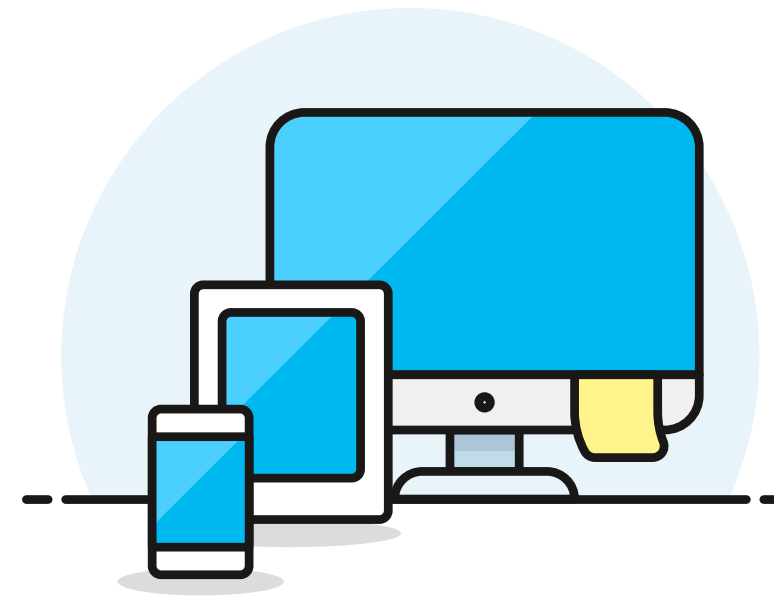




# Responsive design tips and tricks

DESIGN FUNDAMENTALS



# Mobile First Design

*Designing for the smallest screen and  
working your way up*

# Why *\*I\** don't practice mobile first design much:

*(But this doesn't mean you  
shouldn't)*

## 1. **Personal Preference**

I simply find it easier to design for desktop and work my way down.

# Why *\*I\** don't practice mobile first design much:

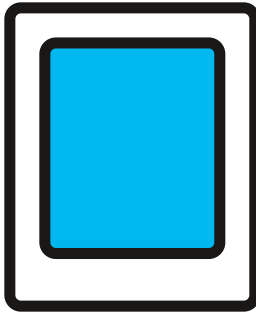
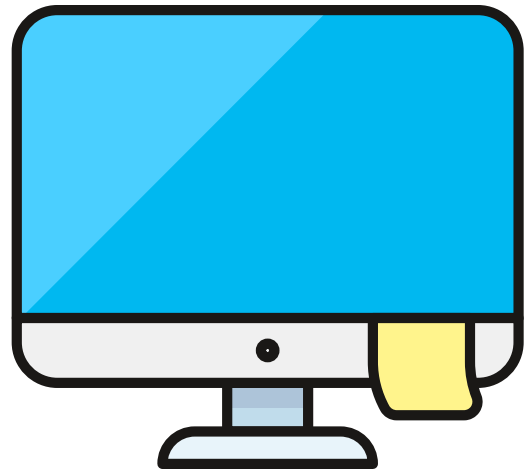
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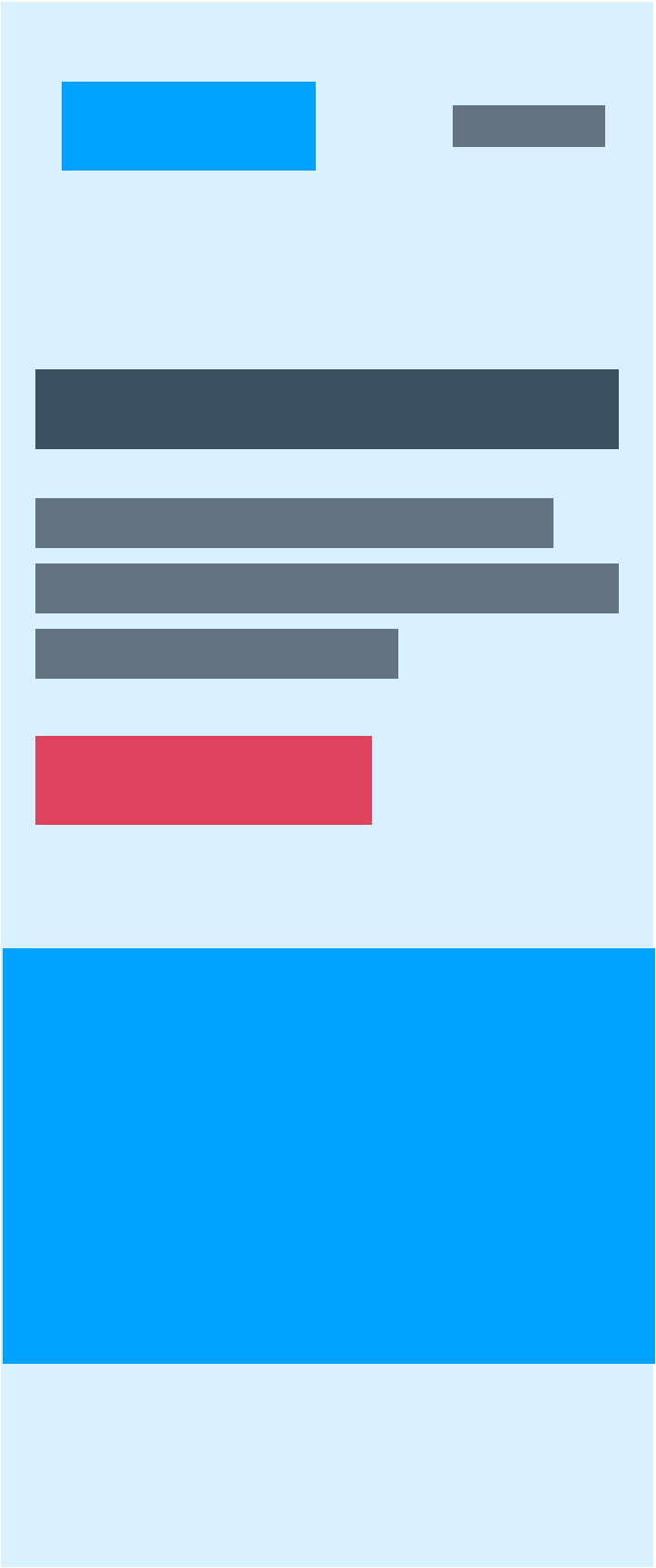
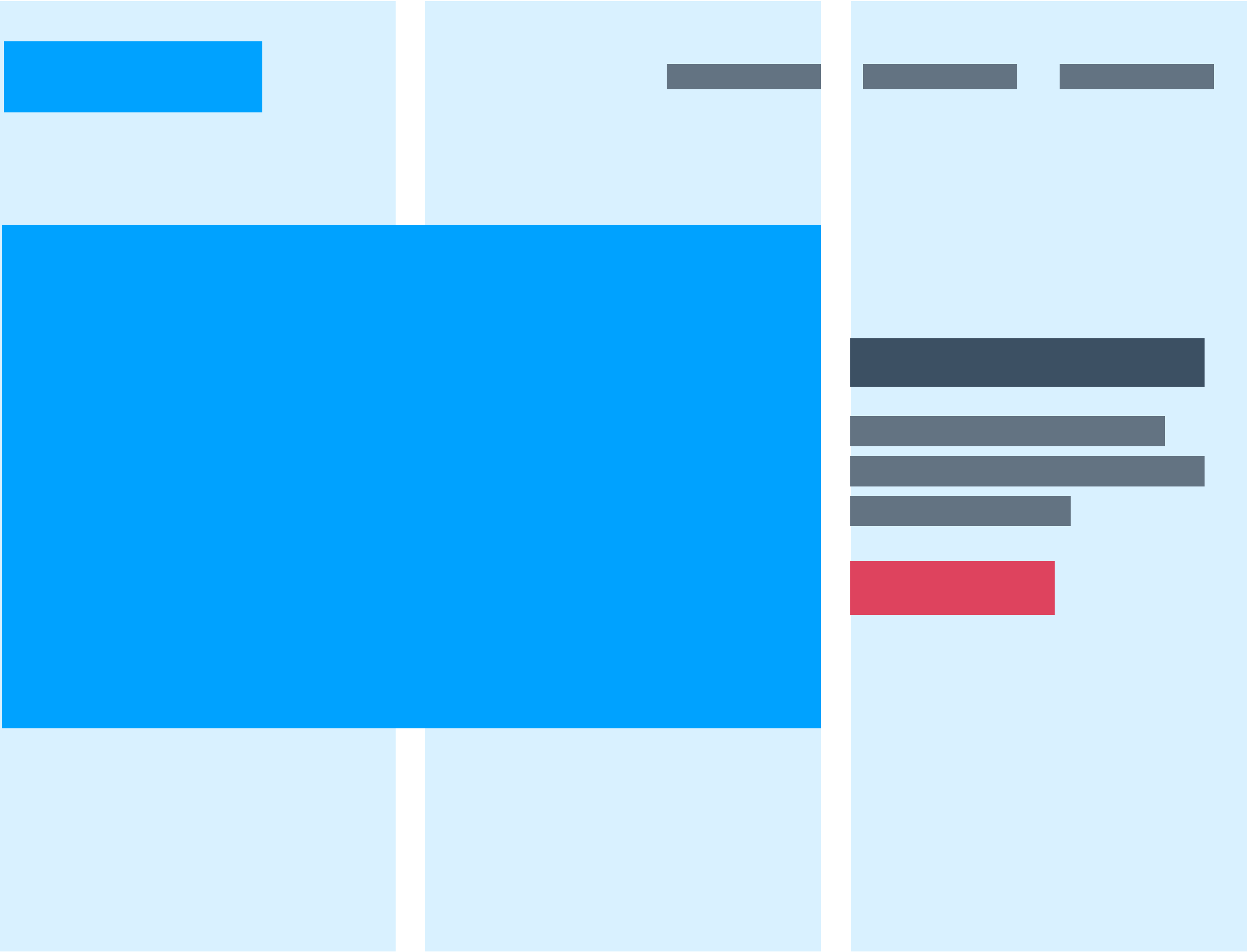
## 2. **B2B Sales**

I mostly design business to business where most people are on desktop.





Get your design into  
the browser



**#1 Remove images if they don't add  
much to the experience**





#### GADGETS

The development of the mass allowed the mass of atoms to be measured

---

🕒 2 hours ago    💬 3 Comments

#### SPORT

Device uses a magnet to beam. of ions, and the amount of deflection

---

🕒 2 hours ago    💬 3 Comments

#### NATURE

Deflection is determined by the ratio of an atom's mass to its charge.

---

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Sign In

Sign Up

Username

👤

Password

🔒

SIGN IN

➔

# How to decide whether to keep or remove an image on mobile:

## 1. **Are you scrolling too much?**

Don't make user scroll too much on mobile. Keep your users thumbs happy :-)

## 2. **Do the images help the message?**

Often images can explain a concept better than words. Does your image do this? If so, consider keeping it.

## 3. **What would happen if you took away the image?**

If you took away the image, would the message still be clear and make sense?

**#2 Think hard about the navigation  
— it's important!**







# Premium WordPress hosting for everyone, small or large

Kinsta is a managed WordPress hosting provider where we take care of all your needs regarding your website. We run our services on cutting edge technology and take support seriously.

[VIEW PLANS](#)

## Features

These form the basis of our service.

-  Fully managed
-  Secure like Fort Knox
-  Free migrations
-  Ultimate speed
-  Daily backups
-  Google Cloud Platform

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Fully managed



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Free migrations



Ultimate speed



Daily backups



Google Cloud Platform



# Priority+

*Show as many navigation items as will fit horizontally, with a UI toggle to show the rest.*

Don't hide important things (like CTA's)  
behind a hamburger menu

**#3 Make sure everything is tappable**



**Website redesign**  
RightMessage  
[See the case study](#)



Intali PROPERTY STRATEGY 08444 148 100 Login

PROPERTIES INVESTMENT DEVELOPMENT VIABILITY NEWS CONTACT Search

**A Personal Approach to Investment & Development in Commercial Property**

**Investment**  
Buying and selling commercial investment property for high network individuals  
BROWSE PROPERTIES >  
or Learn More

**Development**  
Buying and selling commercial investment property for high network individuals  
BROWSE PROPERTIES >  
or Learn More

**Viability**  
Buying and selling commercial investment property for high network individuals  
LEARN MORE >

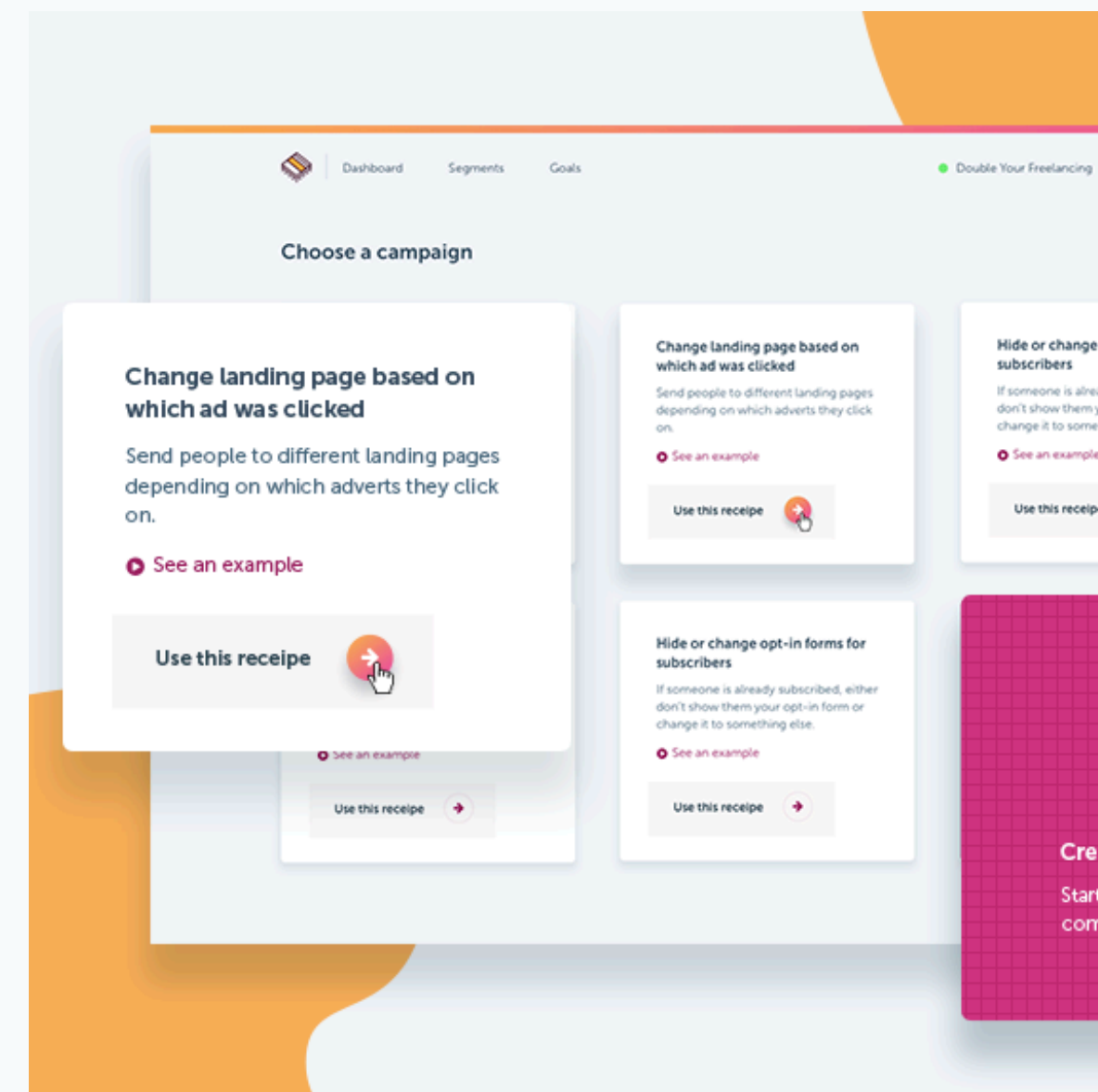




## Website redesign

Viva IT

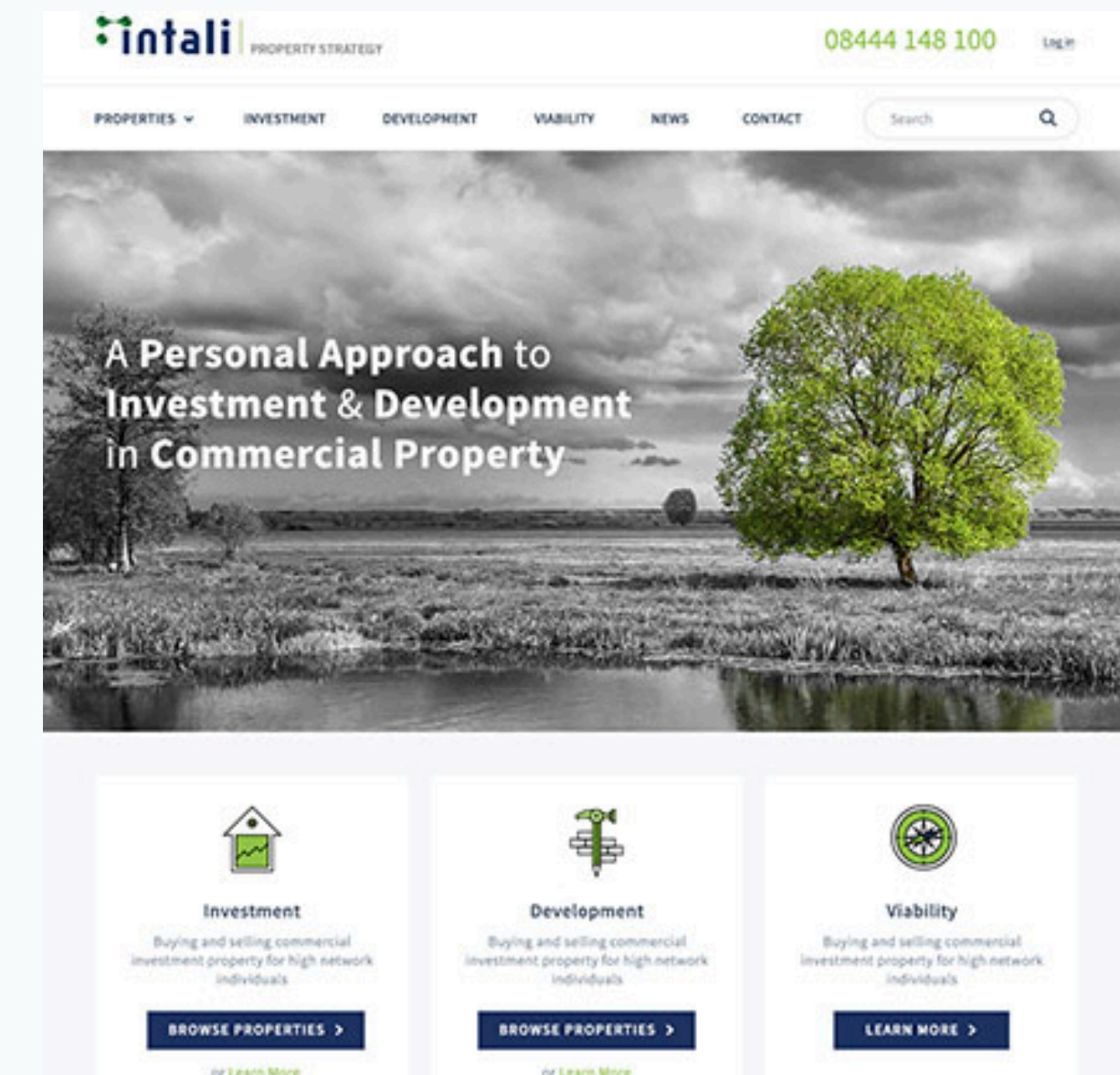
[See the case study](#)



## Website redesign

RightMessage

[See the case study](#)



## Website redesign

Intali

[See the case study](#)



## Website redesign

RightMessage

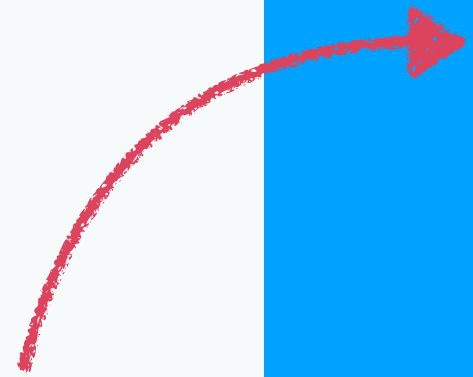
[See the case study](#)



## Website redesign RightMessage

[See the case study](#)

Hard to tap  
on mobile





## Website redesign

RightMessage

[See the case study](#)



## Website redesign

RightMessage

[See the case study](#)





**Website redesign**

RightMessage

[See the case study](#)



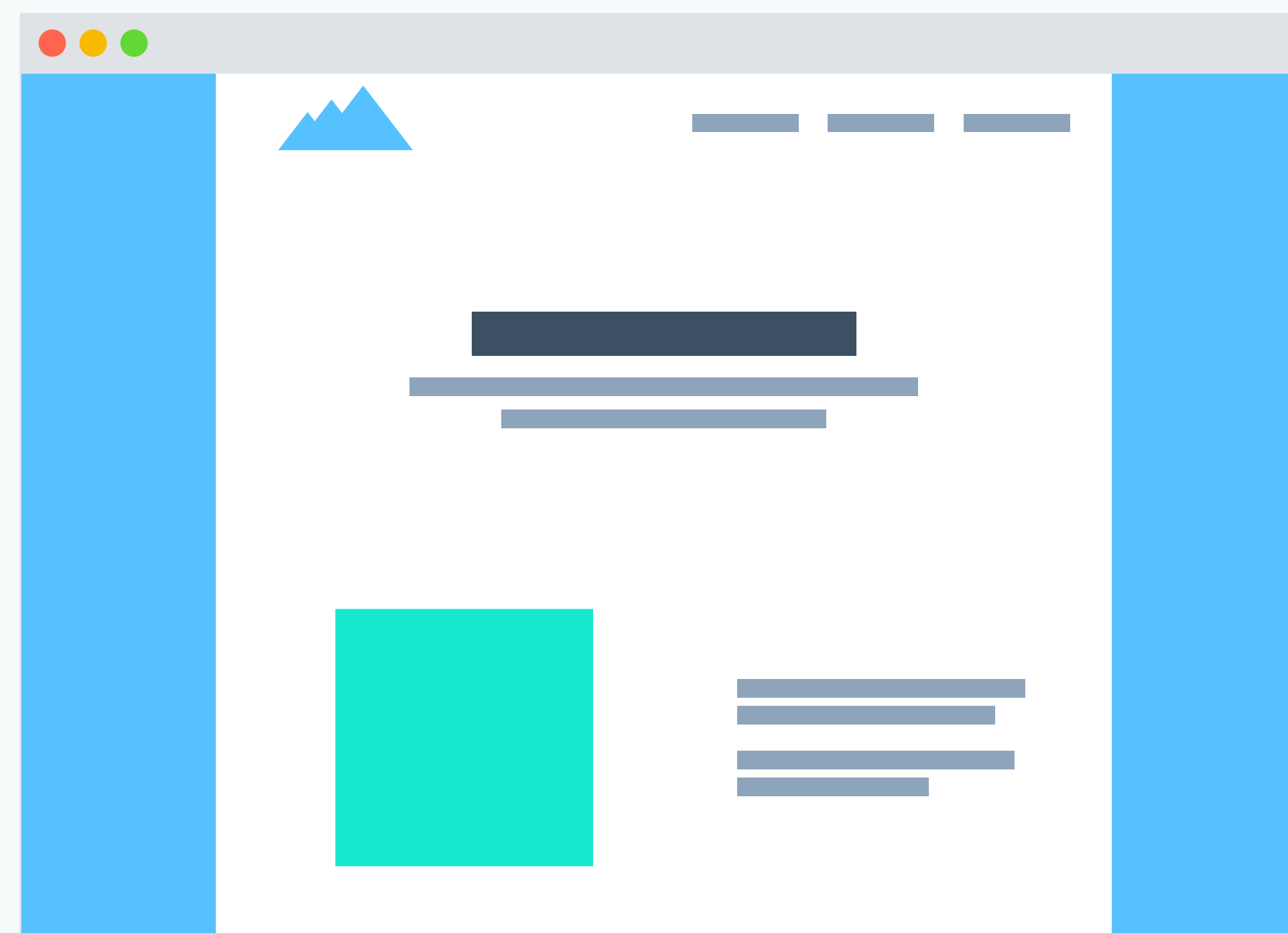
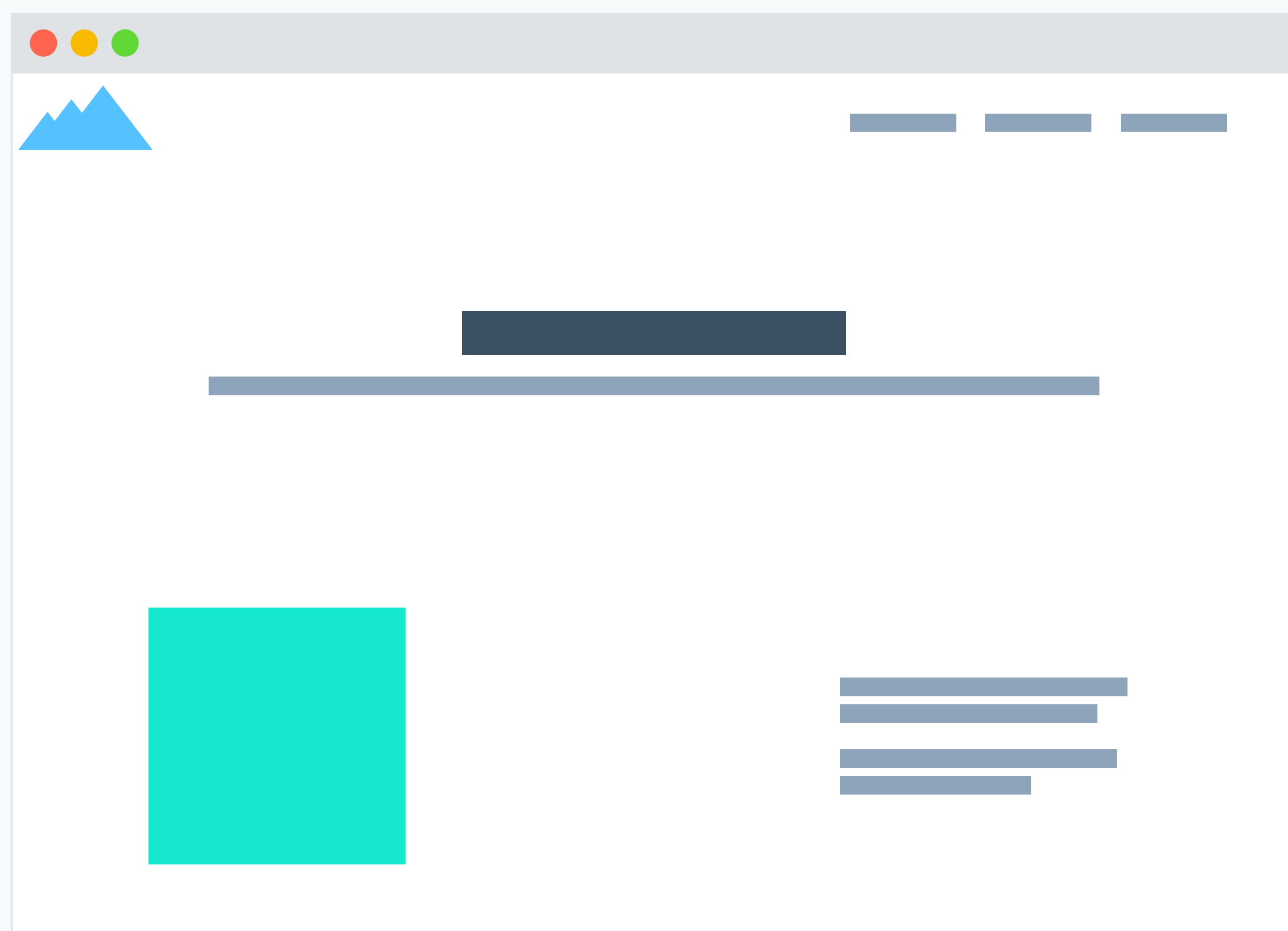
**Website redesign**

RightMessage

[See the case study](#)

Lots of tappable  
space for thumbs!

**#4 Don't forget the super duper  
large screens**





## EXERCISE

Use some of these tips to get  
your website looking good on all  
screen sizes.