Responsive Web Design

Mobile | Tablet | Laptop | Desktop

Optimal viewing and interaction experience for your ecommerce website across any device.

"Red's willingness to rise to the challenges posed by the site's rich design and user experience has meant that we have had a smooth implantation, and the solution is stunning."

Brand Director, Bowers & Wilkins

Responsive web design provides an optimal viewing and user experience across a wide range of devices from televisions to mobile phones. A site designed with RWD adapts the layout to the viewing environment by using fluid, proportion-based grids and CSS3 media queries. We deliver all sites using a responsive design having developed a front-end framework, based upon bootstrap, as a base for faster and higher quality delivery of a merchant's prospective, responsive front end code.

Benefits

Save time and money — by using a responsive design you don't need to maintain separate desktop and mobile sites, saving time, resources and money.

Consistent user experience — means users are familiar with your site across any device and browser, and can navigate and checkout easily. A single URL is easier to remember too.

SEO — A single site means a single set of URLs and content which is only indexed once and is likely to improve your SEO performance. Sites should all be 'mobile friendly'.

Increase sales — by enabling customers to view and purchase from your website how, when and where they want, they are more likely to an order.

Device agnostic — with the increase in how and where people view your site, creating something that is optimised for all operating systems, browsers and device types is key.

Future-proofed — As more screen sizes are introduced, your site can be enhanced to cater for them by adding extra breakpoints.

Analytics — A single site means a single set of analytics giving you a simplified view of your site activity, users and purchases.

RED technology.com

tradeit ecommerce platform

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The Responsive Web Design Process

We follow a flexible design process when creating new responsive sites having developed a front-end framework, based upon bootstrap, as a base for faster and higher quality delivery of a merchant's prospective, responsive front end code. We work alongside our clients to bring their ideas to life and specialise in beautiful ecommerce designs that turn casual browsers into regular buyers. We develop sites with real people in mind meaning that user experience is at the forefront of everything we do. This means that our sites not only look great but, just as importantly, they function great too.

1. Design Brief

The very first stage of any project is the design brief. We'll request that the client completes a questionnaire in order to understand what needs to be taken into account during the process, such as corporate guidelines, design influences and branding.

2. Information Gathering

Alongside the design brief, we will gather some initial assets such as logos, commercial fonts, IA/Sitemap and category structure as well as example homepage content like banners, images, social media accounts and company information.

3. Hi-Fidelity Prototype (Core Templates)

After the initial design brief and requirements gathering, we will then create hi-fidelity prototypes of the core templates (usually five) across the different breakpoints (usually four, starting with the homepage.

4. Lo-Fidelity Prototype (Remaining Templates)

Built-in community tools such as blogs, forums, Q&As and Tell -a-Friend to help the growth of user generated content and all the benefits associated with that.

5. HTML 5 (Core Templates)

With the hi- and lo-fidelity prototypes signed off, the HTML of the five core templates is then produced across all four breakpoints and rolled out.

6. Style Guide

Alongside the HTML rollout of the five core templates is a style guide which lays out the appearance key elements of the site such as fonts, colour references, styles, logos, buttons, links, tabs, accordions, rollovers, images etc.... in a simple and easy to use document.

7. Design Rollout

Using the lo-fidelity prototype as the base, and with direction from the style guide and core HTML template, the remaining HTML is produced for all of the remaining web pages and emails.

8. Completion

Following customer sign off of all the HTML pages and emails, the design process is now complete.

About Red

Red Technology is a leading ecommerce solutions provider. We implement innovative multichannel ecommerce solutions for mid to large sized retailers, distributors and manufacturers leveraging our ecommerce platform, tradeit. The tradeit ecommerce platform provides Red's customers with tremendous competitive advantage due to its combination of powerful promotions engine, flexible content management system, comprehensive order management system and multichannel integration capabilities.

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