The Future of mCommerce:

What retailers need to know about the
mobile landscape in 2017 & beyond

Addressy

Contents

Introduction

The huge growth in smartphone usage, and the shift towards the handset as a primary device in many countries, has driven businesses to aggressively push towards mobile-centric strategies. But with so much emphasis on creating a great looking, high performing mobile site, are you paying attention to what consumers really want?

In the first chapter of this ecommerce playbook, we look at data and insight from leading industry experts to better understand the current state of mobile, but also the future of mobile in the world of ecommerce. We will answer the age-old question of whether retailers really need to invest in building a standalone app and share best practice on how to optimize your mobile checkout experience.

As mobile devices have become more powerful and connections have improved, online shoppers have become less tolerant of poor mobile experiences. We'll consider challenges that many online retailers face in the mcommerce age, and discover their successes and tips, as well as addressing exactly what mobile consumers want.

The current
mobile landscape

The changing face of mobile

For many, mobile started off as a means to communicate with friends and family, either through messaging or calls. However, in recent years, it has become much more than a simple means of chatting. In fact, it has dramatically changed the way we not only communicate, but also the way we learn, research, market and shop.

It is now estimated that there are close to 5 billion mobile users worldwide[1], and on top of this, we check our cell phones approximately 150 times a day.

For many of us, reaching for our cell phones is the first thing we do when we are bored, curious or looking for something new, when we're commuting to work, showing friends what we did last weekend or the new pair of sunglasses we really want to buy.

According to Google, in an average day, more than 1/4 of all users only use a smartphone[2]. With this in mind, as a retailer, if you aren't reaching your customers on mobile, you risk missing out on a quarter of your potential audience.

Research by Forrester shows that in 2016, an average of 47% of US retailers' web traffic came from smartphones[3], and on top of this, mobile now accounts for approximately 30% of online sales. This makes mobile a key device for shoppers who are able to search for goods, locate stores or make speedy purchases on their commute to work, their lunch breaks or while watching TV in the evening. And there are certainly no signs of it tapering off any time soon.

[1] Source: Statista - Number of mobile phone users worldwide from 2013 to 2019 https://www.statista.com/statistics/274774/forecast-of-mobile-phone-users-worldwide/

[2] Source: Google - How people use their devices https://storage.googleapis.com/think/docs/twg-how-people-use-their-devices-2016.pdf
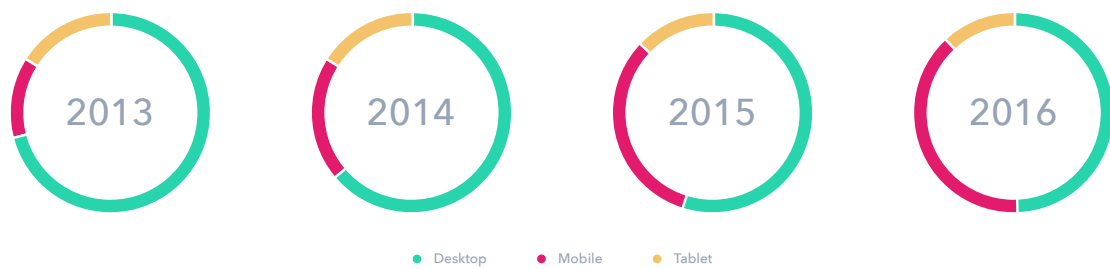
[3] Source: "The Five Fixes To Increase Mobile Checkout Conversions, May 2017, Forrester.
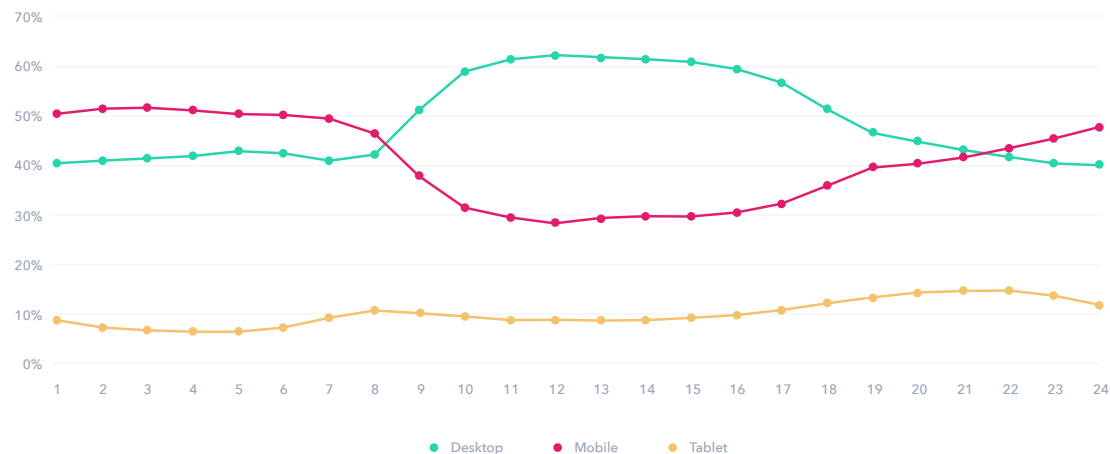
What devices are we using, and when?

In today's mobile-first world, people are more demanding than ever before. We expect answers at our fingertips and turn to the nearest device to make a decision, learn something new, or purchase an item.

Until recently, desktop the most prevalent device chosen by online shoppers, however, improvements in technology and faster data speeds have led to more and more people opting to shop via mobile.

For example, in 2013, mobile devices only accounted for 13% of all online transactions, compared to almost 40% in 2016, and this figure is continuing to rise as more people see the convenience of shopping via mobile.

Data taken from PCA Predict's eCommerce Trends reveals that many of us use different devices depending on the time of day. Having a good understanding of when your customers are most likely to be on their devices will help you make smart decisions about when and how to engage with them.

Peak activity for smartphones is at the start of our days and during the commute. During the day, PC-based activity builds up and peaks during traditional working hours (9am-5pm). iPad users are much more active in the evening from 8-11pm.

Do retailers need a mobile app?

JMango360

Some retailers may wonder why they would need a mobile app if they already have a mobile site. What would a mobile app add? They may have forgotten that 12 years ago, that was exactly what retailers were wondering about a website, if they already had a physical store. But now, which retailer could ever imagine not having a website? In a few years, and we predict even next year, no retailer will be able to imagine not having a mobile app. That is why we believe that this is the moment for SMBs to develop their own mobile shopping app and still be slightly ahead of the herd. Those who adapt early will reap the benefits.

Apps offer great user experience

User experience is the most important factor of online purchasing, the all-encompassing factor. For example, a one-second delay in page response can result in a 7% reduction in conversion[4]. Native apps can work offline and are much quicker. Research from Compuware shows that customers prefer apps over mobile sites because they find them more convenient, product loading & browsing is quicker, the checkout is easier, content is more personalized, user information gets stored and they say they find better deals.

Big brands, therefore, spend a lot of time and resources on figuring out how to develop the best experience for their customers. Criteo research has shown that leading retailers with a native app see their customers return quicker and spend more[5]. Why should smaller retailers have to re-invent the wheel?

[4] Source: Aberdeen's June Benchmark report, Application Performance Management http://www.aberdeen.com/research/5136/ra-performance-web-application/content.aspx

[5] Source: Criteo The State of Mobile Commerce 2016 http://www.criteo.com/resources/mobile-commerce-report/

Apps turn customers into brand-fans

Criteo research shows that apps remain the most efficient channel for retailers, driving a larger percentage of shoppers down the purchase funnel and converting at 3x the rate of mobile web. Especially when it comes to turning first time customers into repeat customers, apps have the highest impact due to push messages and constant branding of app icons. The user retention power is twice as high, meaning mobile app users are twice as likely to return within 30 days.

As we all know, repeat business is much easier and more profitable than trying to attract new customers; this makes user retention an important factor for any retailer. With a mobile shopping app, retailers have the best chance of retaining customers and increasing revenue. If you are a retailer with a lot of repeat purchases, your app will be your most important channel for revenue.

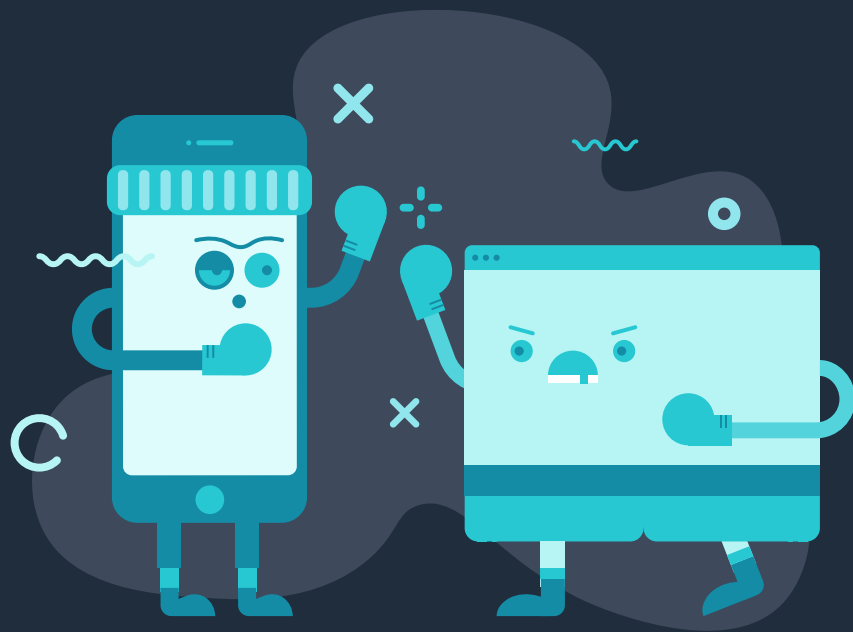## Retail app usage is the highest of all categories

Another sign that retailers should invest in apps: app usage is increasing[6]. App users are repeatedly engaged to use the app due to features that no other channel can offer, like push notifications. The open-rate of push notifications is 90%; much higher than any other feature.

Statistics show us that, with no less than 17.5 sessions per month, ecommerce and retail apps were used most in 2015[7]. The year before, the use of shopping apps increased by a whopping 174%, which was the highest of all categories in app stores. This proves to us that, once a smartphone user has downloaded an app, usage can be stimulated and retained with a good user experience and push notifications.

[6] Source: Econsultancy Mobile app usage grows by 28%: Where are users spending their time? https://econsultancy.com/blog/68855-mobile-app-usage-grows-by-28-where-are-users-spending-their-time/

[7] Source: Localytics, App Stickiness Index Q4 2015

Developing a mobile app is a great way to turn first-time shoppers into loyal advocates.

Mobile app versus
mobile site

Slow load times or a clunky customer experience on mobile and desktop sites can drive customers away from an online store, meaning a reduction in conversions and unhappy customers. As a way to combat this issue, many retailers have adopted mobile apps. But what is really best when it comes to ecommerce: a mobile app or a mobile site?

According to Forrester, 88% of US smartphone owners use just 5 apps on a regular basis[8], and their research showed that the majority of consumers aren't keen on shopping apps, instead preferring to shop via the mobile web.

Many retailers have seen successes with mobile apps, and it is clear that they are a great way of getting your brand seen by more people. Additions such as push notifications and offline access are obvious positives. They are fast and, if designed well, generally clear. However, if you can offer a comparable buying experience on your mobile site you'll need to seriously weigh up whether building an app is worth your investment.

The question shouldn't be, which should I use, but about finding the best suit for your customer base. Instead of placing the two against each other, use them in conjunction to give the best overall customer experience.

[8] Source: The Five Fixes To Increase Mobile Checkout Conversion, May 2017, Forrester

Don't put all your eggs in your app basket. Focus on optimizing your mobile web experience.

Minimizing cart abandonment through personalization

Swrve

Recent research suggests humans have shorter attention spans than goldfish[9], highlighting the effects of an increasingly digitalized lifestyle. This is reflected in cart abandonments. Think about all the distractions that cause a cart abandonment on desktop, and add countless more that will put an end to the purchasing process on mobile - we receive a Whatsapp message we need to reply to; we reach our bus stop; we nearly walk out in front of a truck when crossing the road… Chances are we'll forget about that new dress or pair of headphones that we came close to purchasing.

Distraction is just one of many reasons why carts are abandoned. Whatever the reason, personalization will help to minimize the cart abandonment problem. There's nothing particularly complex about it - it's all about using customer data to bring them back to your app with the right approach at the right time.

[9] Source: Microsoft Canada, Attention Spans Spring 2015

Find the optimal time

Track when each user typically visits your store, and implement this to your advantage when messaging them. Attempt to bring them back when you know they are more likely to be thinking of you in the first place.

Campaigns of one

Use your user data to create campaigns that makes them feel like a person, not a demographic. A push notification that uses their name, and contextual information on a product that they've put in their cart is exponentially more powerful than one that says the cursed "we miss you".

In-app messages

The next time that a user opens your app after their abandoned cart session is the perfect time to display an in-app message. A full-screen take-over, matching your brand's style guide, and with a CTA of a link to the checkout, serves as an ideal reminder of an abandoned cart.

Optimize campaigns

A/B testing multiple versions of your campaigns will provide data for what works best in each of your campaigns. This way you can continue to improve and minimize the effect of cart abandonment.

Use apps to send push notifications to encourage your shoppers to purchase more and recover abandoned shopping carts.

Three common mistakes on mobile sites and how to fix them

Nextopia

In order to succeed, retailers need to understand what shoppers want and apply it to their mobile sites. If a mobile destination is faulty or difficult to use, it will quickly be abandoned. Consumers want a simple, clean website that fits to the screen of any device and offers a convenient shopping experience. Improved mobile strategies should be a core component of every business strategy. Below you will learn about the three most common mistakes retailers make on their mobile sites, and discover how to avoid them!

1. Mobile site is difficult to navigate through

When developing a mobile site, retailers often do not realize how difficult it can be for consumers to navigate on smaller screens. This results in confused shoppers leaving the site and rarely returning. To avoid this unfortunate outcome, ensure you use a mobile optimized tool that simplifies navigation through your mobile site. Your navigation tool should allow you to create categories and subcategories. It's crucial to have these categories organized and easily able to both expand and collapse on the home page. This allows for less clutter, and faster conversions.

2. A bulky search tool that doesn't function properly

Consumers use mobile sites because of the convenience they provide. They are used on the go and in the moment. For this reason, it is essential to invest in a robust search tool that will reduce search time and find precisely what the customer is looking for. In addition, search and navigation tools should be clearly visible on every page of the site and optimized for mobile use.

3. Not taking advantage of simple merchandizing tools

It is difficult to tap into the mind of a consumer. As such, it is crucial to invest in a search platform that offers merchandizing tools. Here are some simple tools that go a long way:

Synonyms:

Speak your customer's language. If someone searches "sweaters" but a site only recognizes "sweatshirts," a "No Results Page" will appear, resulting in abandonment.

Word replacement:

If a visitor is searching for a Rolex watch not stocked by your website, don't give up there! Direct them to a different brand of watches that is similar to Rolexes.
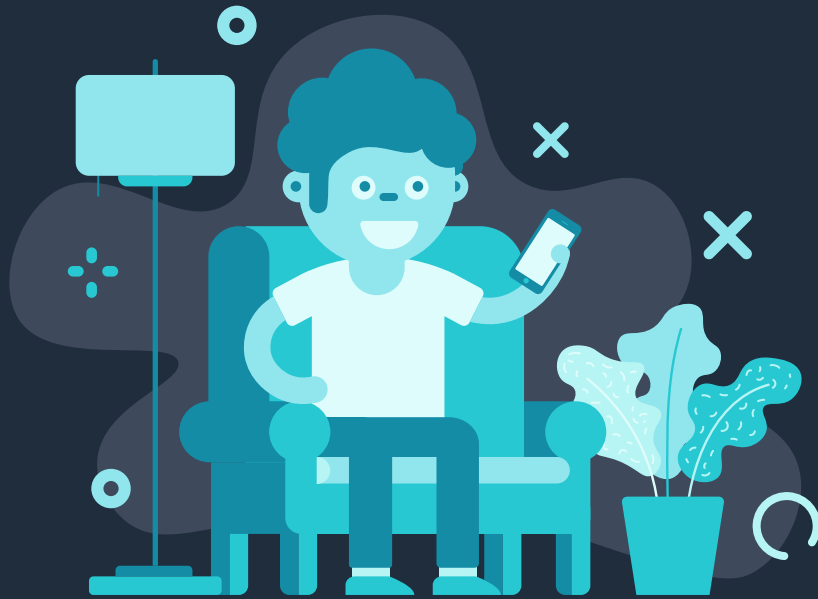
Redirects:

As retailers, you want to avoided the "No Results Page" like the plague. Instead, redirect the user to a different page. Chances are you have what they are looking for.

Product recommendations:

Display complementary products that the user may find valuable. Use this cross and up-sell technique to enhance a user's experience by displaying complementary products that they might love.

Simply having a mobile site is not enough, especially since consumers expect the same level of customer experience as on a desktop website. It's worth it to invest in a robust search & navigation tool that has the ability to tackle the problems that your mobile site faces.

Streamline your website and invest in a robust search tool to make it as easy to navigate as possible.

How to use mobile to attract Millennial consumers

Klarna

Retailers report that millennials make up over half of online sales[10]. Yet, 64% of people think that retailers need to invest in new technology to meet the needs of these young people according to Klarna's own consumer data. Retailers must invest now in the mobile shopping experience to win over this influential and notoriously hard to please segment of younger shoppers.

The growing use of smartphones to shop is an opportunity for brands to communicate with the customer throughout their journey and across all channels. A customer may start their journey on one device and then go on to complete the purchase on another, so ensuring a consistent message is crucial. Using progressive data collection means brands can effectively target consumers across all devices, making the experience as seamless as possible. Maintaining communication throughout the process prevents dropped baskets and helps to nudge the shopper towards a purchase, which is particularly vital for the demanding Millennial audience.

One route to adopting a mobile first strategy, which should be step one for any retailer, is improving the functionality of the mobile experience to ensure it is smooth and seamless. This means understanding that shoppers on the move often don't have their card details to hand. Implementing a 'digital wallet' that automatically saves a customer's payment details, which saves details to enable one-click payments, could move the dial when it comes to engaging the younger audience.

90% of merchants say that meeting the demands of millennials is driving investment in new payment technologies[11]. When it comes to payments, choice is crucial for young people. In fact, 68.3% of 16 - 24 year olds think increasing ways to pay would encourage them to spend more.

Millennials expect a mobile first shopping experience. Whether they're browsing or purchasing, ensuring the mobile experience is as seamless as online is crucial for retailers. With an ever more competitive landscape on the high street - those retailers that can future-proof their mobile experience and win over younger consumers will reap the rewards.

[11] Klarna research in collaboration with Ovum, April 2017

Modernize mobile payment options to attract millennial shoppers
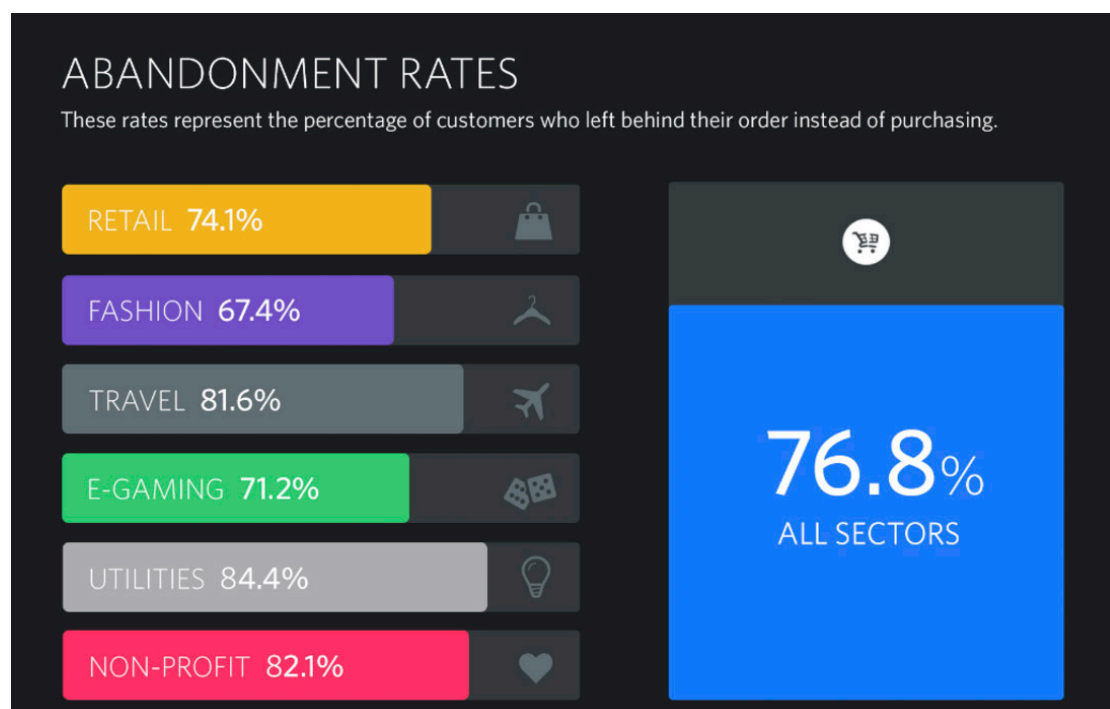
Reducing cognitive load

Addressy

Cognitive load is quickly becoming a term retailers are paying attention to, and is a huge issue for consumers shopping via mobile. So what does cognitive load really mean and how does it affect your business?

In cognitive psychology, cognitive load refers to the total amount of mental effort being used in the working memory. In ecommerce, the issue lies in the fact that customers are often unable to digest the vast amounts of information available to them on the page, causing them to feel overwhelmed. This can be particularly problematic for retailers who ignore page load time or don't offer a simple checkout.

The average online cart abandonment rate is a surprising 69.23%[12], and of that, almost a third of online shoppers abandon the checkout if it is too long or complicated. On top of this, research from Salecycle shows that retail, fashion and travel are among the top industries affected by high cart abandonment rates [13]. It is down to online retailers to work around this problem, and there are many ways they can do so.

[12] Source: Baymard Institute 37 Cart Abandonment Rate Statistics.https://baymard.com/lists/cart-abandonment-rate

[13] Source: The Remarketing Report, Salecycle, 2016

ABANDONMENT RATES
These rates represent the percentage of customers who left behind their order instead of purchasing.

RETAIL **74.1%**

FASHION **67.4%**

TRAVEL **81.6%**

E-GAMING **71.2%**

UTILITIES **84.4%**

NON-PROFIT **82.1%**

76.8%
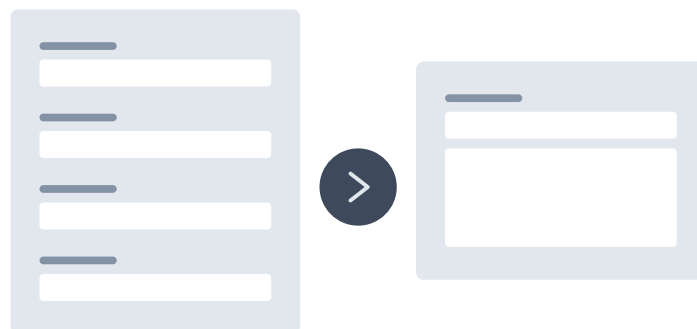ALL SECTORS

Simplify form fields

One way that online retailers can optimize the checkout is by simplifying their form fields. Forms are an integral part of the checkout, but by making them difficult to fill out, you risk the possibility of consumers leaving your mobile site in favor of a competitor. According to Checkout Conversion Index™ (CCI) by PYMNTS.com, the top performing merchants wrap up their checkout flow in 118 seconds vs 184 for the worst performers (36% faster), and require 17 clicks to checkout vs 25 for the worst converting merchants[14].

Today's empowered, time-poor consumers no longer have the patience to make their way through lengthy sign up processes and multi-step checkouts.

Identify field types correctly in the code so the relevant keyboard appears on screen when appropriate. For example, if a field requires solely numbers, make sure you've launched the numeric keyboard. Input-specific keyboards make entering data so much easier.

[14] Source: PYMNTS.com Checkout Conversion Index Q4 2016

http://www.pymnts.com/checkout-conversion-index/

Label fields

Making sure your form fields are labeled ensures that visitors to your site understand what is needed from them. Without clearly labeling these fields, mobile visitors are likely to grow confused and impatient, driving them to abandon the cart in favour of a less complicated one.

An even more effective way of improving this step is by adding an example - showing your customer the particular format you require them to use is a really helpful, e.g. 01/02/2018.

Save on typing with auto-suggest

In many cases, visitors to mobile sites are time-strapped shoppers. By implementing address verification with auto-suggest capabilities, you reduce the amount keystrokes required when completing checkout forms, saving customers time and effort. Auto-suggest technology allows the customer to search any part of their address, bringing up a list of accurate matches as the user begins to type - even when typos are entered. This is particularly useful when you consider the issue of 'fat fingers', often associated with typing on mobile. Smaller screen sizes and keys are often the reason that users make more typos than if they were on desktop.

ORDER DETAILS

YOUR DETAILS

DELIVERY DETAILS

On average, by using type-ahead address verification, you can reduce keystrokes by 75% which enables consumers to get through the checkout faster, and in-turn increases conversion rates.

Use progress indicators

Take the stress out of the checkout by showing customers what they have completed so far and what is required of them next. This means they will have less surprises, and a clearer idea of how long it will take them to complete the checkout process. Not only do you remove friction and confusion, but you also allow them to prepare for the next step, i.e. getting their bank details ready.

Reducing cognitive load increases brand trust, customer experience and, as a consequence, conversions.
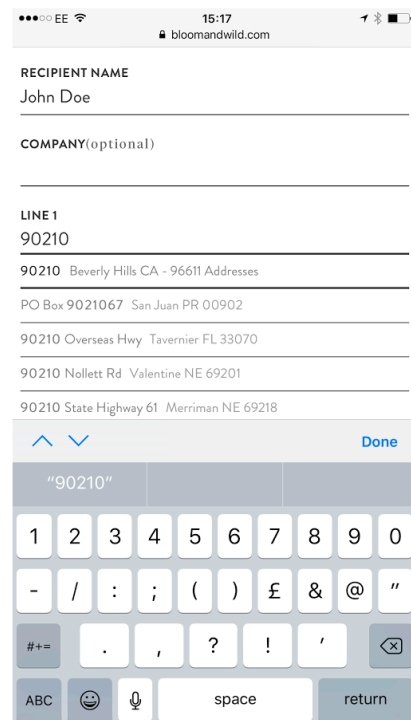
Mobile best practice from Bloom & Wild

Flower delivery company Bloom & Wild was founded on the strong, yet simple belief that sending and receiving flowers should be a joy, every time.

The company's bespoke presentation boxes are meticulously presented to ensure a great visual experience for recipients.

Bloom & Wild is committed to giving customers a seamless and friction-free online experience regardless of the device.

Their simple navigation and streamlined checkout on mobile guides shoppers through the process with ease.

Bloom & Wild's progress indicator visually guides a user through the checkout process by breaking it up into logical steps in order to complete a specified task in each step.

Bloom & Wild use Addressy's real time data verification to capture and validate accurate customer address details and speed up data entry in their forms. Field advice prompts are associated with the address search box 'search for the address by typing…' to help users understand what to do before they get started.

"Our mobile apps allow us to make use of native features like user calendars, addresses and Apple Pay to make ordering flowers even quicker. People generally don't like typing a lot on mobile devices and so using native features to reduce the need for typing improves the customer experience and resulting loyalty.

With the mobile revolution it became even more critical for us to have an address validation tool. The way Addressy works makes it perfect for people that are constantly on the move. It is highly intuitive and predictive which makes it ideal for customers using iPhones and iPads. We've definitely seen significant double-digit percentage increases in conversion rates since deploying it."

Use smart address verification in your mobile forms to reduce cognitive load.

The rise and fall of mpayments…. already?

Robert Andrews

They were supposed to revolutionize commerce, kill off cash and lead to us all cutting up out debit cards. So what ever happened to mobile payments?

Apple Pay launched in 2014 to much fanfare, the first widely-deployed mobile payment standard, with Apple CEO Tim Cook predicting the subsequent year would be "the year of Apple Pay".

But that year never materialized. While, in June 2016, 23.6% of iPhone owners said they had never tried Apple Pay, according to InfoScout research for PYMNTS.com, that year was a peak - Apple Pay adoption is now in decline, to 21.9% at last count in March 2017[15].

The number of people who have used it in the last quarter has plummeted, from 51.4% at launch in 2014 to just 18.4% in 2017. And Android Pay adoption is far smaller still.

Mobile payments appears to be a technology with more hype than reality, a reverse momentum rather than a bright future. So what's going on?

Reasons for consumer reluctance are many. Chief amongst them is security. We now live in a world where a different grand systems hack is splashed across the news headlines seemingly every day. According to an Auriemma Consulting Group study, 56% of people in the UK cited security as an adoption barrier, 41% said they feared losing their phone and 31% said they simply preferred cash.

One of those reasons is little talked about - international differences. When he launched Apple Pay, Cook was right to say the standard was better than using cards with magnetic stripes that require signatures at payment. The trouble is, whilst US banks stay wedded to this old-fashioned system, many other countries around the world have long since moved on.

[15] Source: Apple pay stats, PYMNTS.com,2016

While US consumers still have not even experienced the benefits of Chip & Pin, many of our British cousins are already enjoying frictionless Contactless payments using the card in our pocket. There is, then, far less of a perceived need for the upgrade mobile offers.

What could drive up adoption? Much has been written about the recent news that a majority of UK merchants now accept Apple Pay payments of unlimited value, exceeding the Contactless limit of $40. Many pundits believe this is the factor which will now lead to an overdue boom in usage.

But this hope may be misplaced. Those limits were put in place by banks for a good reason - to assuage consumers' concerns that a lost or stolen card could mean a thief spending from their account with impunity. Furthermore, this belief ignores the fact that a majority of mobile payments are made for small, casual consumables, like coffee or a meal, not bigger-ticket items that necessarily require greater contemplation. You won't buy a yacht or a sports car using your phone.

What most people have failed to realize, then, is that mobile payments are not about, well… payments.

The history of technology suggests security concerns can be overcome if providers offer enough persuasive evidence of value or convenience. In mobile payments, that necessitates offering something other than a new way to pay - it means using the device as a channel to broker a new relationship with a consumer.

In recent years, we have seen smaller mobile payments providers like Droplet and Yoyo focus on providing loyalty incentives and rewards for mobile transactions. They make mobile payment a sideshow to a transaction that is completed this way not for convenience but for some future outcome.

And consumers like it. An Opinion Matters poll for Kalixa found a majority of UK internet users under 67 would make more payments via mobile phone if they were offered loyalty points or incentives.

Many consumers are already used to using apps from brands like Starbucks to manage their loyalty accounts. To retailers, these offer a perfect opportunity to process both payments and rewards in one place.

And there is every reason for retailers to embrace this. According to InfoScout's survey, 13.3% of consumers say they have not used mobile payments because they already get rewards or points for using a different payment method specifically.

The happy coincidence of all of these trends is that mobile payments can be used not just to process transactions and not just to give customers rewards, but smartphones can be the engine that fuels retailers' consumer data collection odyssey.

These are the devices in the palm of our hands, every day, at every retail location we visit. They know when we are in a branch, they can know which are our favorite products and back-end data infrastructure can join the dots to make for more effective future product marketing.

Consumers are not yet convinced about mobile payments. It is time to give them reason to buy in.

Incentives and loyalty points encourage mobile payments

Latency; a deadly killer for your mobile conversions

Cogeco Peer 1

Poor mobile website performance is a revenue killer. This is already well understood in the desktop world. One leading global online retailer calculated that a page load slowdown of just one second could cost it $1.6 billion in sales each year. Google calculated that, by slowing its search results by just four tenths of a second, it could lose eight million searches each day which means millions fewer ads served up.

Performance is paramount

These figures point in one direction. Dealing with latency is critical in driving customer engagement and enabling an organization to leverage the growing numbers of people using mobile devices to shop and transact online.

In short, performance is paramount and an optimized infrastructure and network are the foundations upon which lightning fast speed and next-to-zero latency is built. Achieving this level of speed requires a bespoke approach to the underlying infrastructure, and one which takes account of factors such as traffic volumes, geographical location of customers and frequency of traffic peaks.

A good infrastructure partner will take it as a given that not all customers are the same and a tailored approach is required for each.

For instance, would a cloud-based service be more suitable than a physical platform? This is a broad issue and one that needs careful evaluation, weighing up relative performance, scalability, connectivity and other factors.

Important considerations

Drilling down into the nitty gritty of latency, there are several further important issues you need to consider such as server optimization and database configuration. Depending on which platform you are using, whether Magento, Hybris, WebSphere or some other, the operating system, server hardware and databases should be optimized to deliver peak performance.

Firewalls also need to be optimized and configured correctly so they don't slow down traffic while also keeping you totally safe. Similarly, load balancing needs to be considered and architected correctly to distribute peak loads across application and database servers. Added to this is the need for protection against distributed-denial-of-service attacks (DDoS) to keep you up and running in the event of an attack.

Infrastructure optimization should be a key component of any mcommerce strategy and by factoring the points mentioned above into your mcommerce plans, you'll be sure of developing a mobile website that is lightning fast, easy-to-use and one that keeps customers coming back.

Mobile shoppers tend to have less patience. Focus on latency, platform optimization and load balancing to combat slow loading sites.

The future of mobile UX

Richard Hewitt

The future of mobile is simple, it's human centered and about connecting people.

To discover the future of mobile commerce, UX design and what users want, consider that the best way is to create the future yourself by intimately knowing your users and thinking about some key elements of the mobile experience. These are basic elements to consider both internally and externally of your organization. Internally, think about the user journey. Externally, we can see what others are doing in the space to determine where design and functionality is heading by looking at basic attributes such as navigation, attributes that are forging ahead and delighting, such as biometric login, to gauge where design and technology might be heading.

The medium is the message

Companies are often opting for a 'mobile-first' or 'mobile by default' strategy, which can often be oversimplified through a content copy and paste job. A strategy such as this goes further than just creating a responsive version of your desktop website.

From a practical perspective, having a clear goal in mind is the first step: what are you trying to achieve in the mobile medium? Second, knowing your users' current usage and behavior, will guide you on the first point. Last, consistency is key – users are expecting similar themes to how you are already engaging with them, but in a way that is designed for mobile.

Use the technology as the means not the end

Technology has obviously made things easier. It creates a simpler and more intuitive experience for users, take navigating to a location, previously a map would have required careful planning, that planning is now done seamlessly by simple entering a destination. The simplicity aspect is key in the experience, therefore technology should not be adopted as an end goal, but rather a means to an end, whether it be getting a product to checkout or downloading a piece of content.

When considering simplicity and how people use mobile devices, it goes back to the simple fact that you are designing and creating for people.

Knowing your users

Mobile technologies can enhance human ability; it gives people the power to transact almost anywhere and anytime. However, it can also take away our abilities in certain contexts. In thinking about the future of commerce and mobile technologies, we need to think about how and where users are engaging with technology and, how you as the creator, are developing the experience for your users in that environment.

Understanding your users does not happen by chance, it involves engaging with them early in the design process and often, speaking to them in context, and discovering how they use their devices when engaging with not only your services but that of competitors. Through this engagement, you will discover both the needs of your users and the pain points that they are experiencing when engaging with your service. This will assist you in developing and designing a service that is human centered and fit for the future.

When you're thinking about mobile UX, always keep the user in mind

Key takeaways

When designing a mobile site, think more about how visitors are interacting with your online store; what they are using it for (i.e. checking opening hours, making purchases).

By listening to the needs of your customers and reducing the obstacles for the sake of speed and accuracy, you will open the door to easier transactions. This in turn will improve reputation and build lasting relationships. A loyal customer will be your biggest advocate if you get the shopping experience right.

Remember, unhappy customers tell the world. Happy customers keep coming back. Let's make happy customers!

Developing a mobile app is a great way to turn first-time shoppers into loyal advocates.

1

2

Use apps to send push notifications to encourage your shoppers to purchase more and recover abandoned shopping carts.

3

Don't put all your eggs in your app basket. Focus on optimizing your mobile web experience.

Streamline your website and invest in a robust search tool to make it as easy to navigate as possible.

4

5

Modernize mobile payment options to attract millennial shoppers.

Create a great search functionality and you'll really see the difference to your UX.

6

Use smart address verification in your mobile forms to reduce cognitive load.

7

Use incentives to encourage mobile payments.

8

Mobile shoppers tend to have less patience. Focus on latency, platform optimization and load balancing to combat slow loading sites.

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Eelco van Wijk

CCO, JMango360

Eelco is the CCO for JMango360. JMango enables every online retailer to create and manage their own ecommerce native app, fully integrated with their webstore. JMango has all the app features desired by the big brands, yet at a price that works for anyone.

Before JMango, Eelco has over 15 years of experience in ecommerce within large companies like TNT, Logica and most recently PayPal, where he was General Manager for the Benelux. An innovator and a true mobile enthusiast, Eelco has been one of the first to recognize the strategic shift that smartphones will bring in the ecommerce industry.

JMANGO
360

Luke Griffiths

GM, Klarna UK

Luke Griffiths is General Manager of Klarna UK, one of Europe's leading payments providers. Heading up the UK division, he oversees Klarna's expansion in the market by introducing innovative products which simplify the payments process. With over 15 years' experience in management and digital marketing, Luke previously held roles at eBay and Wyndham Worldwide. He also has extensive international experience, building and growing businesses across the EMEA region.

Klarna

Tom Mucklow

Partner Development Manager, Addressy

Tom Mucklow leads the Addressy team in offering comprehensive and effective solutions to online shopping and delivery frustrations in the U.S. The cutting-edge address verification platform optimizes and streamlines the checkout process for online retailers and their customers by auto-populating address information, narrowing results with each keystroke, and verifying accurate address data for over 240 countries worldwide. As the leader of Addressy, Tom works to convey the cost-saving, user-experience, and data quality benefits of predictive address verification technology to businesses across the U.S.

 Addressy

Robert Andrews

Editorial Consultant

Robert Andrews is a journalist turned editorial consultant who communicates the future of media, technology and marketing. Robert provides research-driven analysis on topics including advertising and the global newspaper industry for firms including Ovum and eMarketer, and has appeared in several international media outlets to comment on industry trends. Robert also helps technology companies use content to deliver industry insight to their audiences.

Michelle Seges

Partner Marketing Coordinator, Nextopia

Michelle Seges is a partner marketing coordinator for Nextopia, the leader in ecommerce on-site search and navigation. She graduated with a business degree from Western University and currently resides in Toronto. Nextopia Software Corporation offers a fully scalable, best-in-class site search conversion solution for SMB and Enterprise e-retailers.

nextopia

Tom Adams

Director of Product Marketing, Cogeco Peer 1

Cogeco Peer 1 provides its customers with the ability to quickly and reliably access, store and move data on a global scale. Their suite of ICT solutions include Data Center, Cloud Infrastructure, Managed IT and Data Connectivity services.

cogeco PEER 1

Richard Hewitt

Researcher - design thinker - strategist

Richard Hewitt is a design thinker, researcher and strategist in the fields of user experience, service and product design. He loves connecting with people from all walks of life and conducting global design research, that is both actionable and meaningful. He runs Hue Labs, a global design research and strategy consultancy.

Addressy

A faster, easier way to enter and verify addresses

Address

3131 Las Vegas B|

3131 Las Vegas Blvd N, Las Vegas, NV, 89115

3131 Las Vegas Blvd S, Las Vegas, NV, 89109

3131 Las Vegas Blvd, Sebring, FL, 33870

3131 Meade Ave, Las Vegas NV, 89102

Increase conversion rates

Eliminate checkout friction

Reduce failed deliveries

addressy.com | @addressyUSA