Touch & go… Mobile experiences that deliver

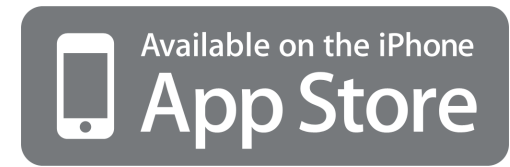**Ali Al-Shakarchi, IBM Interactive, GBS**

18 June 2013

Overview

Summary of the current consumer app landscape

Some principles of creating compelling mobile experiences

Statistics

900,000 available Apps on iTunes (375,000 native to iPad)

1.2 billon App users worldwide

~~50 billion app downloads~~

25% of website visits are from Mobile devices

91% of Mobile users keep their device (or devices!) within arms reach 100% of the time

2 hours 7 minutes a day spent using Apps (more time than we spend eating)

So this thing is big

Only around 1,000 Apps have more than 50,000 users

On average 63% of users delete Apps after just one use

Most consumers only use 10% of the Apps on their device

Most rarely use more than 7 each day

In 2012, paid Apps make up only 10% of downloads

What do we think this tell us

1 User expectations are high, user tolerance is low

2 Competition is fierce, an alternative App is just a tap away

3 Customer feedback and reviews can make or break an App

4 It's really tough to stand out and be different

5 User experience is a major factor

8 Fundamental elements to creating a compelling Mobile User Experience

Creating a Compelling Mobile User Experience
To differentiate your offering, first understand what your audience wants.
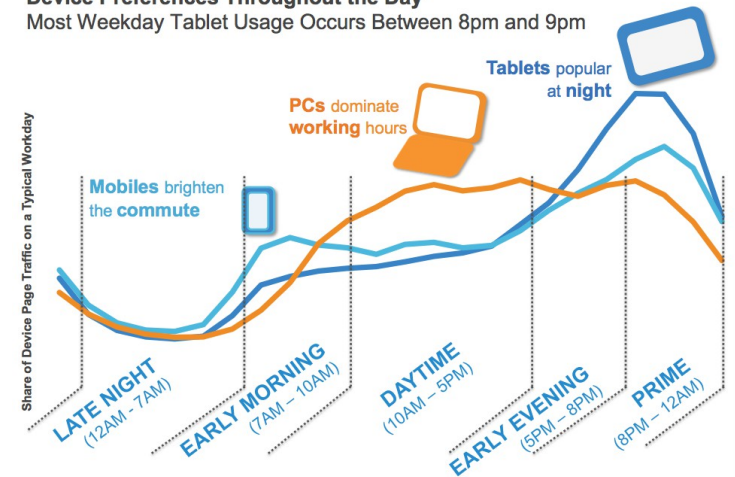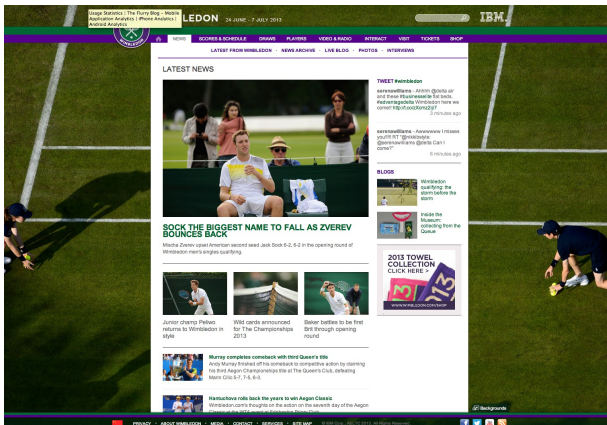Read the white paper (1.0 mb)

1. Always be relevant

- Relevant to the end user, your business and your brand

- Relevant to the channel
  - Not all phones are created equal
  - Smartphone is different to tablet, and tablet is different to web
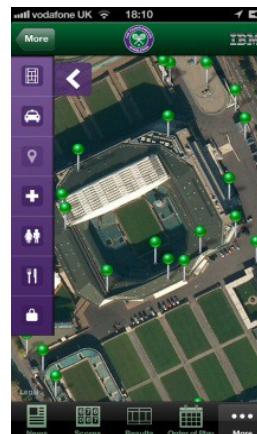

Device Preferences Throughout the Day
Most Weekday Tablet Usage Occurs Between 8pm and 9pm

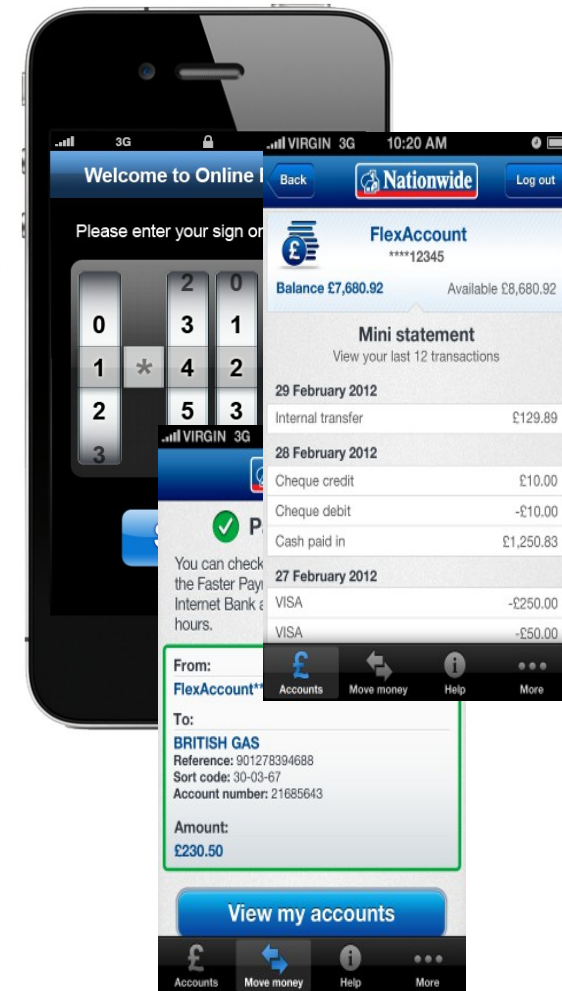**Innovation online**

Event maps

Second screen capability

2. Keep it simple

- Successful apps do just a few things very well

- Allow user to get straight to the function they want

- Take the mobile context into account

- Forget the user manual & long instructions

- Often a trade-off between security confidence and user experience
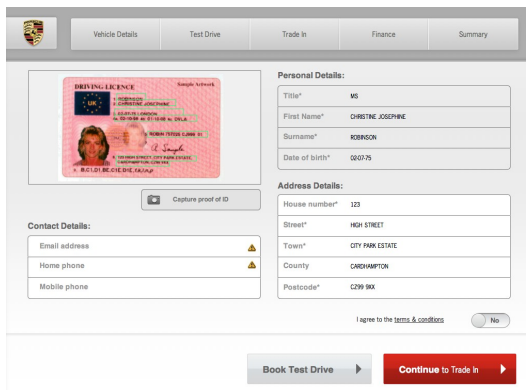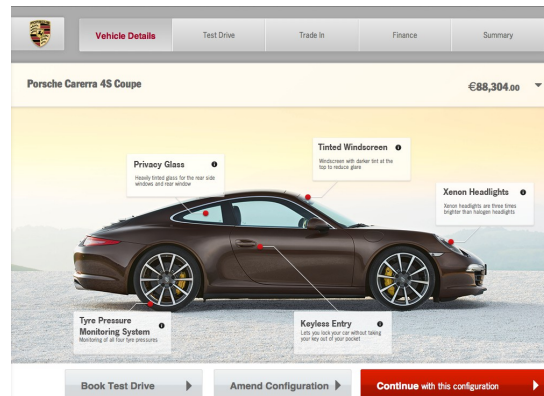
- Multiple apps versus the "uber-app"

3. Build richer experiences
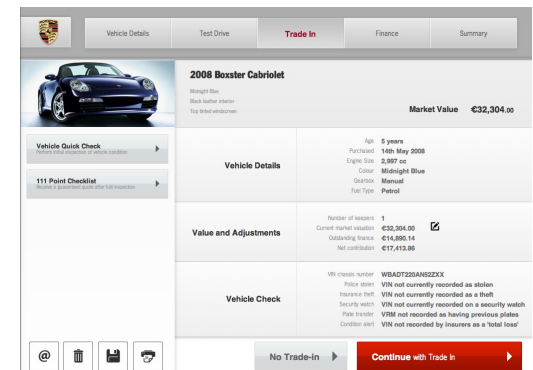
- **Relevant & simple doesn't mean you shouldn't delight your users**

- **Customer expectations are high & the bar is constantly moving up -** *Be smart about what to omit from your solution*

- **To transform your customer relationships, you need to create and maintain a much higher engagement factor**

Scanning and text rec.

Augmented reality walk around

HPI & Valuation

4. Think innovation

- Organisations are continuing to innovate around mobile
  - Resulting in changing business models (e.g. mobile payments)
  - Differentiated services to the end user
  - Enabling their workforce to be more efficient and informed in their decisions

- Techniques for driving innovation
  - Identify the disruptive technologies that can help transform business models and your customer relationships
    - NFC
    - Geo-location
    - Real-time, contextual and rich notifications
    - Big data and real-time analytics
  - Look outside of your industry for inspiration

- Warning! Don't just innovate for the sake of it

5. Optimise for mobile

Optimize Mobile
Channels

Tealeaf CX Mobile allows you to capture, replay, and understand the experiences of customers accessing your web properties via mobile devices.

tealeaf.

- Optimise performance by reaching a balance between functionality, usability & speed

- Look at the user journey on your mobile app and reduce all friction points as you find them

- Make sure you are optimising for devices, taking into account:
  - screen size
  - bandwidth
  - power consumption
  - input method
  - feature phones

6. End to end experience

- Mobile should be only one part of your multi-channel strategy

- Provide a consistent user experience across channels

- Second Screen and the Digital Omnivore

- Blurring of the online and offline worlds
    - Click and collect
    - "Showrooming"
    - Assisted selling
    - Augmented reality

7. Be more social

- Mobile and social have grown/exploded together
    - Over 500 million mobile monthly active Facebook users

- Understand how this fits with your mobile proposition (and brand)….then capitalise on it

- Become part of the conversation by allowing your users an open voice on your digital channel

- Turn users into advocates of your brand

8. Smart evolution

- Technology is evolving rapidly with significant new device and platforms updates coming along every three-six months
    - You must have a capability to provide updates regularly
    - Have an optimised delivery and maintenance approach to cope with the fragmentation
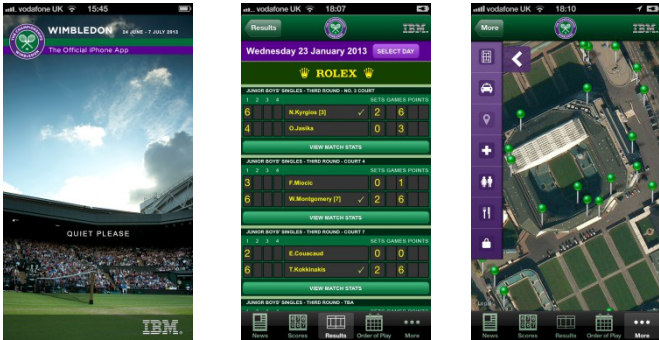
Worklight An IBM® company

HTML5 + CSS3 + JavaScript

- User expectations on mobile are constantly evolving around :
    - Security
    - Privacy
    - Role of mobile

- It is key to let your users help you
    - Involve them in the process
    - Don't forget your own people are users too
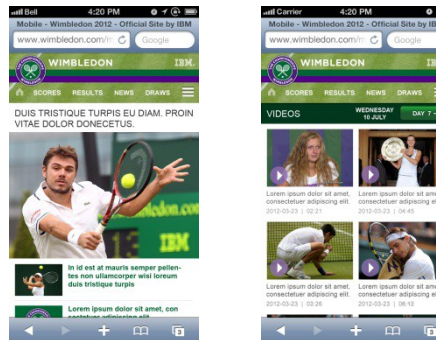
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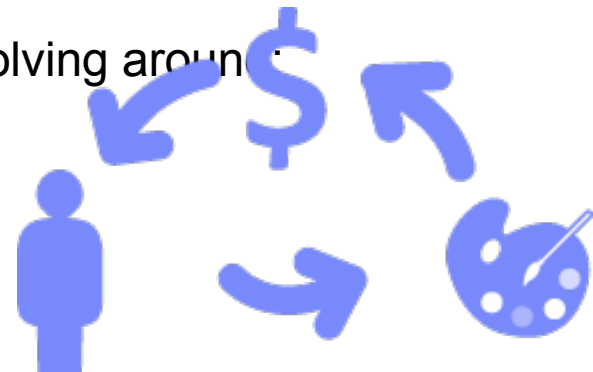
IBM@Wimbledon 2013

Wimbledon 2013 – Difference between mobile solutions

High volume, highly usable apps for Android and iOS smartphones

Media-rich, dedicated iPad app for stand-alone and 2nd screen use

Mobile-enabled website

New Wimbledon iPad app

- Present the beauty of the grounds through the iPad
- Navigation and content presented in context e.g. draws "on" Wimbledon board, video and scores relevant to Centre Court when navigate there
- Media rich
  - 360 degree and birds eye fly in video content
  - Centre court roof cams and other unique web cam content
  - Regular video and picture updates
- 2nd screen for stats through IBM statistics

Thank you: How to find out more about MobileFirst

- ▪ Websites
  - IBM MobileFirst (external) - http://www.ibm.com/mobilefirst

- ▪ Twitter:
  - @IBMMobile
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