Google™

Mobile site redesign drives immediate results for 1-800-FLOWERS.COM

About 1-800-FLOWERS.COM

1-800-FLOWERS.COM, Inc. is the world's leading online florist and gift shop. The company is based in Carle Place, New York, and employs nearly 3000 people.

A seed is planted

1-800-FLOWERS.COM leads the online floral and gift business by offering truly original floral arrangements and gifts for every occasion and recipient. Being an occasion based online retailer, the bulk of purchases made in 1-800-FLOWERS.COM's vertical occur close to the time of delivery. As such, whether a busy businessman is purchasing flowers on-the-go or a spontaneous romantic wants to order chocolates for his loved one without her noticing, 1-800-FLOWERS.COM recognizes that mobile is an invaluable opportunity to reach consumers on-the-go close to the point of purchase. 1-800-FLOWERS.COM was an early mover in the mobile space, beginning their mobile program over six years ago, and now has both multiple apps, a robust mobile website as well as significant mobile advertising presence. However, based on their analysis, 1-800-FLOWERS.COM noticed that their mobile website still had room for improvement.

Thoughtful pruning

To address the problem, 1-800-FLOWERS.COM partnered with Moovweb to launch an initiative to revamp their mobile site. 1-800-FLOWERS.COM approached the problem by studying the best practices of top ecommerce sites, identifying strategic points of improvement through internal assessment, and building new features especially relevant for their mobile market. Amit Shah, Director of Mobile and Social Media at 1-800-FLOWERS.COM, recognized that the best way to approach mobile was not to simply transport their desktop website onto mobile but prioritize specific features for the mobile user.

"Trying to bring all of your desktop site to mobile misses the picture. You need to bring the right things to mobile," says Amit.

1-800-FLOWERS.COM prioritized features such as the shopping cart saving but did not bring over less used features such as order tracking, which they identified only a small percent of desktop users utilized. Next, 1-800-FLOWERS.COM identified key functionalities that would improve the user experience specifically for their mobile customers. This included the ability to search gifts locally based on the recipient's zip code utilizing the "Find a Gift Fast" feature which allows users to find a relevant gift quickly from the home screen based on zip code and occasion.

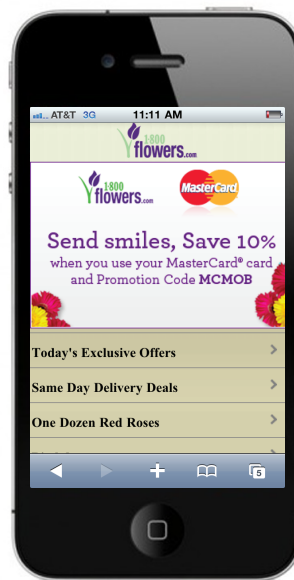The new rich calendar makes it easy to find the best delivery date

Finally, 1-800-FLOWERS.COM streamlined the mobile shopping experience as much as possible by significantly reducing the number of steps it takes to complete a purchase and enhancing features such as a real time delivery calendar that allows users to easily choose the best delivery date based on shipping prices and personal delivery needs.
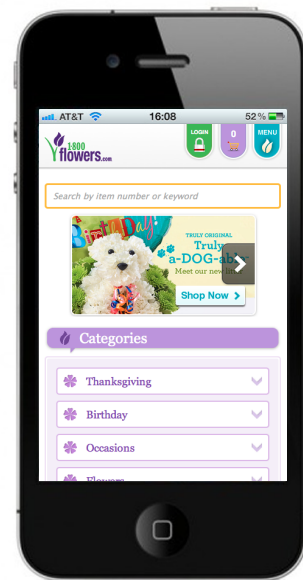
Blossoming results

By thoughtfully analyzing user behavior on their mobile site, and building enhancements to make the browsing and purchase experience even more robust, 1-800-FLOWERS.COM saw an immediate spike in the performance of their mobile website.

- Increase in conversion rate and 25% increase in average time spent on site, despite a decrease in the steps to complete a purchase

- A 53% reduction in cart abandonment and an increase in the average order value on mobile

Before

After

"Mobile shopping is quickly growing and continuously optimizing our mobile website is one way 1-800-FLOWERS.COM is staying ahead of the game. By looking at best practices from around the web and taking a deep dive into the customer experience and functionalities of our old mobile website, we identified the right elements to guide our redesign efforts. This allowed us to create the best mobile experience possible for our customers and resulted in strong business metrics."

— Amit Shah, Director of Moble and Social Media, 1-800-FLOWERS.COM