



TECHNOLOGY TRANSFORMATION SERVICES

# Using the ADAPT Model to Become Mobile Friendly

GSA MobileGov Community of Practice  
Feb. 25, 2020



# Agenda

- What is mobile friendliness?
- Why is mobile friendliness Important?
- What does it take to become mobile friendly?
- What is the ADAPT Model?
- Questions



# What is Mobile Friendliness?

## Mobile Friendly Definition

[PC Mag](#)

“A website that is **easy-to-use** on a **mobile device**, especially the small screens of smartphones.”

“In today’s world it is essential that your site is **optimized for mobile users**. The site display must be able to shrink down to **display on a mobile device** while **still being functional and user-friendly**.”

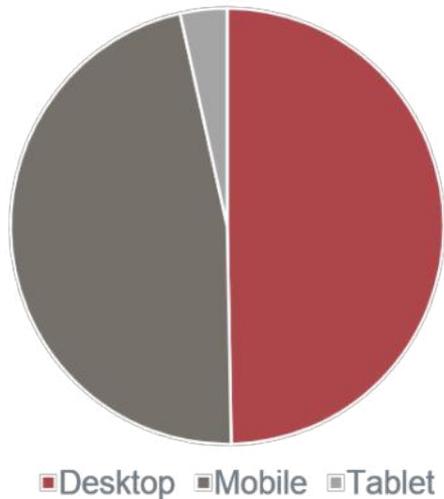
[Direct Online Marketing](#)



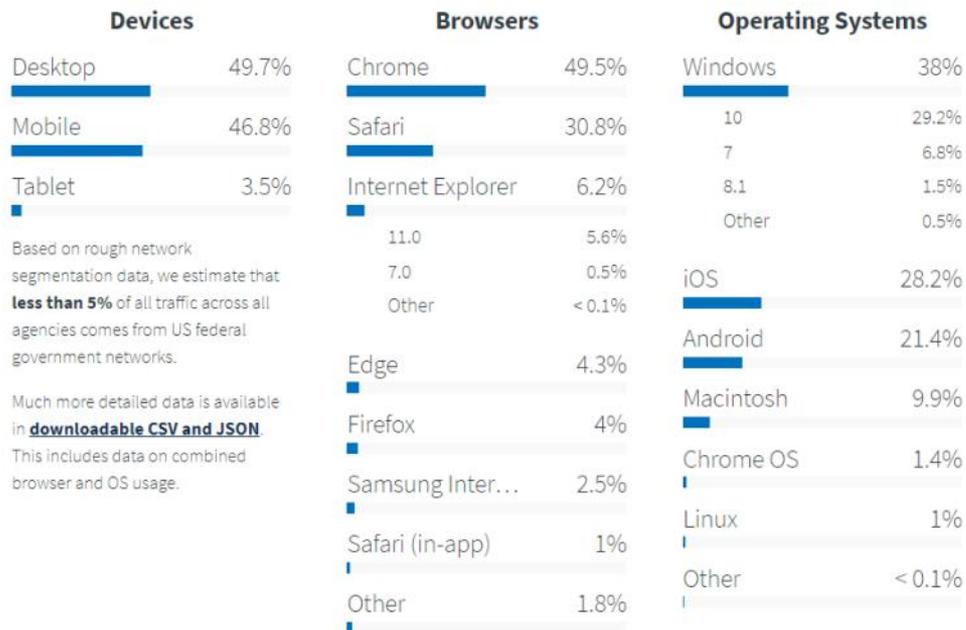
# Why is Mobile Friendliness Important?

## Percentage of Mobile Hits Across Federal Government Websites

(Reported by [analytics.usa.gov](https://analytics.usa.gov))



There were **3.54 billion** visits over the past 90 days.



# What Does it Take to be Mobile Friendly?

“

Mobile friendliness can mean a multitude of things, depending on who you're talking to.

It can be helpful to think of it in terms of three goals for improving your site's user experience: **Presentation**, **Content**, and **Performance**.

- [Mozilla.org](https://www.mozilla.org)

”

## Attributes of Mobile Friendliness

- 1. Usability** - Users are on the go
- 2. Mobile Device Limitations** - Mobile devices are generally not as robust as PCs
- 3. Performance** - Less powerful hardware and slower network connections

# What is the ADAPT Model? (1 of 2)

**A**ssess Your Site

**D**etermine Challenges

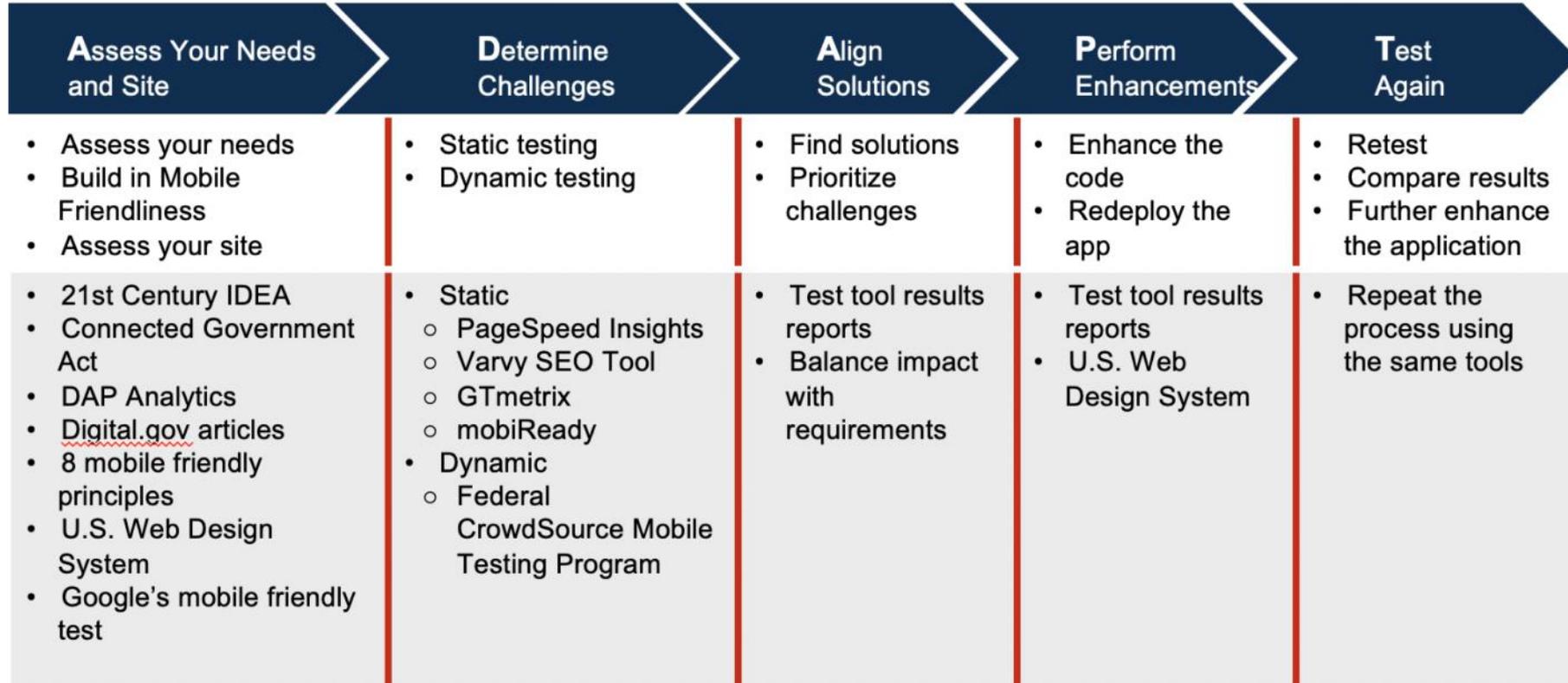
**A**lign Solutions

**P**erform Enhancements

**T**est Again



# What is the ADAPT Model? (2 of 2)



## Assess Your Needs

### Research regulatory requirements

- [21st Century IDEA Act](#)
- [Connected Government Act](#)
- Other articles...



### Find out who is or will be using your site

- [Digital.gov guide](#) to using the Digital Analytics Program (DAP)
- [DAP](#) dashboard and insights

Digital Analytics  
Program

[analytics.usa.gov](https://analytics.usa.gov)

### Find out about mobile friendliness ([8 Mobile Friendly Principles](#))

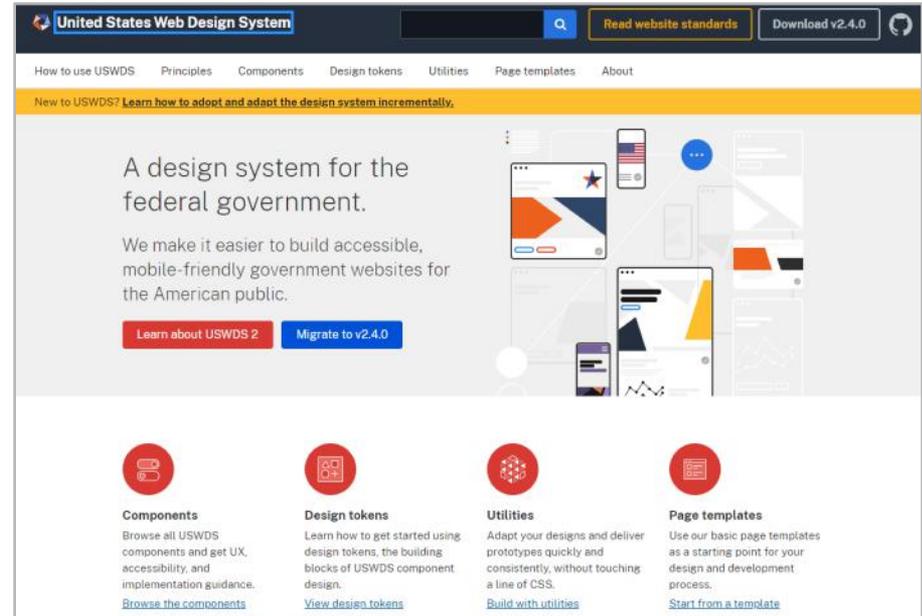
- **JavaScript** is really cool, when used with care
- The **viewport** is the window to your site
- Remember That We Navigate Mobile Sites **Using Our Fingers**
- **Installing additional software** to properly view your site should not be necessary
- **Conserve resources**, recycle when possible
- The **smaller the better**, when it comes to page resources!
- Properly **configure the server**
- Don't forget **accessibility!**

## Build in Mobile Friendliness

### U.S. Web Design System

<https://designsystem.digital.gov/>

- Components
- Design Tokens
- Utilities
- Page Templates

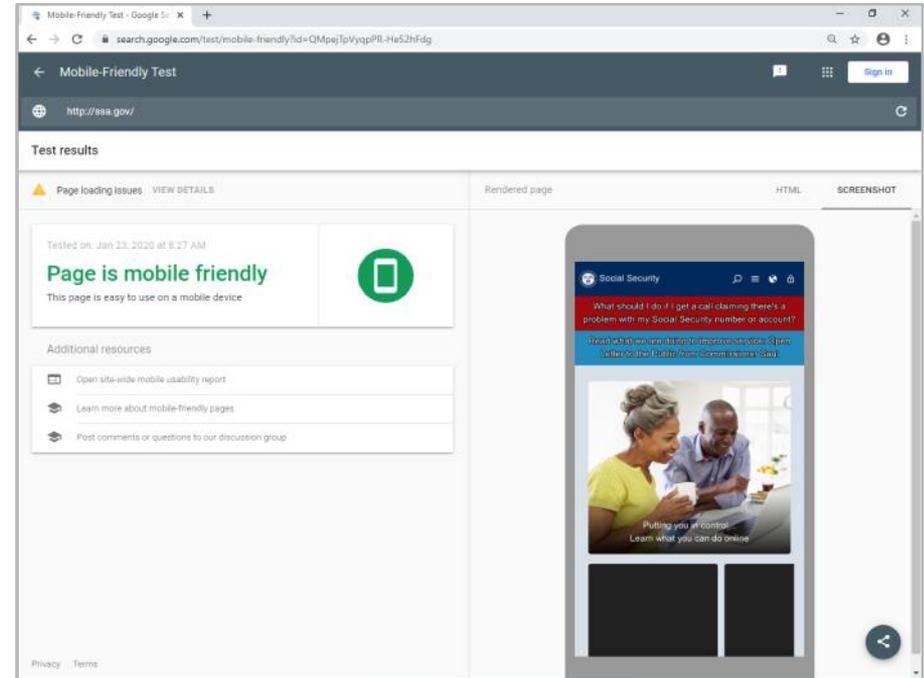


## Assess Your Site

### Google's Mobile-Friendly Test

<https://search.google.com/test/mobile-friendly>

- Generic Pass/Fail
- Software Uncommon on Mobile Devices (e.g. Flash)
- Text Size
- Content Sized To Screen
- Link Spacing



## Static Testing

### PageSpeed Insights

- Speed
- User Experience

### W3C MobileOK Checker

- Markup Validation
- Structure of the Page
- CSS Style Sheets
- Images/ Objects
- User Input
- HTTP Level
- Character Encoding

### mobiReady

- JavaScript
- CSS
- Caching
- HTML Minimize
- Image Size
- Charset
- Viewport Meta
- Cookie Size
- DOM Too Large

- Duplicate Resources
- DNS Lookups
- Tables
- Pop-ups
- Frames
- Image Map and Resizing
- External Resources

### Varvy SEO Tool

- Googlebot Access
- Page displaying on Mobile Device
- Page secure with HTTPS
- Accessibility
- Page load speed
- Robots.txt

### Gtmetrix

- Key Performance indicators

## Dynamic Testing

### Federal CrowdSource Mobile Testing Program

<https://digital.gov/services/mobile-application-testing-program/>

- Developed to Help Agencies Meet the Digital Government Strategy (DGS) Goals
- For Federal Agencies by Federal Employees
- Facilitate Test-Cycles
- Two Pronged Approach
  - Automated Mobile Friendliness Testing Tools
  - Hands On Testing “In the Wild”



For more information about the testing program, email us at...

**DigitalGov@gsa.gov**

- Find Solutions
  - Use test tool reports

▲ Remove unused CSS 1.65 s ^

Remove dead rules from stylesheets and defer the loading of CSS not used for above-the-fold content to reduce unnecessary bytes consumed by network activity. [Learn more.](#)

URL	Size	Potential Savings
/dist/styles.css (demo.digital.gov)	70 KB	66 KB
...css/free.min.css (kit-free.fontawesome.com)	15 KB	15 KB

- Prioritize Challenges
  - Balance the impact of the change with the design requirements



# Perform Enhancements

- Enhance the Code
  - Test tool results reports
  - U.S. Web Design System
- Redeploy the app



# Test Again

- Retest
  - Dynamic Testing
  - Static Testing
- Compare test tool results reports
- Further enhance the application



Questions?