

A close-up photograph of a person's hand holding a gold-colored smartphone. The hand is positioned in the lower right quadrant of the image, with the phone held horizontally. The background is a dark blue gradient with various digital icons floating around, including a bus, envelope, laptop, house, shopping cart, airplane, globe, calculator, cloud, and mobile phone. The icons are in shades of orange and white, some with a glowing effect.

An iBridge Point of View

The Importance of Mobile-First Thinking as Part of Your Digital Transformation

Key benefits of incorporating a mobile-first approach into your DX strategy

An essential goal of any digital transformation (DX) strategy is to improve customer experience across all channels.

As more consumers are interacting with brands, researching products, and making purchases online using their mobile devices, it's vital for companies to adopt a mobile-first approach to their DX initiatives.

Not only online merchants need to consider their mobile experience. Seventy-seven percent of US consumers use their mobile devices to compare in-store prices, and 71% of in-store shoppers indicate that their mobile devices are important to their shopping experience.

Meanwhile, 70% of B2B buyers have increased their mobile usage, and 51% are more likely to make a purchase from a mobile-friendly site.

What Is a Mobile-First Digital Experience?

Mobile-first experience design refers to the process of sketching, prototyping, and designing for mobile devices first, then scaling up to larger screens from there. This is unlike strategies such as responsive or adaptive design, which focus on the desktop experience first and then "translate" the design into an interface for the smaller screen.

Since the mobile screen offers a limited amount of space, mobile-first thinking requires designers to prioritize the elements of an interface (e.g., a web page). This process helps ensure that you're delivering the most appropriate user experience (UX) to the right screen.

The Benefits of Taking a "Mobile-First" Approach to Digital Transformation

Mobile-first thinking can help you reach a larger audience and deliver a better

customer experience to reach the goals of your DX initiatives, such as increasing cost-efficiency and driving profits:

1. Reach a Larger Audience with SEO

Google is now ranking websites with mobile-first indexing, which predominantly uses the mobile version of a website's content to determine its ranking in search result pages. Sites that don't adopt mobile-first thinking risk losing their SEO ranking and, therefore, their ability to get found by high-quality prospects.

2. Increase Mobile Conversion Rates

mCommerce is expected to account for 72.9% of all eCommerce by 2021. As more consumers are making purchases using their mobile devices, mobile-first thinking helps create a customer experience that streamlines the shopping experience and minimizes friction along the purchasing journey to increase your conversion rates.

3. Improve Content Quality

It's no secret that high quality, relevant content is the key to attracting a larger audience, building relationships with your prospects, and driving sales. By considering the limited space on a mobile device, mobile-first thinking encourages brands to focus on the core needs of their ideal customers by creating concise and high value content.

4. Create High Quality Interaction Points

Mobile-first thinking and design processes help brands streamline customer experiences by concentrating on the user story and mobile functionalities while removing distractions that are common when designers and programmers try to create a simultaneous desktop interface.

6. Enhance In-Person Purchasing Experience

Many consumers are now accustomed to using their mobile devices to supplement their real-life shopping experience. A mobile-first experience helps you create a seamless online-offline customer experience that will drive foot traffic and engage your customers, increasing your conversion rates while cultivating loyalty.

7. Reduce Cost

A mobile-first approach allows you to streamline many design and development processes, reducing the time you spend on meeting the needs of all your website visitors. For example, you no longer must design a website that caters specifically to mobile users. Mobile-first design is a one-size-fits-all solution optimized for meeting today's consumer expectations.



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Incorporating Mobile-First Thinking Into Your Digital Transformation Strategy

A mobile-first approach requires streamlining your user experience, simplifying your content, refining your call-to-action, and reducing friction along the purchasing path. You need to get clear on your business objectives so you can devise strategies and design a customer experience that aligns with your goals.

To incorporate mobile-first thinking into the many moving parts of your DX strategy effectively, work with an experienced partner with years of expertise in leading

digital transformation initiatives for organizations in multiple industries.

Here at iBridge, we have implemented end-to-end DX for clients in healthcare, legal, manufacturing, utilities, education, finance, and more. We work closely with our clients to understand their business objectives so we can align the DX design and customer experience with their short-term goals and long-term visions.

Get in touch to see how we can help your organization design and implement a successful digital transformation strategy.

