



Passionate about
eCommerce

A READY
RECKONER TO
**MOBILE
COMMERCE**
FUNDAMENTALS

Table of Contents

▶ The Mobile Device Revolution and the Shift to Mobile Commerce	03
Reasons for this increased Mobile adoption?	
▶ Differences between eCommerce and mCommerce	05
The Mindset	
Customer Expectations	
Context Awareness	
The Intentions	
Security	
▶ Best Practices for mCommerce Success	06
Design with Mobile in Mind	
Get Visual	
Make it easy for them to Find Information	
Do not Ask for Too Much Information	
Give Security its Due Attention	
▶ Challenges with Mobile Commerce	07
Mobile App or a Responsive Website	
Having the Right Infrastructure in Place	
Marketing	
Integrations	
▶ Conclusion	08

The Mobile Device Revolution and the Shift to Mobile Commerce

The customer is always the king; he is well aware, he throws his weight around and gets things done his way. Armed with super-smart mobile devices, he is all the more informed and powerful than ever.

Mobile devices make it convenient for consumers to research on products, compare prices, read reviews, and check product availability anytime anywhere. According to a study conducted by Deloitte, 60% of mobile shoppers use their smartphones while in a store, and another 50% while on their way to the store. But, this is not just limited to research. With rising

popularity of eCommerce, increasing number of consumers today are adopting mobile devices for making a purchase. According to Internet Trends 2013, almost 1/4 of all online shopping on Black Friday in 2012 was done on mobile and tablet devices. Not convinced? Consider this, PayPal mobile handled almost \$14 billion in payment volume in 2012

Reasons for this increased Mobile adoption?

An Intimate relationship with mobile devices

Many individuals care dearly for their mobile devices and rarely part away from it.

Dynamic Nature

Mobile devices are everywhere. Their usage is not limited to certain timeframes or locations.

Your go-to partner during your free time

People often tend to pull out their mobile devices when they have free time.

Mobile devices are contributing to the shift in buyer preference are going to play an important role in the years to come - the world of mobile commerce has dawned and businesses will have to take to engagement via the mobile sooner or later, inevitably.

More Stats (to support the text above).



Differences between eCommerce and mCommerce



Convinced that mobile commerce is the way to go forward and would like to adopt it as soon as possible? That is a good place to start but if you are thinking that mobile commerce is just selling on mobile and a responsive eCommerce (typically consumed on desktops & laptops) site will do the trick then you cannot be farther from the truth. To get things right, let us start by understanding the differences between eCommerce and mCommerce.

▶ The Mindset

According to IBM, consumers expect transactions to be easier on mobile than they are offline (51%) or on a desktop computer (50%). But most businesses today design and develop their store with the traditional laptop or personal computer in mind and struggle to provide the same experience on a mobile device. This is because of multiple reasons including the screen size, processing capability, etc. Hence, it is important to consider the advantages and limitations of all the important platforms for your business before designing and developing your eCommerce store. Moreover according to Google, 41% have turned to a competitor's site after a bad mobile experience.

▶ Customer Expectations

According to Compuware, 71% of global mobile web users expect websites to load as quickly, almost as quickly, or faster on their mobile device compared to the computer they use at home. In reality, because customers often use their mobile devices seeking urgent information, customers expect the websites to load much faster on their mobile devices. This might not be related to an actual urgent need, but then consumers start associating their mobile devices as a source of instant information retrieval or gratification. According to Amazon, every 100ms increase in load time decreases sales by 1%.

▶ Context Awareness

While true for both eCommerce and mCommerce, the user context (location, activity etc.) plays a greater role in mCommerce. With this information made easily available on mobile devices, businesses can leverage them to provide more relevant information to consumers. According to Latitude, 88% of people agree that having a mobile device with real-time information makes them more spontaneous with shopping and, in general, more open to discovering new things.

▶ The Intentions

Mobile devices are used everywhere and anytime, but the same is not true for laptops and desktop computers. So when a customer visits your store on a mobile device he/she might be doing for very different reasons than a customer who does the same from a laptop or desktop computer.

▶ Security

Security is a major concern when it comes to mobile commerce. Customers tend to window shop via mCommerce and usually complete the transaction on their laptops or personal computers. The primary reason for this is the lack of trust on the security of information on a mobile device. Hence, businesses must take all possible steps to educate their customers about the measures they have taken to ensure the safety of customer information.

Best Practices for mCommerce Success



Understanding these differences between eCommerce and mCommerce is critical to be successful with your mCommerce endeavors; because this information can be leveraged by businesses to design the mCommerce experience for improved adoption and conversions.

▶ **Design with Mobile in Mind (hint Screen Size)**

Most eCommerce stores are designed keeping the traditional desktops or larger screen sizes in mind. The challenge with a responsive store alone is that businesses end up presenting all the information, presented on a larger screen, on the mobile device in a mobile friendly layout. Consumers have very short attention span on a mobile device and are not comfortable consuming so much information. Hence, it is important to identify and present only the most relevant information to a consumer on the mobile device – design with Mobile in mind.

▶ **Get Visual**

Where ever possible, it pays twice as much to present the information to your consumers as visually as possible (images, videos, etc.). Because of screen sizes, touch interfaces, and other things consuming visual information on a mobile device is convenient and bound to stay with your consumers for a longer duration.

▶ **Make it easy for them to Find Information**

The size of the mobile device, while contributing to the mobility and adoption, presents a number of challenges for eCommerce businesses. Because of the limited real estate available the devices can capture only limited information in one screen which makes it difficult for consumers to find information. This makes it imperative for businesses to provide the best possible search option on mobile devices. While

this is true for any platform, irrespective of the screen size, its importance cannot be emphasized enough for mobile device – on desktops, an intuitive navigation can partially compensate for a good search feature but that is not true for mobile devices.

▶ **Do not Ask for Too Much Information**

Ask your consumers to register, fill long forms and you will soon find them leaving for your competitor store. While not advised for users shopping on desktops, this is a strict no for consumers shopping on Mobile. eCommerce has become popular because of the convenience it provides compared to a traditional brick and mortar store and lengthy checkout process with registration forms takes that charm away from it. Keep your checkout process as simple as possible and ask your customers only for information absolutely necessary. To make things simpler give your customers options to guest checkout or log in through their social media accounts.

▶ **Give Security its Due Attention**

Mobile security is still in its nascent stages and has a lot of catching up to do when compared to security on desktop devices. This is further complicated by the remarkable pace at which mobile adoption is increasing – according to a Nielsen study mobile web adoption is growing 8 times faster than web adoption did in the 1990s and early 2000s. Couple this with the fact that the number of insecure wi-fi hotspots around the world is expected to increase by 350% by 2015 (Vodafone) it is imperative for businesses to give security its due importance on mobile devices.

Challenges with Mobile Commerce

As with everything that is worth chasing, mobile commerce comes with its own set of challenges and while inevitable you are better off getting into it prepared than getting in there only to be surprised. There are few things that you will have to take care of and few decisions to make:

▶ Mobile App or a Responsive Website

To go mobile to address the needs of your customers you have two options, a mobile app and a responsive site (a separate mobile site is no longer an option being considered). Both options have their own merits and demerits. While an app might seem like a good way to start, among other things building a mobile app is far more expensive than building a responsive website. In addition, studies have shown that 67% of mobile users are more likely to visit a responsive website and make purchases than on a mobile app. While not mutually exclusive (you can choose to have both) it is advised to start with one and then adopt the other.

▶ Having the Right Infrastructure in Place

Not every platform is the same and neither are customer's expectations from them. Speed and reliability are synonymous with mobile - according to a survey conducted by Amazon, every 100ms increase in load time decreases sales by 1%. An average person spends only a few seconds on a new website before making a judgment and if your website is not properly hosted, your site will not only be slow but also the chances of a transaction going wrong are high, resulting in irritated and unhappy customers and unpleasant customer support calls. According to another research, 57% of mobile customers will abandon your site if they have to wait 3 seconds for a page to load.

▶ Marketing

Mobile commerce needs a different set of marketing strategies. This can be a challenge as many companies follow a strict marketing calendar and most of them do not consider mobile phones. Marketing in mobile commerce can mean everything. Whatever your campaign, it reaches your consumers no matter where they are. This can be either a challenge or a great success strategy when done right.

▶ Integrations

It does not end with mobile devices; mCommerce is only a cog in the wheel. Today, customers expect businesses to be present across multiple channels including web stores, online marketplaces, physical stores, social media and trade shows. To provide a consistent shopping experience to your customers across all these channels, the omni-channel experience, it is imperative for these channels to talk to each other. Hence, it is important to keep this mind and take an informed decision.



Conclusion

It is an irrefutable fact that the mobile devices are playing and will continue to play a crucial role in driving sales for your business. Mobile devices have enabled consumers to be online 24 * 7 compelling retailers to follow the suite and be available anywhere anytime. They have changed the way we live, shop, connect and work. They not only make shopping convenient but also provide consumers with options that were previously not possible.

Currently, while the shift is happening from eCommerce to mCommerce the future may harp on a perfectly complementary combination of not just these two but all our sales mediums. The completion of the purchase by a consumer will depend on the context, the manner of purchase and the location. It could be online research, and offline purchase which the customer may be expected to perform with the multiple devices he holds. Now, this calls for a potentially efficient network of both devices and services that works together seamlessly for completion of a sale. Not to mention the presence of a constant Omni-present user who expects remarkably high standards of shopping online.





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About i95Dev

i95Dev is an end-to-end eCommerce product and services company specializing in designing, developing, and maintaining B2B/B2C ERP integrated omni-channel eCommerce solutions. i95Dev's eCommerce solutions are powered by industry leading shopping carts such as Adobe Magento, BigCommerce, and Shopify.

We are a leading systems integrator supporting complex eCommerce integrations with various ERPs, POS, CRM, Mobile, and Social Applications. Our integration products for Magento and Microsoft Dynamics (Dynamics 365, Business Central, GP, AX, and NAV), SAP, and SAGE ERPs are globally recognized.

i95Dev's products and solutions enable retailers, distributors, and manufacturers to utilize current and emerging technologies such as mobile, social media and marketplaces, to reach more clients efficiently.

With a strong workforce of 300+ eCommerce enthusiasts, spread across Australia, India, and USA, i95Dev has helped energize digital commerce initiatives of clients across 25+ industries and 15+ countries.



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