



# The Most Annoying Things in Mobile Online Shops

#facepalm

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# The most annoying things about mobile websites

The mobile sector brings in 1 in 5 pounds and over 50 per cent of online traffic to e-commerce sites comes via mobile in the UK.

“Mobile commerce” means taking chances and risks for every online business owner. The basic idea of m-commerce is that you offer customers the best possible user experience on mobile devices. We have put together a list of top mobile website fails that you should definitely avoid.



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## App advertising

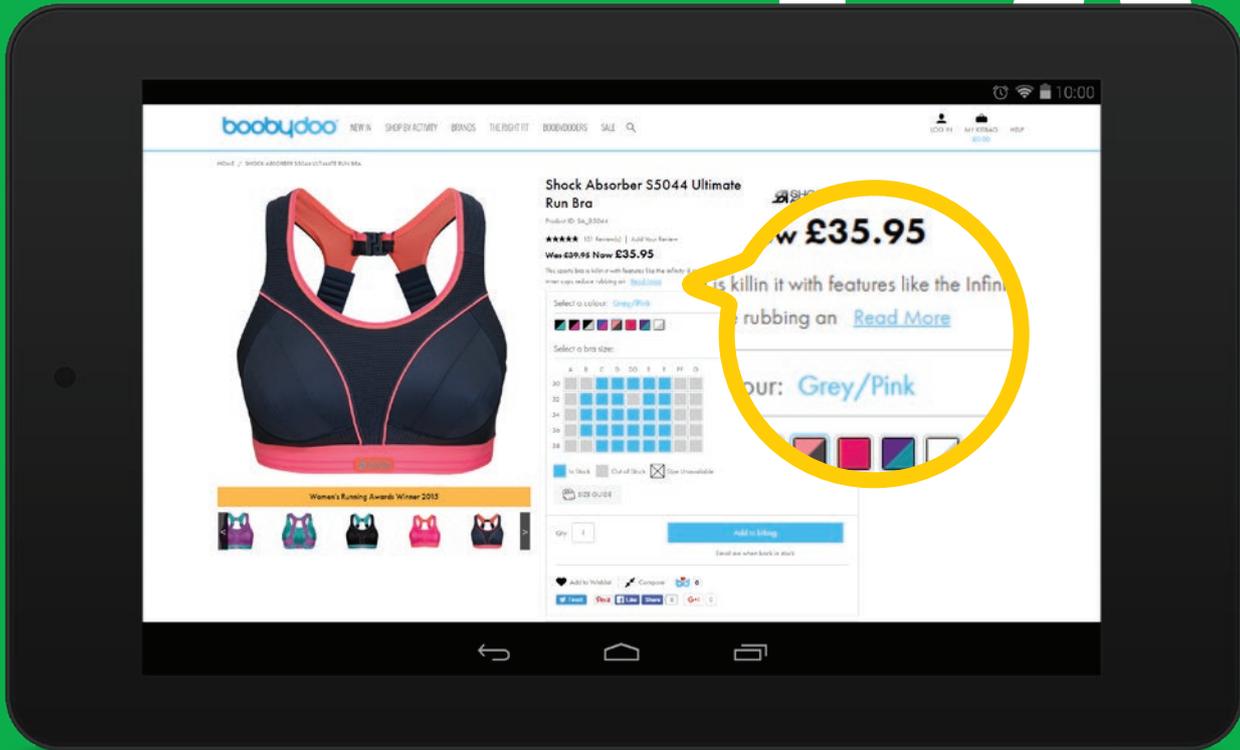
Imagine searching for a product on Google and reaching an online shop where you find the website upselling their own app rather than showing you the product that you are actually searching.

Just as annoying for users are the constant questions as to whether they really do want to use the mobile site on the mobile device.

# DON'T



# DO



## Long texts only in excerpts

What already applies on the web is even more important for mobile-optimised websites. Your mobile website really needs to "Get to the point". Mobile online shoppers want their product questions to be answered quickly and don't want to read or scroll over huge sections of text on their smartphones to get them.

If longer texts – such as, information on content or teaser descriptions for books – are really necessary, then show the complete text only after an interaction with the visitor (e.g. following a click). The online bookseller Wordery, among others, currently solves this problem elegantly in its mobile online shop.

## Poor forms

Forms which are too long, have too short input fields, no pre-selected keypads, insufficient error prompts or filling in assistance with short comments, incomprehensible captions, arbitrarily arranged input fields – all these are errors which are often made with forms in online shops. You should therefore ensure, particularly in mobile shops, that your forms are not too long and that they demand only absolutely essential information. If the form, however, is still relatively long, you should ensure that clear information is provided as to the percentage already completed and how

much the shopper still has to complete. Auto-completion of sections, for example the address, can motivate the user to work through longer forms.

The latest HTML version also offers the possibility for smart-phones to directly display the correct keypad. In this way, you can automatically show the number pad, for example, when a telephone number is required. Other options include keypads for text, e-mail addresses or telephone numbers.

# DON'T





# DO

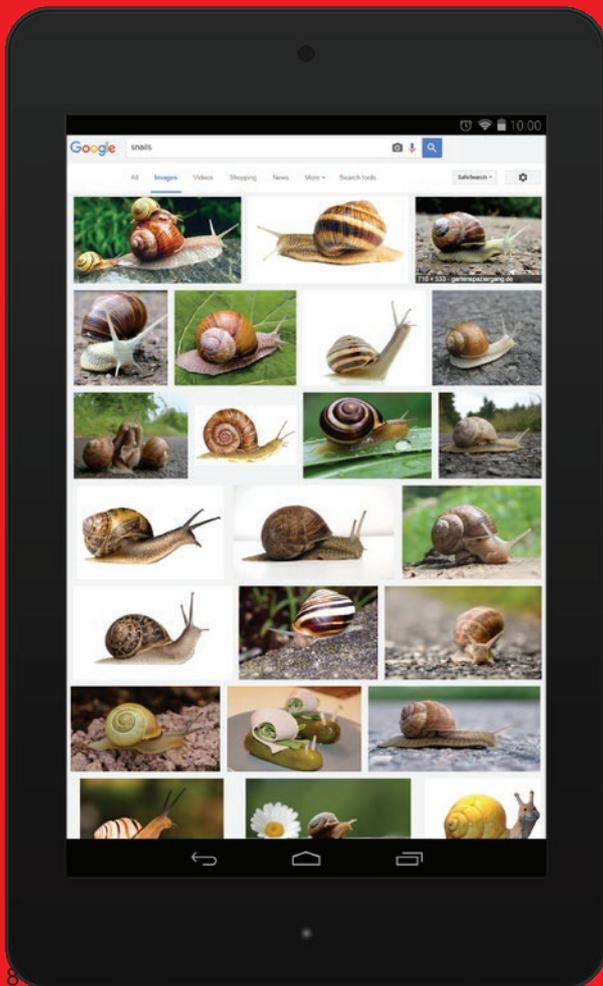
## Access to the desktop version

Regardless of how good the independent mobile online shop is, there are also users who are searching for specific information on a product that you may have left out on the mobile version. Or think of users who cannot find their way around the independent mobile version of your shop as you might offer different categories than in the normal shop. Offer these users greater freedom by providing a link to the "normal" desktop version of your online shop – for example, at the end of the website.

## Poor performance

A vast majority of your customers are impatient. Poor mobile website performance has a very negative effect on conversion rates. Although customers may be merciful when they first come to your online store and look at what you offer, they would not become returning visitors if their experience is not improved. This is true for both, mobile websites and shopping apps.

Responsive design is continually blamed for poor performance. Compared to a dedicated, independent mobile shop, this may now be true in the majority of cases. In order to optimise the performance of responsive online shops, you have a wide range of options that can sometimes outweigh the benefits of dedicated mobile versions.



# DO NOT



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