Responsive Ecommerce
Desktop | Tablet | Mobile

Deliver consistent user experiences across all browser and device types with Responsive Web Design

Responsive web design is a setup where the server always sends the same HTML code to all devices and CSS is used to alter the rendering of the page on the device using media queries. As your customers visit your website from different places, using different devices, the experience that is delivered to them needs to be consistent. Not only that, it should be optimised for the device type they are using as people's behaviour tends to vary greatly between different devices. Serving up pages of text to a mobile user is unlikely to get a great response, where as a desktop user may be after as much detailed information as possible.

Deciding how and in what order your content is displayed and delivered to users on different devices is key to successful responsive design, and should drive the project, with the technical implementation following.

The benefits

☑ Single URL enhances SEO performance and reduces time needed to maintain site.

☑ Enhanced user experience helps to increase conversions and sales.

☑ A single set of analytics makes it easier to measure and manage your site's performance.

☑ Reduce time and cost of developing a separate, dedicated mobile channel.

☑ Optimised for all browser and device types.

☑ Maintain consistent branding and usability across all channels.

☑ **Usability and Design,** the way people use and interact with your website tends to vary quite significantly between device types, therefore it's essential that your website reacts accordingly. Mobile sites tend to be used by people on the go, so content may be presented differently than for a desktop user who has time to look through lots of information in detail. Think about user experience on each device type, maybe design from mobile upwards and add to that design as the screen size increases.

☑ **Content types**, be wary of content that may be fine on your desktop site functioning poorly on a smartphone or tablet. For example, large images or video files may take too long to load for mobile users and Flash files are not supported on iPhone or iPad devices. Also, make sure headers, text and images resize properly between devices. A clear content strategy is essential before the technical implementation.

☑ **Navigation**, with the proliferation of touchscreen smartphones, phablets and tablets now available, your navigation is key to the user experience. Mobile users navigate using taps and swipes instead of mouse and keyboard commands, so ensure that as your sites scale for smaller mobile devices, you consider these key requirements. Menus, search fields, buttons and text boxes need to be legible and usable on the smallest of devices, but also consistent between them all. Large menus with lots of categories/sub-categories don't translate well to mobile devices.

☑ **Speed**, mobile users rely on websites being fast, so overloading them with all of the content from your desktop site (a lot of which will not be relevant to them on a mobile device) will slow them down significantly and hinder the user experience. This will cause your bounce rates to rise sharply.

Responsive Ecommerce
Desktop | Tablet | Mobiles

tradeit
ecommerce platform

Why go responsive?

☑ **Save time & money,** by using a responsive design you no longer need to maintain separate desktop and mobile sites, saving time, resources and money.

☑ **A consistent user experience,** means customers are familiar with your site across any device and browser and can navigate and checkout easily, helping to increase conversions and sales. A single URL also means it's easier for them to remember.

☑ **Analytics**, a single site means a single set of analytics giving you a simplified view of your site activity, users and purchases.

☑ **Device agnostic**, with the increase in how and where people view your website, creating a site that is optimised for all operating systems, browsers and device types means your site can be viewed by anybody, on any device, wherever they are.

☑ **Increase sales**, by enabling customers to view and purchase from your website, how, when and where they want, they are more likely to place an order, order more often and order multiple items.

☑ **Search Engine Optimisation**, a single site means a single set of URLs and content which is more likely to improve your SEO performance and mean you have more time to optimise it. The search engines also prefer responsive design as they only need to index the page once meaning it's easier to crawl your site

☑ **Future-proofed**, as more screen sizes (Smartwatches, Phablets, Internet-ready TVs etc…) are introduced, your site is already able to cope by responding to fit them. Extra breakpoints for new screen resolutions can be added to your design for further optimisation. This means your site can be scaled both upwards and downwards without any problems.

Responsive design is not for everybody

There is no doubt that the number of people using some form of mobile technology to view the Web is set to continue growing, so catering for these users should be an essential part of your ecommerce strategy. However, responsive design is not the only option. There are a number of other options available to cater for mobile users including adaptive design, RESS (Responsive Design + Server Side Components), a dedicated mobile site or a native app. There is no right or wrong solution, as every business and their needs are different. At Red we have customers using different approaches, some even have several in combination with each other. Responsive web design can be a very powerful tool in certain situations, but it is not always right for everybody, for instance it may not be suitable to use responsive design in these instances:

▪ Content needs to be completely custom on your mobile site.

▪ Where the mobile site needs to include smart phone functionality such as click to call.

▪ When the amount and complexity of content (and navigation) on your desktop site cannot translate to your mobile site without having a hugely negative impact on the UX.

▪ The majority of your desktop users are running older versions of Internet Explorer that don't support CSS media queries.

▪ Where the look and feel of your mobile site needs to be unique from desktop site.

About Red Technology

Red Technology is a leading ecommerce solutions integrator. We implement multichannel ecommerce solutions for mid to large sized retailers, distributors and manufacturers leveraging our ecommerce platform, tradeit. The tradeit ecommerce platform provides Red's customers with tremendous competitive advantage due to its combination of powerful promotions engine, flexible content management system, comprehensive order management system and omni-channel integration capabilities.

Next generation ecommerce

Red Technology Solutions Ltd , Ecommerce House, Oakfield Industrial Estate, Eynsham, Witney, Oxfordshire, OX29 4AG
T: 01865 880 800   **F:** 01865 880 865   **E:** info@redtechnology.com   **W:** www.redtechnology.com

RED
technology.com