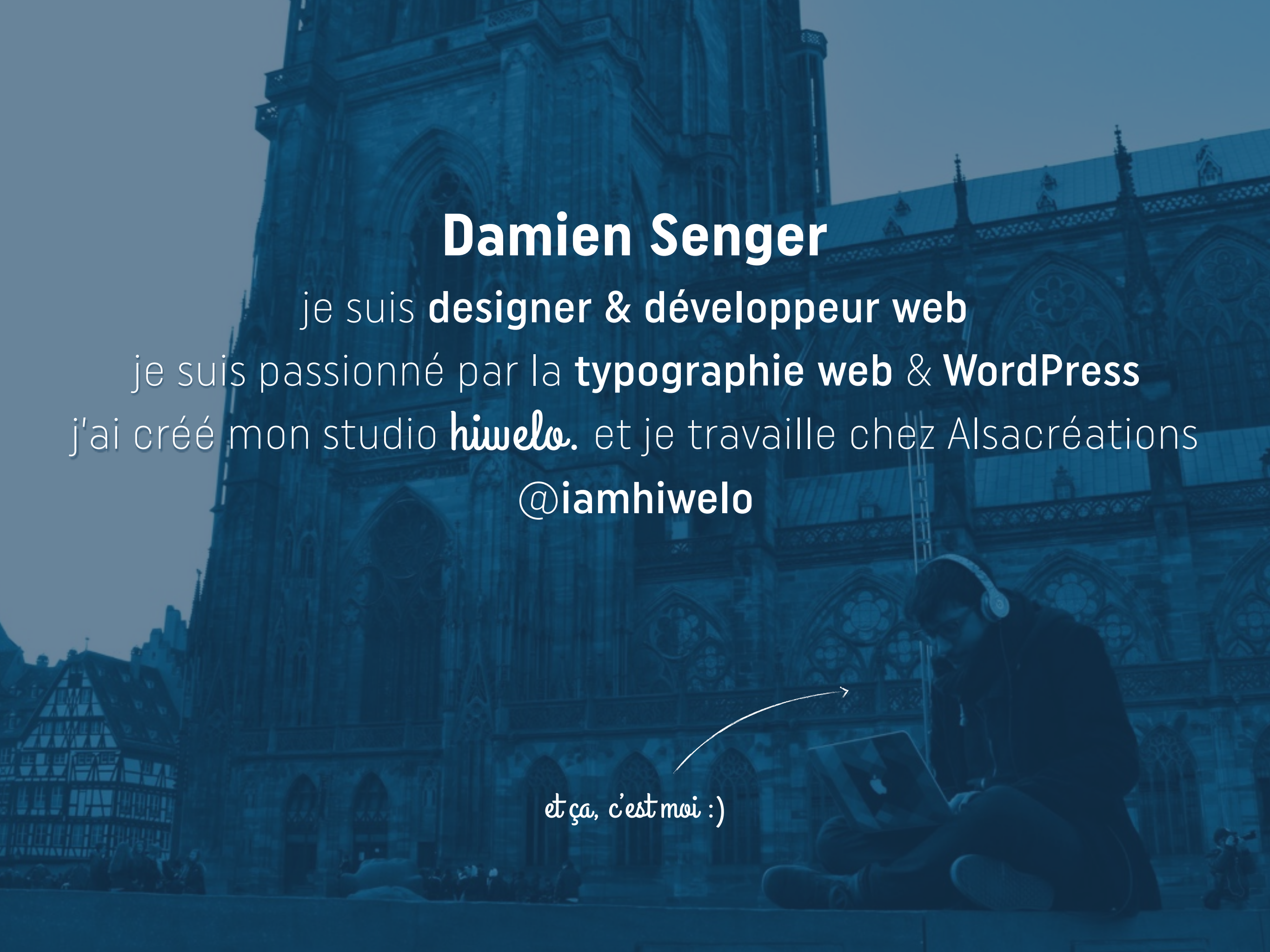




RESPONSIVE WEB DESIGN : OUI, MAIS PAS N'IMPORTE COMMENT !

Damien Senger · @iamhiwelo · SEO Camp'us 2016 · Paris



Damien Senger

je suis **designer & développeur web**

je suis passionné par la **typographie web & WordPress**

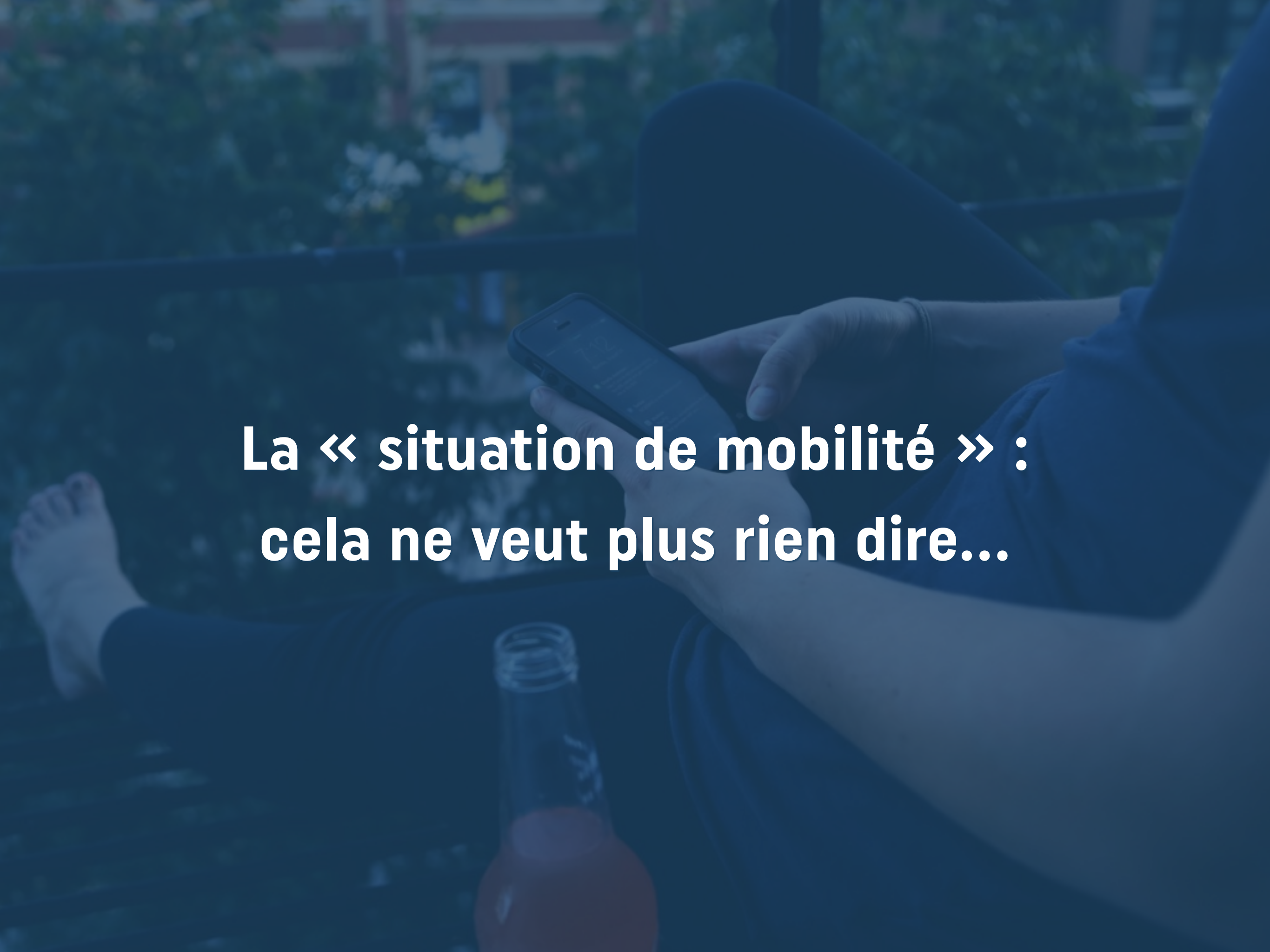
j'ai créé mon studio **hiwelo.** et je travaille chez Alsacréations

@iamhiwelo

et ça, c'est moi :)



QUELQUES RAPPELS

A person is sitting on a balcony, holding a smartphone in their hands. They are wearing a blue long-sleeved shirt and dark pants. A bottle of drink is on the table in the foreground. The background shows a balcony railing and some greenery. The text is overlaid on the image.

**La « situation de mobilité » :
cela ne veut plus rien dire...**

A close-up photograph of a person's hands holding a white smartwatch and a white smartphone. The smartwatch is on the left, and the smartphone is on the right. The background is a light blue, slightly blurred surface. A semi-transparent blue overlay covers the entire image, and white text is centered over it.

**L'internet mobile a dépassé en usage
l'internet desktop**

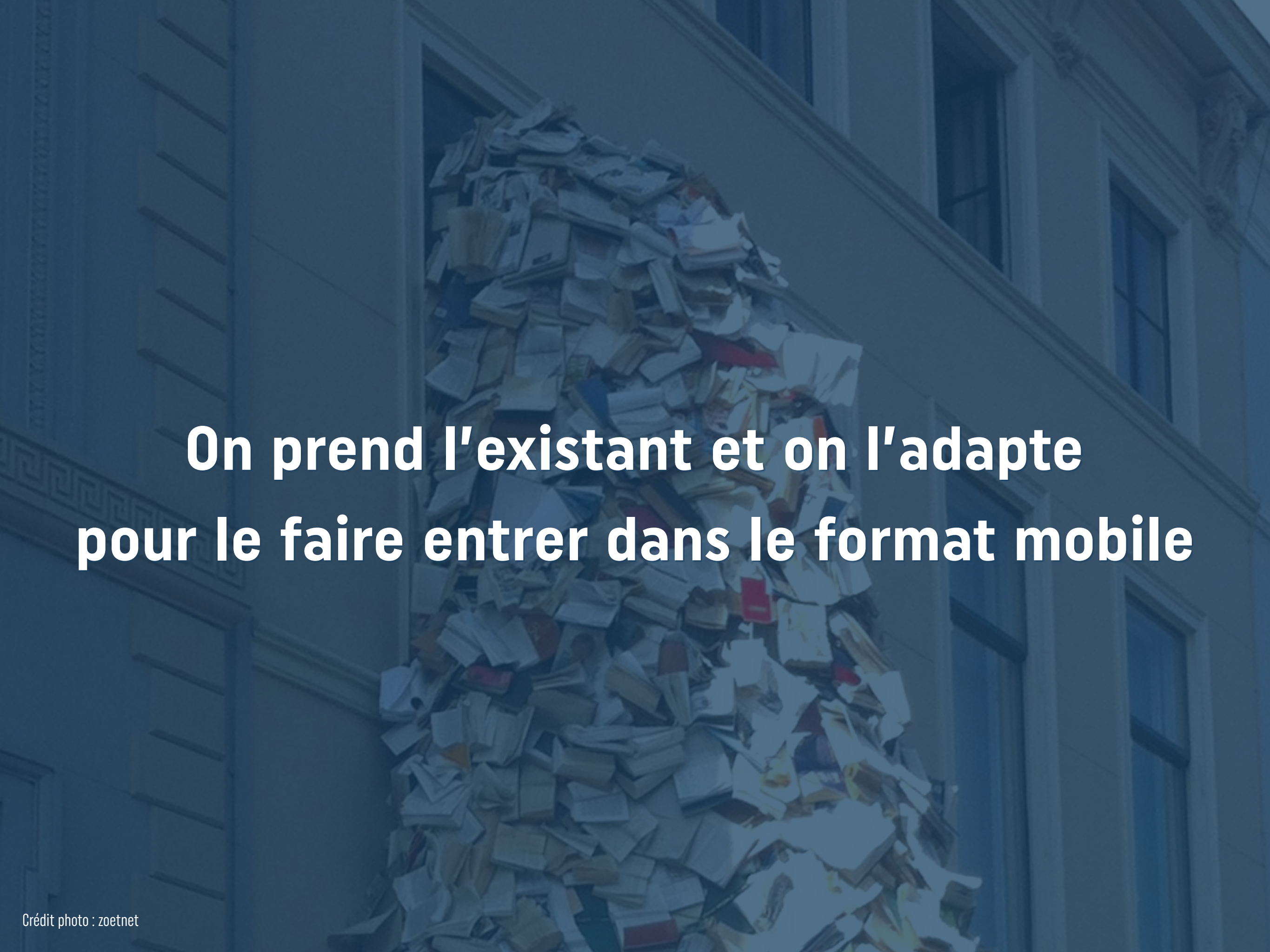
The background image is a top-down view of a wooden desk. In the center, a hand holds a pink highlighter, marking a document. To the left, a smartphone displays a grid of colorful app icons. Surrounding the phone are several sheets of paper with hand-drawn UI wireframes, including a login form, a list of items, and a search bar. Design tools like a yellow highlighter, a blue pen, and a pencil are scattered on the desk. The overall scene suggests a creative and iterative design process.

**Le Responsive Web Design
n'est pas la solution unique**



UNE RÉALITÉ PLUSIEURS STRATÉGIES

**STRATÉGIE
RESPONSIVE RETRO-FITTING**

A large, chaotic pile of discarded papers, documents, and small booklets is shown in the foreground. The papers are of various colors (white, yellow, red) and are scattered haphazardly. In the background, a classical building with large windows and columns is visible, though slightly out of focus. The overall image has a blue tint.

**On prend l'existant et on l'adapte
pour le faire entrer dans le format mobile**

A fluffy, long-haired cat with grey and white fur is sitting on a white wooden fence. The cat is looking directly at the camera with a serious expression. In the background, there is a house with white siding and a dark roof. The scene is set outdoors during the day. The entire image has a semi-transparent blue overlay.

**Le contenu n'est pas adapté au mobile...
gros soucis de performance à l'horizon !**



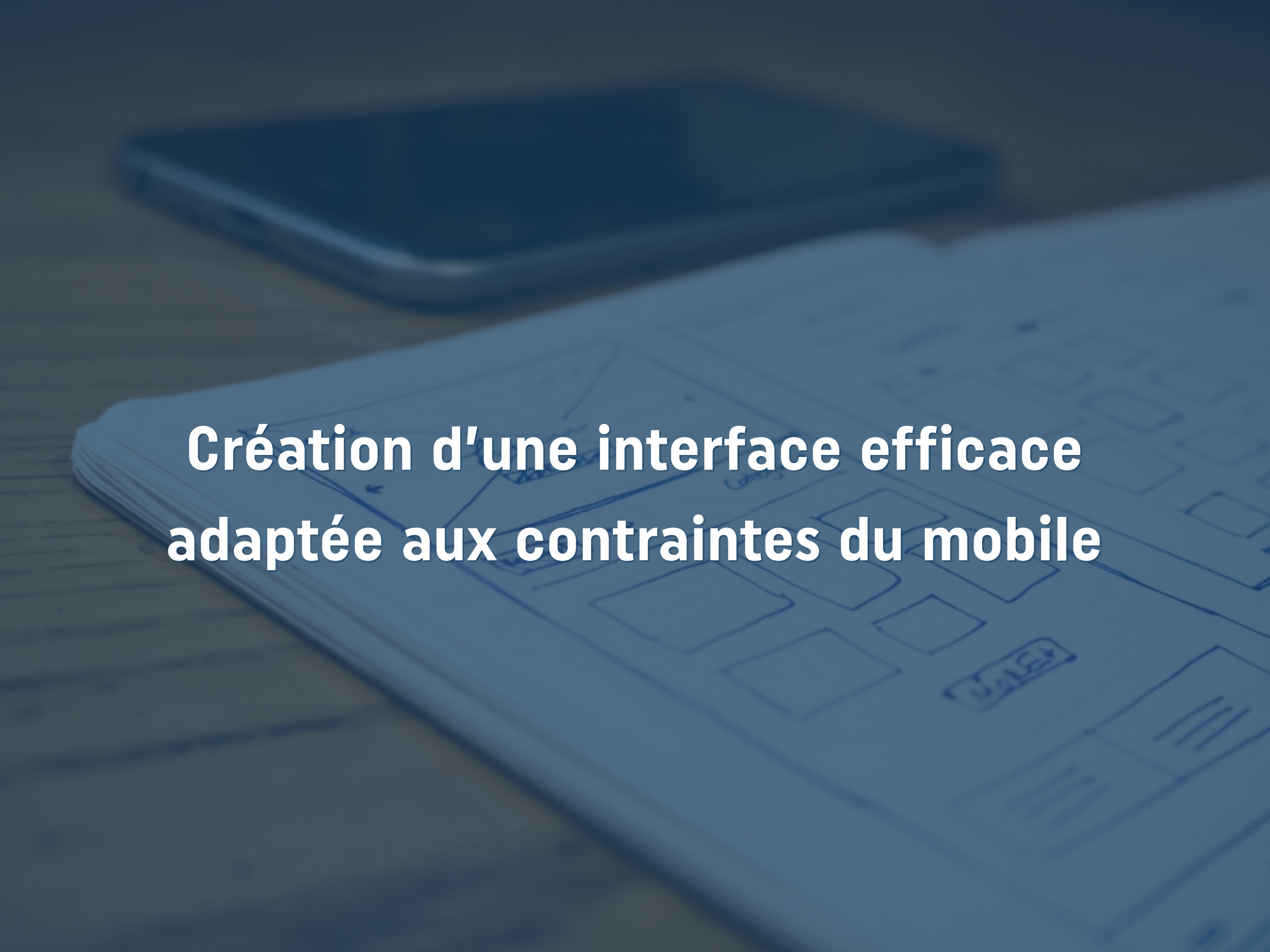
STRATÉGIE MOBILE FIRST

**Le contenu est accessible
quelque soit la plateforme**



A person with long blonde hair is sitting at a desk, writing in a spiral notebook with a black pen. The scene is dimly lit, and a white mug is visible on the left. The entire image is covered with a semi-transparent blue filter. Overlaid on the center of the image is white text.

**Impose une réflexion globale
sur les contenus attendus et pertinents**

The background of the slide features a blurred image of a smartphone and a tablet resting on a wooden surface. The tablet is in the foreground, displaying several hand-drawn wireframe sketches of mobile application interfaces. These sketches include various rectangular boxes, lines, and icons, representing different UI elements and their layout. The overall color scheme is a muted blue-grey, which serves as a backdrop for the white text.

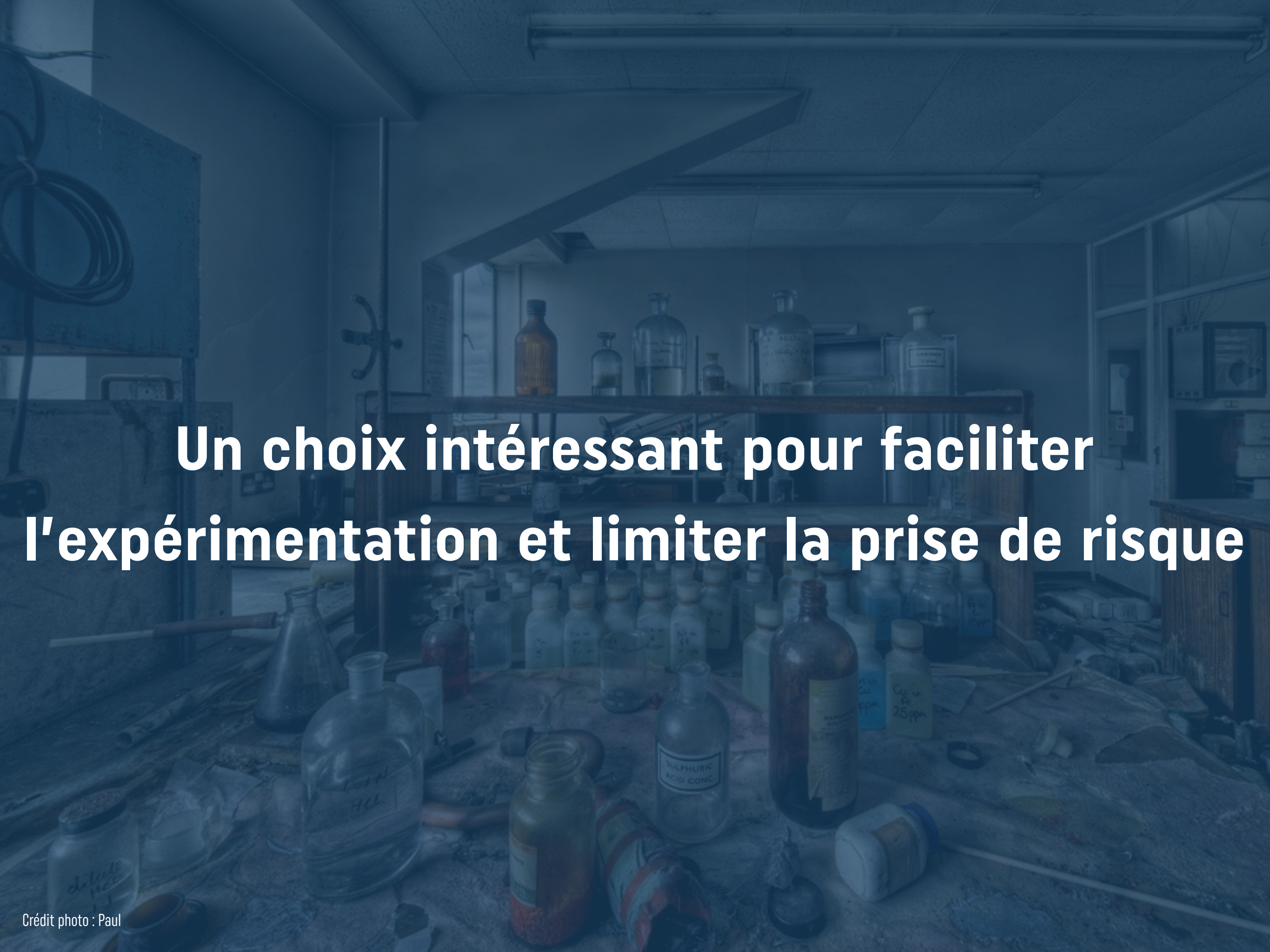
**Création d'une interface efficace
adaptée aux contraintes du mobile**



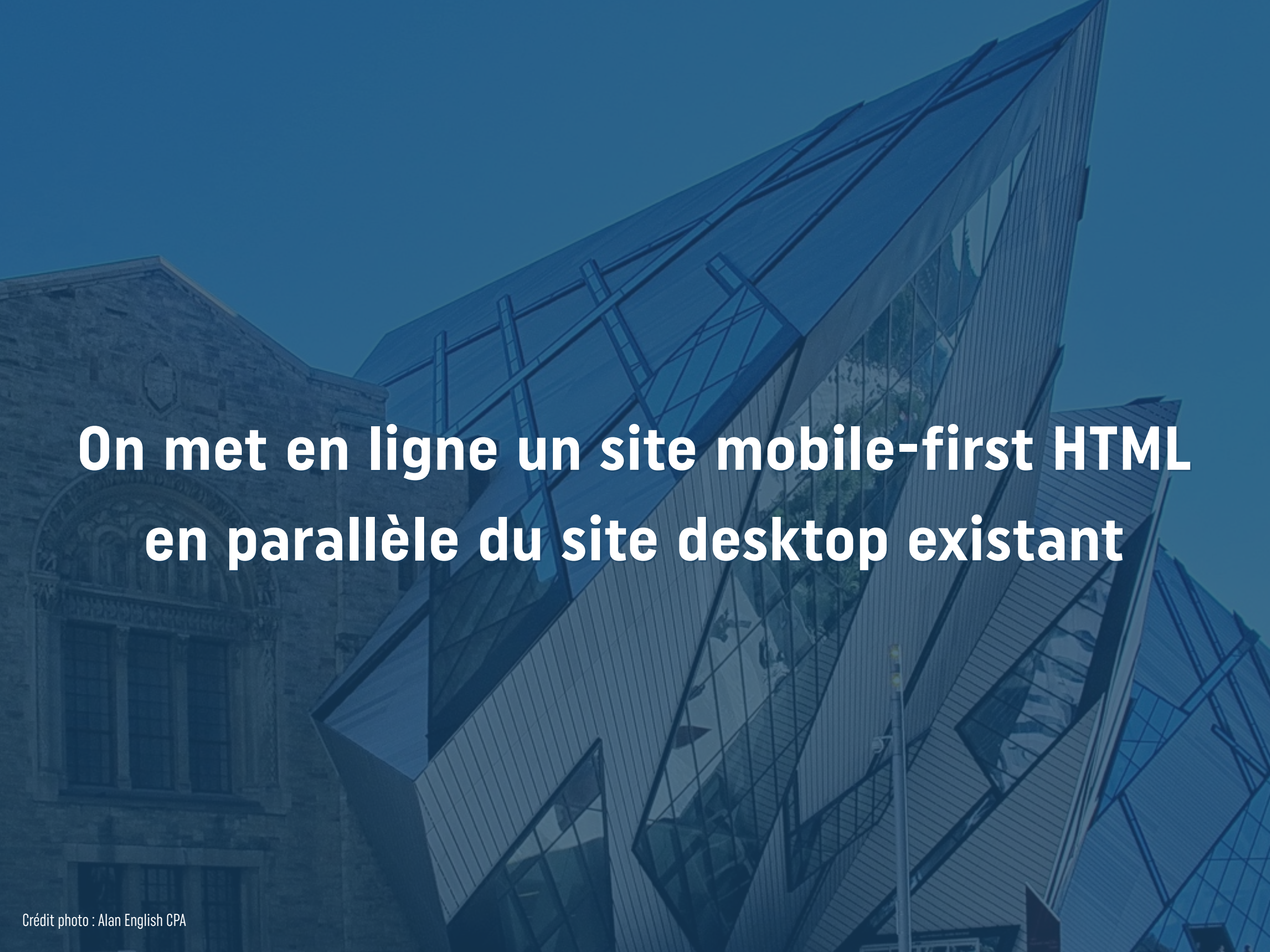
Au cœur du Mobile First : l'amélioration progressive



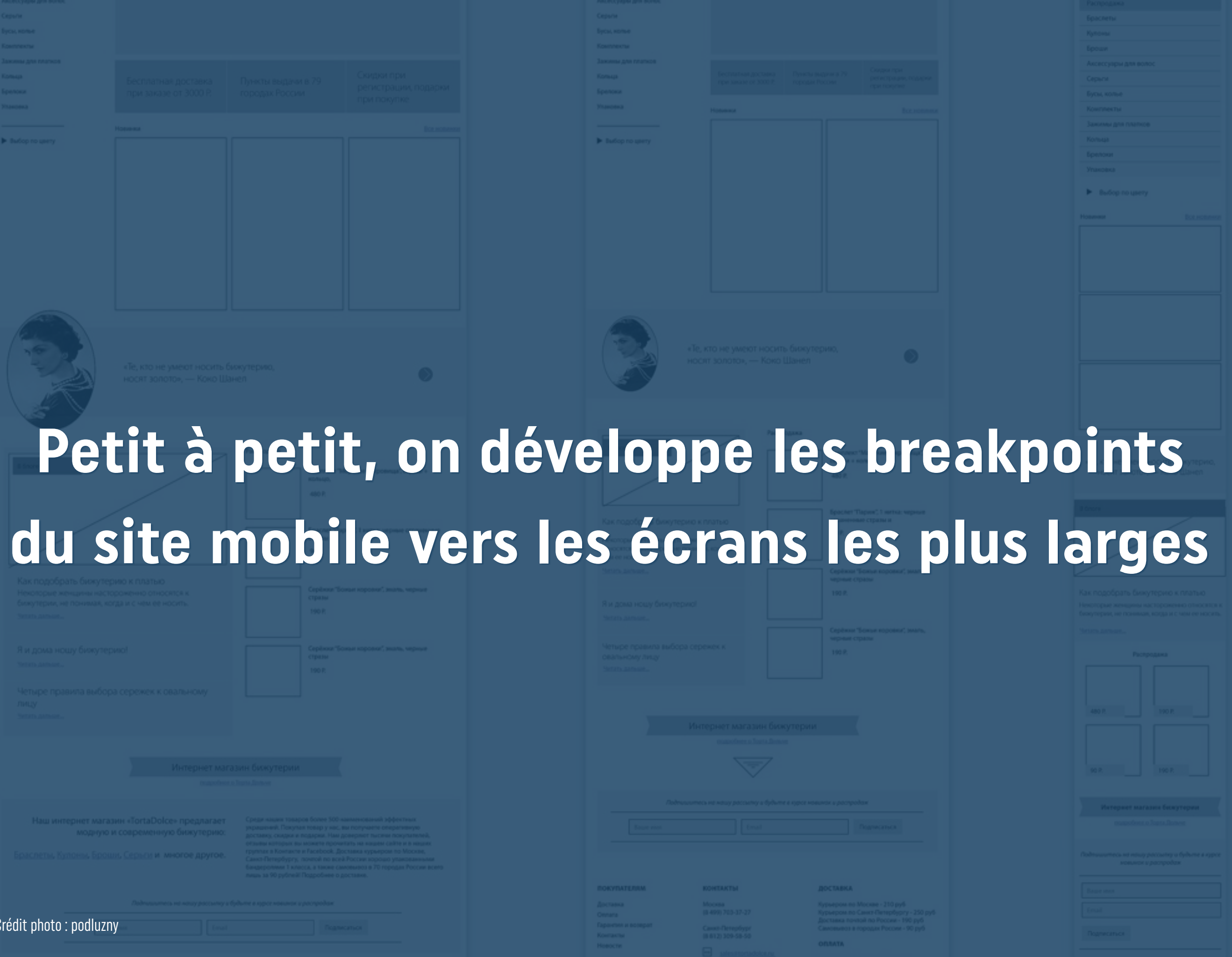
STRATÉGIE RESPONSIVE M-DOT SITE



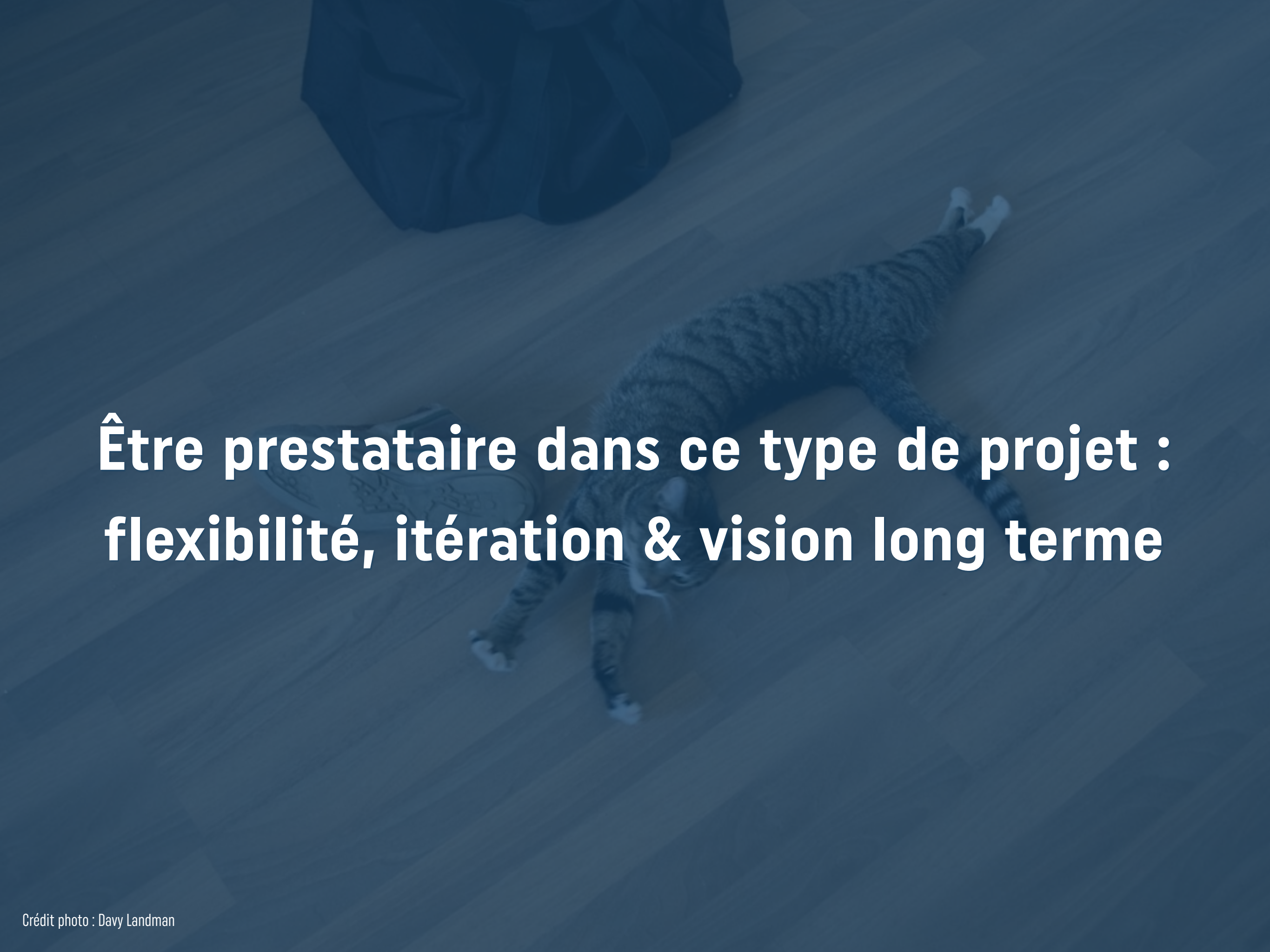
**Un choix intéressant pour faciliter
l'expérimentation et limiter la prise de risque**

A low-angle photograph of a modern glass skyscraper next to an older stone building, with a blue overlay and white text.

**On met en ligne un site mobile-first HTML
en parallèle du site desktop existant**



Petit à petit, on développe les breakpoints du site mobile vers les écrans les plus larges



**Être prestataire dans ce type de projet :
flexibilité, itération & vision long terme**

The background of the slide features a close-up, slightly blurred image of Euro currency. In the foreground, a 10 Euro banknote is visible, showing the number '10' and the word 'EURO'. Below it, a 20 Euro banknote is partially visible. Several Euro coins are scattered around the banknotes, including a 1 Euro coin and a 2 Euro coin. The entire image has a dark blue overlay, and the text is in white.

**Budgétisation de ces projets :
éviter que le projet cesse en cours de route**

A blue-tinted photograph of a lizard on a stone wall. The lizard is positioned diagonally across the frame, with its head in the upper left and its body extending towards the lower right. The stone wall is composed of large, irregular blocks. The text 'UNE STRATÉGIE MOBILE : CELA NE S'IMPROVISE PAS !' is overlaid in the center in a bold, white, sans-serif font.

**UNE STRATÉGIE MOBILE :
CELA NE S'IMPROVISE PAS !**

**Prioriser ses contenus
pour prioriser l'affichage**



Réfléchir ses breakpoints en fonction du contenu

A group of people are working at a table in a collaborative environment. The table is cluttered with various items: a laptop, several notebooks, a pair of glasses, and two glasses of iced coffee. The scene is dimly lit, and a blue filter is applied over the entire image. The text 'Quelle place pour les experts SEO dans ces projets ?' is overlaid in white, bold, sans-serif font in the center of the image.

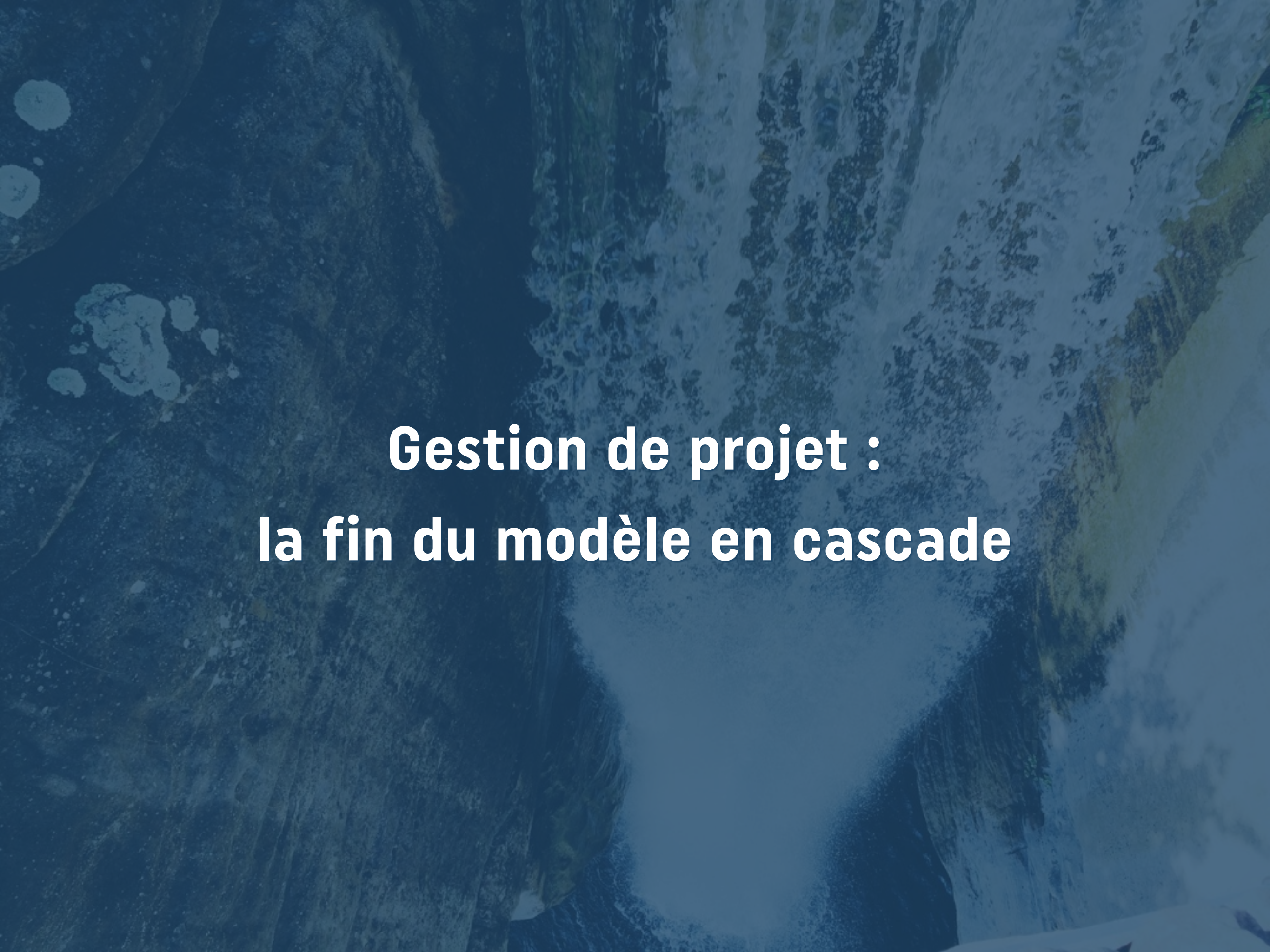
**Quelle place pour les experts SEO
dans ces projets ?**

A blue-tinted photograph showing two people shaking hands over a table. On the table, there are several crumpled US dollar bills, including a \$100 bill and a \$20 bill. The text is overlaid in the center of the image.

**Définir des objectifs de performance
pour trancher en cas de conflit :
design / développement / SEO**

RÉINVENTONS LES MODÈLES

An orange, hand-drawn style starburst or explosion graphic is positioned in the center of the image, overlapping the text 'RÉINVENTONS' and 'LES MODÈLES'.

The background of the slide is a photograph of a waterfall, with water cascading over rocks. The entire image is covered with a semi-transparent blue filter. Centered on this background is the main title in white text.

Gestion de projet : la fin du modèle en cascade

A close-up photograph of a necklace made of many small, irregular, colorful beads in shades of red, yellow, green, and blue. The necklace is laid out on a dark wooden surface with a visible grain. The image is dimly lit, with a blue tint, and the text is overlaid in the center.

Au cœur du Responsive Web Design : la flexibilité et l'itération

DESIGN & BUILD MOBILE FIRST

SMARTPHONE

TABLET

LAPTOP

Le Responsive Web Design c'est aussi la fin de la sacro-sainte maquette web

PALM

LAP

DESK

TOUCH/GESTURES

CURSOR/KEYBOARD

HIGH-DPI

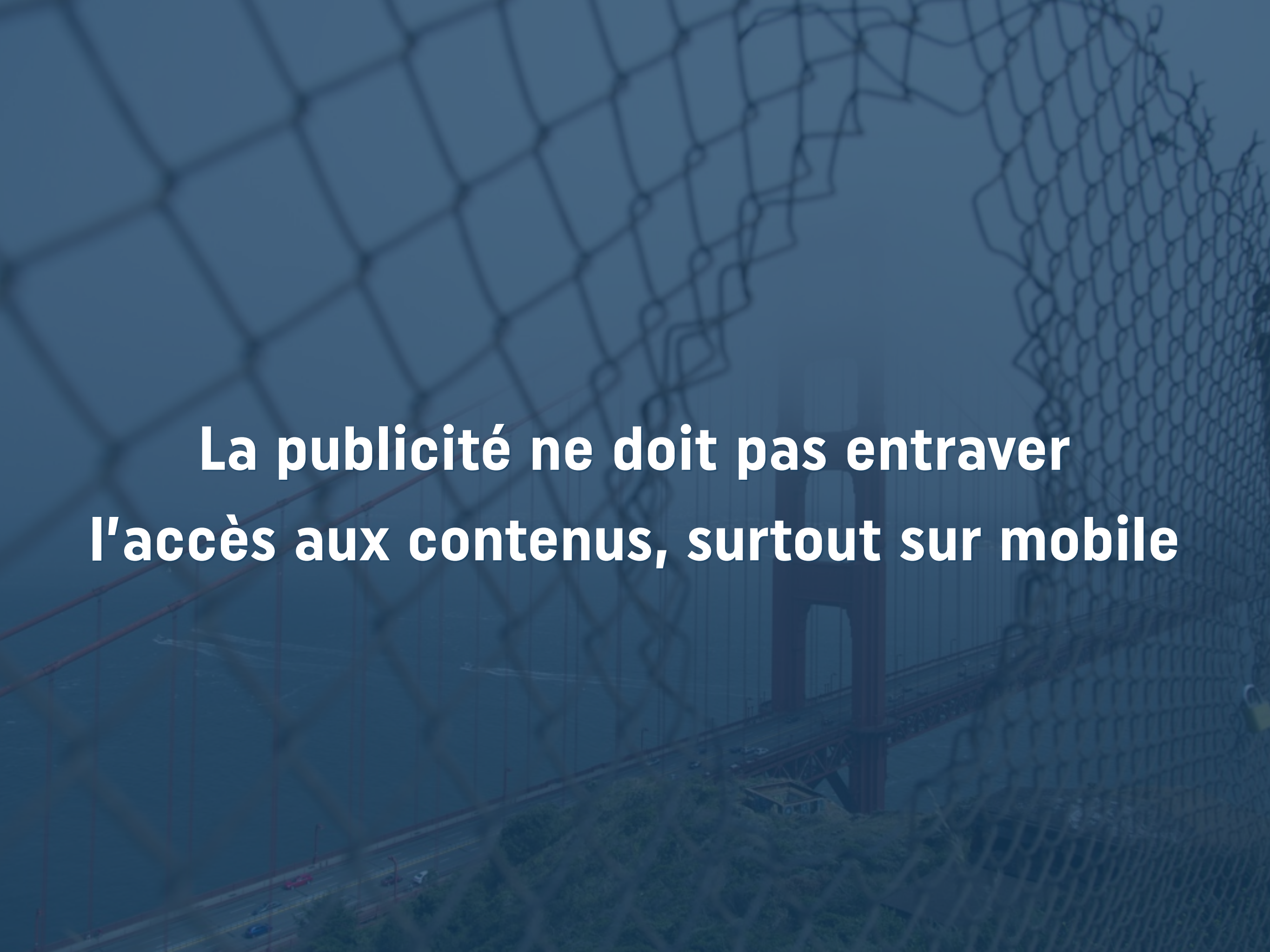
le pixel perfect n'a plus aucun sens aujourd'hui...



LA PUBLICITÉ EN LIGNE : TOUT CASSER POUR RECOMMENCER

A blue-tinted background image of a desk setup. In the foreground, a tablet displays a map. Behind it, a keyboard and a mouse are visible. A laptop is partially visible in the upper left corner.

**Bannière, contenus, etc. :
réfléchir cross-platform**



**La publicité ne doit pas entraver
l'accès aux contenus, surtout sur mobile**

A smartphone and a tablet are shown on a textured surface. The smartphone, in the foreground, displays a brown screen with a white headphones icon and the text 'Google play'. The tablet, behind it, shows a grid of colorful thumbnails, including one with 'THE BEST 2014' and another with 'ARCHIVE RESTRICTION'. The entire image is covered with a semi-transparent blue filter.

**Adaptez vos choix publicitaires
aux contraintes de vos utilisateurs**

RESPONSIVE RÉFÉRENCEMENT

An orange circular graphic with a hand-drawn, textured appearance. Inside the circle is a crosshair or target symbol, also in orange. The graphic is centered over the text 'RESPONSIVE' and 'RÉFÉRENCEMENT'.



SEO : Les experts, c'est vous !
Soyez en discussion permanente avec
les designers & développeurs

The background is a blurred image of a wooden desk. In the top left, there is a box containing several colored markers. In the center, a piece of white paper has a heart drawn on it with a purple marker. To the right of the paper, a single purple marker lies on the desk. The entire scene is overlaid with a semi-transparent blue filter.

Google aime le Responsive Web Design



**Responsive Design is Google's
recommended design pattern.**



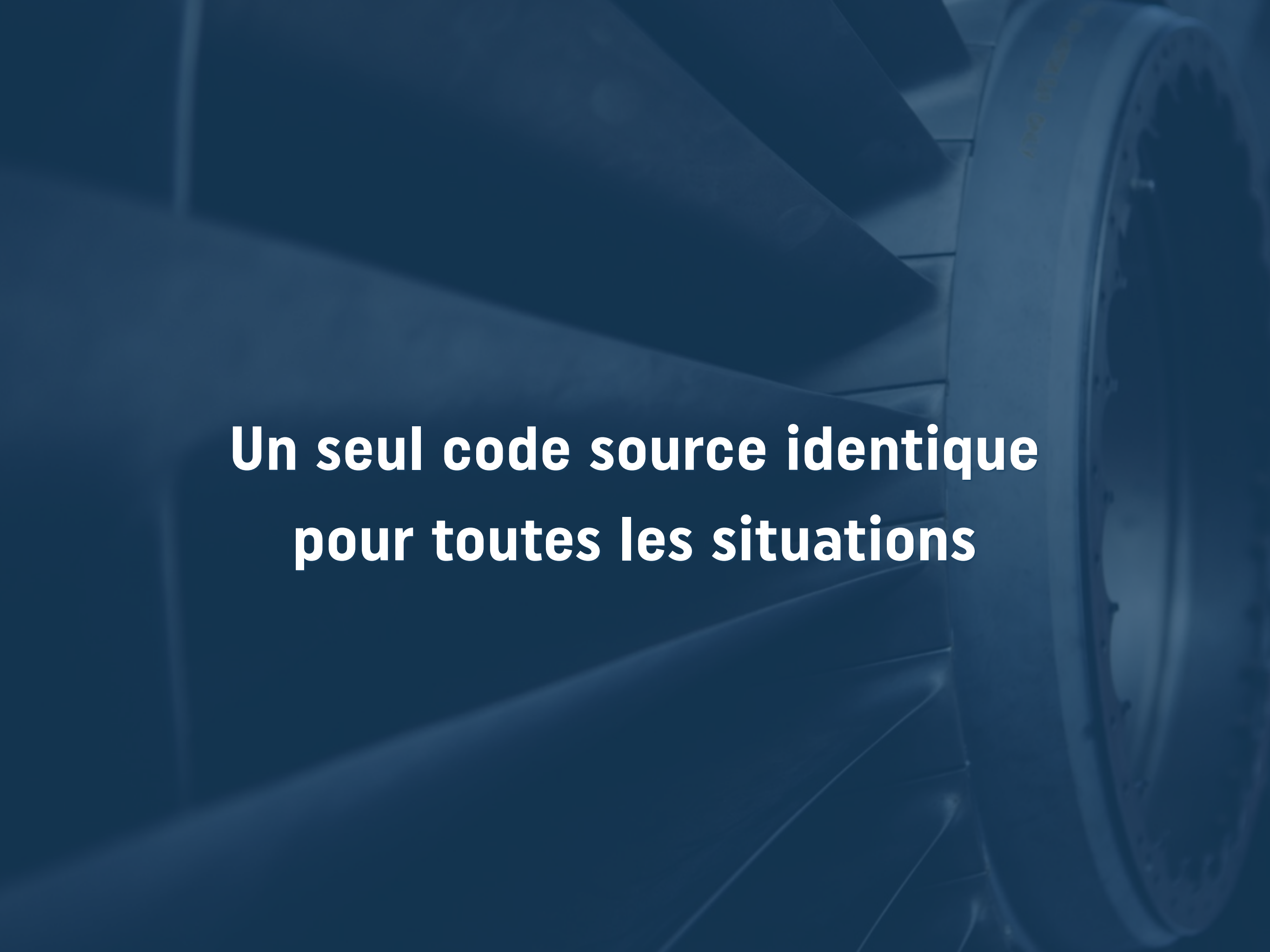
The background is a solid dark blue. In the upper center, there is a faint, light blue heart shape. In the lower right, there is a faint, light blue lipstick smudge.

**POURQUOI GOOGLE AIME-T-IL LE
RESPONSIVE WEB DESIGN ?**



ONE WAY

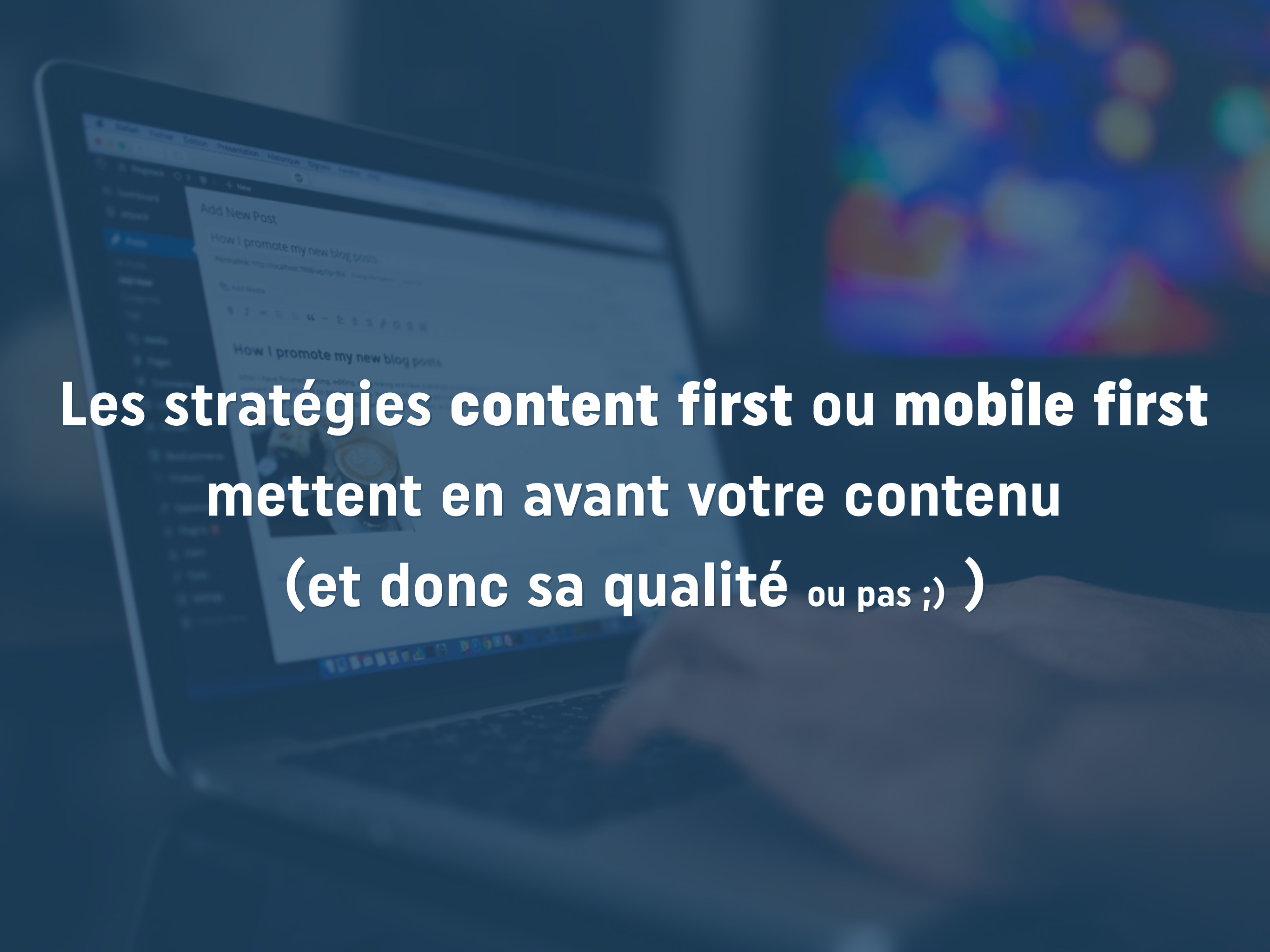
Une seule URL pour chaque contenu



**Un seul code source identique
pour toutes les situations**



Cela réduit les erreurs de navigation



**Les stratégies content first ou mobile first
mettent en avant votre contenu
(et donc sa qualité ou pas ;))**

ENFIN, UN PETIT COUP D'ŒIL À L'ACTUALITÉ



A photograph of a SpaceX Falcon Heavy rocket launching, with three boosters and a central core, surrounded by large plumes of smoke and fire. The image is overlaid with a semi-transparent blue filter.

Accelerated Mobile Pages : une fausse bonne idée ?



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hi@hiwelo.co

MERCI DE VOTRE ATTENTION :)

Si vous avez aimé cette conférence,
je vous invite à suivre mon nouveau projet via Twitter :
@WeAreRaccoon