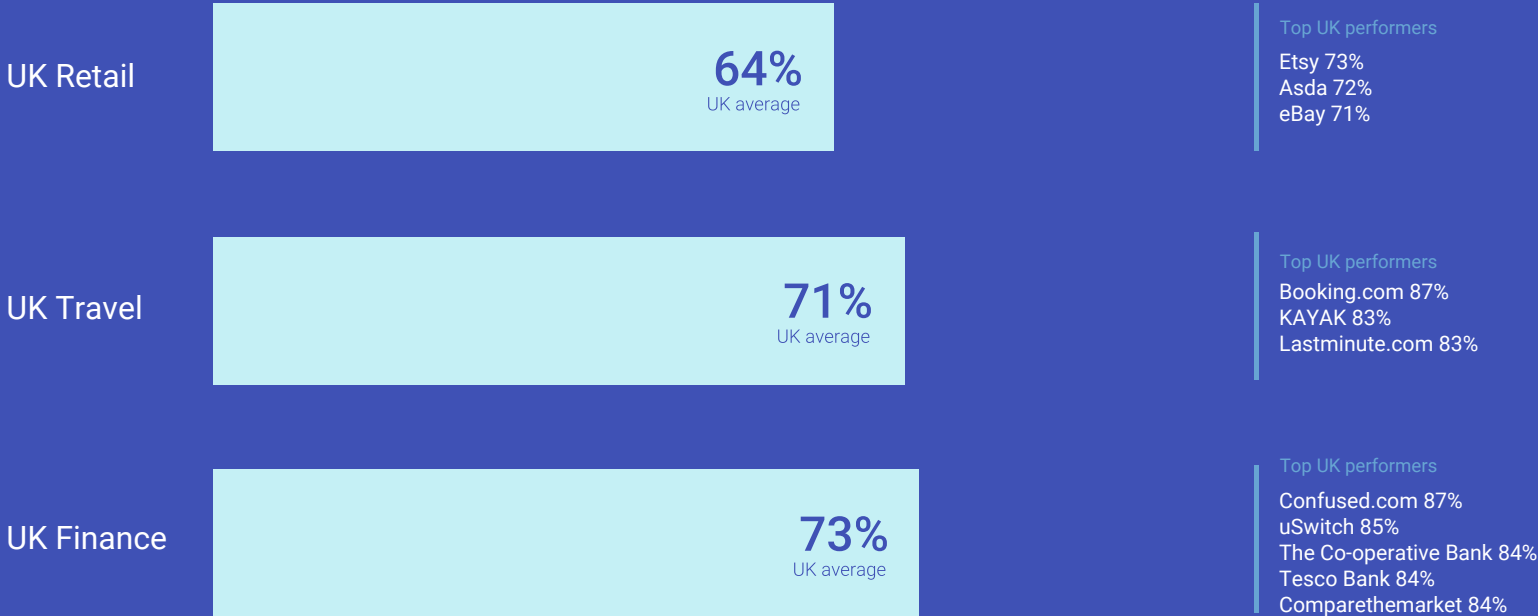Google In partnership with cxpartners

Meet the mobile masters

People increasingly expect mobile sites to be fast and easy to use. To help brands understand the best examples of mobile site usability and speed, **Google has reviewed 460 of the most trafficked Travel, Retail, and Finance sites** (*SimilarWeb*) across fifteen EMEA countries to determine who has mastered mobile and who still need to improve. Here we summarise the findings for the UK.

Average usability score

UK Retail	**64%** UK average
UK Travel	**71%** UK average
UK Finance	**73%** UK average

Top UK performers
Etsy 73%
Asda 72%
eBay 71%

Top UK performers
Booking.com 87%
KAYAK 83%
Lastminute.com 83%

Top UK performers
Confused.com 87%
uSwitch 85%
The Co-operative Bank 84%
Tesco Bank 84%
Comparethemarket 84%

77%
Access the internet by smartphone

64%
Use smartphone equal to or more than tablet or desktop for internet

24%
Try another website on their smartphone if usability is poor

Google worked in partnership with lead UX agency cxpartners to review website experiences against a set of vertical-specific and locally-relevant usability best practices, developed especially for this project. Website speed was audited using Google's 'Lighthouse' testing tool.

UK retail usability benchmark

People increasingly expect mobile sites to be fast and easy to use. The 20 most trafficked retail websites in the UK* were reviewed for their usability (including speed) and the top 10 scoring sites are summarised here.

Top 10 retail brands

Brand	Rank	Score
Etsy	1	73%
Asda	2	72%
eBay	3	71%
Next	4=	70%
Marks & Spencer	4=	70%
Screwfix	6	69%
Argos	7=	68%
Amazon	7=	68%
John Lewis	7=	68%
ASOS	10=	67%

"

Over the last 12 months we have really been focusing on improving our customer experience by improving the site design and performance. We have made some great head way and this is now embedded as part of everything we do.

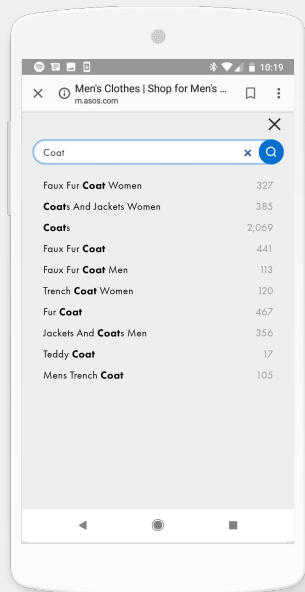Andy Mills - Web Platform Lead, ASOS

Best in class usability

🔍 Findability: **Asos - 93%**

🖼 Product pages: **Argos & Newlook - 92%**

✍ Registration & conversion: **Newlook - 89%**

📱 Mobile design: **Etsy, Argos & John Lewis - 93%**
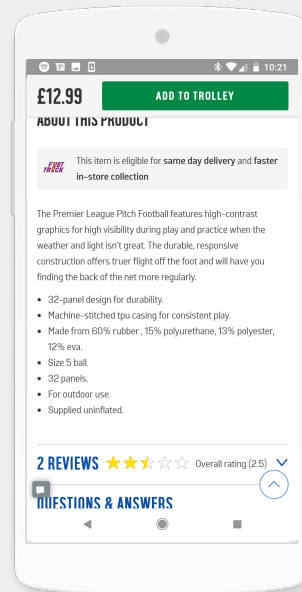
* See Appendix for how brands were selected

Leading brands illustration

Take a look at what the leading retail brands in your country are doing so well.
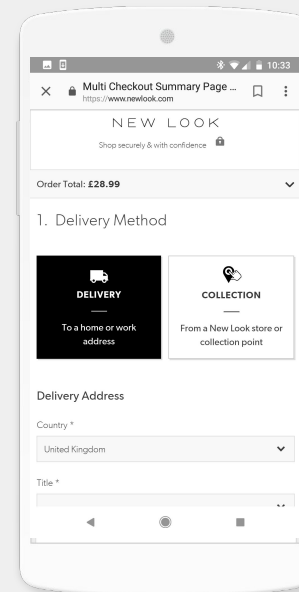

Findability (13/14)

asos.co.uk (UK) offer excellent findability with autocomplete and spell correct. Search results are easy to scan and helpful filtering is prominent and well designed.
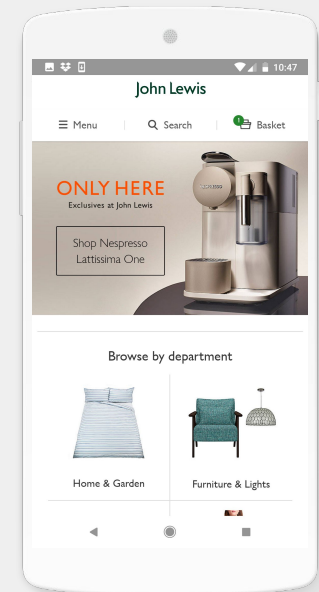
Product pages (12/13)

argos.co.uk (UK) have excellent product pages with good use of image, prominent reviews and stock information, and clear delivery information.

Conversion (17/19)

newlook.com (UK) have a smooth and simple one page checkout, with good field design and well implemented autofill to save users time and effort.

Mobile design (13/14)

johnlewis.com (UK) mobile design is excellent, with clear headings, labelled icons, well laid out content, and good use of image and graphics.

UK travel usability benchmark

People increasingly expect mobile sites to be fast and easy to use. The 20 most trafficked travel websites in the UK* were reviewed for their usability (including speed) and the top 10 scoring sites are summarised here.

Top 10 travel brands

Brand	Rank	Score
Booking.com** (NL)	1	87%
KAYAK	2=	83%
lastminute.com** (FR)	2=	83%
Trainline	4	80%
Thomas Cook	5=	77%
easyJet	5=	77%
Jet2holidays	7	76%
eDreams** (ES)	8=	74%
Premier Inn	8=	74%
TripAdvisor	10=	73%

> "Our customers expect an awesome mobile experience from us so mobile is where our attention lies"

Vanja Mlaco - Lead CRO Transavia (Air France KLM Group)

Best in class usability

🔍 Findability: **Lastminute.com & Kayak** - 94%

🖥 Product pages: **Booking.com** - 91%

📈 Registration & conversion: **Booking.com & Lastminute.com** - 95%

📱 Mobile design: **Kayak** - 93%

* See Appendix for how brands were selected
** Usability scores for some international brands have been taken from website reviews performed in another country
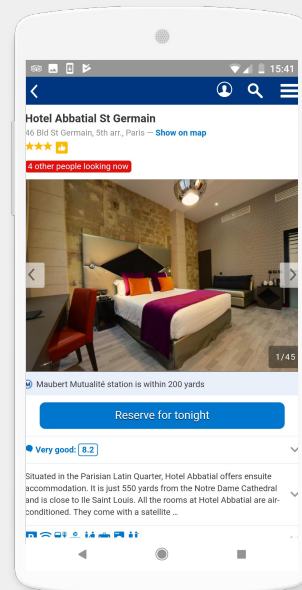
Leading brands illustration

Take a look at what the leading travel brands in your country are doing so well.
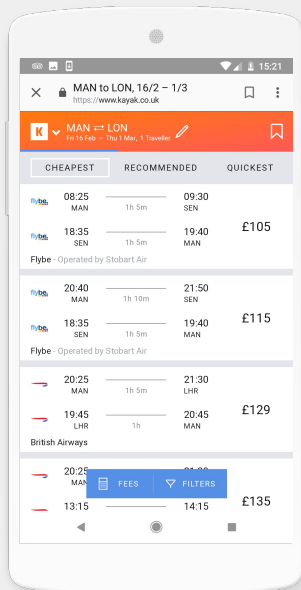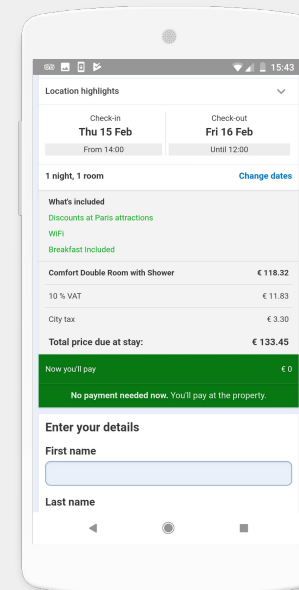

Findability (16/17)

kayak.co.uk (UK) deploys exemplary use of all recommended search functionality including excellent autofill, clear results and a prominent and powerful filter.

Product pages (10/11)

booking.com (NL) have product pages that are clear and well structured yet include a huge amount of information and functionality to support decision making.

Conversion (18/19)

booking.com (NL) display the full price as soon as possible and throughout the checkout. A progress bar is prominent and users can navigate back and forth without losing details.
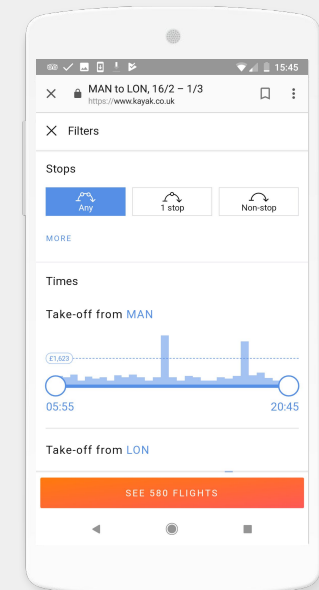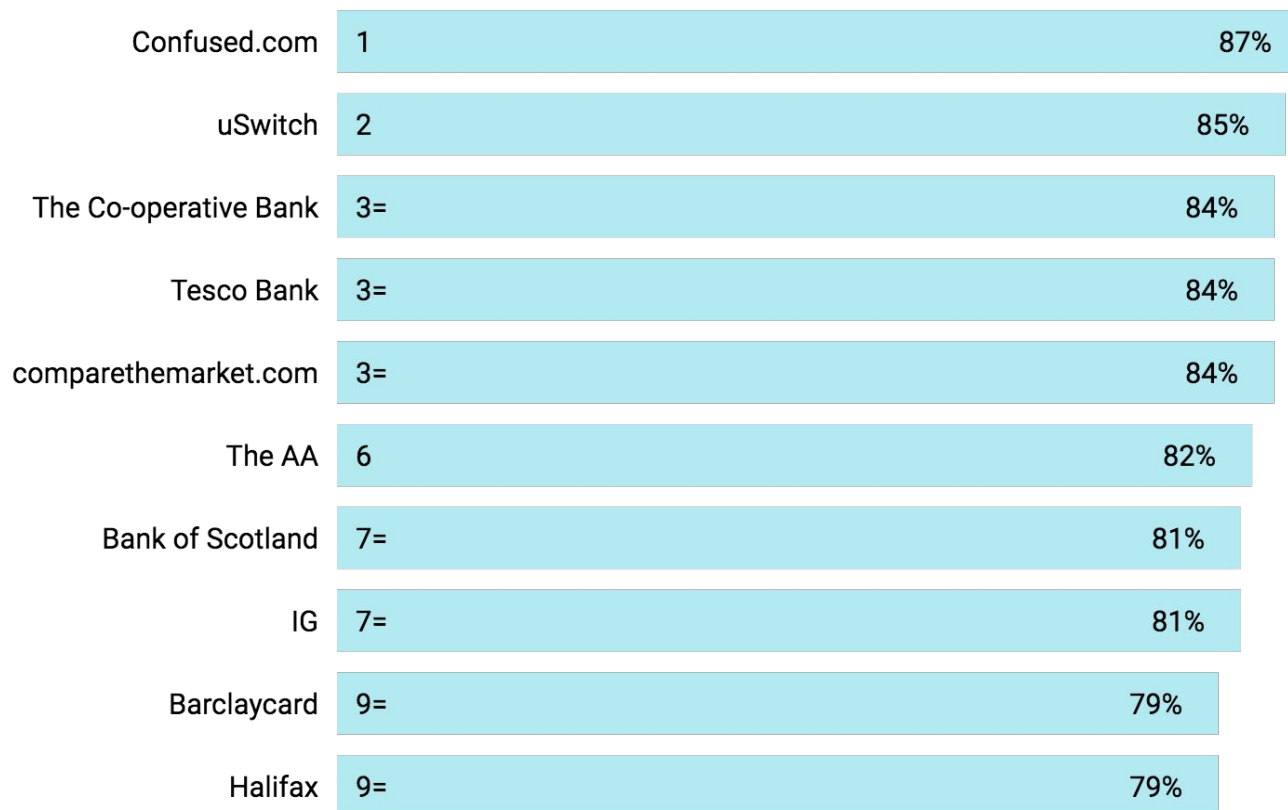
Mobile design (14/14)

kayak.co.uk (UK) have excellent mobile design with clear headings, well laid out content and good sized touch targets.

UK finance usability benchmark

People increasingly expect mobile sites to be fast and easy to use. The 20 most trafficked finance websites in the UK* were reviewed for their usability (including speed) and the top 10 scoring sites are summarised here.

Top 10 finance brands

Brand	Rank	Score
Confused.com	1	87%
uSwitch	2	85%
The Co-operative Bank	3=	84%
Tesco Bank	3=	84%
comparethemarket.com	3=	84%
The AA	6	82%
Bank of Scotland	7=	81%
IG	7=	81%
Barclaycard	9=	79%
Halifax	9=	79%

> " Mobile web is super important for us, and has been like this since 2011, when we've started seeing rapid shift of our customer base to mobile.

**Kirill Bobrov - VP Marketing, Tinkoff (RU)**

Best in class usability

🔍 Findability: **Barclaycard & Comparethemarket.com - 73%**

🖼 Product pages: **Confused.com - 80%**

📝 Registration & conversion: **uSwitch - 100%**

📱 Mobile design: **Confused.com - 100%**

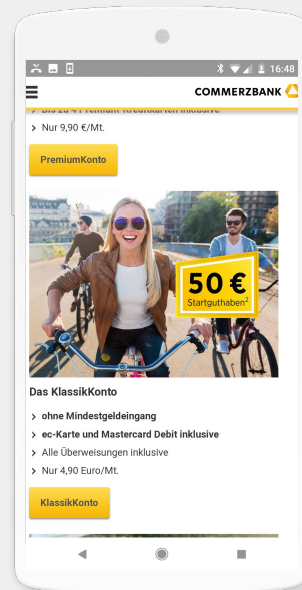* See Appendix for how brands were selected

Leading brands illustration

Take a look at what the leading financial services brands across EMEA are doing so well.
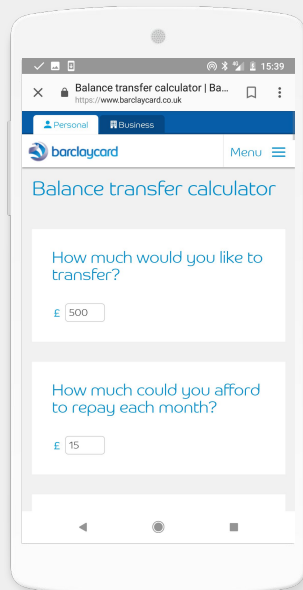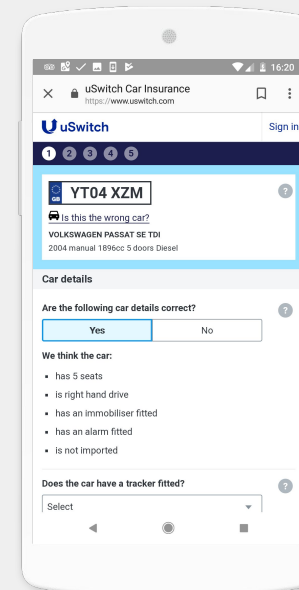

Findability (12/12)

barclaycard.co.uk (UK) groups products in a clear and intuitive way in the menu and the site provides a useful interactive tool to help users find the right product.

Product pages (5/5)

commerzbank.de (DE) present key product information in a clear and scannable way with prominent calls to action. Compelling high quality images are also used well.

Conversion (11/11)

uswitch.com (UK) clearly explain why key information is required in the application form and display errors in real time. Users can return to the previous step without losing pre-filled data.
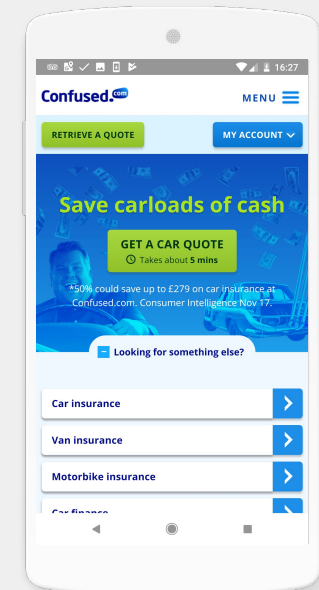
Mobile design (12/12)

confused.com (UK) have excellent mobile design with clear headings, well laid out content, good sized touch targets and clearly labelled icons.

Next steps

Could your mobile site be better? Are you interested in how leading brands are doing it? Hopefully these resources will help.

How do you compare?
Use our Heuristic framework to assess your own site

Lighthouse Test Conditions
Replicate the speed test on your own site

Need inspiration & guidance?
View our Best practice archive for inspiration, illustration & guidance

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MATALAN

How Matalan improved mobile UX using AB testing producing 49% year-on-year uplift in conversion with selection of search and navigation improvements.

'You can't improve what you don't measure'

SEE RETAIL CASE STUDY

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money.co.uk

How finance aggregator money.co.uk improved site speed and applied space saving design and UX to lower their load times significantly and lower bounce rate by 52%

'To simplify means to eliminate the unnecessary so that the necessary may speak.'

SEE FINANCE CASE STUDY

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transavia

With Google Optimize 360 Transavia cut mobile homepage bounce rate by 77%, reduced time spent on analysis by 70%, and achieved a 5% higher conversion rate on mobile.

'Our customers expect an awesome mobile experience from us so mobile is where our attention lies'

SEE TRAVEL CASE STUDY

EMEA top brand performers

These are the top 10 performers for each vertical from across all the sites tested in the study

Retail

1	Coolblue* (BE)	83%
2=	Bokus (SE)	78%
2=	Coop (DK)	78%
2=	Leroy Merlin* (FR)	78%
5=	GittiGidiyor (TR)	77%
5=	Litres (RU)	77%
5=	Namshi (AE/SA)	77%
5=	NetOnNet (SE)	77%
9=	Modanisa** (TR)	76%
9=	Morhipo** (TR)	76%
11-60		71%
61-181		67%

Travel

1	Booking.com* (DE)	88%
2	Swebus (SE)	87%
3	Saudia (AE/SA)	86%
4	SAS (SE)	85%
5=	Etstur (TR)	84%
5=	Kayak* (ES)	84%
5=	Lufthansa (DE)	84%
5=	NS International (NL)	84%
9=	Air France** (FR)	83%
9=	Lastminute.com** (FR)	83%
11-60		78.5%
61-122		68%

Finance

1	Bank Norwegian (NO)	96%
2	Garanti (TR)	91%
3=	AIG (IL)	89%
3=	Linea Directa (ES)	89%
3=	Storebrand (NO)	89%
6=	Crédit Agricole (FR)	87%
6=	Confused.com (UK)	87%
8	SBAB (SE)	86%
9=	ING DiBa** (NL)	85%
9=	uSwitch** (UK)	85%
11-60		80.5%
61-160		63.5%

*Where the same brand trades in multiple countries, we used the score from the country where they got their best overall score (including speed).
**Where large numbers of sites share the same score, local sites are prioritised and shown

Countries covered
in this study
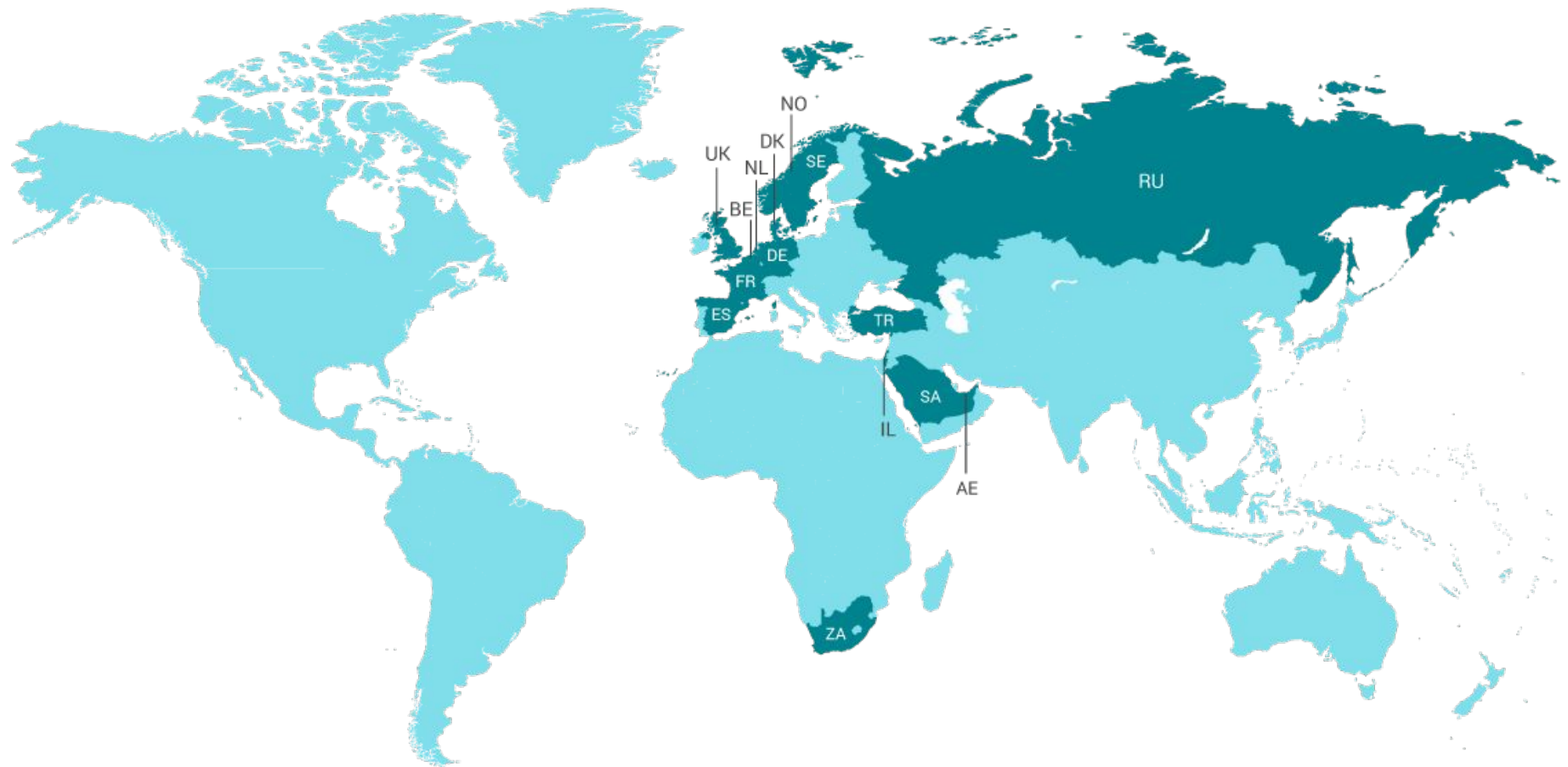
Methodology, score calculation and brand selection

Custom usability heuristics

A custom set of heuristics (best practices) were developed for the evaluation of mobile websites within specific verticals. These were originally derived from a large scale mobile website usability evaluation led by Jenny Gove for Google in 2014.

Feedback from applying this framework in the 2016 Mobile UX report led to a more 'vertical specific' approach in 2017, with custom sets being developed for retail, travel and finance.

User journeys to review and compare

An appropriate user journey was provided to establish the reason a customer would use the site, detailing:

- Context of completing the task
- Reason they were performing that task
- Task for the user to complete

Speed metrics

Google's Lighthouse browser automation tool

was used to conduct synthetic testing of website speed on WiFi. Lighthouse measures the following metrics to determine website speed:

- First meaningful paint
- First interactive (beta)
- Consistently interactive (beta)
- Perceptual Speed Index
- Estimated Input Latency

Score calculation

Of the overall score, 70% is derived from vertical specific usability heuristics and 30% from site speed. While the heuristics have been broken into categories for ease of digestion, the score is based on the total result across all categories.

Brand selection

Brands were selected based on data provided by SimilarWeb which identified the most visited websites in each country in the year up to 30th September 2017. To qualify for inclusion, websites needed to:

1. Be a B2C site
2. Be a transactional site (i.e. possible for the user to complete a conversion journey online on that site - including quotes from financial aggregators)

Brand exclusion

Some recognised brands may be missing from this study because they did not meet the criteria for inclusion. Examples include:

1. Sites which only drive conversions offline through a phone call or visit to store/branch
2. Meta-search engines which drive conversions on other sites
3. Branding sites where the bulk of visits are for non-transactional purposes
4. Local transit sites for commuters

Cover slide statistics

www.consumerbarometer.com

Google

cxpartners

enquiries@cxpartners.co.uk