



3Q WHITEPAPER SERIES

A Guide to Responsive Web Design



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Introduction

Habits are rapidly changing. How individuals perform daily tasks like shopping, consuming the news, and communicating is adapting, which has impacted how companies present information about their products and services. Responsive design, a technique aimed at bringing consistency to web design across all devices, was born from these adaptations.

In this whitepaper, we'll look at the landscape that has created a need for responsive design, take a deeper dive into what responsive design is and how it works, investigate the best use cases for responsive, cover possible alternatives, and walk you through a practical guide for getting started. By the time you're finished reading, you should have a better understanding of whether or not responsive design is the right approach for your online presence, be able to communicate more effectively with your design team about the best user experience for your audience, and gain practical design insights you can implement right away to get steps closer to successfully meeting your marketing objectives.