

# MOBILE FIRST: The New and Responsive Texas.gov

No matter their device, Texas.gov welcomes visitors with an optimal viewing experience and smart, streamlined website.

## Why Responsive Design?

At Texas.gov, we rely heavily on web analytics to help us make justified, metric-driven decisions about our website. When planning for the redesign of Texas.gov, we asked ourselves: **What devices are our visitors using? What content are they interested in (or not)? Are they quickly finding what they need?**

Our analytics data confirmed that Texas.gov was experiencing the same internet trend with a growing number of mobile users. When Texas.gov launched in 2010, 3.4% of our users came from a mobile device. By 2011, that number had grown to 8%. When we embarked on the redesign of Texas.gov in 2013, **mobile accounted for 10% of our users** ... and we knew the number would continue to grow.

## The Strategy

Taking a **mobile-first approach**, we launched a new, bold, and even more streamlined Texas.gov using the latest web technologies and design philosophies. Our redesign focused on the following areas:

- Apply **Responsive Design patterns** to ensure visitors from all devices encounter an optimal viewing experience.
- Develop exclusively with **HTML 5** for an enhanced experience on current browsers without compromising the experience for users on older browsers.
- Feature the **most relevant content** while eliminating or de-emphasizing less important information.
- Modernize the color scheme, typography, art, and other design elements for minimal distraction and **maximum emphasis on the most essential information**.

### Responsive Design Patterns

automatically detect screen resolution and determine website layout. On smaller screens, large images and stylistic elements are hidden, and multi-column layouts are reduced to a single column to eliminate right-and-left scrolling.

## Results

Today, Texas.gov welcomes all visitors with a sensible, smart, and aesthetically pleasing website that functions on all desktop, mobile, and tablet platforms. We simplified content on the homepage – listing only the **Top 5 Services** which represent 75% of the homepage clicks in 2012. We also continue to give prominence to our most popular feature, **Search**. **Mobile visitors are enjoying the new experience – in just one month since the new Texas.gov launched, mobile visits have increased to 16% of all users.**



### Learn more

Contact us today for more information about how Texas.gov can help you.

Texas.gov/Solutions

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