



MOBILE FIRST WEBSITE DESIGN

When going for a mobile-first development design, it's crucial that you first draw the strategy. Whether you're revamping a company's old website or building a new one, always remember to create a mobile first content strategy. This means putting the most important information at the forefront, or, home screen, and placing extraneous features at the back end.

According to System.ly Founder and CEO Greg Hickman, 74 percent of consumers don't stay on a website for more than five seconds and 46 percent are unlikely to return to the site if it doesn't work well the first time.

It is crucial to build the audience's trust throughout the browsing experience. To achieve this, prioritize the most important content by keeping the mobile target audience in mind. This helps customers attain the best mobile experience and makes them stay longer on the site and more likely to visit it again.

Follow these eight steps to ensure your website accounts for a mobile-first user experience (UX):



1.

CREATE CONTENT WITH THE SMALLEST SCREEN SIZE IN MIND.

Starting small pays off, especially when you want to keep your website clean and simple. If you want to make your content optimized for different screen sizes, it's best to start by laying out for smaller screens. You then can add other features as you design for bigger screens. This makes it possible for your site visitors to enjoy the same level of mobile experience no matter what device they're on.

2.

ENSURE YOUR CONTENT IS MOBILE-FRIENDLY.

Is your content readable to users? For example, do they have to zoom in to read the text? Let your users easily find the information they need. Don't give them a hard time sifting through blocks of text when you create subsections to show them what they are looking for. Also, use font points instead of pixels for the point sizes. You can also use @media CSS queries to ensure font sizes and other design styles are optimized.



3.

UTILIZE HTML FRAMEWORKS BECAUSE IT MAKES OPTIMIZING SITES FOR MOBILE EASY.

HTML frameworks are used to develop mobile first responsive websites, allowing you to design for both front and back-end user interfaces. These grid-based content structures create easy web layouts, allowing you to define sections for your website that will fit different screens, choosing which to show or hide for smaller screens.



4.

OPTIMIZE YOUR IMAGES FOR SPEED.

By compressing the images for mobile screens, it saves up to 40 percent image bandwidth, translating to faster loading time.



5.

MAKE YOUR NAVIGATIONS SIMPLE.

If a complete navigation menu works for your website when viewed using a desktop, that's not always the case for mobile. Get rid of your top navigation and switch to a hamburger-style menu instead. Keep in mind that mobile interactions are different, with users mostly tapping on links and swiping on the screen. Instead of text links, use elements like interactive buttons and image galleries with swipe gestures.



6.

DON'T FORGET UI.

Want to improve your audience's mobile experience? Your website design should be supported by interface principles. It's useless to create a website without keeping your target audience in mind. By applying basic UI principles, you will be able to get into your target audience's mindset and design the website the way you want them to experience your brand on mobile.

7.

DESIGN WITH YOUR WEBSITE'S BACK END IN MIND.

Designing your website with the backend in mind is a user-first approach that requires you to identify your audience's pain points and what solutions your company can offer to them. You'll be able to create functionalities that users will find easy to use. Plus, having an API ready on the backend will take out most of the load from your web developers, since they no longer have to start from scratch; they just have to grow or modify what's already there.



8.

ENSURE CLARITY AND SIMPLICITY IN YOUR DESIGN.

Clarity is widely considered the most important job of any interface and keeps things simple in a mobile first design. People need to quickly see where the important information is and what possible interactions are available. Users tend to have better experiences when they feel like they're in control. You can place control in the hands of users by taking away unplanned interactions, confusing pathways, and surprising outcomes. Tell them what they can do with a surfacing system status, and by describing causation, so your users know what to expect at every turn.



Ready to make your website mobile-friendly? Contact Studio Brand to get started! Call 866-751-1826 today.