

9 THINGS TO KEEP IN MIND

(before launching a mobile site.)

1. KNOW YOUR USERS

- even better than before.



Look back at your full site to identify which pages resonate best with site visitors. And then maximize those pages on your mobile site.

2. WORK WITH THE *RIGHT* DESIGNER



An experienced information architect who knows your specific eCommerce platform and how to deliver a UX-enhanced user interface design in the most efficient manner for developers saves untold hours of unnecessary integration work tying the front-end design to the framework.

You're launching a mini version of your website, so to speak, but make sure that your buttons aren't too small. Same goes for menu items and links.

3. THINK BIG

4. TEST, TEST, TEST (AND THEN TEST AGAIN.)

It was essential to test the full version of your site before you flipped the switch, and the same goes for your mobile site.

MENUS MATTER



5. There are nuances to how you should implement drop-down menus when designing your mobile solution. For example, do you currently use on-hover menus on your Website? Tablet users won't be able to interact with your site unless you move to on-click or some elegant CSS/JS solution.

6. K.I.S.D.

Keep it simple and direct. Clear messaging and links for your mobile users is important. When operating such a small device, users will quickly get frustrated if they can't find what they're looking for or are forced to click an inordinate number of times.

7. TAKE IT ON THE GO

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Remember that your mobile users are on the go. And because of that, they might just be around the corner from one of your brick-and-mortar locations. So make sure they can easily find the features they'll likely need, such as location options or contact details.

FOCUS ON A SPECIFIC ACTION

8. Often users perform only one or two specific actions when they visit your site. Intermittent WiFi, poor data connections and the like will all add to loading time so be sure you're only presenting what the user needs to complete their task(s). Site performance should always be in the forefront when designing any website, but you should be hyper sensitive to this with your mobile solution.

9. BE RELEVANT

Design with 2014 in mind. Before there were mobile and tablet devices, responsive design wasn't a big concern for most companies. However, given the breadth of device options users have when interacting with a site, it would be foolish not to design a responsive solution. It will not only offer shorter long-term development, but it will allow you to present your brand in a consistent and uniform manner.

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