Usablenet

Industry Bites

67% of consumers

Move between devices when they're shopping online—and 98% of those switch between devices in a single day.

Source: SmartInsights

Fast Fact: B2B brands are on the road to digital sophistication. Spending on IoT technologies is predicted to reach $267 billion by 2020.

— Forbes

IN THIS ISSUE

What We're Reading

## Every Brand Should Already Be Mapping the Customer Journey
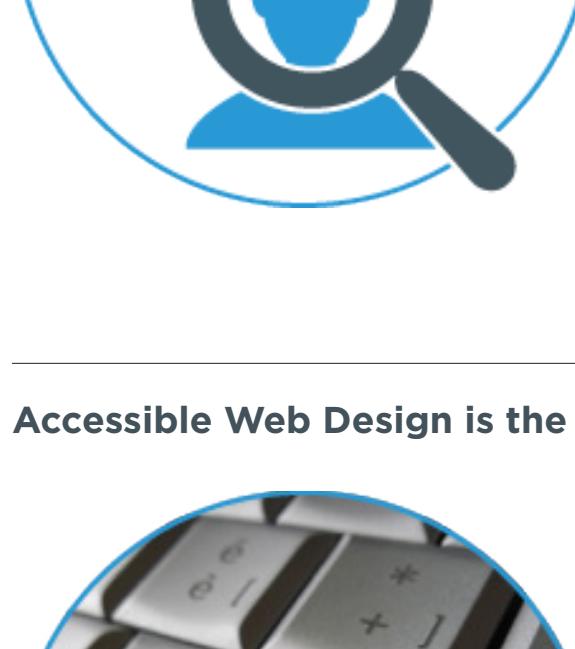
Customer journey mapping is a boon for brands hoping to pinpoint areas of opportunity and capitalize on customers' digital sophistication. Still, many fail to even get started, and over 40% of brands have no more than a basic understanding of their customers' purchase paths. Nonetheless, the potential benefits are extensive; brands implementing journey mapping have seen 13x greater cross- and up-sell revenue, faster sales cycles and 50% greater ROMI. Emerging technologies will only make successful mapping more of a challenge for those who continue to wait. These maps must change as the business and its users do, keeping brands that haven't yet started worried about how they can keep up. More from Entrepreneur on eliminating key barriers and making journey mapping easy for brands today.

Accessible Web Design is the Key to a More Inclusive Future
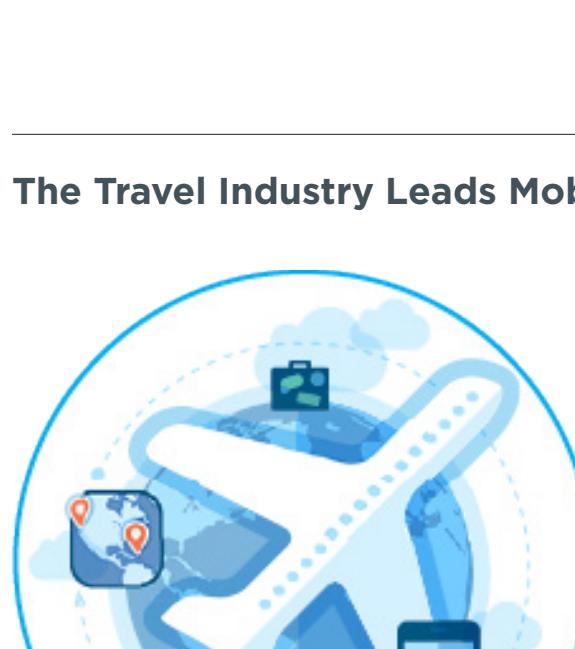
While it has long been a legal and social responsibility issue, many are now thinking about the importance of web accessibility from a UX and web design perspective. Web designers who do not focus on the design needs of disabled users "ultimately fail on a global scale." Unfortunately, many of the UX errors that make or break the usability of a site for a disabled user are overlooked, including font style and color contrast (of particular importance to colorblind users: 10% of the visually-impaired community). Brands must be sure to think about the web from the perspective of those who will use it, and optimize the experience for all from the get-go. Otherwise, they risk facing customer dissatisfaction and brand degradation as a consequence. Learn more here on how inclusive design can benefit your business.

The Travel Industry Leads Mobile-First Digital Innovation
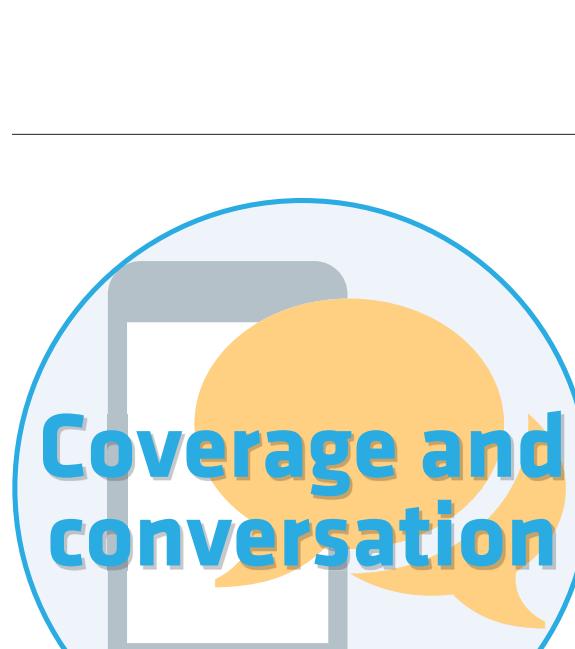
The travel industry is no stranger to innovative ideas or embracing new technologies, but today, this opportunity goes beyond the basics and into leveraging things like AI, virtual reality, wearables and the IoT to improve travel experiences as a whole. This year, things like booking travel via a chatbot or customizing travel experiences using digital assistants will be "the new normal" – and it's all mobile-first (Google). By 2020, more than 85% of airlines want to rapidly increase the amount of "technology-driven change" made to improve CX. With a predicted 26 billion devices on the IoT by then, it is likely that it will spark ideas for even more new ways to innovate travelers' interconnected digital experiences. More from Tnooz on how digital disruption has become the standard in travel.

Coverage and conversation

Resources

The U.S. Access Board Adopts WCAG 2.0 Standards

Usablenet blog: Why map the customer journey?

In case you missed it, download last month's edition of Industry Bites

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