# Responsive webshop

## 1. Introduction

The website is a webshop. It is responsive and allows the end-user to use it on any device in a reasonable way.

Often, it is difficult to find something in a webshop when you use a mobile device : Products are presented in a way that suits a big screen way better than a mobile device, you have to zoom in and out all the time and acidentally click on something wrong.

This website helps a shop to reach their clients who use primarly mobile devices and allows the end-user to enjoy the shop more and be faster when searching and buying products from the shop. Mobile first without needing an app !

## 2. Expected List of Features

- The end-user does not have to zoom in and out, the website presents its content scaled to the device screen.

    A user with a mobile device should feel welcome when entering the website and directly find the important features like a search field, login button, categories etc.

- The website presents more details of products on bigger screens and less on smaller ones in listings (search view / category view etc.).

    That allows the user to scroll through the listed products easily on a mobile device without being overtexert with too much inormation without being overtexeret by too much information. On the other hand, on a big screen, you get more information such that you don't have to go the the detail page / expand the view to get some information.

- The website allows users with mobile devices to easily get more information than originally presented by expanding details e.g. without going to different pages all the time.

    When scrolling through a listing, a user wants to see details of some interesting product without having to go to a detail page all the time and go back to the listing again. It's way faster to expand details on the same view, when you're interested in them.

- The website optimizes some functionality for mobile devices, e.g. the size of buttons / menu / settings etc. in order to be better accessible for these users.

**3. Market Survey**

- Amazon

    - Scales the site nicely. In a listing, there's no way to get more information directly, neither on bigger screens nor on mobile devices. You have to click on it and go to the detail page to find out more, which is painful on mobile devices.
    - The detail page of a product behaves differently on mobile devices. Some information (e.g. the description) is presented only partially and you have to click on it to see it all. Unfortunately, it brings you to yet another page and you have to go back again.
    - Filter settings are optimized for mobile users.

- eBay

    - Is very similar to amazon : same behaviour in a listing, better designed detail page, but again, when clicking on the description, you'll taken to another page instead of expanding it in the same view.

- Galaxus.ch

    - Has the same behaviour in listings and detail pages as amazon / eBay.
    - Lacks the possibility to order / filter a search listing as it is possible in a category listing.

- Brack.ch
    - Presents some detail info in a listing. This is even more readable on mobile devices than on bigger screens. But no possibility to expand the details.
    - The detail page can expand the description etc. without going to another page.
    - Generally well optimized for mobile devices (« go-top » button etc.)

- Microspot.ch
    - New website with responsive design.
    - Don't understand why you have to scroll « topsellers » horizontally on mobile devices as well.
    - No details in listings.
    - Clicking on the description on the details page takes you to another page.

All these webshops have responsive websites with some funtionality optimized for mobile devices but lack some features that I would like to have, e.g. that you don't have to go back and forth all the time, but can expand information on the same page.

## 4. References

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