BEYOND MEDIA QUERIES
ANATOMY OF AN ADAPTIVE WEB DESIGN

@BRAD_FROST
GENERIC™
CORN FLAKES

500 g

EURO SHOPPER

KLEINSTE PRIJS
Photoshop!
They argued about the semantics of the term "AJAX" until they were blue in the face. But in the end, no one would argue that "AJAX" wasn't a good thing for our industry. Without that term, we wouldn't be where we are today.

-Jeff Croft
RESPONSIVE WEB DESIGN
ADAPTIVE

RESPONSIVE
THIS IS JUST THE TIP OF THE ICEBERG.
RESPONSIVE WEB DESIGN

FEATURE DETECTION
RWD WITH SERVER-SIDE COMPONENTS
DEVICE APIs

PERFORMANCE
CONDITIONAL LOADING
CONTENT STRATEGY
HTML5 TOUCH
PLATFORM OPTIMIZATION
ERGONOMICS
PRINCIPLES OF ADAPTIVE DESIGN
UBIQUITY.
FLEXIBILITY.
PERFORMANCE.
ENHANCEMENT.
FUTURE-FRIENDLY.
UBIQUITY.
FLEXIBILITY.
PERFORMANCE.
ENHANCEMENT.
FUTURE-FRIENDLY.
THIS IS NOT THE WEB.
This is the web.
THIS WILL BE THE WEB.
The power of the web is its ubiquity.
DIVERSITY IS NOT A BUG...
IT'S AN OPPORTUNITY.

- STEPHANIE RIEGER

HTTP://STEPHANIERIEGER.COM/DIVERSITY-IS-NOT-A-BUG/
ONE WEB.
CONTENT PARITY.
THEMATIC CONSISTENCY.
GIVE PEOPLE WHAT THEY WANT.
I guess one option would be to keep the same content, but have a separate mobile site. However, doing so removes the primary benefit of having a separate site. You might as well go back to responsive.

Let me reiterate one last time. Yes, I agree with Jakob in principle. However, I believe he has jumped the gun in terms of implementation. I am sure one day we will all be throwing money at mobile users because there will be so many of them. But that is not today and in the meantime responsive design is the best answer.

But, hey that is just my opinion. Feel free to shoot me down in the comments.
THIS STUFF IS LEGITIMATELY HARD.
UBIQUITY.
FLEXIBILITY.
PERFORMANCE.
ENHANCEMENT.
FUTURE-FRIENDLY.
EMBRACE THE SQUISHINESS.
UBIQUITY.
FLEXIBILITY.
PERFORMANCE.
ENHANCEMENT.
FUTURE-FRIENDLY.
71%

Mobile users expect mobile sites to load as fast if not faster than desktop sites.

74%

Mobile visitors will abandon a site if it takes more than 5 seconds to load.

YOU HAVE 5 SECONDS OF SOMEONE'S TIME.
1MB

AVERAGE PAGE SIZE
86% responsive websites whose small screen view weighs as much as large screen view.

### Performance Result Averages for iPhone (iOS 5.0) in Canada, Ottawa

<table>
<thead>
<tr>
<th>Average Load Time</th>
<th>Average Pagesize</th>
</tr>
</thead>
<tbody>
<tr>
<td>21.69s</td>
<td>3567.17kb</td>
</tr>
</tbody>
</table>

**Your website is faster than 10% of tested websites**

Want to learn more about how The Mobitest Performance Tool works and the Percentile is calculated? Visit our Methodology page

Note: Percentiles are adjusted based on factors such as device and video capture.

#### Test 1:

<table>
<thead>
<tr>
<th>Load Time</th>
<th>Pagesize</th>
<th>Waterfall Chart</th>
<th>Screenshot</th>
</tr>
</thead>
<tbody>
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View Methodology

View HAR file
Performance Result Averages for iPhone (iOS 5.0) in Canada, Ottawa

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Load Time: 21.68s
File Size: 3567.17KB

http://blaze.io/mobile
HTTP Error 413: Request Entity Too Large

The page you requested could not be loaded. Please try loading a different page.
PERFORMANCE IS INVISIBLE
PERFORMANCE AS DESIGN
Performance is Design
UBIQUITY.
FLEXIBILITY.
PERFORMANCE.
ENHANCEMENT.
FUTURE-FRIENDLY.
RESPONSIVE DESIGN != ONE SIZE FITS ALL.
PROGRESSIVE ENHANCEMENT IS YOUR FRIEND.
### CSS3
- @font-face
- background-size
- border-image
- border-radius
- box-shadow
- Flexible Box Model (flexbox)
- Flexbox Legacy
- hsla()
- multiple backgrounds
- opacity
- rgba()
- text-shadow
- CSS Animations
- CSS Columns
- CSS Generated Content (:before/:after)
- CSS Gradients
- CSS Reflections
- CSS 2D Transforms
- CSS 3D Transforms
- CSS Transitions

### HTML5
- applicationCache
- Canvas
- Canvas Text
- Drag 'n Drop
- hashchange
- History (pushState)
- HTML5 Audio
- HTML5 Video
- IndexedDB
- Input Attributes
  - Note: does not add classes
- Input Types
  - Note: does not add classes
- localStorage
- postMessage
- sessionStorage
- Web Sockets
- Web SQL Database
- Web Workers

### Misc.
- Geolocation API
- Inline SVG
- SMIL
- SVG
- SVG clip paths
- Touch Events
- WebGL

### Extra
- html5shiv v3.6
- html5shiv v3.6 w/ printshiv
- Modernizr.load(yepnope.js)
- Media Queries
- Add CSS Classes

### Extensibility
- Modernizr.addTest
- Modernizr.prefixed()
- Modernizr.testStylesA

### Non-core detects
For more info, docs and gotchas on these, browse their source on github.
MOBILE LAST (DEGRADED, SHOE-HORNED, SHORT-SIGHTED, CRAPPY)

MOBILE FIRST (PROGRESSIVELY ENHANCED, FUTURE-FRIENDLY, AWESOME)
THIS IS FOUNDATIONAL WORK.
MAN, THIS BLU-RAY QUALITY SUCKS.
There is a difference between Support and Optimization.
ACKNOWLEDGE AND EMBRACE UNPREDICTABILITY
WHEN IT COMES TO THE WEB, THE MORE BACKWARD-COMPATIBLE YOU ARE, THE MORE FORWARD-COMPATIBLE YOU'RE LIKELY TO BE.

-JOSH CLARK

HTTP://GLOBALMOXIE.COM/BLOG/MAKING-OF-PEOPLE-MOBILE.SHTML
TODAY'S LANDSCAPE IS BOOT CAMP FOR TOMORROW'S INSANITY.
Super Ffly T-shirt
$23 ★★★★☆ 8 Reviews

Behold, your new favorite shirt! This built-to-last tee adapts to your size and capabilities, starting off XS then stretches and scales to keep you comfortable as you grow taller and wider. The future is here, so look sharp.

Similar T-shirts
8 Reviews ★★★★☆
Behold, your new favorite shirt! This built-to-last tee adapts to your size and capabilities, starting off XS then stretches and scales to keep you comfortable as you grow taller and wider. The future is here, so look sharp.
DISCLAIMER: INDIVIDUAL RESULTS MAY VARY. PROFESSIONAL DRIVER ON A CLOSED TRACK. SEE PARTICIPATING STORES FOR DETAILS. VOID WHERE PROHIBITED. DRAMATIZATION. WARNING: MAY CONTAIN PEANUTS. MUST BE 18 OR OLDER TO ENTER. LIMIT OF 2 PER DAY. BEWARE OF IMITATORS. NOT SOLD IN STORES. DO NOT ATTEMPT AT HOME. DISCONTINUE USE IF SYMPTOMS STILL PERSIST AFTER 4 DAYS. KEEP AWAY FROM CHILDREN. FOR EXTERNAL USE ONLY. HARMFUL IF SWALLOWED. KEEP AWAY FROM EYES. IF CONTACT WITH EYES OCCURS, HOLD EYE OPEN AND RINSE GENTLY WITH WATER FOR 5 MINUTES. 2 YEAR MANUFACTURER WARRANTY. SHAKE WELL BEFORE EACH USE. EXTREMELY FLAMMABLE. KEEP AWAY FROM FIRE, SPARKS AND HEATED SURFACES. STORE IN A COOL, DRY PLACE. IF ERECTION LASTS LONGER THAN FOUR HOURS, CONTACT YOUR DOCTOR. MAY CAUSE DIZZINESS, NAUSEA AND SHORTNESS OF BREATH. AS SEEN ON
Super Ffly T-shirt

$23 ★★★★☆ 8 Reviews

QTY 1
SIZE S

ADD TO CART

Behold, your new favorite shirt! This built-to-last tee
is sure to make a statement wherever you go.
Behold, your new favorite shirt! This built-to-last tee adapts to your size and capabilities, starting off XS then stretches and scales to keep you comfortable as you grow taller and broader. The future is here, so look sharp.

**Exhibit A: Masthead**
GET TO THE MEAT.
Behold, your new favorite shirt! This built-to-last tee adapts to your size and capabilities, starting off XS then stretches and scales to keep you comfortable as you grow taller and wider. The future is here, so look sharp.
"MAKE THE LOGO BIGGER."

-EVERY CLIENT EVER
EXHIBIT C: PRIMARY NAVIGATION
NAVIGATION SHOULD BE LIKE A GOOD FRIEND...
THERE WHEN YOU NEED THEM
BUT COOL ENOUGH TO GIVE YOU YOUR SPACE
Super Ffly T-shirt
$23 ★★★☆☆ 8 Reviews
Behold, your new favorite shirt! This built-to-last tee adapts to your size and capabilities, starting off XS then stretches and scales to keep you comfortable as you grow taller and stronger. The future is here, so look sharp.

EXHIBIT D: SEARCH FORM
<input type="search" />
EXHIBIT E: PRODUCT OVERVIEW

Behold, your new favorite shirt! This built-to-last tee adapts to your size and capabilities, starting off XS then stretches and scales to portable as you grow taller and more awesome. So, style is here, so look sharp.
79%

Smartphone users who use their phones to help with shopping, from comparing prices, finding more product info to locating a retailer.

Behold, your new favorite shirt! This built-to-last tee adapts to your size and capabilities, starting off XS then stretches and scales to keep you comfortable as you grow taller and wider. The future is here, so look sharp.
Super Ffly T-shirt

$23 ★★★★☆ 8 Reviews
CAROUSEL BEST PRACTICES

- Make sure you actually need one
- Cycle through like items
- Only load what you need
- Be explicit with navigation
- Give hints that other content exists
- Treat touch as an enhancement
INSUFFICIENT
Where to find TV fashions

The clothes and accessories from some of the top programs are available on a new site. » Serena's iPhone case
CAROUSEL BEST PRACTICES

- Make sure you actually need one
- Cycle through like items
- Only load what you need
- Be explicit with navigation
- Give hints that other content exists
- Treat touch as an enhancement
NO WAY FOR BROWSERS WITHOUT TOUCH EVENT SUPPORT TO SEE ADDITIONAL IMAGES
Behold, your new favorite shirt! This built-to-last tee adapts to your size and capabilities, starting off XS then stretches and scales to keep you comfortable as you grow taller and wider. The future is here, so look sharp.
<input type="number" pattern="[0-9]*"/>
Behold, your new favorite shirt! This built-to-last tee adapts to your size and capabilities, starting off XS then stretches and scales to keep you comfortable as you grow taller and wider. The future is here, so look sharp.
Obese 180 Fatty 38 +100 lbs. 22
To load the Facebook, Twitter and Google social media buttons for a total of 19 requests takes 246.7K in bandwidth.

PROGRESSIVELY-ENHANCED SOCIAL ICONS

FACEBOOK


TWITTER

<a href="http://twitter.com/home?status=STATUS">

GOOGLE+

<a href="https://google.com/app/plus/x/?v=compose&content=CONTENT"
Behold, your new favorite shirt! This built-to-last tee adapts to your size and capabilities, starting off XS then stretches and scales to keep you comfortable as you grow taller and wider. The future is here, so look sharp.
OLD CONTEXT

- Capable Browser
- Focused
- Big Screen
- Efficient Input
- Stationary
- Comfortable
- Fast Connection
- Powerful CPU
CONTEXT IS FUZZY
JUST MAKE QUALITY, RELEVANT CONTENT WITH APPROPRIATE TASKS, AND OFFER ALL OF THESE TO ALL USERS, UNLESS SAID CONTENT OR FUNCTIONALITY IS DEPENDENT UPON DEVICE CAPABILITIES (SUCH AS A CAMERA). THEN MAKE IT EASY FOR THE USER TO DECIDE WHAT IT IS THEY WANT TO DO.

-STEPHEN HAY
ASK QUESTIONS

WHY MIGHT SOMEONE VISIT FROM THEIR PHONE?

HOW CAN I ENHANCE THE EXPERIENCE FOR ON-THE-GO VISITORS?

WHY WOULD ANYONE VISIT THIS FROM A GAME CONSOLE?

HOW CAN I BE MORE CONTEXTUALLY-CONSIDERATE?

WHAT MIGHT A TABLET USER DO DIFFERENTLY THAN A DESKTOP USER?

HOW CAN I MAINTAIN A CORE EXPERIENCE WHILE STILL ACCOUNTING FOR DIFFERENT USE CASES?

ETC
EXHIBIT J: AUXILIARY CONTENT

Behold, your new favorite shirt! This built-to-last tee adapts to your size and capabilities, starting off XS then stretches and scales to keep you comfortable as you grow taller and wider. The future is here, so look sharp.
86%

Responsive websites whose small screen view weighs as much as large screen view

Behold, your new favorite shirt! This built-to-last tee adapts to your size and capabilities, starting off XS then stretches and scales to keep you comfortable as you grow taller and wider. The future is here, so look sharp.

This shirt looks awesome and is really comfortable to wear. It did shrink quite a lot when washed, but that could have just been how I ran it. All in all, it's my favourite shirt, and I love wearing it.

This shirt is a great addition to any simple wardrobe. Can be worn by itself or complimented with accessories. Nice and soft to the touch!

Fits, looks, and feels great. Got 4 of these in medium (140lbs, 5'9) and they fit well. My favorite is the grey one!
Behold, your new favorite shirt! This built-to-last tee adapts to your size and capabilities, starting off XS then stretches and scales to keep you comfortable as you grow taller and wider. The future is here, so look sharp.
SCANNABILITY

PERFORMANCE
When we scroll on mobile

- Going back in time
- Through grouped items
- Deep dive into content

Icons via http://thenounproject.com
WHEN WE SCROLL ON MOBILE

GOING BACK IN TIME
WHEN WE SCROLL ON MOBILE

THROUGH GROUPED ITEMS
YOUR PAYMENT OF YOUR ATM CARD

July 28, 2012 7:50 PM

Let me start by introducing myself. I am Mr. Henry Frank, I was directed by Good luck Jonathan President of Federal republic of Nigeria and the chairman Economic and Financial Crimes Commission (EFCC) Mr Ibrahim Lamorde, to notify you on the investigation that took place here in Nigeria.

In regards with the investigation that has happened recently here in Nigeria will noticed that you are dealing with some Nigerians who claimed you have money with them and they have failed to make you get the money and you lost so much money during the process.

me want to write down some thoughts about my own workflow and how it has evolved during the past two or three years and how it might still evolve in the future.

About three or four years ago—when I mostly did just static width sites—my projects went through the different phases in the order illustrated below, which looks like a typical waterfall process. Back then there wasn't much room for revisions, and what clients saw were either the wireframes or almost finished Photoshop designs.

DEEP DIVE INTO CONTENT
 ALWAYS SCROLLING THROUGH A SINGULAR CONTENT TYPE
Super Ffly T-shirt

$23  ★★★★★  8 Reviews

QTY 1 SIZE S  ADD TO CART

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Similar T-shirts

8 Reviews ★★★★★☆

DONATE

OBAMA, CLOONEY & YOU

Email
ZIP
GET STARTED

LATINOS FOR OBAMA! ¡ESTAMOS UNIDOS!

MARCH 190,000 NEW DONORS

BECOME ORGANIZING FELLOW

Obama's Record in Brief

DELIVERING AFFORDABLE HEALTH CARE

LEARN MORE

Putting Americans back to work

Learn More

Reforming Wall Street
Nice shirt
1/12/2011 By Nick McKinsey

worn by itself or complimented with accessories. Nice and soft to the touch!

★ ★ ★ ★ ☆
I love these tees
11/12/2011 By Rowdy Randy

Fits, looks, and feels great. Got 4 of these in medium (140lbs, 5'9) and they fit well. My favorite is the grey one!

★ ★ ★ ☆☆
Runs a little small
11/12/2011 By Nathan Hey

I got 2 of these shirts (black and green) on small size and I really loved it!

Regular shirts usually fits tight on my neck. I can't wait to get blue and green and white colors and I'm going to pick 1 black in size small and hope that colors get available on my size before this.

★ ★ ★ ★ ★
Best Shirt I Own
11/12/2011 By Chuck Taylor

This is comfortable, soft, and the right fit for any sort of guy who wants to dress up or dress down. Overall I'm very satisfied with this product.
EXHIBIT L: CUSTOMER SERVICE NUMBER
THESE ARE COMMUNICATIONS DEVICES

<a href="tel:+1-800-275-2273">Call 800-888-8888</a>
Nice shirt
(1/12/2011) By Nick McKinsey

worn by itself or complimented with accessories. Nice and soft to the touch!

⭐⭐⭐⭐⭐
I love these tees
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⭐⭐⭐⭐⭐
Runs a little small
(1/12/2011) By Nathan Hey

I got 2 of these shirts (black and green) on small size and I really loved it!

Regular shirts usually fits tight on my neck. I can't wait to get a red. YEA!! I'm from Brazil, and I'm thinking back. These on me really show. Colors get available on my size before this.

⭐⭐⭐⭐⭐
Best Shirt I Own
(1/12/2011) By Chuck Taylor

This is comfortably soft, and the right fit for any sort of guy who wants to dress up or dress down. Over all im very satisfied with this product.
There's tons of other stuff.
UBIQUITY.
FLEXIBILITY.
PERFORMANCE.
ENHANCEMENT.
FUTURE-FRIENDLY.
Nobodys saying this is easy.
BUT IT'S 100% NECESSARY.
WHEN YOU'RE FINISHED CHANGING,
YOU'RE FINISHED.
IT'S GOING TO BE FUN.
WE GET TO HELP SHAPE THE WEB AND DETERMINE

WHO IT CAN REACH

WHAT IT CAN DO

WHERE IT CAN GO

HOW IT GETS USED

WHY IT MATTERS
THANKS!
—@brad_frost

HTTP://BRADFROSTWEB.COM