

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

TexasBD@egov.com