

MOBILE CHECKOUT



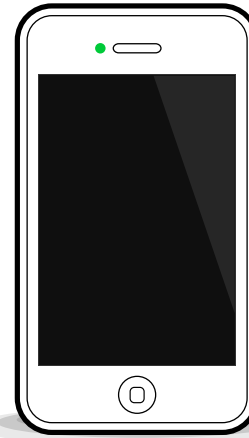
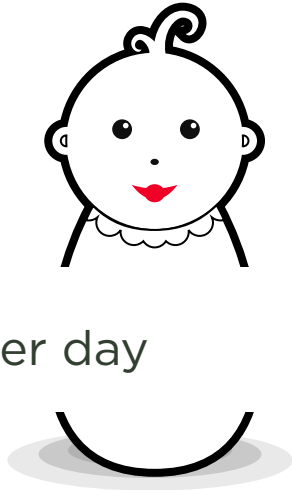
ETAIL EAST 2012

LUKE WROBLEWSKI

LUKEW
IDEATION + DESIGN

371K

Babies born per day

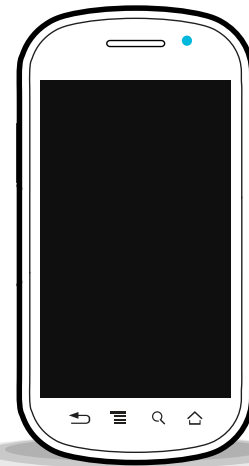


378K

iPhones sold per day

562K

iOS devices



1M

Android devices
activated per day

200K

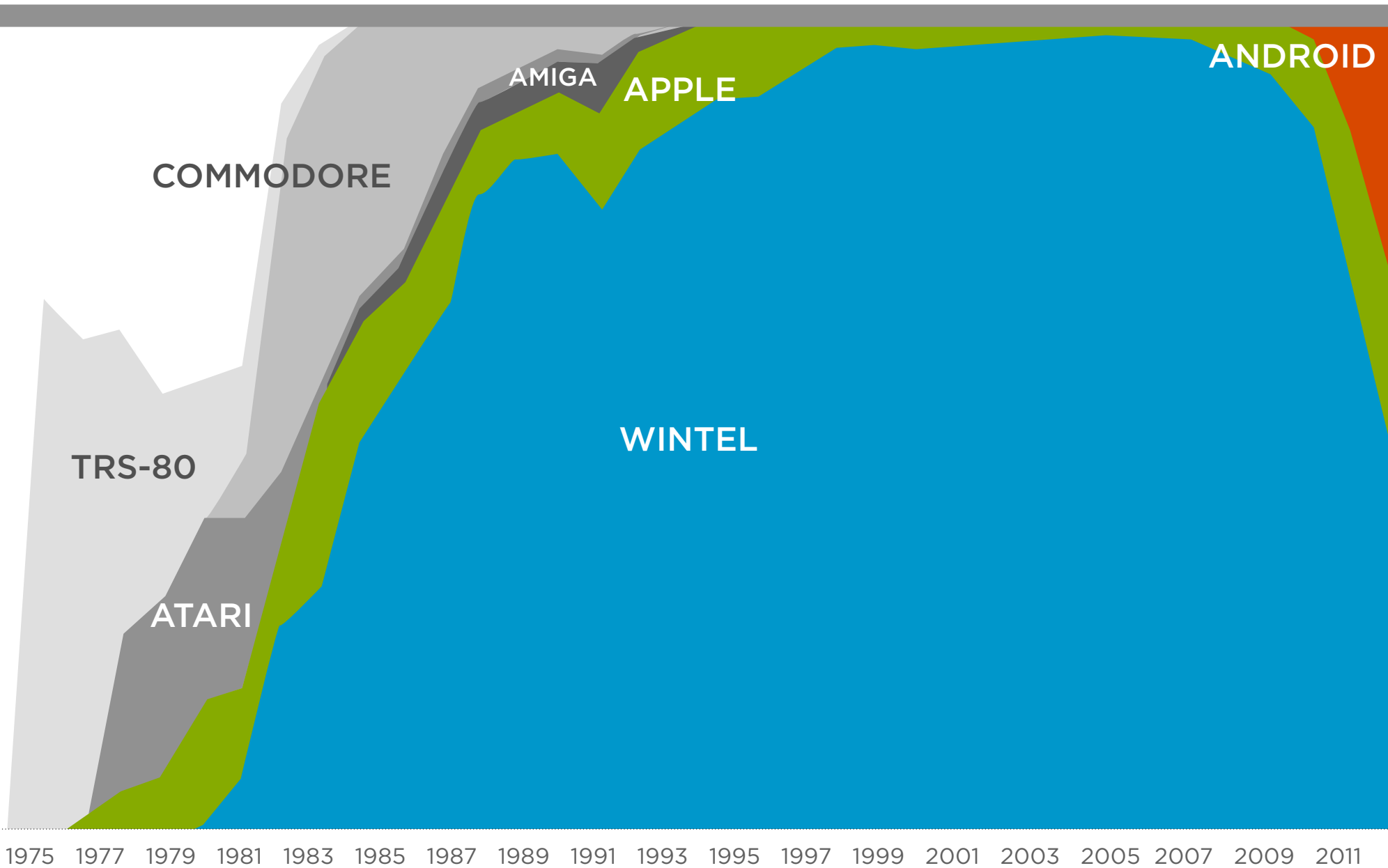
Nokia smartphones

143K

Blackberry devices

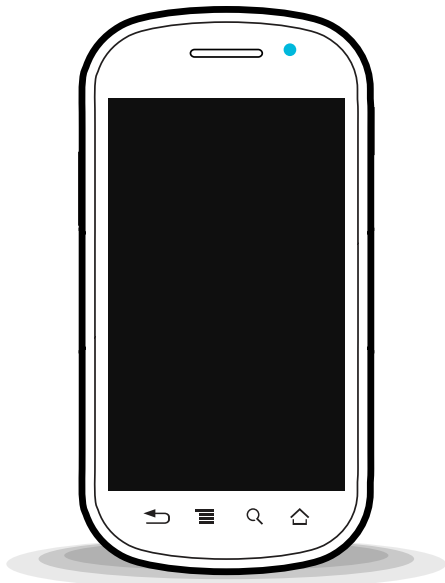
Share of Personal Computing

Share of Personal Computing



Source: <http://bit.ly/xDzag2>

MOBILE



PayPalTM

MOBILE PAYMENTS

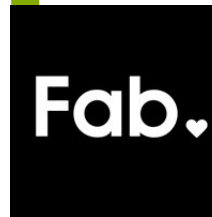
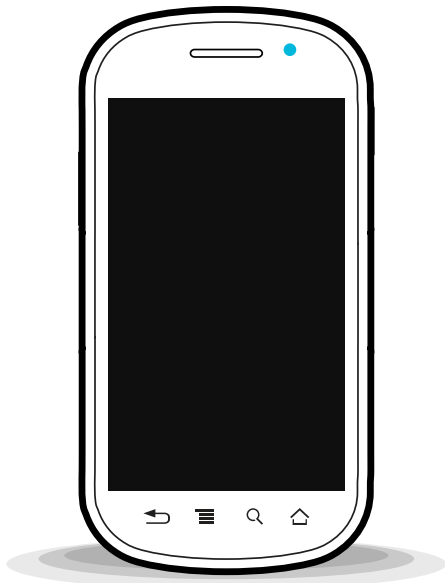
\$141M 2009

\$750M 2010

\$4B 2011

\$10B 2012

MOBILE



2X

more likely to
buy on mobile



2.5X

more likely to
subscribe



3X

engagement
on mobile

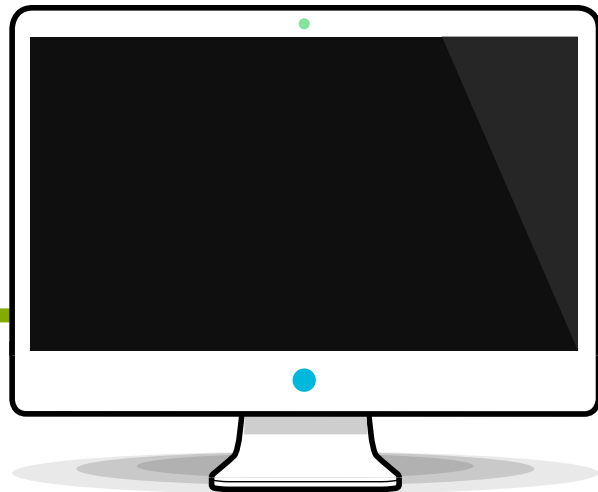
MOBILE

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



800% mobile
growth

What we know from
desktop Web



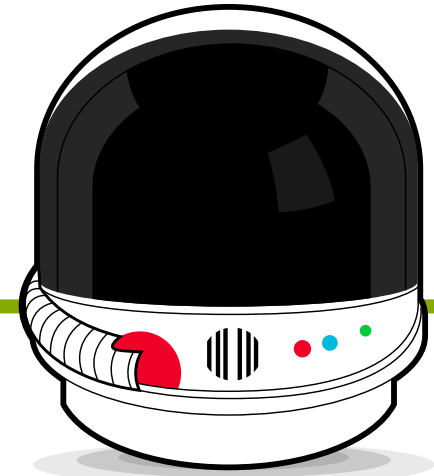
YESTERDAY

How to adapt &
optimize for mobile



TODAY

Ways to move
forward



TOMORROW

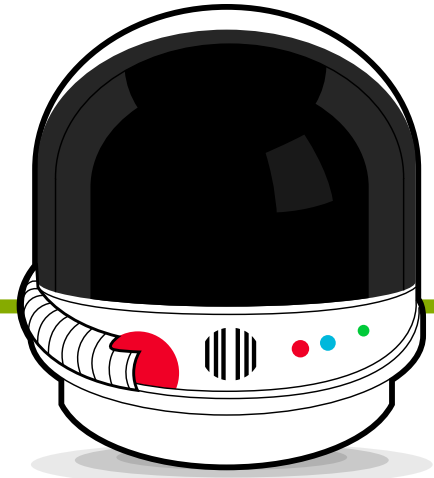
CHECKOUT



YESTERDAY



TODAY



TOMORROW

CHECKOUT



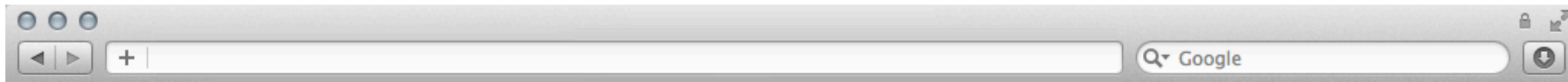
YESTERDAY

75%

2011 shopping cart abandonment rate

71%

2010 shopping cart abandonment rate



Shipping



Secure
Shopping
Guarantee



VERIFY

SHIPPING

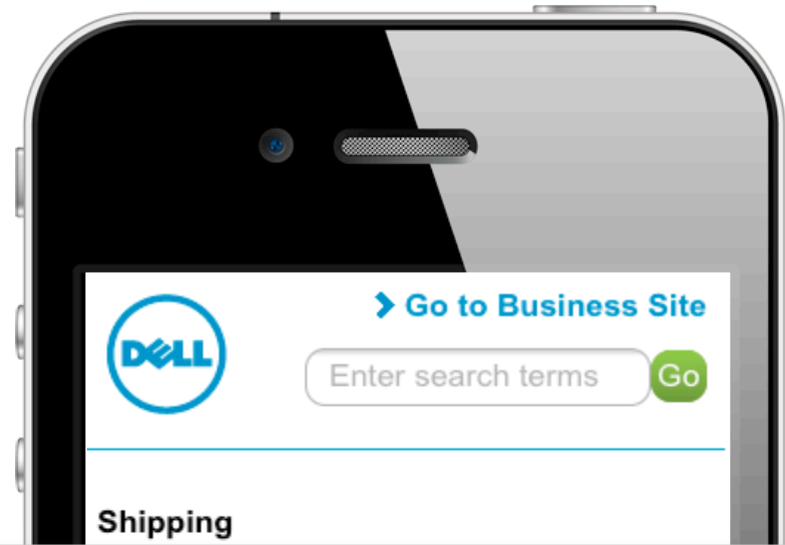
PAYMENT

VERIFY & SUBMIT ORDER

Need Help?

Chat with a Product Advisor for help building your system. Product Advisors are available from 7am to 10p.

* Indicates Required Fields



REDUCE EFFORT

* Address

Please see address guidelines. [More Info](#)

* City

* State

Choose a state / province

* Zip Code

4-digit Ext.

 -

* Daytime Phone Number Ext.

 () -

Home Phone Number Ext.

 () -

not ship to PO Boxes.

*First Name

MI

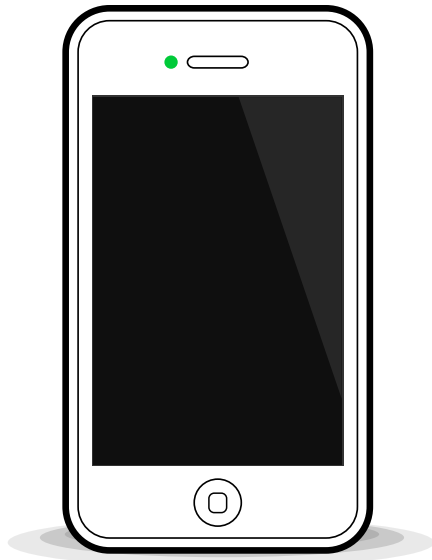
*Last Name

*Address



- 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

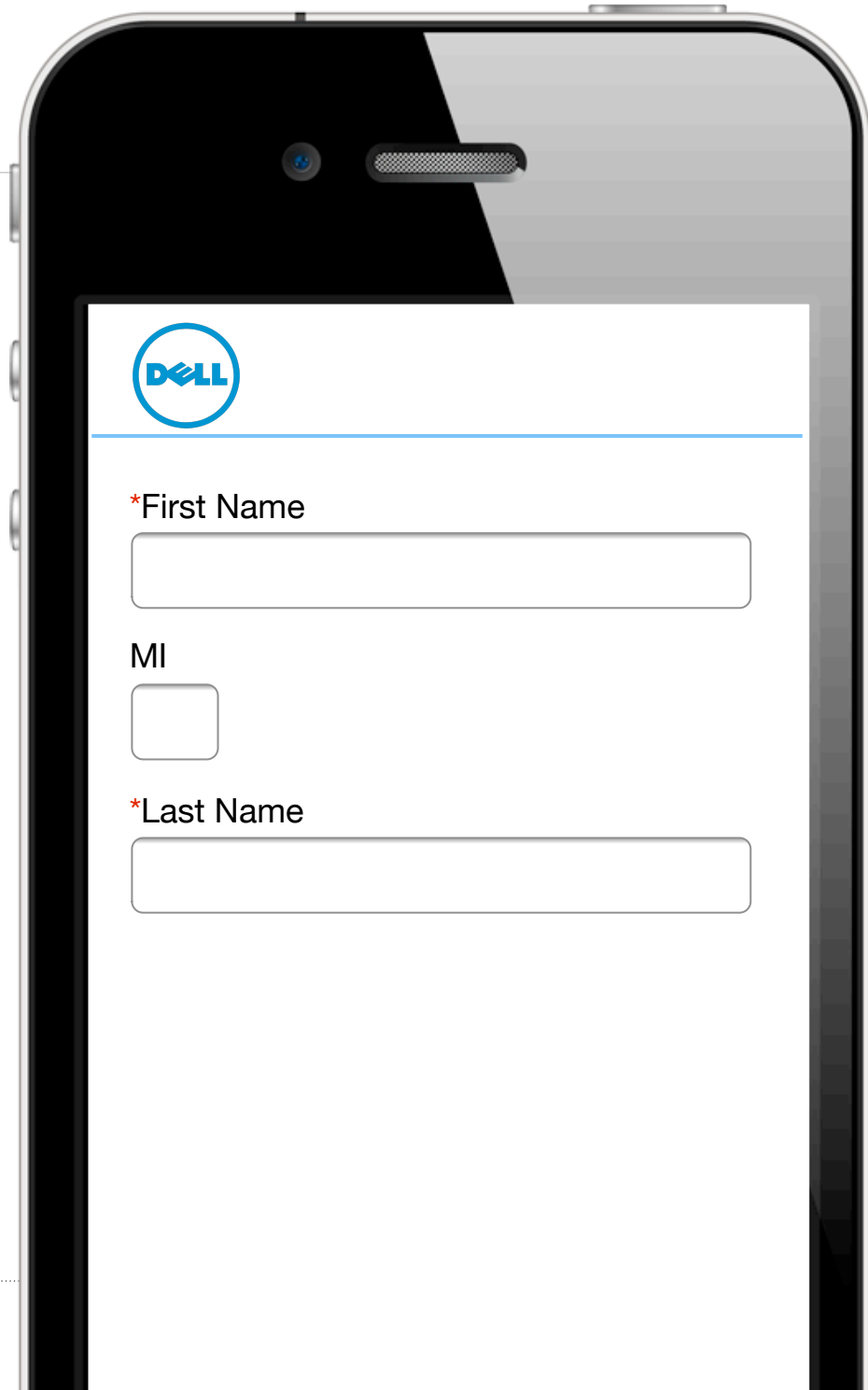
CHECKOUT




TODAY

- Remove **unnecessary** questions
- Keep people on the keys
- Reduce number of controls
- Progressive input types

Multiple Fields



A smartphone screen displaying a Dell login form. The form includes the Dell logo at the top, followed by a horizontal line. Below the line are three input fields: a text field for the first name, a small square checkbox for the 'MI' (My Information) option, and a text field for the last name. The fields are labeled with red asterisks to indicate they are required.



*First Name

MI
☐

*Last Name

Multiple Fields

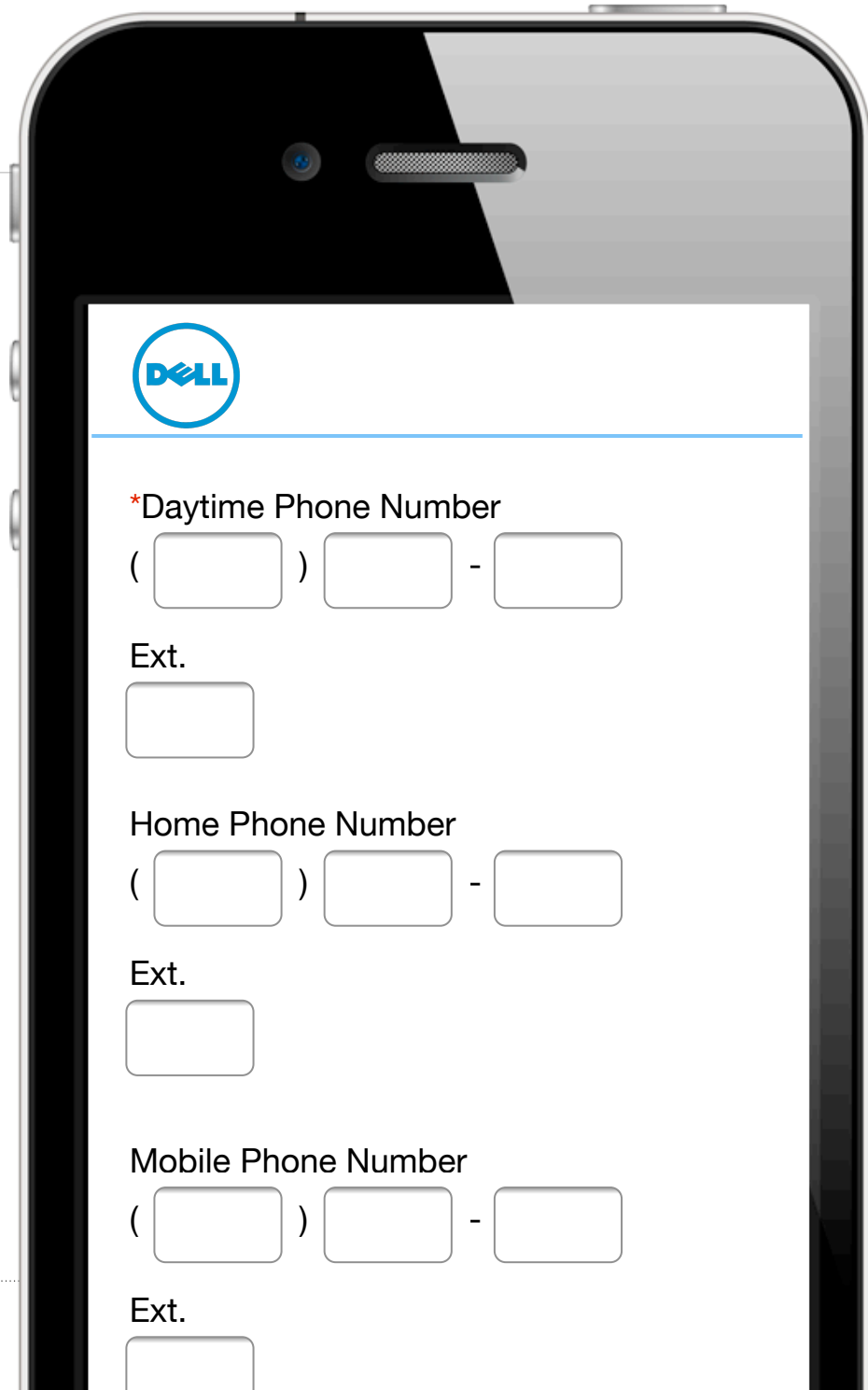
Remove optional fields


Stay on the keys



The image shows a smartphone screen with a Dell logo at the top. Below the logo is a text input field labeled "Full Name". At the bottom of the screen, there is a keyboard with three navigation buttons: "Previous", "Next", and "Done". The "Previous" and "Next" buttons are grey, and the "Done" button is blue. The keyboard itself is a standard QWERTY layout with a shift key, a space bar, and a return key.

Phone Numbers





*Daytime Phone Number
() -
Ext.

Home Phone Number
() -
Ext.

Mobile Phone Number
() -
Ext.

Phone Numbers

input type=tel

hide irrelevant
controls

The image shows a smartphone screen with a Dell logo at the top. Below the logo is a form titled "Daytime Phone Number". It features a text input field, a "+ Ext." button, and a link "+ Another Number". At the bottom of the screen is a numeric keypad with buttons for digits 1-9, 0, *, #, and a back arrow. Navigation buttons "Previous", "Next", and "Done" are also present.

Phone Numbers

input type=tel




A smartphone mockup displaying a Dell contact form. The screen shows the Dell logo at the top, followed by the label "Daytime Phone Number". Below the label is a text input field. To the right of the input field is a "+ Ext." link. Below the input field is a "+ Another Number" link. At the bottom of the screen is a numeric keypad with buttons for digits 1-9, *, #, 0, and a "Next" button. The keypad also includes letters for T9-style input (e.g., ABC for 2, DEF for 3) and a "DEL" button with an "x" icon.

Phone M

input type=tel

Luke's 2nd kindle 1 11:04

Site Name × +



Daytime Phone Number

+ Ext.

+ Another Number

* / + - . , ()

1	2	3	/
4	5	6	-
7	8	9	⌫
Space	0	Next	⌨

Phone Numbers

input mask

Dell

Daytime Phone Number

(555)-123-_____

Previous Next Done

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
+ * #	0	⬅ ✕

Addresses

*Last Name

*Address

*City

*State
Choose a state / province ▼

*Zip Code
 -
4-digit Ext.

*Daytime Phone Number

Remove optional
fields

Addresses

4 tap operation

*Last Name

*Address

*City

Previous Next Done

✓ Choose a ...province

AL

AK

Addresses

still 4 taps

*City

*State

*Zip Code
 -

4-digit Ext.

Previous Next Done

Q W E R T Y U I O P
A S D F G H J K L
↑ Z X C V B N M ↵
. ? 1 2 3 space return

Addresses

cut down 2 fields

stepper

Street Address

Apt, Suite, Bldg. (optional)

ZIP Code

95124 San Jose, CA

Previous Next

1 2 3
ABC DEF

4 5 6
GHI JKL MNO

7 8 9
PQRS TUV WXYZ

+ * # 0



Your Cart

CHECKOUT

Billing > Shipping > Payment > Review Order

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.

* City:

* State:

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

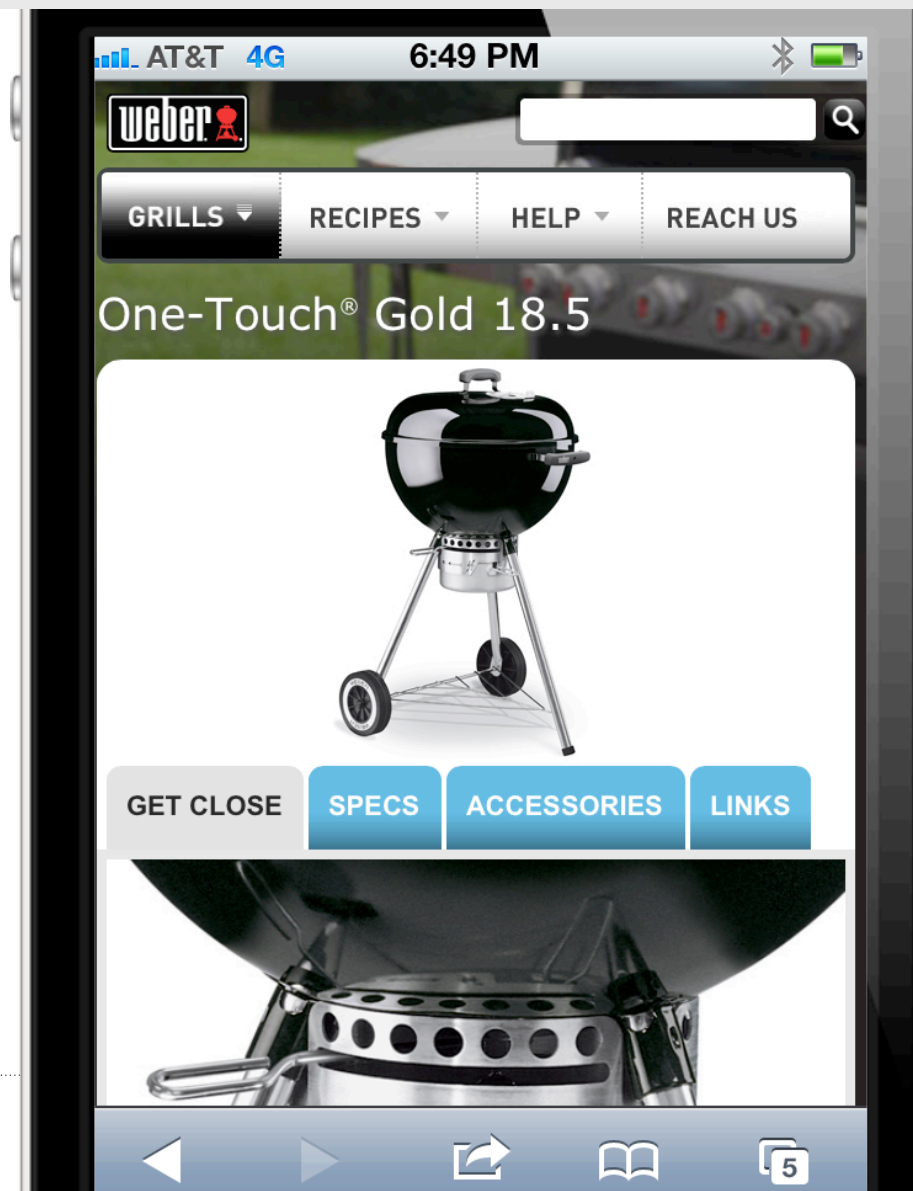
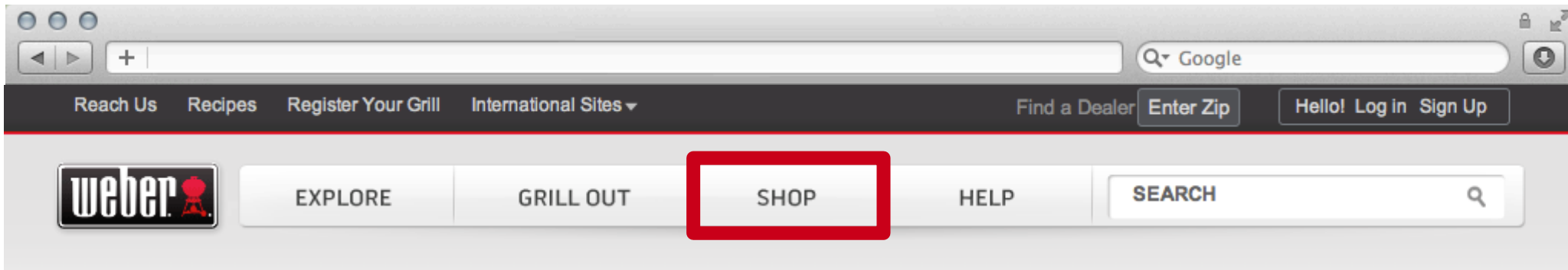
☐ Use this address as the shipping address

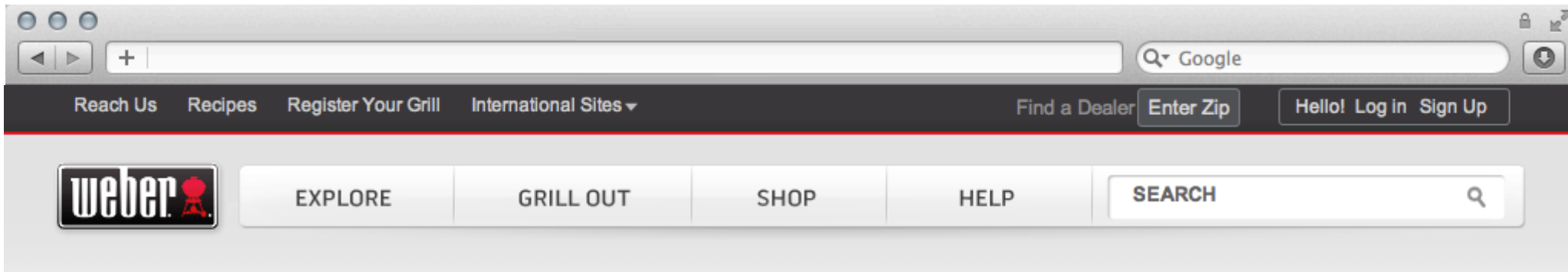
Enter Contact Information for this order.

* E-mail Address:

* Re-enter E-mail Address:

(for confirmation)

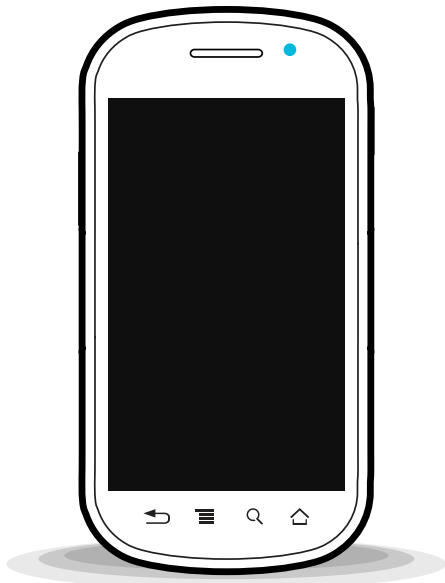




38% of US consumers have used smartphones to buy content or services

70% of Internet users have purchased content or services online

METRICS



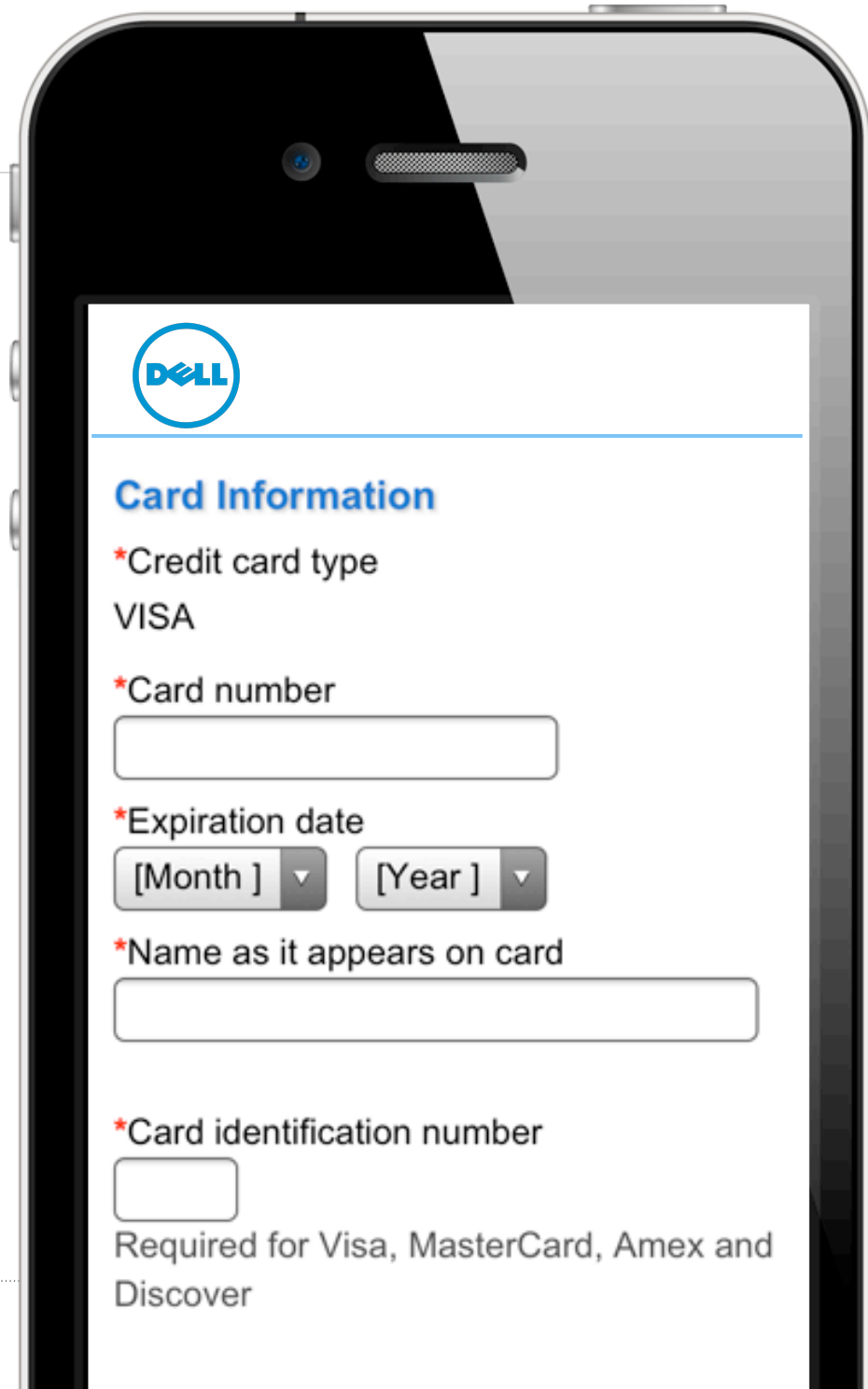
MOBILE PURCHASES


\$10B 2012 mobile GMV

3 purchases on
mobile per sec

2M listings added on
mobile per week

Credit Cards

A smartphone screen showing a Dell credit card registration form. The form is titled 'Card Information' and includes fields for credit card type, card number, expiration date, name, and card identification number. The Dell logo is at the top left of the form area.



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 or Debit Card

 1234 5678 9012 3456

Enter card number, expiration date & CVV code

Previous Next Done

1 2 3 4 5 6 7 8 9 0

\$! ~ & = #

#+= . _ - + < x

ABC space @ . return

Credit Cards



Credit or Debit Card



5123 4356 1234 1905

Enter card number, expiration date & CVV code

Card

5678 9012 3456

expiration date & CVV code

Previous

Next

Done

1

2

3

ABC

DEF

4

GHI

5

JKL

6

MNO

7

PQRS

8

TUV

9

WXYZ

+ * #

0

⌂

Credit Cards

Credit or Debit Card



5123 4356 12 912

Enter card number, expiration date & CVV code

reduced number of
controls/inputs

Stay on the keys



Card

5678 9012 3456

expiration date & CVV code

Previous

Next

Done

1

2
ABC

3
DEF

4
GHI

5
JKL

6
MNO

7
PQRS

8
TUV

9
WXYZ

+ * #

0

⌫

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

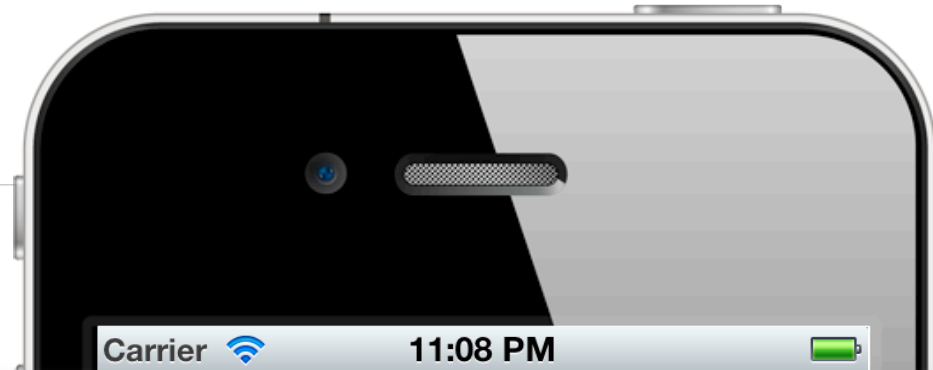
Terms of Use

reduced number of controls

By selecting "Continue" I agree to the [terms of sale](#).

Continue

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

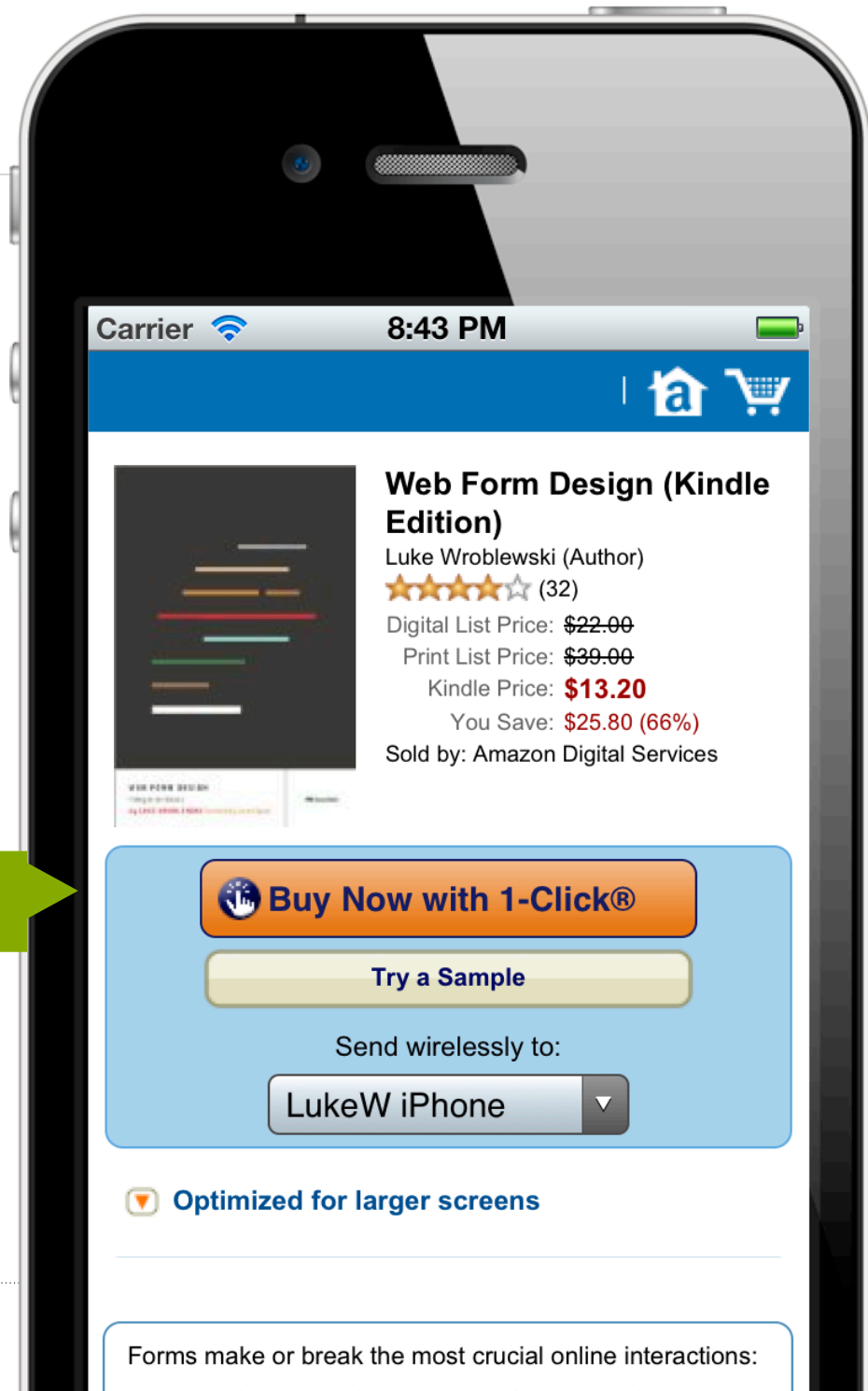
& read your book now!

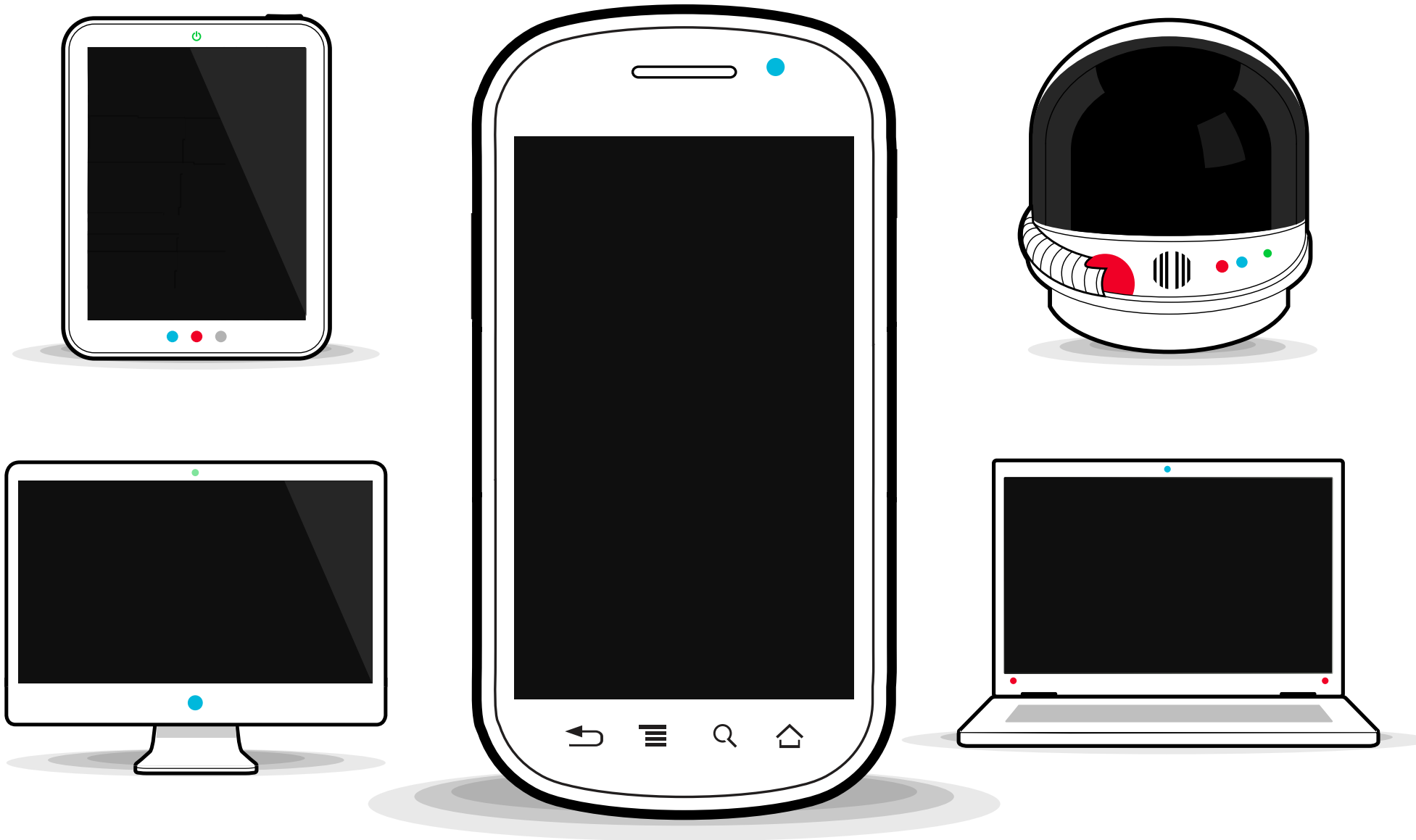
One-Click

amazon.com
Prime

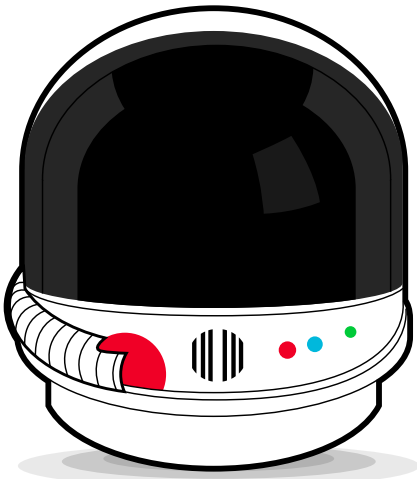
130% more spent
20% of all US
sales

1-Click Buying





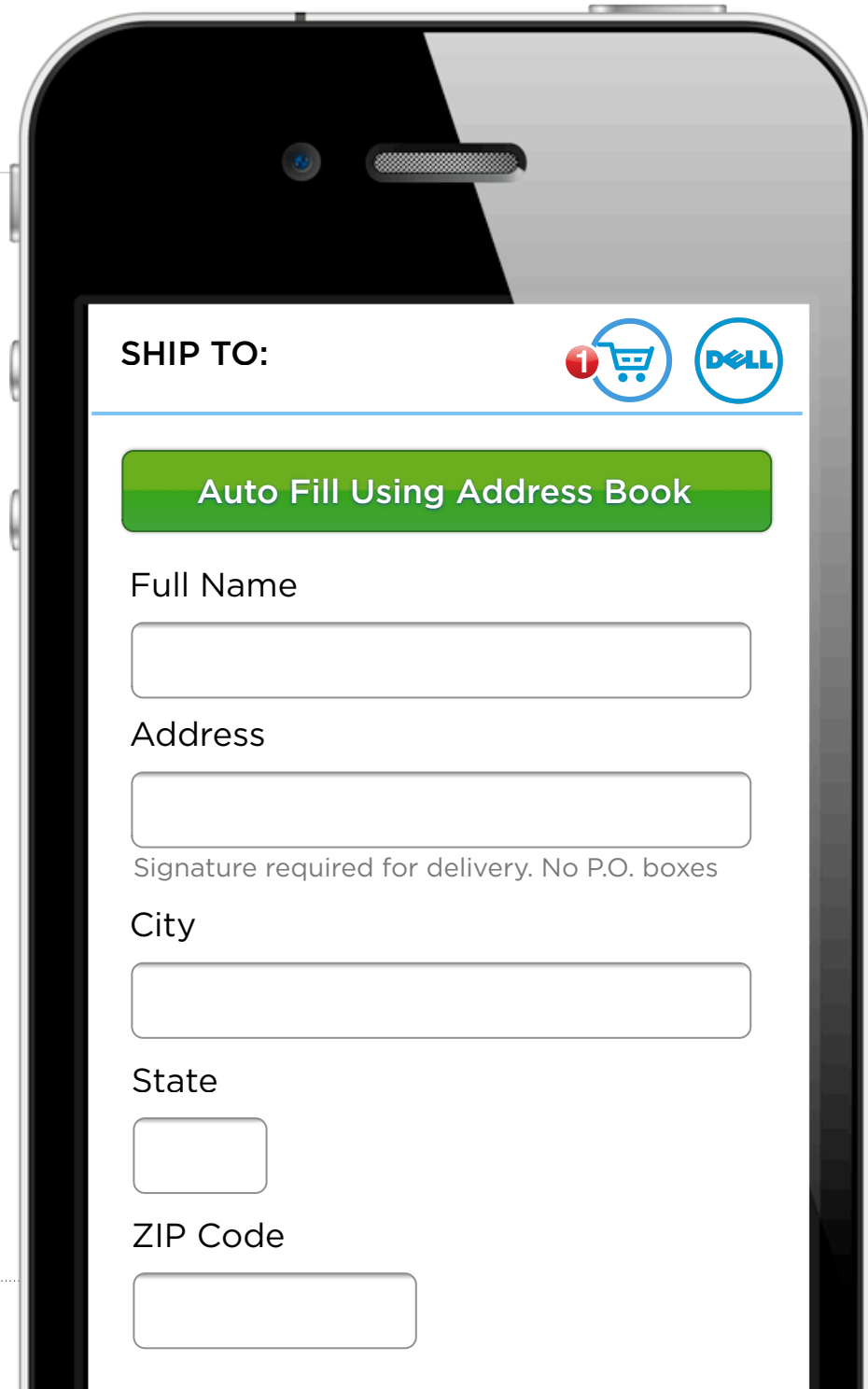
CHECKOUT





TOMORROW

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

Contacts API



SHIP TO:

Auto Fill Using Address Book

Full Name

Address

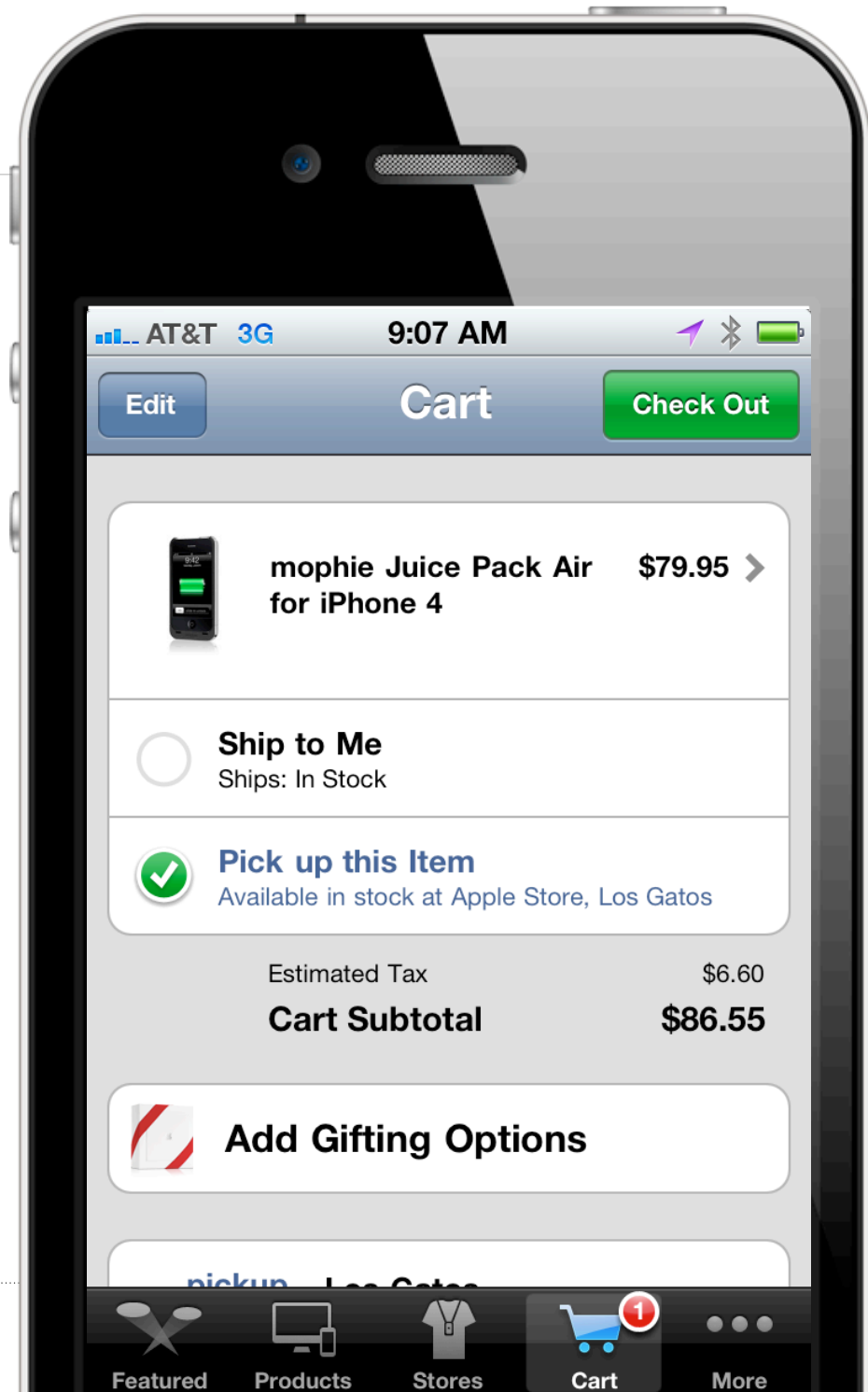
Signature required for delivery. No P.O. boxes

City

State

ZIP Code

Local Purchases



Local Purchases

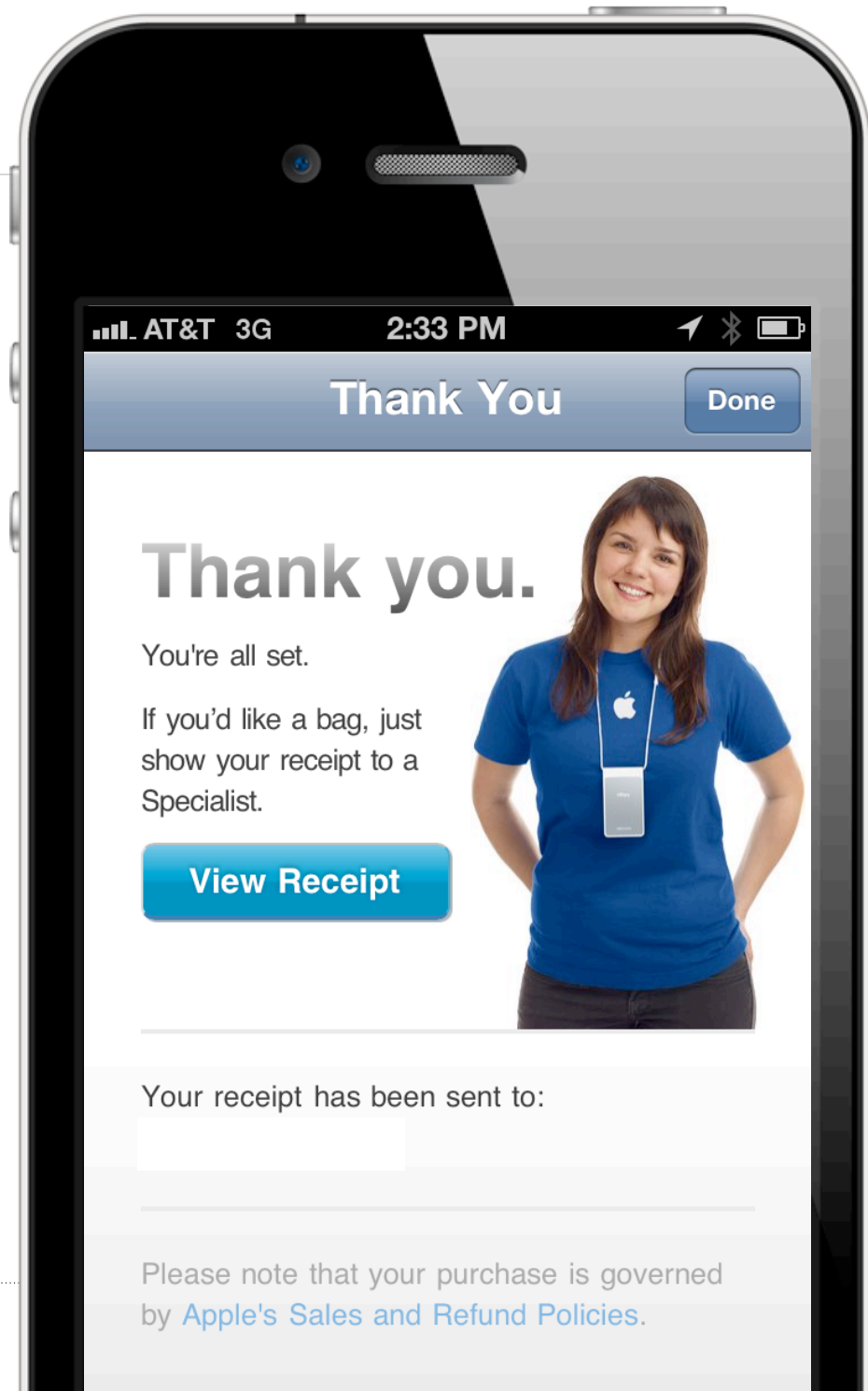




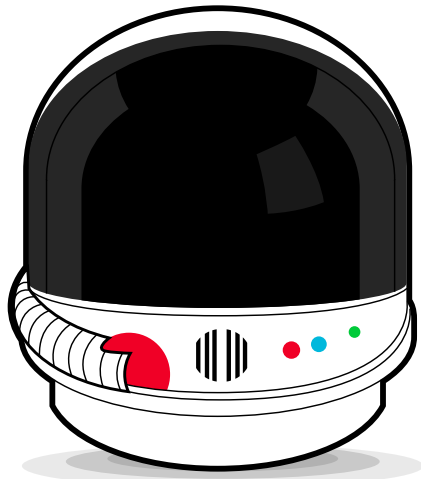
Self Checkout

50% increase in
barcode scans
last year

40% online
prescriptions
scanned on
mobile



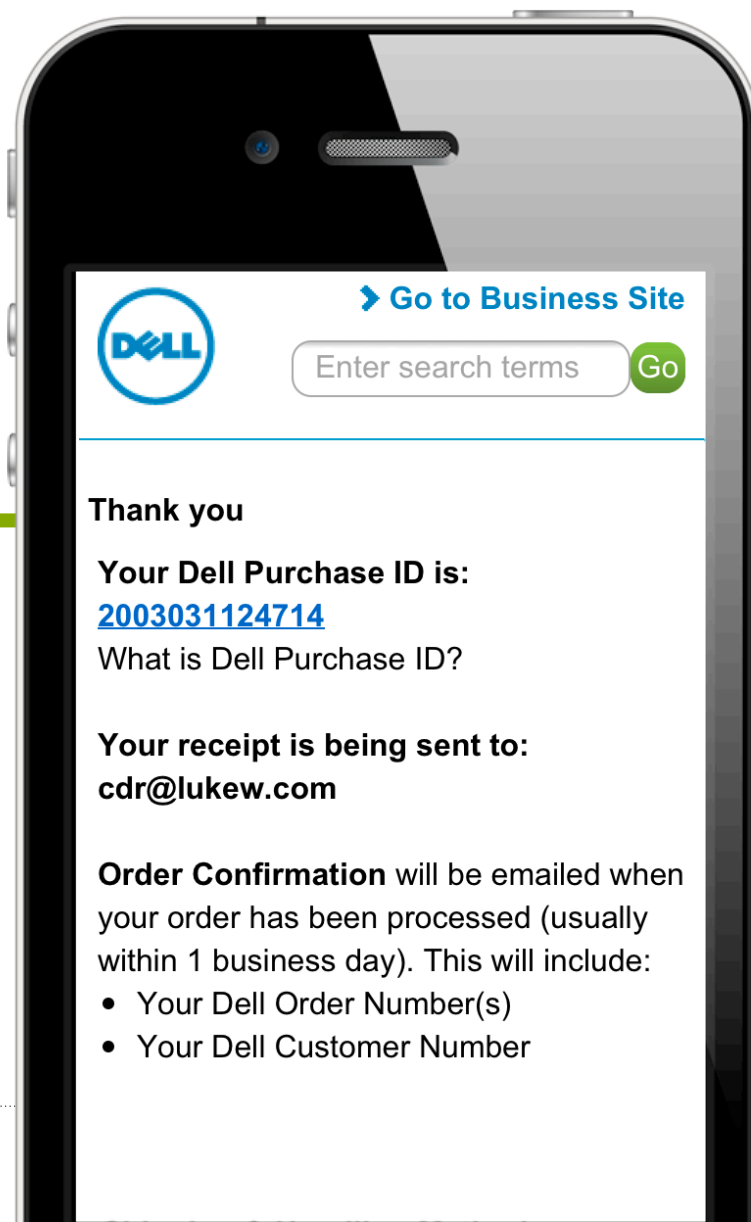
CHECKOUT



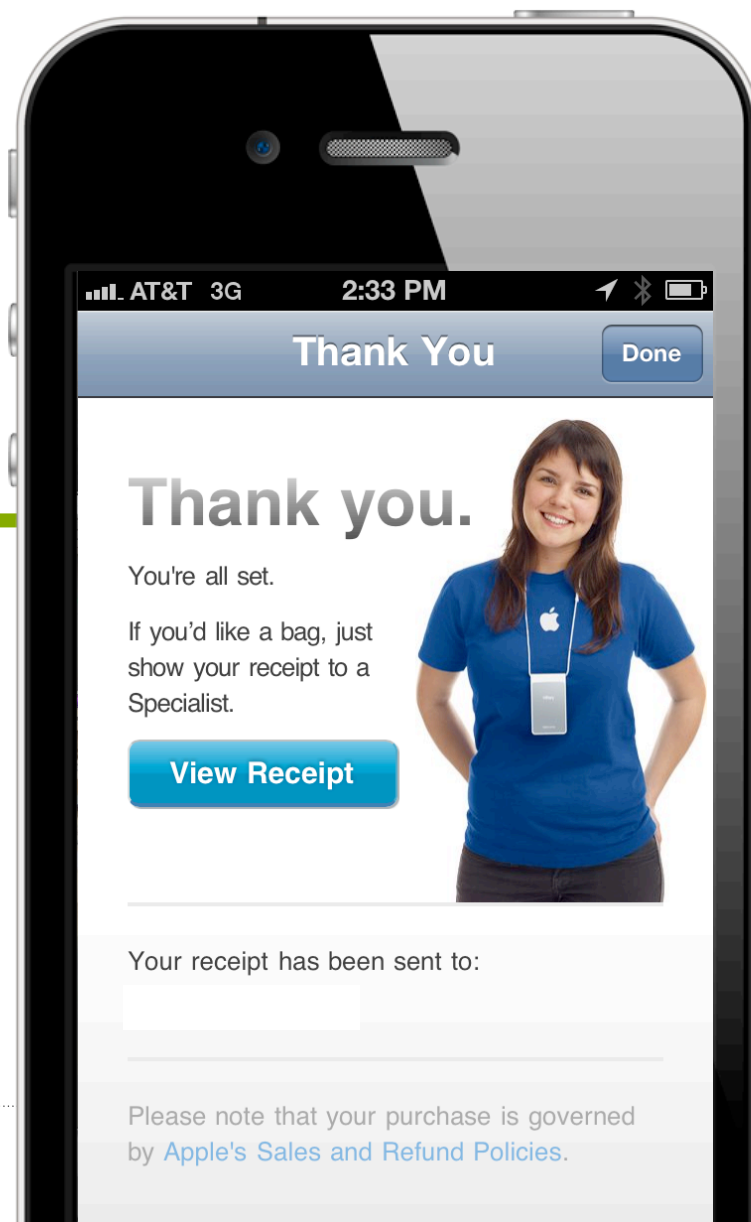
TOMORROW

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

CHECKOUT



VS.



MOBILE

And opportunity

That's good for all devices

Look beyond layout

1. Is a massive new medium

2. Forces us to adapt & optimize our solutions

3. Moves us towards the future

THANKS



@LUKEW

LUKEW.COM