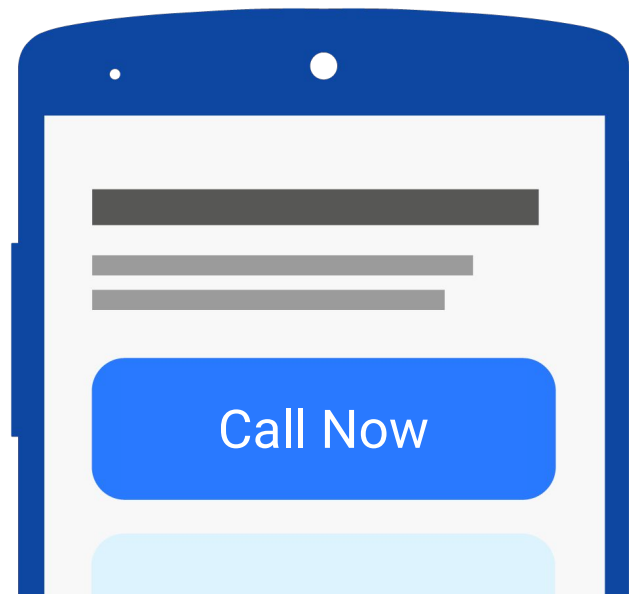


## 25 Principles of Mobile Site Design



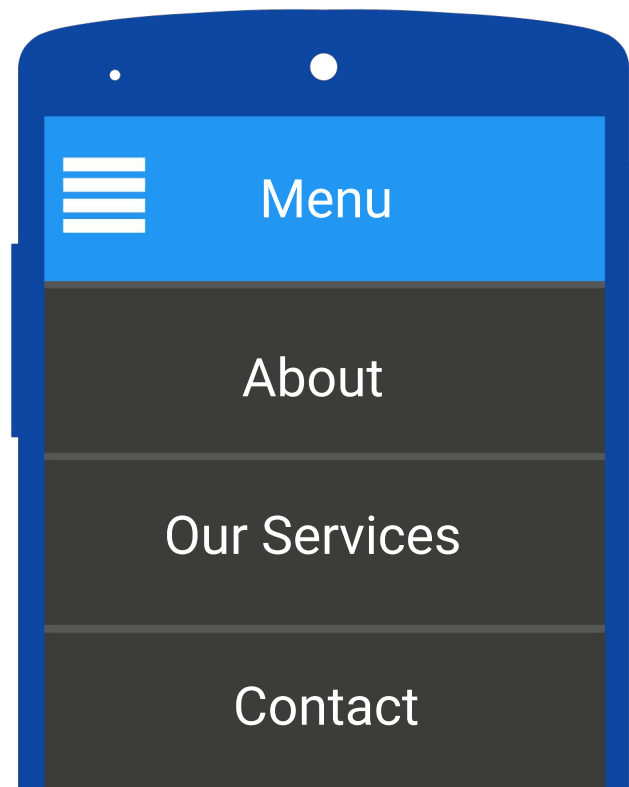
# One.

Have your call to action front and centre so that it's easy for people to see.



## Two.

Keep menus short & sweet.



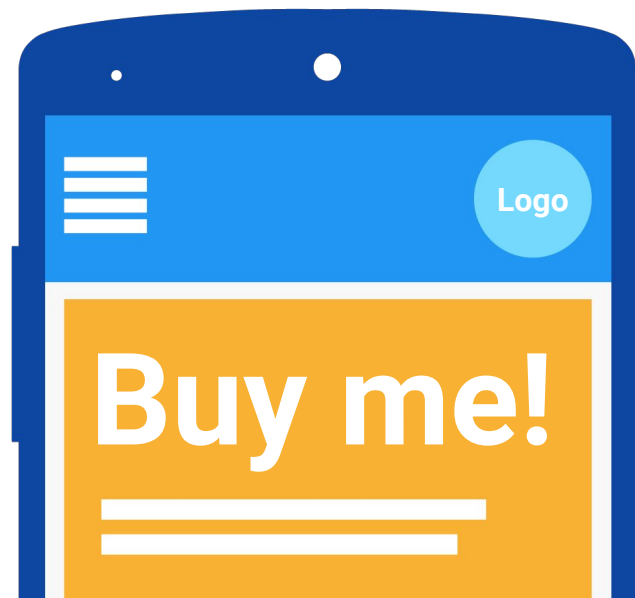
## Three.

Make it easy to return to the homepage, use your logo to link back.



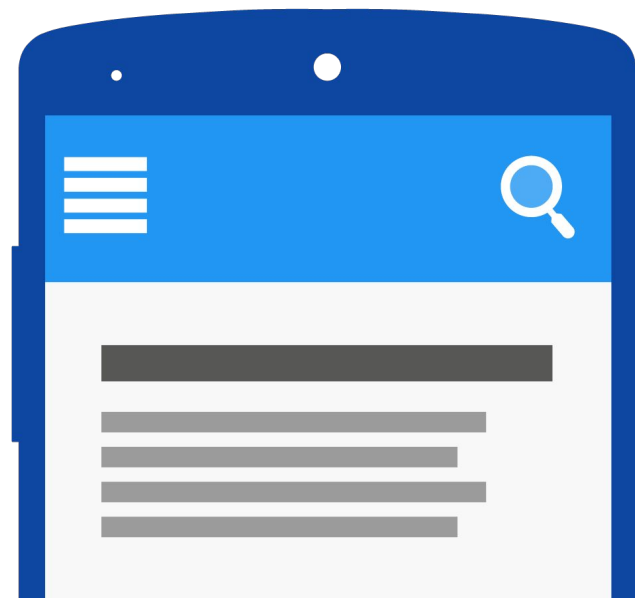
## Four.

Don't let promotions take over the homepage or interfere with navigation.



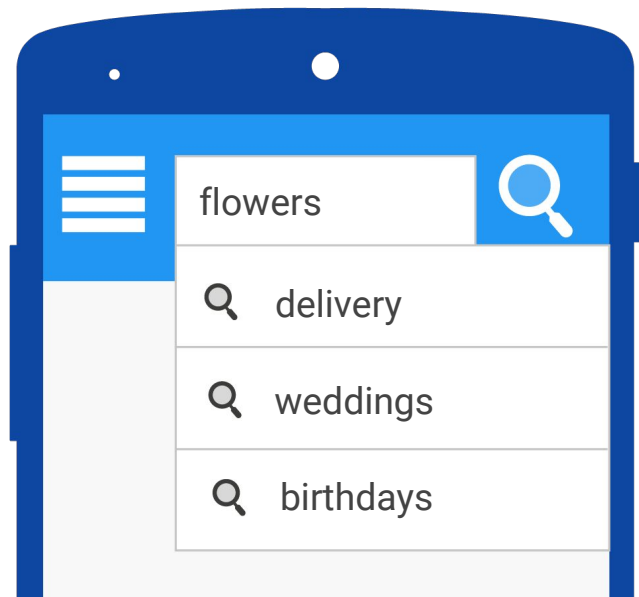
## Five.

Make site search clearly visible on all pages.



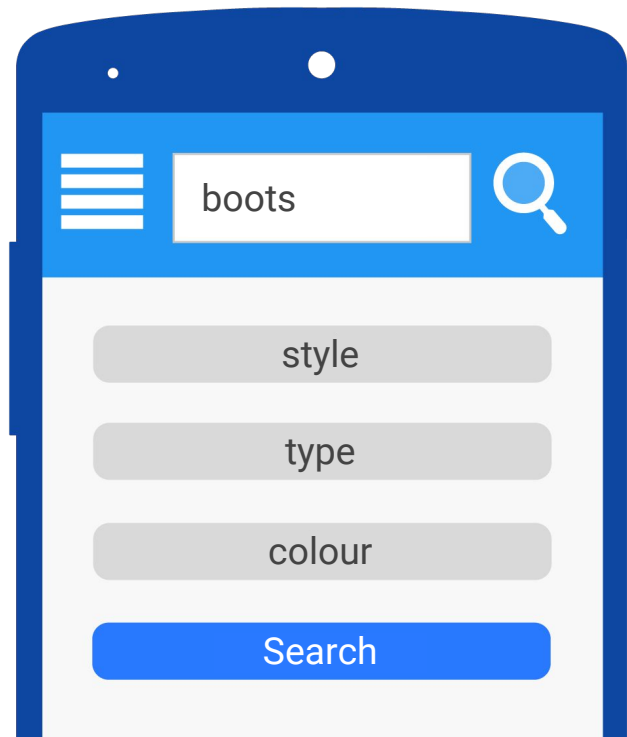
## Six.

Make site searches relevant so that users can find the information they need.



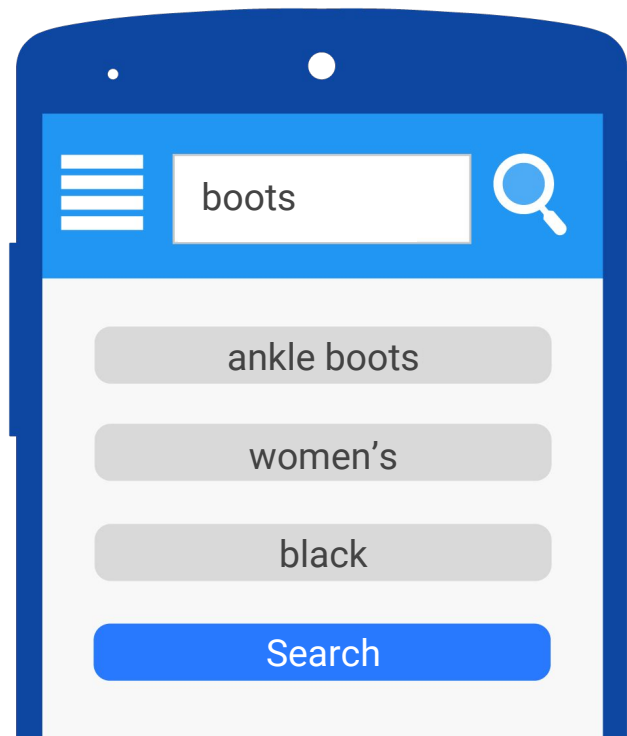
## Seven.

Include search filters to help users get accurate results.



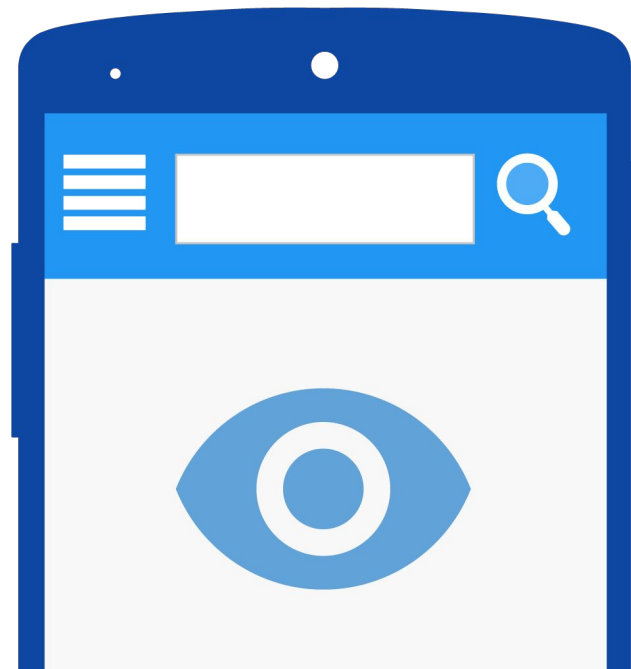
## Eight.

Segment your search audience before they search, if possible.



## Nine.

Allow users to explore your site before asking them to supply personal information.



# Ten.

Allow users to purchase as guests but encourage registration where possible.

Have a profile? Sign In.

email

password

Checkout

No profile?

No problem, you can create a profile at checkout.

Checkout as guest

# Eleven.

Make it easy. Use registered users' information by pre-filling their details.



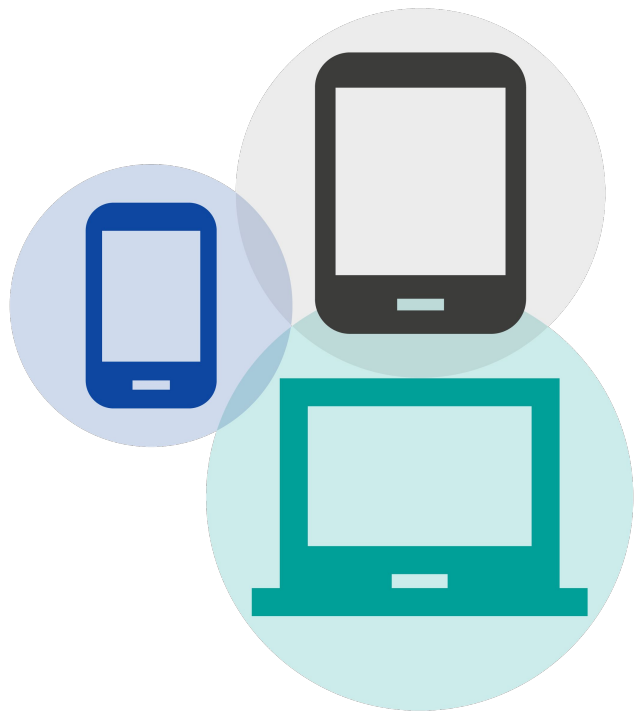
## Twelve.

Use click to call buttons so that users can speak to an operator if they need help.



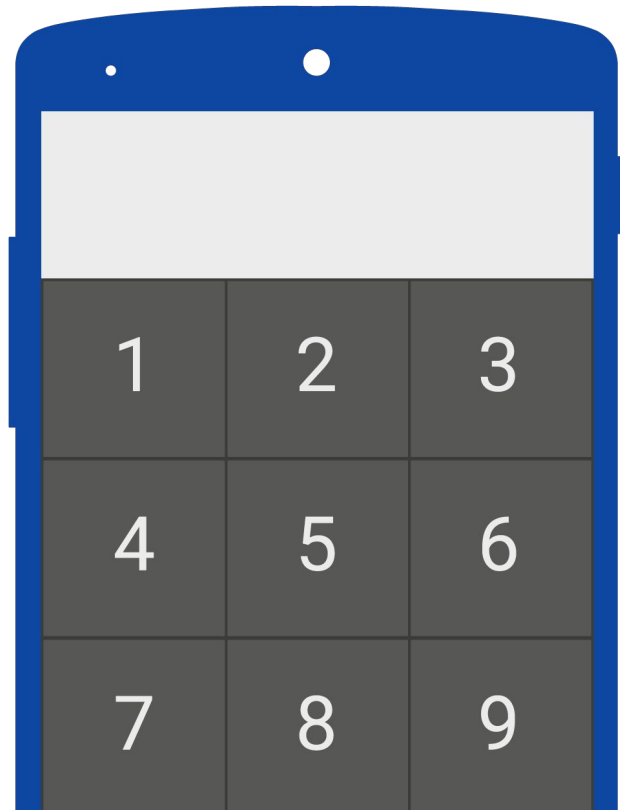
## Thirteen.

Make it easy for users to finish conversions on another device.



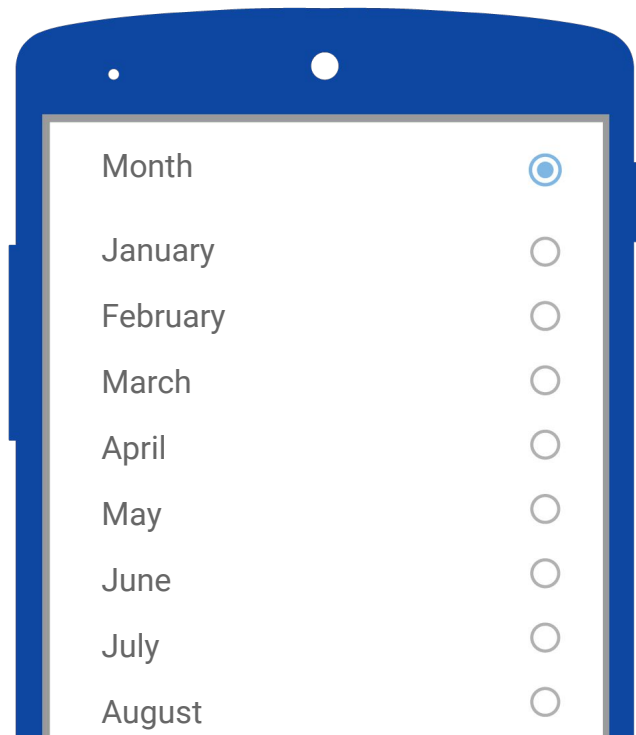
## Fourteen.

Offer users a number pad for fields requiring number entry.



# Fifteen.

Choose the easiest ways for users to enter information, drop downs, tick boxes etc.

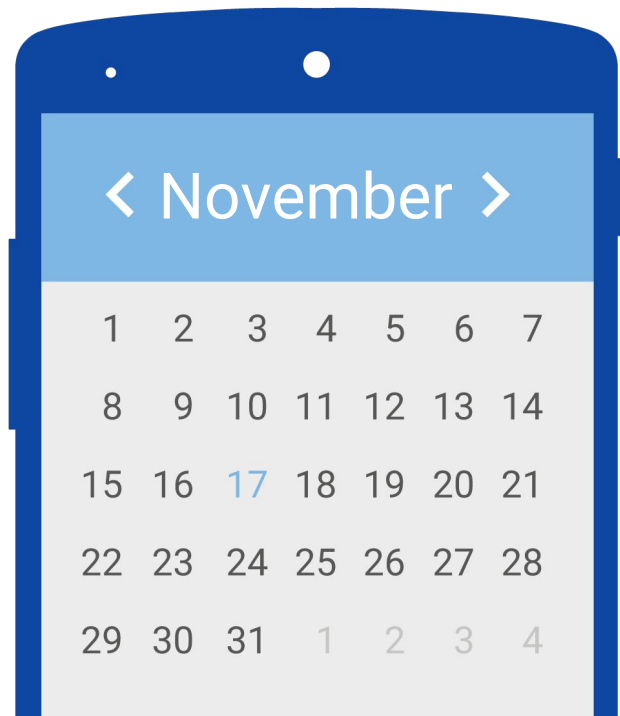


The illustration shows a blue smartphone with a white screen. On the screen is a form with a label 'Month' and a list of months from January to August. Each month is preceded by a radio button. The 'Month' label has a selected radio button with a blue dot. The other months have unselected radio buttons with grey dots.

Month	Selected
Month	<input checked="" type="radio"/>
January	<input type="radio"/>
February	<input type="radio"/>
March	<input type="radio"/>
April	<input type="radio"/>
May	<input type="radio"/>
June	<input type="radio"/>
July	<input type="radio"/>
August	<input type="radio"/>

## Sixteen.

Provide a visual calendar to make bookings and planning easy.



## Seventeen.

Use clear instruction and real time validation to minimize errors, tell users when they have not entered correct information.



\* please enter field

address 1

address 2

postcode

# Eighteen.

Design of forms is important - short and easy to read is key.



A blue smartphone mockup displaying a form with the following fields:

- Last Name
- Mailing Address
- City
- Apt./Unit #
- Date of Birth
- MM / DD / YYYY

## Nineteen.

Design all your website pages so they are optimized for mobile.



# Twenty.

The images and layout should always be legible.



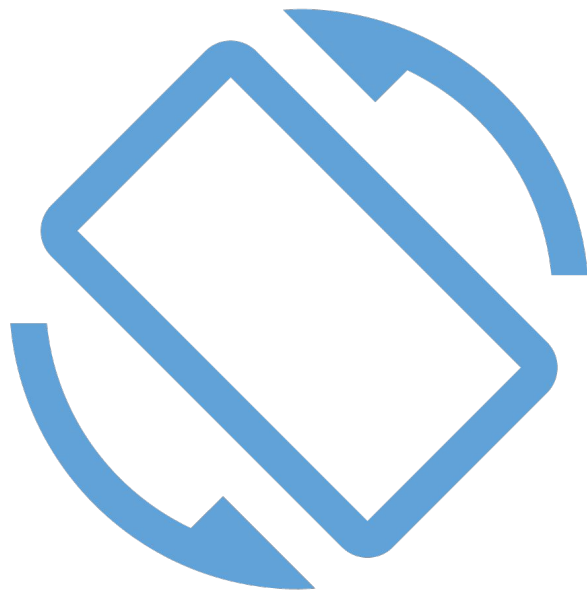
## Twenty one.

Include high quality close-ups of key images like product photos.



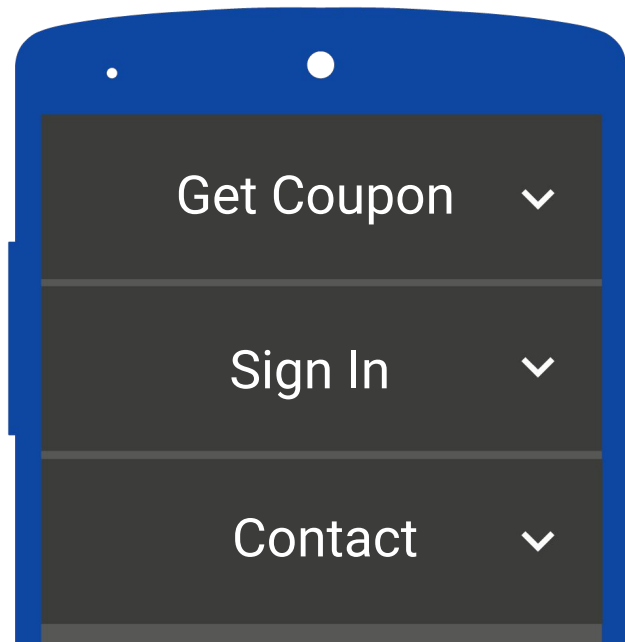
## Twenty two.

Tell users if your website is better viewed as portrait or landscape.



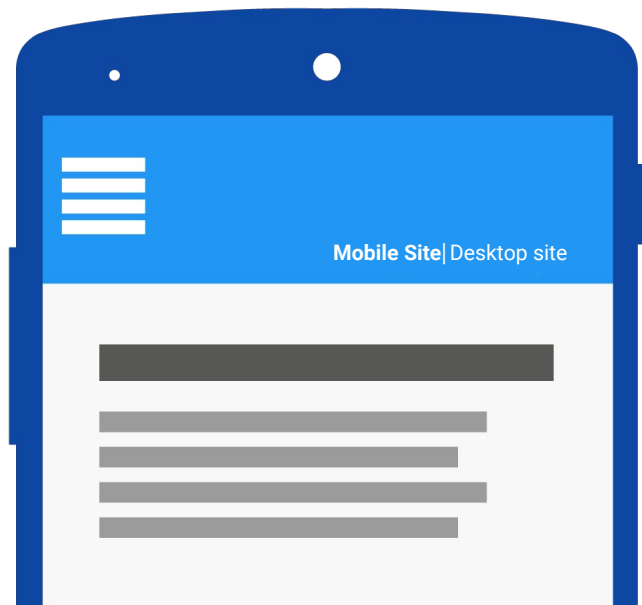
## Twenty three.

Keep users in a single browser window, do not allow them to navigate away from your browser.



## Twenty four.

Use mobile/desktop  
labelling.



## Twenty five.

Allow users to locate stores or products 'near me'.

