STYLECampaign

Contact

Name: Anna Yeaman, Creative Director

Phone: 818-762-8737

E-mail: anna@stylecampaign.com

Blog: **www.stylecampaign.com/blog**

Content

Adorama scalable option

A scalable email template is one that is still legible when "scaled down" on the iPhone. Typically they range in width from 500-640px. 640px is a practical size, as you can just half it for the iPhone to 320px.

A scalable template is not responsive, it's one fixed-width desktop layout that gets served to everyone. The pros are that the code is easy to manage, and it's a simple approach to a complex problem

The cons are that you don't have the same level of control as you would with a responsive layout. On a scale of 1 to 10, a scalable layout might be 7 out of 10 in terms of mobile legibility, compared to 10 out of 10 for responsive.

We always recommend that you start with a scalable layout – a mobile friendly default - and then layer on responsive. So at a later date you can decide to make this scalable template responsive if you wish.

Ground up vs. redesign

If you want a successful scalable layout you have to be willing to make real changes to your existing creative.

Narrow the width to around 640px, increase font sizes, redesign the header and navigation, possibly switch to 2 col product grids, redesign the footer and education module. Rethink the colors you are currently using in places, as there is not enough contrast e.g. blue on blue footer. There are weak points where you cannot tap links as they are stacked to closely together…I could go on.

In other words this is going to require a redesign. Though this does not mean we need to scrape everything and create something radically different. I expect we'll settle somewhere in-between. Some modules will require a ground up redesign, and others more of a refresh of what you currently have.
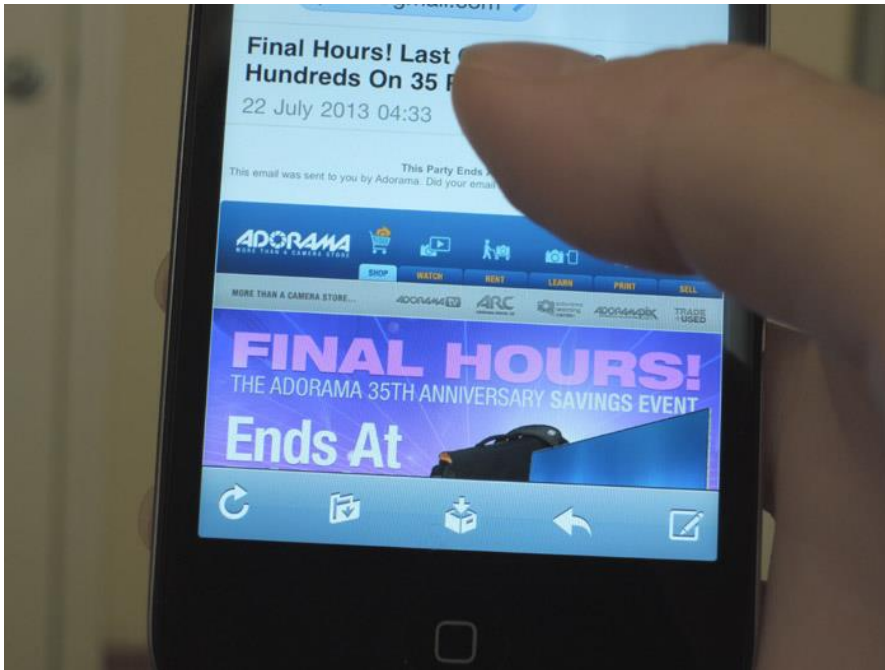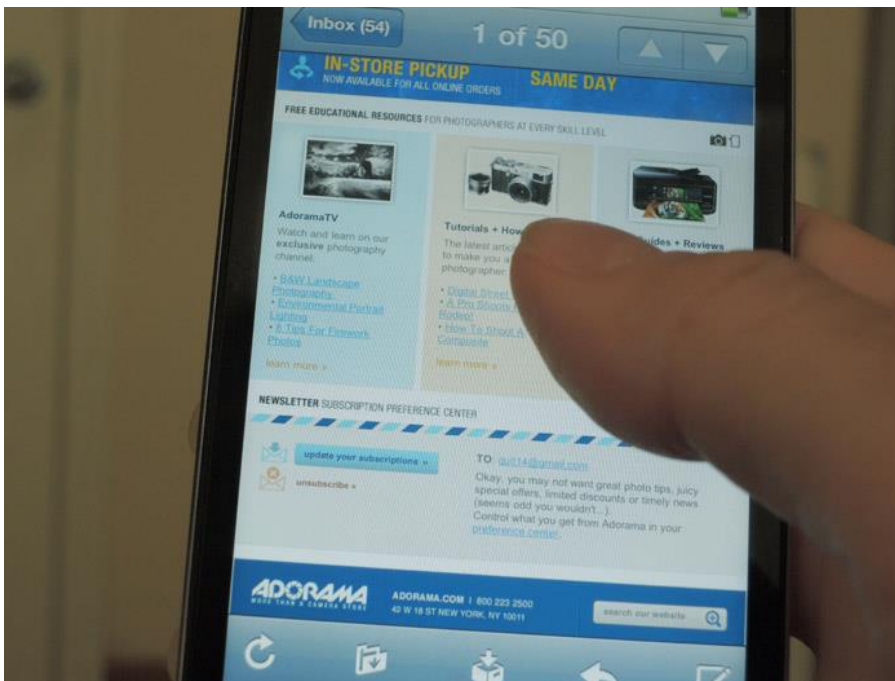
Too many navigation tabs for mobile and they are not designed for touch. The color pallet is hard on the eyes. Confused by the tabs/icons design.
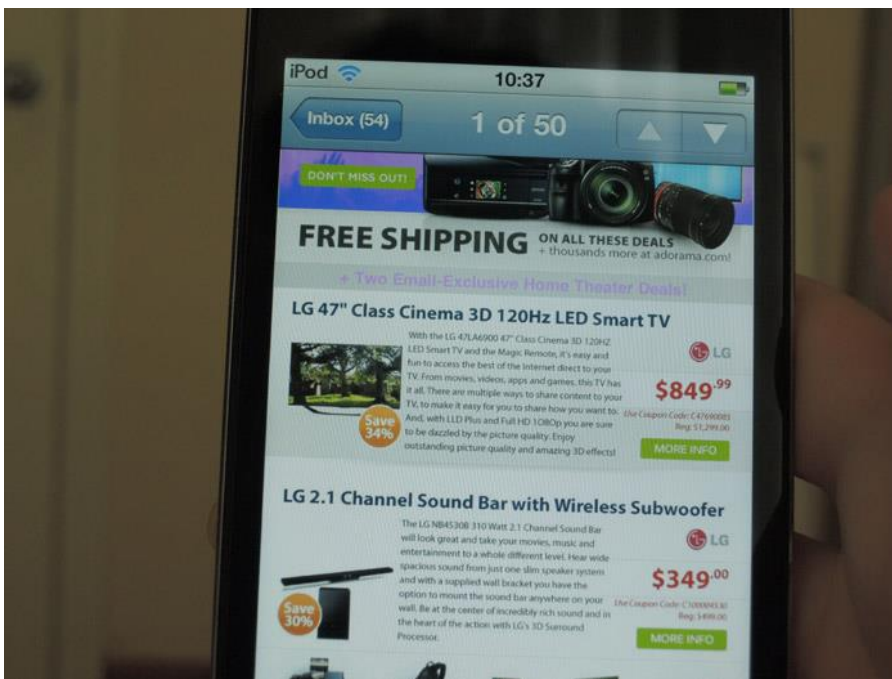
Can't read the body copy in these modules…
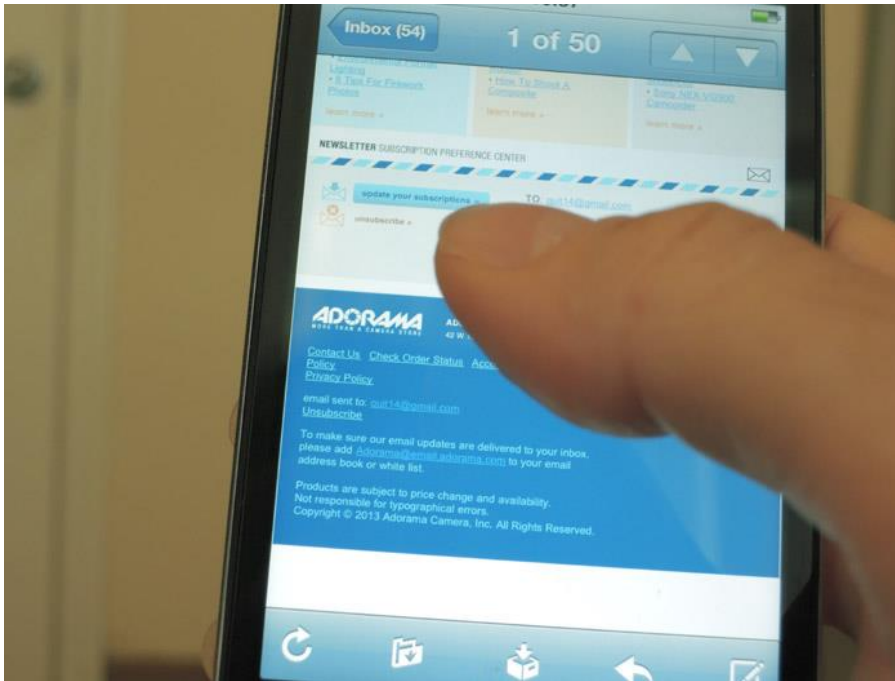
Blue on blue footer impossible to read on mobile (not great on desktop either), also the links are too closely spaced for touch.

Links are too closely spaced for touch, need to rethink this section.

Adorama

Scalable redesign

We would still break the templates down into modules to be redesigned, and charge $500 per scalable module.

http://stylecampaign.com/mobile/Adorama/standard.jpg

http://stylecampaign.com/mobile/Adorama/postcard.jpg

http://stylecampaign.com/mobile/Adorama/new-product.jpg

1 - Header

2 - Navigation

3 – More than a camera store

4 – Image modules: 800px, 250px, 150px and 80px (count as 1)

5 – 1 column product grid

6 – 2 column product grid

7 – primary messaging

8 – 3 column resources (one col)

9 – Preference center

10 – Footer

ESTIMATE ($500 PER SCALABLE MODULE)

*10 scalable modules = $5,000

Project management

8hrs - $880

*just an initial selection of ten possible modules to kick off the conversation. If we find during production we need more or less we can adjust accordingly. We would run any additional modules by your team first.

We would draft up all the modules in one master file in Photoshop. We can test each module on the iPhone before we commit to coding, by sending ourselves an image of the mock ups. Once the design is approved – after two rounds of revisions, additional revisions would be charged hourly – we can then code it up and QA.

The final deliverable would be one master HTML file with all the scalable modules.

EXAMPLES OF SCALABLE TEMPLATES

This should help give you an idea of how big desktop elements need to be in order to scale down well on the iPhone. The narrower your desktop layout the less oversized your content will need to be.

Notice how simplified these layouts are. They all use minimal copy, large fonts and lots of contrast. A scalable layout still requires you to rethink all your existing creative.

YAHOO! SHOPPING

Clothing | Electronics | Computers | Home & Garden | More

Celebrate and shop 4th of July deals!

Oakley sunglasses $100.00 | Nikon digital camera $359.99

Cuisinart gas grill $217.49 | Sharp 50" television $848.00

Compare prices to get the best deals.

Women's swimwear »

Tablets »

Outdoor furniture »

Home décor »

YAHOO!

500px wide, very clean layout with high contrast and minimal large text. Nice list view with arrows which mimics mobile layout patterns. Touch friendly.

View web version here: **http://ebm.yahoo-email.com/c/tag/hBR0dH7B8eO5bB8zi9hAKWjqkjs/?EYUID=J40TdQNgemCGXZDIb8JG&YID=annainla&CELL_ID=1039670**
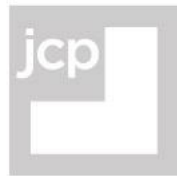
700px wide, notice how oversized everything has to be in order to scale down. Even then their navigation isn't great on mobile.

http://ebm.jcpenneyem.com/c/tag/hBRqLbZAFtjc1B8y5qtNtWGMWYr/doc.htm?t_params=I_GMAIL%3D0%26I_OPTICAL0531%3D0%26I_OPTICALEXCLUSION%3D0%26EMAIL%3Danna%2540stylecampaign.com%26JCP_VID%3D020015189694%26MEDIA_TAG2%3D100104169

Lowes, 600px wide. Big fonts and buttons, 2 column grids and high contrast.

http://view.e.lowes.com/?j=fef8157576620c&m=fe9515707364027471&ls=fe5
61071716201787c13&l=ff991773&s=fe6315757367017c7412&jb=ff2a1179776
1&ju=fec5117273600474&r=0

What have we missed?

Didn't find what you were looking for? Drop me an email -
anna@stylecampaign.com - and I'll get back to you within 24hrs.

STYLECampaign / Los Angeles / tel: 818-762-8737 / **@stylecampaign**