

americaneagle.com

eaglevision

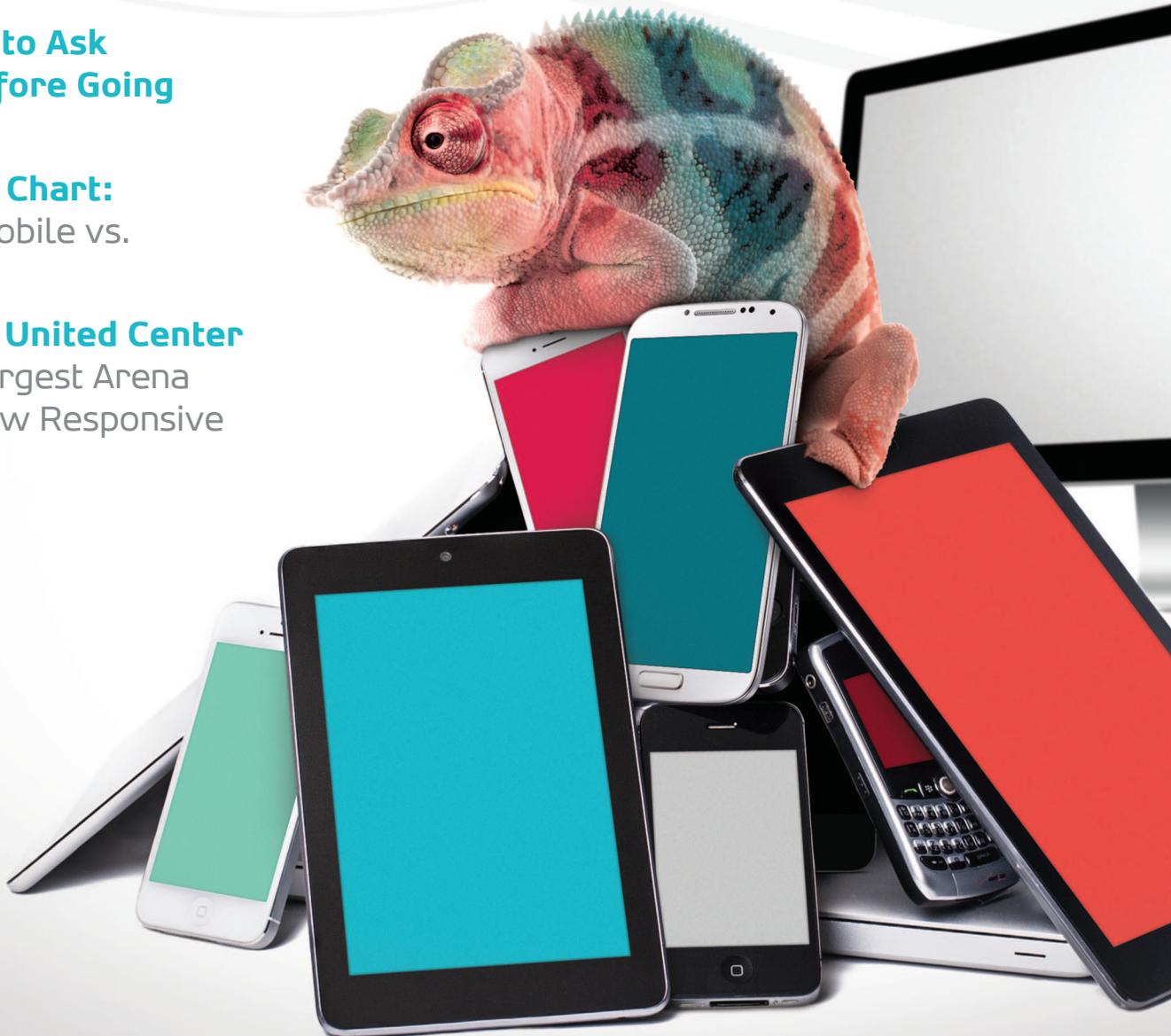
RESPONSIVE DESIGN

Understanding the Basics

5 Questions to Ask Yourself Before Going Responsive

Comparison Chart:
Dedicated Mobile vs. Responsive

Case Study: United Center
Country's Largest Arena Launches New Responsive Site



AWARD-WINNING WEBSITE DESIGN & DEVELOPMENT



At Americaneagle.com, we've been developing profitable solutions for our clients for over 20 years. Our experience, success, and innovative thinking are reasons why we're not just an option – ***Americaneagle.com is your solution when it comes to website design and development.***



OUR SOLUTIONS INCLUDE:

- Website Design & Development
- Ecommerce
- Content Management
- PCI-Compliant Hosting
- Mobile Solutions
- Integrations
- Email Marketing
- Strategic Consulting
- Website Maintenance

americaneagle.com CALL US AT **877.WEB.NOW.1** (877.932.6691) | INFO@AMERICANEAGLE.COM

CHICAGO • CLEVELAND • DALLAS • FT. LAUDERDALE • LOS ANGELES • NEW YORK • PHILADELPHIA • WASHINGTON D.C.

A Letter from Americaneagle.com

“Every child is an artist. The challenge is to remain an artist after you grow up.”

- Pablo Picasso

The famous Spanish master produced an art form well ahead of his time and the works he created influenced artists and painters in his day and still influence the styles of many artists today. Picasso is often referred to as the father of modern art because he introduced cubism, which today is the foundation of modern art.

At Americaneagle.com, we believe the foundation of a good website is design – both front end and back end. Today, that foundation has “grown up” and the focus of design must take into account all of the devices in which one accesses your website. Designing a website to respond to the many varied devices available requires a sound, “responsive design” that allows users to have the same enjoyable experience on your website whether they’re on their iPhone or sitting at their desktop.

Consider the following statistics:

- 40% of people will abandon a web page if it takes more than three seconds to load.
- 48% of users say that if they arrive on a business site that isn't working well on mobile, they take it as an indication of the business simply not caring.
- Only 22% of marketers say they're ahead of the curve when it comes to responsive design. 29% say they have “average” experience level, 23% say they're behind the times, and 4% say they're hopeless.
- 58% of all US consumers already own a smartphone.
- Not one screen size has more than 20% of the market share.
- 61% of people have a better opinion of brands when they offer a good mobile experience.

As you'll continue to hear the phrase “responsive design” more and more, we wanted to dedicate this issue of Eaglevision to it so that you can learn more about this form of design and why you should embrace it and make it part of your strategy for online success.

We're also happy to showcase the United Center, a valued, long-time customer of ours, in this issue of Eaglevision. We'll discuss how the home of the Chicago Blackhawks and Chicago Bulls, and one of the world's premier sports and entertainment venues, displays their site among a multitude of different devices.

We want ALL of our customers to have similar success, and we hope to work with you on how to accomplish your online goals. We hope you enjoy this issue, and as always, we're just an email or phone call away to help you!

- The Americaneagle.com Team

6 POWERFUL STATS ON

RESPONSIVE DESIGN



RESPO
NSIVE
DES
IGN



RES
PONS
IVE
DES
IGN

Google



GOOGLE PREFERS / RECOMMENDS RESPONSIVE WEB DESIGN.



MOBILE USERS WILL SURPASS DESKTOP USERS BEFORE THE END OF 2014.

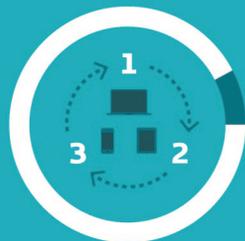


48% OF USERS THAT REPORT A BUSINESS' SITE DIDN'T WORK WELL ON THEIR SMARTPHONES TOOK IT AS AN INDICATION THE COMPANY DIDN'T CARE ABOUT THEIR BUSINESS.

67% OF USERS ARE MORE LIKELY TO PURCHASE A PRODUCT OR SERVICE FROM A MOBILE-FRIENDLY SITE.



90%



OF PEOPLE USE MULTIPLE DEVICES CONSECUTIVELY.

69%



OF TABLET USERS SHOPPED ON THEIR DEVICE WITHIN THE LAST 30 DAYS.

4 Questions to Ask Yourself Before Going Responsive

While a responsive website is an ideal fit for many businesses looking to reach their audiences, not every business' needs are best met with a responsive site. To find out if responsive is the right fit for you, start by answering these 4 questions:

1

What are your needs?

Does your business need to deliver different content to different devices?

2

What are your users' needs?

Ultimately, whether you choose to go responsive or have a dedicated mobile site it needs to benefit your users.

3

How much of your site is 3rd party?

If your website is pulling content from a 3rd party site, most likely, it will not have the capabilities to adapt to different screen sizes with the rest of the website.

4

What does my content look like?

For a responsive site to make sense for your business, the content must still be functional on any device. If you are certain that some crucial content might not translate well to a smaller screen size, like data tables or large images, then responsive might not be your best choice.

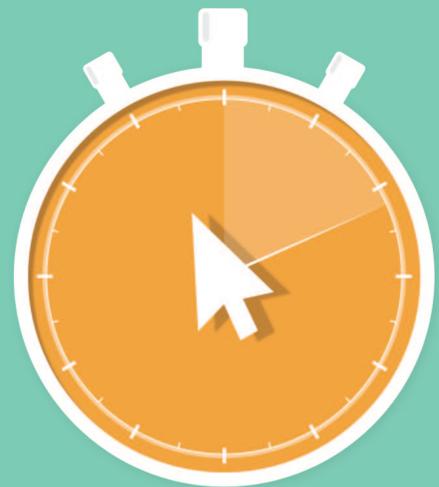
How Long Will Visitors Really Wait?

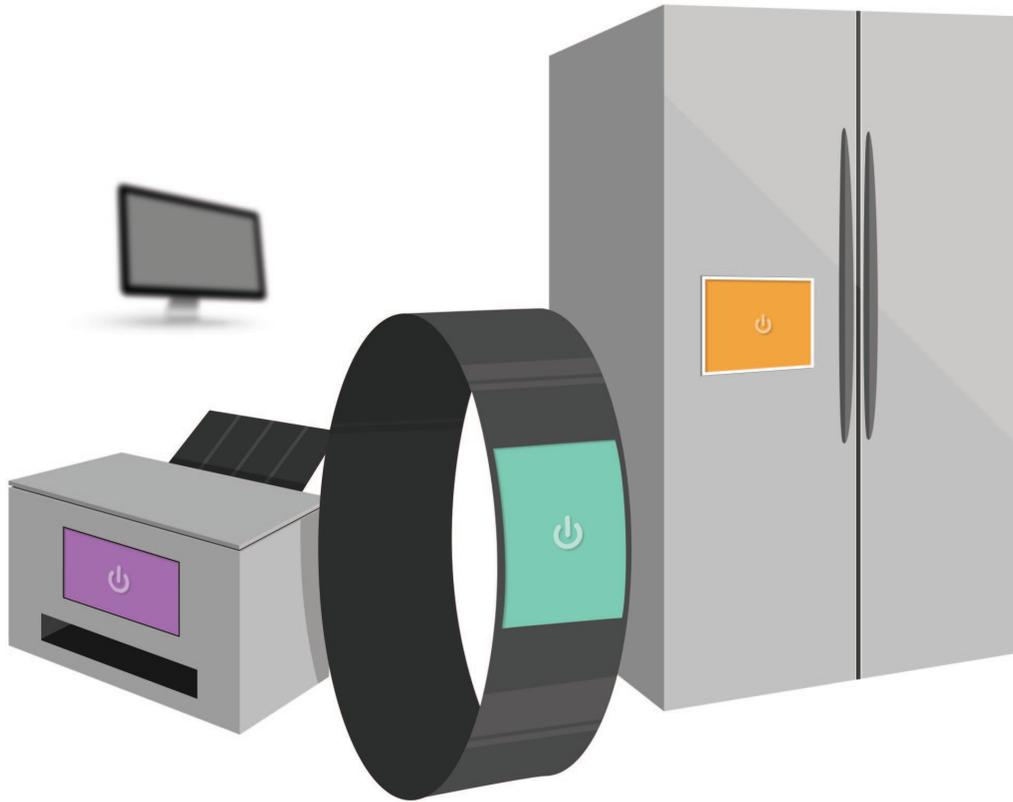
Gone are the days of waiting ten minutes for your dial-up connection to whizz and whirl its way to your favorite website. Your visitors expect your website to load NOW.

In 2009, a study by Forrester Research found that shoppers expect a page to load in two seconds, and at three seconds, most abandon the website altogether. Today, expectations are even higher. Consider this: A one second delay in page response can result in a 7% reduction in conversions according to a Gomez study. If an ecommerce site is making \$100,000 a day, a one second page delay could result in a loss of \$2.5 million each year.

Not a business with ecommerce? Page load still affects you! 74% of users will abandon a mobile site after waiting five seconds to load.

The bottom line: If your responsive site isn't built for speed, it's going to seriously impact your business.





Responsive: The Future

What does the future hold for web design and why is it important?

Article contributed by:
Mike Avello - Director of
Front-End Development

Let's imagine for a moment what we will use to browse the web in the future.

We have heard for a while about smart appliances such as refrigerators. These will, and some do already, have touchscreens that will allow web browsing. Other devices will undoubtedly come in every shape and size. You will see it in your car, at vending machines at the mall, the advertisement at the bus stop will be an interactive website, and more. The possibilities are simply endless. One thing is certain, however; you will not be interacting with websites the way you used to. Not always with a mouse and keyboard, not always at a desk, and certainly not only in your home.

Now, I want you to think for a minute about the present. Think about the last website you visited. Were you at your desk in front of your computer? Were you on the couch with your tablet? In bed with your phone?

These days you can be anywhere and use anything to browse the web. We live in an amazing reality. This isn't just the future anymore, this is now. We already have TVs, cars, digital wristbands and more available with web browsers. This means that we can no longer view a website as a fixed, static point. It needs to be flexible and cater to the end-user via whatever means they choose to interact with it.

Responsive web design is simply one answer to account for the wide variety of devices we face today and even tomorrow. We cannot be future-proof, but we can certainly be future-friendly today.

The Downfall of Hovering

Article contributed by:
Nick Goodrum - Director
of Front-End Development

For what feels like ages on the web, hover has been a common and popular approach to interact with a site. You might hover over an image to find out more information, or rollover a link to show an explanation.

However, as the world of touch devices only continues to grow, this brings about a usability dilemma. How do users without a mouse get the tooltip or extra functionality? Some touch devices go with a hold or a double tap in order to possibly translate as a hover. However, users might end up mis-tapping or not even know to interact. For the image example, a person using touch wouldn't potentially even know that they could read more.

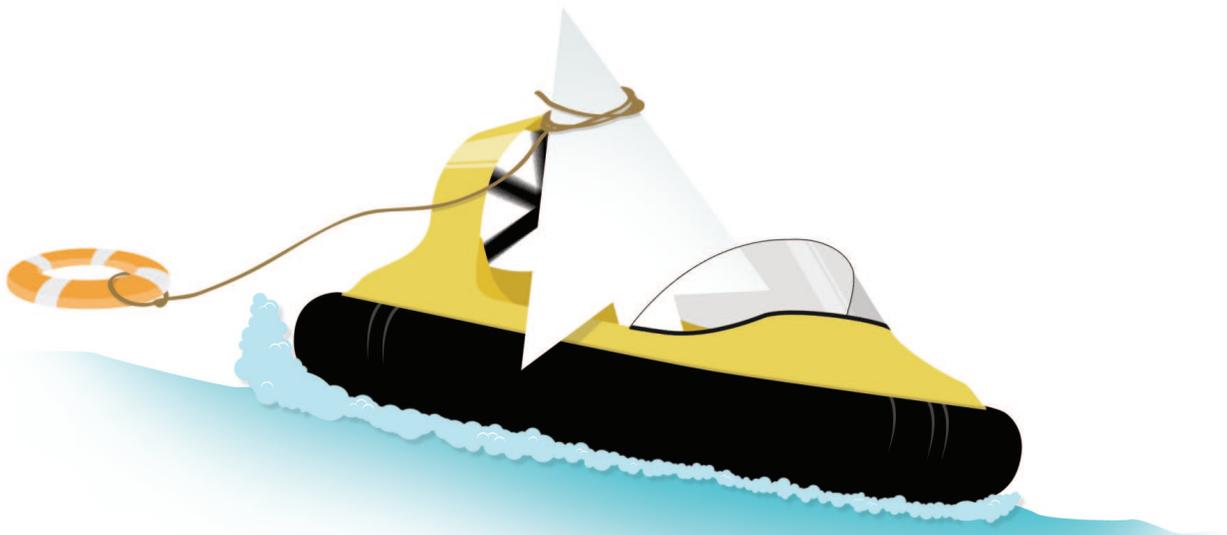
So what feature can all users utilize regardless of device instead of hover? Some devices use pens, some touch, and some mice. Devices like the Surface Pro can do all three. But regardless of the device, there is one interaction that is ubiquitous across all of them: "click." (Yes, I know that "tap" is technically different than "click" but both react the same way. For the sake of simplifying the discussion, I'm just going to use the term click.) This universal input method can replace hover without much overhead. For instance, instead of having information show up on hover, try having a user click on the image instead. For the link that shows an explanation, maybe think about adding an indicator to press, such as a question mark to indicate that there is something more here.

Now, does that mean we should abolish any use of hover? No. While you should avoid mouse hover for major functionality, some

embellishments for users that can hover will add interest and significance to page elements. For example, having the button a user is hovering over change colors or enlarge to take up the whole screen may help create an enjoyable experience. (Well, maybe the aspect of taking up the whole screen wouldn't be a good experience but you get the idea.) If you want to have a slideshow stop when hovered over, it can add a nice touch to people who use a mouse. I would note that you should still have a pause button available for touch users, though. Hover can be utilized as a form of progressive enhancement that gives a slight benefit to a mouse user if done correctly.

Say what? Your site isn't responsive? If you only have a desktop site, you're probably wondering why you should be worrying about any of this. Well, these suggestions don't just apply to the responsive world. With Windows 8, more and more monitors are being sold as touchscreens. Also, many tablets can get the same view (depending on your site width) as a desktop out of the box. Touch users are right at your doorstep, so by making a couple of adjustments to your current site, you can increase the user experience for them without any decrease for mouse users.

So, when in doubt, say "click."



Responsive Design

Understanding the Basics

“We should embrace the fact that the web doesn’t have the same constraints, and design for this flexibility. But first, we must accept the ebb and flow of things.”

John Allsopp, “A Dao of Web Design”

According to Dictionary.com, the definition of responsive is “responding especially readily and sympathetically to appeals, efforts, influences...” Think of the device in your hand, the desktop computer you’re using, or your notebook. Those are the “appeals, efforts, and influences.” Responsive design simply responds to whatever “appeal, effort, or influence” that you’re using. The web industry had to come up with a solution to meet the needs of all the new and different devices constantly being introduced in the market, and responsive design is the result.

How did responsive design start?

The term “responsive design” is credited to web developer and “A List Apart” author, Ethan Marcotte. Technically speaking, responsive design is about building a website with a grid-based layout, images that resize and media queries. Soon after Marcotte defined the technique just a few years ago, responsive design frameworks that utilized these principles began to emerge.

How does it work?

Responsive design uses a type of CSS called media queries. Media queries examine the attributes of the device and adapt specific website styles accordingly. Responsive website design “responds” to our devices and properly adjusts them to create a pleasant user experience. All of this occurs in real time as you view your device or resize your browser window.

When cutting a responsive site, front-end developers set ranges of media query values to specifically target unique device classes (i.e. smartphone, tablet, desktop, laptop, etc.). These ranges of values in turn activate a unique set of CSS code to adjust the web page to fit optimally on the chosen device.

How does responsive design impact your future?

Today, nearly every device introduced to the marketplace has a different screen size and resolution. Not one screen size has more than 20% of the market share. It’s inefficient for companies, large or small, to spend the resources necessary to create a similar web experience for each screen size. As users and consumers all over the world are now relying on handheld and/or other devices as their primary source of Internet access, it has become crucial that websites are formatted properly in order to be viewable across multiple screen sizes and resolutions.

With the introduction of the tablet, “mobile” no longer references only handheld devices or smartphones. Since the scope of screen sizes and resolutions has expanded, responsive design allows a website to respond to the consumer’s browsing preferences. The content on the page is formatted and scaled to view legibly. This increases website visibility and helps you connect to users, regardless of their preferred device. While responsive web design is a relatively new design practice, it’s quickly becoming industry standard.

At Americaneagle.com, we recommend responsive design more than any other solution. Ultimately, it leads to fewer costs and ensures that our customers’ websites will be compatible

for the near future. As screen resolutions, pixel sizes, and aspect ratios of new devices change, responsive design allows us to create websites that will continue to view optimally, without compromising design quality. Ultimately, responsive design means we can produce websites that are aesthetically pleasing and function well - no matter what devices people choose to use. It's important to note that with phablets, tablet/notebook combination devices, readers, Smart TV's, and screens on your home appliances (the list goes on and on), responsive doesn't limit your site to what is available now, but instead allows for much more flexibility for the future.

What does this mean to your bottom line?

Your customers are browsing the web on all kinds of different devices. And if they aren't yet, they most likely will be very soon.

Businesses that choose to ignore this fact will miss reaching and maintaining a large customer base, and potentially scare new customers away. In an industry where technology and trends are evolving at a swift pace, it's absolutely essential that companies have sustainable solutions in place.

To expand your business or organization, it's necessary to reach more people than your competition. A responsive design will ensure you have a larger audience, thus increasing your visitors' chances of completing a conversion. It also means that no matter what device your visitor uses, they will get your message in an efficient manner. Responsive design is the best way to safeguard your online presence and keep your organization relevant to customers for years to come.



Designing to be Responsive

Design has always been an evolutionary process. One trend leads to another, while changes in user behavior and technology have dictated which trends stick and which tried-and-true practices get tossed.

Since the popularization of responsive design, some argue that website design as we know it has been forever changed. For the first time, a design does not exist as a static, flat arrangement; instead, the very foundation has the ability to adapt to the user's needs. While responsive design might be, in essence, a "website that moves things around to fit on different devices," from the designer's perspective, it means approaching the design from multiple perspectives.

Ultimately, designing for a responsive website means considering this question: How will the layout, text, and imagery get the user to the end goal?

Gilbert Castellanos, a graphic designer at Americaneagle.com, described responsive design thus: "Responsive design forces you to think about things that you should already be thinking about. The best decisions we can make as designers are those that simplify the user experience; that means cutting down to the elements that help the user get to the end goal, and arranging it in a way that is conducive to the conversion funnel."

A few key aspects of responsive design differentiate it from traditional web design:

Load time.

Since a responsive site is built to operate on a variety of devices, it needs to also take into account different connection speeds. By eliminating unnecessary elements, such as slow-loading functionality or graphics, your site will be ready for any users' scenario.

Proportion.

"Responsive design doesn't change the designer's job, it just forces you to prioritize," notes Ryan Harle, graphic designer at Americaneagle.com. "The way you place the elements will drastically affect the user's view on a smaller device. The page elements have to be prioritized in order to deliver a useful, functional experience even on smaller devices."

Brand consistency.

Sometimes, a dedicated mobile and desktop site can present the user with a different brand look. Because responsive design delivers the same site to different devices, it helps you deliver a harmonious brand experience.

Seamless functionality.

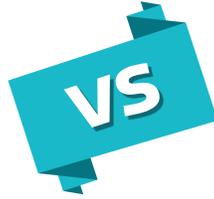
One of the limits to responsive design is that all of the functionality available on desktop must also work on mobile. It's crucial that as you begin the design process, you understand that your whole site will be available on every device. Mocking up the site on several different devices will help you prioritize what functionality you need accessible.

"Responsive design isn't the new trend. It's the new paradigm," said Castellanos. "It's going to forever change the way we look at design."



CONVERT

Responsive Design



Dedicated Mobile



PROS

- Less duplication of effort - no need to update content separately on desktop and mobile site. Creates a seamless brand experience
- Scales to any screen size
- No need to add new sites as new devices become popular



PROS

- Faster load time: because a dedicated mobile site is optimized specifically for mobile devices, you won't need to wait for a higher bandwidth site to load
- Faster execution: you can add a mobile site quickly without needing to redesign your existing site

CONS

- Content that looks better on a desktop site might not resize well on a smaller screen size
- If you use third-party applications on your site, they may not work across all devices
- Sometimes, you may want to offer a different experience to different devices. Certain functionality might not work on mobile but may work on another



CONS

- Forced to manage multiple websites for different devices
- Forked content delivers a disjointed brand experience
- May not be optimized for all phones

Going Responsive: Impacts on Ecommerce

More than your average website, ecommerce sites have their own host of challenges. When considering a responsive website, it's crucial thatetailers weigh their options before jumping into a project and fully consider the perks and drawbacks of having a responsive site.

What are the advantages of a responsive ecommerce site?

There are many advantages for ecommerce sites implementing a responsive design. With responsive, you'll be able to limit your maintenance to one site, rather than handling separate dedicated mobile and desktop sites. Managing a single site simplifies content and code maintenance and prevents "content forking" (the inconsistent sharing of different content on different networks). Since it delivers a seamless, adjusted experience to users on any device, you'll also access a larger audience.

Shoppers will appreciate a consistent experience. Many shoppers have a tendency to enter your site, begin browsing on a mobile device or tablet, and return later to purchase on their desktop computer. Accessing the same site will make it easier for them to find a product and proceed to checkout. Finally, a responsive design maintains one URL for rankings, a much more search-engine-friendly architecture than in a dedicated desktop and mobile site.



BODY CENTRAL

“

Our responsive design at BodyCentral.com allows us to provide an optimal shopping experience across all of our customers' preferred devices. The new design also enables us to focus on the quality of our creative content with the customer in mind, rather than specifically creating assets for a web store, mobile app, and separate mobile site.”

Ralph Harmon
VP of Ecommerce, Body Central

What are the biggest challenges of a responsive ecommerce site?

The most difficult obstacle to overcome with responsive design is the “less is more” concept. With responsive design, it is advantageous to have less components on the screen for faster page load times on mobile devices. With this in mind, the design and layout takes a “mobile up” or “mobile first” approach that allows for the designer to create the smallest view first. This allows designers to add more content as the screen size gets larger, using hidden content that displays on larger devices but not on smaller devices. However, it is important to note that just because you can’t see content at the smallest view on a phone, that doesn’t mean it isn’t loading.

Ecommerce sites that have a lot of categories, departments, or a multilevel taxonomy also face a problem with how those are displayed on the front end for users on smaller screens. The user experience needs to be streamlined to provide fast access to every section.

Another challenge with a responsive ecommerce site is the product detail page. Product details pages are critical on an ecommerce website, and even more so at the smaller screen size. The “Add to Cart” call-to-action needs to be easy to access and any selections for color or size need to be designed with

“touch” in mind for sizing and layout. For products with a lot of information, the page content may need to be organized and prioritized differently than a standard product detail page.

What other features are important on a responsive ecommerce site?

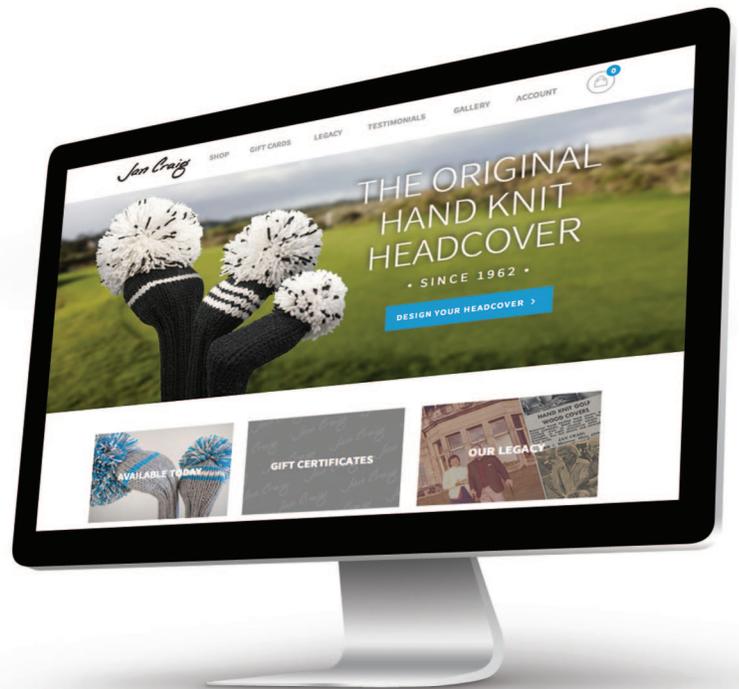
Just like any ecommerce site, it’s crucial that your responsive ecommerce website is designed to get customers to checkout. Some elements, like a powerful, easy-to-access search, a functional guided navigation, and faceted search results, will all guide the customer to the products they are seeking. The customer login, shopping cart, and checkout screen should also all be easily accessible at any screen size. Finally, your responsive design should be designed to perform quickly on slower connections. A fast load time, small image sizes, and short search time all can factor into your overall conversions.

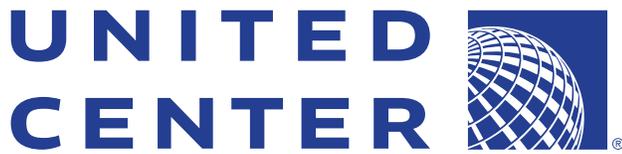
Jan Craig



“As an online retailer of American made hand knit golf headcovers, Jan Craig Headcovers turned to Americaneagle.com to help take our website to the next level. While we originally had set our sights on simply adding a mobile website, through analytics and expert evaluation, we soon discovered that a responsive design would positively impact our ROI potential and present a modern, unified customer experience. Responsive Design allows us to not only tailor the buying experience for all types of devices and screen sizes now, but also ensures we are setup to handle new devices in the future, without additional investment or introducing cumbersome website management processes typical of other alternatives.”

Barry Craig
CEO, Jan Craig Headcovers





Case Study:

Country's Largest Arena Launches Responsive Website that Appeals to All

Name:

United Center

Location:

Chicago, IL

Industry:

Media & Entertainment

Project:

www.unitedcenter.com

Highlights:

- ideo® CMS
- Hosting
- Responsive Design
- Media Wall
- Integration: Facebook, Twitter, Spotify, Ticketmaster, Instagram

The Challenge

The United Center, home to the Chicago Blackhawks and Chicago Bulls, is a premier sports and entertainment venue in Chicago, IL. The United Center realized that changing visitor preferences necessitated more than just updates – they needed a new website. The United Center faced the challenge of appealing to sports and music fans alike, while presenting the information in a way that is easily accessible to all visitors. Overall, the United Center hoped to get ahead of their competitors in the entertainment industry by launching a new site that was cutting edge, user friendly, and easily viewed regardless of device.

The Solution

In order to fully address the different audiences visiting the United Center website, Americaneagle.com began with a thorough creative and engagement strategy. Americaneagle.com used responsive design, allowing for an enjoyable and useful experience whether at the arena or at home looking for upcoming events.

A new "Media Wall" is prominently displayed on the homepage. It aggregates a number of items from different sections (events, news, photos and social media) into one area. It also adapts to the user's preferences, allowing them to filter within each category to see the events and United Center news in which they are most interested. Once a visitor selects an event, they are taken to an event page that continues the high-energy, integrated feel of the homepage. Every event page is brimming with information: going far beyond the basic event facts, it pulls from the artist's or sports team's social feeds, provides dining and suite information, an interactive seat selector, Spotify integration for pre-show music listening, pictures, and more.

Just a few months after launch, the United Center already met many of its goals to improve their users' experience. Compared to the previous year, mobile visits surged 57.55%, while tablet visits increased 40.58%. "For this project, we focused on ways to improve the user experience including a fully responsive design, streamlined navigation, engaging multimedia content, and deep social integration," Vince Amatuzzi, Director of Marketing at the United Center, said of the new site. "The data and feedback we've received have been overwhelmingly positive, and we're thrilled with the results so far."

Responsive Design Process

Beginning Steps for Success

When it comes to beginning a responsive design project, the first couple steps – Plan and Design – are among the most important. It's important to understand that responsive is actually more than just a design or development technique and certainly not a simple add-on. Rather, you should look at responsive as a state of mind and the underlying plan for your content as a whole. This is why planning is so crucial and the thought process needs to synchronize with every step and idea along the way. Ultimately, if your initial planning and designs are done right, you are set for a smooth and successful launch of your responsive design.



PLAN (Discover & Define)

- ✓ **Make sure to collect ALL your content**
 - Be aware that any complex tables or layouts, might not translate well to a responsive design
- ✓ **Identify any interactive elements on your site**
 - Keep in mind that some highly interactive elements, such as any that use Flash, will NOT work, as they are not mobile-friendly and many mobile devices do not support flash
- ✓ **Think about any connecting sites you have**
 - If you are sending your visitors to another site, consider the experience on those connected sites
- ✓ **Identify any 3rd party tools you are using on your site**
 - Some tools may not work well with responsive design (i.e. certain configurators, calculators, etc.)
- ✓ **Look at your user analytics to determine where traffic is coming from (browsers/devices/etc.)**
 - Knowing where your traffic is coming from will help determine which functionality to focus on
- ✓ **Alert your development team on future plans that may impact your website so that it can be accounted for now**

DESIGN (Create Visuals)

- ✓ **Be aware that users wait time expectations are getting shorter so keeping your page ideas as quick as possible is important**
 - Having every aspect of your site on the homepage may not be the best option
- ✓ **Keep your small device users in mind first as much as possible**
 - Take time to determine what information is really needed
- ✓ **Make sure you have a reliable graphic design that is built to handle responsive**
 - Sometimes 3rd party design agencies are not equipped to handle a responsive design well. This may cause problems in the development process later



10% OFF any order over \$100
(excluding Girl Scout Items)

promo code: Eaglevision exp: 12/1/14



10% OFF
any orders over \$50

PROMO CODE: EAGLEVISION EXP: 12/31/14

americaneagle.com

CONTACT US

877.WEB.NOW.1 (877.932.6691)

INFO@AMERICANEAGLE.COM

CHICAGO

2600 S. River Road
Des Plaines, IL 60018

CLEVELAND

1991 Crocker Road
Suite 600
WestLake, OH 44145

FORT LAUDERDALE

110 E. Broward Blvd.
Suite 1700
Ft. Lauderdale, FL 33301

DALLAS

5605 N. MacArthur Blvd.
10th Floor
Irving, TX 75038

LOS ANGELES

1800 Century Park East
Suite 600
Los Angeles, CA 90067

NAPERVILLE

1730 Park Street
Suite 121
Naperville, IL 60563

NEW YORK

295 Madison Avenue
Suite 1221
New York, NY 10017

WASHINGTON D.C.

901 North Pitt Street
Suite 130
Alexandria, VA 22314