The Effectiveness and Impressions Between Responsive and Non–Responsive Websites Displayed on a Computer, Tablet and Cell Phone: Displaying Websites of Eichler Homes

A Senior Project presented to the Faculty of the Graphic Communication Department California Polytechnic State University, San Luis Obispo

In Partial Fulfillment of the Requirements for the Degree Bachelor of Science

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Abstract

The researcher designed two types of websites for Eichler Homes in Thousand Oaks. The researcher created both responsive and non-responsive websites.

The researcher performed a study and observed the data. Afterwards, the data was analyzed to see people's preferences and which one they liked best.

Most of the general public is not knowledgeable about responsive design. In business, people need to decide for themselves if responsive design is worth the investment since most people aren't aware of it. As responsive design continues to grow with the use of mobile devices most people aren't educated about responsive vs. non-responsive design. Results concluded that the responsive website received a more popular vote.
Chapter 1

Introduction

Statement of Problem:

The “Eichler Homes” development in Thousand Oaks, California is approaching the 50 year requirement for a historical designation. It is important for the city to obtain this designation so that the houses and more importantly the neighborhood will remain intact. An Eichler neighborhood is special; it is not “cookie cutter” home development where people live anonymously. The design of the houses connects homeowners. Post and beam construction opens indoor spaces, flat roofs, atriums, and lots of glass bringing the outdoors inside are some of the Eichler features. They are referred to as “Mid-Century Modern” homes. Thousand Oaks Eichlers act as a time machine taking one back to the 50’s and 60’s without the help of a milkman. People know their neighbors as well as others people throughout the 80 plus homes in the area. Neighbors know first names, last names, and what design of Eichler house people live in. They know the original homeowners and the latest arrivals. They know what has been done to a house and what hasn’t been done to a house. One man went so far when he bought a fixer-upper that he restored doors with original Eichler hardware. Eichler homes that are near original have commanded higher resale prices than ones that have been remodeled. When one of these “Mid-Century Modern” houses goes on the market it doesn’t last long. Often within weeks the house gets sold while other homes in the surrounding neighborhoods stay on the market for months. During the past few years while the housing market dropped, Eichler homes have maintained their value. Thousand Oaks Eichlers are the last phase of the Eichler concept. They are the biggest and the best that Joseph Eichler completed before his final bankruptcy. The 1970’s phased out Eichler with people wanting two-story houses with lots of different rooms. Eichler is an open-air concept and the Thousand Oaks tract is affordable modernism. It is a 1960’s time capsule, which needs to be preserved. The City of Thousand Oaks needs to make this valuable resource “Historic” so that guidelines are put into place.

Background of the Problem:

Today, there are Thousand Oaks Eichler websites for people who want to sell their homes, but no neighborhood Eichler website exists. These houses have been described as “Frank Lloyd Wright houses for the masses,” yet the Thousand Oaks neighborhood of 80 houses is virtually unknown. Rarely are they written about or described in lectures. This neighborhood is a jewel in the Eichler crown. A website needs to be developed. I will develop
this website to appeal to “Mid-Century Modern” curiosity seekers. I will inform people about Eichler homes in Thousand Oaks, California. I plan to make people more aware of home architecture and the importance of their future workplace at home.

Thousand Oaks City Hall will also be able to use this information when putting together their historic guidelines. The intention will be to feature the Thousand Oaks “way of life” throughout the website so the city can appreciate the advertising. Equestrian biking and hiking trails will all be featured. Parks and open space are also important. Elementary schools and one middle school are within walking distance to Eichler homes.

The point of this research is to create a responsive website that can be viewed on several different devices for example, a laptop computer, iPad, and iPhone. The second website will be a nonresponsive website also viewable on a laptop, iPad, and phone. The object will be a study on which is better utilized, a responsive website versus a nonresponsive website. The purpose is to test these different devices to see how each system changes from browser window. My theory is that a responsive website will be better utilized giving the viewer a more fulfilling experience.

Describe audience and what benefit will it drive:

The audience of “Mid-Century Modern” living is varied and growing. First, people who want to buy or sell a Thousand Oaks Eichler house will benefit. Second, it will help the City of Thousand Oaks put a historical preservation plan into action. Third, Eichlers in Thousand Oaks will be recognized. Last, more people are living and working in the same place, and the open-air and open floor plan of the Eichler home is conducive to the creative thought process. People appreciate walls of glass and atriums allowing for an indoor/outdoor experience.

The neighborhood will stay intact and people will have peace of mind that a two-story will not go up next door. An interesting and well designed website will help accomplish this. I want to create the most interest giving the viewer the best experience so that these homes are preserved with a historical overlay.

Your own interest in the problem:

I grew up in an Eichler home in Thousand Oaks, California. My mother grew up in an Eichler home in Palo Alto and remembers when Charles DeGaulle driven right by her Eichler house after World War II. The new concept of post war planned community had just begun and he was invited to see it.

Eventually my parents want to move to Palm Springs leaving me to manage our Thousand Oaks Eichler; this house is my inheritance. I have a vested interest in the house, the neighborhood, and the City of Thousand Oaks. I want this website to be accurate, interesting, and appealing.
Chapter 2

Responsive and Non–Responsive Websites

Eichler Homes in Thousand Oaks will be a study of responsive website design vs. non–responsive web design. Today, newer technology means more people are using more mobile devices. It is important that websites accommodate these different informational devices. Responsive websites are extremely important, in 2014, to reach more of these different users.

Responsive websites simply stated are websites that have a design layout for a computer, a tablet, or a phone. A computer layout will have 1920px, a tablet will have 768px and a phone will have 460px (Hall Internet Marketing, 2012). The web design will first determine which device is being used and the space the device requires for its best use or experience by the user. A more complex statement from Wikipedia states “a site designed with RWD uses CSS3 media queries an extension of the @ media rule, to adapt the layout to the viewing environment – along with fluid proportion – based grids and flexible images:

- Media queries allow the page to use different CSS style rules on characteristics of the device – most commonly the width of the browser.
- The fluid grid concept calls for page element sizing
- Flexible images are also sized in relative units – up to 100%” (Wikipedia, 2012).

The non–responsive and responsive websites will be designed for computer use in a traditional style. It will feature nine links to pictures and text. The following will be included:

- An Eichler Home
- Mid–Century Modern homes
- Who was Joseph Eichler
- Eichler architectural designs in Thousand Oaks
- Eichler in Thousand Oaks (maps and streets)
- Eichler furnishings in Thousand Oaks
- Eichler landscape in Thousand Oaks
Eichler neighborhood in Thousand Oaks

Eichler reason for historical designation in Thousand Oaks

During the development of the two websites the researcher photographed the houses and hand coded each website. The application TextMate programmed the two sites and the language is all in HTML and CSS code.

Responsive

There are various ways in making a responsive website. For a designer there are many different avenues in creating one. The designer can chose Javascript, premade framework codes such as Bootstrap, fluid grids, HTML5, and media queries.

Personally, I’ve found the easiest way with the least amount of problems for making a responsive website is using HTML5 and individually defining the adjustable parts through media queries.

HTML5 is the newest version of HTML for the Internet (McDaniel, 2012). This version of HTML is builds on the older versions of HTML such as HTML 4.01 and XHTML 1.1 specifications (McDaniel, 2012).

“HTML, or Hypertext Markup Language, is a programming language designed, documented, and maintained by the World Wide Web Consortium (W3C). A markup language is a programming language that uses special tags to embed words and commands in and around regular text” (McDaniel, 2012).

Javascript and CSS3 (Cascading Style Sheet version 3) are incorporated into HTML5. The elements tags in HTML5 are easily defined with elements like <header>, <footer>, <article>, and <video>, just to name a few.

Now, encoding media queries along with HTML5 will fabricate a responsive website. Media queries are defined in the CSS (Cascading Style Sheet), which is a language different from HTML, but the code describes the HTML. When using HTML5 the media queries are usually defined in CSS3 (Cascading Style Sheet version 3). CSS3 is a specification, which can be described in several ways for in a file (Wikipedia).

Just like defining the CSS to create a website the CSS3 is similar. However, the main difference in CSS3 can be defined many times depending on the size of the device. Look at the picture on the opposite page in the top right hand corner. This CSS3 defines the media queries individually.

Thus, “body”, “.links img”, and “.heading” are all defined in a screen width of a maximum of 799px. When the CSS is labeled as such: @media screen and (min-width: 800px){(Within these brackets defines everything less
than 800px}). The same goes for: @media only screen and (min-width: 0px) and (max-width: 799px){
(Within these brackets defines everything with a maximum of 799px}).

In the picture below, links the media queries to the HTML style sheet. Notice the responsive or media queries
file is labeled as such <link href="css/mediaqueries.css" rel="stylesheet" type="text/css">.

Non–responsive

A non–responsive website is a fixed size webpage and is defined in pixels. A fixed size page means the site
doesn't scale down but is “fixed” meaning the page size will display in the size it is defined in. Thus, if the page
size or container is defined as 900px the site will be displayed in 900px from a computer, to a tablet, to a cell
phone. Usually, the size of a common webpage is 900px, 960px or 1024px.

The World Wide Web

In completion of the coding and designing the websites the files were then placed into the application Trans-
mitt. Transmit is a different application, in which it is a FTP (File Transfer Protocol) client which is designed to
upload files onto the Internet for the general public (Transmit). The client uploads the files to the Internet and
makes it available for everyone to see.

When making observation on the two websites on several devices such as a computer, tablet, or cell phone, the
viewer will see the differences. The responsive site changes the dimensions of the size of the website according to
the size of the digital screen. As such, when looking at the responsive website notice how everything is all inline and stacks on top of each other. The user scrolls up or down with their index finger on the screen sliding up and downwards motion. Whereas the non–responsive site doesn’t change the dimensions of the website. Usually, the viewer will have to zoom in or out with two of their fingers, the index finger and thumb, sliding opposite of each other.
Responsive

Non-Responsive
Both Responsive and Non-Responsive
Chapter 3

Methodology

Newer mobile devices are being used more often in 2013. The goal of this study was to understand responsive web design (RWD) was more effective conveying the meaning of a website when using a desktop monitor, a laptop computer, a tablet, and phone or a smart phone compared to a traditional non-responsive web site. The year 2012 was historic year in PC sales. “For the first time since 2001, PC sales are projected to be lower that they were in the previous year. Meanwhile, the shift to mobile is happening at an extraordinary speed. Today, 30% of mashable’s traffic is mobile. By the end of next year, this may exceed 50%” (Pete Cashmore, 2012).

The Objective Of This Study Is To:

Understand how to design website that conveys the meaning of Eichler homes in Southern California. Which devices are used more often? Computer, tablet, or cell phone. Determine the effectiveness of responsive vs. non-responsive web design conveying that message.

Data Collection Plan

One of the main objectives for the website was to reach people on a variety of different devices. The data collection plan was to document each connection and device. The best way to get information to the user is to design a website that makes it easy to use. Non-responsive and responsive websites were studied over a three day period.

- The amount of hits on each device; computer, tablet, or cell phone.
- The amount of hits on a non-responsive and responsive web design.
- The “likes” on each device.
- The comments on non-responsive and responsive.

Survey Questions:

What device are you current using?

A. Computer
B. Tablet  
C. Cell Phone

Which device do you use more when surfing the Internet?

A. Computer  
B. Tablet  
C. Cell Phone

Throughout the day which device do you use the most?

A. Computer  
B. Tablet  
C. Cell Phone

Which sight is easier to navigate?

A. Non-responsive  
B. Responsive

Was this sight easy to use? Why?

A. Non-responsive  
B. Responsive  
Comment:

How can this website be more effective?

Comment:

Which sight do you prefer? Why?

A. Non-responsive  
B. Responsive  
Comment:

Did you obtain a clear understanding of Eichler homes in Thousand Oaks?

Yes/No  
Comment:

Website Layout

The non-responsive website will be designed using a traditional style. It will feature nine links to pictures and text. The following will be included:

An Eichler Home

Mid-Century Modern style  
Description of Joseph Eichler  
Eichler architectural designs in Thousand Oaks  
Eichler in Thousand Oaks (maps and streets)
Data Analysis Plan

This study was set up over a three-day period. It will give understanding as to what device the customer uses and what format they prefer responsive versus non-responsive web design. In addition it will provide customer “likes” and comments. This study was set up for customer information collection and will not prove anything. It will help the surveyor compile effective means of reaching the consumers wants and needs.
The survey conductor collected data interviews and carried out the survey over a three–day period in the University Union at Cal Poly San Luis Obispo. The demographics for this survey are college students ranging from 18 – 25 years of age. Overall, the survey had a total of nine questions with fifty–two respondents in the anthology. Each person became informed about the difference between responsive and non–responsive websites, since mostly all respondents needed to be informed about the difference between the two sites. The survey conductor carried a tablet while informing the respondents about responsive vs. non–responsive websites. The tablet became easy for the respondents in seeing the difference and distinctions between the two.

The website called SurveyMonkey hosted the survey. The survey collector or user is able to build customized surveys that can analyze data, display graphical representation, and bias elimination. The respondents both answered questions with regards to quantitative and qualitative data. Quantitative data is displayed mathematically through the use of numbers (Chapter 37, 2014). While qualitative data refers to comments, quotes, opinions, and descriptions; the narrative information isn’t able to condense the data in terms of numbers (Chapter 37, 2014). Both quantitative data and qualitative data are analyzed differently and gathered in the survey.

Participant’s Behavior

The participant’s behavior varied from person to person. Some people expressed interest in the subject, others were curious, a few became annoyed and some were knowledgeable about the topic. Participants who had good obtainment of the material tended to look at the websites more extensively. The people who were annoyed usually had poor attainement of the information and briefly glanced at the front pages of each site.
**Q1 Which of the following devices are you currently using to connect to the internet?**

Answered: 52  Skipped: 0

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer</td>
<td>32.69%</td>
</tr>
<tr>
<td>Tablet</td>
<td>40.38%</td>
</tr>
<tr>
<td>Cell Phone</td>
<td>26.92%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>52</strong></td>
</tr>
</tbody>
</table>

**Question 1**

*Which of the following devices are you currently using to connect to the Internet?*

For the survey conductor to better inform the audience, all respondents viewed the websites on a tablet. The respondents who checked either “cell phone” or “computer” also viewed the websites on a tablet. On the other hand, the participants who checked “tablet” only viewed the sites on one device, the tablet. When answering the question, computer, tablet or cell phone could only be marked once. In the bar graph, the tablet, displayed in blue consisted of the most results, of 40.38% or 21/52. While, the computer displayed in green became the second branch, of 32.69% or 17/52. Finally, the cell phone in yellow’s percentage is the smallest, only ranging from 25.92% or 14/52.
Q2 Which of the following device(s) do you most often use when surfing the internet? (Check all that apply)

Answered: 52  Skipped: 0

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer</td>
<td>80.77%</td>
</tr>
<tr>
<td>Tablet</td>
<td>11.54%</td>
</tr>
<tr>
<td>Cell Phone</td>
<td>53.85%</td>
</tr>
</tbody>
</table>

Total Respondents: 52

Question 2

“Which of the following device(s) do you most often use when surfing the Internet? (Check all that apply)”

Trends show that the computer had the most responses of 80.77% or 42/52. The second most used device is the cell phone with a percentage of 53.85% or 28/52. Then, the device used the least is the tablet of only 6 respondents of 11.54% or 6/52.
Question 3

“Which device did you use to view the sites for this project?”

Also, the same information in question 1 applies for question 3. The survey conductor informed all the participants about responsive vs. non-responsive websites, thus respondents viewed all websites on a tablet. The interviewees who marked “computer” and “cell phone” also viewed the websites on a tablet. Therefore, the people who viewed sites on only a tablet consisted up of 50.00% or 26/52. Then, both the computer and tablet consisted of 28.85% or 15/52. The cell phone and tablet had the fewest respondents of only 21.15% or 11/52.
Question 4

“After viewing both of the sites, which one is easier to navigate?”

In response to this question, trends show the responsive website of 75% or 39/52 attracted more participants. While the bar for non-responsive website attracted only a quarter of participants or 13/52.
Q5 Was the non-responsive site easy to use? Why?

Answered: 52  Skipped: 0

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>50.00%</td>
</tr>
<tr>
<td>No</td>
<td>15.38%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>34.62%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#</th>
<th>Comment:</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Had to resize therefore not as user friendly</td>
<td>6/5/2014 5:09 PM</td>
</tr>
<tr>
<td>2</td>
<td>It is a nice way of viewing the information</td>
<td>6/3/2014 2:41 PM</td>
</tr>
<tr>
<td>3</td>
<td>I usually use the computer more so there wasn’t a real difference between the two for me.</td>
<td>6/3/2014 2:41 PM</td>
</tr>
<tr>
<td>4</td>
<td>Everything was seen even buttons and didn’t have to search, but you have to move around more.</td>
<td>6/3/2014 2:41 PM</td>
</tr>
<tr>
<td>5</td>
<td>It was easy to use because of it can shift sizes</td>
<td>6/3/2014 2:35 PM</td>
</tr>
<tr>
<td>6</td>
<td>not enough zoom/confusing</td>
<td>6/3/2014 2:31 PM</td>
</tr>
<tr>
<td>7</td>
<td>You had to zoom out to see things.</td>
<td>6/3/2014 2:22 PM</td>
</tr>
<tr>
<td>8</td>
<td>didnt show full screen</td>
<td>6/3/2014 2:22 PM</td>
</tr>
<tr>
<td>9</td>
<td>You had to zoom out to see things.</td>
<td>6/3/2014 2:22 PM</td>
</tr>
<tr>
<td>10</td>
<td>It was relatively easy to use, but not as much as the responsive site</td>
<td>6/3/2014 2:14 PM</td>
</tr>
<tr>
<td>11</td>
<td>Had to zoom more</td>
<td>6/3/2014 1:55 PM</td>
</tr>
<tr>
<td>12</td>
<td>I get annoyed having to alter my phone so the non-responsive was convenient.</td>
<td>6/3/2014 1:50 PM</td>
</tr>
<tr>
<td>13</td>
<td>Seemed about the same.</td>
<td>6/3/2014 1:19 PM</td>
</tr>
<tr>
<td>14</td>
<td>Tabs were clearly marked</td>
<td>6/3/2014 1:09 PM</td>
</tr>
<tr>
<td>15</td>
<td>Clear picture</td>
<td>6/3/2014 1:03 PM</td>
</tr>
<tr>
<td>16</td>
<td>Harder to follow</td>
<td>5/29/2014 3:25 PM</td>
</tr>
</tbody>
</table>
Question 5

“Was the non–responsive site easy to use? Why?”

For this question, there is both quantitative and qualitative data collected. In response to the quantitative data, the survey asks respondents three different choices either yes, no or somewhat. “Yes” is significant with a response of 50% or 26/52; then, 34.62% or 18/52 of the answers are “somewhat”, and a portion of “no” only came out to 15.38% or 8/52. Followed by the quantitative data were the qualitative comments and had thirty–one responders. Some of the quantitative data is paraphrased below. There is both positive feedback as well as criticism:

*It looked nicer* (Senior Project Survey, 2014).

*Everything (menu) was displayed* (Senior Project Survey, 2014).

*“I use the computer more, so there wasn't a real difference between the two for me”* (Senior Project Survey, 2014).

*Not user friendly* (Senior Project Survey, 2014).

*Had to zoom in/out* (Senior Project Survey, 2014).

*Whole screen wasn't displayed* (Senior Project Survey, 2014).
Q6 Was the responsive site easy to use?
Why?

Answered: 52  Skipped: 0

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>86.54%</td>
</tr>
<tr>
<td>No</td>
<td>1.92%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>11.54%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#</th>
<th>Comment</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Just have to scroll down</td>
<td>6/5/2014 5:09 PM</td>
</tr>
<tr>
<td>2</td>
<td>When it's stacked, it makes it a little cluttered.</td>
<td>6/3/2014 2:41 PM</td>
</tr>
<tr>
<td>3</td>
<td>Sometimes when I'm using a tablet or mobile to go on websites, it's easier to have a responsive website instead but on the computer it's not that useful.</td>
<td>6/3/2014 2:41 PM</td>
</tr>
<tr>
<td>4</td>
<td>You can see everything without having to move the screen.</td>
<td>6/3/2014 2:41 PM</td>
</tr>
<tr>
<td>5</td>
<td>don't have to deal with zooming in and out.</td>
<td>6/3/2014 2:31 PM</td>
</tr>
<tr>
<td>6</td>
<td>Everything automatically adjusted</td>
<td>6/3/2014 2:22 PM</td>
</tr>
<tr>
<td>7</td>
<td>adjusted to page</td>
<td>6/3/2014 2:22 PM</td>
</tr>
<tr>
<td>8</td>
<td>Everything automatically adjusted</td>
<td>6/3/2014 2:22 PM</td>
</tr>
<tr>
<td>9</td>
<td>It changed to fit my screen</td>
<td>6/3/2014 2:14 PM</td>
</tr>
<tr>
<td>10</td>
<td>I'm familiar with how they work so it was easy.</td>
<td>6/3/2014 1:50 PM</td>
</tr>
<tr>
<td>11</td>
<td>I'm used to this design pattern.</td>
<td>6/3/2014 1:19 PM</td>
</tr>
<tr>
<td>12</td>
<td>Because I am familiar with technology, I was easy to figure out the drop down portion. However, someone that is not familiar with technology might find it confusing.</td>
<td>6/3/2014 1:09 PM</td>
</tr>
<tr>
<td>13</td>
<td>More confusing</td>
<td>6/3/2014 1:03 PM</td>
</tr>
<tr>
<td>14</td>
<td>I prefer to zoom/scroll on my own</td>
<td>6/3/2014 12:57 PM</td>
</tr>
<tr>
<td>15</td>
<td>It adjusted nicely</td>
<td>5/29/2014 3:25 PM</td>
</tr>
</tbody>
</table>
Question 6

“Was the responsive site easy to use? Why?” Comments: 27

Majority of participants answered “yes” with a score of 86.54% or 45/52. Only 11.54% or 6/52 of respondents labeled “somewhat”, and only 1.92% or 1 respondent out of 52 answered “no.”

Q7 Which website do you prefer? Why?

Answered: 52  Skipped: 0

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-responsive</td>
<td>26.92%</td>
</tr>
<tr>
<td></td>
<td>14</td>
</tr>
<tr>
<td>Responsive</td>
<td>73.08%</td>
</tr>
<tr>
<td></td>
<td>38</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>52</strong></td>
</tr>
</tbody>
</table>

#  Comment:                               Date
1  User friendlier                           6/5/2014 5:09 PM
2  It’s easier to use and doesn’t confuse the internet user  6/3/2014 2:41 PM
3  I use the computer more so the non-responsive one is more useful for me.  6/3/2014 2:41 PM
4  Don’t have to zoom in                    6/3/2014 2:36 PM
5  easier to read material because it adjusted 6/3/2014 2:22 PM
6  It was easy to use.                     6/3/2014 1:50 PM
7  It’s the current design choice for most websites. Makes the mobile site more "mobile" - esque.  6/3/2014 1:19 PM
8  Yes because it can change dimensions once you turn the screen if you’re using the tablet.  6/3/2014 1:08 PM
9  It was easier                             6/3/2014 1:03 PM
10 I felt this one supported all layouts better.  6/3/2014 12:52 PM
11 It was easier to use                     5/29/2014 3:25 PM
12 Easier to use                            5/29/2014 3:06 PM
13 User friendly, easy to see              5/29/2014 2:18 PM
Question 7

“Which website do you prefer? Why?” Comments: 13

For this question, there is both quantitative and qualitative data. Trends show responsive winning the popular vote of 73.08% or 38/52. While the votes for non-responsive website is 26.92% or 14/52. The comments or the qualitative data are paraphrased below.

Responsive

They liked how the dimensions of the website changed depending on the size of the screen (Senior Project Survey, 2014).

Better supported the layouts (Senior Project Survey, 2014).

Easier to use (Senior Project Survey, 2014).

User friendly (Senior Project Survey, 2014).

Don’t have to zoom in/easier to read material (Senior Project Survey, 2014).

Current design choice for most websites makes the mobile site more “mobile–esque (Senior Project Survey, 2014).

Non–responsive

Easier to use and doesn’t confuse the Internet user

I use the computer more so the non–responsive one is more useful for me.

Q8 Did you obtain a clear understanding about Eichler Homes in Thousand Oaks?

Answered: 52  Skipped: 0

Yes

No

Somewhat

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
Question 8

“Did you obtain a clear understanding about Eichler Homes in Thousand Oaks?” Comments: 4

The graphical representation of the answers shows 67.31% or 35/52 of the survey answered “Yes.” While a quarter or of the answers were “Somewhat”, and only 4 or 4/52 answered “No.”

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>67.31%</td>
</tr>
<tr>
<td>No</td>
<td>7.69%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>25.00%</td>
</tr>
</tbody>
</table>

Total

<table>
<thead>
<tr>
<th>#</th>
<th>Comment:</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Wasn’t scanning for info</td>
<td>6/5/2014 5:09 PM</td>
</tr>
<tr>
<td>2</td>
<td>I didn’t really check it out</td>
<td>6/3/2014 1:03 PM</td>
</tr>
<tr>
<td>3</td>
<td>Clear and concise info</td>
<td>5/29/2014 3:25 PM</td>
</tr>
<tr>
<td>4</td>
<td>Loved the color palettes.</td>
<td>5/29/2014 1:52 PM</td>
</tr>
</tbody>
</table>

Question 9

“Do you have any other comments?” Comments: 13

<table>
<thead>
<tr>
<th>#</th>
<th>Responses</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Good luck :)</td>
<td>6/5/2014 5:09 PM</td>
</tr>
<tr>
<td>2</td>
<td>GOOD LUCK ON GRADUATING! :)</td>
<td>6/3/2014 2:22 PM</td>
</tr>
<tr>
<td>3</td>
<td>GOOD LUCK ON GRADUATING! :)</td>
<td>6/3/2014 2:22 PM</td>
</tr>
<tr>
<td>4</td>
<td>The site was pretty!</td>
<td>6/3/2014 1:55 PM</td>
</tr>
<tr>
<td>5</td>
<td>Nope!</td>
<td>6/3/2014 1:19 PM</td>
</tr>
<tr>
<td>6</td>
<td>I liked the responsive. It seems more versatile seeing as it looked the same as the non-responsive on a computer but then adapts to the tablet size. Navigating non-responsive sites on tablets can be a pain</td>
<td>6/3/2014 1:18 PM</td>
</tr>
<tr>
<td>7</td>
<td>Good website and cool pictures</td>
<td>5/29/2014 3:25 PM</td>
</tr>
<tr>
<td>8</td>
<td>Good luck on your senior project!</td>
<td>5/29/2014 3:03 PM</td>
</tr>
<tr>
<td>9</td>
<td>No</td>
<td>5/29/2014 2:36 PM</td>
</tr>
<tr>
<td>10</td>
<td>N/A</td>
<td>5/29/2014 2:14 PM</td>
</tr>
<tr>
<td>11</td>
<td>Looks good</td>
<td>5/29/2014 2:09 PM</td>
</tr>
<tr>
<td>12</td>
<td>Cool sites, definitely feel that the responsive vs non responsive debate is an interesting one!</td>
<td>5/29/2014 1:52 PM</td>
</tr>
<tr>
<td>13</td>
<td>informative web site</td>
<td>5/28/2014 2:16 PM</td>
</tr>
</tbody>
</table>
Unfortunately, this question didn't have many informative responses with regarding both of the websites. Most of the comments said good luck and happy graduation. However, there is one comment out of the thirteen that was useful with concerning my research.

Comment 12

“I like the responsive. It seems more versatile seeing as it looked the same as the non–responsive on a computer, but then adapts to the tablet size. Navigating non–responsive sites on tablets can be a pain” (SurveyMonkey, 2014).

Drawing conclusions

The next chapter is going to be drawing some conclusions with the answers described and given in this chapter. In discussing the survey, observers will better see how trends are leaning to towards the future.
Chapter 5

Conclusion

In the previous chapter, there was discussion with the results compiled in the survey. Overall, there were nine questions total and each of them described and analyzed the data. The data displayed graphical representation and each bar measured itself as a percentage. This chapter is going to make conclusive results on each of the graphs and explain some of the reasons behind the numbers.

Question 1

"Which of the following devices are you currently using to connect to the Internet?"

A survey collector carried a tablet around the whole day while asking for a completion of the survey and informed the audience about responsive and non-responsive design. So this is the only reason why so many students responded with the tablet, especially with an inflated number of 40.38% or 21/52.

Question 2

"Which of the following device(s) do you most often use when surfing the Internet? (Check all that apply)"

Through observation and the data in question two, there are more students working on laptops than tablets and more cell phones than tablets. So, it is no surprise that a college student owns this device and the computer wins the vote with a percentage of 80.77%. The computer is the most practical device when it comes to schoolwork and it’s easy when typing. The cell phone came in second, with a percentage of 53.85%. In society today, a lot of people own cell phones because it is important for communication purposes and contacting people. However, the rating for the phone isn’t quite as high as a laptop. Maybe, it’s because some people cannot connect to the Internet because of their “phone plan” and choose not to because the monthly bill is more expensive. Thus, the tablet comes in last with a rating of 11.54% or 6/52. This reason is probably because a tablet is the newest device out there and typing isn’t as convenient as a laptop.

Question 3

"Which device did you use to view the sites for this project?"
For this question along with the data, the argument in question 1 is relevant to question 3. The survey conductor carried a tablet around in order to inform the general public about responsive vs. non-responsive websites and the difference between the two. They were all viewed on the tablet, and maybe another device such as computer and tablet or cell phone and tablet. However, the people who viewed the information on a tablet only viewed on one device, the tablet.

Question 4

"After viewing both of the sites, which one is easier to navigate?"

Trends show there is a huge gap between the responsive and non-responsive sites. Responsive wins the vote by 50%. A hypothesis would suggest the responsive design to be the more popular site because of responsive being more user friendly with cell phones and tablets. For a responsive website viewed on a cell phone and tablet everything is all “inline” which means scrolling to view the site is only an upward and downward motion. Thus, the user doesn’t need to increase the size by zooming in with their fingers.

Question 5

"Was the non-responsive site easy to use? Why?"

By looking and collaborating the quantitative and qualitative data together produces a mixed suggestion to the results. Some liked the aesthetics of the website better than the other one. While others simply like the menu bar better. However, others, the “No” voters, didn’t feel a non-responsive website was user friendly, thus had to zoom in. On the other side, some felt a responsive website was irrelevant to them because they only use the computer when surfing the Internet.

Question 6

"Was the responsive site easy to use? Why?" Comments: 27

The graphical representation shows “Yes” to be in the high 86 percentile. By combining the quantitative and qualitative data together. The data in Question 5 explains the reasoning behind the vote. The comments suggest the responsive website is more user friendly, adjusts to the page, and displays a cleaner look while in responsive.

Question 5 and 6

Side Note: By looking at the individual responses some people marked down “Yes” for both question 5 and 6.

Question 7

"Which website do you prefer? Why?" Comments: 13

Trends show the responsive website receiving the most votes. By observing and gathering the qualitative data the reasoning behind their votes is favoring the easy to read material, user-friendly system and felt the site better-supported layouts.
Question 8

“Did you obtain a clear understanding about Eichler Homes in Thousand Oaks?” Comments: 4

For this answer, many students answered, “Yes” to the question. A quarter of them answered “Somewhat” and a few answered “No”. Through observation the survey conductor noticed many students briefly glanced at the material and became uninterested in the topic so this is likely the reason for the answers of “Somewhat” and “No”.

Question 9

“Do you have any other comments?” Comments: 13

The qualitative data clearly shows the students much more congratulating the researcher for graduating rather than asking questions regarding responsive vs. non-responsive design.

Issues

The main issue was that the majority of the students were not informed about responsive vs. non-responsive design. Which makes it ironic because many of them surf the Internet on their phones. When using their devices one would wonder if they have ever questioned various website layouts before?

The other part of the issue was a fair number of students didn’t seem to be interested in the topic at all. In these cases, through observation, the researcher noticed that the students who didn’t seem to be interested barely looked at the websites before answering the survey. Many of the uninterested ones were both unknowledgeable about the topic and weren’t attentive when the researcher informed them.

Making Improvements

Questions didn’t need to be viewed on a computer screen because the responsive and non-responsive websites looks the same when displayed. Thus, conducting the surveys on one device, either a tablet or a phone, or both tablet and phone, would better inform the viewer about responsive vs. non-responsive design.

Perhaps asking other questions regarding responsive and non-responsive design because most of the public isn’t informed.

Do you know the difference between responsive vs. non-responsive design?

Do you think responsive design matters?

Your company is looking to hire a graphic designer to create a website. However, your company is pressed for money because other issues need to be addressed. Would it be worth hiring a graphic designer and making an investment by paying more for a responsive website or saving money by paying less for a non-responsive website so other investments can be made?
Demographics

A hypothesis suggests by analyzing data of different demographics would produce different results since the older generation doesn’t tend to be up to date with the latest technology.

Would researching different demographics produce different quantitative and qualitative data?

Trends

What the future holds for responsive design is growing in popularity and demand. The reason for this is because more and more people are able to connect their own cell phone wirelessly to the Internet. When people connect to the Internet on their phone they are able to read articles, surf the Internet, upload pictures and play games and songs like on any regular computer.

Also, online social-networking websites such as Instagram is an online mobile photo album. Thus, members are able to share photos, share videos and connect to other social networking services for sharing their own photos and videos. Instagram is only a three year old website and is already grown massively in popularity.

In Retrospect

In retrospect, the real question would be is responsive website is worth the investment since many people are un-informed about the difference? The general public isn't knowledgeable about responsive design. These questions need to be asked. For example, a business is short of money and is wondering about making a judgment if it is worth making an investment by paying more money for a responsive design when most people don’t know that a responsive design exists. Or saving money by paying less and purchasing a non-responsive website and making other investments. These questions need to be addressed. However, future trends for responsive websites, such as Instagram, will continue to grow through the use of cell phones. In the future, there will be more of a demand for responsive design.
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Transmit (Softonic) http://transmit.en.softonic.com/mac

Resources


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