



sp.

**Best practice
mobile first design**

Agenda.

- Intro to Screen Pages Ltd
- The facts behind why mobile optimisation is important
- Design considerations
- Other considerations
- Conclusions



Screen Pages

key facts

- UK based, privately owned, profitable business
- Proven track record in lifestyle, fashion and B2B verticals
- All staff are certified on Magento 1 and trained on Magento 2
- **300+** eCommerce websites since 1997
- Substantial collective eCommerce website experience (ca. 100 yrs.)



x7



x10



MAGENTO
PARTNER AWARD



tria.



Bella di Notte

MARGARET
HOWELL



SALTER®



Christopher Ward

B E G G & C O

Van-Dal

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24HR SKIN SOLUTIONS



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SHOEMAKERS



Donald Russell
Scotland's Finest Butcher

eCommerce value – added and expertise

Go to screenpages.com/latest/white-papers for more



EMAIL MARKETING: TOP TIPS TO EXPAND
YOUR EMAIL DATABASE

**screen
pages**

FULL SERVICE E-COMMERCE AGENCY
Best practice e-commerce websites since 1997.
We design, build, host, support & update websites.



A group of people in a meeting looking at a whiteboard with sticky notes. The scene is dimly lit, suggesting an evening or indoor setting with artificial light. A man in a blue shirt is pointing at a sticky note on the whiteboard with a blue pen. A woman in a blue plaid shirt is looking at the whiteboard. Another man in a light blue shirt is standing behind them, looking on. The whiteboard is covered with various colored sticky notes (yellow, green, orange, purple). The text "Mobile First Design" is overlaid on the image in a white, bold, sans-serif font, framed by a white and red border.

Mobile First Design

The facts

- 93% of internet users browse the internet from a mobile device every day
- Mobile commerce continues to grow and will contribute to half of overall retail sales growth by 2022 according to Forrester
- Merchants struggle with low conversion rates and the complexity of building and managing multiple disconnected experiences
- Most emails are opened on mobile
- 53% of searches are now conducted on mobile (Google 2017)
- By 2020, 82% of e-commerce sales will involve a mobile device (Google 2017)
- Many of our clients are seeing more than 40% of their overall traffic coming from mobile already

"Mobile is the glue between our digital and physical universe" (House of Fraser)

"Mobile plays a part in every single customer journey" (New Look)

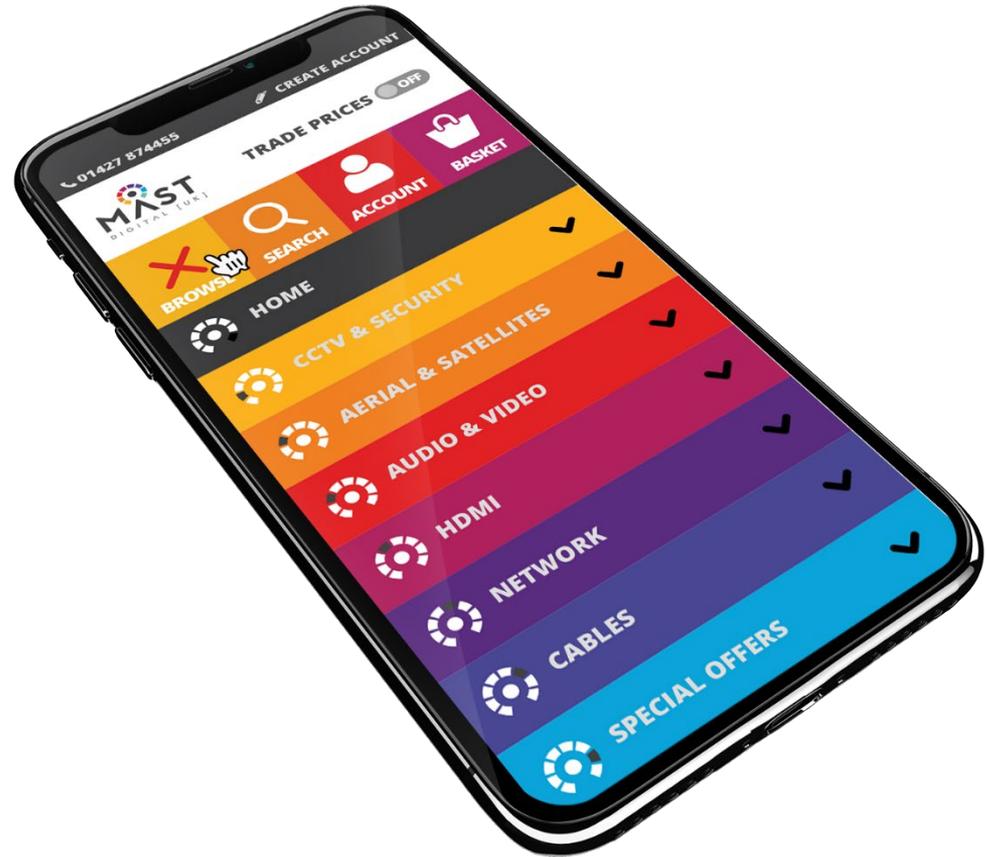
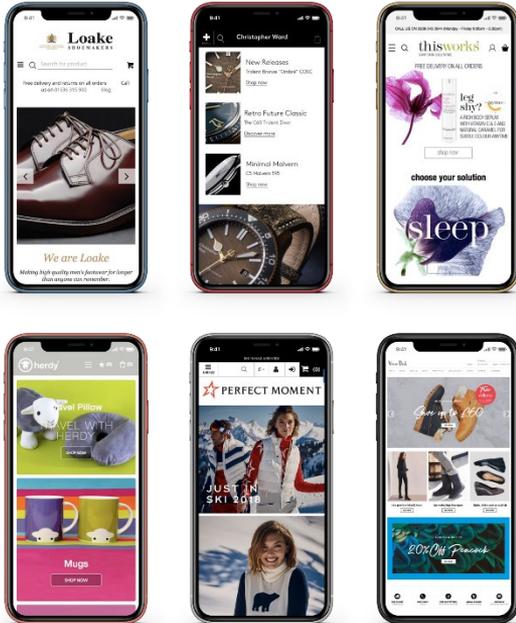
Design considerations

- Lose the navigation bar
- Keep important elements within reach
- Optimise and minimise file sizes
- Link phone numbers and addresses
- Carefully consider the use of pop ups (e.g. livechat)
- Optimise forms for mobile
- Use collapsible sections/accordions
- Design user friendly tap targets



Navigation

- Lose the navigation bar



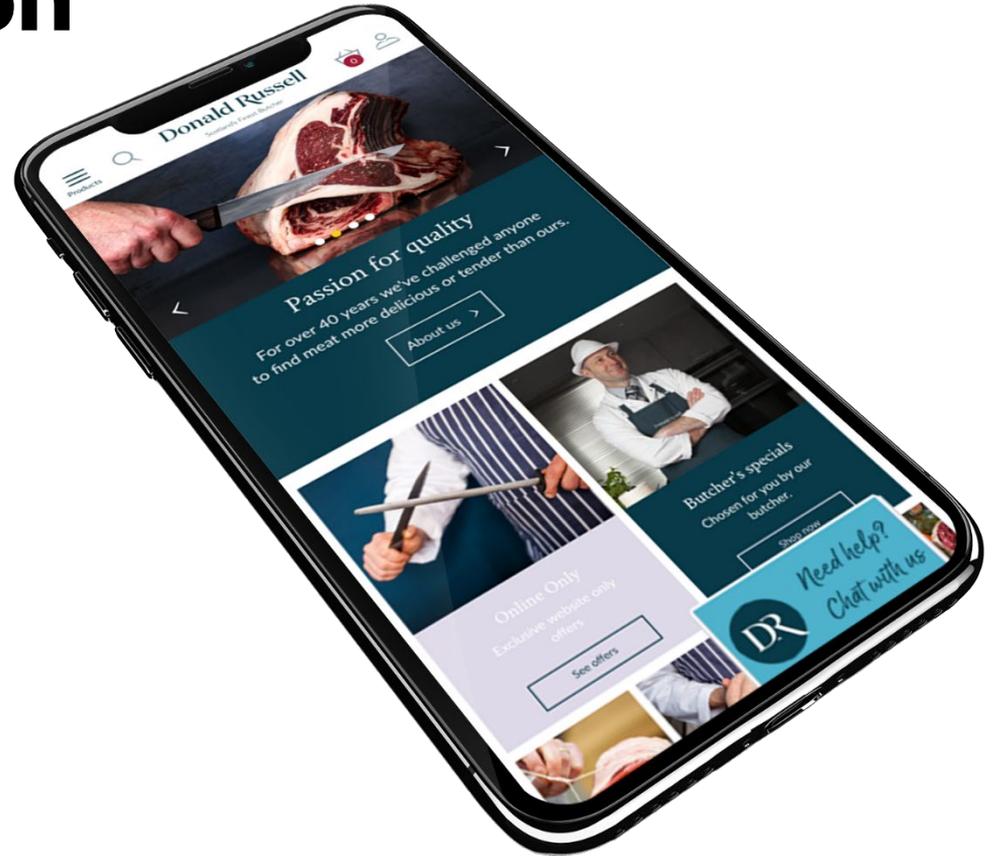
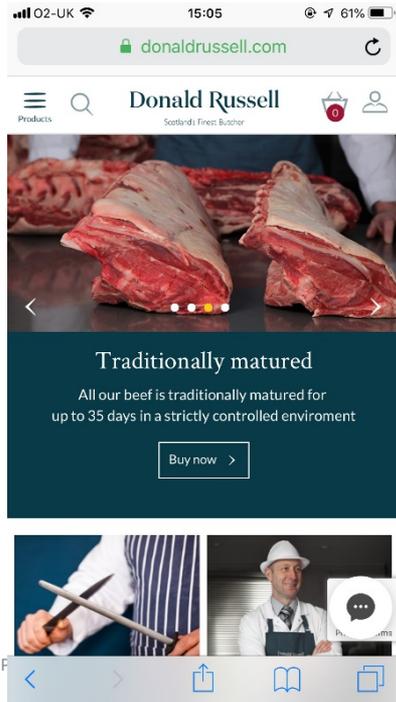
Key calls to action within reach

Tertiary Functions

Secondary Functions

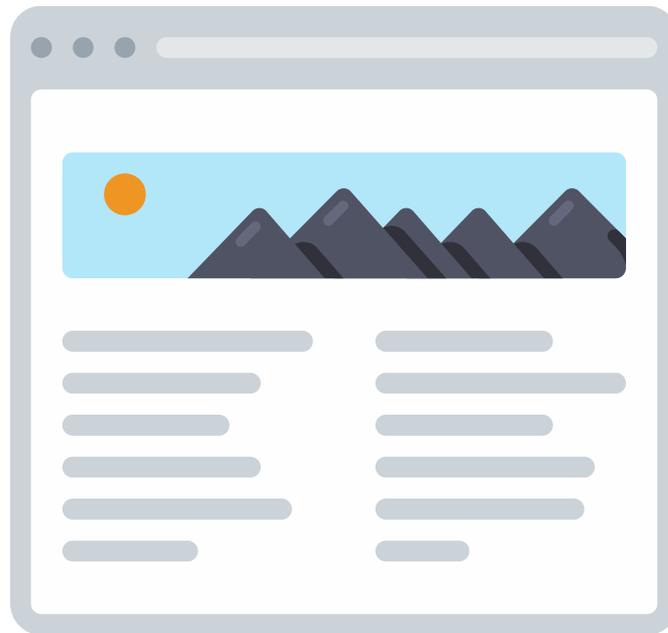
Primary Functions

Secondary Functions

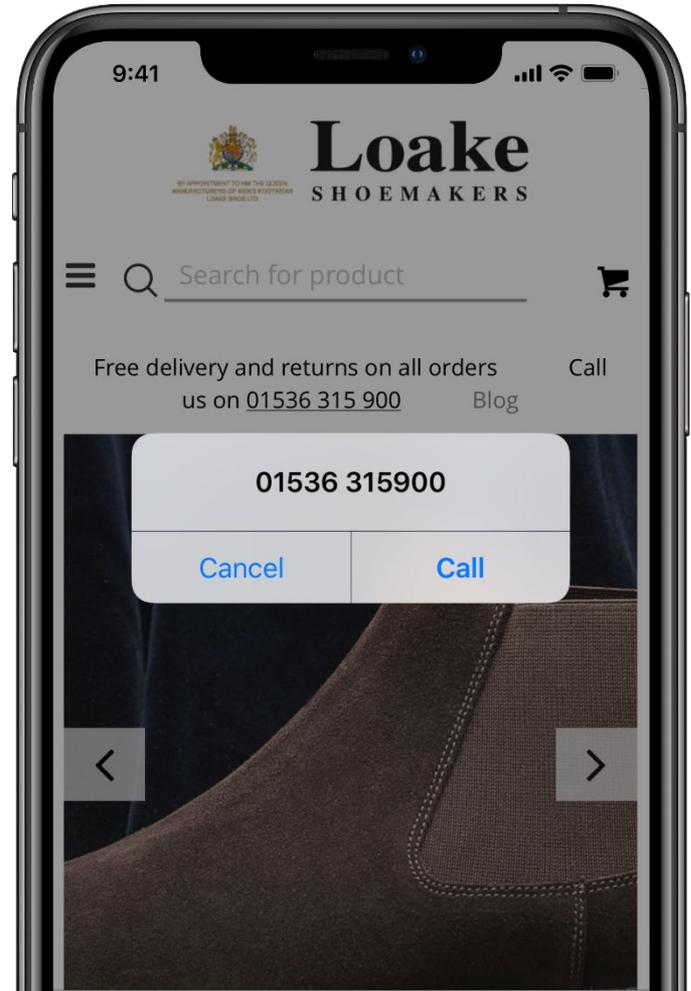


Optimise file sizes

- If, for example, the column you're placing your image in is 600px wide, your image doesn't need to be 1000px wide. Resize them to fit before uploading.
- Use a site like [TinyJPG](#), or tools like [ImageOptim](#) (Mac only) or Photoshop's "[Export for Web](#)" to make sure you minimize the file size of your images before you upload them to your website.

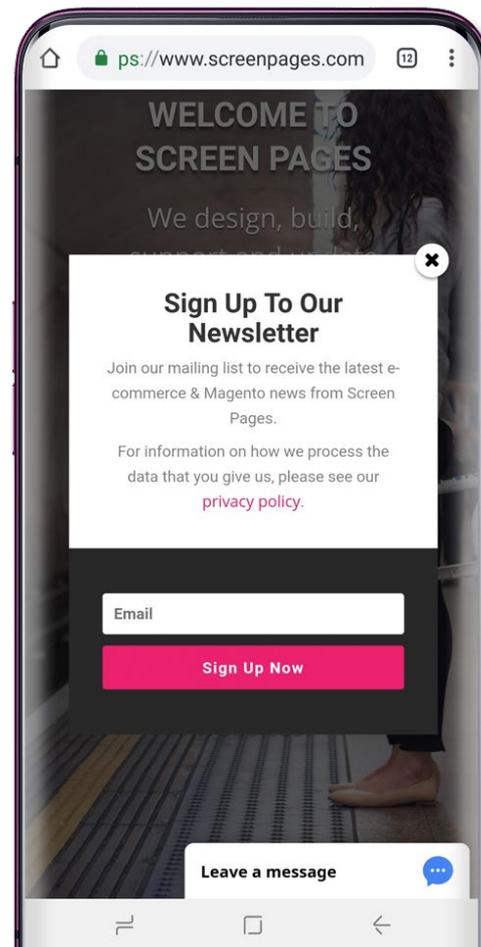


Link phone numbers and addresses



Considered use of pop ups

- Carefully consider the use of pop ups (e.g. livechat)



Optimise forms

"This is going to be painful."

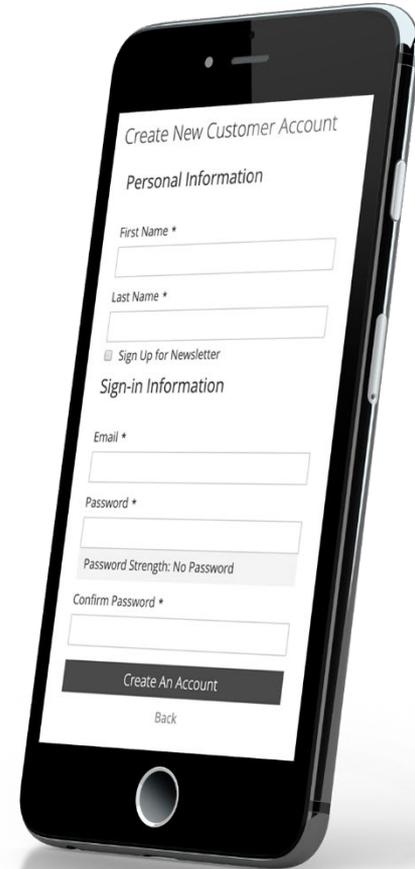


A screenshot of a flight search form on a smartphone. The form is titled "Find Flights" and is part of a 4-step process. It includes fields for "From:" and "To:" with "Find Code" buttons. Below these are "Show Results By:" options for "Price" and "Schedule". There are "Departure Date" and "Return Date" sections, each with "Month" and "Day" dropdowns and "Early Morning" checkboxes. A "Passengers:" section shows "1" selected and "ADULT (14-64)" as the category. There are also "Cabin Preference:" and "Country of Residence:" sections. At the bottom, there are "Start Over" and "Continue" buttons.

"This will be a breeze."



A screenshot of a simplified flight search form on a smartphone. The form is titled "Flight Search" and has a clean, minimalist design. It includes a "Select your departure location" field, a "Select your arrival location" field, and a "Select your travel dates" field. Below these are buttons for "Coach", "Business", and "First" class. A "1 Person" selector is visible, and a "Search" button is at the bottom.



A screenshot of a "Create New Customer Account" form on a smartphone. The form is titled "Create New Customer Account" and is divided into "Personal Information" and "Sign-in Information" sections. The "Personal Information" section includes "First Name *" and "Last Name *" fields, a "Sign Up for Newsletter" checkbox, and "Email *" and "Password *" fields. The "Sign-in Information" section includes a "Password Strength: No Password" indicator and a "Confirm Password *" field. At the bottom, there is a "Create An Account" button and a "Back" link.

No one likes filling in forms, and the longer or more complicated a form seems the less likely users will start filling in the blanks. Image credited to [Lukew](#).

Optimise forms

- Break them down into steps

SIGN UP TO GET STARTED

STEP 1 OF 3

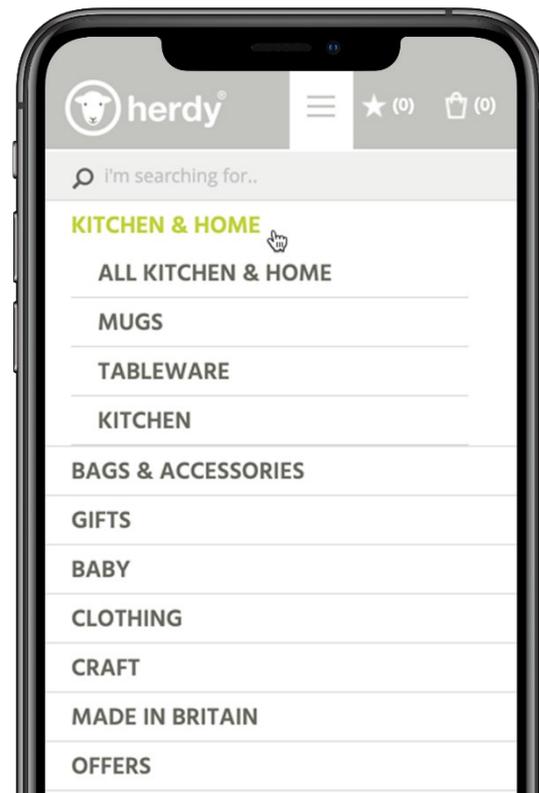
FIRST NAME

LAST NAME

EMAIL ADDRESS

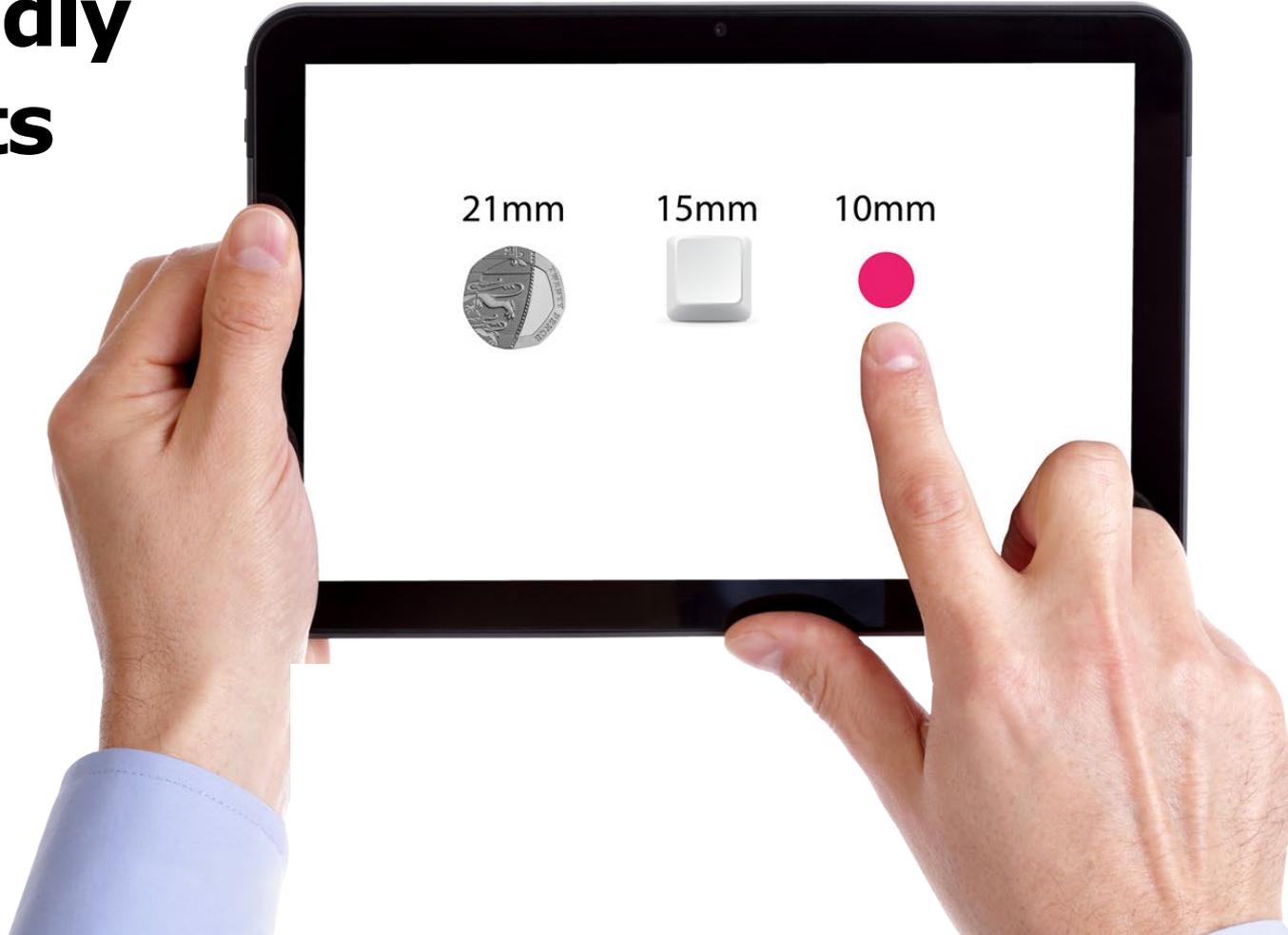
NEXT

Use accordions



User friendly tap targets

Create controls that measure at least 7–10 mm so they can be accurately tapped with a finger

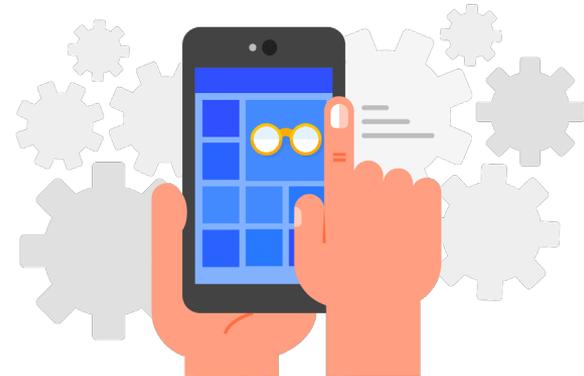


Other considerations

- Consider progressive web apps
- Payment Gateways
- Shipping Options
- Search
- Seamless integration with Social channels

Progressive Web apps are coming

- **Progressive web applications** (PWAs) are **web applications** that load like regular **web** pages or websites but can offer the user functionality such as working offline and push notifications, traditionally available only to native **applications**.
- PWAs bring together the best of website and mobile app functionality to provide a reliable, fast and engaging experience that can increase conversion rates by upwards of 50 percent and drive strong revenue growth for brands.
- Magento 2 will now include PWA studio allowing merchants to deliver consistent mobile shopping experiences across multiple mobile devices.



Payment gateways

- Traditional payment gateways on mobile devices are painful
- Low friction, fast and easy payment options are de rigueur
- Consider your demographic and what devices they are using to shop on your site before choosing which ones to adopt
- Ensure you offer choice

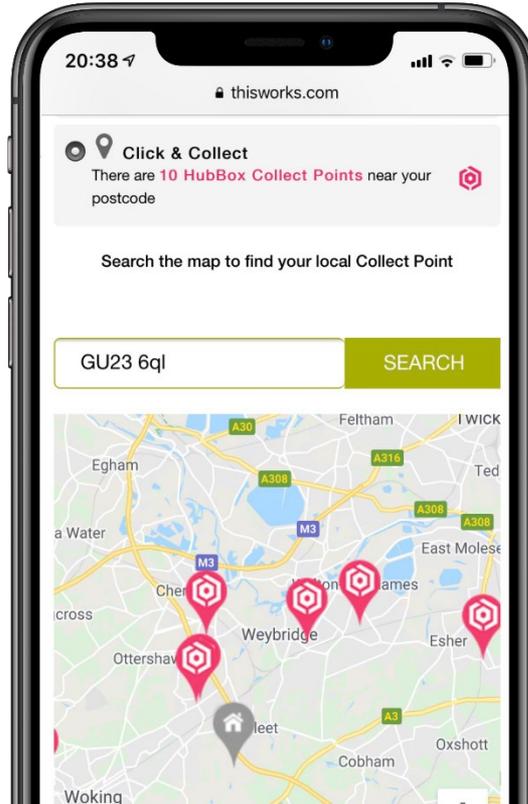
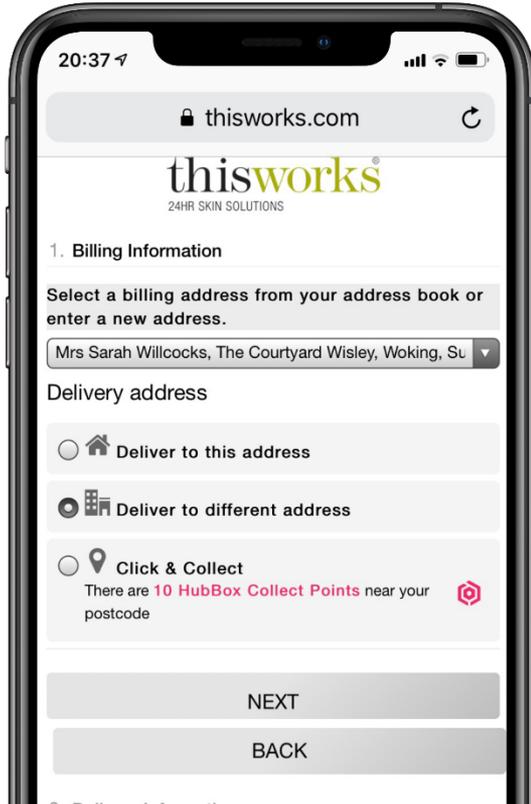
Klarna.



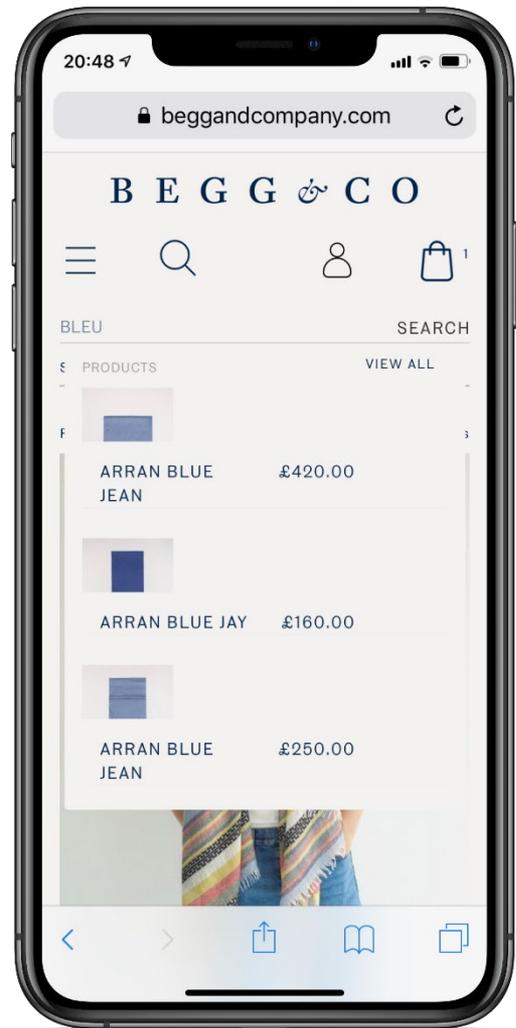
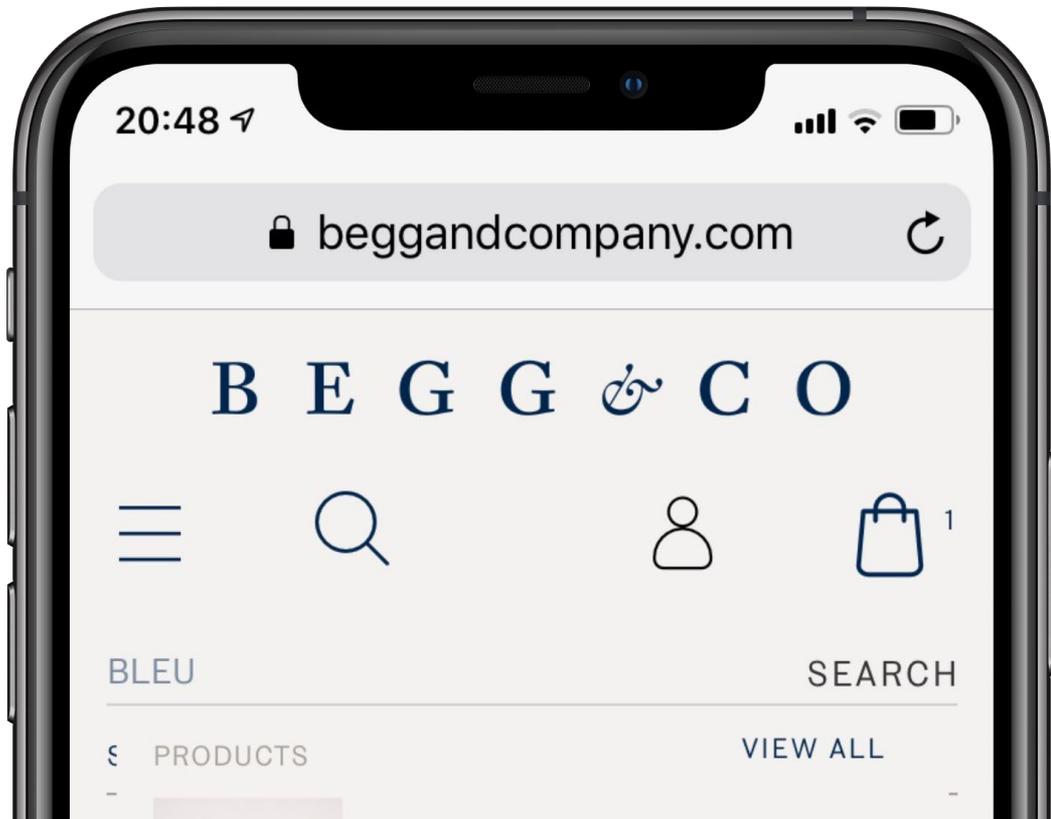
 **Pay**

 **Pay**

Mobile friendly shipping options



Search



Social shopping

Social Apps - 75%

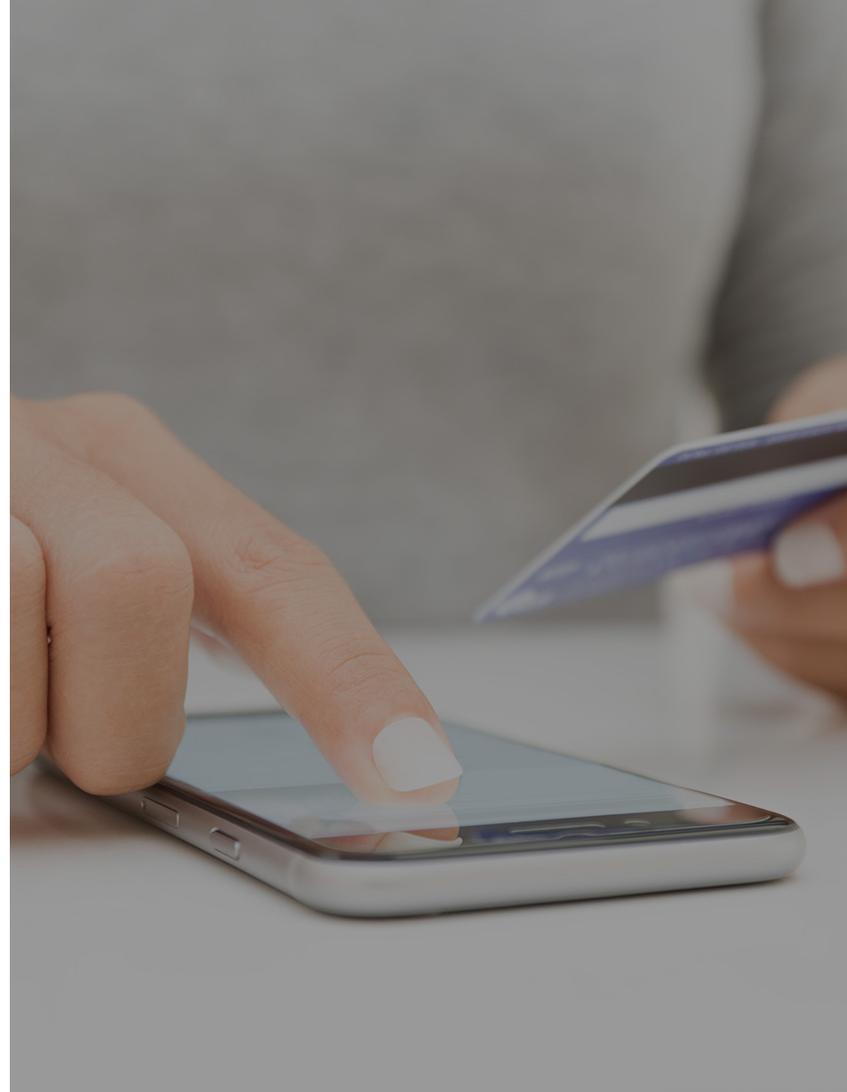
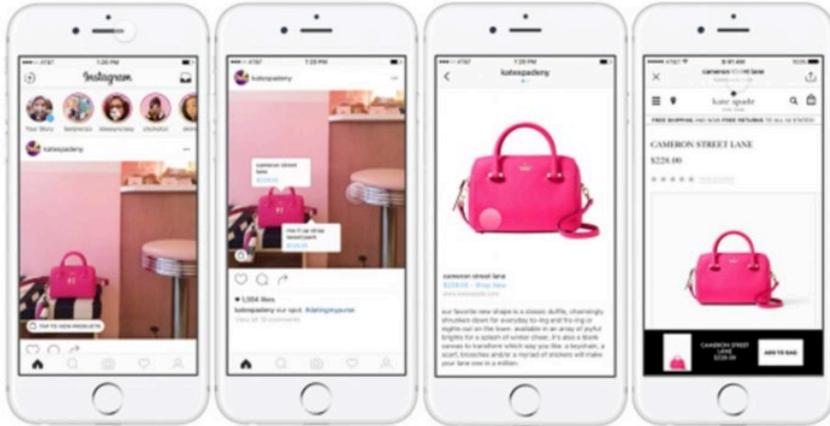
On average, in a given hour when actively using their phone, users interact with **4.8 apps**

	 Email Apps	 Travel & Local Apps	 Social Apps	 Shopping Apps	 Messaging Apps	 Browser Apps
App category includes:	Yahoo! Mail, Gmail, etc.	Google Maps, Waze, Airbnb, etc.	Facebook, Twitter, etc.	Amazon, eBay, etc.	WhatsApp, Kik, etc.	Chrome, Firefox, etc.
% of smartphone segment* who use this app-type	71%	27%	75%	33%	88%	83%
Among those who use this app-type on their smartphone...						
% who use at home	45%	28%	47%	40%	45%	44%
Peak daypart use, by total time spent	Late Morning	Evening	Night	Evening	Afternoon and Evening	Night

Instagram

INSTAGRAM ROLLING OUT SHOPPING FEATURE TO MORE APPAREL, JEWELRY AND BEAUTY BRANDS

11:47 AM PDT 3/21/2017 by Sam Reed



Pinterest

 Business

Getting started

Tools

Ads

Success stories

News

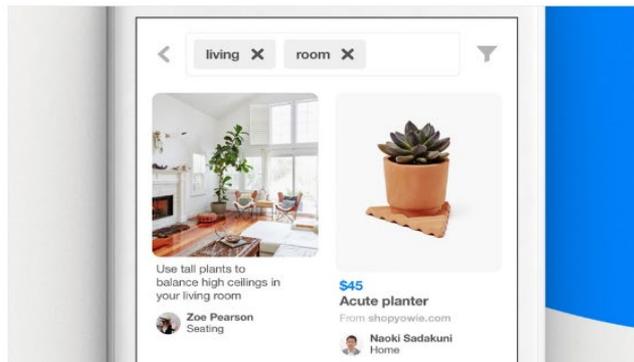
Create ad

Sign up

Sell your products on Pinterest—it's free!

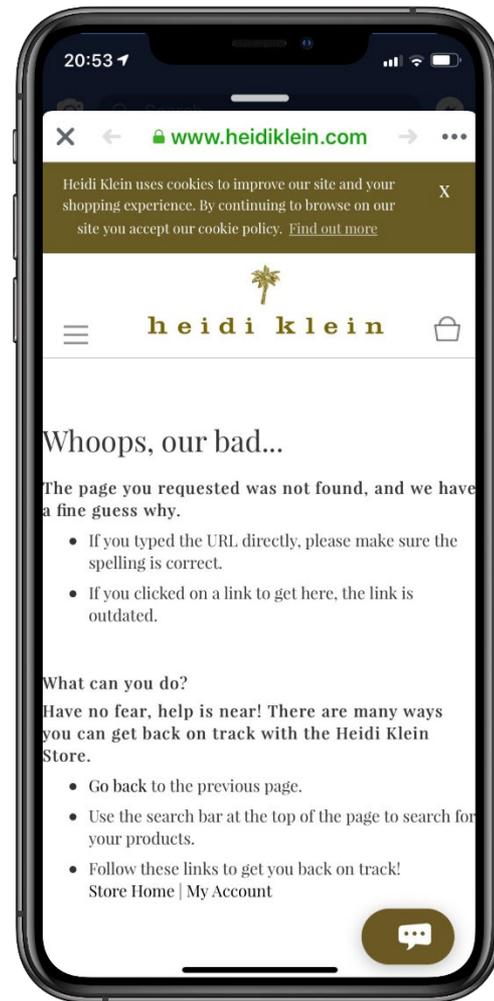
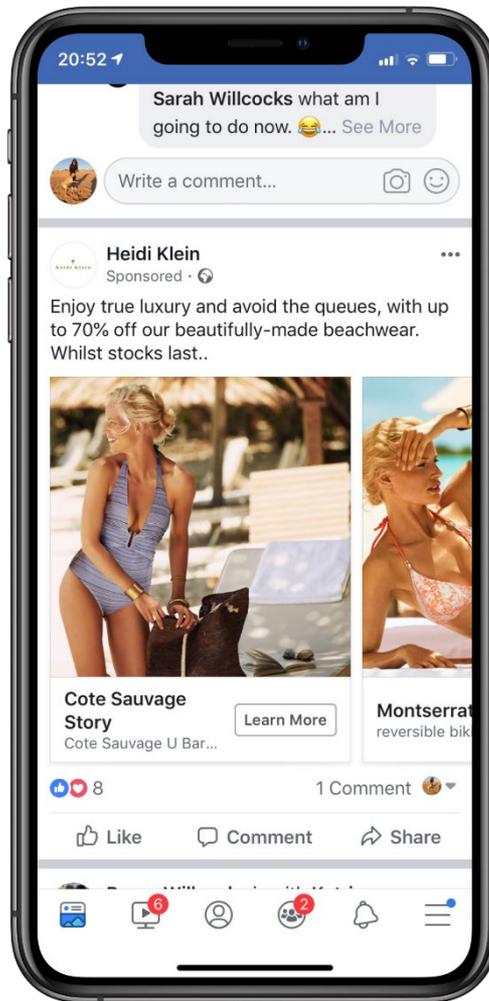
Buyable Pins let people buy your products without ever leaving Pinterest. [Learn more](#) about how they work.

Blue means it's buyable



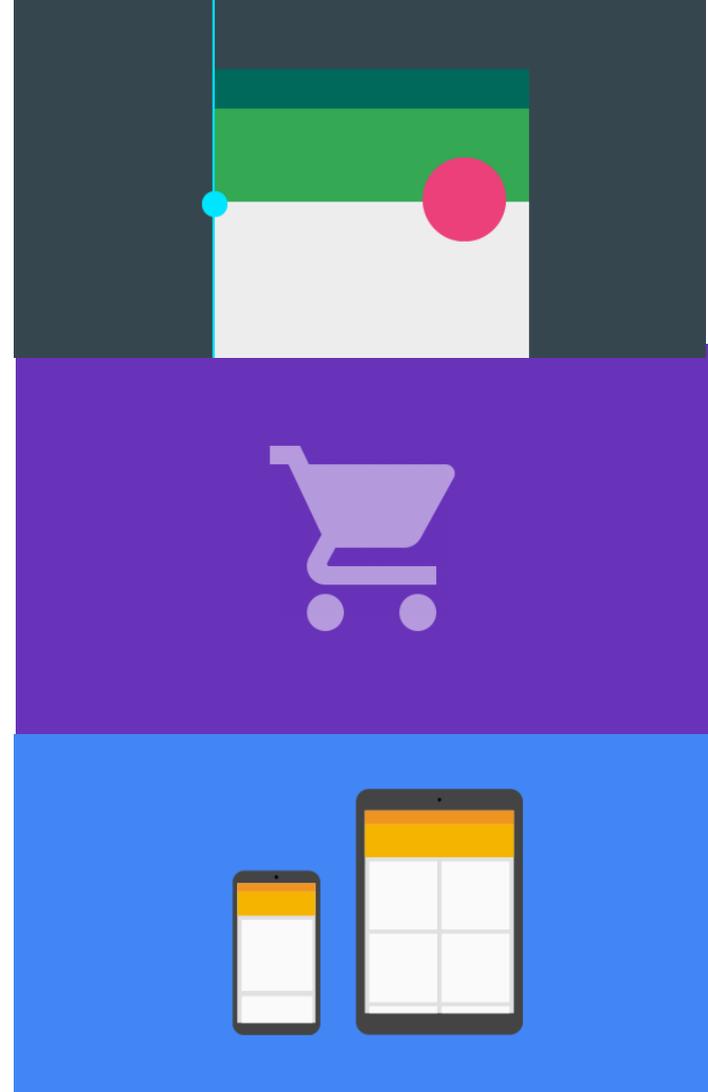
Buyable Pins have a blue price tag, which tells people your product is in stock and available for purchase. People can easily spot these Pins all over Pinterest—in search results, in related Pins and on your business profile.

Social and mobile – be aware



Conclusions

- Take a mobile first approach to everything
- Streamline the user experience as much as possible
- Consider Progressive Web Apps
- Test anything you add/do to your site on mobile
- Its no longer just about price, convenience is key





THANK YOU FOR LISTENING