

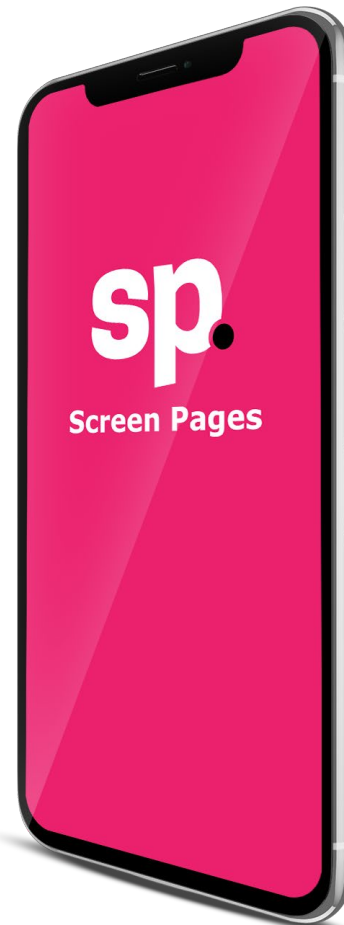


sp.

**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

thisworks[®]
24HR SKIN SOLUTIONS



PICKETT
LONDON



R N I B

AUR≡≡

Loake
SHOEMAKERS

Bisley DIRECT
ebonium Ltd.



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

A photograph of three people in a meeting. A man in a blue shirt is pointing at a 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, also looking at the whiteboard. The whiteboard is covered with many colorful sticky notes. The text "Mobile First Design" is overlaid on the image in a white, bold, sans-serif font, enclosed in a white rectangular frame with a red corner bracket on the right side.

Mobile First Design

The facts

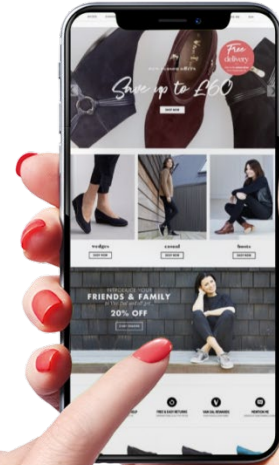
- 93% of internet users browse the internet from a mobile device every day
- Mobile commerce continues to grow and will contribute to half of overall retail sales growth by 2022 according to Forrester
- Merchants struggle with low conversion rates and the complexity of building and managing multiple 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)

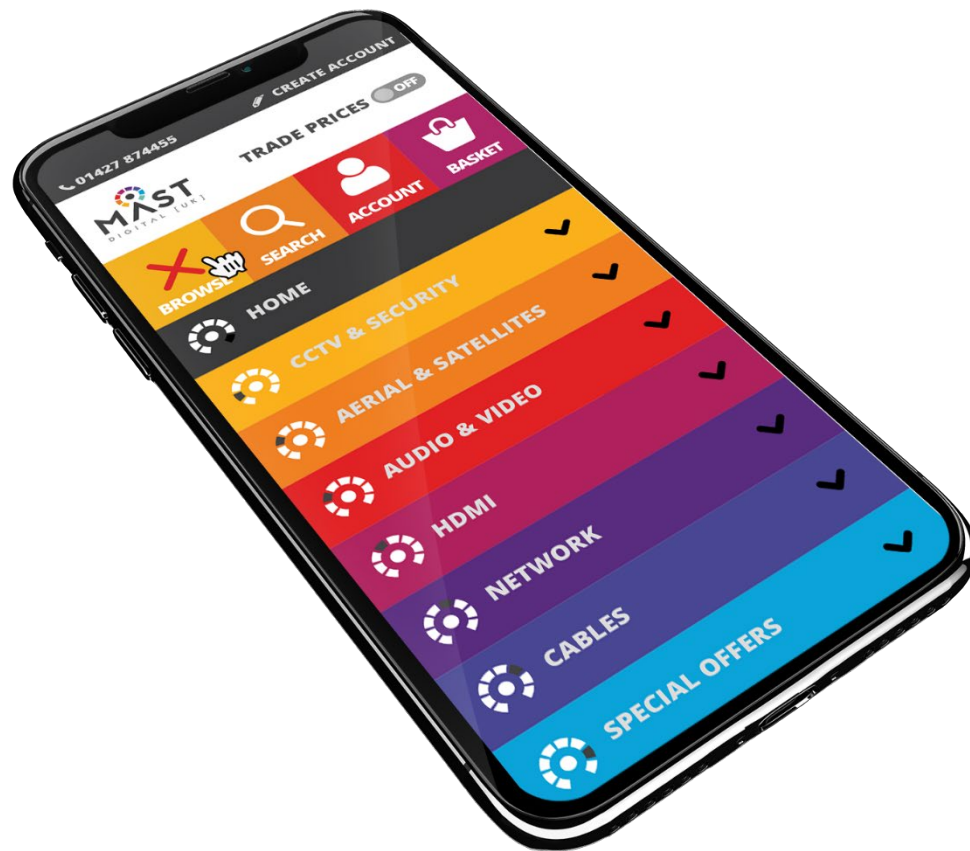
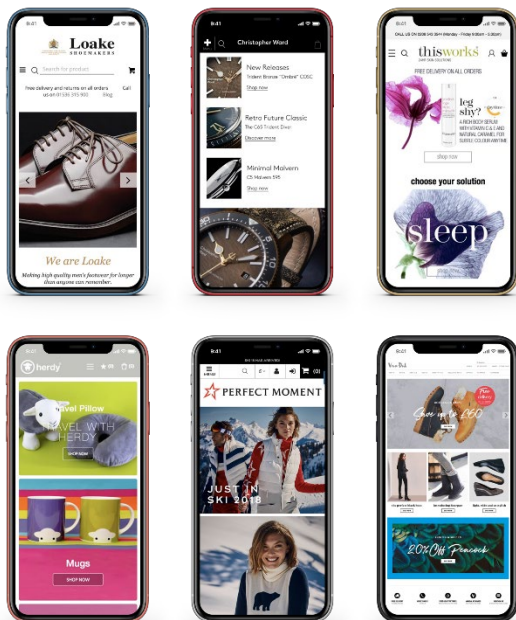
Design considerations

- 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

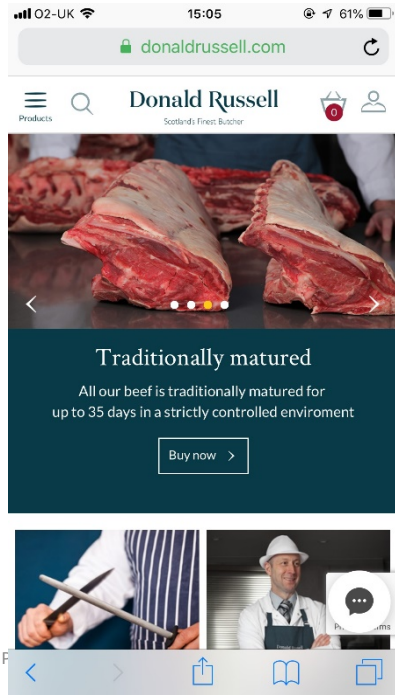


Navigation

- Lose the navigation bar

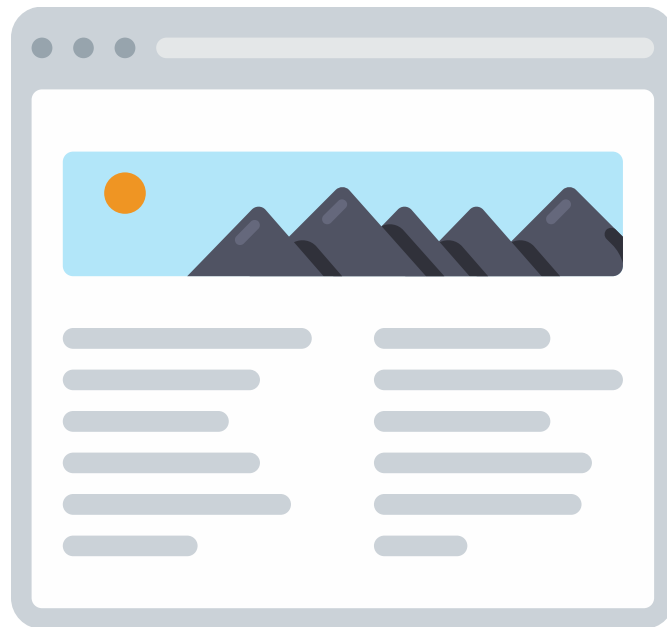


Key calls to action within reach

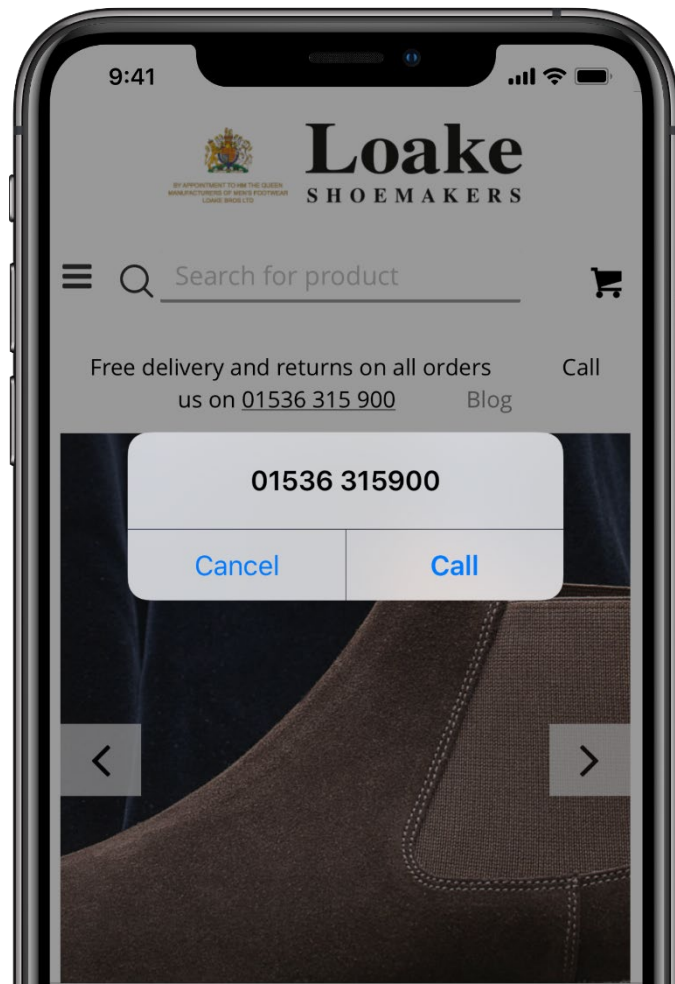


Optimise file sizes

- 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.

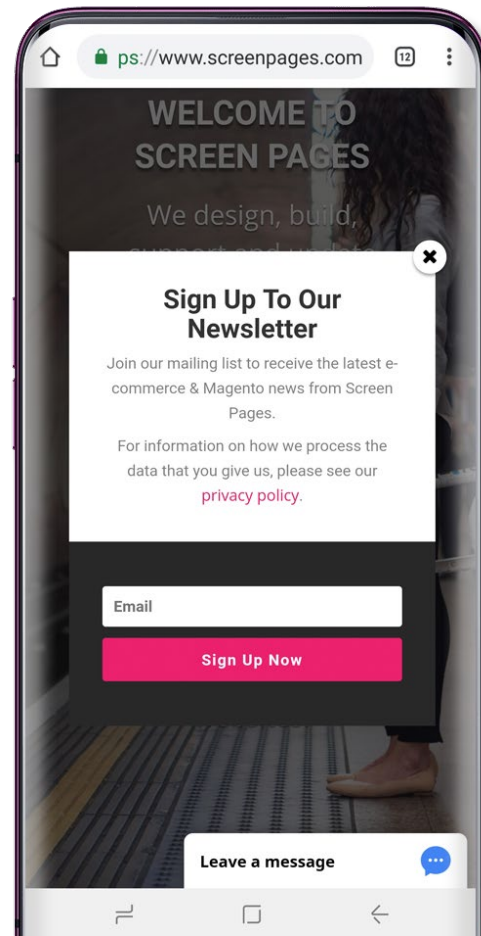


Link phone numbers and addresses

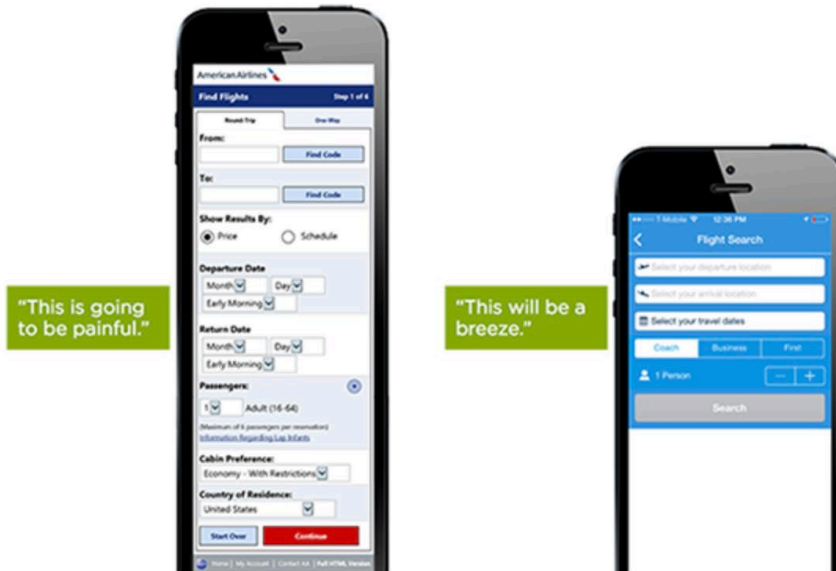


Considered use of pop ups

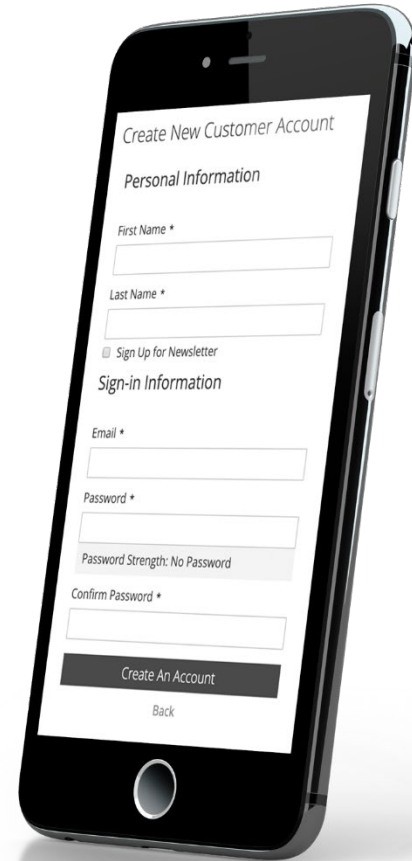
- Carefully consider the use of pop ups (e.g. livechat)



Optimise forms



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

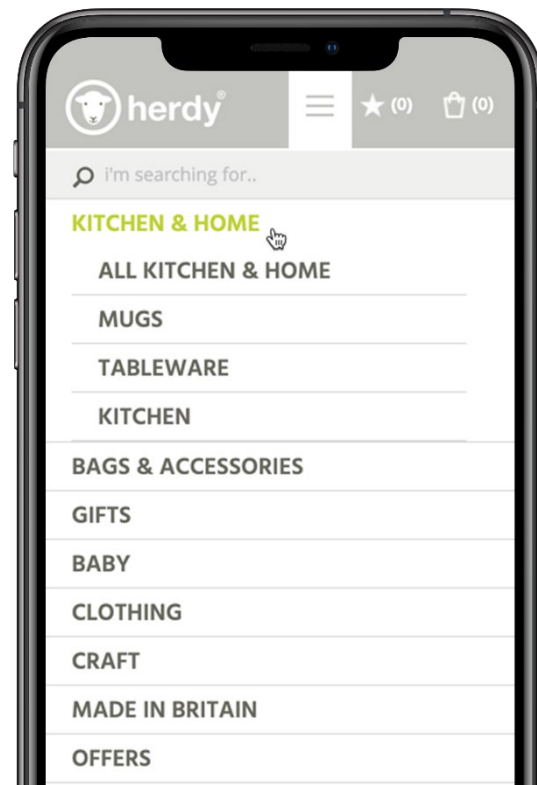
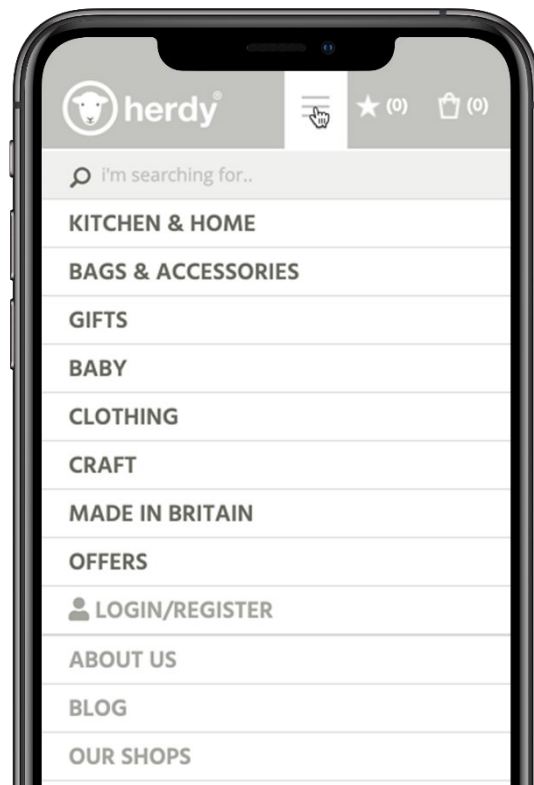
FIRST NAME

LAST NAME

EMAIL ADDRESS

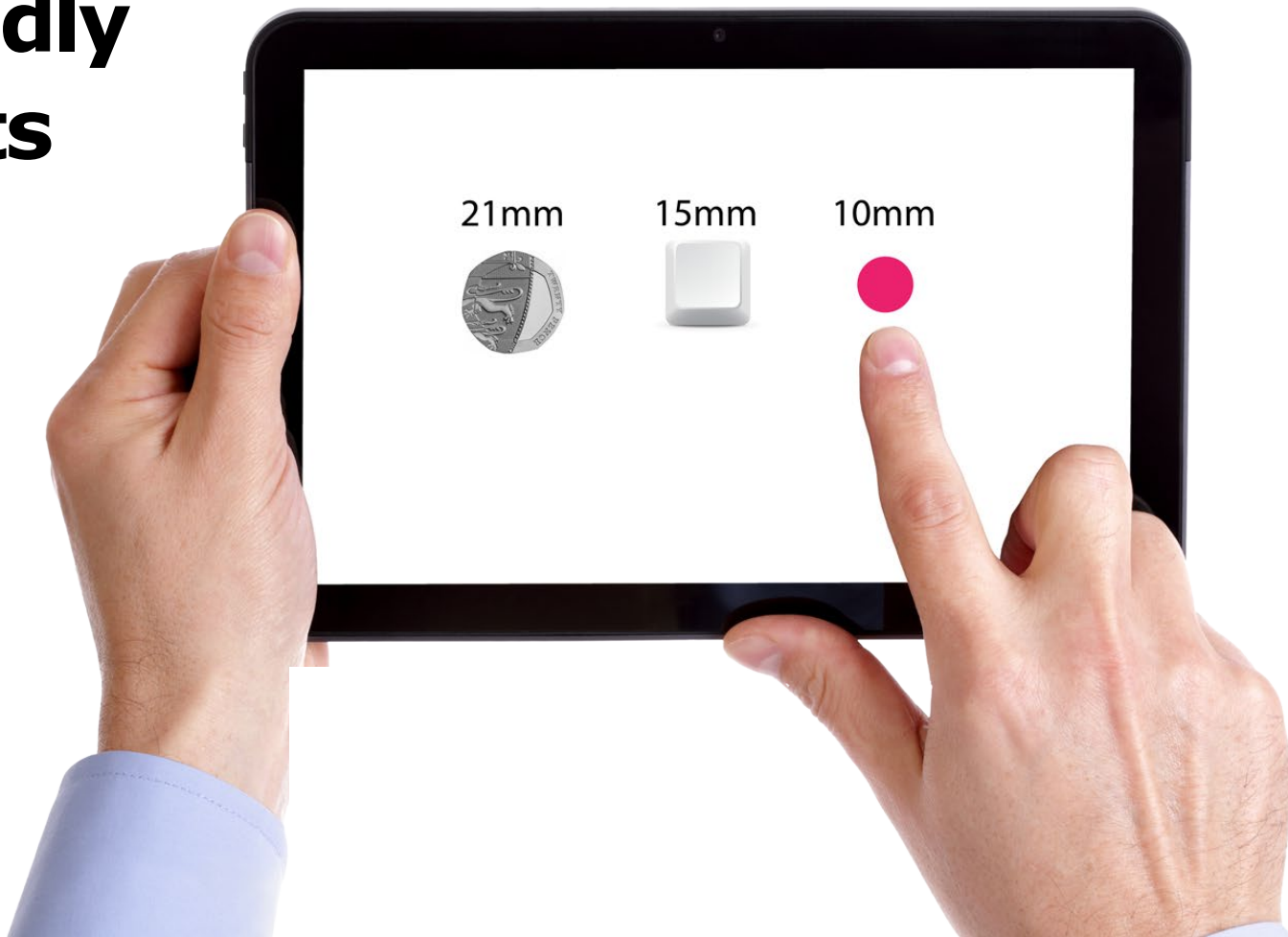
NEXT

Use accordions



User friendly tap targets

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

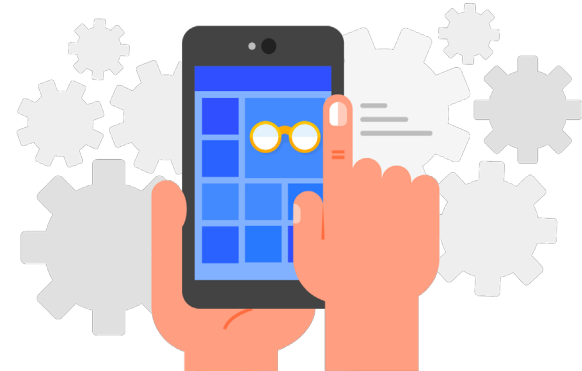


Other considerations

- 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.



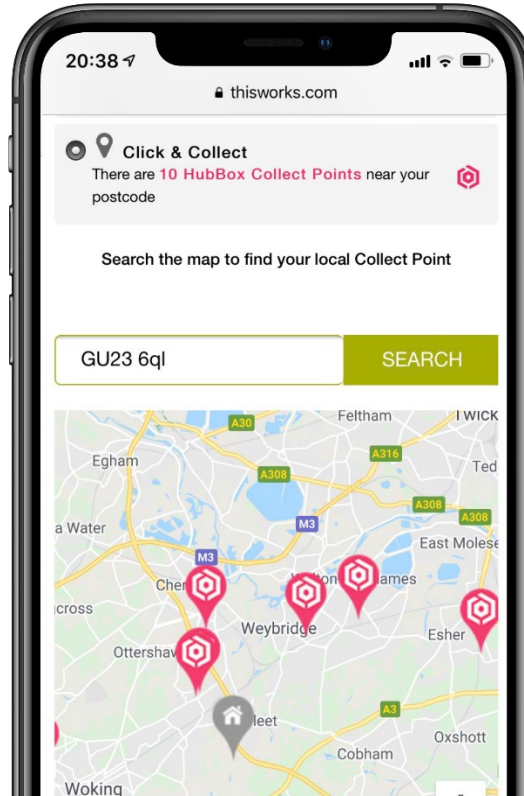
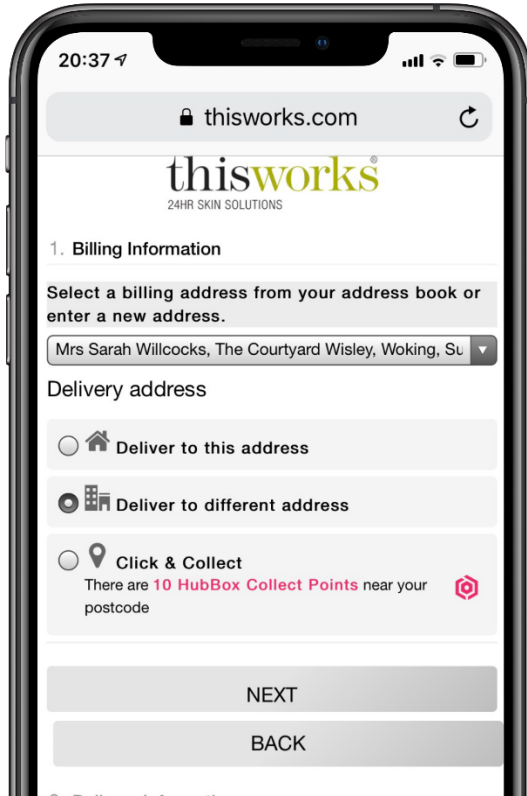
Payment gateways

- 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

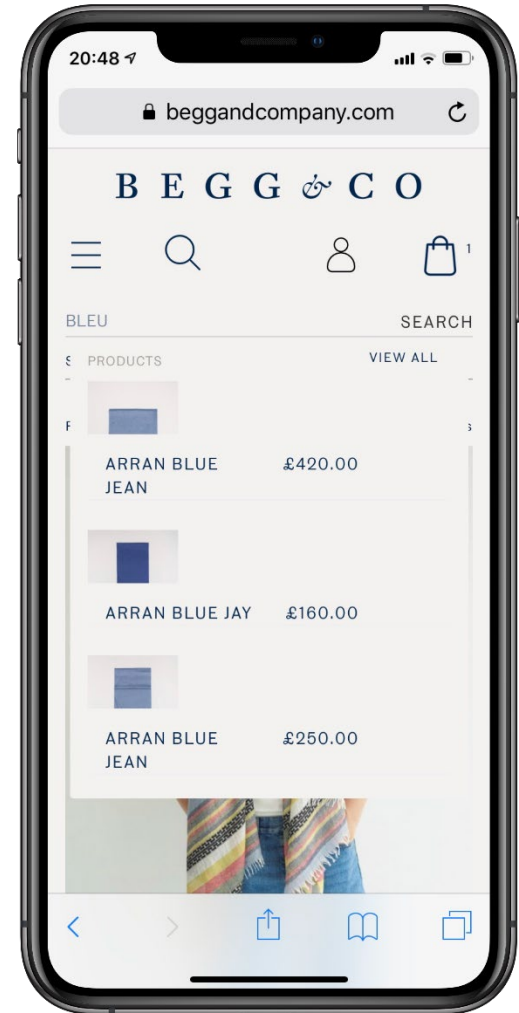
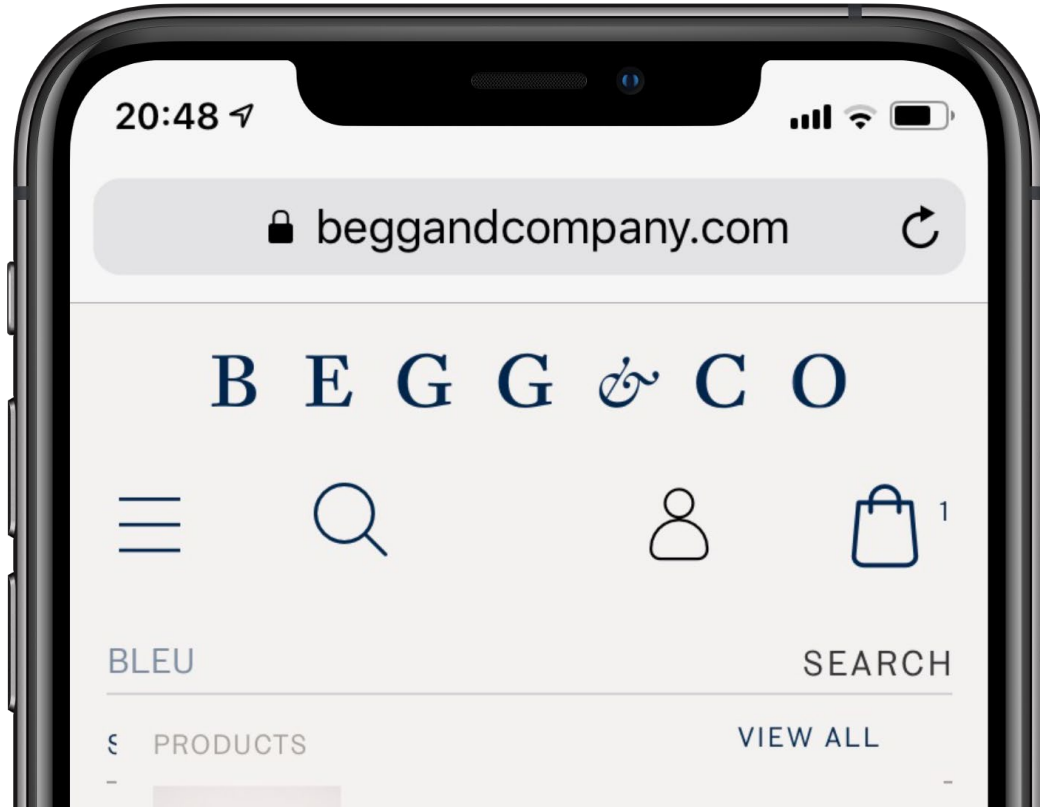
Klarna.



Mobile friendly shipping options









Search



Social shopping

Social Apps - 75%

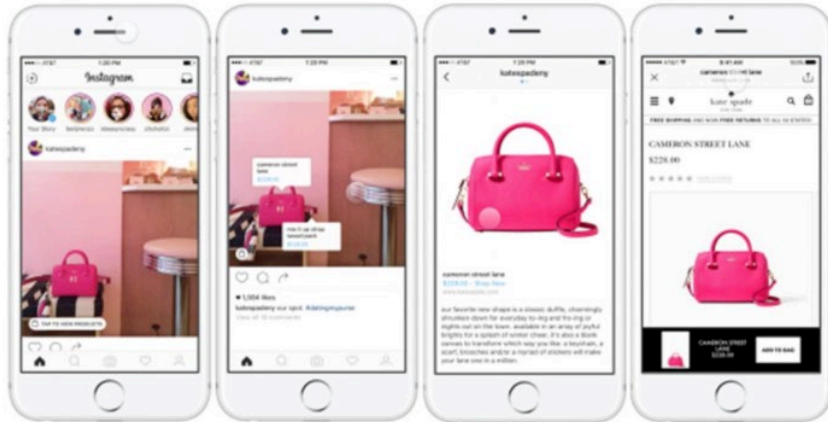
On average, in a given hour when actively using their phone, users interact with **4.8 apps**

	 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



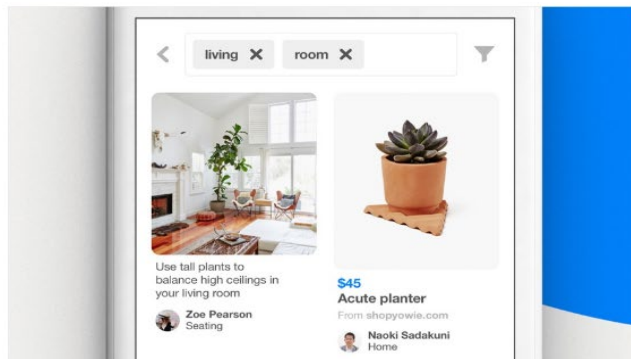
Pinterest

[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.

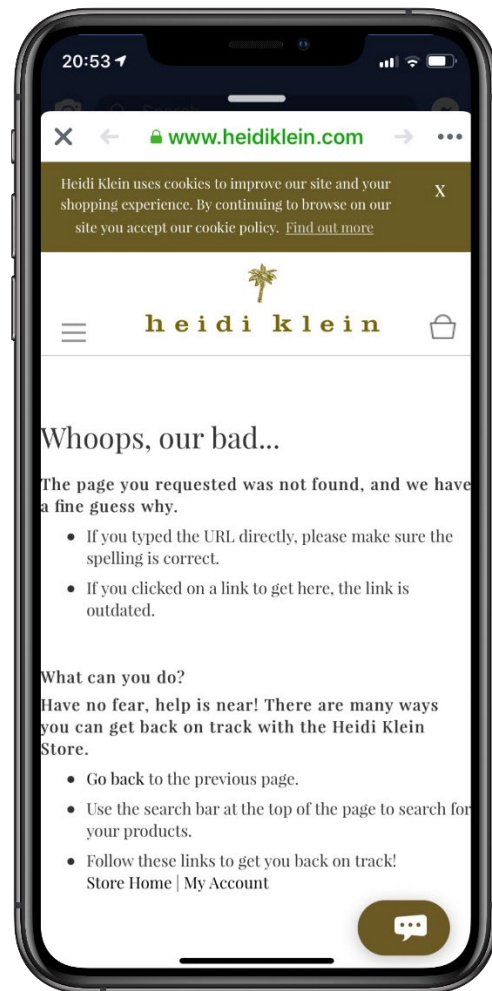
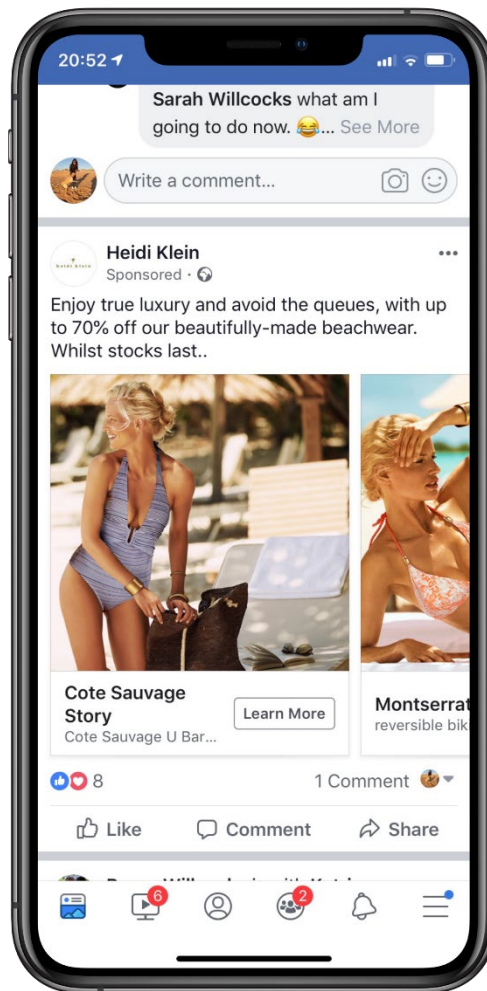
Blue means it's buyable



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.

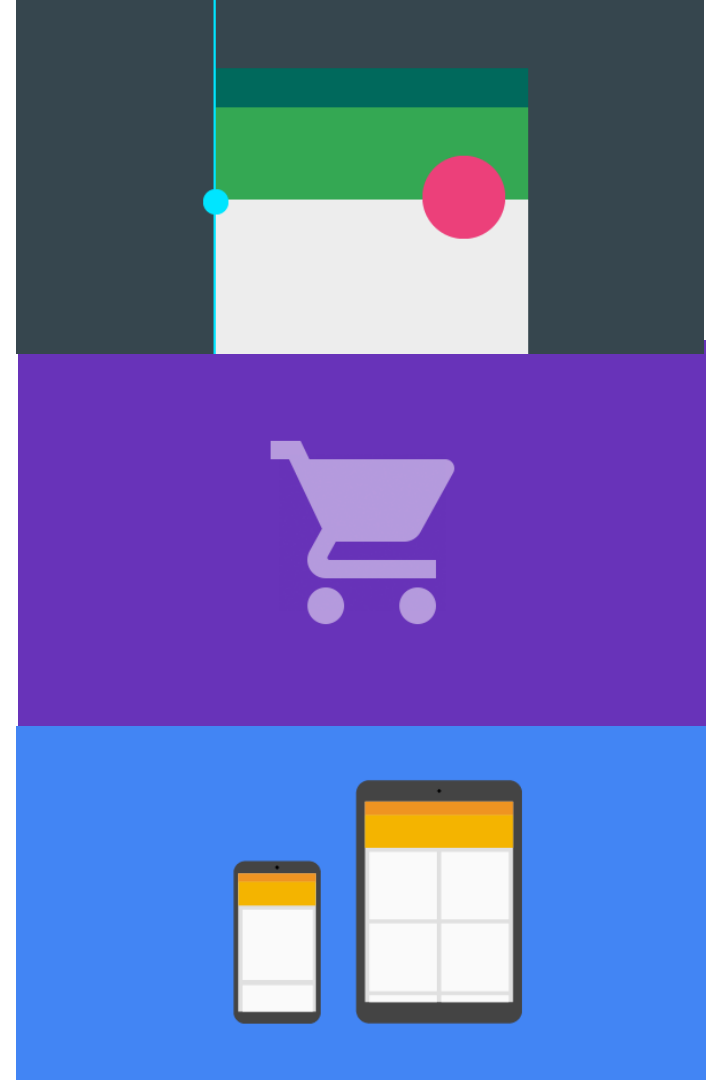
Social and mobile

– 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