



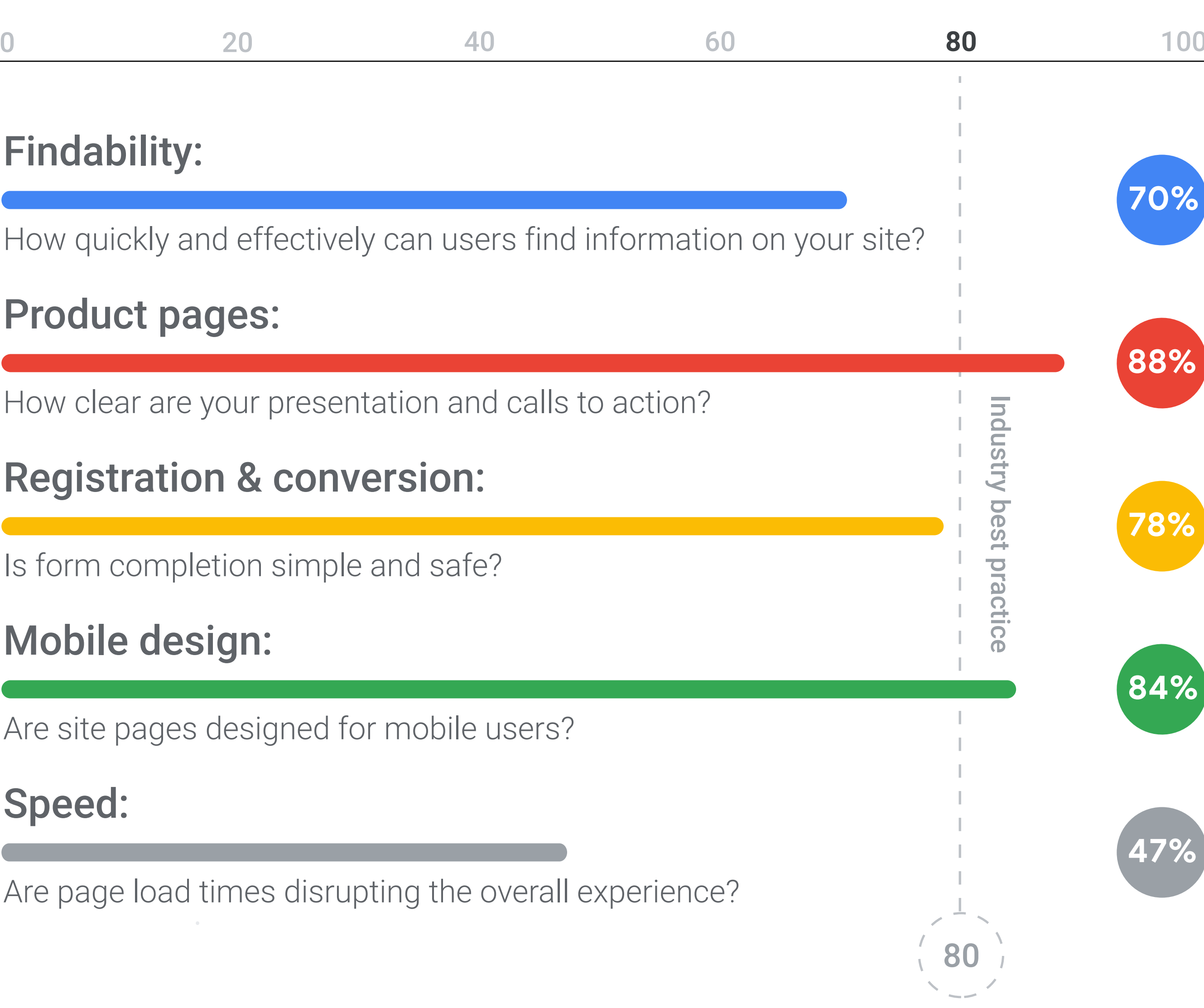
Masters of Mobile: Japan

Empowered by mobile, today’s intent-driven consumers don’t go into stores unprepared — they’re consulting their smartphones throughout their purchase journeys. This means brands need to put just as much focus on delighting customers online as they do offline. To help brands elevate their mobile experiences, we commissioned Accenture Interactive to study mobile user experiences of the 197 highest-trafficked mobile sites in Japan.

65% of Japanese consumers do pre-purchase research online.¹

54% of Japanese consumers will abandon a poorly designed mobile site.²

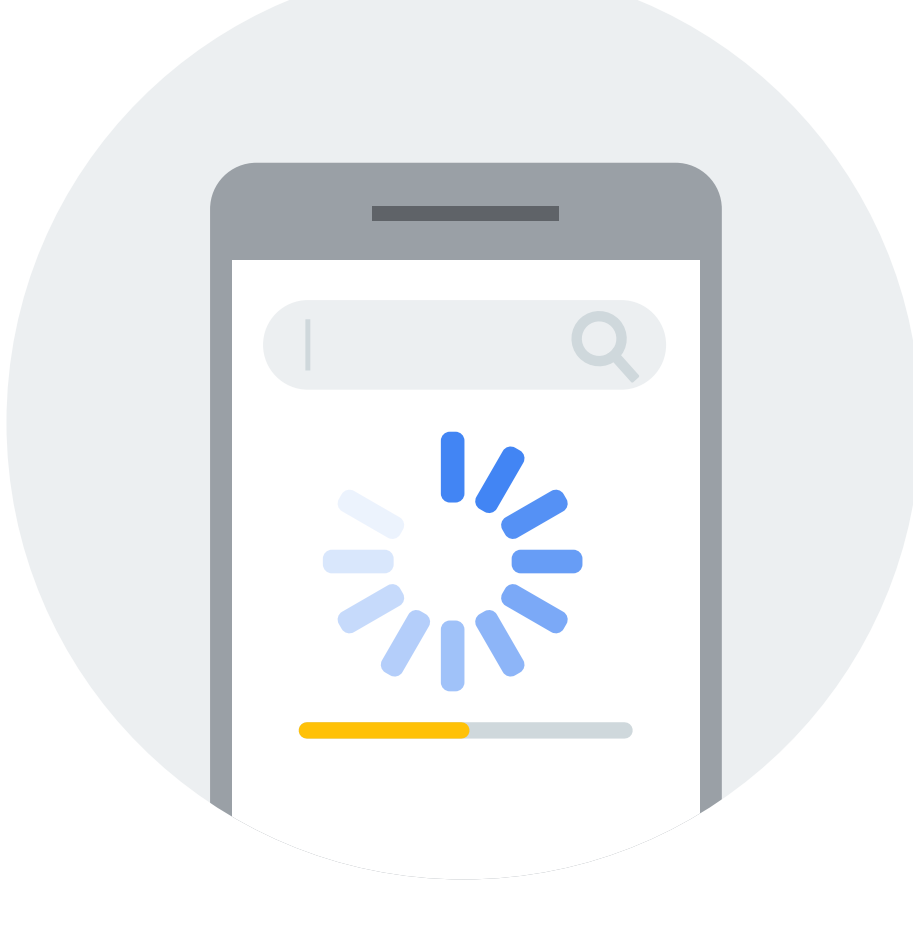
Mobile sites in Japan rate high on two of five consumer journey touchpoints



Japan’s big challenge is speed...

Japanese consumers have always valued a fast experience — especially when it comes to making an actual purchase. Take convenience stores, for example. In Japan, there are convenience stores on nearly every city block, open around the clock. The range of products and services at these stores is phenomenal; there’s not just a wide range of food, but also delivery drop-off, pick-up, and bill payment services that make consumers’ lives much easier.

With an average load time of ten seconds, mobile sites in Japan are loading much slower than the recommended three seconds. Mobile sites need to provide consumers with the same level of productivity and immediacy they get offline or on desktop.



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

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

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
Monex Securities 88%	Amazon 83%	Hotels.com 83%
Saison Card 87%	Sanrio 83%	Toyoko-inn 82%
Matsui Securities 85%	ToysRUs 82%	Expedia 81%
Idemitsu Card 85%	Softbank 81%	Tripadvisor 80%
Daiwa Securities 85%	YAHUOKU! 81%	Jalan 79%

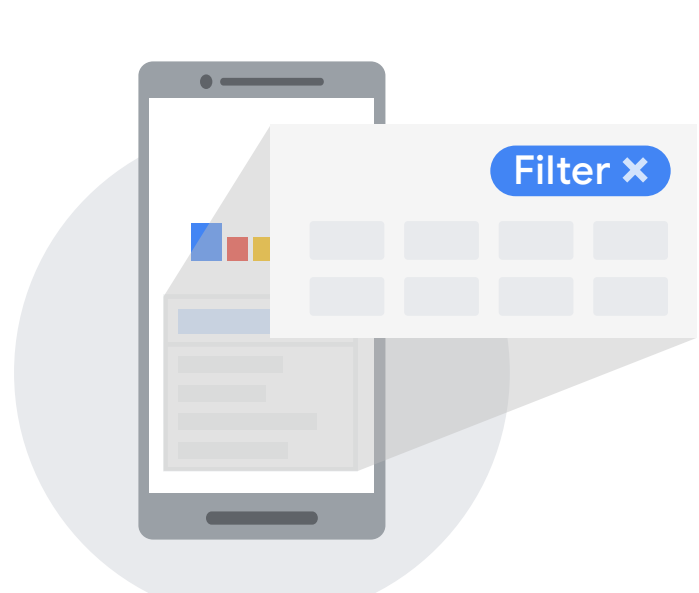
You can do it too



Avoid carousels —or let users control them.



Allow users to save products to a guest wishlist.



Make it easy to clear or reset filters for search results.



Guide users with helpful next steps when there are no matching search results.



Allow multiple filters to be applied without reloading the page.



Highlight real-time mistakes in booking forms.

“Thus far, we have been striving for frictionless hotel booking experiences. Our customers particularly enjoy the wealth of information and the easy user interface to compare and make reservations on our individual hotel page.”

— [Shuhei Yoshida](#), Chief Operating Officer, Yukoyuko

Sources

- Google/Kantar TNS, “Path to Purchase Study”, March 2017, Japan, n=1800+ respondents.
- Google/Heart+Mind Strategies, “Getting Things Done on Mobile,” Feb. 2018, Japan, n=704 A18+ smartphone users.
- Google Research, Jan. 2018. Webpagetest.org sampled 11M global mWeb domains loaded using a globally representative 4G connection.