



MOBILE MISHAPS

Taming the Beast



Gary Penn, *Head of Global Digital & eCommerce*
prAna Living, a subsidiary of Columbia Sportswear

prAna is a premium lifestyle clothing company that offers sustainable clothes for yoga, travel, & outdoor adventure enthusiasts



Putting Things in Perspective



WAP: Wireless Application Protocol
1999 – 2007ish

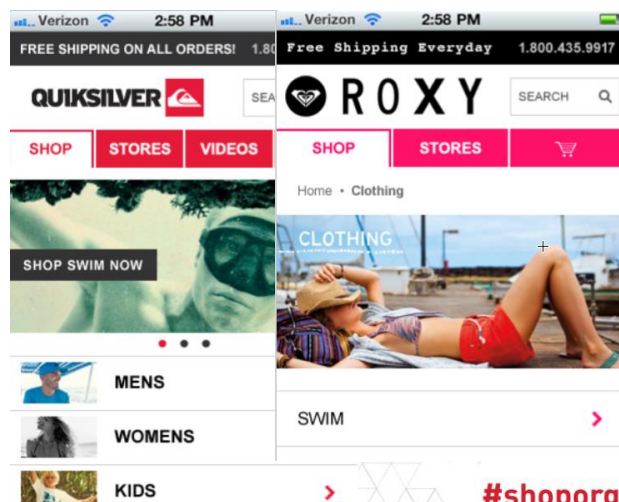
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Putting Things in Perspective

M-Dots:
Separate but
Mobile
2007 - ?



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And then came speed



Speed drove
single-site
adoption
2012 to Present



“Lack of Separation” Anxiety

- One-site, one mindset
- So what is mobile then?
- And how do we treat those breakpoints?



Educate

First things first!
Change the
mindset INSIDE
the organization.



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Educate



=

Device Category ?	Acquisition
	Sessions ? ↓
	717,888 % of Total: 100.00% (717,888)
1. desktop	358,652 (49.96%)
2. mobile	279,363 (38.91%)
3. tablet	79,873 (11.13%)

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Start with Behaviors



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Execute Basic UX First

CUSTOMER CARE ▼

GIFT CARDS ACCOUNT MY BASKET

prAna

WOMEN MEN ACCESSORIES SALE STORIES SEARCH Q

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[866] 915-6457

Shipping & Orders

We strive for fast and efficient shipping with environmentally responsible and reusable packaging.

HOW MUCH WILL SHIPPING COST?

	GROUND	2 DAY*	OVERNIGHT*
Orders > \$99	FREE	\$20.00	\$32.00
Orders < \$99	\$8.00		

* Expedited shipping is not available for PO Boxes or APOs.
** Free shipping is not available on Influencer or Pro purchases, sorry.

WHEN DOES MY ORDER SHIP AND WHEN WILL IT ARRIVE?

Your order will arrive via either UPS or USPS. If you are unable to receive UPS shipments please use your P.O. Box; P.O. boxes, APOs and Puerto Rico destinations will ship USPS only.

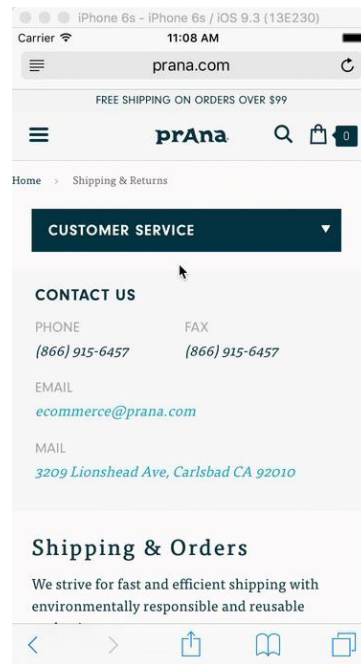
Orders placed before 11:00am PST Monday – Friday will ship the same business day. Orders placed after 11:00am PST Monday – Friday will ship the following business day. Shipping and arrival may be affected by observed holidays or

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Execute Basic UX First



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Tackle Advanced UI After



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Education Never Stops

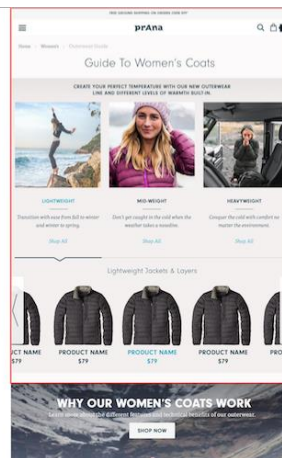
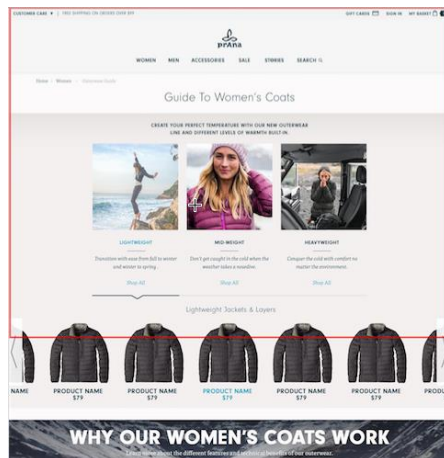


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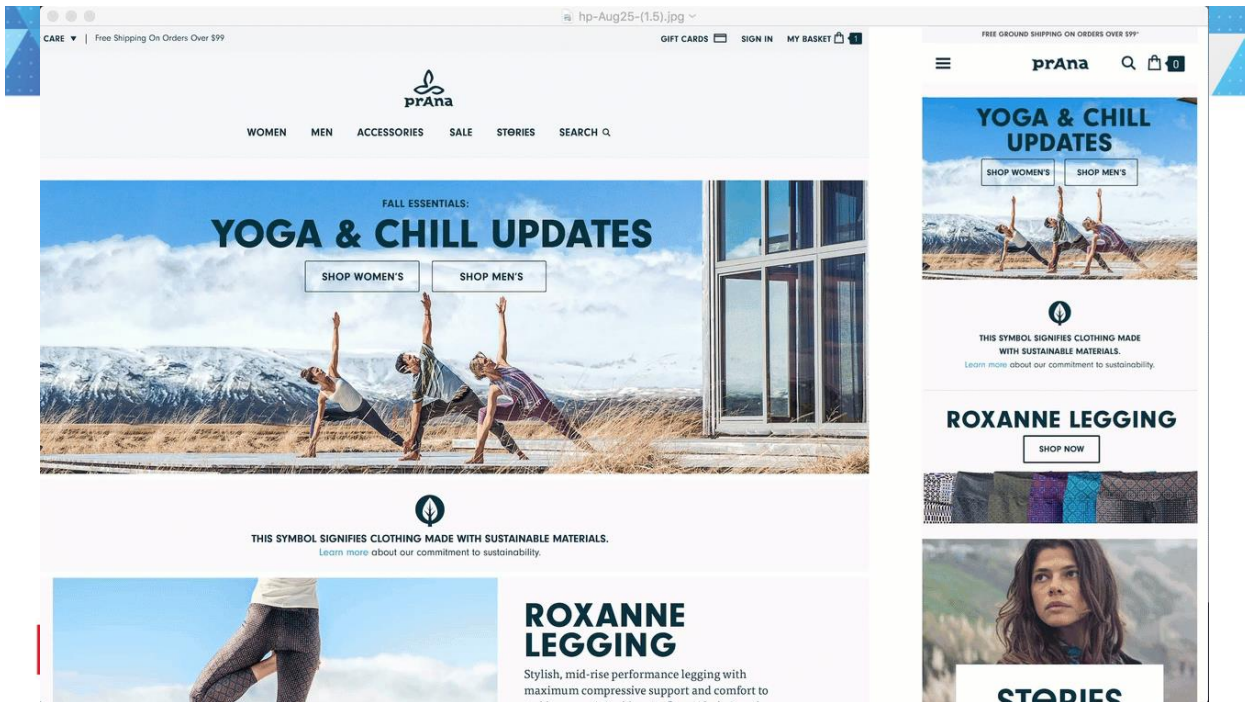
Pick a point and stick to it



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Some rules are easy



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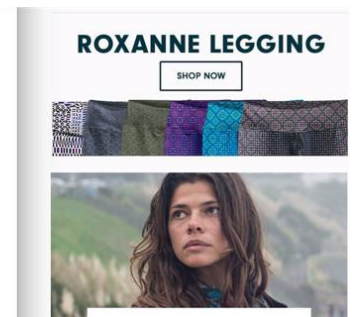
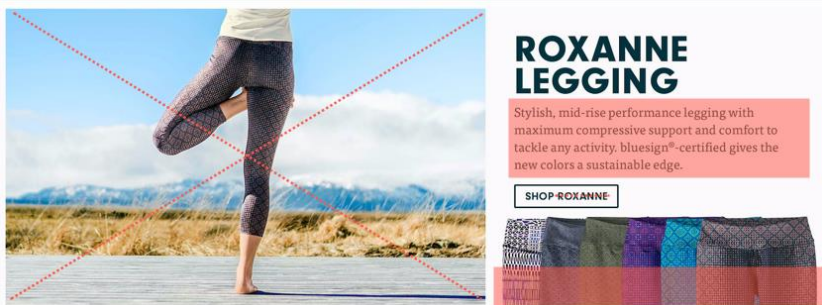
Some rules are moderate



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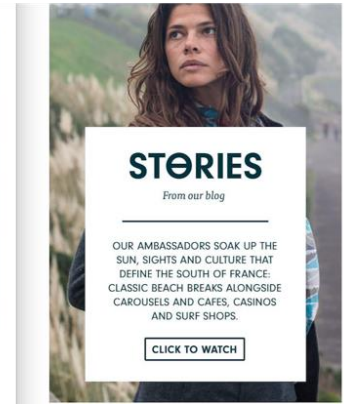
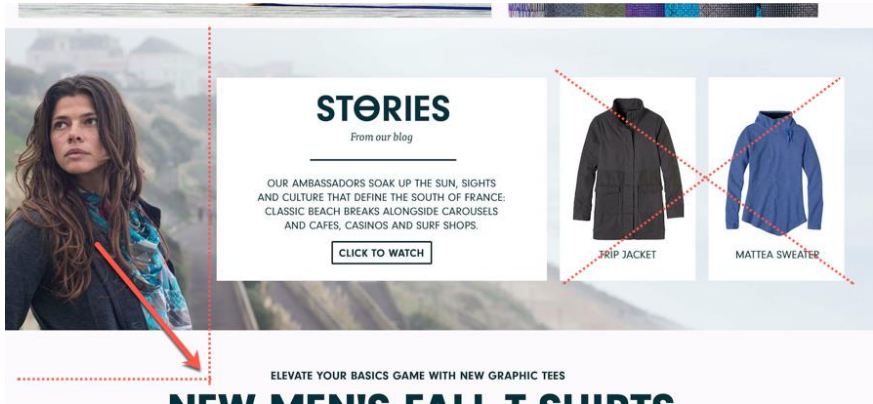
Some rules are hard



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All standards are context dependent!



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Illustration by Leonard Leslie Brooke

Easy,
moderate
or hard,
focus on
your org's
needs.

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To recap on today's takeaways...

Rest assured, you're not alone! This is not easy but you can progress. It's not staff or magic, it's process:

- Educate
- Focus on changing behaviors (teach 'em to fish)
- Execute on basic UX
- Then move to advanced UI – develop standards
- Breathe. Enjoy it! Change = Job Security

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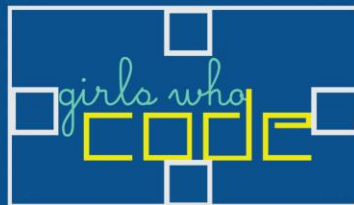
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Girls Who Code is a national non-profit organization dedicated to closing the gender gap in technology.

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