

MagentoLive

UK | 2014

Creating a Better Experience through Responsive Design

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HOME



WORK



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Say hi to **Meanbee.**

We create innovative eCommerce solutions.



On the cutting edge

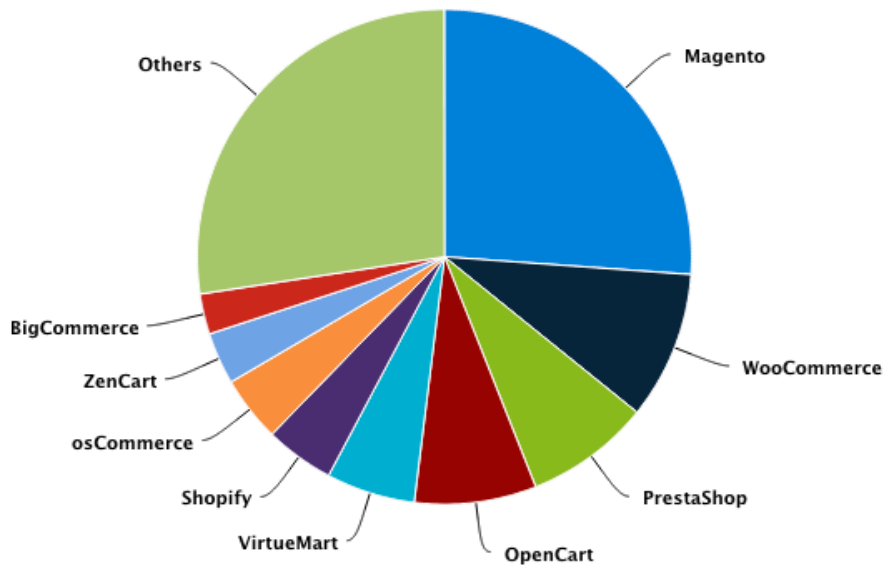


eCommerce is our thing



Great relationships

Most Popular eCommerce Software (Top 1M Sites), April 2014



Map shop



Buy printed maps by location

Enter a location or postcode

- Leisure maps
- Custom Made
- Old maps

or click a region



OS getamap

Access the entire range of Ordnance Survey leisure maps

- Create your own routes or search our database of over 250,000
- Switch between OS Landranger Map, OS Explorer Map and Zoom maps
- Print and save your maps
- Share your routes with OS MapFinder or a Garmin GPS device





98% Client rating: **feefo** Review(s) 1,489

- New
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- Stores

[Home](#) > Rings

60 DAY REFUND*

FREE DELIVERY

FAMILY BUSINESS



RINGS

We have a wide selection of ladies rings available to buy online or in store. Our range includes dress, engagement, wedding, eternity and statement rings in a wide variety of styles and designs, and made from gold, sterling silver, platinum and white gold. We have a mixture of plain bands and rings with precious stones such as diamonds, tanzanite, pearls, blue topaz and ruby. Browse our superb collection of rings below, all with free delivery to UK addresses.

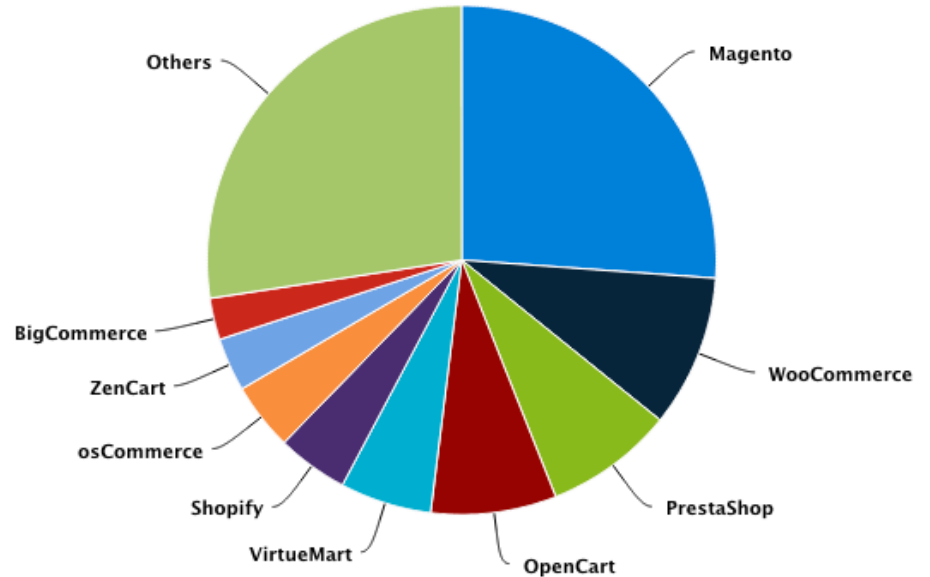


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16-fold growth
in responsive
ecommerce

Most Popular eCommerce Software (Top 1M Sites), April 2014



Responsive Design is a won debate

- 3 types of audience
 - Tried and tested base responsive theme
 - Starting from scratch
 - Using a third-party's framework

MADISON ISLAND

ACCOUNT

CART

Search entire store here...

WOMEN MEN ACCESSORIES HOME & DECOR SALE VIP

HOME / MEN / NEW ARRIVALS

SHOP BY

PRICE

- \$0.00 - \$99.99 (1)
- \$100.00 - \$199.99 (1)
- \$400.00 and above (1)

COLOR

- Black (1)
- Blue (1)
- Charcoal (1)
- Khaki (1)
- White (2)

OCCASION

- Casual (3)

TYPE

NEW ARRIVALS



MAD ILLUSIONS

introducing the madison island spring 2013 men's collection

COMPARE PRODUCTS

You have no items to compare.

SORT BY: Position VIEW AS: 3 Item(s) SHOW: 12



- **Magento 1.9 Responsive Theme**
 - **Infinite Fallback**
 - **Base theme?**

- Who are your customers
 - Analytics and scenarios
 - Browser & feature support

- Device marketshare will depend on your client and their industry
- Swag Jewellers
 - 37% customers are on desktop

- Consider browser share cannibalisation
 - Not just new mobile segment
 - Desktop users may migrate to other devices

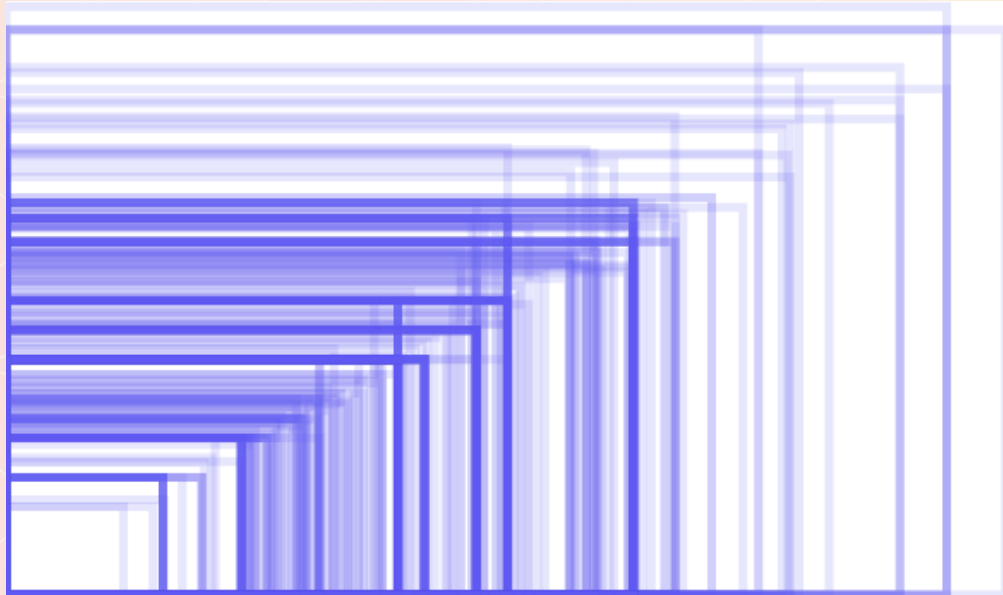
- Aim for mobile-first
- A great exercise to consider content priorities

- Difficult to do *ideally* in Magento but that's a reason to avoid it
- Results in better customer experience across the board

- Moving towards idea of Global-First
 - Required experience across devices
 - Enhance for browser capability

What some responsive sites do wrong

Fixed Grids



- Sending large images to small devices
 - Wastes bandwidth
 - Slows load time
 - Missing out on art-direction

- “This feature is not available”
 - Frustrates users
 - Ignoring progressive enhancement

- Other common oversights
 - Overladen with JS
 - Frameworks that hamper upgradability

What else can you do to push the boundaries

- Responsive Design with Server Side Components
 - Practice can't always match theory
 - Adapt to user-agent

- Different from Adaptive
 - Adaptive uses separate codebases
- Responsive provides solid foundation for focussing on customer experience

- Easy with Magento
- Possible uses
 - Smaller product collections
 - Quickly optimise images without picture

What we really need to do to design is to look at the extremes. The middle will take care of itself.

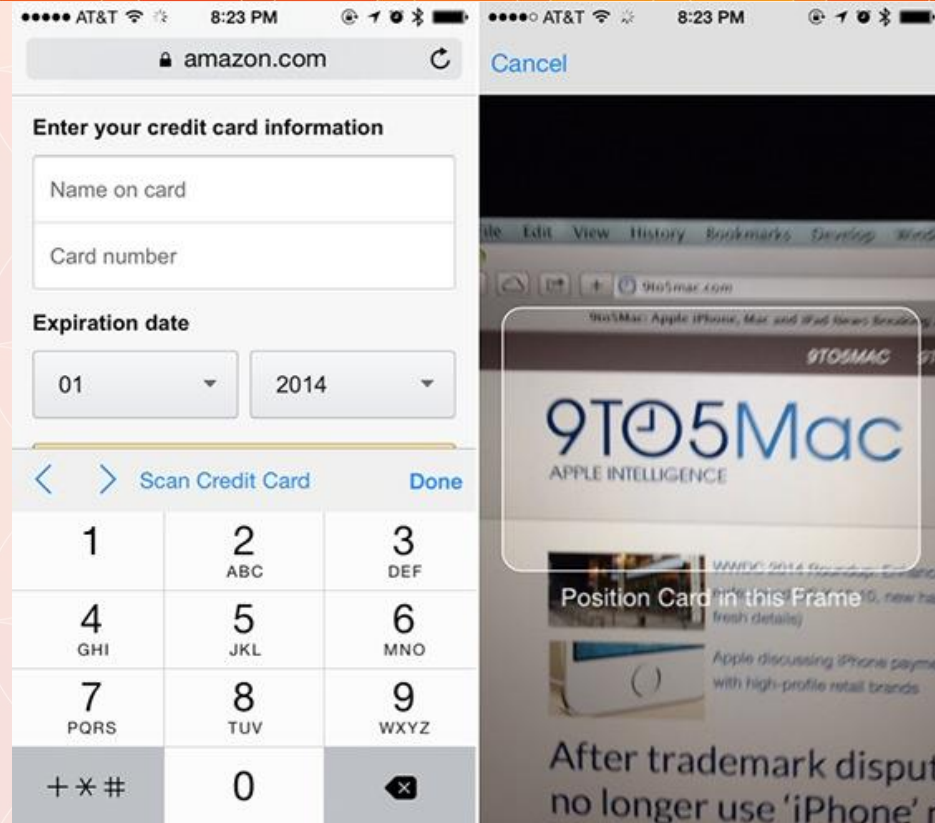
- Dan Formosa

- Respond to customer abilities not just device size
 - Visual impairments
 - Mobility impairments

- For example:
 - Use `ems` for break-points
 - Allows people to adjust font-sizes without breaking the layout.

Technology on the horizon


- iOS 8 introduces scan credit card scan entry
- No changes required



- Others you will need to track and implement.
- Chrome's requestAutocomplete()

Submit Payment Details

evan.stade@gmail.com

Email address	evan.stade@gmail.com Edit	☐
Billing details	 Mastercard - 2345 Evan Stade, 1234 Valencia St. San Francisco, CA Edit	☐
Shipping details	Evan Stade, 1600 Amphitheatre Pkwy Mountain View, CA 94043 Edit	☐

Submit Cancel

- Level 4 Media Queries
 - light-level
 - hover
 - pointer
- NetInfo API

- Enhance through feature-detection (not browser-detection)
- For unsupported browsers
 - Polyfill
 - or be aggressive

Choosing your tools

PHP

You shoot yourself in the foot with a gun made with pieces from 300 other guns.

JavaScript

You've perfected a robust, rich user experience for shooting yourself in the foot. You then find that bullets are disabled on your gun.

Ruby

You shoot yourself in the foot and then have to justify it to all your friends who are still naively using Perl.

Perl

You shoot yourself in the foot, but nobody can understand how you did it. Six months later, neither can you.

Java

You locate the `Gun` class, but discover that the `Bullet` class is abstract, so you extend it and write the missing part of the implementation. Then you implement the `Shootable` interface for your foot, and recompile the `Foot` class. The interface lets the bullet call the `doDamage` method on the `Foot`, so the `Foot` can damage itself in the most effective way. Now you run the program, and call the `doShoot` method on the instance of the `Gun` class. First the `Gun` creates an instance of `Bullet`, which calls the `doFire` method on the `Gun`. The `Gun` calls the `hit(Bullet)` method on the `Foot`, and the instance of `Bullet` is passed to the `Foot`. But this causes an `IllegalHitByBullet` exception to be thrown, and you die.

- There is always going to be a new tool
- Key is to understand fundamentals, principles

- Make informed, conscious decisions about your tools
- Using a framework is to align yourself with their philosophy.

- Build Responsibly
- Duty to the client to advise them even if it means moulding the design/requirement.

- Speed and maintainability are emergent system properties
- You can only scale with a solid foundation

- Pareto's Law
 - Build 80% with 20% of the code
 - Then consider the value of the rest

- I'm not encouraging laziness
- I'm encouraging evaluation
 - business needs Vs code complexity
- Look at competitors to see what they're prioritising

- Challenging job where you can only succeed by working closely with other team members
 - UX
 - Design
 - Backend

- Partnering with UX and visuals designers
 - Can evaluate trade-offs and understand what is important.

- Partnering with backend developers can create better solutions
 - LocalStorage to avoid cache misses and minimise ajax requests

- Always behind the curve
- Self-teaching is a requirement to lead the field
- Whether bias is towards design or logic, experiment with the other

- This was
 - ~~a sales pitch~~
 - ~~a step-by-step guide~~
 - aimed at encouraging independent study, evaluation and responsible decisiveness

Sources

- <http://dev.w3.org/csswg/mediaqueries4/>
- <http://www.lukew.com/ff/entry.asp?1732>
- <http://w3c.github.io/netinfo/>
- <http://liquidapsive.com/>
- <http://opensignal.com/reports/fragmentation.php>
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