



Commerce In a mobile world

Steven Scarborough • 11/10/2017



A bit about me

Focus

User Experience Design

Currently with

Gulfstream Aerospace

Connect

@sdscarborough

(Abbr.) History of eCommerce



Electronic Data Interchange (EDI)

Created in the 1960s

- Purchase Orders
- Invoices
- Railroad Industry, first adopters

Widespread in the 1990s

- Concept of eCommerce
- Sears, Target, required EDI from suppliers
- FASA Act in 1994 required use by US Gov

Birth of Online Shopping

Invented in 1979

- Credited, Michael Aldrich in Sussex
- Tired of driving to the market
- Used 26" television, telephone line





The Web Expands

Early 1980s–2012, Minitel

- By, France Telecom
- Train reservations, stock prices, telephone directories, 1984 LA Summer Olympics Overnight in France

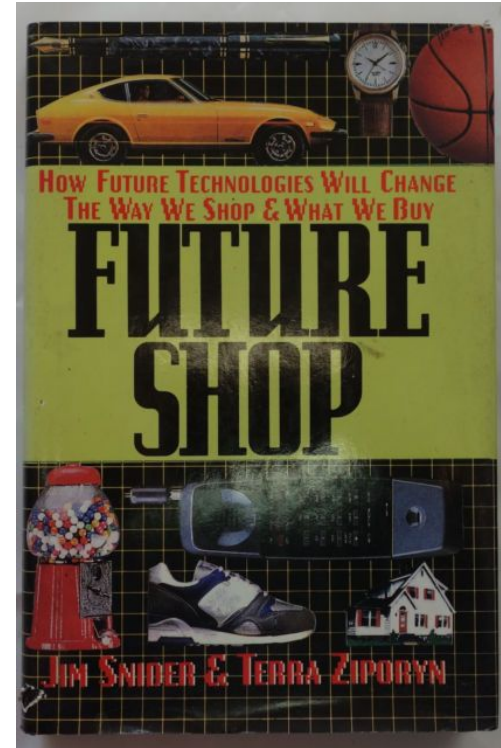
1990, World Wide Web

- Tim Berners Lee created first world wide web server and web browser on a Next Computer

Future Shop, 1992

How Future Technologies Will Change the Way We Shop & What We Buy

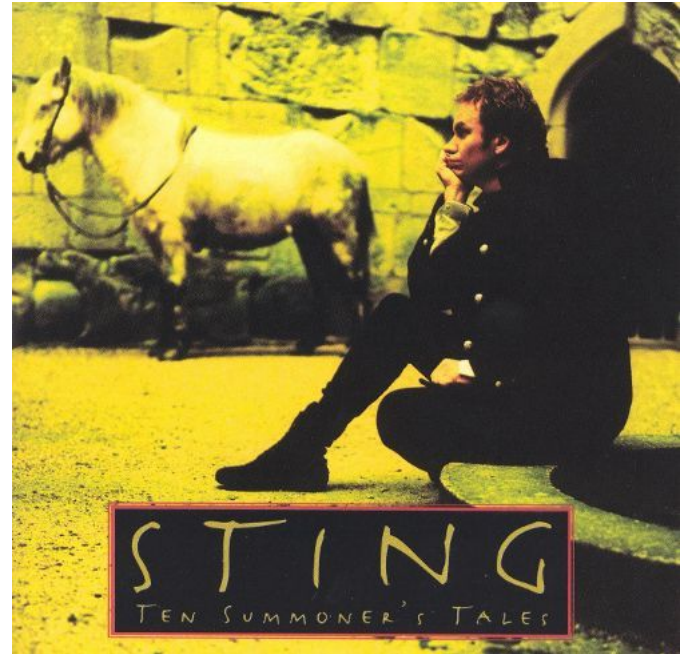
- Jim Snider & Terra Ziporyn



First Digital Purchase

NetMarket, August 11, 1994

- Ten Summoner's Tales, Sting
- \$12.84, plus shipping
- First eCommerce site



Consumer Shopping

Amazon.com, 1995

- First job posting, August 21, 1994
- Beta Purchase, April 03, 1995
- Launched, October 04, 1995

Source: <http://www.firstversions.com/2016/07/amazon.html>



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YOUR ACCOUNT

Check the status of your orders or change the email address and password you have on file with us. Please note that you **do not** need an account to use the store. The first time you place an order, you will be given the opportunity to create an account.

Amazon job posting

Bezos was an animal

- Extremely talented, pioneer, must have, large & complex (yet maintainable), one-third time people think possible, motivated, intense, interesting

Source: <http://www.firstversions.com/2016/07/amazon.html>

mi.jobs

Message from discussion [Well-capitalized Seattle start-up seeks Unix developers](#)

Jeff Bezos [View profile](#)

[More options](#) Aug 21 1994, 11:15 pm

Well-capitalized start-up seeks extremely talented C/C++/Unix developers to help pioneer commerce on the Internet. You must have experience designing and building large and complex (yet maintainable) systems, and you should be able to do so in about one-third the time that most competent people think possible. You should have a BS, MS, or PhD in Computer Science or the equivalent. Top-notch communication skills are essential. Familiarity with web servers and HTML would be helpful but is not necessary.

Expect talented, motivated, intense, and interesting co-workers. Must be willing to relocate to the Seattle area (we will help cover moving costs).

Your compensation will include meaningful equity ownership.

Send resume and cover letter to Jeff Bezos:

mail: be_@netcom.com
fax: 206/828-0951
US mail: Cadabra, Inc.
10704 N.E. 28th St.
Bellevue, WA 98004

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"It's easier to invent the future than to predict it." -- Alan Kay

[Reply to author](#) [Forward](#)

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Mobile Access is Born

Nokia 9000 Communicator

- First mobile phone with internet
- Launched in Finland in 1996
- Limited access, high-priced operators



Apple changes everything

iPhone 2G

- Announced January 09, 2007
- Released June 29, 2007
- Responsive Web is “born”

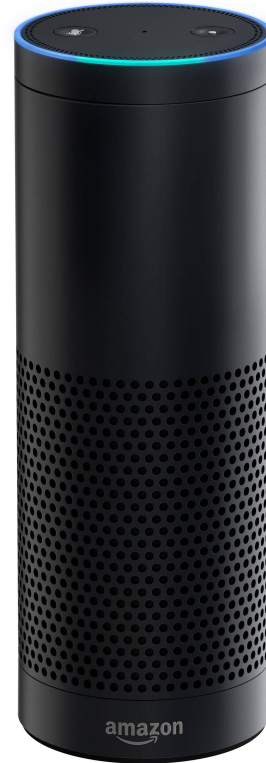


Amazon joins the family

Amazon Echo

- Released November 14, 2014
- Voice activated purchasing
- Streaming music
- Knock-Knock Jokes

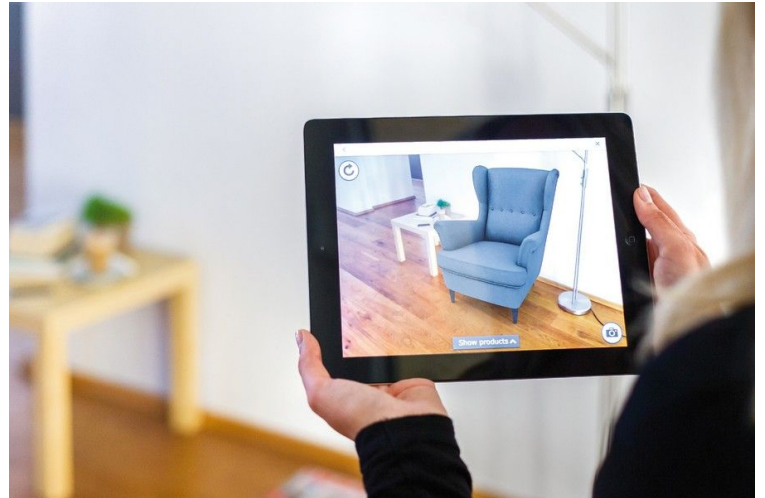
Source: amazon.com



Apple catches up

AR Kit + Ikea Place

- iOS 11 release, 2017
- Place furniture in your home
- It just works, finally

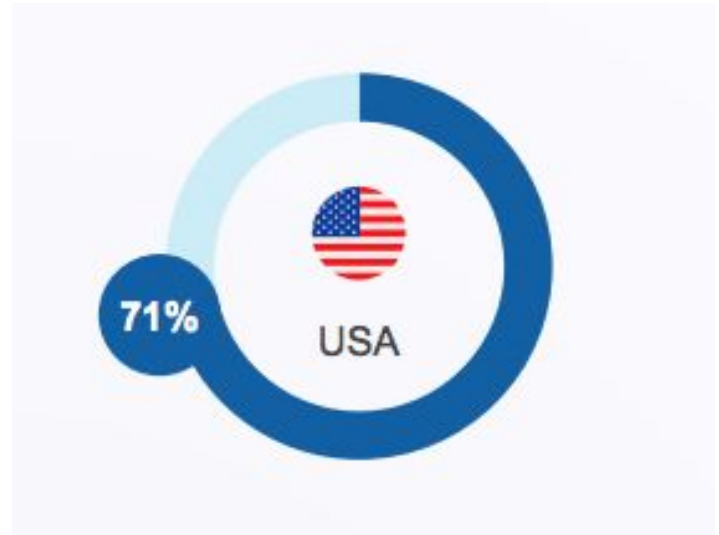


Mobile's Living Its Best Life

Mobile's Moment

71 % of digital minutes

- Of the total time spent online, 71% of that was on a mobile device



App's Year

87% of that was apps

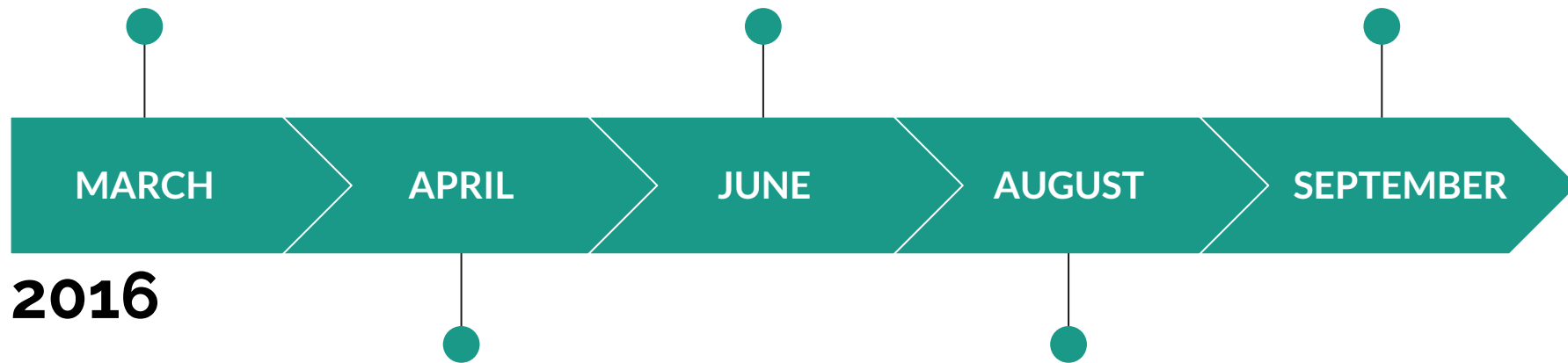
- Of the 71% of time spent on mobile devices, 87% of that was spent on mobile apps



US mobile minutes exceed 1 billion for the first month ever

Mobile apps surpass 50% of all digital time in the UK

7 out of 10 Brazilian internet users now access via mobile in a month



2016

US consumers spend 2x as many minutes on mobile as desktop for first month ever

30% of Spanish internet users no longer access via desktop in a month



Don't Be Evil, Top 8 Apps

Facebook #1

Facebook Messenger #2

Instagram #6

SnapChat #9

Pandora #10

You Tube #3

Google Search #4

Google Maps #5

Gmail #7

Google Play #8

Mobile Spending Trends



U.S. Quarterly Online Retail Spending

\$63.1 Billion

Desktop, 2013 Q4

\$86.6 Billion

Desktop, 2016 Q4

\$8.3 Billion

Mobile, 2013 Q4

\$22.7 Billion

Mobile, 2016 Q4



2016 Y/Y Retail Spending Growth by Channel

+47%

mCommerce

+14%

eCommerce

+5%

Total Discretionary Retail



Mobile's Conversion Gap, 2016

Time Spent

33%

Desktop

67%

Mobile

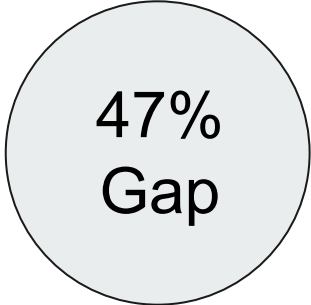
Dollars Spent

80%

Desktop

20%

Mobile



47%
Gap



Total Retail \$\$\$ Digital Commerce Growth

Jewelry & Watches: 39%

Furniture, Appliances: 26%

Video Games, Consoles: 24%

Flowers, Greetings: 24%

Apparel & Accessories: 20%

Consumer Packaged Goods: 17%

Toys & Hobbies: 16%



Top 5 Reason's Mobile Doesn't Convert

Security concerns

20.2%

Can't compare products

19.6%

Cannot see product details

19.6%

Too difficult to input details

18.6%

Navigating is difficult

19.3%



Thank you.

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