Mobile Apps and Travel

About us

We are an independent digital agency; a group of creative and established innovators in current and emerging digital platforms.

BBC Innovation Labs winners, 2-time OverTheAir winners, Online Retail best food & drink e-commerce site, BT Music Awards best app...

2 experienced digital teams to support cross-channel development:

- Vexed Digital was formed by the founders of top digital agency Goodtechnology
- Future Platforms have over 10 years of experience in delivering mobile sites and apps

lastminute.com

MECCA bingo.com

Hasbro

AA

Microsoft

NOKIA

orange

CNBC

BBC

4

DE VERE GROUP

Domino's Pizza

The Man Booker Prize

Pernod Ricard

maggie's cancer caring centres

CAFÉ ROUGE

CA.LL CALIFORNIACALLING

MACMILLAN

virgin atlantic

FUTUREPLATFORMS

Let's start from them

What are they doing?

"Mobile hotel queries have grown almost 3000% in three short years"

Google

Researched upcoming trip **61%**

Reserved or booked a hotel, flight, etc. **43%**

Checked into hotel, flight, etc. **53%**

Thinktravel, 2011

170M App downloads per day (worldwide)

79% Games & social (US)

8% Travel & other

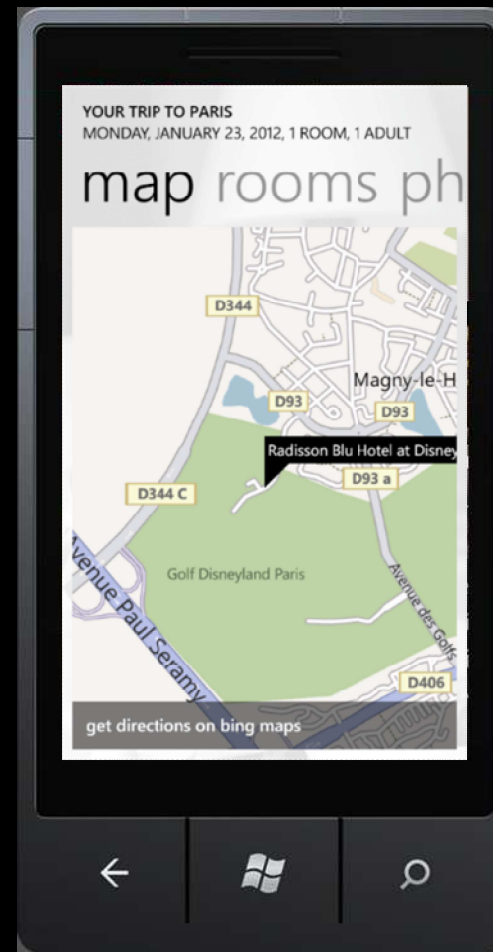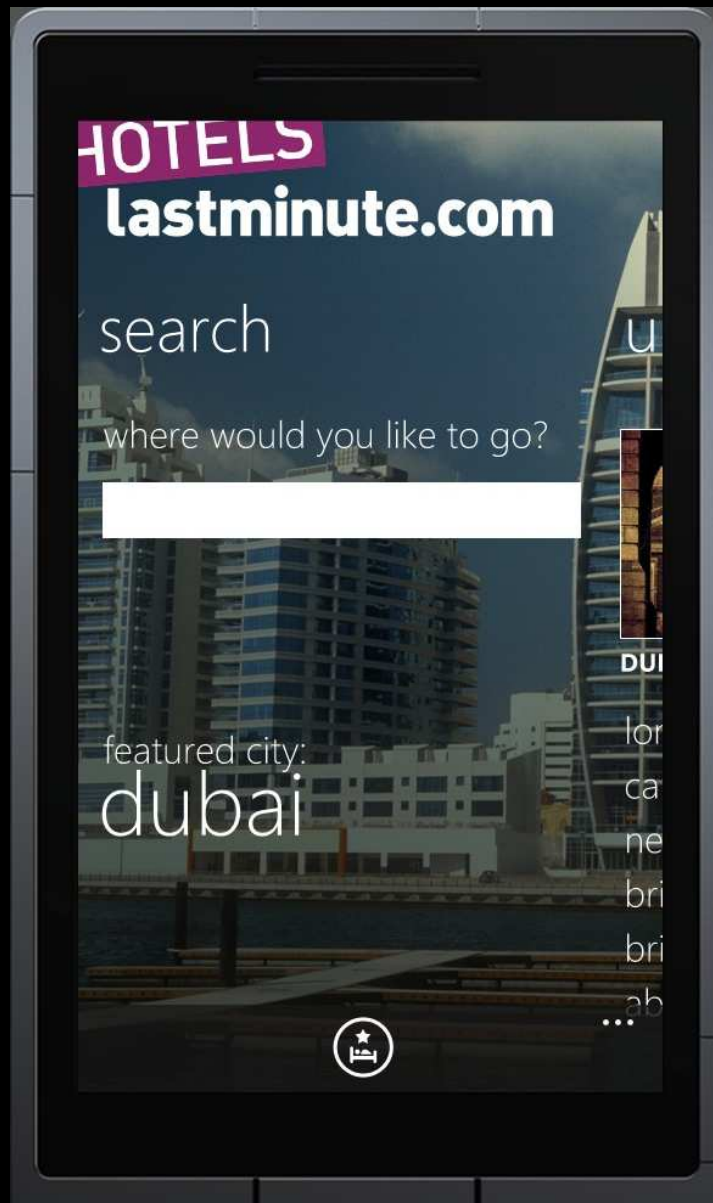Flurry, Dec '11

10M Travel & other downloads per day

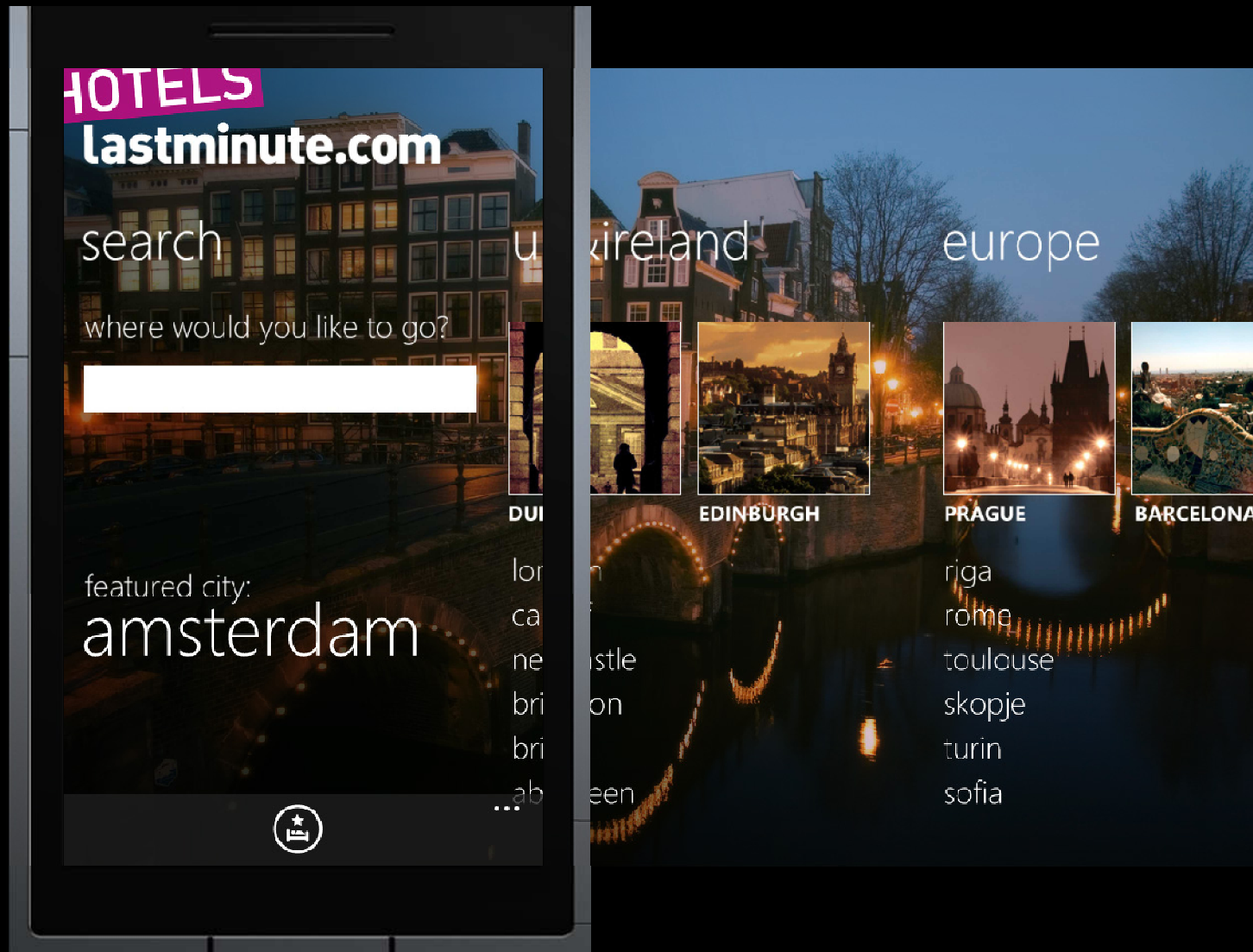Downloaded a travel app

Personal **38%** Business **54%**

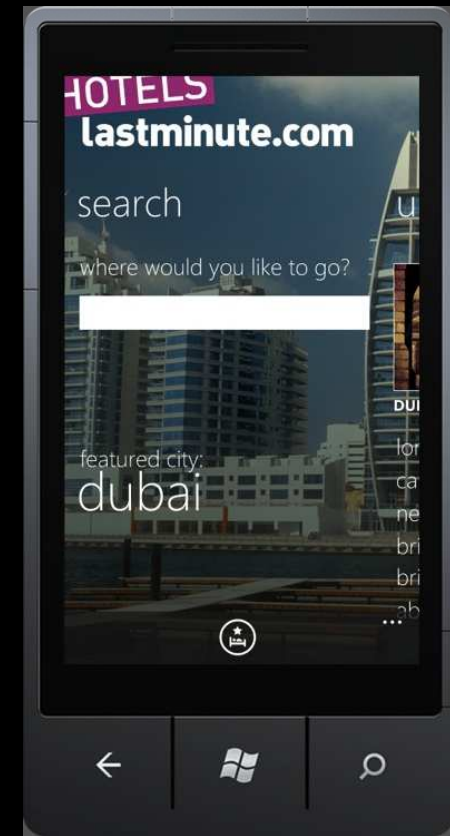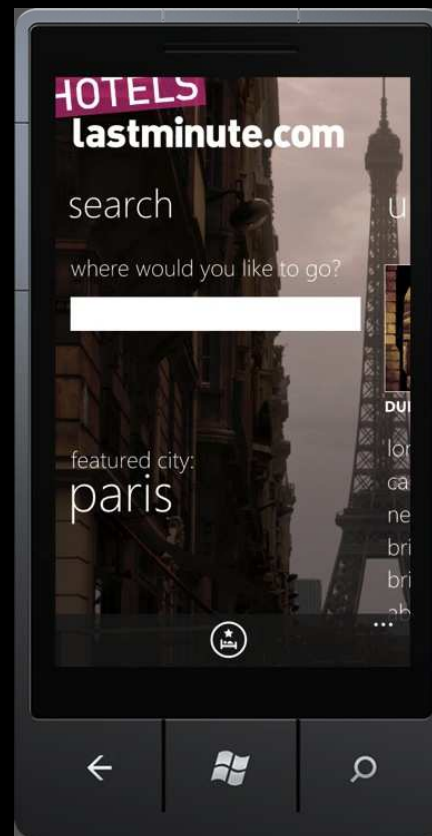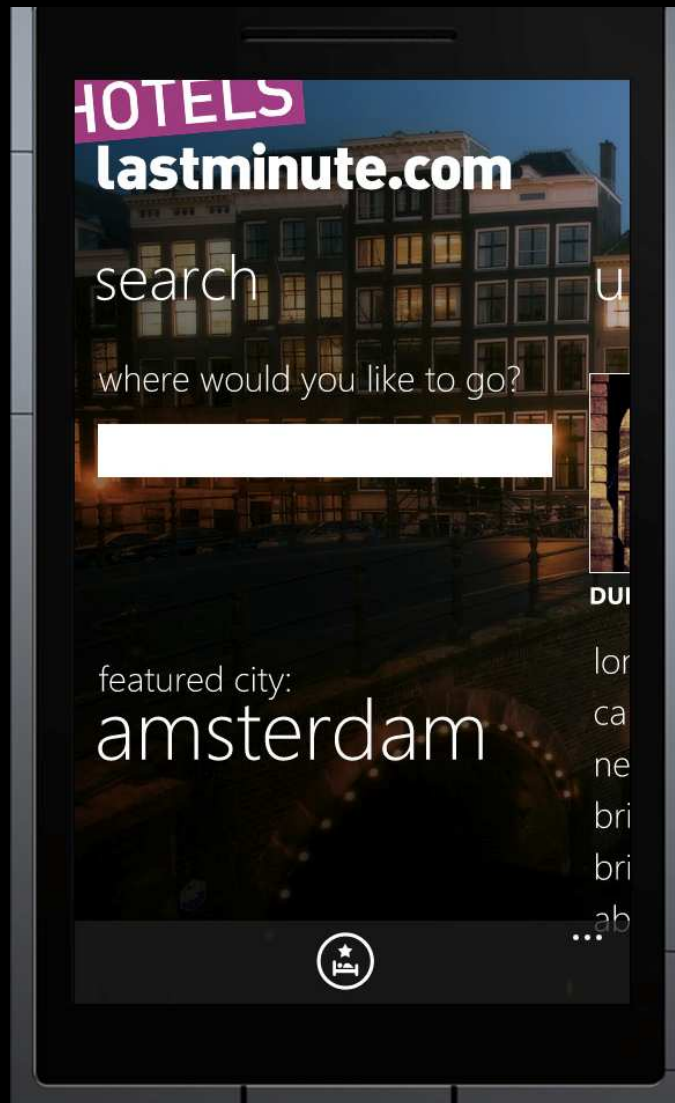FUTURE**PLATFORMS**

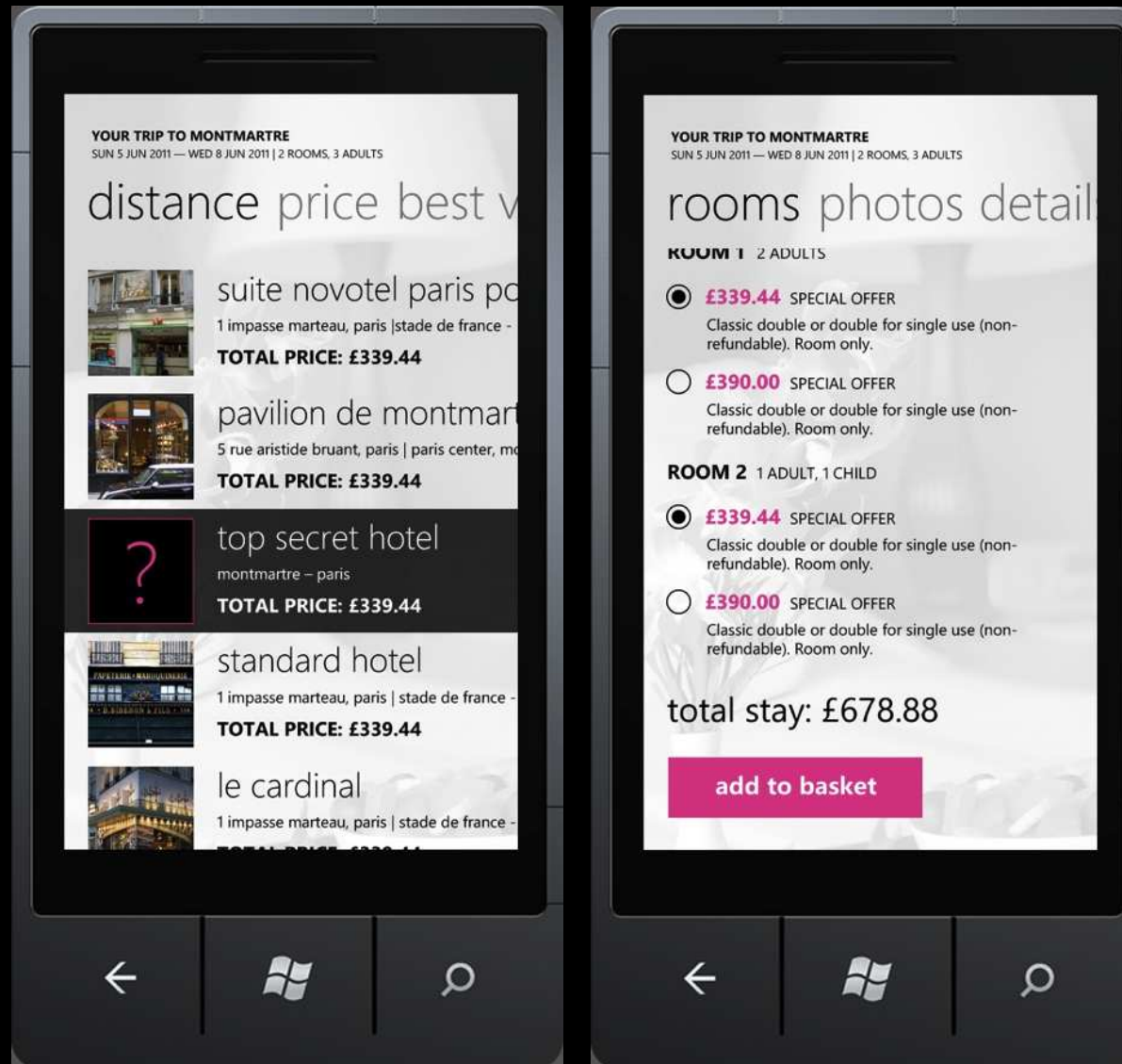# They like convenience

They like convenience

They like to play

They like to play

They value fast & easy

FUTUREPLATFORMS

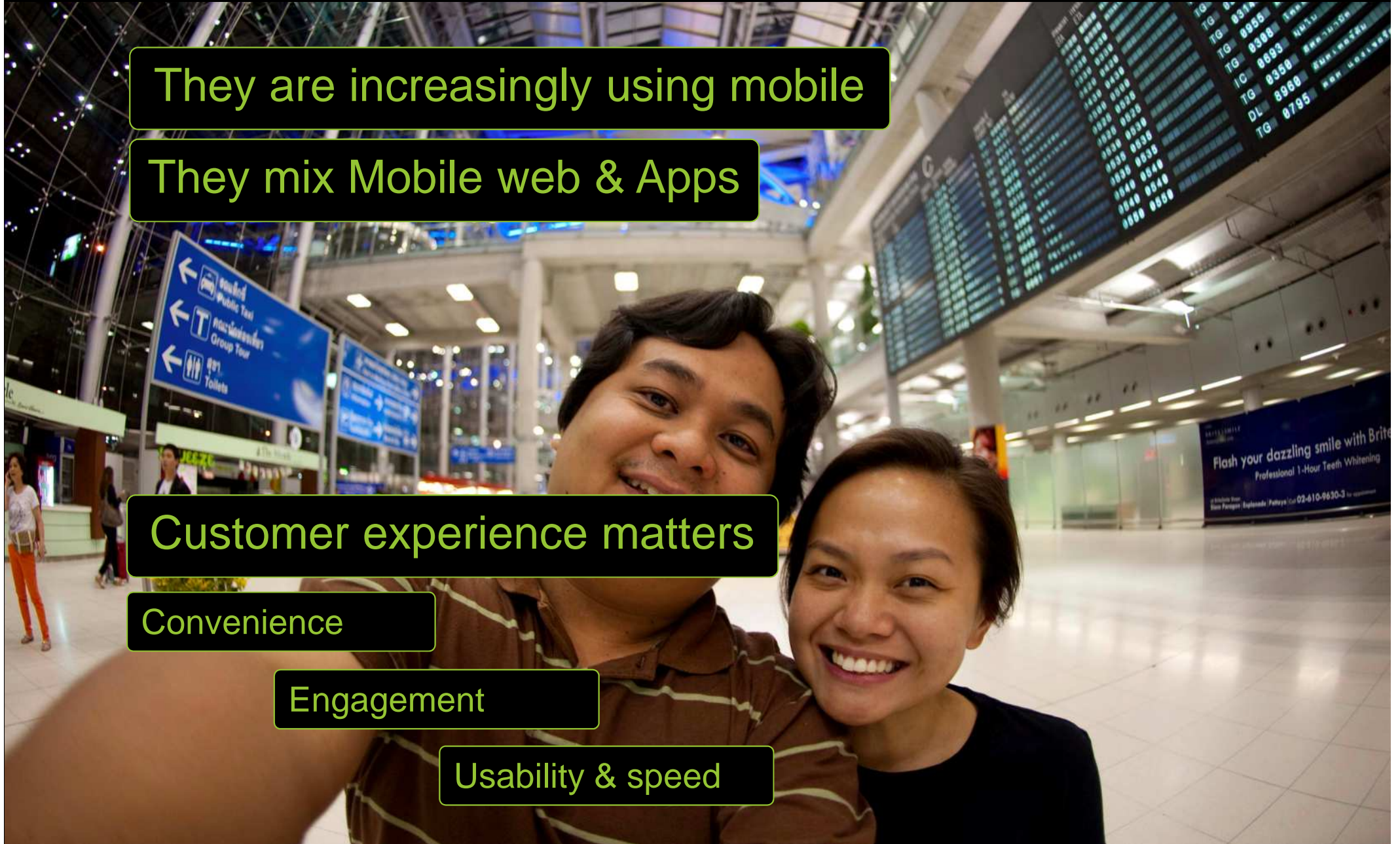# What are they telling us?

They are increasingly using mobile

They mix Mobile web & Apps
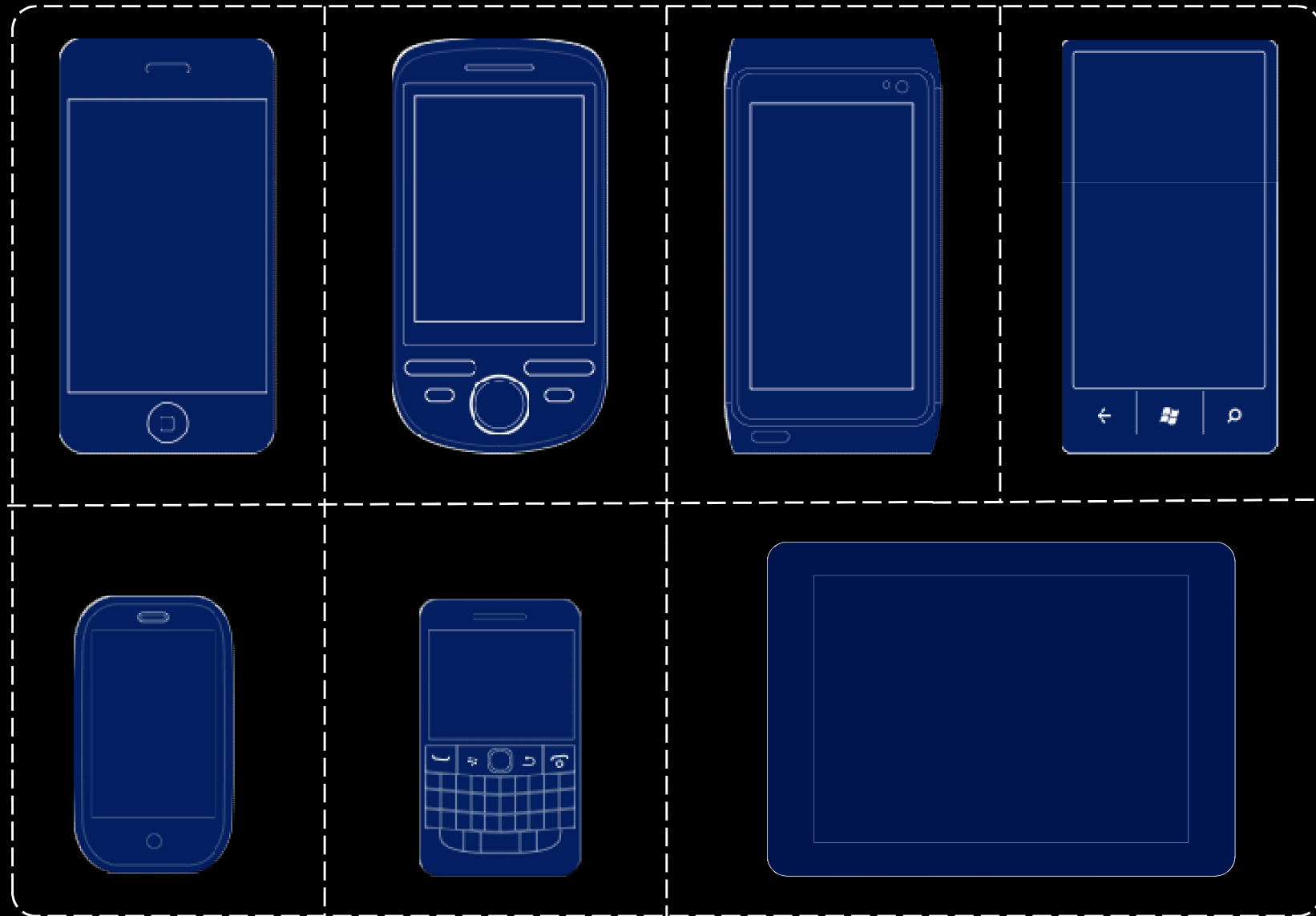
Customer experience matters
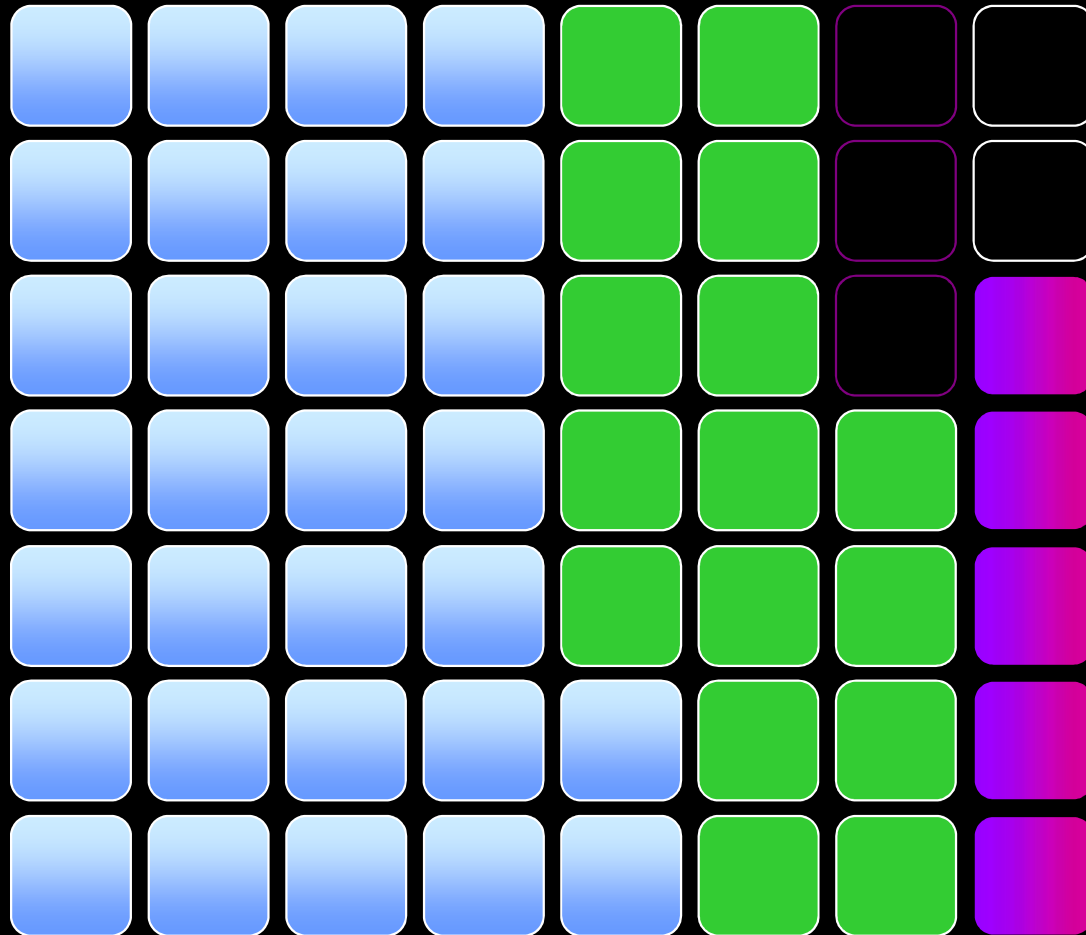
Convenience

Engagement

Usability & speed

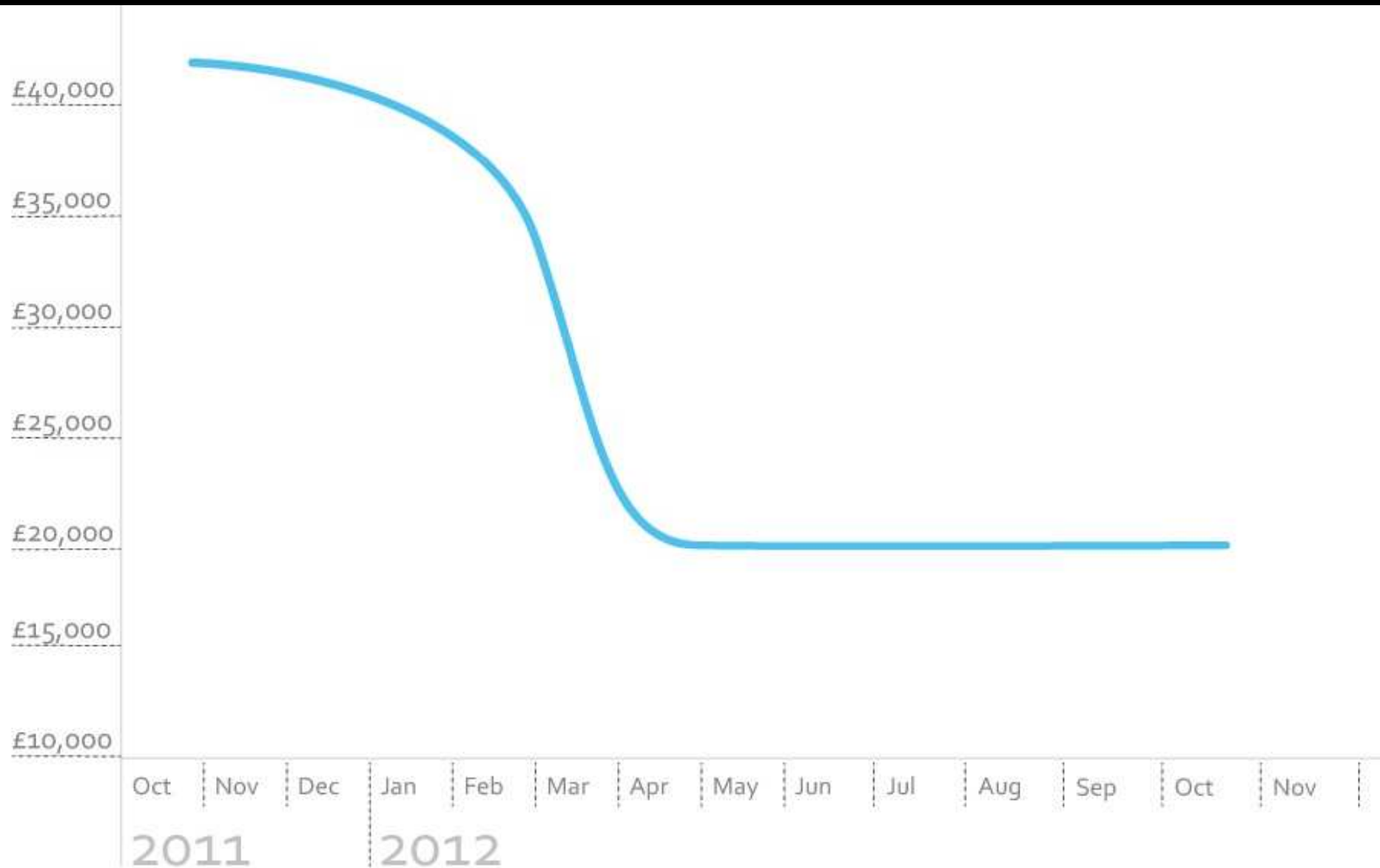# How do we reach them?

Consider target platforms

(they are not all equal)

January 2011 app downloads

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Consider cost of ownership
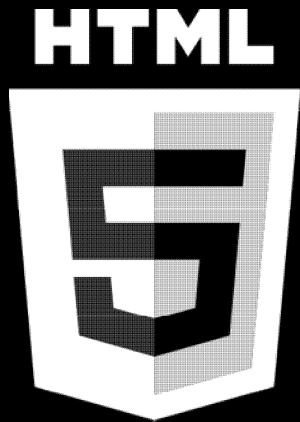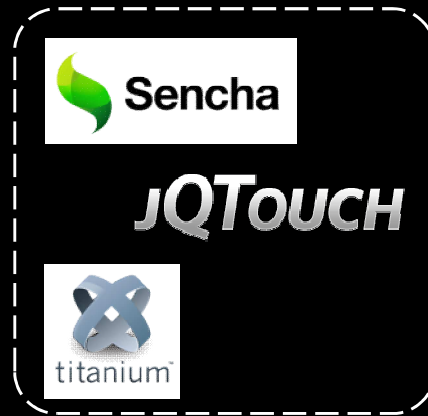
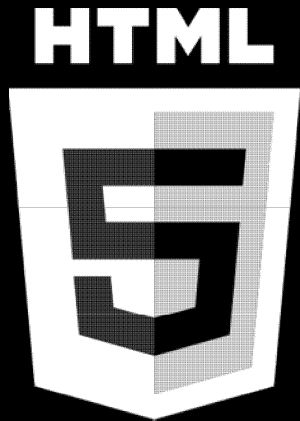# Consider your infrastructure

Don't forget them

Technical options

HTML5

Mobile site

Sencha
JQTouch
titanium

Hybrid

Native

FUTUREPLATFORMS

And the winner is...
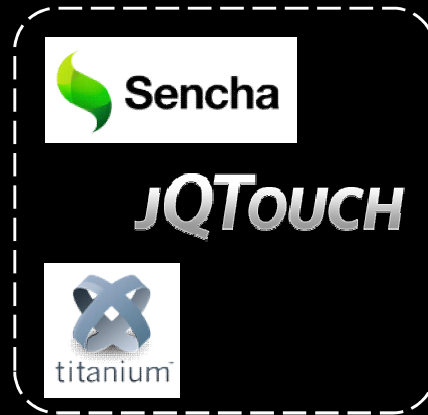
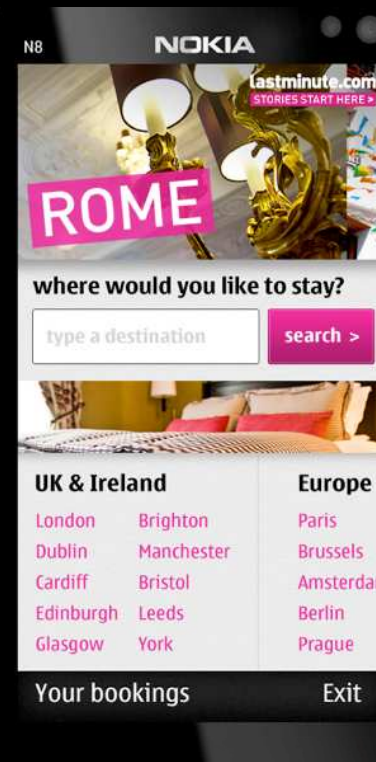| Mobile site	Hybrid	Native
Cross-platform	App store distribution	Can share code
Existing skillset	Existing skillset	OS tooling
Native browser	As good as its libraries	Specialised skillset
No app store	Large app size	Multiple versions
No notifications		

FUTURE**PLATFORMS**

Lastminute's approach
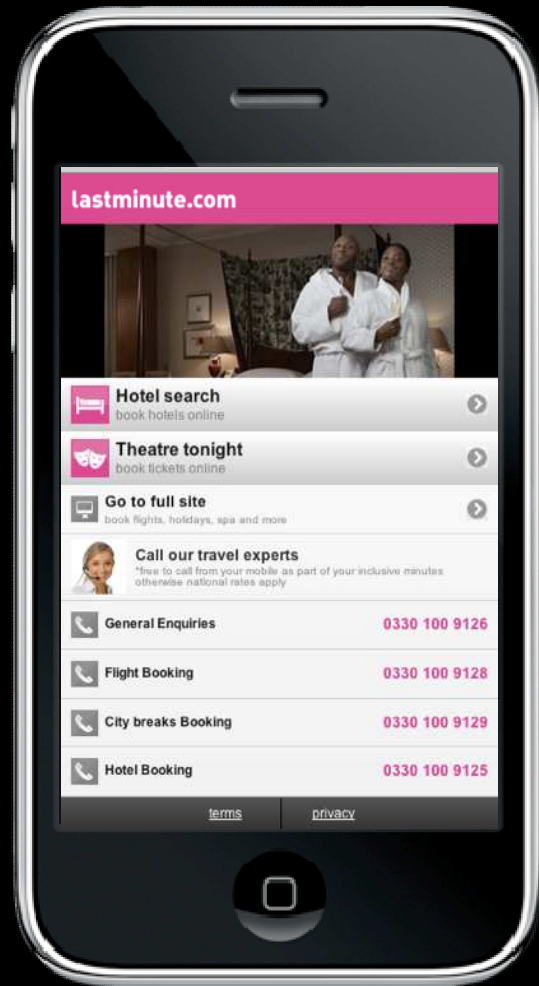
Mobile site

iOS/Android   Hotel & Tickets

Hotels on Qt   Hotels on WP7

Focus on Hotels   Branded experiences   Drive conversions

FUTUREPLATFORMS
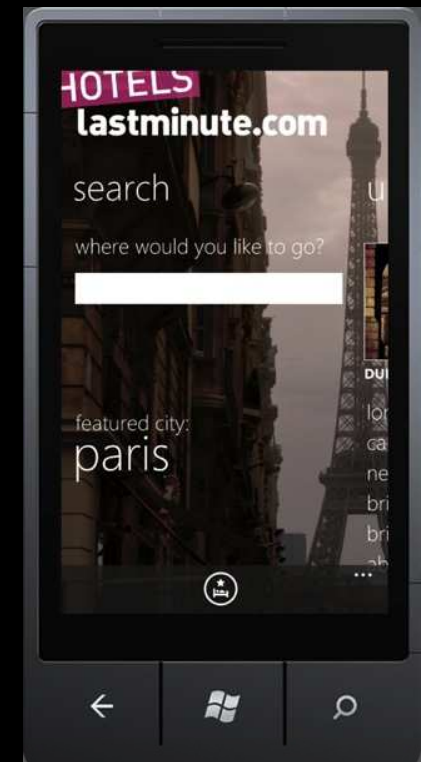
Sita for Malaysia Airlines

Hybrid apps on Nokia, iOS, Android

Offline itinerary

Offline boarding pass

Mobile site

Booking   Post-purchase   Check-in

FUTUREPLATFORMS

Rough Guides

Native apps on iOS, Android & Windows Phone 7

Stand-alone apps   Travelling scenario
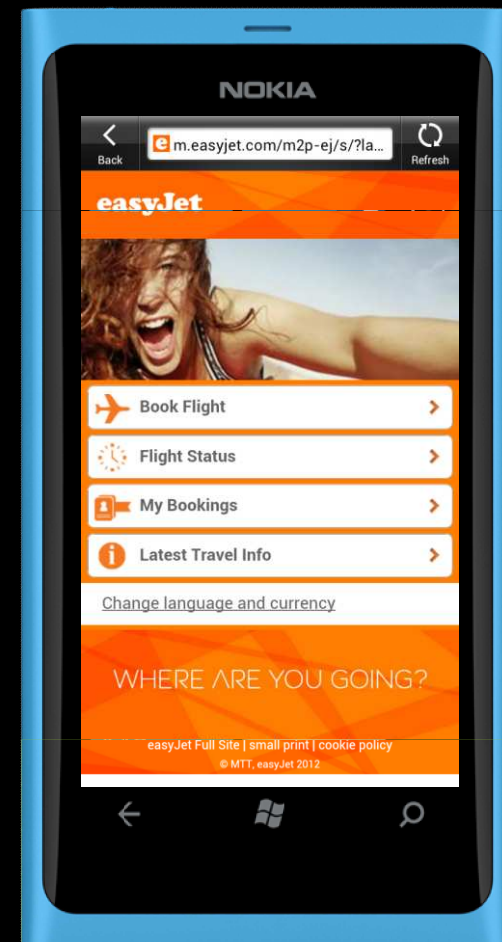
FUTUREPLATFORMS

Easyjet

Native apps on iOS & Android

Booking   Post-purchase

Touch site

FUTUREPLATFORMS

Commercial success

Considerations

User experience

Target platforms

Cost of ownership

Backend infrastructure & roadmap

It's not Html5 vs. Native
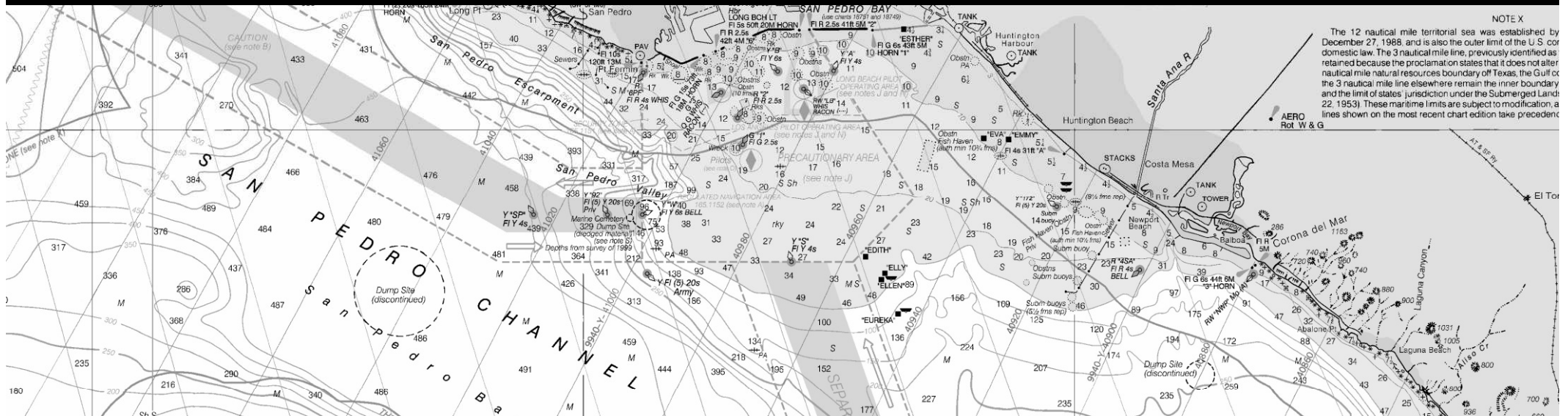
Start with one

Measure and adapt

Putting Mobile in context

Mobile and cross-channel

Thanks

Read more at:

www.futureplatforms.com

www.vexeddigital.com

Follow @futureplatforms

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