

Responsive Design

- Build a website for a mobile phone.
- Serve every user that site.
- Adapt the design, content, and features to a device's properties with progressive enhancement.

Wednesday, 9 March 2011

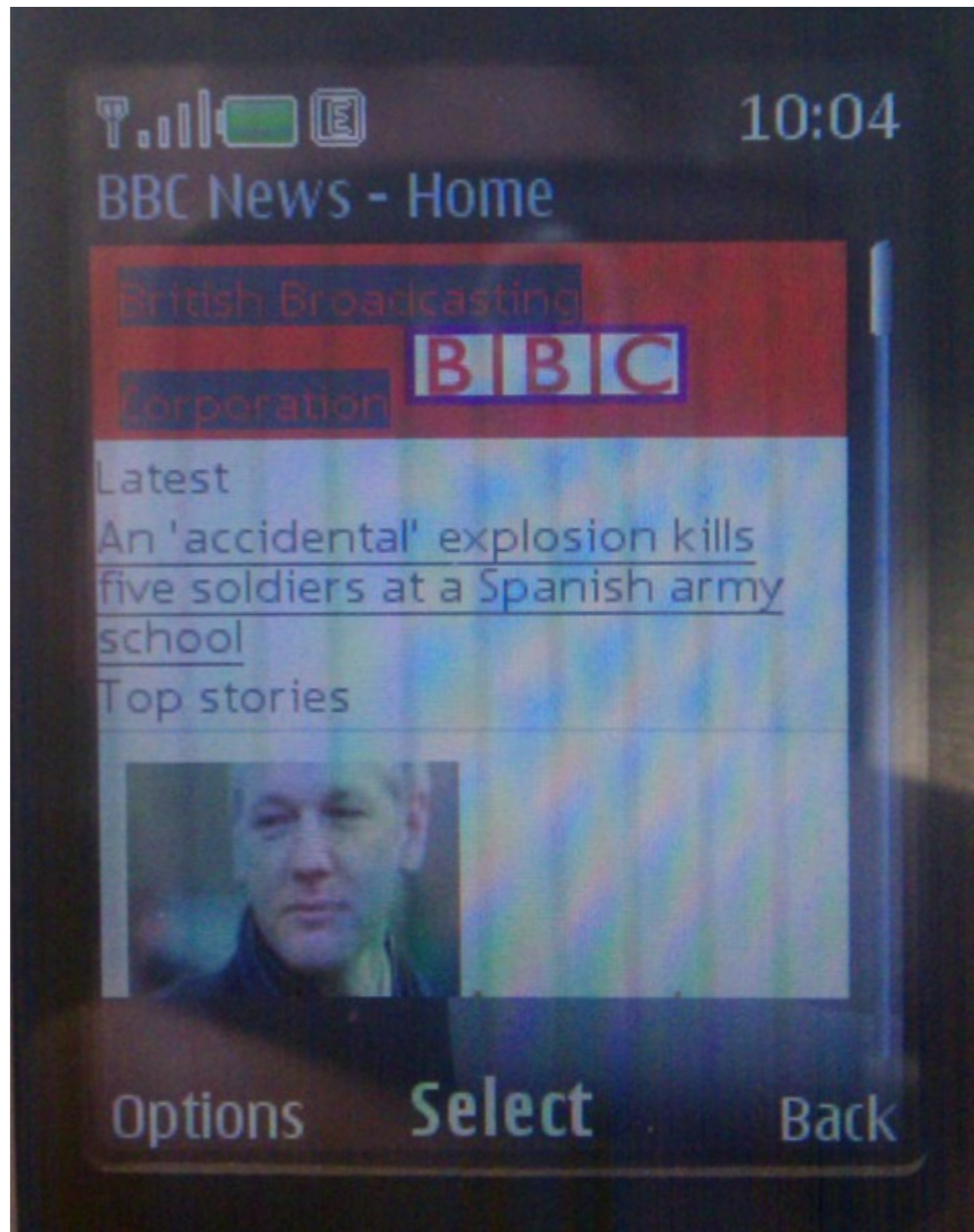
- cf. alistapart.com/articles/responsive-web-design/
- Alternative to device detection (i.e. doesn't need DEMI)

<http://bit.ly/bbcnews8>

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- Prototype - as live with 60 second delay (missing galleries, video)
- Load it on to your device. Some bugs. ~2 days effort.
- Mostly managed with CSS media queries & a little bit of JS.

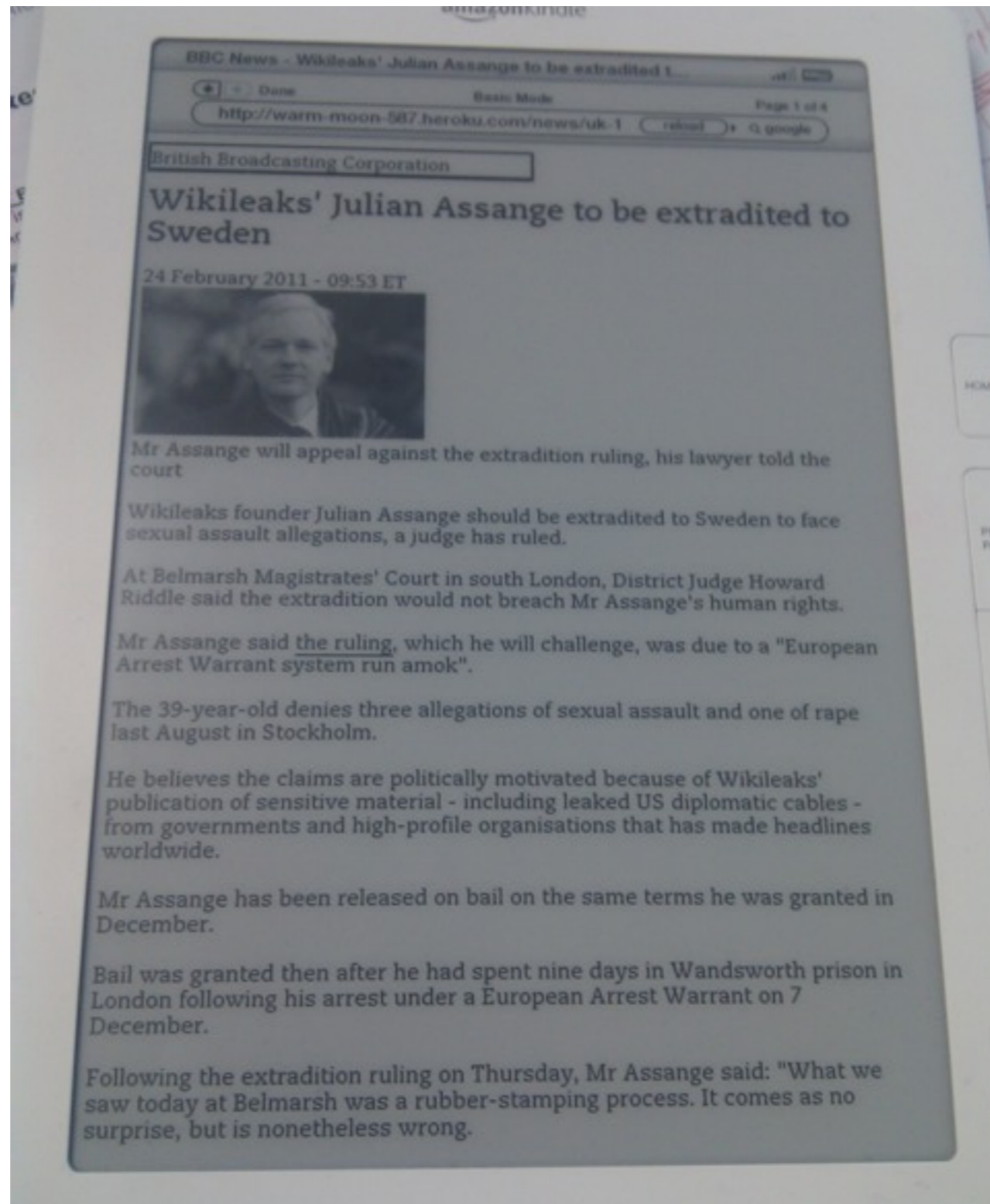
Feature Phone



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- Low end devices. Minimal experience.
- Looks rough around edges.

Kindle



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- Kindle. Big screen, slow hardware, no javascript.
- Users really just want something to read.

Smart phone

The screenshot displays a mobile news interface with a red header containing the BBC logo and a navigation menu. The main content area features a list of news items, each with a small image, a headline, and a brief text snippet. The headlines include: 'UN imposes sanctions on Gaddafi', 'NZ mourns Christchurch quake dead', 'King's Speech seeks Oscars crown', 'Irish opposition claims poll win', 'Headless bodies dumped in Mexico', 'Three killed in Tunisia protests', 'Egypt backs constitution changes', 'N Korea issues threat on leaflets', 'China's Wen in online Q&A session', and 'UK 'stopping aid to 16 countries''. The bottom of the page has a red navigation bar with links for Home, UK, World, and various regional and topical categories like England, Scotland, Business, Health, and Environment. A search bar and a 'Preferences' link are also visible.

BBC North Korea says it will fire at South Korea, if South contin

UN imposes sanctions on Gaddafi
The UN Security Council votes unanimously to impose sanctions on Muammar Gaddafi's Libyan regime for its attempts to put down an uprising.

NZ mourns Christchurch quake dead
Victims of this week's earthquake that devastated the centre of Christchurch are honoured at church services across New Zealand.

King's Speech seeks Oscars crown
The first countdown to the Oscars has begun, with The King's Speech and The Social Network going head to head for the coveted best picture prize.

Irish opposition claims poll win

Headless bodies dumped in Mexico

Three killed in Tunisia protests

Egypt backs constitution changes

N Korea issues threat on leaflets

China's Wen in online Q&A session

UK 'stopping aid to 16 countries'

Pagans campaign for UK census voice

Home World
UK England
NI, Ireland Scotland
Wales Business
Politics Health
Education Sci/Environment
Technology Entertainment
Most Read Breaking

Preferences

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- Average smart-phone.
- Long and thin, Nice to scroll down. Big links to **touch**, CSS3 Ticker.
- Not unlike current mobile site.
- Fluid, linearized design - GEL is pretty suited to this.

Tablet (portrait)

BBC

LATEST

North Korea says it will fire at South Korea, if South continues to send propaganda leaflets over border



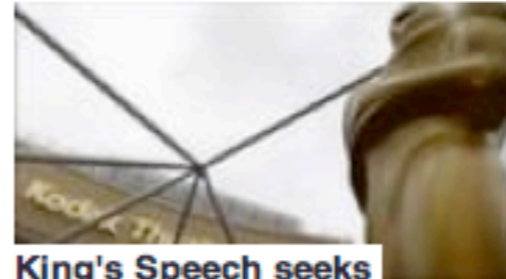
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- Tablet in portrait.
- One main story, two columns for 2nd & 3rd. Bigger images (for fingers, not mouse).
- More room for LATEST carousel at top.

Tablet (landscape) & Netbook

BBC


Home World UK England N.Ireland Scotland Wales Business Politics Health Education Sc/Environment Technology Entertainment

LATEST French Foreign Minister Michele Alliot-Marie resigns after weeks of criticism over her contacts with toppled Tunisian regime



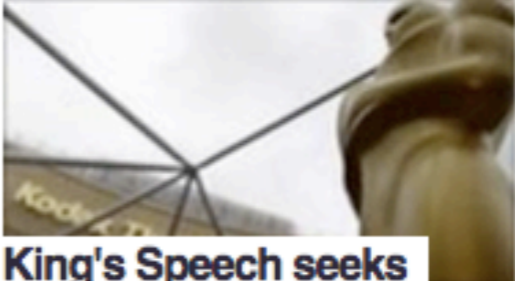
Libya exodus sparks border crisis

Libya's western border with Tunisia is being overrun with migrants, many of them from Egypt, fleeing the turmoil in Libya, aid workers say.



Tunisian PM resigns over protests

Tunisian Prime Minister Mohammed Ghannouchi announces he is resigning, a key demand of demonstrators following last month's uprising.



King's Speech seeks Oscars crown

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Two killed during Oman protests	Bomb attack hits Afghan dog fight
French FM quits after Tunisia criticism	NZ mourns Christchurch quake dead
New Irish leader in bailout vow	Turkey's first Islamist PM dies
China lowers growth rate target	England & India in thrilling tie

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- Move top three stories to right-hand side to keep within viewport.
- Horizontal navigation inserted in top.
- Tablet landscape is not that far away from current desktop look.

Desktop

BBC Mobile News Sport Weather iPlayer TV Radio More Search BBC News

NEWS 27 February 2011 Last updated at 17:54

Home World UK England N. Ireland Scotland Wales Business Politics Health Education Sci/Environment Technology Entertainment & Arts

Video & Audio Magazine Editors' Blog In Pictures Also in the News Have Your Say Special Reports

CRICKET: England tie thrilling World Cup match against India in Bangalore

Hague says Col Gaddafi 'must go'

Foreign Secretary William Hague says Libyan leader Muammar Gaddafi must step down, a day after an airlift of Britons from the crisis-torn country.

LIVE Libya revolt

Anti-Gaddafi forces widen control
UK forces to resume Libya rescue
Gavin Hewitt: Malta relief
Escape from Libya: 'Your stories'
Hague: Gaddafi 'must go'

Watch/Listen

Media trip backfires for Libyan officials
Gaddafi's sons deny protester attacks

LIVE BBC News Channel
LIVE BBC Radio 5 live

Features & Analysis

Regal radio
Can microphone used by George VI still broadcast to the nation?

The bride's a picture
How to make your wedding album or video one to remember

Speedy delivery
Midwives' tough job assisting births in Liberia

Being the 'underdog'
Winter's Bone director on her Oscars chances

Then and now

Chile's recovery efforts one year on from huge quake

Wooing widows

How a team of army women helps Afghanistan's hidden victims

Searching in hope

UK rescue team still looking for signs of life in New Zealand

Also in the News

Razzies honour worst films - a night before Oscars
Knee-high humanoid wins first robot marathon

Sport

Live - Carling Cup final
Arsenal take on Birmingham in the Carling Cup final at Wembley and after struggling West Ham claim a vital win over Liverpool and Man City draw with Fulham in the Premier League.

Scotland 18-21 Ireland
Motherwell 2-0 Celtic

West Ham 3-1 Liverpool
Manchester City 1-1 Fulham

Add My News & Weather Location

Enter a UK town, county or postcode

UK News	World News
England Man, 80, stabbed to death at home Hospital cuts 'will hit patients'	Northern Ireland Girl, 15, is raped in churchyard McElhill murder house demolished
Scotland Alba Sir David Murray backing Salmond Police probe 'suspicious' deaths	Wales Cymru Church sparks Yes campaign row Two-day Arriva rail strike begins

Most Popular

Shared Read Video/Audio

- 'Two killed' during Oman protests
- Shop sells breast milk ice cream
- Anti-Gaddafi forces take key town
- UK 'stopping aid to 16 countries'
- UN imposes sanctions on Gaddafi

Market Data

LAST UPDATED AT 17:55

FTSE 100 6001.20 ▲ 81.22 1.37%

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- Desktop has extra content + interface design for mouse clicking (not fingers).
- We didn't build the desktop version, but agreed the principals of how we can.
- Remember, it's the same code running in all 6 devices.

Dimensions, Connection Speed, Interaction

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- Screen size is most important thing for quality of UX, then connection speed, then interaction.
- Dictates amount of content i.e. Can't serve everything at low-spec phones.
- We need to decouple device size from connection speed
 - ... iPad 3g needs a optimized experience to the iPad wifi.

Content Models



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- We need to reduce the amount we initially serve to devices :-
 - **Core** - what's baked in to the initial page load - headlines, story, video
 - **Secondary** - related, eg. Most Read, Promotion, 'Features'
- Also. Brand (GEL) + Navigation + Search.
- It's an editorial judgement or a users judgement?
- The core model supports crappy hardware and old IE4/5/6 browsers too.
- Current desktop site has ~65 assets and a page weight of 0.5MB
 - ... a core model might be ~3 images and 6kb of HTML

bbc.co.uk/news/breaking

bbc.co.uk/news/popular

bbc.co.uk/news/popular/read

bbc.co.uk/news/:article/comments

bbc.co.uk/news/:article/more

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- Problem when we remove content we make it inaccessible to Google, to Non-JS devices, so we need to mint more pages so users can still traverse all the content.
- Easy on forge, quite hard on CPS (?)

Image enhancement

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- If connection speed + device size allow we replace the images with high resolution versions.

Gestures

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- JS implementation of swipe ok on Android 2.2, iOS, Samsung tablet.
- Needs to use CSS3 transitions for performance (not JQuery).

Local storage

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- Ran out of time to integrate properly.
- We think it's not impossible, but 2/3 weeks effort.
- The sync model is the complicated part.

Product

- Validate content models with Editors
- Personalisation
- Pan-BBC

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- Pan-BBC? Eg, Land on the News homepage, swipe left for Weather, swipe right for Sport
- Personalisation - Apps allow this, desktop doesn't

Design

- Do you tie together to many disparate users experience? Or is bespoke better?
- Gestures/UX are more limited that native apps.
- Existing desktop site as fluid layout?
- CPS images are too low-res

Technical

- JS loaded editorial content.
- Need to test the a hybrid app.
- Flash -> SVG (Specials)
- Reliable way to detect bandwidth
- DEMI? Do we really need it?
- Big screen - applicability?

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- DEMI, probably more useful for hard to detect things like media support
- JS loaded content mildly controversial.

Next

- Scope & more investigation
- Dependencies -> BLQ, EMP mobile ...
- CPS output
- Staff

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- Scope. probably not going to take it as far as desktop by July.
- Mainly within our control, though touches on other products.
- 3 developers for 3/4 months with help from existing mobile team.