



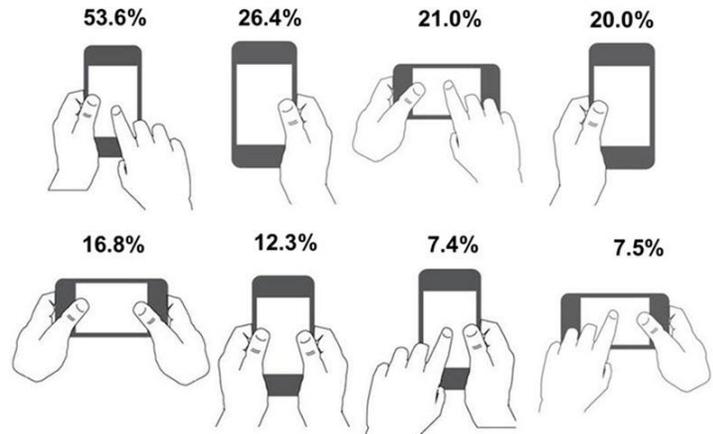
The Human Element of Design

Arienne.Walker@jdpa.com
805-418-8649

In order to maximize an online experience in a mobile environment, website developers should consider how shoppers are interacting with their smartphones. In fact, one of the first questions should be, “How do shoppers hold their phones and use their fingers when they are surfing?”

According to the J.D. Power Automotive Mobile Site StudySM the highest percentage of shoppers hold their phones vertically in their left hand and use their right hand to navigate (53.6%). The second most popular method that shoppers use to navigate a website is to hold the phone in their right hand and navigate with their thumb (26.4%).

SMARTPHONE USAGE MODES DURING WEBSITE EVALUATION



Source: J.D. Power 2013 Automotive Mobile Site StudySM

Behind the Numbers

- Shoppers have the ability to change their hand position and phone orientation; however, study data indicates 62% of shoppers only hold their phone in one position.
- Shoppers who held their phone in multiple ways had a better experience on both manufacturer (758 on a 1,000-point scale) and third-party automotive mobile (693) websites than shoppers who held their phone in only one way (750 vs. 679, respectively). While this difference may appear somewhat modest, it offers website developers an important opportunity to improve satisfaction by encouraging this behavior.
- Some automotive websites require shoppers to change the orientation of their phone in order to provide an optimal viewing experience.
 - This requirement happens most frequently in the image gallery, as landscape image assets are routinely leveraged from the desktop site.
 - Website developers should actively advise users that they can change the orientation of their device to achieve a richer viewing experience.
- There are distinct differences in phone usage among generational groups of shoppers:
 - Gen Y and Pre Boomers are more likely to hold their phones in more than one way (43%), while Boomers are the least likely to hold their phone in more than one way (31%). Similar to Boomers, Gen X shoppers are unlikely to hold their phone in more than one way (32%).
 - Adapting website designs to accommodate differences among generational groups is critical, as the segment of Gen Y buyers continues to grow, while Boomers still account for the majority of new vehicle sales (40%).¹
- Consideration of hand position and device orientation extends across different mobile devices, as 56% of tablet users indicate they prefer to browse websites using a landscape orientation, while 38% indicate they prefer a portrait view, leaving only 6% that indicate no specific preference.
 - Shoppers who prefer a landscape orientation on their tablets are also significantly more likely to hold their smartphone horizontally and navigate with thumbs (21%), compared with shoppers who prefer a portrait orientation on their tablet (12%).

¹ Source: The Power Information NetworkTM (PIN) from J.D. Power