

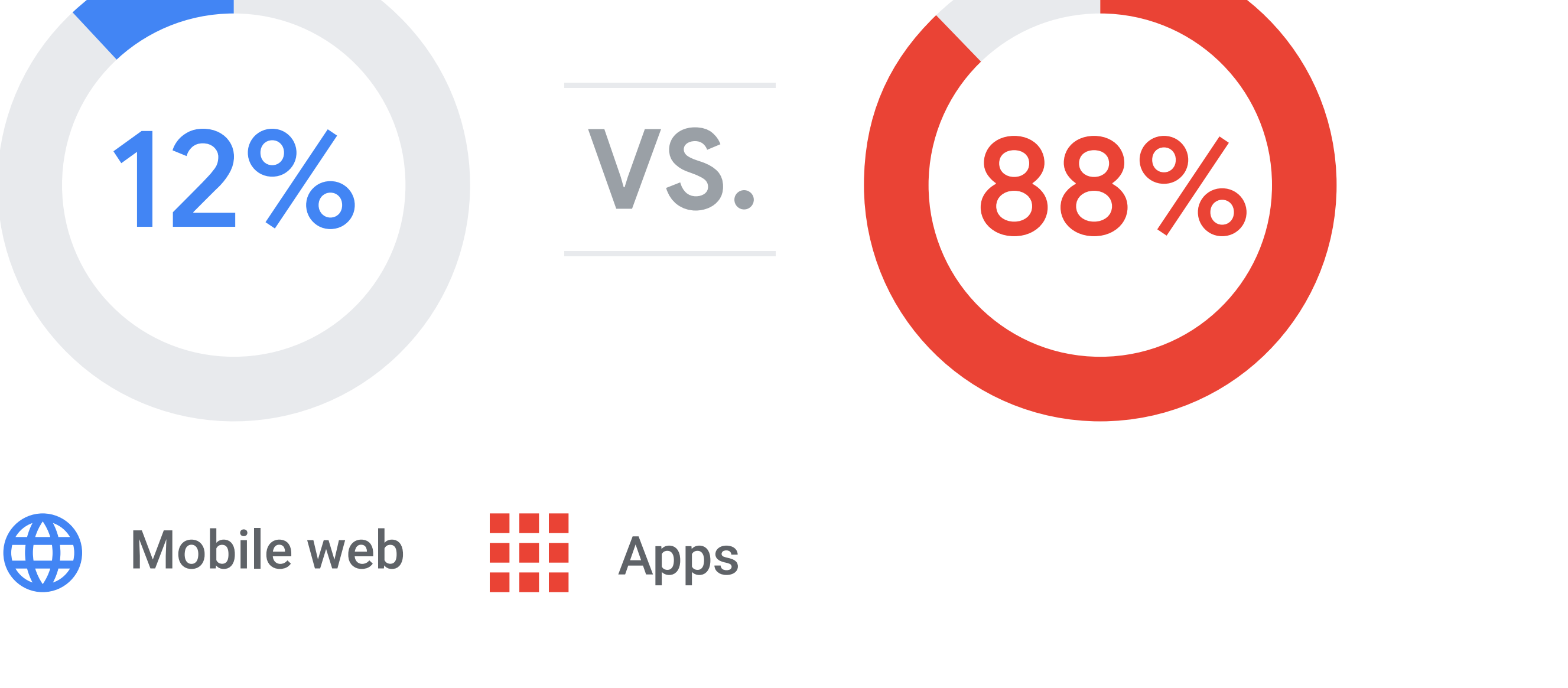
# Masters of Mobile: India Report

For today’s connected consumers, every online experience and brand interaction is critical on the path to purchase. In India — where most people go online via mobile — expectations for speedy and seamless mobile experiences are sky-high. To help brands exceed those expectations, we commissioned Accenture Interactive to study the user experiences of 110 of the highest-trafficked mobile sites in India across Financial Services, Retail and Commerce and Travel.

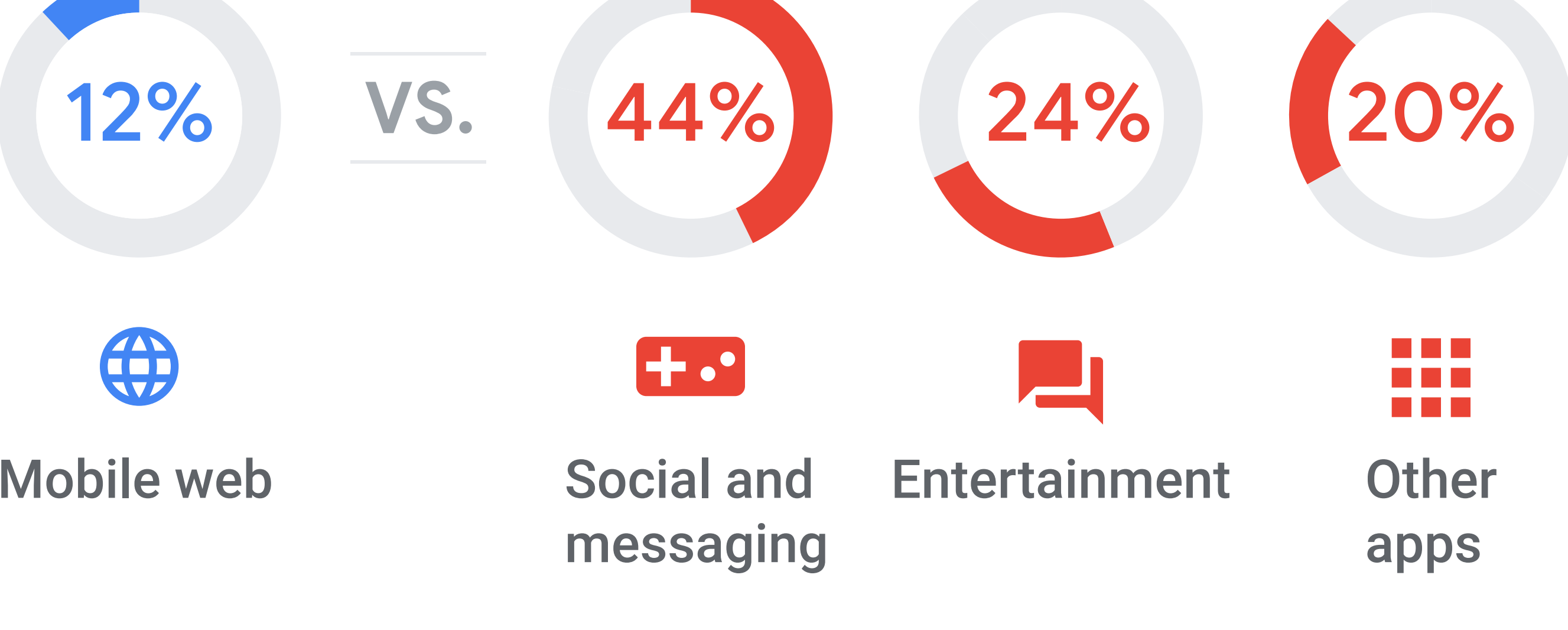
**62%**  
of consumers do pre-purchase research online.<sup>1</sup>

**70%**  
of all web traffic now comes from mobile.<sup>2</sup>

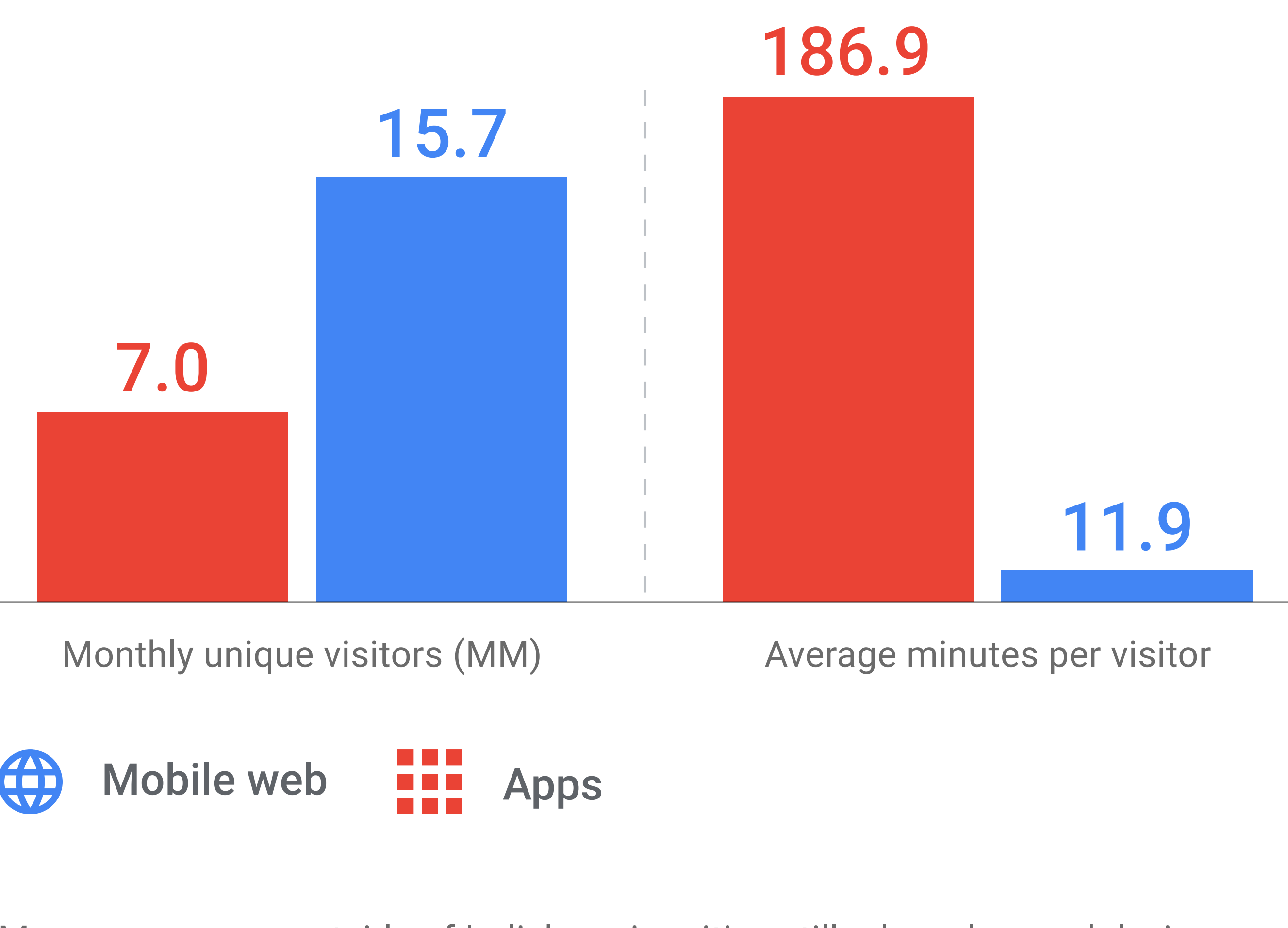
## Consumers in India are spending more time on apps, yet mobile web remains important.<sup>3</sup>



While users spend more time on apps than they do on mobile web, it’s primarily on gaming and social apps.<sup>3</sup>

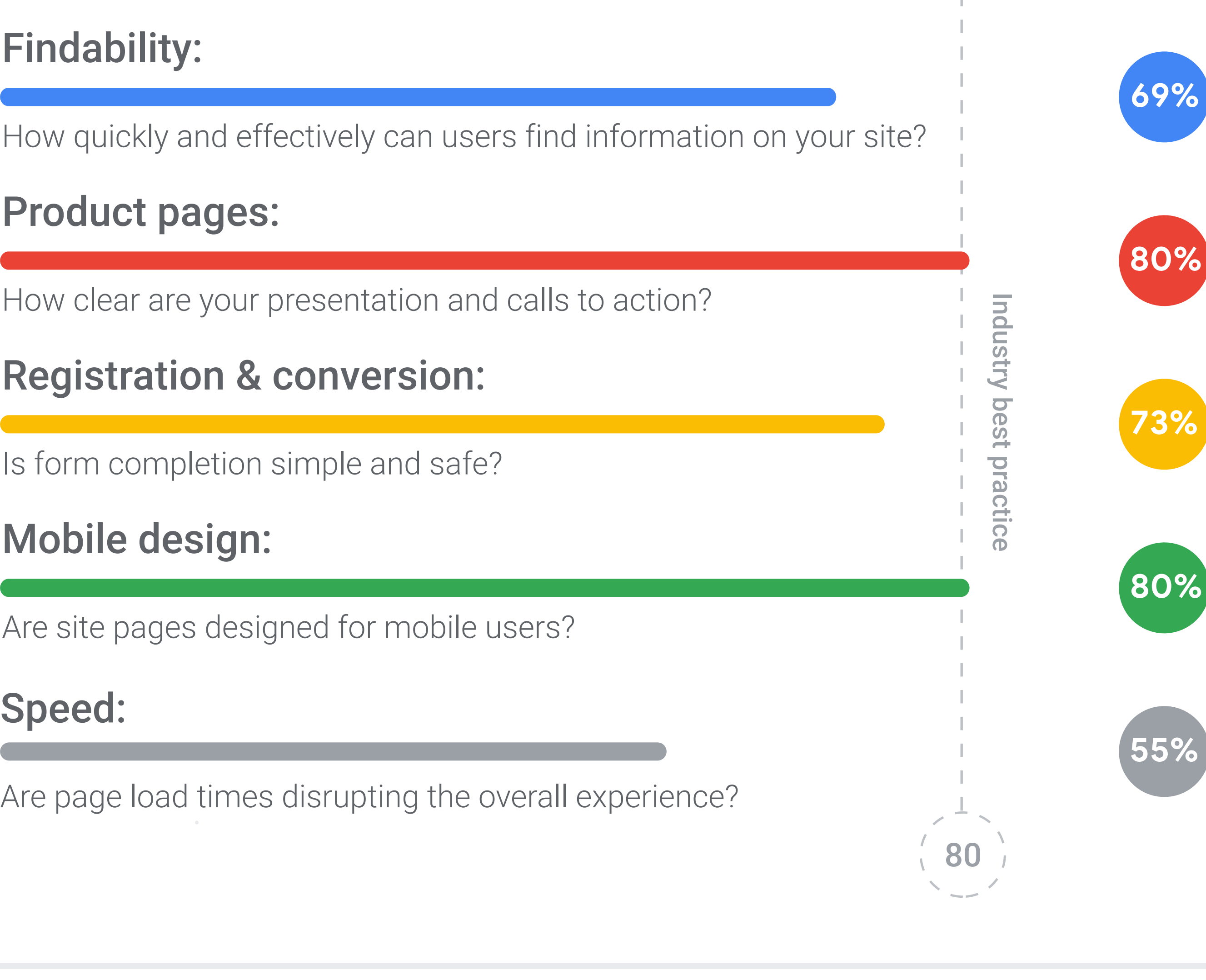


A vast majority of other businesses still rely heavily on mobile websites to get their users’ attention. And despite higher time spent on apps, mobile websites have a much wider reach.<sup>4</sup> Here’s what we saw when we compared the top 500 mobile apps versus the top 500 mobile web properties:



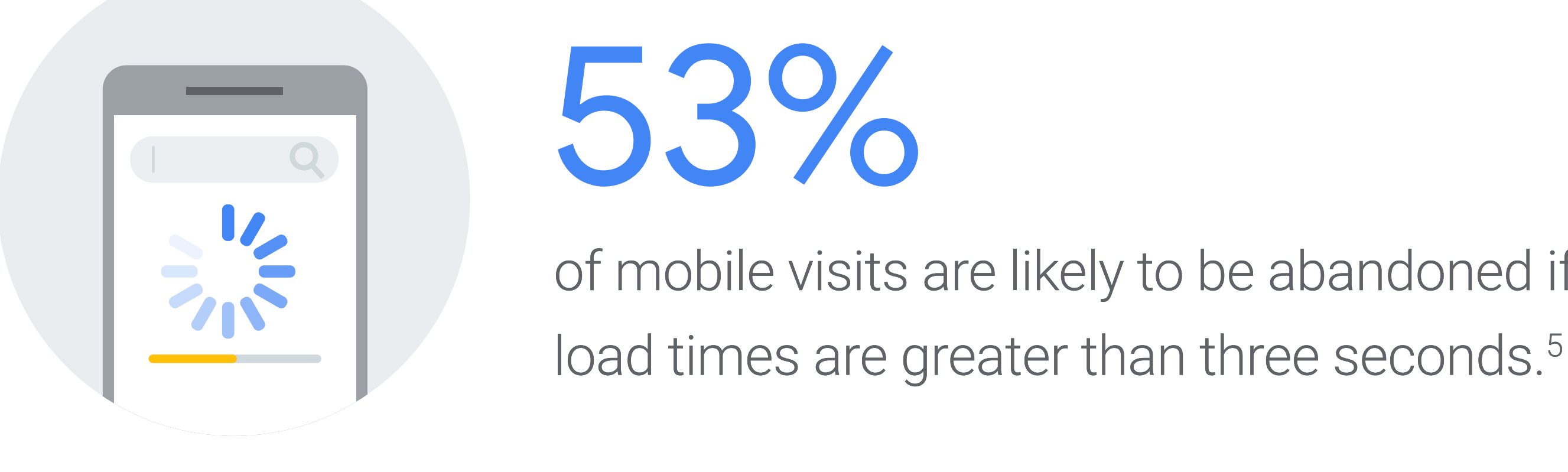
Many consumers outside of India’s major cities still rely on low-end devices with limited memory storage and weak network connectivity. Typically, consumers in tier 2 and tier 3 cities start the consumer journey on mobile websites compared to downloading an app. That’s why speedy and seamless mobile web experiences are crucial for discovery.

## Mobile sites in India rate high on two of five mobile consumer journey touchpoints



## India’s big challenge is speed

With an average load time of 9.2 seconds, mobile sites in India are loading much slower than the recommended three seconds, and more than 2X slower than sites in China — the fastest in the region.



## To increase site speed, brands need to

- Lighten the load** by compressing textual and image elements.
- Prepare for high site traffic** by reducing server response time.
- Avoid repetitive browser requests** by caching static objects (i.e. images and HTML documents).

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

## The mobile masters who aced it

These best-in-class brands are delighting consumers by optimizing their mobile web experiences across all five consumer journey touchpoints:

Financial services	Retail & commerce	Travel
BankBazaar	Amazon	Cleartrip
IIFL	CaratLane	Jet Airways
Kotak Mahindra Bank	Flipkart	redBus.in
Max Life Insurance	Shoppers Stop	Yatra

\* The brands for each vertical are presented in alphabetical order.

## You can do it too

- Use autocomplete** to suggest popular searches.
- Showcase the tangible benefits** of creating an account.
- Provide users with helpful next steps** when their searches reach a dead end.
- Ensure on-site search** is visible above the fold on all pages.
- Allow users to purchase products** as guests.
- Display progress on every booking page.**