

Responsive Design

Build consistent, effective and dynamic customer web experiences

Customers today have adjusted their expectations when it comes to their web experience. With more sophisticated tools and a myriad of available devices, customers can be anywhere and on any device when they are trying to connect with you. They expect that you will know who they are, their preferences and respond to them immediately. That's why it's never been more important for your organization to provide a responsive web experience that focuses on a consistent, contextualized, and content-centric customer experience.

With these new customer expectations comes a new approach to web development. Responsive design is the answer to enhanced customer web experiences, as well as reclamation of web developers' time. By implementing the ability for your website to adjust to the customers' various browser sizes, you can ensure that customers are viewing your website the way it is meant to be seen – no matter from what device or platform they are browsing. With responsive design, your website can support different screen sizes, adaptive layouts and navigation, search engine friendliness, and selective content experiences by device.

So why is this significant? It's about controlling what the customer experiences without having to maintain multiple versions of your website and use valuable resources to achieve that control. What used to take a developer many hours of coding to accomplish and, in some cases, the design and maintenance of a separate mobile site, can now be managed by a single web experience solution. All information and assets, including images, videos and animations are automatically resized and adjusted to enhance the customer's viewing experience. This allows your business to look its best, every time.



CUSTOMER EXPERIENCE MANAGEMENT

BENEFITS

- Control the viewing experience from a single web experience solution
- Promote a device-agnostic website with information continuity
- Empower marketing to build dynamic compelling experiences without IT help

Ensure consistency across all devices

The basic principle of responsive web design is simple: display information, including content and images, in a way that matches the size and capabilities of the device being used. It's the recognition that a design should look great on a desktop or laptop with a big screen; as well as on a phone or a tablet with a smaller screen.

Designing a website that adjusts to different screen sizes and devices can be a complex task without the proper tools. In practice, it involves making changes such as, reducing the number of columns in the layout, eliminating supporting elements, reducing or eliminating graphical elements, shrinking the size of items, reworking navigation options, simplifying page designs, or adding mobile-specific features – all of which can be very cumbersome to develop and maintain.

As customers become more mobile, the consistent experience also becomes vital. For example, if a customer visits a retail website on a desktop but then changes to a tablet or phone at the time of purchasing, the website needs to maintain the same look, functionality and content as the desktop version. Responsive design promotes a device-agnostic website and the continuity of the customer's web experience.

A single site for all web experiences

In recent years, the solution to a consistent web experience was the creation of multi-purpose sites, i.e. separate mobile web sites would be created to enhance the mobile browsing experience. Although this approach created faster, agile sites, managing multiple versions of the website, including separate analytics, metadata, keywords, language translations, etc., became a cumbersome task for any web development and marketing team.

With a responsive web design, businesses can go back to the original model of managing a single site that caters to all device platforms, sizes and resolutions. The ability to manage a single instance of the web page (URL) makes it easy for marketers to manage metadata, search engine keywords, standard language translations, and mobile formats – all of which further enhances site analytics and data collection.

Minimize costs and gain a competitive edge with early adoption

Responsive design can be used to make content contribution and consumption simpler than ever before – with lower costs

and reduced risk. Without multiple websites to maintain, the management of your website can be streamlined and effectively sustained. Additionally, updating a webpage takes less time, with fewer chances of errors or missed pages, when developers only have to update, change, and track one instance of the website.

Ultimately, responsive websites are the first step to providing customers with more contextual, compelling and consistent experiences. According to Forrester Research Inc, focus on the customer experience has become a top corporate objective since 2012 and will continue to increase in importance as businesses realize the value it can bring.¹ Although creating responsive websites that really engage consumers is not an easy task and comes with various challenges, businesses that make the upfront investment now can gain a competitive advantage in the coming years.

To find out more about responsive design and how OpenText can help, visit

www.opentext.com/wem

¹ Bodine, Kerry and Rogowski, Ron. "2013 Customer Experience Predictions." Forrester Research Inc. January 3, 2013

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