Are You a Mobile Leader or Laggard?

Consider your progress in these six areas and find out how to take your brand's mobile experience to the next level.

Product Discovery & Sort

- Small search icon only
- Product detail pages not mobile-optimized, requiring users to pinch and zoom
- Products buried behind levels of navigation
- Lack of tools and personalization to present relevant products
- Not-mobile-friendly checkout pages
- Lengthy checkout form
- No guest checkout option
- Standard mobile navigation and other checkout distractions
- Website content — such as videos, blogs, and more — not available or scaled for smaller screens

Checkout & Conversion

- Large, easily tappable search bar
- Mobile-optimized product detail pages
- Predictive recommendations in place to personalize the experience
- Different keyboards for address, payment, and other form fields
- Organized and clear single-column checkout
- Payment accelerators like Apple Pay and PayPal
- Easy-to-access guest checkout
- Few or no distractions in place during checkout
- You can’t view a customer’s purchases across channels.
- Shoppers can’t view store inventory online.
- Shoppers can’t order online and pick up in store.
- Mobile site doesn’t link to phone number or map of nearest store location.

Brand Experience

- Brand content mobile-optimized and accessible from smartphones
- You have a holistic view of customer.
- Shoppers can view store inventory online.
- Shoppers can click and collect.
- Site links to nearest location’s phone number and map.

Channel Unification

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- Shoppers can’t order online and pick up in store.
- Mobile site doesn’t link to phone number or map of nearest store location.
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Associates

- Aren’t provided with mobile devices
- Stuck behind the counter
- May have access to customer-facing website or internal sites — but not both
- Can only sell in-stock products
- Can only complete sales at register
- Can’t access customers’ online shopping carts
- Equipped with mobile devices
- Free to interact with customers on the floor
- Have easy access to both customer facing and internal sites.
- Can complete sales of in- and out-of-stock products
- Can make sales anywhere in the store
- Can view customers’ online carts

Operations & Culture

- Testing and optimization strategies geared to desktop experience first
- Mobile expertise limited or siloed within company
- Minimal budget devoted to mobile
- Approach to metrics outdated, not accounting for the impact of mobile devices
- Tests for mobile first
- Requires mobile expertise in all jobs across company
- Leverages new mobile tech solutions offered by incumbent and new technology partners
- Invests significantly in mobile
- Focuses on new KPIs, such as conversion index, to accurately measure mobile performance

Want more insights to evolve your brand around mobile? Get our perspective on how you can truly be “mobile first.”