WEBINAR – 05.09.2018

PRODUCT UPDATE

The latest updates to the Mono Platform

MONO

TODAY'S PRESENTERS

PRODUCT UPDATE

Our team is looking forward to giving you an update on the Mono Platform.

Line Juliussen

Marketing Project Manager

Anders Dehn

Product Manager

AGENDA

We've prepared a quick update to keep you up-to-speed.

- LATEST RELEASES
- WHAT'S IN THE PIPELINE
- Q&A

LATEST RELEASES

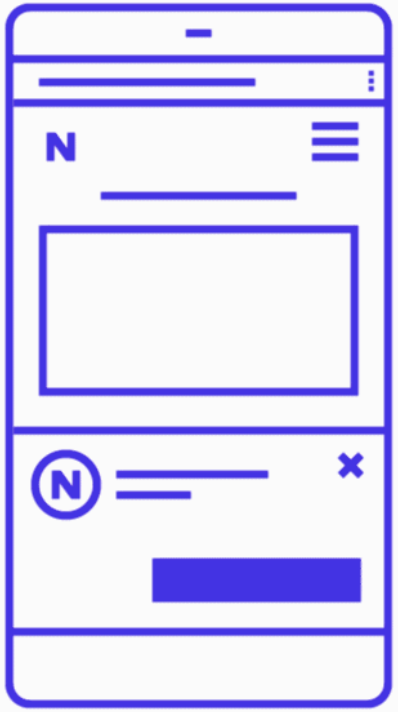
We've recently made the following features and functionality available:

- Progressive web apps (PWA)
- Revoke cookie consent option
- Invisible spam protection

PROGRESSIVE WEB APPS (PWA)

Stability and usability matters, especially on the mobile web.

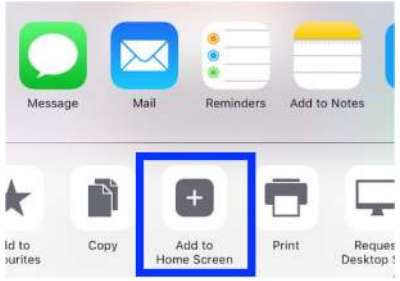
- PWA delivers a smooth user experience with fast response times
- Feels like an app on a device
- Key features
  - Access website offline
  - “Add to Home Screen” prompt
  - Customizable icon and splash
- Technical essence: a local cache of the site
- Live demo in Feature Insights Tutorial on Mono Academy!

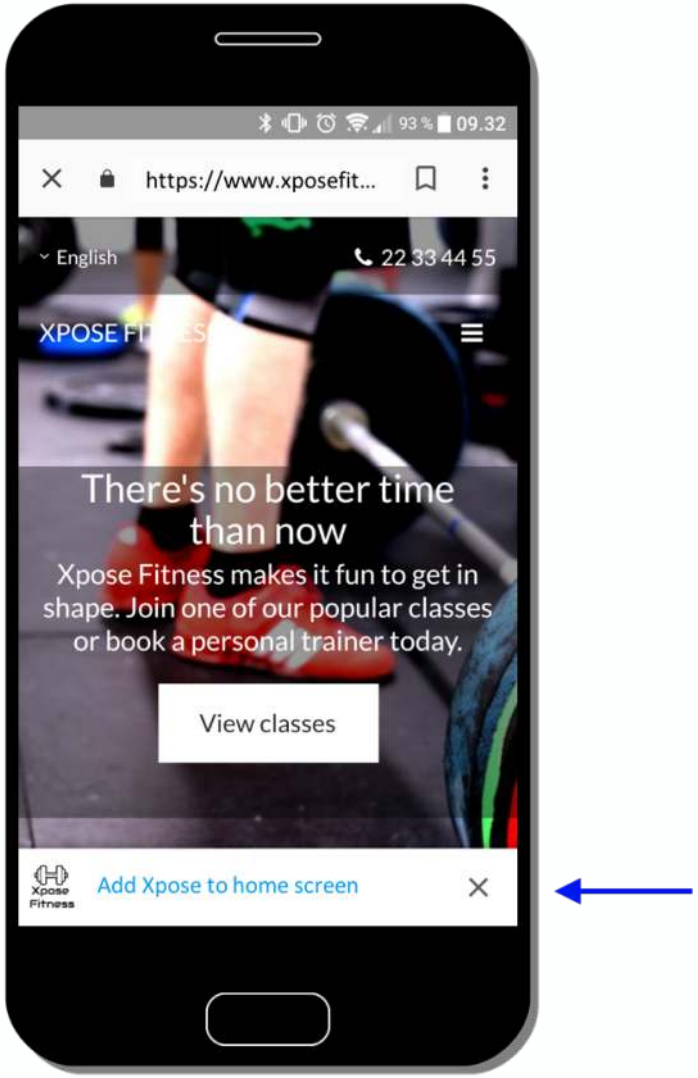


USER EXPERIENCE

1) Visitor accesses website from mobile browser

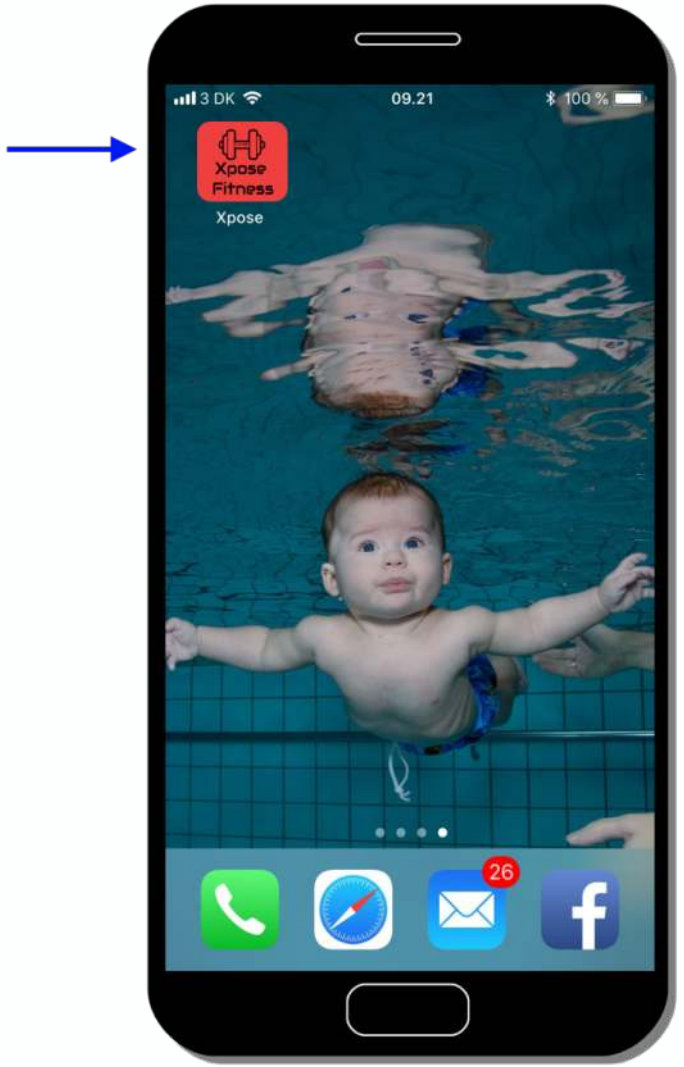
2) Visitor is prompted to add to home screen or does so manually





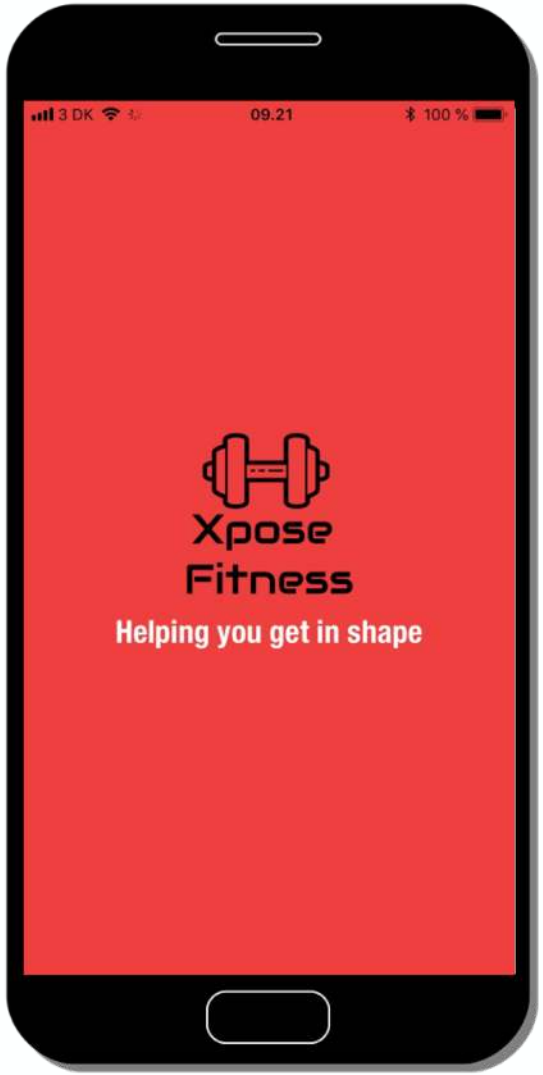
USER EXPERIENCE

3) The “app” appears on the user’s home screen with the name, logo and background color defined in the Editor



USER EXPERIENCE

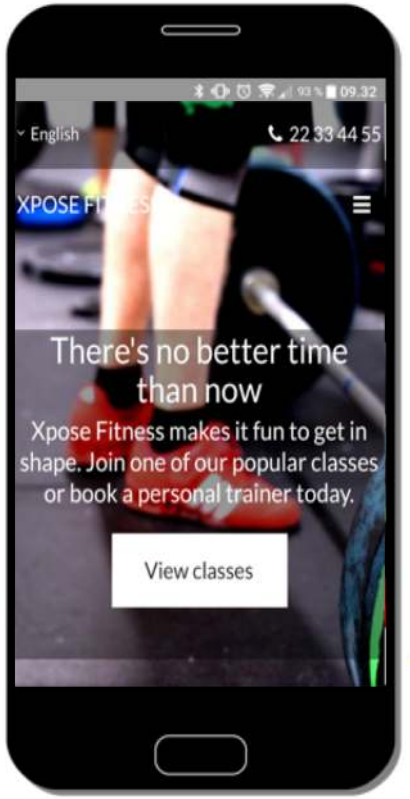
4) After clicking the icon, the splash screen appears while the app loads.



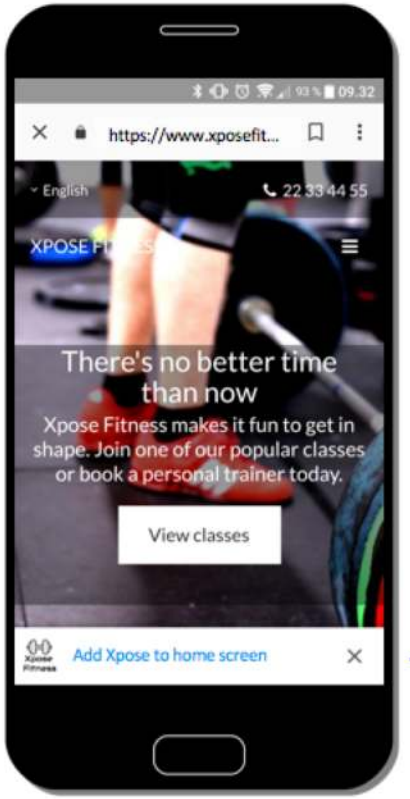
USER EXPERIENCE

5) The user is able to browse the app in full screen, without a browser interface.

With PWA



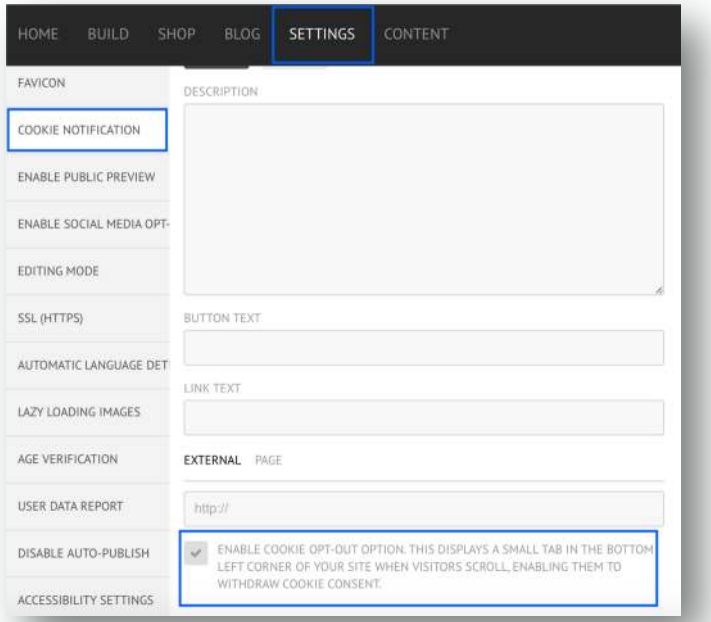
With browser

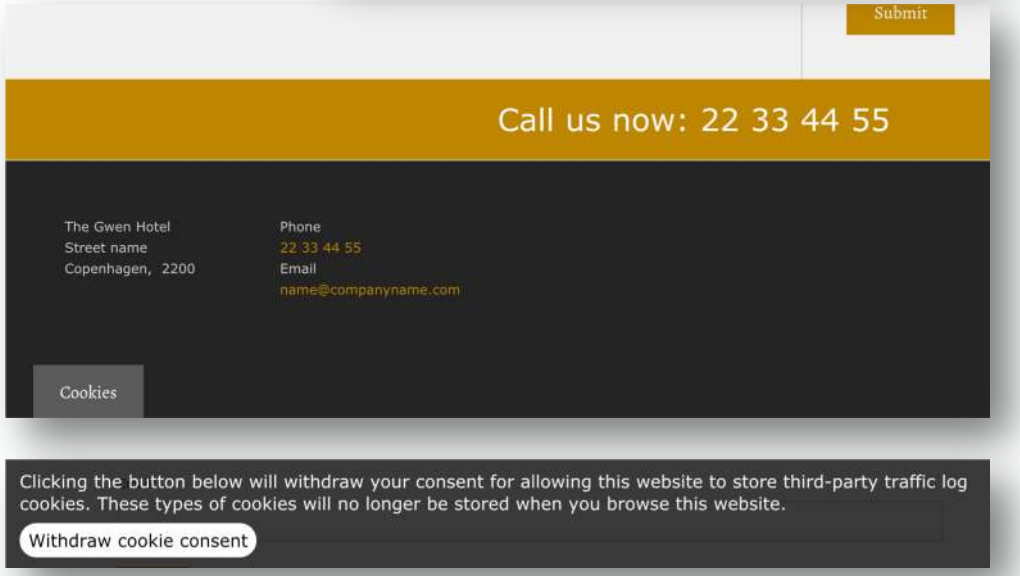


REVOKE COOKIE CONSENT OPTION

Now site visitors can easily revoke their consent

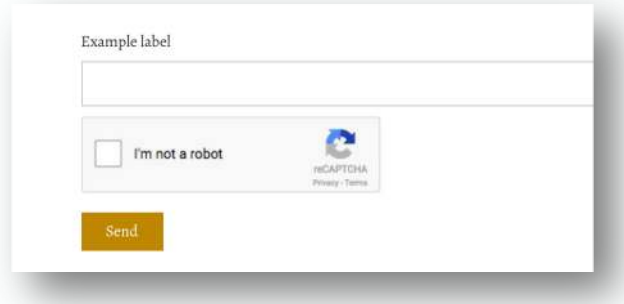
- Enable the setting from the cookie notification settings
- A small tab titled "Cookies" will then appear at the bottom-left corner of the website
- Visitors can revoke their cookie consent by clicking the tab



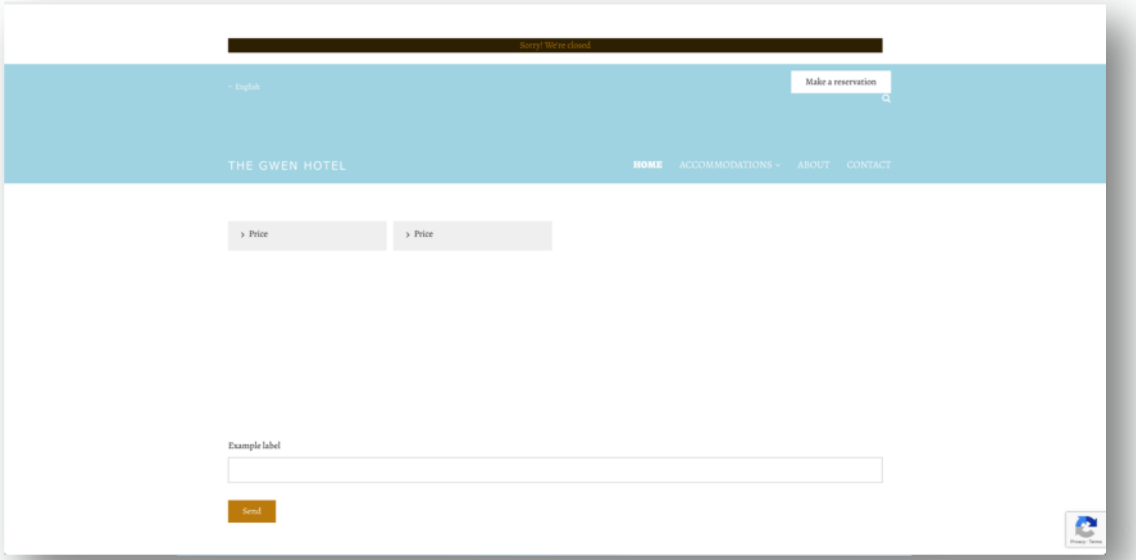


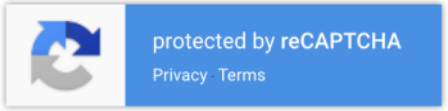
INVISIBLE SPAM PROTECTION

Avoid spam while maintaining a good looking design



- Enable invisible spam protection on forms and blog comments
- The site visitor submitting a form is only shown the visible captca if the browser suspects the user of being a robot
- Small sticker on your website with link to privacy and terms





IN THE PIPELINE

- IMPROVED INTERFACE
  - Quick Creator
  - User on-boarding
  - Dashboard
  - Pages and rows

IMPROVED INTERFACE – DIFM AND DIY

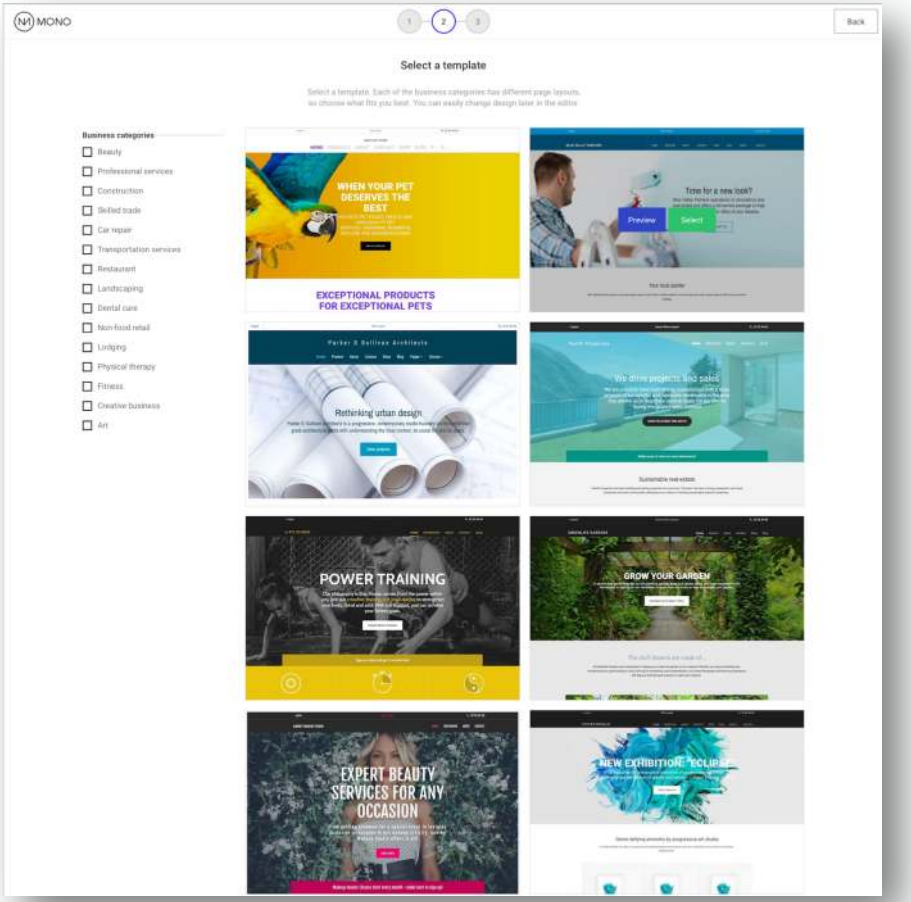
The flexible Mono Platform covers everything from DIY to DIFM

- The improved editor interface is being optimized for the DIFM use case but also the DIY Scenario:
  - **Quick creator** - DIY site creation wizard
  - **User on-boarding** – Getting users up to speed
  - **Dashboard** – Providing a quick overview
  - **Pages and rows** – Easy website customization
- Rollout will begin in December

QUICK CREATOR

The site creation wizard delivers the website almost done

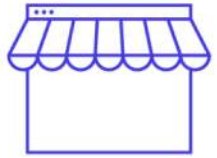
- Customizable signup flow
    - Custom steps and standard steps
- Standard steps:
    - 1) Automatic data feed into the template
    - 2) Template selection and preview
    - 3) Template customization



MONO

1 2 3

Back Next



Business information

Add your business data. The data and the content will automatically be placed in the right places on your website. You can easily change it in the editor after you have created the website

Company name

E.g. My Bakery

Organisation number

E.g. 1234567

Street

E.g. Hejrevej 28

Zip

E.g. 2400

City

E.g. Copenhagen

State

E.g. Sjaelland

Country

E.g. Denmark

Country Code

E.g. DK

E-mail address

E.g. your@email.com

Phone number

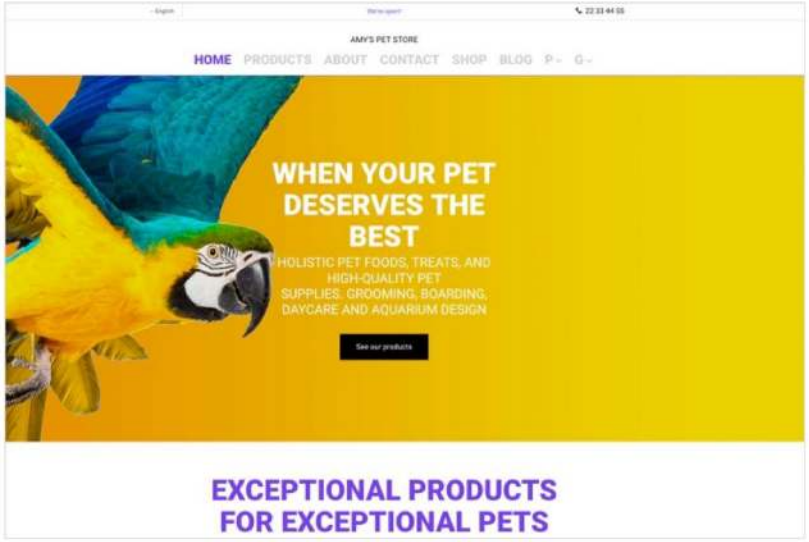
E.g. +4580705689

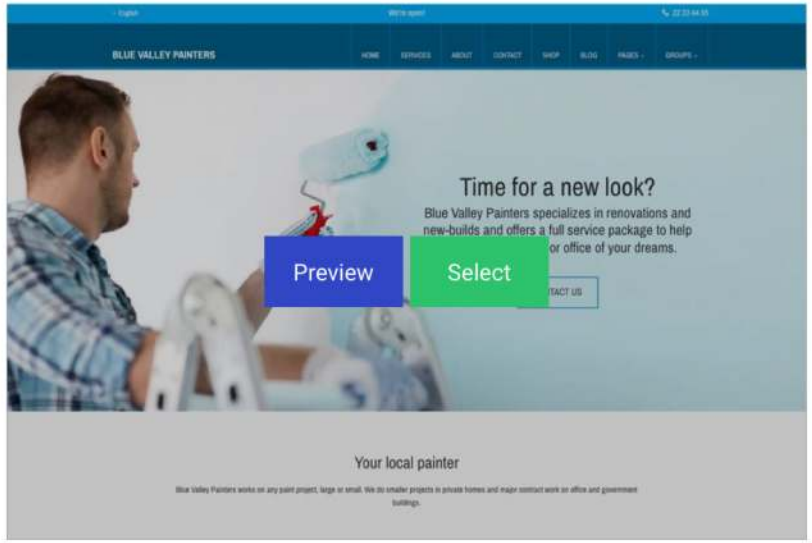
Select a template

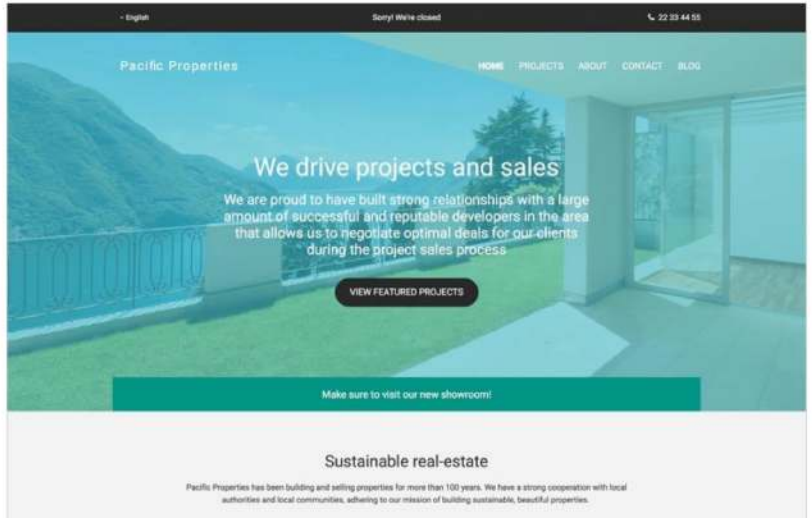
Select a template. Each of the business categories has different page layouts, so choose what fits you best. You can easily change design later in the editor.

Business categories

- [ ] Beauty
- [ ] Professional services
- [ ] Construction
- [ ] Skilled trade
- [ ] Car repair
- [ ] Transportation services
- [ ] Restaurant
- [ ] Landscaping
- [ ] Dental care
- [ ] Non-food retail
- [ ] Lodging
- [ ] Physical therapy
- [ ] Fitness
- [ ] Creative business
- [ ] Art

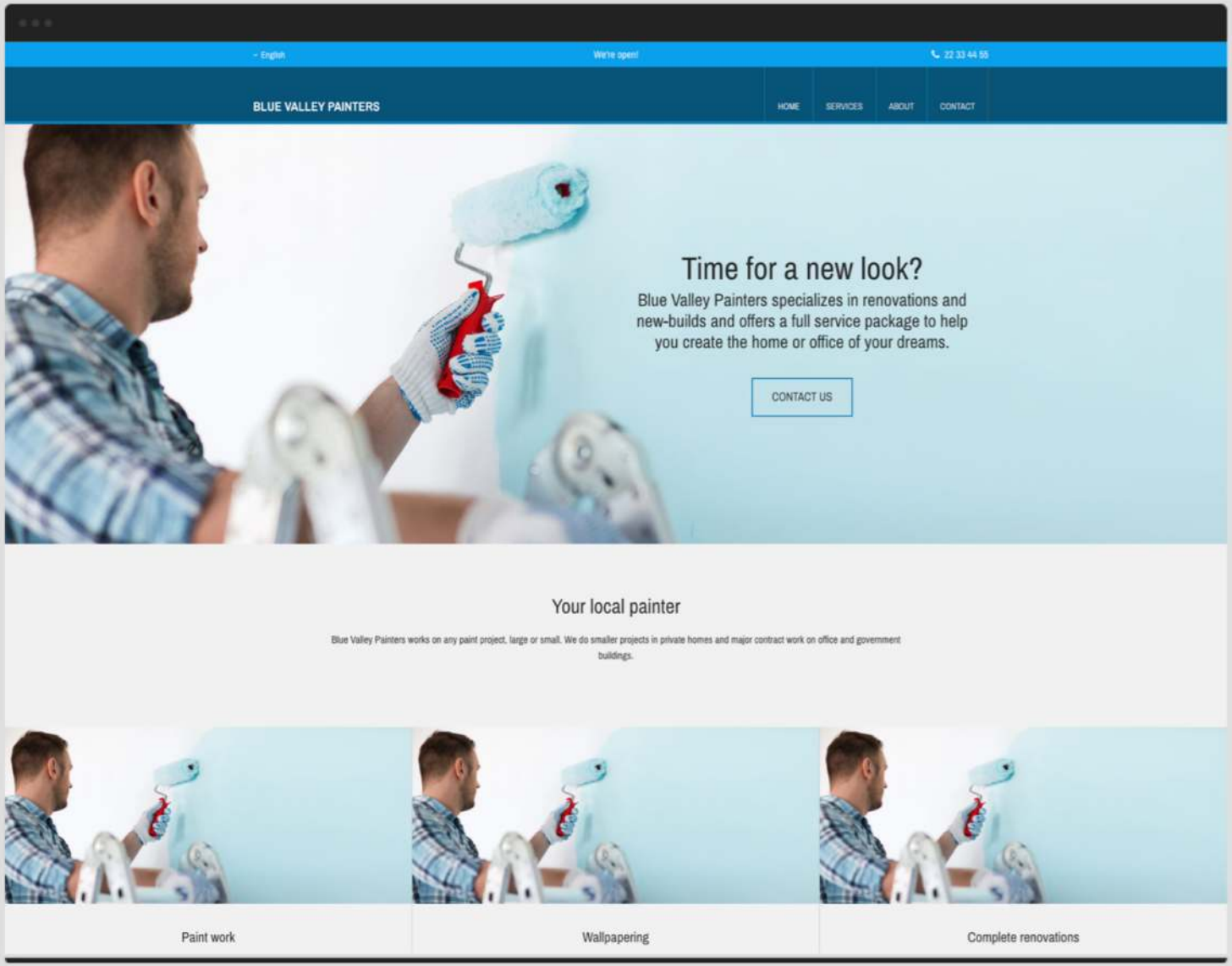


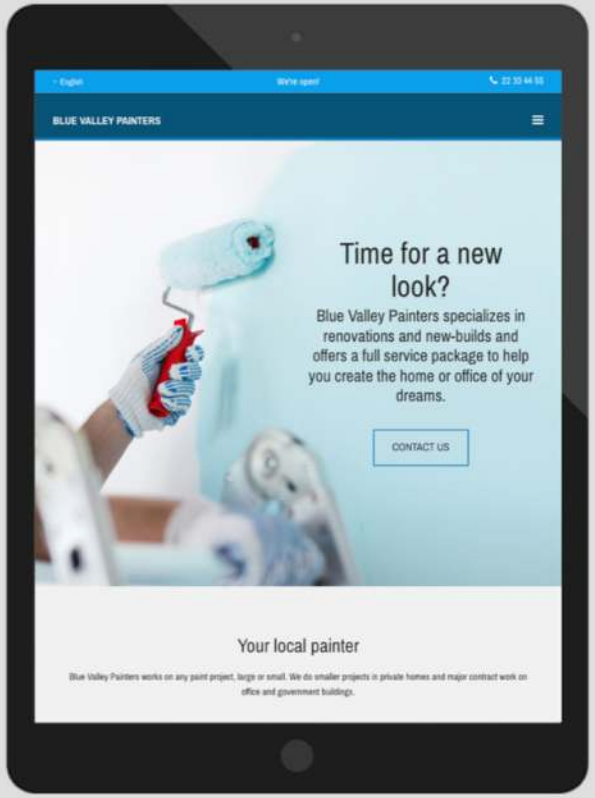


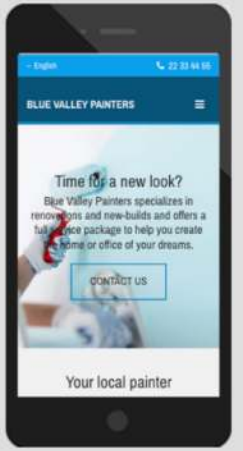


Cancel

Select template





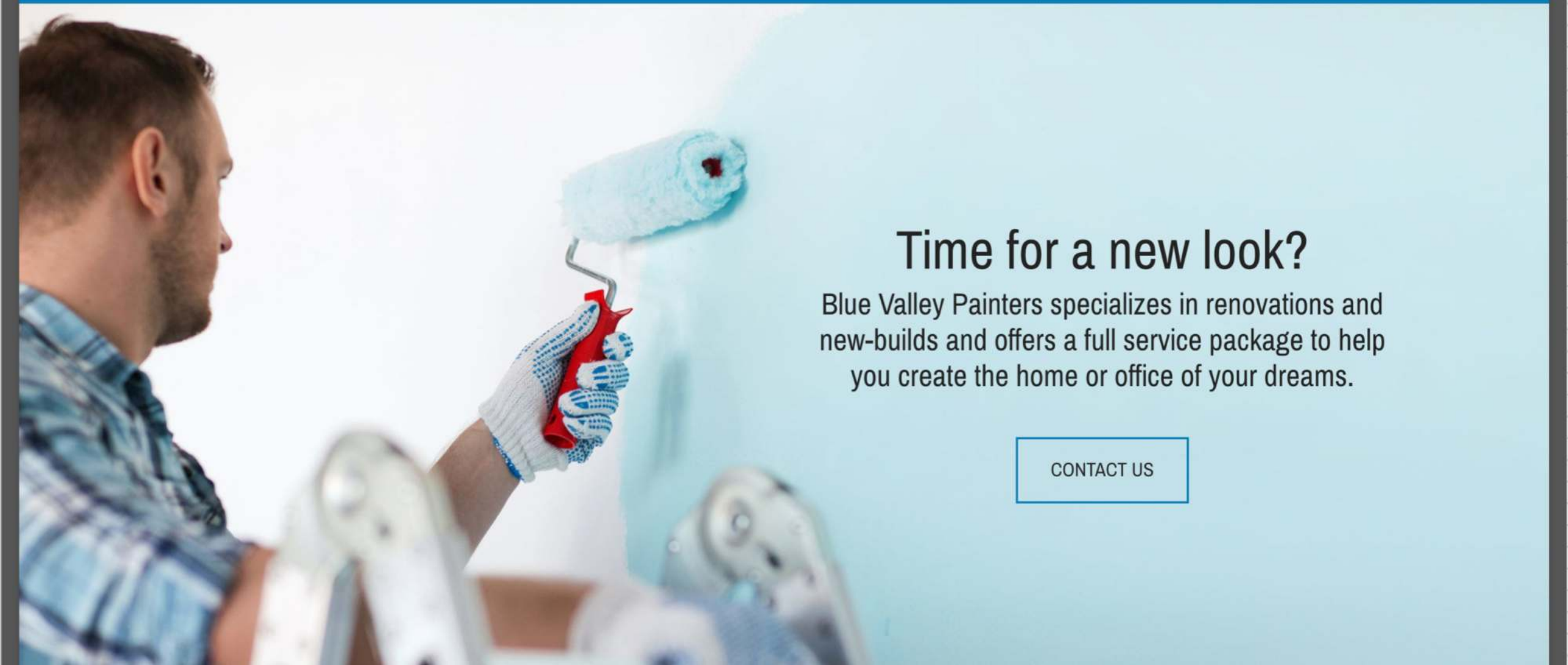


Cancel Select template

English We're open! 22 33 44 55

BLUE VALLEY PAINTERS

HOME SERVICES ABOUT CONTACT



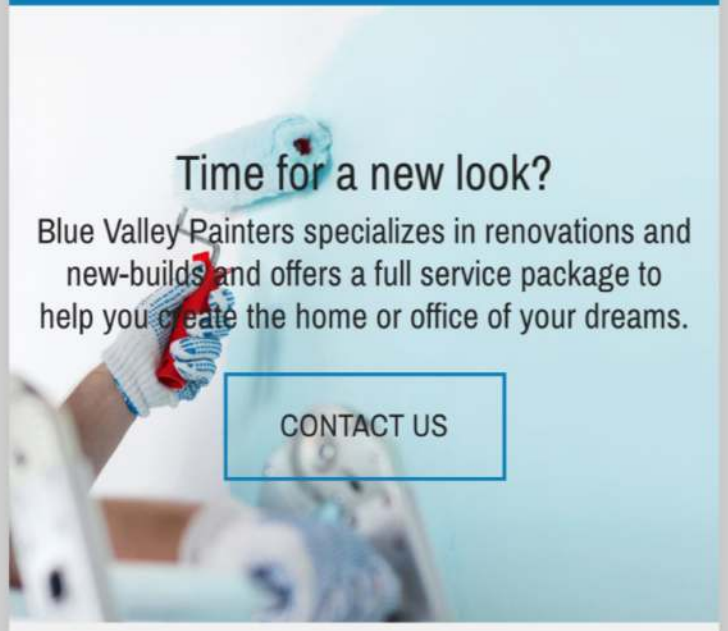
Cancel

Select template

English

22 33 44 55

BLUE VALLEY PAINTERS



Your local painter

Blue Valley Painters works on any paint project, large or small. We do smaller projects in private homes and major contract work on office and government buildings.

MONO

1 2 3

Back Create website

Optional design changes

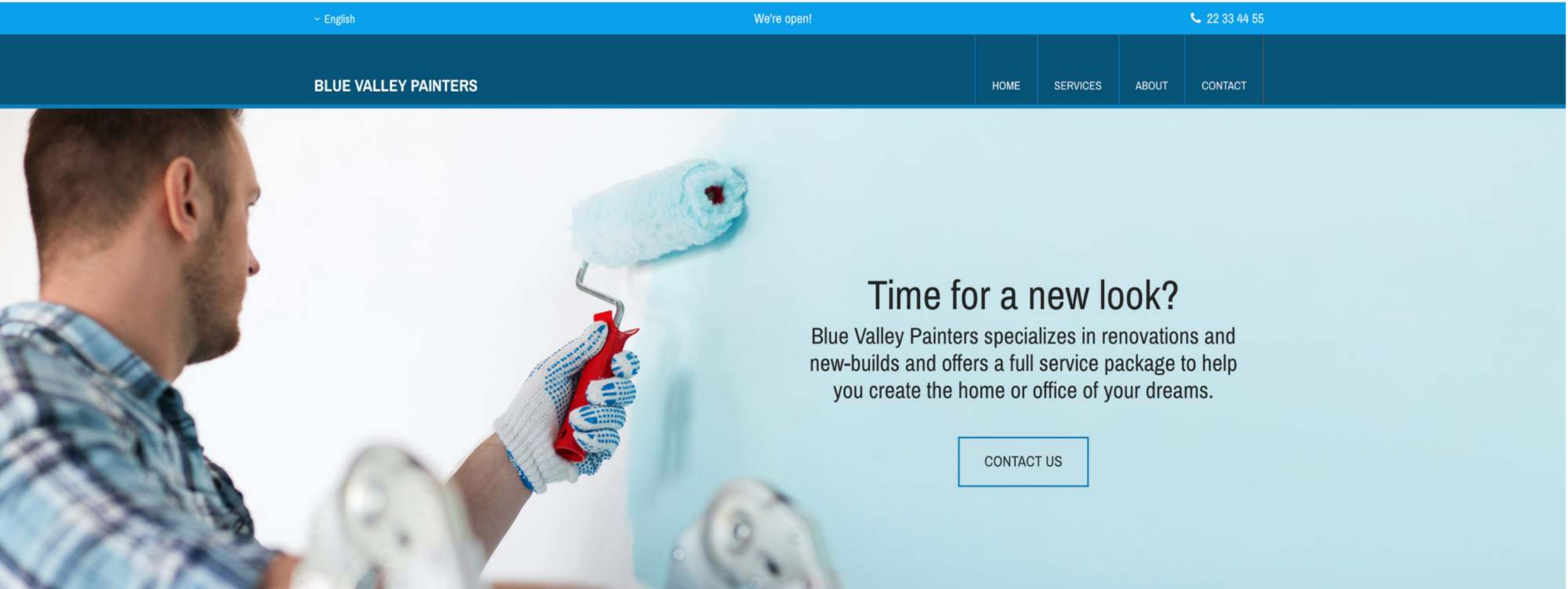
If you want to apply changes such as a new font and color you can do this now, or choose to do it at an later point

Select font type

Select typeface

Customize spot color

Use original template color



SUCCESSFUL USER ON-BOARDING

Flattening the learning curve for new users

- **Getting started** overview on Dashboard
- **Introduction videos** to each area of the application
- Step by step **in-tool guides**
- **Direct search** in documentation and display directly in the tool

“One central place to get help and be guided”

Your site is 25% completed

Publish your website

Go live and get customers online

COMPLETED

eCommerce

Set up payment and shipping details (est. 4 minutes)

START NOW

CRM

Collect user data and create campaigns (est. 6 minutes)

START NOW

Overview

SEE STATISTICS

MONO

BUILD CONTENT E-COMMERCE SCHEDULING CRM BLOG INTEGRATIONS

PUBLISH

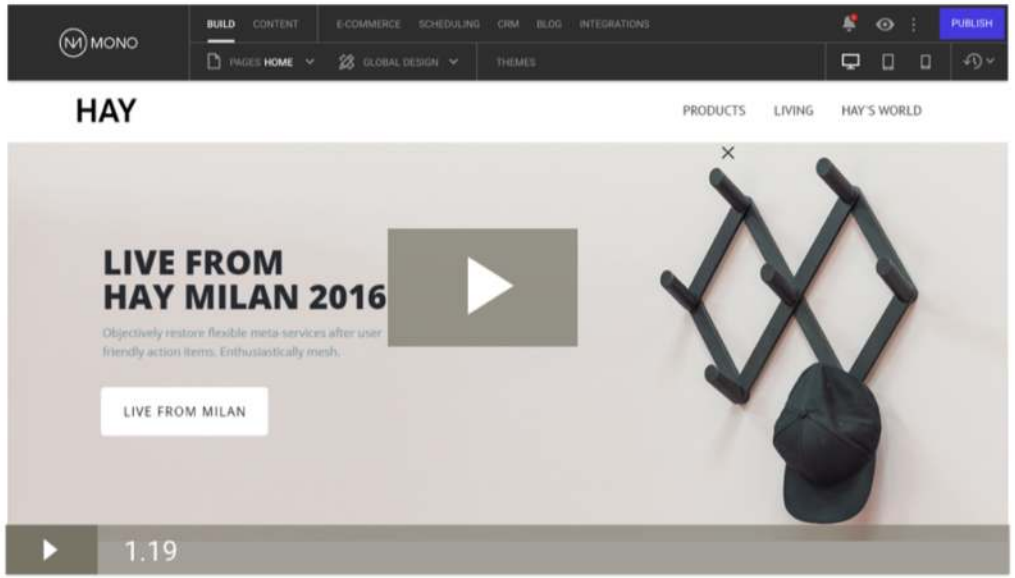
- Products
- Orders
- Variation Labels
- Category Tags
- Settings
  - Shipping Providers
  - Shipping Methods
  - Apps
  - Payments
  - Notifications
  - Currencies
  - Terms & Conditions
  - Tax Settings
  - Tracking
  - Store Details
  - Delivery Times

Products

Get started with your store

Completeness 70%

Here you can set up the store settings fx payment, shipping, currency, create and edit products and mange your order



HELP ME SETUP THE BASICS

I WILL DO IT MY SELF

Business Information
Opening hours
Legal
Structured lists
Price lists
Website links
Social links
Downloads
Video links
Offers
Reviews
Persons
Payment methods

Save

Business Information

It's possible to set your website conversion goal, which you can use to determine template rules to show or hide various conversion elements. It is up to you how you wish to utilise this.

Business Category and Conversion Goal

Business Category [business_category]: Please select

Conversion goal [conversion_goal]: Please select

Contact Information

Company name Branded [company_name]: Runners by Choice

Email address [email]: info@company.com

Phone number [phone]: 222-555-4040

Fax number [fax]:

Address

Street [street]: 1062 Delaware St.

City [city]: Denver

ZIP / Postal code [zip]: 80204

State / locality [state]: CO

Country [country]

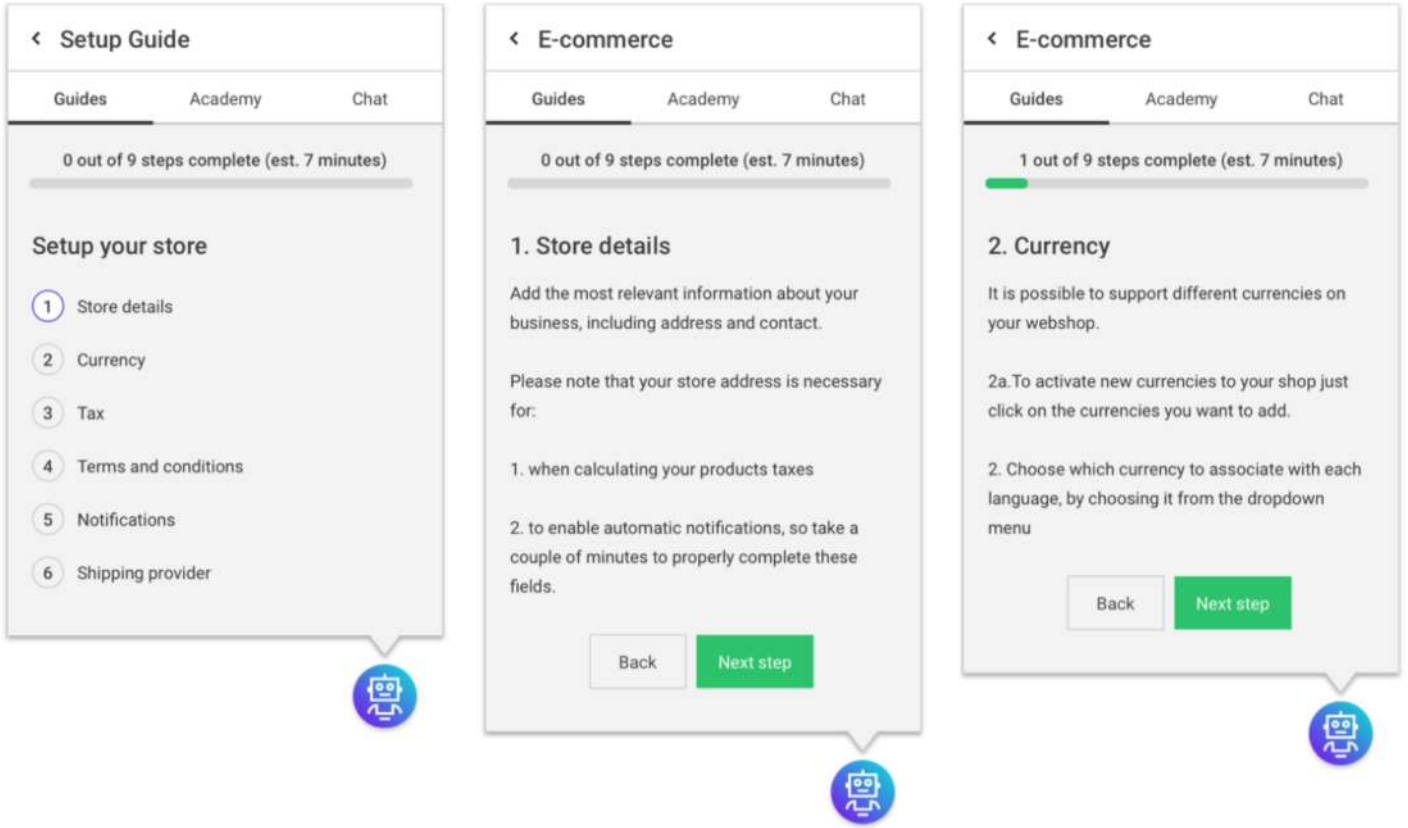
Country Code [country_code]

Quick helper
Guides | Academy | Chat
70% Complete
Get started with these subjects
Website
E-commerce
Customers and Marketing
Scheduling
Blog
Guided tour

GETTING STARTED GUIDES

Setting up e.g. the e-commerce and learn the primary use of the product

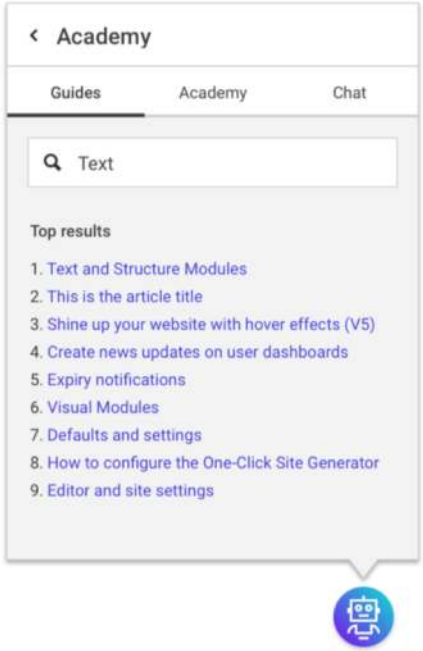
- Easy **step-by-step guides**
- **Progress indicator** telling you how far you are
- You are **automatically guided** to the correct location in the tool throughout the guide
- You can always pick up where you left!

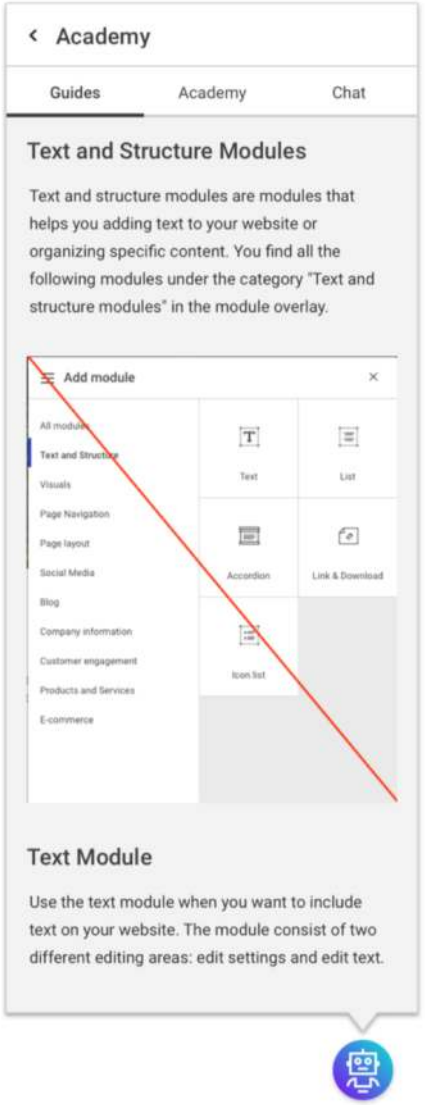


IN-CONTEXT KNOWLEDGE BASE

Search for the solution to your problem when it arises

- Instant and direct access to the knowledge base Mono Academy
- Search for articles and see the result in the tool
- Read articles or watch tutorials without leaving the tool

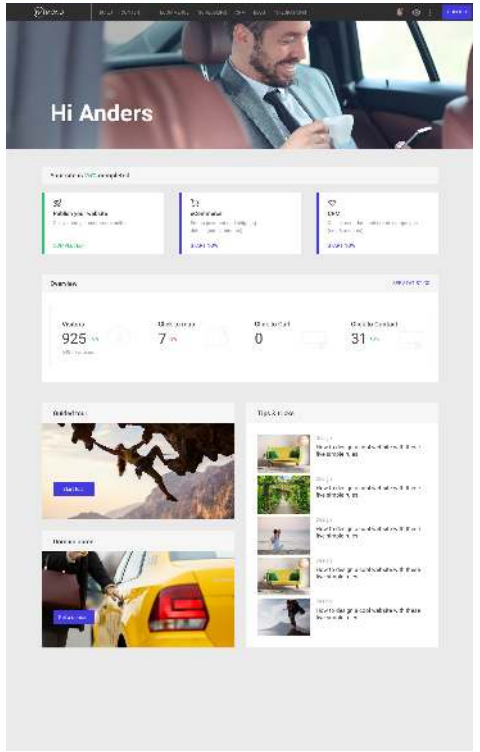




DASHBOARD

Welcoming the user with a quick overview of relevant website statistics

- **Notification** – be reminded about important actions you need to take
- **Getting started** – get to know the tool with helpful guides
- Overview of **key statistics** – how is your business performing?
- **Reseller communication** widgets – upselling channel for resellers



MONO BUILD CONTENT ECOMMERCE SCHEDULING CRM BLOG INTEGRATIONS PUBLISH

Hi Anders

Your site is 25% completed

Publish your website
Go live and get customers online
COMPLETED

eCommerce
Set up payment and shipping details (est. 4 minutes)
START NOW

CRM
Collect user data and create campaigns (est. 6 minutes)
START NOW

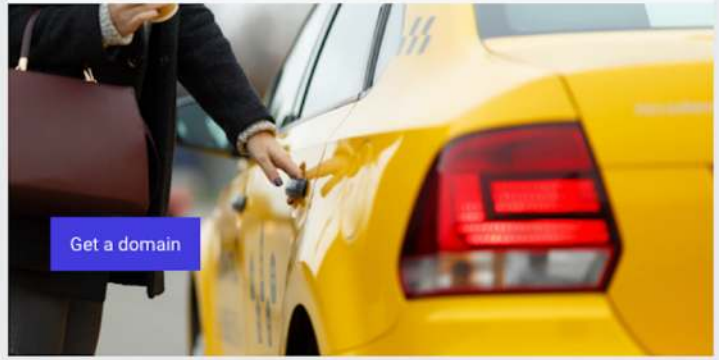
Overview

SEE STATISTICS

Visitors	Click to map	Click to Call	Click to Contact
925 +8%	7 -3%	0	31 +8%
542 new users			

Guided tour

Domain name



Tips & tricks

Design

How to design a cool website with these five simple rules

Design

How to design a cool website with these five simple rules

Design

How to design a cool website with these five simple rules

Design

How to design a cool website with these five simple rules

Design

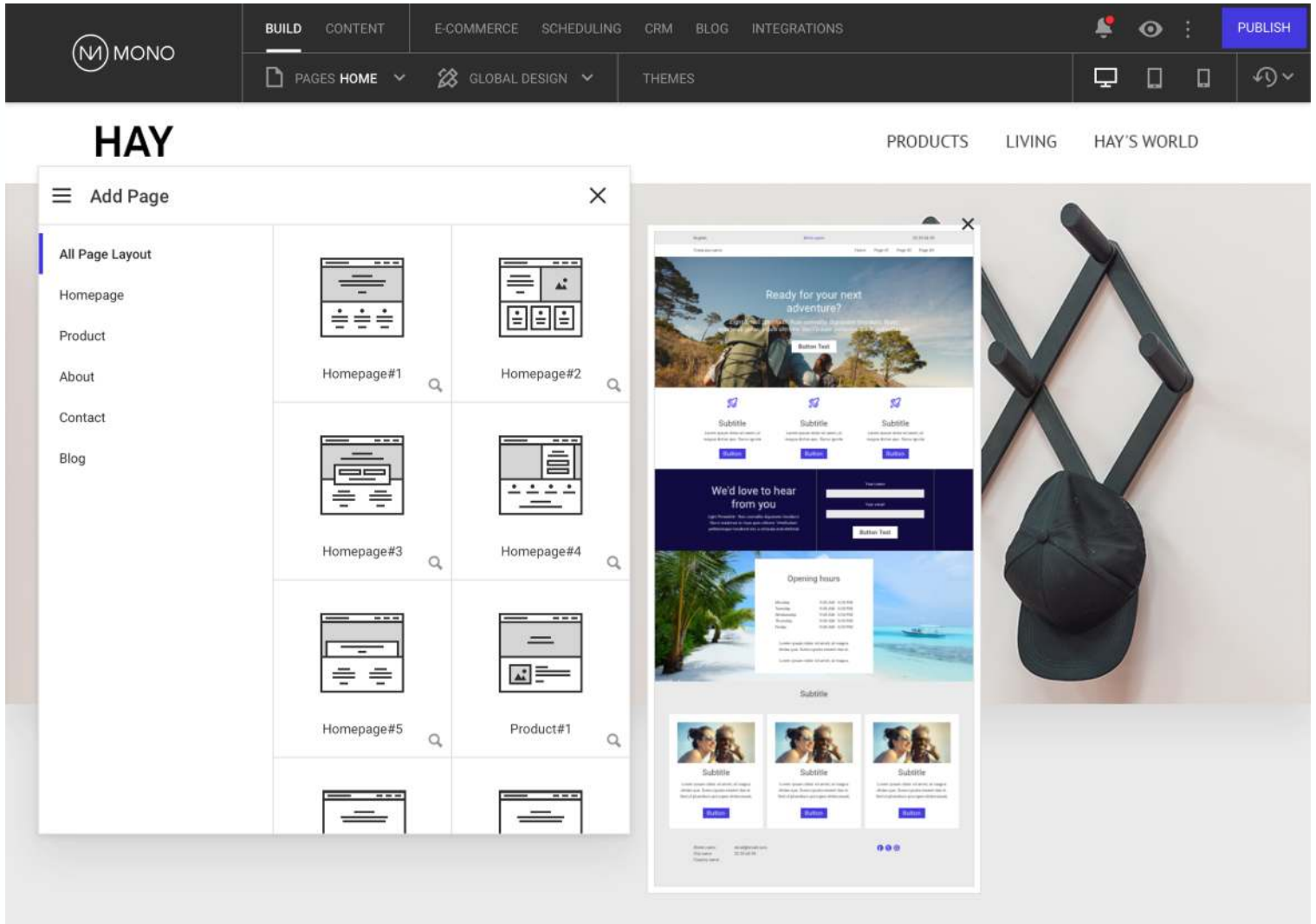
How to design a cool website with these five simple rules

NEW PAGE AND ROW DESIGNS

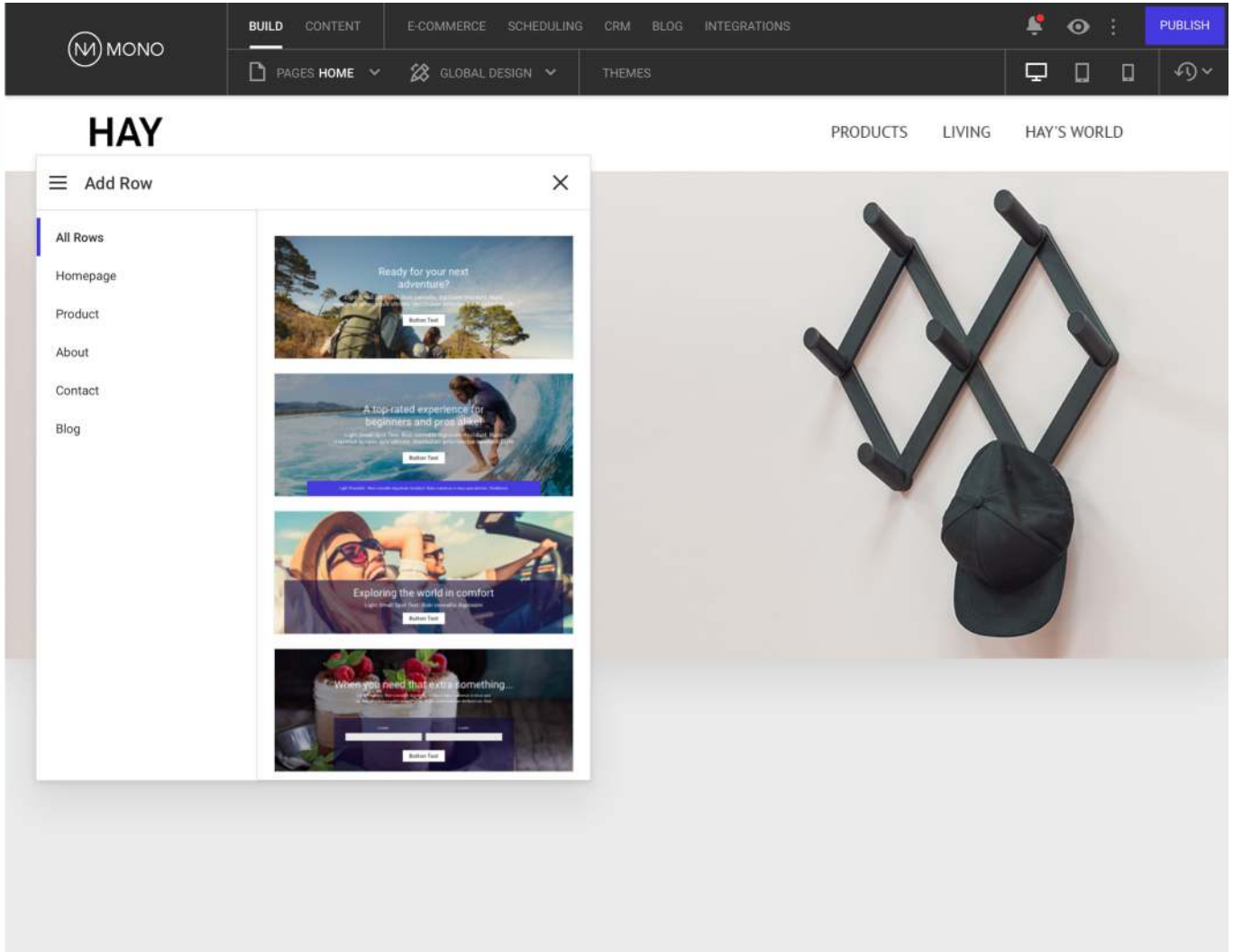
For easier website design differentiation

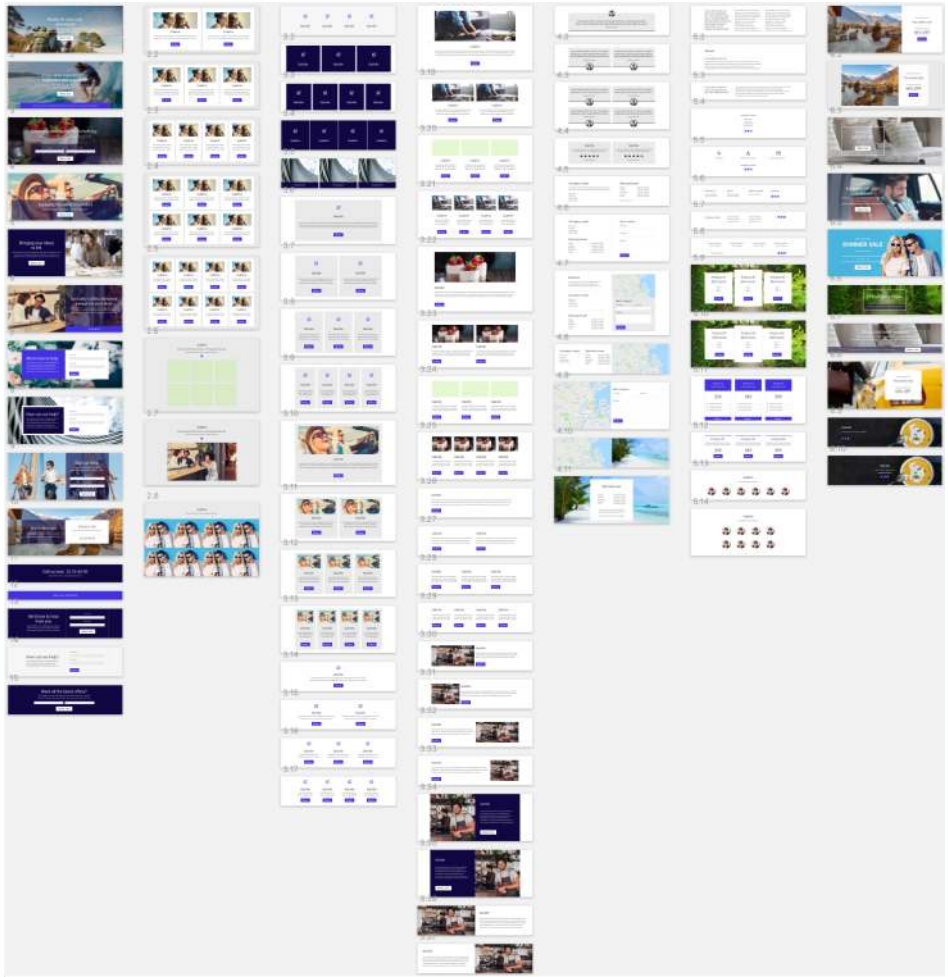
- Easy-to-use building blocks that are pre-optimized for viewports
- Keep a consistent design across all devices
- Inspiration for building an interesting, attractive and conversion-driven site

ADD NEWLY DESIGNED PAGES



BUILD UP A PAGE WITH THE ROW CATALOG





Q&A

REMINDER: DISCONTINUED TEMPLATES

With the release of the new Template System, older templates will be discontinued

- Templates from the *Global* templates section in RAI will be removed: Monday, October 1, 2018
- Older templates do not make full use of Mono's features and functionality
- Templates saved locally will not be affected
- Full list of affected templates can be found in Mono Academy

THANKS FOR JOINING

Keep a look out for our release notes

- NEXT PRODUCT UPDATE WEBINAR:
  END OF OCTOBER
- THEME: OUR UPCOMING
  SCHEDULING PRODUCT

THANK YOU

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