



About our Mobile Playbook: Mobile customers struggle with sites that are difficult to navigate, are not well-designed, or that make it hard to complete a purchase. Our Playbook suggests strategies that address these gaps, improve user satisfaction and drive conversions on mobile.

[Download the Playbook](#) for tips to improve your mobile experience, a comprehensive cheat sheet to guide you, and case studies of leading brands who've gotten it right.

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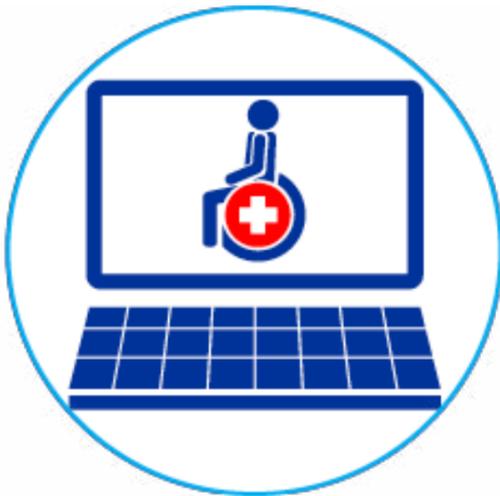
What We're Reading

Mary Meeker Highlight: Reimagining eCommerce Through Voice



Beyond anticipated topics like social commerce and automated cars, perhaps the most impactful insight of Mary Meeker's 2016 Internet Trends Report was on the [potential of voice technology](#) in e-commerce. According to Meeker, speech-driven search is already on the rise, and will make up nearly 50% of online searches within [the next 5 years](#). Looking ahead, voice technology will make experiences faster, allowing users to search and purchase at the speed of voice: 150 words per minute (nearly 4x faster than the average person can type). [Voice assistant usage](#) has doubled since 2013 and by offering convenient and context-driven experiences, voice technology has potential to change the face of the IoT. More [here](#) on how the competition to get voice technology right is heating up.

Time to Act: Web Accessibility Triggers 45 Lawsuits in 2016



Despite having no legal accessibility requirements in place yet, the rise of litigation against brands with non-complaint sites is skyrocketing. [Hundreds of demand letters](#) have been sent and over 45 lawsuits have been filed in the last year alone, detailing requirements and timelines for compliance. For airlines, the deadline to act is quickly approaching. [By June 30th](#), airlines will be required to take steps toward making all core flows on their site fully accessible within two years. Ensuring accessibility, particularly for sites with complex functionality, is bound to be [a major challenge](#). Brands of all sizes and industries are running out of time to get it right. For more on how Usablenet can help you get your web accessibility efforts started, [visit our website](#).

How Missing the Mark on App Personalization Costs Retailers



Retailers understand the vitality and potential of mobile apps, but still struggle meet customer expectations for in-app personalization. Most brands are prioritizing mobile personalization, yet [60% of mobile app users](#) are disappointed by retailers' app experiences and would abandon the brand for a competitor as a result. This year, increased personalization in-apps is a top expectation for 40% of mobile users. When executed well, the benefits of [mastering app personalization](#) include higher conversions, better user retention and increased revenue. In fact, nearly 40% of brands [leveraging personalization](#) have seen their conversion rates jump as high as 30%. For tips on launching a mobile app that drives results, download our [2016 Mobile App Guidebook](#).



Brand Insights

[Hilton integrates Google Maps to offer digital floorplans](#)

[Webinar Replay: Mobile-Driven Strategies for Digital Transformation](#)

[Case Study: Liz Earle](#)

[Webinar Replay: Learn The ABC's of the WCAG](#)