



Appchemi

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# The Modern Mobile Shopper

*As the both number of active Mobile Devices increases and the volume of mobile data is increasing rapidly any e-commerce site that isn't mobile ready will risk being left behind quickly. Read Appchemi's Top 5 tips for designing and operating your e-commerce site.*

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The mobile industry has seen exponential growth over the past few years. This trend is expected to continue, especially with more and more consumers switching from traditional laptops and computers to mobile phones, tablets, and e-reading devices. With any modern business, you have to impress these next generation mobile shoppers with a mobile-ready website that accommodates their needs.

**THEN...**  
(Desktops / Notebooks)



**THEN...**  
(Print Copies / Updated Annually)



**THEN...**

Delayed / Dedicated Reporters + Cameramen / Regional or National Reach



**NOW...**  
(Tablets / Smartphones)



**NOW...**  
(Accessible Everywhere / Updated Real-Time / Everyone Can Contribute)



**NOW...**

(Twitter)  
Real-Time / Citizen Reporting via Mobile Devices / Global Reach



Mobile technology is rapidly changing the face of communication even in the most remote areas of the world. Today, out of the seven billion people in the world, approximately six billion are Mobile phone user.

## The age of the Mobile Shopper

Over the last 10 years or so consumers have got comfortable with the concept of putting their credit card details into a website and ordering stuff which amazingly appears at their door a few days later. Be that Amazon or Asda, people are now comfortable doing this and it has become a normal activity. Now you are able to give customers the ability to shop while they're on the move, on multiple devices, you are no longer limiting customers who are at home in front of a (desktop) computer screen. Customers who can see a product of yours on the street, can now search for reviews on it, compare prices for it elsewhere and then decide how and when to buy it — all from their mobile device, whilst in your store.

So when you consider your e-commerce functionality, you should keep mobile at the forefront. Here are Appchemi's top 5 tips to help you;

- 1. Location Detection Features** A mobile website can feature geo-location services. These track where your mobile user is logged in from and can help calculate shipping, provide them with products relevant to their area, etc. If you have a local storefront in addition to your online e-commerce store, having auto-detect location features can help drive traffic to your local store as well. You can also add inventory check features — letting customers know if a product is in stock at their local store versus online.
- 1. High-Quality Image Galleries & zoom** As an ecommerce store, you rely on the products' image to sell the products mobile screen is smaller than your average computer screen; therefore, you need product photos to still stand out even when they're a fraction of the size. Your template should offer a zoom feature that allows the user to hone in on details of the product. If a user has to wait until they get in front of a standard website to review your products, it's unlikely they will do so
- 1. Mobile User Experience** Mobile apps offer users functionality and speed. Your mobile e-commerce site should have an app-like experience that gives users functionality even though they're on a mobile device. Sliding menus are a prominent feature of app-like mobile sites — making it easy for users to find what they're looking for. Checkout should also be easy, with quick-access buttons.
- 1. Integrate Social Media** Social media sends high volume mobile traffic on a daily basis. By integrating social media into your ecommerce store, you can engage with your customers better. Consumers are more likely to share your products and guides on social media via their mobile device than the web. Look for an ecommerce mobile website template that has social media integration capabilities so that you can link with your social network profiles instantly.
- 1. Make it Easy** At any point in time, you will have a range of users whose IT experience and knowledge will range vastly. You need to make your site easy to use and simple to follow, without complex menus and unnecessary screens. Amazon's 1-click buy is a massive success as authenticated users can shop easily and quickly.

Appchemi is a privately owned, IT Services company focusing on Mobile Technologies, Web & Portal Development and SAP Implementation & Support.

Please feel to contact us at [Admin@Appchemi.co.uk](mailto:Admin@Appchemi.co.uk) to discuss any of the concepts we have presented in this document.

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