

The Mobile Traveller

Marco Ryan
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Thomas Cook Group PLC

*Let's
go!*



On Device Research

@ondevice

It takes 26 hours for the average person to report a lost wallet. It takes 68 minutes for them to report a lost phone.

3:45 PM - 20 Jul 12



Mobile In Travel – Myth or Reality



Let's go!

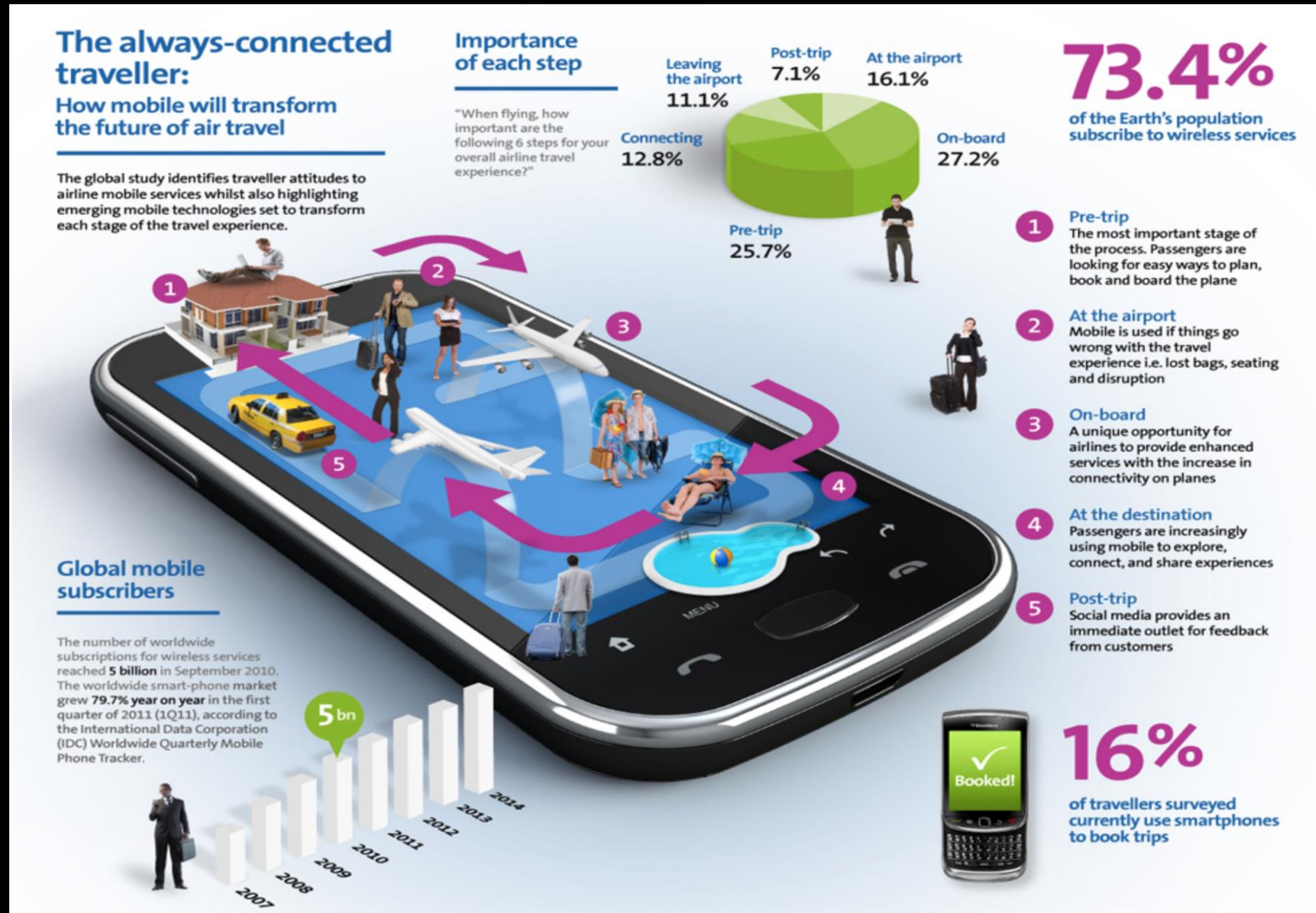
Don't confuse App Usage

The reach of apps wasn't as high as we expected. Two-thirds of the app time was spent on email, social media and gaming. The uptake of travel apps was light.

The idea that apps are taking over the internet is "an illusion."

13% used a TripAdvisor app but 18% visited via the mobile web.
Only 38% of TripAdvisor mobile visitors were app only

Don't confuse App Usage with connectivity and mobility

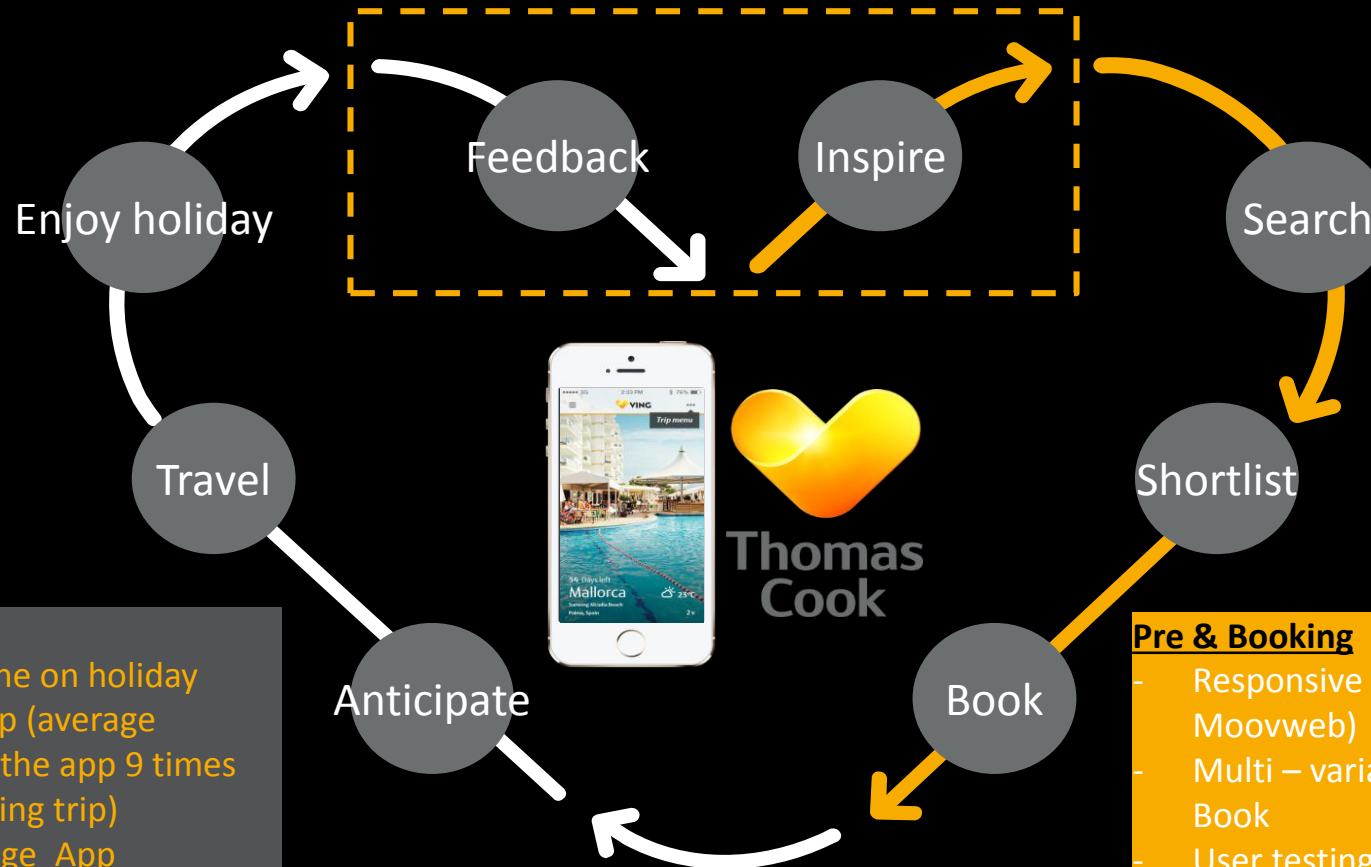


Let's go!

Source: Amadeus

Thomas Cook

TODAY: Mobility is already playing a key part in some areas of the customer lifecycle throughout the TC group.



Post Booking

- 77% smartphone on holiday
- Companion App (average customers use the app 9 times before and during trip)
- Foreign Exchange App
- Prototype – test - learn - iterate

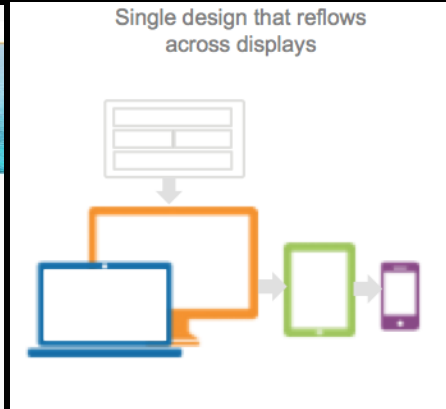
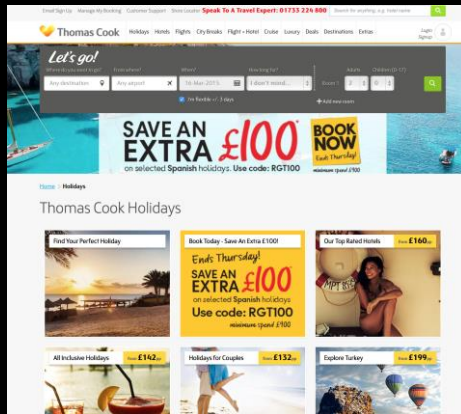
Pre & Booking

- Responsive website (OneWeb, Moovweb)
- Multi – variant testing in Search & Book
- User testing.com – quick informed feedback from real customers

Let's go!

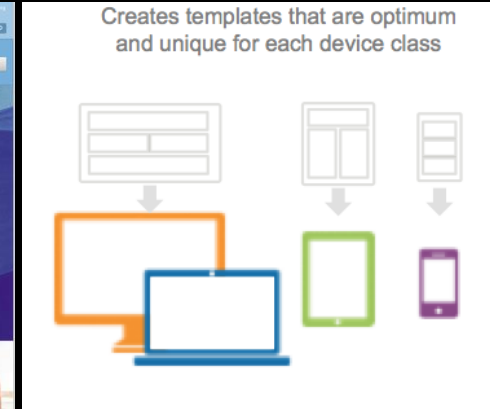
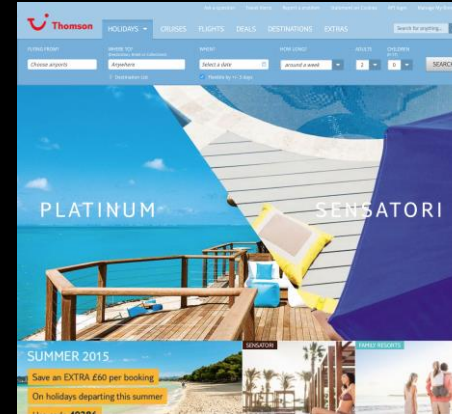
Search / Shortlist / Book - Responsive vs. Adaptive

RESPONSIVE



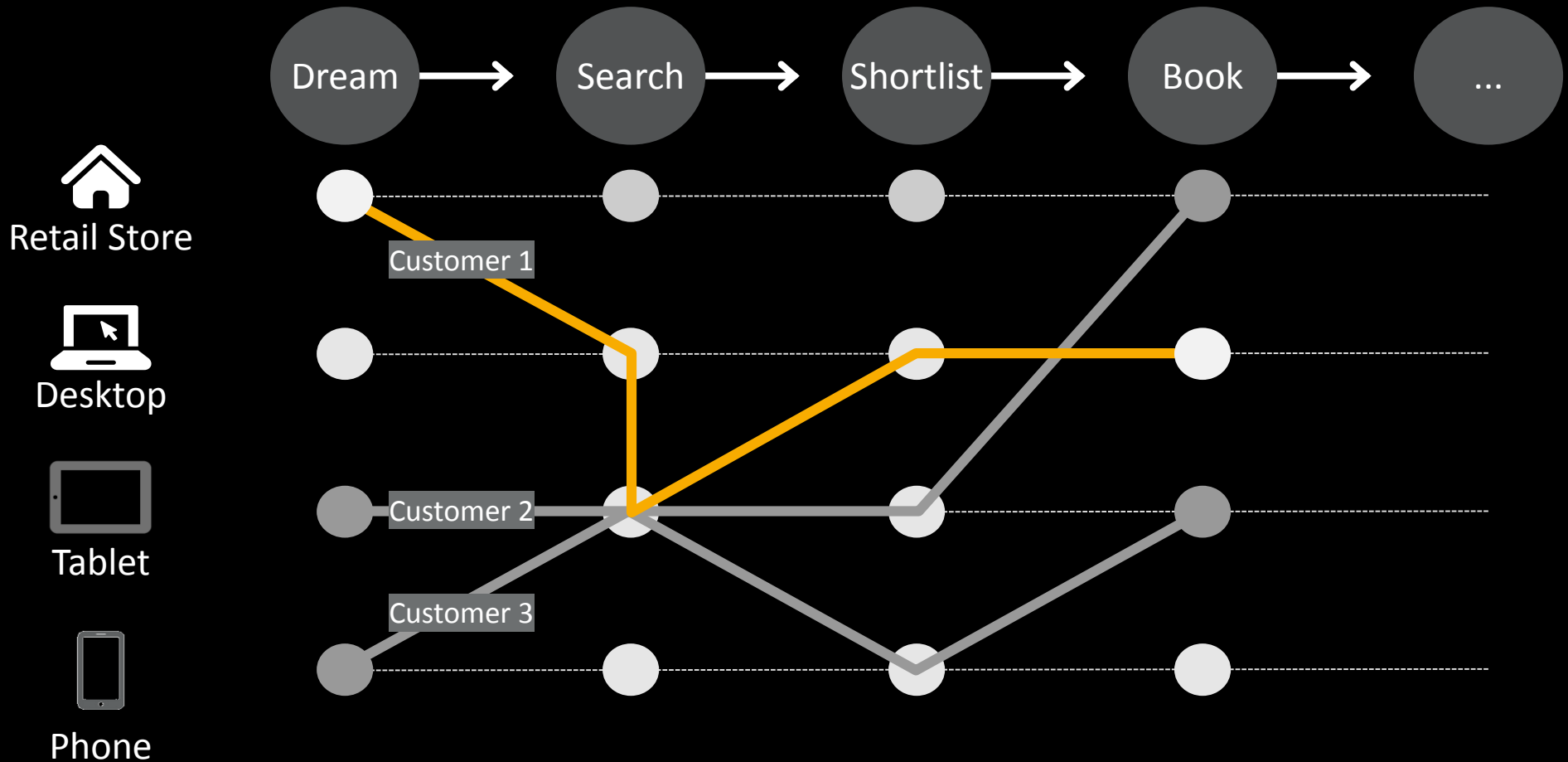
- Same website & URL
- Different layout but same elements resized – **less design & coding**
- Target more devices - **optimal experience no matter what device** they view the design in
- **Same content** for desktop, mobile & tablet

ADAPTIVE



- Same website & URL
- Different layout, different elements – **more coding & design**
- Develop layouts for a few screen sizes rather than planning for an optimal experience for all.
- Different content / same content according to device

Search / Shortlist / Book - The Importance of Cross Device / My Account



47% of those who started to plan a trip on a phone, continued on desktop or tablet*

Let's go!

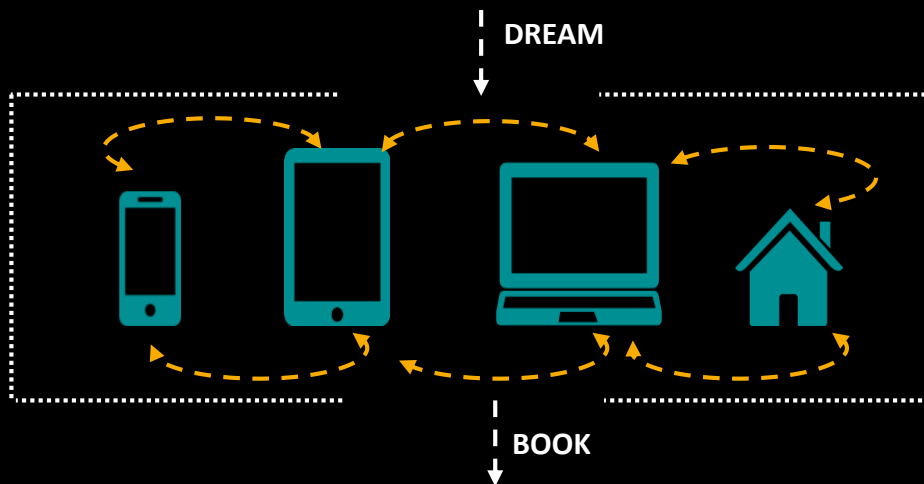
*Google Travel Study 2013

 **Thomas Cook**

Search / Shortlist / Book - Promote My Account sign in for smooth cross device experience

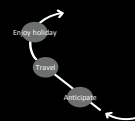


Enable customers to access TC.com across any device



- While focussing on **mobile** device-specific performance is valuable, the real opportunity for Thomas Cook is to understand how and when customers want to interact with us cross device.
- Starting to think about test ideas on how people share holiday ideas

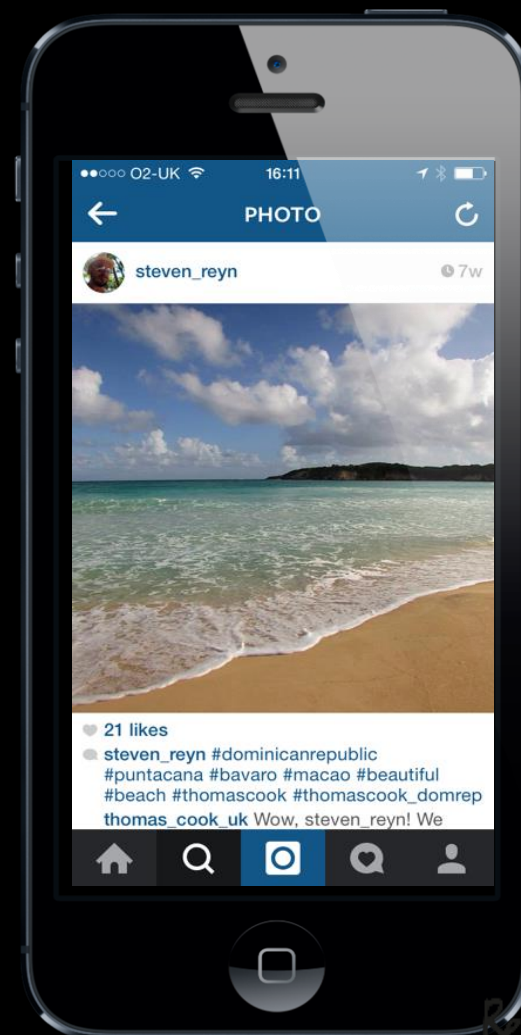
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Anticipate / Travel / Enjoy

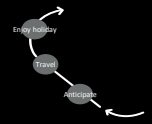
Comp App – v1 Features

- ❖ iOS & Android smartphone app designed to support the traveller pre and on trip.
- ❖ Sign in & access to trip
- ❖ Pre trip homepage: Vacation countdown & weather
- ❖ On trip homepage: Interactive map with day no.
- ❖ Hotel information including images
- ❖ Flight information: airport, times, duration
- ❖ Excursions
- ❖ Trip Advisor POI – top 10 per destination
- ❖ TC customer service contact
- ❖ Destination guides
- ❖ Available offline

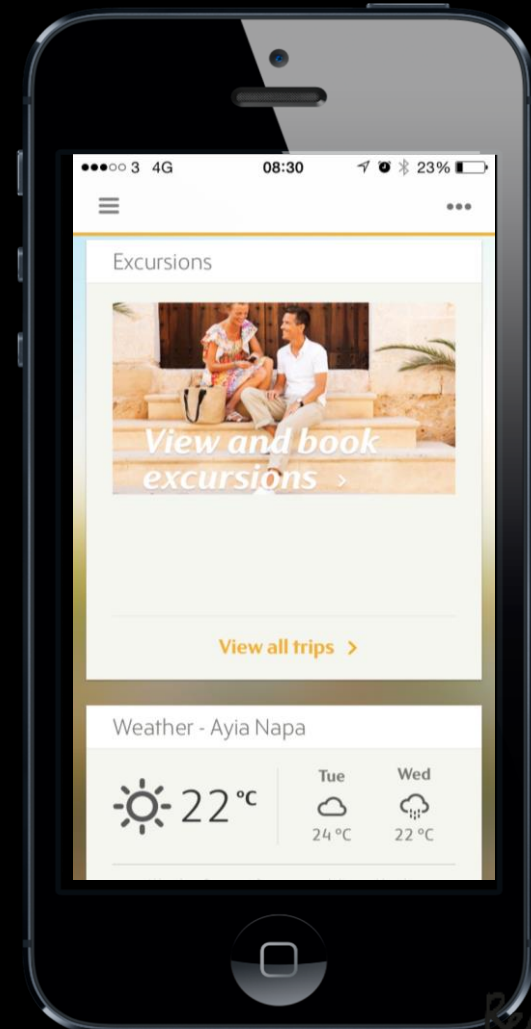


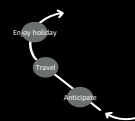
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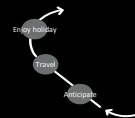
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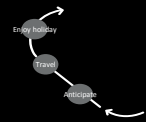
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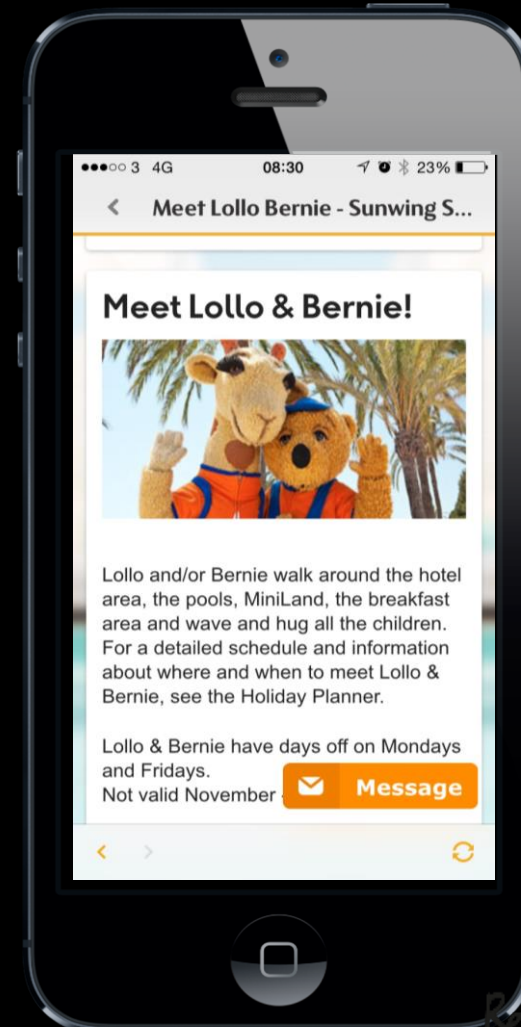


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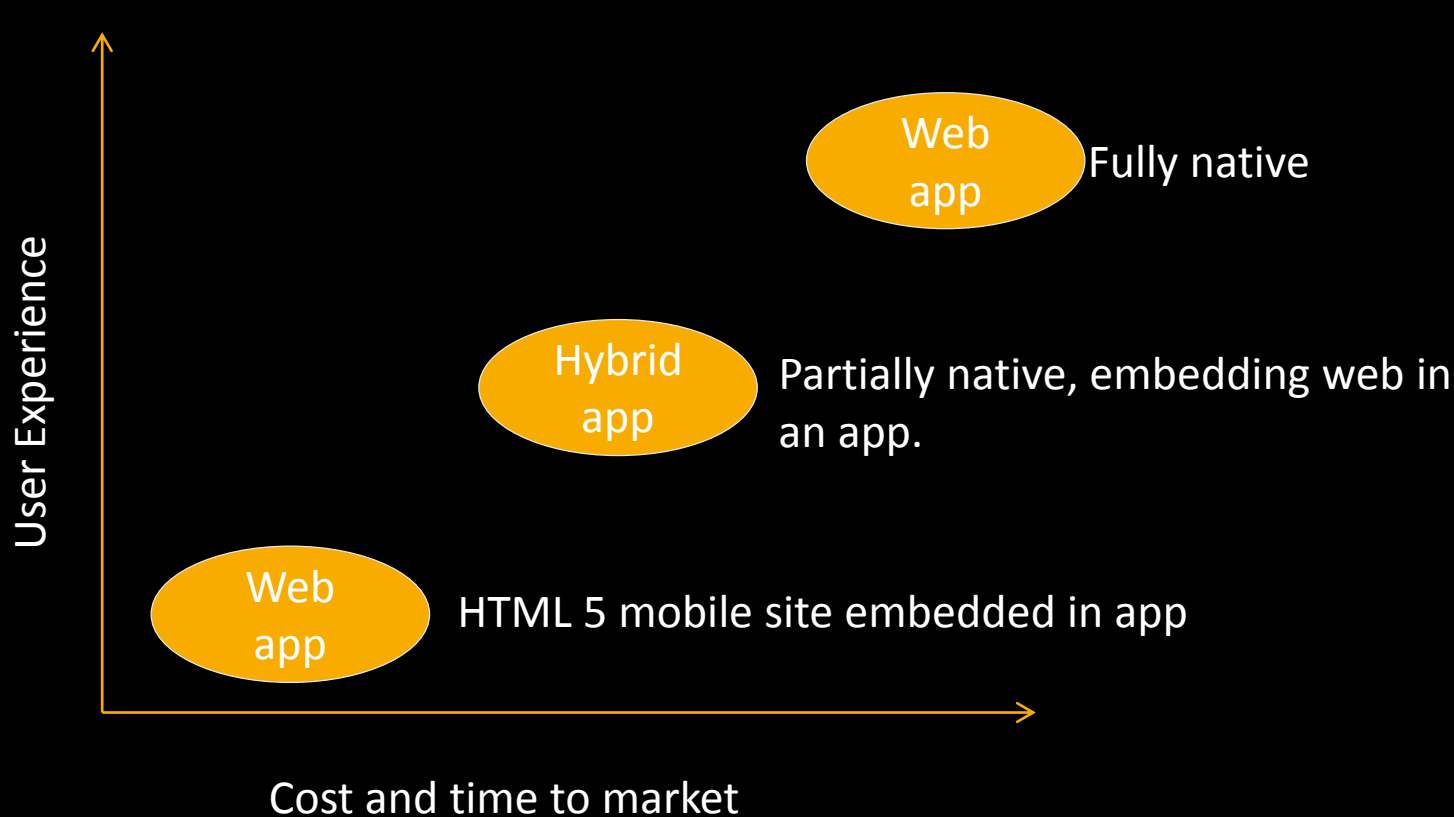
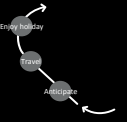
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At Thomas Cook we decided to go Hybrid, iOS & Android, building Universal apps.



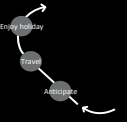
VS.



&



Let's go!



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Companion App a few things that are coming after v1 launch.

Adding more
extras such as
transfers,
meals,
insurance.

User
Generated
Content

Adding seats &
choosing seats.

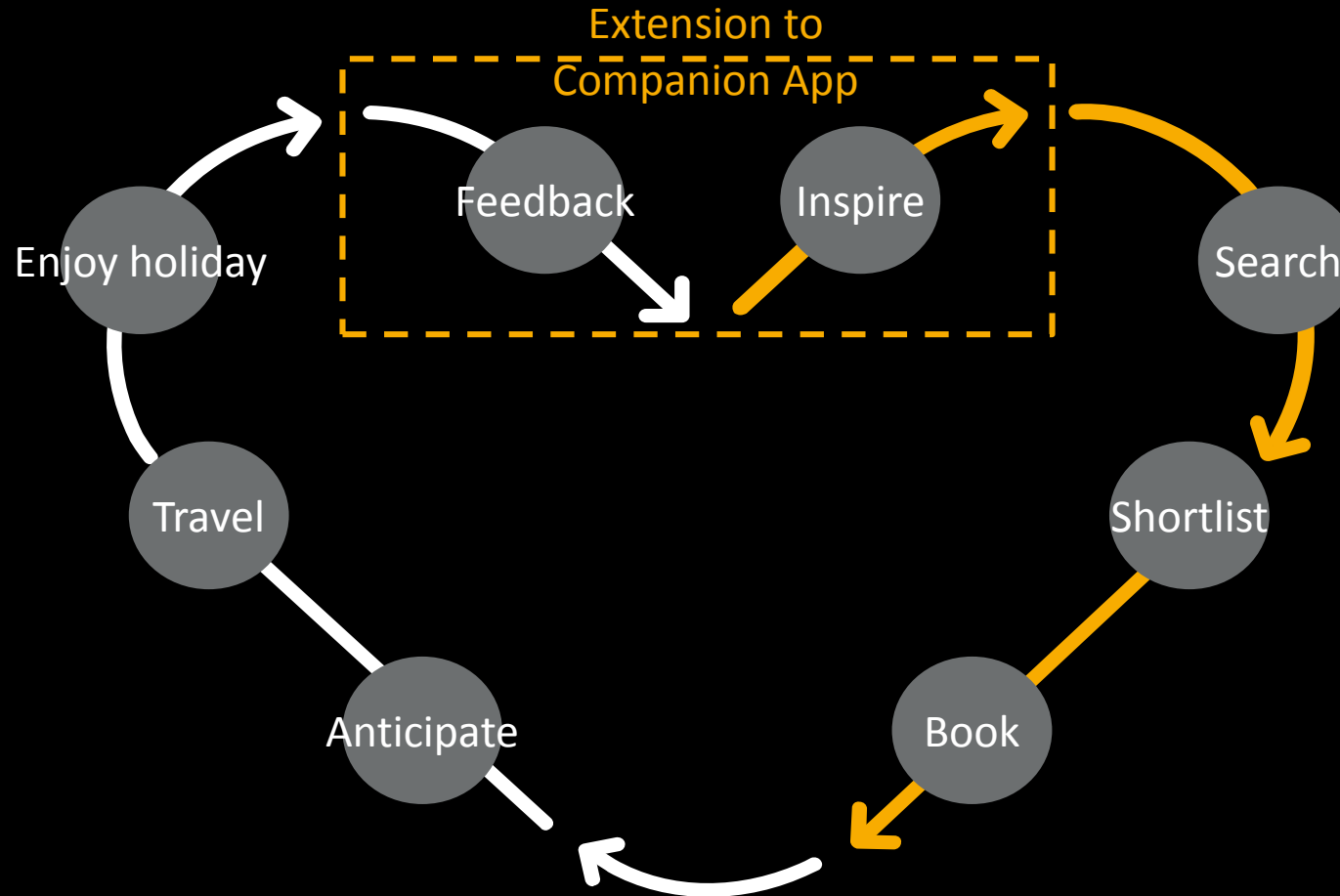
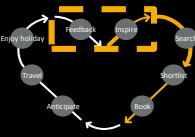
Online check in

Mobile
boarding pass
& add to
PassBook

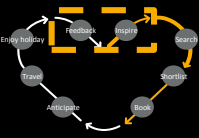
Timely &
Relevant Push
notifications

Let's go!

TOMORROW: Starting to prototype ideas around return & dream steps.



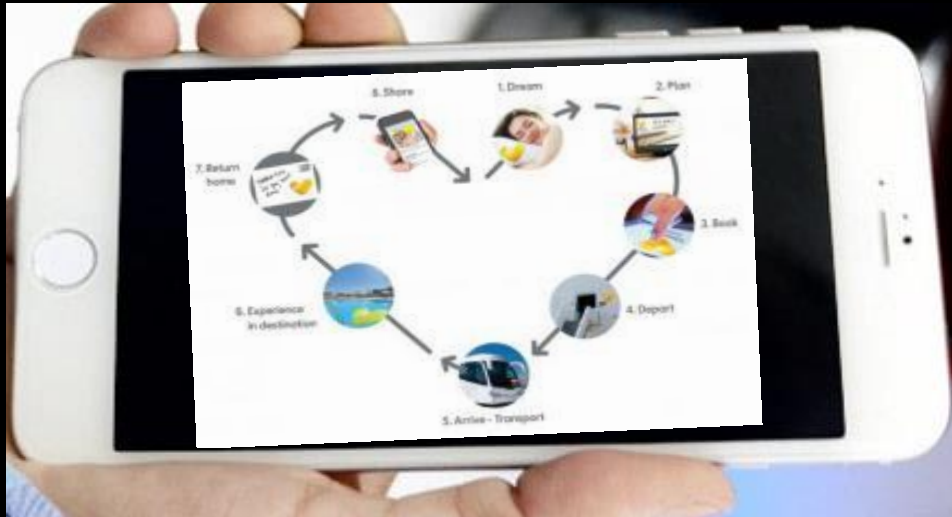
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Feedback / Inspire: closing the loop



So far we have, or are due to play a part in every part of the travel journey on mobile, except the best bit, dreaming about going on holiday! As soon as the customer returns, we can help them start the dream phase again!



51% users rely on online travel agencies for inspiration*

47% of people start planning their trip on a smartphone*

Let's go!

*Data Source: Google 2013 traveller

In Destination Mobility



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 Thomas Cook

Thank you and keep in touch



@marcoryan



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