The Revize Website Design Philosophy

Instead of building mobile-switched sites (i.e. m.websitename.com), Revize is known for focusing on responsive design. Mobile users are looking for a more fully integrated experience just like they would get on a desktop.

With 53% of Internet usage in the U.S. coming through mobile devices, the best website design firms are doing mobile-first design and treating desktop and laptop design as secondary. Responsive design allows the layout to adjust based on the contextual experience of users. This means site designs need to be built so they respond to the width of the device, regardless of the gadget type. We also incorporate pixel rendering Responsive Web programming to work perfectly on each of the popular browsers perfectly.

In fact, Google is even encouraging responsive design to improve the SEO for your site, as it reduces the necessity for multiple subdomains and duplicated content. Mobile versions of websites are a trend of the past; now, you'd be foolish not to design with mobile in mind from the start.

As visual media increases in importance all over the Internet, there has been an unsurprising decrease in text-heavy websites. Instead of telling your story in a paragraph or block of text, the trend now is to invest in more visual storytelling. Text has been cut down to the essentials, while visuals are increasingly employed to impart important information.

This isn't only true for the design of websites. The increasing reliance on visuals has also crept into the biggest social media spheres. With the rapid rise of visual-focused social channel Pinterest, Facebook and Twitter have all taken steps to increase the prominence and integration of visual media into their platforms.

For sites more text-based by nature, there is a trend towards richer content experiences — text integrated with pictures, video, and interactive functionality. Now, websites are better integrating text with visual components to give users a more immersive and interactive experience. Combining content and visuals to tell a story can help hold the attention of even the Internet's most impatient users.

Revize's Moto is "Stop blending in & start leaving your mark on the web!"

Detail in design and code

Website Design Trends:

Goodbye to Text-Heavy Sites – Simplicity is best

Deeply-Focused Landing Pages - tell a story with media rich content
Responsive will replace Mobile Versions of Websites
Retina graphics support for high resolution graphics
Web fonts must be beautiful and large
Simple color palets 2-3 colors max
Expect to see many more things hit the Web in 2014, such as the use of HTML5 to animate different parts of a site.

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Revize sticks to three principles while designing websites:

Simplified content - Simplified content means short bursts of content, a la Twitter style. Over the years as a population, our attention spans have become shorter, so designers have compensated for that by putting content in short bursts instead of long narratives. Not many areas on websites these days (except blog posts) have more than about 250 characters. It is because it is easier and faster to read for users who like to scan the page.

Purpose Driven – A user should come to the website and immediately know what it is about. The content of the site as well as the design need to make the point extremely clear so that it is conveyed in the initial few seconds.

Ease of Use/navigation – Now that your users have begun exploring the site, the final job is to make the experience enjoyable and frustration free. A good experience makes users think twice about calling in for information.

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