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Welcome to Web Mash Up 2016



Your panel and guests

Bee Bantug – Retail Up!

Gabe O'Brien – Larry's Music Center

Ben Werlin – Music Store Live

Dave Hall – Hartland Music

Joerg Hermsen – Schmitt Music

Tim Paul – Piano Trends

Dana Soza – OMacro



2016's big themes

Platforms are changing– we'll explore design in-depth.

Consumer behavior using the web has become more interactive and niche– we'll explore.

Differentiating your store is important– we'll describe how.

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Build & design responsively



Responsive Websites

Content and User Interface (UI) responds to

- user
- device
- Unified user experience across platforms and device sizes



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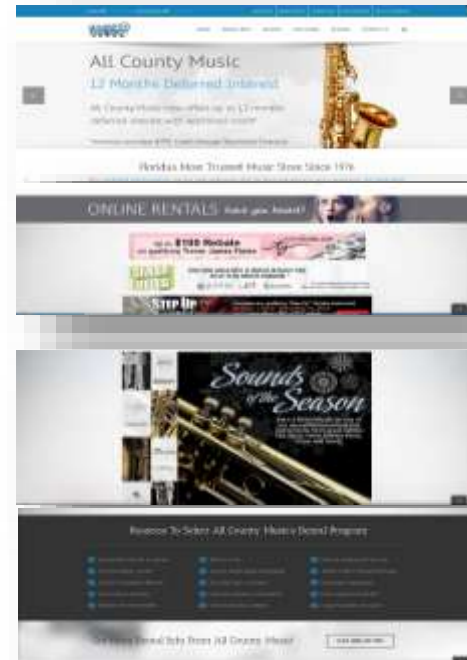
Hero Images (billboards), Galleries, Slideshows



Wide, open, clean, minimalist



Long scroll





Focus on human-centered User Experience (UX)

Card-based design – minimizes long scrolls, provides richer content



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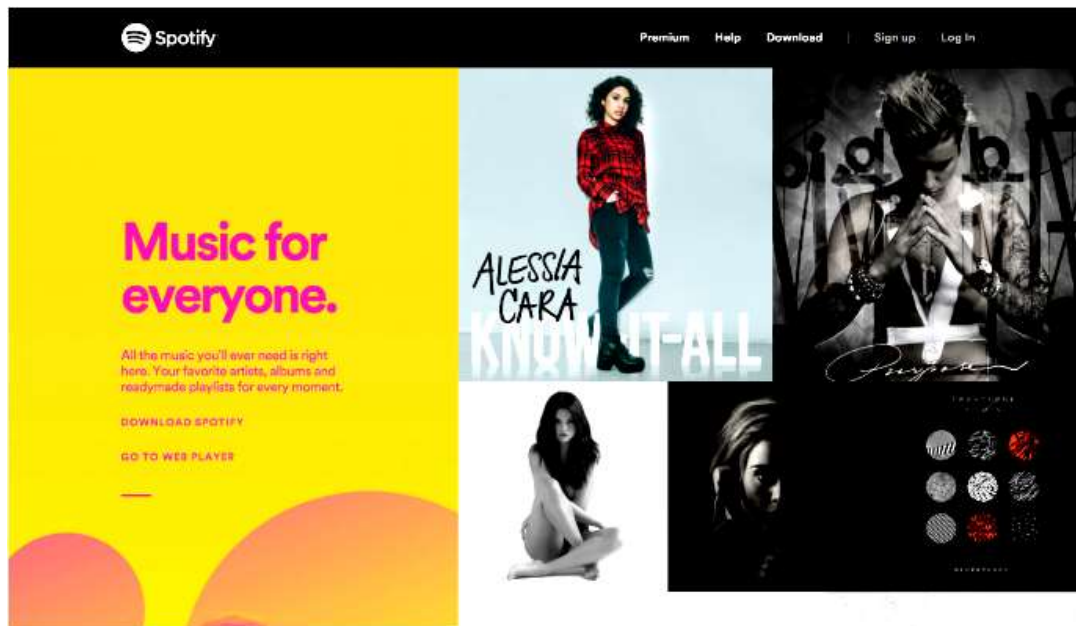


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High resolution photos with zoom

Video demos

Bold, powerful colors

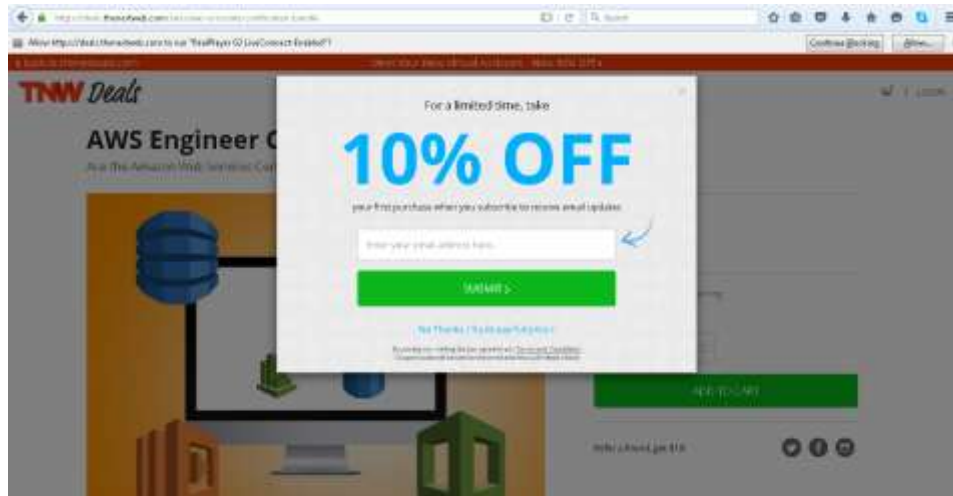




More meaningful, rich animations



Call outs launch interactive forms & mini apps
(register, logins, tour, offerings, feedback)



Prompted, helpful input forms



A time picker interface with a header bar containing navigation arrows, "Clear", and "Done". The main area is a table of times:

	h	mm	AM/PM
Mon Apr 14	7	44	
Tue Apr 15	8	45	AM
Today	9	46	PM
Thu Apr 17	10	47	
Fri Apr 18	11	48	



A date picker interface titled "Set date". It features a table of dates with underlined text for selection:

Mar	15	2013
Apr	16	2014
May	17	2015

At the bottom, there are three buttons: "Cancel", "Clear", and "Set".



- Widespread adoption of mobile- and tablet-friendly sites will continue
 - Wide fluid background
 - Hero Sliders
 - Less vertical scrolls
 - Parallax scroll



➤ Visual design for great User Interface (UI)

- Flat layouts – clean, classic and minimal design
- Card layouts – bite-sized chunks perfect for scanning
- Bold colors, subtle gradients – powerful, emotional energy
- Bold-statement, dramatic types – right message to right audience
- HD images, less stock – more custom & illustration
- Rise of Google's Material Design – depth, shadows, motion



➤ Human-centered User Experience (UX)

- Personalized, individualized experience –
 - More split screens, galleries, videos, cinemagraphs
 - Microinteractions
 - Smart personalized data
 - Funny images, expressions,
- More thoughtful, clever animations
- Full-screen forms and input screens
- Engaging infographics and rich data visualization

Intuitive, friendly search

“Sort by” options



Obtaining data is getting a “little” easier

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Unique content differentiates your store from others

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Opportunities in used instruments and gear

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Boutique sites – a growth opportunity



High-end products – can the Web help you sell them?

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The rise of omnichannel retailing



Direct sales by manufacturers – how can stores respond?



Cross-promotion between store and web? Essential?



Search engine optimization (SEO) is key

Google re-targeting ads

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Social media and eCommerce are merging

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Your questions and ideas

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What can you do now?



THANK YOU.

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