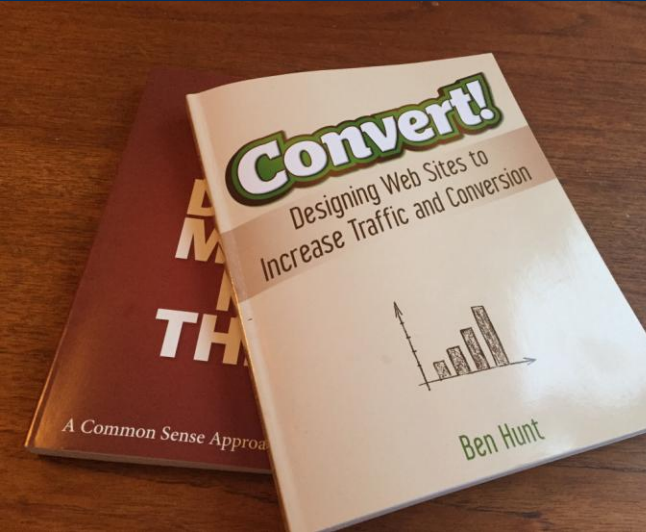


# Konvertering viktigare än mobil eller desktop?

Department of Computer and Systems Sciences, DSV



**THE POCKET-SIZED  
CHALLENGER**

**THE HEAVYWEIGHT  
CHAMPION**



**MOBILE vs. DESKTOP**

# conversion

/kən'veɪʃ(ə)n/ 

*noun*

1. the process of changing or causing something to change from one form to another.

"the conversion of food into body tissues"

*synonyms:* [change](#), changing, [transformation](#), [turning](#), altering, [metamorphosis](#), [transfiguration](#), [transmutation](#), [translation](#), [sea change](#);

*humorous transmutation*

"the conversion of waste into energy"

2. the fact of changing one's religion or beliefs or the action of persuading someone else to change theirs.

"he insists that real conversion is a matter of the heart"

*synonyms:* [spiritual rebirth](#), [regeneration](#), [reformation](#); [More](#)

Overall, users are less likely to book a flight on their mobile



**mobile  
users  
are**

**39%**

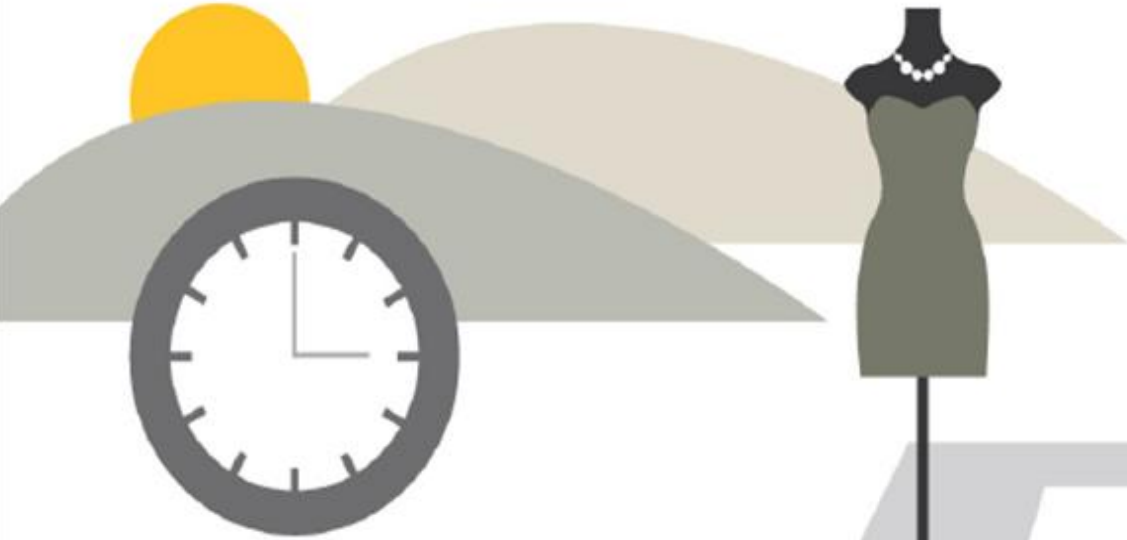
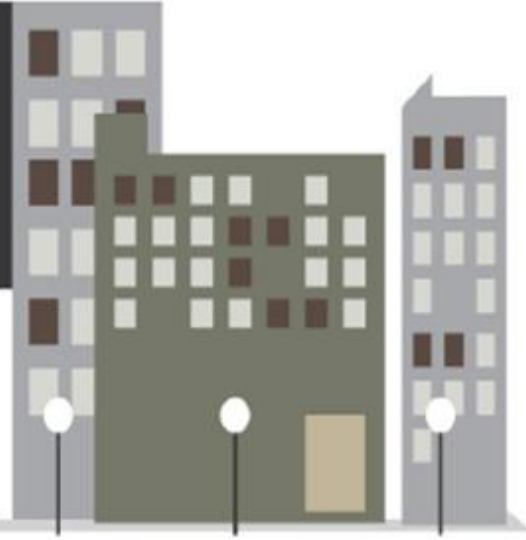
**less  
likely  
to book**







The device we choose to use at a particular time is often driven by our **context**:



The amount of **time** we have or need



The **goal** we want to accomplish



Our **location**



Our **attitude** and state of mind

# Peak search times are:



**Sunday Evening**

**Monday Lunchtime**

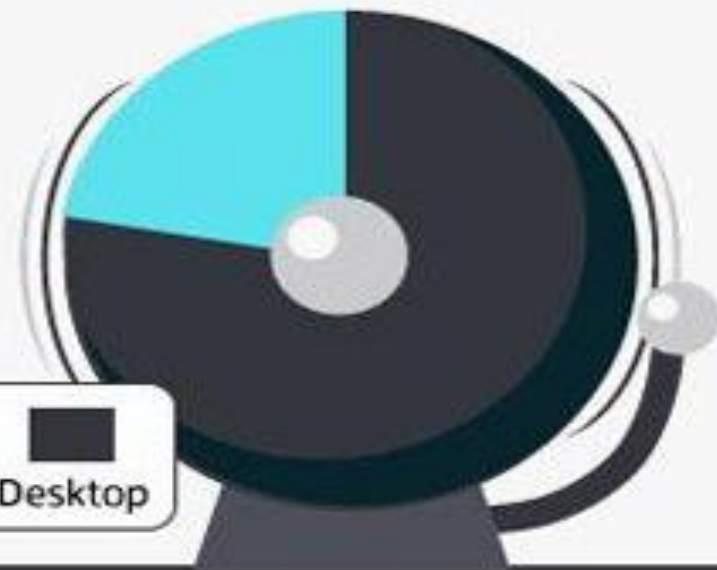
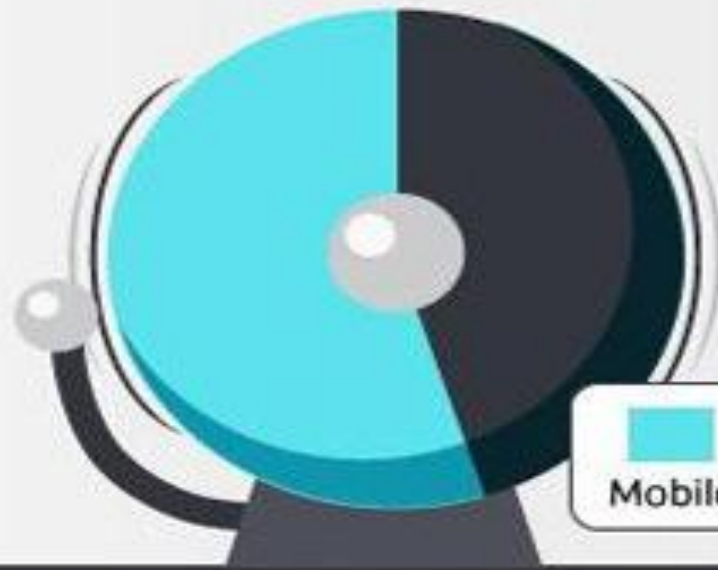
# What's the split?



**Singapore and Australia have more mobile sessions than desktop**

**BUT**

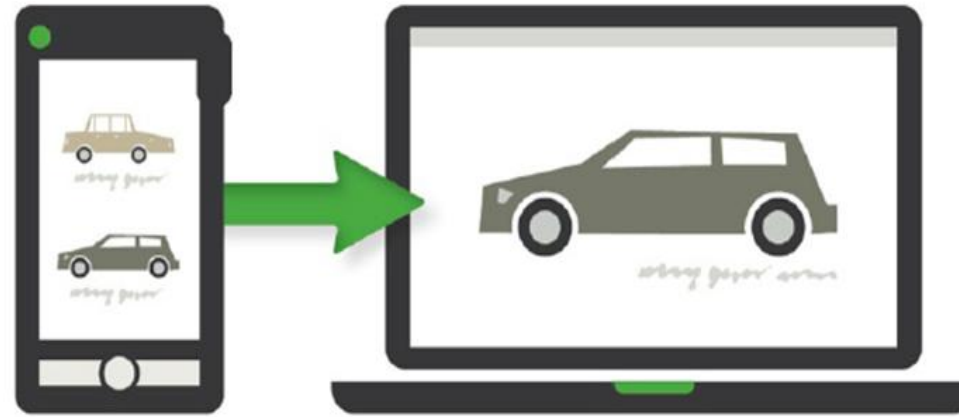
**In Poland and China, there are a much higher number of desktop sessions**



# Cross platform consumer behavior - The customer is multi screening

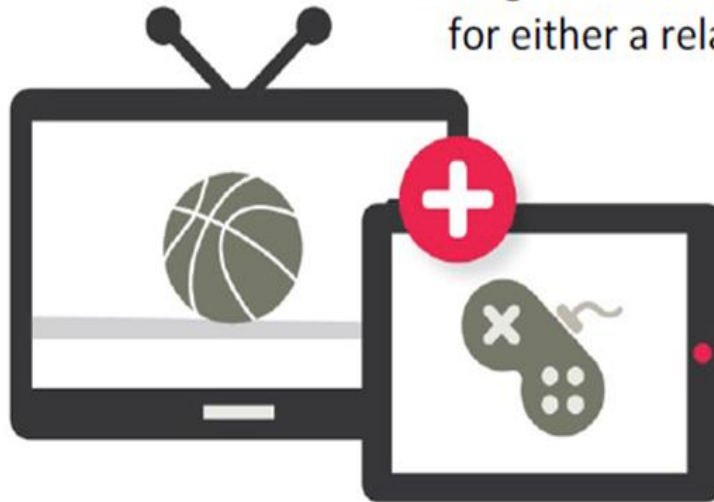
## Sequential Usage

Moving from one device to another at different times to accomplish a task



## Simultaneous Usage

Using more than one device at the same time for either a related or an unrelated activity



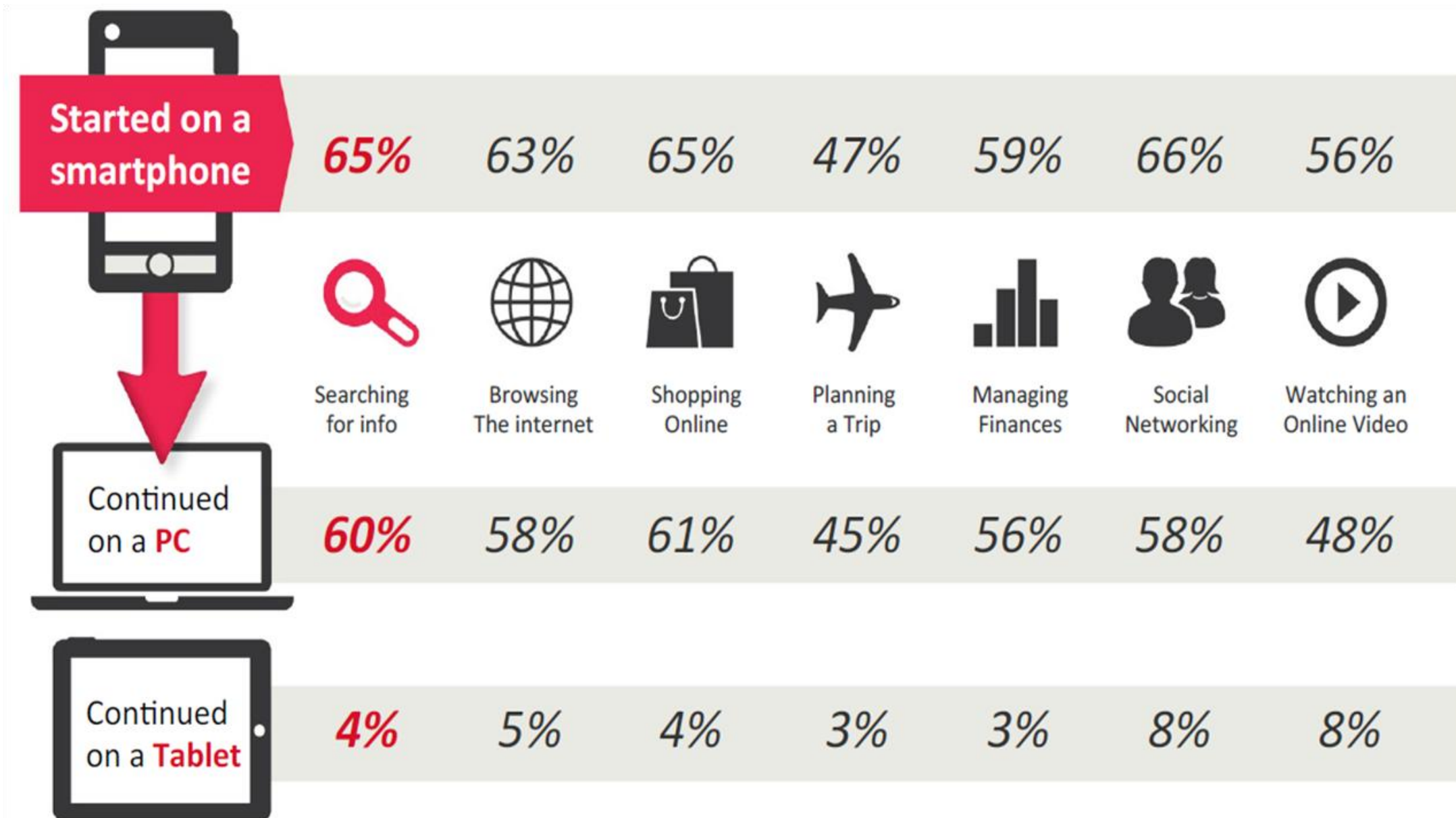
Multi-tasking - Unrelated activity



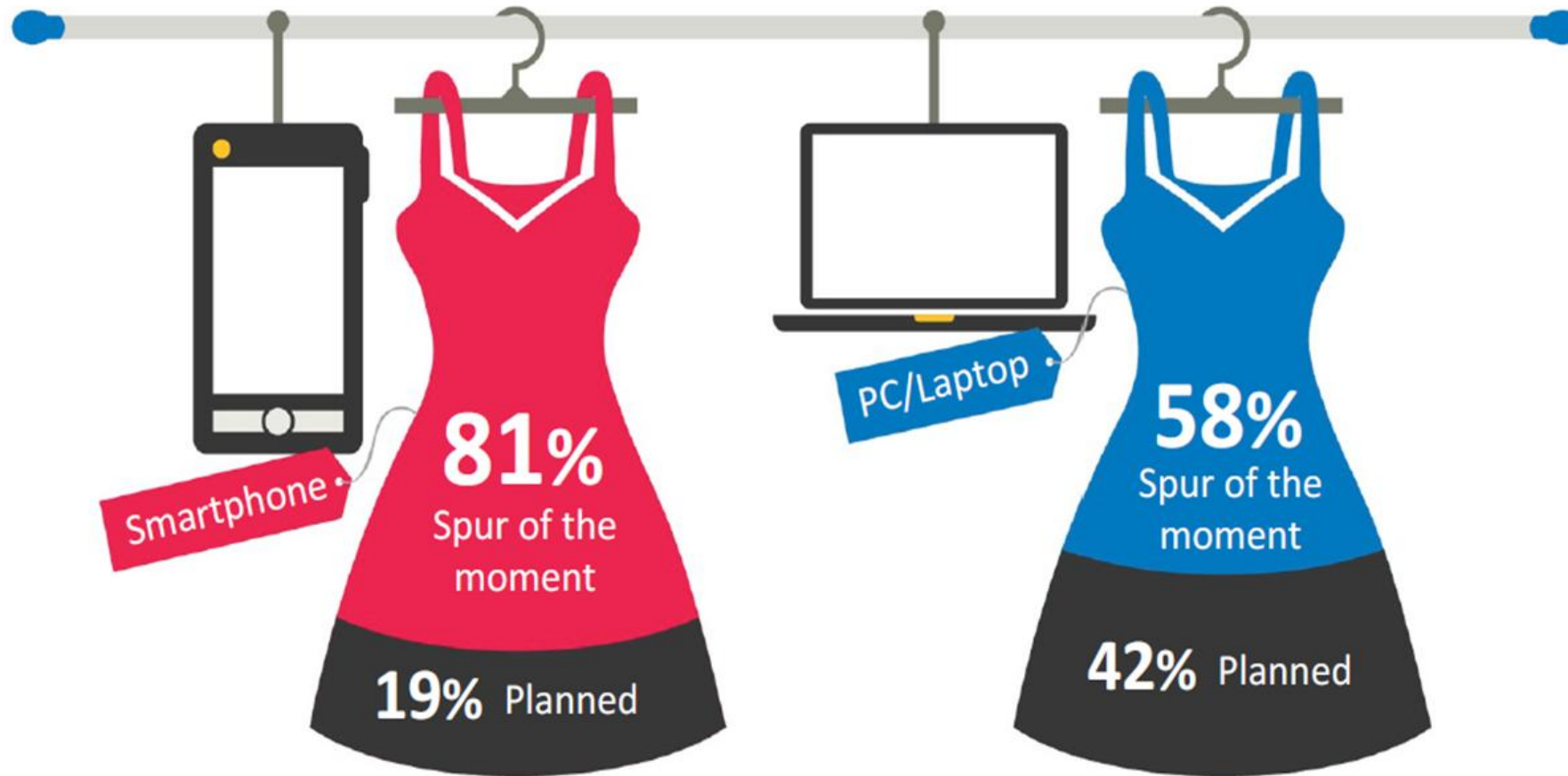
Complementary Usage - Related activity



# Smartphones are the most common starting place for online activities



# Spontaneity plays a major role in shopping



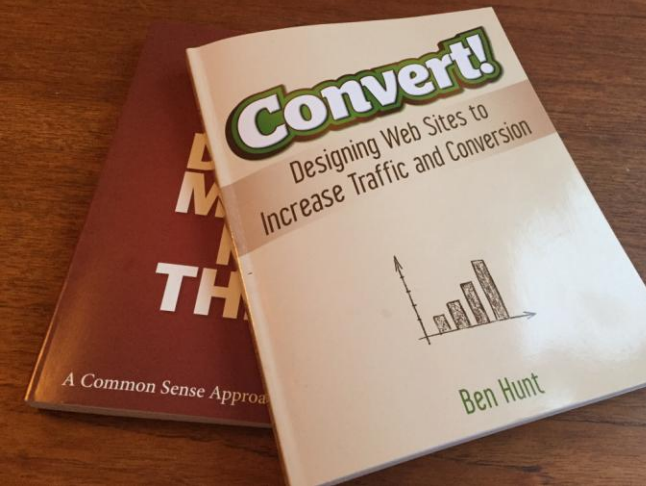
# ...time for omnichannel way of thinking?





Tack!

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