GETTING STARTED WITH RESPONSIVE DESIGN IN LUMINATE ONLINE

Luminate Community Monthly Webinar
February 20, 2013
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UX & Design team, Interactive Services

- 15 years of IA experience with Blackbaud, Convio & GetActive Software

- Specializes in:
  • User Experience Design
  • Mobile Web Presence
  • CMS Architecture
MEET YOUR PRESENTERS

Ken Cantu
Manager, Luminate Success Programs

6 years of experience with Blackbaud and Convio Software, 10+ years of web development

Creator of 2012 End-of-Year Mobile Campaign Kit
IN THE CHAT

Kent Gilliam
Luminate Community Manager

8 years of Luminate Online experience
• 3 years Marketing Manager at SPCA of Texas
• 5 years at Blackbaud
12 years of nonprofit experience
AGENDA

• Introductions
• **What** is Responsive Design?
• **Why** is Responsive Design important?
• **How** to get started
• Open Q&A
WHAT IS RESPONSIVE DESIGN?
WHAT DOES IT ALL MEAN?
WHAT IS RESPONSIVE DESIGN?

“Responsive Web Design is an approach to web design in which a site is crafted to provide an optimal viewing experience across a wide range of devices.”

- Wikipedia
Responsive web design is the approach that suggests that design and development should respond to the user’s behavior and environment based on screen size, platform and orientation.

Source: www.dotcominfoway.com
Empty your mind.

Be formless. Shapeless. Like water.

You put water into a cup,
It becomes the cup.

You put water into a bottle,
It becomes the bottle.

You put water into a teapot,
It becomes the teapot.

Water can Flow
Or it can Crash.

Be water, my friend.
Responsive Design uses a “fluid” grid: Design elements are defined so that they scale proportionally with different screen sizes. The overall “page wrapper” or container, and elements like columns, tables, and images are defined in percentages instead of fixed widths, so they “flex” with the screen size.

**FIXED:**

**FLUID:**
WHAT IS RESPONSIVE DESIGN

Responsive design uses **CSS media queries** to present different layouts based on screen sizes or types of screens.

**Media Query**

```css
/* for 480px or less */
@media screen and (max-width: 480px) {
  #header {
    height: auto;
  }
  h1 {
    font-size: 24px;
  }
  #sidebar {
    display: none;
  }
}
```

**Breakpoints**

- **Mobile site**
- **iPad Apps**
- **Website**

- **Smart Phones**
- **Tablets**
- **Netbooks**
- **Desk tops**
WHAT ARE BREAK POINTS?

“Breakpoints are the point at which your site’s design and content will respond or change to provide the user with the best possible layout to consume the information.”

Tablet landscape / desktop: 992 px

Phone portrait: 320 px

Phone landscape: 480 px

Breakpoints often correspond to the most common screen widths.

Many designers agree the design should dictate: when it needs to adapt, that’s a breakpoint.

Source: Responsive.is
WHAT IS ADAPTIVE DESIGN?

“In Adaptive Design, the layout and content change, beyond just scaling proportionally, using additional code to customize the design for specific browser sizes.

Sources: Aaron Gustafson, Quora, LoganFranken, Huffington Post, Smashing Magazine.
WHAT IS ADAPTIVE DESIGN?

Desktop:

Mobile:

Source: Crohn’s & Colitis Foundation.
“Fragmenting our content across different “device-optimized” experiences is a losing proposition, or at least an unsustainable one.

—Ethan Marcotte
Responsive Web Design
ADAPTIVE CONTENT

Follows the paradigm:

COPE

(Create Once, Publish Everywhere)

Sources: Karen McGrane
RESPONSIVE DESIGN RECOMMENDATIONS
RESPONSIVE DESIGN RECOMMENDATIONS

- Simple is better
- Keep load times fast
- Optimize images for performance
- Lead with your top content and messages
- Suppress non-essential elements on small devices
- Collapse navigation
- Use 1 column layout
- Size buttons and links so they are tap-friendly
- Streamline forms so they are quick & easy to use
RULE #1: KEEP PAGE LOAD TIMES FAST

40% of online shoppers would wait no more than 3 seconds for a page to load before abandoning the site altogether.

Source: Akamai/Forrester
ENGAGE USERS: LEAD WITH YOUR TOP CONTENT

Minimal Navigation

Maximum Content
80-90% of people are right handed.
TABLET POSTURES & NAVIGATION

HARD

OK

EASY
RESPONSIVE DESIGN STRATEGY

• Discover the breakpoints. The widths at which your design, navigation, and content need to change or adapt.

• Keep the page load times low..

• Try Mobile First: When redesigning, it’s easier to add than to take away. Mobile is an opportunity to focus your message.

• Do User Research: What do your users need from your design? Does that really change across device?

• Develop a Content Strategy: COPE. Leverage CMS to display content that adapts to the device.

• Provide a consistent and integrated user experience across channels

• We can help!
WHY IS RESPONSIVE DESIGN IMPORTANT?
WHY IS RESPONSIVE DESIGN IMPORTANT?

- Mobile usage expected to exceed desktop in 2013.

Sources: Morgan Stanley, 2010; Mashable; infographic by www.dotcominfoway.com
WHY IS RESPONSIVE DESIGN IMPORTANT?

The New Multi-Screen World
Understanding Cross-Platform Consumer Behavior

90% of people use multiple screens sequentially.

Consumers move between multiple devices to accomplish their goals.

Popular cross device activities:

- Browsing the Internet: 81%
- Shopping Online: 67%
- Managing Finances: 46%
- Planning a trip: 43%

Search is the most common way consumers continue from one device to another.

Source: Google/Ipsos/Sterling, 2012
WHY IS RESPONSIVE DESIGN IMPORTANT?

75% of the world has access to mobile phones.

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage mobile-only</th>
<th>Country</th>
<th>Percentage mobile-only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Egypt</td>
<td>70%</td>
<td>Indonesia</td>
<td>44%</td>
</tr>
<tr>
<td>India</td>
<td>59%</td>
<td>Thailand</td>
<td>32%</td>
</tr>
<tr>
<td>South Africa</td>
<td>57%</td>
<td>China</td>
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<td>55%</td>
<td>US</td>
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<tr>
<td>Kenya</td>
<td>54%</td>
<td>UK</td>
<td>22%</td>
</tr>
<tr>
<td>Nigeria</td>
<td>50%</td>
<td>Russia</td>
<td>19%</td>
</tr>
</tbody>
</table>

Percentage of mobile Web users who never or infrequently use the desktop Web

75% of the world has access to mobile phones.
MOBILE USAGE STATISTICS

- 17% of cell phone owners, or 34 million US adults, do most of their online browsing on their phone. Most do so for convenience, but for some their phone is their only option for online access.

About half of U.S. mobile phone owners use their devices while watching TV, to look up information online in real time, keep themselves occupied during commercials, and interacting with friends.

Source: Pew Internet Research Center. Mashable
WHAT DO YOUR USERS WANT TO DO ON MOBILE?

“If people want to do something on the internet, they will want to do it using their mobile device. Period.”

“People use every device in every location, in every context. They use mobile handsets in restaurants and on the sofa. They use tablets in meetings and on lazy Sunday mornings in bed.”

Common user activities on mobile:
• Lookup / Find
• Shop
• Check in / Status
• Edit / Create / Manage
• Explore / Play / Learn
WHEN SHOULD YOU INVEST IN A MOBILE APP?

• For most organizations, a mobile app is not necessary.

• For **specific business cases/contexts**, a mobile app may make sense:
  • Task-based interactions
  • Context-aware apps
  • Location-based services
  • Object-oriented recognition
  • Communications

• **Advantages of mobile website over native apps:**
  • A mobile website can look and act just like a mobile app
  • Broader audience; doesn’t require users to download the app
  • Less expensive; quicker to launch; easier to maintain
  • Standard code (CSS, HTML, JS), wide cross-browser support, vs. apps having to be coded specific for each operating system
  • Fundamentally, Responsive design is about accessibility.

Source: mobiThinking. eWeek.
WHY IS RESPONSIVE DESIGN IMPORTANT?

2003 Modern Blackberry
2007 iPhone
2008 Android (HTC Dream)
2010 iPad
2011 Kindle Fire
2012 Nexus Tablet iPad Mini

Source: punchcut.com
WHY IS RESPONSIVE DESIGN IMPORTANT?

Advantages of Responsive Web Design

- Saves Money
- Saves Time
- Improved SEO
- Better Performance
- Wider Browser Support

Google Recommends Responsive Web Design

Google recommends webmasters follow the industry best practice of using responsive web design, namely serving the same HTML for all devices and using only CSS media queries to decide the rendering on each device.
WHY IS RESPONSIVE DESIGN IMPORTANT?

Uncle Sam Wants You (to Optimize Your Content for Mobile)

“Americans deserve a government that works for them anytime, anywhere, and on any device.”

—President Barack Obama

Source: A List Apart. The White House.
ADDITIONAL READING

• Ethan Marcotte
  Responsive Web Design

• Aaron Gustafson
  Adaptive Web Design

• Luke Wroblewski
  Mobile First

• Karen McGrane:
  Adapting Ourselves to Adaptive Content
  Content Strategy for Mobile Presentation, Book

• Jared Spool
  Devising a Strategy for Responsive Design

• Mashable:
  Why 2013 Is the Year of Responsive Web Design

• Smashing Magazine
  A User-Centered Approach To Web Design For Mobile Devices

• Kristina Halvorson
  Content Strategy for the Web
HOW TO GET STARTED WITH RESPONSIVE DESIGN IN LUMINATE ONLINE?
RESPONSIVE FEATURES RELEASED

• HTML5 Doc-Type for PageWrappers (Summer 2012)

• TeamRaiser Mobile-optimized registration forms (Summer 2012)

• Mobile-optimized Donation Forms (Winter 2013)

• TeamRaiser Mobile-optimized: greeting pages, search pages, donation forms (Winter 2013)
responsive wrappers

- Responsive content in a fixed wrapper **won’t** be responsive
- Responsive content in a responsive wrapper **will** be responsive
Declaring the Document Type

When creating a new or editing an existing page wrapper in the Page Wrapper Editor, you can select HTML5 as the Document Type Declaration on the Meta Tags page.

- Use HTML5 Document Type
- Adding the Viewport Statement to Meta field to Control the Device Width Scaling
- Add CSS Media Query Rules to Control Element Size/Style
- Use %s and EMs instead of fixed pixels for sizing.
- Consider image size/resizing when resizing browser
- Make sure it validates!

Check out the YouTube Video on how to enable HTML5 for your PageWrappers.
NEED SOME HELP? IMPLEMENTATION SERVICES

• Blackbaud Services ($)
  - Can modify your existing wrapper or do a complete redesign with IA help.
  - Create strategy across CMS and Luminate Online if desired.
  - Can also scope out making most other Luminate System pages (ConsProfile User, Advocacy etc.) Responsive. *
  - Contact your Client Success Manager if you are interested.

• Partners network can also implement responsive wrappers. ($)

• Responsive wrapper kit download (FREE or $)
  - Simplified wrapper that is easy to brand and implement.
  - Basic code knowledge helps to brand the kit.
  - Can be used with Donations or TeamRaiser Registration
• Do you have a Content Management System?
  - Incorporate responsive strategy/design into your CMS
  - Get the most out of your content categories.
  - Watch CMS video on organizing content – “Adaptve Content (Responsive Design) For Future-Proof World”

• Are you using Google Analytics?
  - Check out their Mobile Site Reports to see how much mobile traffic is accessing your site.
  - Which pages are people viewing the most?
  - Which devices are they using?

• Are your emails optimized for Mobile devices?
  - Similar development to responsive design but with unique quirks.
  - Try our EOY Mobile Kit for a place to start.
    http://www.convio.com/free_kits
FIRST LOOK AT THE NEW FEATURES
NEW DONATION LOOK

Please enter your gift to Walk for the Roses 2012.

**Gift Information**

- $35.00
- $60.00
- $120.00
- Enter an Amount

**Payment Information**

**Credit Card Information:**

- Credit Card Number:
- Expiration Date: 09 2012

**Billing Information**

- Title:
- First Name:
- Middle Name:
- Last Name:
- Suffix:
- Street 1:
- Street 2:
- City:
- State/Province:
- Zip/Postal Code:
- Country:
- Email Address:

- This is the new text box.
- Remember Me

**Payment Information**

**Credit Card Information:**
HOW TO ENABLE IT – DONATION FORM

Stylable and Responsive Donation Form Layouts

Be responsive.
With an HTML 5 page wrapper and a responsive form layout, you can edit the default labels and text in each element of a donation form so they appear shorter on a smart phone or mobile device.
TEAMRAISER LOOK & FLOW

Run For Your Life 2012 Austin Community

1 Get Started  2 Select Options  3 Provide Details  4 Review  5 Make Payment

Participation Options

Select one of the participation types below.

Select a Participation Type

10K Runner - $25.00
10K Runner created on Jun 6, 2012 11:40:23 AM

Your Fundraising Goal:

Additional Gift:
MOBILE-OPTIMIZED TEAMRAISER: GREETING PAGE
MOBILE-OPTIMIZED TEAMRAISER: SEARCH PAGE
MOBILE-OPTIMIZED TEAMRAISER: DONATIONS

Gift Information

- $35.00
- $60.00
- $120.00
- Enter an Amount

Transaction Summary

Transaction Date: 9/25/12

Payment Information

Credit Card Information:

- * Credit Card Number:

Expiration Date:

- 09
- 2012
EXAMPLE – WALK TO END ALZHEIMER'S DEMO
H O W  T O  E N A B L E  I T –  T E A M R A I S E R

• Create Responsive Wrapper
• Put TeamRaiser Pages Into Responsive Wrapper
  - Greeting
  - Find a Participant
  - Team Selection
  - Team Password
  - Participation Options
  - Returning Participant Login
  - Registration Information
  - Secondary Registration Information
  - Waiver
  - Registration Summary
  - Thank You
• Create Responsive Donation Form and put in Responsive Wrapper

Check out YouTube Video with full TeamRaiser Mobile walk-through!
WHAT IS IN THE FREE KIT?
WHAT IS IN THE FREE KIT? - TEAMRAISER

Mainstreet Marathon
June 25th, 2013

Participation Options
Select one of the participation types below.

Select a Participation Type
Runner - No Fee
Runner created on Feb 13, 2013 10:41:11 PM

Your Fundraising Goal:

Would you like to make an additional gift?
Additional Gift:
WHAT IS IN THE FREE KIT? – DONATION FORM

Download at http://www.convio.com/free_kits
AGENDA

• Introductions ✓
• **What** is Responsive Design? ✓
• **Why** is Responsive Design important? ✓
• **How** to get started: ✓
• Open Q&A
QUESTIONS?

PRESS *6 TO UNMUTE YOUR LINE

ASK QUESTIONS AFTER THE WEBINAR AT:

This recording will be posted to our webinar archive page available at http://www.convio.com/communitywebinars
THANK YOU ALL FOR COMING!