378K iPhones sold per day
562K iOS devices

371K Babies born per day

1M Android devices activated per day
200K Nokia smartphones
143K Blackberry devices

Source: http://tnw.co/yUafAx
Share of Personal Computing

MOBILE

MOBILE PAYMENTS

$141M 2009
$750M 2010
$4B 2011
$10B 2012

MOBILE

2X more likely to buy on mobile

2.5X more likely to subscribe

3X engagement on mobile

Source: http://bit.ly/x0ZVZM
MOBILE

“We’re doing a complete relaunch [...] inspired by our mobile experience” -CEO Garrett Camp

What we know from desktop Web

How to adapt & optimize for mobile

Ways to move forward

YESTERDAY

TODAY

TOMORROW
CHECKOUT

YESTERDAY

TODAY

TOMORROW
CHECKOUT

75% 2011 shopping cart abandonment rate

71% 2010 shopping cart abandonment rate

REDUCE EFFORT
• Clicked **Buy Now** but did not complete transaction

• Form had an optional field under Name titled Company

• **$12M** of profit a year overnight

• Found 50 or 60 of these kinds of issues

CHECKOUT

• Remove unnecessary questions
• Keep people on the keys
• Reduce number of controls
• Progressive input types
Multiple Fields

*First Name

MI

*Last Name
Multiple Fields

Remove optional fields

Stay on the keys
Phone Numbers

*Daytime Phone Number
( ) - Ext.

Home Phone Number
( ) - Ext.

Mobile Phone Number
( ) - Ext.
Phone Numbers

input type=tel

hide irrelevant controls
Phone Numbers

input type=tel
Phone Numbers

Daytime Phone Number

(555)-123-_____.

input mask
Addresses

Remove optional fields
Addresses

4 tap operation
Addresses

still 4 taps
 Addresses

cut down 2 fields

stepper
After entering your zip code above, you must select (click to highlight) your city/state combination from the display on the left. After selection, the city/state will auto-fill in the appropriate category.

Shipping to the Contiguous United States, Hawaii, and Alaska only available at this time.

Enter Contact Information for this order.

- E-mail Address:
- Re-enter E-mail Address: (for confirmation)
38% of US consumers have used smartphones to buy content or services

70% of Internet users have purchased content or services online

Source: http://read.bi/GFBGsi
METRICS

MOBILE PURCHASES

$10B  2012 mobile GMV
3  purchases on mobile per sec
2M  listings added on mobile per week
Credit Cards

Card Information

*Credit card type
VISA

*Card number

*Expiration date
[Month ] [Year ]

*Name as it appears on card

*Card identification number

Required for Visa, MasterCard, Amex and Discover
Credit Cards

input type="text" pattern="^[0-9]*"
Credit Cards

Credit or Debit Card

Enter card number, expiration date & CVV code

1234 5678 9012 3456

Enter card number, expiration date & CVV code

5123 4356 1234 1905

Previous | Next

1 | 2 | 3
1 ABC | 2 DEF | 3

4 | 5 | 6
4 GHI | 5 JKL | 6 MNO

7 | 8 | 9
7 PQRS | 8 TUV | 9 WXYZ

0

-*#
Credit Cards

Credit or Debit Card

Enter card number, expiration date & CVV code

Stay on the keys

reduced number of controls/inputs

Source: http://bit.ly/n3Rz1n
Terms of Use

Terms and Conditions of Sale

☐ I AGREE to Dell's Terms and Conditions of Sale.

☐ I DO NOT AGREE to Dell's Terms and Conditions of Sale.

The Terms and Conditions of Sale contain very important information about your rights and obligations as well as limitations and exclusions that may apply to you. They contain limitations of liability and warranty information. They also contain an agreement to resolve disputes through arbitration, rather than through litigation. Please read them carefully.

Continue

Click to Call Sales
Terms of Use

By selecting “Continue” I agree to the terms of sale.

Continue

reduced number of controls
Digital Content

WHY BOTHER?

1. Permanently carried
2. Always on
3. Available at point of inspiration

stay on keys

reduced controls

Enter card number, expiration date & CVV code

Cardholder Name

Pay with Gift Certificate or Promo

Purchase & read your book now!
One-Click Buying

130% more spent

20% of all US sales

Source: http://bit.ly/pSWtGT
CHECKOUT

- Contact Autofill
- Location Detection
- Virtual Shopping
- Self Checkout
Contacts API

[Image of a mobile device screen showing a shipping form with fields for Full Name, Address, City, State, and ZIP Code. The screen includes an option to "Auto Fill Using Address Book".]
Local Purchases

- mophie Juice Pack Air for iPhone 4: $79.95
  - Ship to Me: Ships In Stock
  - Pick up this Item: Available in stock at Apple Store, Los Gatos
  - Estimated Tax: $6.60
  - Cart Subtotal: $86.55

Add Gifting Options

Pickup: Los Gatos

 LUKEW
 IDEATION + DESIGN
Local Purchases

Self Checkout

50% increase in barcode scans last year

40% online prescriptions scanned on mobile

Source: http://tcrn.ch/tASWp0
CHECKOUT

- Contact Autofill
- Location Detection
- Virtual Shopping
- Self Checkout

TOMORROW
CHECKOUT

Thank you

Your Dell Purchase ID is:
2003031124714
What is Dell Purchase ID?

Your receipt is being sent to:
cdr@lukew.com

Order Confirmation will be emailed when your order has been processed (usually within 1 business day). This will include:
- Your Dell Order Number(s)
- Your Dell Customer Number

VS.

Thank you.

You're all set.
If you'd like a bag, just show your receipt to a Specialist.

View Receipt

Your receipt has been sent to:

Please note that your purchase is governed by Apple's Sales and Refund Policies.
MOBILE

And opportunity

1. Is a massive new medium

That’s good for all devices

2. Forces us to adapt & optimize our solutions

Look beyond layout

3. Moves us towards the future
THANKS

@LUKEW LUKEW.COM