Taming complexity

Today, multidevice marketing campaigns are the norm, not the exception. But when clients request campaigns encompassing the web, as well as tablets and smartphones, front-end web designers and developers often, understandably, suppress their exasperation. Why? Until recently, they had to design, develop, preview, and debug in the manual, old-fashioned way—device by device. In an effort to speed this QA process, digital design and development agency Zemoga tried a new approach.

Working with creative agency Barton F. Graf 9000 on a national advertising campaign for Little Caesars, Zemoga used Adobe Edge Inspect, an application for Mac, Microsoft® Windows®, Android™, and iOS devices that makes it easier to preview, inspect, and customize web content for multiple devices. The result: delivery of a seamless and consistent experience that was key to maintaining engagement reinforcing the brand value.
Multidevice mission control

The clever campaign kicks off with a mysterious radio ad admonishing listeners: “Do Not Call 1-800-trylittlec.” When curiosity wins out and people make the call, they’re instructed not to visit a website, and then not to enter their address. After disobeying all of the warnings, an embedded map shows the nearest Little Caesars location. The message is all about immediacy and convenience: you don’t need to call or visit the website to place an order; instead, simply drop by for a HOT-N-READY pizza.

Knowing that most people would make the call from a smartphone and then go to the website from the same device, it was important to deliver a flawless brand experience across platforms and devices. The design team created assets and designs in Adobe Photoshop® CS6 and the UI team then used Adobe Fireworks® CS6 to optimize and export images and generate mobile layouts using the jQuery Mobile Command.

When it came time to test the responsive design experience, Adobe Edge Inspect didn’t disappoint. The team was impressed with how easy it was to set-up and use, as well as how well it integrated with the agency’s existing QA process. “Using Adobe Edge Inspect quickly became second nature and shaved at least 30% off of our core testing and development time,” says DJ Edgerton, CEO of Zemoga.

The rapid-fire launch timing for the Little Caesars project left no room for error. “We spent only 10% of the overall project time on QA with Adobe Edge Inspect, and the ability to view, debug, and code in one brushstroke came close to cutting that in half,” says Edgerton.

In addition to scoring a happy client, Zemoga effectively took its multidevice development to the next level. “Adobe Edge Inspect let team members work with a full device view, collaborate, and see their efforts beyond emulation,” says Edgerton. “From now on Adobe Edge Inspect is our mission-control center for developing, testing, and debugging across all targeted devices.”

For more information
http://html.adobe.com/edge/inspect/