

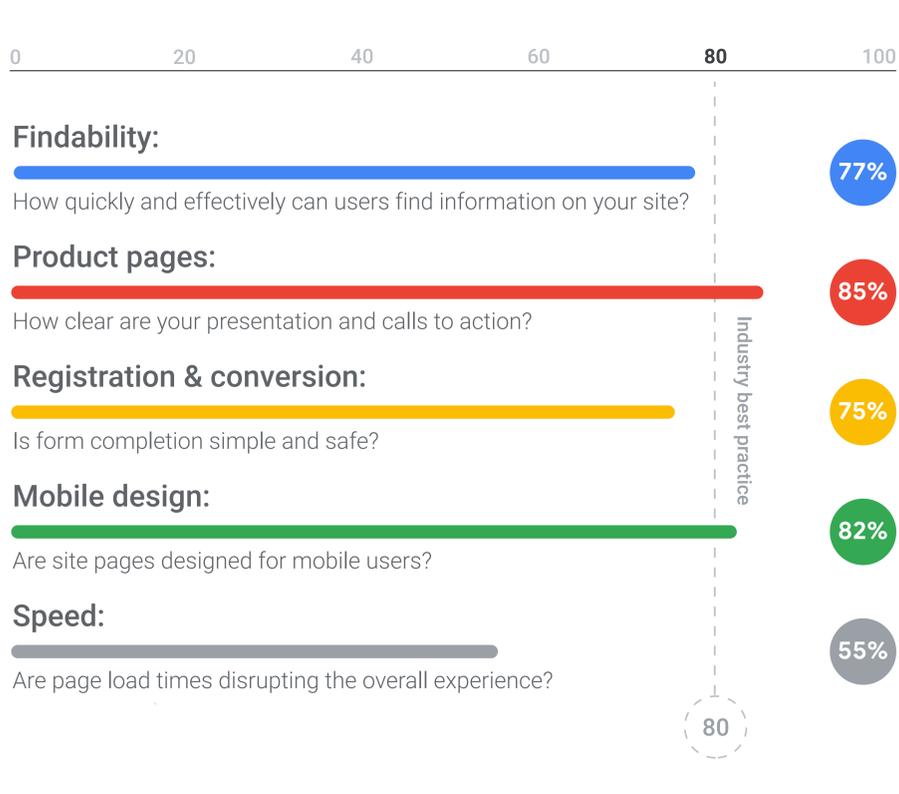
Masters of Mobile: Australia and New Zealand Report

Consumers have high expectations of brands and their experiences with them, which plays a critical role in their purchase decisions. To help brands elevate their mobile experiences, we partnered with Accenture Interactive to benchmark the user experiences of the 100+ highest-trafficked mobile sites in Australia and New Zealand and understand key drivers to master conversions on mobile.

84% of Aussies conduct pre-purchase research on smartphones.¹

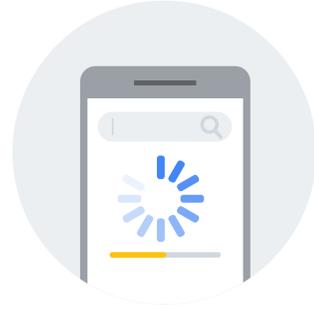
65% abandon a poorly designed mobile site.²

Mobile sites in Australia and New Zealand rate high on four of five key considerations



Australia and New Zealand's big challenge is speed

With an average load time of nine seconds (15 seconds, if you consider backend load time), mobile sites in Australia and New Zealand are loading slower than the recommended three seconds, suggesting a user-first approach to design is needed.



53% of mobile site visits are likely to be abandoned if load times are greater than three seconds.³

To increase site speed, brands need to

- Lighten the website by compressing textual and image assets.
- Identify and remove backend performance bottlenecks.
- Cache static objects like images to avoid repetitive browser requests.

Just being fast isn't enough. Mobile sites need to consistently deliver a seamless experience.

The mobile masters who aced it

Financial services	Retail & commerce	Travel
BankSA 84%	The Warehouse 87%	Viator 85%
ME Bank 84%	Target 82%	Singapore Airlines 85%
Westpac 81%	PB Tech 80%	Hotels.com 84%
RACQ 81%	BangGood 79%	lastminute.com.au 83%
ANZ 81%	Etsy 78%	Booking.com 83%

You can do it too



Ensure input boxes are correctly tagged for autofill.



Allow users to shortlist and save products to a guest wish list.



Use visible spell-correct during site searches.



Ensure links are opened sparingly in new tabs.



Allow multiple filters to be applied without reloading the page.



Implement autocomplete to suggest popular searches.

“Every interaction we design starts on a mobile screen and adapts to a larger device. It forces us to question what’s important, what people really need to see, and how we can make it simpler.”

— **Tony Jones**, UX Lead at ME Bank

Sources

- “Path to Purchase Study,” March 2017, IN, AU, NZ, JP, KR, CN, TW, KR, SG, TH, VN, MY, ID, PH, n=26,000+ respondents.
- Google/Heart+Mind Strategies, “Getting Things Done on Mobile,” Feb. 2018, AU, JP, n=1409, A18+ smartphone users in Australia and Japan.
- Google Research, Jan. 2018. Webpagetest.org sampled 11M global mWeb domains loaded using a globally representative 4G connection.