

Enhancing the Quality of a Web Application through Responsive Design

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Abstract

An attractive design engages even the most fastidious users and alleviates most concerns over the investment acumen of any marketing strategy involving future web application development. Integrating responsive design ensures that the content properly displays on a large variety of terminals, including desktop computers, mobile phones and tablets. This article addresses managers, quality assurance engineers and junior developers with an interest towards qualitative web development. It highlights essential information for upcoming development and testing phases, focuses on quality and usability and virtually guarantees a successful product. Containing time-saving tips, it outlines the transformation process required to reach the stage of seamless, modern Responsive Web Design (RWD) and concentrates on the quality assurance perspective through deeper understanding of the development and testing requirements.

Keywords: Responsive design, Quality Improvement Process, Cross-platform Testing, Adaptive design

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