

bab.la builds all-access dictionaries with responsive design



(Hamburg, May 11th, 2012) Mobile internet access is set to overtake desktop internet access in 2013, yet almost all websites are still built to fit the desktop screen. Now bab.la has taken the strategic step to make its dictionaries accessible across all devices with the help of responsive design.

The strategies to offer a compelling mobile user experience have been manifold – from WAP portals to specific mobile websites or apps for various platforms. With rapidly growing two-digit percentage mobile access numbers bab.la had to find a solution to fit its mobile users' needs while at the same time keeping the easy usability for its desktop users. Instead of programming a specific mobile version bab.la chose to implement responsive design on its website, a website design which automatically adjusts to the device of the user. Now the bab.la dictionaries can be accessed through any device and the website will “refit itself” to the screen of the user, dropping the annoying zooming necessity for mobile users while at the same time keeping the easy usability across all devices.

With over 12 million unique visitors per month, bab.la responded to feedback from its users. "After five years, the implementation of 21 languages and 32 dictionaries we knew a major overhaul was needed. This step will help us to tackle the next five years." says Andreas Schroeter, co-founder of bab.la.

The most visible update is a new summary column for all translation search results. “With billions of searchable words in our database we wanted our users to find the relevant results within seconds without overwhelming them with too much information.” explains Schroeter. The new summary column allows mobile users to get a quick overview while desktop users can easily dig into the full results.

The new dictionary can be found at:

<http://en.bab.la/dictionary/>

About bab.la:

bab.la (<http://bab.la/>) is an interactive language portal offering bilingual dictionaries, vocabulary lessons, language quizzes, and language games all for free. Currently available in 21 different languages (English, Arabic, Chinese, Czech, Danish, Dutch, Esperanto, French, German, Hindi, Italian, Japanese, Korean, Polish, Portuguese, Romanian, Russian, Spanish, Swahili, Swedish and Turkish), the site operates on a wiki-style model, allowing users to contribute content and feedback. bab.la was founded in 2007 by Dr. Andreas Schroeter and Patrick Uecker.

Contact:

Stefanie Huschner

Email: stefanie [at] bab [dot] la

Telephone: +49 40 707080955

Address: bab.la GmbH, Alter Fischmarkt 5, 20457 Hamburg, Germany

Twitter: @babla | Facebook: <http://www.facebook.com/babla.languages>