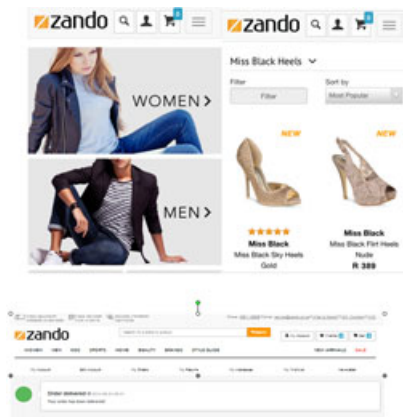# Zando develops new, improved website

Fashion ecommerce retailer Zando has recently developed a brand-new website based on the latest technology.

Fashion ecommerce retailer Zando, founded by Africa Internet Holding, has recently developed a brand-new website based on the latest technology. The new site is designed to deliver a consistent and user-friendly experience across all devices and offers fully responsive mobile-friendly usage, detailed order status tracking for the customer and superior page loading speed.

The new website adapts to the individual customer, as Zando CTO Frank Birzle explains: "This means that the mobile site is optimised for the latest generation of mobile phones, laptops and desktops as well as tablets, but still supports older smartphones like BlackBerry, ensuring a smooth and fast browsing experience. We have also integrated all desktop functionality such as the order tracking and the "My Account" section so that they are now also available for mobile users". Having optimised their content for mobile, the retailer has made heavy use of compression in order to save South Africans' bandwidth and ensure faster shopping.

Keeping track

The site now offers a more comprehensive tracking function. The latest order-tracking feature was developed as a means to empower customers to become aware of the status of their order at any given time. Clear, concise, and friendly messages are displayed for the variety of processes that each order undergoes - from payment to processing, delivery and finally fulfilment. Furthermore, the company has deepened its integration into its courier partners' systems, allowing for an improved fulfilment process and more detailed order tracking data.

Zando recognises that page-loading speed is a crucial aspect of the browsing experience, and has improved loading time on its website drastically. For first time customers, the new website loads in approximately 5.9 seconds with a 1 Mbit DSL line and in 4.2 seconds with a 5 Mbit DSL line, while it loads in 2.9 seconds for repeat customers. This is claimed to make it one of the fastest ecommerce websites in South Africa.

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