

# IAA School Mobile Awareness session

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*as seen on 25th of April 2015 at*



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# Agenda & Objectives

2

1. .RO smartphone & Data consumption insights
2. The role of mobile in the digital strategy
3. Mobile moments & The IDEA process
4. Technical bits you should know

# .RO smartphone & Data consumption insights

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# . RO smartphone & data consumption insights

4

**22.9 million** active SIM Cards  
**13.6 million** data connections  
**3rd country** in EU for 4G cov.  
**30-35% penetration** in 2015  
**50%** penetration end of 2017  
**70 MB** monthly in '13

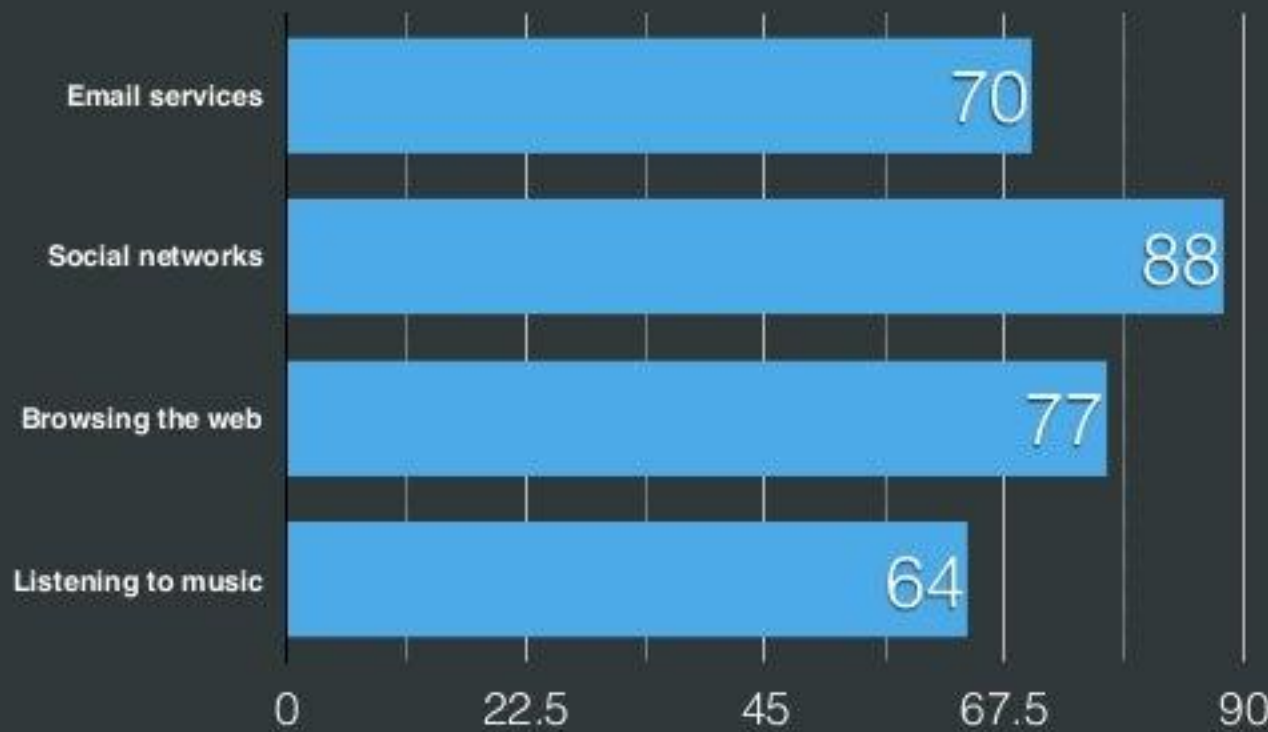
Source: ANCOM Report Apr 2014



# .RO smartphone & data consumption insights

5

## Activities undertaken by smartphone users (percentages)



Source: Media FactBook 2014

17 installed apps on average

Shazam = 1.7 mio users

79% of smartphone owners would never leave home :)

33% would rather give up their TV than their SP

32% of SP owners watch TV while using the SP

29% while they read magazines / newspapers

51% while listening to music



# .RO smartphone & data consumption insights

6

	Mobile display ad spend 2013 (€m)	YoY Growth (%)	Total online display ad spend 2013 (€m)	Mobile display as a share of total online display (%)
Turkey	7.6	49.1%	275	2.8%
Czech Republic	5.0	27.3%	223	2.2%
Hungary	4.1	126.1%	61	6.7%
Poland	3.6	110.6%	259	1.4%
Slovenia	0.5	n/a	11	4.6%
Serbia	0.4	153.3%	12	3.1%
Romania	0.2	244.9%	33	 0.7%
Bulgaria	0.2	55.2%	13	1.2%
Croatia	0.1	15.0%	7	2.1%

Source: IAB Europe AdEx Benchmark 2013

# .RO smartphone & data consumption insights

7

% of users with plan size	Germany		UK		Russia		Romania	
	3G	4G	3G	4G	3G	4G	3G	4G
1 - 500 MB	75%	52%	56%	22%	7%	3%	44%	23%
501 MB - 1 GB	12%	23%	29%	31%	23%	16%	27%	31%
1.1 - 2 GB	2%	9%	4%	17%	18%	11%	12%	26%
2.1 - 5 GB	3%	7%	3%	16%	31%	49%	8%	14%
5.1 - 10GB	0%	2%	0%	5%	4%	6%	1%	1%
10.1 - 50 GB	0%	0%	0%	2%	5%	4%	0%	0%
Unlimited	7%	7%	7%	7%	12%	11%	8%	5%

Source: Smartphone & tablet usage trends & insights, December 2014

# .RO smartphone & data consumption insights

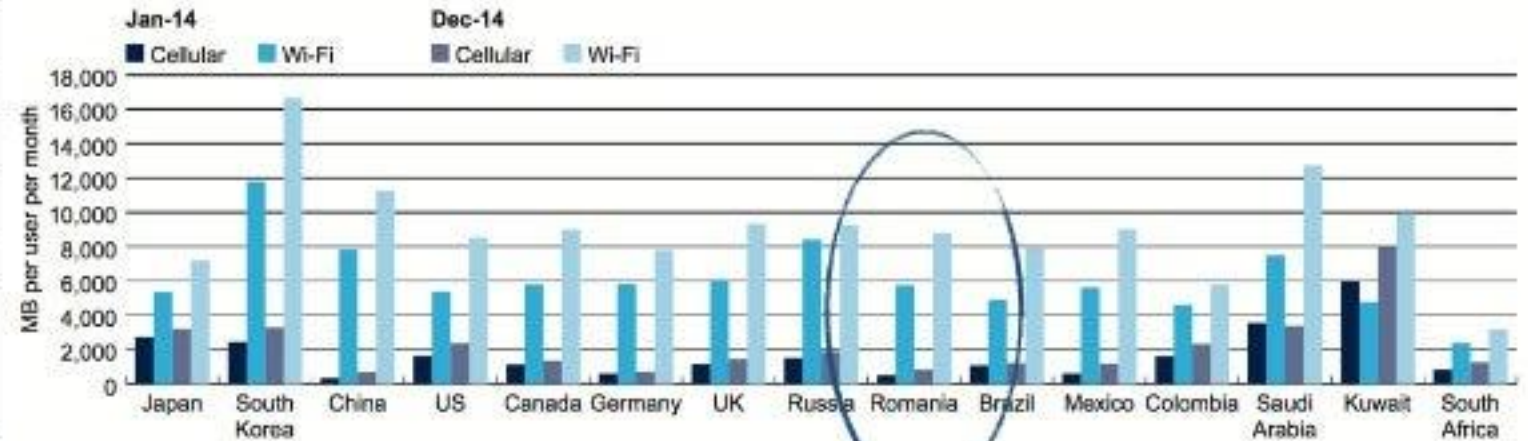
8

Figure 1: Global, cellular device users, average monthly data use, cellular and Wi-Fi, January 2014 and December 2014



Source: Mobidia

Figure 10: Android 4G smartphone users, average monthly data use by country, cellular and Wi-Fi, January 2014 and December 2014



Note: 4G user base is limited in China, Russia, Romania, Brazil, Colombia, Saudi Arabia, and Kuwait.  
Source: Mobidia

The average Romanian with a data plan is doing in average aprox. 500 MB monthly on his data connection and about 9 GB on Wi-Fi. The average Brit does **almost double** on data and a bit more on Wi-Fi.



# .RO smartphone & data consumption insights

9

## Mobile Pageviews by Country, June 2014

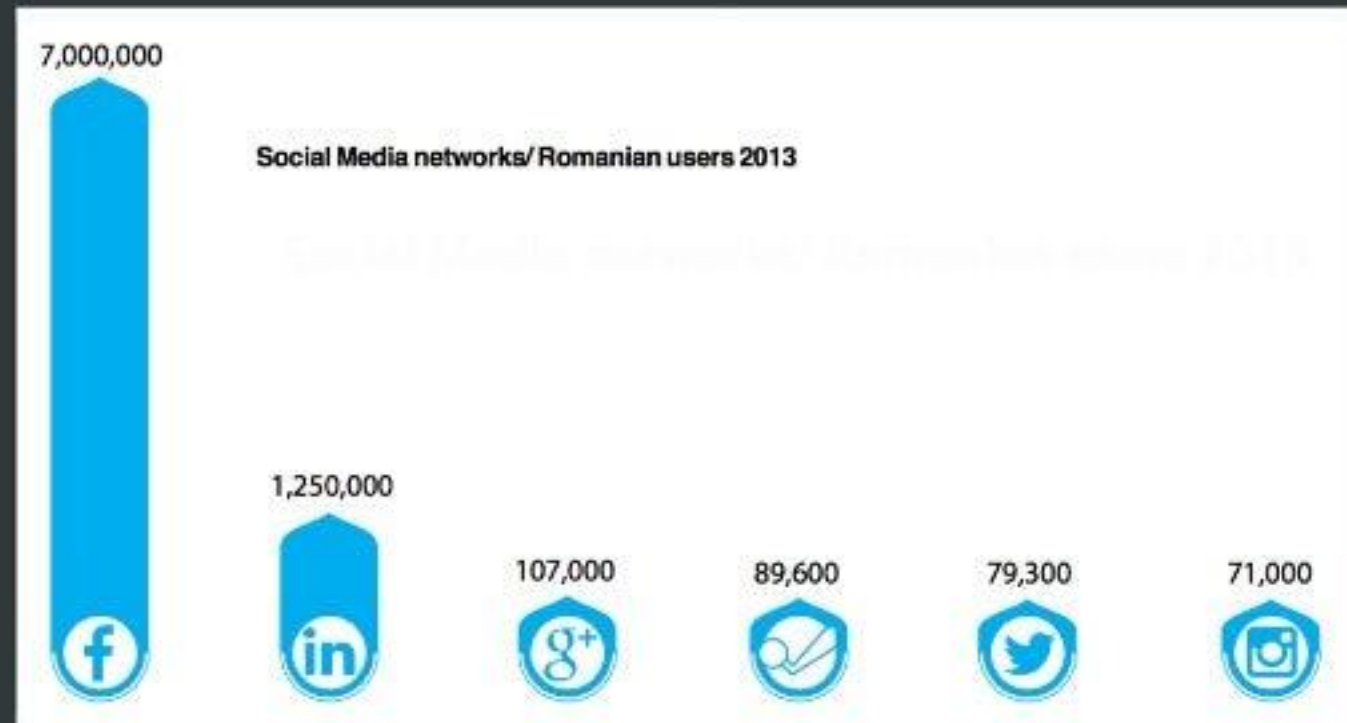
	PC	Phone	Tablet
Croatia	79%	18%	3%
Lithuania	82%	14%	4%
Slovakia	83%	13%	4%
Serbia	84%	14%	2%
Macedonia	86%	12%	2%
Bosnia & Herzegovina	86%	12%	2%
Estonia	86%	9%	5%
Hungary	88%	9%	3%
Slovenia	89%	7%	4%
Latvia	89%	8%	3%
Poland	89%	8%	3%
Czech Republic	89%	8%	3%
CEE	90%	7%	3%
Romania	91%	5%	4%
Bulgaria	91%	6%	3%
Russia	91%	4%	5%
Belarus	94%	4%	2%
Ukraine	95%	3%	2%
Moldova	99%	0%	1%

Source: gemiusRanking, June 2014

# .RO smartphone & data consumption insights

10

## Social Media platforms market share



Source: Media FactBook 2014

## 5.4 mobile Facebook users.

Facebook Oct '14



# The role of mobile in the digital strategy

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# The role of mobile in the digital strategy

12

- **Develop customer relationship by entertainment or utility**

Deliver valuable & relevant engagement for mobile moments

- **Drive sales & loyalty**

Stimulate & reward customers

- **Improve experience**

Augment processes with mobile functionality for customers or employees



# The role of mobile in the digital strategy

13

Taken from "Mobile Strategy: How Your Company Can Win by Embracing Mobile Technologies" by Nicol Dirk

Business to Enterprise	Business to Consumer
Increase worker productivity	Increase Quality of Service
Increase revenue	Improve customer satisfaction
Extend existing applications	Deepen customer engagement and loyalty
Reduce fuel, gas or fleet maintenance cost	Drive increased sales through pers. offers
Increase employee responsiveness and decision making	Increase competitive differentiation
Resolve internal IT issues	Improve brand perception
Reduce expenses	Understand customer behavior
Attract and retain talent	Reduce cost of delivery
Improve work life balance	Use new value-added services

**Each value goal should have defined relevant performance indicators and measurements.**

Eg. Workflow optimization -> reduce time of check-in -> Percentage of change in check-in time

# The role of mobile in the digital strategy

14

Taken from "Mobile Strategy: How Your Company Can Win by Embracing Mobile Technologies" by Nicol Dirk

Industry	Value of Mobile Solution	Functional Element	Primary Mobile Functional Pattern
Finance & Banking	Customers manage investment portfolio and accounts in a mobile context	A. Mobile payments B. Mobile banking	1. Transactions and commerce 2. Information management 3. Marketing
Insurance	Customers and agents file claims and document damages, drive claims resolutions	A. Claims processing B. Taking pictures of damage C. Location of repair shops	1. Workflow and operation 2. Transactions and commerce 3. Information management
Retail	Intelligently target personalised and location-sensitive marketing offers, engage customers	A. Mobile wallet B. Augmented reality C. Smart mobile checkout	1. Transactions and Commerce 2. Information management 3. Marketing
Travel & Transportation	Provide customers with updated information specific on their itineraries and location and enable customer self-service	A. Travel research B. Reservations C. Check-in D. Loyalty point management	1. Workflow and operation 2. Transactions and commerce 3. Information management 4. Marketing
Healthcare	Provide patients with improved access to care, safety and quality of care while reducing costs and improving efficiency	A. Connected home health monitoring B. Mobile enabled clinicians C. Hospital productivity apps	1. Workflow and operation 2. Information management
Construction & Manufacturing	Equip employment to manage complex projects and operations on-site and streamline survey and work order processes	A. Inspections B. Contractor management C. Inventory management D. Logistics	1. Workflow and operation 2. Transactions and commerce 3. Information management





Source: Google Images/art de pic

# Mobile moments & the IDEA Process

# What are mobile moments?

- A mobile moment is a point in time and space when someone pulls out a mobile device to get what he or she wants immediately, in context. - Forrester Research

When anxiety kicks-in, that may be a mobile moment.

e.g. What movies are running tonight in the cinema?  
How much does that cost on Amazon?  
Where is the nearest store of?



# Micro-moments according to Google

17

- "Life is lived in moments. And today, so many of these moments are mobile – whether we're enjoying a new playlist, sharing a vacation photo with family, or checking in on what our friends are up to.

But there are other types of moments: **the I-want-to-know, I-want-to-go, I-want-to-do, and I-want-to-buy** moments. When we act on a specific intent and expect an immediate answer. They happen all the time and all along the consumer decision journey. And these moments are becoming the new battleground for brands – where hearts, minds and dollars are won." - Think with Google

# The IDEA process

Based on "The Mobile Mind Shift by T. Schadler, J. Bernoff, J. Ask"

18

continuous improvement

## Identify the mobile moments & context

### Assess audience \ Define personnas

Who are we serving?  
What devices do they use & how?  
What is their motivation and goal?

### Determine context

What is their situation and location?  
What is their emotional state or attitude?  
What are their preferences and history?

## Design the mobile engagement

### How can you engage your customer?

What service will you provide?  
What will it accomplish?  
How will they find it?

### Determine the value to you

Does it accomplish your goal?  
Is it cost effective, does it drive revenue?  
Are you committed for the long run?

### Calculate customer benefit

Does it improve a customer's experience?  
Does it accomplish a customer goal in seconds?  
Is it convenient and enjoyable to use?

## Engineer your platforms, processes and people

### Build platforms

What systems will the app use?  
Are these systems ready to be integrated with?

### Align the organization

What new skills will you need?  
Will your organization support the engagement?  
Do you have resources to support this change?

### Transform processes

What processes will the app experience touch?  
What changes will you have to make?

## Analyze results to monitor performance and optimize outcomes

### Define the metrics you need

Business metrics  
Engagement metrics  
Technical metrics

### Determine how will you get the data

Who will collect the data?  
Analysis tools & expertise



# First let's identify those moments

19

- Use journey mapping from CEX to determine the behavior & needs of the future users
- 3 Questions:
  - Where can you immediately solve a customer's problem or need, or address his or her emotional state?  
(order pizza on the way home or the the office, find out which is the rental price in a real estate context)
  - Where can you eliminate friction or annoyance in the customer's lives? Improve something they're already doing in another way?  
(retail shop & go, waiting for a waiter in a restaurant)
  - Can you deliver a new service and change your biz model?  
(Uber/Star/Clever Taxi, Nest)

# Mobile moments categories

Category	Customer or employee motivations	Mobile moments examples
Consumer Sales	Find a product, learn about it, check a price or review, make a purchase	<ol style="list-style-type: none"><li>1. in-store comparison</li><li>2. off-line ad that requires mobile action</li><li>3. print ad, cost &amp; features</li></ol>
Business Sales	Prepare for a meeting, deliver value during the meeting, follow-up	<ol style="list-style-type: none"><li>1. monitor shelf and promotion placement</li><li>2. demo a new product functionality</li><li>3. Mobile CRM for service delivery or maintenance</li></ol>
Marketing	Discover, explore, engage, act	<ol style="list-style-type: none"><li>1. second screen with TV content - coupons, limited-time-offers</li><li>2. daily deals to registered users</li></ol>
Product or Service	Interact with a product to install, upgrade, control or maintain	<ol style="list-style-type: none"><li>1. Nest sends an alert wherever the power goes out</li><li>2. sync with your Jawbone or Fitbit wristband in the evening and check your stats</li></ol>