Mobile first, user lost?

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NESS Digital Engineering

Ness connected process

Experience Engineering

Data Analytics

Products & Platforms

Logos of various companies

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Logos of various companies
Mobile first

Mobile-First

Desktop-First
All problems solved!
User.. happy?
When it doesn’t work?

1. Large spreadsheets which can’t be converted
2. Complex process of comparing items and uploading assets
3. Users want a desktop experience, not a mobile one
4. Technical and logistical constraints (platform & devices)
5. Elder and non-tech savvy users (it depends)
6. Following a buzzword or just a trend
Let’s work together
Experience first
How to make it work

1. **Experience first** - identify what the user need and how to deliver it
2. Proper user research - understand needs & pain points
3. Map user flows for every touchpoint and device
4. User tests - is a mobile approach useful?
5. Can we scale the experience?
6. Create an integrated workflow
7. User goals dictates visual design, not the opposite
8. Don’t get blinded by technology
Experience first
Thank you!