The Business Case for Responsive Design
this talk hand crafted & delivered by

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Cantina
let's talk about

Getting the deciders to invest in responsive design
in other words

How can responsive design positively impact the bottom line?
Everyone has opinions about responsive design
we know that

Responsive design allows us to meet the customer on their terms
we know that

Responsive design allows us to build a better experience on the web
Responsive design helps us focus on the content and features that matter.
we also know that

Responsive design doesn't anger your customers
I don't want your @#$%^ app.

http://cri.st/PeHg
Every asset you send to a mobile device costs that user money
1kb of page weight = $0.00008
300kb page = $0.024
Responsive techniques can reduce size and provide better experiences
ways to speed things up #1

Media queries and polyfills to only send assets that clients need
Lazy load content where possible
Responsive design doesn't come without extra development costs
“Answer: $13.47.”

– Brad Frost

http://bradfrostweb.com/blog/web/how-much-does-a-responsive-web-design-cost/
extra cost #1

Time to resolve design questions
extra cost #2

Time to develop the front end
extra cost #3

Time to develop the back end
extra cost #4

Testing
Why bother?
As a developer, responsive design is a best practice we should all use.
As a manager, numbers numbers numbers numbers numbers numbers
#1 question we get asked

How can I convince my boss that we should use responsive design?
Why You Need to Prioritize Responsive Design Right Now

Responsive design is the hot topic for 2013. We’ve moved beyond mobile and finally reached the point where companies are accepting the fact that the best ROI comes from fully integrated marketing programs. It’s hard to fully integrate when your website is a convoluted mess of versions for different devices or worse, a single version that renders poorly on different devices.

The case for responsive design has been made clear, and responsive web design even made it onto the ecommerce marketing checklist for 2013. However, companies are still slow to invest the time and money into the development required to turn their antiquated websites into responsive websites that render perfectly no matter what device a person is using.

Because Forbes says so...

http://cri.st/PRm3
The gap between developers and managers is easily built.

we'll build that bridge later...
Let's look at the intangibles...
Responsive makes everyone happy
customers equals $$$
responsive design is...

Google's official recommended way to support mobile

we all love SEO
“Sites that use responsive web design, i.e. sites that serve all devices on the same set of URLs, with each URL serving the same HTML to all devices and using just CSS to change how the page is rendered on the device. This is Google’s recommended configuration.”

— The Guys That Rank Your Site In Google

https://developers.google.com/webmasters/smartphone-sites/details
responsive design also...

Provides for the graceful handling of *those* older browsers

Damn you IE8!
responsive design is also...

A fun and challenging task / learning opportunity for developers

RWD for less turnover
What about separate mobile sites?
Separate mobile can be less user friendly and assumes context

we all know what happens when you assume
Hi! I'm a server!
Who are you?

Hi! I'm a browser!
I'd like to see this article.

Oh boy! I can help!
Let me get it for you!
What? You're a smartphone browser?

Yeah! Cool!
Hey, I've got this new mobile version of my site!
Check it out!
Isn't it pretty?

Sure, but this is just a mobile site's main page.
Where's the article I wanted?

What article? The one I--
Who are you?

Hi! I'm a server!
Separate mobile sites may not cost more to build initially...
maintenance will cost more.
The cost of responsive is greatest with your team's first project.
What about native apps?
Native apps have websites
Some work on mobile...
other ones do not.
Responsive isn't a silver bullet.
Responsive is a tool.
The Data
At the end of the day, data is what matters the most
Data related to launched responsive designs is difficult to come by.

have anything to share with the rest of the class?
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<th>Platform</th>
<th>Transactions</th>
<th>Revenue</th>
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<tbody>
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<td>iOS Revenue</td>
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<tr>
<td>Android Transactions</td>
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<td>Android Revenue</td>
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**Skinny Ties**

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<td>iPhone Revenue</td>
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<td>Conversion Rate</td>
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<td>Bounce Rate</td>
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[http://gravitydept.com/blog/skinny-ties-and-responsive-ecommerce/]
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<td>▲ 15%</td>
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<tr>
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<td>Bounce Rate</td>
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<tr>
<td>▲ 23%</td>
<td>◯ 26%</td>
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Parents

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Parents.com analytics server
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