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NOVEMBER 03, 2014

Past Weeks

Organization is key in Douglas Rosin mobile strategy

By: S.A. Swanson November 03, 2014

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Art galleries typically stock only one of each item, which makes them atypical mobile commerce customers. But nearly half of **Douglas Rosin Decorative Arts & Antiques LLC's** sales are generated online, and about 40 percent of that traffic comes from mobile devices.

Before it had a website optimized for mobile, however, the high-end art lovers and interior designers who shop there remotely had to pinch and zoom their way to the \$2,200 hand-carved mirrors. The River North gallery's managing partner, Barbara Rosin, says making their experience easier is crucial. "We have a beautiful gallery. We have (1,500) pieces and try to present them as well as possible. With mobile, we want to do that, too."

In August, Ms. Rosin hired Lake Bluff-based **ArtVersion Co.** to create a responsive website that will adjust to any screen size on any device—no pinch, zoom, or awkward scrolling required. The site redesign, which has been rolled out in phases, will cost Ms. Rosin four times her annual promotional budget, but the gallery will have full control over the completed site, to add or remove inventory, for example.

Priorities include organizing navigation by product type so

it's easy to find the vintage Chanel jewelry or the antique furniture and introducing new categories such as gifts for men. "I'm anticipating sales will increase between 20 and 25 percent," Ms. Rosin says.



THE TECH GURUS: "Barbara's main concern was to have a platform that is manageable by the gallery, not something dependent on the agency," says Goran Paunovic, founder of **ArtVersion**, who estimates the project will involve about 300 hours of work. Much of that has gone into coding and user-interface decisions. A responsive design site can cost about three times more than a traditional site, he estimates—but the long-term maintenance costs less than supporting both a traditional desktop site and a mobile site.

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The project also included a brand refresh, with changes to the logo and color scheme. All product pages also will have a prominent Pinterest button, Mr. Paunovic says, because that's the preferred social media domain for the design-minded.

LESSONS LEARNED: Companies must decide what kind of control over the final product they want to retain and make that clear upfront.

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