

MOBILE WEB AND APPS – DELIVERING THE RIGHT EXPERIENCE
TO THE RIGHT CUSTOMER

DAVE SLOCOMBE – HEAD OF MOBILE



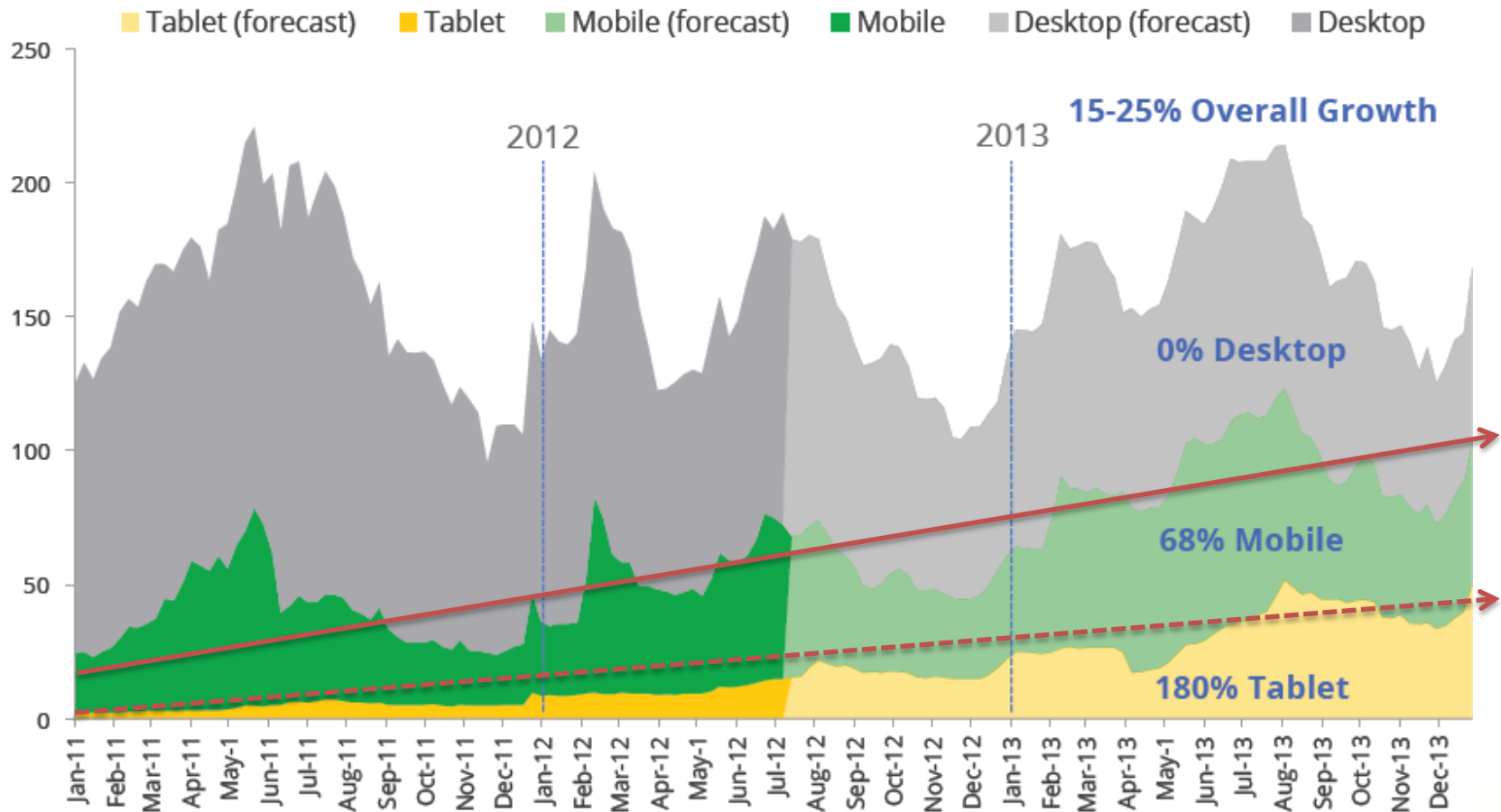
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TRAVEL GROWTH

Query Growth Driven by Mobile and Tablet

Indexed Travel Query Volume on Google by Week



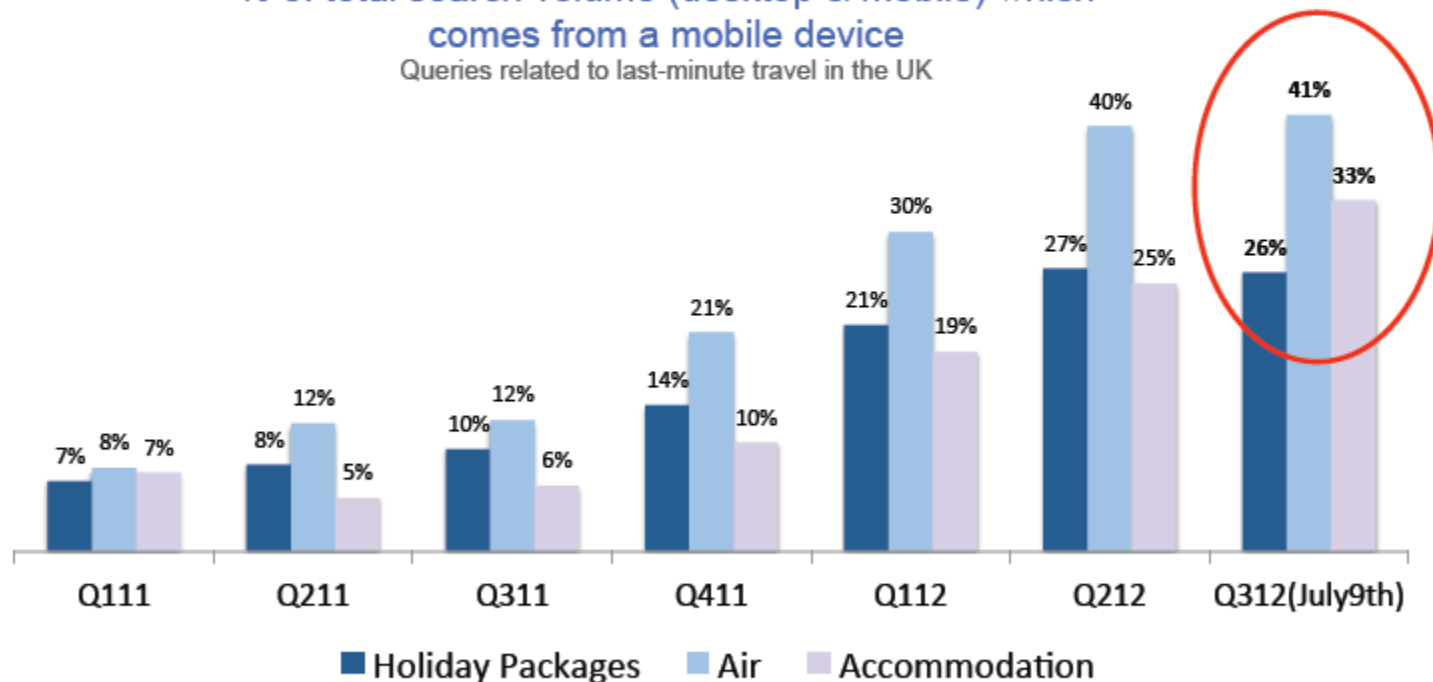
LAST-MINUTE SEARCHES



Last-minute has gone mobile

% of total search volume (desktop & mobile) which comes from a mobile device

Queries related to last-minute travel in the UK



*Mobile ~ tablets and smartphones

Insight: Last minute search volume has increased significantly on mobile devices in Q212 and especially in the first week of July

GROWTH SNAPSHOT



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**100 – 200+ % yoy
Western Europe**

GROWTH IN MOBILE UNIQUE VISITORS 10.11 – 8.12 [10 MONTH PERIOD]

MOBILE STRATEGY

When booking travel on a mobile device,
travelers tend to book via mobile browser

How travelers use mobile to book travel

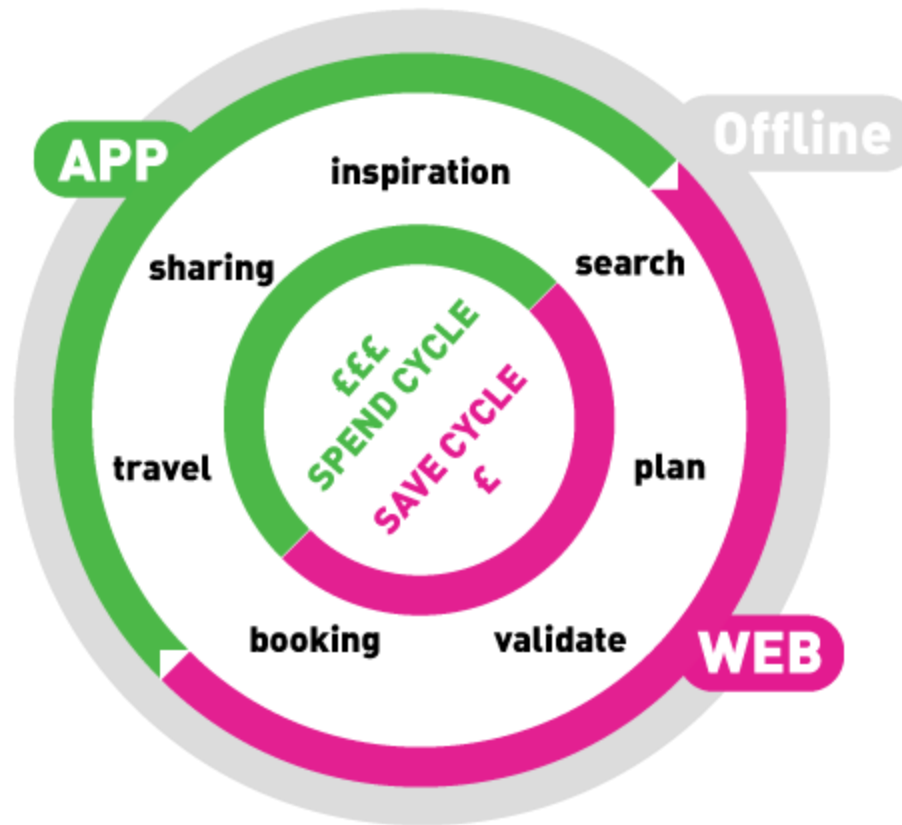
google

	Using apps		Using mobile browser	
	Leisure (377)	Business (354)	Leisure (377)	Business (354)
Overnight accommodations	12%	17%	40%	36%
Air travel	10%	17%	38%	35%
Car rental	7%	14%	33%	33%
Travel packages	6%	10%	27%	26%
Destinations	5%	7%	13%	21%
Vacation activities	5%	10%	23%	26%
Cruises	3%	7%	15%	17%

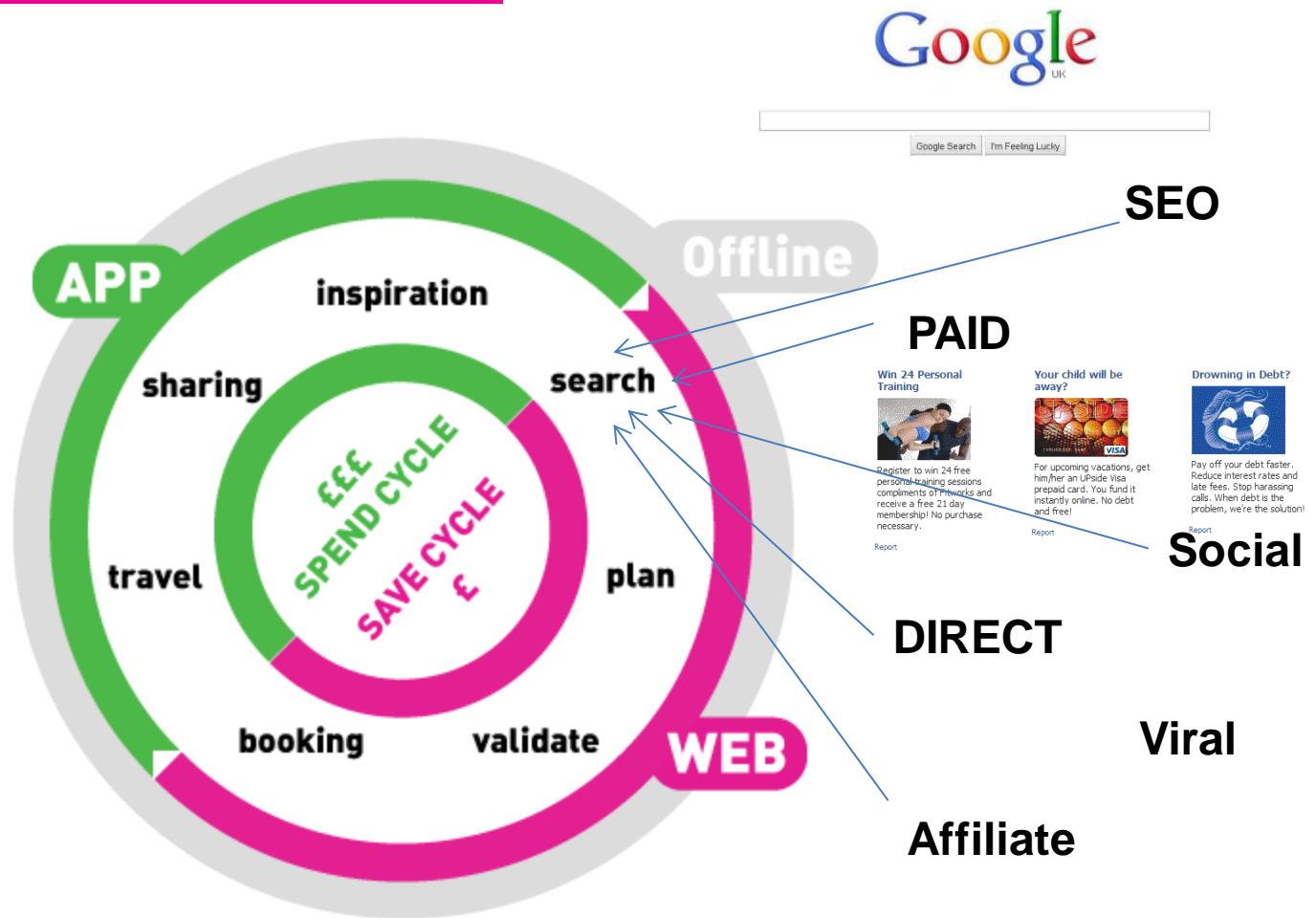
Focus on acquisition through mobile website and optimising the experience
to improve conversion for our current customers

KNOW YOUR CUSTOMER LIFECYCLE

CUSTOMER LIFECYCLE WHEEL



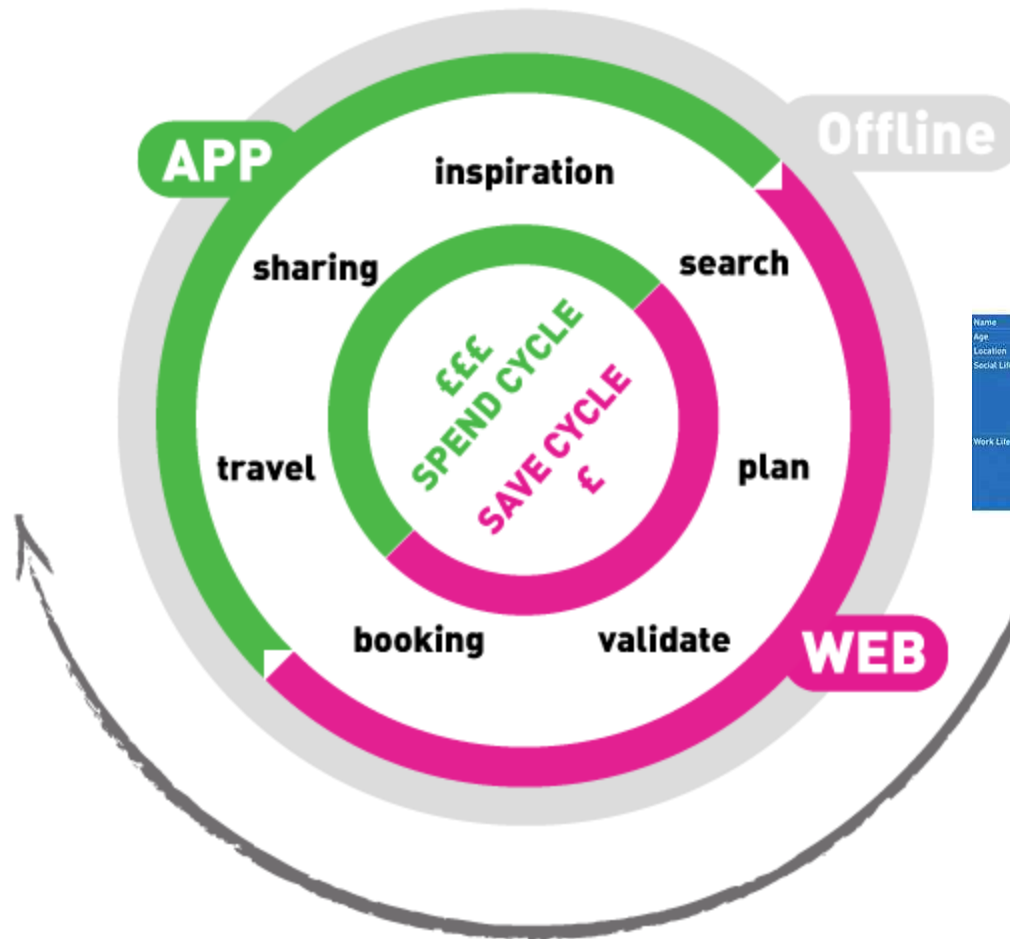
CUSTOMER LIFECYCLE



Understand your mobile traffic
Use web analytics: which devices, traffic, referrers

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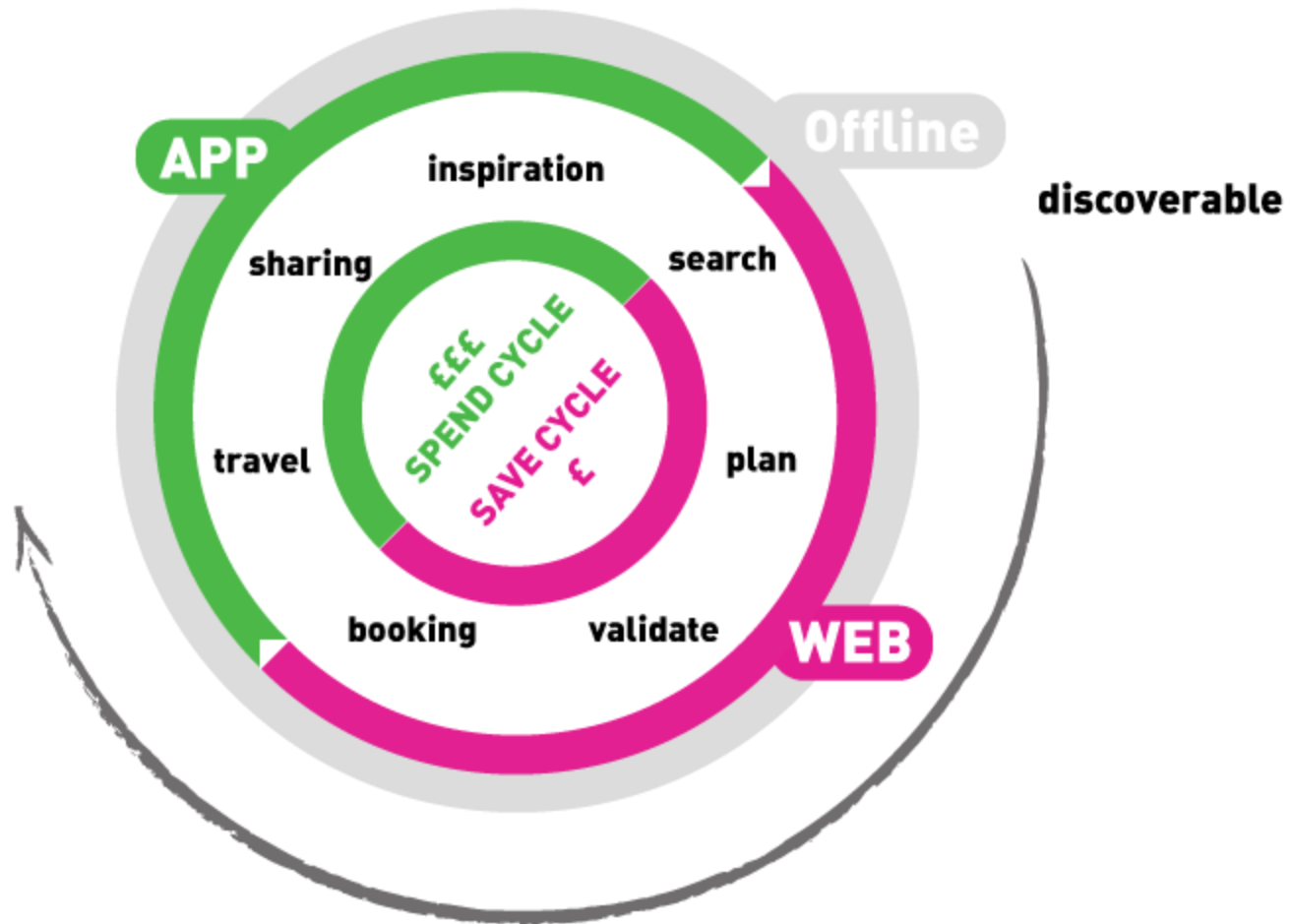
LIFECYCLE MOBILE WEB TO APP



	The researcher	The Sysadmin	The OSS developer	The CS student
				
Name	Alexander Wedl	Donald M. Berry	Kristian Larsson	Eric Neville
Age	30	30	28	24
Location	Germany	US	Sweden	France
Social Life	Alexander lives with his pet-friend in a flat in Hamburg.	Donald lives with his wife and 1-year old daughter in a house in Portland.	Kristian shares an apartment with two friends in Stockholm. His girl-friend lives in Uppsala. They see each other every weekend.	Eric lives with his parents in a small city close to Lyon. He visits the university there. Often, he stays at his friend's apartment for playing PC games and programming.
Work Life	He works at centre for environmental systems research and designs plans for replacable energies in a EU-funded project.	He is a lead system administrator in a huge network solutions company in Portland.	A software developer with a dayjob in a medium-sized software company. Works on KDE in his spare time.	He is a student of computer science. Besides university, he performs small programming jobs for people in his neighbourhood.

Look to identify your high value cohort and understand their motivations.

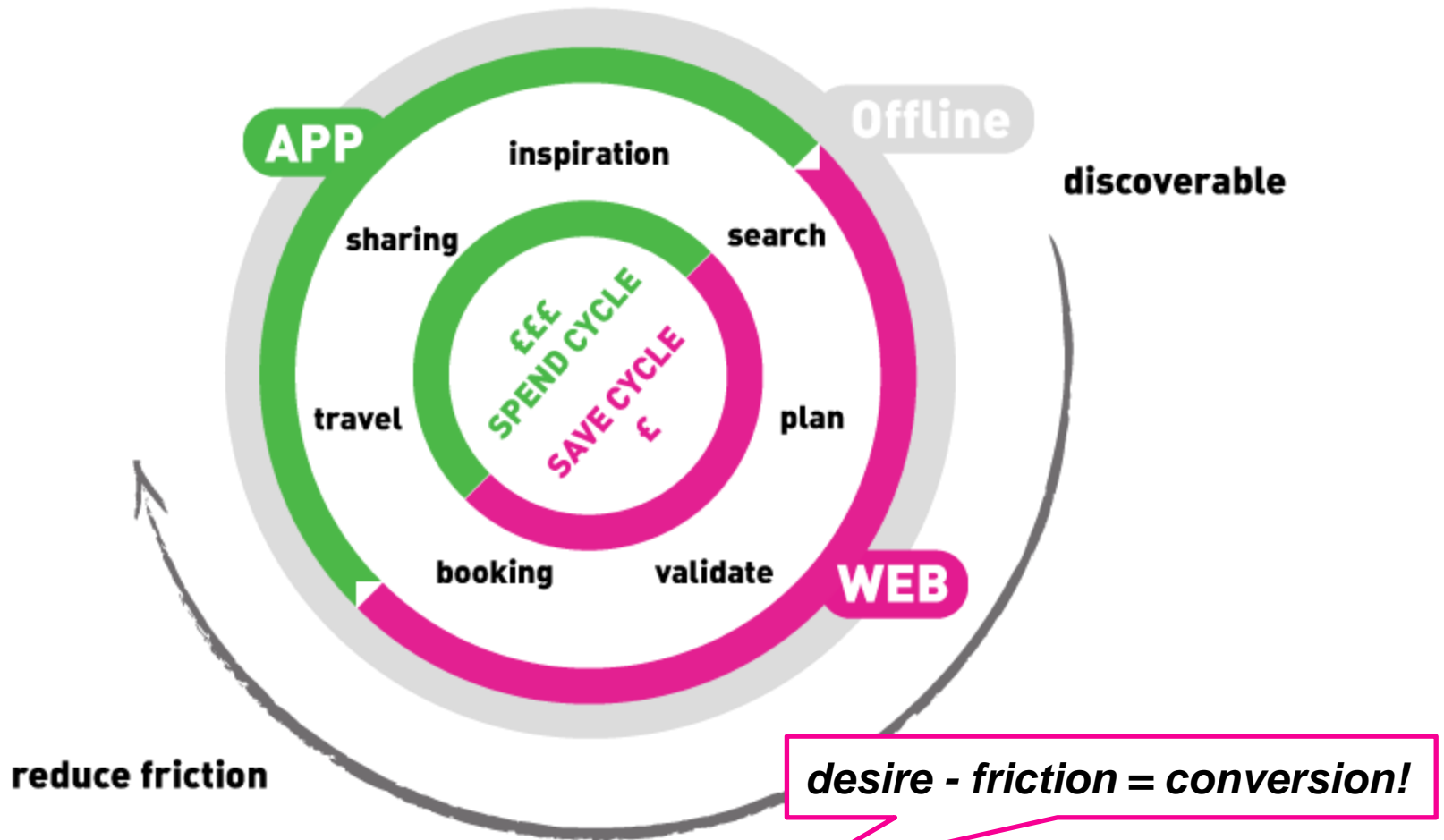
WEB DISCOVERABILITY



Optimise your website for mobile traffic
Advertise in search, social, affiliate channels,

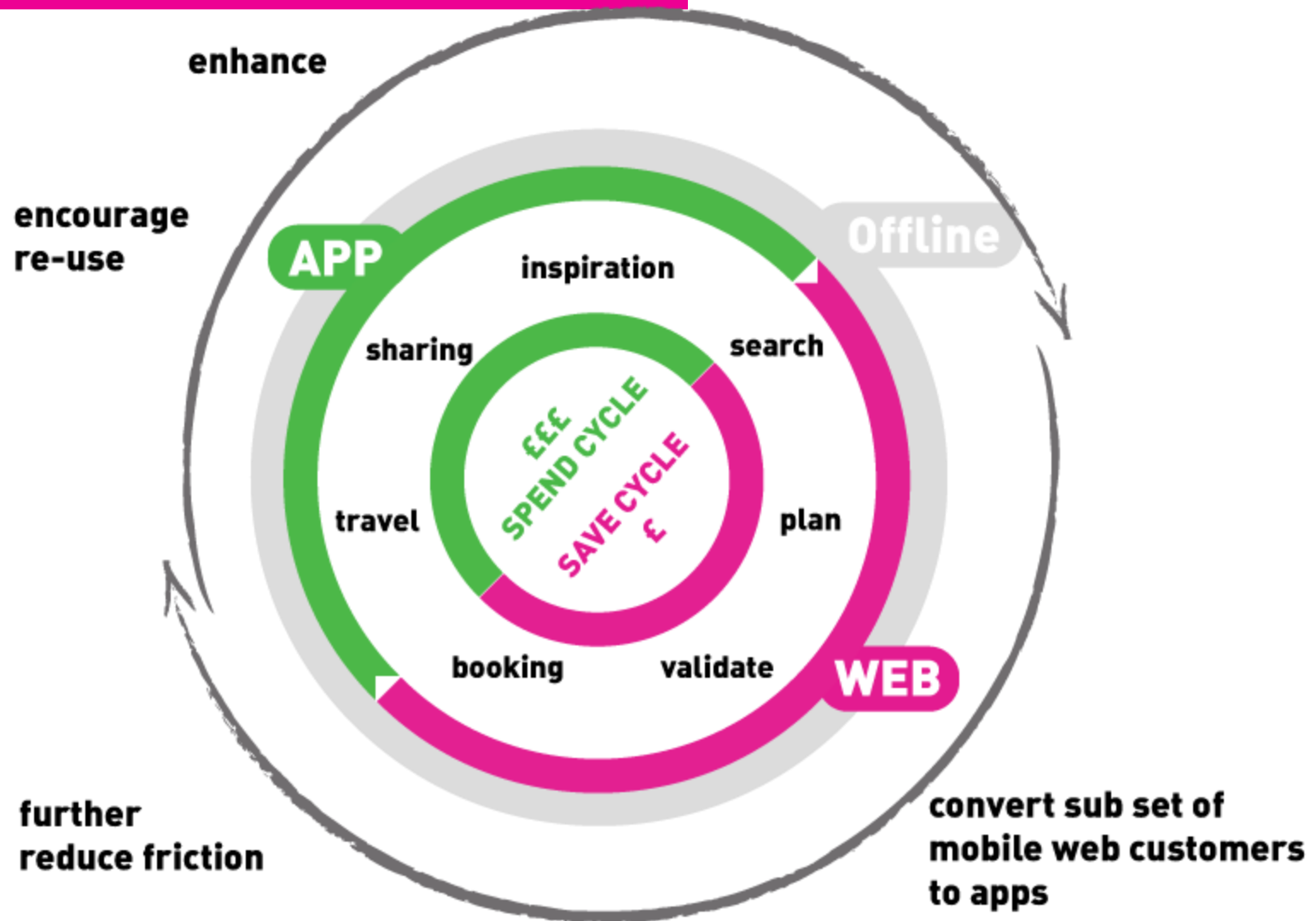
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REDUCING FRICTION



KISS – Keep it simple stupid!
Do one thing well and focus on optimising it

CONVERTING FROM WEB TO APP



Understand the value of an app vs mobile web to your customers, create a deeper relationship

KNOW YOUR CUSTOMER'S CONTEXT

DIFFERENT DEVICE CONTEXTS

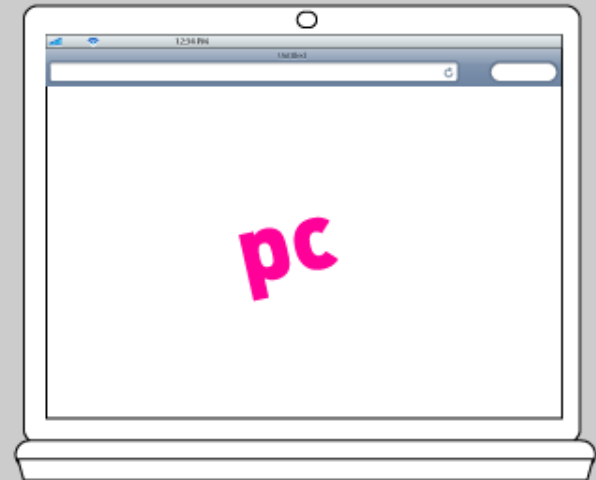
Always with you
Personal
In store
Location aware
Last-minute
purchases



Travel companion
Couch surfing
Shop browsing
Larger purchases



Travel companion
Couch surfing
Shop browsing
Larger purchases



**UK restaurant
locations**

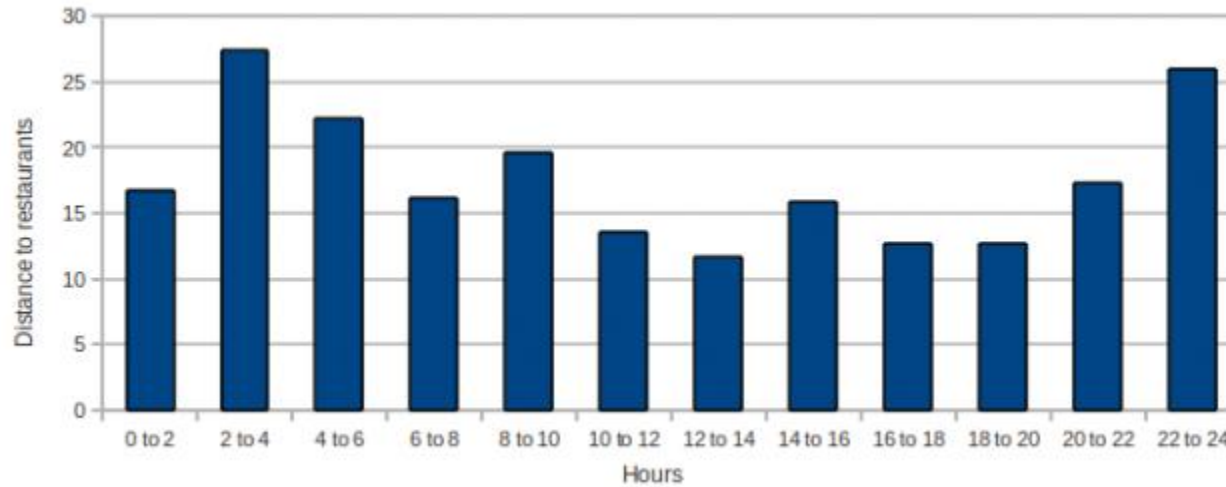


**user searches
for restaurants**

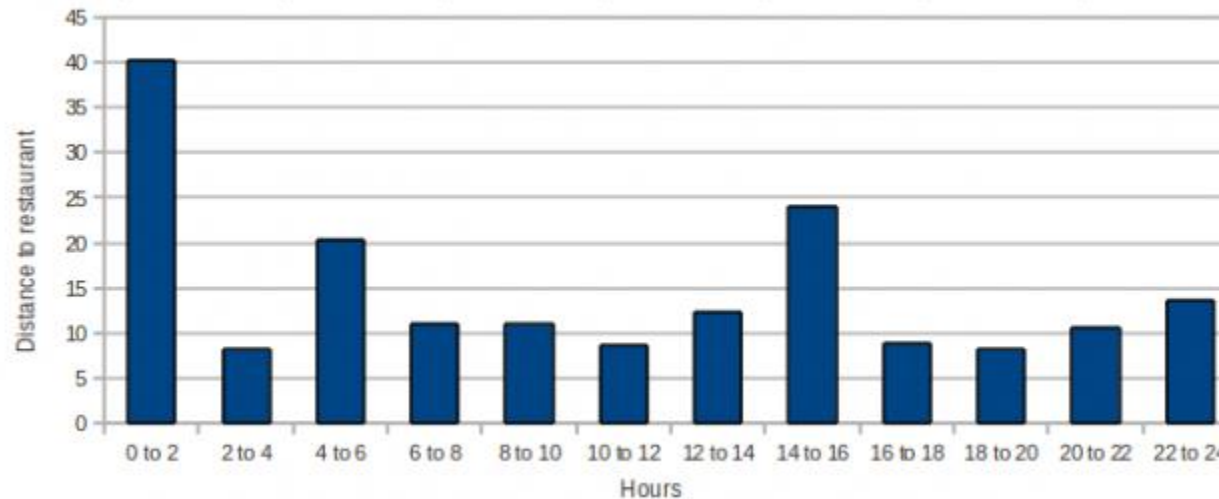


SEASONAL SEARCH DISTANCES

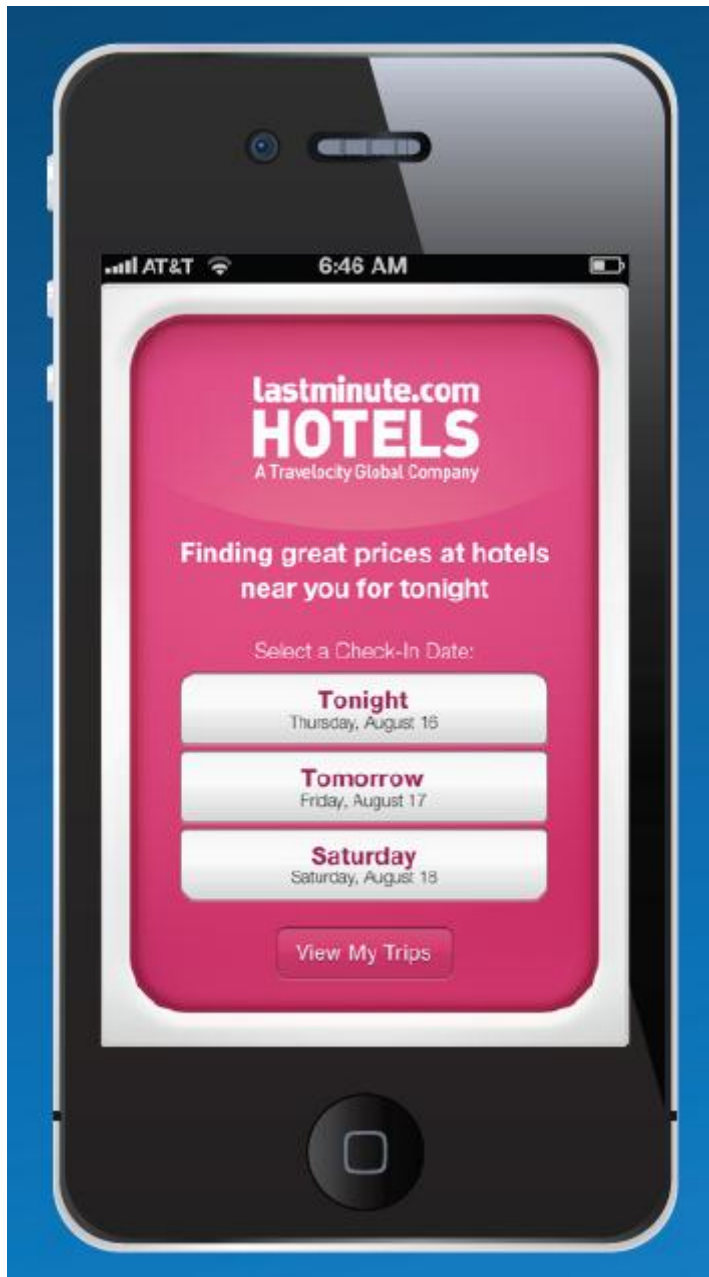
April May June



Oct Nov Dec

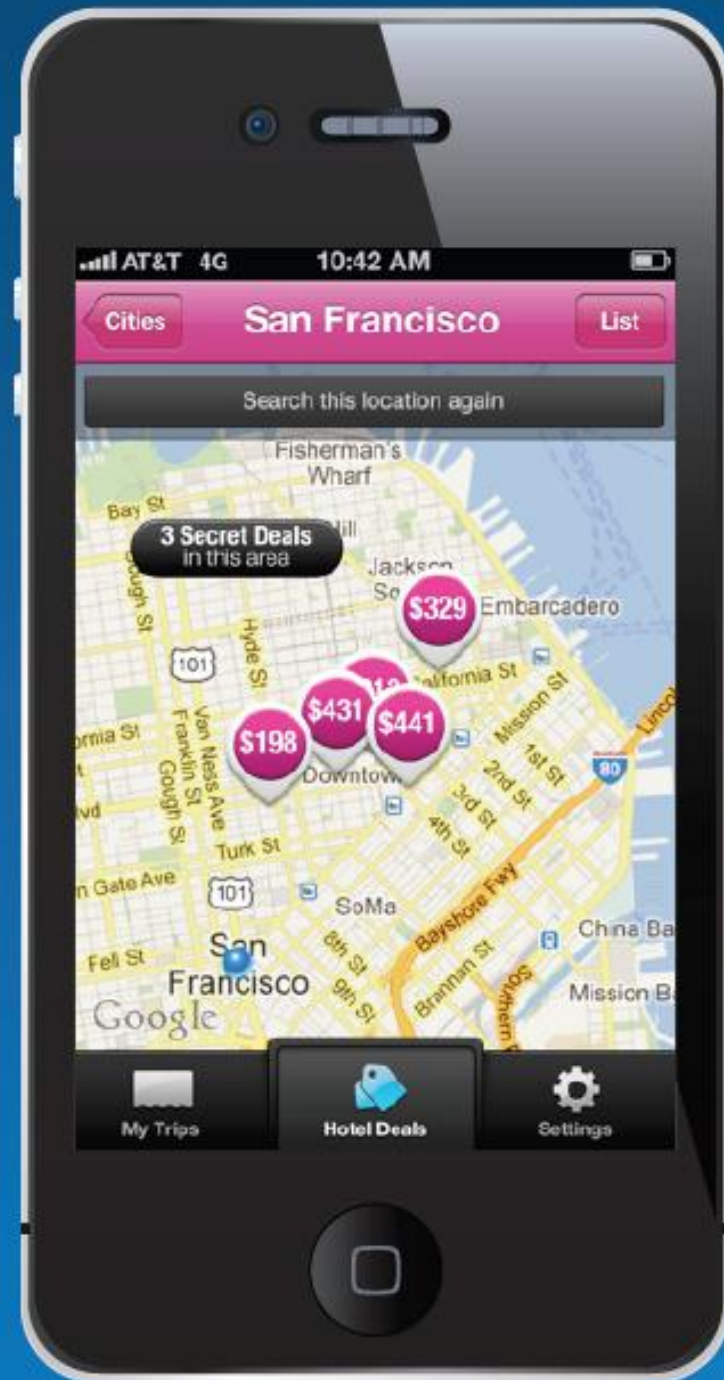


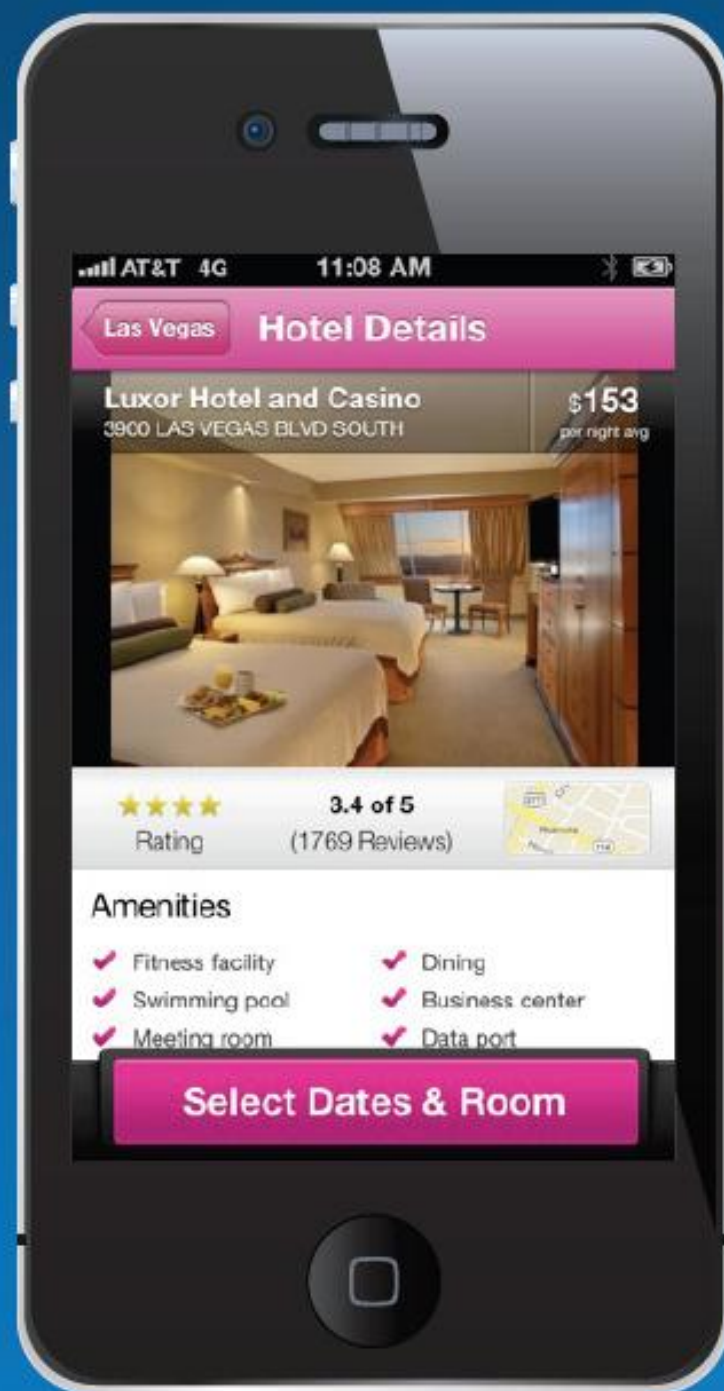
DO ONE THING WELL



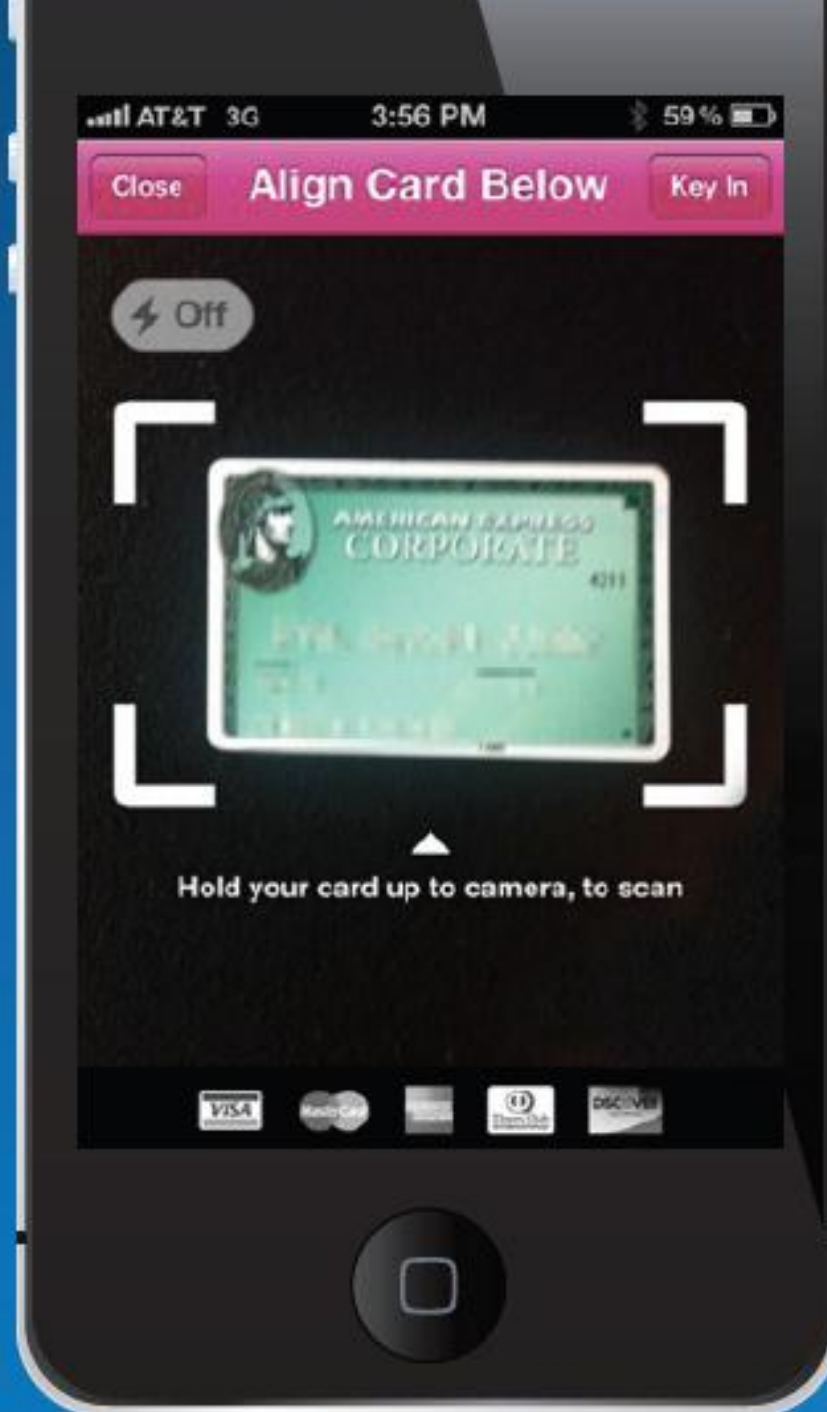
Reduce friction
KISS!







DELIVER WOW



**Reduce friction
Faster checkout**

**Deliver Wow
new technology =
a better user
experience**

DELIVER WOW



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PUT THE CUSTOMER FIRST

GET
OUT
OF THE
BUILDING

lean**startup**machine

CUSTOMER INSIGHT



Guerrilla Testing



In house

Challenge: Get from 80 (worthless) concepts
to 3 – 5 high value solutions, tested with customers
as fast as possible i.e. 1 week

Solution:

POP UP STUDIO!

POP UP DESIGN STUDIO

Iteration wall

THERE IS
NO TIME LIKE
THIS MINUTE!

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EXISTS FOR ONE REASON AND ONE REASON ONLY

we inspire people to make the most
of their time everywhere they are

lastminute.com
DESIGN STUDIO



Create
with us

Social spaces

4 days =
100+ lastminute.com
customers per day
300+ general hotel
customers



CROSS FUNCTIONAL TEAM

Channel

Development

BA

User research

UX x2

Product Owner

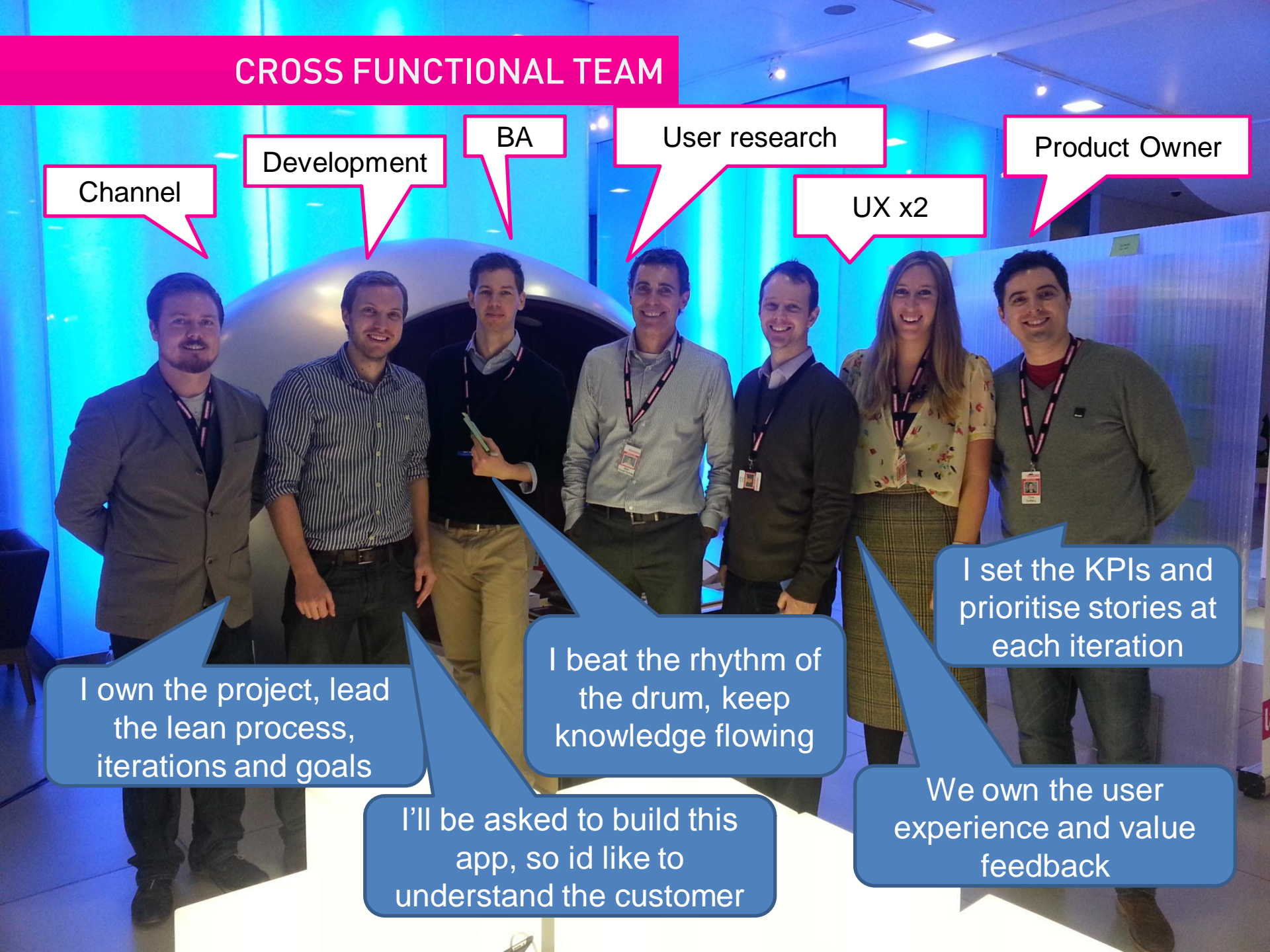
I own the project, lead the lean process, iterations and goals

I'll be asked to build this app, so id like to understand the customer

I beat the rhythm of the drum, keep knowledge flowing

I set the KPIs and prioritise stories at each iteration

We own the user experience and value feedback



CROSS FUNCTIONAL TEAM

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Development

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User research

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WE ALL TALK TO CUSTOMERS, CREATE SOLUTIONS AND TEST THEM

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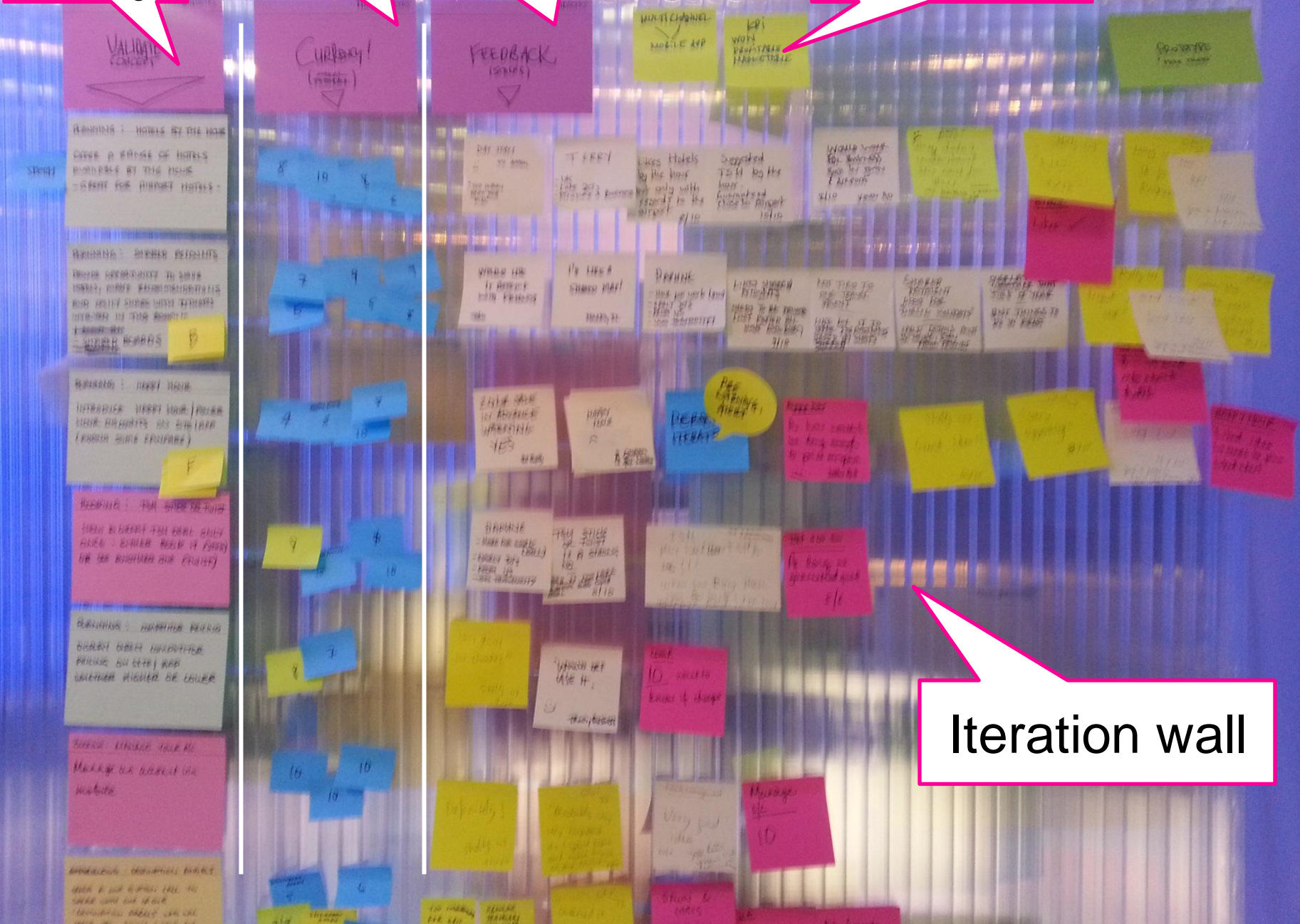
Idea
backlog

Score 0 -10

Qual. feedback

Project KPI's

Iteration wall



concept

Score 0 -10

Qual. feedback

42 Interviews – 4 hours

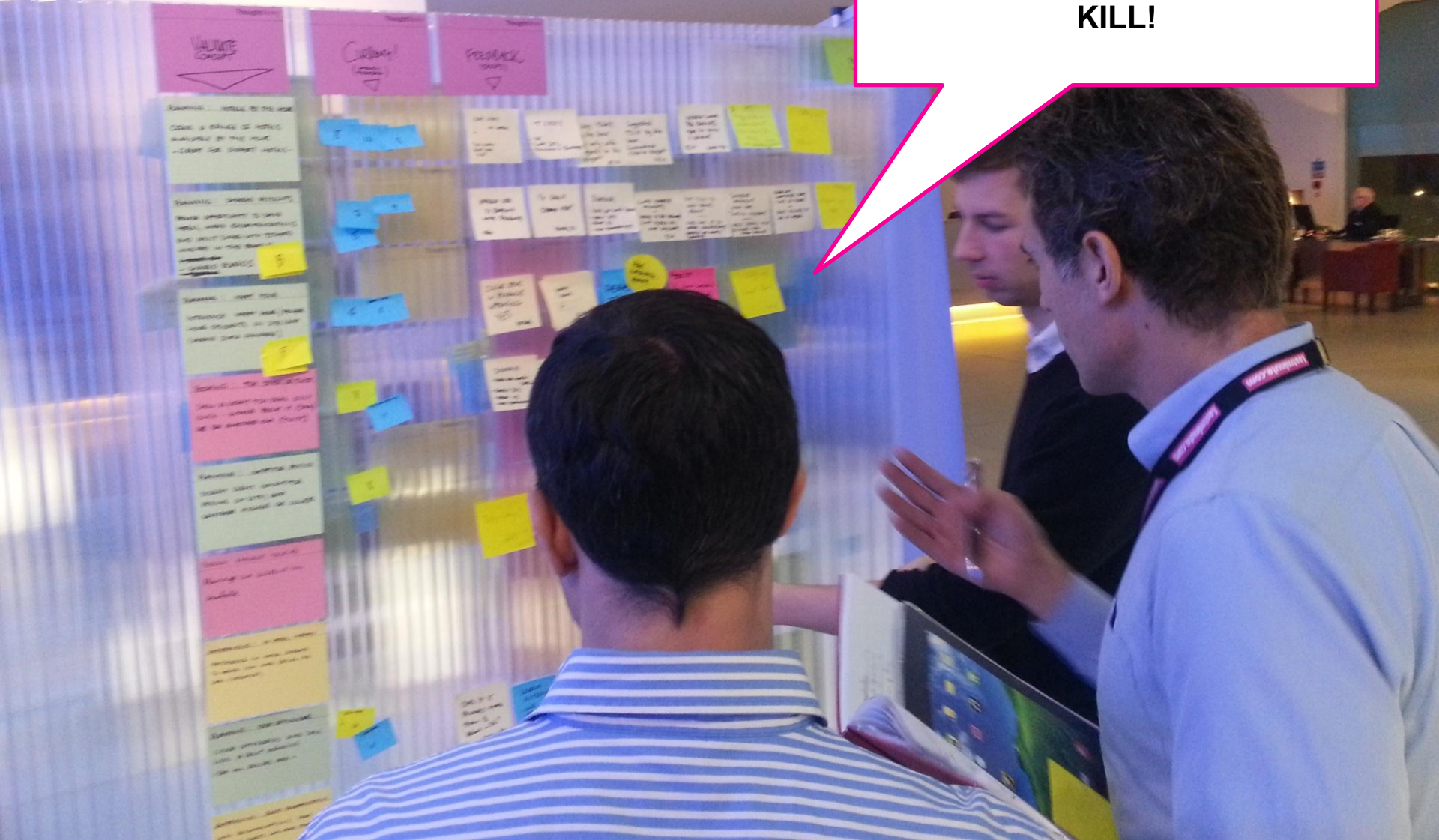
HUDDLE & SHOWCASE

PARK, PIVOT or PERSEVERE
or



HUDDLE & SHOWCASE

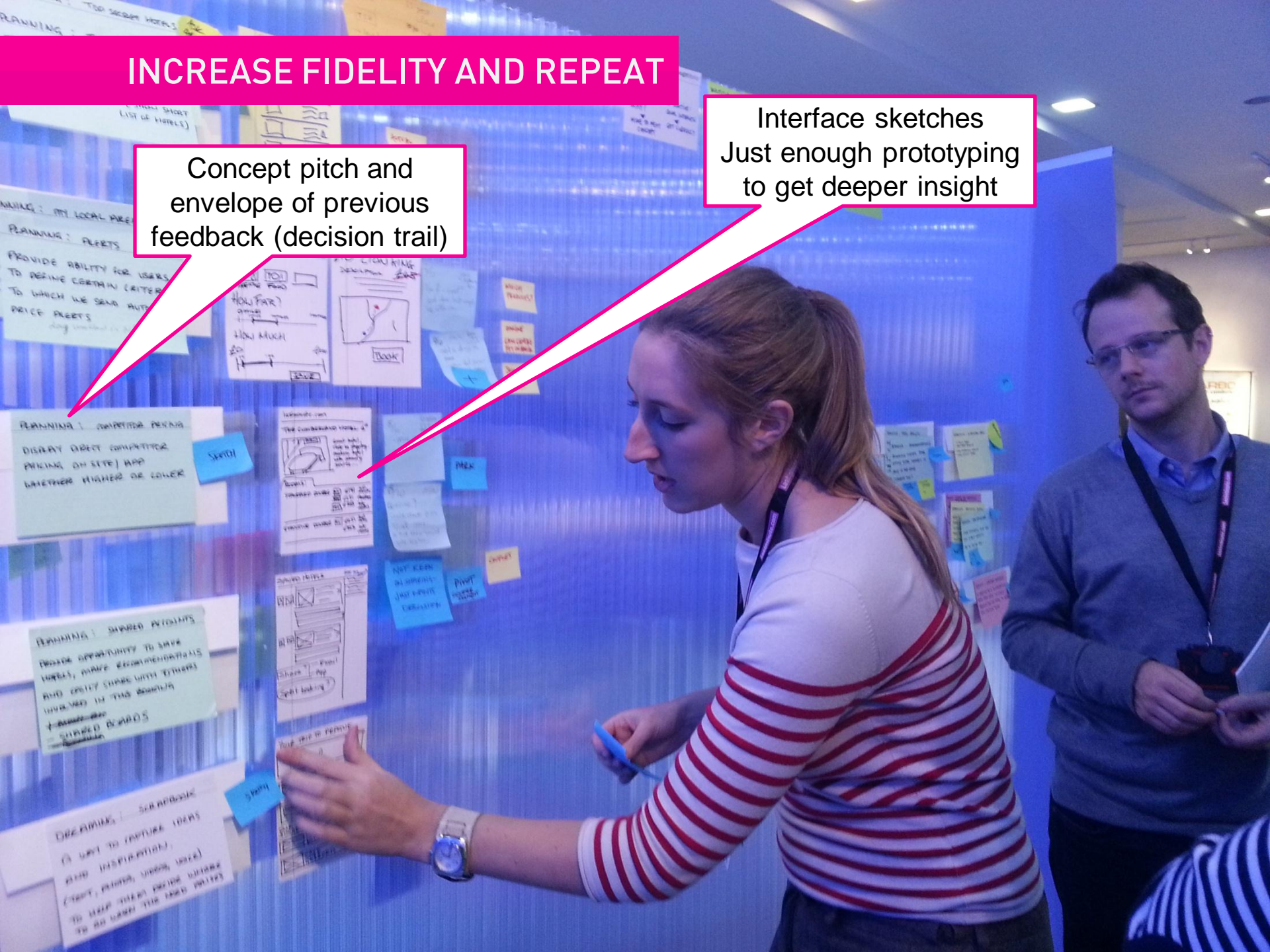
**PARK, PIVOT or PERSEVERE
or
KILL!**



INCREASE FIDELITY AND REPEAT

Concept pitch and envelope of previous feedback (decision trail)

Interface sketches
Just enough prototyping to get deeper insight



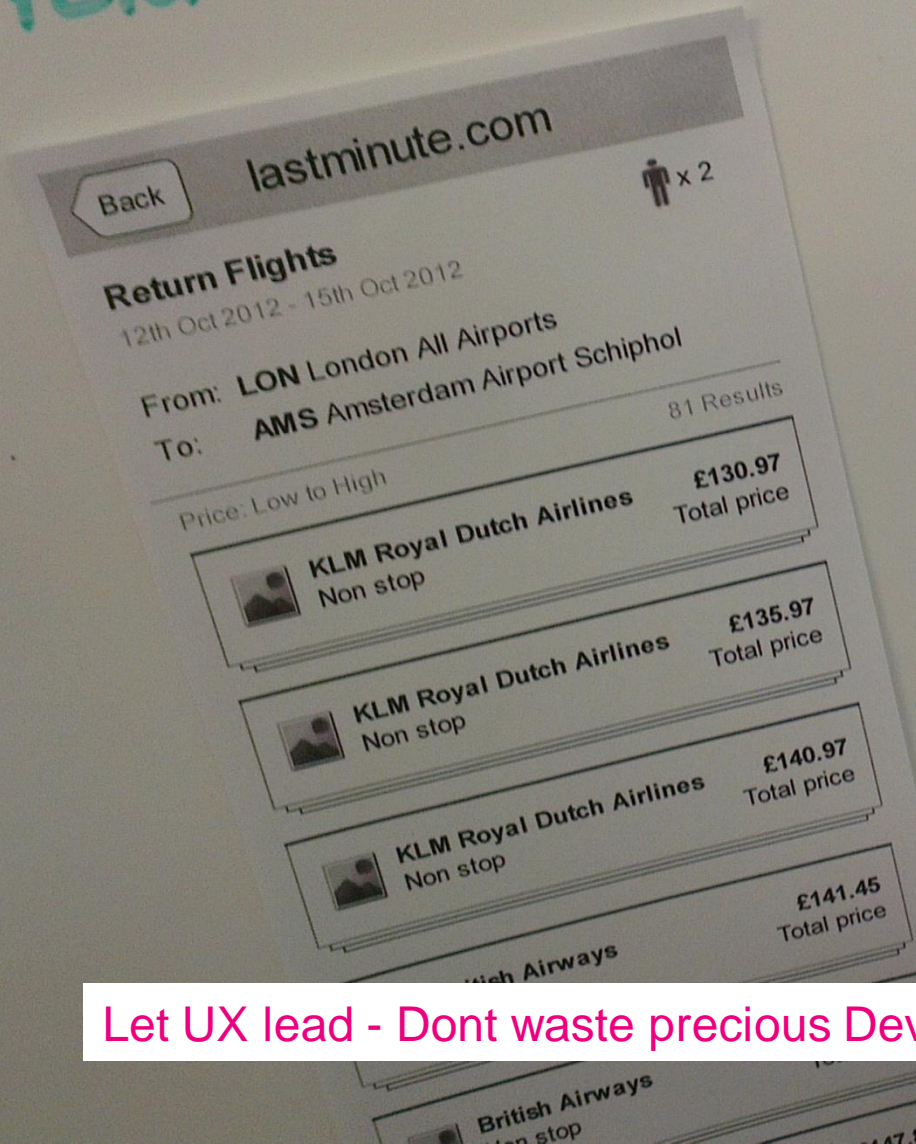
INCREASE FIDELITY AND REPEAT



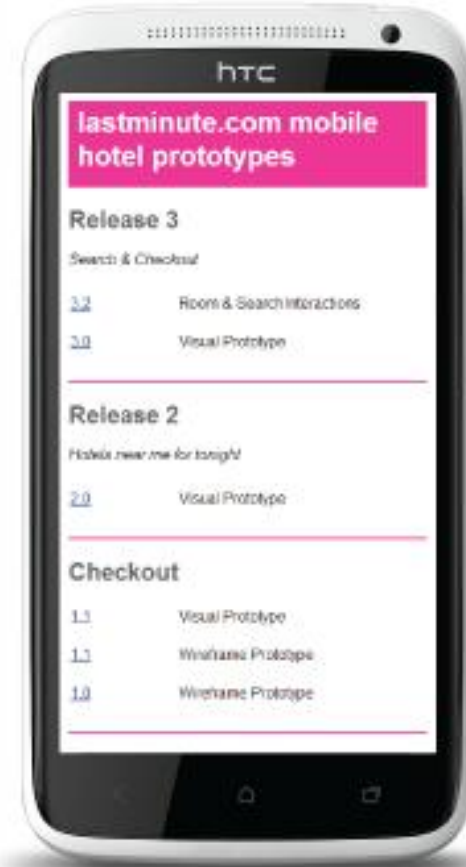
MVP!

INCREASE FIDELITY AND REPEAT!

FLIGHT RESULTS



CLOSED



Let UX lead - Don't waste precious Dev time on prototypes that may get dropped!

VIDEO

Shhh....its a secret!

5 TAKEAWAYS

1. Know YOUR customer lifecycle
2. Know your customer's context
3. Do one thing well
4. Deliver WOW
5. Get out of the building

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Thanks!

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