



Responsive Web Design Presentation

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Design Goals

1. Design an HTML page prototype showcasing four phones with details and description, with a form to fill in personal information.
2. Discuss decisions, assumptions, and trade-offs you made in the design & coding.
3. Requirements:
 - Short description (1 paragraph)
 - 3-4 bullet points of specifications
 - A picture of the phone
 - Info form:
 - First and last name (required)
 - Middle initial, address (required)
 - SSN (required, **masked**)
 - Birth date (required)
 - Phone (required)
 - Email (required)
 - Each input field must bring up the correct keyboard when using mobile devices.
 - Responsive Layout
 - Cross-browser compatible (including IE7) but does not need to render precisely the same in each browser.

Tools Used:

- Axure Wireframe tool: good team collaboration options
- Sublime Text 2 code editor: integrates with CodeKit
- CodeKit Developer Tool (Mac):
 - Compiles CSS files
 - Real-time edits on save
 - Good team collaboration options
- Base Responsive template
 - LESS CSS Compiler

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User Profiles

User Profiles:

1. Savvy techie user, heavy usage for call, text, photos, files, sharing, social media, streaming (uses as a mini-tablet)
2. Non-techie, just wants to call and/or text, doesn't need many bells & whistles

UX Design incorporates elements from these sites:

- T-Mobile
- Amazon
- AT&T
- Apple

Web Resources & Research

- <http://www.t-mobile.com>
- <http://socialdriver.com/2012/10/15-best-responsive-web-design-templates-frameworks-and-tools/>
- <http://matthewhartman.github.com/base/docs/>
- <http://www.gridpak.com/>
- <http://speckyboy.com/2012/11/05/10-lightweight-minimal-responsive-grid-frameworks/>
- <http://mediaqueri.es/>
- <http://tuneyourstartup.com/tag.php?tag=Prototyping>
- UX Booth - top e-commerce sites

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960 grid, 12-column layout: <http://share.axure.com/YPFQN1/>



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HTML / CSS

- Coding based on Responsive template:

Base

<http://matthewhartman.github.com/base/docs/>

- **HTML5** via Sublime Text 2 editor
- **CSS3** with LESS compiler

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Final Product

www.csokdesign.com/tmobile

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Challenges & Solutions

Challenge

- Responsive design: considering breakpoints
- Coding in unfamiliar template for quick project

Solution

- Decide breakpoints earlier in design/wireframe phase
- Stick with proven methods in a time crunch

- Add video + additional imgs icons to general phone products page for gridviews and listviews:
 - <http://www.t-mobile.com/shop/phones/?shape=smartphones>

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Thanks for your consideration!

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