## Responsive vs. Adaptive Web Design Chalk and cheese, or two sides of the same coin? Here are some of the differences, pros and cons that divide the two. What's the difference and which is better? Check out our Responsive Web Design vs. Adaptive Web Design infographic to find out more. "Google recommends webmasters follow the industry best practices of using responsive web design, namely

A process that fluidly alters its layout to fit the Media Queries environment in which it is being viewed.

Supported by

flexible videos.

flexible images

and fluid text

CSS3

The @media rule

Fluid

Grids

serving the same HTML for all devices and using only CSS media queries to decide the rendering on each device." Google Webmasters

> Adaptive web design: Presentation layer – CSS and styling

> > Content

layer-rich

semantic

markup

A process that changes the site's layout to fit a predetermined series of screen sizes. Similar to Progressive Enhancement.

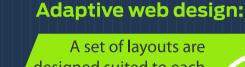
Client-side scripting layer JavaScript or **jQuery** 

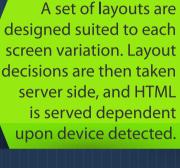
"Adaptive web design is about creating interfaces that adapt to the user's capabilities (in terms of both form and function)." Aaron Gustafson, A List Apart

THE DIFFERENCES



Fluid grids use percentages to ensure a website's flexibility, allowing smooth transition from one screen size to the next.









Media queries detect the device being used.



Client-side code detects device being used.





A single template is delivered across all devices.



Separate templates are delivered dependent upon device.





are downloaded, regardless of device, and then resized to suit.

All on-page elements



Only the on-page elements required for a particular screen layout are downloaded.



# **PROS AND CONS**

### **RWD Pros** The experience is usually as close

- to the 'full site' as mobile can get Easier to put in place for new
- websites or complete rebuilds of existing sites SEO can be better as only one
- website to manage

# Fast page loads – only required

**AWD Pros** 

- elements are downloaded
- User experience can be tailored to the device it is viewed upon, renders on older devices and feature phones
- Existing website doesn't require alteration

#### **RWD** cons Longer page load time – all

- elements are downloaded, whether used or not -Existing websites need rebuilding
- from the ground up Incompatible with some older
- devices/browsers due to reliance on CSS3 media queries

#### **AWD** cons Costly and resource intensive

- Complex advanced
- understanding of JavaScript and CSS are needed for successful implementation Internal cross linking can be
- complex with multiple website versions to choose from



Both responsive and adaptive web design allow a website to be viewed clean and

efficiently across devices. The key differences lie in implementation, and the resources, budget, and skills available to you.



Presented by usability 24 7

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