

M-COMMERCE

in Brazil:



An

USER EXPERIENCE

study.

INDEX	PRESENTATION	METHODOLOGY	MOBILE DEVICES IN BRAZIL.	MOBILE SHOPPING STEP-BY-STEP	RECOMMENDATIONS
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PRE SEN TATI ON

1.




We trust in real tests.

A lot has been said on **Brazil's e-commerce potential**, but few have pondered what customers think.

An optimal online user experience is the result of **testing in the gamut of personal computing and mobile devices**. This practice is yet to become a standard in Brazil, with ensuing complexities hindering adherence and conversion rates.

This document exposes this realm, as well as how deviceLab may contribute to make every one of these interactions more relevant.

Leandro Ginane
Founder & CEO – deviceLab



ME THO DOLO GY

2.

Evaluation criteria

Our investigation sought to find out how

efficient, compatible and user friendly

the target web sites were.

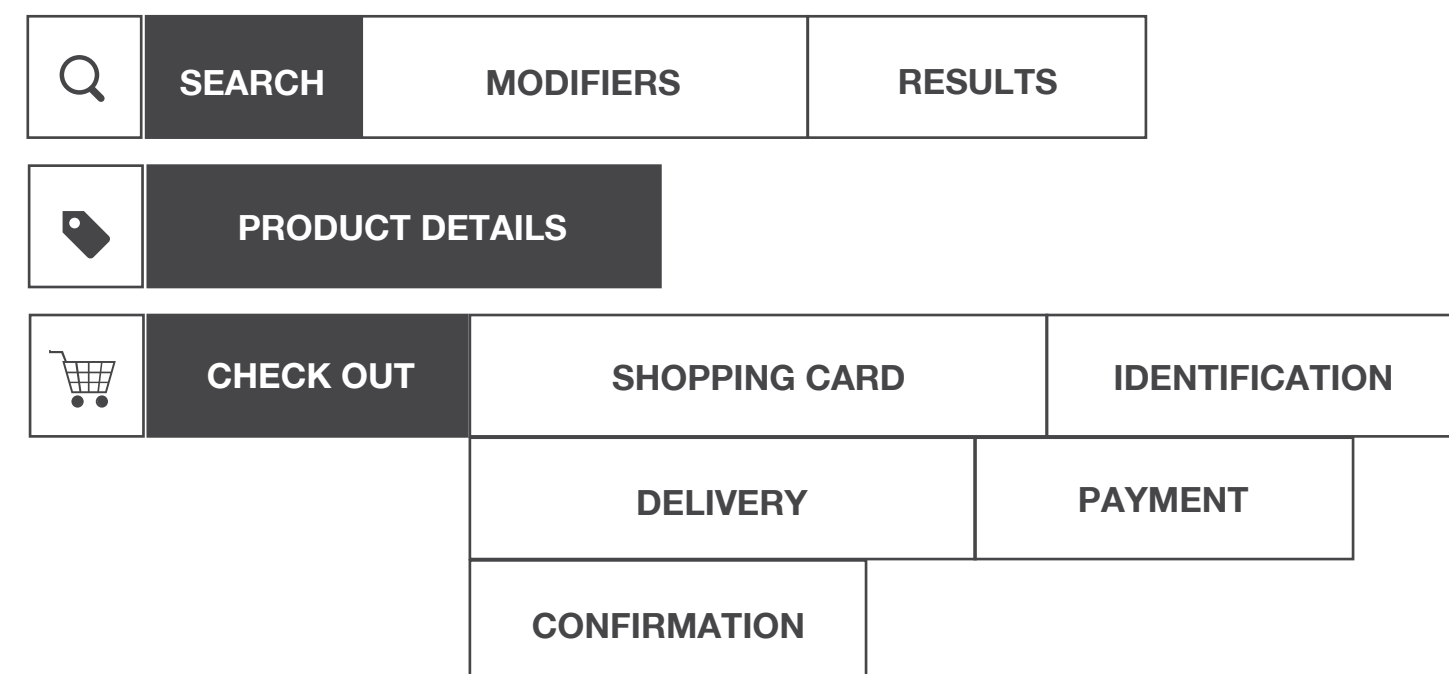
We had under the microscope online shops that amass

80%

of Brazil's online retail revenues.

User flows

We analyzed the following user flows:



Problems that halted a user's progress in a task are labeled **critical** in this study.

Environments

In this study we considered the operating systems that grew most consistently in the last 6 months:

- ~ Android (3.2.2 – 4.0.3 – 4.0.4)
- ~ iOS (5 e 6)
- ~ Windows Phone

We also worked with the most popular devices:

Samsung Galaxy Tab (7" e 10"), iPad (2 e 3), iPhone 4S and 5, Samsung Galaxy SIII and SII and the Nokia Lumia 800, always using their native browsers as platform of research.

Research period

UX and front end professionals worked between **March, 20th** and **May, 3rd** of 2013. **1701 tests** were performed.



iOS



3.

**MO
BILE
DEVI
CES
IN
BRA
ZIL**

41

Brazillians browse the web with their **mobile devices***

Million



52%



believe a negative experience **weaken** brand engagement**

WORKING & LOWER Classes

ACCESS THE WEB VIA

WI-FI

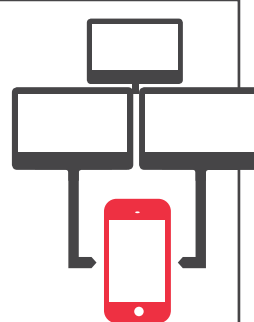
2G

3G



ON DEVICES THAT DO NOT SUPPORT APPLICATION DOWNLOADS.

A growing trend: working and lower classes are retiring their cyber cafe experience for pre-paid mobile cards.



36%

of internet users have use their **mobile devices** to search for product information right before or while shopping on the streets.



2,5

million have a habit of shopping using cellphones or tablets.



HOW PEOPLE GET ACCESS TO

the web with their phones



PRE-PAID



MONTHLY



WI-FI



24%

of users said to utilize **tablet devices** to **shop** online.

Sources: *F/Radar – DataFolha e F/Nazca (2012) **Google – Research (2012)

A person is shown from the chest up, holding a smartphone in their right hand. They are wearing a dark shirt. On a table in front of them is a white coffee cup on a saucer, a pen, and a small notepad. The background is a blurred indoor setting.

4.

**THE
SHOP
PING
EXPE
RIEN
CE
STEP-
BY-
STEP**

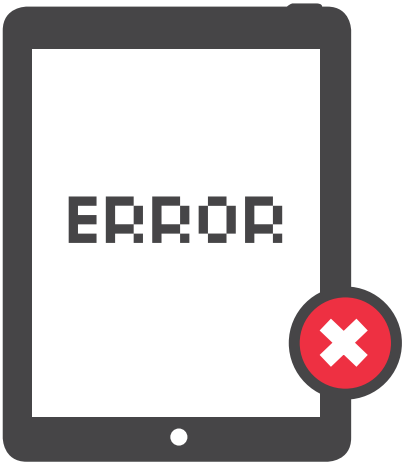
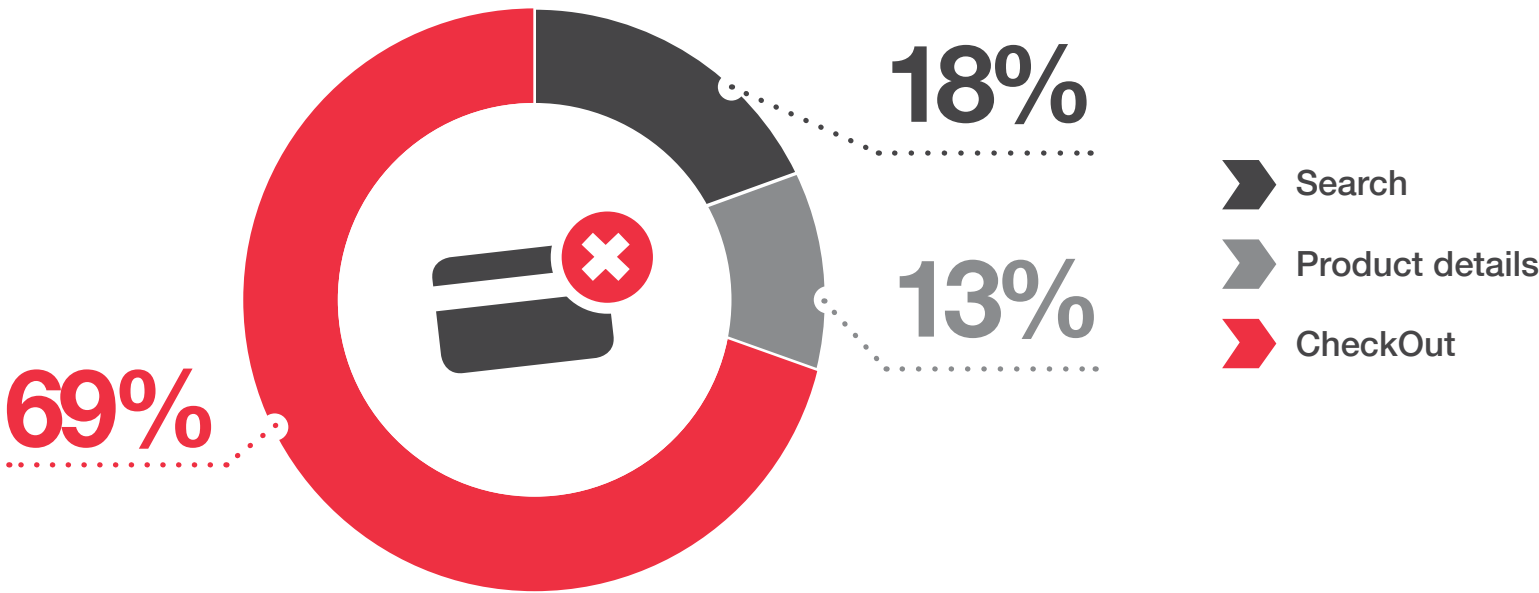
Customer Satisfaction

Every site we tested had at least **1 error** that made **transactions impossible**.

12% of all errors were critical.

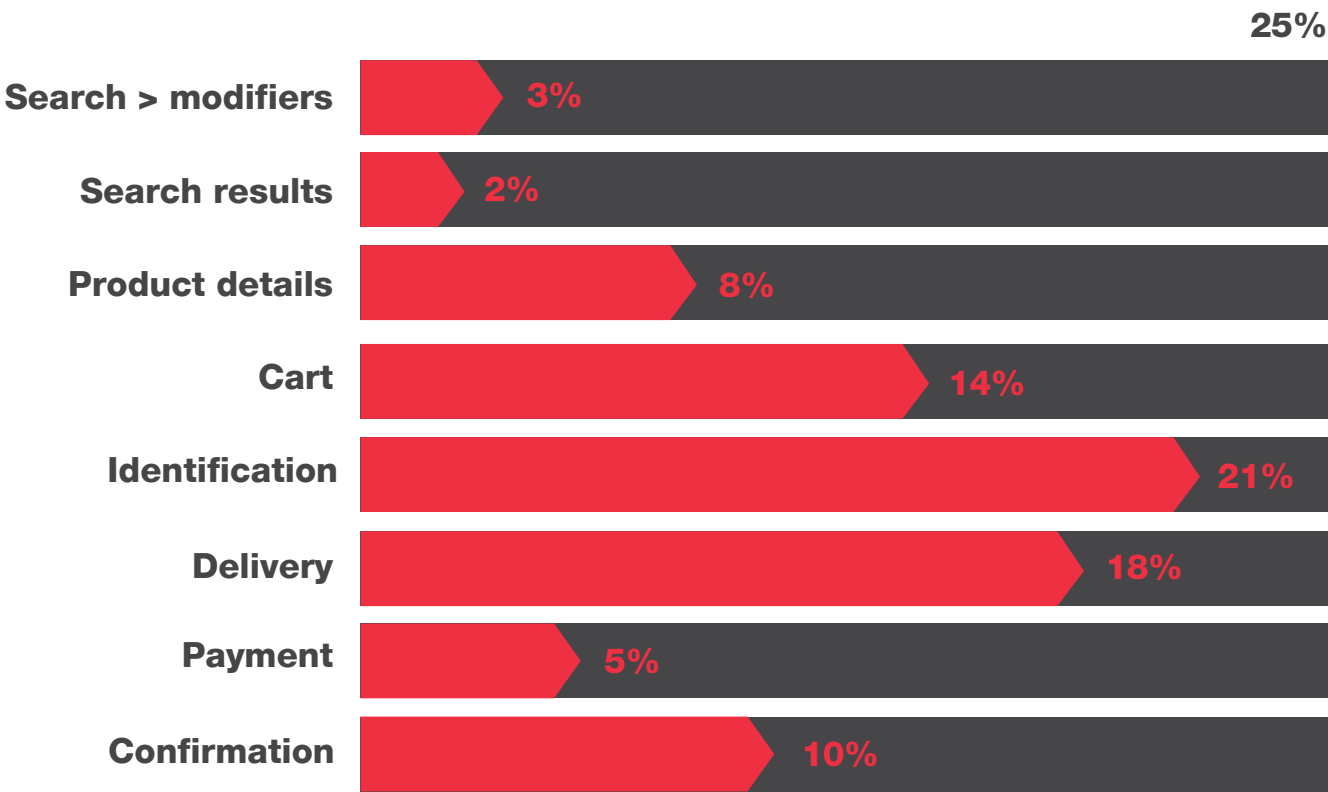


Critical errors per leg of the shopping cycle



The biggest losses happened on processes designed for *First Time Buyers!*
Regular customers face fewer hurdles.

Critical errors per leg of the shopping cycle



Check Out: the *biggest* problem

69%

of errors
happen during
the checkout
process.

MOST COMMON ERRORS

+ 2

Calculating the final price of
an order after altering
quantities.

Using address codes
to calculate shipping
costs.

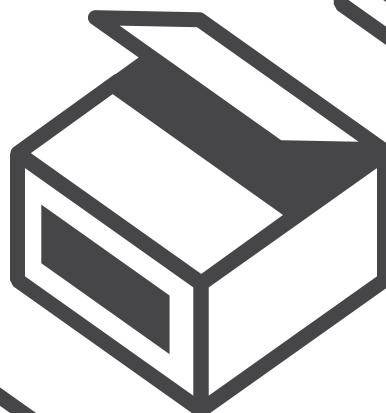
?????-???

Changing the shipping
address often makes a
transaction impossible!

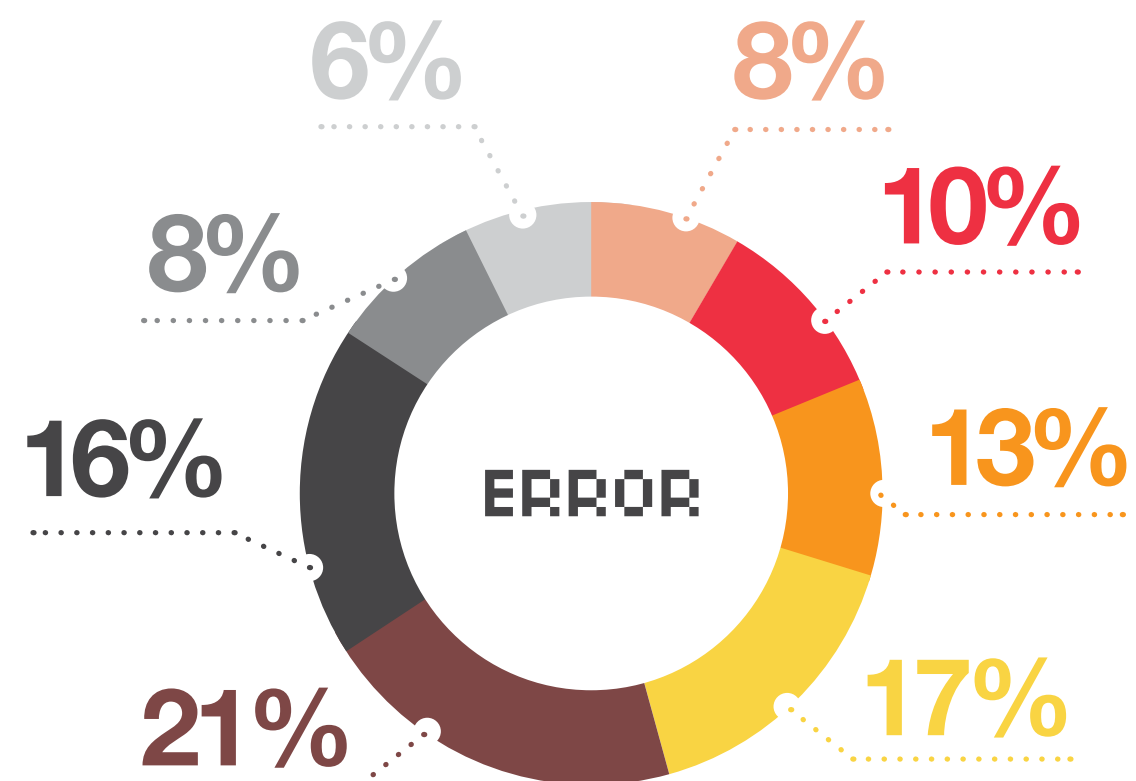
Why the large number of unpaid orders?

Some users cannot
access their bank
payment slips and
think the transaction
did not take place.
It is not their fault.

When it comes
to closing a sale,
poor usability
is the biggest
obstacle.



Further breaking down the errors

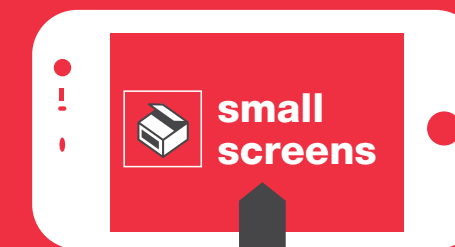


- Identification
- Delivery
- Payment
- Confirmation

- Search/ Modifiers
- Search results
- Product details
- Shopping Cart

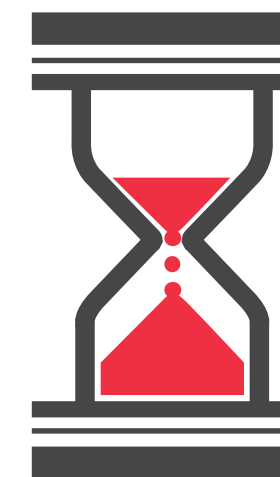
38%

of errors are on the
*Identification / login / Registration
and Shopping cart phases.*

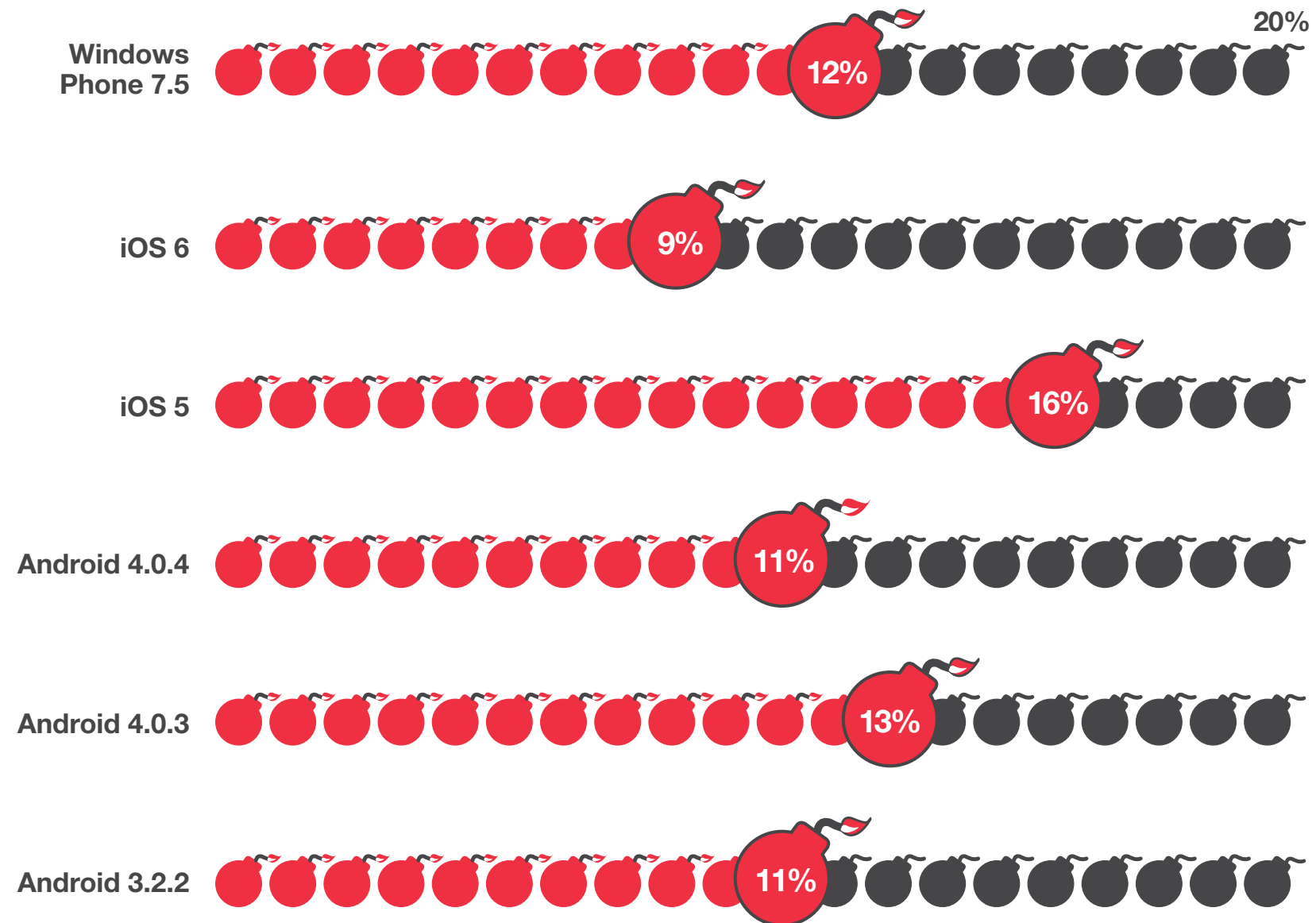


Filling out search forms and poor performance (speed) are two of the most common complaints.

The **biggest hurdle** in new customer registration is filling out the address code, ID number and date of birth fields. The address code search functionality specially lacks performance.



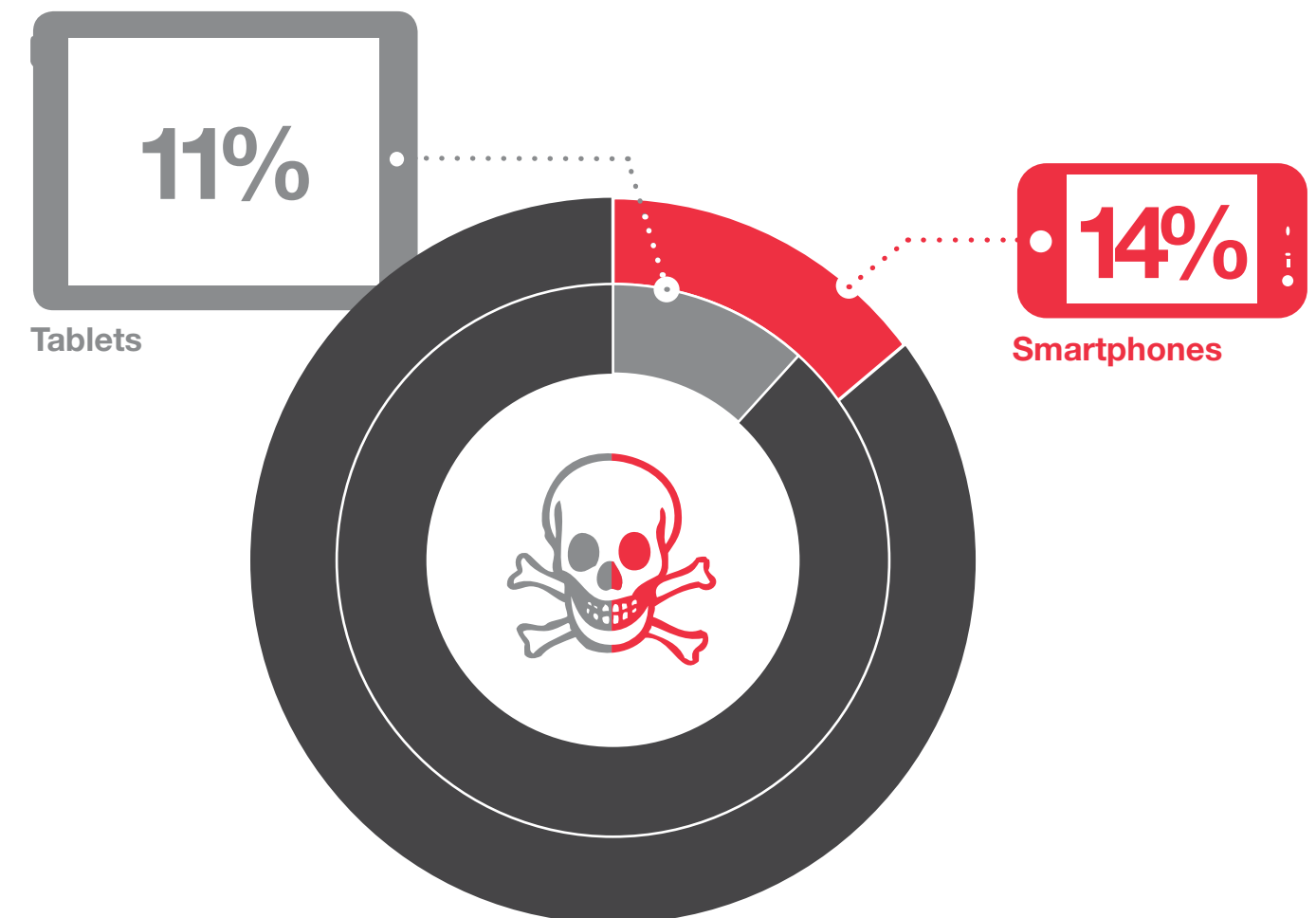
Critical errors by operating system

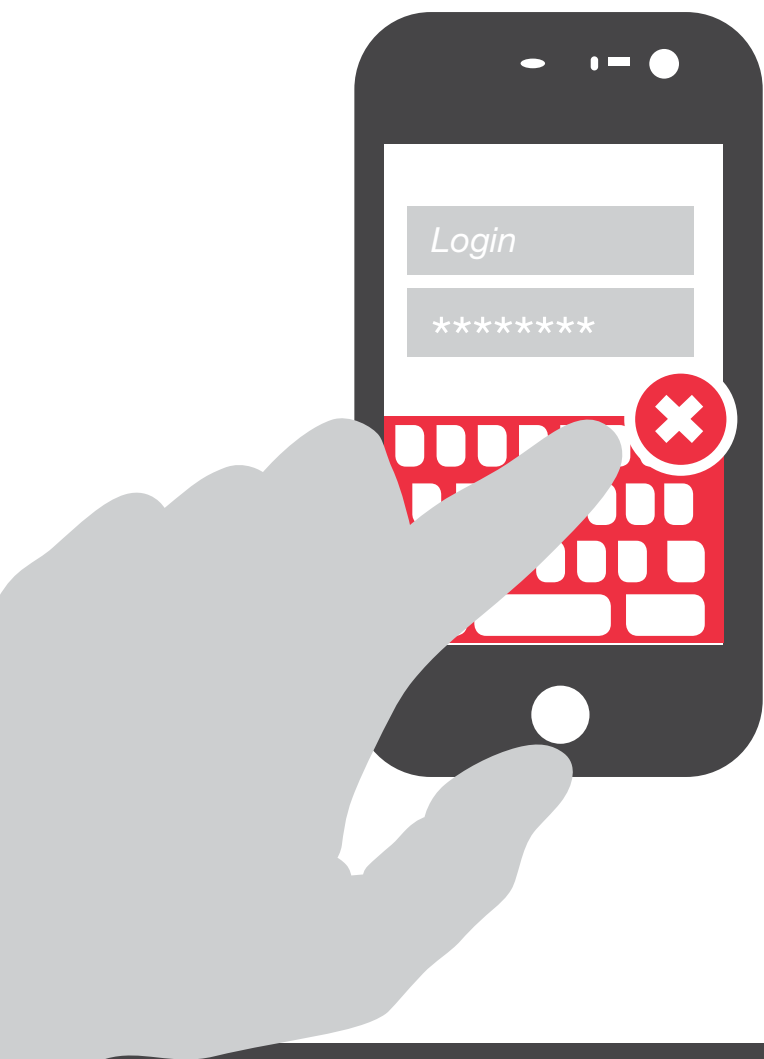


User Profile

Smartphone pay the price of poor usability even when on specially designed mobile-ready systems.

Critical errors by device type





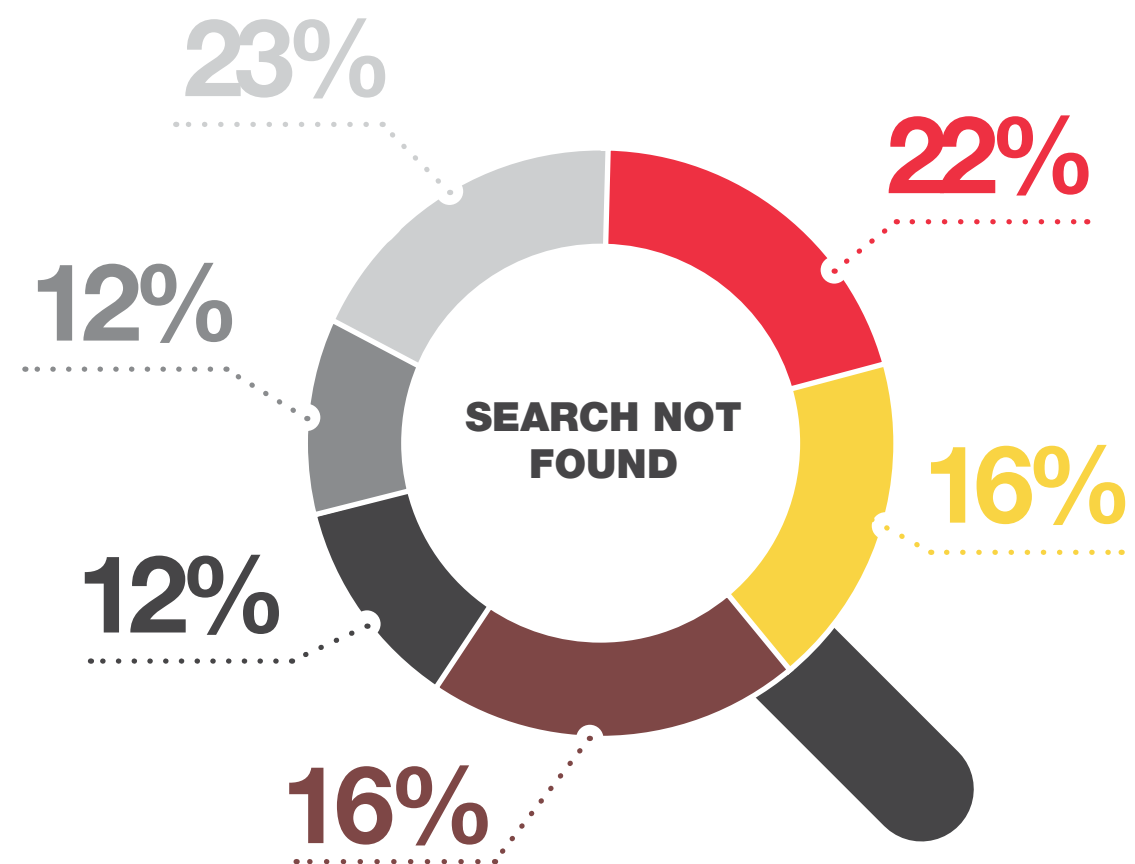
Filling out forms with tiny keyboards
is already difficult enough, and some can be
very unstable.

Customers using
Android and
Windows Phone
encounter more errors.



Search Functionality

Errors by operating system

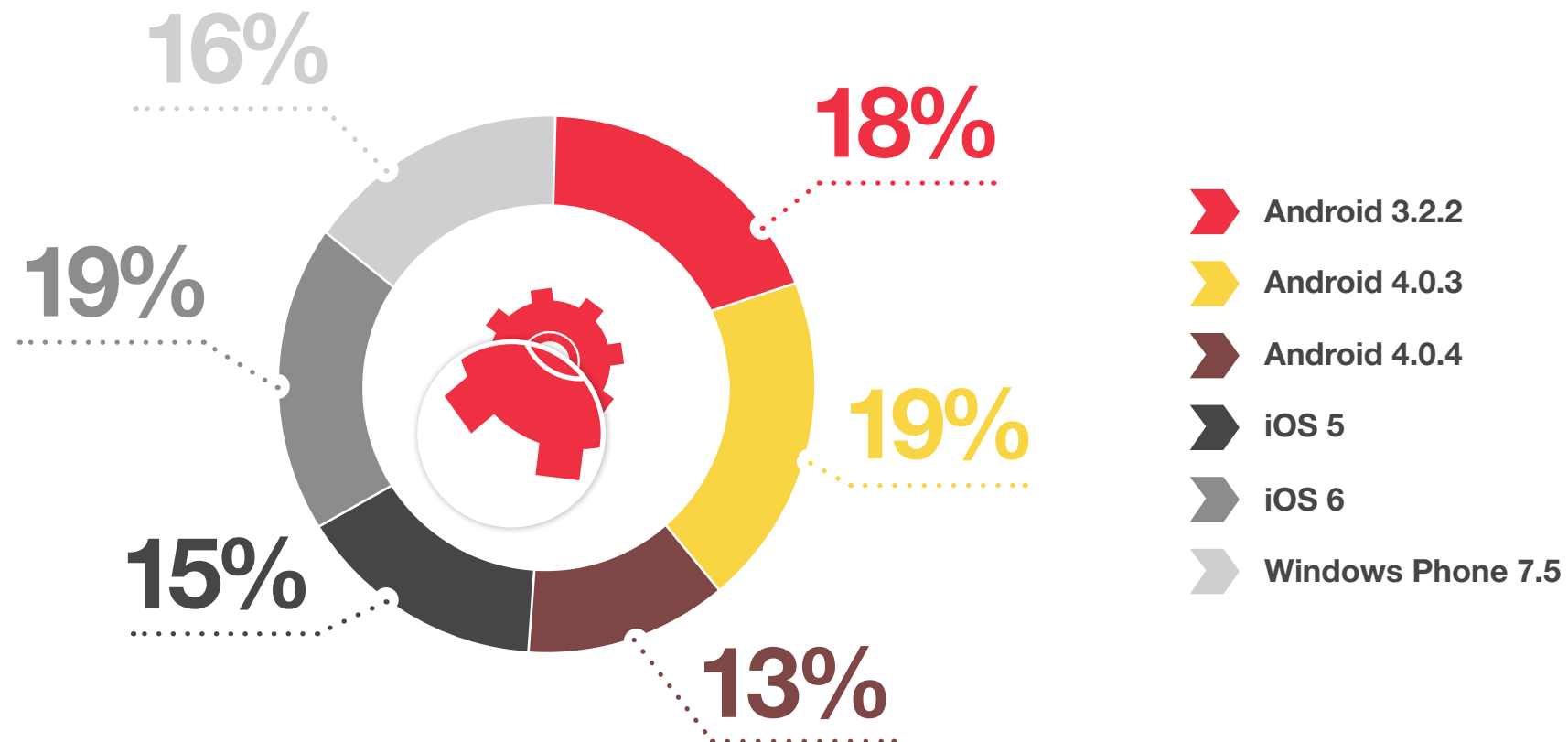


- Windows Phone 7.5
- iOS 6
- iOS 5

- Android 3.2.2
- Android 4.0.3
- Android 4.0.4

Product Details

Errors by operating system



- Android 3.2.2
- Android 4.0.3
- Android 4.0.4
- iOS 5
- iOS 6
- Windows Phone 7.5

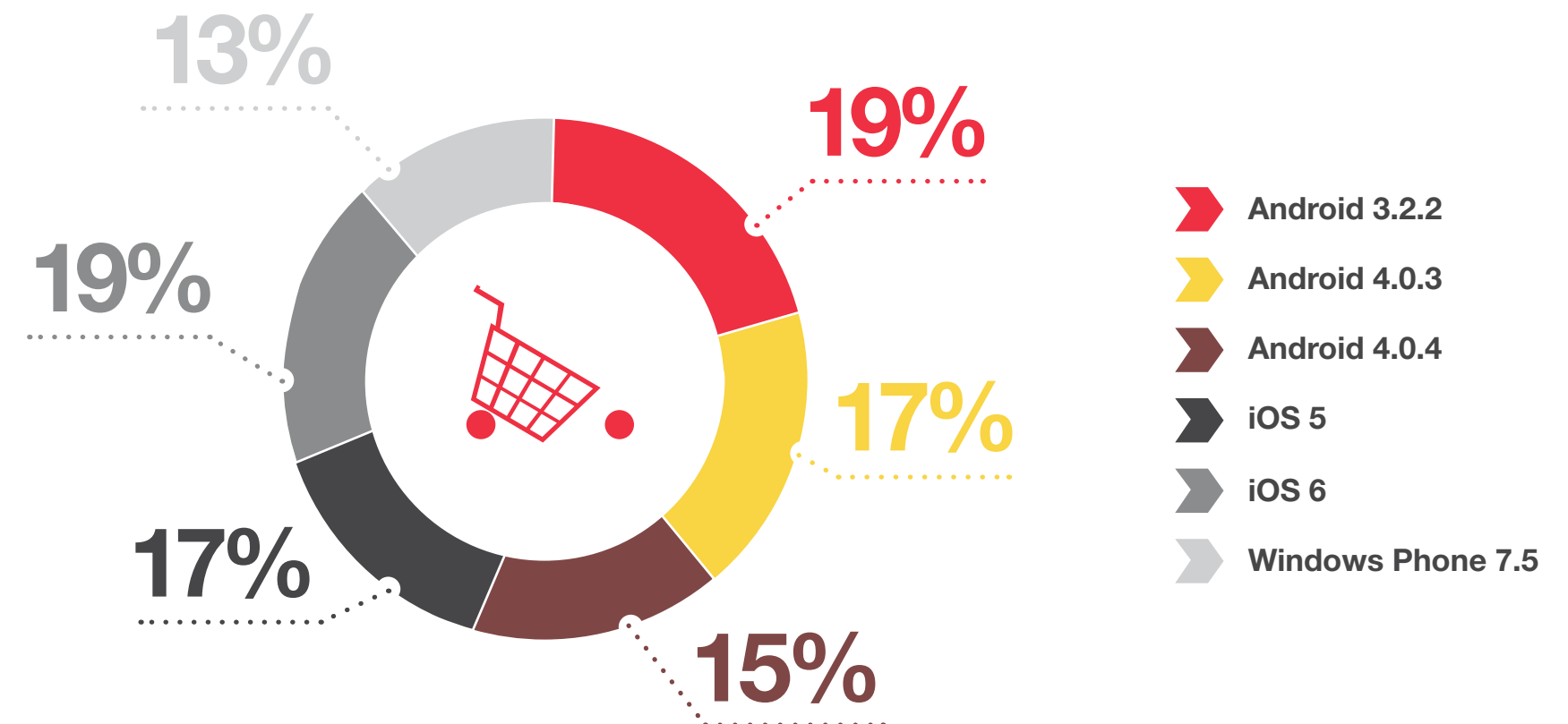
Prospective customers had problems in every combination of OS and device we tested.

Drag and drop solutions sometimes make transactions impossible.



Checkout

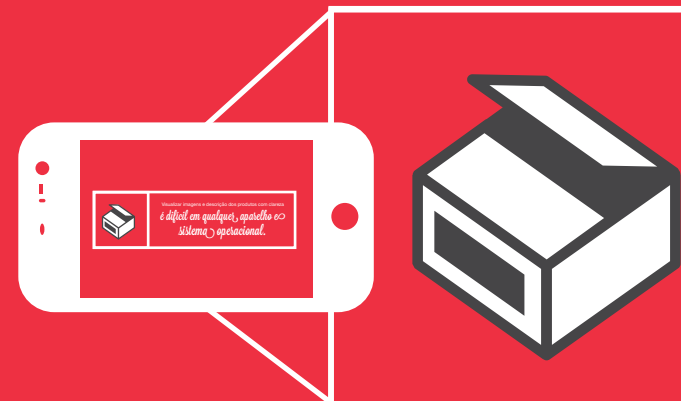
Errors by operating system



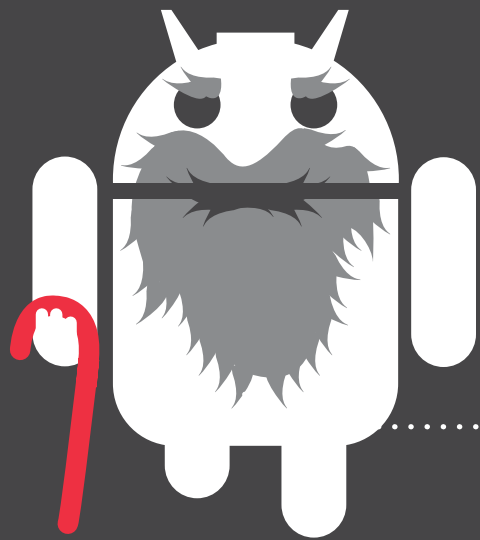
- Android 3.2.2
- Android 4.0.3
- Android 4.0.4
- iOS 5
- iOS 6
- Windows Phone 7.5

Visualising images and the product description is

difficult in any combination of operating system and device.

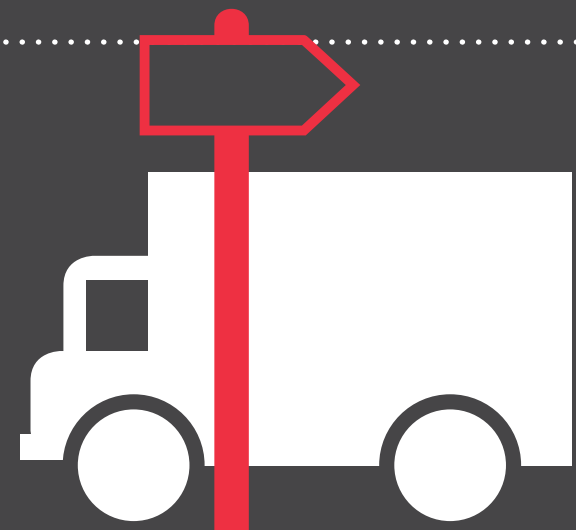


Checkout: step-by-step



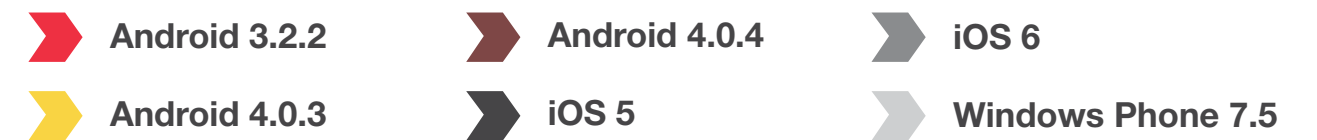
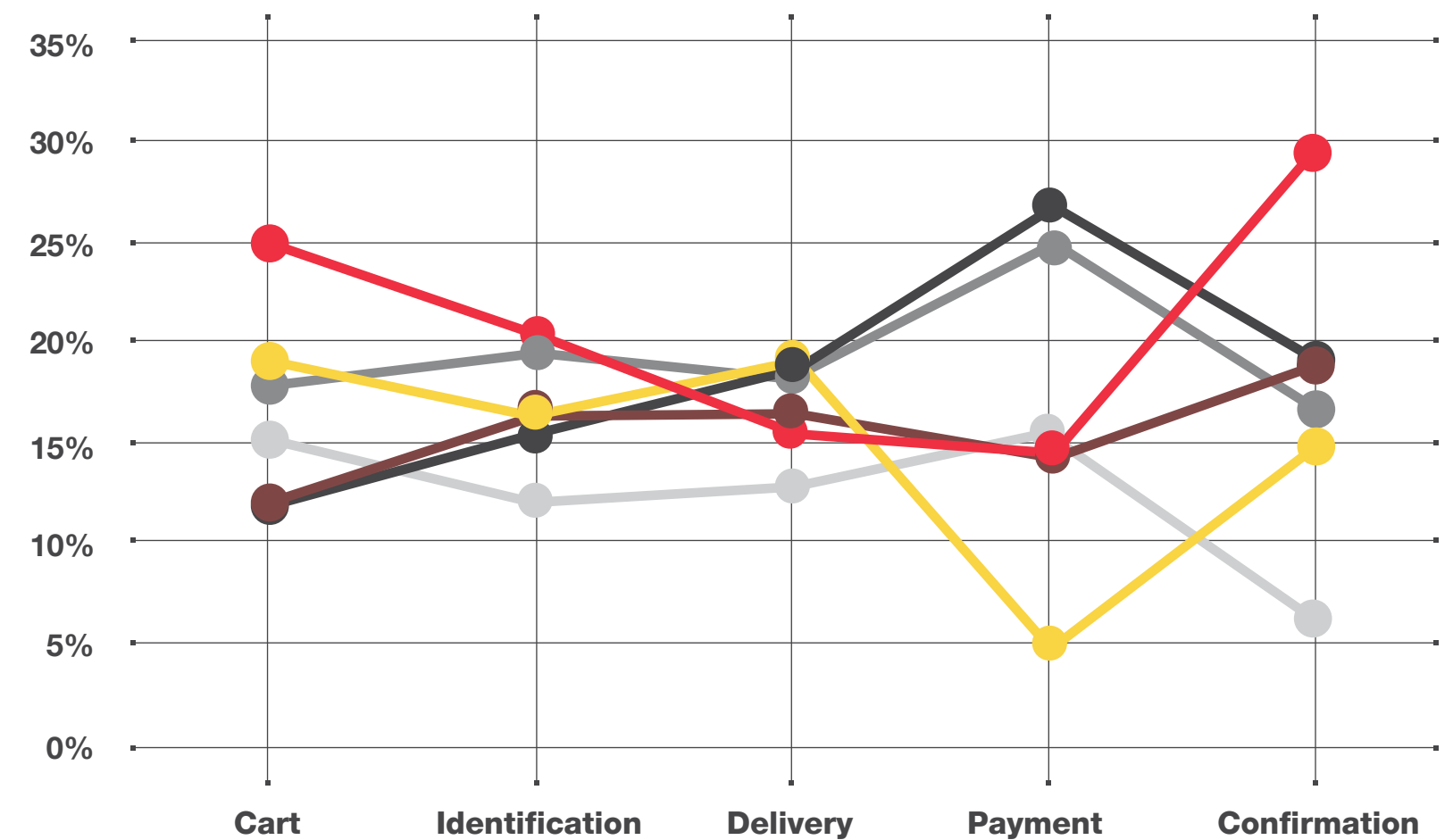
Customers using
Android's oldest version
had the most problems in checkout

Apple's native browsers are slow
during the checkout phase
making transactions more difficult.



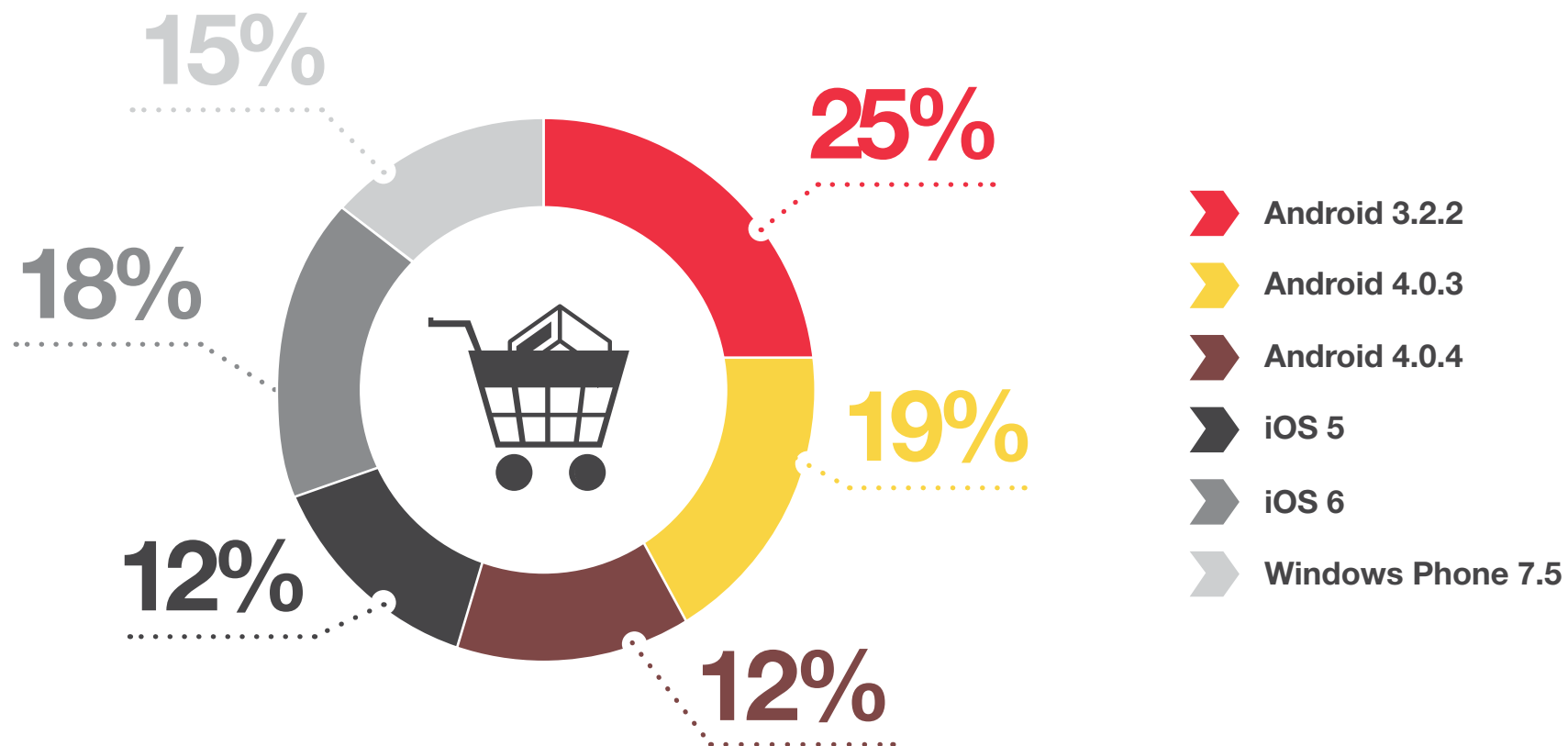
Every combination of OS and device had problems
on the address and delivery phase.

Errors by operating system



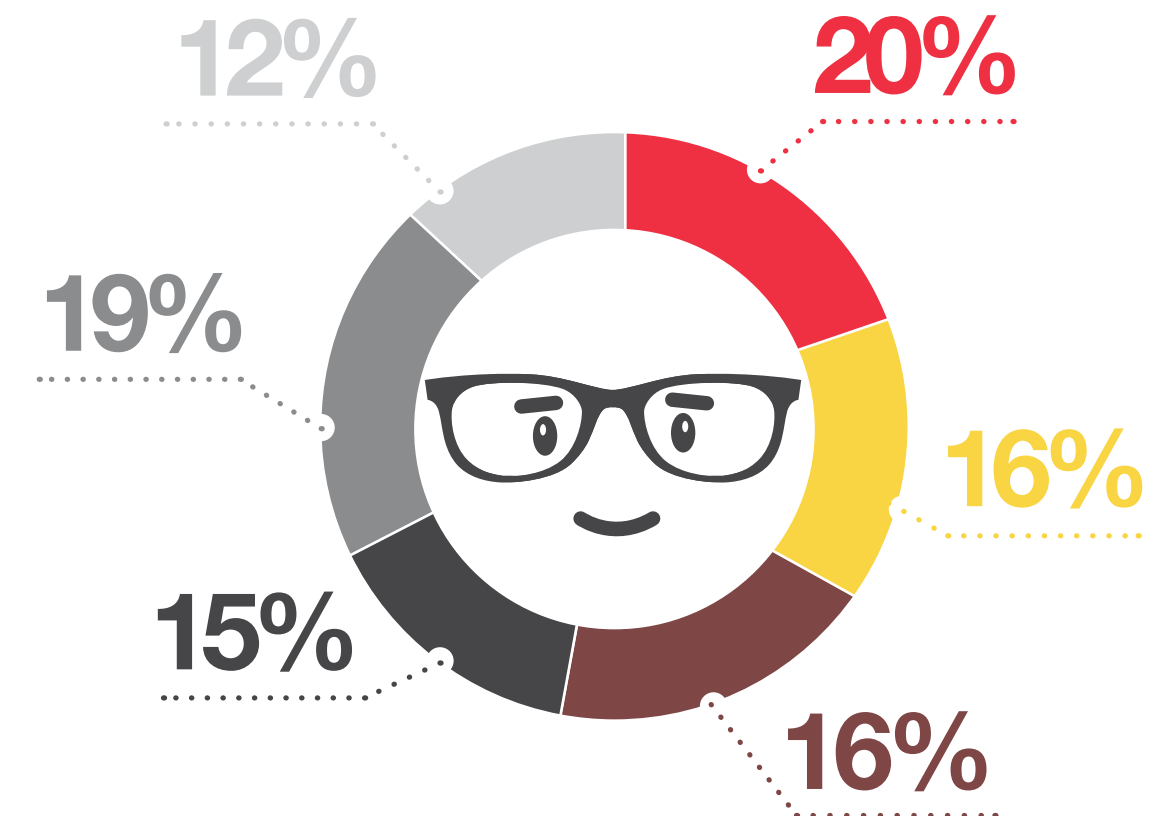
Checkout: shopping cart

Errors by operating system



Checkout: identification

Errors by operating system



25%

of all shopping cart errors happen on

Android's 3.2.2 version.

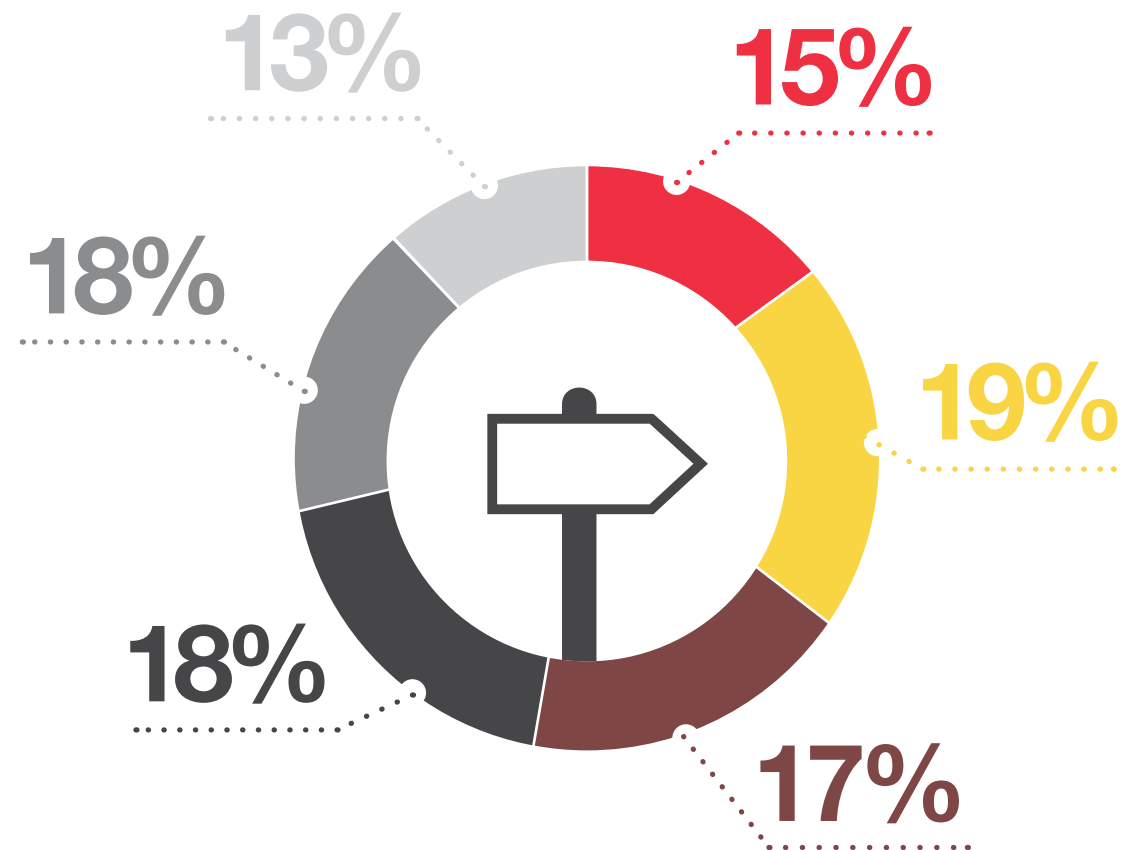


Windows Phone 7.5
iOS 6
iOS 5

Android 3.2.2
Android 4.0.3
Android 4.0.4

Checkout : delivery / adresses

Errors by operating system

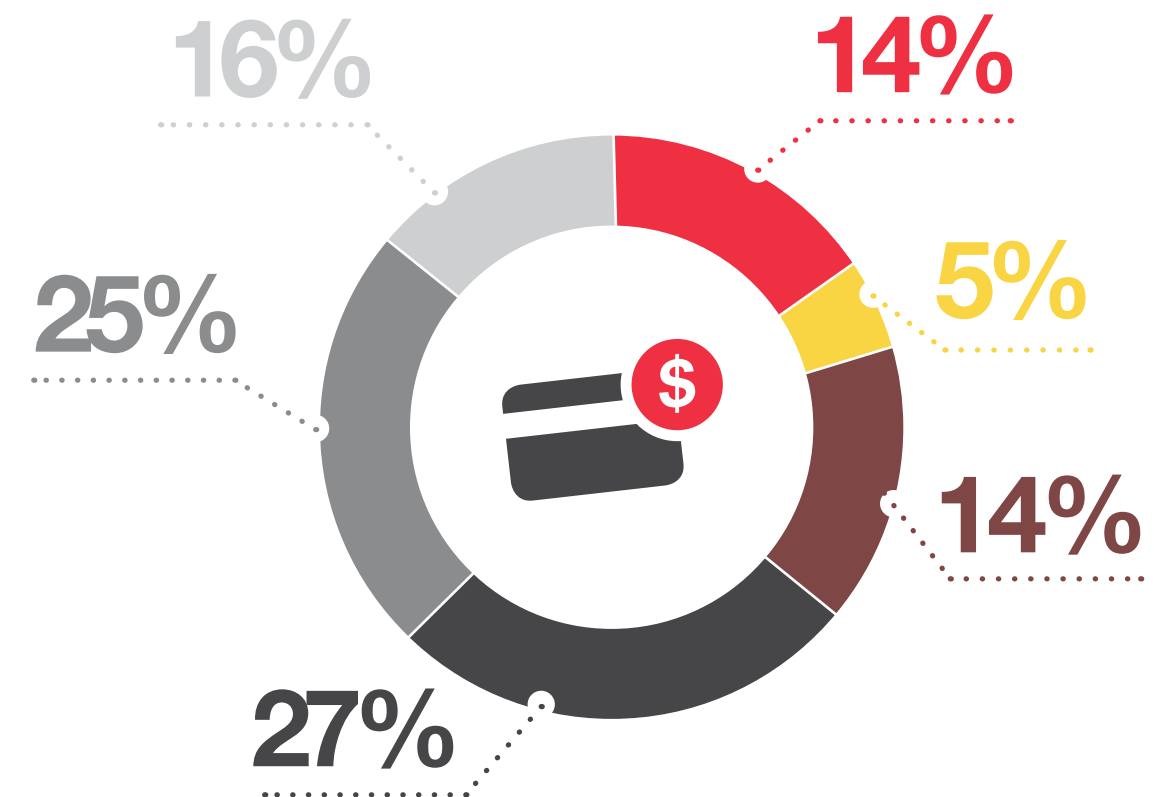


Windows Phone 7.5
iOS 6
iOS 5

Android 3.2.2
Android 4.0.3
Android 4.0.4

Checkout: payment

Errors by operating system



Android 3.2.2
Android 4.0.3
Android 4.0.4
iOS 5
iOS 6
Windows Phone 7.5

iPhone
and
iPad

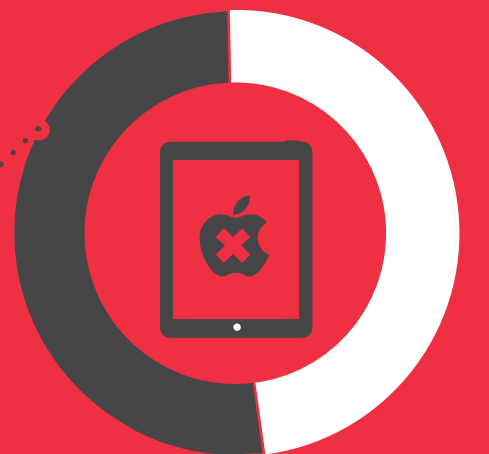
users face the most
difficulty in the payment

phase.

52%

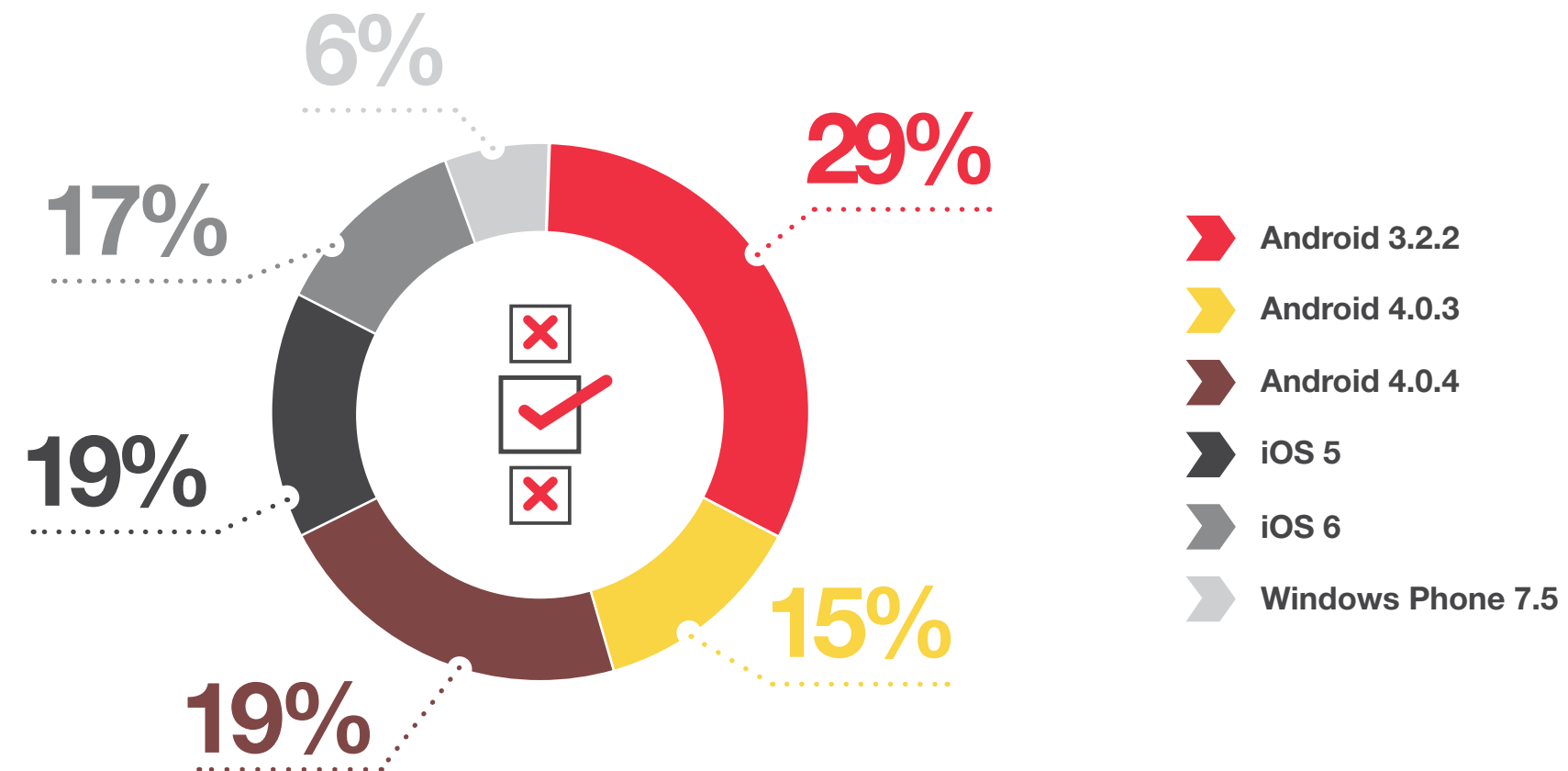
of errors during the
payment phase were under

Apple's iOs



Checkout: confirmation

Errors by operating system



63%

of all confirmation errors happened under

Android platforms.





RE CO MMEN DATI ONS

5.

Search

Utilizing the *spell ~~spell~~ checker* function to make searches more relevant and intuitive to users. Typography mistakes are more common in mobile devices.

Use

auto complete



on all search fields.

Presentation and screen performance
must be improved.

Product details

Images & text descriptions

must be tailored for small screens while keeping all but the information that aids a customer's decision.



Update your information architecture to consider customers using *small screens*.

Checkout

Use of *geolocation* to make filling out addresses easier.



Utilization of *1-click checkout functionality* designed specifically for mobile device users.

**BUY NOW
1-CLICK**

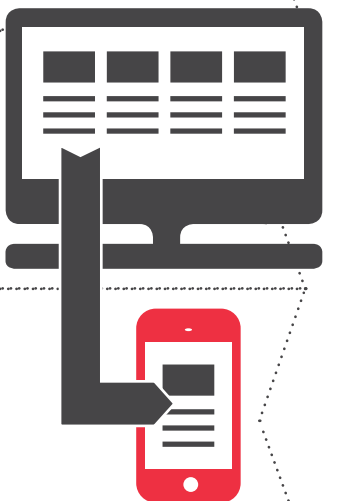
Usability optimization
of checkout and registration processes.

Simplification of registration forms.
Just the essentials are needed.

Platform integration.

Users want the option to complete registration on their PCs.

Solutions that are *desktop* and *mobile ready*.



These recommendations
are a prelude to the
challenge of mobile
computing usability in
this country.

Every venture is its own
special challenge, with the
development of a personalized
strategy paramount for the
success of your customers'
online experience.

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