px: 1366x768 743 Hits

source: Foliovision client / North America
<table>
<thead>
<tr>
<th>Resolution</th>
<th>Mobile Phones</th>
<th>Tablet Area</th>
<th>Desktop Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>320  480  720</td>
<td>low res  first gen  smartphone</td>
<td>PORTRAIT  LANDSCAPE</td>
<td></td>
</tr>
<tr>
<td>768  900  1028  1136  1280</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- 29% of devices fall into the low res category.
- 1028px “standard” is less than 10%.
- 58% operate in the desktop area.

[retina]

Foliovision
making the web work for you
29%  

Mind the gap, please!

58%
29% different purpose

58% different device

different content
we wanted unification across browsers

now we want **difference**

*across devices*

Motivation:
- Read articles
- Watch videos/photos
- Maintain profile

Discussion:
- [Arguments]
example real estate

motivation

get competence
fill in form
showcase projects

contact
listings
calculator
FoodBlog

Motivation:
- See the food
- Talk about food
- Watch videos

Browse recipes
- Ingredients
- Cook

Example:
The SHIKSA in the Kitchen

You will also need:
- 2 baking sheets, full of roasted asparagus

Total Time: 30 - 40 Minutes
Serving: 2 servings or 4 sides

Chef Key: Dairy

Preheat oven to 450 degrees F. Toast the pine nuts in a skillet over medium heat for a few minutes, stirring constantly, until they turn golden brown and aromatic.

Trim off the tough, thick end of each asparagus stalk. Line a baking sheet with aluminum foil for easier cleanup, if desired. Spread asparagus out on
aspects to consider

1. interaction
2. context
3. use
4. code
mouse touch → size of graphic elements
kitchen office ➔ content filter
portrait landscape → consider habits
Select product type: 

Select product use: 

Select price range: 

Note: While many running watches have a heart rate mode, only running units that are multi-sport focused are also included in the buy-only results. Multi-sport units include a GPS, Altimeter, Magnetic Compass, and navigational functions.

Or select products for comparison by clicking the product boxes below:

**COMPARISON RESULTS:**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Function-User Interface</th>
<th>GPS Functionality</th>
<th>Heart Rate Monitor</th>
<th>Phone Connection</th>
<th>Bluetooth Connectivity</th>
</tr>
</thead>
<tbody>
<tr>
<td>GENERAL</td>
<td>Price</td>
<td>$599.99</td>
<td>$349.99</td>
<td>$459.99</td>
<td>$599.99</td>
</tr>
<tr>
<td>GENERAL</td>
<td>OS</td>
<td>iOS 11</td>
<td>iOS 11</td>
<td>iOS 11</td>
<td>iOS 11</td>
</tr>
<tr>
<td>GENERAL</td>
<td>Data Transfer</td>
<td>USB</td>
<td>USB</td>
<td>USB</td>
<td>USB</td>
</tr>
<tr>
<td>GENERAL</td>
<td>Bluetooth/Smart to Phone</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>GENERAL</td>
<td>Water Resistance</td>
<td>50M</td>
<td>50M</td>
<td>50M</td>
<td>50M</td>
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<tr>
<td>GENERAL</td>
<td>GPS Accuracy</td>
<td>25m</td>
<td>25m</td>
<td>25m</td>
<td>25m</td>
</tr>
<tr>
<td>GENERAL</td>
<td>Bluetooth/Smart to Phone</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
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</table>
different optimisation ➔ CSS3 vs. old browsers?
advanced vs. basic
slow speed → more code - less pictures
creative tricks → image sprites
Conclusion?
They are never same.