

Join Usablenet experts for a **Google Hangout** and **Live Q&A** as they discuss the **importance of testing for Peak Readiness.**

Date: August 23, 2016

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Time: 11 AM EST

IN THIS ISSUE

What We're Reading

Pokémon Go: The Beginning of Mixed Reality E-Commerce



The record-breaking success of Pokémon Go has lit a fire under retailers to take initiative toward augmented reality-driven, immersive customer experiences. AR will drive [\\$2.4 billion in revenue](#) by 2019, and would increase the [likelihood of purchase](#) for 75% of customers. The opportunity in augmented reality is huge, and top brands are catching on quickly. Sprint has purchased Pokémon Go lures to [attract gamers](#) to its storefronts. Ikea has released an AR catalog app. Wayfair has launched WayfairView: an app allowing shoppers to use AR to ["view" pieces of furniture in their homes](#) and determine how they would fit and look. This growth in AR will only continue as the competition to get it right heats up. More [here](#) on how Pokémon Go will accelerate the adoption of AR in retail.

Biometrics May Be A Key Driver of the Internet of Things



Advanced biometrics can address brands' current and future woes with faster processes, better security, more personalization, and increased convenience. [Over 80%](#) of cart abandonment occurs at the checkout or payment stage, yet [only 54% of brands](#) have plans to implement biometrics to streamline customer journeys. Customers, on the other hand, are ready and willing. Four of five prefer biometrics over password entry, and brands must take a future-facing approach to tap this opportunity. The USAA app, which accurately verifies facial ID [10x faster than voice ID](#), has been adopted by 1M members. Brands should follow suit in order to be equipped to leverage biometrics to drive smart-connectivity in the future. More [here](#) on biometrics' potential role in the IoT.

Start Testing for Peak Now to Keep Up with Emerging Technology



Emerging technologies will impact shoppers' behaviors and require a never-before-seen amount of testing for connected devices, especially during peak seasons. [Customers are embracing voice](#), social commerce, and virtual reality in e-commerce. Mobile payments alone will see a [210% increase](#) this year. Customers will be using more technologies, but will still expect brands to identify them and personalize their experience [across all devices](#). Retailers, however, have not mastered even the basics of connected experiences: 40% struggled with executing click-and-collect during the 2015 holidays ([NRF](#)). Stakes are high and a lack of preparedness will be costly. [Join our Google Hangout](#) (August 23rd, 11 AM EST) for a panel discussion and live Q&A for tips on ensuring your peak season goes off without a hitch.



Coverage and conversation

Resources

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