

MagentoLive

GERMANY | 2014

A white ceramic cup filled with dark coffee sits on a matching saucer. The cup is positioned on the right side of the frame. In the foreground, a yellow pencil with a silver eraser and a black laptop keyboard are partially visible. The background is a soft-focus light blue and green. The entire scene is set against a dark red background with a bokeh effect of orange and yellow circles.

Responsive Design

A New Approach to
Implementing an
eCommerce Project



Markus Neumann

CEO mediawave

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Umdenken erforderlich?

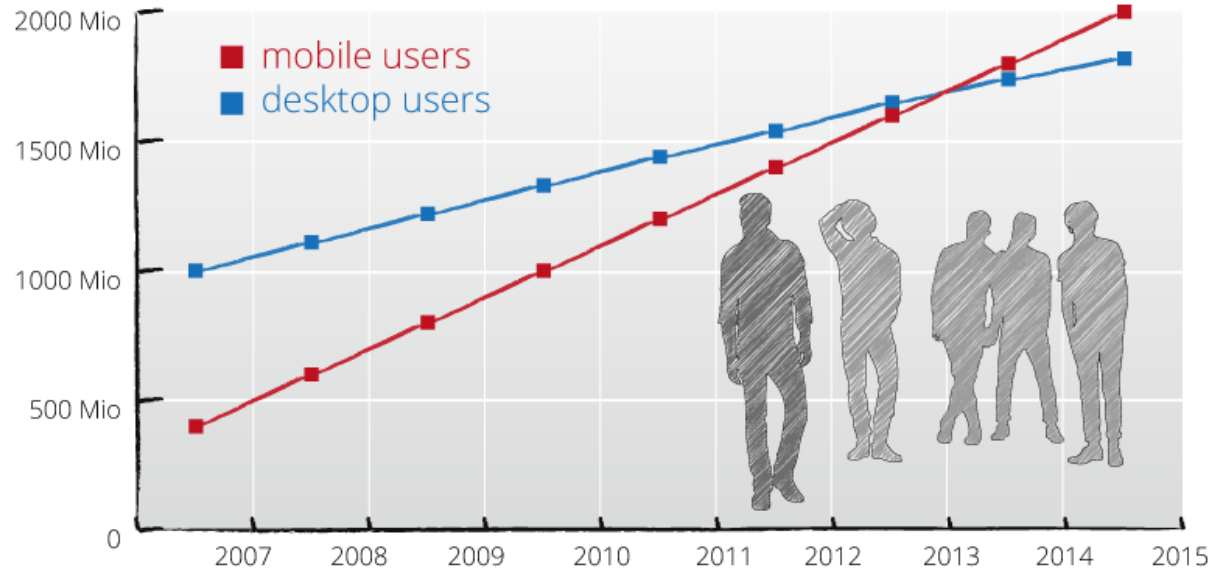
Potential?

371.000 Babys werden pro Tag geboren

378.000 iPhones werden pro Tag auf der Welt verkauft

Mobile Nutzung

Internet-Nutzer



Quelle: Morgan Stanley

+159% Responsive Design

56% Fortune 100

Früher



Rainbow Nursery



4

Der neue Arbeitsprozess



Wir brauchen neuen Prozess

Erfolg = Technik
+ Planung





Graceful Degradation

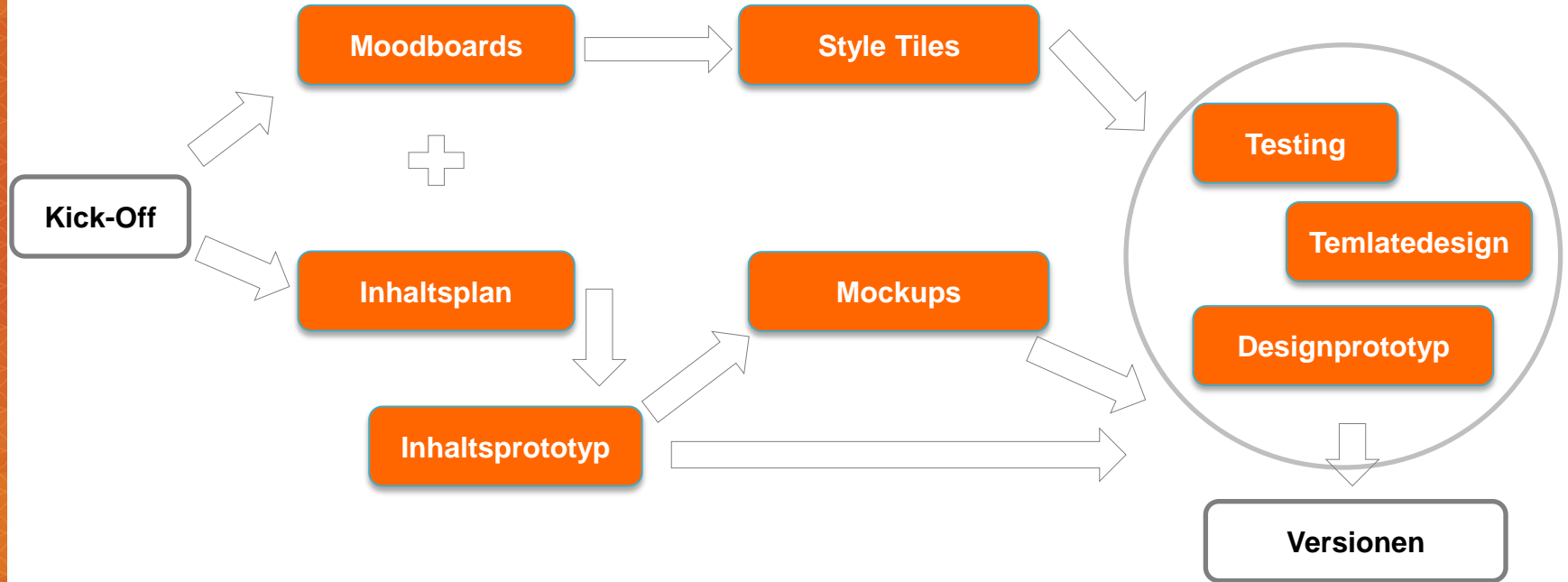


Progressive Enhancement

Alter Prozess



Neuer Prozess



Atomic-Design Prozess



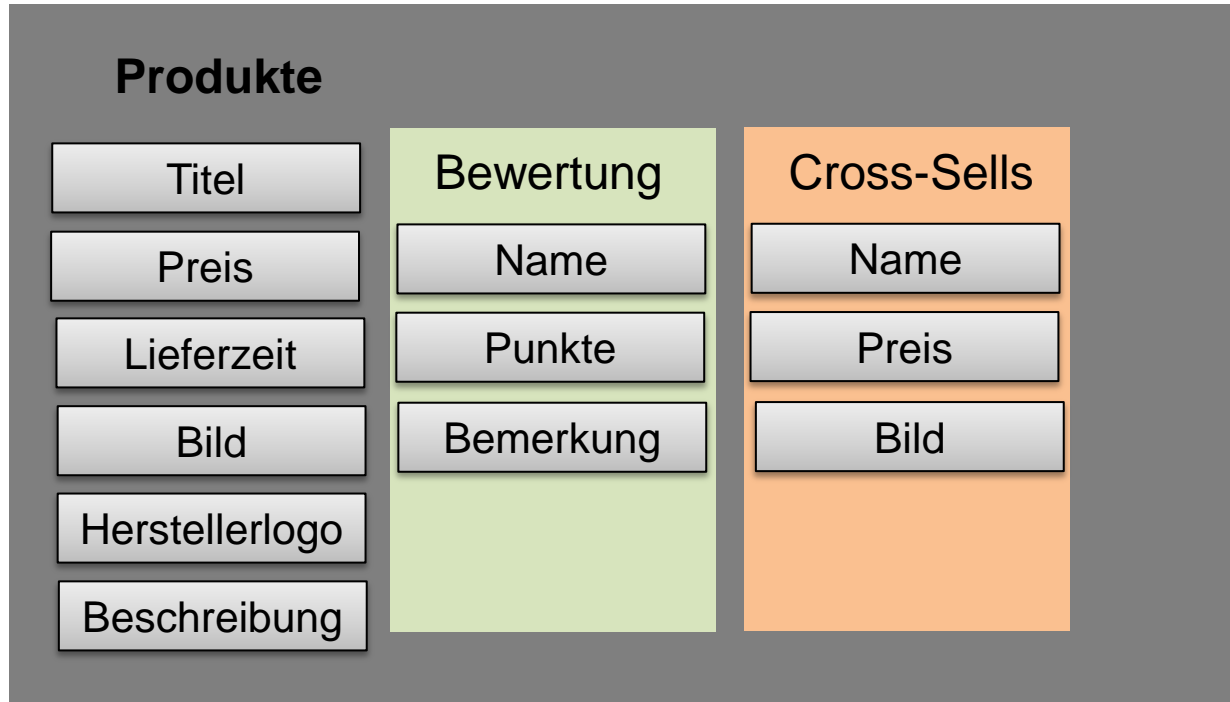
Quelle: <http://bradfrostweb.com/blog/post/atomic-web-design/>

TIPP: Tool: <https://github.com/bradfrost/patternlab>

Moodboard



Inhalte strukturieren: Tabellen vers. WYSIWUG



Inhalts-Prototypen: Vorteile

- Time-to-Market
- Erfahrung sammeln
- Aufdecken von Pflegeproblemen

Style Tiles



Quelle: <http://www.studiobonito.co.uk/assets/bulkUpload/yfc-style-tiles-web-design.jpg>

Mockups

Default / Browser

Viewport 1024x768 - Grid Width 940

12 [My Account](#)

A Big Title Home Event Accessories Apparel Featured Items

Image Gallery of Featured Products

Intro Copy Headline

Item 1 Item 2 Item 3 Item 4

Quick Links

[Home](#)

[Event](#)

[Support](#)

[Contact](#)

Announcements / Promoted Content

Item 1 Item 2 Item 3 Item 4

Coming Soon

Image of upcoming product

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Tablet Portrait

Viewport 768x1024 - Grid Width 724

12 [My Account](#)

A Big Title Home Event Accessories Apparel Featured Items

Image Gallery of Featured Products

Intro Copy Headline

Quick Links

[Home](#)

[Event](#)

[Support](#)

[Contact](#)

Announcements / Promoted Content

Item 1 Item 2 Item 3 Item 4

Coming Soon

Image of upcoming product

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Smartphone

Viewport 320x480 - Grid Width 280

12 [My Account](#)

A Big Title Home

Intro Copy Headline

Quick Links

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[Event](#)

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[Contact](#)

Announcements / Promoted Content

Item 1 Item 2 Item 3 Item 4

Coming Soon

Image of upcoming product

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Tipps



KPI's

Definieren Sie Ziele

Teamarbeit

Analyse Informationen

Traffic Muster

Priorisierung

Architektur Anpassung

Wer sind ihre Kunden?

Browser

TANTE EMMA

LADEN


Wie besuchen

Endgeräte

Mobile Traffic

Quelle: <http://www.shutterstock.com/gallery-520989p1.html?ci=00&pi=edit-00>

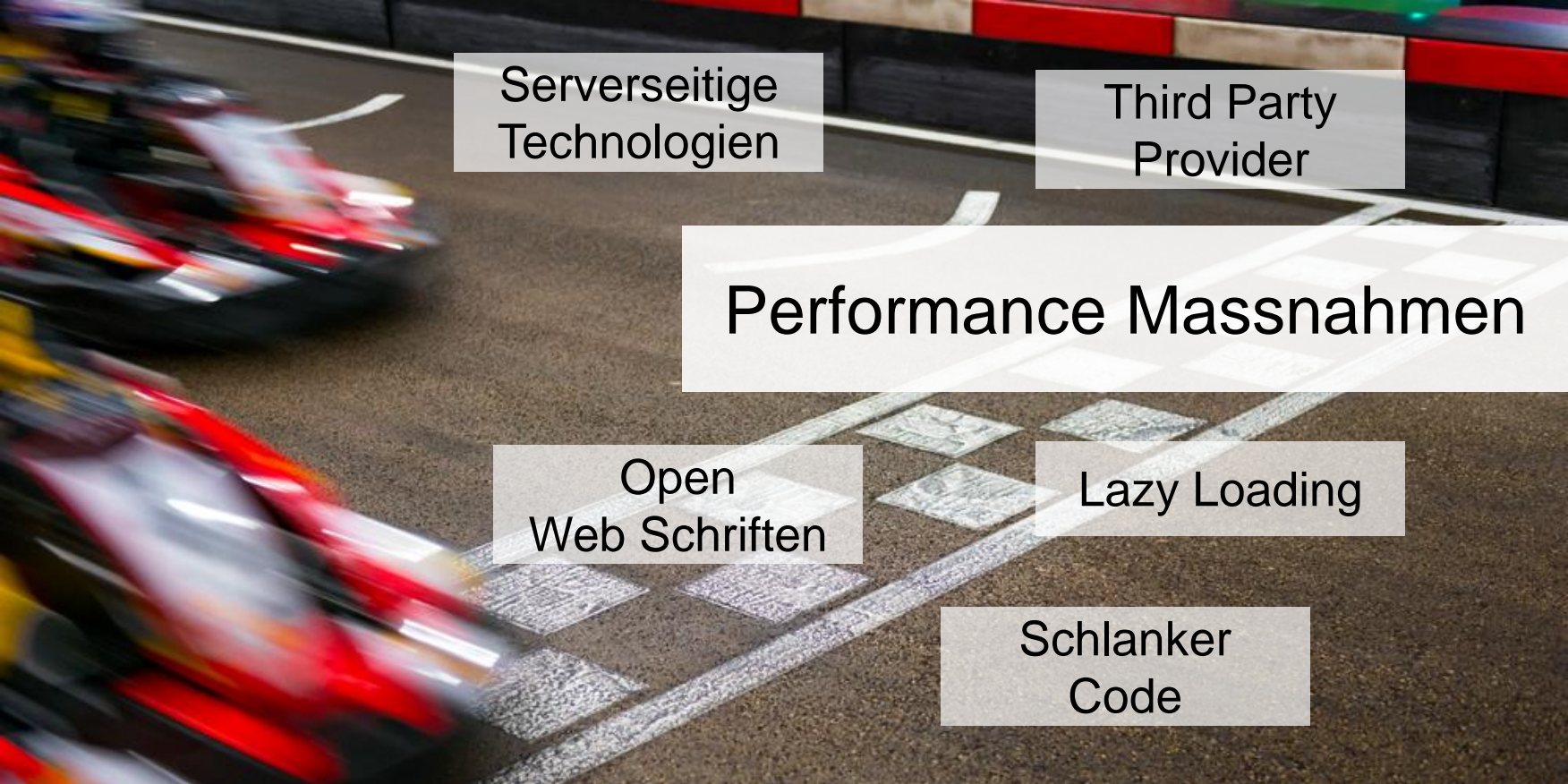
Entwickeln Sie eine Content Strategie

A photograph of a person's hands pointing at a wireframe document on a desk. The document shows several rectangular boxes and lines representing a user interface layout. A laptop is visible on the right side of the desk, and a spiral notebook with a pen is on the left. The background is a wooden desk surface.

Suchbegriffe

Priorisierung

Interaktionen überall



Serverseitige
Technologien

Third Party
Provider

Performance Massnahmen

Open
Web Schriften

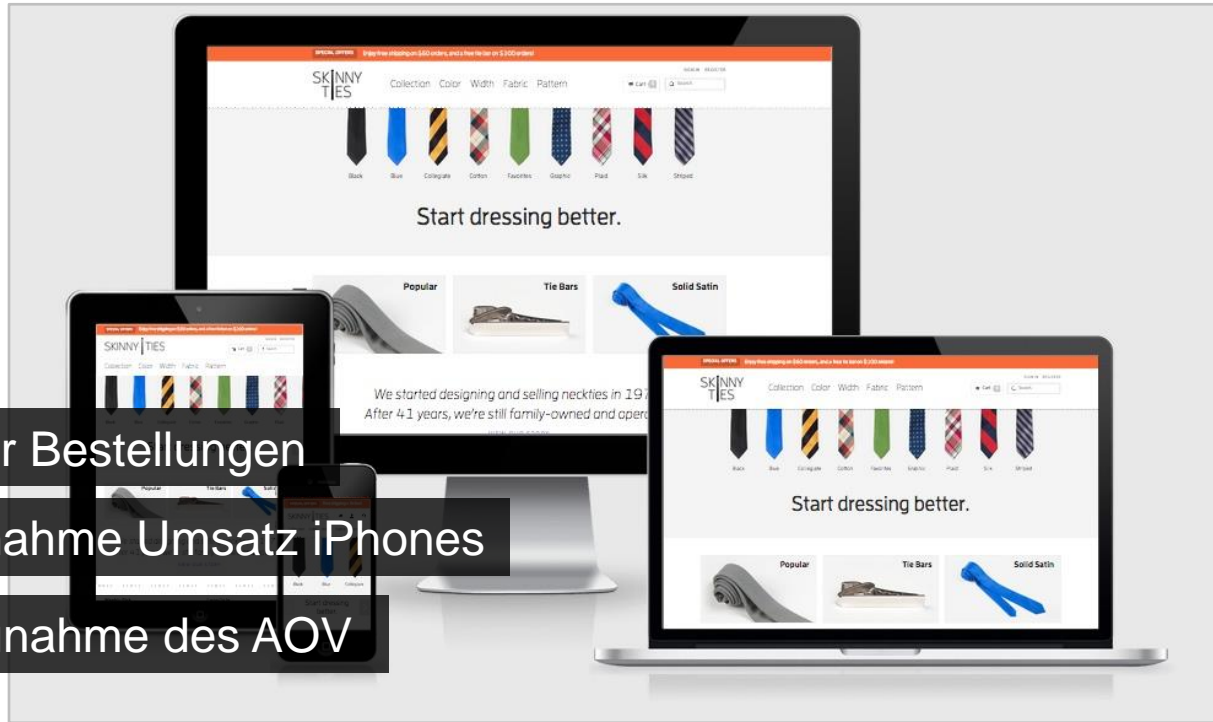
Lazy Loading

Schlanker
Code

6

Success Stories

Responsive Design seit 2012



58 % mehr Bestellungen

437 % Zunahme Umsatz iPhones

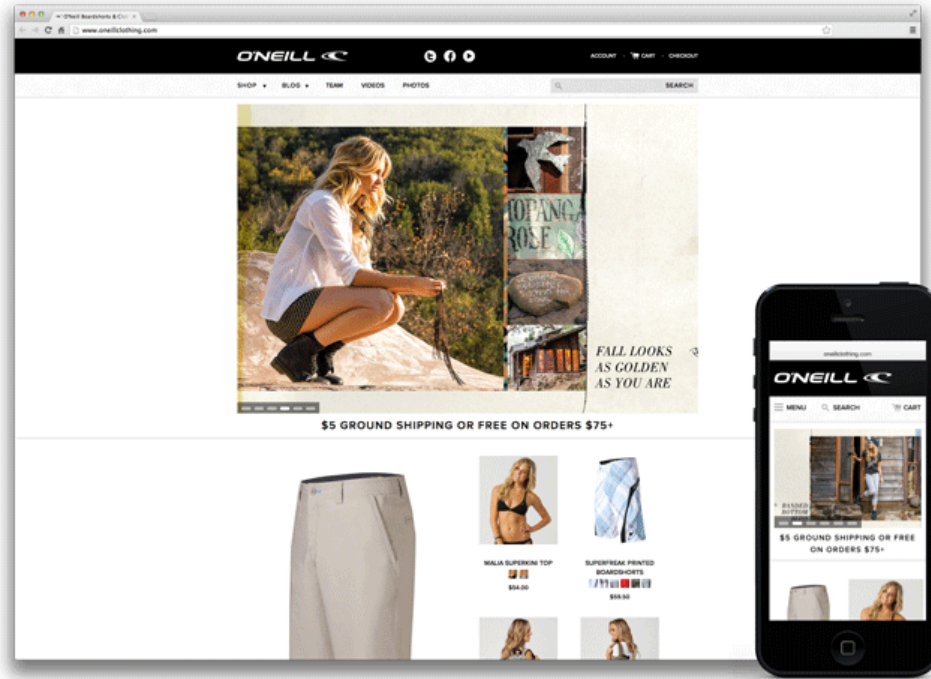
20,8 % Zunahme des AOV

Standard Responsive Design



6 Wochen Realisierungszeitraum

O'NEILL +65,7% CR iPhone/iPod



Quelle: <http://moboom.com/blog-post/4-responsive-design-success-stories-with-results-to-prove-it/>

Bench +100% CR

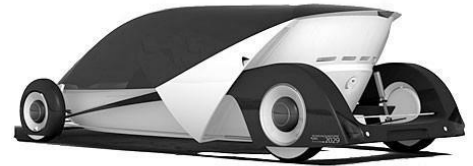


Quelle: <https://econsultancy.com/blog/63185-14-brands-that-increased-conversion-rates-via-responsive-design#i.uqw3bspm6d2gwj>

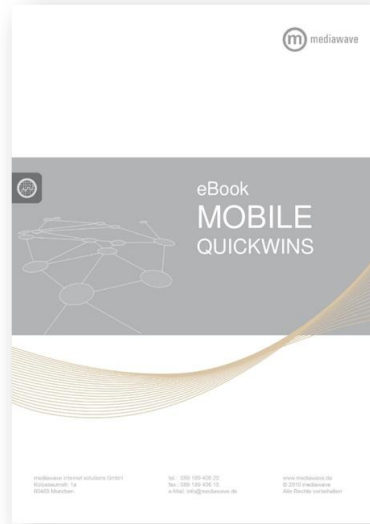
Content rules!

start small
grow big

Next Generation Web...



eBook: Mobile Quickwins



info@mediawave.de