



IBM Software Group

WebSphere® Commerce V7

Mobile commerce store overview



@business on demand.

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This presentation is an overview of the mobile commerce store.

Goals

- Understand the shopping experience from a mobile device



The goals for this presentation are to understand the shopping experience from a mobile device and how that differs from shopping from a desktop browser.

Agenda

- Summary of mobile store page optimizations
- Standards for mobile Web pages
- Example mobile store pages



The agenda is to discuss the types of optimizations done for mobile store pages, and to see some examples of mobile store pages.

Overview

- Mobile optimized store pages
 - ▶ User registration
 - ▶ Marketing and promotion areas
 - ▶ Product details
 - ▶ Physical store locator
 - ▶ Wish list
 - ▶ Pickup orders in-store
 - ▶ Order status and tracking



The following page functions have been optimized for mobile shopping: user registration, marketing and promotion areas, product details, physical store locator, the wish list, pickup in store functions, and order status and tracking.

Mobile device optimizations

- Compactness
 - ▶ Reorganization to spread data across several pages
 - Example: Address not required at initial user registration
 - ▶ Some page functions omitted
 - ▶ Some images omitted or reduced in size
- Mobile shopper targeting
 - ▶ Shopper elects to receive messages to mobile device by registering telephone number
- Standards
 - ▶ Adhere to W3C Mobile Web Best Practices 1.0
 - ▶ Pass mobileOK Basic Tests 1.0



There are two major categories of optimizations done to the mobile store pages to accommodate mobile devices.

Pages have been redesigned with compactness in mind to fit the relatively small screen size of a mobile device. Pages have been reorganized to spread data across several pages. For example, the address fields in the account registration have been moved to a separate optional address update page.

Some page functions have been omitted entirely. Most images have been omitted or reduced in size.

Mobile shoppers can be targeted for marketing messages by registering their mobile telephone number.

The mobile store pages adhere to the **W3C Mobile Web Best Practices 1.0** specification. The pages pass the **mobileOK Basic Tests 1.0** test suite.

Mobile store optimizations

- Shopping flow optimization
 - ▶ Shipping method is limited to pick up in store
 - ▶ Payment is limited to credit card or pay in store
- Omitted due to different ergonomics
 - ▶ Accessibility enablement



The shopping flow has been optimized for the mobile shopper who is away from their desk. For example, a shopper can not ship an order to the home address. Only pick-up of the order in a physical store is available as a fulfillment method. Normal desktop browser accessibility features have been omitted because mobile devices do not have the same ergonomics as a desktop computer.

Madisons mobile home page

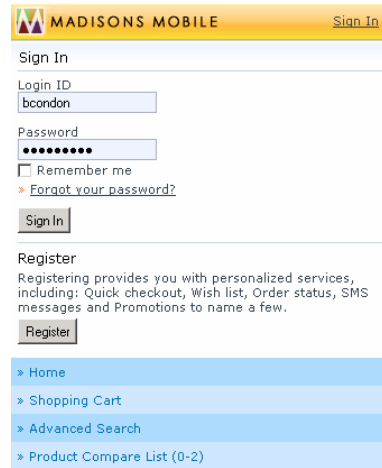
- Standard Madisons starter store
- Mobile store more compact
 - ▶ Simpler navigation
 - ▶ Reduced images
 - ▶ No Flash animation



This slide contrasts the standard Madisons starter store home page compared with the Madisons mobile store home page. Notice that the product navigation is much simpler, the number of images is reduced, and none of the images are Flash animation.

Madisons mobile sign in

- Compact sign in



MADISONS MOBILE [Sign In](#)

Sign In

Login ID
bcondon

Password
●●●●●●

Remember me
> [Forgot your password?](#)

[Sign In](#)

Register

Registering provides you with personalized services, including: Quick checkout, Wish list, Order status, SMS messages and Promotions to name a few.

[Register](#)

> [Home](#)

> [Shopping Cart](#)

> [Advanced Search](#)

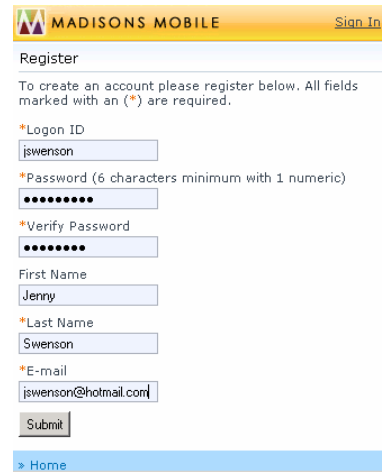
> [Product Compare List \(0-2\)](#)



This slide shows a compact store sign-in page.

Madisons mobile new account registration

- Minimum new account information
- Omits
 - ▶ Address, which can be added later



The screenshot shows the 'MADISONS MOBILE' registration page. At the top right is a 'Sign In' link. The main heading is 'Register'. Below it is a note: 'To create an account please register below. All fields marked with an (*) are required.' The form fields are: '*Lolon ID' (text input with 'jswenson'), '*Password (6 characters minimum with 1 numeric)' (password input with 6 dots), '*Verify Password' (password input with 6 dots), 'First Name' (text input with 'Jenny'), '*Last Name' (text input with 'Swenson'), and '*E-mail' (text input with 'jswenson@hotmail.com'). A 'Submit' button is at the bottom of the form, and a '> Home' link is below it.



This slide shows a new account registration. Note that a minimum of information is requested. The address information is not requested here, but it can be added later.

Madisons mobile account subscriptions

- Opt-in for
 - ▶ Marketing e-mails
 - ▶ Marketing SMS (mobile text) messages
 - ▶ Order status SMS messages

MADISONS MOBILE [Sign Out](#)

[Home](#) | [My Account](#) | [My Subscriptions](#)

My Subscriptions

Sign up to receive exclusive offers. You may stop this subscription service at any time by deselecting the checkbox options.

E-mails

Send me e-mails about store specials

Texting

Mobile phone number

Country

Canada

Mobile phone number

+1 800-555-1212

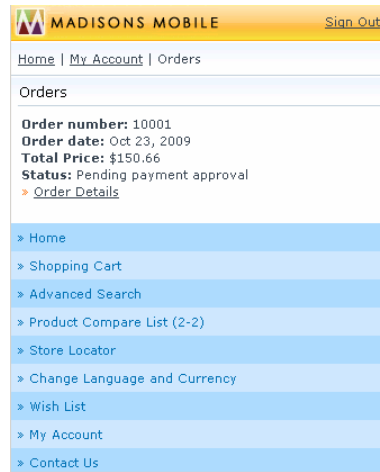
Send SMS Notifications to mobile phone

Send SMS promotions to mobile phone

This slide shows the account subscriptions page where you can opt-in for marketing messages by e-mail, marketing messages by SMS (mobile text messages) to your mobile device, and order notifications by SMS to your mobile device.

Madisons mobile order summary

- Account order summary with optional details



The screenshot displays the 'MADISONS MOBILE' interface. At the top right, there is a 'Sign Out' link. Below the header, navigation links for 'Home', 'My Account', and 'Orders' are visible. The main content area is titled 'Orders' and shows the following details:

- Order number:** 10001
- Order date:** Oct 23, 2009
- Total Price:** \$150.66
- Status:** Pending payment approval
- [Order Details](#)

Below the order details is a vertical menu with the following items:

- > Home
- > Shopping Cart
- > Advanced Search
- > Product Compare List (2-2)
- > Store Locator
- > Change Language and Currency
- > Wish List
- > My Account
- > Contact Us

This slide shows your account order summary with a link to see details of the order.

Madisons mobile language preferences

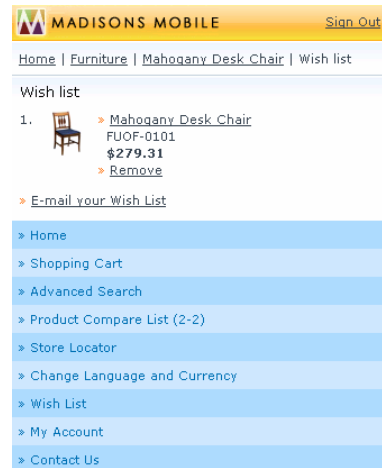
- Preferences for
 - ▶ Language
 - ▶ National currency

The screenshot displays the 'MADISONS MOBILE' website interface. At the top right, there is a 'Sign Out' link. Below the header, there are navigation links for 'Home' and 'Change Language and Currency'. The main section is titled 'Language and Currency' and contains the instruction: 'Choose your preferred language and currency to shop in.' There are two dropdown menus: 'Language' set to 'United States English' and 'Currency' set to 'Canadian Dollar'. A 'Continue Shopping' button is located below the dropdowns. At the bottom of the page, there is a navigation menu with links: '> Home', '> Shopping Cart', '> Advanced Search', '> Product Compare List (0-2)', '> Store Locator', and '> Change Language and Currency'.

This slide shows the language and currency preferences for your account.

Madisons mobile wish list

- Wish list to hold products before committing to an order



This slide shows the account wish list which allows you to select a product for purchase consideration without committing to buy it. You can add an item to your wish list from any product page, which you will see in the next slide.

Madisons mobile product page

- Compact product availability indicators

"Hawthorne" Wineglasses
SKU: TA103-02

Price: \$12.99
Qty: 1
Add to Cart
Add to Wish List
Select to Compare

Check Availability:
Online:
✓ In Stock
In-store:
✓ Sherway Gardens: In Stock



This slide shows a product detail page with compact product availability indicators. Also note the **Add to Wish List** link which adds items to the wish list, which you saw on the previous slide. Note the **Select to Compare** link which will add the product to a comparison page. You will see the comparison page on a subsequent slide.

Madisons mobile store locator

- Store locator
 - ▶ Find by keyword search
 - ▶ Store listing contains
 - Address
 - Link to initiate telephone call
 - Link to a map provider service

MADISONS MOBILE [Sign Out](#)

[Home](#) | [Store Locator](#)

Store Locator

Enter ZIP code or city name

[Sign Out](#)

[Home](#) | [Store Locator](#) | [Store Locator Results](#) | Sherway Gardens

Sherway Gardens

Address
25 West Mall
Etobicoke, Ontario
▶ [905.456.7658](#)
▶ [View map](#)

Regular Shopping Hours
Mon-Fri: 10am - 9pm
Sat: 9am - 7pm
Sun: 11am - 6pm

Store Type
Regular Store

◀ [Previous store](#) [Next store](#) ▶

▶ [Home](#)

▶ [Shopping Cart](#)

▶ [Advanced Search](#)

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This slide shows the store locator which locates physical stores by keyword search. Search results list qualifying stores with address, telephone, and store hours. The telephone link activates the mobile device call-out feature. The map link accesses an optional mapping service.

Madisons mobile advanced search

- Advanced search
 - ▶ Keywords with boolean operators
 - ▶ Results length
 - ▶ Narrowing by
 - Context
 - Brand
 - Price
 - Category

MADISONS MOBILE [Sign Out](#)

[Home](#) | [Advanced Search](#)

Advanced Search
Separate each search term with a space.

Search for:

all of the words

Exclude:

all of the words

Located in:
product name and description

Brands:

Price range:
From to

Search in:
all categories

Number of results per page:
5



This slide shows the product advanced search page. You can search by keyword specifying Boolean operators, specify the results maximum length, and narrow the search by word context, brand, price and product category.

Madisons mobile advanced search results

- Compact search results

The screenshot shows the 'MADISONS MOBILE' interface. At the top right is a 'Sign Out' link. Below the header is a navigation bar with 'Home | Advanced Search | Search Results'. The main content area is titled 'Search Results' and displays '1 - 5 of 5 items found for "wine"'. A list of five wineglass items is shown, each with a small icon, a name, an SKU, and a price. At the bottom of the list is a blue bar with a '> Home' link.

Item	Name	SKU	Price
1.	"Corrolus" Wineglasses	TAWI-03	\$8.93
2.	"Craven" Wineglasses	TAWI-04	\$10.04
3.	"Hawthorne" Wineglasses	TAWI-02	\$14.51
4.	"Interloch" Wineglasses	TAWI-05	\$15.07
5.	"Villagois" Wineglasses	TAWI-01	\$7.81

This slides shows the search results.

Madisons mobile



- Product comparison

MADISONS MOBILE [Sign Out](#)

[Home](#) | [Search Results](#) | ["Villaquois" Wineglasses](#) |
Product Compare List

Product Compare List [Clear list](#)

[Remove](#) [Remove](#)

Brand/model

["Corrolus" Wineglasses](#) ["Villaquois" Wineglasses](#)

Price

\$8.93 \$7.81

Stock Availability

Online: In Stock **Online:** In Stock

In-store: Sherway Gardens **In-store:** Sherway Gardens

[Home](#)

This slide shows the product comparison page which allows you to compare two or more items for price and availability.

References

- W3C Mobile Web Best Practices 1.0
<http://www.w3.org/TR/mobile-bp/>
- W3C mobileOK Scheme 1.0
<http://www.w3.org/TR/mobileOK/>



This slide gives you references to the W3C standards for mobile device Web page design and compliance testing.

Summary

- How mobile pages differ from standard store pages
- Mobile Web standards



This presentation has shown you how the mobile store pages are different from a desktop browser store page. The presentation also discussed mobile Web Standards that the mobile store follows.

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