

UX Design for mobile Business

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UX Design for Mobile Business

Introductions

- Saleem Jivraj and Peter Antheunis between them have over 32 years of UX Design and Web development experience
- Industry experience includes: Manufacturing(Xerox), Computer services(HP, aap3), Finance, Healthcare (Dental & Medical), Government (Central & Local), Publishing(Palgrave Macmillan), Retail(Tesco), Wholesale, Fashion, Print, Advertising, Publishers (News International), Automotive(Hertz Europe), Networking (Cisco)

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Content of the workshop

- Mobile for business
 - Why should your websites be responsive for mobile devices?
 - Benefits of having your website mobile ready
- UX Design
 - What is UX Design?
 - Why is UX design important?
 - The Benefits of UX design

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Mobile for Business

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Why should your websites be responsive for mobile devices?

- 40% of all internet usage is being done on mobile devices
- [Online shopping retail sales](#) are predicted to grow steadily to \$370 billion in 2017, up from \$231 billion in 2012 - *CMO.com part of Adobe*
- Consumers ages [25 to 34 lead the way in smartphone usage in-store](#), comparing prices, reading reviews, buying products, and engaging with brands on social media while in physical stores. - *CMO.com part of Adobe*
- Out of 18 European countries surveyed, the **UK** has the **highest percentage** of people who **make a monthly purchase on their smartphones with 32%**. This is compared to **just 8% in France, 15% in Germany and 19% in Sweden** - *latest TNS research commissioned by Google 03/14.*

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Other European online Statistics:

- Smartphone usage has increased to 68% in 2014, from 62% in 2013.
- Adults that have purchased online increased to 77% in 2014, up from 72% in 2013.
- 83% of online surveyed consumers use the internet daily in 2014, up from 75% in 2013.
- 64% of online consumers use the internet several times a day in 2014, up from 57% in 2013.
- Watching online video content has risen to 66% of respondents in 2014, from 61% in 2013.
- Adults visiting social networks has increased to 72% in 2014, from 64% in 2013.

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Even with the stats mentioned previously,

The conversion rates from smart phones remains far lower than desktops and tablets.

Eventhough, it is easy to see why there's an increase year-on-year with regards to mobile shopping. **As the online smartphone experience improves, with better mobile sites and responsive design.**

This would indicate that the smart phone User eXperience (UX) has not been designed well enough as that of the other devices

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User eXperience (UX) Design

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What is UX Design?

UX is short for User eXperience.

In simplistic terms, UX Design take your customers needs into account at every stage. From the usability of your website's home page to adding one of your products / services into their cart to making a payment and receiving an email invoice.

UX is the difference between "a good" and "bad" website.

"UX (User experience) encompasses all aspects of the end-user's interaction with your company, your company services, and its products while accounting for your business needs at the same time."

"Design is not just about what it looks like. Design is how it works" - Steve Jobs



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Why is UX design important?

Whatever your business, you have to consider your Users and their experience from the first moment of landing on to your home page.

Your website needs:

- Clear navigation
- Quick access to relevant information
- Appropriate calls to action

Identify all the target audiences who meet your business requirements and ensure their needs are met

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The Benefits of UX design (end user perspective)

- Get to know your users (Personas)
- Avoid drop-offs (those potential clients who leave your site at an early stage)
- Quick access to core content (Morton Michel example)
- Avoid irrelevant content which might confuse the User (clear User Journeys)

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The Benefits of UX design (Business perspective)

- Quick ROI (IBM example)
- Better understanding of your users through data
- A/B User Testing – indicates what is the best journey / experience for your users in multiple scenarios

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Conclusion

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Mobiles conversion rates are still lower than that of laptops / tablets

The main reason for this is that the usability / UX design has not been optimised for mobile device users

1/3 of internet users connect through mobile devices

In order to prevent loosing potential clients, ensure you consider UX design for your websites as well as build responsive websites