# Creating *best-in-class* Shopping experiences in Shopware 6

**Using Shopware 6 Shopping Experiences (previously called Shopping Worlds), brands are able to create more engaging web shops and boost their commercial campaigns using integrated e-commerce landing pages.**

Are you new to translating your brand to e-commerce landing pages, then please continue reading.

**Are you an advanced digital marketeer that is already working with Shopware? Then skip the first part of this document and jump to page 7 of this user manual.**

E-commerce landing pages are (overview) pages with a single purpose: to convert visitors into customers. Successful landing pages often contain the following five elements:

- a clear visual to attract the prospect;
- a clear single message;
- storytelling with supporting evidence;
- something to click: a form, button, product
- visual cues towards the desired click.

The best way these elements are presented to the user will differ per brand, type of campaign and user type. For example: a landing page created by a health brand targeting senior citizens that visit the brand's site primarily through a desktop computer will be very different compared to the hottest new drink for teenagers.

## Composition: wireframing and working with grids

Since the start of the web as we know it today, designers are using so-called *wireframes* to quickly sketch the layout of a web page. The aim of a wireframe is to provide a visual understanding of a page early in a project to get stakeholder and project team approval before the creative phase gets under way. Wireframes are often simply sketched using pen and paper.

Creating a wireframe, it is often helpful to think in *grids* to help us organise a page. These grids enforce consistency and speed up production using a clear reference or pre-defined elements. Most of the popular frameworks use a grid system of 12

equal-width columns. The number 12 is the most easily divisible among reasonably small numbers; it's possible to have 12, 6, 4, 3, 2 or 1 evenly spaced columns. This gives designers tremendous flexibility over a layout.
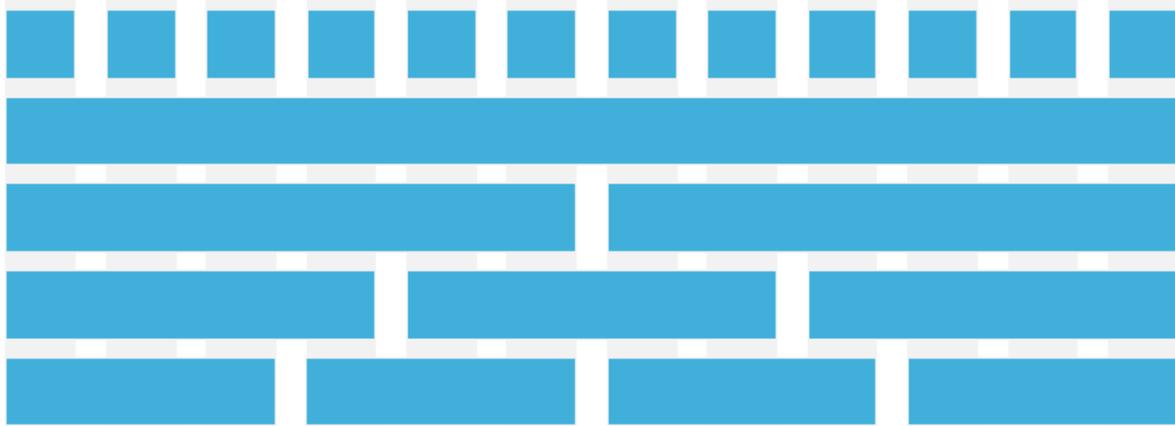


Grids are made up of three elements: columns, gutters, and margins. Content is placed in the areas of the screen that contain columns.

1. the width of columns is defined using percentages to allow content to flexibly adapt to any screen size;
2. cell spacing (also referred to as gutters) are the spaces between columns; they help separate content and are fixed values;
3. margins are the space between content and the left and right edges of the screen; they also are defined as fixed values.
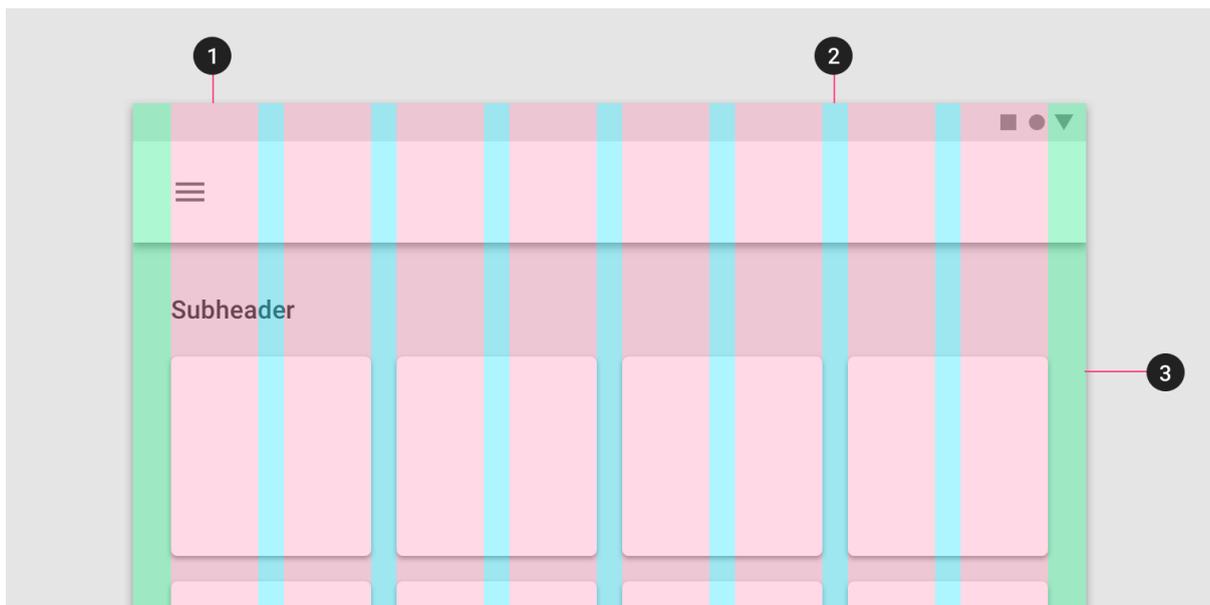
## Explosion of interfaces: screen resolution and viewports

There are 10,000+ devices in the market, 20+ different operating systems and 8 major browser engines. When you buy a device, you will often see both screen size and resolution listed in the specs. The screen size is the physical measurement diagonally of the screen in inches. This is not to be confused with the resolution, which is the number of pixels on the screen often displayed as a width by height (i.e. 1024×768).

While desktop and laptop displays are in landscape orientation (wider than tall), many mobile devices can be rotated to show websites in both landscape and portrait (taller than wide) orientations.

Because designing for each and every device is just practically impossible, we use viewports. The viewport is the user's visible area of a web page. Viewports allow design to be consistent and the site to maintain functionality across different sizes. We define breakpoints (usually just widths) as a condition to either serve the design for one or another viewport.

Besides its width, a page's composition is to a large extent also determined by its height. Most web users today are well accustomed to (vertical) scrolling, however, it is always advisable to put your most important message within the page height limits without need to scroll. Coming from direct (paper) mail, this is what they call *above the fold*.

(When people received a letter, this was often folded within its envelope – above the fold refers to the visible part of the letter as soon as the envelope was opened.)

Resolution doesn't stand on its own. Often overlooked issues when deciding the width of a web page are what browsers your customers use, how big they keep these browsers and whether they have specific plugins or extensions installed that make the visible area within their browser smaller. Also, they might visit your site with a specific zoom in / out setting. While your site should strive to be cross-browser compatible, as with screen resolution, you are always going to disappoint a small portion of your website visitors who use outdated browsers.

Given all of the above aspects, none of your visitors will experience your site like you do and it is advised to be acquainted (at a minimum) with your own user statistics:

→ Google Analytics > Technology > Browser & OS > Screen resolution

Other recommended sources are: www.screensiz.es, www.w3schools.com/browsers and gs.statcounter.com/screen-resolution-stats.

## Responsive design: optimizing for desktop and mobile

Responsive design is about using HTML and CSS to (automatically) resize, hide, shrink, or enlarge, a website, to make it look good on all types of screens.

While it is advisable to adjust your design as much as possible per viewport, the reality is that this requires extensive development and testing resources. Probably, you will only optimize for the most popular viewport. Analyzing the records of tens of customers, millions of site visits, we conclude that most visits are in portrait mode for both mobile (+/- 95%) and tablet (+/- 85%) use. (Remember, however, sites differ: a video intensive site for example will most probably record more landscape use, since most videos are still in landscape.) Given these numbers, as a rule of thumb we recommend to optimize your design at a minimum for mobile portrait and desktop.

You can resize your desktop design easily for tablet landscape. Depending on your content, you might also make such adjustments for mobile landscape or tablet portrait.
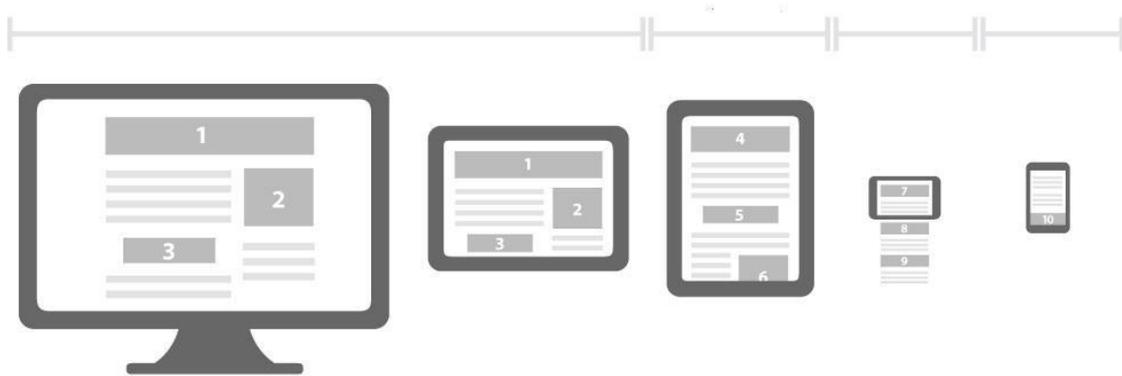
When designing for desktop versus mobile, one is in essence designing for large versus small screens. For (small) mobile screens, please consider that some areas might be difficult to reach while operated in one hand with big thumbs.
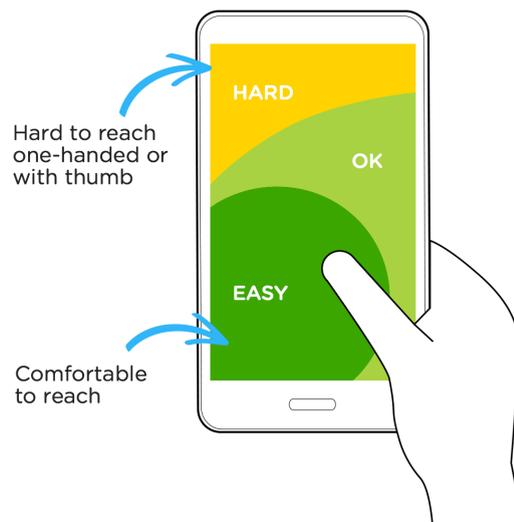
In responsive design, you decide for each page object to either make it smaller, give it a different shape or even leave it out.

We advise one of the following approaches for your responsive design, taking into account the user's orientation (landscape vs. portrait):

- the interface adjusting to the screen's size, adding or subtracting layout components according to the dimensions of the chosen orientation; in practice, this strategy is most often used;

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- a changed orientation triggers an auxiliary screen with relevant supplementary information; an example would be a mobile financial application that displays data in the default portrait mode, and then provides a visual graph when the user rotates to landscape mode;
- a changed orientation triggers a secondary interface with a separate function, in Youtube's example this means for instance using the smartphone as a remote control versus a program guide when rotated; in practice this is only possible when users use your site on a very frequent basis.

When option 2 or 3 is pursued, it is advisable to use an orientation icon to serve as a visual clue.

Some elements might be optimised for either desktop or mobile too. The carrousel functionality to display products, for instance, is typically used on a mobile device. These elements invite the user to swipe from product to product. Since mobile users are scrolling extensively, it does not hurt to repeat the call to action at the bottom of the page.

# In practice: setting up Shopping Experiences

A web page user interface consist of different areas: its header, body and footer. The content built into Shopping Experiences cover the body of your web page. The starting point for creating them in Shopware 6 is in **Content > Shopping experiences**.
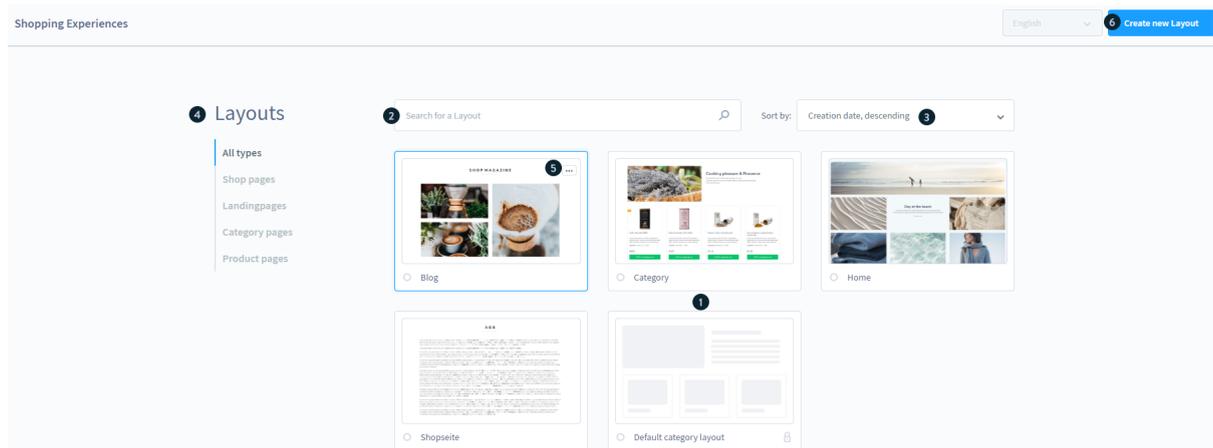


Using the Shopware 6 Shopware Experiences, you are able to create highly flexible landing and content pages. You can drag and drop things like products, product blocks, banners, videos, content blocks, blog posts, guides, carousels, and so to create a layout tailored to your brand. Shopping Experiences are comparable to the Wordpress Gutenberg Blocks (for those acquainted to the world's most popular content management and blogging system). But compared to Wordpress, Shopware is built upon a seamlessly integrated hybrid content + commerce approach.
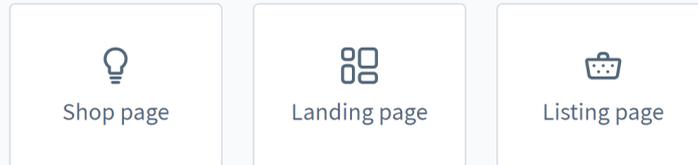
You start off creating a Shopping Experience by specifying the type of Experience:

- A Shop page: all service pages of your shop are to be understood as shop pages. These include, for example, the general terms and conditions page, the shipping conditions or the contact form.
- A Landing page: landing pages offer you a wide range of design and marketing options in your shop. These can be theme pages, in which marketing can be done or other pages, on which your customers can land during their visit to your shop.
- A Category page: these Shopping Experiences automatically includes a product listing. Furthermore, you have the possibility to dynamically display texts from the corresponding category on a category page. In the top right of the text element editor use the Data mapping to choose the dynamically display text.

Once you have decided on a type, you can choose how the section of the layout should be structured. You can use a layout with a sidebar or alternatively the full page width. The sidebar can be used to display the category navigation, product filters or both.

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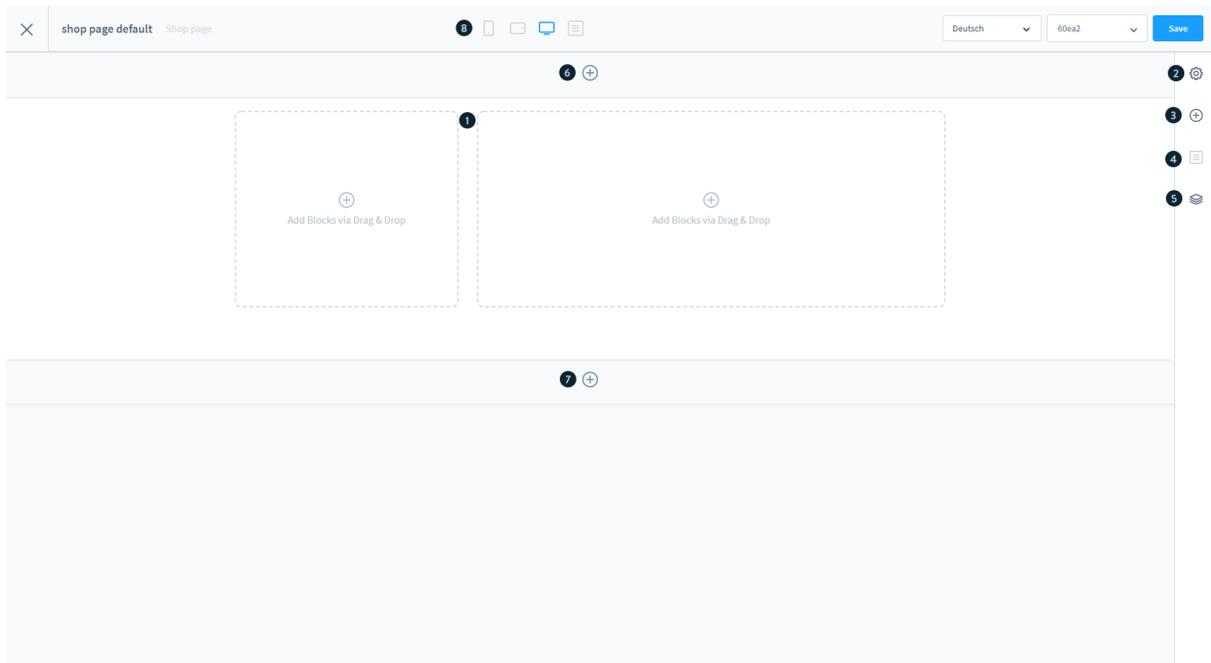
When you arrive at the central editing area (1) for your layout, you will find the menu bar on the right hand side. The individual editing functions here are: Settings (2), Blocks (3) and Navigator (5). Depending on whether you have clicked on a certain block or on the whole section (9), you can reach the Block settings or the Section settings through (4). Using the + buttons (6) and (7) in the editor you have the possibility to add another section.

To switch between the different viewports, use the icons (8) located on the top bar of the screen.

In the element settings of an image you can change the image that should be displayed. In display mode, you decide how the image should be displayed in the block. In Standard mode, the image adapts to the surrounding box up to its native size. Cover mode fills the box completely with the image. With Stretch the image is stretched to the size of the box.