

ADAPTIVE WEB DESIGN

RESPONSIVE WEB DESIGN



CUSTOM MOBILE EXPERIENCE

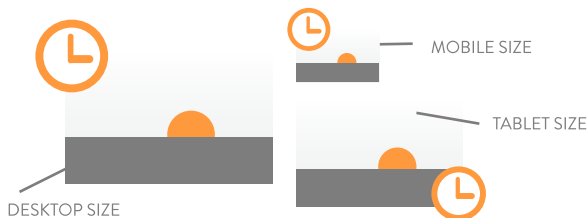


Allows for a **custom mobile experience**. Adaptive design approach utilizes a separate website from the full desktop website, which offers the most flexibility in design.

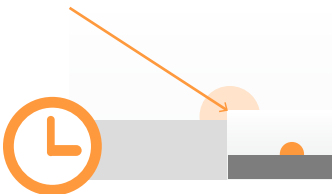


Responsive design utilize a single website to accommodate all device resolutions. As a result, **the page layouts are limited** by the proceeding screen resolution's page layout.

QUICK & EASY TO MAINTAIN



Adaptive design requires maintaince of two separate websites. Therefore, **requiring more time to update and maintain** website content.



All the content for each screen resolution is entered once and included on each page. Content is simply reformatted with selected styling to fit the dimensions of the screen.



IMPLEMENT ON EXISTING SITES



Mobile website can be built **without having to re-develop** the existing full website.



The site needs to be **re-built** in order to make it responsive.



ONE-SIZE FITS ALL SOLUTION



Adaptive design is a great mobile solution for **large websites with a high volume of complex functionality**, where the main goal is to provide easy to use mobile.



Responsive design is a great mobile solution for **content heavy websites with limited functionality**, where the main goal is marketing and public communication of information.