



# Mobile Commerce UX Design Best Practices

 **Mobify**



Mobile devices are inherently full of friction. That being said, in 2016, mobile search surpassed desktop for the first time ever. Smartphones are in the palm of most shoppers' hands, and they are using them at multiple points in the shopping journey. Your investment in mobile, and resulting shopper experience, needs to match this new reality. If it doesn't, it's not just sales and loyalty that are at stake – it's your entire business.

To reap the opportunities of mobile, everyone working on an ecommerce project must reduce friction at all costs. From designers fretting over color contrast ratios, to developers refactoring code to be as performant as possible – all of these efforts contribute to creating the app-like experiences that your customers have come to expect on mobile.

We put this guide together to help your user experience (UX) team improve customer engagement and conversion rates. The best practices fall into 6 different categories:

**1**

Reduce Anxiety Through Communication

**2**

Focus the Shopper

**3**

Provide Accessibility For All

**4**

Minimize Typing at Every Opportunity

**5**

Create Obvious Interactions

**6**

Don't Hide What's Important

At Mobify, we have tried and tested these best practices over the past 10 years, while optimizing hundreds of mobile sites for customers that range from multinational publishers, to Internet Retailer 100 apparel companies, to global beauty brands. We have experimented with countless interaction patterns along the way, and have assembled the very best for you in this guide.

1

# Reduce Anxiety Through Communication

Whether it's indicating that an action has occurred through an animation, or using icons to demonstrate security, communication is key to a stellar mobile commerce experience that converts.

# Make the Product Offering Clear on the Homepage

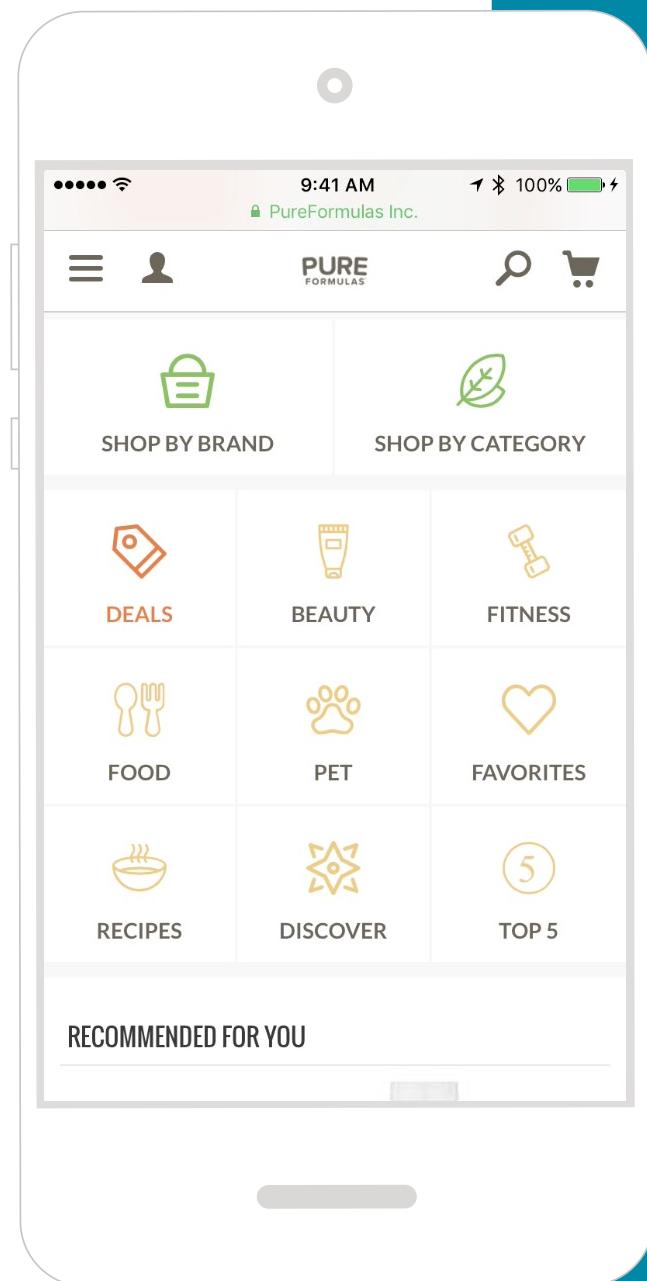
Research shows that shoppers who aren't clear on a brand's product offering will scan the homepage from top-to-bottom before proceeding. If your site is full of promotional content, for example, or doesn't clearly inform shoppers of the product categories, they will move on to another site.

To help shoppers understand your product offering and quickly jump into categories, use an app-like pattern of large category list navigation. This type of navigation uses iconography or product imagery to reduce the cognitive load required to determine your product offering.

## BEST PRACTICES:

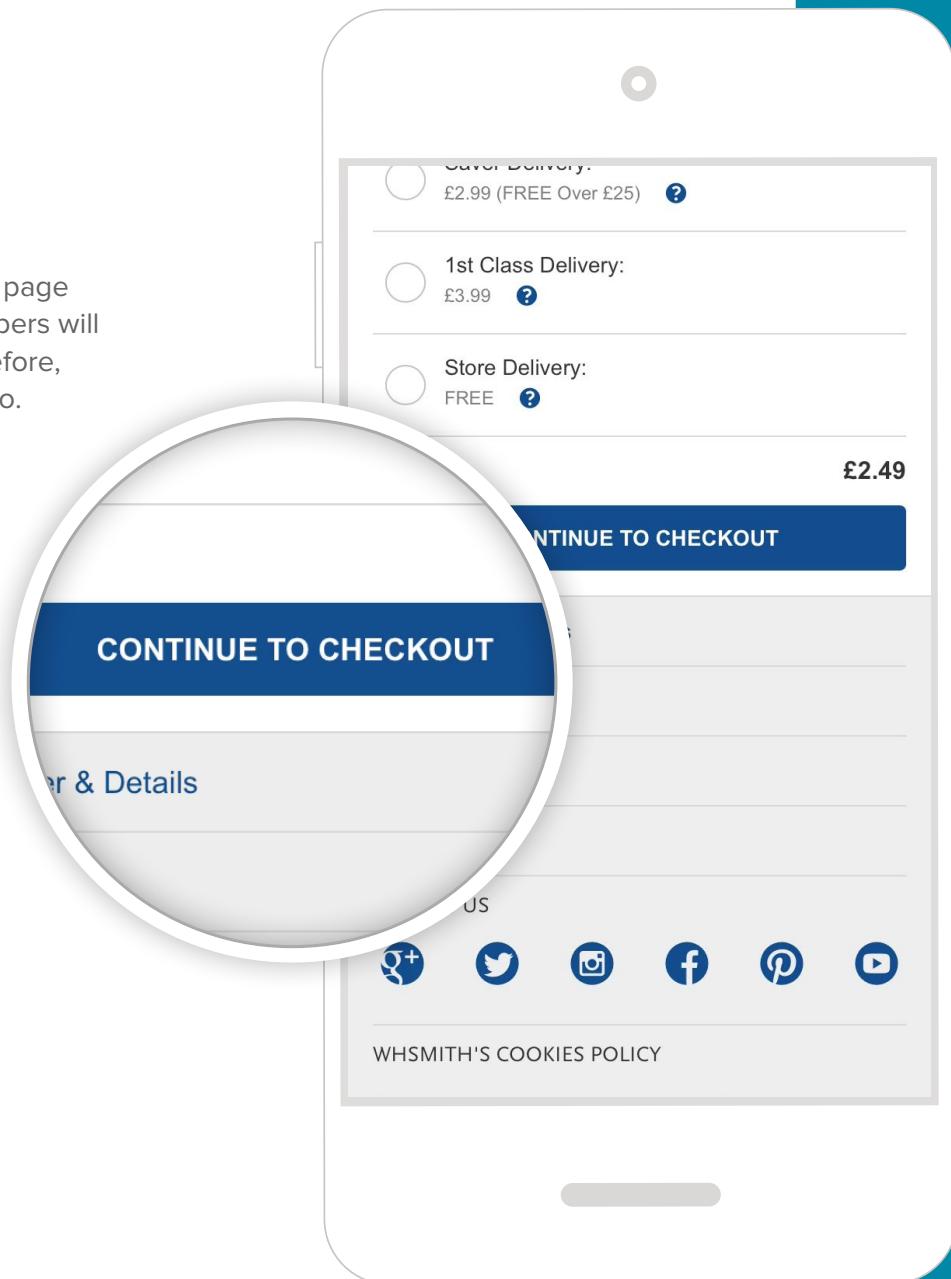
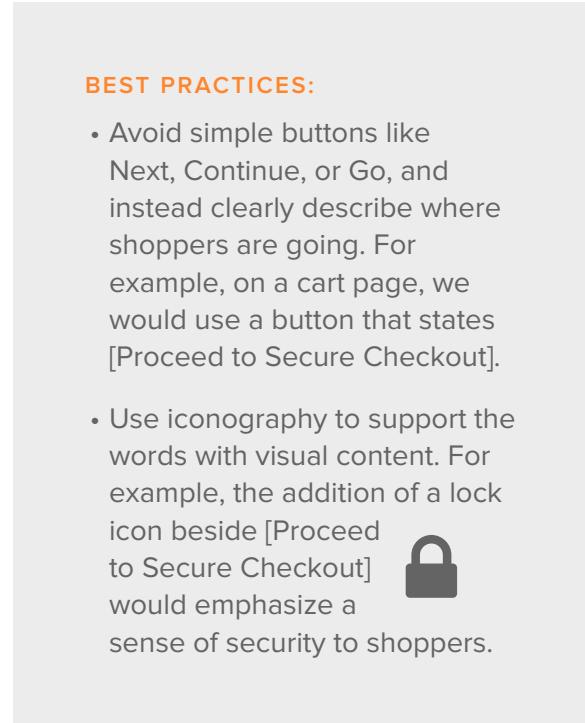
- Results from Baymard Institute recommend that 30-40% of the top-level categories are represented via the homepage content.<sup>1</sup>
- List a selection of category links (or all top-level categories) prominently on the homepage.
- Alternatively, display a collection of thumbnails on the homepage that visually represents 30-40% of the site's top-level categories, allowing users to visually infer the type of site they've landed on.

1. <http://baymard.com/blog/bhphoto-mobile-experience>



## Make buttons descriptive

Time is a scarce resource on a mobile device. Any negative page loads (i.e. using the back button) increase the risk that shoppers will leave your site, or not follow through with a purchase. Therefore, communicate at all times what buttons do and where they go.

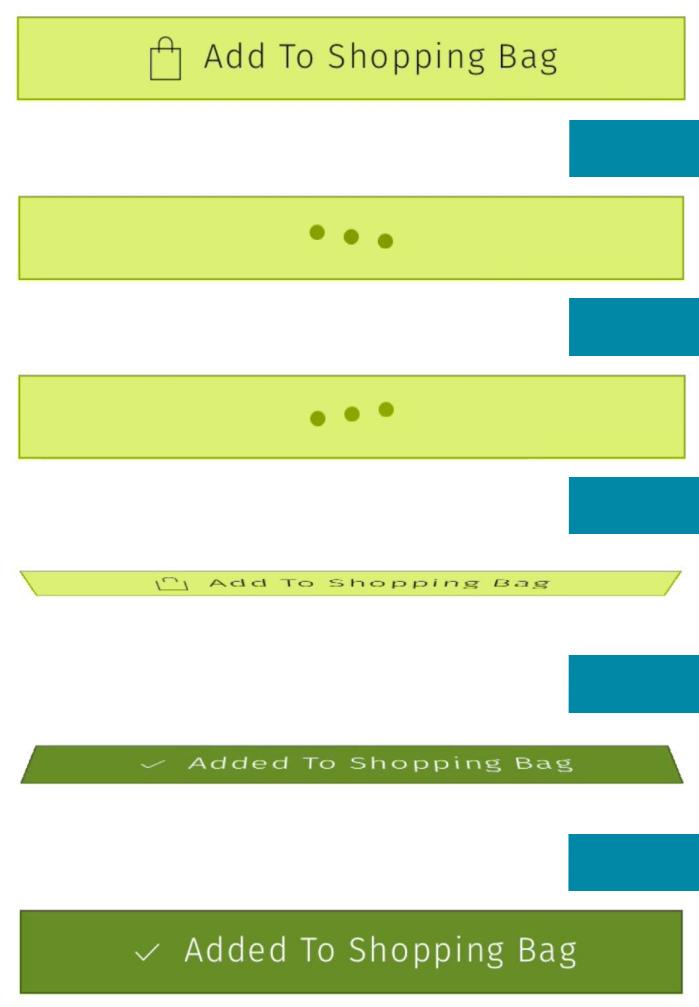


# Animated Action Indicators – No More Butterfingers

How often have you gone to your cart and discovered that you added two of something by accident? This happens frequently on mobile devices because shoppers aren't given a clear indication that their action has registered. On desktop commerce sites, the use of rollovers and click-states provides shoppers with clues as to what is happening. On mobile, touch states are a bit more ambiguous, but there are ways we can communicate reactions to shoppers. In this example, when [Add To Shopping Bag] is tapped, it flips to reveal loading indicators.

## BEST PRACTICES:

- Implement action indicators with HTML and CSS to achieve speedy results.
- Add a small bit of JavaScript to trigger the animation using a class addition and removal. (If using jQuery, toggle it using addClass 'js-action-indicator').
- If the indicator will live inside the confines of a button, use a bouncing effect that's more wide than it is tall.
- For a full-viewport takeover on a mobile device, it makes more sense to create something in a vertical lock-up.
- Use subtle animation effects, state-change button labels, and alert models to clearly indicate that an item has been added to the shopper's cart.

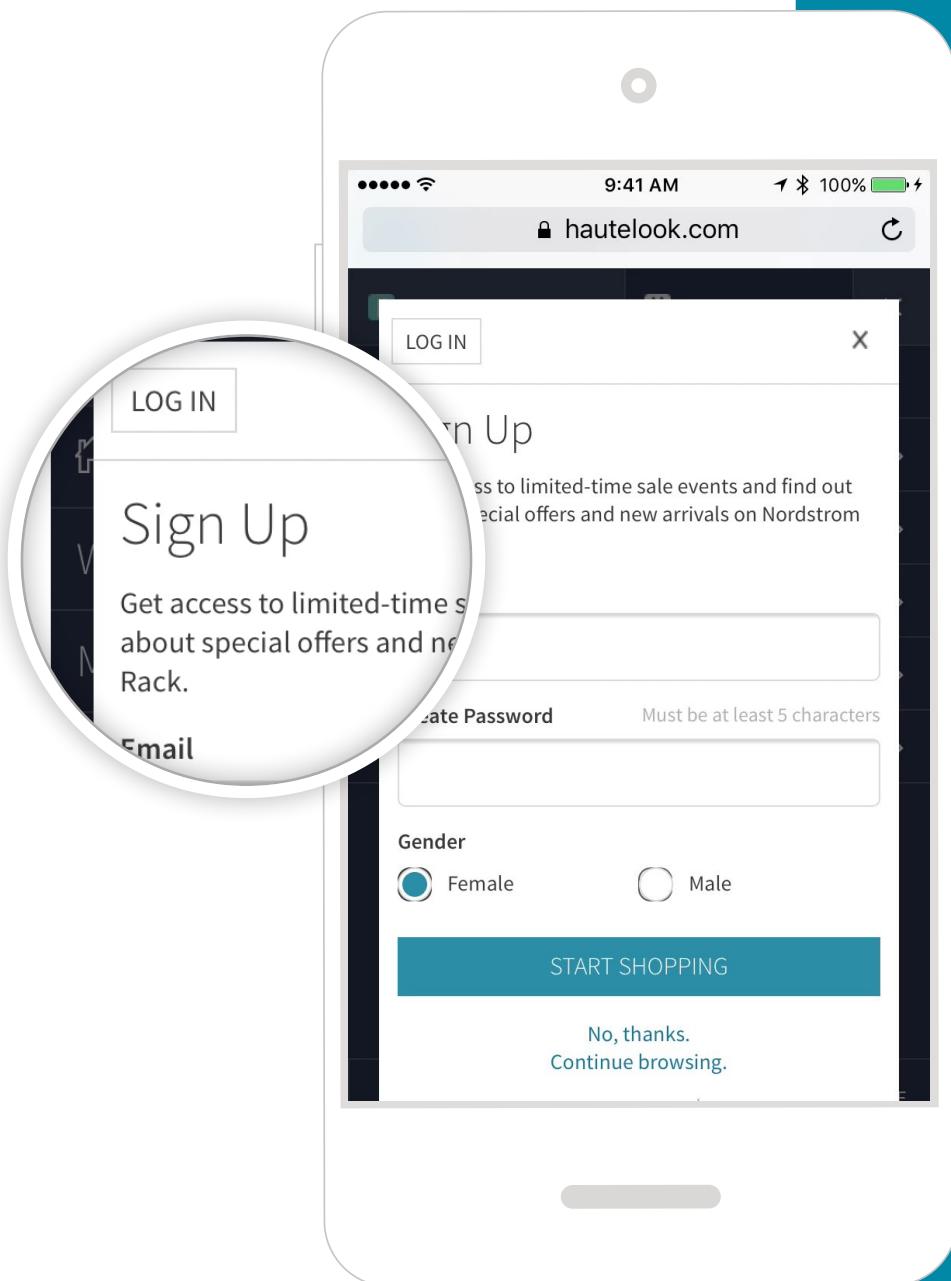


## Demonstrate the Benefits to Shoppers

You need to constantly communicate to customers why they should shop with you over another retailer. Anytime you ask them for information or to register for an account, you must provide them clear value and benefits.

### BEST PRACTICES:

- Ensure every form has copy relating to the benefit of completing the form.
- Emphasize free shipping, account benefits, or the value of web push notifications to stay informed of promotions.

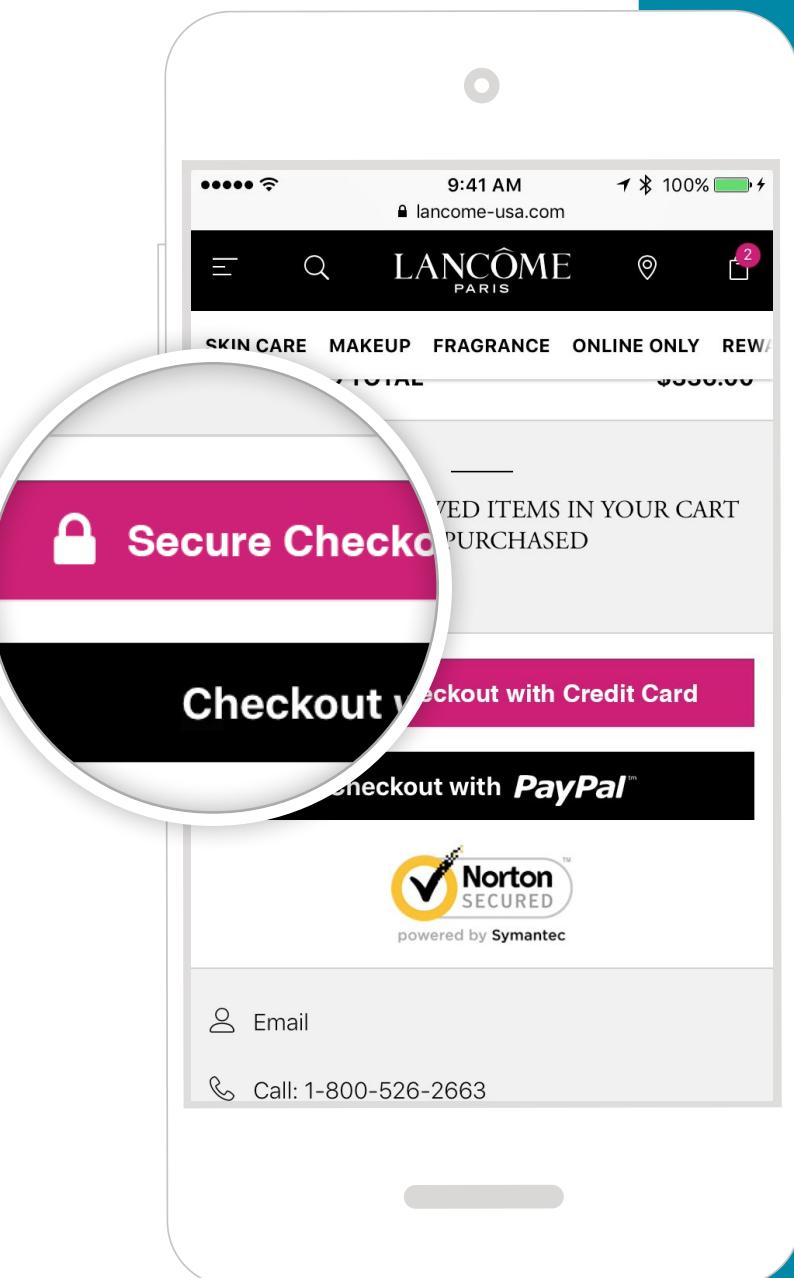


# Demonstrate Security to Shoppers

Many shoppers still feel like buying on their phones is less secure than on desktop, and they are more reluctant to type their credit card details into their mobile devices. As designers, we need to clearly communicate that a page is secure, by emphasizing it visually.

## BEST PRACTICES:

- Google recommends the use of lock icons and a [Learn More] option to provide assurances that shoppers are protected.<sup>2</sup>
- Make lock icons big if you can – studies show that the larger the icon, the more secure shoppers feel.
- Use the word “secure” in your checkout buttons, or on a banner at the top of checkout pages.
- Cyber security providers Norton Secured and McAfee Secure provide the best sense of trust, according to Baymard Institute’s study.<sup>3</sup>



2. <https://www.thinkwithgoogle.com/articles/chapter-3-checkout-and-payments.html>

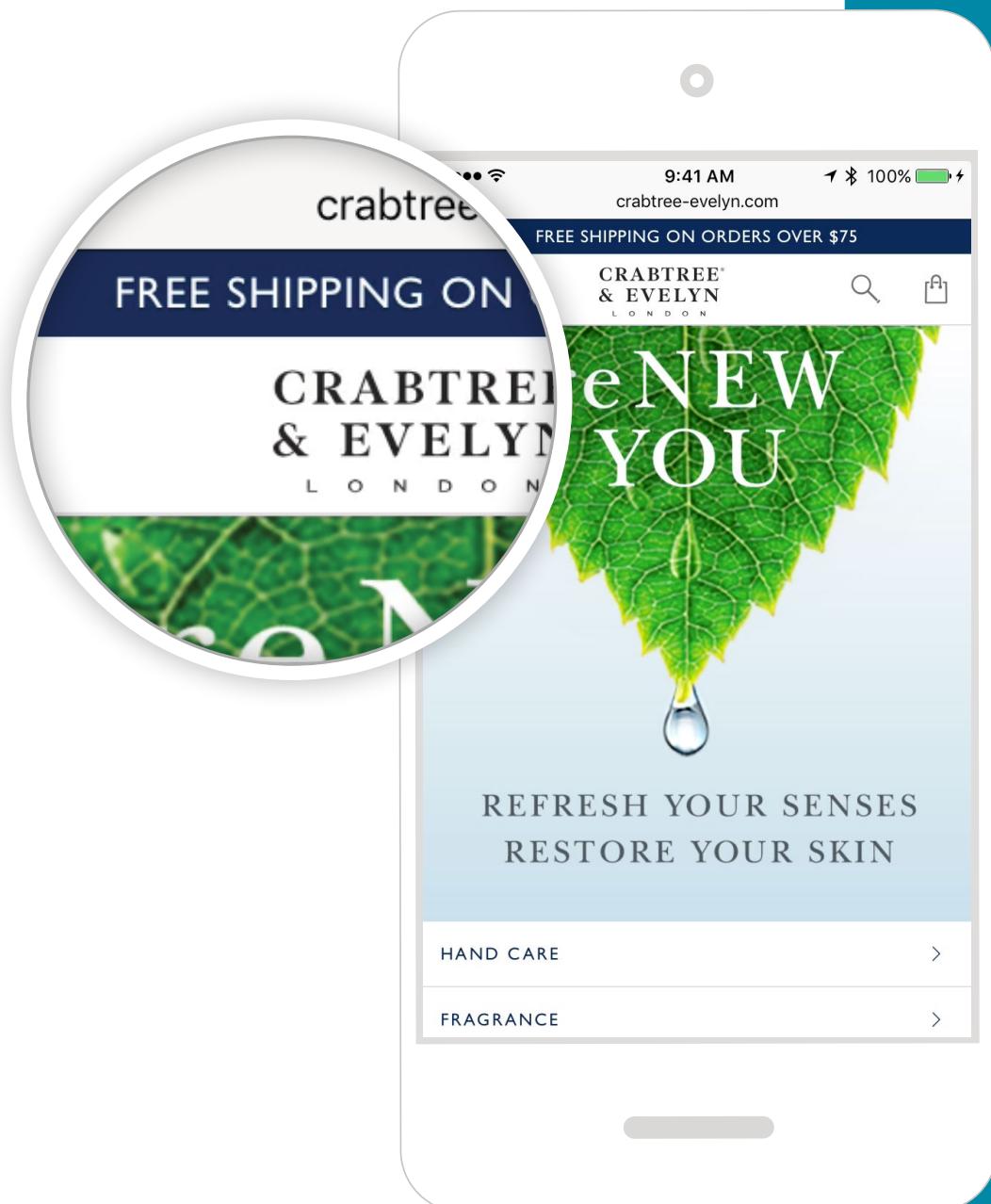
3. <http://baymard.com/blog/site-seal-trust>

## Emphasize Free Shipping

61% of customers abandon checkout when they discover extra costs, and 24% abandon because they can't see or calculate shipping costs up-front.<sup>4</sup>

### BEST PRACTICES:

- If free shipping is an option, make sure it is emphasized early in the shopping flow.
- List the requirements shoppers must meet in order to get free shipping.



4. <http://baymard.com/lists/cart-abandonment-rate>



2

# Focus the Shopper

Mobile devices are full of distractions, so reducing cognitive load should always be a priority.

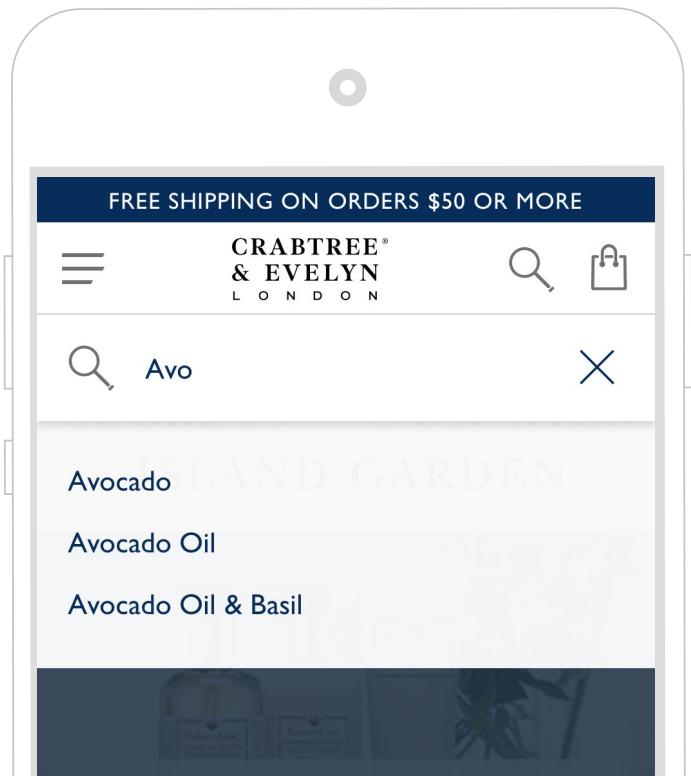
# Simplify the Search Interface

Traditionally, we see a search field or a dropdown triggered by tapping a magnifying glass icon, but adding this functionality clutters the small page.

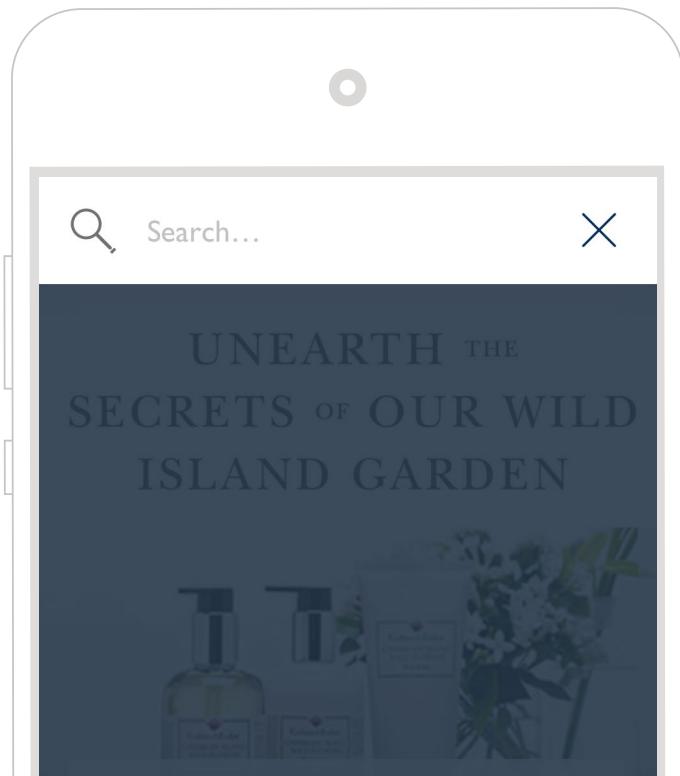
## BEST PRACTICES:

- Focus shoppers by removing the navigation bar to show the search field, keyboard, and autosuggest results.
- Provide additional vertical real estate to support a great autosuggest, as well as more room for additional results and larger visuals.

Classic Search Interface



Focused Search Interface

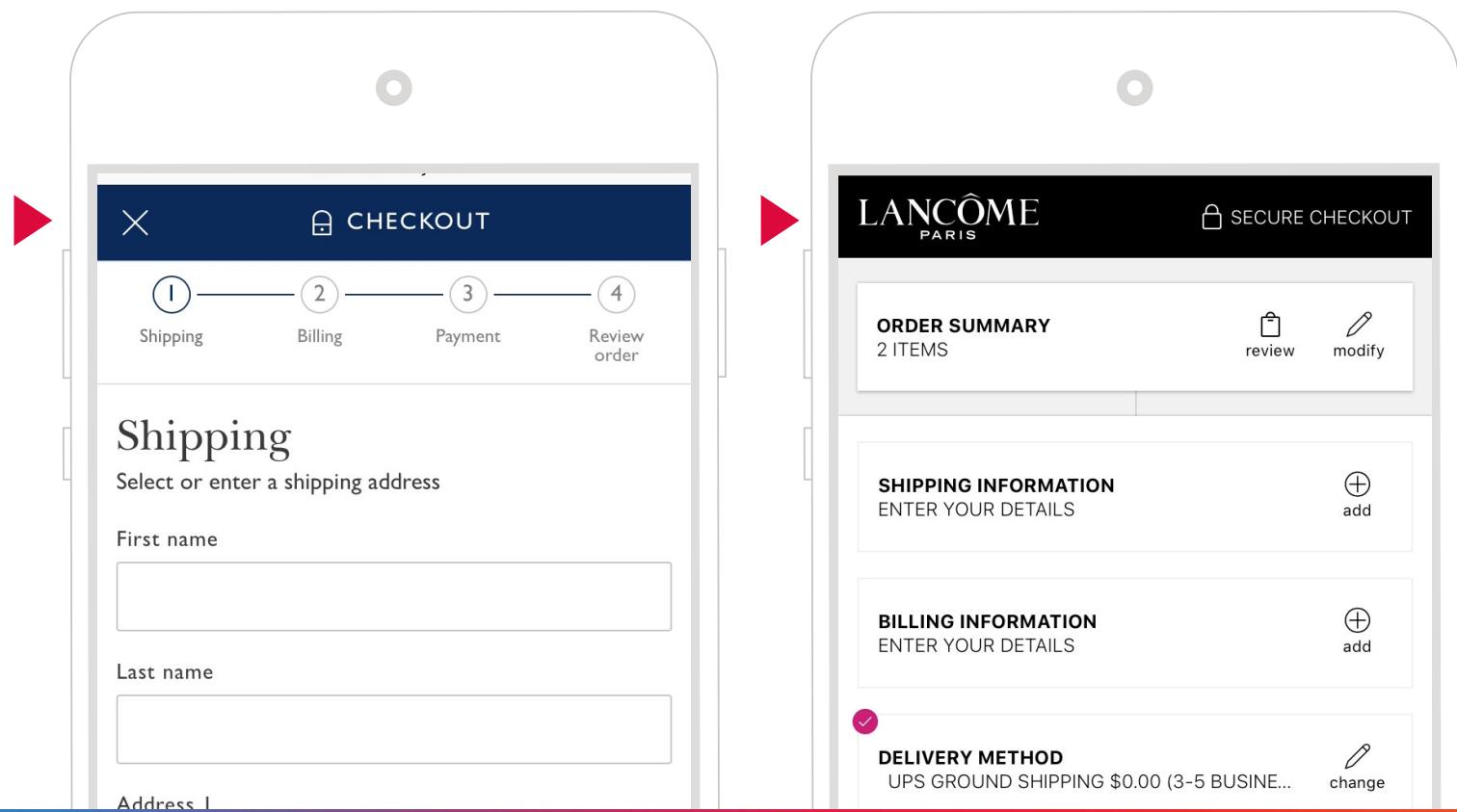


# Streamline Navigation Options During Checkout

You need shoppers 100% focused on completing their checkout if you want to get your conversion rates up. Displaying a full navigation bar provides too many opportunities to abandon their shopping experience.

## BEST PRACTICE

Remove all non-checkout related navigation options.

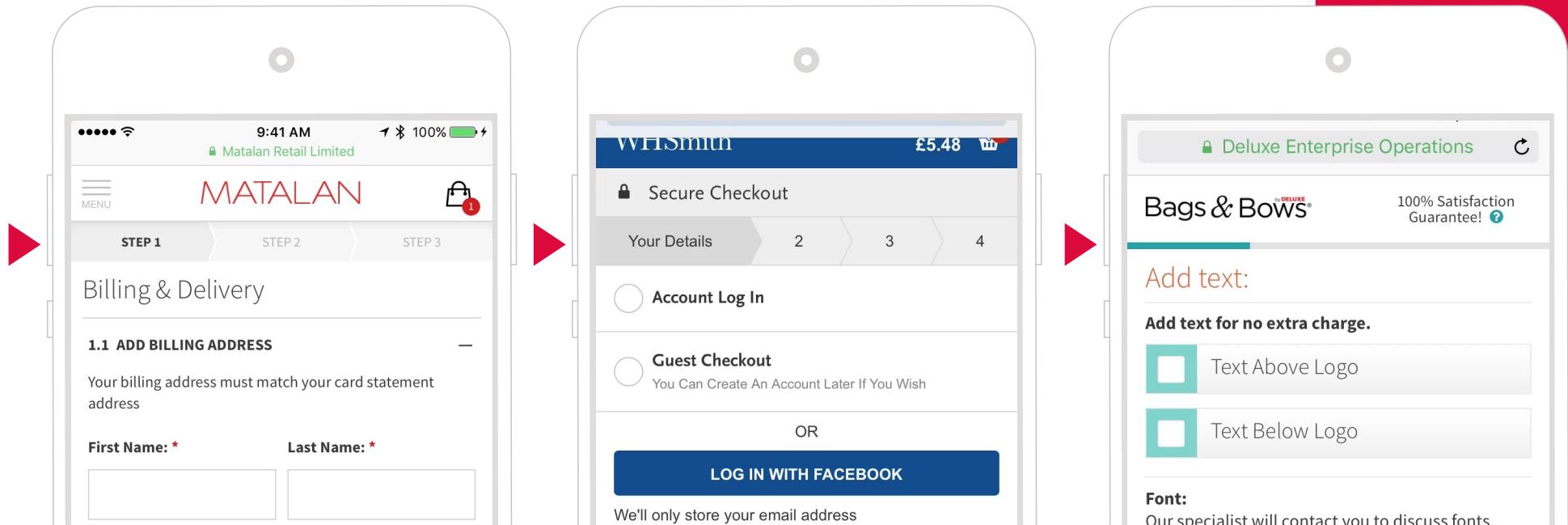


# Display Progress Steps

Shoppers are constantly switching contexts while using their devices. They jump from Facebook, to Instagram, to a retailer's site – sometimes within seconds. This is to be expected. However, when we really need shoppers to focus, we need to communicate that to them.

## BEST PRACTICES:

- Communicate where the shopper is in the process by labeling each step.
- If you're constrained by space, number the steps and expand the description for the active step.
- If it's a more involved process like the example from Bags & Bows, show a progress bar that changes as shoppers move through the multi-step process.



# Simplify Login and Registration

Multiple action buttons will put shoppers in a state of paralysis as they contemplate what to do. We see this all the time with Login and Sign-up forms. Often both forms will be placed together on the same page. Adding two submit buttons on a page with multiple form fields can confuse the shopper.

## BEST PRACTICES:

- To combat this cognitive overload, place each form in its own tab so that shoppers can easily move between the forms they need.
- Present only fields and action buttons that pertain to that form. Keep everything else out of the way.

The image shows two side-by-side mobile phone wireframes for a Lancôme app. Both phones have a black header bar with icons for menu, search, stores, and bag. Below the header is a navigation bar with categories: SKIN CARE, MAKEUP, FRAGRANCE, ONLINE ONLY, and REWARDS. A promotional banner at the top of the screen offers complimentary shipping and a travel size sample for orders above \$49.

**Left Phone (Original Design):**

- Sign In** button highlighted with a large circular magnifying glass.
- Create An Account** button located below the sign in button.
- Form fields for **ADDRESS \*** (with placeholder email.com) and **PASSWORD \*** (with placeholder dots).
- Forgot Password?** link next to the password field.

**Right Phone (Improved Design):**

- Create An Account** button highlighted with a large circular magnifying glass.
- Form fields for **FIRST NAME \*** (placeholder e.g. Jane), **LAST NAME \*** (placeholder e.g. Smith), and **EMAIL \***.
- Sign In** button located below the account creation fields.
- Forgot Password?** link located below the sign in button.

## Make Guest Checkout the Default

A Baymard Institute study showed that 35% of shoppers abandoned their carts because the site forced them to create an account before purchasing. We often see retailers prioritizing account creation and sign-up over a quick and speedy checkout, because they want to know who shoppers are. The problem is, it's backfiring. You wouldn't force someone to hand over all of their personal data at a cash register, so why would you do it online?

### BEST PRACTICES:

- Encourage login during the shopping process, not at checkout.
- Use key benefits, such as recalling filter history or points management, to encourage shoppers to login prior to checking out.
- Ask shoppers for their email at the beginning of the checkout and then dynamically promote them to login if you discover they are already an account holder.
- Provide a login button in the checkout header but don't require any interaction with it.
- Prompt for account creation after the purchase is complete by asking them to create a password, since you already have the email address.



3

# Provide Accessibility For All

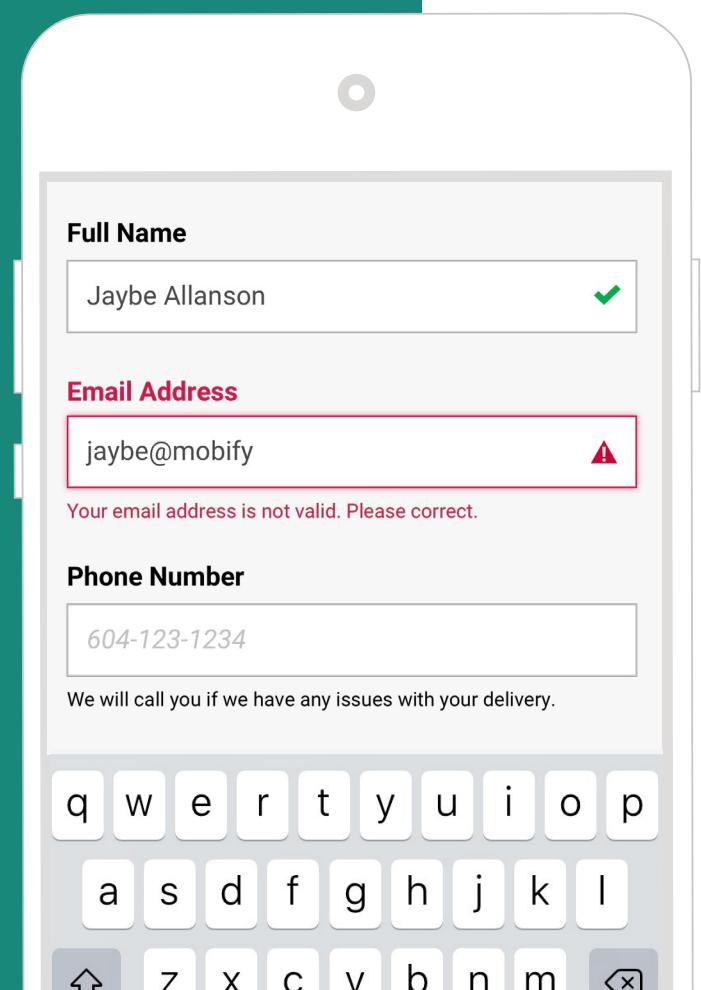
Form field entry on mobile is hard enough as an able-bodied individual – can you imagine completing a form on mobile if you had sight or mobility challenges? In this section, we will address providing a great experience for all your customers.

# Do's and Don'ts: Accessibility Basics

## BEST PRACTICES:

- Place form labels above, not beside, the form field.
- Build forms so that screen readers have access to all the content and can accurately read and navigate the form.
- Explain why you need specific information: for example, if you need a phone number, explain that it's to call in case of delivery trouble.
- Stack your form fields across the full width of the screen. Two column form fields are rarely appropriate.
- When creating selection interactions, ensure your design is changing a minimum of two characteristics (line thickness, shadow, or size) to signify active or error states, in case shoppers are colorblind.<sup>5</sup>

5. [www.medium.com/salesforce-ux/7-things-every-designer-needs-to-know-about-accessibility-64f105f0881b#.2mp4ppa90](http://www.medium.com/salesforce-ux/7-things-every-designer-needs-to-know-about-accessibility-64f105f0881b#.2mp4ppa90)

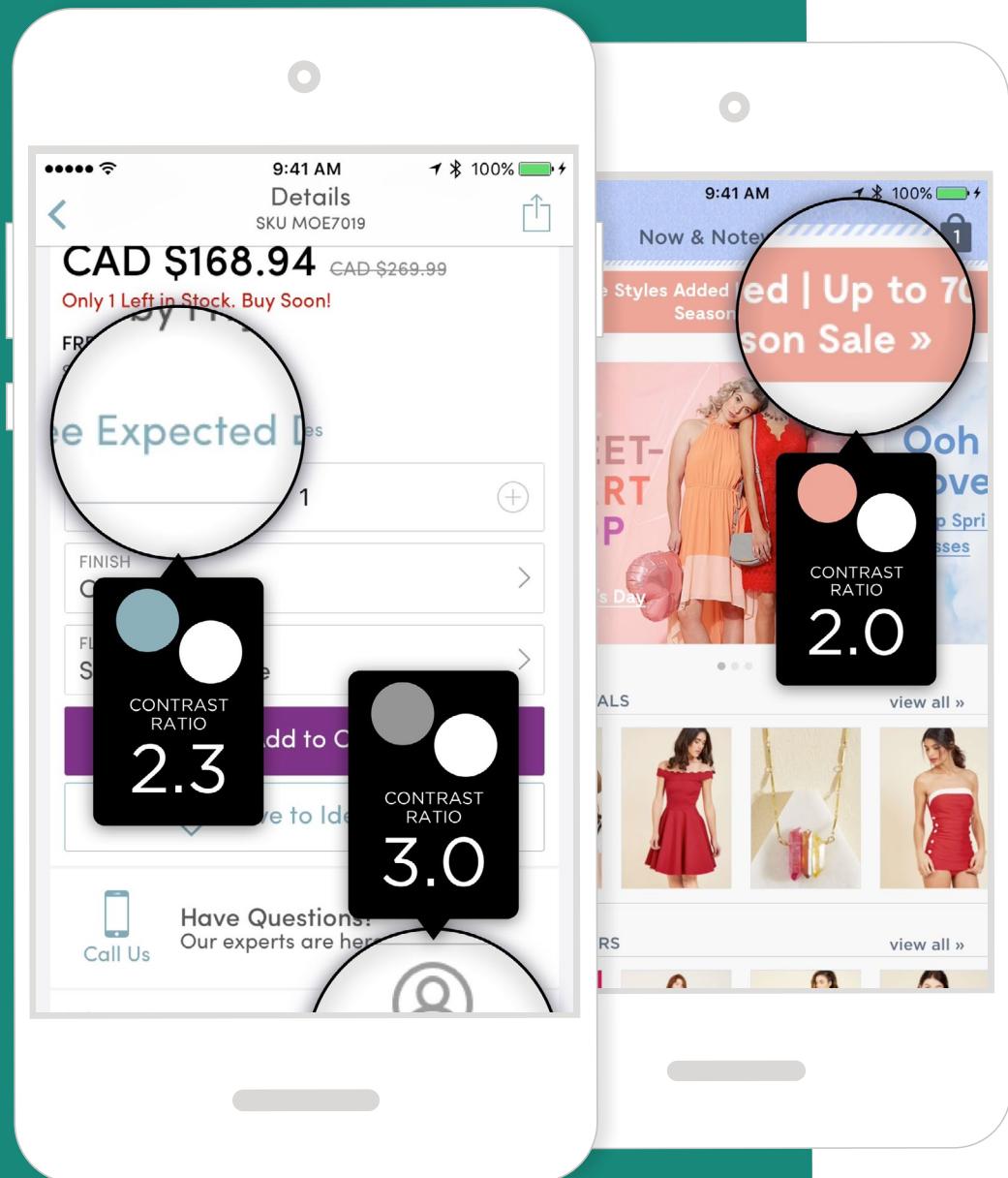


# Ensure Actionable Colors Are Accessible

The contrast level between two colors is key to clearly communicating your messaging and getting shoppers to interact confidently with your experience.

## BEST PRACTICES:

- Ensure that low-contrasting brand colors are only used in elements that aren't critical to interactions.
- Link, button, and error state colors must always fall above the 4.5 ratio that Web Content Accessibility Guidelines Overview sets out as being acceptable.
- Use a color contrast grid to ensure that all key colors pass. Our go-to is linked in the footnote.<sup>6</sup>



6. <http://contrast-grid.eightshapes.com/>



4

# Minimize Typing at Every Opportunity

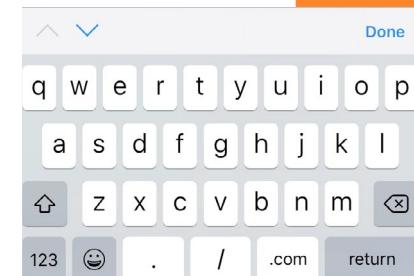
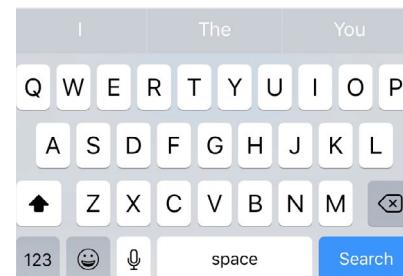
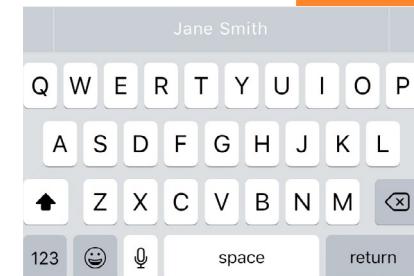
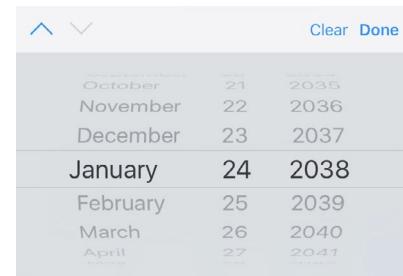
Typing on a phone isn't great. However, there are some simple steps that will make the experience of data entry as friction-free as possible.

# Use the Right Keyboard Type

There are 11 keyboard types. Make sure you use the right one for the task at hand.

## BEST PRACTICE

Read Baymard Institute's guide to picking the right keyboard and implementing autocorrect and autocomplete correctly.<sup>7</sup>



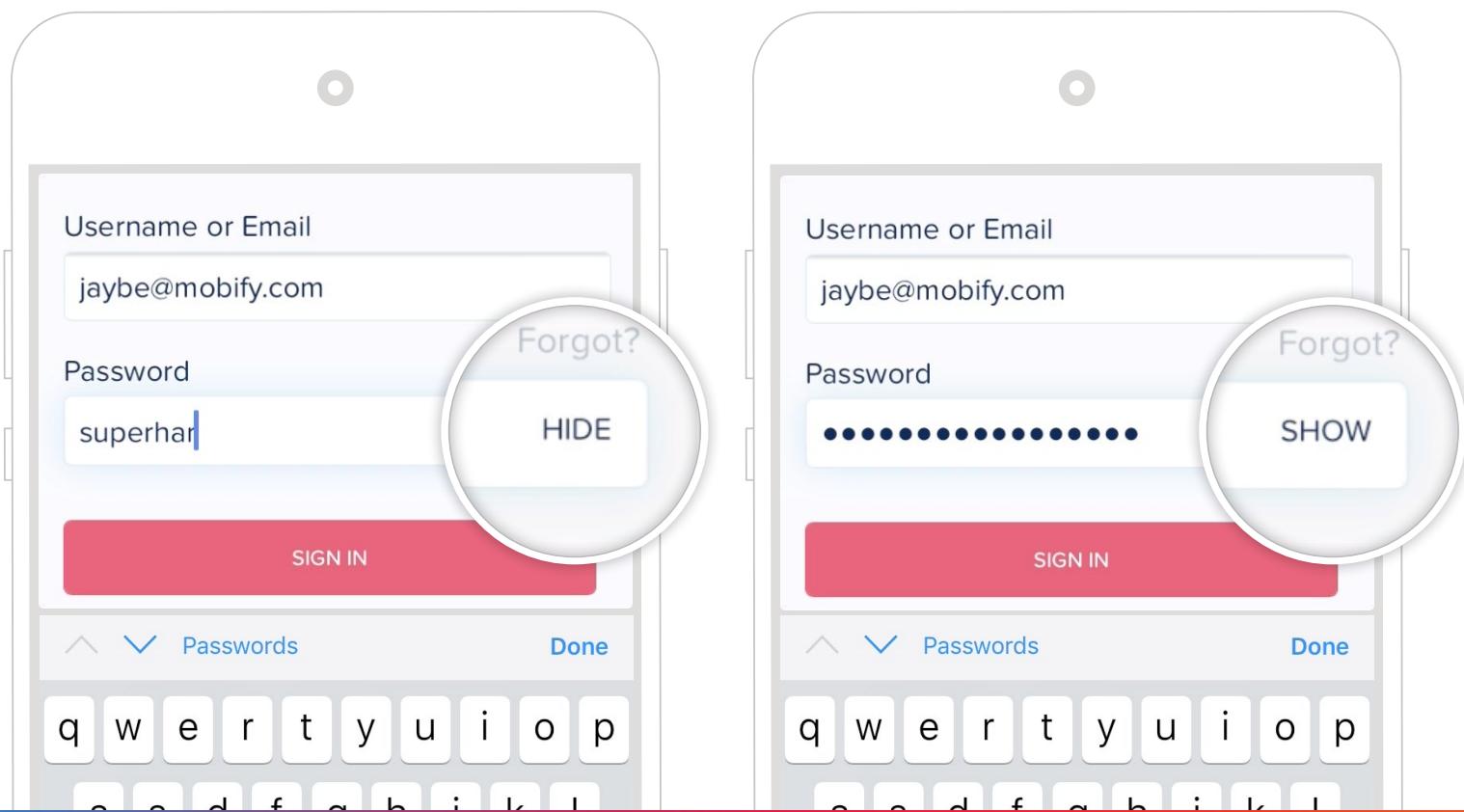
7. <https://baymard.com/labs/touch-keyboard-types>

## Show Passwords

Entering passwords on mobile can be an error-prone experience. Shoppers are entering a long string of random characters with a mix of title case, numerals, and symbols, which usually results in some mistakes. When they make a mistake, they are forced to start over because the characters are hidden. While masking the input of a password has been common practice for years on desktop, it doesn't always make sense in a mobile context.

### BEST PRACTICE

Allow shoppers to see their password as they type by including a simple “show/hide” toggle.



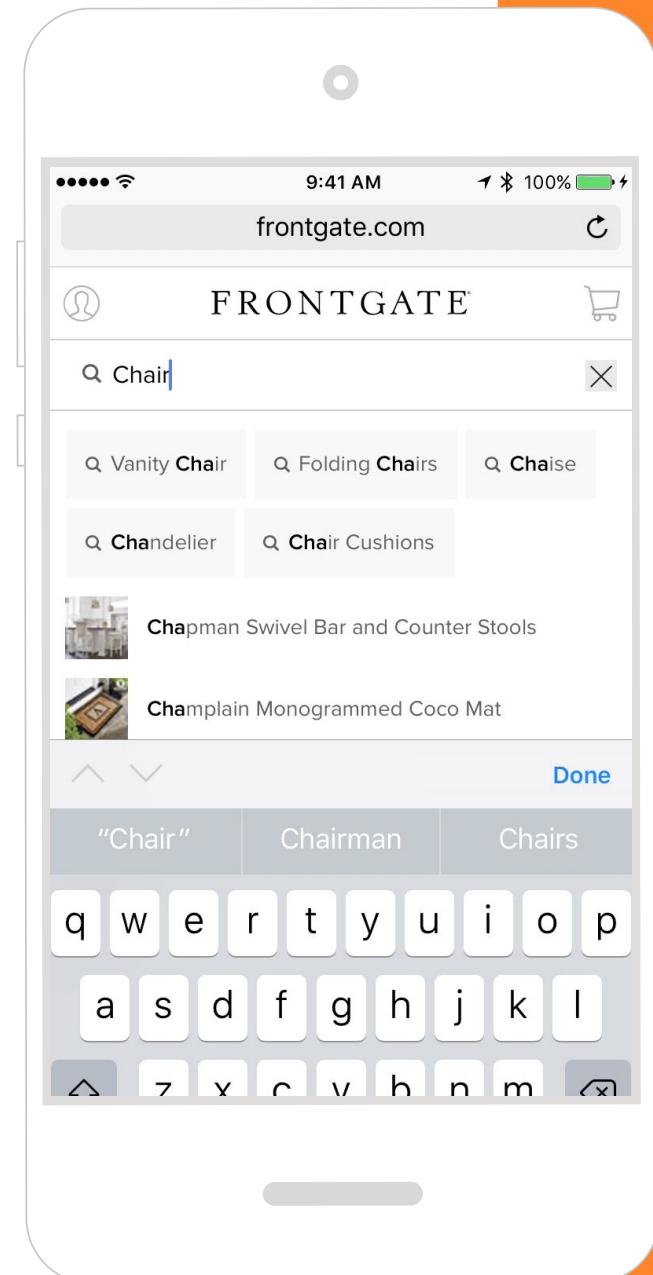
# Optimize Autosuggest

The purpose of autosuggest is to increase the accuracy and speed of shoppers getting what they want through predictive suggestions. A great autosuggest helps shoppers avoid arriving on a page with incorrect results and having to use the back button.

## BEST PRACTICES:

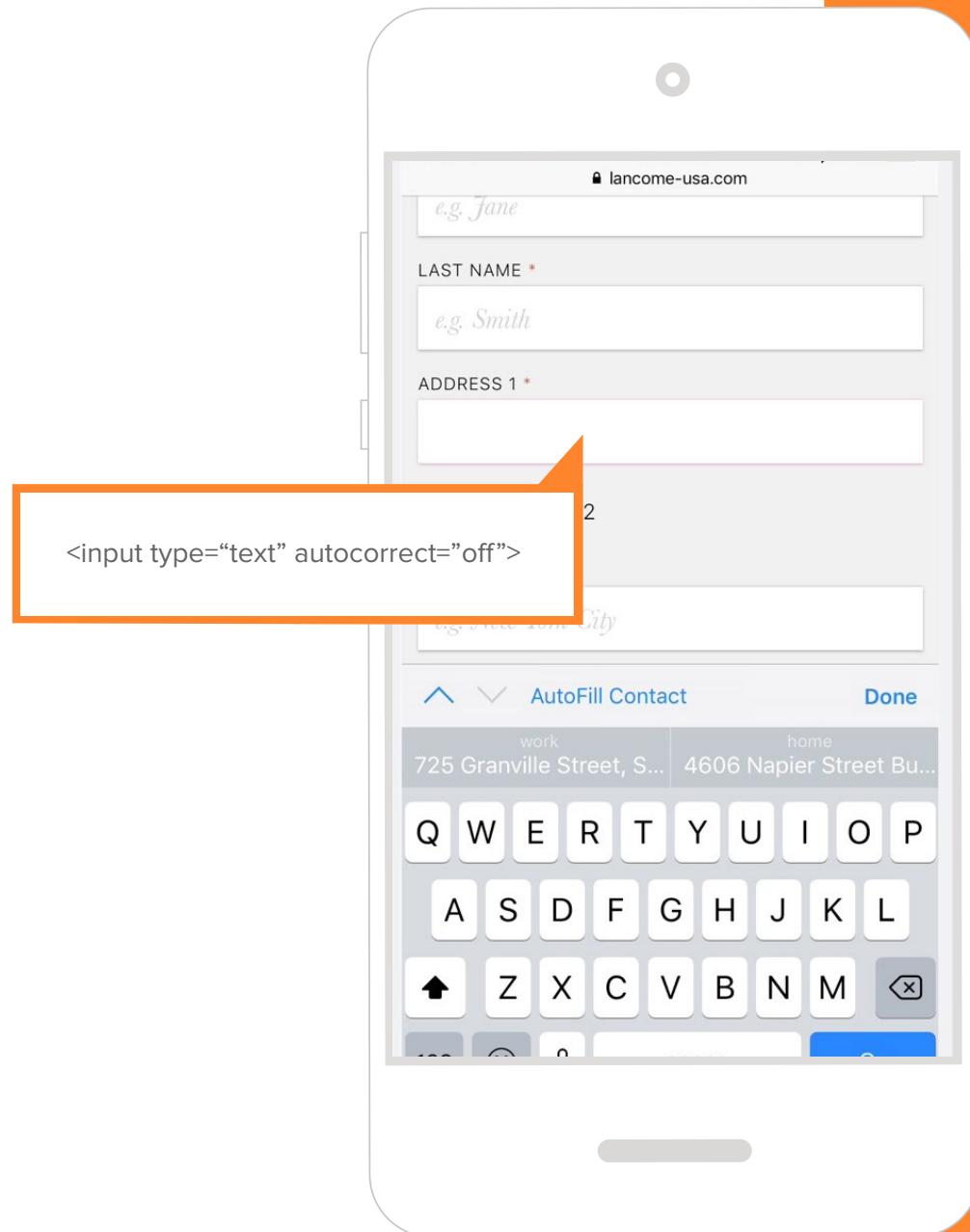
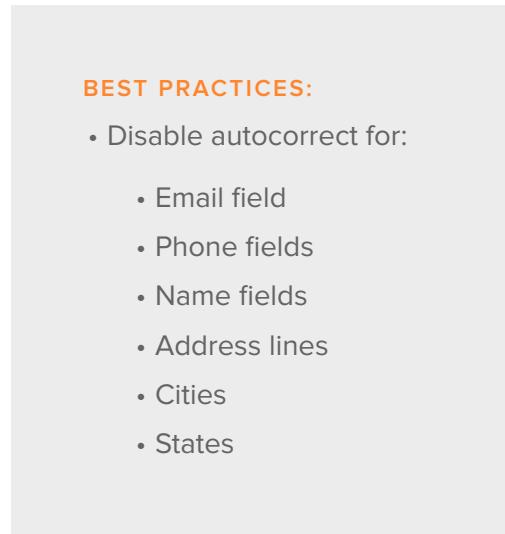
- Make it visual. Adding a small thumbnail image for product categories and product details draws shoppers in, and allows them to visually associate results.
- Read Jason Grigsby's article, "Autofill: what web devs should know, but don't," to better understand the intricacies of implementing autosuggest on your project.<sup>8</sup>

8. <https://cloudfour.com/thinks/autofill-what-web-devs-should-know-but-dont/>



## Disable Autocorrect When Suitable

There is nothing more frustrating than when a mobile device decides what your street name should be and “corrects” it for you.

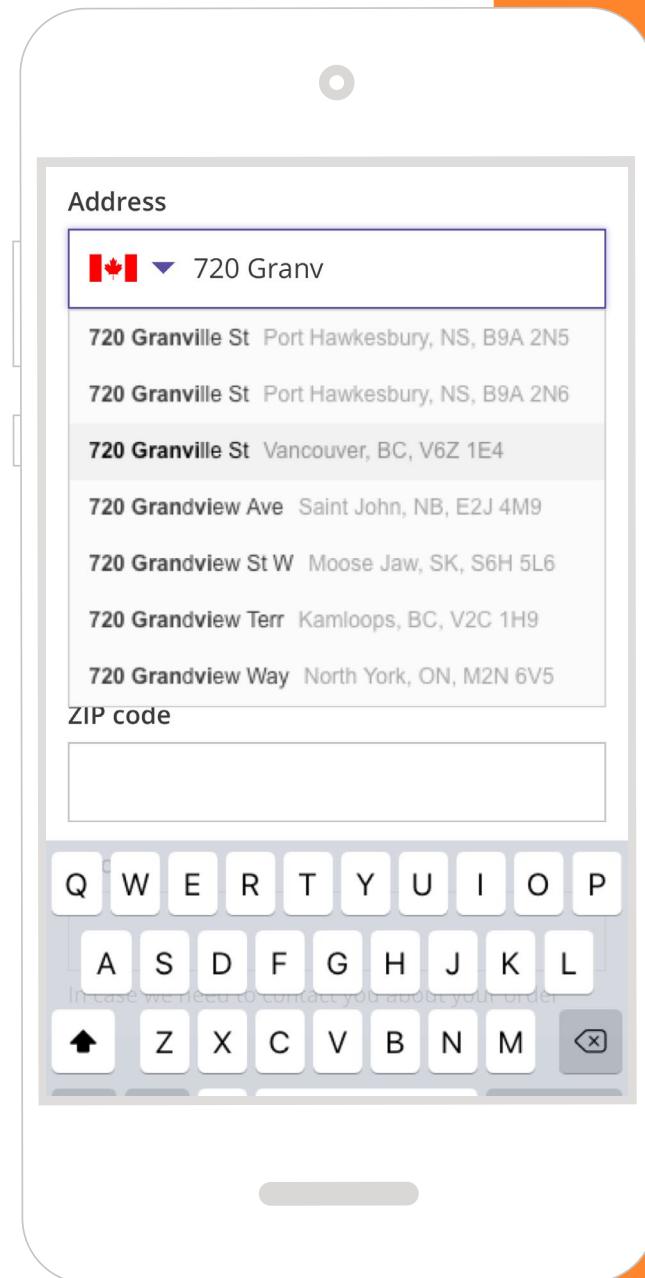


## Use Address Lookup

Entering a shipping or billing address is one of the most high-friction experiences in ecommerce. As discussed above, autocomplete in certain form fields makes use of the information saved in the device to populate form information. Address lookup can drastically improve accuracy and efficiency for shoppers.

### BEST PRACTICE:

Use APIs, such as Google's Places, so shoppers can choose from address results provided by Google.

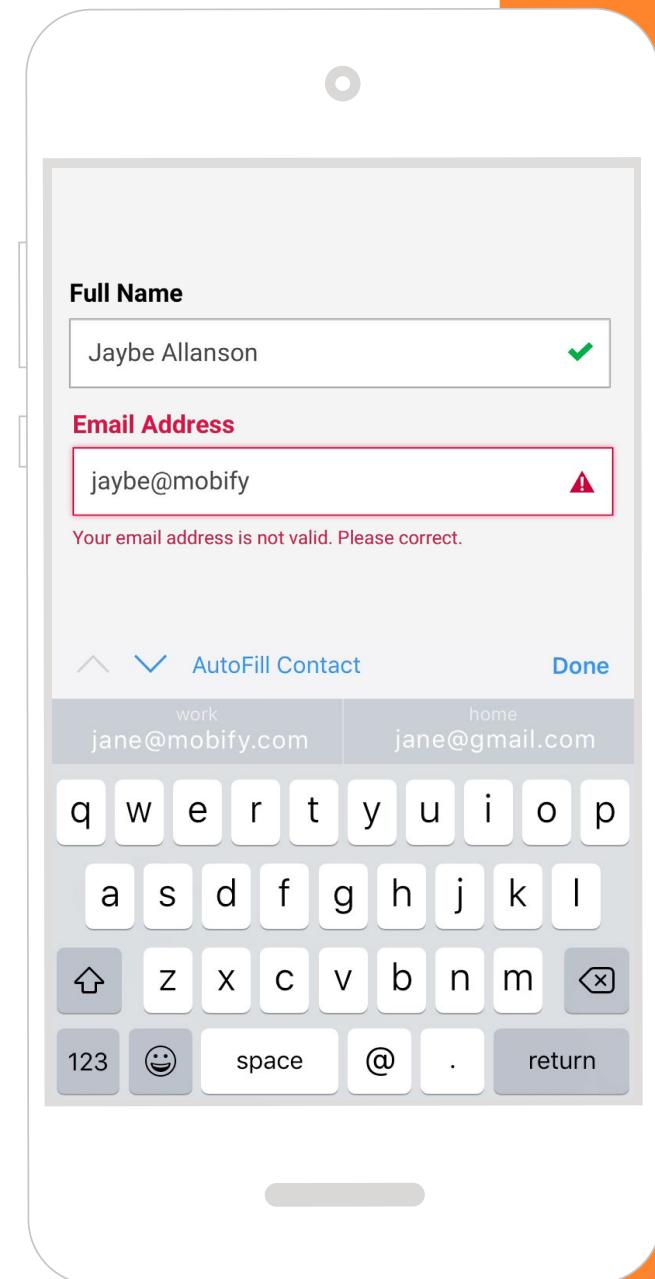


## Provide Error Alerts in Real Time

Have you ever completed a checkout form only to be taken to the top of the page with an error message after you hit submit? You are now out of context, and forced to track down the error by scrolling through the entire form. Why not make shoppers aware of errors when they make them?

### BEST PRACTICES:

- Use inline validation to make shoppers aware of mistakes, as well as successful form field completion.
- Provide positive feedback along the way to motivate shoppers to complete the purchase.

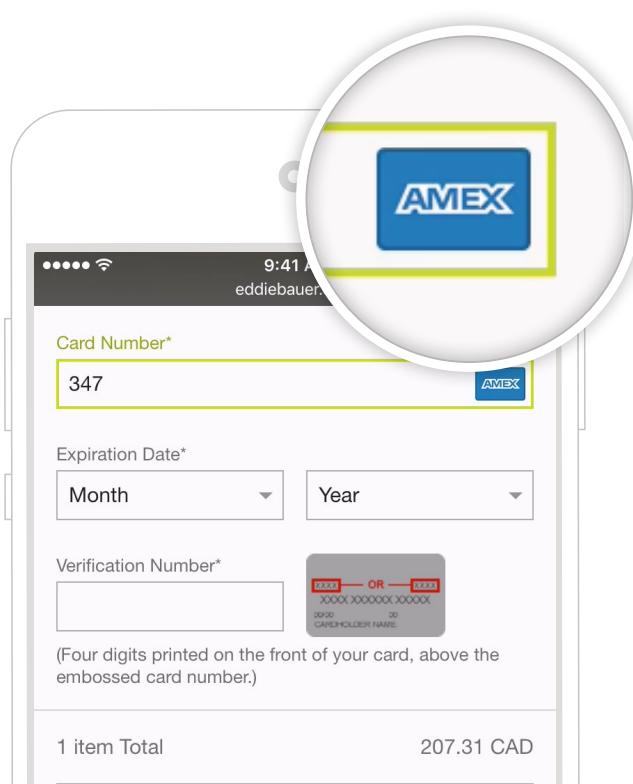


# Auto-Detect Card Type for Shoppers

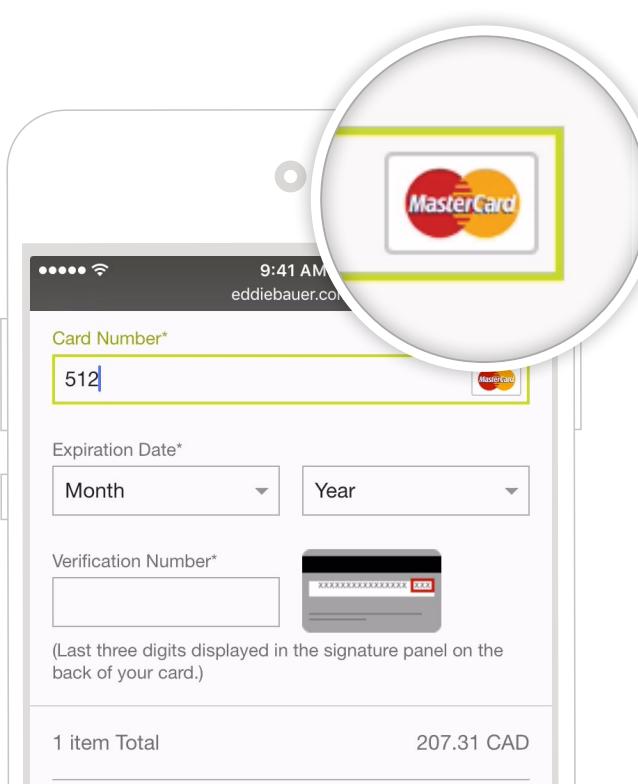
There's no reason shoppers should select their credit card type. Why make them do work that you can do automatically through card auto-detection?

## BEST PRACTICES:

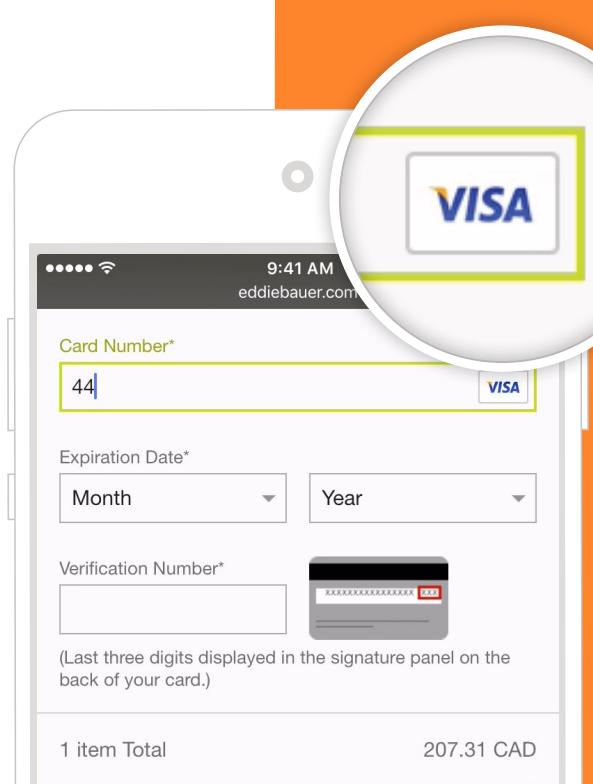
- Automatically detect what credit card type a shopper is using based on the first number entered.
- Display the appropriate credit card logo to reinforce that shoppers are entering a valid card type number.
- Display a custom security code location graphic to shoppers, rather than a form field with a little question mark beside it.



A smartphone screen displaying a mobile payment interface. At the top, there is a status bar showing signal strength, battery level, and the time (9:41 AM). Below the status bar is the URL "eddiebauer.com". The main form area starts with a "Card Number\*" field containing "347", which is highlighted with a green border. To the right of this field is a small blue "AMEX" logo. Below the card number field are "Expiration Date\*" dropdowns for "Month" and "Year". Underneath these is a "Verification Number\*" field with placeholder text: "XXXX OR XXXX" followed by "3000 CARDHOLDER NAME". At the bottom of the form, it says "1 item Total" and "207.31 CAD". A large circular callout highlights the Amex logo in the card number field.



A smartphone screen displaying a mobile payment interface. At the top, there is a status bar showing signal strength, battery level, and the time (9:41 AM). Below the status bar is the URL "eddiebauer.com". The main form area starts with a "Card Number\*" field containing "512", which is highlighted with a green border. To the right of this field is a small "MasterCard" logo. Below the card number field are "Expiration Date\*" dropdowns for "Month" and "Year". Underneath is a "Verification Number\*" field with a placeholder image of a credit card showing the last three digits. At the bottom, it says "1 item Total" and "207.31 CAD". A large circular callout highlights the MasterCard logo in the card number field.



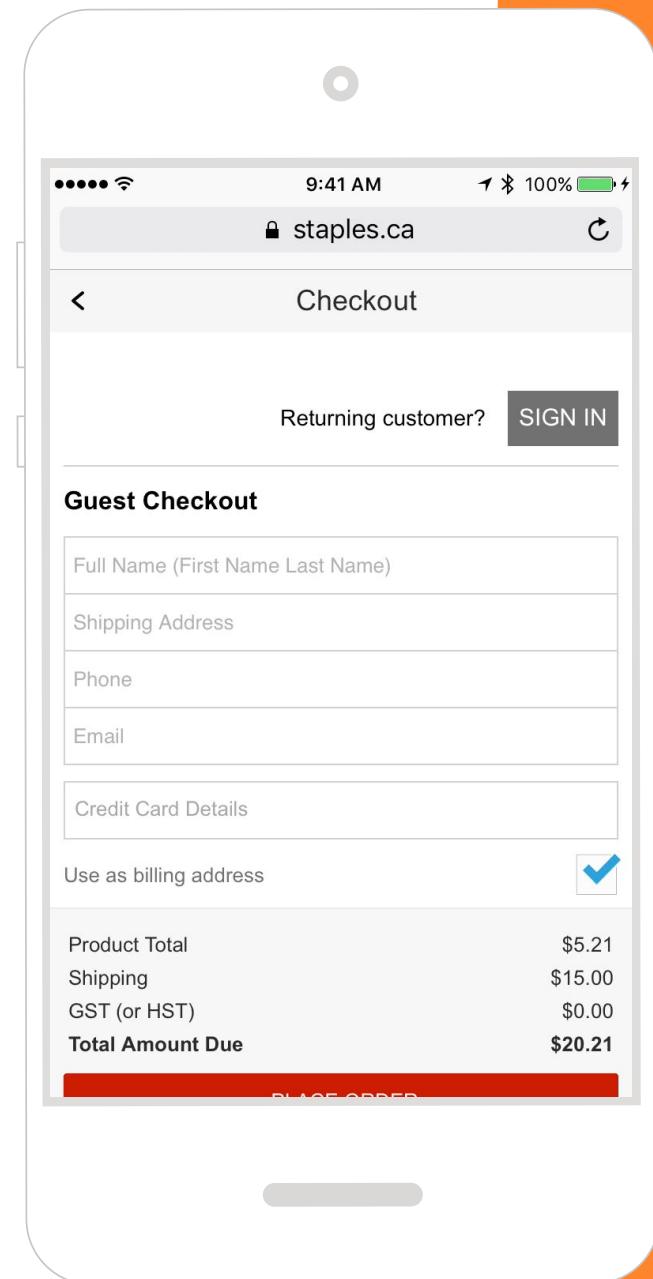
A smartphone screen displaying a mobile payment interface. At the top, there is a status bar showing signal strength, battery level, and the time (9:41 AM). Below the status bar is the URL "eddiebauer.com". The main form area starts with a "Card Number\*" field containing "44", which is highlighted with a green border. To the right of this field is a small "VISA" logo. Below the card number field are "Expiration Date\*" dropdowns for "Month" and "Year". Underneath is a "Verification Number\*" field with a placeholder image of a credit card showing the last three digits. At the bottom, it says "1 item Total" and "207.31 CAD". A large circular callout highlights the Visa logo in the card number field.

# Make Forms as Short as Possible

Asking for only the most critical data will help keep your forms short and to the point. Every form field increases the level of friction in an experience, and creates a potential drop-off point. Staples conducted a radical experiment (at the time), and took the approach of asking shoppers only for information needed to get the product to them. It worked.

## BEST PRACTICES:

- Combine the first and last name fields into a single field. Usability studies have found that shoppers frequently enter their full name in the first field, then have to go back and correct themselves.
- Automatically populate the billing address field to be the same as the shipping address.
- Let shoppers toggle the billing address field to reveal the form, but only when the billing address is different than shipping address.
- Pre-populate the credit card name field with the shipping name, or remove it entirely and have a separate name field under billing.





5

# Create Obvious Interactions

Your customers aren't going to go out of their way to spend money – it's your job to make every interaction as clear and convenient as possible.

## Add Fixed Navigation Bars

Fixed navigation bars keep navigation functionality in front of shoppers at all times, but they can end up reducing the content area substantially. We recommend that the designers keep complexities in the navigation bar at the top of the page with labels and branding, but fix a simplified version as shoppers scroll the page.

### BEST PRACTICES:

- Avoid designing anything in Safari's 44-pixel deadzone at the bottom of the screen.
- If a fixed [Add to Bag] button is used, we recommend that it only appear once shoppers have scrolled past the product option interactions.
- If tapped, shoppers should be transported back to the product option area to make their selection and add to bag.

	Ultra-Moisturising Hand Therapy GARDENERS	\$9.00 - \$32.00
	GARDENERS CRABTREE & EVELYN LONDON	\$9.00 - \$32.00
	Citron, Honey & Coriander Ultra-Moisturising Hand Therapy	\$9.00 - \$32.00
	La Source® Ultra-Moisturising Hand Therapy	\$9.00 - \$32.00
	Sweet Pea Nail Lacquer	\$8.00
	Slate Nail Lacquer	SALE \$4.00

## Use Full-Row Selection

Another app-like feature that the mobile web needs to adopt is full-row selection. When you have content to select, shoppers should be able to click not just on the small button, but anywhere along that row – including the white space.

The image displays two mobile phone wireframes side-by-side, connected by a horizontal arrow pointing from left to right.

**Left Phone Screen:** This screen shows a table titled "Available Options" with three columns: "List" and "Price". There are four rows, each with a radio button and a description. The second row, "15-lb", has a blue radio button indicating it is selected. Below the table is a "Quantity:" input field set to "1". At the bottom is a large orange "Add to Cart" button.

Available Options	List	Price
5-lb	\$16.99	\$13.99
15-lb	\$34.99	\$29.99
30-lb	\$58.99	\$48.99
60-lb (2 x 30-lb)	\$113.99	\$97.98

Quantity: 1

Add to Cart

Description +

Ingredients +

**Right Phone Screen:** This screen shows a table with three rows of delivery options. Each row contains a radio button, a description, and a price. The second row, "1st Class Delivery", has a blue radio button indicating it is selected. The total price at the bottom is £15.88. At the bottom is a large blue "CONTINUE TO CHECKOUT" button.

Saver Delivery: £2.99 (FREE Over £25)	?
1st Class Delivery: £3.99	£3.99
Store Delivery: FREE	?

TOTAL £15.88

CONTINUE TO CHECKOUT

Your Order & Details

How To Order

### BEST PRACTICE:

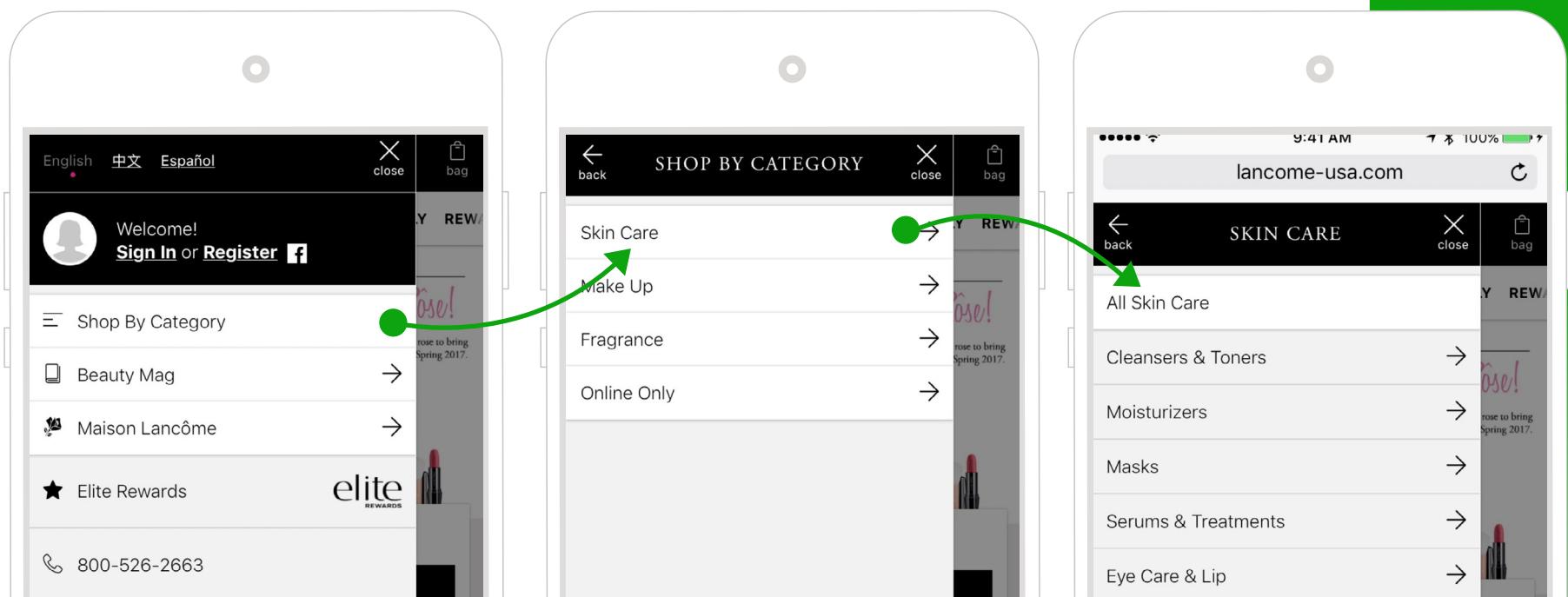
Use full-width row buttons, where the entire row acts as a button to toggle small interaction elements.

# Dig Deep With Drawer Navigation

With mobile, the “hamburger” menu icon (the 3 lines in the top corner) and accompanying interaction is commonplace now. It is a great pattern for locating numerous content categories and shopper features.

## BEST PRACTICES:

- Shoppers should be allowed to dig as deep into the category hierarchy as your site supports.
- Use an app-like panel interaction that provides immediate context to shoppers.

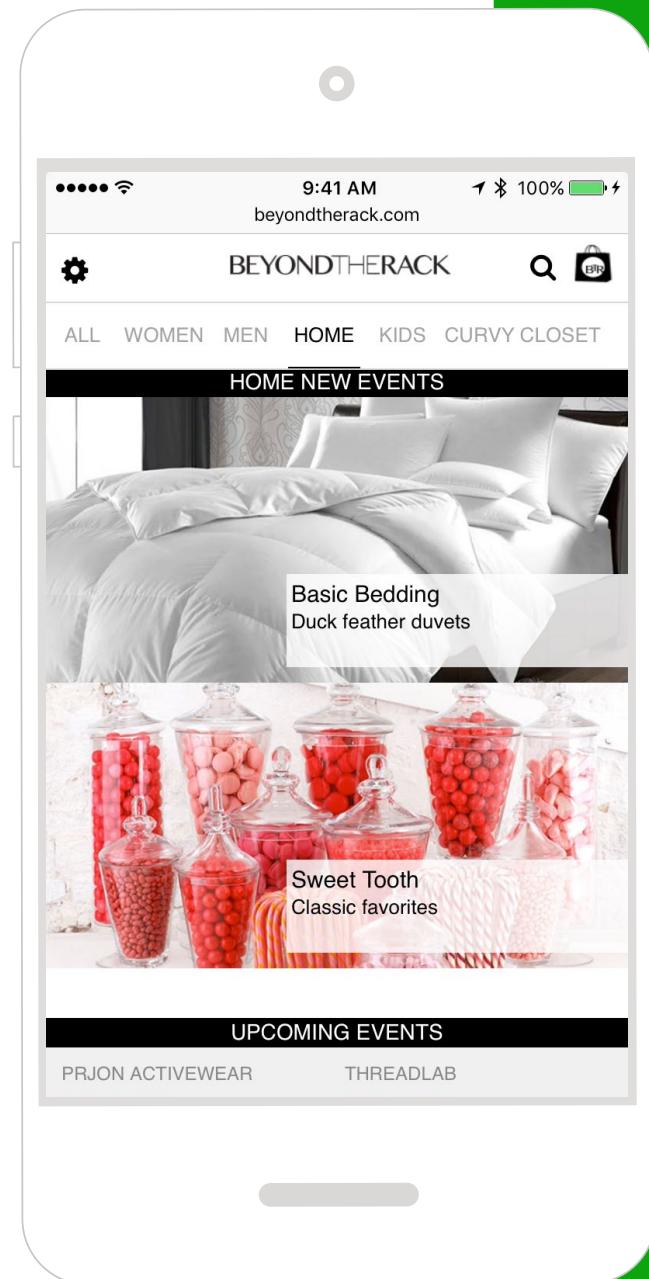


# Tabbed Navigation is Better (Most of the Time)

We all love drawer navigation, but if you keep navigation in front of shoppers at all times, they will interact with it more.

## BEST PRACTICES:

- If your site can support a visible tabbed navigation, you should do it.
- Keep the navigation hierarchy in front of shoppers at all times to encourage more interaction and engagement.
- If your brand has more categories than can be displayed on the main navigation, use a hybrid of drawer navigation and tabbed navigation for the most popular products.

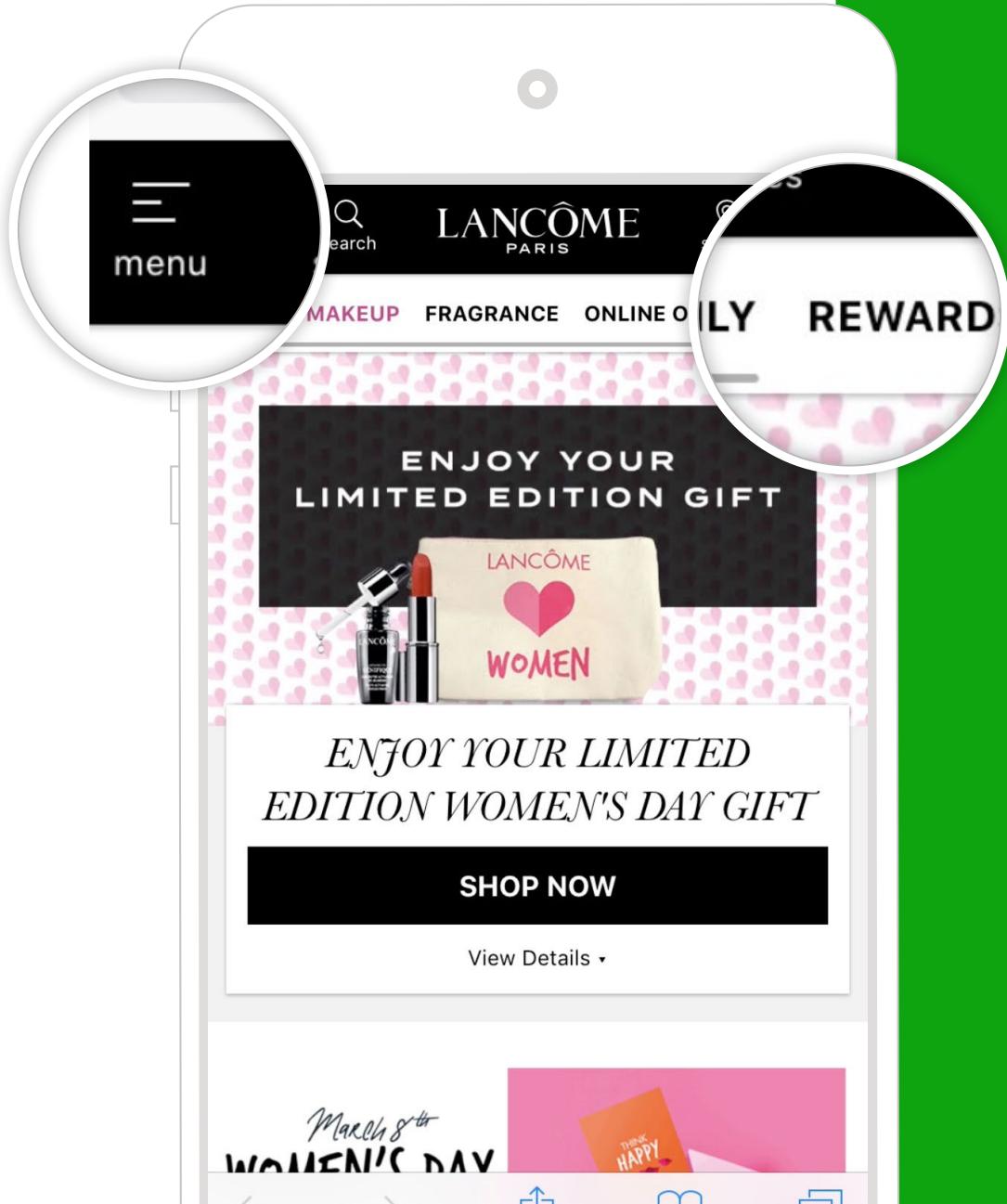


## Combined Navigation Is Best

Taking a mixed approach to navigation is the latest way we're addressing customer navigation. For Lancôme, we surfaced the most popular categories and pinned them at the top, so shoppers can quickly jump into them.

### BEST PRACTICES:

- Pin the most popular categories so they're easily accessible
- Use drawer navigation for less popular pages

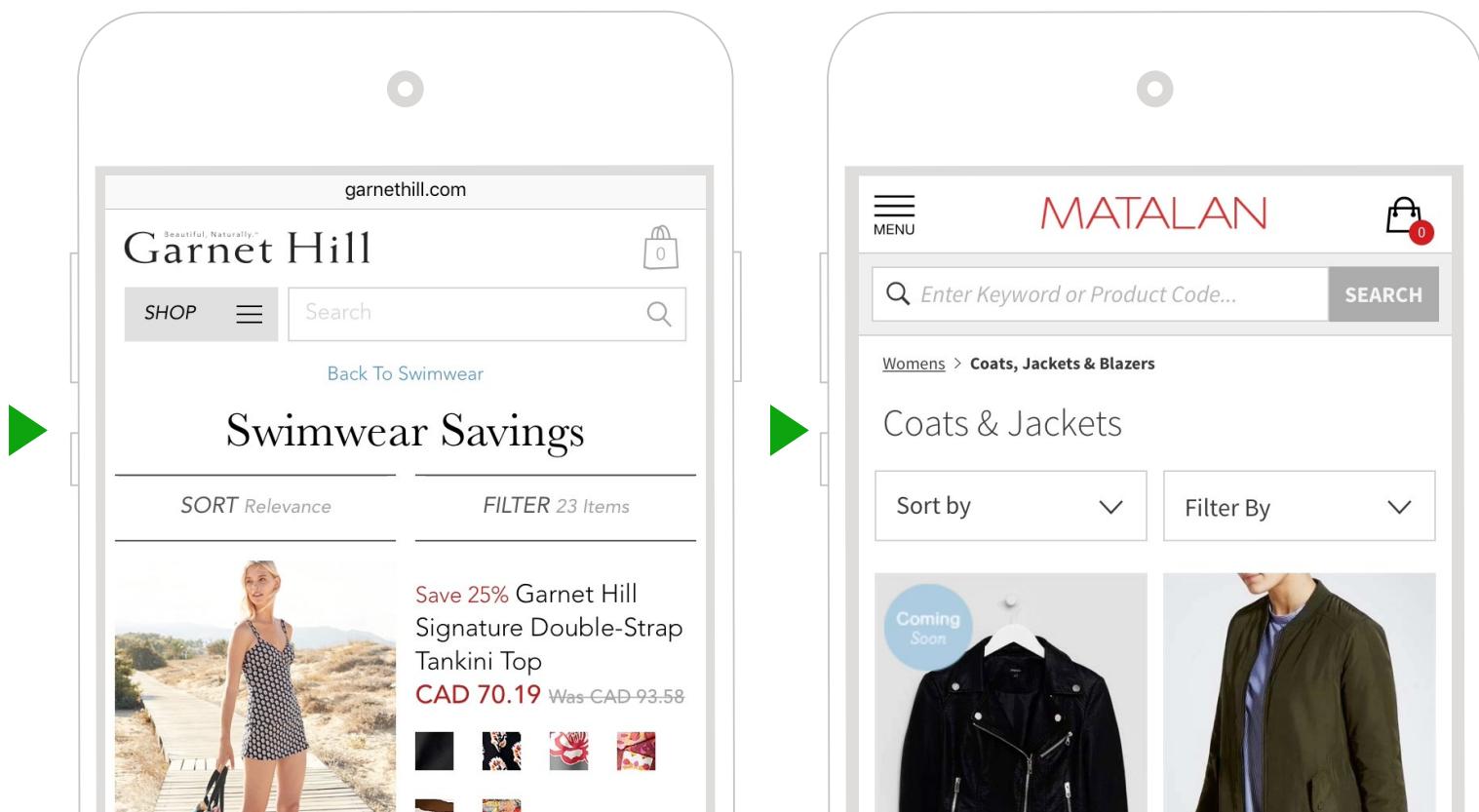


# “Sign Post” with Category Titles

Shoppers easily lose track of where they are while casually browsing on mobile, which contributes to lower conversion rates compared to desktop.

## BEST PRACTICES:

- Provide shoppers with big category titles at the top of product list pages (PLP).
- Avoid breadcrumb navigation – it isn’t enough to keep shoppers on track on mobile.

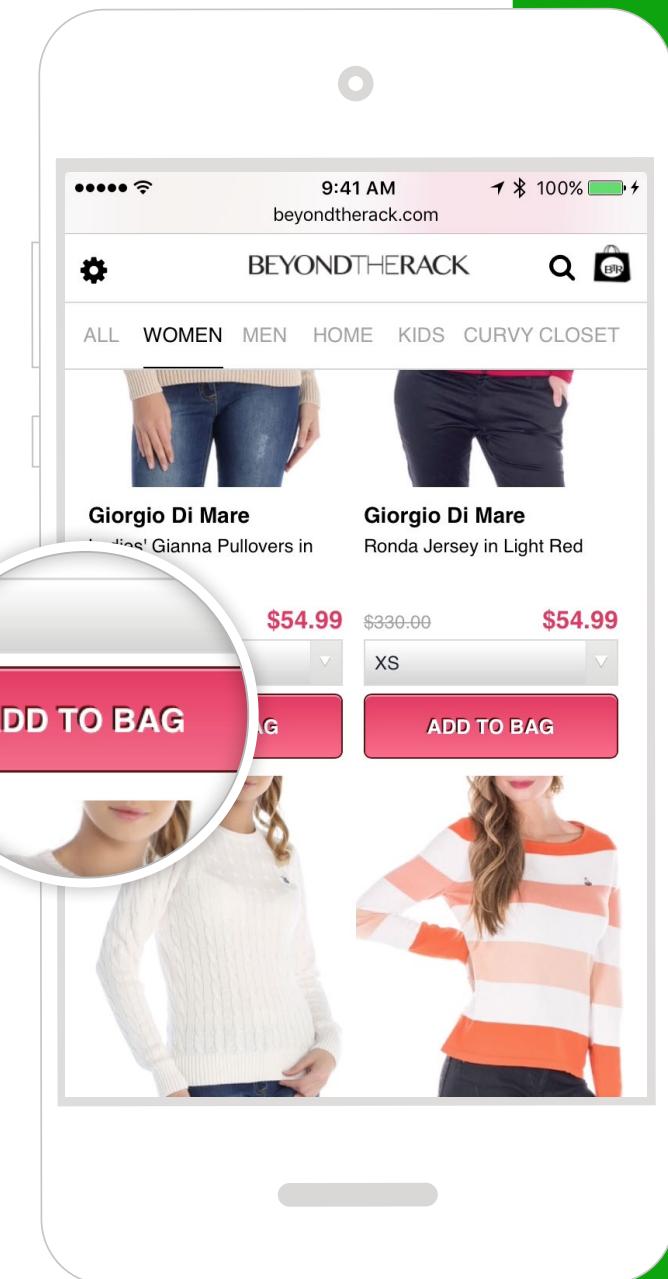


## Incorporate Quick Buy

With the bigger mobile screens we have now, buying decisions are often made directly from the PLP with no need to navigate to the product detail page (PDP). The proliferation of quick-pay services like Apple Pay and Android Pay makes buying one-off products fast and friction-free.

### BEST PRACTICES:

- Provide [Buy Now] or [Add to Cart] buttons directly on the PLP page.
- Introduce a device-related checkout method, such as Apple Pay.
- Go a step further to allow shoppers to actually check out instead of adding to bag.
- Something to note: a quick buy isn't right for all retailers because it won't work with products that have a large number of product options or sizes.



# Provide Truly Contextual Filters

Browsing for products is challenging on mobile devices. Shoppers need to navigate to a category, scroll through multiple pages, and consider if they are interested. Superfluous products need to be reduced for shoppers who already have something in mind.

## BEST PRACTICES:

- Use thematic filters – among general ecommerce sites, 20% don't have thematic filters, despite selling products with obvious thematic attributes (e.g. season or style).<sup>9</sup>
- Allow shoppers to narrow down selection by using multiple filters at once. Show applied filters in a combined overview, and in the original position among their unapplied siblings.
- Truncate long lists of filtering values after the tenth one, to avoid shoppers losing sight of their filtering options, or causing extensive interaction issues with inline scrollable areas.
- Ensure you have category-specific filters available to your shopper. Filters specific to women's dresses won't be appropriate for men's suits.
- Provide category-specific filters such as neckline shape, dress length, and fit to help shoppers narrow down products that will suit their tastes.

## STYLES

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Casual & Everyday

---

Little Black Dresses

---

Wedding Guest Dresses

---

Dresses under \$100

---

Fit & Flare

---

Petites

---

Tunic & Swing

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9. <http://baymard.com/blog/macys-filtering-experience>

## Create an Obvious Mini-Cart

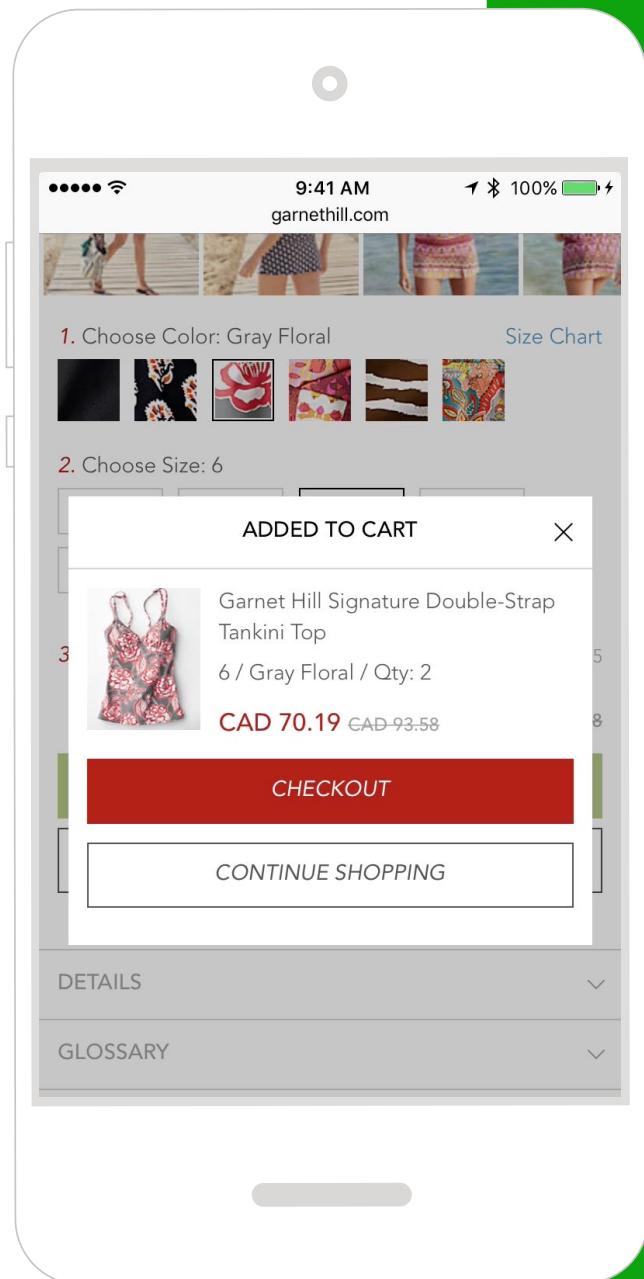
Notifying shoppers that they have added an item to their carts is key to the shopping experience. This notification can have a distinct effect on your overall conversion rate.

After a shopper adds an item to their cart, a well-designed interaction that includes subtle, delightful animation and an inline banner notification looks and feels great, but doesn't move the shopper through to checkout and purchase.

In this example, a blocking modal alert window forces shoppers to consider their next action. Introducing this key opportunity drastically improves the flow through conversion to checkout. Shoppers are forced to make a decision, rather than browsing indefinitely, and move more quickly to purchase.

### BEST PRACTICES:

- Don't be clever with your mini-cart.
- Make it obvious that a product has been added to the cart.
- Make the actions of continuing to shop or proceeding to cart extremely evident.



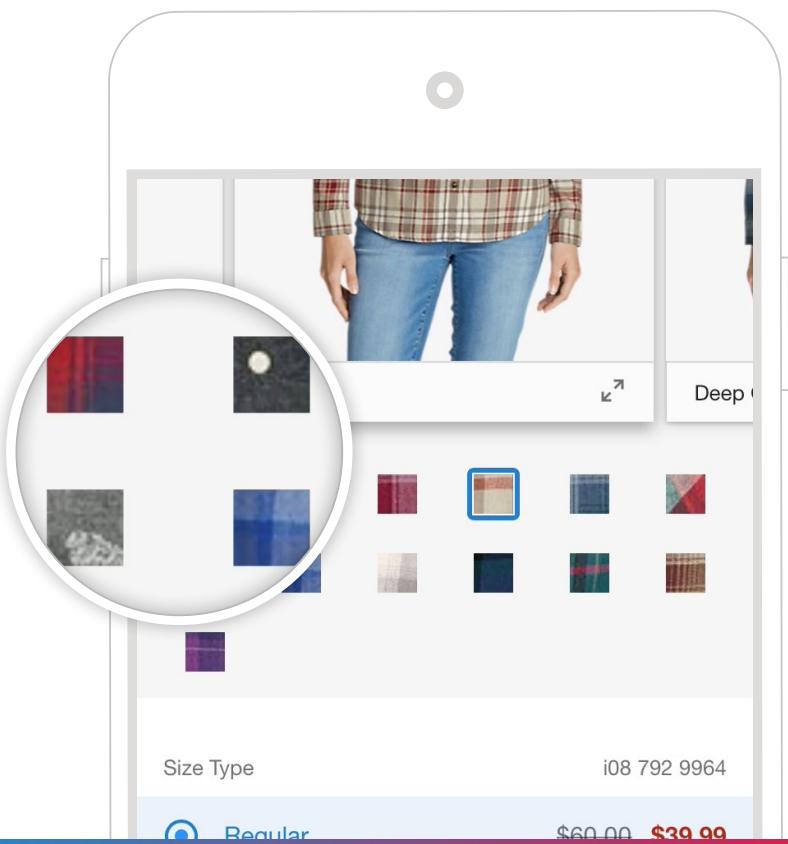
# 6

## Don't Hide What's Important

Designers often make the mistake of hiding functions that are important for commerce, in an effort to make the site look clean and feel minimal. Here are a few tricks you can try to find the right balance.

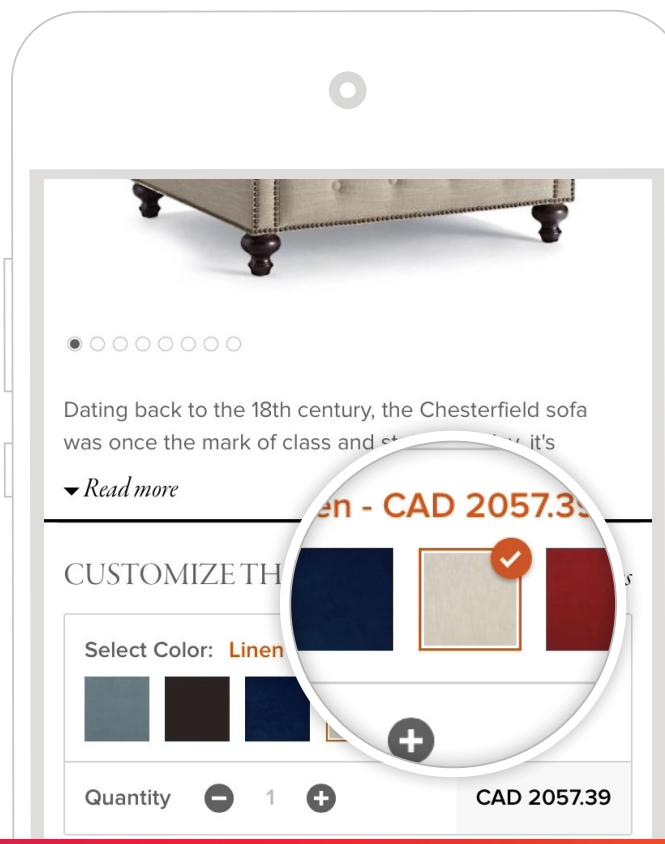
## Use Visual Selectors

Dropdown menus are a known friction point across interaction design. When shoppers encounter a dropdown, they have no idea what it contains. Dropdowns are text-based and provide no visual reference to what colors like “Heather” or “Camel” might look like. They are also error-prone.



**BEST PRACTICES:**

- Use visual selectors to reduce the cognitive load on shoppers, and to provide them with all of the options right in front of them.
- Allow shoppers to quickly see sizes or colors that are out of stock.

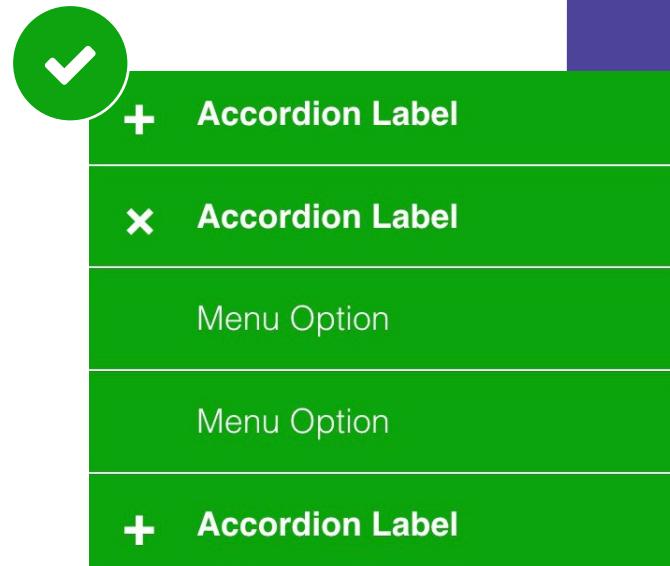
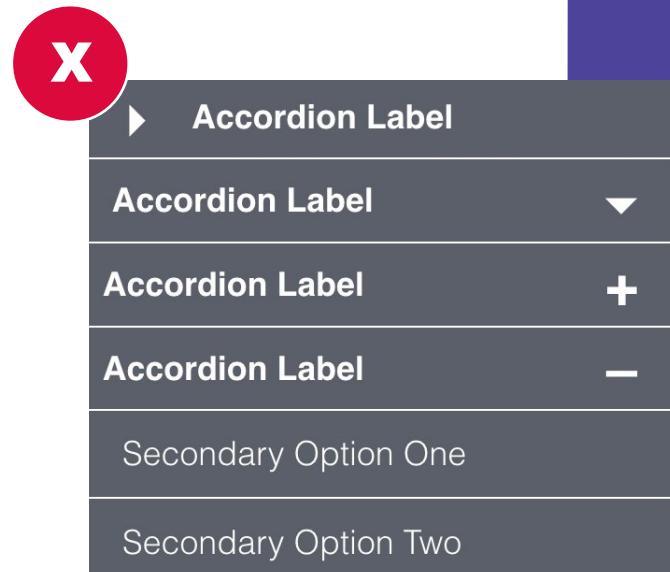


# Use Accordions Thoughtfully

Mobile UX designers have a tendency to be clever with the design of accordion menus, in an effort to simplify the page, using iconography such as triangles, carets, pluses, and minuses. The iconography is generally placed on the left, and more often than not on the right, as well. User research and eye-tracking studies have helped us define a better design for accordions.

## BEST PRACTICES:

- Use + and x to represent open and close – studies show these are the best understood.
- Help shoppers understand that they have encountered an accordion by placing the iconography on the left edge.



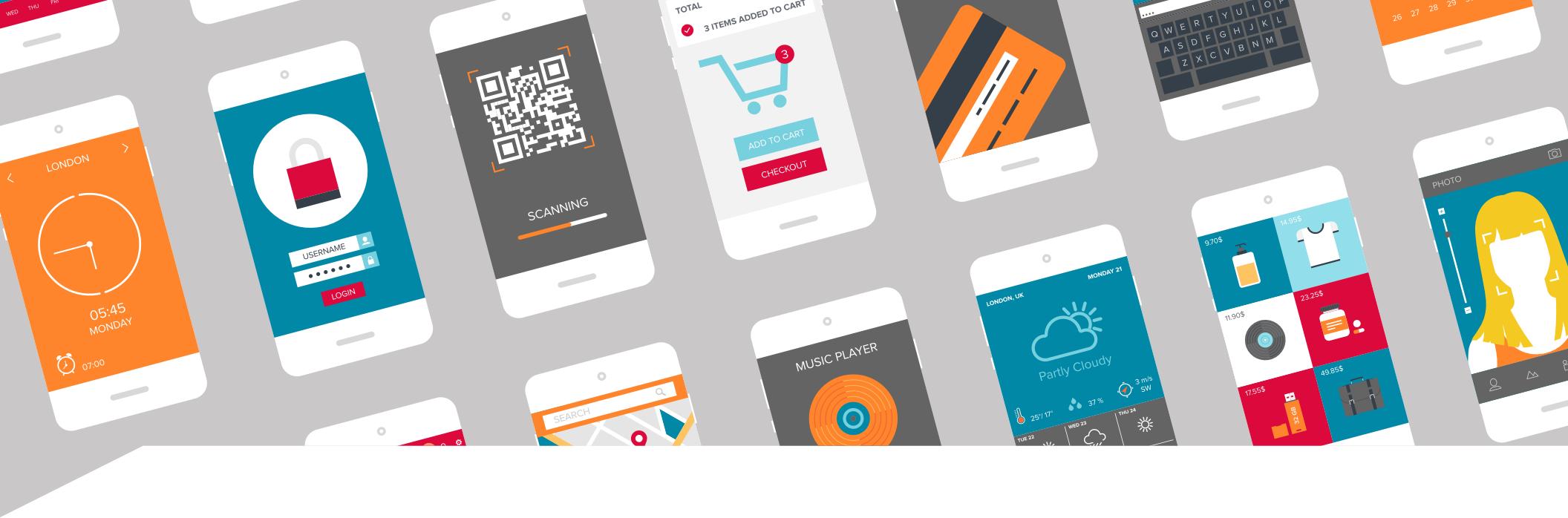
## Be Careful With Carousels

Designers have a love-hate relationship with carousels. They are a great pattern to reduce your page height by hiding content from shoppers, but they provide little-to-no value in understanding what is contained within that page. In many respects, carousels and dropdown menus suffer from the same issue.

### BEST PRACTICES:

All Platforms	Touch Devices	Desktop
Sequence the slides carefully, because the first slide will get many times more exposure as subsequent slides.	Due to the lack of a hover state, never auto-rotate on mobile websites or for touch devices.	Only use auto-rotation when the diversion of attention away from other home page elements is acceptable.
A carousel should never be the only way to access those features and content.	Support swipe gestures, in addition to any other UI controls.	Rotate slides at a moderate pace – 5 to 7 seconds usually suffices for a slide with only a heading.
Always indicate the current slide among the set, and allow users to navigate back and forth.	Ensure that the text in slides is still readable if you are scaling down artwork from the desktop.	Pause autorotation on hover to avoid changing a slide that the user is likely reading or about to click, Permanently stop autorotation after the user has clicked on the carousel's interface controls.

Source: <https://www.smashingmagazine.com/2016/07/ten-requirements-for-making-home-page-carousels-work-for-end-users/>



## Keeping Up With the Giants

These UX design best practices will help you provide shoppers with a mobile experience that parallels what the tech giants are offering – app-like interactions on the web with Google’s Progressive Web Apps, speedy browsing (perceived and actual) on Facebook, and an efficient checkout process on Amazon.

At Mobify, we’re all about helping our customers help their customers. The reality now is that mobile is a critical part of the shopping experience – those who wait to invest in mobile will struggle to stay afloat.

We’ve been immersed in the mobile space for over a decade. But we’re not the only ones. These best practices have evolved along with the capabilities of mobile devices, and are based on research put out by Baymard Institute, LukeW.com, Smashing Mag, and the many talented contributors to Medium.com.



The Mobify Platform is a leading mobile customer engagement solution for retailers and brands that want to close the gap between desktop and mobile conversion rates, keep up with customer expectations and win loyal customer relationships. The core of Mobify's platform is Progressive Mobile and Engagement Marketing. Progressive Mobile delivers a unified customer experience across mobile web and apps, while Engagement Marketing builds customer relationships through push notifications and store drivers. Leading global brands including Lancôme, Crabtree & Evelyn, Paula's Choice, Carnival Cruise Line, London Drugs, Burlington, PureFormulas, HEB, Superdry, Colombia, eXtra Electronics, and ThinkGeek generate extensive revenue through the Mobify Platform and rely on Mobify to grow their customer lifetime value.

Get in touch to learn more about bringing your mobile user experience to the next level.

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