

**FAST FACT:**

**“Comparing 2014 to 2013, consumers in the United Kingdom spent 414% more in mobile apps on iPhones and 306% more in mobile apps on Android smartphones on Black Friday.”**

- INTERNET RETAILER

**FAST FACT:**

**41% of Cyber Monday online retail traffic in the US came from smartphones and tablets, compared with 30.1% in 2013. While online traffic from smartphones on Cyber Monday was over twice that of tablets, tablets accounted for more sales than smartphones.**

- IBM VIA EMARKETER

**IN THIS ISSUE:****What We're Reading****Black Friday Weekend Roundup: A Mobile Win for the Record-Books**

Shoppers got a head start on this year's shopping season: the first in which mobile accounted for more than half of all online retail traffic on Thanksgiving Day ([TechCrunch](#)). 55.1 percent of U.S. holiday shoppers were in stores and online over the weekend, and in the U.K., the influence of the U.S.-based retail frenzy was clear ([NRF](#)). Mobile orders on Black Friday tripled from the previous record ([The Guardian](#)). Black Friday also surpassed Cyber Monday spending for the first time in the U.K. ([Telegraph](#)). Mobile proved to be this year's star, making up one-third of all U.S. online sales, almost half of U.S. online traffic and informing shoppers' purchasing decisions. Insights into the holiday shopping weekend's trends are available from [Forbes](#).



## Mobile Must Keep Up with the Holiday Travel Haste

Holiday travel this year is expected to reach the highest volume recorded by AAA since 2001, with an estimated 98.6 million Americans taking to the roads and skies this year-end ([AAA](#)). As the bustle of the holiday travel season approaches, travelers' tolerance for poorly performing mobile channels, a deciding factor in choosing how to book a trip, is dwindling. According to a recent study, 57 percent of participants went as far as to say that dealing with a bad app or website is "worse than dealing with the TSA": putting poor mobile performance among the ranks of the most notoriously frustrating and vilified experience within travel. Read more about holiday traveler preferences and behaviors at [Tnooz](#).



## Wearables: Ready for Takeoff?

The possibilities for wearable technology have only grown as widespread adoption becomes more likely. Research findings from [Forrester](#) indicate that 45% of U.S. and 32% of European adults surveyed expressed interest in getting a wearable device. This surge in demand could be an indicator of frustration with current devices, as 40% of U.S. respondents agreed that they are "tired of pulling [their] mobile phones out of [their] pockets all the time." As the wearable device market expands, wearables may very well be poised to take off. Further details on the predicted trajectory for wearables are available [here](#).

## Usablenet / Client Spotlight

[Usablenet Travel Infographic E-Book](#)

[Hilton Will Feature Keyless Room Entry by Early 2015](#)

[American Airlines Beta-Tests Beacons to Aid Passengers](#)

[What Resolutions Should Marketers Make for 2015?](#)

[Virgin America: Improving the In-Flight Experience with Mobile](#)

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