

# Responsive Layouts

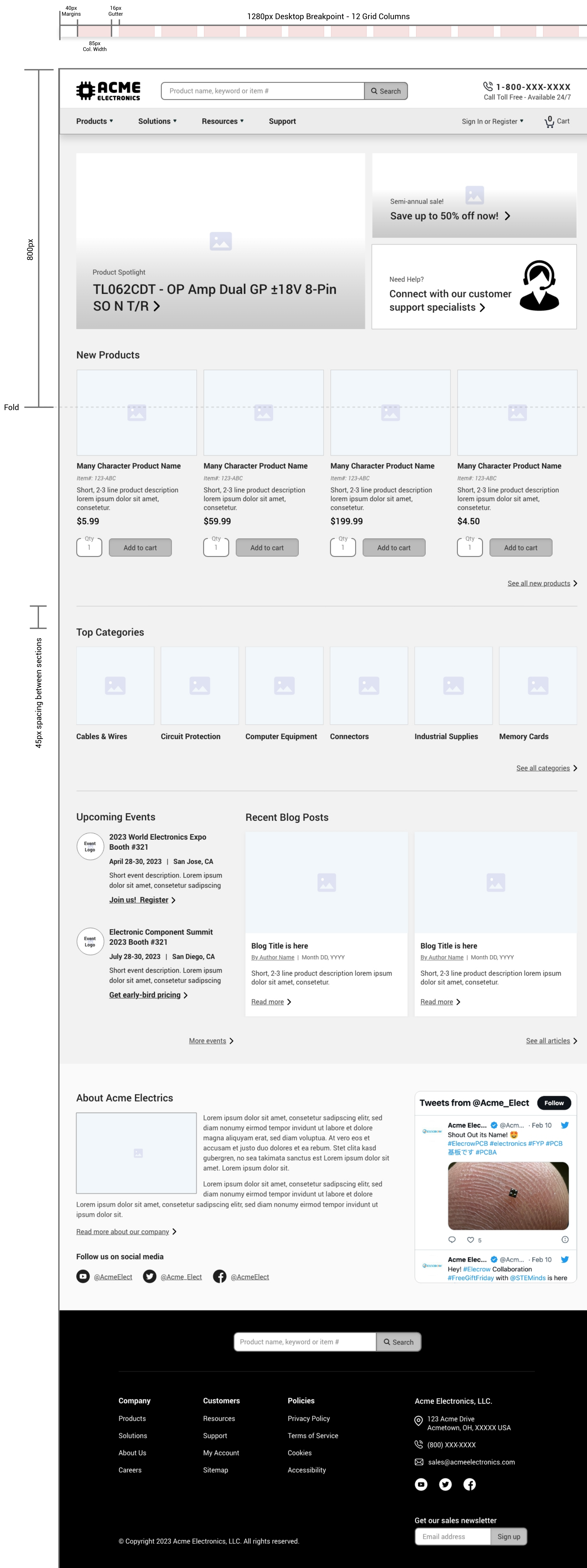
## Referenced material and research for breakpoints, grids, margins and gutters.

### The most-used breakpoints in Polypane in 2021 and 2022

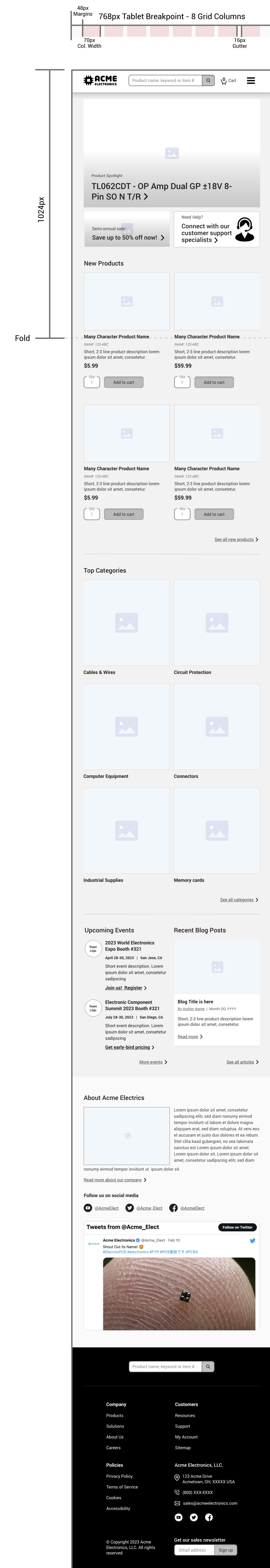
- 5.48% 320px.
- 4.49% 1280px.
- 3.41% 768px.

### Grids, Gutters and Margins

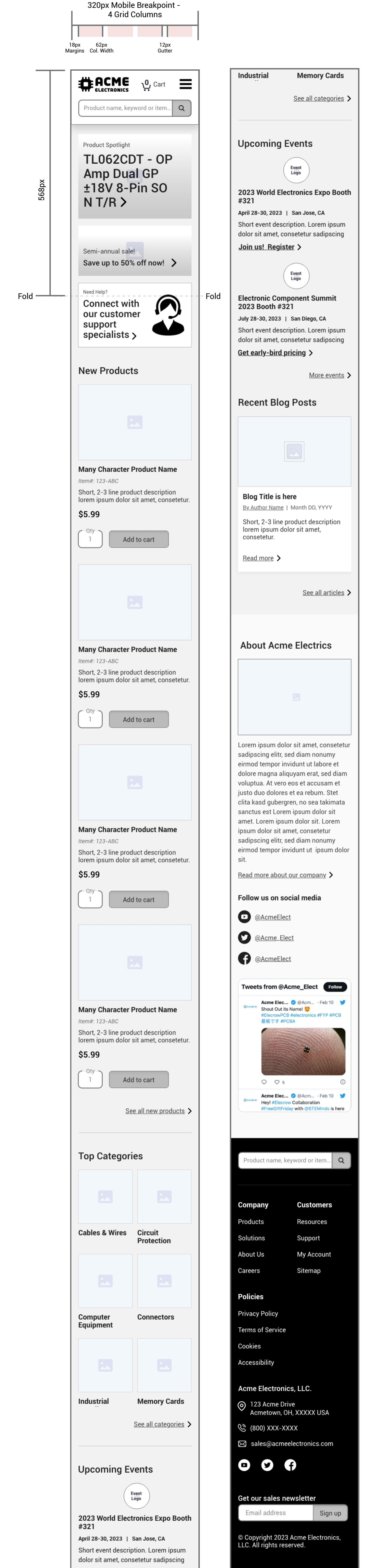
- <https://uxdesign.cc/responsive-layout-grid-guide-for-designers-c3ba7d161bdf>
- [https://uxdesign.cc/digging-deep-in-layout-grids-in-mobile-app-design-ef07ace5b291#:~:text=Gutters%20and%20Margins%20\(Offsets\)](https://uxdesign.cc/digging-deep-in-layout-grids-in-mobile-app-design-ef07ace5b291#:~:text=Gutters%20and%20Margins%20(Offsets))



Desktop 1280x800



Tablet 768x1024



Mobile 320x568 - Smallest



# Desktop 1280x768

- Header Details**

All required information includes:

  - Logo
  - Primary Navigation (Items with arrows indicate a dropdown or submenu)
    - Products
    - Solutions
    - Resources
    - Support
  - Account Navigation
    - Sign In / Sign up links
    - Shopping Cart
  - Toll-Free Phone Number
  - Product Search

- Content area - Required and additions**

Opted for a grid-like format instead of a carousel because carousels tend to be a distraction, reduce conversions, annoy users, and can cause motion sickness (an accessibility issue).  
The hierarchy is as follows:

  - Featured (spotlight) product - the prominence of this item is likely a stakeholder request to feature a particular product(s) in the catalog. Large H1 tag for product title.
  - Sales - So users can be intrigued by discounts.
  - Support/Sales contact: For quick access and for those businesses who need to bulk order quickly.

- New Products** (recent product additions) are given prominence on the page after the featured grid to assist users with their immediate shopping needs, entice them to explore deeper into the site, and quickly add an item to the cart if desired.

These products are displayed in a 4-column format with the tip of this area just seen "above the fold" to entice users to stay and scroll.

- Top Categories** - to assist the visitor with quick shopping/browsing. It's displayed as a 6-column layout and could be reduced to 4, but there may be too much repetition with the prior section.

- Upcoming events** (1 column) and **recent blog posts** (2 columns) are positioned further down the page because they are less critical to the user (unless specifically browsing for events or help resources) and stakeholders' goals, as these items may not result in increased sales.

This layout was chosen to help break up the content more as the user scrolls down the page.

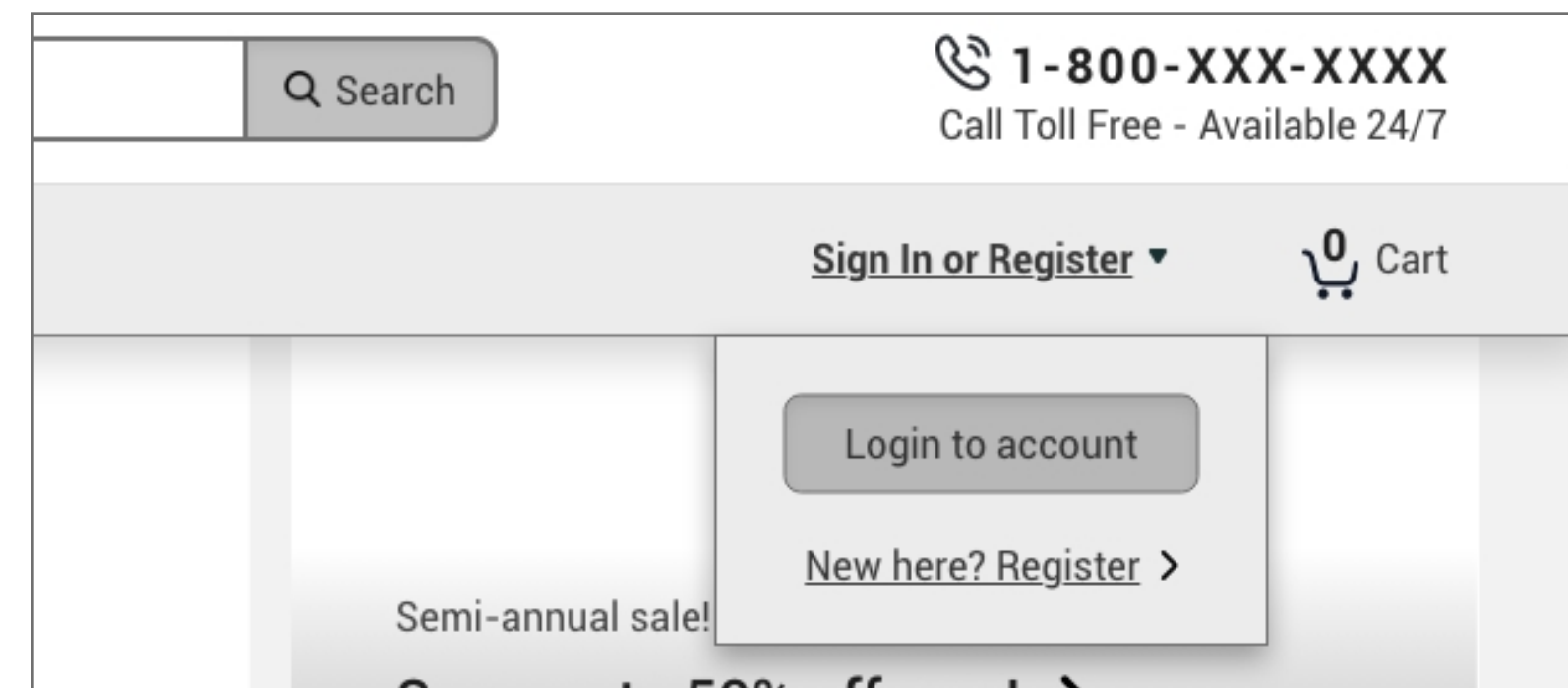
- Last in the content area is a high-level **company (about) information** and the **Twitter feed** (sample screenshot.) If new users wanted to learn more about the company, they could visit an additional page with more detail or seek out the social media accounts listed.

- Footer details**

All required information and hierarchy:

  - Site Search (To help users find products they need if they scroll to the bottom of the page)
  - Footer Navigation:
    - Company**
      - Products
      - Solutions
      - About Us (added)
      - Careers (added)
    - Customers**
      - Resources
      - Support
      - My Account
      - Sitemap
    - Policies** (additional and more typical footer items seen today)
      - Privacy Policy
      - Terms of Service
      - Cookies (GDPR, etc)
      - Accessibility (Statement & settings)
    - Grouped company info:**
      - Contact Info - Phone, Email, Address
      - Social media links: Twitter, Facebook, Youtube
    - Copyright and rights reserved
    - Newsletter sign up

## Sign in/Register Menu



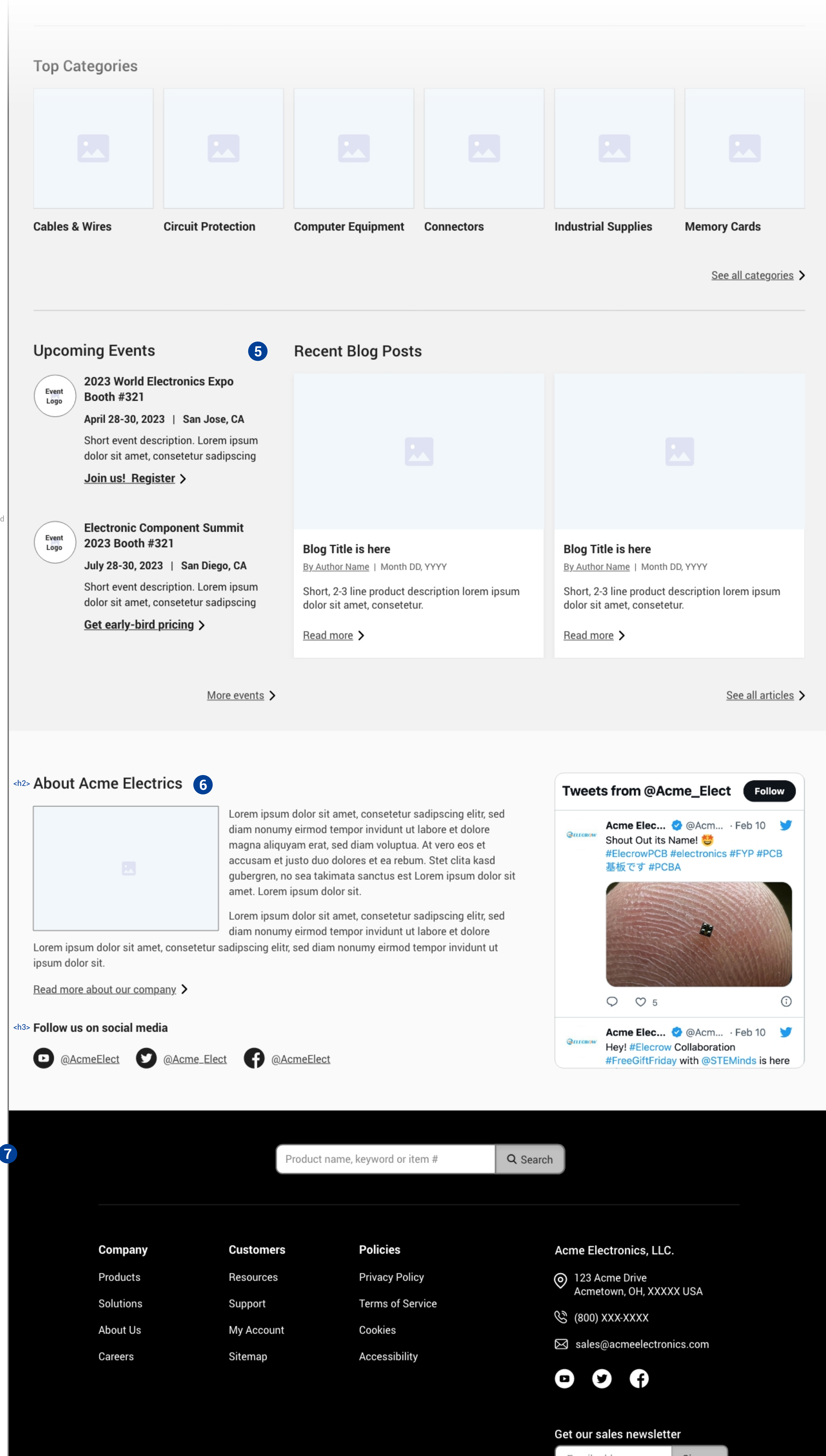
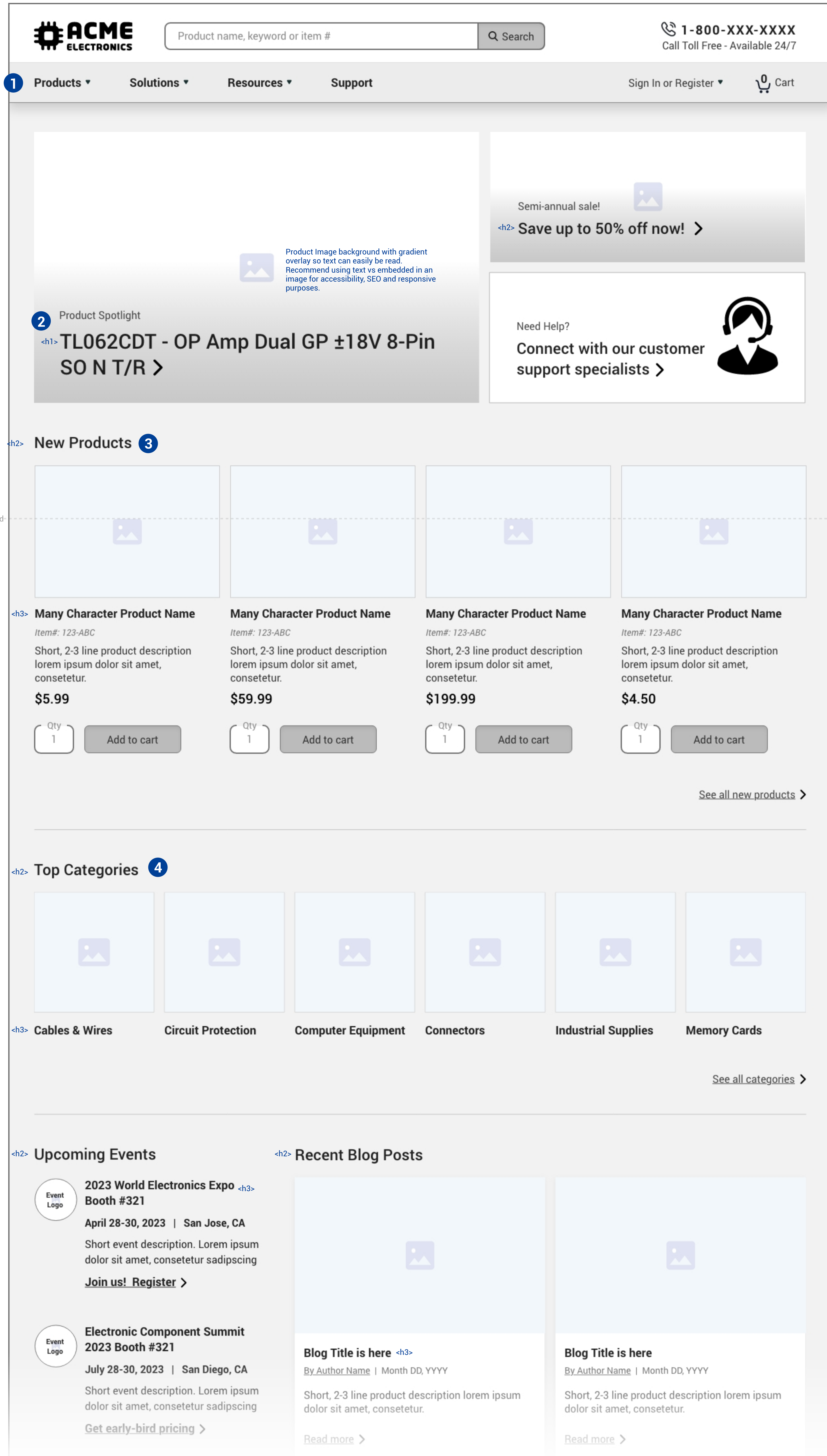
## Referenced material and research

- Why/how not to use carousels**
  - 2021/2021: <https://cxl.com/blog/dont-use-automatic-image-sliders-or-carousels/>
  - 2018: <https://medium.com/@sherpadesignco/carousels-are-killing-your-conversion-rate-heres-how-to-fix-that-b57e3118f508>

- How to embed a Twitter feed**
  - Embedding code: <https://publish.twitter.com/>
  - I used a competitor's Twitter feed, inspected the page and changed the username/handle to show as an example only.

## Shannon Kelly

## Responsive Interface Design



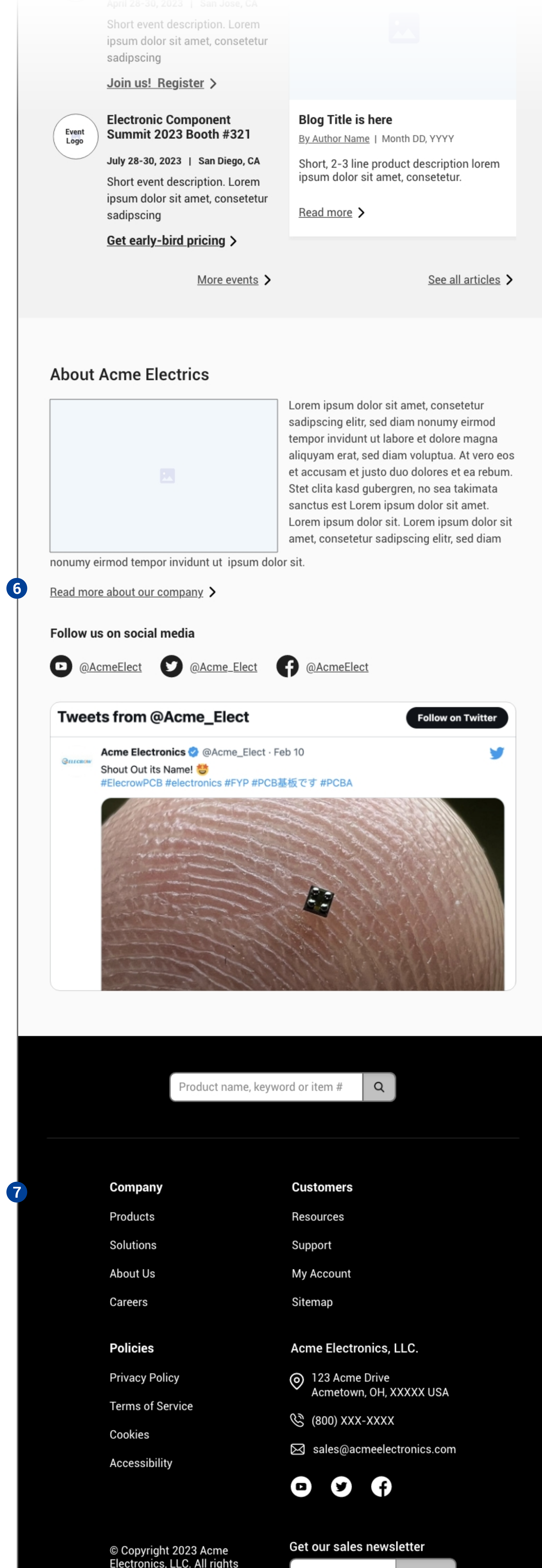
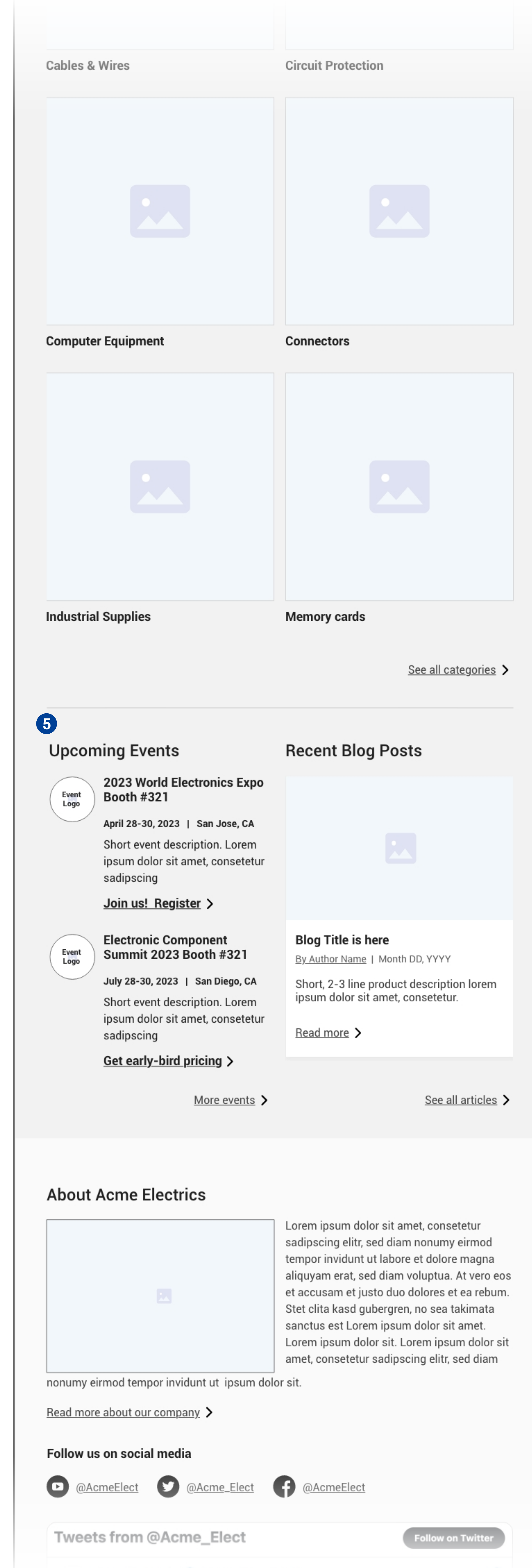
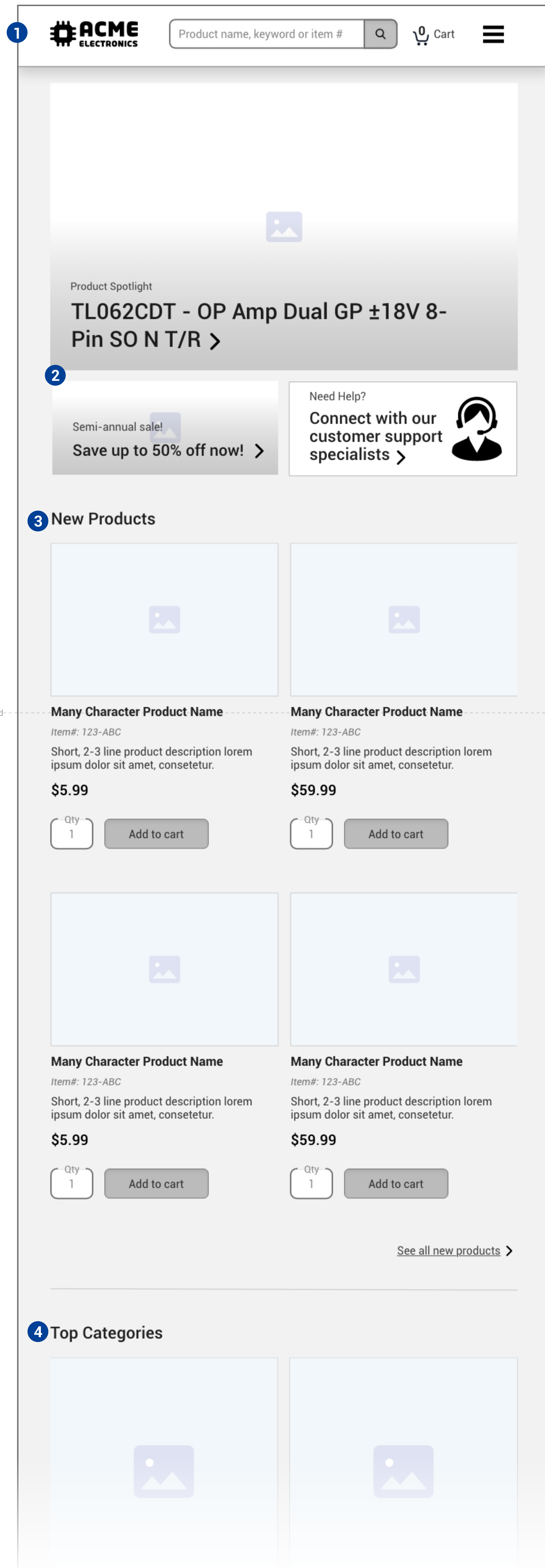
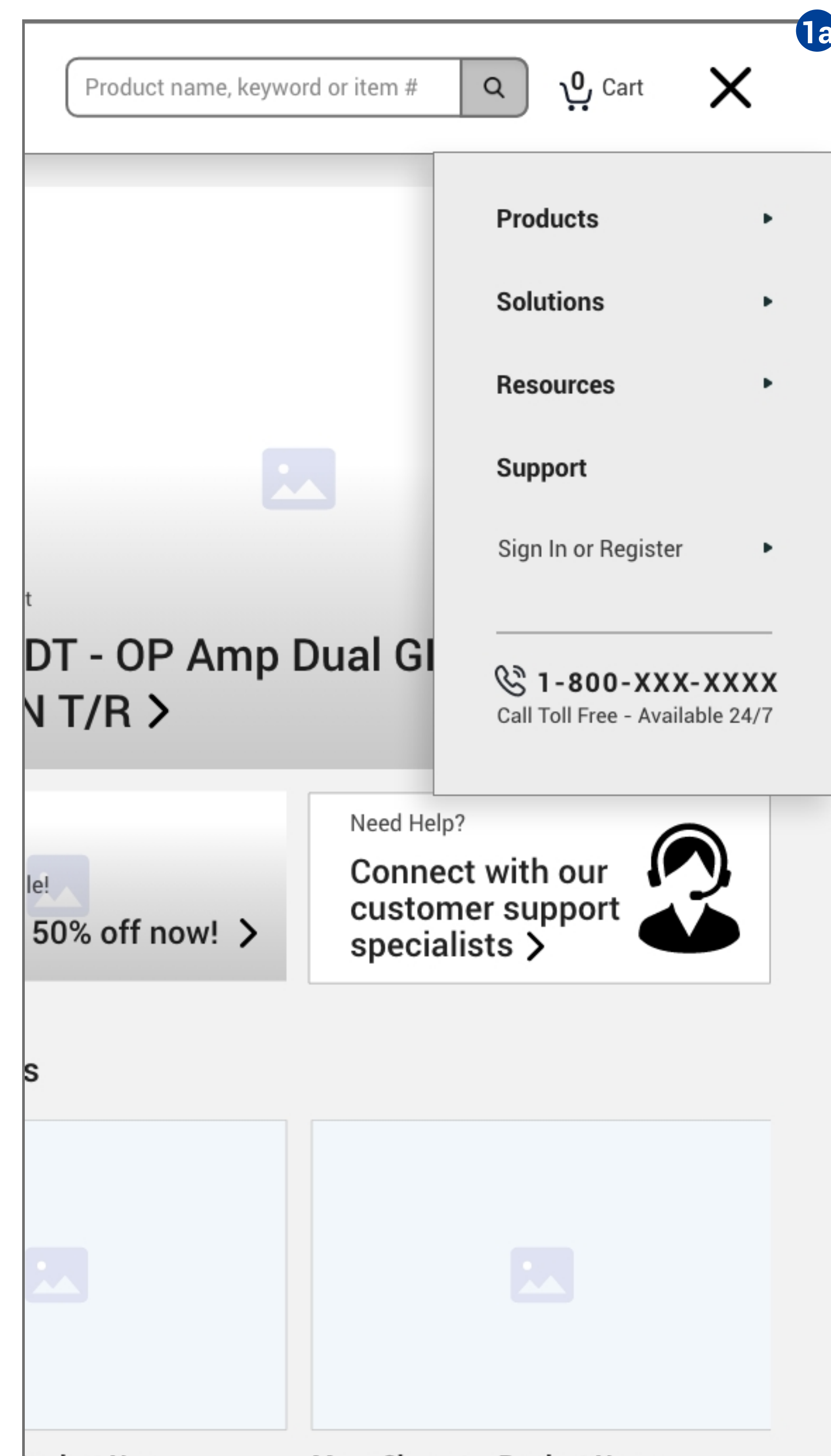


# Tablet 768x1024 (Vertical)

- Header Details**  
Reduction in navigation appearance:
  - Logo
  - Product Search
  - Shopping Cart
  - Hamburger (mobile) menu

a. All other links and information would be available in the mobile pop-out menu.
- Featured content area rearrangement**  
Due to breakpoints (limited width), the grid layout would move the sales and support sidebar content under the main product feature and live side-by-side.
- New products**  
At this break-point, we'd see the 4-column new products section transform into a 2x2 stacked layout.
- Top Categories**  
Due to the 8-column grid format, the top categories 6 column would be stacked 2x3.
- Events and Blogs**  
The blog posts section would be reduced to the most recent one, so events and articles have equal weight (1 column each) on the page.
- About and Twitter**  
The about section, two columns on the desktop, would expand to full width and cause the Twitter feed to stack (also full-width) below it.
- Footer**  
Columns are, once again, condensed from four to two, and the navigation links are stacked 2x2 on top of one another. This arrangement allows for plenty of positive (white) space.

## Expanded hamburger menu



Shannon Kelly

Responsive Interface Design



# Mobile 320x568 (Vertical)

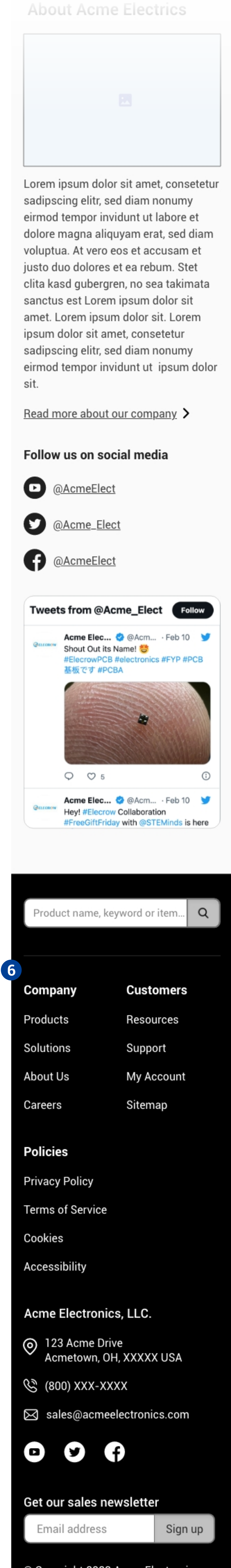
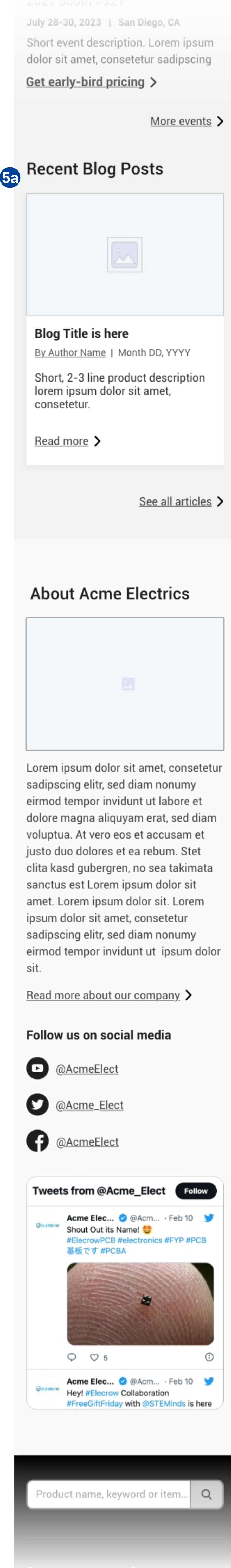
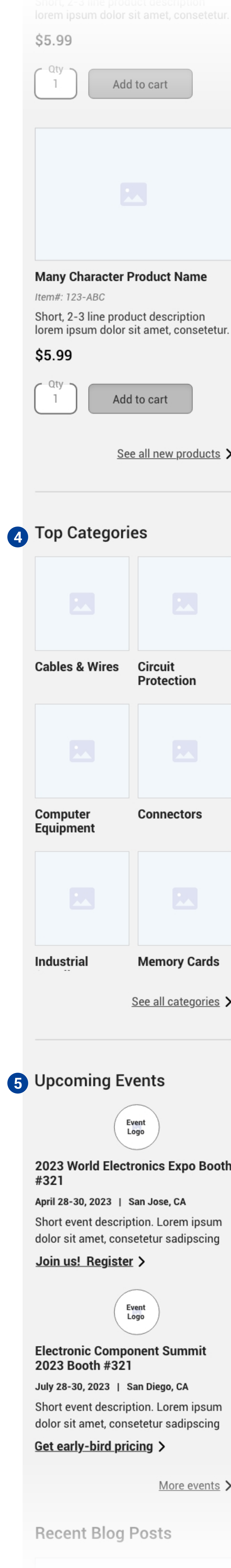
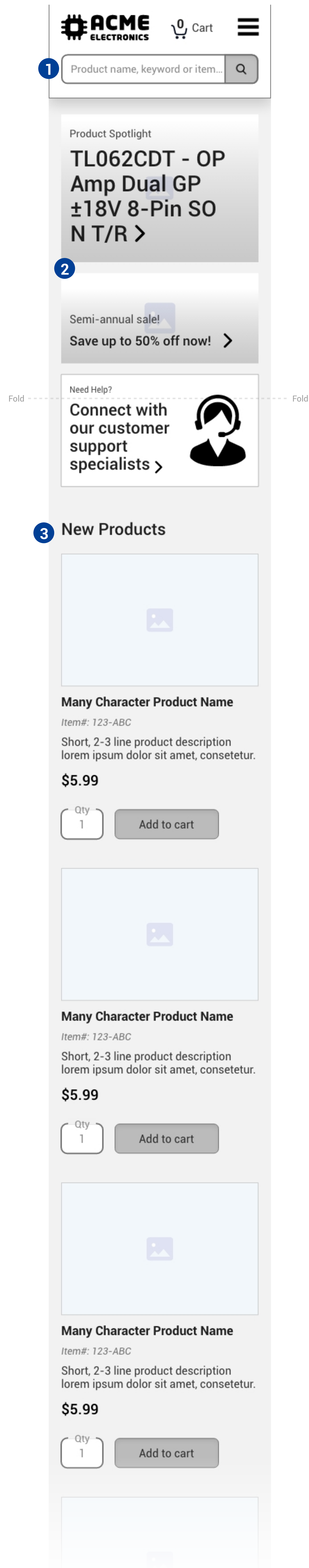
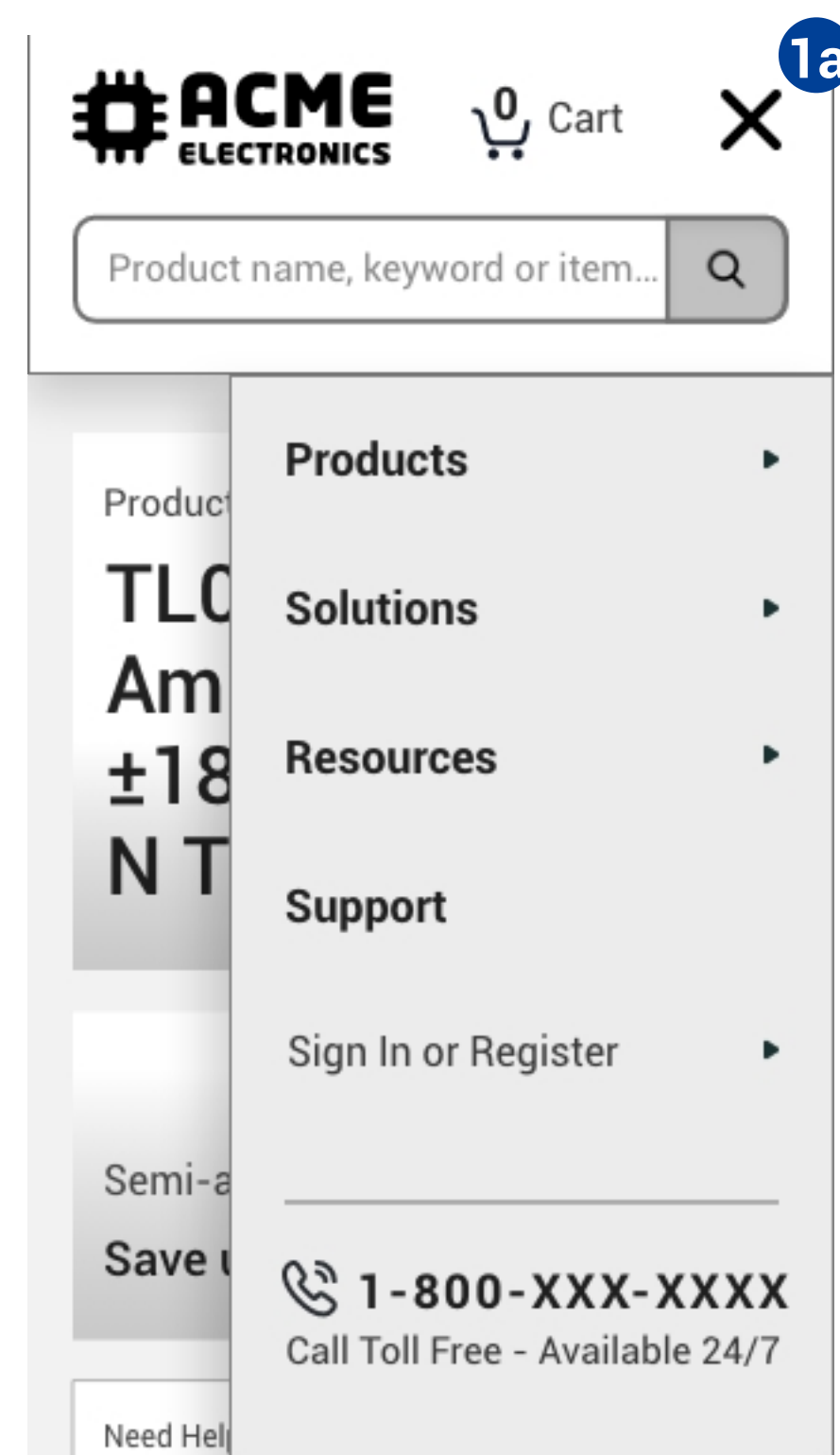
- Header Details**  
Mobile navigation appearance:
  - Logo
  - Product Search (moved down for room and ease of use)
  - Shopping Cart
  - Hamburger (mobile) menu

a. All other links and information would be available in the mobile pop-out menu.
- Featured content area**  
Stacked featured product, sales, and support information. The most prominent features are above the fold on this mobile screen size.
- New products**  
In order to see image details and reduce clutter on a mobile screen, new product listings are now in a single column to ensure a seamless scroll experience.
- Top Categories**  
Sized down and reduced to be shown as a 2x3 layout. Layout adjustment is geared to help relieve some scrolling on the homepage for mobile viewers and easy scalability.
- Events and Blogs**  
The events section would rearrange to have the event logo images above the information, and this whole section would be on top of the featured blog.
 

a. If more blog posts are visibility required on the home screen on mobile view (or if traffic patterns showed a lot of engagement with posts on the homepage), these could be arranged as a user-controlled, scrollable carousel. A scrollable option could be implemented on tablet view, as well.
- Footer**  
Due to width and margins, the mobile menu would either display as two or single columns. In the example shown, because the company address and contact info are broader, and is forced to its own row.
 

Newsletter sign-up would display before the copyright information due to its functionality and purpose.

## Expanded hamburger menu



Shannon Kelly

Responsive Interface Design