

# Tips to Maximize Responsive

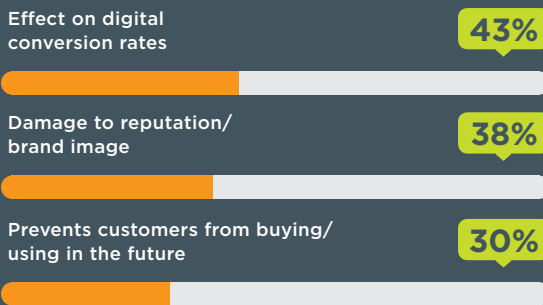
RWD as a design technique has gained popularity for its promise to be a cost-effective approach to achieve multi-screen consistency. Mobile users have expectations for small-screen experiences that RWD cannot fully meet. Read our tips on how you can enhance your RWD site to meet user needs across channels.

## THE FACTS: What Your Users Demand

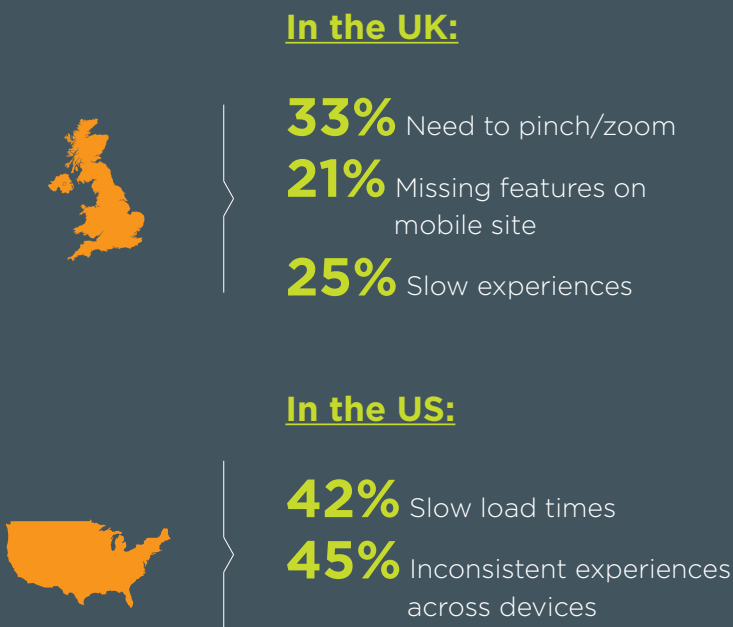


Despite adopting Responsive Design, **53%** of mobile users are **still dissatisfied** with their mobile web experiences.

### Consequences of a poor digital customer experience (eMarketer):



### Top causes of mobile user frustration:



Many companies are moving to RWD without fully considering all the use cases or goals for the Responsive solution. Forrester suggests that brands “start responsive and adapt where necessary.”

## RESPONSIVE DESIGN: What’s Still Missing?

RWD is “not a complete solution. [Business must go] beyond one-size-fits-all Responsive design to deliver contextual experiences.”

- Forrester



### SPEED

On average, RWD sites load in **18 seconds**, much slower than the desired 3-second wait time on mobile. This creates a 7% drop in conversions per second.



### USABILITY

RWD may be a visually consistent experience, but the design is not always mobile-first, and may hinder the user experience by failing to offer the most intuitive and easy-to-navigate interface for a mobile context.



### UNIQUE EXPERIENCES

By relying on RWD to support all screens, brands sacrifice contextual relevance and mobile-specific features that could be provided through a different approach, or a hybrid design.

### LESSONS FROM GOING WITH RWD

A leading global hospitality brand saw a drop in conversion in their mobile booking flow, and poor performance overall, after implementing a new Responsive website. Improvements were achieved by adding a CDN to increase site performance, and improving mobile user flows by injecting mobile-only content into the Responsive code. The brand saw a 100% lift in returning visitors’ conversion rate and 25% jump in new user conversion rate.

## What should brands do?



### ADAPTIVE CONTENT

Mobile tasks often diverge from desktop tasks in commerce. In this case, RWD’s “one-size-fits-all approach will fail to delight or even satisfy customers on smartphones or desktops.” - Forrester

Optimize for mobile context by adding device-specific features and functionality into the RWD code. Use Adaptive techniques to inject content and mobile-specific features.



### TESTING

Agile development for RWD tends to increase the need for high quality testing strategies.

Test regularly to mitigate negative experiences and be confident in the usability of your RWD experience.



### SITE SPEED

86% of RWD sites deliver **unnecessary content** (intended for desktop) to mobile devices.

Minimize page weight with server-side solutions and consider implementing a CDN to further improve load times.