



# Features of Next-Gen Mobile Websites



Today, nearly 40% of U.S. subscribers regularly browse the web on their mobile phones. By 2013, Google predicts mobile web traffic will surpass PC web traffic. In other words, your mobile website will attract more daily visitors and generate more sales than your desktop site.

No 1

## Hero Shots

No 2

## App-like Experience

No 3

## Location Awareness

No 4

## Zoom/move product images

No 5

## Social media integration

### Let that sink in.

Some mobile sites will get there even sooner. ESPN reports they are already seeing more mobile traffic than PC traffic on some weekends. Recognizing this clear trend towards mobile, top brands and retailers are racing to develop new strategies for mobile and dedicating increased resources to the mobile web.

Exciting new devices with modern mobile browsers are driving innovation in the mobile web space. Contemporary mobile phones and tablets offer developers a whole new set of possibilities with brilliant hi-resolution screens, super-fast processors, 3G connectivity and support for new standards such as HTML5 + CSS3 + JavaScript.

Consumers with modern devices now expect brands to have mobile-friendly websites and reward retailers that embrace mobile. Retailers report higher conversion rates and order sizes which are 30%-40% larger with a mobile-friendly website.

Mobile websites, once considered stripped-down versions of desktop websites, have quickly evolved to become far more engaging and effective on modern devices. Powered by HTML5, new mobile websites are starting to look, feel, and act like native applications, but without the download. Next-gen mobile websites feature animations, layered menus, touch events, offline caching, embedded video, location awareness and can even leverage native device functions such as the accelerometer. Not every mobile device supports these new features, but the most popular devices do (iPhone/iPad/Android), and the people carrying those devices will most likely be the ones browsing your mobile site. Facebook CTO Bret Taylor recently revealed that 125M of their 200M users have HTML5-capable devices.

In 2011, brands with existing mobile sites are looking to refresh their mobile properties for new devices while companies launching their first mobile site are looking to leapfrog competitors with next-gen mobile experiences.

1



## No 1 Hero Shots

Large, rotating hero shots, which are standard practice on retail sites, are now being applied to mobile by top brands such as Pier 1 imports. With the proper design, glossy product photos and smiling models are just as effective on mobile. New mobile UI frameworks and JavaScript enable developers to animate rotating hero shots and incorporate touch events. The animation, which can include popular transitions (such as slide, pop, fade and cube) immediately engages mobile users and can greatly influence browsing behavior.

2



## No 2 App-like Experience

The speed and responsiveness of a native app – but over the mobile web. New technologies and standards such as HTML5+CSS3+JavaScript are enabling brands to launch superior mobile experiences. ‘Mobile web apps’ has become a popular new term.

For mobile retailers, getting consumers to the products they want to see quickly is paramount. Furthermore, getting consumers through the shopping cart faster has a direct impact on sales. A speedy, more efficient experience translates into more conversions and less abandoned shopping carts.

First generation mobile sites require a new page to load with every touch – and it can be a painfully slow experience. Each time a mobile user waits for a page to load, you stand a chance of losing them. Next-gen mobile sites deploy sliding menus, quick sort functionality, and product list views that change without reloading the page. Menus and product views change instantly. HTML5 web storage also delivers another app-like benefit: offline browsing.

3

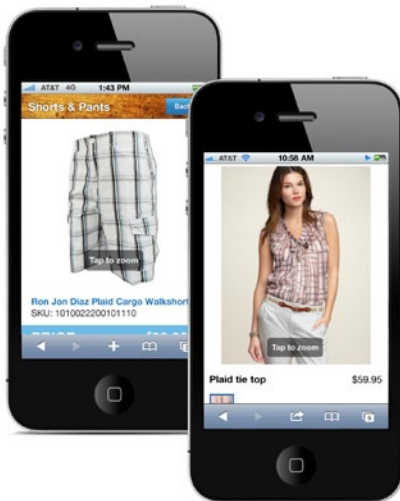


No 3

## Location Awareness

Geo-location is the first 'killer app' for mobile. New mobile sites leverage the geo-location API to not only detect your current location, but utilize that data point to present content with super-context. For example, Pier 1 imports provides a real-time view of stores near you where the product you're looking for is currently 'In Stock'. Travelocity provides a local view of their vast content (deals, available reservations, gas stations, etc.) based on your current location. Geo-fencing applications, which trigger events if you enter a virtual perimeter, are also starting to gain traction on the mobile web.

4



No 4

## Zoom/Move Product Images

Image ZOOM, a key feature for online retailers, is just now starting to appear on mobile websites. ZOOM seems like an obvious must-have feature for any mobile commerce site. Even the largest mobile phone display is only a fraction of the size of a laptop screen. The Gap mobile site does a fine job implementing ZOOM, enabling mobile shoppers to clearly see fine details in the apparel. You can also move the zoomed image of a shirt or pants with the touch of a finger. While Flash is not mobile-friendly, mobile web developers are applying JavaScript and other tactics to accomplish ZOOM on mobile.

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No 5

## Social Media Integration

Next-gen mobile sites must include a social media component. Mobile and social seem to go hand-in-hand. In fact, outside of email, social media ranks as the top mobile internet activity. Savvy brands and retailers are quickly adding social media components to their mobile websites to increase engagement and stimulate viral activity. The Facebook 'Like' feature is an easy way to attain more social media awareness. The Facebook 'Share' feature enables friends to post content about your brand or products to their wall, essentially endorsing your brand to their friends. The best Facebook 'Share' integrations include a canned photo, description, and link for more detail. Implementing Twitter is also a good idea to generate additional buzz. Retailers are also starting to implement Bazaarvoice on their mobile sites to provide shoppers with ratings and reviews.

### About Mad Mobile

We build best-in-class mobile websites and mobile commerce applications for top brands and retailers. Mad Mobile's unique platform can quickly mobilize content and functionality from desktop sites with minimal impact to IT. Mad Mobile clients include Suzuki Automotive, TJ Maxx, Marshalls, Hunter Douglas, Panera Bread, and Pier 1 imports.

To learn more about mobile solutions, visit [www.madmobile.com](http://www.madmobile.com) or call **(813) 400-2000**.

#### Mad Mobile Inc.

1715 N. West Shore Blvd., Suite 600

Tampa, Florida 33607

[sales@madmobile.com](mailto:sales@madmobile.com)

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