Mobile Customer Experience

Strategies for Delivering Mobile Experiences with Ingeniux CMS

INGENIUX
Content beyond boundaries

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Every web experience you create requires an equally engaging mobile experience. Mobile represents 65% of all digital media time, according to comScore. This means your website, email marketing campaigns, customer support portal and more will be viewed on some type of mobile device.

There are two core strategies for mobile experience design: Adaptive and Responsive. Adaptive creates a unique design for each type of device. Responsive creates one design that "degrades gracefully" as device viewports get smaller.

Which approach is right for your web experience? The good news is, it's easier than ever to build and manage mobile web experiences using one or both of these development approaches. You just need to decide which approach works for you.

Responsive Design

Responsive design is the most common approach to mobile web development. It refers to flexible web page layouts that automatically adapt to the size of the viewing device's browser.

Cascading style sheets (CSS) are the foundation for responsive design, empowering designers to manage the presentation layer independent of the content. CSS media queries enable different styles rules to be applied using HTML5 or XHTML layouts to different screen sizes, regardless of device type. Web developers can scale fonts, resize graphics, and even change layouts based on the size of the screen.

Responsive design refers to flexible web page layouts that adapt to the size of the viewing device

Responsive design allows you to deliver one set of content with one design to a website whether it's viewed on a desktop, tablet, or smartphone; as a result, it is the predominant approach to mobile-enabling your web experience.

Ingeniux Page Builder

Ingeniux provides Page Builder, a visual design tool for creating templates and web pages. Page Builder employs a mobile friendly, open standards responsive design approach. It supports Bootstrap and Foundation responsive mobile frameworks out of the box and can integrate other responsive frameworks as required.

Using Page Builder, both developers, and nontechnical users can create mobile-friendly web pages. They can click-and-drag to re-size columns, drag-and-drop text, video, images, and content widgets onto templates, and manage presentations for multiple channels.

Page Builder works for new web pages and templates, and it can help developers mobile-enable existing web pages.

Successful Responsive Design

With responsive design, you have a series of breakpoints depending on what screen sizes you want each view to target. Generally, most responsive sites will have a full-size desktop or horizontal iPad view, a slimmed down view that still maintains a column structure for a vertical iPad orientation, and a third view without columns that will scale well on all smaller devices, such as an iPhone.

Most responsive websites set breakpoints at 1200 pixels, 979 pixels, 768 pixels, and everything below. With each breakpoint, you can write code to hide elements, show elements, or change element positioning and size to fit your content to

the appropriate screen size. These sizes can also be targeted using jQuery or JavaScript if elements need to be added or removed dynamically.

The coding process for any responsive design site is to develop a desktop view and then use standards-based media queries to resize elements based on the minimum and maximum widths. This will support the widest range of browsers. Older browsers that do not support responsive design – such as Internet Explorer 8 and below will default to the desktop view of the site.

Ingeniux recommends that your responsive design layouts in Adobe Photoshop or Illustrator match at least three of the views and breakpoints recommended for desktop, tablet, and smartphone layouts. From there, Ingeniux can simply add a custom CSS file to the theme for your site according to your branding.

Adaptive Design

If your web experience supports a range of devices such as different sized smartphones and tablets, wearables, kiosks, game consoles and more, an adaptive design approach may be a better option.

Adaptive design detects the device you are using and creates a unique visual experience for that device size. So instead of creating one design and rendering elements responsively based on CSS media queries, with adaptive you create a set of designs, each one supporting a different device, or set of devices.

Adaptive Experiences

Ingeniux uses user agent detection to detect mobile devices and deliver content optimized for each device. Within Ingeniux CMS, users define a series of mobile web experiences, each with a different design layout, and possibly different content or functionality.

Ingeniux also integrates jQuery Mobile so that elements are rendered in a mobile-friendly way and support multi-touch interactions like taps and swipes.

The mobile version of your website will display on mobile devices and smaller tablets and adapt to fit the dimensions of the device. In this scenario, your existing URLs stay the same, just as in a standard responsive design.

From a schema standpoint, you simply create a separate area of the site tree for the mobile experience pages. With user agent detection, you then serve a different set of mobile-optimized content to mobile devices based on the content that already exists on your desktop pages. Just as in responsive design, you can still add new elements to content pages that would only display on smaller, mobile screens.

Multi-Device Support

Ingeniux CMS provides a Framework for full-featured mobile device detection. Rather than having to manually detect mobile devices, the CMS includes a full device library which is updated weekly, so you're always serving up the correct content to a vast array of devices.

Also, Ingeniux CMS allows you to preview your site on an iPhone, iPad, or any other mobile device display. The preview system enables you to view your mobile experience before it's published so you can tell exactly how your website will look on each mobile device.
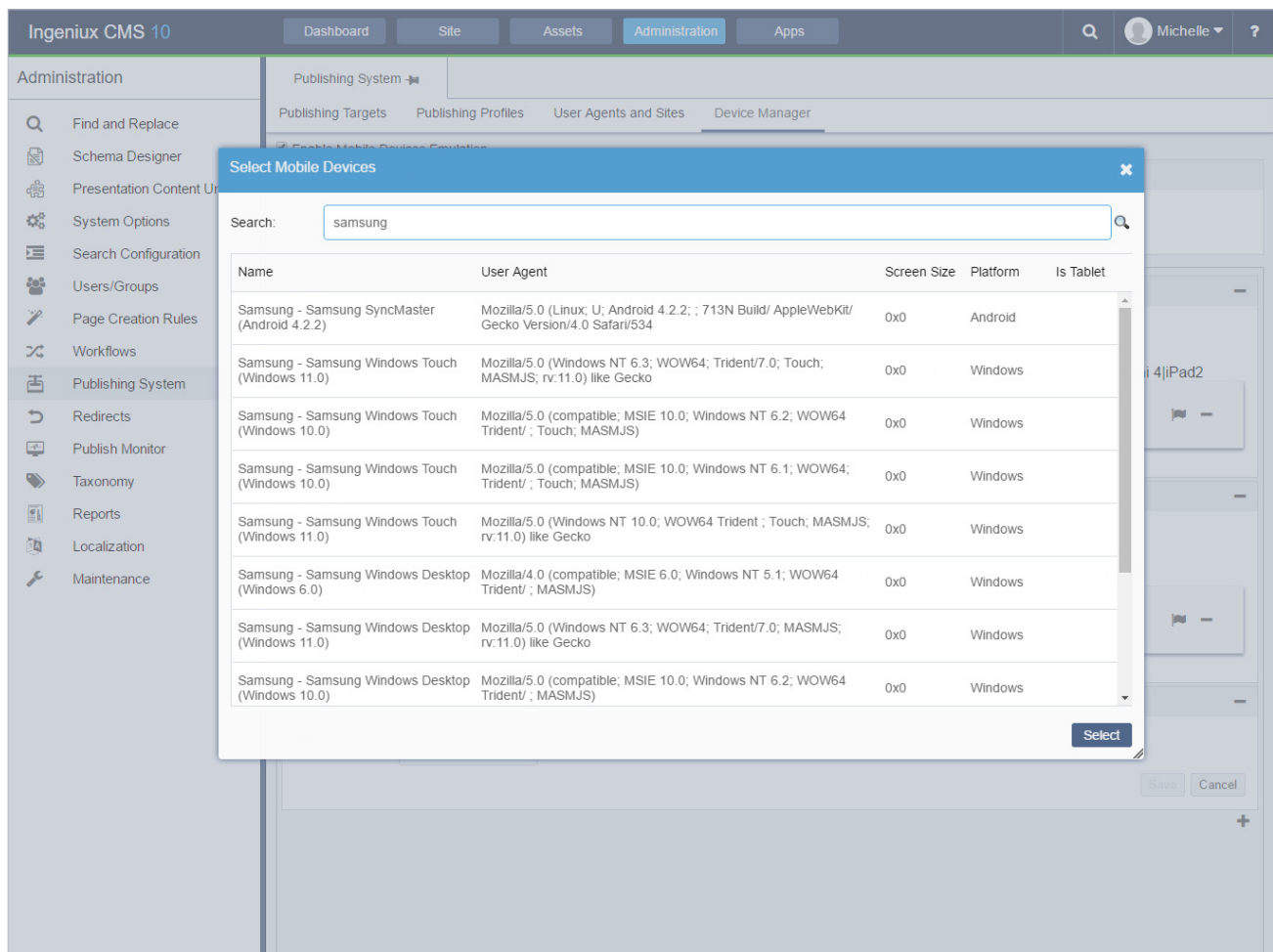
Should You Go Responsive or Adaptive?

How do you know which mobile design strategy is best for you? While it depends on your specific requirements, there are several things to consider:

Go Responsive when:

- You have one website delivering the same content regardless of viewing device.

- You are creating a brand new website or full redesign of an existing website.

Go Adaptive when:

- You are creating a completely separate mobile application with different presentation and different content.

- You want to design a mobile experience that offers a subset or a different set of functionality from your web experience.

In some cases, you may employ a responsive design that also supports adaptive techniques.

Your Mobile Content Strategy

Regardless of whether you choose the responsive design route or the separate adaptive mobile architecture route, your content strategy and existing content are going to play a major factor.

You have to ask yourself if the content you have on your desktop site is appropriate

for mobile. If it's a basic body copy area, the answer is probably yes, although the content may need to be shortened. If it's a table-based layout, fixed-width video, or another element that will break the layout as it resizes, the answer is no.
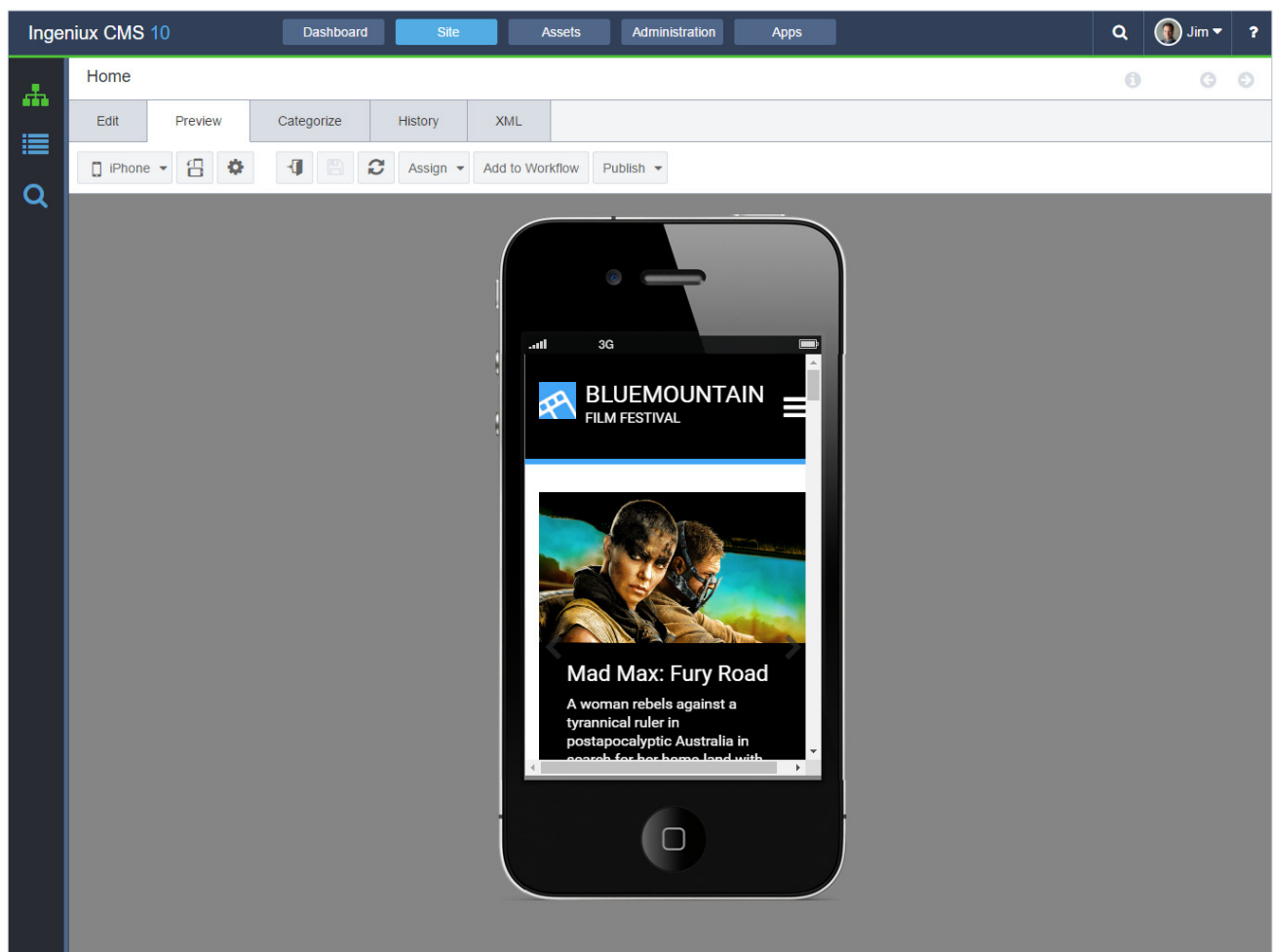
Mobile device preview in Ingeniux CMS.

You may need to create new elements or schemas to manage additional data. In some cases, it may not be feasible to re-use content. For instance, if you have an external application that you're pulling in with an iFrame and it doesn't resize, this content will automatically break. In instances like this, your best approach is to design a mobile interface that pulls in the external content through APIs.

In most cases, a new mobile site is a great opportunity to examine your existing content, simplify it, and remove outdated information.

The Future of Ingeniux and Mobile

As mobile and tablet devices continue to be released, and the technical approaches available to us grow, our strategy will change in tandem. Ingeniux continually looks for ways to make each client project easier and better, and that means making continual modifications to our strategy.

We're constantly refining our library of mobile code and researching ways to make responsive design and adaptive design more closely integrated. Standardizing our approach and embracing new trends in the industry will ensure our content strategy stays up to date with an industry that is constantly changing.

About Ingeniux

Ingeniux CMS is a web content management system designed for the modern Web.

Ingeniux empowers your marketing teams, web developers, technical writers, IT pros, and other teams to work together to produce engaging customer experiences and elevate how you manage and create your digital content.

Standards-based, mobile, responsive, dynamic, personalized, secure, global, beautiful; these are some of the ideas that make an Ingeniux-powered website; signposts that have guided our product development for over a decade.

Whether just getting started creating a brand website, or building a complex portal or business application, Ingeniux CMS is an essential part of your solution. We invite you to learn more about Ingeniux CMS, understand how it's built, its key features and capabilities, and how it can help you reach your goals.

Discover what Ingeniux can do for you.

- Call (877) 445-8228 to speak with a solutions expert

- Email info@ingeniux.com to request more information

- Visit www.ingeniux.com to learn about Ingeniux solutions

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