



Topic: Mobile Commerce

What is mobile commerce and what are the possible opportunities? What is the role of mobile commerce in today's trade world? Discover everything about it in this EcommerceWiki topic.

Hosts:

Ice House Netherlands B.V.

Curators:



Yvette de Koste

Chapters:

1. Mobile Commerce Basic

1. What is mobile commerce?
2. What are the opportunities of mobile commerce?
3. What are the challenges of mobile commerce?
4. The role of mobile commerce
5. What to choose for mobile site or mobile app or both?
6. What to choose: separate mobile site or responsive site?
7. How to create content for mobile devices?
8. What will the future of mobile commerce be?
9. How can you optimize your website for m-commerce?

2. Mobile Commerce Advanced

1. What are the most important mobile payment options?
2. The role of customer engagement in mobile commerce
3. The role of data analysis in mobile commerce
4. The role of content management in mobile commerce
5. Vision, mission and strategy in mobile commerce
6. The role of collaboration in mobile commerce
7. Business case and business model in mobile commerce
8. Solutions in mobile commerce
9. Personas in mobile commerce
10. Mobile Commerce and Supply Chain Management
11. Mobile commerce and D2C (direct to consumer)
12. Mobile commerce and distributed ledger

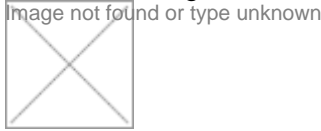
3. Mobile Commerce Expert

1. Alignment in mobile commerce O2O
2. HR and mobile commerce
3. Marketing, sales and mobile commerce
4. Payments and mobile commerce
5. IT and mobile commerce
6. Mobile commerce and Procurement
7. Mobile commerce and business change

Mobile Commerce Basic

What is mobile commerce?

Mobile commerce, also called m-commerce or mcommerce, can be defined as the sales of goods and services via mobile devices. The term “mobile devices” refers to mobile phones and tablets but also to smart devices like smart watches and smart glasses. Of course, laptops are also mobile but you rarely walk through a shopping street looking at your laptop. Therefore, ecommerce via laptops and PCs is excluded from mobile commerce. However, mobile commerce can be seen as a part of ecommerce. In the end, it is still about doing transactions via digital means.



What are the opportunities of mobile commerce?

eCommerce or mobile commerce?

What makes mobile commerce different from ecommerce? Mobile commerce is not just another screen that enables people to buy online. Mobile devices offer several interesting features that can augment ecommerce:

Closer / longer

We carry our mobile phone with us during the entire day. According to some studies we touch our mobile 110 times a day. As a result, mobile phones allow us to be in contact with their users much more frequently than laptops or PCs.

Video: Bride prefers to use mobile phone during wedding

<https://youtu.be/IFJU6g-CVvQ> preprocess

eCommerce traditionally relates to e-commerce on the internet, while mobile commerce relates to e-commerce on mobile devices. Because mobile devices are portable and have many useful features for commerce, the possibilities are endless and this gives mobile commerce an ever bigger role.

The role of mobile commerce

The role of mobile commerce is growing steadily. Mobile devices develop options and solutions to provide an ever wider range of possibilities with mobile in terms of camera, internet connection, storage, speed, apps, and so on. Following popular demand, the economy switches from traditional to e-commerce and to platform economy, matrix wise aligned with the circular economy because of shortage in resources, and the need to recycle materials.

The platform economy is a silent revolution set in by the likes of Amazon, Alibaba, JD.com, Google and smaller equivalents. Possibilities to connect with mobile devices create opportunities for everyone, for instance shopping streets, real estate owners, brands, etc. to create their own or combined platforms. Connecting several platforms is also possible, thus forming a connected platform. APIs do the work.

Connecting O2O

Mobile is global, and global is in the palm of your hand. Options are endless and production massive. Solutions in hardware and software create solutions to bring retail to the consumer at a personal level, by using the mobile phone. Digital mirrors, narrow casting, virtual reality, augmented reality, beacons, digital screens, and concepts such as smart fitting rooms, are all waiting for workable concepts to be used online to offline and vice versa. Software and videoclip companies are ready. But alignment is key and the difficult part because there needs to be a vision and a strategy based in new economic models and business cases, clouded by new payments solutions, security and privacy regulation.

Opportunities of mobile commerce for customers

Opportunities of mobile commerce for suppliers

Opportunities of mobile commerce for platforms

preprocess

What are the challenges of mobile commerce?

While mobile commerce offers retailers many opportunities, it also has its challenges. The most important ones are technical.

What are the technical limitations of mobile commerce?

The nature of mobile commerce comes with several technical disadvantages:

- **Screen size:** While mobile phones and tablets screens are becoming bigger, the screens are still significantly smaller than those of laptops and PCs. As a result, information has to be condensed or, often better, simply not be offered. The same applies for certain features that may work well on larger screens but are nearly impossible to use on a small screen, like product configurators.
- **No keyboard:** While several technologies have made it easier to fill in forms on a mobile screen, it is still tough compared to keyboards of laptops and PCs. Retailers have to be aware that on mobile devices they should offer as little information as possible. It is best to store preferences as delivery address and payment preferences as much as possible in the user profile so that he does not have to retype these.
- **Bandwidth:** While bandwidth is in most countries improving rapidly (most countries now offer 4G next to 3G with 5G being introduced in the first countries in 2018). However, while bandwidth is improving, it is by far stable. Depending on the number of people in the neighborhood, actual Internet speed may still be low. Retailers have to be aware that their mobile websites have to be kept "light".
- **Payment:** Depending on the country, the number of payment methods suitable for mobile usage may vary between many and zero. Entering credit card details on a website using a mobile phone is tedious. In China, mobile wallets like those of WeChat and Alipay were built for mobile devices.

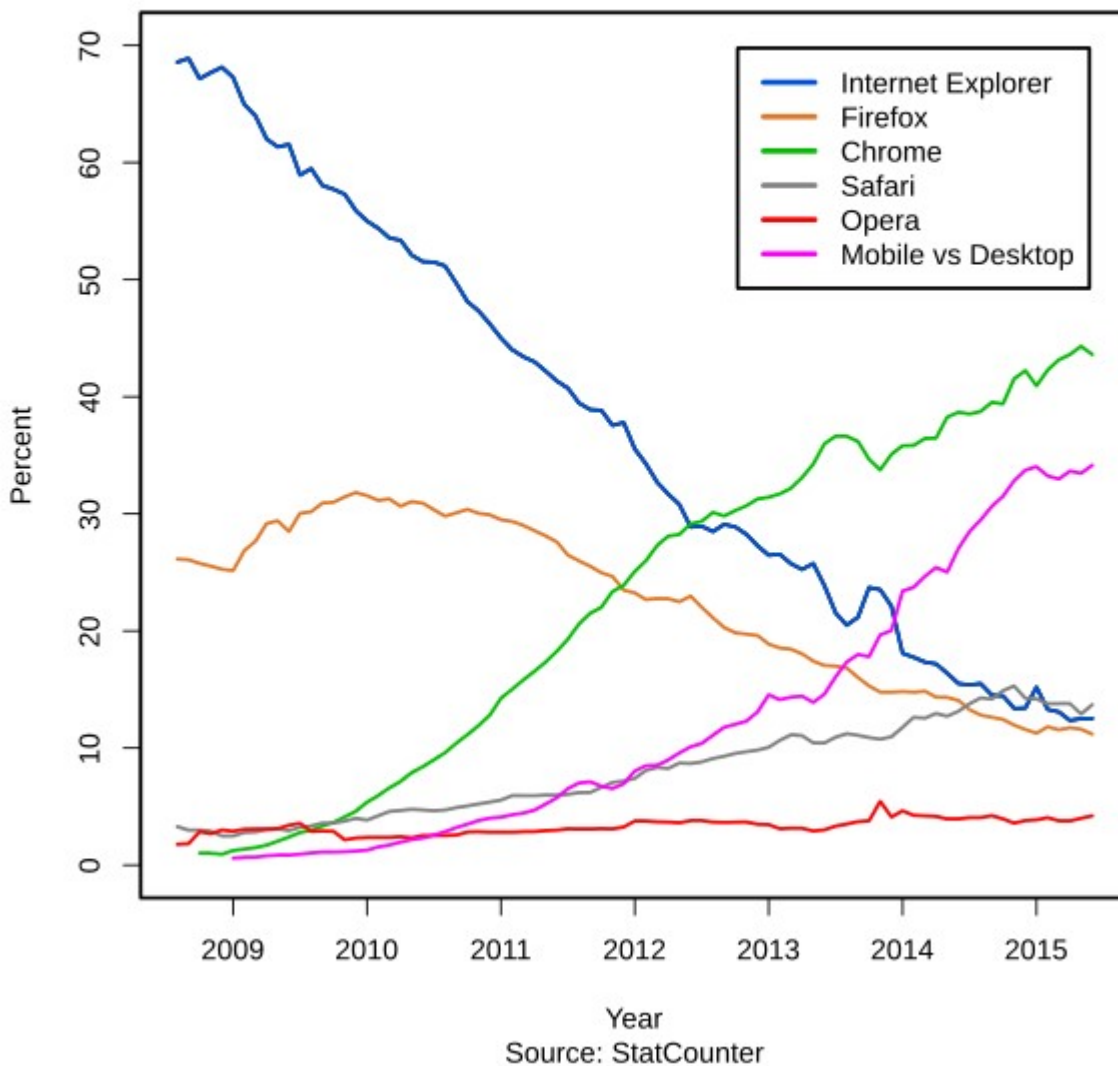
Too many kinds of devices

At the start of ecommerce, life was easy (although most ecommerce managers did not perceive it that way at the time). An online shop only had to support one kind of Internet browser, with a clear (and very limited) set of technology on large PC screens.

Now a retailer has to support:

- **Many different browsers:** although officially all browsers (the major ones being Internet Explorer, Firefox, Chrome and Safari) support the same set of technical guidelines, they are different, resulting in some code not working well or showing a different result on screens

Usage share of web browsers



The role of mobile commerce

The role of mobile commerce is becoming bigger and bigger

With every new model, mobile devices have more extensive applications that are made increasingly possible with, for example, the camera, internet connection, storage, speed, apps, etc. These possibilities can be used to bring a traditional organization to a hybrid online environment/platform. The **platform economy** is a **silent revolution** initiated by parties such as Amazon, Alibaba, JD.com, Google and smaller equivalents. Opportunities to connect with mobile devices create opportunities for everyone, for example for shopping streets, real estate owners, brands, etc. to design their own or combined platforms. **Connecting different platforms is also possible**, in order to create a new connected platform. APIs do the job.

Because of this development, the traditional economy is gradually turning into an e-commerce and platform economy, which is matrix-wise **connected to the circular economy** because a shortage of raw materials arises or will arise, and there is a need to **reuse materials**. This is therefore a focus for the near future. Because data and content are central, it is important to have a vision and a strategy to keep the information in a safe way for its own and relevant use, within the framework of GDPR. This vision and strategy can be implemented via apps and identity.

Connecting O2O

Digital mirrors, narrow casting, virtual reality, augmented reality, beacons, digital screens, and concepts such as the smart fitting room, are all available to be used anywhere in the field of online application and vice versa. Software and video clip producers are ready. But it is all about connection and the difficult part is that there must be a clear vision and strategy with a foundation in new economic models and business cases, while still hindered by rapid developments in **payment options**, **security** and **privacy legislation**.

With the mobile you are always visible to customers. **Customers spend more and more time on their mobile devices**. That is why it is important to have a strategy that focuses on direct marketing. We think of possibilities with apps, but also the socials, so all channels that create direct customer contact. You have the opportunity to create your brand awareness in relation to the competition in an efficient manner and according to your own taste. It is important to know **which target group you are targeting** and **who your customers are**. It is therefore important to address the demand side, the **personas**.

What to choose for mobile site or mobile app or both?

In the previous article, the challenge of too many devices was already discussed. One of the questions with which many retailers are being confronted is whether they should support a mobile site (a mobile site is an online shop based on HTML and optimized for mobile devices), mobile app or both.

The customer perspective

From a customer perspective mobile apps offer more functionality than a mobile website (see also What are the opportunities of mobile?). Where mobile websites can often not offer things like location-based services, product scanning and augmented reality, or only at great costs, these features can easily be offered via an app.

Customers may also expect a retailer to offer a shopping app. Not offering it may give the customer the feeling of standing in front of a closed door and the retailer misses out on a conversion opportunity, the very reason to engage in mobile commerce.

The financial perspective

When Apple introduced its iPhone in 2010, the general belief was that apps were the future. Several years later, retailers are no longer so sure. In practice, consumers may download the app of a retailer but hardly anybody uses it. They may use the Amazon, eBay and local supermarket apps for the weekly shopping but that is about it. According to ComScore this even applies to large, international retailers such as Walmart and Target. [Other studies](#) come to the same conclusion; few consumers use retail apps frequently. The reason could be found in the lack of alignment with business processes.

What to choose: separate mobile site or responsive site?

Retailers have to offer a mobile website (see also What is mobile commerce? and What are the opportunities of mobile commerce?). However, there are several ways to offer a mobile site. The existing online shop can be adapted to serve laptop/PC users as well as mobile phone and tablet users, using responsive design or an additional separate website can be built.

What is responsive design?

With responsive design, the website is designed and built in such a way that the site is shown correctly, regardless of the size of the screen and its orientation (landscape or portrait). There is only one code base for the website and one URL. The video below quickly illustrates responsive design.

Video: What is responsive design {{Video |Id=r9liz-F2JiY

Purpose and requirements

Choice for a solution depends on purpose and requirements. However, switching between multiple devices should not have any impact on the customer experience.

How to create content for mobile devices?

Users use their mobile devices differently than desktop users. The screen is smaller and often there is less time. As a result, content has to be written differently. Please find some general advice below.

Adapt the content offered

Users may be looking for different content on your mobile site. Do they prefer fast shopping or are they looking for how-to manuals? Maybe they just like to relax while reading your entertaining blogposts?

Analyzing the visitors' needs is essential. Existing analytics data can help determine what content categories mobile users prefer opposed to large screen uses.

In addition, mobile sites allow you to offer other features. You can interface with other mobile apps commonly used, like the camera feature to invite users to share experiences on your site, Facebook Messenger to offer on-the-road customer service and Google Maps to help locate your stores.

Change your writing style

The actual content should also be adopted to the smaller screen:

- **Start with the key message:** You often only have a few seconds, so start with the message you want to communicate.
- **Keep it short & concrete:** People do not have the patience to read several pages of a plea. Keep the text short and use bullets and headers to make scanning the content easy.
- **Keep bandwidth in mind:** Visuals and even video are fine but do keep bandwidth limitations (and costs) in mind. Make sure the content is also available in other ways than video.

The importance of Content Management

Editors do not like to write the same article twice (mobile, web) or even three times (tablet). A clear content structure and a good content management system can help:

- Articles are broken down to elements (header, sub-title, images, captions, etc).
- For each screen size the template is determined (which elements to show, hide or not offer at all).

Editors still have to keep text short and concrete but the other writing style elements (starting with the key message, keeping bandwidth in mind) can be managed by the CMS.

An example of a responsive website showing content based on the screen size is shown below (tip: use [Mobile.me](https://mobile.me) to test websites accross multiple devices).

SIGN UP NOW



Get Globe.com newsletters delivered to you

Menu

The Boston Globe

Metro Sports Business & Tech Opinion Politics Lifestyle Arts Ca

#mfaNOW

Art. Ideas. Events. Now.



DAVID ABEL/GLOBE STAFF

Fifteen years after the Sept. 11 attacks, struggling to recapture a spirit of unity and generosity

Victim's families fear the spirit that lifted them up has been crushed by the anger

Newburyport man killed in I-95 crash in Boxford

The 45-year-old victim had stopped in the breakdown lane when a speeding car hit his vehicle, State Police said. [8 minutes ago](#)



MIKE GAY/TAUNTON GAZETTE

One killed, two injured, in



Newburyport man killed in I-95 crash in Boxford

The 45-year-old victim had stopped in the breakdown

SIGN UP NOW



Get notified when we're on the Globe.com today

Menu



Subscribe
Starting at 99 cents

Members
Sign In

Subscribe
Starting at 99 cents

Members
Sign In