

**imagine 2013**



Magento<sup>®</sup> Conference

THE **ART** OF  
**COMMERCE**

# Responsive Design: Where, Why and How

**imagine 2013**  
Magento Conference



Tonya Browning

Senior Director, User Experience  
Magento

**imagine 2013**  
Magento Conference



Erin Tozour

Senior Manager, Visual Design  
Magento

**imagine 2013**  
Magento Conference



Bob Meyer

Managing Director  
Gorilla Group

**imagine 2013**  
Magento Conference



Sarah Ward

Director of Digital Marketing and  
E-Commerce at Peter Millar

**imagine 2013**  
Magento Conference



David Barr

EVP, Co-Founder  
Lyons Consulting Group



Brendan Falkowski

Founder,  
Gravity Department

**imagine 2013**  
Magento Conference





Bob Meyer

Managing Director  
Gorilla Group

**imagine 2013**  
Magento Conference

# Gorilla Group

- Magento Gold Partner since 2008
- Partner of the Year and Partner Excellence recipient
- Design, Development, Strategy, Managed Services, Extensions
- Bring true Responsive Design to the Magento Enterprise platform

# Peter Millar

- Fast-growing lifestyle brand of American luxury sportswear
- Founded in 2001
- Division of Richemont

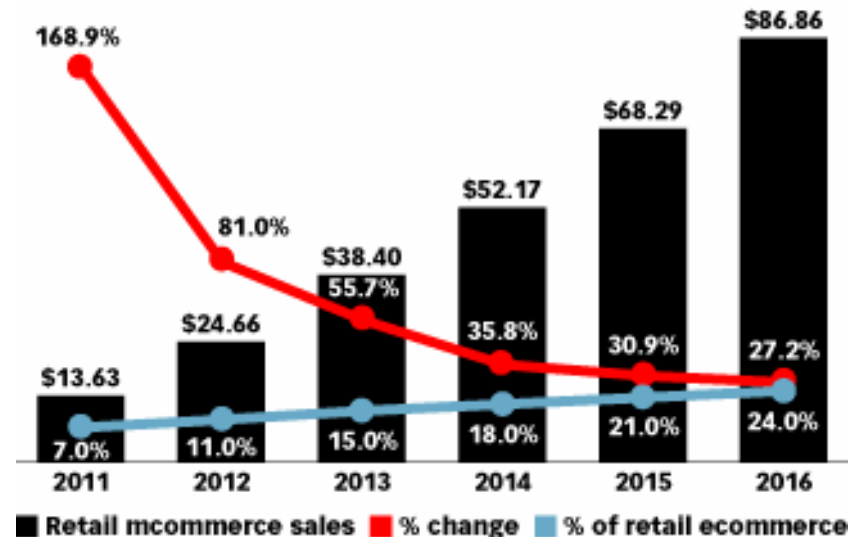
  
**PETER MILLAR**



# The Engagement Conundrum

- Reaching customers beyond the desktop is essential
- The question is: how?

**US Retail Mcommerce Sales, 2011-2016**  
billions, % change and % of retail ecommerce



Note: excludes travel and event ticket sales; includes sales on tablets  
Source: eMarketer, Jan 2013

149657

www.eMarketer.com

# Mobile Sites

Mobile sites and Apps can make sense in some cases, but bring with them a number of potential drawbacks:

- Separate design & development costs; separate codebases (desktop & mobile)
- Ongoing maintenance and support needs
- Look and function well only on those devices for which they were created
- Numerous SEO implications

# Smartphone Apps

Mobile sites and Apps can make sense in some cases, but bring with them a number of potential drawbacks:

- Over-crowded and fragmented marketplaces
- Low user adoption / repeat usage
- Ongoing development needs; frequent OS updates

# Responsive Design

Responsive design offers a new, and constantly evolving, approach to cross-device engagement

- Requires a single design/development instance
- Single content set
- Present “intentional experiences” across devices and platforms
- Numerous SEO and Social Sharing benefits
- Lower lifetime maintenance costs



# Project: Peter Millar

- Needs: upgraded design and user experience; improve site performance; sustainable strategy for cross-channel engagement
- Brand ambassadors on the fairways are a natural driver of mobile traffic
- Limited internal IT resources
- Magento and responsive design proved to be an ideal solution





# Post-Launch Results

- Desktop, tablet, and smartphone metrics have been up across the board.
- Mobile visits up 110%; total site visits  70%
- AOV up 20%
- 33% increase in conversion rate from organic search





David Barr

EVP, Co-Founder  
Lyons Consulting Group

**imagine 2013**  
Magento Conference



- Ecommerce Digital Agency
- Over 160 professionals within Retail Strategy, UX/Creative Design, Implementation, Hosting and Support
- Magento Innovator of the Year and Partner Excellence recipient
- Responsible for some of Magento's most successful, robust and sophisticated implementations and ecommerce sites
- Customer centric in all we do

# Behavior of US Mobile Users\*

- 50% use their smartphone to look up restaurants/bars
- 31% to research or book travel
- 76% watch video on their device
- 80% visit social networks
- 46% use mobile phones to research future purchases

\* Google, Dec 2012

# The Case for Responsive Design

- Mobile is critical and m.dot as secondary site was common prior to 2012. RD is the current standard.
- Apps can provide deep features but are not ideal for customer acquisition – RD will work for first time shoppers on multiple platforms without download commitment of Apps
- RD allows for iterative approach as new devices are released or approaches required (e.g., new form factors like “*Fablet*”)
- RD provides upside of flexible experiences for consumers, with additional benefit of a single site for SEO and marketing
- RD likely more costly up front, but less in the long run

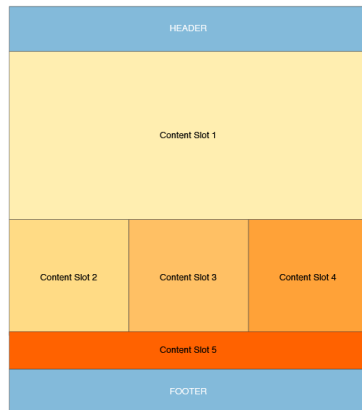
# Iyonscg RD Process

- Retail Strategy Analysis
  - Customer demographics and browse/buy behaviors
- UX Analysis
  - Define a set of breakpoints based on target sizes with features and content per size in mind
- UX Production
  - Content diagrams in low and/or high fidelity depending on the audience
- UX production
  - Create detailed wireframes for the most restrictive breakpoint and key pages (small first, then add)

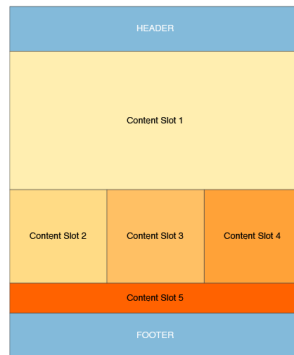
# What does it look like?

## 2.01 - Home

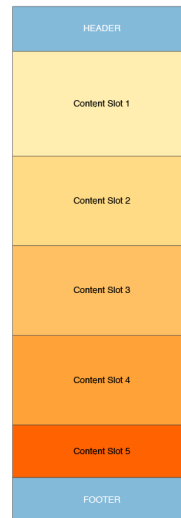
Standard Viewport (960 px wide)



Large Viewport (768 px wide)



Medium Viewport (480 px wide)



Small Viewport (320 px wide)



# What does it look like?

## 4.11 - Wish List: Details (All Viewports)

Cycle 3 Wireframes c3v1

Standard Viewport

HEADER			
BREADCRUMB			
ACCOUNT BANNER			
FIND SOMEONE'S WISH LIST LAST NAME / FIRST NAME / EMAIL			
SHIPPING ADDRESS SELECTOR			
ACCOUNT NAVIGATION	PUBLIC / PRIVATE TOGGLE	SEND MY LIST TO A FRIEND	WISH LIST URL
	NAME ITEM # ATTRIBUTES PRICE	AVAILABILITY	DATE ADDED QUANTITY DESIRED PRIORITY ETC. QTY / ADD TO CART
	NAME ITEM # ATTRIBUTES PRICE	AVAILABILITY	DATE ADDED QUANTITY DESIRED PRIORITY ETC. QTY / ADD TO CART
CONTENT ASSET	NAME ITEM # ATTRIBUTES PRICE	AVAILABILITY	DATE ADDED QUANTITY DESIRED PRIORITY ETC. QTY / ADD TO CART
	NAME ITEM # ATTRIBUTES PRICE	AVAILABILITY	DATE ADDED QUANTITY DESIRED PRIORITY ETC. QTY / ADD TO CART
FOOTER			

Large Viewport

HEADER			
BREADCRUMB			
ACCOUNT BANNER			
FIND SOMEONE'S WISH LIST LAST NAME / FIRST NAME / EMAIL			
SHIPPING ADDRESS SELECTOR			
ACCOUNT NAVIGATION	PUBLIC / PRIVATE TOGGLE	SEND MY LIST TO A FRIEND	
	NAME ITEM # ATTRIBUTES PRICE	AVAILABILITY	DATE ADDED QUANTITY DESIRED PRIORITY ETC. QTY / ADD TO CART
	NAME ITEM # ATTRIBUTES PRICE	AVAILABILITY	DATE ADDED QUANTITY DESIRED PRIORITY ETC. QTY / ADD TO CART
CONTENT ASSET	NAME ITEM # ATTRIBUTES PRICE	AVAILABILITY	DATE ADDED QUANTITY DESIRED PRIORITY ETC. QTY / ADD TO CART
	NAME ITEM # ATTRIBUTES PRICE	AVAILABILITY	DATE ADDED QUANTITY DESIRED PRIORITY ETC. QTY / ADD TO CART
FOOTER			

Medium Viewport

HEADER	
BREADCRUMB	
ACCOUNT BANNER	
FIND SOMEONE'S WISH LIST LAST NAME / FIRST NAME / EMAIL	
SHIPPING ADDRESS SELECTOR	
PUBLIC / PRIVATE TOGGLE	SEND MY LIST TO A FRIEND
WISH LIST URL	
NAME ITEM # ATTRIBUTES PRICE	DATE ADDED QUANTITY DESIRED PRIORITY ETC. QTY / ADD TO CART
NAME ITEM # ATTRIBUTES PRICE	DATE ADDED QUANTITY DESIRED PRIORITY ETC. QTY / ADD TO CART
NAME ITEM # ATTRIBUTES PRICE	DATE ADDED QUANTITY DESIRED PRIORITY ETC. QTY / ADD TO CART
NAME ITEM # ATTRIBUTES PRICE	DATE ADDED QUANTITY DESIRED PRIORITY ETC. QTY / ADD TO CART
ACCOUNT NAVIGATION	
CONTENT ASSET	
FOOTER	

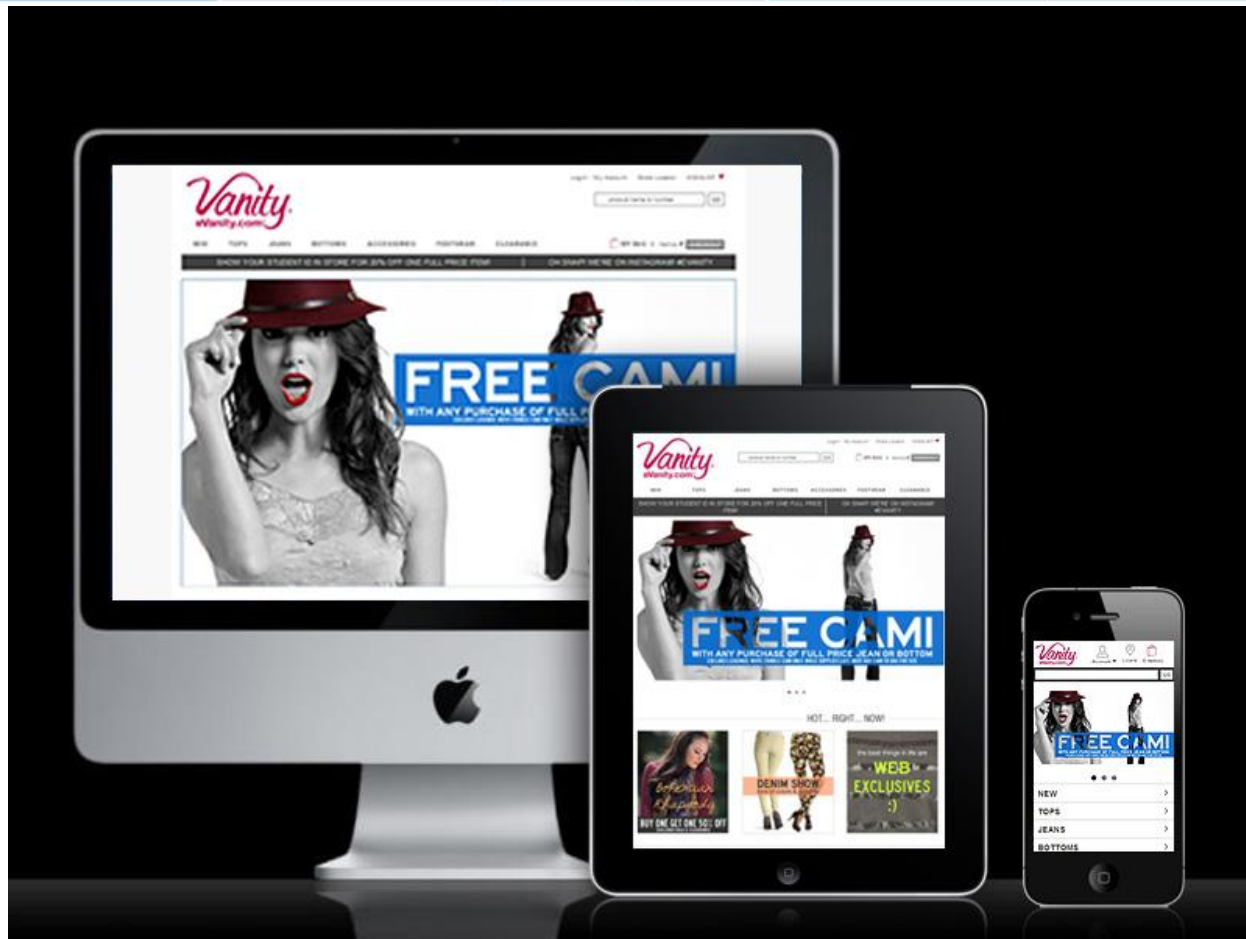
Small Viewport

HEADER
BREADCRUMB
ACCOUNT BANNER
FIND SOMEONE'S WISH LIST LAST NAME / FIRST NAME / EMAIL
SHIPPING ADDRESS SELECTOR
PUBLIC / PRIVATE TOGGLE
SEND MY LIST TO A FRIEND
WISH LIST URL
NAME ITEM # ATTRIBUTES PRICE
DATE ADDED QUANTITY DESIRED PRIORITY ETC. QTY / ADD TO CART
NAME ITEM # ATTRIBUTES PRICE
DATE ADDED QUANTITY DESIRED PRIORITY ETC. QTY / ADD TO CART
NAME ITEM # ATTRIBUTES PRICE
DATE ADDED QUANTITY DESIRED PRIORITY ETC. QTY / ADD TO CART
ACCOUNT NAVIGATION
CONTENT ASSET
FOOTER



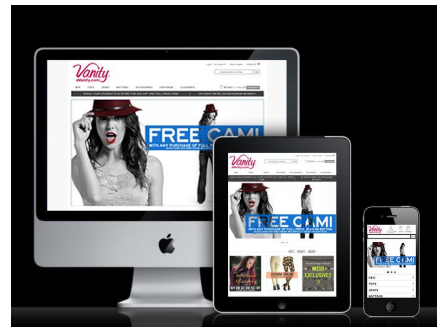
# Situation

- Vanity is a fast-fashion brand with ~200 stores in 27 states
- Lyonscg Retail Strategy team analyzed existing static site
- Mobile visits were on hockey stick growth curve
- Mobile conversions were lacking
- Younger demographic increasingly attempting purchase on iPhone and iPad without success



# Responsive Design Launch Results

- iPhone is #1 source at 36% of traffic and increasing
- 226% increase in YOY mobile traffic
- 68% increase in mobile conversion
- 314% increase in YOY mobile revenue
- 20% increase in overall site conversion



# Responsive Design Considerations

- Analyze device traffic and click path behavior
- Consider your vertical or category
  - Electronics vs. apparel feature sets and navigation elements have different needs
  - Browse vs. filter vs. search vs. locate
- Consider your selling channels (store, catalog, online)
  - Brands with many stores require different engagement on tablet vs. mobile (more consideration of localization)
- Tablet behavior = more “shopping” and often convert higher than PC which builds the case for RD

# Responsive Design Considerations

- Development effort for RD > traditional site
- Templates exist but don't factor in all Magento functions
- Templates are evolving quickly to meet huge demand
- Plan for creative and development updates if using templates
- Multi-site deployments need design and technical discipline as effort grows exponentially (2-4x)
- RD is most effective when incorporated into a full site redesign vs. bolting on to an existing website

# Summary

- Analyze
- Manage to your audience (browse, filter, search, locate)
- Plan for additional effort required for both creative and development
- Single code base has many benefits
- RD provides for a seamless brand experience on all devices
  - with focused experiences available per device type
- Most effective as part of full site redesign



# Brendan Falkowski

Founder

Gravity Department



Falkowski



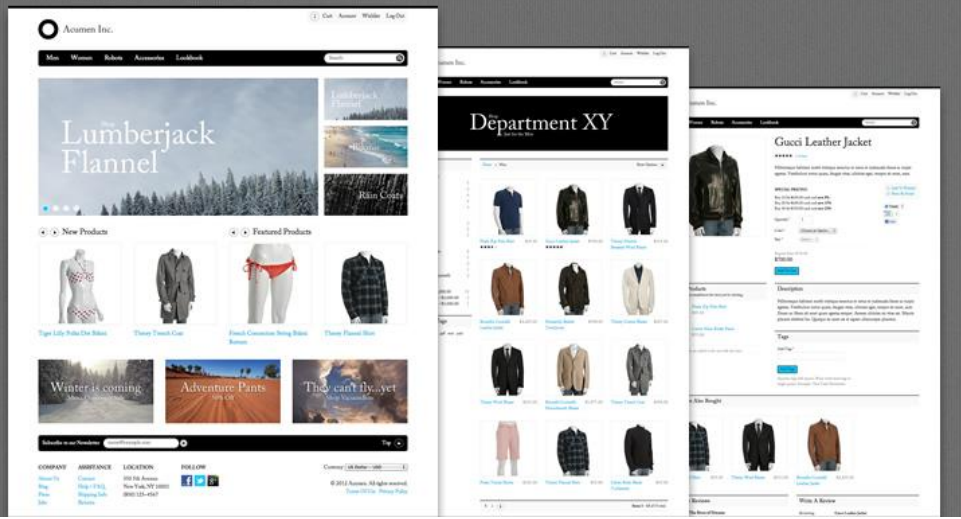
# GravityDept.com



# Design Consulting For

SKINNY  
TIES

ANGRY BIRDS



# Acumen Theme

- Used by 1200+ stores
- 3 years of updates
- Ready-to-launch frontend
- Made for customization

# MageFrontend.com

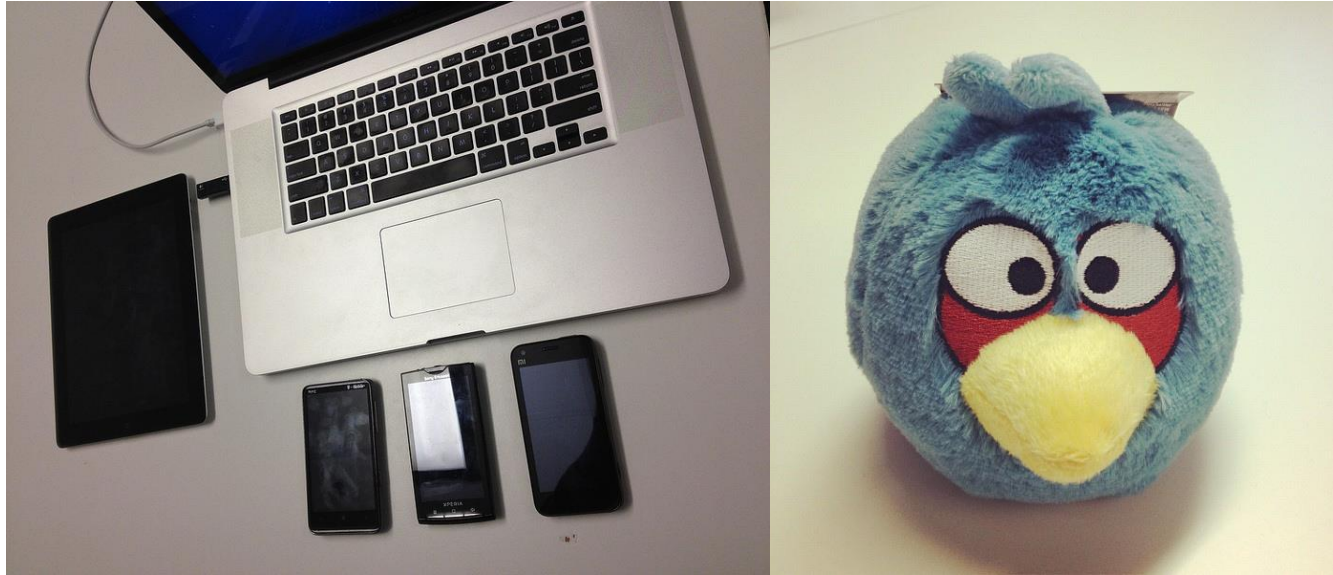
A professional-grade foundation for building mobile first, responsive sites with Magento Enterprise and Community.

Coming Summer 2013



# Magento Certification Advisory Board Member

# A day in the life



# How much does responsive design cost?

**\$5,000?**

**\$20,000?**

**\$100,000?**

**Design is not a commodity.  
Design is a process.**



“I don’t know...yet.”

# Forming A Budget

1. Evaluate Your Position
- 2.
- 3.

- 1. Evaluate Your Position**
- 2. Set Goals and Ideals**
- 3.**

- 1. Evaluate Your Position**
- 2. Set Goals and Ideals**
- 3. Make the Business Case**

**Needs assessments help  
you budget realistically.**

# What is responsive design's value?

**Creating value beats  
avoiding cost.**



# Device Spectrum



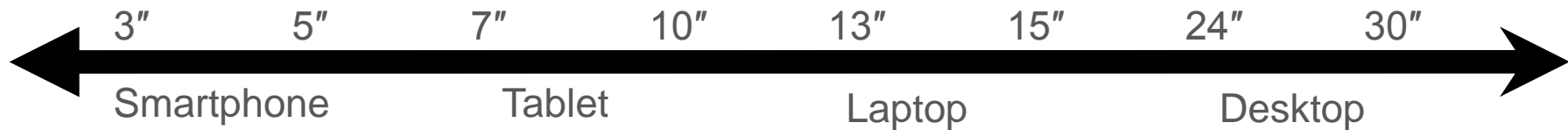
Resource Requirements



Fixed  
Width Site

Responsive Site

Expensive



# Resource Requirements



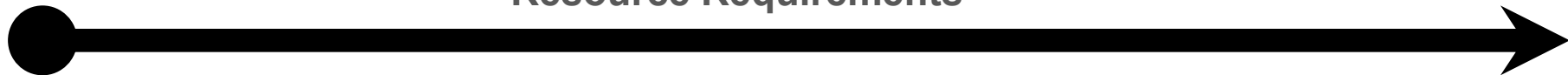
Fixed Width Site	Mobile Site
------------------	-------------

Responsive Site
-----------------

# Economical



## Resource Requirements



**High Value**



Mobile Site  
iPhone App  
Android App

iPad App



Fixed Width Site



Responsive Site

**Should capabilities  
vary by context?**



# Content Parity:

Access to the **same information** regardless of device.

**Functional Parity:**  
Access to the **same features**  
regardless of device.

**Don't limit access  
based on screen size.**

# Resource Allocation

# When should you invest in a multi-device frontend?

# 10% – 40%

range of mobile visitors

**20% – 25%**

**average mobile visitors**

# Which browsers / devices should you support?



**Support:**  
Dedicating resources  
to a platform.

# Support is not:

- Blocking unsupported platforms
- Every platform is identical

# IE8 and Opera Not supported, still functional



# Data $\neq$ Analysis

# Good + Widespread Browsers

# 90%

- Revenue majority
- Expanding segment
- High growth potential

## Good + Widespread Browsers

90%

- Revenue majority
- Expanding segment
- High growth potential

## Bad + Underused Browsers

10%

- Revenue minority
- Shrinking segment
- Low growth potential

ROI from

90% >

Loss of

10%

**Mobile is your  
biggest opportunity.**



# Process Changes

# Overcoming the Skills Gap

**Responsive  
Design Fundamentals**

12 months



**Responsive  
Commerce**

6 months



# Timeline for Skinny Ties



**Estimate: 3 months**



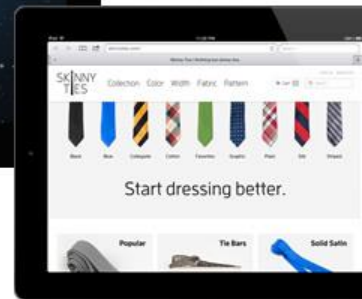
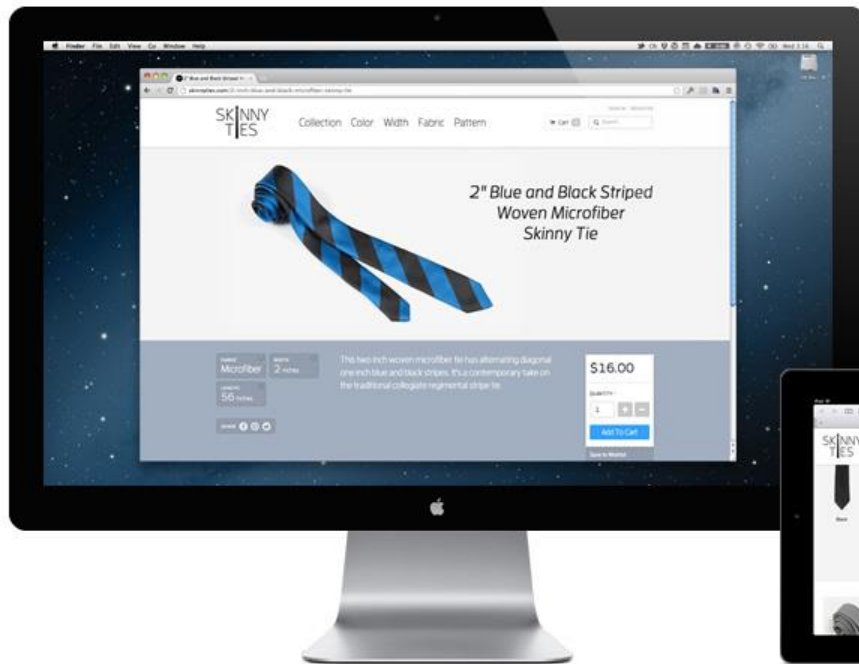
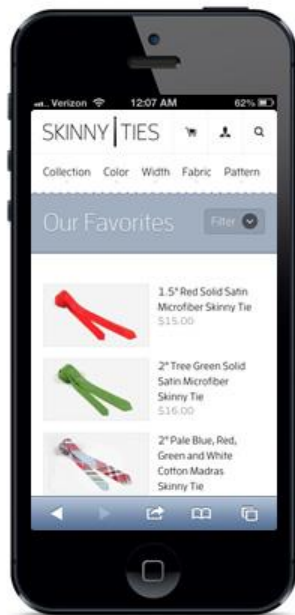
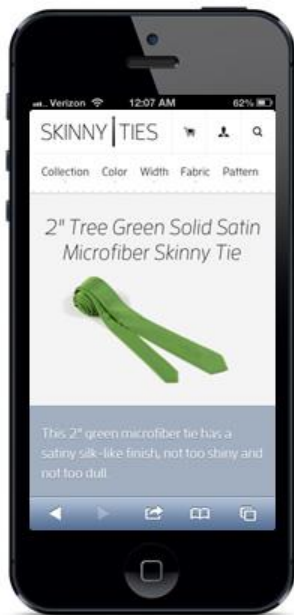
**Actual: 8 months**

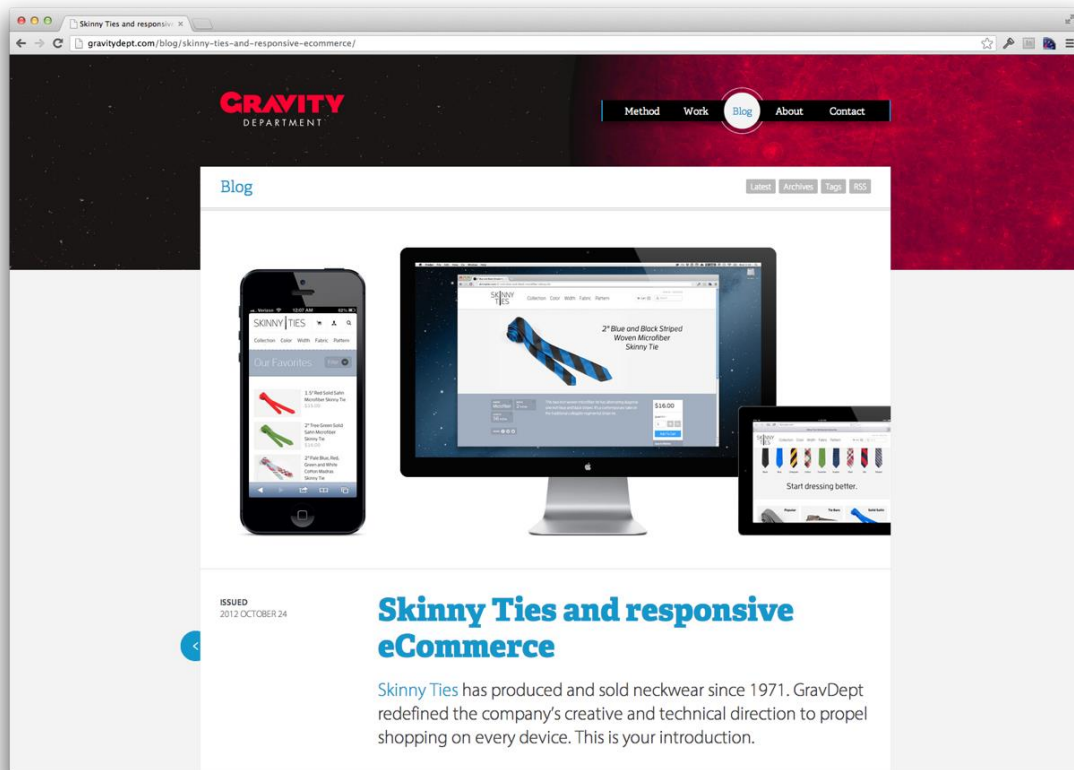


SKINNY  
TIES

**Choose a design / frontend partner wisely.**

# Case Study: Skinny Ties







# Year Over Year Results

October 7



5 ½ months

March 25

**57.8%**  
Transactions

**78.0%**  
Quantity

**20.8%**  
Average Order  
Value

# 90.6%

## Revenue

**77.6%**

**Revenue  
Laptop + Desktop**

**211.8%**

**Revenue  
Phone + Tablet**

**187%**

**Revenue  
Android**

**224%**

**Revenue  
iPad**

**473%**

**Revenue  
iPhone**

5.3x

Value of iPhone vs  
Android shoppers

# For the SEO Folks

**79.8%**

**Visits from  
Organic Search**

**73.4%**

**Revenue from  
Organic Search**



# Sustained growth or a flash?

# YOY Impact of Responsive Design for Skinny Ties

**57.8%**

Transactions

**78.0%**

Quantity

**20.8%**

Average Order Value

**187%**

Revenue – Android

**224%**

Revenue – iPad

**473%**

Revenue – iPhone

# Conclusions

**Responsive design is not  
a novelty or trend.**

**It's good design and smart  
business.**

# Tomorrow, 11:15am

## Technical Track

# Q & A