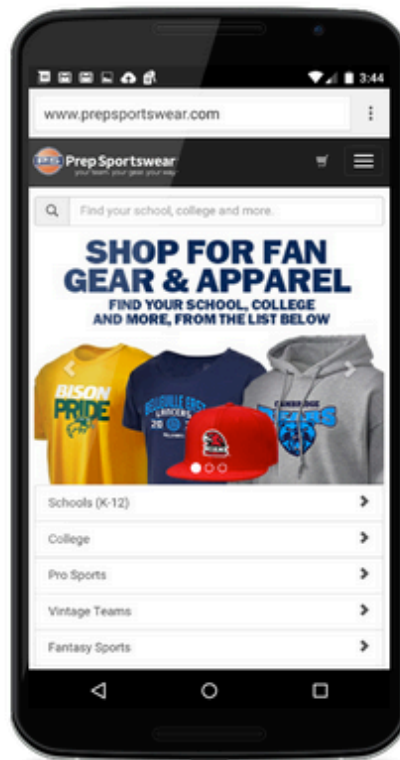


IS THAT YOUR DESKTOP SITE ON MY PHONE? 1 / 4



Everybody knows a mobile optimized website is a necessity. But what framework do you use? Do you make it responsive? Does your company have the development resources to build and maintain it? What will it actually look like?

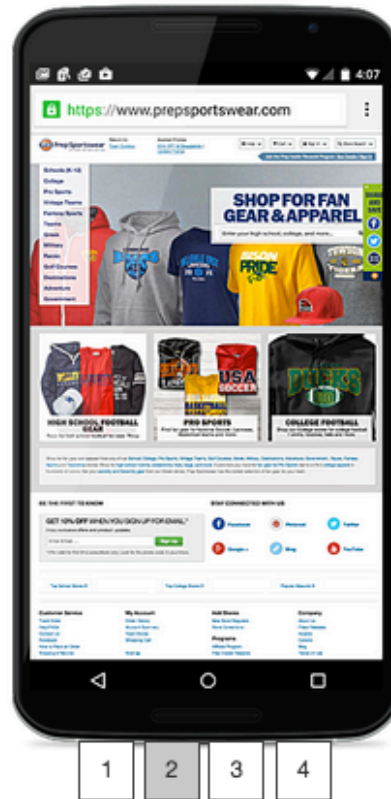




Conversion rate is 0.30%

That is a problem! We all knew that mobile traffic would be significantly increasing, so a conversion rate that low will spark some discussions.

Especially for an ecommerce apparel company, the desktop version of the website on a mobile device just won't cut it.





- Researched mobile frameworks along with development capabilities and needs.
- Explored potential design and functionality solutions.
- Do we make it responsive? There are benefits, but is it right for our business and customer?
- Assess the needs of our site, systems, and customers.
- What do we do with our url? Do we change our url structure?



- Decided for a non-responsive site due to complex nature of many pages.
- In our case, we would be quicker to market with a non-responsive version.
- The separation of sites (desktop/mobile) also allows for the unique ability to test specific mobile features and functionality.
- Migrated to ASP.NET model, view, controller (MVC) pattern which aided in the maintenance of the sites.
- Conversion rate improved 233%.

