

DYNAMO

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GOOD PRACTICES FOR MOBILE COMMERCE (FROM THE REAL WORLD)

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ME

- I am Bryan
- @bryanmtl

DANIEL HONIG

CTO: Rails Dog

SCOTT RAIO

CTO: Combatant Gentlemen



SEBASTIAN BEAN

Developer: Gin Lane Media



DMITRI VASSILEV

Developer: Gin Lane Media



DENIS IVANOV

Lead Developer: Downshift Labs



BRYAN MAHONEY

Partner & Director: Dynamo

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- Montreal's finest
- godynamo.com
- @dynamomtl



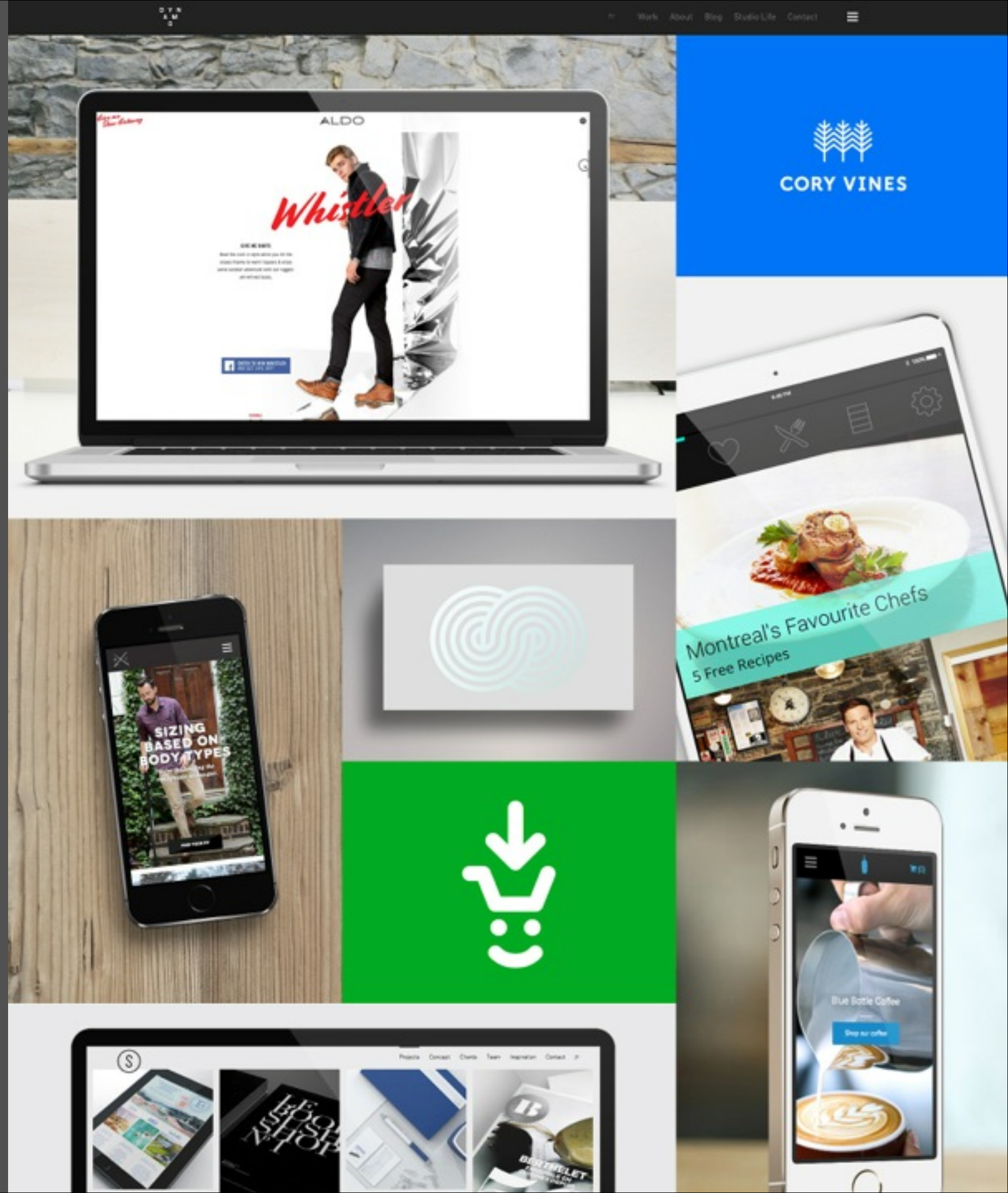
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OUR WORK

- Web apps
- Responsive sites
- iOS apps
- Spree

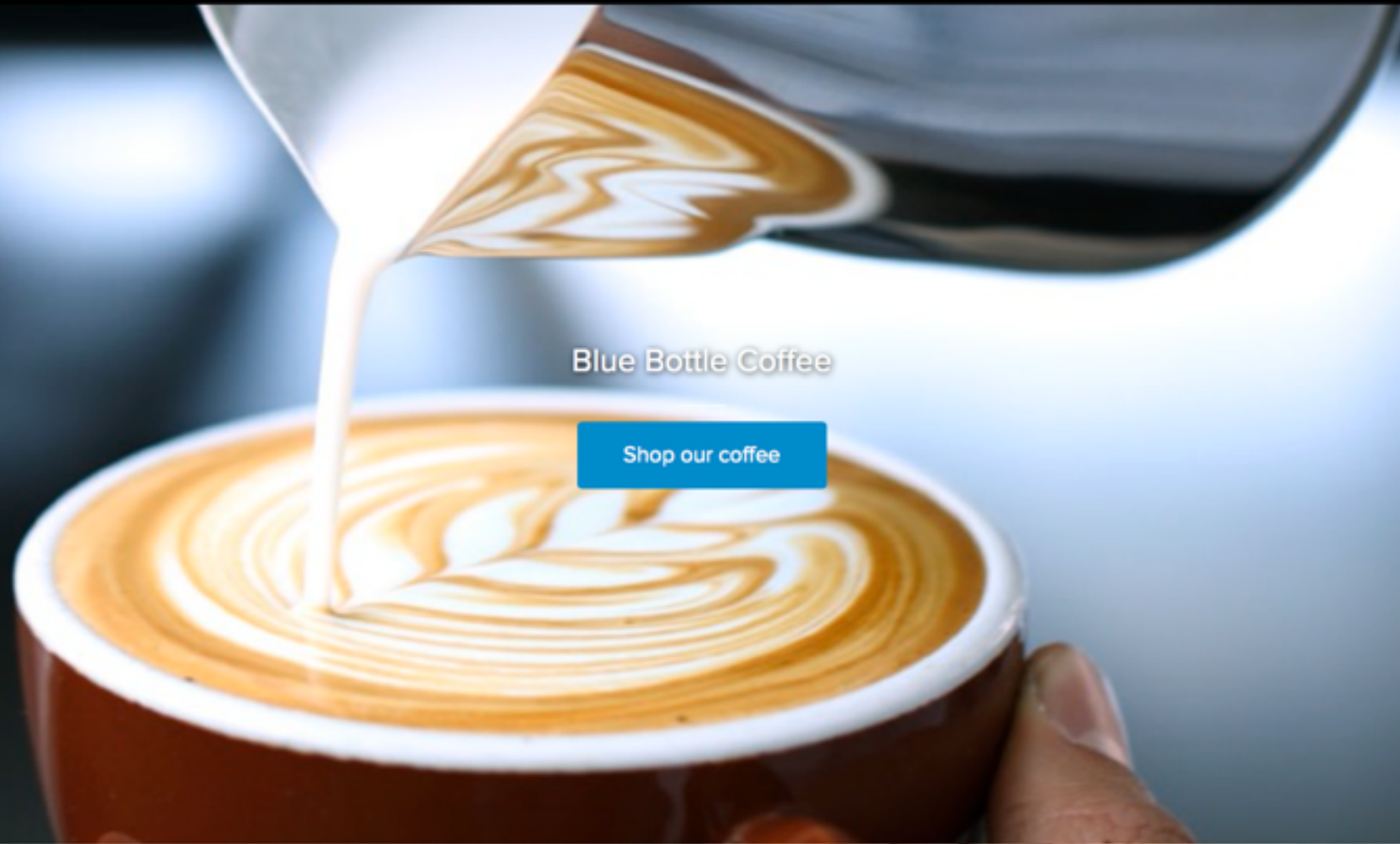


DYNAMO+SPREE

- Spree sites since 2009
- Our third Spreeconf

eCOMMERCE

- Last five years
- Focused on features
- Killer feature = optimization

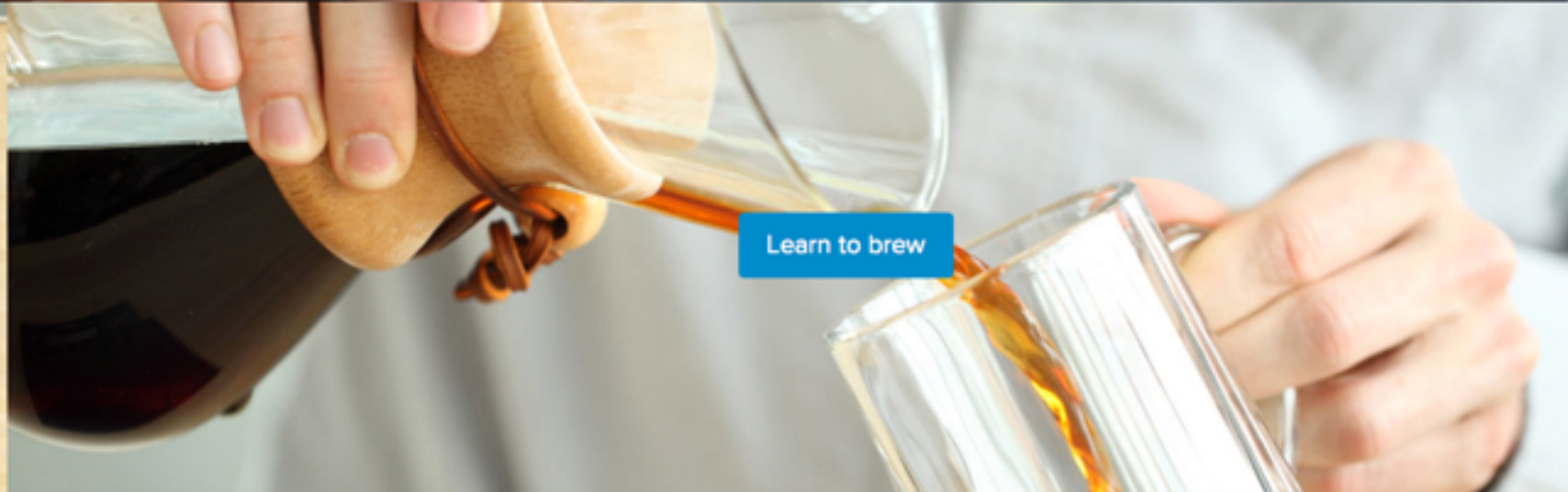


Blue Bottle Coffee

[Shop our coffee](#)



[Visit our cafés](#)



[Learn to brew](#)

*Neither
presenting
keeping it
Real*

CURATED PACKAGES FROM PEOPLE YOU CARE ABOUT

SELECT A CURATOR

POPULAR CURATORS:


TECHNOLOGY & TOYS ▾





- Free Shipping on Orders Over \$150 -

SIGN IN

 (0)

HUGH & CRYE

SHIRTS

BLAZERS

TIES

POCKET SQUARES

VINTAGE

3D

FIT

ABOUT

BLOG



WHAT'S YOUR H&C SIZE?

*Sizing based on body types.
Find your fit.*



SHIRTS THAT FIT.

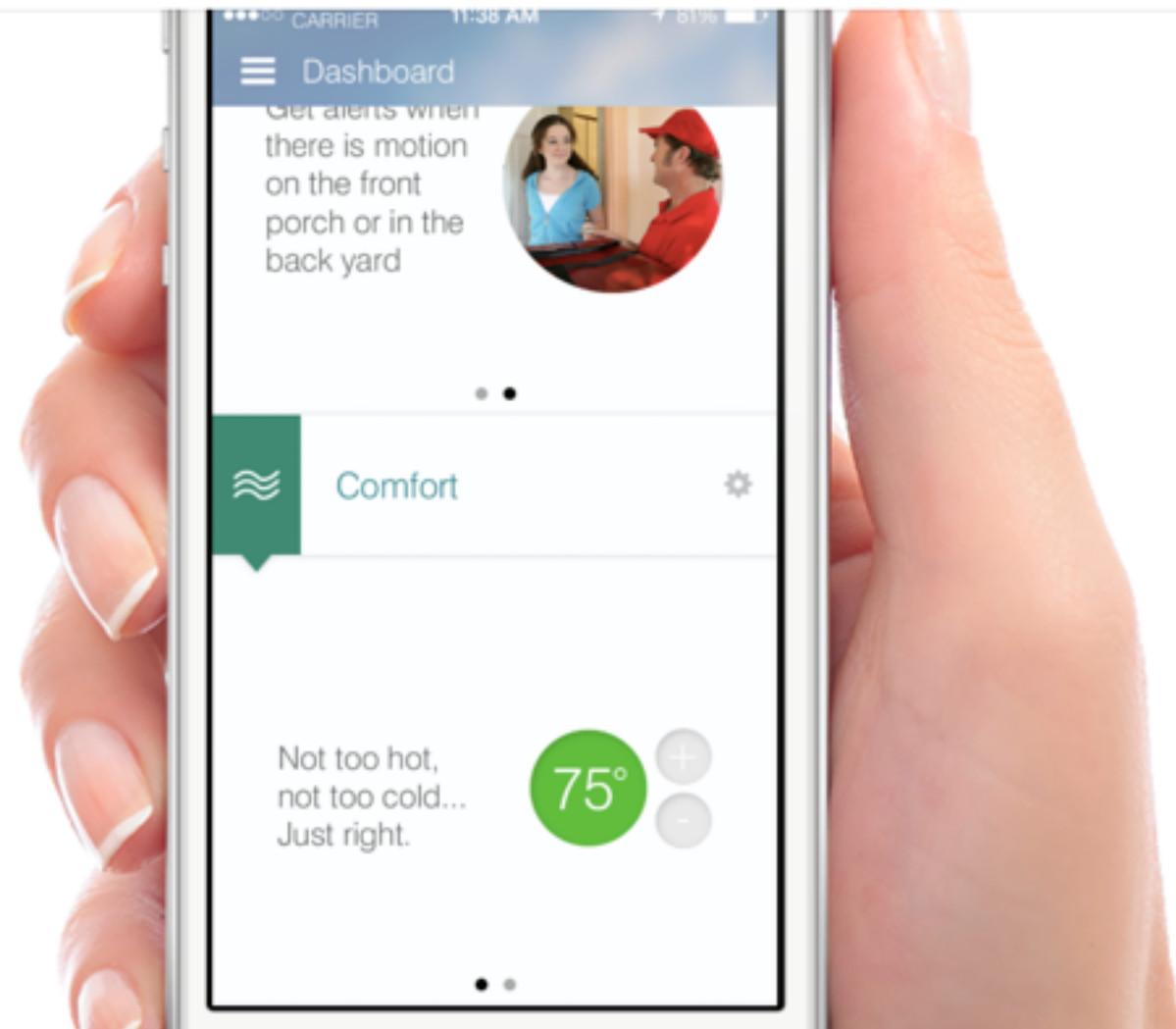
*Cold weather washed
cutaways and button-downs*

Hello, Smart Home

You spend a lot of time with your home.
Isn't it time it got to know you?

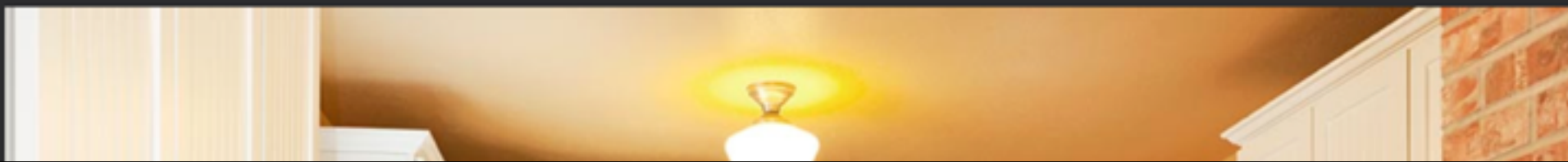


Watch the Video



DISCOVER

See a few of the ways that SmartThings can offer greater security,
peace of mind, and more in your home.



DISCOVER CORY VINES MODERN ESSENTIALS FOR AN ACTIVE LIFE

THE HIGHEST-QUALITY ATHLETIC COLLECTIONS AT PRICES
THAT WON'T MAKE YOU SWEAT. SIGN UP TODAY.

[LEARN MORE](#)

[JOIN NOW](#)





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+ CHARITY

[TO THE TUNE
OF INDIE ROCK]

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[your cart situation](#)

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FREE SHIPPING TO CANADA ON ORDERS OF \$100 OR HIGHER



\$40

BROWSE BY...

[Yellow Bird Gold](#)

[Band Tees](#)

[YBP Merch](#)

[\\$20 and under](#)

[Books](#)

[Canadian Bands](#)

MORE SHTUFF...

[Theme Song](#)

[YBP TV](#)

[Vinyl Store](#)

[Color Me Indie](#)

Designed by..

Wye Oak

BUY!

WHAT

- UX advice for mobile eCommerce
- Our findings, based on real tests

WHY

- Phone and Tablet visits are climbing
- Conversion rates are trailing desktop
- We need to optimize for them

HOW

- A/B testing
- Before-and-after analytics
- Heat maps

OUR RECOMMENDATIONS

- 15 things you can do better

1

Keep your
homepage concise

1 Keep your homepage concise



1 Keep your homepage concise

30% more convert with a
more focused experience

2

Calls to action
actually work

2 Calls to action actually work

~~PRODUCTS~~

SHOP PRODUCTS

2 Calls to action actually work

25% more clicks on a CTA
with a verb

3

Pair your CTA + price

3 Pair your CTA + price

BUY T-SHIRT

\$50

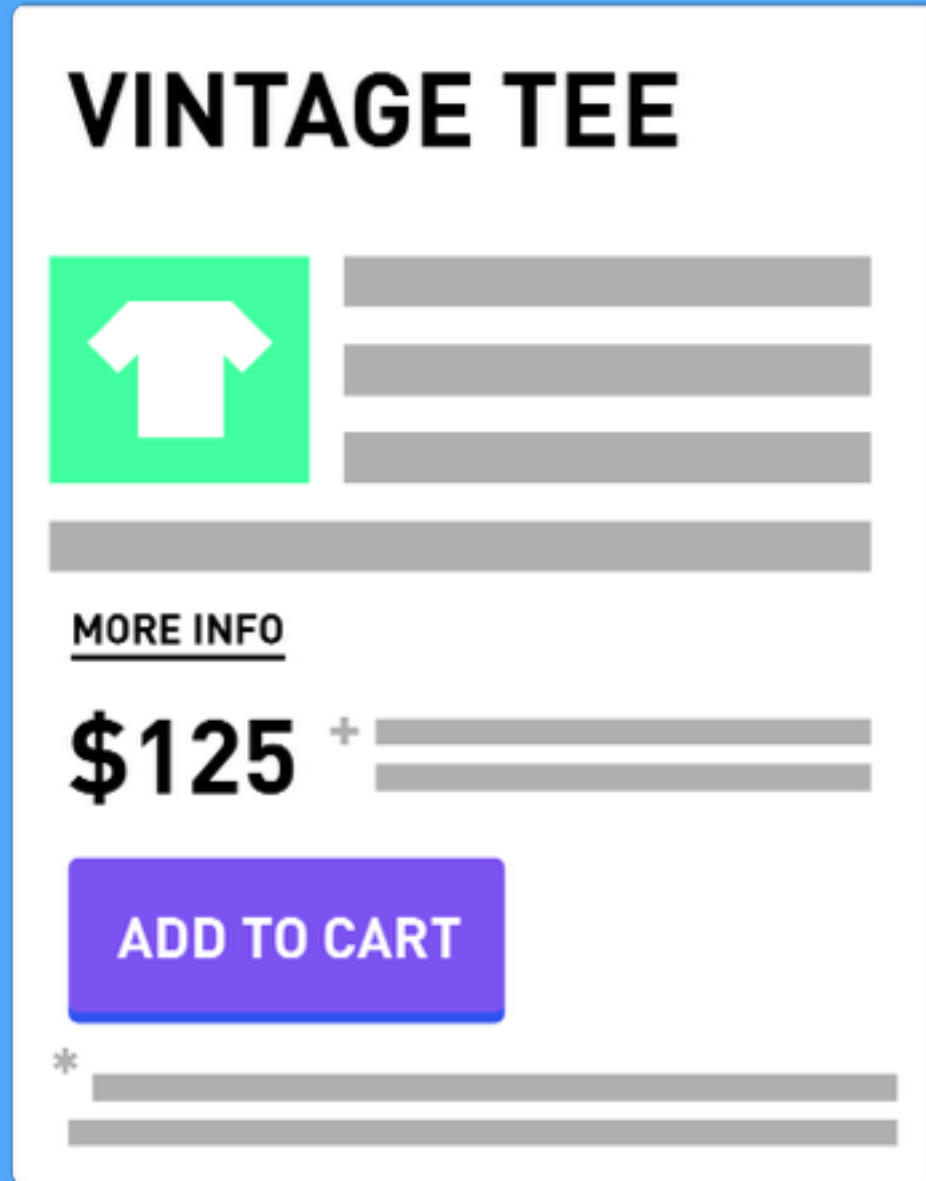
3 Pair your CTA + price

76% increase on starting
check-out process for an
“Action + Price” CTA

4

Turn down the noise

4 Turn down the noise



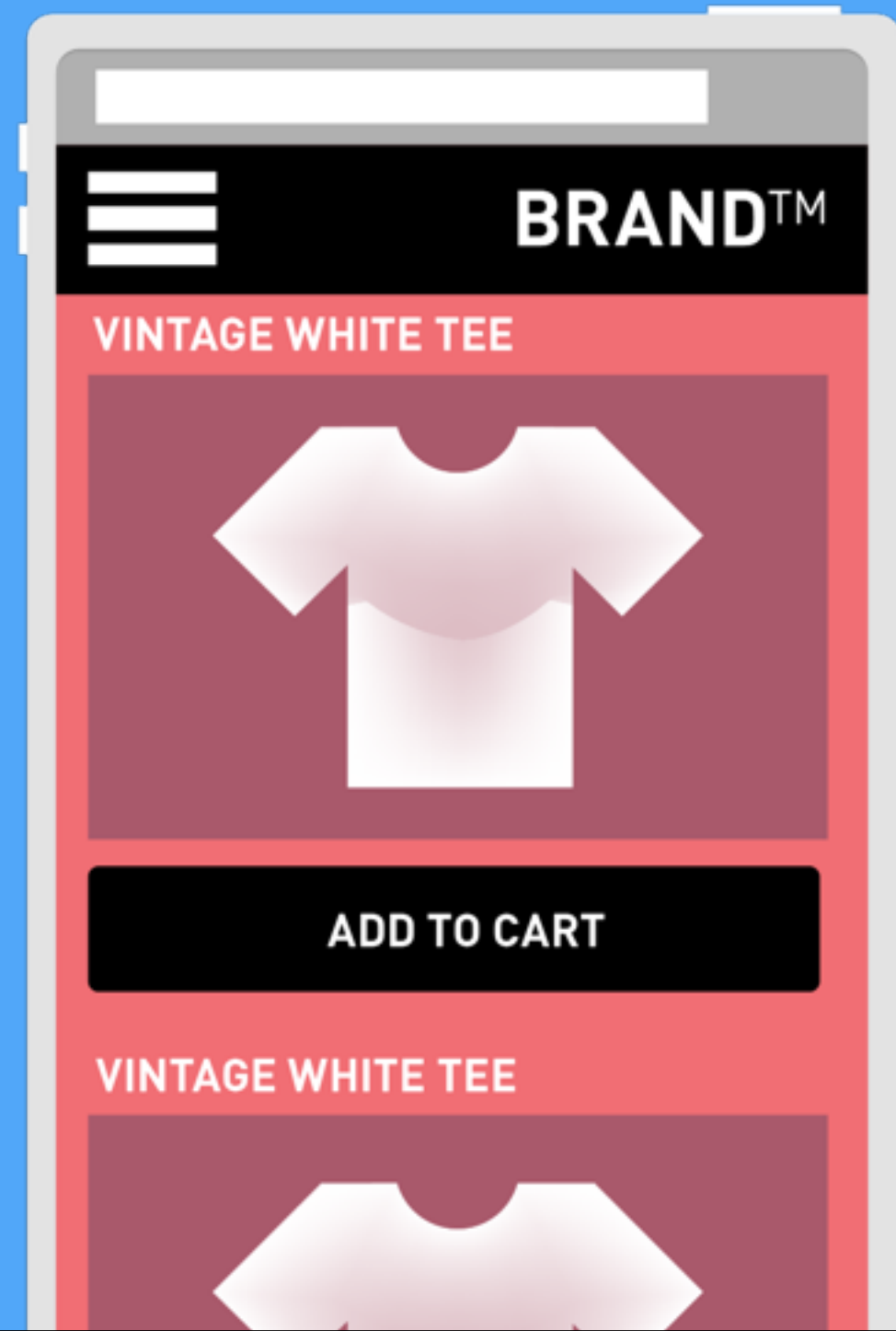
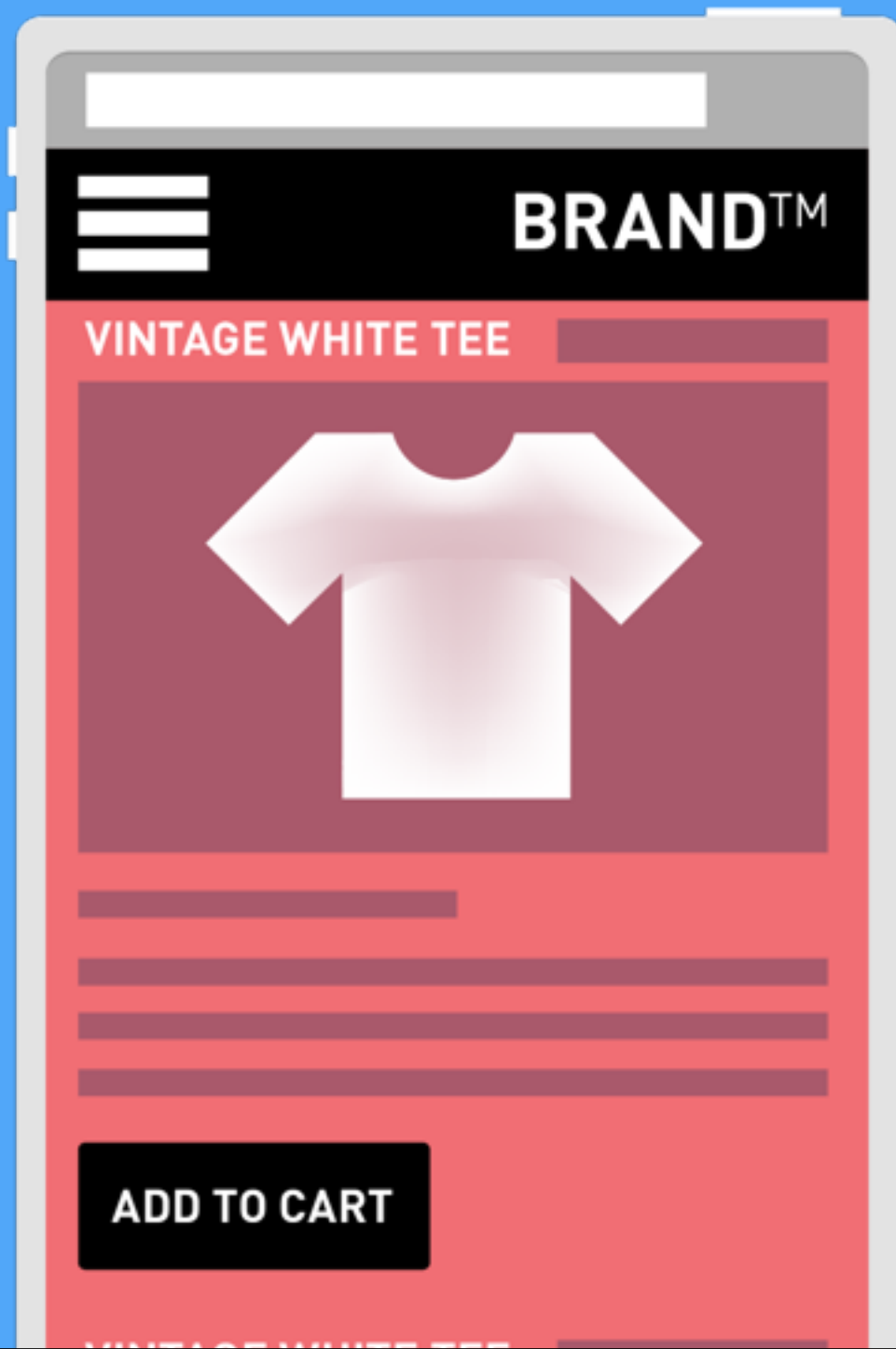
4 Turn down the noise

497% increase in
checkout engagement

5

Less (copy) is more

5 Less (copy) is more



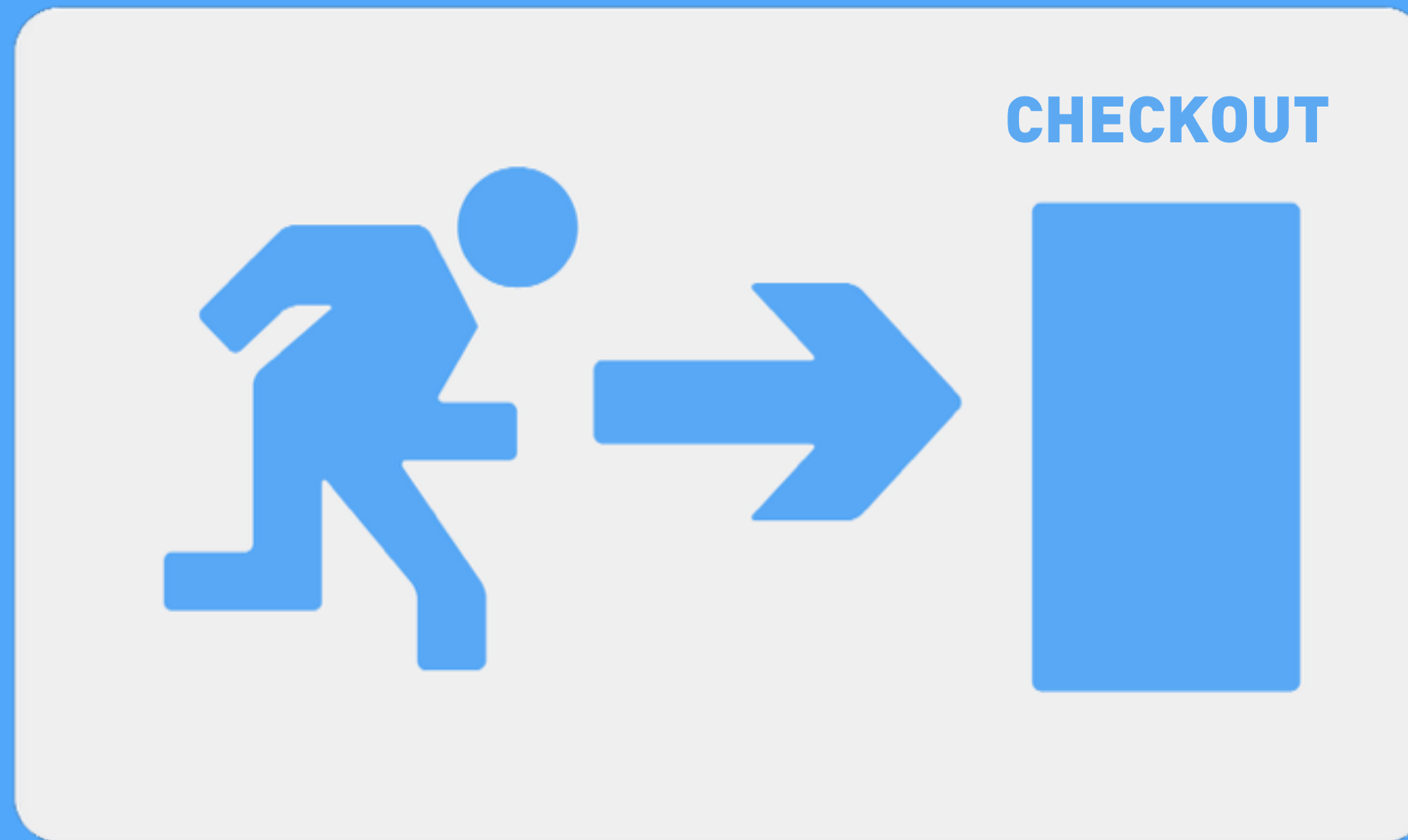
5 Less (copy) is more

103% more clicks and
34% more converts

6

Don't let them escape

6 Don't let them escape



6 Don't let them escape

15% more converts
with fewer exit
options at checkout

7

I like big buttons...
and so do mobile users.

7 I like big buttons... and so do mobile users.

ADD TO CART

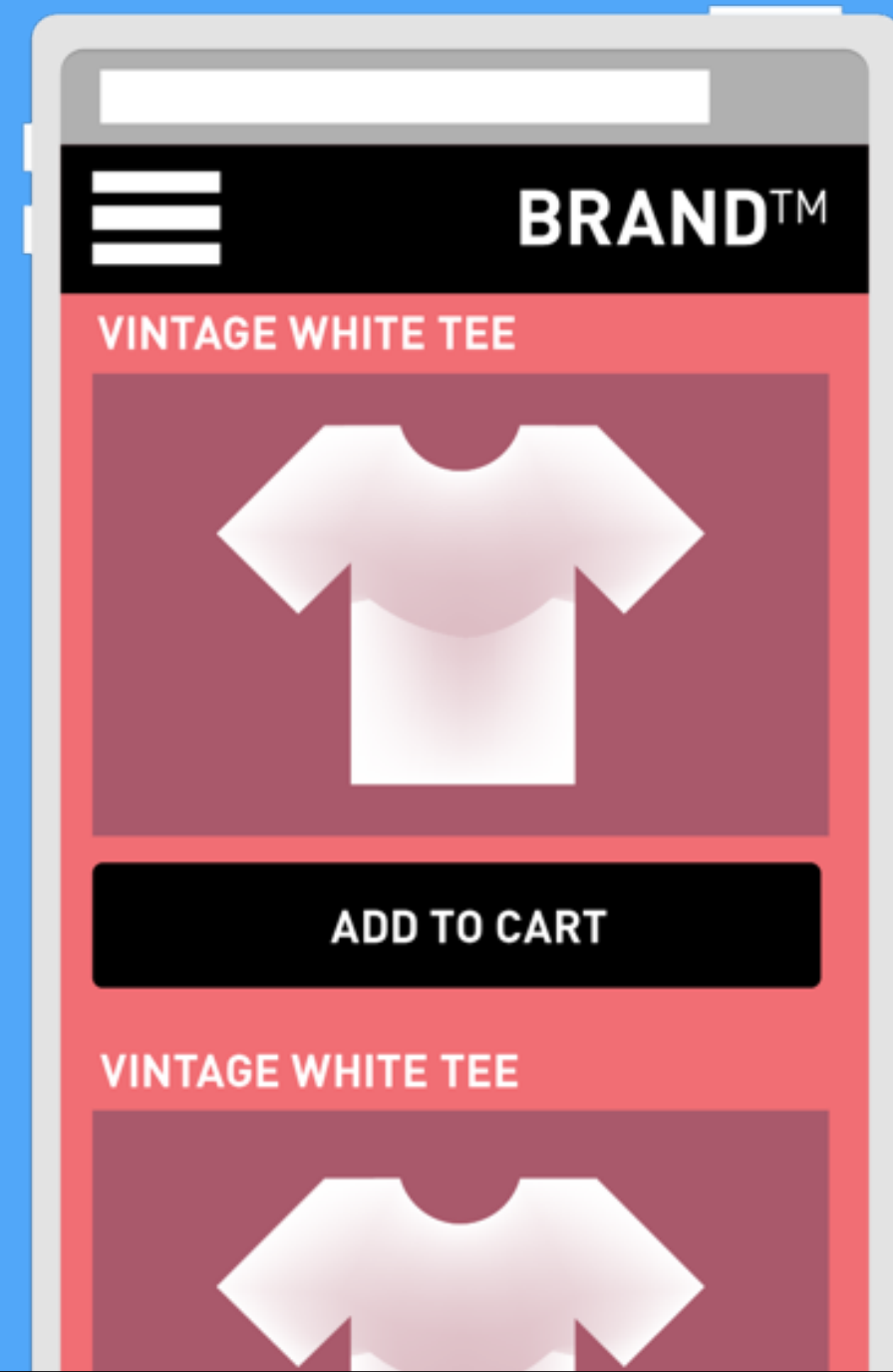
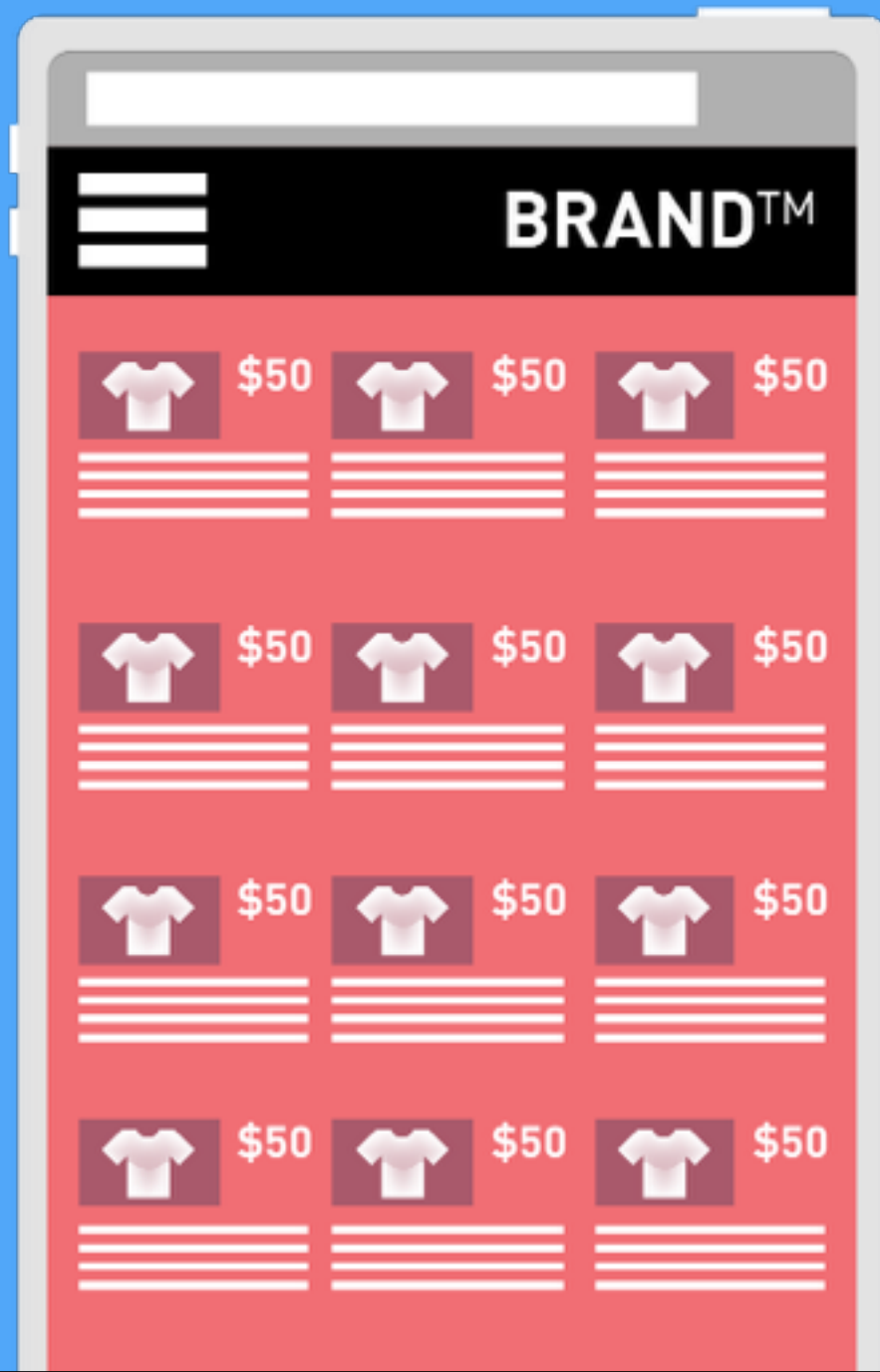
7 I like big buttons... and so do mobile users.

41% more clicks with
big buttons

8

Use one column

8 Use one column



8 Use one column

20% more conversions
in a one-column layout

9

Put a catfish on it!

9 Put a catfish on it!

cat·fish

/ˈkɑt,fiʃ/

noun

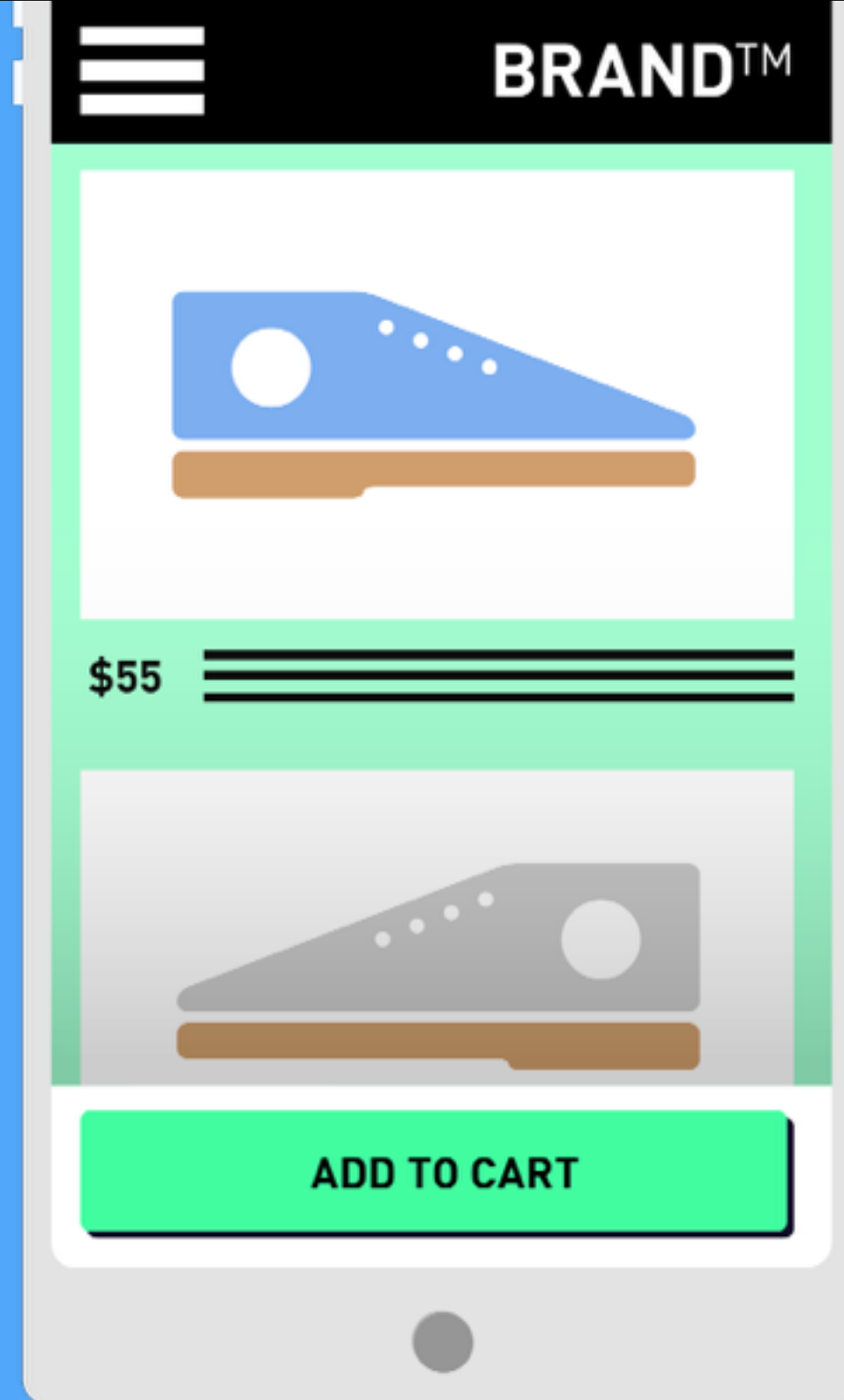
1. a freshwater or marine fish with whiskerlike barbels around the mouth, typically bottom-dwelling.

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9 Put a catfish on it!



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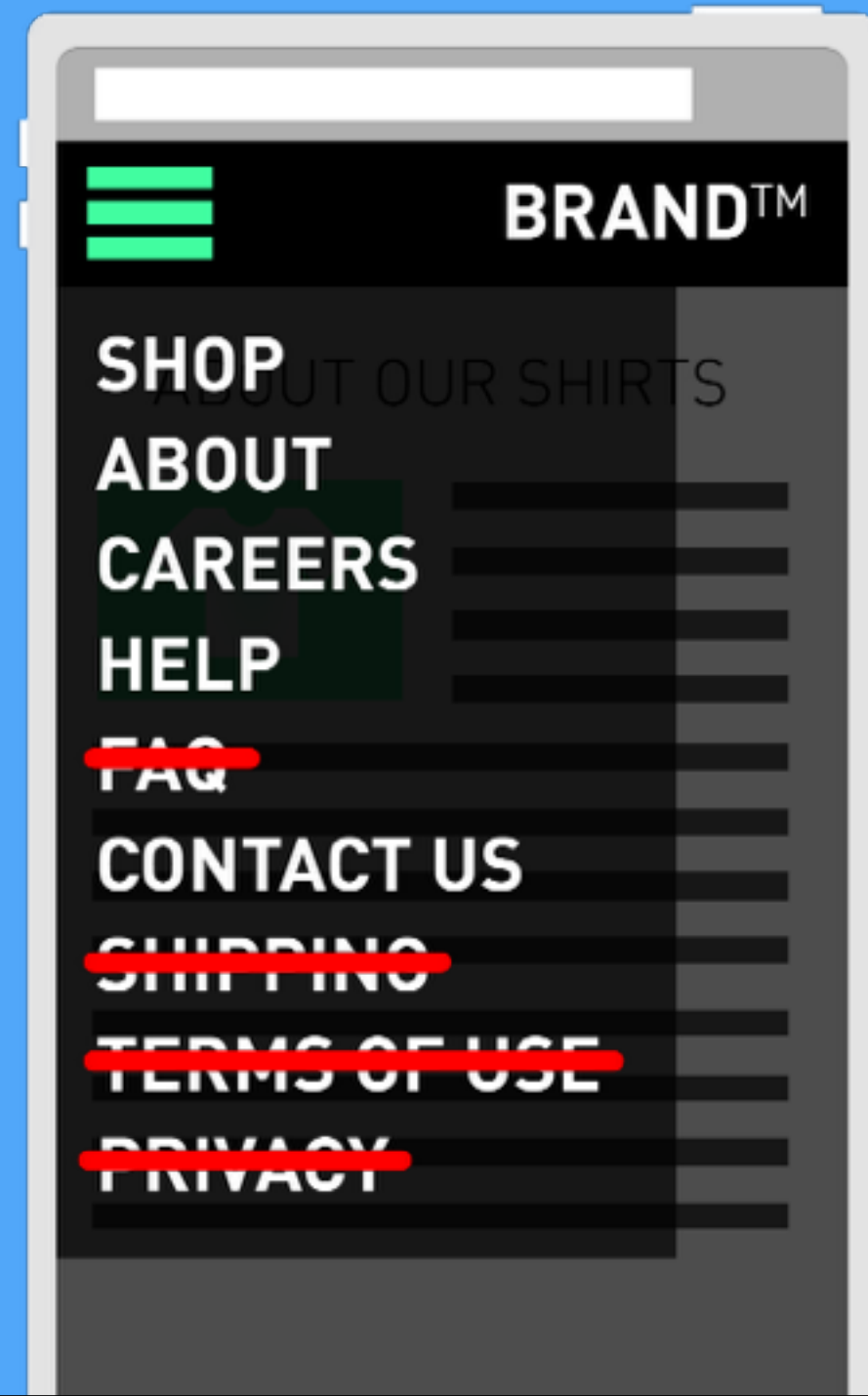
9 Put a catfish on it!

42% more add to cart on a page with a catfish

10

Cut down your menu

10 Cut down your menu



10 Cut down your menu

Fewer nav options
drove 58% more clicks

11

Bring 'em back

11 Bring 'em back

BACK TO SHOP



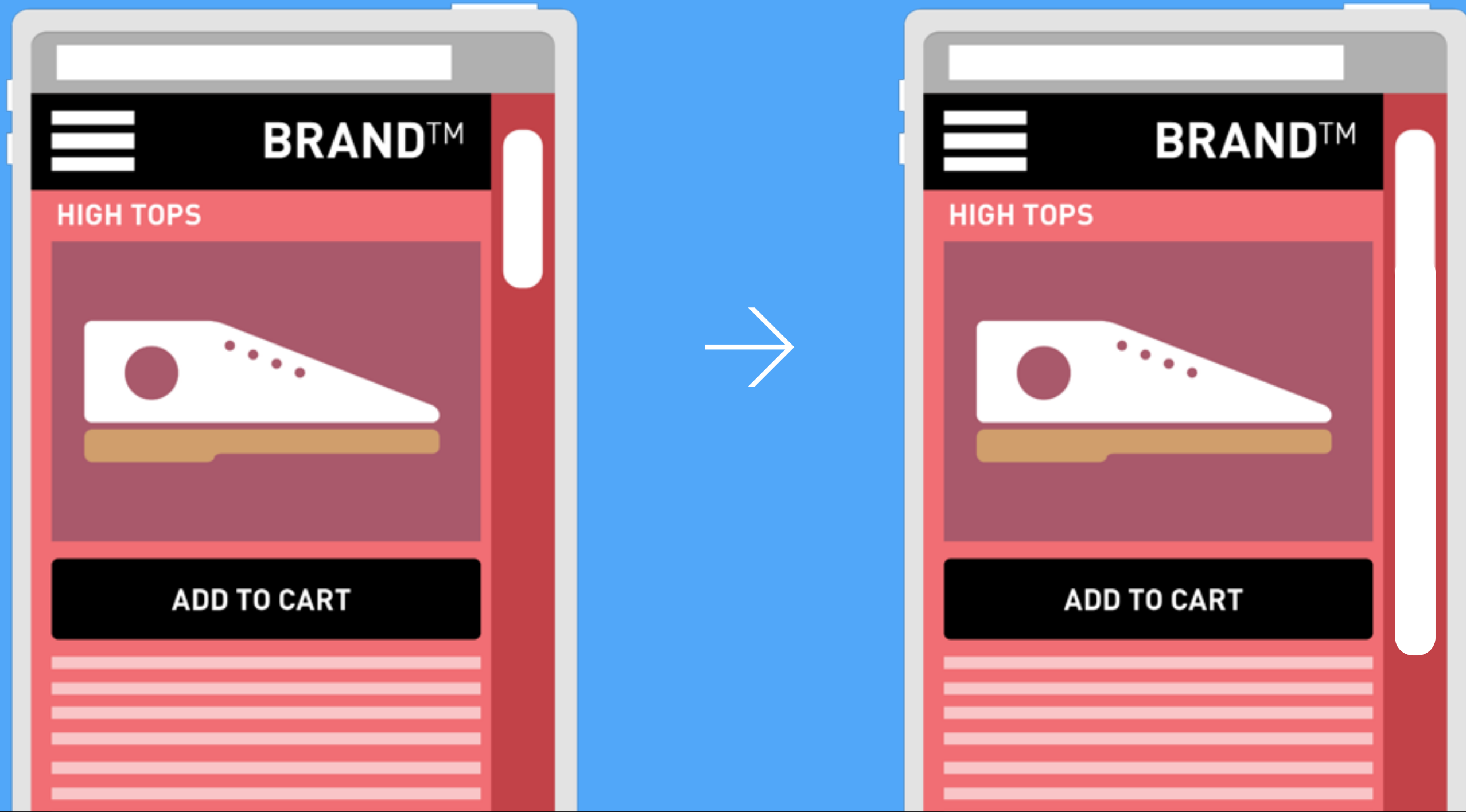
11 Bring 'em back

Redirect visitors to
avoid high bounce rate.

12

Keep your product
pages short

12 Keep your product pages short



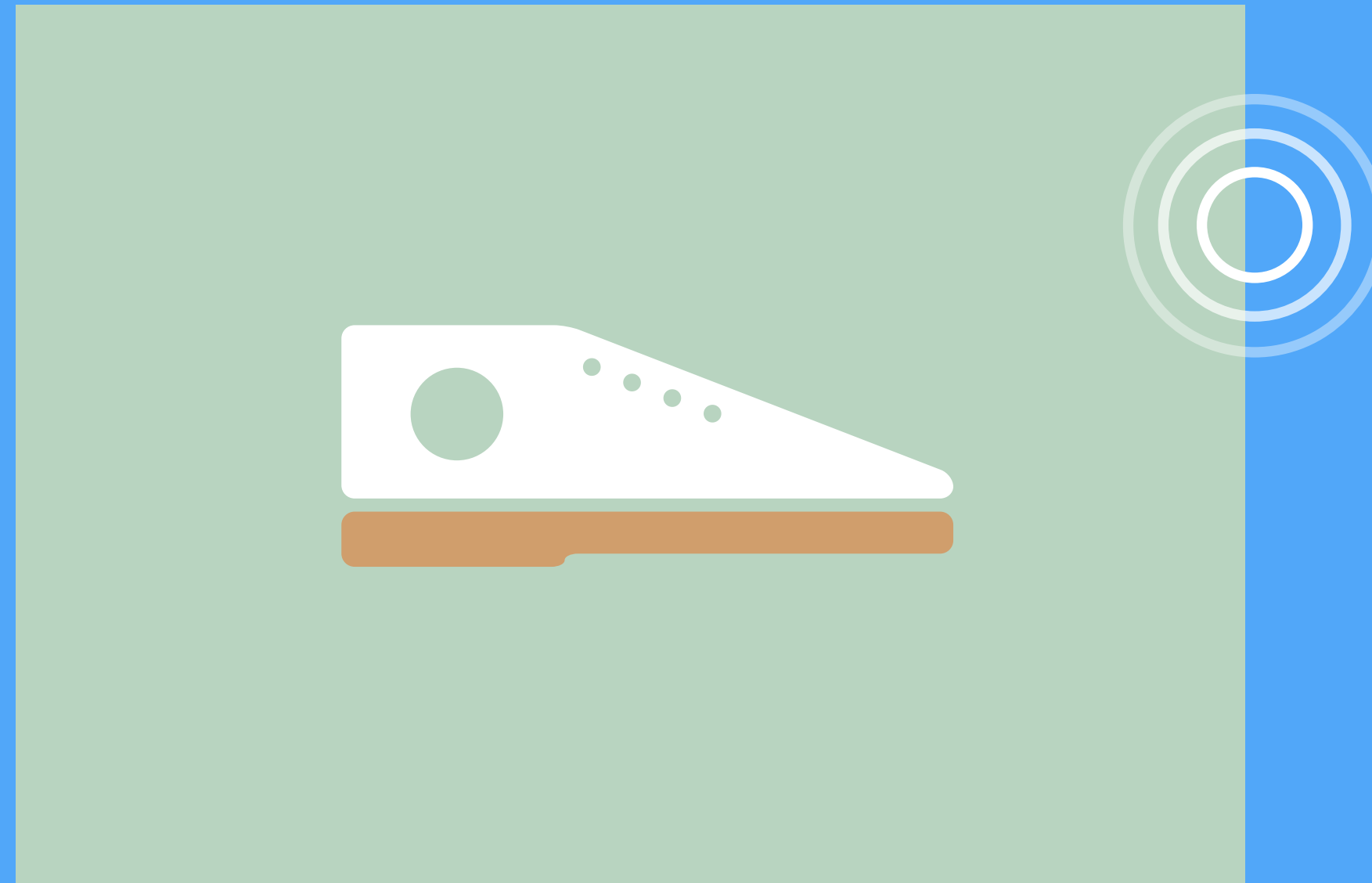
12 Keep your product pages short

75% skip what they
can't immediately see
with a small scroll

13

Can I tap it? Yes you can!

13 Can I tap it? Yes you can!



13 Can I tap it? Yes you can!

Mobile visitors expect
images to be tappable

14

Don't link out

14 Don't link out



14 Don't link out

Outbound links are
points of no return

15

Show 'Cart,' don't say it.

15 Show 'Cart,' don't say it.



~~CART~~

15 Show 'Cart,' don't say it.

Customers are 20% more
likely to tap the cart icon

YOU SHOULD KNOW

- Responsive vs. Mobile-specific
- No distinction between phone and tablet
- Test yourself!

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Thank You!