

ADAPTABILITY OF RESPONSIVE WEB RESOURCES TO THE USER

Танасієнко К.С.

Національний авіаційний університет, Київ

Науковий керівник — Мелешко М.А., канд. техн. наук, доц.

Currently, besides desktop computers, there is currently an excessive number of portable devices such as mobiles and tablets which are used to get access the Internet. The development of software and hardware in the communications industry has forced professionals to develop approaches to website design. The issue of providing and maintaining the compatibility of websites with devices on the market has led to the development of responsive web design approach.

In the past, developers created several sites to adapt different screen sizes. This seems totally inefficient, taking into account the number of device types on the market today.

Responsive web design (RWD) creates a single website system that responds to a user's device size with a single URL and a single content source. A responsive website has flexible layout that adjusts to the size of screen.

In fact, responsive website does more than just zoom in to adjust a screen size. There are also such important features about these sites, like adaptation to all devices, optimized performance, intellectual content hierarchy, perfection in SEO, open support for all browsers.

Website responsiveness is also a great way to improve site content, making sure that people using a mobile device are only seeing the most important information.

With the Google algorithm update, a responsive web design increases search engine visibility because it is suitable for mobile devices. A site with an efficient mobile interface will appear in search results above one without.



Figure 1: Responsive website features.

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- the absence of a need to provide access to the site through separate URLs to users who use different devices;
- lack of need for simultaneous support of multiple versions of the site (for different types of devices);
- no need of developing different websites for different devices;
- ability to modify any page on the site, without the need for large-scale changes in the layout or design of the entire site.
- The implementation of RWD also has certain disadvantages:
- web design can actually force to download some additional markup that isn't required, but leads to additional costs and takes up a lot of free space;
- in some cases, instead of reformatting the existing site to responsive design, the development and maintenance of a mobile site is more appropriate;
- websites designed for mobiles have proven to be more effective and responsive than those made or redesigned for responsive design.

Responsive website principles and the reasons behind their necessity have been analyzed in this paper. The features that form the basis of a responsive web design have been laid out. Furthermore, research has outlined the advantages and disadvantages of responsive web design.

In view of the foregoing, it can be concluded that this web technology emerged as a way to compensate for the inconsistency of older versions of HTML with modern requirements of the cross-platform Internet. The new technology will allow you to create universal sites that are equally well suited for any type of device.

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- lack of need for simultaneous support of multiple versions of the site

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