FINGER FRIENDLY

How STYLIGHT went responsive (in 6 weeks).

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We want to build the best place to discover fashion everyday.
Get inspired by looks created by the community.
Discover thousands of brands and millions of products.
We don’t decide how people access our websites. They do. And increasingly it’s on mobile devices and tablets.
SO MANY DEVICES, SO MANY SIZES

How can we offer a compelling experience on all of these devices?
Responsive

ONE SITE TO RULE THEM ALL

Mobile sites

DEVICE SPECIFIC EXPERIENCES
Responsive

ONE SITE TO RULE THEM ALL

Mobile sites

DEVICE SPECIFIC EXPERIENCES

* Valid alternative, responsive design isn’t the singular best solution for all circumstances
WHY RESPONSIVE?

Four reasons why we have decided to move on with a responsive design for STYLIGHT.
Simplicity.

SEO.

Conversion from status quo.

Speed.
Simplicity. No need for a separate mobile presence, allows us to have a single site at a single URL with a single code base and set of files to be used.

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Speed. If designed and developed correctly, a responsive website will improve the overall performance, because it is made for both desktops & mobile devices.

OUR WORKFLOW

The entire project took 4 people 6 weeks.
Two designers & two developers in the same room
Great designs evolve in collaboration. Kill the waterfall.
Work with code as early and as much as possible.

Bootstrap
Sleek, intuitive, and powerful mobile first front-end framework for faster and easier web development.

Download Bootstrap
Handle the visual design upfront in a style guide.
Do not document, do not deliver photoshop files. Prototype it.
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HOW IT TURNED OUT

Improved KPIs on all devices, but still way to go in our mobile experience.
Goal completion rate mobile and tablet traffic

Before Responsive

After Responsive

+24%
Average visit duration mobile and tablet traffic

Before Responsive

After Responsive

+36%
Desktop Down
GRACEFUL DEGRADATION

Mobile Up
PROGRESSIVE ENHANCEMENT
GIVE IT A TRY!
Send us your feedback & get in touch with us.

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