Mobile First Design

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“Mobile first design” is a growing trend to flip the traditional e-commerce development process and begin instead with development of a mobile presence rather than a desktop Web site. If the business does not have a Web site, the most efficient process may be to use a mobile first design philosophy and design a mobile site first (Laudon & Traver, 2015). The mobile site will be designed to focus on what is most important to the customers and be lean and efficient to that end.

**Businesses That Already Have a Web Presence**

Many companies already have a Web site but need to develop an m-commerce presence. And of course, the mobile Web site won’t be first. The mobile site will need to correlate to the desktop website and scaled-back to retain the branding look and feel with some of the features. This can be disadvantageous because the result may not implement the best possible experience to the mobile site user (Laudon & Traver, 2015).

**Customer Experience and the M-branding Design**

The customer experience is enhanced by interaction and focus on personalization to the customer’s interest. This experience begins when the customer identifies the product or service by the brand or name. Branding is the visual elements that are the combination of the name, sign, symbol and design, utilized to allow the consumers to identify the brand, its goods and services from another (Marketing Definitions: A Glossary of Marketing Terms, 1960). This can be an online experience either: at a desktop Web site, a mobile Web site, or a mobile app. Mobile devices are the prevalent platform that customers use to go online. M-branding design relates to the visual branding elements utilized within a mobile application (Magrath & McCormick, 2013). The M-branding design is the first and most prominent factor of the customer’s experience.

By planning and designing the mobile experience first, you can greatly improve a desktop version of the same content. To do so, marketers need to understand the constraints smartphones and tablets place on consumers and align their marketing strategies to that behavior. There are three tasks to take for a mobile-first approach to digital designs: 1. Mobile Audit, 2. Plan for Mobile, and 3. Invest in Copywriting. A mobile-first approach can bring more clarity to the message and streamline the amount of content presented to customers. Enabling a better mobile experience will let customers know you "get" them, and they will continue to engage with the brand on their next 50 devices (Yeomans, 2013).

**Thesis Peer Review**

This thesis paper was reviewed by a peer. The review was acknowledged with the following comment: Nadia Haddada says, “First paragraph should not be in bold. Only titles are in bold, and references should be in alphabetical order”

# References

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