



EXICON

Going Mobile

November 2012

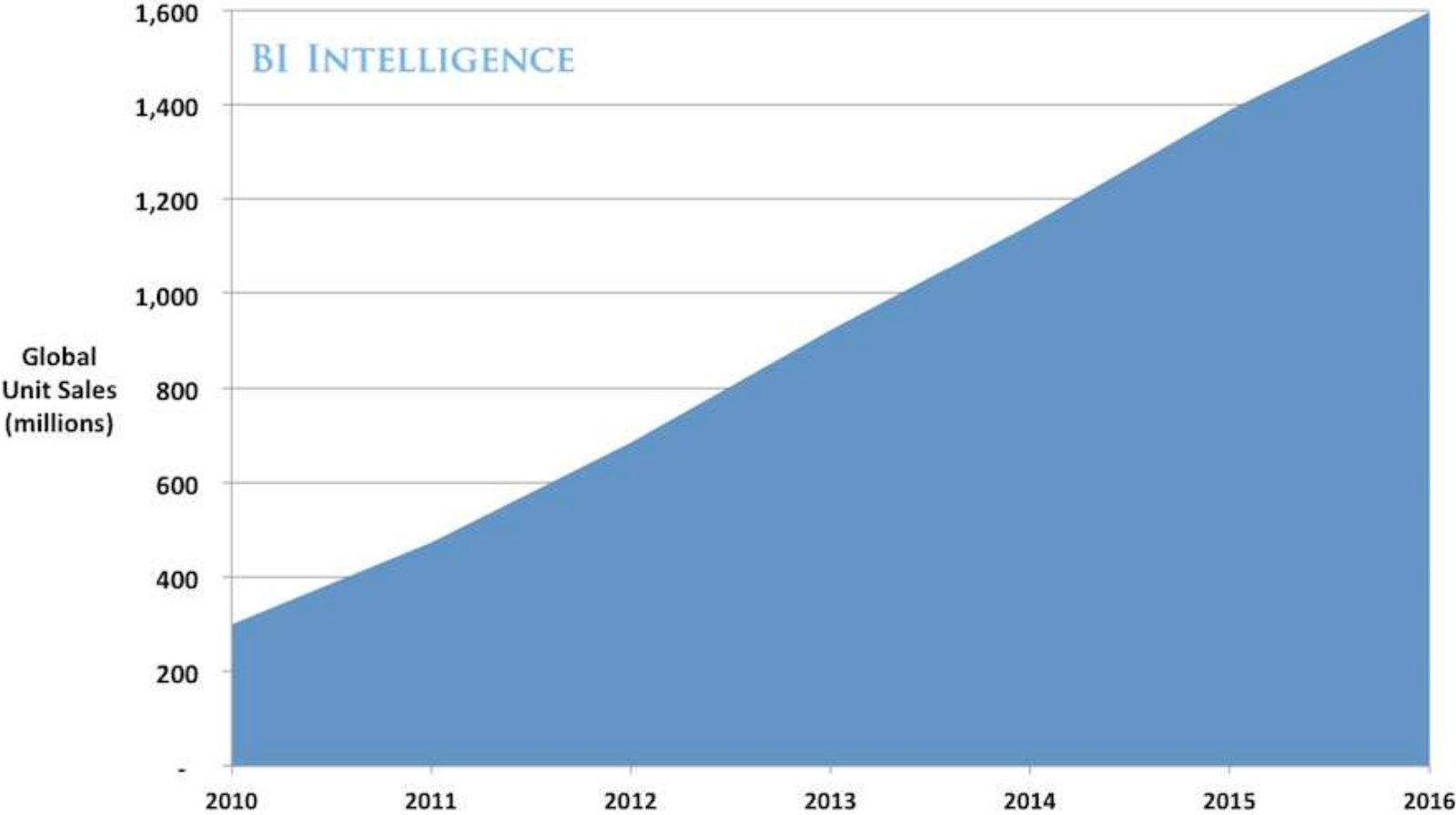
**Mobile is so important; put
your best people on mobile.
If you don't have a mobile
strategy, you are no longer
relevant**

Eric Schmidt
Former CEO and current
Executive Chairman, Google

The Business of Mobility

1.5B Smartphone units

Global Smartphone Unit Sales Forecast



The Business of Mobility

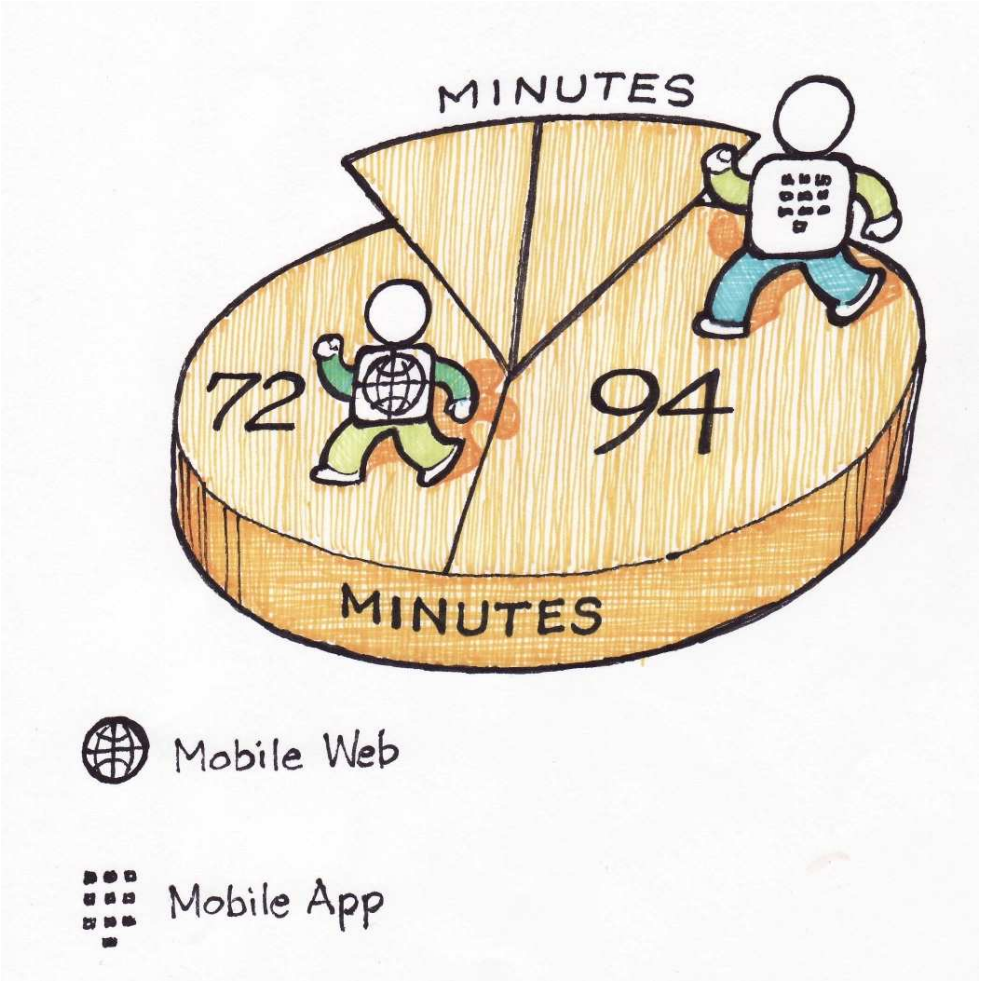
500M tablets sold



Source: Flurry Analytics

The Business of Mobility

94 minutes a day inside apps



Source: Flurry Analytics
Image: Future Help Design

It's the App Stupid



The Business of Mobility

41 Apps



Embrace or Die?



...You have 2 years.

Resistance is futile



Travel Apps



Travel & Digital

In 2000, the internet accounted for 1% of hotel bookings. A decade later, bookings across digital channels breached 50%.

Distribution Channel Analysis: A Guide for Hotels, Green, Cindy Estis and Lomanno, Mark 2012

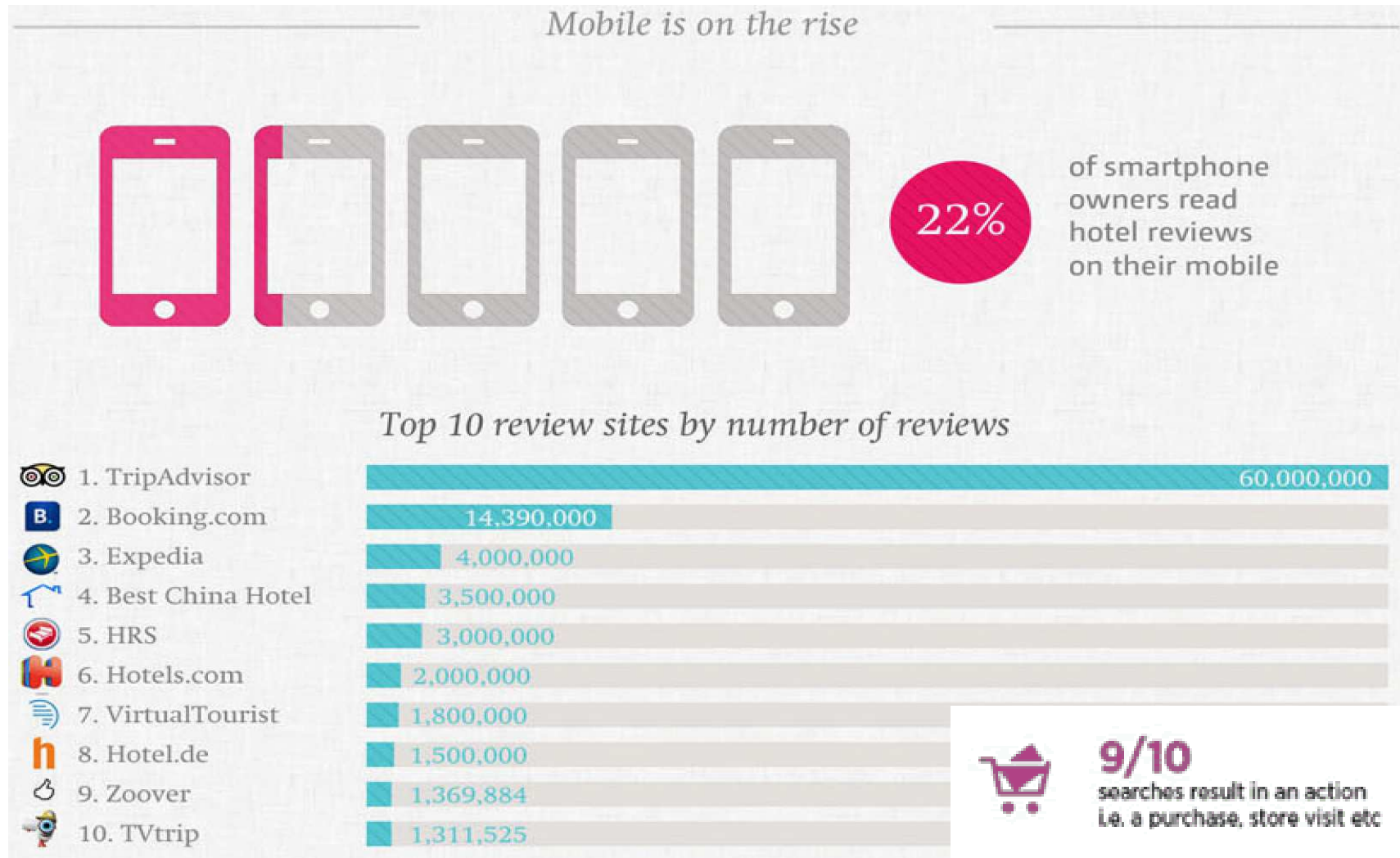
61% of US internet users research travel online prior to booking

How Travel Brands manage their online reputation making the most of owned, earned and Paid media, Emarketer, November 2011

Cost of booking on their own sites (\$2-\$6) vs OTA (\$40-\$120)



International Hotel Industry Mintel, September 2011


That 61% researching online we mentioned...





Travel & Mobile

Travel Mobile Success

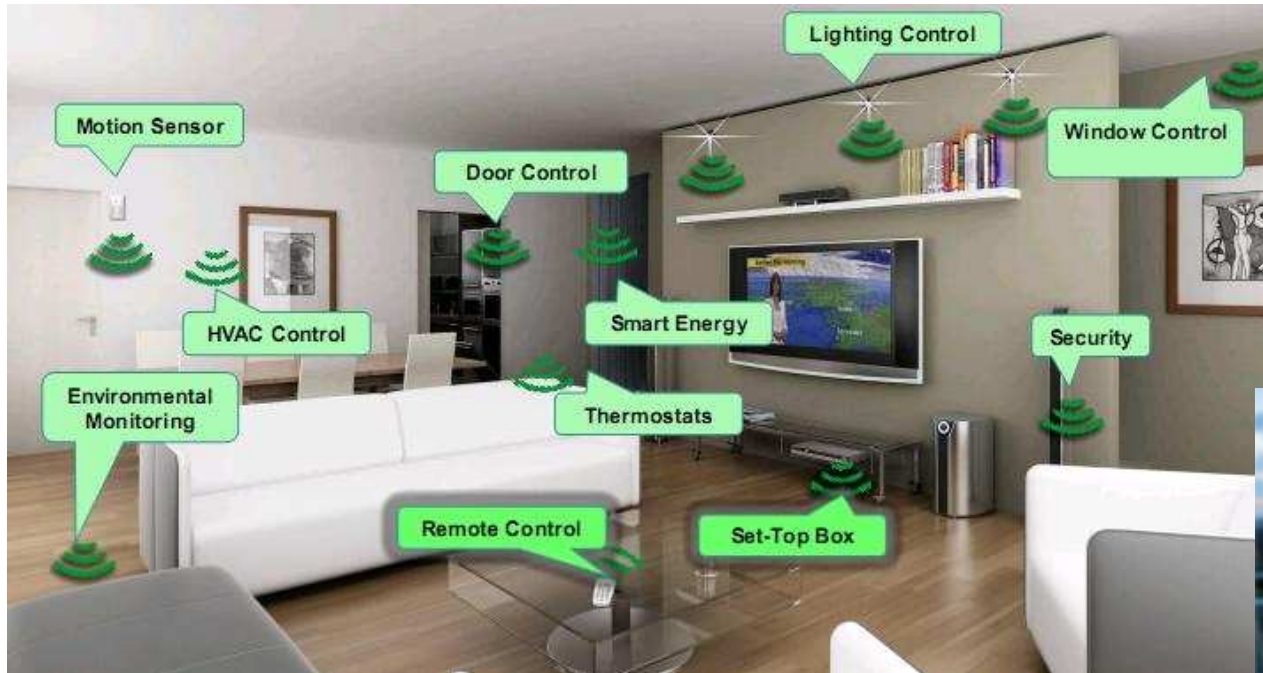
 saw **\$40 ROI** for every **\$1** spent on mobile 

 now say monthly mobile revenue is at **US\$10 million** (**60%** of IHG's mobile transactions are same day bookings)

 has seen about **650,000** **downloads** of its apps since July 2010 

70% of bookings via the phone are for same-day reservations, likely equating to high price/margin bookings.

And mobile doesn't mean just phone...



Some hotels have reported an 18% increase for in-room dining orders since offering mobile features.

More hotels distribute iPads to guests for ordering room service, amenities, USA today, Roger Yu, June 2011



LBS



The first screenshot shows a map with five users: Sylvia (10m, 5 min), Roger (mph 52, 21 min), Luke (eta: 14m, 33 min), and Kelly (eta: 1m, 24 min). The second screenshot is a "New Glympse" check-in screen with a speedometer and "save" and "send" buttons. The third screenshot is a "locationlabs" notification for "Luke" at "Java Junction", showing a distance of 6.1 miles, arrival in 14 minutes, and speed of 63 mph, with "join" and "remove" buttons.

Gamification

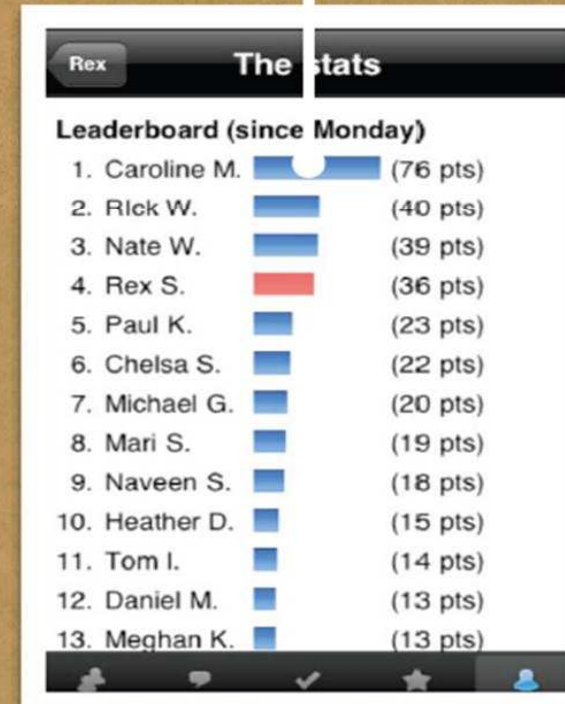
Points
tracking, feedback



Badges
goals, rewards

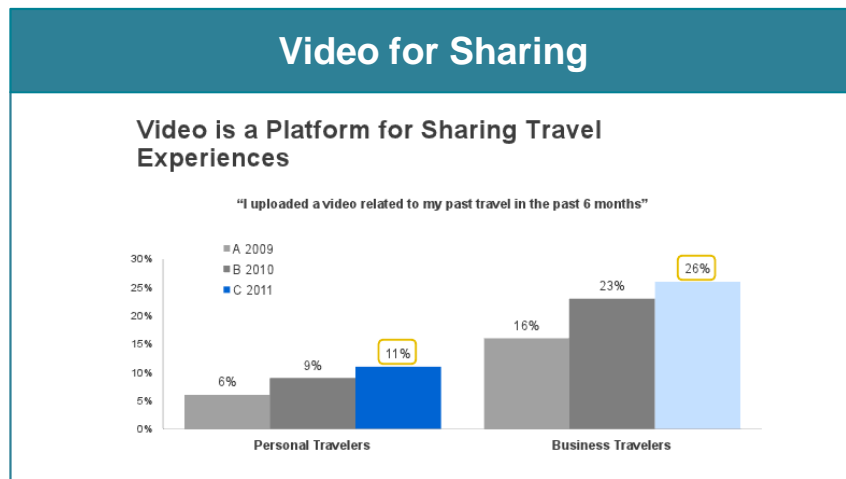
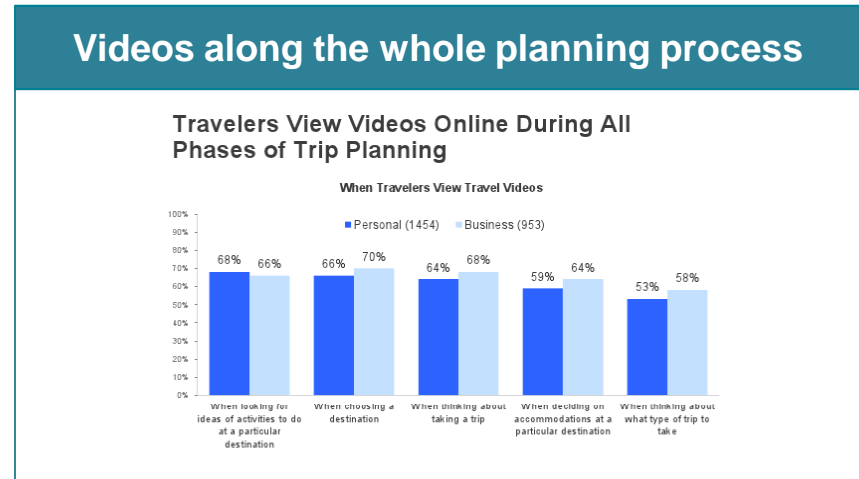


Leaderboards
competition



Trend Example "Video": why it matters

Video is a core component of the booking and travel process



10M
Download
S

Sources: Think Travel.



Augmented Reality



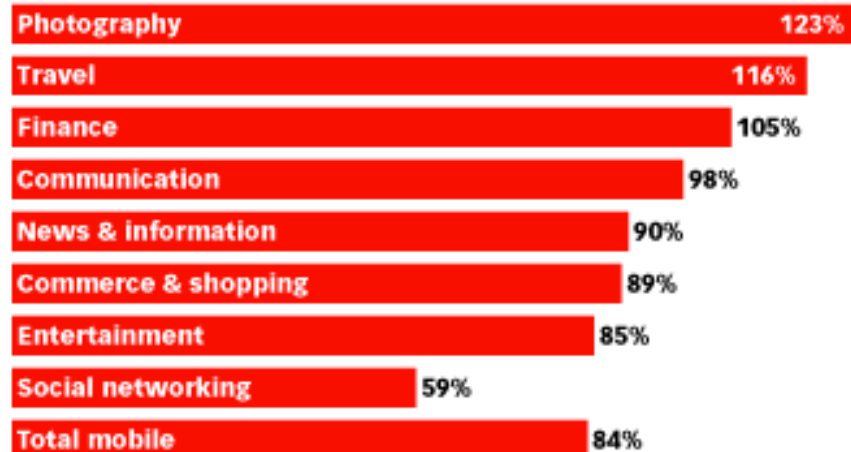
Growth: Mobile is on the rise in the travel market

Travel app category growing

- Travel is the second most important app category measured by app usage growth year-on-year

Growth in Mobile App Use Among US Smartphone Users, by Category, May 2012

% change vs. same period of prior year



Note: Android or iOS

Source: Nielsen, "Courting Today's Mobile Consumer," July 18, 2012

143264

www.eMarketer.com

Mobile is part of the travel experience

26%
will use a mobile device for attraction and accommodations research

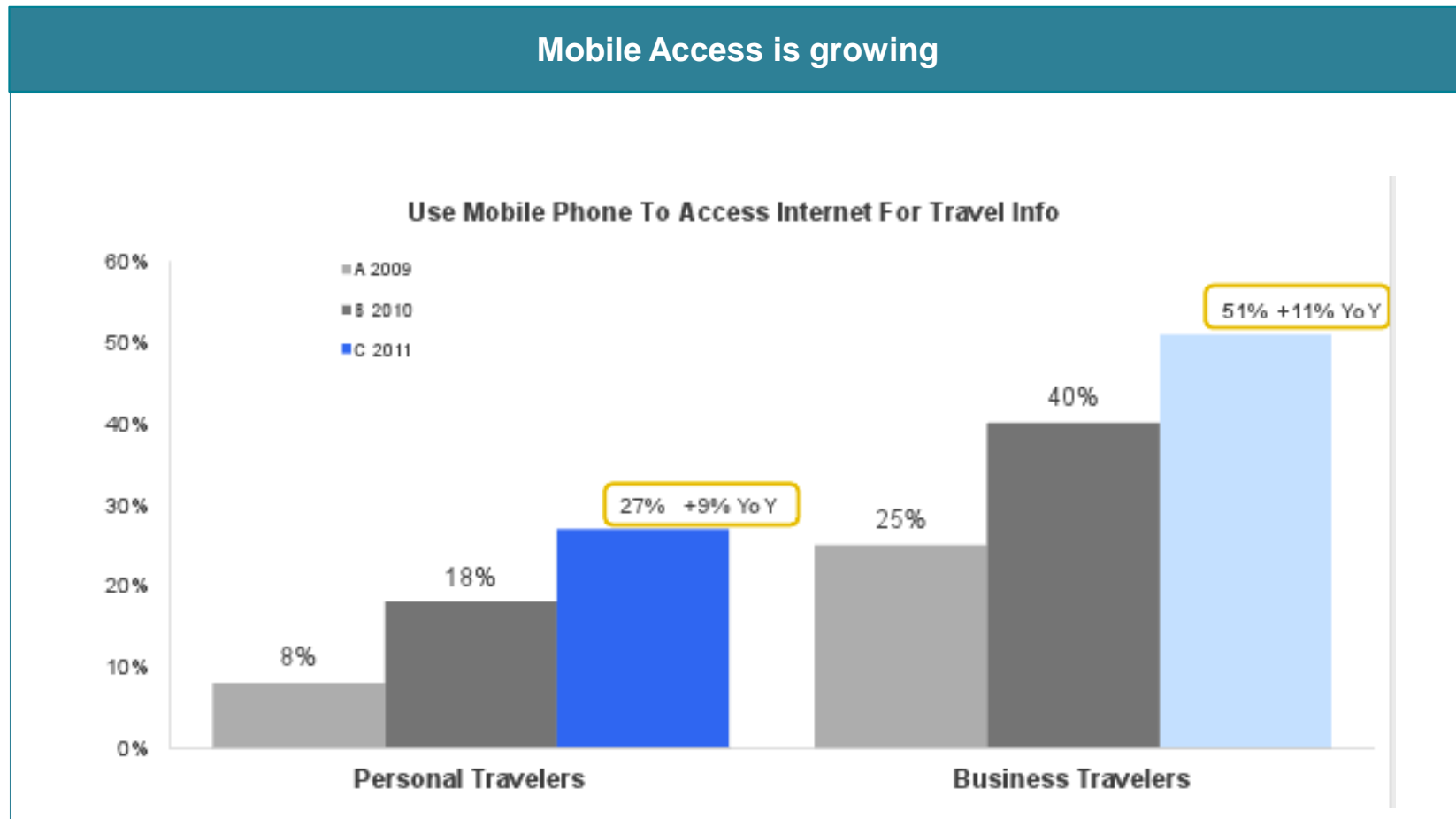
47% expect to use their mobile device for their travel needs at their destination

mobile now accounts for **17.4%** of access to all travel sites

Source: Emarketer: <http://www.emarketer.com/Article.aspx?R=1009408>

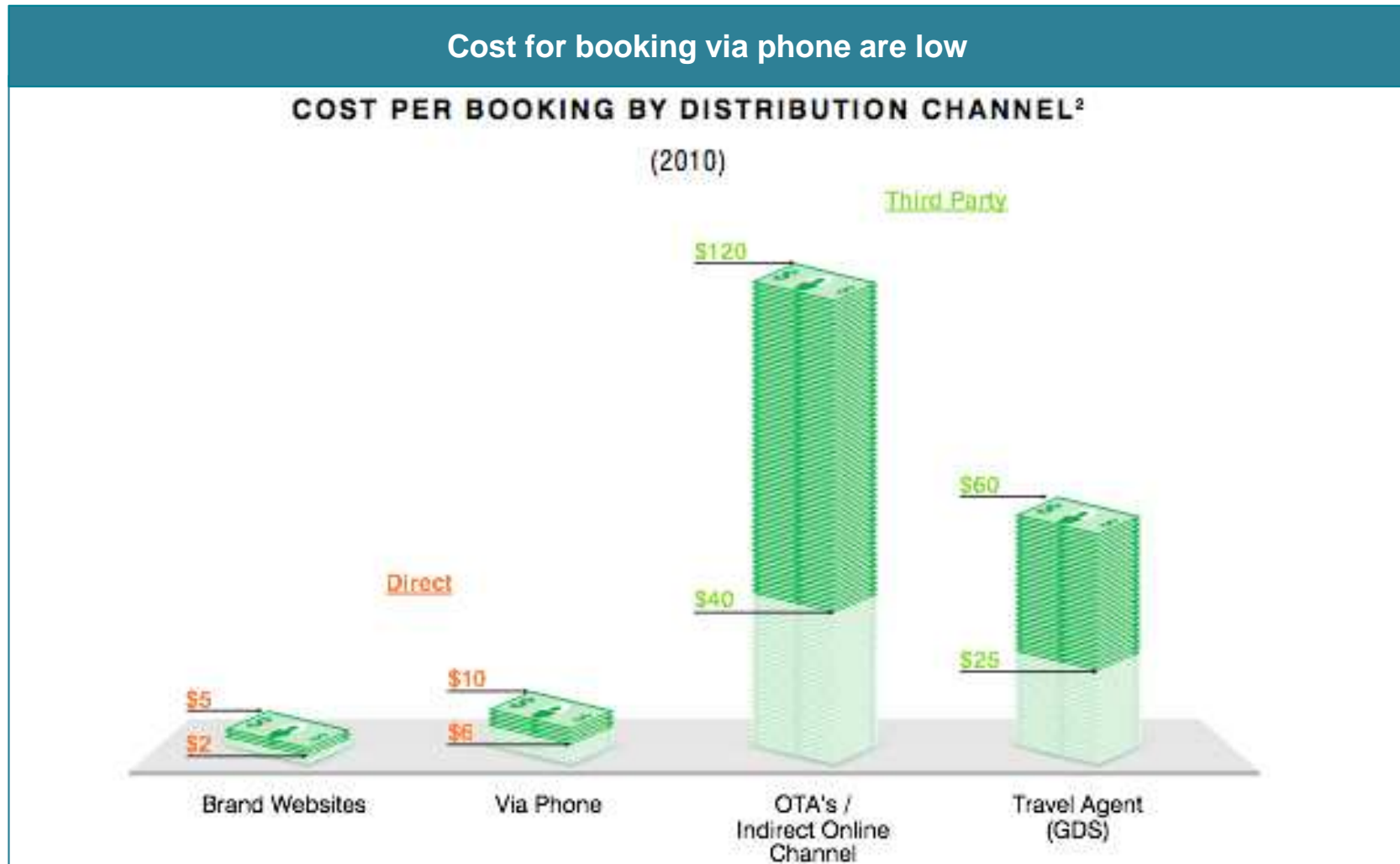
Content: How and what are they looking for?

Mobile is part of the travel and growing, mostly done with search engines and often very targeted

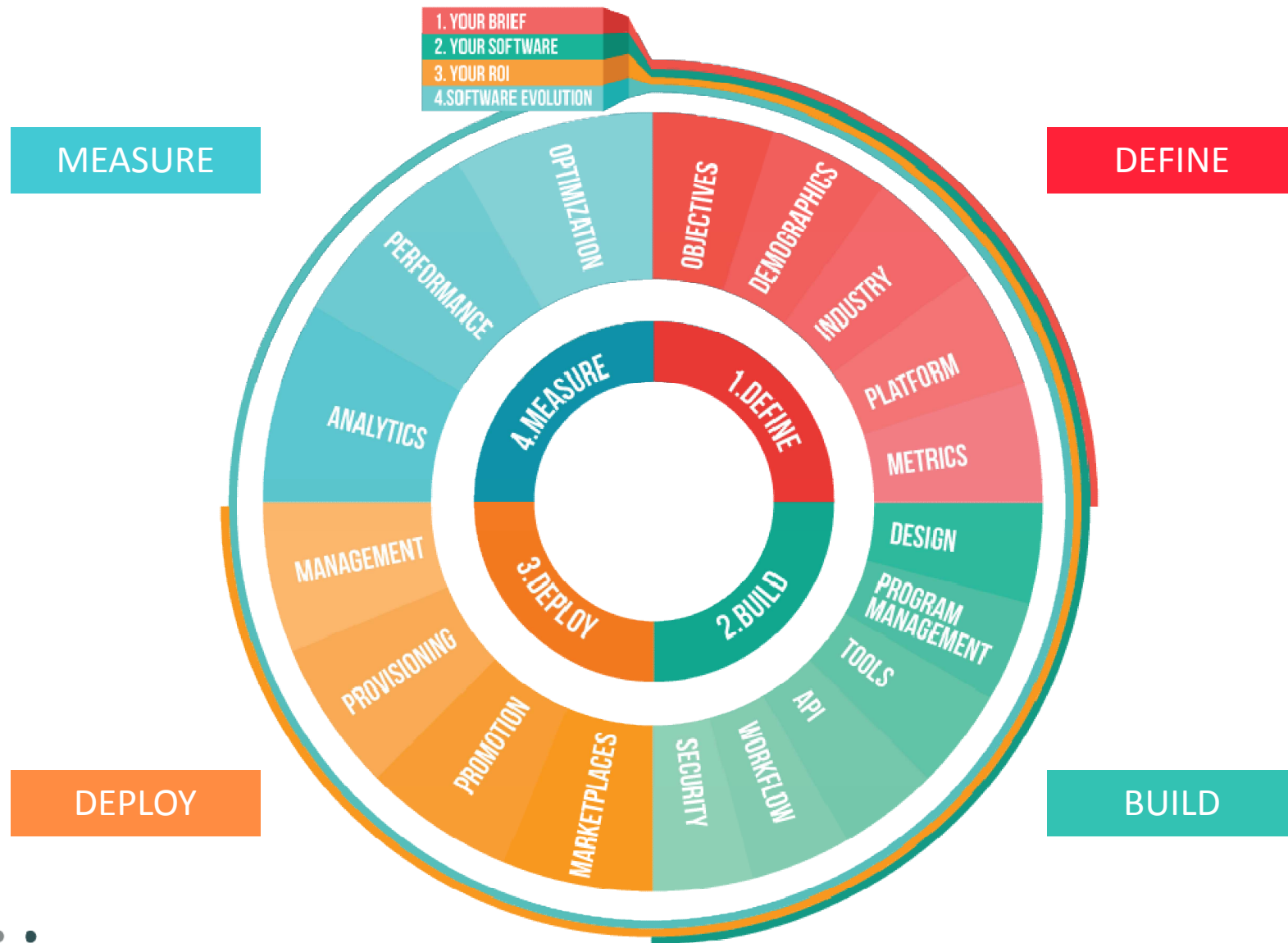


Source: Yiibu, Think Travel,.

Economics: What's in it for the business?

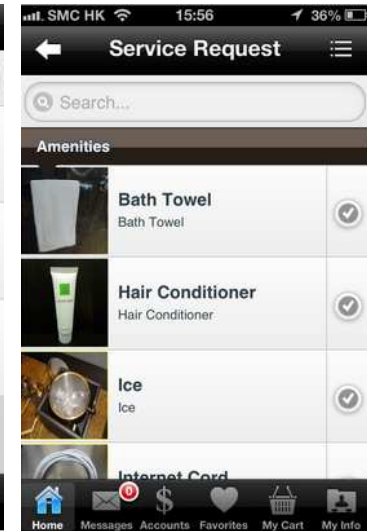
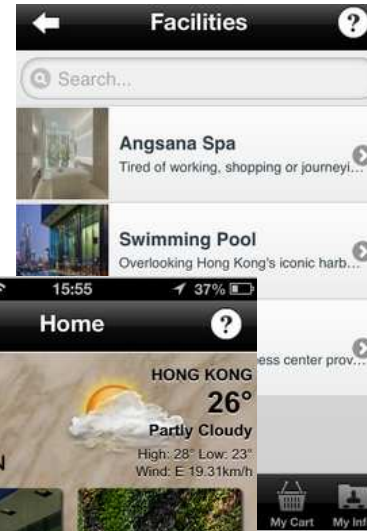
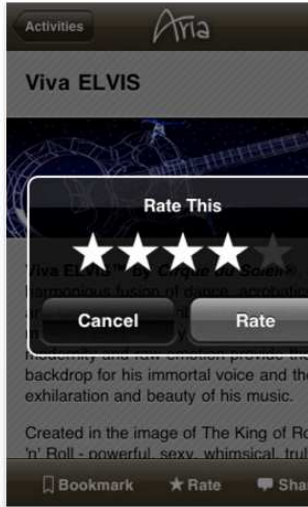
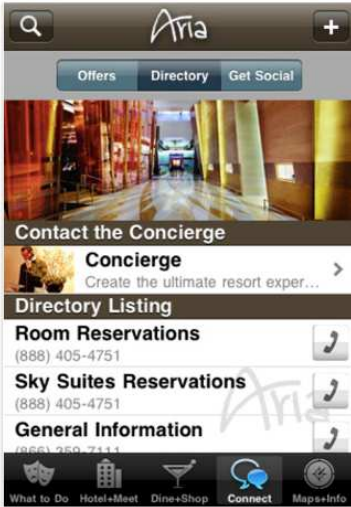


The Exicon AppCycle™



DEFINE e.g.

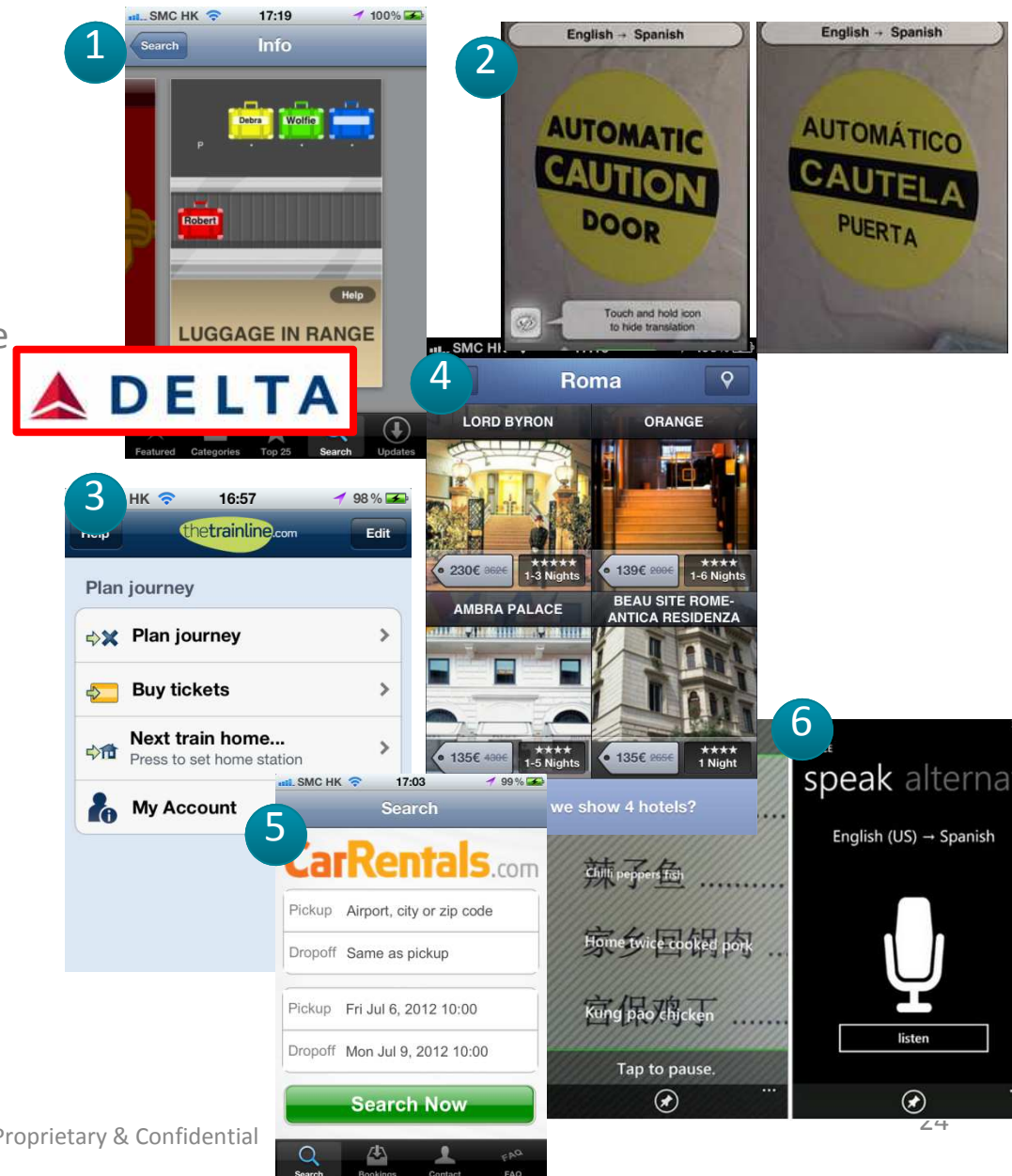
Hotels



DEFINE e.g.

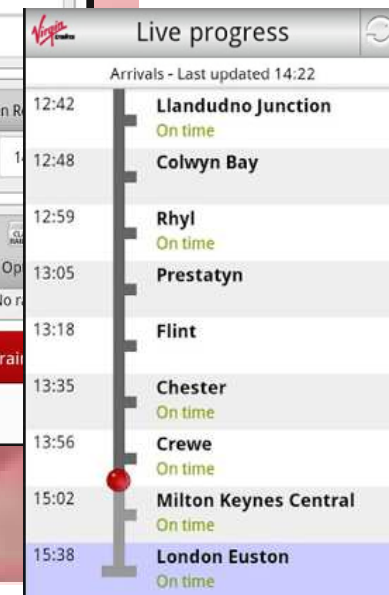
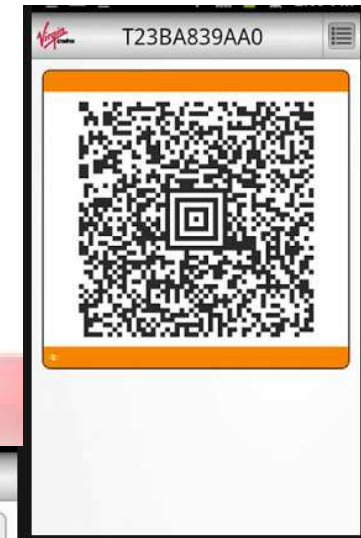
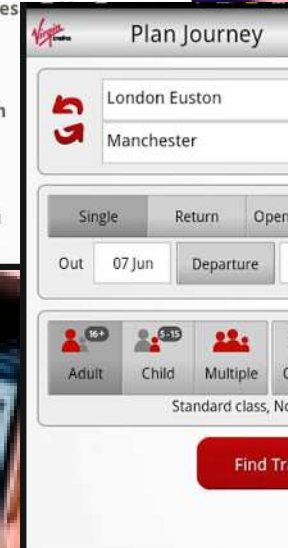
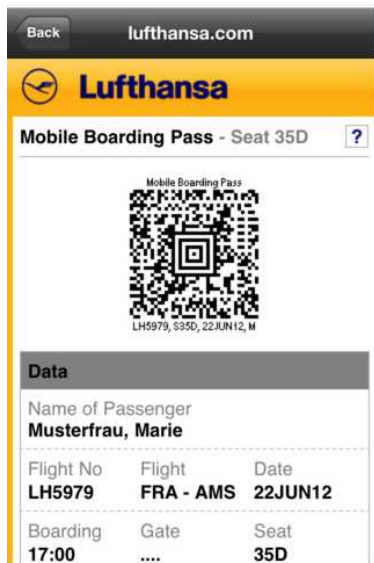
Airport Arrivals

1. “Ah, there is Carousel 12. My luggage should be there in about 27seconds!”
2. “What does that say?”
3. “I should buy my return train fare while I remember.”
4. “I’m so exhausted I won’t drive to my cousins tonight. I’d better book a hotel for tonight.”
5. “I should change my car booking to tomorrow.”
6. “How do I tell the taxi driver I want to pick up some food on the way to the hotel?”



DEFINE e.g.

Tickets



BUILD

Choose your Developer well



BUILD e.g.

Options for Scale



Developed by 3rd parties

DEPLOY e.g.

Appstores



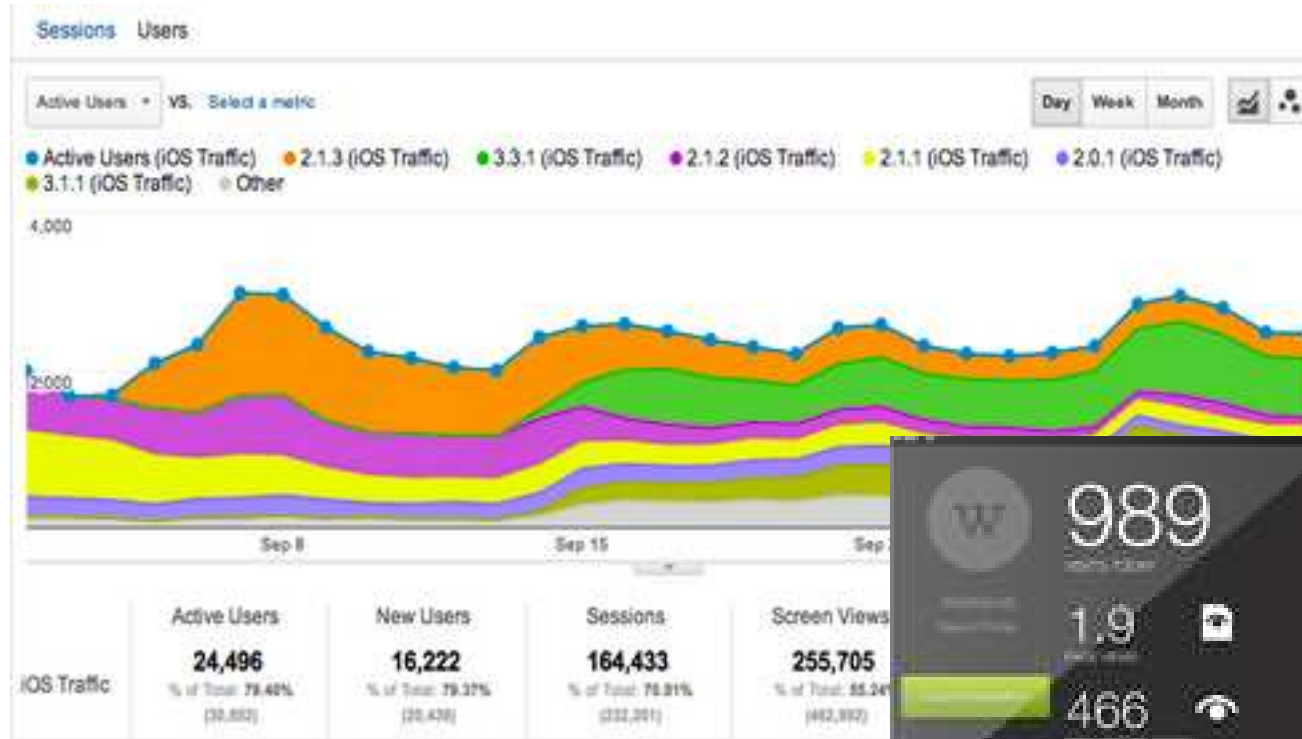
DEPLOY e.g

Comodo Instagram Menu



MEASURE

What does success look like?



North American zoos use apps to teach apes



...Even apes get apps!

Contact us



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