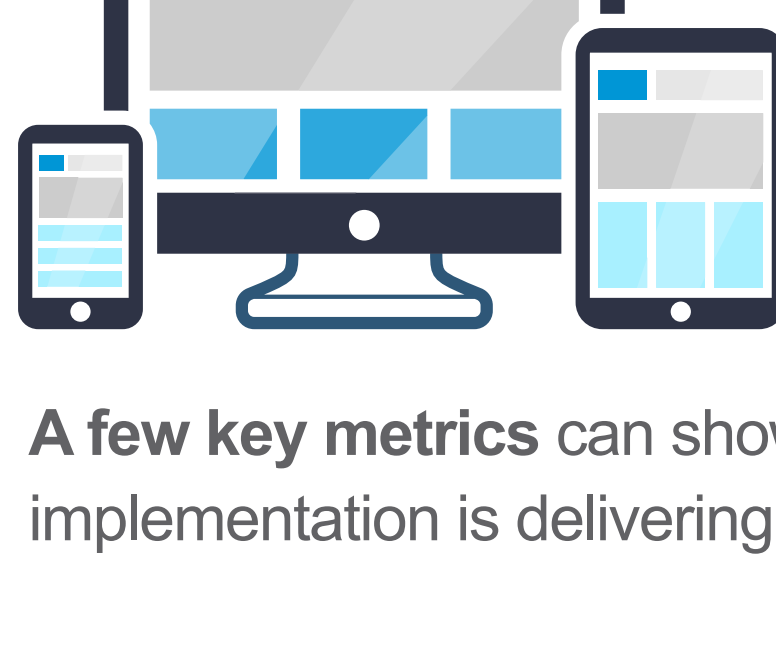


Responsive Design Can Lead To Unresponsive Customer

instartlogic



Responsive design can greatly enhance the user experience, but could have unintended consequences.

A few key metrics can show whether your implementation is delivering on its full promise.

HERE ARE THE 3 KEY METRICS AND INDICATORS

1 CONVERSIONS GO FLAT OR DECREASE

INCREASED LOAD TIMES AND FRUSTRATIONS WITH YOUR SITE'S EXPERIENCE LEAD TO ABANDONMENT

Possible reason:

Page load times increase (especially for mobile). In order to become responsive, you have added more JS, HTML and higher resolution images that slow down the experience which can be especially noticeable on mobile.



Why it is important:

The average website:
2009 > 320KB
2015 > 2MB
largely led by the trend towards responsive design

That's a **6X** increase in 6 years!



Median page load time slows down by **13.7% per year** due to page growth

A 1 second delay in page response can result in **7% reduction in conversions**

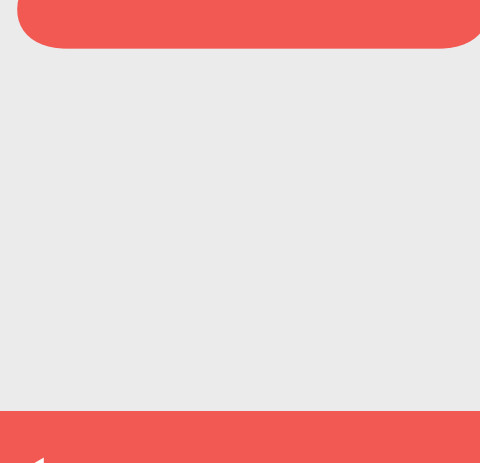


2 BOUNCE RATE INCREASES

USERS SEEING A BLANK SCREEN FOR LONGER LEADS CUSTOMERS TO COMPETITORS

Possible reason:

Customers are seeing a blank screen and assume the site is not loading, as your more dynamic site takes longer to load because it has more code to execute. A slow time to the first visual gives the impression the site is unresponsive.



Why it is important:

The first visual should appear in **less than 2 seconds** in order to reassure the customer that the page is working

Bounce rate **increases 100%** when a page takes 4 seconds or more to load and



150% if a page takes 8 seconds or more

3 LOWER SEARCH RANKINGS

GOOGLE AND OTHER SEARCH ENGINES, LIKE CUSTOMERS, VALUE WEBSITE SPEED

Possible reason:

While Google recommends responsive design, page growth and additional code can slow down your site, and thus negatively impact search rankings.



Why it is important:

A 1 second delay in TTFB lowers a site's search ranking by **35 positions**



Google values website speed over "mobile-friendliness"

Why Instart Logic?

Scaled Automatic Image Optimization

Using computer vision to intelligently determine ideal compression levels for images, Instart Logic reduces the size of images without affecting quality, allowing users to interact with the web page almost immediately - optimized to specific device type.

Machine Learning

As scripting code flows through the Instart Logic application delivery service, the service automatically learns which portions of code are most frequently used. We continue to relearn as the website or application is updated over time.

[Click here to learn more ways to improve customer experience](#)