Usablenet

Industry Bites

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

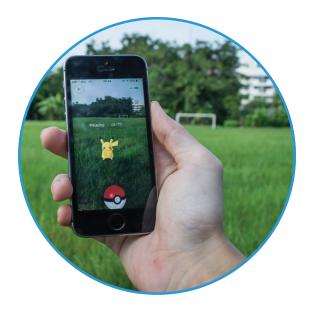
Date: August 23, 2016

Mark your Calendars

Time: 11 AM EST

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 <u>\$2.4 billion in revenue</u> 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 <u>here</u> 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. <u>Over 80%</u> of cart abandonment occurs at the checkout or payment stage, yet <u>only</u> <u>54% of brands</u> 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 <u>10x faster than voice ID</u>, 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 <u>here</u> 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.



Resources

Missed our last newsletter? Download our Customer Experience Special Edition

Blog: The Secret to Effective UA Testing

Case Study: Xoom

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