

THE MOBILE MOMENT

Captivating and Converting
Consumers On-the-Go through
Ubiquitous Mobile Devices



YOTTAA
WHITE PAPER

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Executive Summary

The mobile moment is a targeted, context-specific experience on a mobile device, usually at a specific location for a single individual. It requires fast delivery and rapid loading of images and information on the screen to give the customer a complete and satisfying view within seconds, and a superior ease-of-use factor. This is known as adaptive serving, and it represents a vendor's willingness and technical ability to send appropriate content at the time of viewing, for the needs of the user and for the device on which it is to be viewed.

Though the mobile moment is still in its adolescence, it should not be underestimated. People are increasingly turning to smartphones as a primary tool in the commerce journey, as demonstrated in a recent study co-authored by Yottaa and Marlin Mobile which shows that twenty percent of electronics purchases are now made using mobile devices. Further, according to Deloitte Digital, the conversion rate for consumers using their mobile phones is 14% higher than for those without a phone. Conversion rates shoot up by 30% if the consumer is using the retailer's app.

The Mobile Mind Shift

Ted Schadler, Josh Berhoff, Julie Ask
Forrester Research, 2014

Traditional desktop web applications are currently dominant in e-commerce activity, due in part to the lack of effective mobile applications, and compounded by the numerous technical challenges of applying desktop design concepts on a mobile platform. End users are using smartphones for an increasingly larger share of the purchase sequence, and companies that conquer the existing technical challenges stand to gain a lion's share of the business.

Digital marketers must consider a number of elements to create the perfect mobile moment. These include graphic design elements and technical demands around page loading speed and CPU memory, both of which require an answer to the questions of "if" and/or "how" the mobile moment is factored into a sales strategy. This paper describes the emergence of the mobile moment, and provides valuable technical suggestions on how brands and manufacturers can optimize the mobile commerce experience for both consumers and business customers.



ShopKick is a mobile moment app* created for the mall-going consumer. Upon arrival at the mall, the ShopKick app welcomes the shopper by name and lists products for sale at participating retailers such as Target, Macy's, Best Buy, Old Navy, American Eagle, JCPenney, Sports Authority, and Crate & Barrel. The product suggestions correspond with the individual's own likes, based on past purchases, or from browsing and "liking" items in the app's catalog.

Upon entering any participating store, the customer automatically receives a "gift" of points called "kicks" which can be applied toward a purchase in the stores. Additional kicks are delivered when a customer scans items for a price check or makes a purchase.

Items from popular stores, editor's books, and scans are organized in a feed for effortless shopping, allowing the consumer to see interesting items in his/her favorite store or nearby.

Haptic elements of the app (those relating to the sense of touch) allow the customer to filter the feed by scans, walk-ins, or products only. A leftward swipe reveals stored "likes" and accumulated rewards.

Purchases are transacted via a linked credit card, and likes can be redeemed either as part of the purchase or into a gift card.

The interactive and highly individualized nature of this mobile moment is best illustrated by its personalization. Operating on the premise that few people like to shop alone, the ShopKick app welcomes the customer by name and issues prompts to try products and stores, just as a friend would do.

This application shows how mobile can help brick and mortar stores, rather than represent a threat, as online shopping is typically presented. But it must be immediate – and in the moment.

*Brief videos are available at www.skopkick.com and <http://www.shopkick.com/tour>

Mobile Moment Defined

The mobile moment is a positive e-commerce experience that occurs on-the-fly between a vendor and a customer, with a mobile device as the enabling intermediary. This is different from a traditional desktop experience, with success driven by delivering only the words and images that are truly needed for the mobile experience, and engaging the consumer through intimate personalization.

Imagine you arrive at the airport, and as you walk into the terminal your phone alerts you. Or more precisely, your airline's app activates on your phone and calls for your attention. It provides you with a seamless one-touch check-in confirmation, updated departure information, map to the correct gate, current weather at your destination, and an option to change seats – all done through the app on the airport's free Wi-Fi. The app does not clutter the screen with airline corporate information or unrelated travel specials. It provides just the facts you need, at that moment, in that context. All the elements of check-in and boarding simply fall into place. You have just experienced a mobile moment.

Alternatively, imagine that while looking for gifts online, you come across the mobile site of pureromance.com, a seller of bath and beauty products. You see a layout on their smartphones that is physically different from the desktop version. It's clean, clear, and shaped to fit what you are looking at – a simple image and blurb about a specific bottle of bath lotion. No navigation bars, no footers, and no need to pan-and-scan. It's simple, up close, and personal. The site embraces you by reshaping itself to your area of interest. Only what you want and none of what you don't. The relationship becomes one of intimacy rather than of catalog shopping. That, too, is a mobile moment.

The mobile moment is possible because its main conduit is a device that customers are rarely, if ever, separated from. Studies show that users are seldom more than 10 feet from their smartphones, and unlock them upwards of 150 times per day. That means there is no need for a return trip to the office or home to communicate, research, or purchase. It can all be done from the palm of the customer's hand.

The mobile moment poses this question to merchants: "When a user is on a mobile device, how can we help facilitate what they are already doing, or what they could be doing while on-the-go?"

Mobile Moments Can be Either B2B or B2C

Mobile moments engage users by connecting with one or a limited number of touchpoints that motivate the customer to purchase.

A prominent business-to-business (B2B) example is Salesforce.com. Well-known for extensive detail and technology regarding customer and lead management, this mobile moment would be one that answers a simple need: "I'm going to a meeting, and I need to see the sales forecast. I don't need all the other capabilities."

In the B2C arena, Progressive Insurance offers an app designed to be quick and easy to use anytime and anywhere. It enables customers to view their coverages, and file a claim by taking photos at an accident scene and allowing the company to manage all the repairs from start to finish. Users can also enter a request for roadside assistance and pay their insurance premiums by credit card.

Mobile Success Factors

Situation-specific incentives keep users actively engaged and drive success in mobile commerce. These include in-store specials advertised only to a specific consumer through the smartphone, upgrades to a higher-quality version of a service or product, or referrals to other products that might be of interest, all delivered to the individual consumer through the phone.

Other relevant data points include:

Total customer immersion in the site: A mobile moment keeps customers engaged in the site through maximized positive experiences (products, features, and messages that interest the customer), while eliminating unnecessary material such as redundant navigation bars, footers, or links to third party social media sites.

Easy transactions: Browsing, purchasing, verifying account information, and tagging an item for later review become easy, one-touch activities.

Ongoing, post-visit relationship: The interaction between vendor and customer continues beyond the immediate shopping opportunity through reminders, promotions, or gamification points.

Mobile Moment Example: While Traveling

Upon arrival in a new city, a customer's running store app might welcome the customer to the new city, point out the location of the chain's stores within a five mile radius, link to a map of scenic jogging routes, and offer a free download of a tune corresponding to the customer's musical tastes. The customer receives bonus points for agreeing to run the route or visit the store, and a multi-level feel-good event is generated.

Technology Challenges

The device at the center of the shift toward mobile dominance is the smartphone, a very different tool than a laptop, tablet, or desktop computer. It is a device that is in constant contact with its owner, and in continual use. It has become central to human existence, and not only in the developed world. Laborers in rural Africa, for example, use cellphones to transfer their wages from pay office to bank, removing the risk of being robbed on the trip home. The smartphone is the enabler of the mobile moment, and it brings its own set of technical demands. Chief among these is the fundamental principle that a phone-based mobile moment cannot simply be a reproduction of a full-scale website, thanks to limitations like poor connectivity, slow networks, and small form factors.

Networks

The successful delivery of mobile information means addressing connection issues. Most smartphone users receive data through either a wireless (Wi-Fi) connection or a cellular (3G or 4G) network. These require a secure log-on and are not fully reliable. Dropped signals are commonplace, data throughput and bandwidth are highly variable, and even in the strongest signal areas the mobile nature of the smartphone means users may travel through spaces such as hallways, elevators, garages, or other dead zones, where no signal is present.

A dropped signal poses the risk of losing a customer's data or location on the web page. Once a signal is rediscovered, any delay in rebuilding the web page threatens to create a less-than-compelling experience from which the customer may quickly exit and possibly never return.

Form factor and design

The smaller form factor, most obviously screen size, makes it impractical to reproduce a desktop style website on a smartphone, due to the small font sizes and visual compression that would distort the web page layout. Cascading style sheet (CSS) and other elements slow things down on the inside. It is not feasible to lay out high-resolution graphics side-by-side, the way they would appear on a standard website. Instead, they must be presented individually, in a reconfigured and dynamic design that eliminates the need for users to pan-and-scan.

Mobile Moment Example: Brand Enjoyment

A mobile user walks into a local Starbucks coffee shop, and her Starbucks app notices that she is inside, connects to the Starbucks Wi-Fi, and brings to the screen a selection of her most-often purchased products, allowing her to order while standing in line.

This event transforms the act of passively standing in line into an active sales and brand enjoyment event. The app updates the balance of her loyalty card, adds a few more loyalty points, and offers suggestions for an upsell future purchase. Then, it gives her an opportunity to leave the barista a review or a tip. She has just experienced another mobile moment.

The smartphone's processing power, including its CPU and graphics capacity, naturally lags behind that of a desktop or tablet, and can create challenges. High-resolution graphics – a requirement for effectively influencing customers – must be received, processed, and displayed quickly and perfectly.

The issue of haptics also comes into play. Haptics refers to the physical interaction between a user's hands and the device – finger swiping, touch screens, pinch-zooming, and keyboards are the predominant methods of user input. These are all relatively gross motor activities which render the more subtle aspects of websites, such as drop-down forms and checkboxes, inaccurate and frustrating on a phone's small screen.

Device capabilities

Finally, the functionality of the phone itself must be considered. As a smart device capable of receiving phone calls, texts, and email, it is highly likely that during a browsing session the user will temporarily abandon a web page to take a call, type a text, or use any of the other available functions. A user may be in one of a myriad of physical situations – walking down the street, waiting for an elevator, entering a store, dodging pedestrians, or even lying in bed. Attention spans and the opportunities make connections with individuals – both the network signal connection and the emotional connection – are wildly different from that of a desktop moment.

Mobile Moment Technical Recipe

To create a mobile moment, it is necessary to start with a clean slate, rather than from an existing website. This “mobile first” approach, widely discussed in development circles, is by far the easiest way to begin thinking about mobile moments. The clean slate creates a platform to answer questions like “How can we surprise and delight the user?” and “How can this experience say to the customer, ‘This is your mobile moment’”?

Some ingredients that should be considered include:

- *A user-friendly interface, created for the small screen of the smart device*
- *Membership data information*
- *Loyalty points accumulated*
- *A listing of previous purchase choices made and/or items browsed*
- *A collection of purchase suggestions based on past activity*
- *Location awareness*
- *Tailored prompts using customer's name*
- *Clean, light design for fast performance*

Blend Gently

These ingredients should be blended in a fashion that delivers responsive design. Discard traditional web page items such as footers, style sheets, and drop-down navigation. They will slow down the load and distract or confuse the customer.

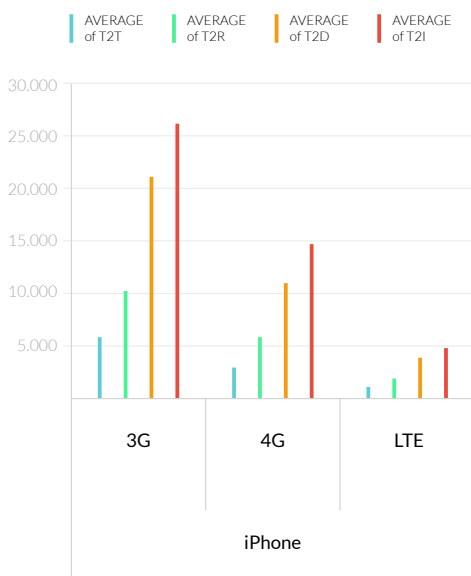
As the items are mixed together, take care to follow the recipe through to completion. Don't consider the programming complete when it reaches app stage. Although mobile moments are delivered through apps, merely having an app doesn't mean you can deliver mobile moments. Many apps are merely mobile versions of HTML5 and CSS3-based desktop experiences – which is OK, if you take the necessary steps to add functionality that takes advantage of the mobile context and the mobile mind-set. An Internet-based news outlet might offer an app that allows a user to read news headlines and expand into full stories, but this is not a true mobile moment. The news stories being offered have not been tailored to the user's preferences and are simply a reconfigured version of the main desktop site.

To observe how your mobile moment should look and perform, compare it to

LinkedIn.com, a native app that integrates with a phone’s other features, or the Progressive Insurance accident claim app. In short, the recipe calls for the end product to not replicate a website on mobile, unless your users demand that it be that way. Finding out what users need most and prioritizing that is the key to the meal.

Field Test the Prototype Code

Since end users are expected to experience the mobile moment in real world situations, the testing should be done in those same circumstances, factoring in elements such as changing wireless signal strength and the user’s activities – walking, entering and exiting buildings, and using one or both hands to operate the device. As you can see below, changing from one network connection to the next can lead to dramatically different experiences, with T2D being the time elapsed to display the visible elements of the page, and T2I the time elapsed until the page is interactive.



Test the mobile moment in the field – in airports, in the rain, and in situations typical of those experienced by mobile users. Whenever possible, employ a diverse collection of real people as test subjects. This is not something that can be emulated on a desktop. The mobile environment is simply too variable to replicate.

Build and Rebuild

Engage the design inside an iterative process, following the principles of “build, observe, learn, rebuild, and repeat.” Changes in user habits, tastes, and purchases should be regularly revisited, as should their attitudes toward the mobile moment technology – factoring in analytics and quality-of-experience metrics. Determining what customers want to do on a mobile site is an on-going process of discovery. It’s essential to form a feedback loop by reaching out directly to users and finding out what they want. The process of analysis, invention, and optimization is never over, if you are to deliver what your users need.

Review End Goals and Appropriateness

Regularly review the underlying purpose of the mobile moment creation. For many companies involved in B2C, a primary consideration is conversions, while news aggregators or information sites tend to focus on advertising impres-

sions, time on site, and page views. But there is no blanket statement on what works and what doesn't work for any organization's customer base. It would be throwing good money after bad to simply follow every new trend in web optimization and mobile optimization.

Companies in the preliminary stages of investing in mobile opportunities might benefit from outsourcing to a subscription-based service company that transforms content to mobile moment in an iterative format.

Getting Out of the Starting Gate

Any vendor considering the deployment of a mobile moment should begin the initiative by answering the following questions:

- *Do we fully understand what a mobile moment is, and what it is not?*
- *How are our customers currently using smartphones?*
- *How would a mobile moment best work for our products and services?*
- *What opportunity do we have to create, test, deploy, and analyze mobile moments?*
- *What are our competitors doing? (Note: competitors in this context need not be industry competitors, but simply other companies competing for customers' attention and budgets.)*

The answers to these questions must be factored into an entirely new operational sphere that is related to, yet separate from, a company's existing online presence and its current sales fulfillment operations.

Ultimately, the most essential component is to recognize that the shift toward the mobile moment is indeed happening, right now. The role of smartphones and tablets as devices that draw customers into a purchasing relationship will continue to expand in importance and influence.

About Yottaa

Yottaa provides a leading cloud-based automation platform that enables businesses to optimize end user experience in real time to drive business impact for their online and mobile applications.

Yottaa's patented ContextIntelligence™ architecture allows businesses to manage, optimize and secure end user experience in real time without requiring any infrastructure or application changes. With on-boarding times as low as 10 days using the Yottaa cloud service, customers typically experience significant, measurable top line and bottom line impact to their businesses and improvements to critical KPIs including Time to First Byte by 67%, Time to Display by 40%, Average Session Duration by 73% and Conversion Rate by 20%.

Visit www.yottaa.com to learn what Yottaa can do for you to drive business impact for your online and mobile presence.

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