

# Why Mobile Doesn't Convert

What's Going Wrong, and  
What to Do About It

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Results from real-world tests by



# Look Over a User's Shoulder

## Analytics tell you

- ✓ What they did

## UserTesting tells you

- ✓ Why
- ✓ What they think

- Test for usability and affinity
- Check user “journeys”
- Settle disputes



# About Me

- Two startups, ten years at Apple, six years at Palm/PalmSource
- Product, marketing, strategy roles
- Blog: <http://mobileopportunity.blogspot.com>

**CITRIX**



**SONY**

**YAHOO!**



**HANDMARK**

**EPOCRATES**

**NOKIA**

**symbian**

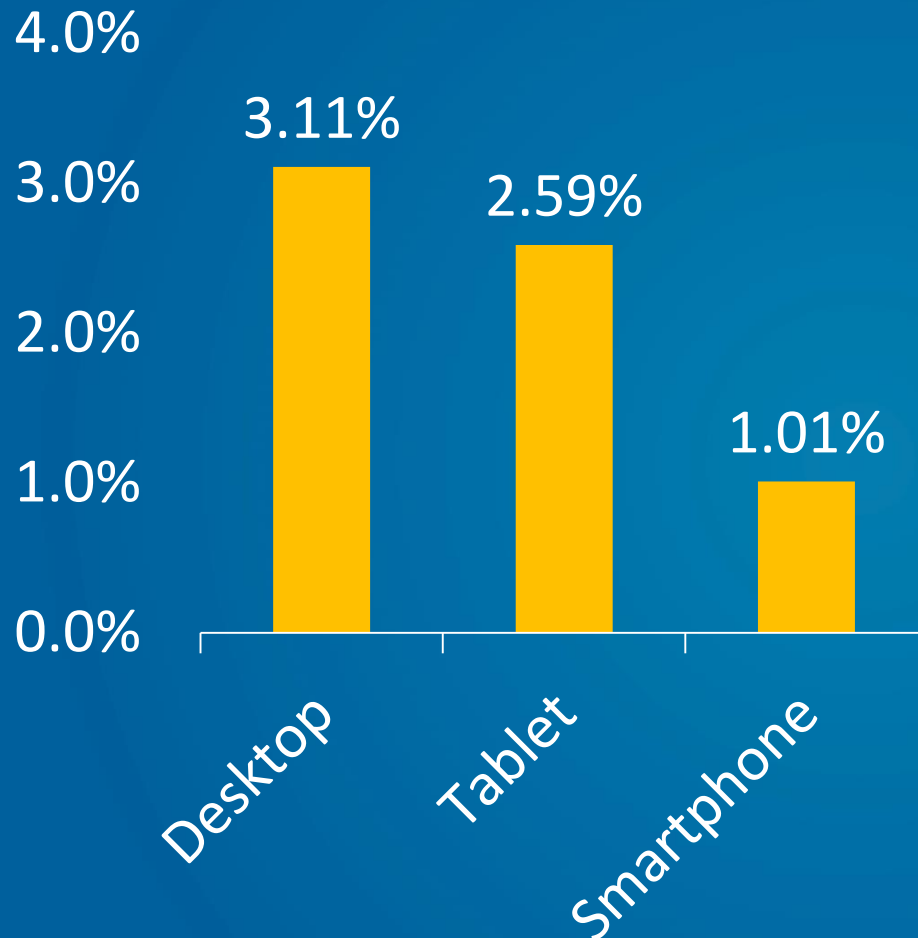
# Summary

- Most of the problem is caused by the way we design smartphone sites and apps, not by the smartphones themselves
- Intense attention to detail is needed
- The real issue isn't mobile conversion, it's overall business conversion

# Agenda

- What's different about mobile
- What we're doing wrong
- What we could achieve

# “Mobile Doesn’t Convert”



“It doesn’t matter which category your business is in, it’s highly likely that your mobile conversion rates are still below 1%, even with a smartphone-optimized site.”  
--*Mobify, February 2014*

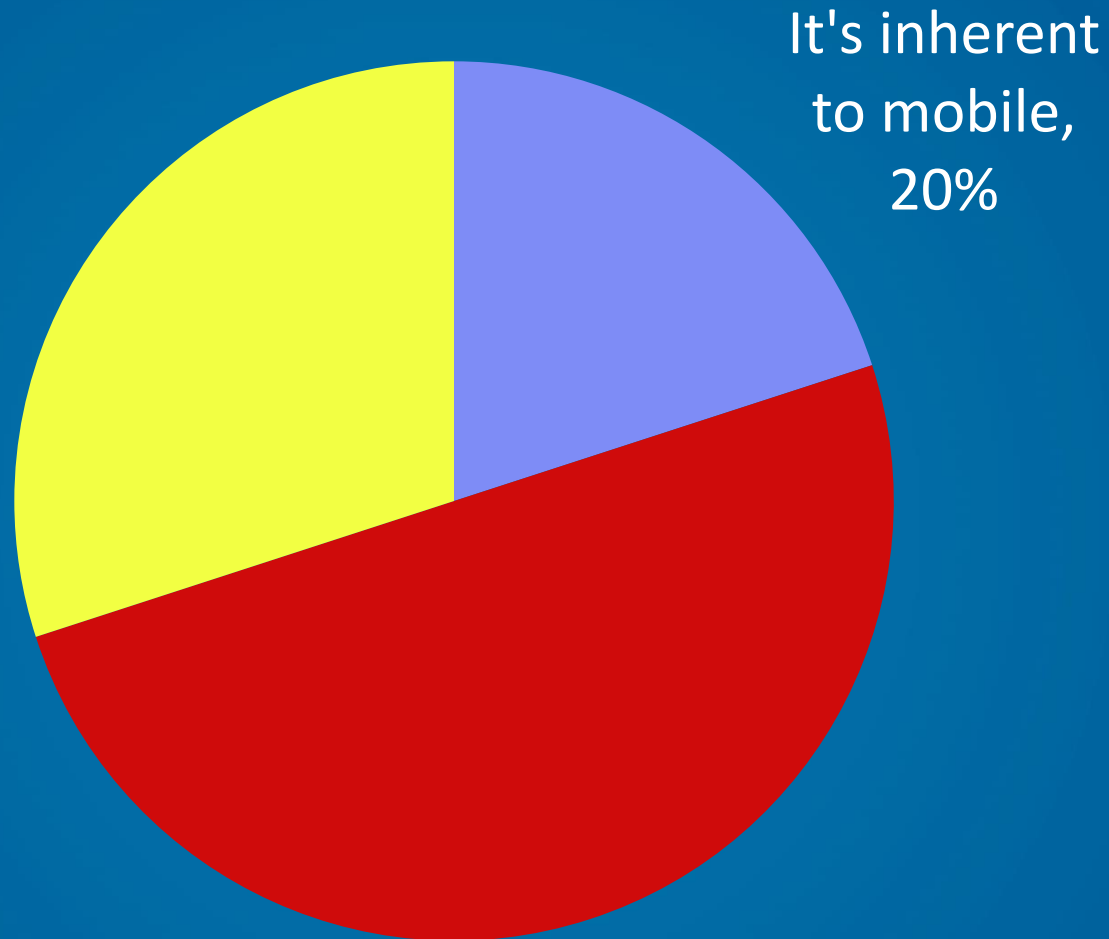
“Crate & Barrel reported a tablet conversion rate of 2.35% but a smartphone conversion rate of only 0.92% “  
--*Wired, February 2014*

# Why?

- “Smartphones are more of browse or research platform rather than a buy platform.”\*
- “Rich people use tablets.”
- “People use smartphones on the go, when they don’t have time to shop.”

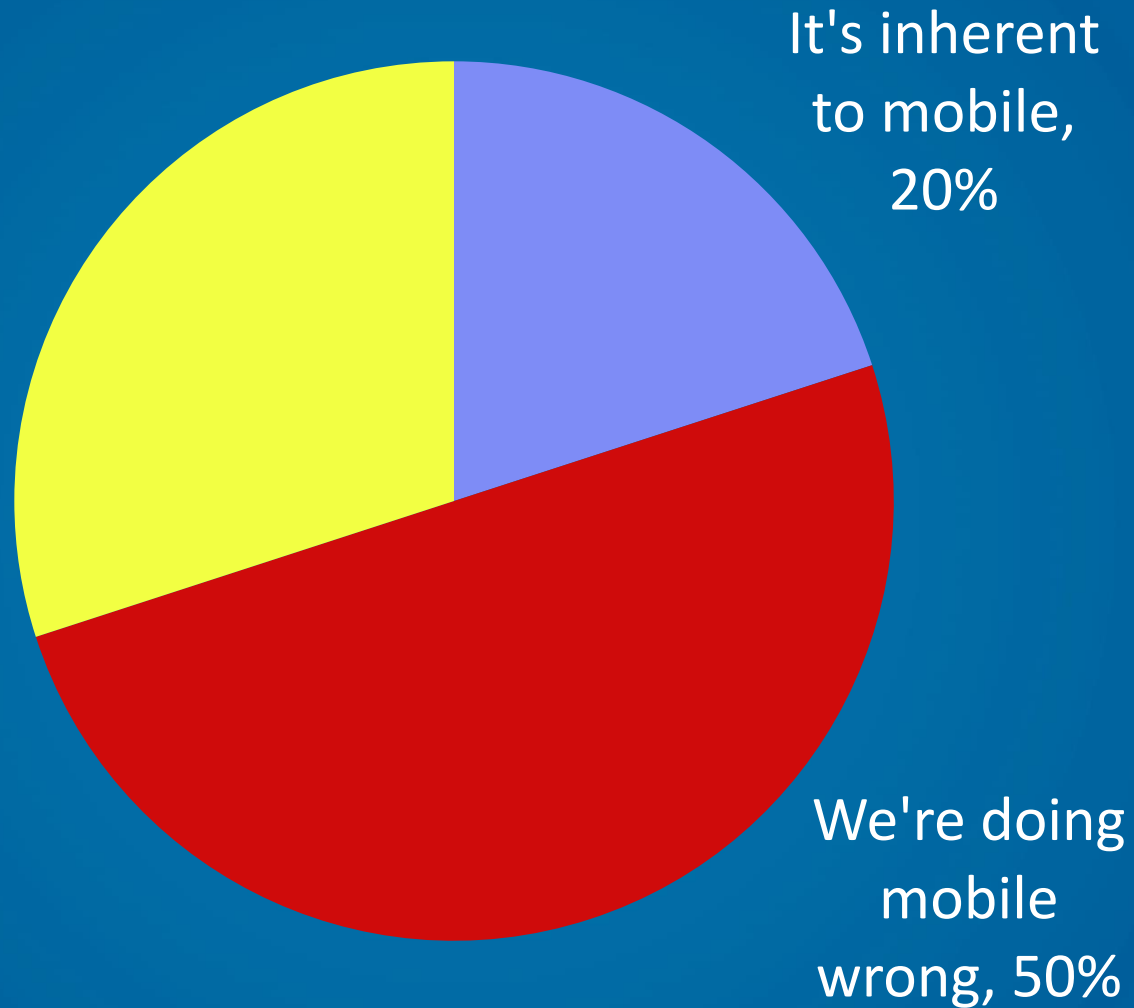


# Based On Our Research...

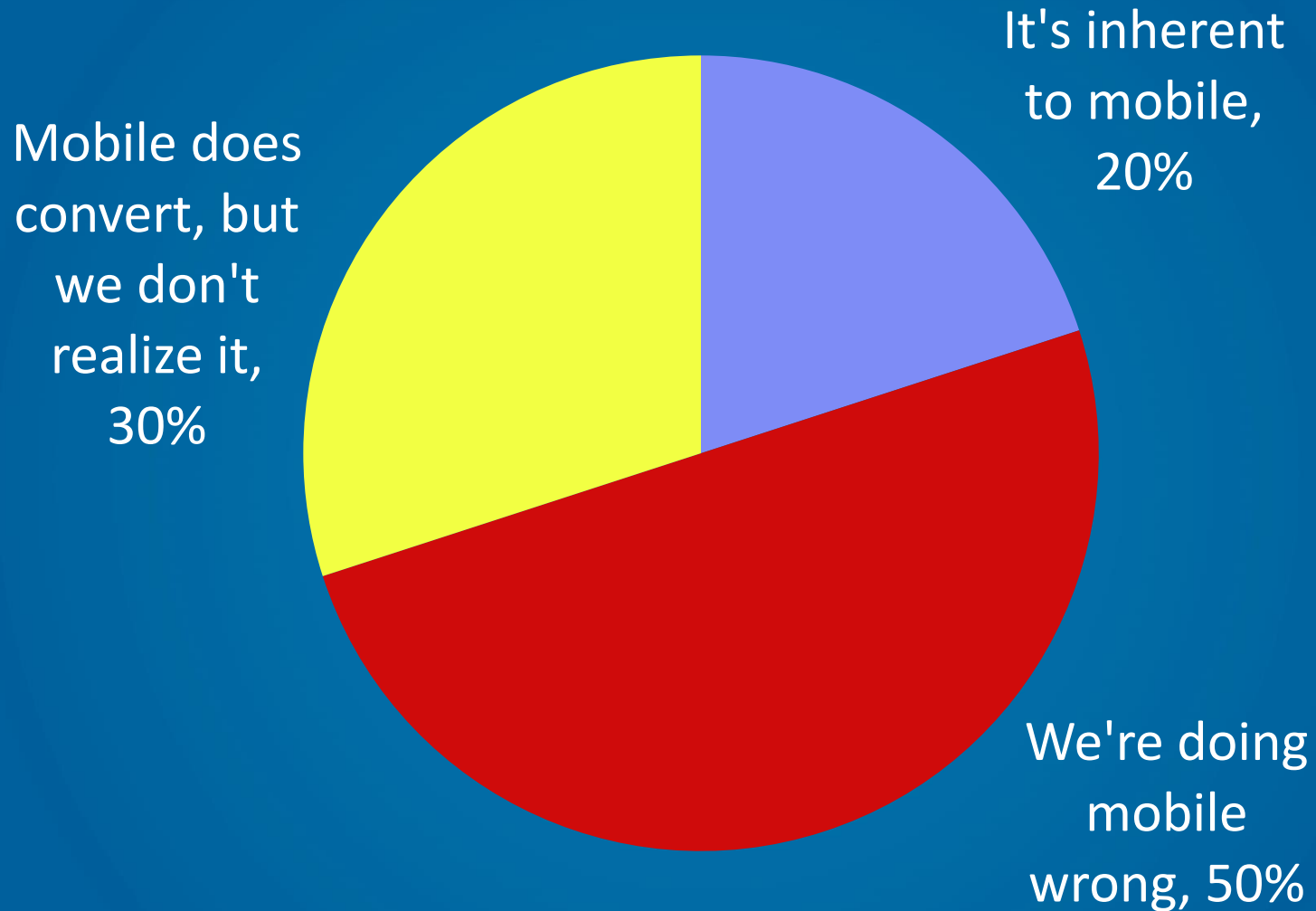




# Based On Our Research...



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# The Differences That Matter



Screen size

Network

# Implications

- Mobile is harder than the desktop
- Comparison shopping is especially hard
  - Screens limit ability to compare options
  - Network latency limits ability to jump from page to page
  - “I’ll wait and finish this when I get back to my computer.”
- We’re overcompensating

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# Desktop Shopping: Seduction



# Mobile Shopping: Wham, Bam, Thank You Ma'm



“Research has shown that conversion rates are directly impacted by streamlined paths to purchase—conversion should occur within three touch events. Two will be table stakes in the near future.”

— *Adobe Mobile Consumer Survey, 2013*

# Losing Sight of Basic Usability

## The Top Seven Problems:

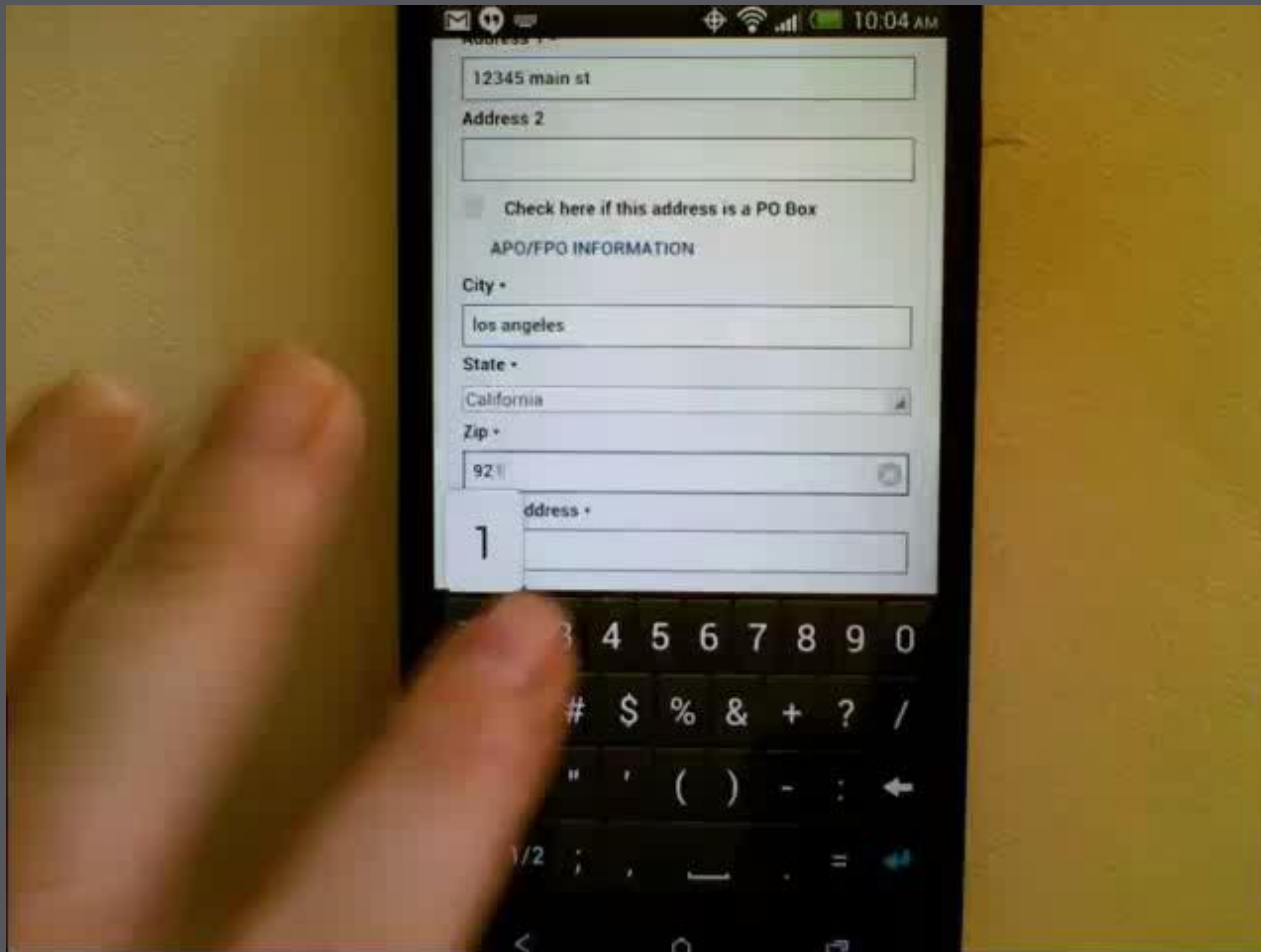
- Confusing terminology
- Number pad blues
- Untappable items
- Carousel confusion
- PC surprises
- Search and filtering nightmares
- Menu madness



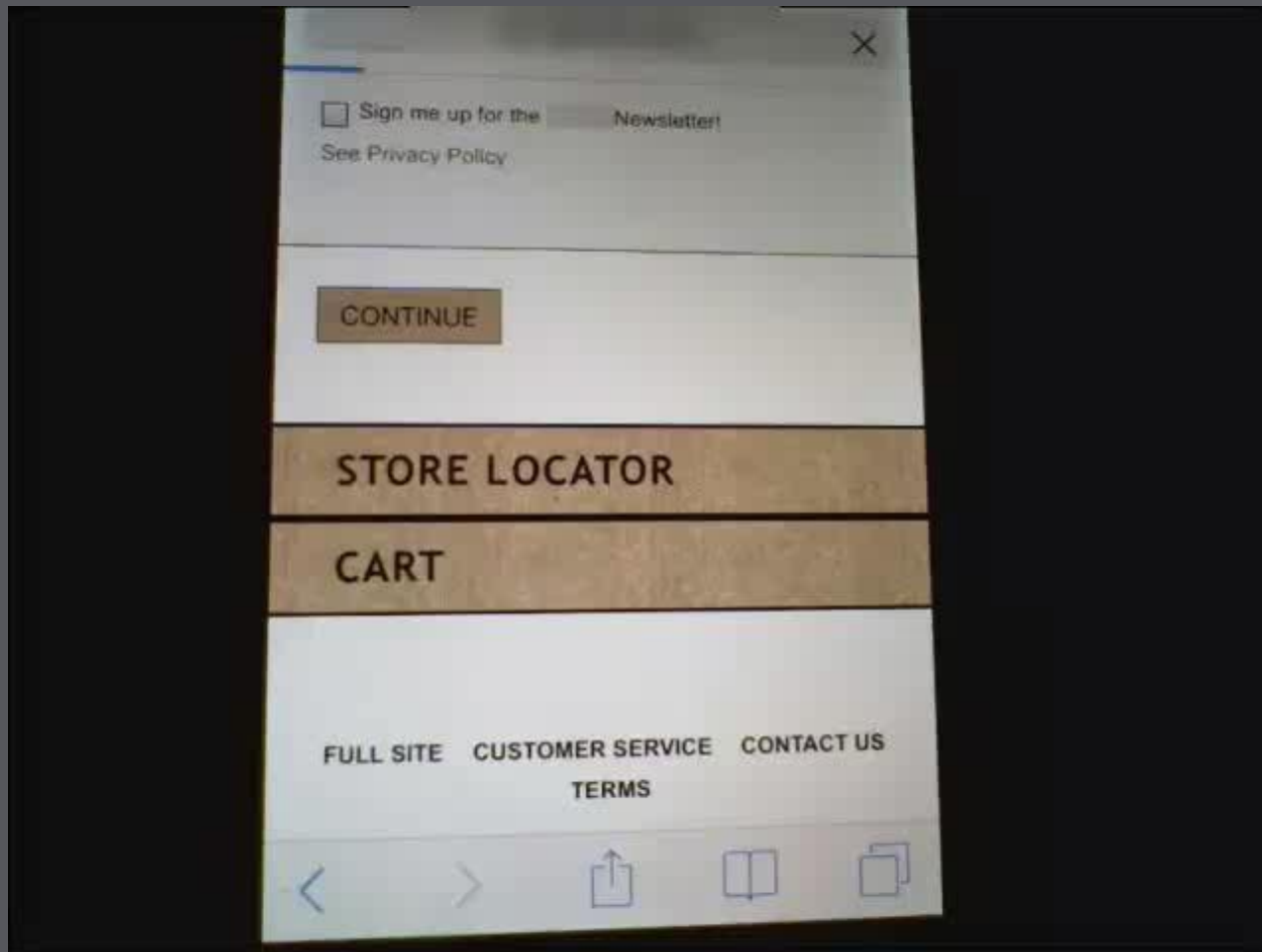
# 1. Confusing terminology: Looking for Boots



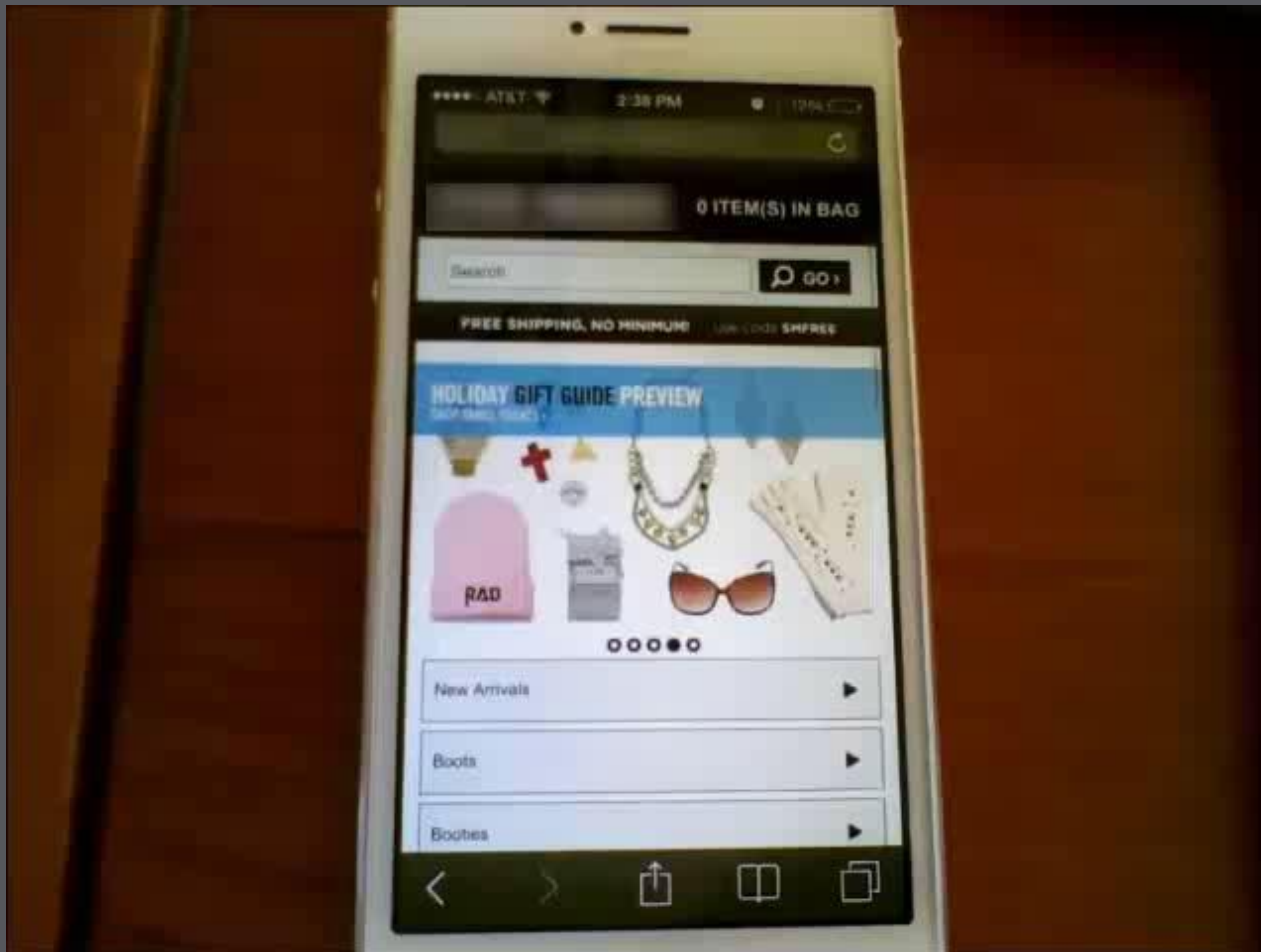
## 2. Number Pad Blues



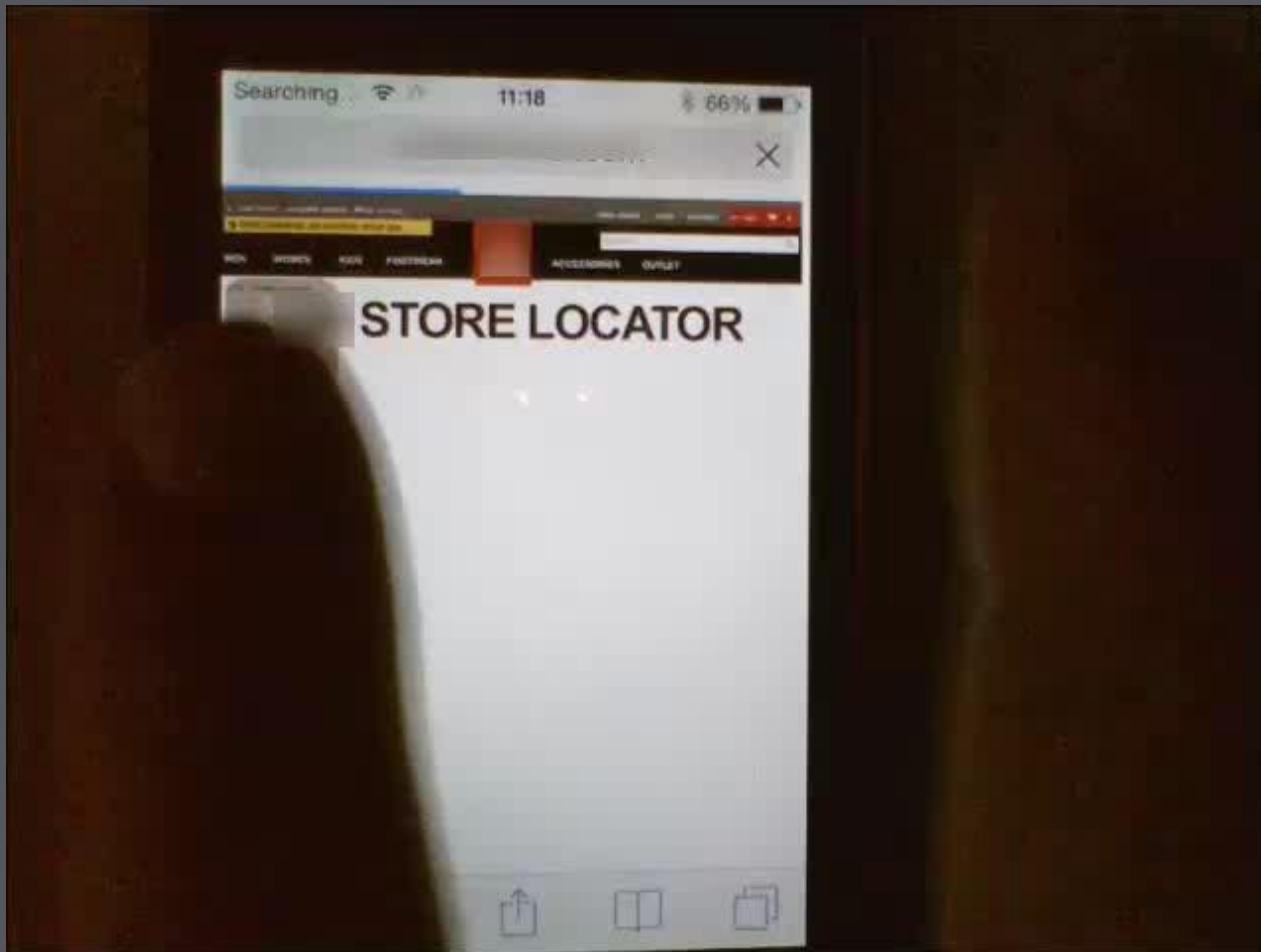
### 3. Untappable Items



## 4. Carousel Confusion

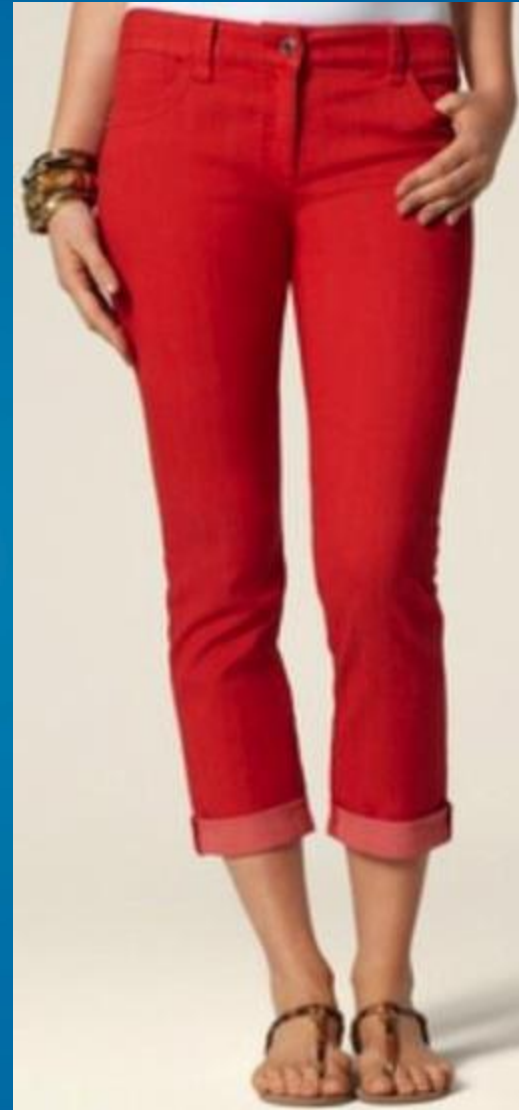


## 5. PC Surprises

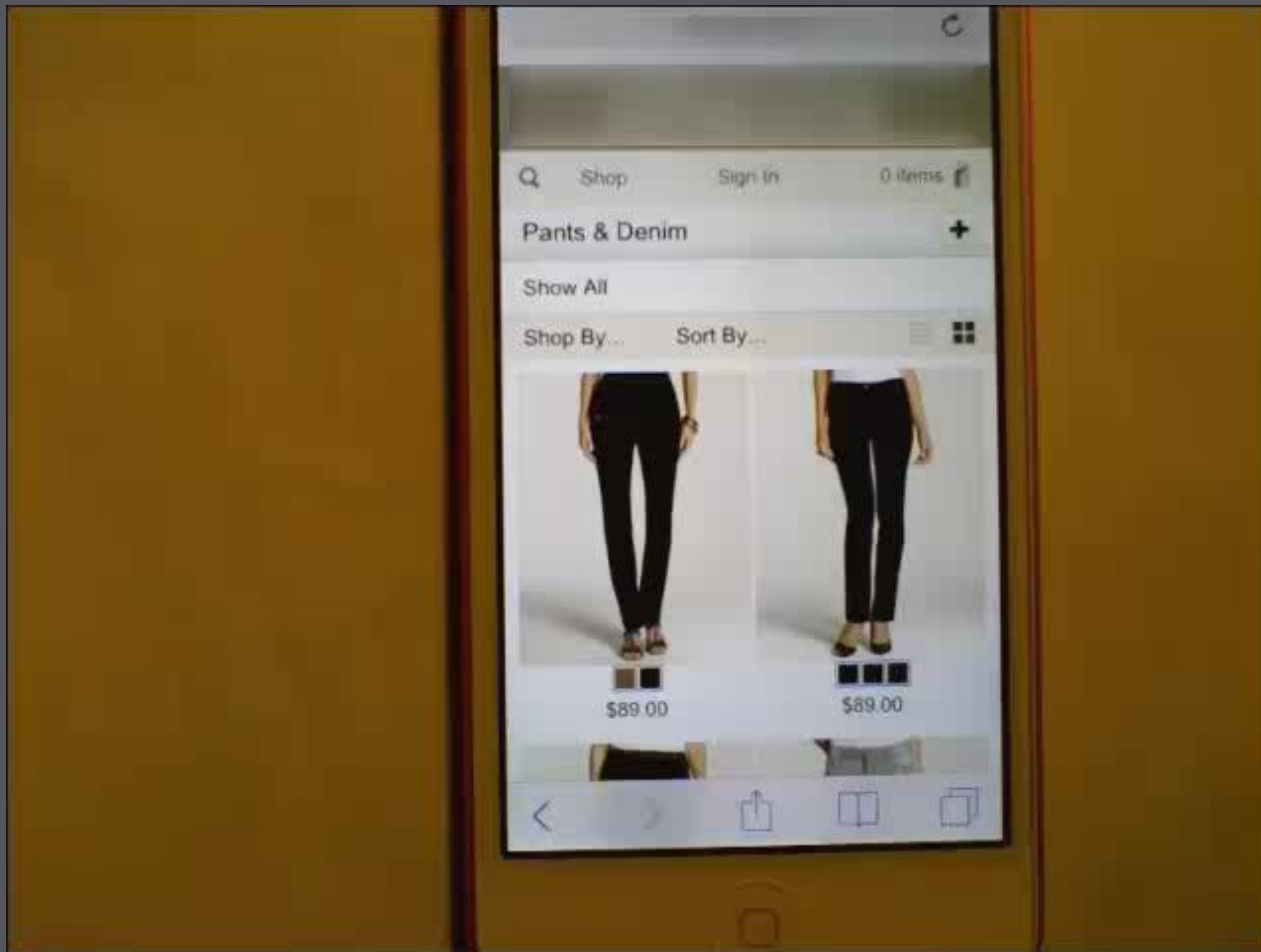


## 6. Search and Filtering: The Red Jeans Saga

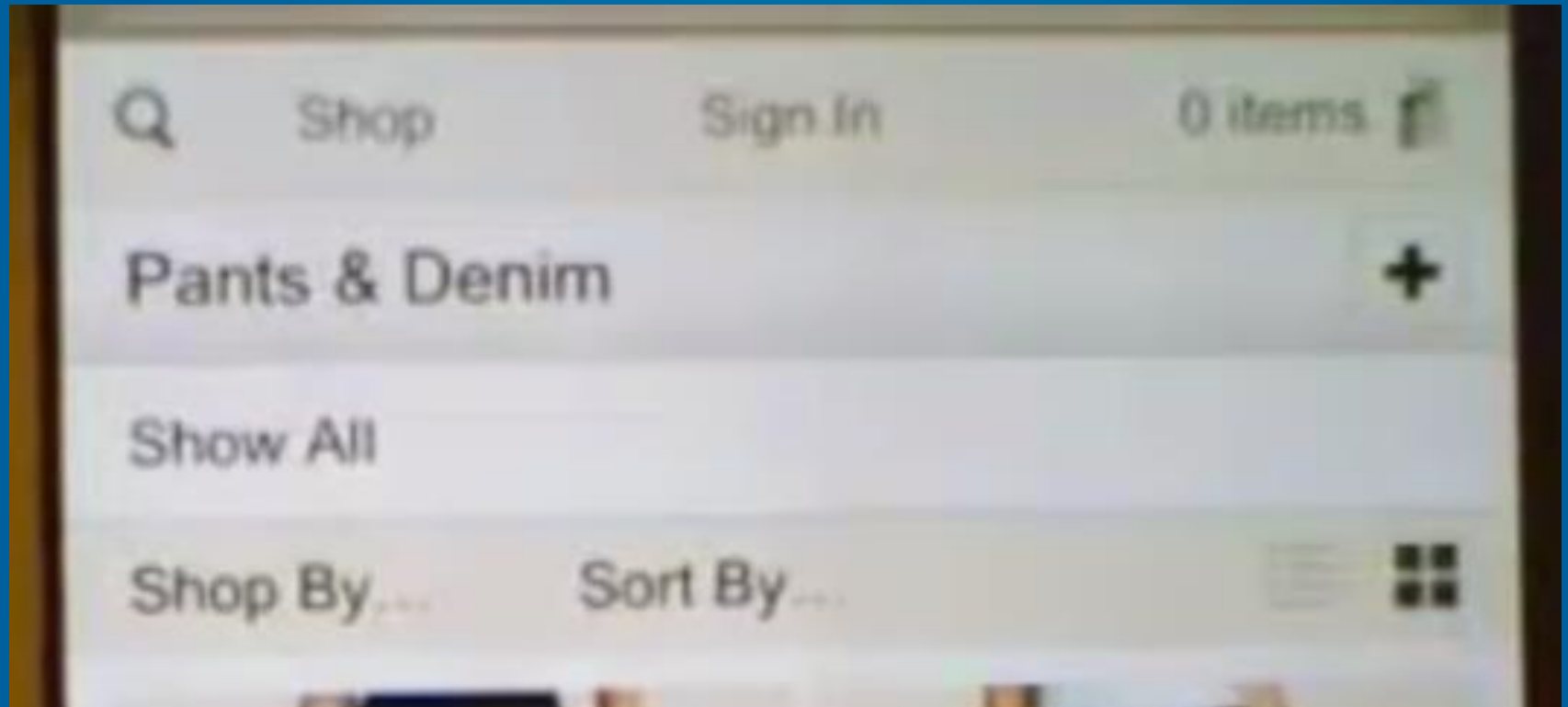
“Find these pants.”



# Looking for Red Pants

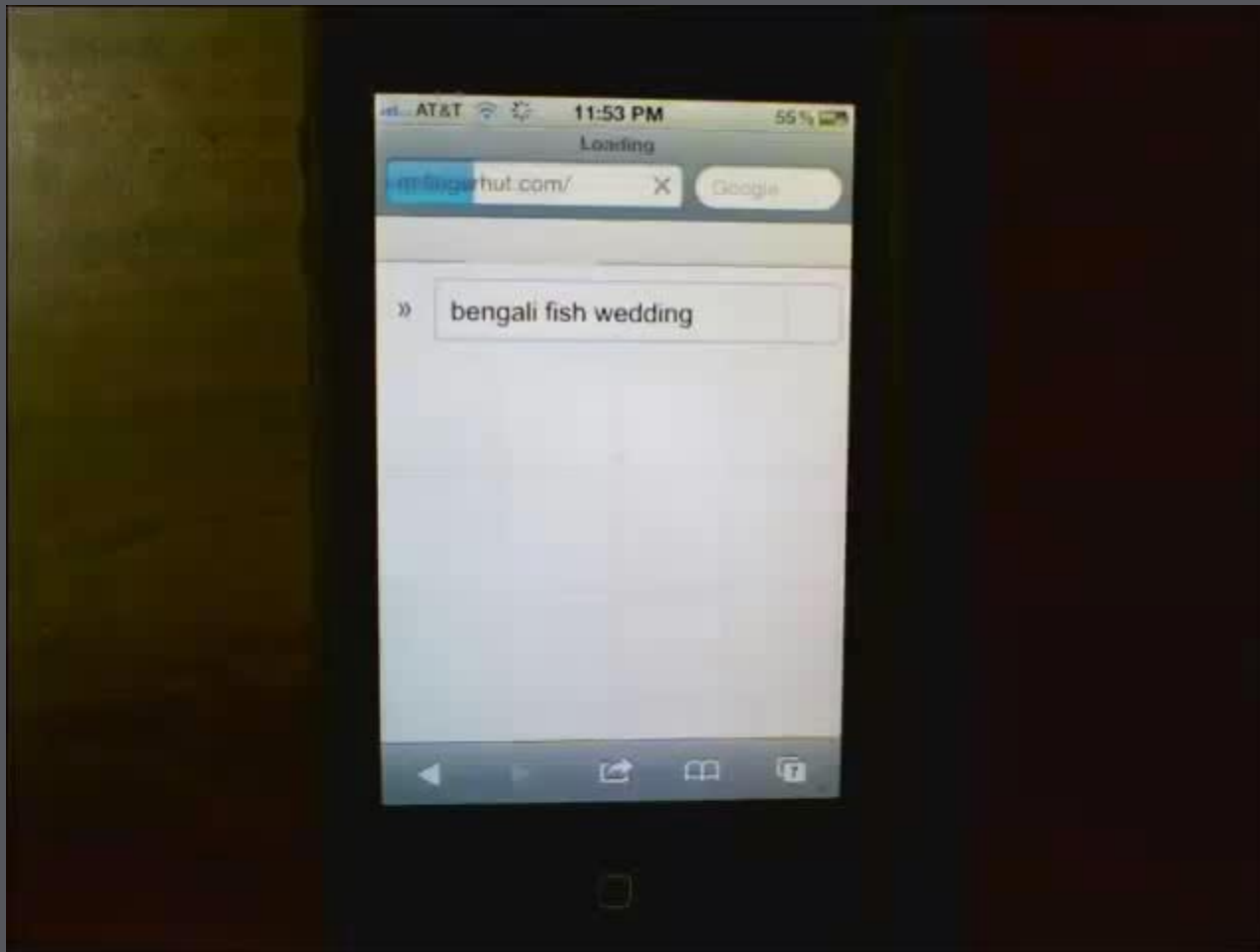


# Too Many Choices

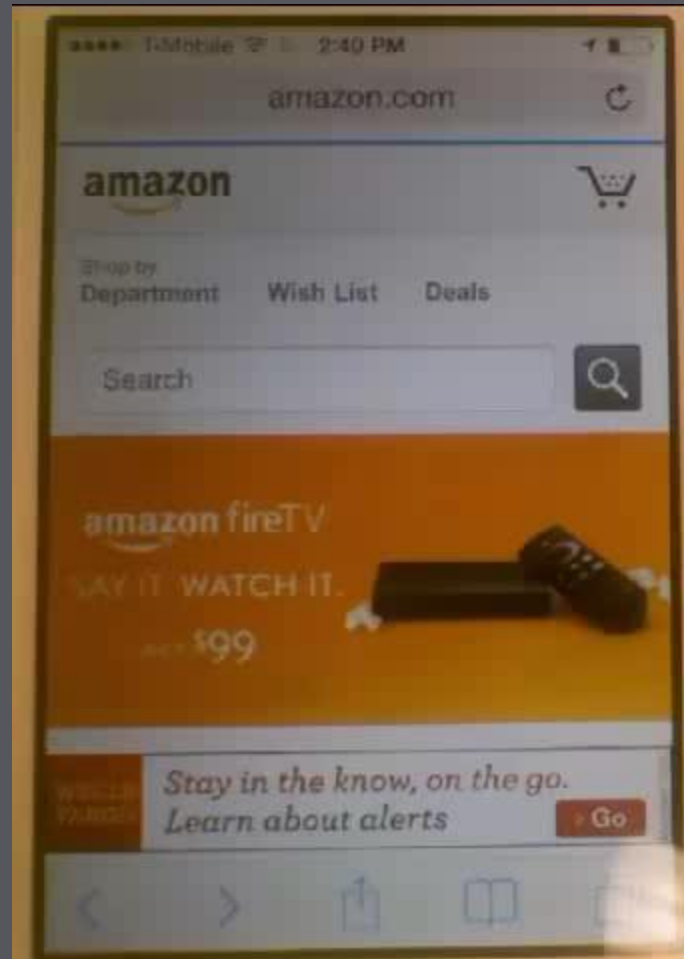




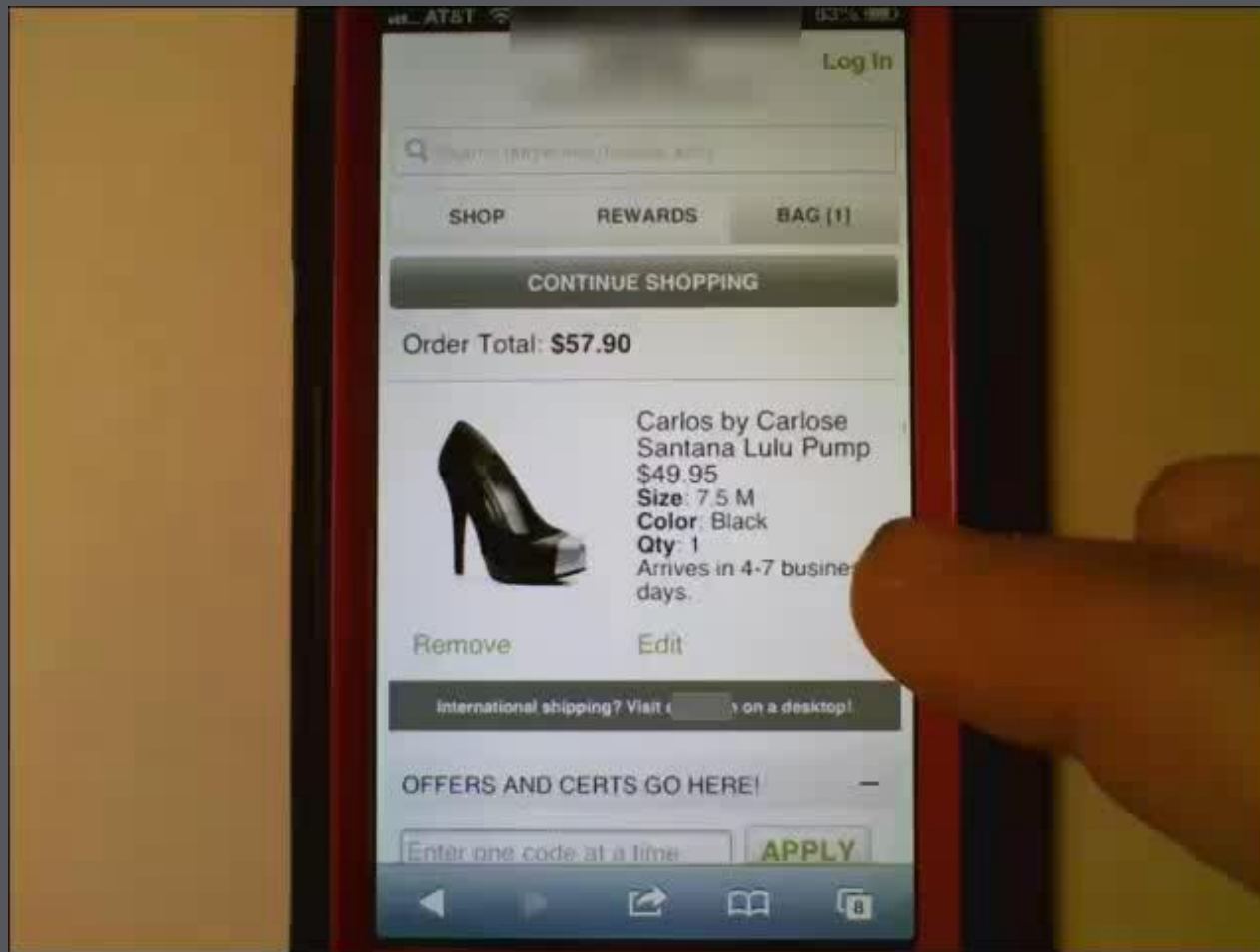
## 7. Menu Madness: Menus Done Badly



# Menus Done Nicely



# Anticipate Needs



# What To Do

- Sweat the small things
- Use standard terms: Search, Filter, Sort
- One screen of menus, two levels max
  - Be mindful of vocabulary
- The carousel is not a menu
  - Don't re-use PC images
- Think like a smartphone (everything's tappable)
- Tag carefully
- Give access to the PC view, but not by surprise
- Test extensively. Analytics are not enough.

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# Two Paths

## Searching

Search -> Filter -> Sort

## Browsing

Simple navigation

What can you glean about the customer's preferences?

Create dynamic categories, but also give an out

# Shopping Isn't an App, It's a Process



# Leverage the Strengths of the Smartphone

- Instead of making it into a PC, optimize what it does uniquely well
  - Immediacy: Flash sales
- Embrace multi-device shopping
  - Share shopping cart with yourself
- What customer problems can you solve with it?
  - Convenience: Purchase in store
  - Manage complexity: Research specs, warranty, other choices
    - Scan a barcode or beacon
    - View comparable items
- Make a warehouse feel like Nordstrom's
- Make Nordstrom's feel bespoke



Stop asking if mobile converts.

The real question is, does your  
business convert?

# Remember

- Mobile is harder than desktop
- Sweat the small stuff
  - Standard terminology
  - Limit menus to one screen with two levels
  - Everything's tappable
- Optimize for two paths
- Let mobile be mobile
  - Flash sales; don't make it a mini-PC
- Integrate the shopping experience
  - Smartphone -> tablet -> PC -> store
  - Sharing with yourself
- Integrate testing and analytics

# For More Info

- For a free test, use this code: usertestme
- mike@usertesting.com

Special thanks for sharing test results and ideas:



Other test results provided by clients who wish to remain anonymous.