

screensizes

320px

iPhone

480px

iPhone  
(landscape)

600px

Kindle  
Nook

768px

iPad

# MAKE IT RESPONSIVE!

The Responsive approach on Mobile, Tablet and Desktop  
Web Development.

**Carlos Martins**  
Junho, 27 2012



# AGENDA

- **Quem sou eu?**
- **The WWW – Web World War III**
- **O que é o RWD?**
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- **Perguntas e considerações finais**

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# QUEM SOU EU?

Corria o ano de 1997, quando tudo começou...



# QUEM SOU EU?

Uns anos depois... (mais de 5 e menos de 7)

*O meu CV em 2003:*

- *Adoro o Linux e detesto o Windows! (Ainda não sabia que ia gostar do MacOSX!)*
- *Já sei compilar o kernel sozinho!! Configuro o apache e o sendmail!*
- *Desenvolvo fluentemente em: C, C++, JAVA e PERL!*
- *Adoro tudo o que se relaciona com Criptografia e Inteligência artificial!*



### Consultor & Consultor Sênior

- Portal das finanças
- Património PT
- Certidões Fiscais online
- Focus na usabilidade
- JAVA, HTML, JS, CSS
- Oracle, DB2

### Product Manager

- Datapeers
- Multipeers
- Produtos com bom aspecto e boa escalabilidade, agnósticos de OS e DB
- RIA (Adobe Flex and Air)
- JAVA

### UX Architect

- Enhanced User Experience
- Garantir um aspecto fantástico
- A melhor Usabilidade
- Responsive Web Design
- HTML5 + JS + CSS3
- JAVA
- ORACLE

### Estagiário & Consultor

- Developer JAVA, PHP
- SysAdmin
- JAVA, Postgresql, PHP, mysql

### DW Product Manager

- DW Continente, Modelo, SportZone, MaxMat, etc...
- Processamentos massivos de dados
- Relatórios intuitivos e exactos
- Oracle, PLSQL, Excel ☺

# QUEM SOU EU?

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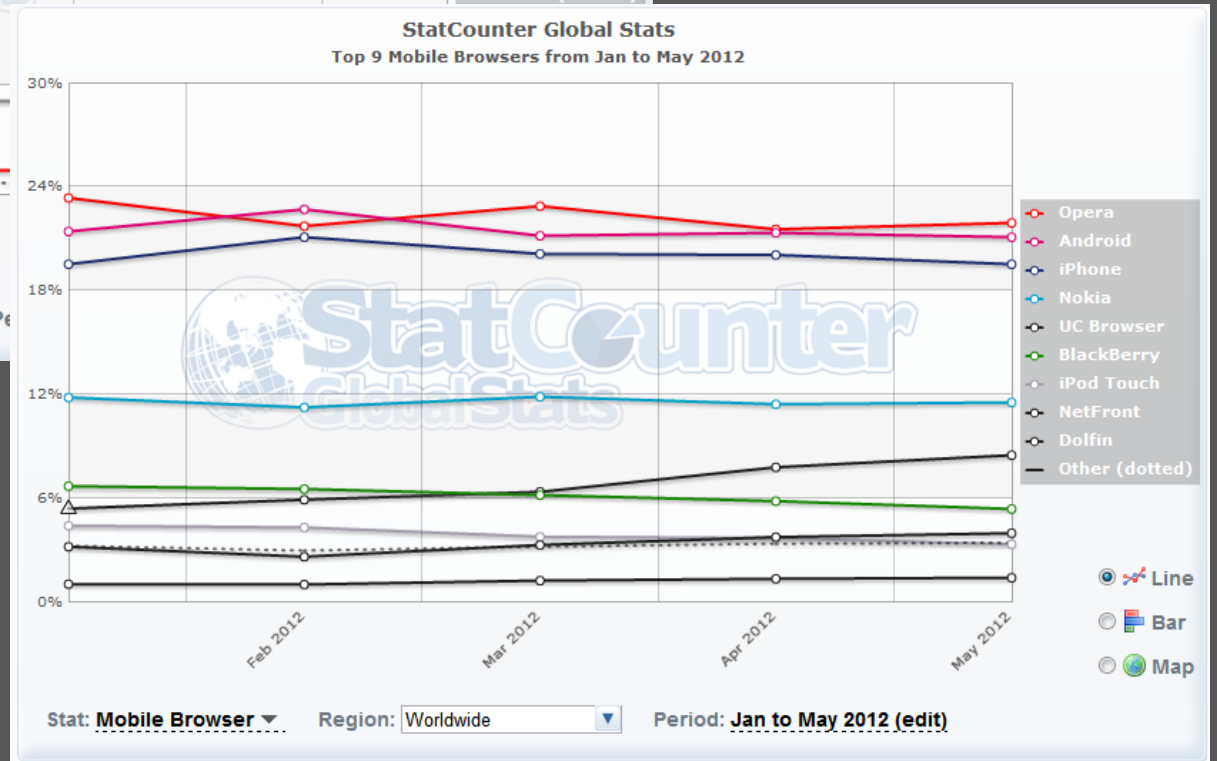
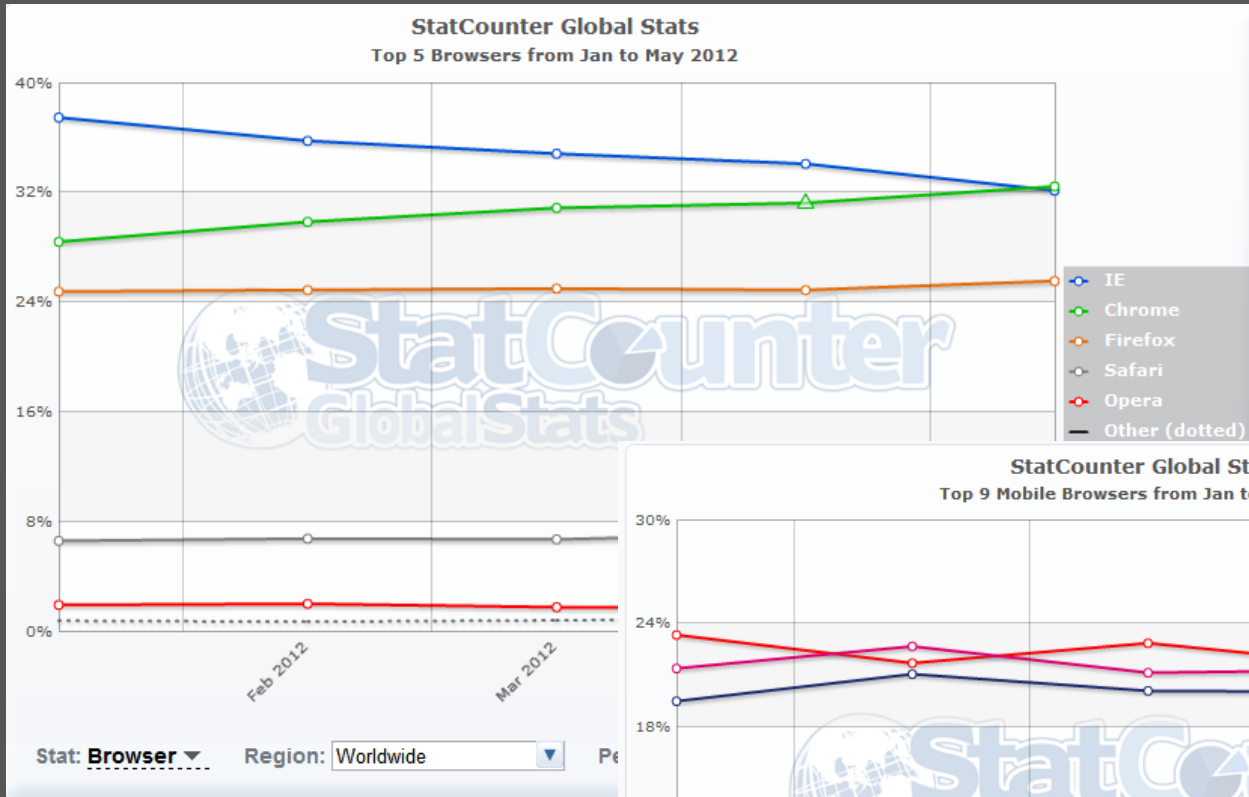
# Vamos olhar para os números...

- **Em 2014 o uso da internet móvel vai ultrapassar o uso no desktop**
- **Já existem mais smartphones do que telemóveis**
- **O IE perdeu o domínio de mercado no mês de maio, ultrapassado pelo Chrome que representa 32,43% dos acessos via desktop**
- **O browser móvel mais usado ainda é o Opera com 21,9% dos acessos**
- **Não há conformidade no tamanho dos ecrãs que acedem à internet e só no reino móvel consegue-se identificar pelo menos 5 tamanhos significativos**

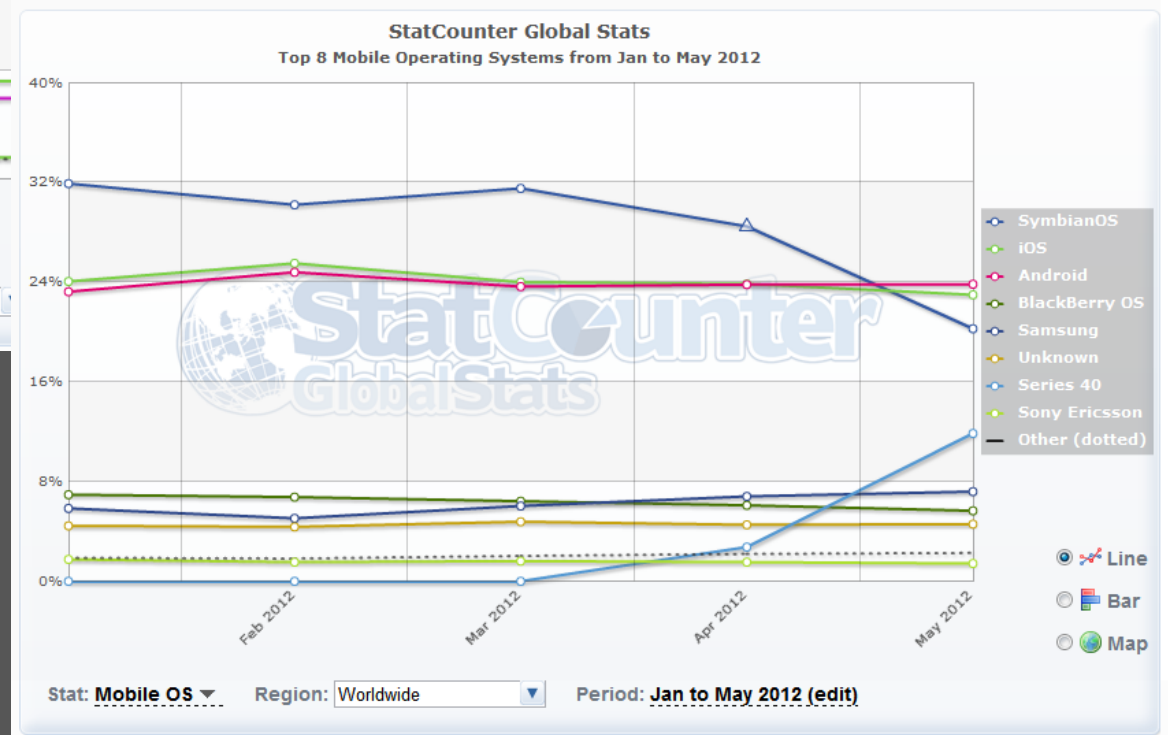
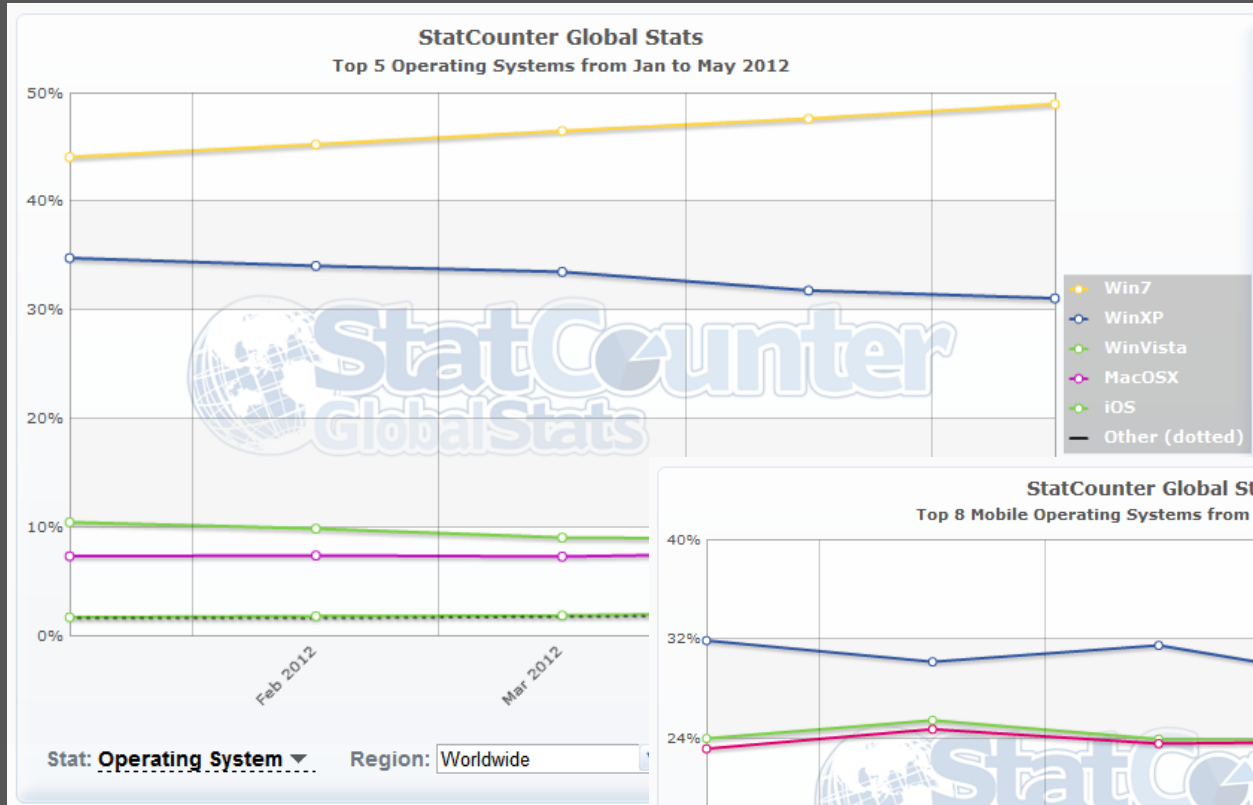




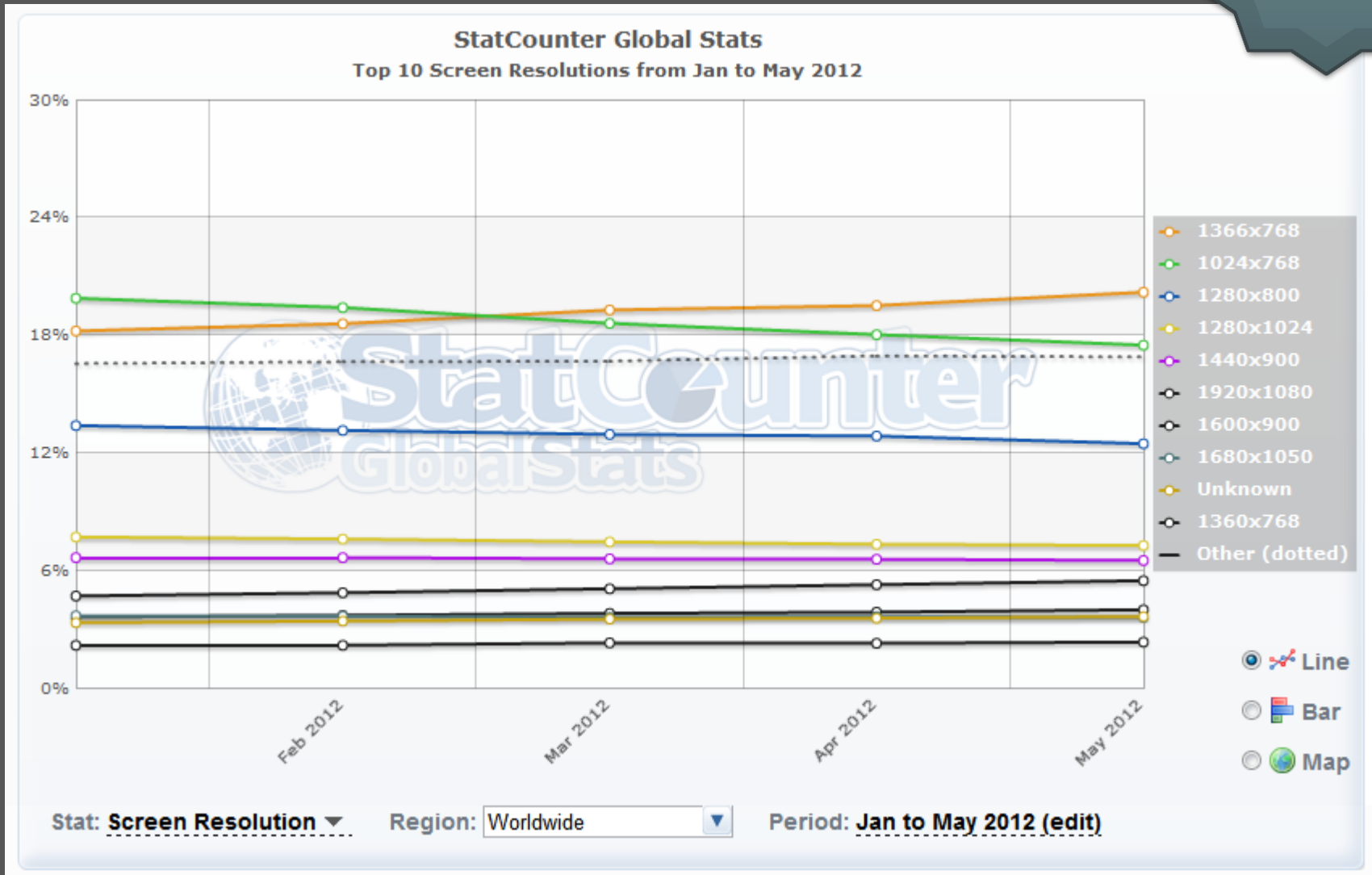
# Vamos olhar para os números...



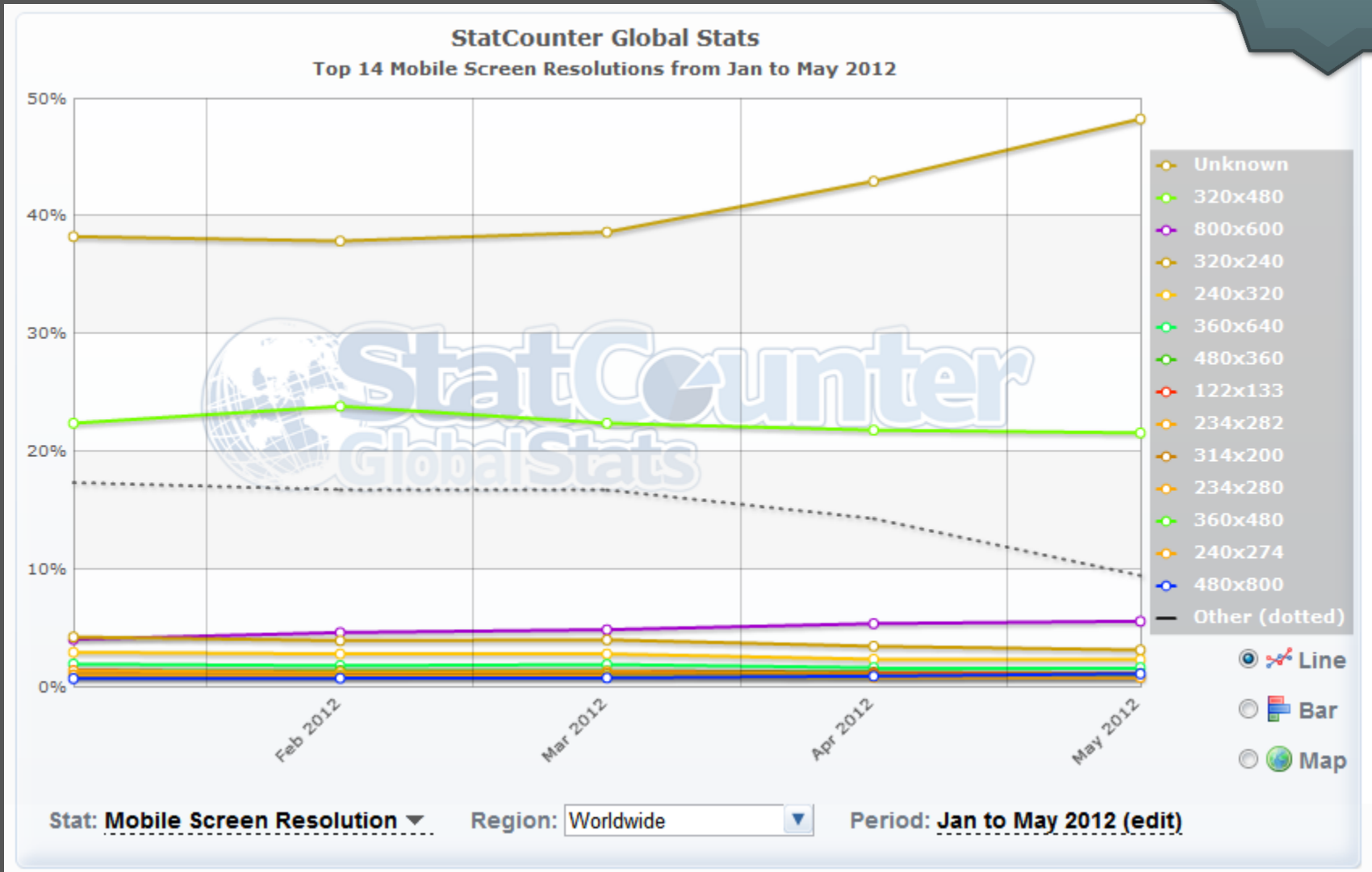
# Vamos olhar para os números...



# Vamos olhar para os números...



# Vamos olhar para os números...



**Uma conclusão fácil de tomar...**

**O**  
**TAMANHO**  
**IMPORTA**

# O tamanho importa!



# E o browser também?



# THE FUTURE IS LANDING

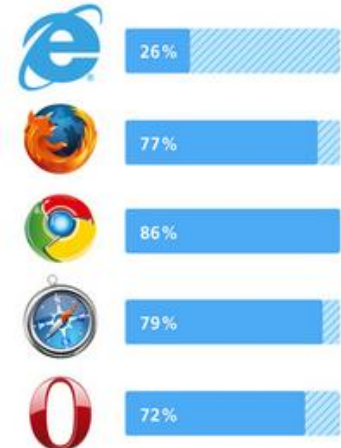


*Illustration by: Matt Phillips Jr.  
January 2011*

Mas... o browser **ainda** importa

# Mas... o browser **ainda** importa...

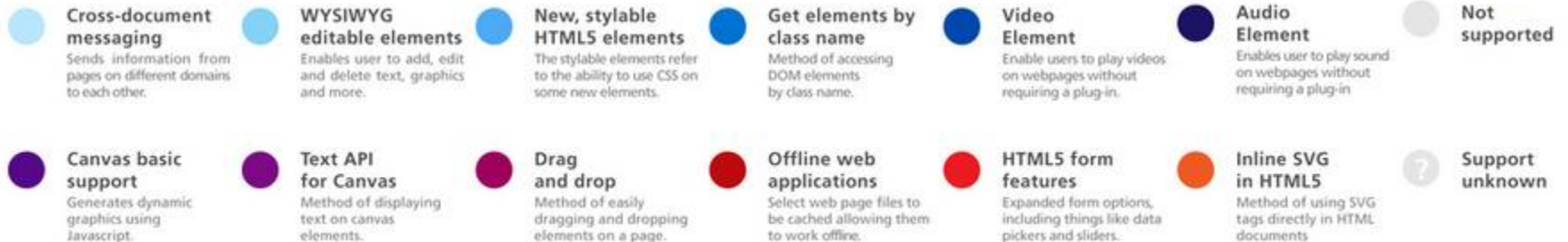
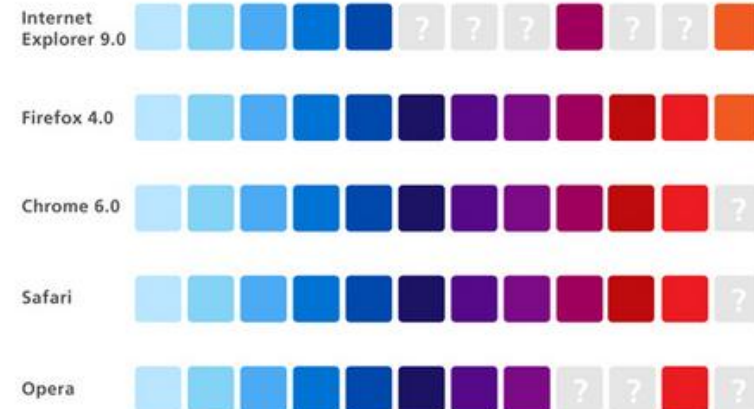
## HTML5 readiness



## Compatibility with HTML5's features - Current Status



## Future status





# HTML5 & CSS3 READINESS

2008 / 2009 / 2010 / 2011 / 2012 / 2014 / 2022

- IE 8
- IE 9
- IE 10
- FIREFOX 3.6
- FIREFOX
- OPERA 12
- SAFARI 5.2
- CHROME

Many of these features are ready to implement *today*.

We don't have to wait for entire specs to be completed, we can start using some *hawtness* now.

data from [caniuse.com](http://caniuse.com)

“We don't have to wait for entire specs to be completed, we can start using some hawtness now.”

urban  
DICTIONARY

Hawtness

being **secksy** on the internet

<http://html5readiness.com/>

# Algumas ajudas...

screensizes

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iPhone

480px  
iPhone  
(landscape)

600px  
Kindle  
No

768px  
iPad



HTML5SHIV

<http://code.google.com/p/html5shiv/>



# Modernizr



E muitos semelhantes...

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# Responsive Web Design

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## Mitos

- **Faz de mim um designer**
- **É sobre CSS e essas cenas do aspecto**
- **Ajusta automaticamente a qualquer tamanho de ecrã**
- **Dá mesmo muito trabalho**
- **Começa-se por desenhar para desktop e depois para mobile**

## Factos

- **Faz de mim um engenheiro**
- **É sobre o layout e o tamanho relativo no DOM**
- **Permite definir o layout de acordo com a largura do ecrã**
- **Dá algum trabalho**
- **Começa-se por desenhar para mobile e depois para desktop**

# Responsive Web Design **ingredientes**



**Layouts fluídos CSS3 media queries**

**Imagens e componentes c/  
tamanhos relativos**

# Responsive Web Design **Layouts fluidos**

```
<div class="container">  
  <div id="content" role="main"></div>  
  <aside id="sidebar" role="complementary">  
</aside>  
</div>
```

Estático

```
.container {  
  width: 960px;  
  margin: 0 auto;  
}  
#content {  
  float: left;  
  width: 700px;  
  margin: 0 20px 0 0;  
}  
#sidebar {  
  float: right;  
  width: 340px;  
}
```

Fluido

```
.container {  
  width: 90%;  
  margin: 0 auto;  
}  
#content {  
  float: left;  
  width: 65%;  
  margin: 0 5% 0 0;  
}  
#sidebar {  
  float: right;  
  width: 30%;  
}
```

# Responsive Web Design **CSS media queries**

O truque principal para garantir que o desenho se adapta ao tamanho disponível – usa-se o CSS (que é consultado dinamicamente) para carregar novas definições do layout de acordo a largura do viewport.

## Tamanhos comuns

- 320px - mobile portrait
- 480px - mobile landscape

---

- 600px - small tablet

---

- 768px - tablet portrait

---

- 1024px - tablet landscape/netbook

---

- 1280px - desktop

## Media queries

@media screen and (max-width: 480px) {}

@media screen and (max-width: 650px) {}

@media screen and (max-width: 980px) {}



# Responsive Web Design Componentes c/ tamanhos relativos

## Fontes

Tamanho Fixo

```
body {  
  font: 100% Helvetica,  
        Arial, sans-serif;  
}  
h1 {  
  font-size: 50px;  
}  
p {  
  font-size: 13px;  
}
```

Tamanho relativo

```
body {  
  font: 100% Helvetica,  
        Arial, sans-serif;  
}  
h1 {  
  font-size: 3.125rem;  
  /* 50 / 16 */  
}  
p {  
  font-size: 0.8125rem;  
}
```

## Imagens

```
img {  
  max-width: 100%;  
  height: auto;  
  width: auto\9; /* ie8 */  
}
```

## VÍDEOS

```
.video embed, .video object, .video  
iframe {  
  width: 100%;  
  height: auto;  
}
```



# Responsive Web Design Componentes c/ tamanhos relativos

## Pequenos (grandes) Hacks...

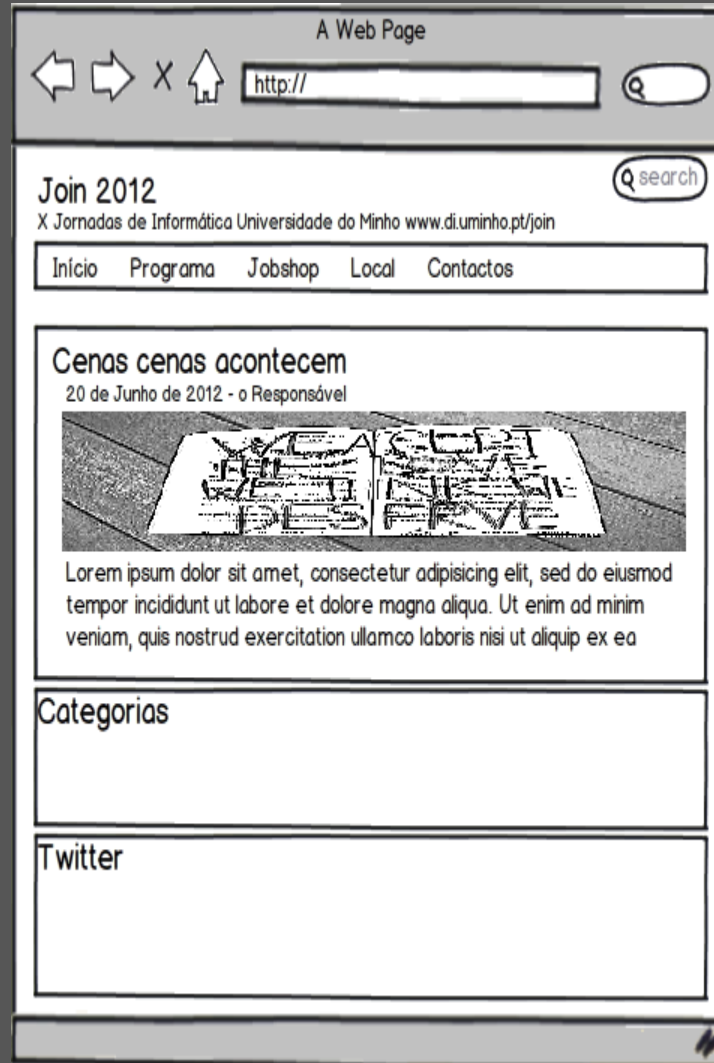
```
/* Remover o ajuste automático do tamanho do texto no iphone e no iPad */  
html {  
  -webkit-text-size-adjust: none;  
}
```

```
/* Forçar que o iphone e o iPad carreguem a página nos 100% de espaço */  
<meta name="viewport" content="width=device-width; initial-scale=1.0">
```

# AGENDA

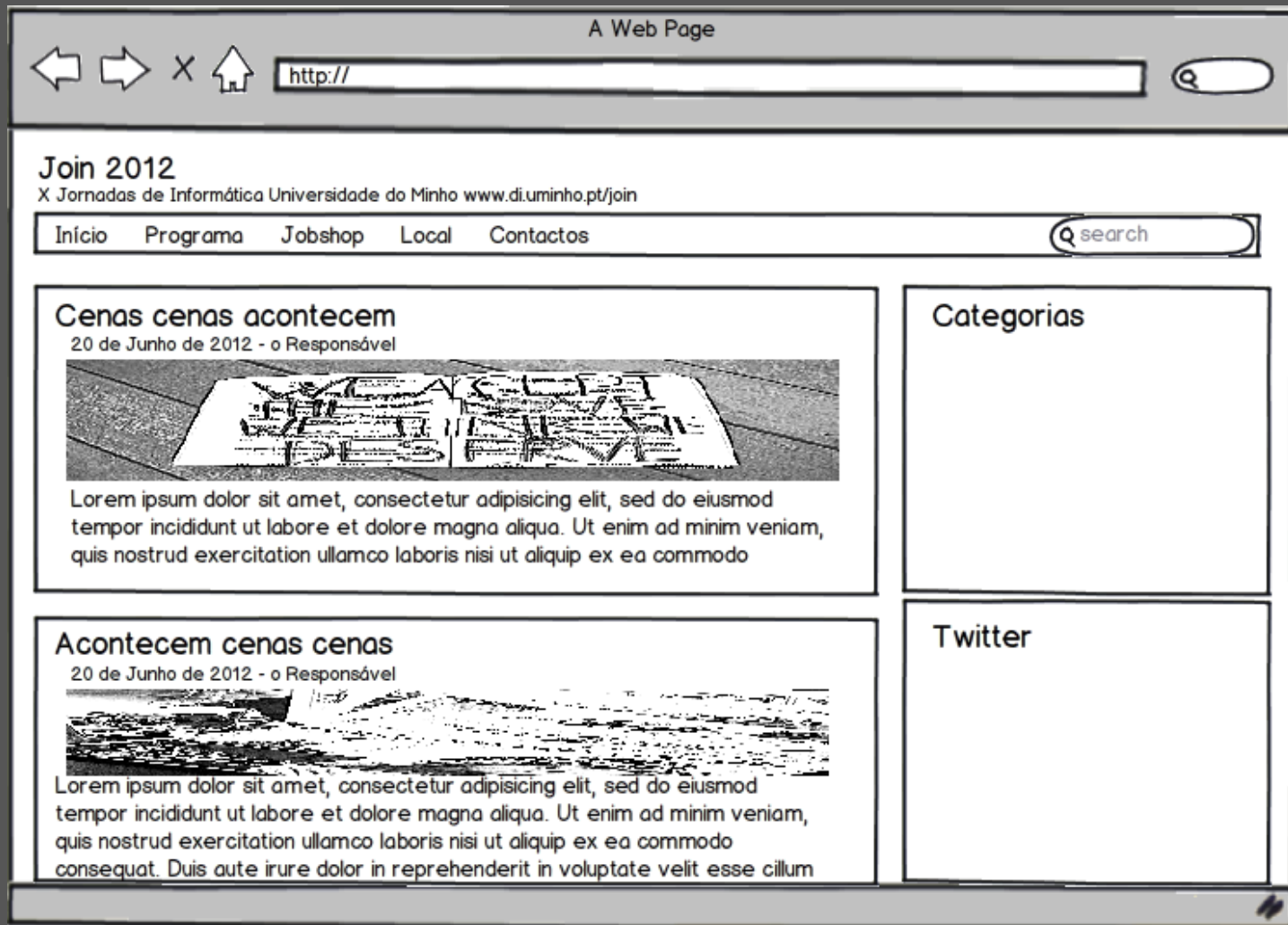
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# Responsive Web Design **Mãos ao trabalho**



**Visão móvel**

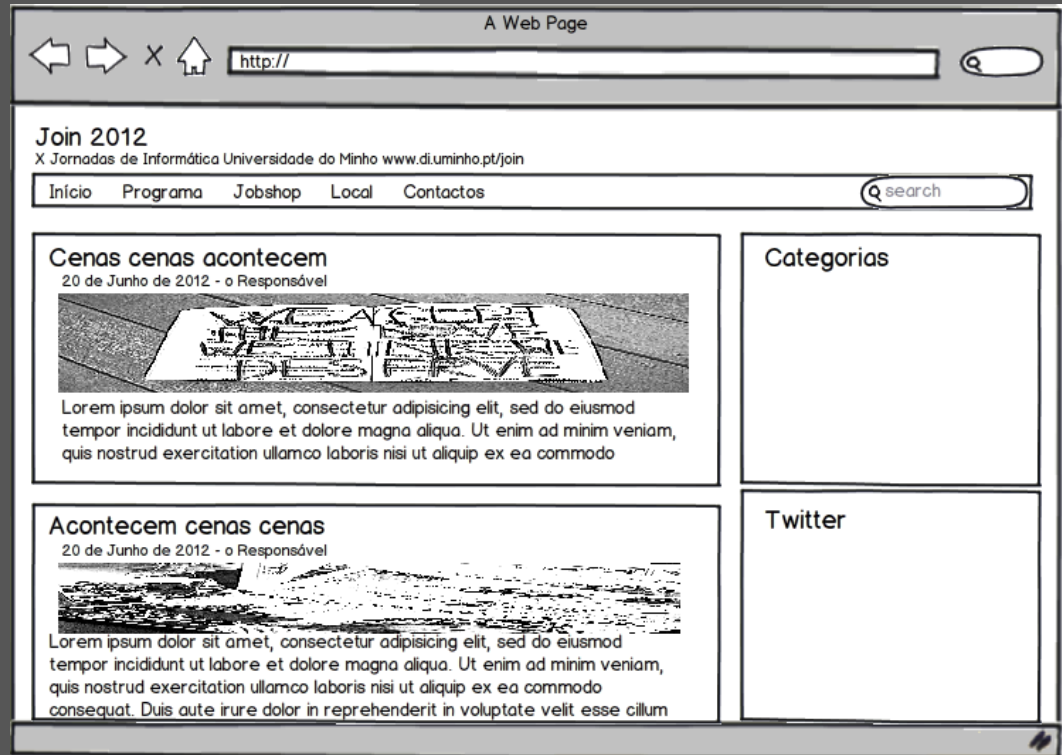
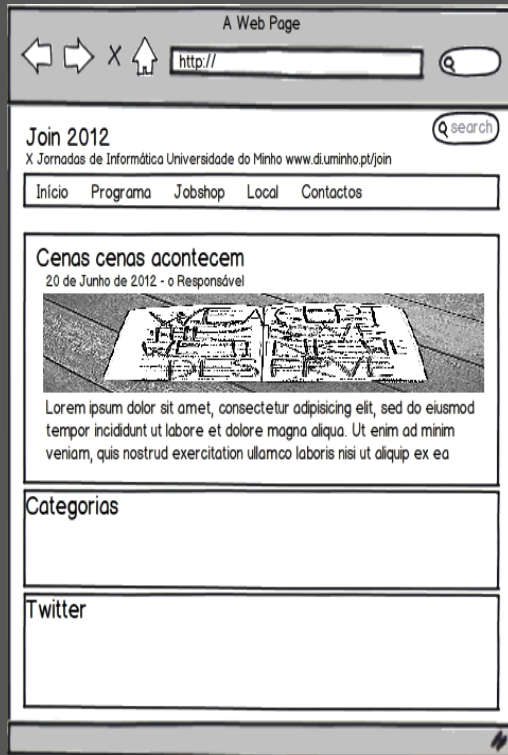
# Responsive Web Design **Mãos ao trabalho**



**Visão desktop**

# Responsive Web Design **Mãos ao trabalho**

20 minutos



[https://dl.dropbox.com/u/5610501/join12\\_wedo\\_rwd\\_exercicio.zip](https://dl.dropbox.com/u/5610501/join12_wedo_rwd_exercicio.zip)

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Simon Collison <http://collin.com>




Established: 19th century  
THE CELEBRATED NEW NOVELLARY OF  
**MR. SIMON COLLISON**  
"A.K.A. HOLE"

<p>Illustration provided by <b>FITTED AUTOBIOGRAPHY</b></p>  <p><b>H</b>ello. You're a handsome, intelligent, and well-read man in Nottingham, England. You're neither white nor black, and you're being persecuted and mistreated, plus you're a great person. <a href="#">Read More</a> &gt;&gt;</p>	<p>Illustration provided by <b>THE SPLENDID JOURNAL</b></p>  <p><b>S</b>adly, you're a person of 400 years. You're a very handsome, I see. You're a great person. <a href="#">Read More</a> &gt;&gt;</p>
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INTERNAL REFERENCES | 444-66 |

<p>Illustration provided by <b>LAYED PEOPLE</b></p> 	<p>Illustration provided by <b>NEW ADVERTISING</b></p> 
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# Andersson-Wise Architects <http://www.anderssonwise.com/>





# Sparkbox <http://seesparkbox.com/>

Navigation: HOME ABOUT SERVICES FOUNDRY

## SPARK-BOX

YOUR SITE DOESN'T SIT ON A DESK ANYMORE

We specialize in building sites that are just as brilliant for mobile as they are for the desktop. That's why we call them SmartSites.

Icons representing various devices: desktop monitor, laptop, tablet, smartphone.

**New in the Foundry**

**History pushstate and Progressive Enhancement**

My first-hand experience with progressive enhancement and history pushstate for team browsers. Sometimes the simplest solution is the best.

**Useful ExpressionEngine 2 Add-Ons for New Installs**

Since we started using ExpressionEngine more frequently on web projects, we realized that we had to find a set of useful add-ons that should be a staple for every installation we complete. Here is that list.

**Designing for 600**

**We love our clients:**

Sparkbox has the creativity and talent to craft effective solutions; the geeks to capitalize on new technology and ensure security; and lots of passion that demonstrates that they care as much about our success as I do.

**Emily Gray**  
Marketing Director @ Sparkbox

Use all of our add-ons

Navigation: HOME ABOUT SERVICES FOUNDRY

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# Spigot Design <http://spigotdesign.com/>



# Alsacréations <http://www.alsacrations.fr/>

**alsacrations** création web références à propos contact

nous créons des sites web efficaces

création web accessibilité formations e-mailing flash photographie templates

**DERNIÈRES CRÉATIONS**

Alway.com Si Comédia VidéoLectures Numerislab

[plus de références](#)

**À PROPOS**

Notre société est une entreprise spécialisée de création et services numériques créée en 2004 par Frédéric Baudry et Christophe Baudry de la culture à l'innovation, capitale entrepreneuriale. Elle compte actuellement 3 collaborateurs (développeurs, graphistes, experts) et répond à tous types de projets, allant de la conception à l'accompagnement dans la mise en œuvre.

**QUALITÉ** Nos pratiques à l'échelle internationale.

**OS** Windows, Linux, Mac OS, MySQL

www.alsacrations.com

**alsacrations** création web références à propos contact

création web accessibilité formations e-mailing flash photographie templates

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[découvrez plus](#)

**Une idée ? Un projet ?**

Votre nom:

Votre e-mail:

Votre message:

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RAID

HOME

CASE MANAGEMENT

DASHBOARD

OPERATIONAL

KPIS

FRAUD ANALYSIS

ADMINISTRATION

JANE BULLOCK

MY FAVORITES

Home

Profile

Settings

CASE MANAGEMENT

Case id #1234

Case id #1234

Case id #1221

Case id #1244

Case id #1543

Case id #1888

FRAUD ANALYSIS

Case id #1666

Case id #1834

Case id #6543

## My Business sensors

Show all

Alert

Warning

Success

Informative

Data Validated

95%



Open since 2012-02-20 14:50

Customers Reconciled

98%



Open since 2012-02-20 14:50

Misaligned data

2%



Open since 2012-02-20 14:50

Misaligned customers

0,2%



Open since 2012-02-20 14:50

Missing xDRs

1%

1%

Open since 2012-01-01 15:30

Top 10 validations

120%



Until 2012-02-20 14:50

Error rate per control point

4%

Last status 2012-02-20 14:58

Error rate per Inconsistencies

15%

15%

Last status 2012-02-20 14:58

Current week inconsistencies

10%



Until 2012-02-20 14:50

Top ten validations incoherencies

12,409

Last status 2012-02-20 14:58

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## RAID



### MY FAVORITES

Home

Profile

Settings

### CASE

#### MANAGEMENT

Case id #1234

Case id #1234

Case id #1221

Case id #1244

Case id #1543

Case id #1888

### FRAUD ANALYSIS

Case id #1666

Case id #1834

Case id #6543

### Data Validated

95%



Open since 2012-02-20 14:50

### Customers Reconciled

98%



Open since 2012-02-20 14:50

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### Missing xDRs

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120%



Until 2012-02-20 14:50

### Error rate per control point

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Last status 2012-02-20 14:58

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JANE BULLOCK



Revenue Leakage

Data Quality

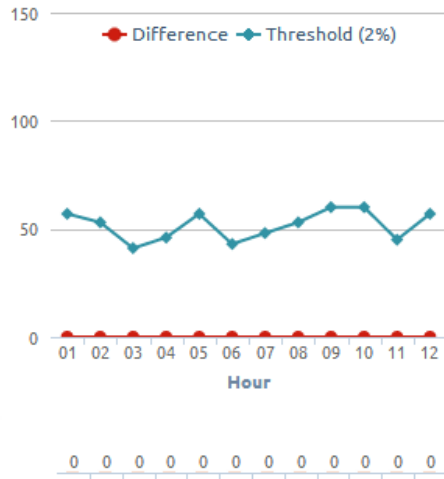
Process Efficiency

Proactive RA Impact

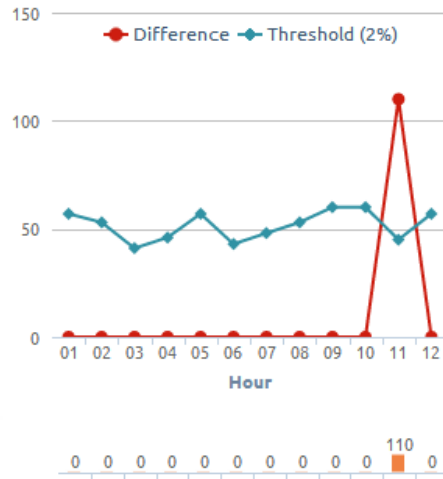
Impacts

## Revenue Leakage

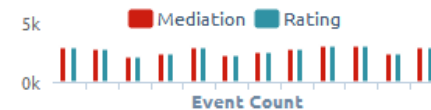
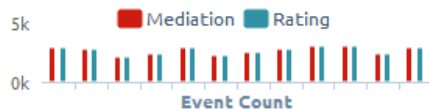
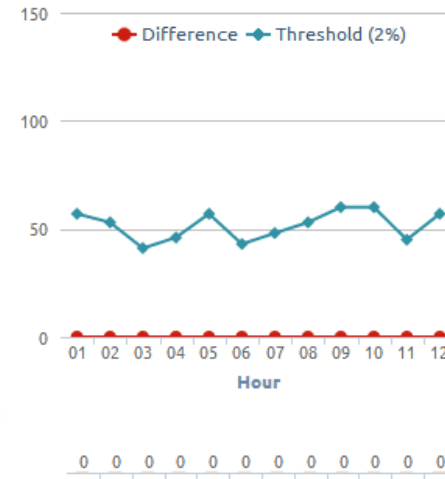
### Network vs Mediation



### Mediation vs Rating



### Rating vs Billing



# Responsive Web Design

creensizes

@WeDo

320px

iPhone

480px

iPhone  
(landscape)

600px

Kindle  
Nook

768px

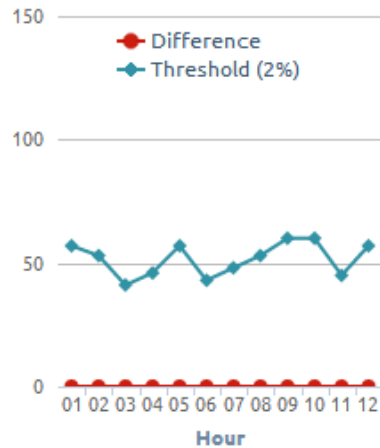
iPad

## RAID



### Revenue Leakage

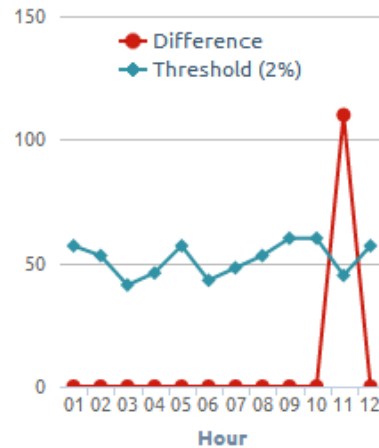
#### Network vs Mediator



0 0 0 0 0 0 0 0 0 0 0 0



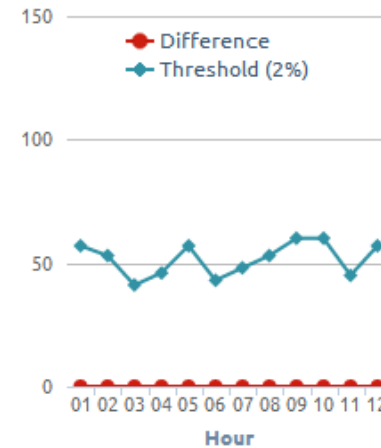
#### Mediation vs Rating



0 0 0 0 0 0 0 0 0 0 110 0



#### Rating vs Billing



0 0 0 0 0 0 0 0 0 0 0 0





# Responsive Web Design



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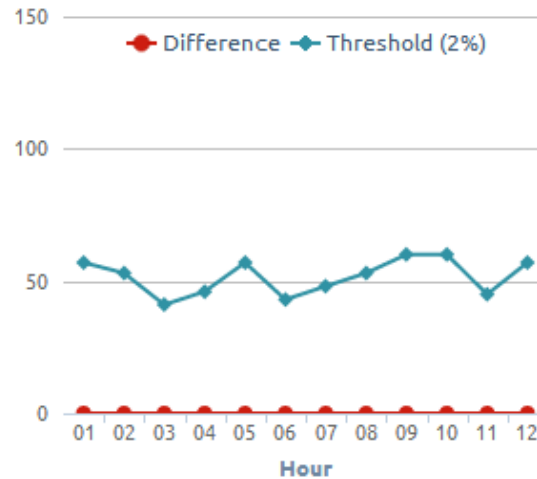
iPad

## RAID

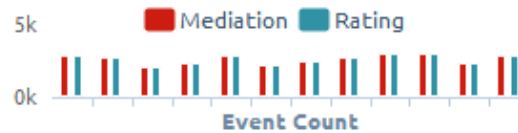


### Revenue Leakage

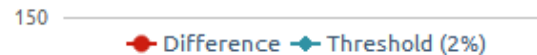
#### Network vs Mediation



0 0 0 0 0 0 0 0 0 0 0 0



#### Mediation vs Rating



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# Bootstrap, from Twitter

Simple and flexible HTML, CSS, and Javascript for popular user interface components and interactions.

[View project on GitHub](#)

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[Upgrading from 1.4](#)

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## Designed for everyone, everywhere.

Need reasons to love Bootstrap? Look no further.

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320px

iPhone

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iPhone  
(landscape)

600px

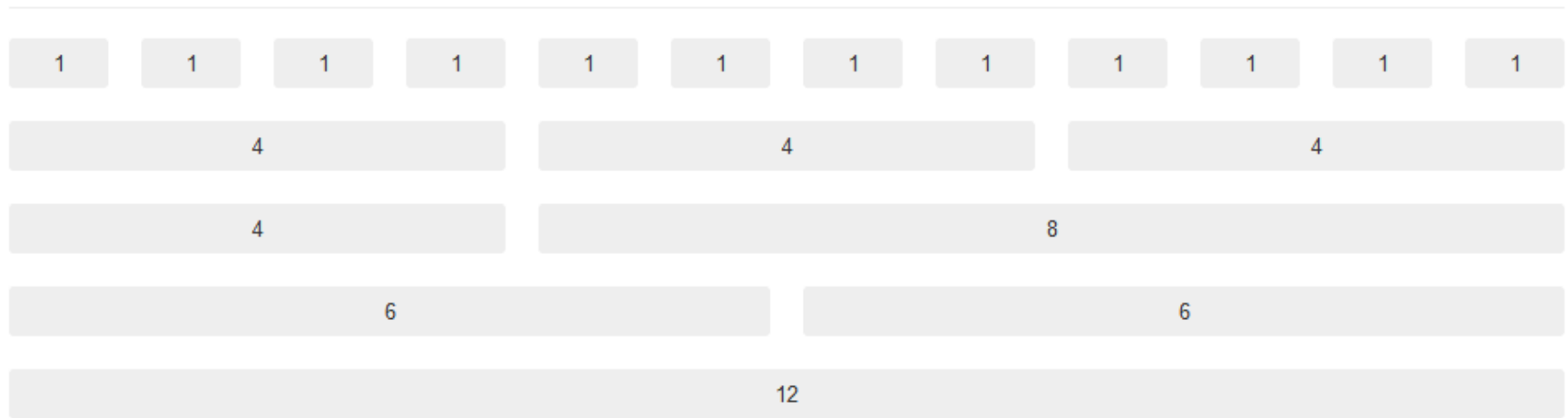
Kindle  
Nook

768px

iPad

## Twitter Bootstrap – Fluid Layout

### Default grid system 12 columns with a responsive twist



The default grid system provided in Bootstrap utilizes **12 columns** that render out at widths of 724px, 940px (default without responsive CSS included), and 1170px. Below 767px viewports, the columns become fluid and stack vertically.

```
1. <div class="row">
2.   <div class="span4">...</div>
3.   <div class="span8">...</div>
4. </div>
```

As shown here, a basic layout can be created with two "columns", each spanning a number of the 12 foundational columns we defined as part of our grid system.

# AGENDA

- **Quem sou eu?**
- **The WWW – Web World War III**
- **O que é o RWD?**
- **Mãos ao trabalho**
- **Principais benefícios do RWD e como o fazemos na WeDo**
- **Perguntas e considerações finais**

# Responsive Web Design

## What the heck?




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Make it Responsive!



Make it **WORK!**

# Responsive Web Design

# Material

creensizes

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