



# EXPERIENCE MAKERS LIVE





# Mobile Experience for a Mobile Region

Bart Jarochowski | Mobile Solutions Consultant, Google

Sam Elliott | Magento Lead Consultant, Adobe

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# Speakers



**Bart Jarochoowski**

Mobile Solutions  
Consultant  
Google



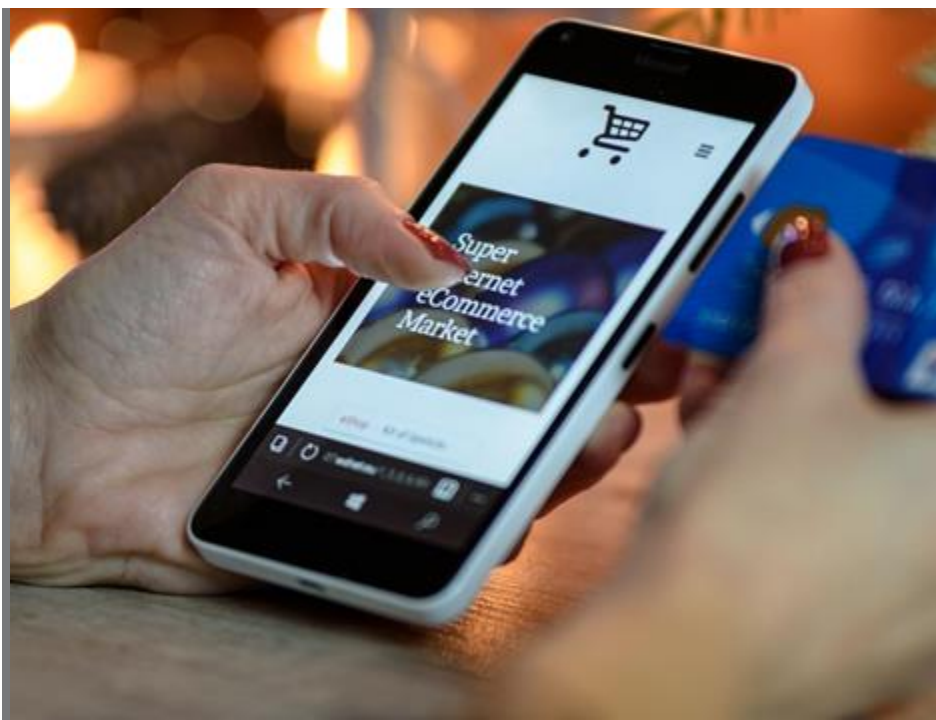
**Sam Elliott**

Magento Lead Consultant  
Adobe









## Connected devices

8 billion

2018



Source: Gartner says 8.4 billion  
connected "things" were in use  
in 2017, up 31 percent from 2016



## Connected devices

# 20 billion

2020



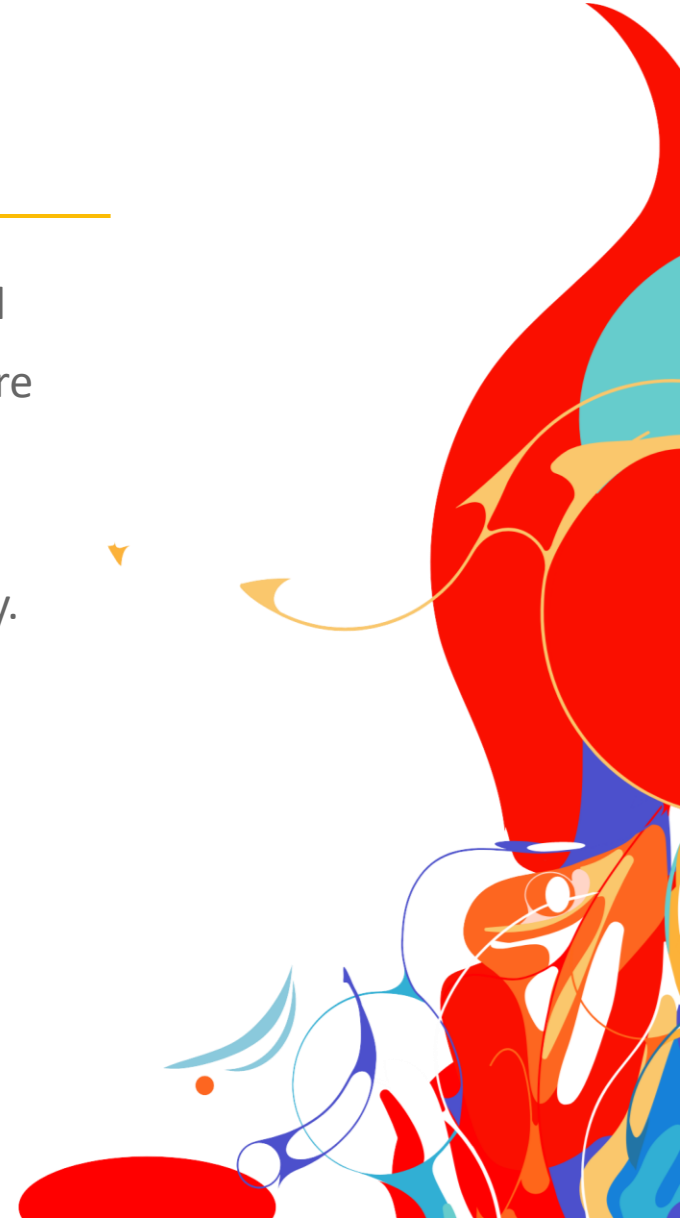
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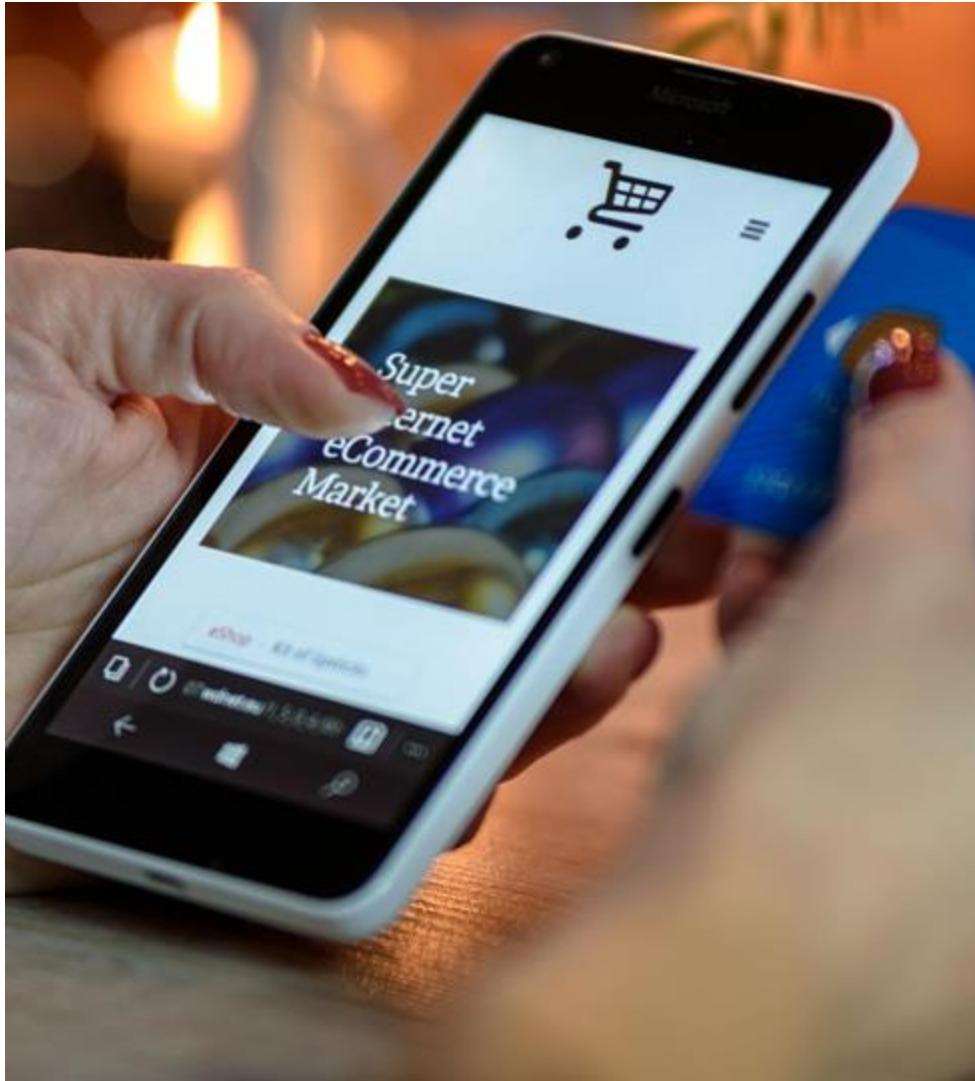
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In 2017, nearly half of global  
smartphone users spent more  
than  
**3 hours**  
on their mobile devices daily.

Source: iab research June 2017







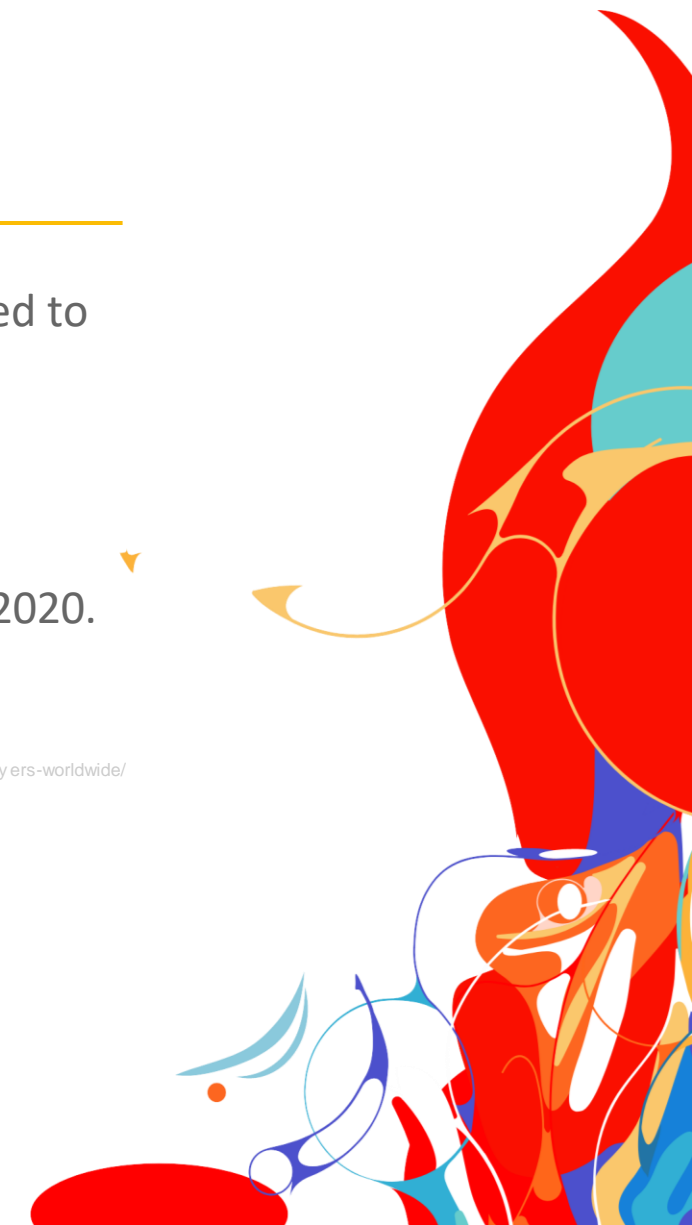
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Digital shoppers are expected to represent over

**2 billion**

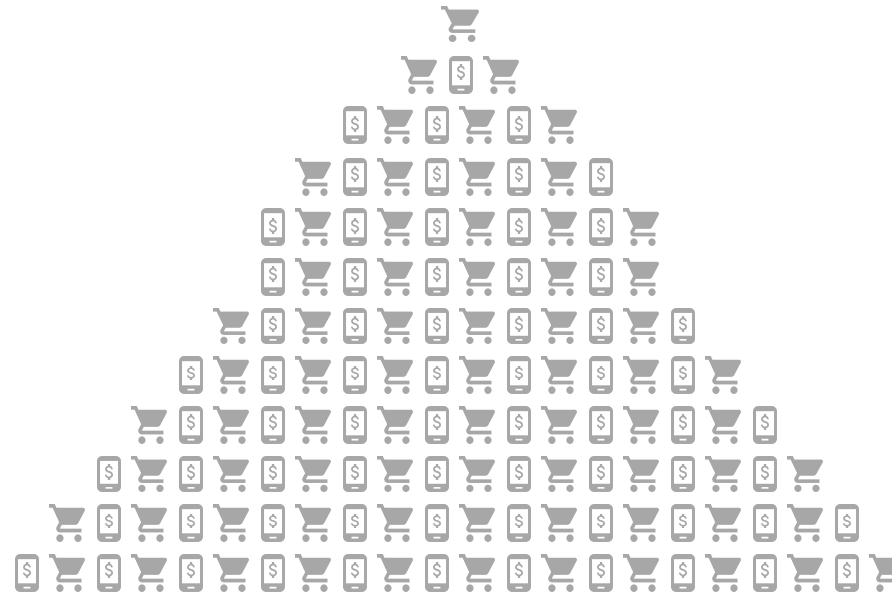
of our global population in 2020.

<https://www.statista.com/statistics/251666/number-of-digital-buyers-worldwide/>



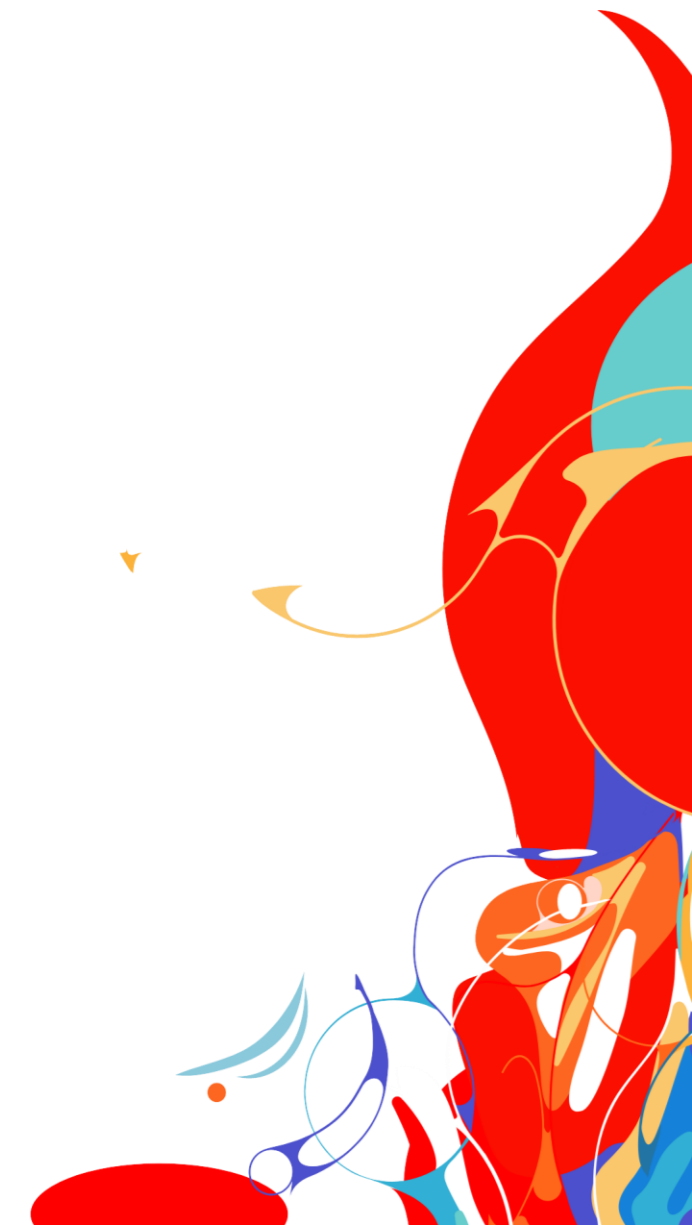
2019 e-commerce sales

**\$3.5 trillion**



<https://www.emarketer.com/content/global-ecommerce-2019>

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People purchase *across screens*

90%

of people use multiple screens for everyday activities  
such as booking a hotel or shopping



## eCommerce is accelerating in 2020

65%

of people expect to use digital shopping channels  
more in the future





Web Browsing has increased by

70%

due to **COVID-19**. 1 in 4 in China and India are now  
buying a majority of their items online.



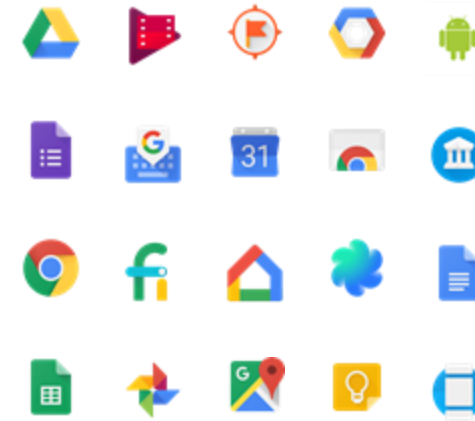
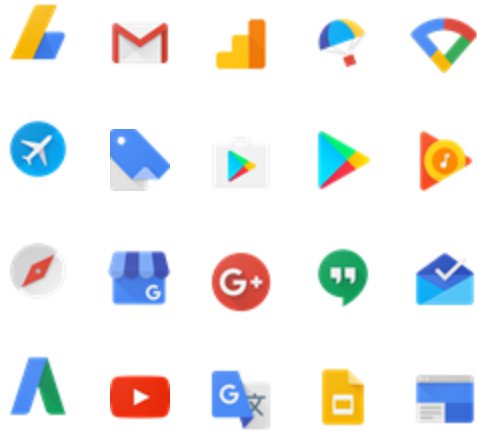
## Website Reliability

41%

globally expect website reliability to be more important to them than previously due to **COVID-19**.  
70% are spending more time with their smartphones.



Focus on the user and all else will follow.



# Google enables retail growth in three ways

## Connect

with shoppers at each step

## Drive action

by removing friction

## Accelerate

Your business with insights  
and automation

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### Increase Traffic

Seven 1B+ user platforms  
#1 driver of retail site  
traffic

### Increase Sales

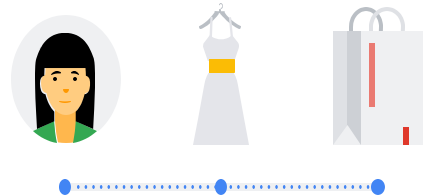
Boost web performance,  
enable new payment  
methods

### Increase Profits

Billions of product,  
local, video searches

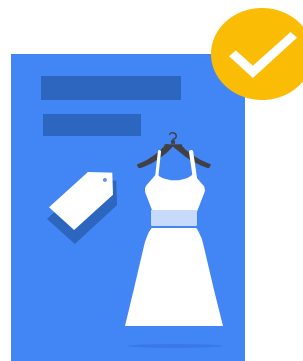






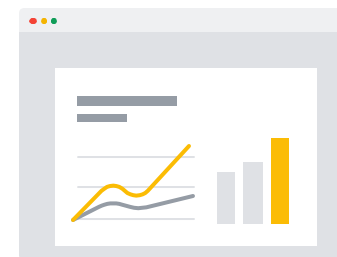
## Connect

Across the journey



## Drive action

By removing friction



## Accelerate

With everyone responsible  
for the customer

Driving action → Acquisition

The web is the destination for e-commerce

53%

of user time spent on retail surfaces is on the web  
(mobile and desktop) vs app



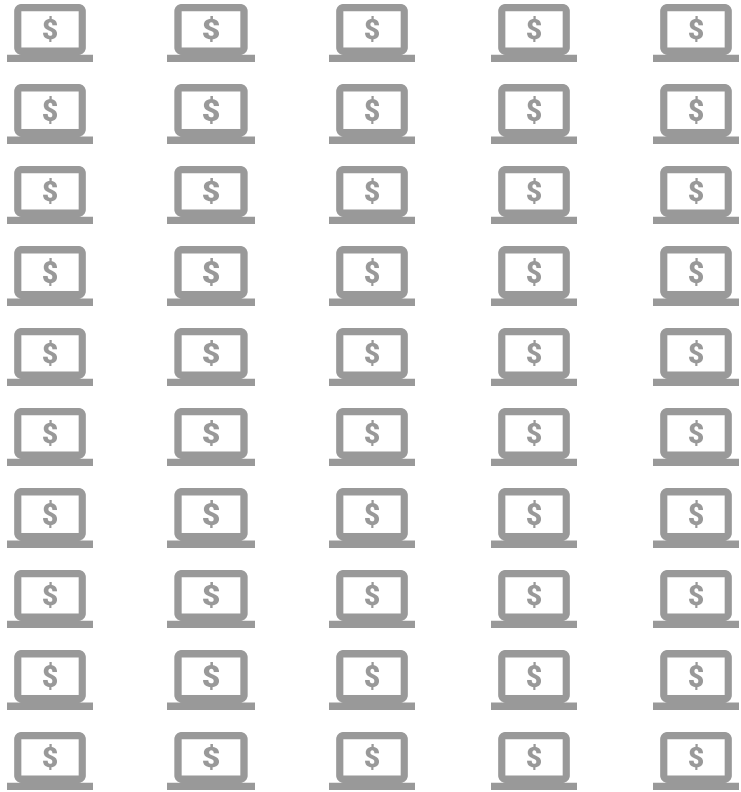
# Mobile generates most e-commerce traffic

# 80%

of user time spent on retail surfaces is on mobile

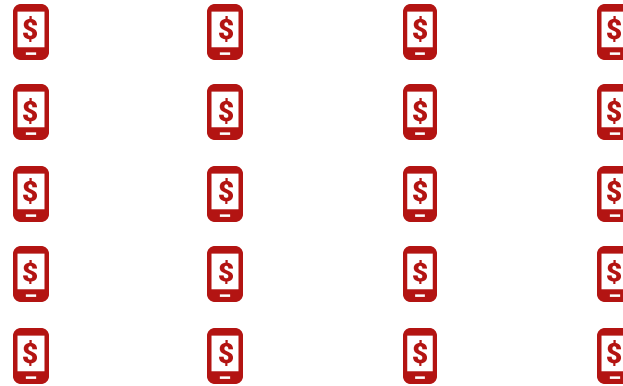
Source: comScore Media Metrix Multi Platform and Comscore eCommerce measurement eMarketer calculations, April 24, 2020





32%

share of ecommerce  
sales on mobile



Source : comScore Media Metrix Multi Platform and Comscore eCommerce measurement eMarketer calculations, April 24, 2020





## Poor performance = friction = lost opportunity



53% Bounce

After 3 seconds



7% Drop

In revenue for every  
1 second delay



79% Abandon

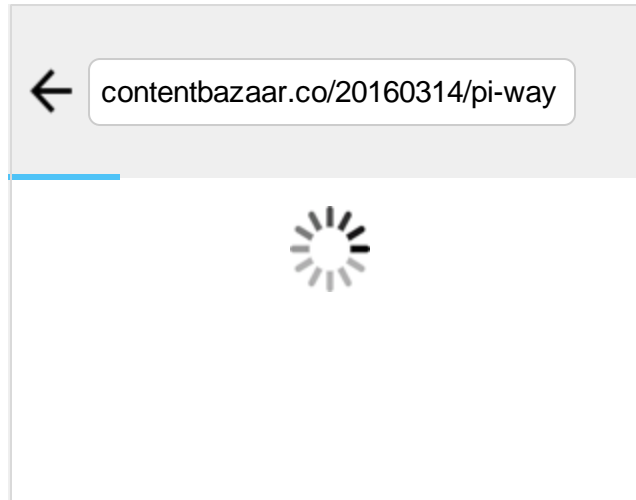
Sites with poor  
performance

Source: [DoubleClick: "The need for mobile speed: How mobile latency impacts publisher revenue"](#)

# Pillars of UX: Essential metrics for a healthy site

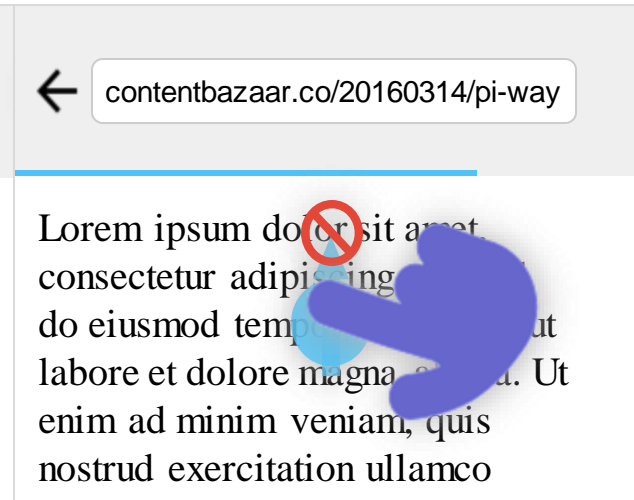
## Loading

Is it **happening?**



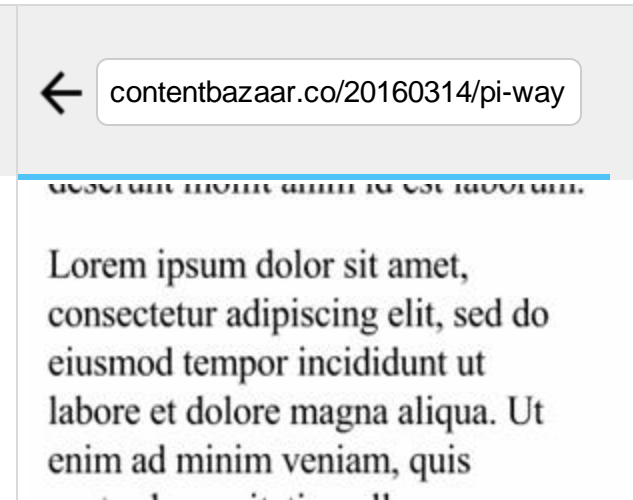
## Interactivity

Is it **responsive?**



## Visual Stability

Is it **delightful?**

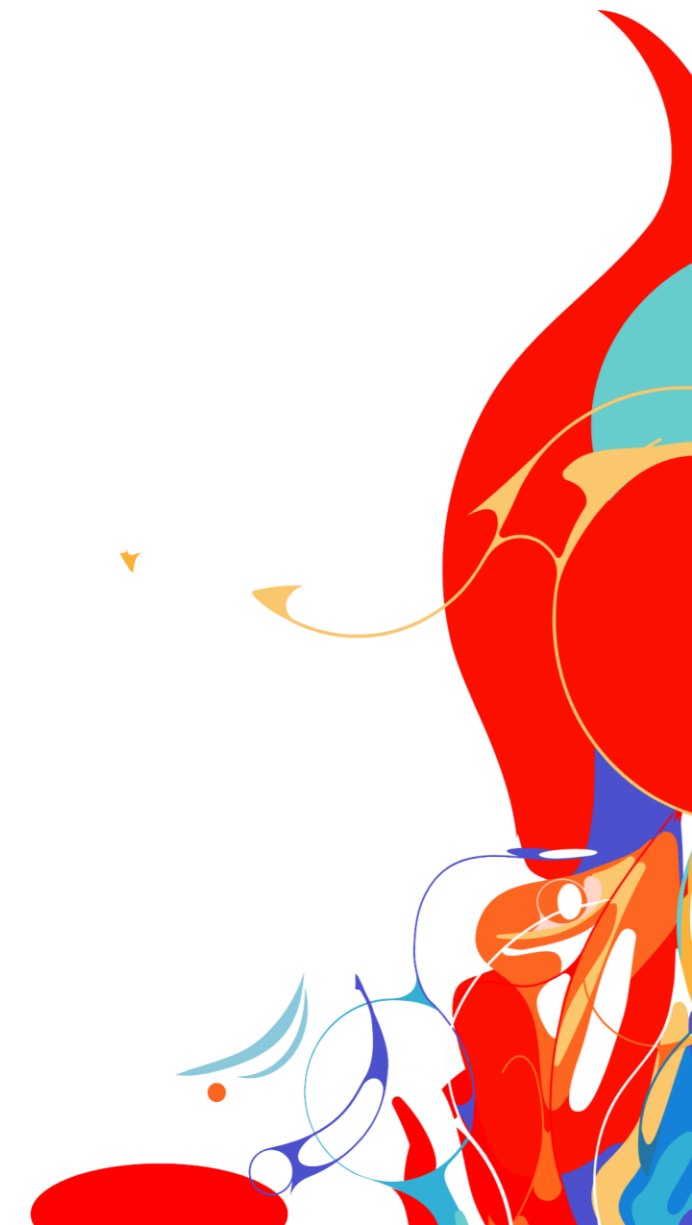


## Retail Website Speed

# 18s

average Largest Contentful Paint for basket of  
8 top US Retailers on mobile

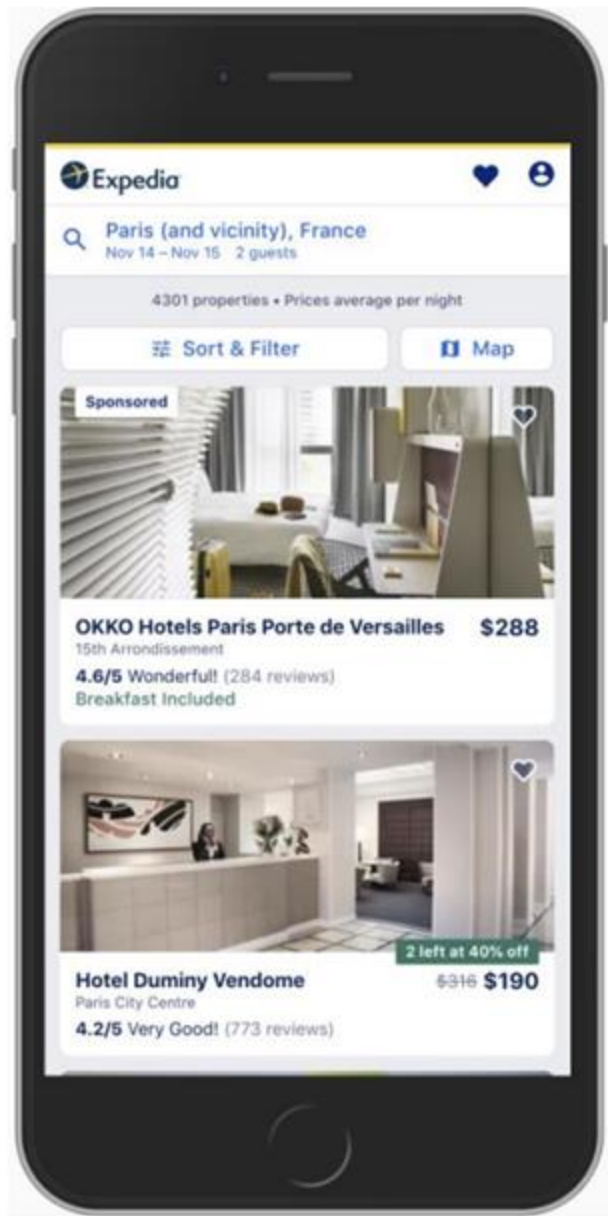
<https://speedcurve.com/benchmarks/usa/retail/slow/largest-contentful-paint/> (updated daily)



# 18 seconds








“ Speed benefits  
deliver conversion  
benefits... ”

**Mark Okerstrom**

President and Chief Executive Officer  
Expedia Group, Inc.

# Revenue Impact Calculator

thinkwithgoogle.com/feature/mobile

 Explore more speed tools

Test individual pages, compare against competitors and evaluate the ROI of a faster site.

Test your page speed

Compare your speed against competitors

Evaluate the ROI of a faster site

Fill in your mobile site information to see how improving your site speed could impact revenue. [Where can I find this information?](#)

3

Speed ⓘ

81,000

Average Monthly Visitors ⓘ

1.5

Conversion Rate ⓘ

\$50

Average Order Value ⓘ

\$49,924 USD

Potential increase in annual revenue when you improve your site speed from 3 to 

1.5

seconds.

Reset

Google does not collect any data you enter about average monthly visitors, conversion rate, or average order value.

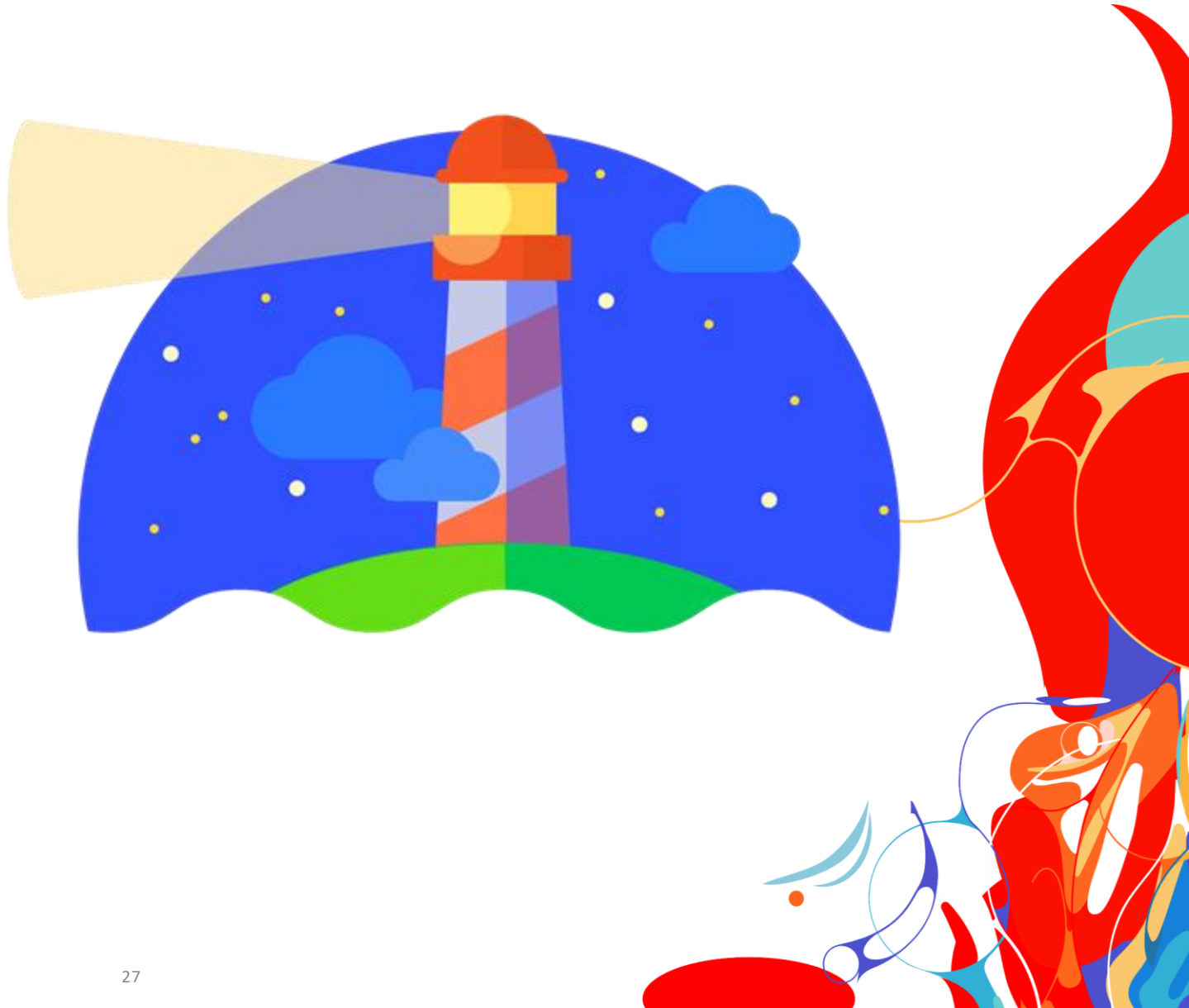
What are you leaving on the table?



What to do with your site?

# Use PageSpeed Insights

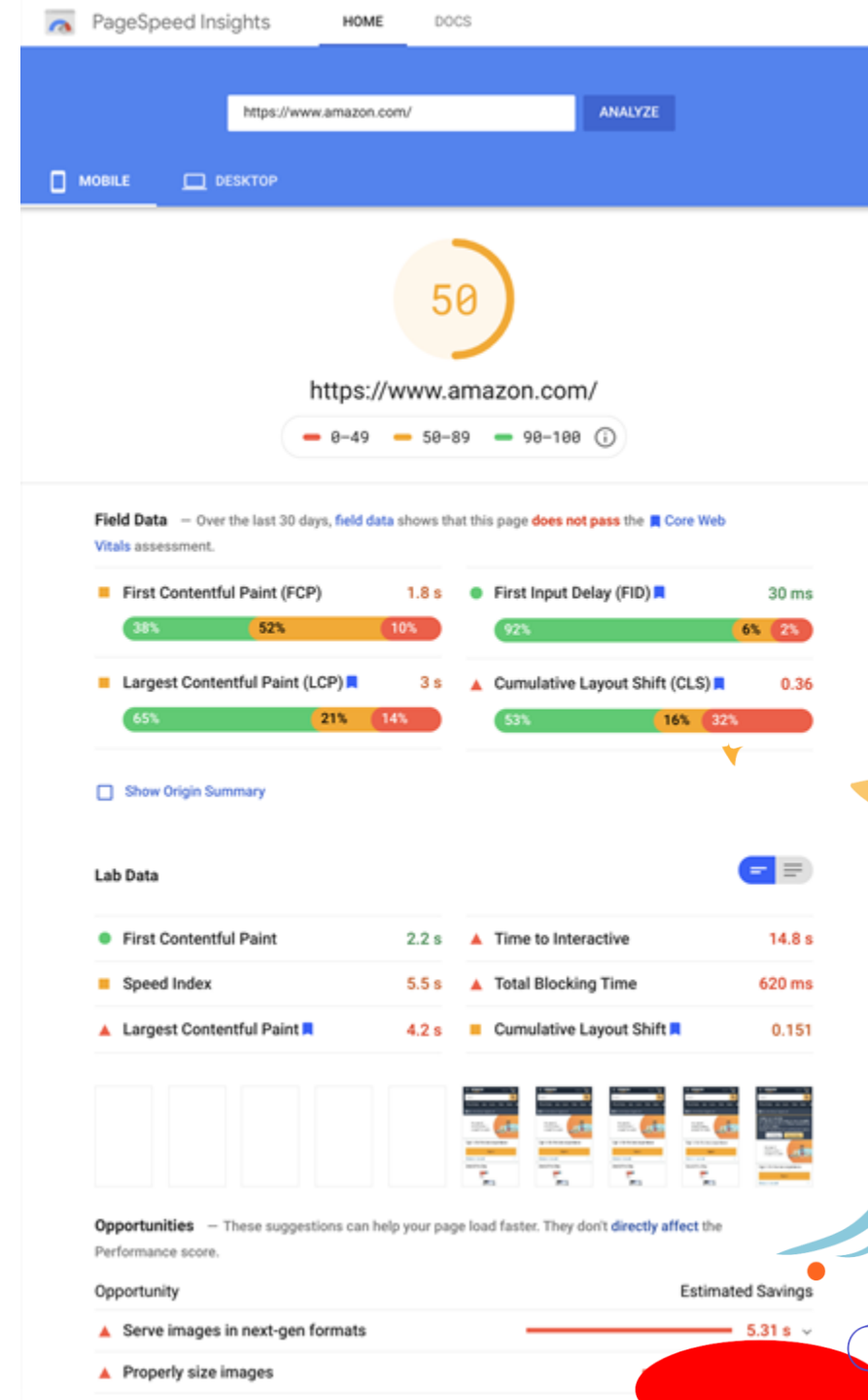
[developers.google.com  
↳/speed/pagespeed/insights/](https://developers.google.com/speed/pagespeed/insights/)



→ Field & Lab Data

→ Actionable Insights

→ Core Web Vitals



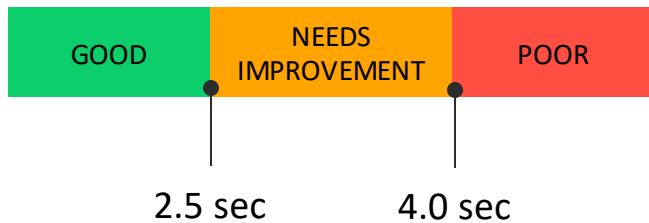
# Pillars of UX → Core Web Vitals

Essential metrics for a healthy site ([web.dev/vitals](https://web.dev/vitals), [bit.ly/web-vitals](https://bit.ly/web-vitals))

(Loading)  
[web.dev/lcp](https://web.dev/lcp)

## LCP

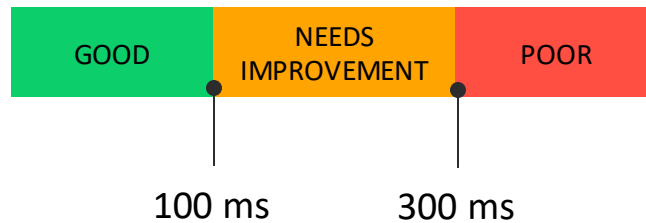
Largest Contentful Paint



(Interactivity)  
[web.dev/fid](https://web.dev/fid)

## FID

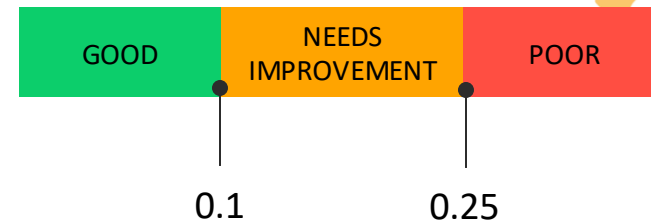
First Input Delay



(Visual Stability)  
[web.dev/cls](https://web.dev/cls)

## CLS

Cumulative Layout Shift



We analyzed millions of page impressions to understand how these metrics and thresholds affect users. We found that **when a site meets the above (Core Web Vitals) thresholds, users are 24% less likely to abandon page loads** by leaving the page before first content is painted.



When users connect with your brand,  
they want expect to be engaged and delighted



50 ms

To form a first impression

Source



88%

Of online consumers are less  
likely to return to a site after  
a bad user experience

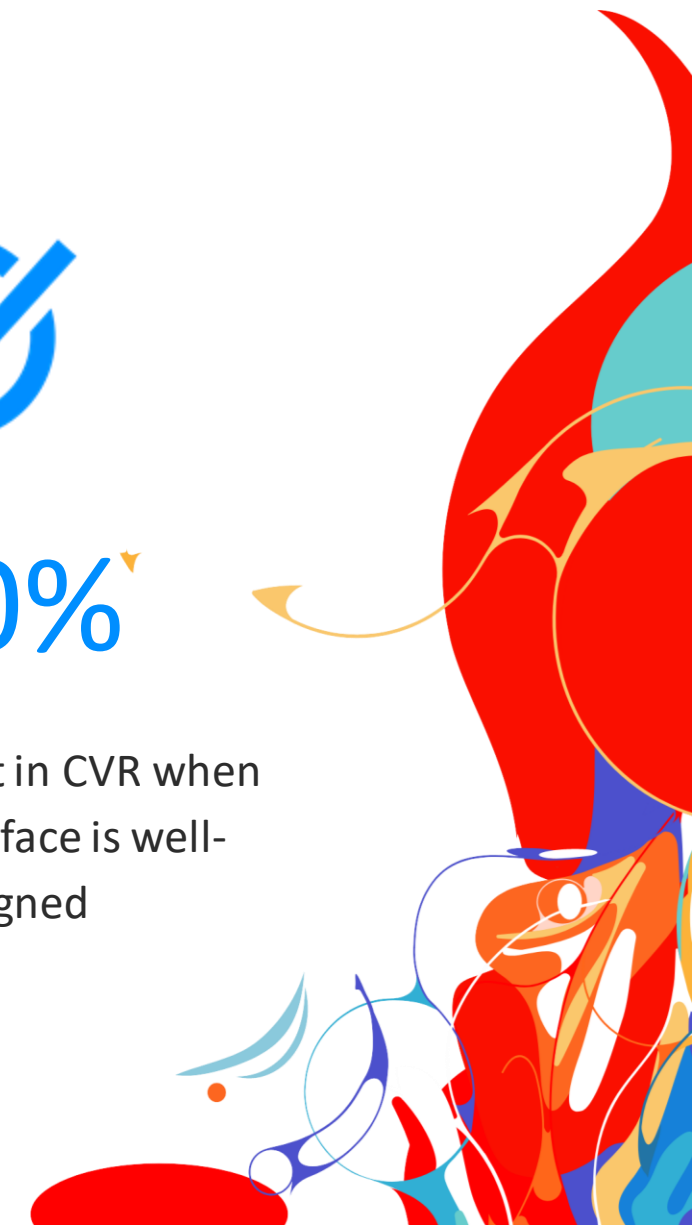
Source



200%

Improvement in CVR when  
a user interface is well-  
designed

Source





Progressive web apps are  
the future of  
mobile shopping



# Progressive web apps are...

Light, fast, smooth

Highly engaging

Frictionless user experience

Installable

Work offline

“

If it's not **progressive**,  
it's **not right!**

”

**Michael Facemire**

VP & Principal Analyst, Forrester Research

FORRESTER®



# User expect a lot



Easy Sign-In



Personalization



Faster Payments



Reliability



Offline Features



Speed



Geo-Location



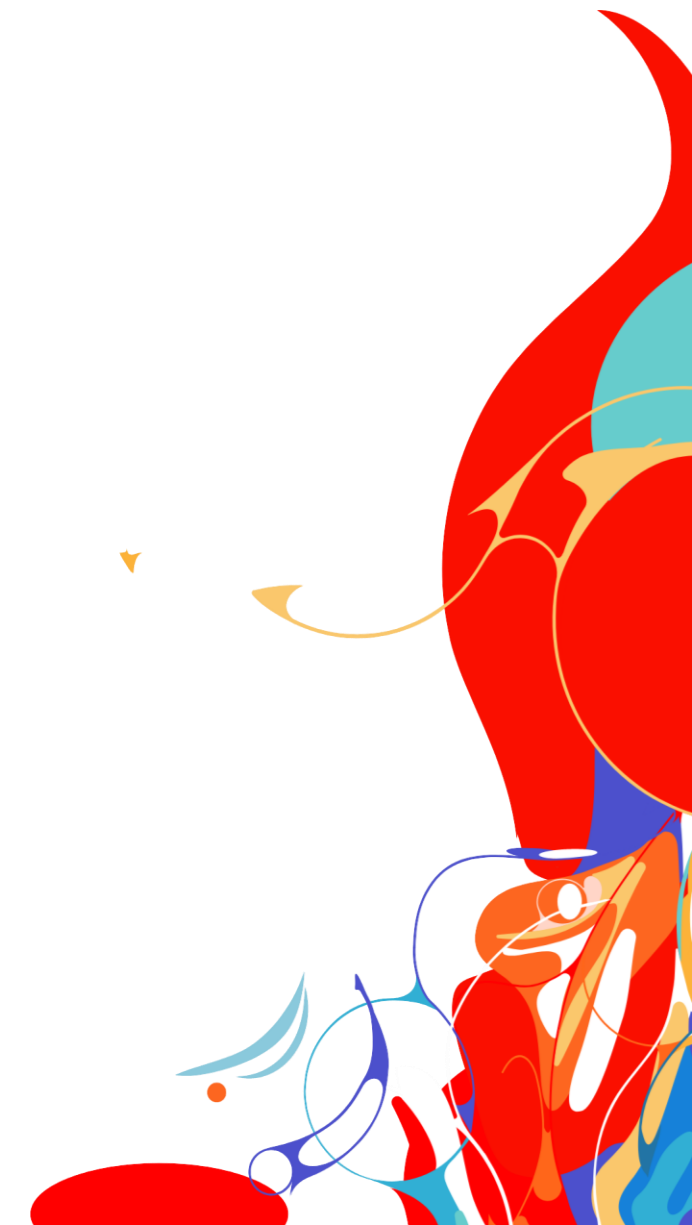
Fewer Taps



Push Notifications



Consistency



# User expect a lot



Easy Sign-In



CREDENTIALS ✓



Personalization



PERMISSIONS ✓



Faster Payments



PAYMENTS ✓



Reliability



ONLINE STATE ✓



Offline Features



OFFLINE MODE ✓



Speed



NETWORK TYPE & SPEED ✓



Geo-Location



GEOLOCATION ✓



Fewer Taps



TOUCH GESTURES ✓



Push Notifications



PUSH MESSAGES ✓



Consistency



SCREEN ORIENTATION & LOCK ✓



[app.starbucks.com](https://app.starbucks.com)



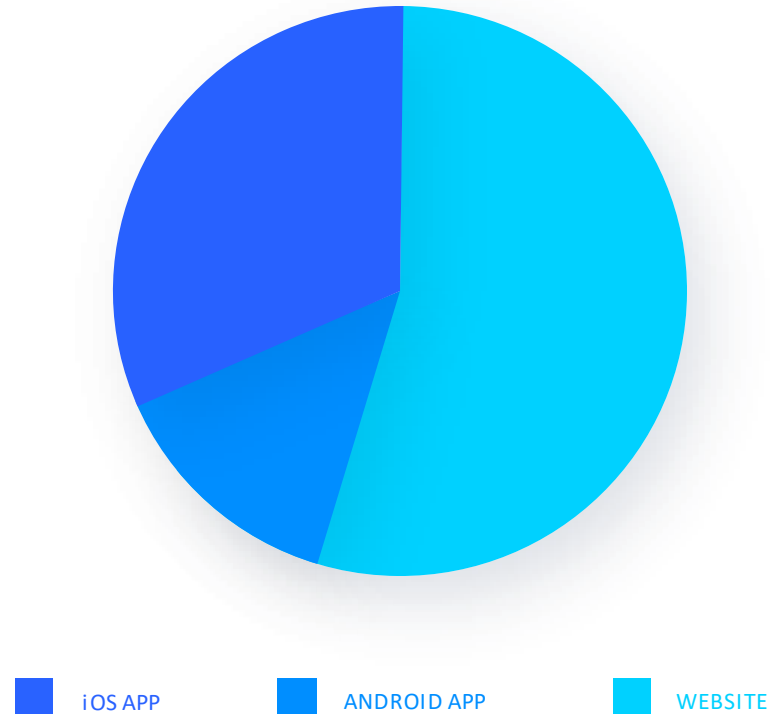
# Starbucks PWA

Two Challenges:

UX PARITY WITH NATIVE APP

OFFLINE SUPPORT

Starbucks website reached **6MM** more users per month than iOS app



Credit: David Brunelle, Dir. Product Eng | @davidbrunelle  
CDS 2018 Day 1 Keynote | [bit.ly/CDS18-AllSessions](https://bit.ly/CDS18-AllSessions)

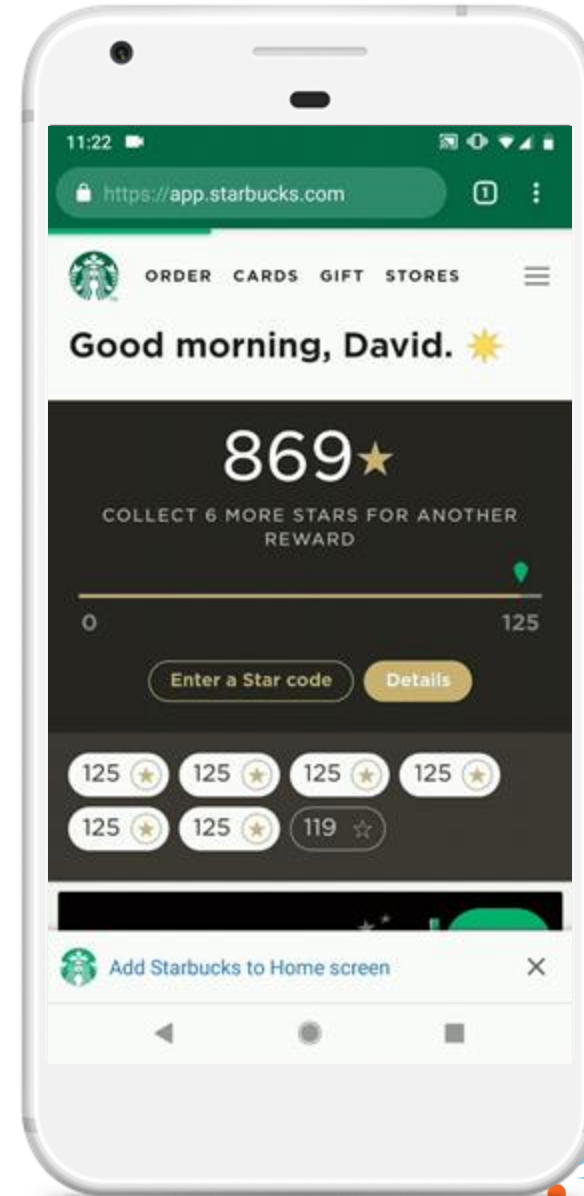
# Starbucks PWA meets users where they are

2x

Faster time to  
Interactive than legacy  
web experience

65%

Increase in Starbucks  
Rewards registrations  
via the web



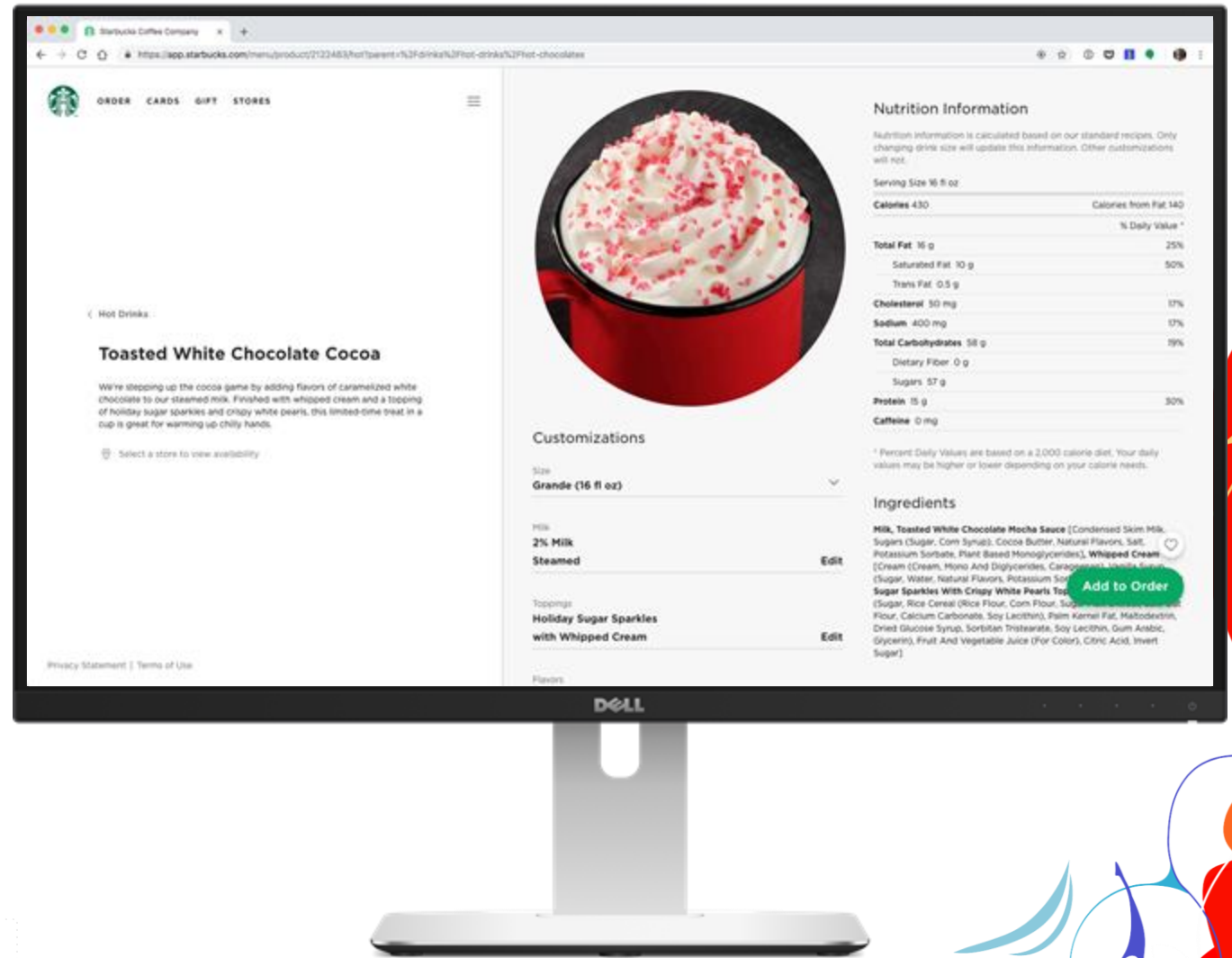
Credit: David Brunelle, Dir. Product Eng | @davidbrunelle  
CDS 2018 Day 1 Keynote | [bit.ly/CDS18-AllSessions](https://bit.ly/CDS18-AllSessions)

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# Starbucks PWA meets users where they are

>25% of orders placed through the Starbucks PWA come from desktop browsers.



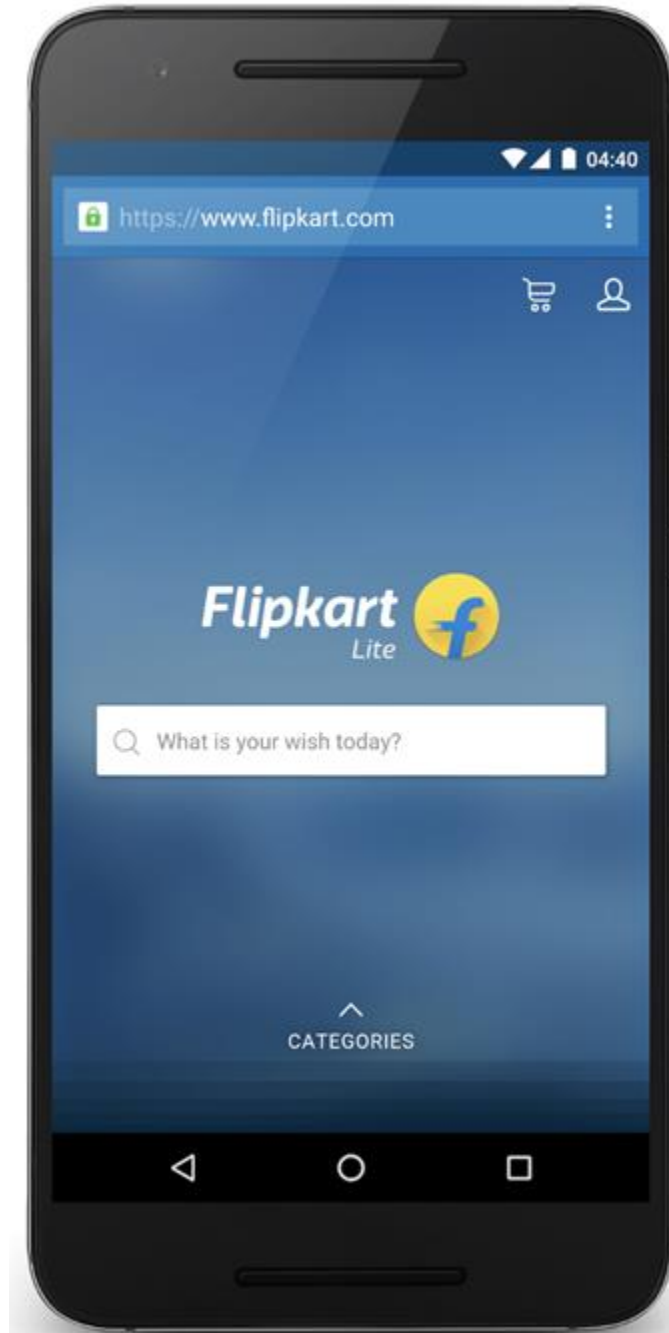
Credit: David Brunelle, Dir. Product Eng | @davidbrunelle  
CDS 2018 Day 1 Keynote | [bit.ly/CDS18-AllSessions](https://bit.ly/CDS18-AllSessions)

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# Flipkart lite PWA

## Key insights

- Users time on site with Flipkart lite vs. previous mobile experience: 3.5 minutes vs 70 seconds
- 3x more time spent on site
- 40% higher re-engagement rate
- 70% greater conversion rate among those arriving via Add to Homescreen
- 3x lower data usage



# The web can do much more in-store



**Native Camera** access for QR / Barcode scanning in-store



**Instant gratification** from the browser (*with option to save to home-screen*)  
No Apps to download



**Integrated payments** with Google and Apple Pay for in-store payments

“ Unless there are specific reasons to deliver such apps as installed mobile apps, we recommend switching to PWAs ” **Gartner.**

# PWAs in the Play Store: Trusted Web Activity



Ask yourself **this...**

What other technology investment has the opportunity to **increase online revenue growth** more than **PWA** in 2020?



