Effective Mobile Web Layouts-Literature Review

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RESPONSIVE WEB DESIGN (RWD) USER INTER-PHASE

In the modern web utilization, Baturayak (2013) states that customers are more concerned with the user-friendliness and the easy-in-use layout and inter-phase allowing them to switch from varying screen sizes. For a web design that is compatible across the different devices, Baturayak (2013) indicates that web users develop likeability for an organizational brand. For instance, customers and web users are interested in a website that allows them to use a desktop or an android phone inter-phase to browse online. When RWD is transplanted into web design, Baturayak (2013) says that there is a need for each group of users to have a custom web design. Architects will then use the customized web design to build each group type and size, a reason why RWD should be automatically adjusted. For each new category of users, RWD should’nt requires countless custom-made solutions. Besides, Baturayak (2013) in the article indicates RWD requires a more way of thinking that is more abstract if architects are to develop a strong Web that is user-friendly.

Unlike before, Baturayak (2013) indicates that people have multiple personal devices with varying screen sizes and lengths. Therefore, there is a rise in the need for web inter-phases allowing customers to experience optimal service across all the devices despite the websites being used. Here, responsive web design is considered the most optimal mobile web design layout for all browsers.

HISTORICAL BACKGROUND OF RWD

According to Kim (2013), responsive web design or RWD was developed in early 2010 and has not been around for long. It came about so that the interaction between mobile devices and humans can evolve. Being an interesting topic, Kim (2013) continues to indicate that its adoption among humans is currently changing because it is not a concrete concept. In 2011, Ethan Marcotte developed a newer approach to RWD. Marcotte defines Responsive Web Design through flexible images, fluids layouts, and media queries (Kim, 2013). As a result, Marcotte in his book indicates that there are too many factors that developers need to put into consideration before reaching a standard approach. This is why Ethan Marcotte is considered the godfather of Responsive Web Design (RWD). Therefore, adaptive content and 'responsible' responsive design in RWD is now becoming ubiquitous such that any website that does not feature RWD ceases to exist (Kim, 2013).

On the other hand, Baturayak (2013) says that the user experience on mobile devices and desktops is based on the quality of responsive web design, a reason why RWD has offered flexibility both in desktop and mobile devices. With the three ways; the website's content, its functionality, and its information architecture, a quality information website in RWD can be observed to make a user interface (UI) and experience comply with different devices and browsers (Baturayak, 2013). If there is one of the approaches to web page creation is responsive design. It makes use of flexible images, layouts, and cascading styles sheets. But what exactly is the goal of RWD? The goal of RWD is to build web pages that detect not only the visitor's orientation but their screen sizes, and then afterward change its layout respectively. Therefore, its primary aim as Baturayak (2013) illustrate is to solve a lot of web design problems common in most of the new desktops devices and mobile phones. On the grid, RWD pages use coordinates of x and y for mathematical and layout percentages, thus creating a more fluid layout and clear display that users like (Baturayak, 2013).

FEATURES OF RWD ON WEB LAYOUT

Loading Speed

For Kim (2013), over half of the surveyed online users indicated that they would only wait for the website to load for the utmost 10 seconds. By designing a website through the RWD, Kim (2013) indicates that the traffic into the same will be way higher when the responsiveness to cliques will be high. For the RWD, the website conversions will increase the number of visits to a website compared to a case of the website where the conversions rates are higher leading to website abandonment. Through established web design, Kim (2013) states that RWD conversions increase customer satisfaction and the probability that they will return to the website, apart from referring other people as well.

According to Kim (2013), the greatest challenge with the non-RWD websites is that the web users face challenges on their devices such as slow websites, loading errors, and low inclinations on reading the web pages. With such challenges, Kim (2013) indicates that there are higher chances that the customers will not visit the website again, or will spread the word to other web users. For a business that depends on its websites to market or makes orders for their products, lower loading speeds will lead to lower traffic and consequential losses.

RWDS AND ADAPTIVE WEB DESIGNS (AWS) ON NAVIGATIONS

For an RWD, Lestari (2014) indicates that it allows for the adjustments in the website's layouts such that viewing through mobile phones or desktops experience varies with the screen sizes. Using the CSSS media, RWD allows for the website to adapt to the display types, screen sizes, height, and width. With the fluid design through the RWD, Lestari et al., (2014) states that the websites can change to fit the screen sizes. On the other hand, the AWS provides a predefined and static web layout which is based on the screens of predetermined sizes. Once initially loads, Lestari et al., (2014) states that AWD doesn’t respond to the changes in the screen sizes. Therefore, with changes in the screen size, web users for a given website may not be able to load the same and use it to gather information. Unlike the RWD, the AWD is inflexible to changes in the screen sizes making it hard for web users to load information from devices whose screen size was predetermined (Lestari et al., 2014). With the modern demands over the user-friendliness of the web interfaces, RWD is the most preferred web layout.

MERITS OF THE RWD

Given that the RWD has a unilateral website with one URL, Baturayak (2013) provides that the website has an easier page building management prospect. For web users with multiple websites to browse from the flexible screen systems are enhanced through the RWD making it the most user-friendly web interface that is available. For Baturayak (2013), the RWD fosters the shareability of the social media content as well as downloading. With the single user URL on every website, Baturayak (2013) indicates that RWD has made it easier for social media users to share, like, comment and even download information. For organizations with business websites, the navigation and download of information have been made easier through the use of the RWD. With the improved user experience from the RWD, Kim (2013) provides that RWD has been essential in the development of the SEO. With Search engine optimization, websites using the RWD layout can easily be searched into the internet database increasing the appearance into the search results.

CONTENT DISTILLATION

In modern web use, Kim (2013) indicates that content distillation is a crucial element for businesses. For Kim (2013), the users of the RWD on their websites should have several questions. First, why are people interested in visiting a website? What information is important to the web visitors based on your online target? With such questions, Kim (2013) indicates that web developers will include navigation patterns which make it easier for online visitors to read through the contents. In other words, Kim (2013) indicates that RWDs are crucial in allowing the websites to have distilled information that matches the needs of the customers. Without informational distillation provided by the RWD layout, Kim (2013) states that the right display with the screen sizes will not provide business for an organization.

References

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