

Mobile design and user experience

Overview

Launched in May 2010, the Your M&S mobile web site is a complete search and purchase site for Marks and Spencer, representing the first large-scale deployment to the mobile web by a UK high street retailer. The site features the complete set of product ranges, account management and store locator.

Strategy

M&S decided on a technology route for the site build, but requested New Toy to define a set of visual standards and design guidelines for the site that accurately reflected, and enhanced, the world-famous brand.

Results

Consistently effective, on-brand user experience across a complete range of mobile devices

"An excellent example of well crafted and optimised mobile form design" Forum Nokia

"... overall site design and navigation is excellent" eConsultancy

