

# Masters of Mobile: Greater China Report

With more than 700 million internet users, the Greater China region is one of the world's most connected and mobile-first markets. When Chinese consumers pick up their smartphones, every brand interaction is critical. Expectations for fast and seamless experiences are higher than ever. To help brands ensure their mobile experiences are up to speed, we commissioned Accenture Interactive to study the user experiences of 140 of the highest-trafficked mobile sites in Hong Kong, Taiwan, and Mainland China.

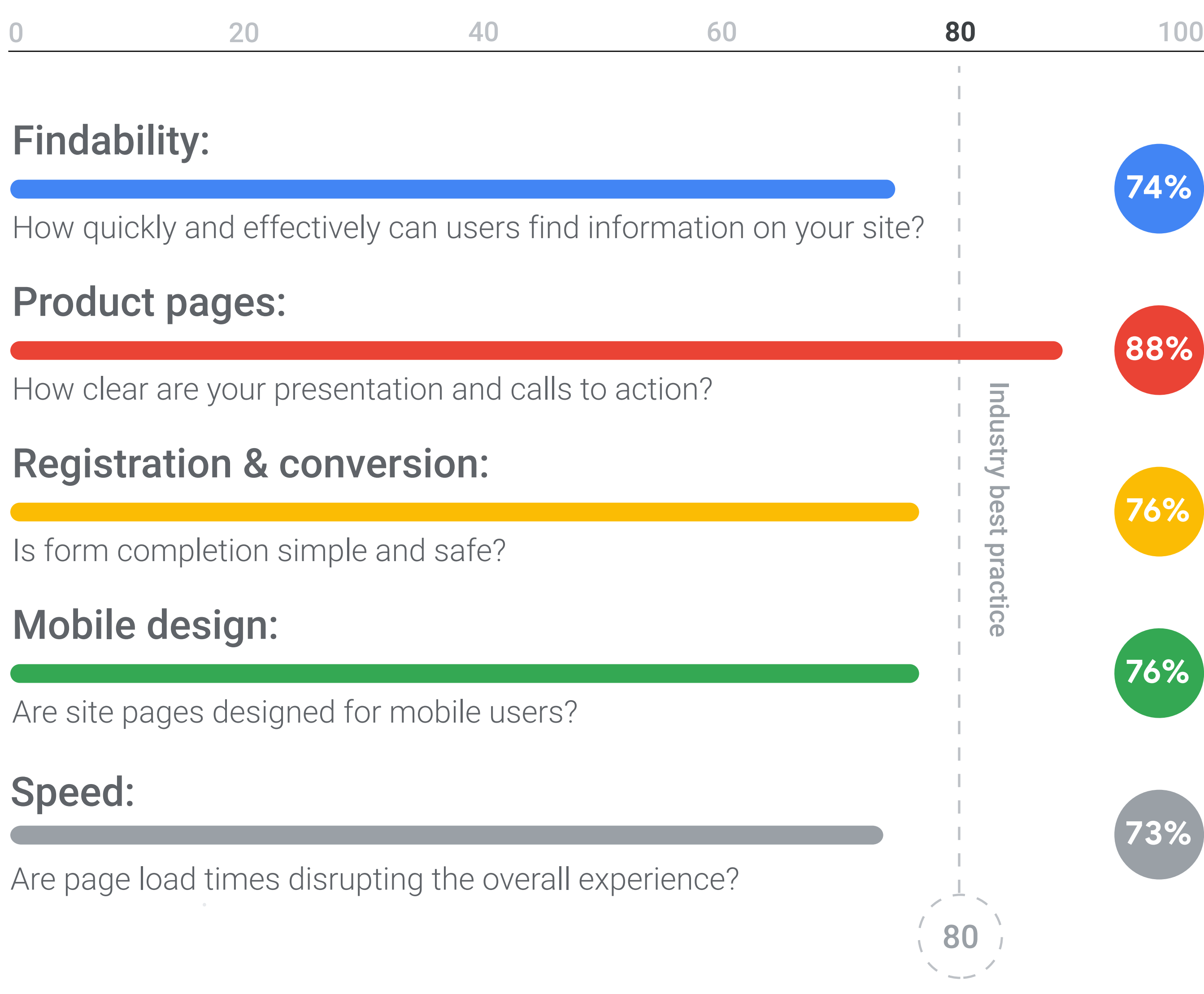
66%

of consumers use a smartphone to research online before making a purchase.<sup>1</sup>

53%

of consumers will leave a mobile site that takes longer than three seconds to load.<sup>2</sup>

## Mobile sites in the region rate high on one of five consumer journey touchpoints



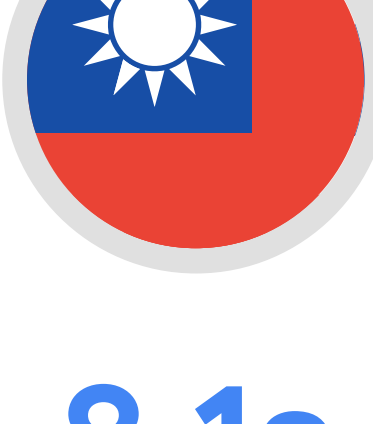
## Mobile site speed in the region still has room to grow

With an average load time of 6.7 seconds, mobile sites in Hong Kong, Taiwan, and Mainland China are in the lead for speed. Among the three, Mainland China's sites are the fastest-loading in APAC at 5.4 seconds, but they still load slower than the recommended three seconds.



5.4s

Mainland China



8.1s

Taiwan



8.7s

Hong Kong



20%

drop in conversions experienced for every second of delay in mobile page load time<sup>2</sup>

## To increase site speed, brands need to



Lighten the website load by compressing textual and image assets.



Cache static objects like images and HTML elements to avoid repetitive browser requests.



Reduce server response time to prepare for high site traffic.

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

## The mobile masters who aced it

These brands outperformed the industry across all five mobile consumer journey touchpoints.

Financial services	Retail & commerce	Travel
IG Group (HK) 86%	iHerb (HK) 88%	HK Express (HK) 90%
DBS Bank (HK) 82%	ASUS (TW) 87%	Hotels.com (TW) 86%
China Construction Bank (CN) 81%	JD.com (CN) 86%	Klook (HK) 85%
CIB (CN) 77%	Huawei (HK) 85%	Expedia (HK) 84%
Lakala (CN) 77%	Qichedaquan (CN) 82%	Airbnb (TW) 84%

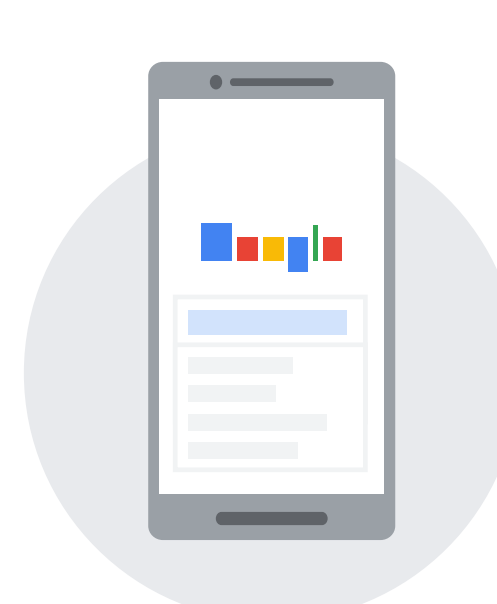
## You can do it too



Use autocomplete to suggest popular searches.



Showcase the tangible benefits of creating an account.



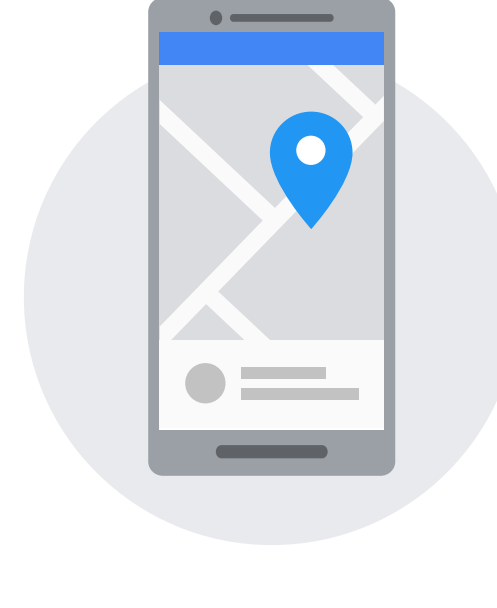
Ensure that input boxes in forms are correctly tagged for autofill.



Highlight booking form mistakes and typos in real time.



Allow users to purchase products as guests.



Provide a map view of accommodation options for travelers.

“For e-commerce brands, excellent UX design can help improve user experiences, drive higher sales, and increase the rate of conversions. Great design is especially critical at the point of purchase; too much friction can cost a brand millions of dollars. Our product team strives to be the industry's benchmark and places high importance on continually testing and optimizing our website experience.”

— **Yinong Guo**, Product Director, JD.com

### Sources

- Google/Kantar TNS, “Path to Purchase Study,” March 2017, HK, TW, CN, n=4500 respondents.
- Google Research, Webpagetest.org, sampled 11M global mWeb domains loaded using a globally representative 4G connection, Jan. 2018.