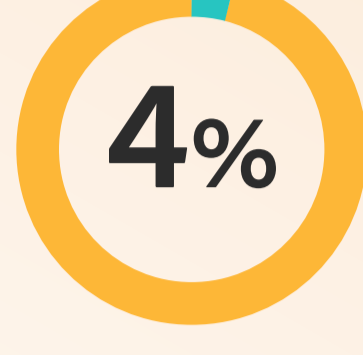


Dos and Don'ts of an Awesome Mobile Experience



1 NEVER assume people will use your mobile app.

Only 4% of mobile commerce transactions actually come from native mobile apps.¹



10% of mobile users never update their apps.²



2 NEVER deliver a desktop experience on a mobile device.

Most websites were designed for the desktop and modified for mobile.

Desktop-first designs can be difficult to use and hard to read.

Make sure the content works on a mobile screen.

Images may "fall off" the screen.



3 ALWAYS feature big, rich images that work with mobile.

When a shopper hits your website, you have two seconds to engage them.

Images should load fast and look good.

Size images correctly for mobile screens.



4 ALWAYS use clear, punchy copy to describe your products.

Use content that's compelling, engaging, and...surprising.

55% of millennials like surprises and are intrigued by unexpected rewards.³



Keep onscreen copy short and modular. Make pages scannable with bullet points.



5 ALWAYS make checkout easy.

Complicated checkouts recently cost merchants \$236 billion in lost sales.⁴

Allow shoppers to pay using their existing accounts like PayPal or Amazon Pay.

Limit the amount of detail that needs to be entered.

Two-click (or less) checkout is best.



¹ Forrester
² <https://www.pewresearch.org/fact-tank/2017/03/15/many-smartphone-owners-dont-take-steps-to-secure-their-devices/>
³ <https://helloworld.com/article/2019-merkle-helloworld-loyalty-report-reveals-54-consumers-want-swifter-reward-redemption>
⁴ <https://www.pymnts.com/news/payments-innovation/2018/paypal-checkout-with-smart-payment-buttons/>

Learn more about building a high-converting mobile experience.

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