

# MOBILE RETAIL REPORT

2019 UK Edition

Report analysing mobile retailers in the UK, based on the core tenets of mobile retailing.



AMPERSAND

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# Foreword

A lot has changed for mobile commerce since our first mobile report in 2014. We have taken the opportunity in this report to update our criteria, to better reflect changing customer expectations. It now has a stronger focus on mobile experiences that support multichannel processes.

Many of the criteria we benchmarked in our inaugural report are now seen as basic features. The majority of retailers now have intuitive product zoom, faceted navigation and a persistent cart.

Shortly after our first report, Apple started the roll-out of Apple Pay. Since then, Apple Pay and Google Pay have become ubiquitous in-store. Yet, only a minority of retailers are taking advantage of this online.

Nonetheless, retailers are now seeing mobile conversion catch up with, if not exceed, other devices. Shoppers no longer feel the need to ‘revert to desktop’ to complete transactions. This is thanks to investments in mobile, made by almost all retailers.

The current winners on mobile are those that do not simply force a desktop experience on mobile. This is not new news. But paradigms for mobile journeys are still forming. Building the much-vaunted ‘mobile first’ experience is easier said than done.



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# The criteria

We have defined **a multichannel mobile retailer** as one that sells online, sells in at least one physical store and has a transactional mobile website.

For this report, we've surveyed the same 200 retailers featured in our 2019 Multichannel Retail Report. To create this list of retailers, we sourced IMRG, Sitemorse, the retail trade media and the high street to select 200 leading retailers.

The retailers have been split into nine sectors; Department, Fashion, Home & DIY, Sports & Outdoors, Health & Beauty,

Electrical & Tech, Children & Toys, Food & Drink, and Arts, Crafts & Books.

From these sectors, we can fully understand which retailers are above average and which are falling behind customer expectations for mobile, by providing each sector with an average Ampersand Mobile Retail Matrix score.

The **Ampersand Mobile Retail Matrix** score for each retailer is our method of analysing how well the UK's leading retailers perform on mobile across mobile UX and multichannel technologies - including mobile payments, persistent carts, faceted navigation, easy mobile keyboards, intuitive pinch / double tap product zoom and more.

# Retailers

& Other Stories	Bonmarché	Crew Clothing	Ernest Jones	GO Outdoors	Hornby
Accessorize	Boots	Currys PC World	Evans Cycles	Gucci	Hotel Chocolat
Adidas	Build-A-Bear	Debenhams	F.Hinds	H&M	House of Fraser
American Golf	Burberry	Deichmann	Farfetch	H.Samuel	Hughes
Ann Summers	Burton	Demon Tweaks	FatFace	Habitat	Hugo Boss
Anya Hindmarch	Cath Kidston	Diesel	Field & Trek	Halfords	IKEA
Apple	Chain Reaction Cycles	Dior	Flannels	Hamleys	Interflora
Aquascutum	Charles Clinkard	Disney Store	Footasylum	Harrods	Jack Wills
Argos	Clarks	Dolce & Gabbana	Foot Locker	Harvey Nichols	Jaeger
Armani	Clas Ohlson	Dorothy Perkins	Fortnum & Mason	Harveys Furniture	JD Sports
ASICS	Clinton's	Dr. Martens	Foyles	Hawkin's Bazaar	Jessops
B&Q	Coast	Dreams	Fred Perry	Hobbs	Jigsaw
Barbour	COS	Drome	French Connection	Hobbycraft	Jimmy Choo
Bathstore	Cotswold Outdoor	Dunelm	Furniture Village	Holland & Barrett	John Lewis & Partners
Bensons for Beds	Cotton Traders	Dune London	GAME	Hollister Co.	Karen Millen
Better Bathrooms	Crabtree & Evelyn	Dunnes Stores	GAP	Home Bargains	Kurt Geiger
Blacks	Craghoppers	Early Learning Centre	George	Homebase	Laithwaite's

# Retailers

Lakeland	Miu Miu	Paperchase	Scribbler	The Body Shop	Uber Kids
Laura Ashley	Moda in Pelle	Paul Smith	Selfridges	The Entertainer	United Colours of
LEGO	Molton Brown	Peacocks	Shoe Zone	The Fragrance Shop	Benetton
Levi's	Monsoon	Pets at Home	Size?	The North Face	Urban Outfitters
Liberty London	Moss Bros	Pull&Bear	Smiggle	The Pen Shop	Victoria's Secret
Links of London	Mothercare	QD	Smyths	The Perfume Shop	Warehouse
Lush	Mountain Warehouse	Quiz	Smythson	The Range	Waterstones
M&Co	Mulberry	Reebok	Snow+Rock	The Whiskey Shop	Whistles
Majestic Wine	Nespresso	Reiss	Space NK	The White Company	White Stuff
Mamas & Papas	New Look	Richer Sounds	Specsavers	The Works	Whittard of Chelsea
MANGO	Next	River Island	Speedo	Thomas Pink	WHSmith
Marc Jacobs	Nike	Robert Dyas	Sports Direct	Thorntons	Wickes
Marks & Spencer	Oak Furnitureland	Rohan	Sunglass Hut	TJ Hughes	Wilko
Matalan	Oasis	Russell & Bromley	Superdrug	TK Maxx	ZARA
Menkind	Oddbins	Ryman	Superdry	Topshop	
Mint Velvet	Office	Schuh	Ted Baker	Tu	
Missguided	Oliver Bonas	Screwfix	Tessuti	Weeks Cycles	

# Benchmarking

## **Comparing Ampersand Mobile Retail Matrix scores by sector**

Our median mobile scores have generally increased across the board, with the average median score across all sectors increasing by 2 points. However, we've seen some interesting changes across individual sectors. The **Department** median score has increased by 3 points, however the **Fashion** sector has only maintained their 65 average score and the **Home & DIY** median score has decreased by 5 points



All

**62**



Fashion

**65**



Department

**68**



Home & DIY

**60**



Sport & Outdoors

**68**



Health & Beauty

**49**



Electrical & Tech

**57**



Children & Toys

**55**



Food & Drink

**45**



Arts, Crafts & Books

**45**

# BASICS OF MOBILE UX

# Basics of mobile UX

It has been great to see that many more retailers are adopting the basics of a strong mobile UX. More retailers are implementing features such as intuitive product zoom, faceted navigation, easy numerical and email keyboards, alongside fewer retailers using intrusive mobile pop-ups.

The biggest improvement is in the number of retailers taking advantage of intuitive double tap/pinch gestures for product zoom on mobile. **72%** of retailers now have intuitive zoom on mobile, whilst a surprising 56 out of 200 retailers are not using the technology and trailing behind.

In contrast, an area where almost all retailers are performing well is faceted navigation. **82%** allow customers to select multiple refinements when on collection or listing pages, an

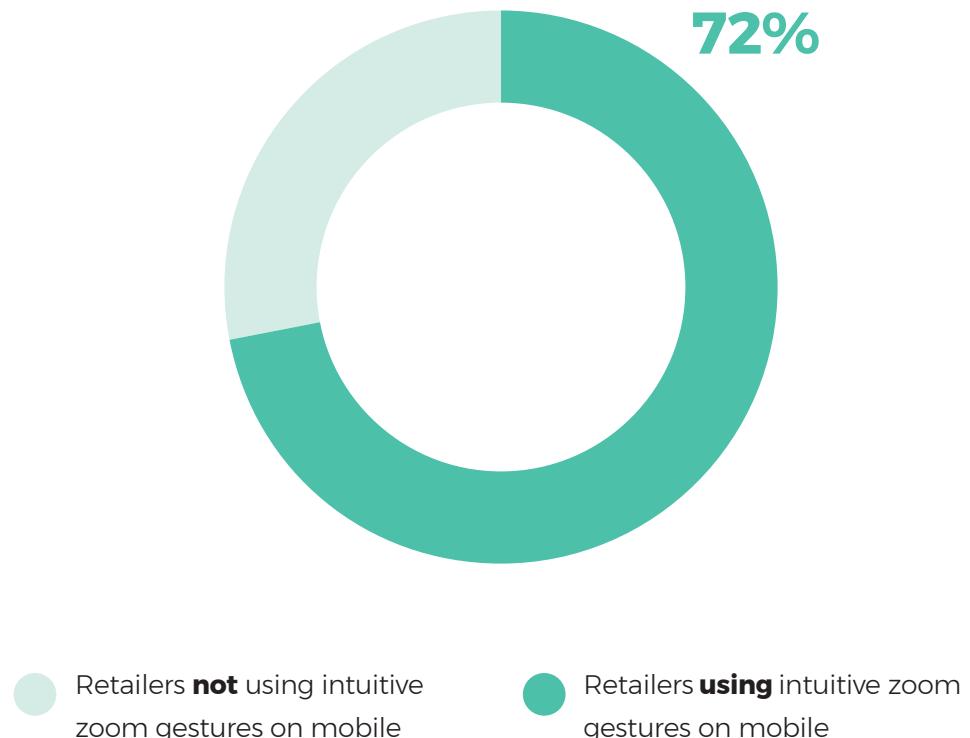
increase from 79% in our previous report. This is strengthened with **64%** of retailers allowing for the selection of multiple refinements without the page reloading.

The final tenet of quality mobile UX is easy mobile-specific keyboards during checkout, which we have always considered in our Ampersand Mobile Retail Matrix.

When a site asks for an email address or phone number, it is best practice for the site to trigger the email- or number-specific keyboard for ease of use. **81%** of retailers utilise the email-specific keyboard, **74%** of retailers utilise the number-specific keyboard and **68%** use both. Retailers such as The Whisky Shop, Dunnes Stores, The Works, and Thorntons are some of the few retailers who offer neither.

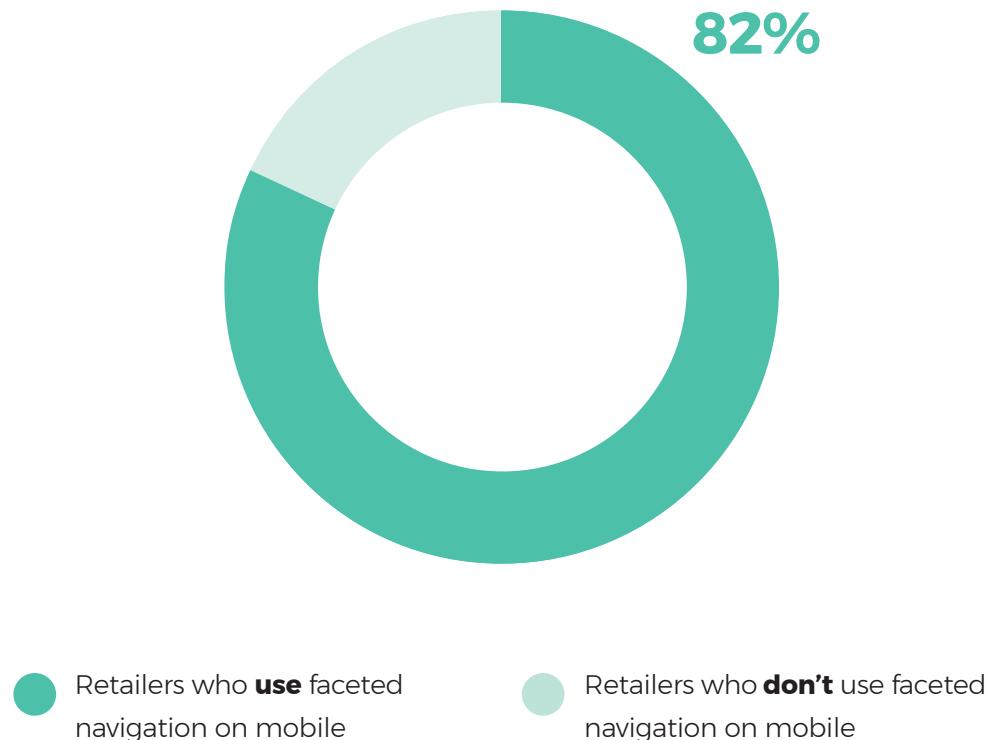
# Intuitive product zoom gestures

Retailers who use intuitive pinch/double tap product zoom gestures on mobile

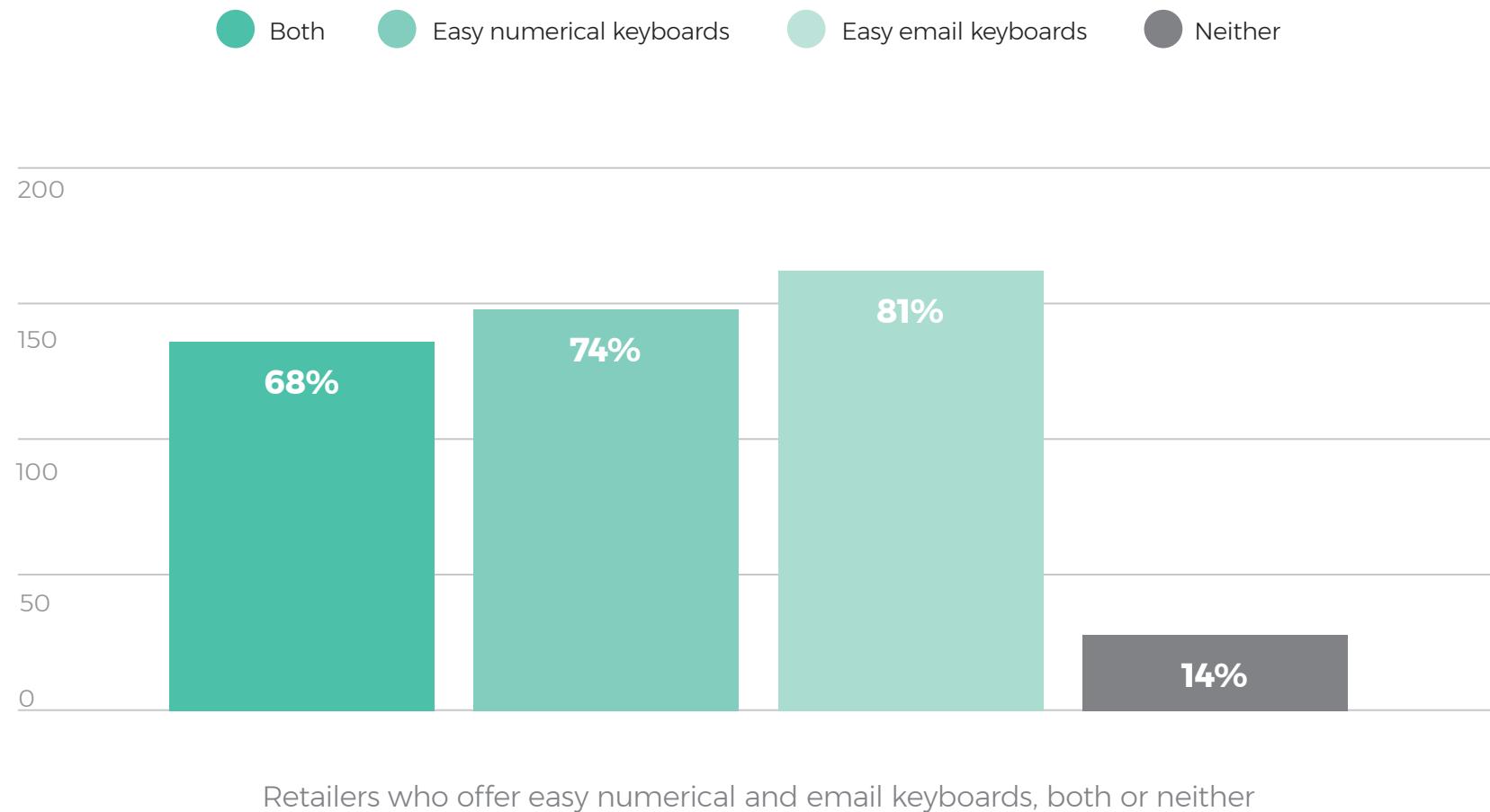


# Faceted navigation

Percentage of retailers using faceted navigation on mobile



# Easy numerical and email keyboards



# Mobile wallet payments

Apple Pay, Google Pay and Samsung Pay are all commonplace in the world of retail, in comparison to five years ago where (in the eyes of most consumers) mobile payments were only seen in sci-fi.

In 2017, we saw that only 3% of retailers took advantage of mobile payment technologies like Apple Pay. This has only increased to **8%** of retailers this year, including FatFace, Burberry, Oasis and Warehouse (not surprisingly, these are all top performers in this year's ranking).

When we delve deeper into the retailers who are offering mobile-specific payment options, we do see some further trends. It is clear that the majority are **fashion retailers**,

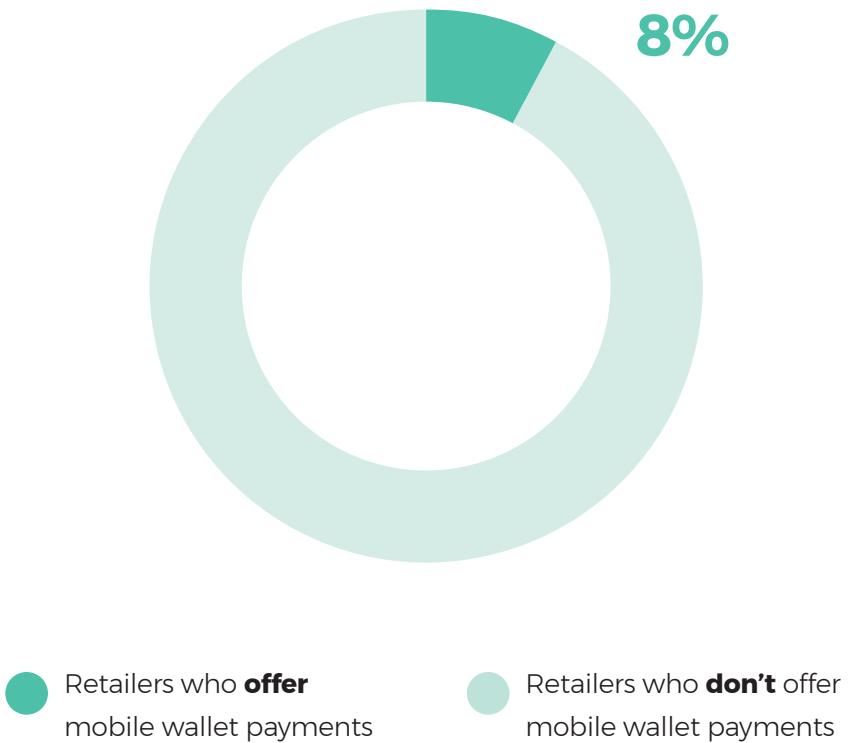
including FatFace, Burberry, Oasis, Warehouse, Dorothy Perkins, Jack Wills, Flannels, Farfetch, Marks & Spencer, Tessuti, and Size?. This is not out of the ordinary, as fashion brands tend to be ahead of the curve with ecommerce.

It's also unsurprising that sectors with commonly highly priced products or products with typically long buying cycles, such as Home & DIY or Electrical & Tech, may not prioritise this when it comes to mobile UX.

There are only a handful of other retailers from various other sectors that offer mobile payments, such as Apple, Hornby, Build-A-Bear, Sports Direct, and Hotel Chocolat, who are within the few at the forefront of mobile checkout.

# Mobile wallet payments

Percentage of retailers offering mobile payments such as Apple Pay or Google Pay



Retailers who offer mobile wallet payments:

Apple  
Build-A-Bear  
Burberry  
Dorothy Perkins  
Farfetch  
FatFace  
Flannels  
Hornby  
Hotel Chocolat  
Jack Wills  
Marks & Spencer  
Oasis  
Size?  
Sports Direct  
Tessuti  
Warehouse

**8% OF  
RETAILERS  
OFFER MOBILE  
WALLET  
PAYMENTS.**

**UNNECESSARY  
MOBILE FEATURES?**

# Unnecessary mobile features?

As consumers, there are a number of mobile features that we feel are essential to an excellent user experience (such as geolocation, easy input-specific keyboards etc.). However, there are also a number of features that we just don't care that much about.

There are a number of features that we consider to be mobile UX best practice, however, we consistently see only a small handful of retailers adopt them (and as consumers, may not be features that we actively seek out).

This includes social login during checkout or account registration. Whilst this improves the user experience, only

**9%** of retailers have the feature. Is this a mobile feature that customers actually expect?

Another rarely seen feature is 'share basket' functionality - only **2%** of retailers have this! Hugo Boss, Hollister Co. and Topshop allow their customers to share their basket, but is this used by your customers?

A 'save basket' functionality is seen more often, although only marginally. Only **8%** of retailers allow their customers to save their basket for later, but with the rise in email automations for abandoned baskets, is this needed? **Topshop** is the only retailer researched that offers both.

# MOBILE & MULTICHANNEL

# Mobile & multichannel

The need for an excellent multichannel UX is even more important on mobile. Your phone is your day-to-day device that you use at home, at work, on your commute, and anywhere else. As a result, there are certain features that customers need on mobile in order to create a seamless multichannel experience.

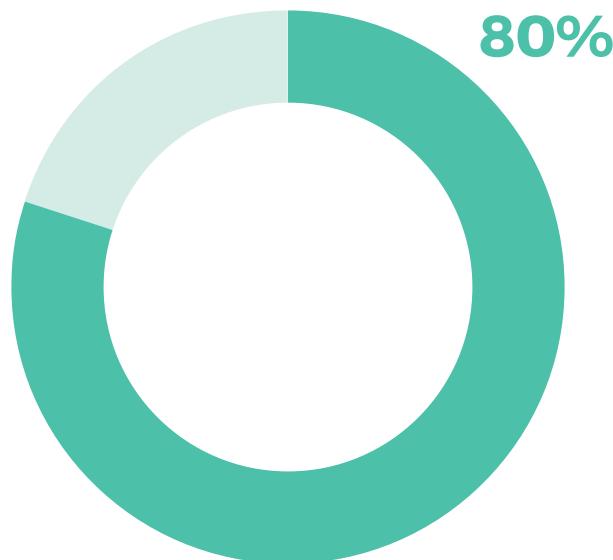
Arguably one of the most important features is a persistent cart. If a customer is logged in on mobile and adds a product to their cart, it is important that when they log in on desktop, that the product is still in their cart. **Over 3 out of 4 retailers** have persistent cart functionality, with only a handful of retailers missing out on unrecovered abandoned carts, including F.Hinds, Tessuti, Size?, Dune London, Jigsaw and WHSmith.

Another important feature is the ability to check stock online, and we've seen a positive increase in the use of in-store stock check functionality online. **35%** of retailers now offer this feature, an increase from 30% in 2017, including every one of our top mobile retailers, and others such as Screwfix, Whistles, ZARA, The North Face and Evans Cycles.

Wishlisting is another feature where we have seen an increase, with **28%** of retailers offering the ability to save products for later without the need to log in or create an account (an increase from 21%). Whilst wishlist encourages browsing and casual shopping and reduces cart abandonment, there are certainly some sectors where this is less common - with only 20% of home and DIY retailers embracing wishlist, in comparison to 35% of fashion retailers.

# Persistent cart

Percentage of retailers with persistent cart functionality



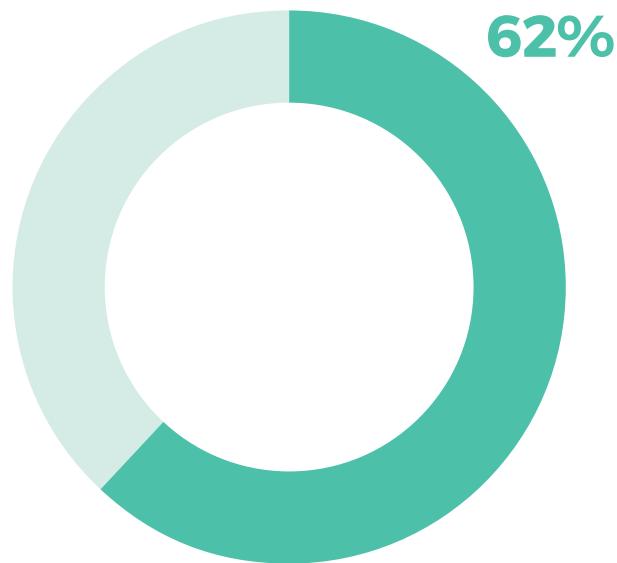
Retailers who **offer** a persistent  
cart



Retailers who **don't** offer a  
persistent cart

# Geolocation

Percentage of retailers who have geolocation functionality on mobile



Retailers who **have** geolocation functionality on mobile



Retailers who **don't** have geolocation functionality on mobile

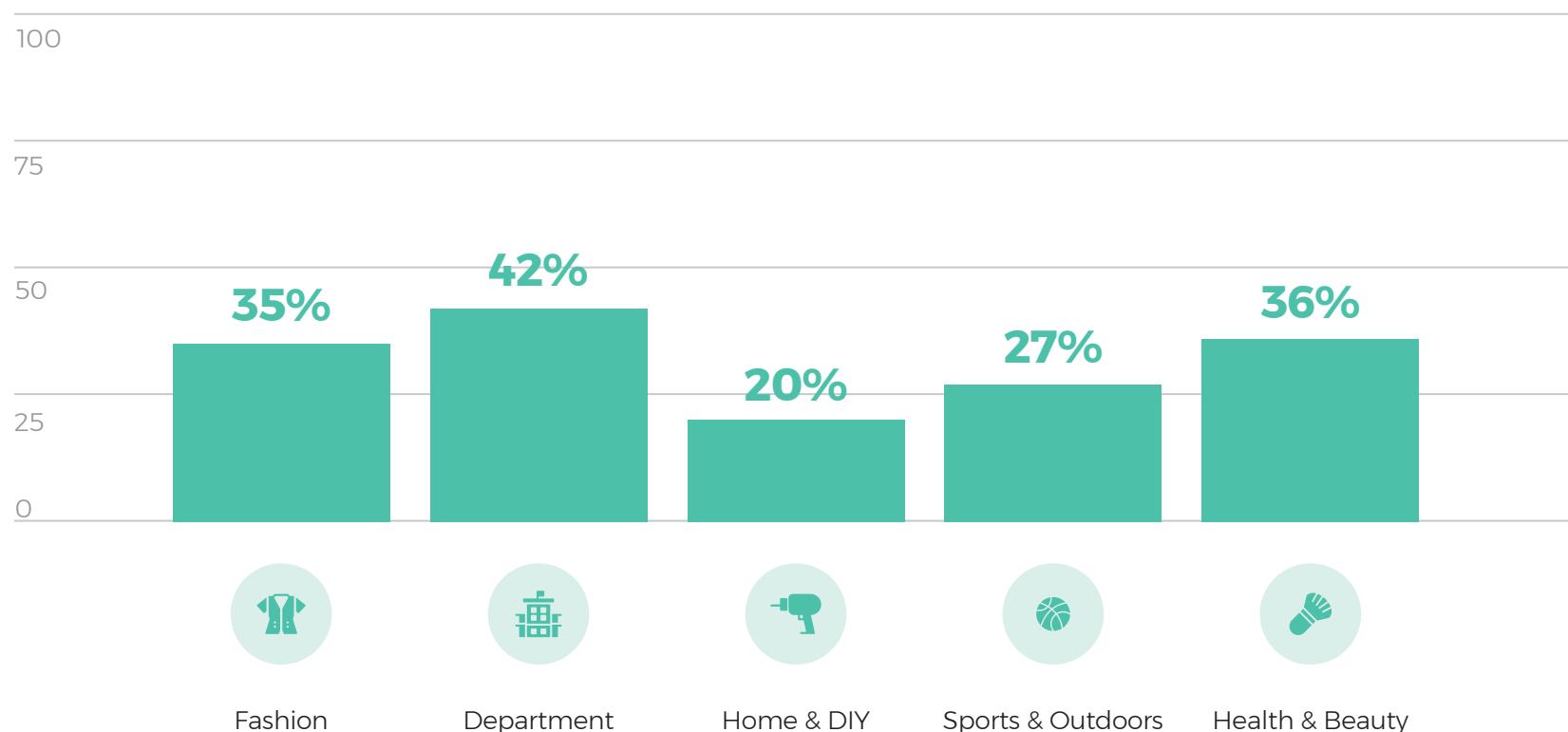
Retailers who have **in-store stock check** online:

Apple	Gucci	New Look
Argos	H&M	Next
Armani	Halfords	Oasis
B&Q	Hobbs	Office
Boots	Hollister Co.	QD
Burberry	Homebase	River Island
Burton	Hotel Chocolat	Robert Dyas
Clas Ohlson	Hughes	Ryman
Coast	Hugo Boss	Schuh
Cotswold Outdoor	IKEA	Screwfix
Currys PC World	Jack Wills	Smyths
Deichmann	Jigsaw	Snow+Rock
Diesel	Karen Millen	Ted Baker
Dior	Kurt Geiger	The Entertainer
Dorothy Perkins	Lakeland	The Fragrance Shop
Dreams	Links of London	The North Face
Dune London	Majestic Wine	Topshop
Evans Cycles	Mamas & Papas	Warehouse
F.Hinds	MANGO	Waterstones
FatFace	Marc Jacobs	Whistles
Foyles	Marks & Spencer	Wickes
French Connection	Miu Miu	ZARA
GAME	Moda in Pelle	
GO Outdoors	Mulberry	

**35% OF  
RETAILERS  
HAVE IN-STORE  
STOCK CHECK  
ONLINE.**

# Easy wishlistng

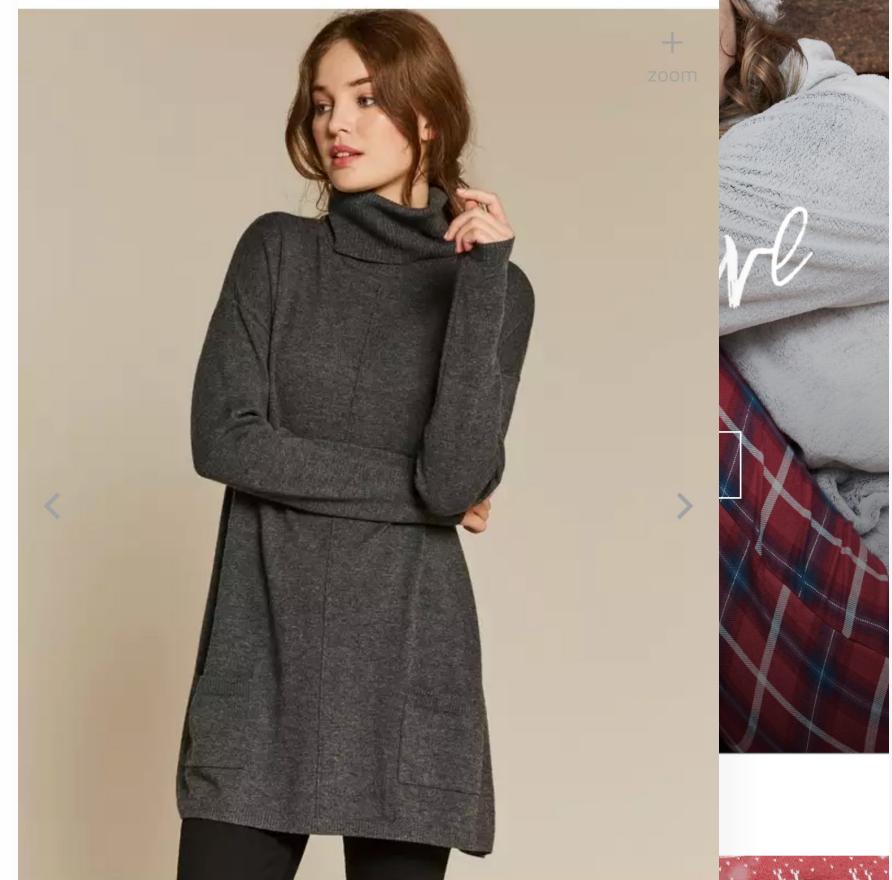
Percentage of retailers who offer easy wishlistng without the need to log in



FREE UK DELIVERY | FREE UK RETURNS



FATFACE



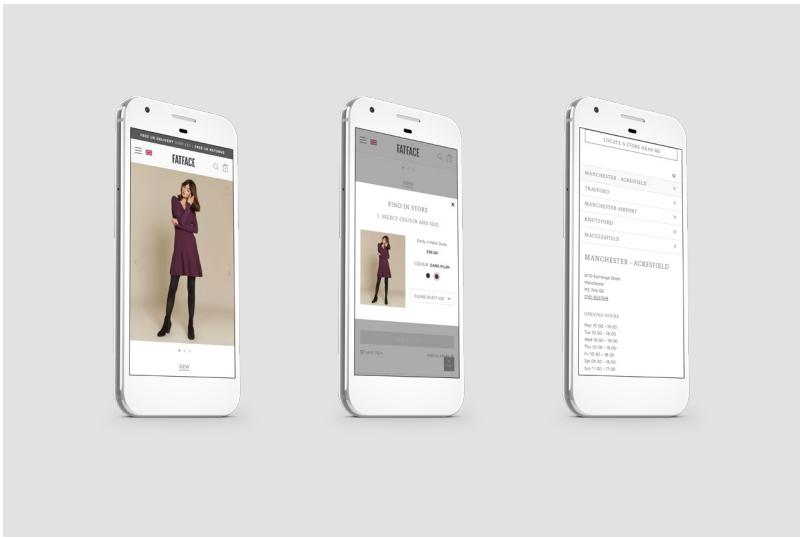
TOUCH OF CASHMERE

Suzie Swing Roll Neck Jumper

TOP MOBILE RETAILER

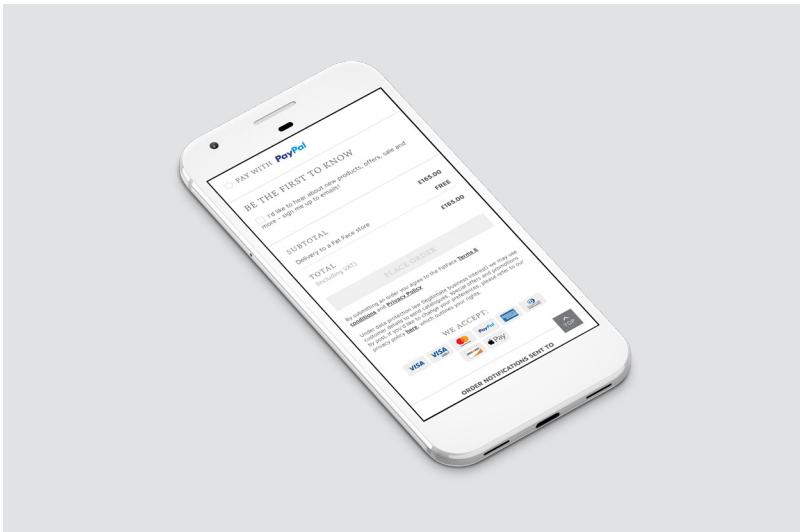
## FatFace 96/100 **+21**

FatFace is new to our list of top mobile retailers this year and has soared to the number one position by gaining a significant **21 additional points!** The retailer has a seamless mobile experience, embracing mobile technologies such as Apple Pay, easy faceted navigation and persistent cart functionality. Congratulations to the FatFace team!



## Mobile & multichannel

FatFace has embraced multichannel and gained a number of additional points from their mobile multichannel UX, with an in-store stock check, geolocation on mobile, and clear store opening hours. It's clear the team have recognised the importance of a strong multichannel experience.



## Apple Pay

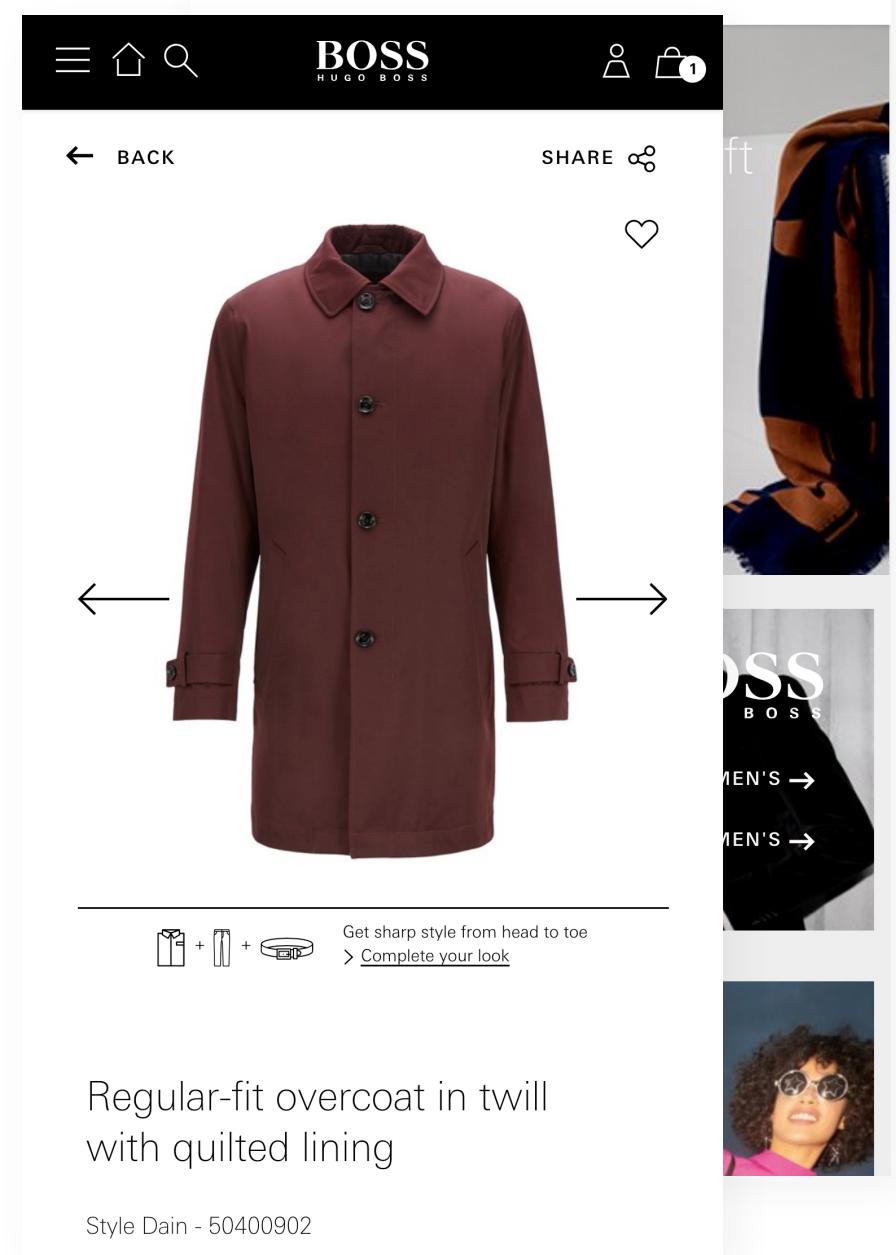
Apple Pay has been adopted by many fashion brands, including our top retailer. Whilst FatFace is yet to embrace Google Pay and other mobile-wallet payment options, they are continuing to improve the mobile experience by offering a wider range of quick and easy online payment options, including Apple Pay.

TOP MOBILE RETAILER

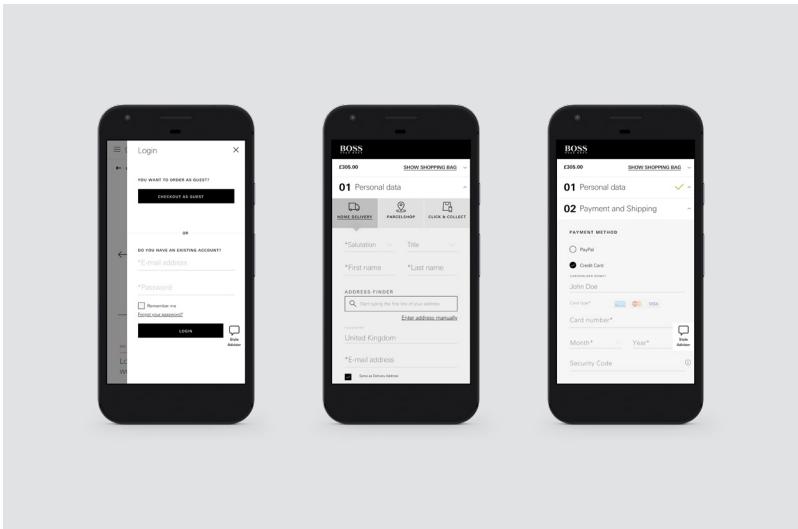
## Hugo Boss 96/100 **+21**

Hugo Boss is another new addition to our top list this year, also rising to the top with **21 additional points.**

With a simple, clean mobile user experience and easy navigation, the retailer has all of the core tenets of a conversion-ready mobile site. Great work from the Hugo Boss team!

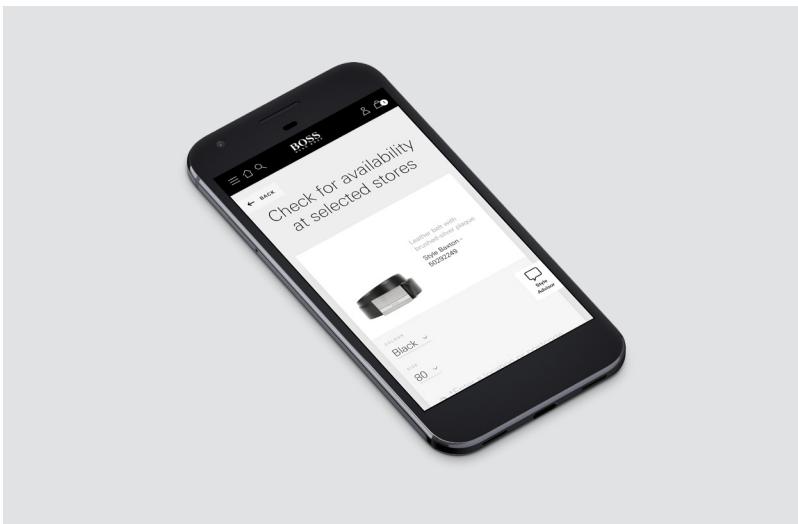


The image shows a screenshot of the Hugo Boss mobile website. At the top, there's a black header bar with a search icon, a user profile icon, and a shopping bag icon. Below the header is a product detail page for a maroon regular-fit overcoat. The coat has a notched collar, four dark buttons down the front, and two flap pockets. To the left of the coat is a left arrow, and to the right is a right arrow. Above the coat, there are navigation icons for a menu, home, and search. The brand logo 'BOSS HUGO BOSS' is prominently displayed. Below the coat, there's a section with icons for a shirt, trousers, and belt, followed by the text 'Get sharp style from head to toe > [Complete your look](#)'. To the right of the coat, there are two smaller vertical images: one showing a close-up of the coat's lining and another showing a person wearing sunglasses and a jacket. The bottom of the page shows the text 'Regular-fit overcoat in twill with quilted lining' and 'Style Dain - 50400902'.



## Simple mobile checkout

The retailer has a seamless checkout experience on mobile with persistent cart functionality to reduce cart abandonment, alongside a share basket feature. They also offer other multichannel checkout technologies including a guest checkout, alternative payment methods and clearly visible payment options.



## Multichannel for mobile

Like other top mobile retailers, Hugo Boss has also embraced multichannel with a number of strong mobile multichannel features, including stock check, mobile geolocation and clear store opening hours, providing customers with a seamless multichannel experience.

TOP MOBILE RETAILER

## Burberry 96/100 +3

Burberry has maintained their top position for another year, gaining an additional **3 points** for their Ampersand Mobile Retail Matrix score.

We continue to love the Burberry mobile site for its slick, trendy features and beautiful design. Congrats once again to the Burberry team!

The screenshot shows the Burberry mobile website. At the top, there's a dark banner with the word 'BURBERRY' in white. Below it, the main navigation bar includes the brand name, a search icon, a shopping bag icon, and a menu icon. The main content area is titled 'WOMEN'S NEW ARRIVALS'. Underneath, there are filtering options: 'Refine by: Category ▾ Colour ▾ Shoe Size (IT) ▾'. Two products are displayed: a yellow and brown check double-breasted jacket and a tan t-shirt with a slogan print. Both items have price tags of £1,150 and £290 respectively. To the right, there's a partial view of a woman at a table with a red liquid in a glass. At the bottom, there's a red footer bar with a diamond icon and the text 'THE GIFT ASSISTANT'.

**WOMEN'S NEW ARRIVALS**

Refine by: Category ▾ Colour ▾ Shoe Size (IT) ▾

VIVIENNE WESTWOOD Vintage Check Wool Double-breasted Jacket £1,150

VIVIENNE WESTWOOD Slogan Print Cotton Oversized T-shirt £290

**EN'S GIFTS**

**TIVE GIFT**

**ASSISTANT**

THE GIFT ASSISTANT

# What do the top performers have in common?



Easy  
wishlisting



Easy to find  
store hours



In-store  
stock  
check



Persistent  
cart



Geolocation  
features



Easy mobile  
keyboards



Faceted  
navigation



Product  
zoom

# Top mobile retailers



**92/100 NEW**

**Exceled at:** fast mobile site speed; mobile geolocation; easy mobile keyboards during checkout; intuitive product zoom; faceted navigation; share basket functionality; in-store stock check; clear store opening hours; wishlisting; persistent cart.

Lost points for: no mobile-specific payments; mobile pop-ups during research.



**92/100 +22**

**Exceled at:** fast mobile site speed; mobile geolocation; easy mobile keyboards during checkout; intuitive product zoom; faceted navigation; in-store stock check; clear store opening hours; wishlisting; persistent cart.

Lost points for: no mobile-specific payments; no save or share basket functionality.



**92/100 +3**

**Exceled at:** mobile-specific payments such as Apple Pay; mobile geolocation; easy mobile keyboards during checkout; intuitive product zoom; faceted navigation; in-store stock check; clear store opening hours; wishlisting; persistent cart.

Lost points for: slower mobile site speed; no save or share basket functionality.



**92/100 +3**

**Exceled at:** mobile-specific payments such as Apple Pay; mobile geolocation; easy mobile keyboards during checkout; intuitive product zoom; faceted navigation; in-store stock check; clear store opening hours; wishlisting; persistent cart.

Lost points for: slower mobile site speed; no save or share basket functionality.

# Bottom mobile retailers

THE WHISKY SHOP

**25/100 -20**

**Lost points for:** slow mobile site speed; no mobile geolocation; no easy mobile keyboards during checkout; no intuitive product zoom; no faceted navigation; no mobile-specific payments such as Apple Pay; no in-store stock check; no wishlist; no save or share basket functionality.

Gained points for: clear store opening hours; no mobile pop-ups during research; persistent cart.

DUNNES  
STORES

**25/100 +15**

**Lost points for:** slow mobile site speed; no mobile geolocation; no easy mobile keyboards during checkout; no faceted navigation on mobile; no mobile-specific payments such as Apple Pay; no in-store stock check; no wishlist; no save or share basket functionality; no persistent cart.

Gained points for: intuitive product zoom; clear store opening hours; no mobile pop-ups during research.

JESSOPS

**25/100 +0**

**Lost points for:** slow mobile site speed; no intuitive product zoom; no faceted navigation; no mobile-specific payments such as Apple Pay; no in-store stock check; no wishlist; no save or share basket functionality; no persistent cart.

Gained points for: no mobile pop-ups during research; mobile geolocation; easy mobile keyboards during checkout; clear store opening hours.

TheWorks.co.uk

**25/100 NEW**

**Lost points for:** slower mobile site speed; no mobile geolocation; no easy mobile keyboards during checkout; no intuitive product zoom; no faceted navigation; no mobile-specific payments such as Apple Pay; no in-store stock check; no wishlist; no save or share basket functionality.

Gained points for: no mobile pop-ups during research; clear store opening hours; persistent cart.

Followed by Hamleys (23/100) and Smythson (21/100)

# Full rankings

RETAILER	SCORE	IMP (+/-)	RETAILER	SCORE	IMP (+/-)	RETAILER	SCORE	IMP (+/-)
FatFace	96	21	Dorothy Perkins	83	NEW	Cotswold Outdoor	77	-8
Burberry	96	3	H&M	83	3	Jigsaw	77	-13
Hugo Boss	96	21	GO Outdoors	83	-7	Apple	77	2
Hollister Co.	92	NEW	B&Q	83	-7	Flannels	75	15
Warehouse	92	3	Wickes	83	18	Adidas	75	-10
Oasis	92	3	Gucci	81	26	George	75	5
Schuh	92	22	Dune London	79	19	Urban Outfitters	75	5
Diesel	88	28	Craghoppers	79	-6	Debenhams	75	10
MANGO	88	NEW	Wilko	79	-1	TK Maxx	75	5
Office	88	33	Miu Miu	79	4	Jimmy Choo	75	-20
Next	88	23	Burton	79	NEW	Matalan	75	15
Karen Millen	88	-3	Hughes	79	54	Jack Wills	75	NEW
Marks & Spencer	88	8	Boots	79	-11	Fred Perry	75	10
Argos	88	18	Smiggle	79	-1	Nike	75	45
New Look	88	3	Marc Jacobs	79	4	Snow+Rock	75	-5
Topshop	83	3	Armani	79	-1	The North Face	73	-2
Halfords	83	18	River Island	77	22	ZARA	73	13

# Full rankings

RETAILER	SCORE	IMP (+/-)	RETAILER	SCORE	IMP (+/-)	RETAILER	SCORE	IMP (+/-)
Whistles	73	8	Dunelm	71	-14	H.Samuel	67	NEW
Screwfix	73	18	Sports Direct	71	6	John Lewis & Partners	67	17
French Connection	73	28	Clarks	71	-9	Selfridges	67	-13
Victoria's Secret	71	-14	Blacks	71	16	Coast	67	-23
Tweeks Cycles	71	NEW	Footasylum	71	11	The Entertainer	67	22
Uber Kids	71	NEW	F.Hinds	71	31	Links of London	67	17
Demon Tweeks	71	NEW	Evans Cycles	71	6	Quiz	67	NEW
Harveys Furniture	71	-4	Bathstore	69	19	Smyths	67	12
Reebok	71	26	Disney Store	69	9	LEGO	65	0
House of Fraser	71	-19	Holland & Barrett	69	-16	Anya Hindmarch	65	5
Farfetch	71	11	Superdry	69	-11	Laura Ashley	65	0
Early Learning Centre	71	-14	Kurt Geiger	69	-11	Bonmarché	65	15
Furniture Village	71	11	Dolce & Gabbana	67	12	Habitat	65	-5
Mothercare	71	-14	Harrods	67	7	COS	63	-18
Oliver Bonas	71	11	The White Company	67	42	Size?	63	-2
Reiss	71	-14	Speedo	67	22	Tessuti	63	-2
Pets at Home	71	16	Drome	67	7	Superdrug	63	-2

# Full rankings

RETAILER	SCORE	IMP (+/-)	RETAILER	SCORE	IMP (+/-)	RETAILER	SCORE	IMP (+/-)
Specsavers	63	NEW	Moda in Pelle	58	23	GAP	54	-21
Ryman	63	-2	Hobbs	58	-7	Hornby	54	4
Liberty London	60	5	Currys PC World	58	-12	Accessorize	54	NEW
Bensons for Beds	60	-20	Mountain Warehouse	58	3	Jaeger	54	14
Cotton Traders	60	-20	Hobbycraft	58	13	White Stuff	54	-16
& Other Stories	60	-15	ASICS	56	1	Clas Ohlson	54	-11
American Golf	60	-25	Better Bathrooms	56	11	Ted Baker	54	-6
Hotel Chocolat	60	5	Paul Smith	56	-29	GAME	54	14
Levi's	60	15	Harvey Nichols	56	-14	Paperchase	54	-1
Chain Reaction Cycles	58	23	Thomas Pink	56	NEW	Aquascutum	52	7
United Colours of			Dior	56	16	Missguided	52	NEW
Benetton	58	13	IKEA	56	1	Hawkin's Bazaar	52	-8
Crew Clothing	58	-2	Majestic Wine	56	1	Mint Velvet	52	-13
Whittard of Chelsea	58	-32	Mamas & Papas	56	-4	TJ Hughes	52	17
JD Sports	58	-7	Ernest Jones	56	NEW	Charles Clinkard	52	12
Field & Trek	58	3	Robert Dyas	56	-9	Richer Sounds	52	27
Dreams	58	-32	Scribbler	54	29	Monsoon	50	NEW

# Full rankings

RETAILER	SCORE	IMP (+/-)	RETAILER	SCORE	IMP (+/-)	RETAILER	SCORE	IMP (+/-)
Ann Summers	50	-30	Lakeland	44	-6	Moss Bros	33	NEW
Oddbins	50	15	Oak Furnitureland	44	-16	Peacocks	33	NEW
Space NK	50	0	Nespresso	44	19	Shoe Zone	33	NEW
Laithwaite's	48	43	Homebase	44	-36	M&Co	33	-7
Sunglass Hut	48	-12	Deichmann	44	NEW	Crabtree & Evelyn	33	13
The Body Shop	48	18	Barbour	42	22	WHSmith	29	-21
Mulberry	48	13	Cath Kidston	42	NEW	Thorntons	29	-11
Waterstones	48	-17	The Fragrance Shop	42	12	Lush	29	-21
The Pen Shop	46	-14	Molton Brown	40	-10	The Whiskey Shop	25	-20
Menkind	46	-14	Build-A-Bear	40	-25	Dunnes Stores	25	15
Fortnum & Mason	46	1	Pull&Bear	40	-25	Jessops	25	0
Dr. Martens	46	6	The Perfume Shop	40	-10	The Works	25	NEW
Foot Locker	44	NEW	Home Bargains	38	NEW	Hamleys	23	-7
Russell & Bromley	44	-26	Interflora	38	-3	Smythson	21	-14
Rohan	44	-36	QD	35	10			
The Range	44	-21	Foyles	35	10			
Tu	44	-11	Clintons	33	-27			

# Methodology

To create the list of retailers used in this research, we first aggregated various existing lists. We used IMRG financial rankings, web traffic data from Hitwise, Sitemore's usability list, and the high street to create a provisional list of 2,000 companies to research. We eliminated those that did not have a UK presence, those that did not sell online, those that did not have a transactional mobile site, and those that did not sell in any physical stores. The final list is compromised of **200 mobile multichannel retailers**.

The Ampersand Mobile Retail Matrix represents our view of the core tenets of mobile performance. Retailers were scored against 15 criteria, with a weighted formula out of 24 points, with the final score out of 100 ( $=100/24 \times \text{SCORE}$ ). The criteria include the following specifics and scoring:

1. If the retailer's Google PageSpeed Insights mobile score is >71 - 1 point (the Google PageSpeed Insight algorithm was updated post-research, so we have calculated the Retail Matrix based on the historical like-for-like algorithm).
2. If the retailer's mobile site does not feature any pop-ups that interrupt the user journey - 1 point.
3. If the retailer uses geolocation technology on mobile - 1 point.
4. If the retailer uses easy numerical keyboards on mobile during checkout - 1.5 points.
5. If the retailer uses easy email keyboards on mobile during checkout - 1.5 points.
6. If the retailer uses intuitive pinch / double tap product zoom functionality on mobile - 3.5 points.
7. If the retailer uses faceted navigation - 1.5 points.
8. If the retailer allows the user to select multiple refinements without

# Methodology

reloading the page on mobile - 1.5 points.

9. If the retailer offers mobile payment technologies - 1 point.
10. If the retailer allows you to check stock in a specific store - 3 points.
11. If the retailer clearly displays store opening hours - 1 point.
12. If the retailer offers wishlistng without the need to log in - 1 point.
13. If the retailer allows a user to save or share their basket - 1 point.
14. If the retailer offers a persistent cart - 4 points.

All research was completed in Greater Manchester, UK between 8th October 2018 to 19th November 2018. Ampersand provides the information in this report 'as is'. It is based on the researcher's judgement of each site at the

time of testing and in relation to documented guidelines.

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For press enquiries, please contact the Ampersand press office via [marketing@amp.co](mailto:marketing@amp.co).

# Conclusion

While mobile is now the digital shop window of choice for many customers, change is coming. If you look at the technology that most consumers use today, 'mobile' is just a smartphone. However, the next wave of devices are changing this. Watches, voice assistants, kiosks and smart home devices are already here.

Top-performing retailers already surface stock checks, store opening hours, geolocation and persistent carts. They now must make these functions available to shoppers on all devices.

Retailers now face a stark choice in how to invest in their mobile and wider device capabilities. Many still remain wedded to legacy platforms built for an era when there was no mobile web. Progressive Web App (PWA) technology is 3 years old but remains out of reach for most. Talk of 'headless'

implementations are little more than a pipe dream for all but the most nimble.

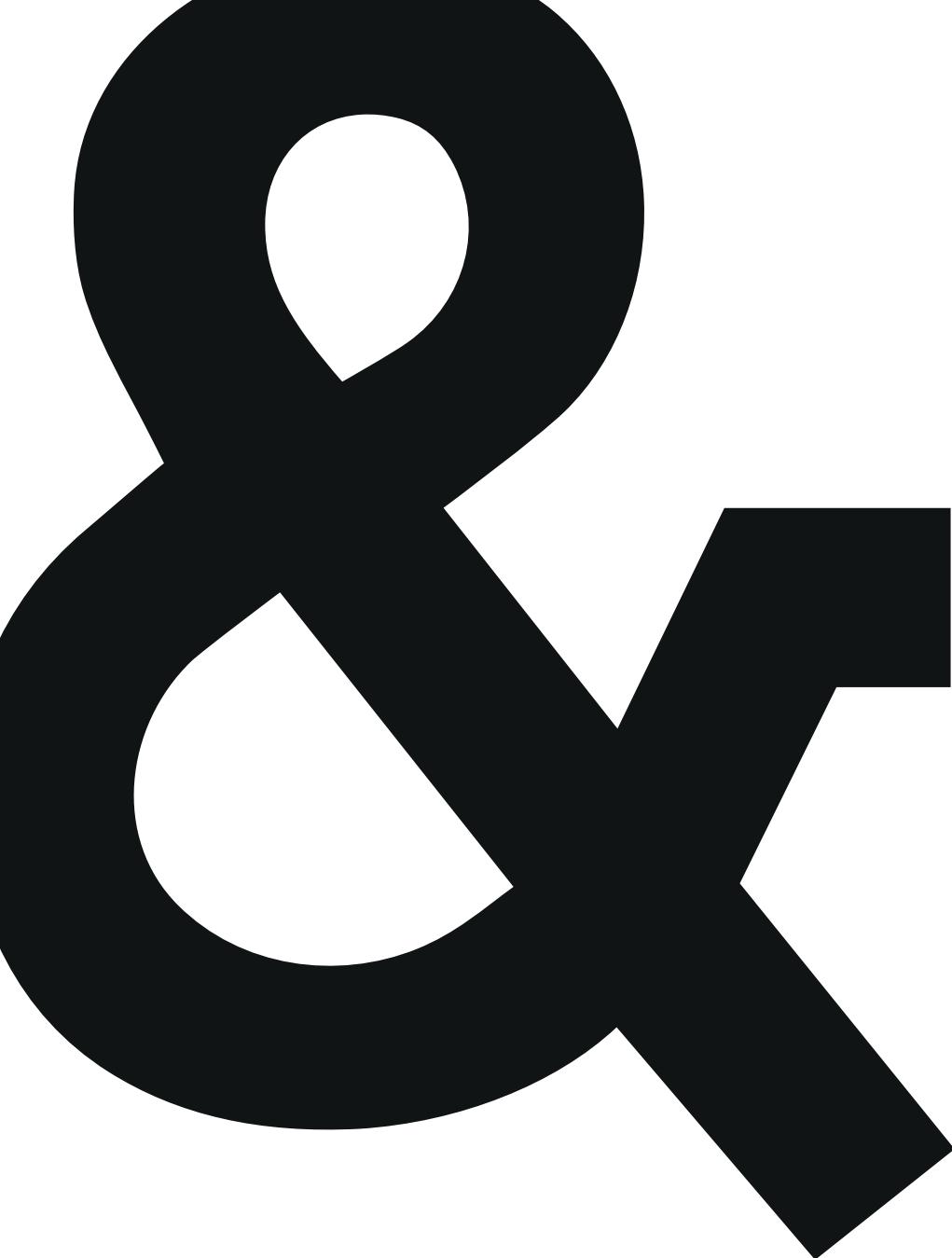
All retailers will have to start making decisions about how to tackle these issues in 2019.

Yet, the job of retailing must continue. This means returning to the basics of customer experience. Even with dramatic shifts in technology, retailers must create great multichannel experiences. Only then will they have the luxury of deciding which devices to make them available on.



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