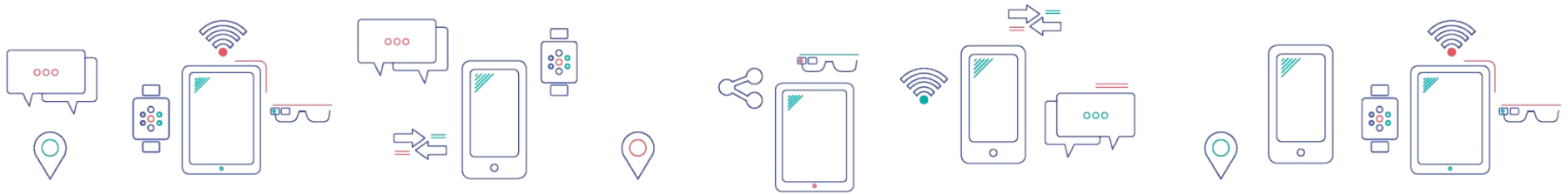




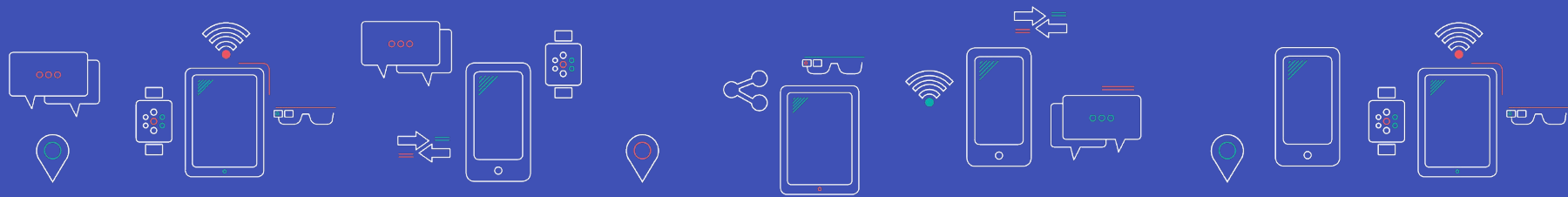
# Let's get interactive!

Go to: [www.macademy17.nl](http://www.macademy17.nl)

Code: mobile



# Mobile Academy 17





# 2017 - Mobile Academy Program

1.

**Module 1**  
Mobile Wake Up

September 20  
September 21

2.

**Module 2**  
Mobile Masterclass

October 3&4  
October 5&6  
October 9&10

3.


**Module 3**  
Mobile: Build for the future

October 24  
October 25  
October 26

A world map where different regions are colored based on their relative IPv4 utilization. North America is shown in green and yellow, Europe in blue and cyan, and South America in orange and red. Other regions like Africa, Asia, and Australia are mostly dark, indicating lower utilization. The map is set against a black background with faint white outlines of continents.

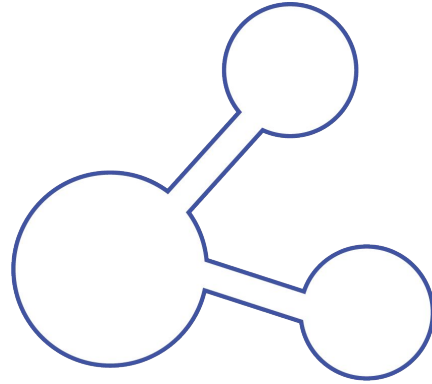
What characterises our world today?

# The 3 Fundamentals

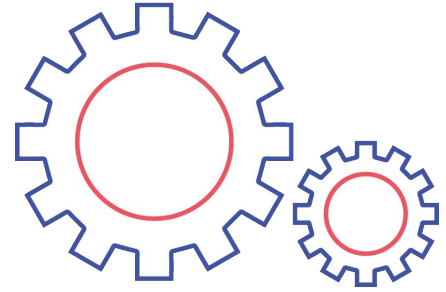


101110  
001101  
101000

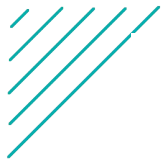
Abundance of data



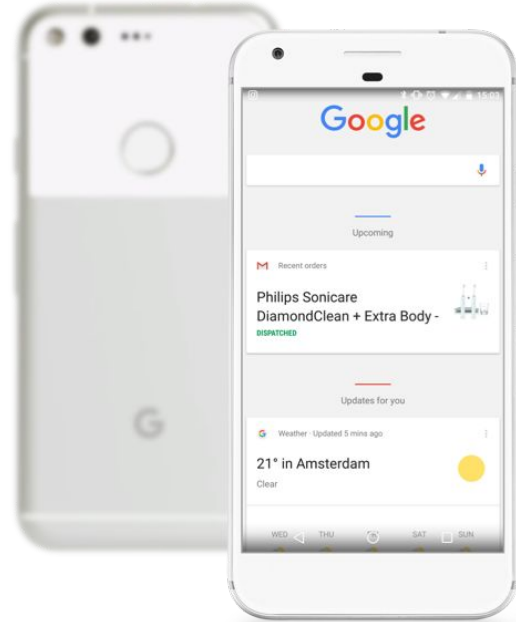
Full connectivity



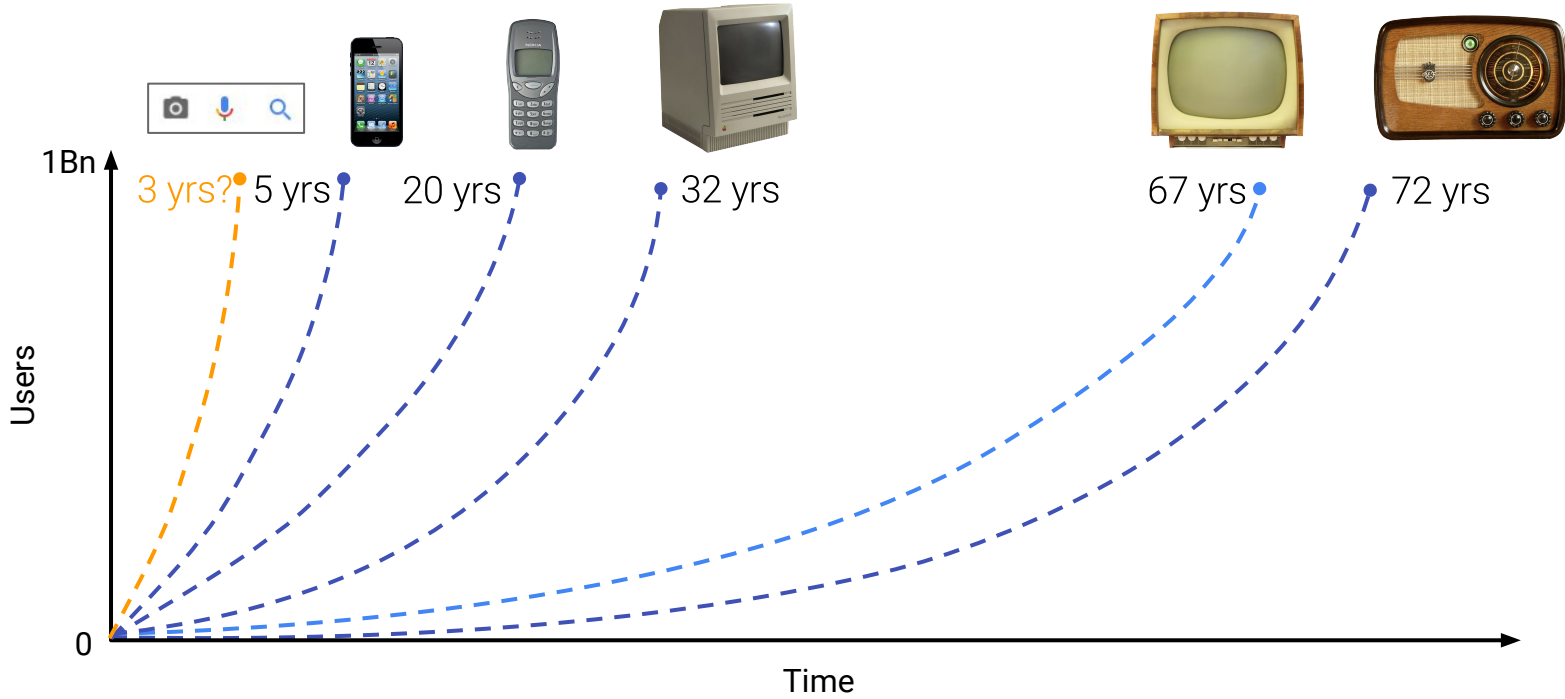
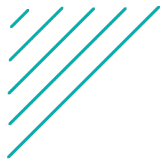
Radical technology



1993



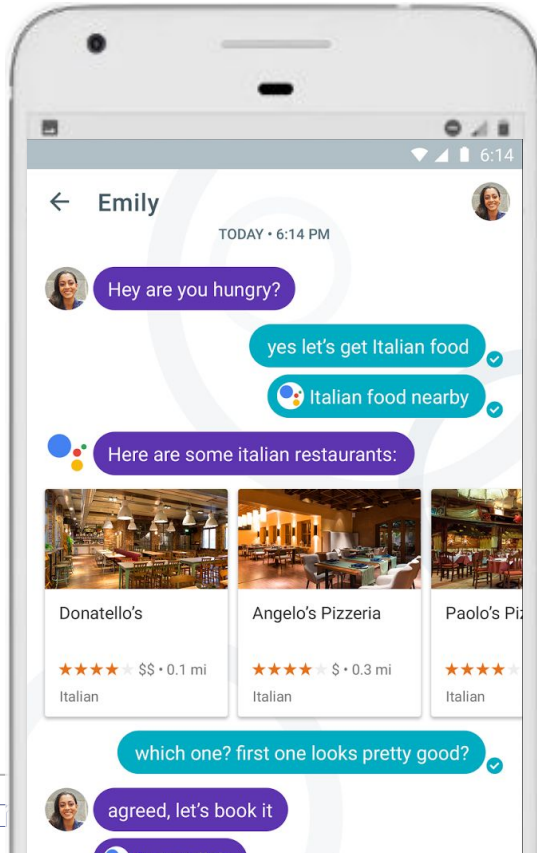
2017



Source: Internet Trends 2016 Report - Mary Meeker



# Digital Assistants will accelerate this evolution



Conversational

Get things done

In your world



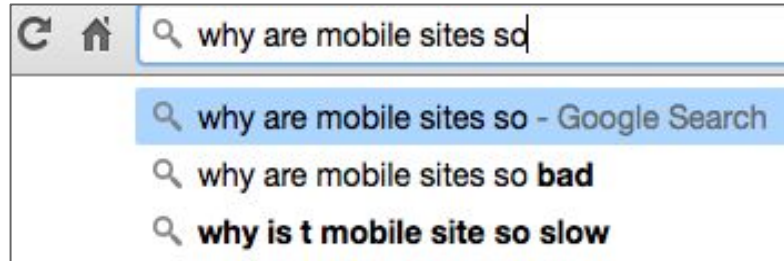
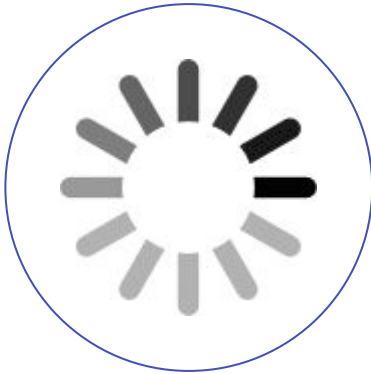




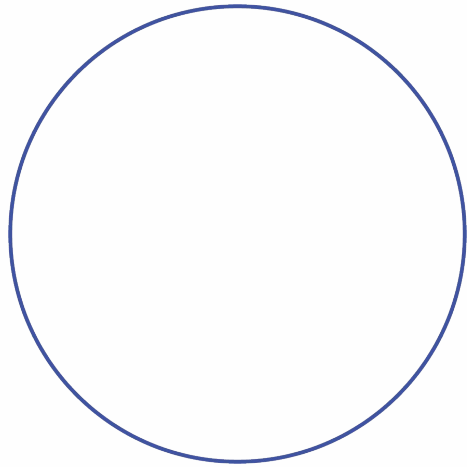








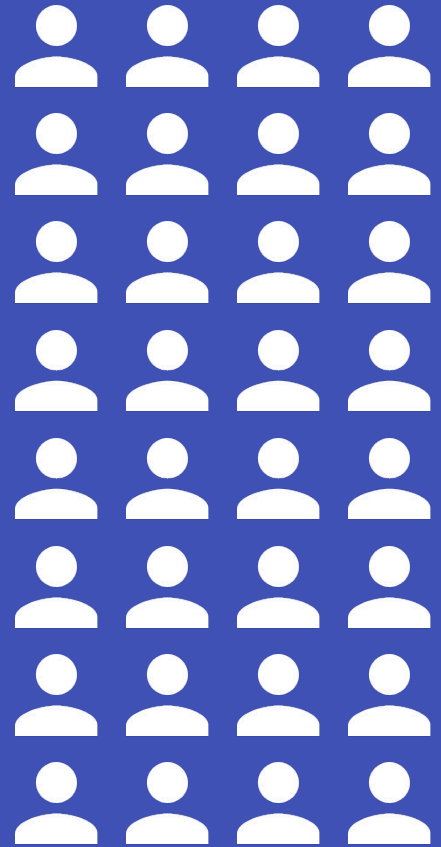


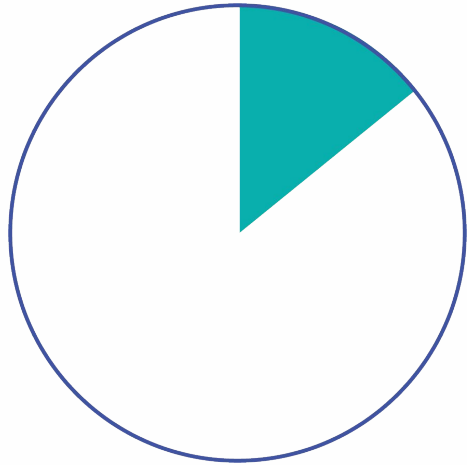


**:00**



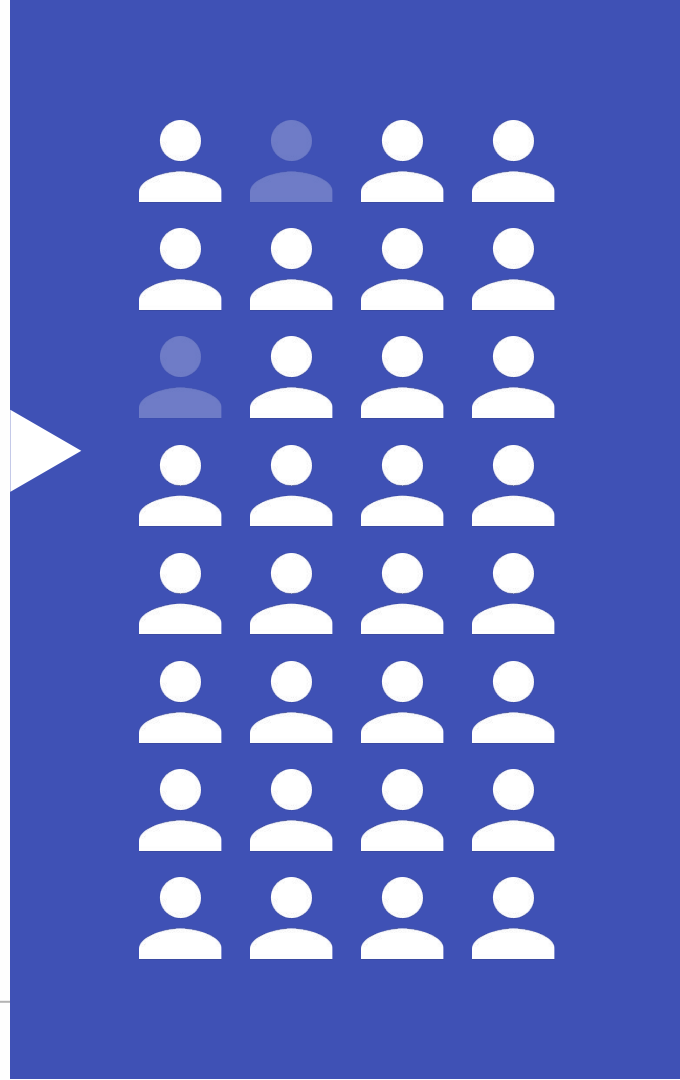
One step  
Or one second

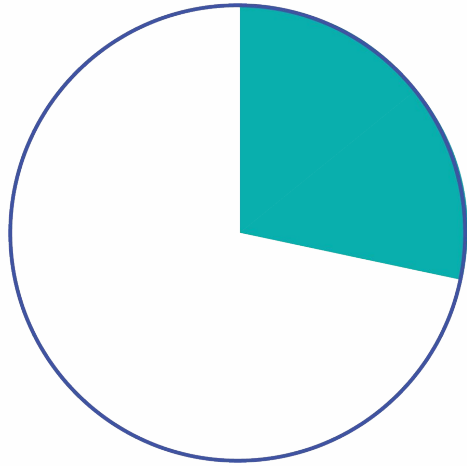




One step  
Or one second

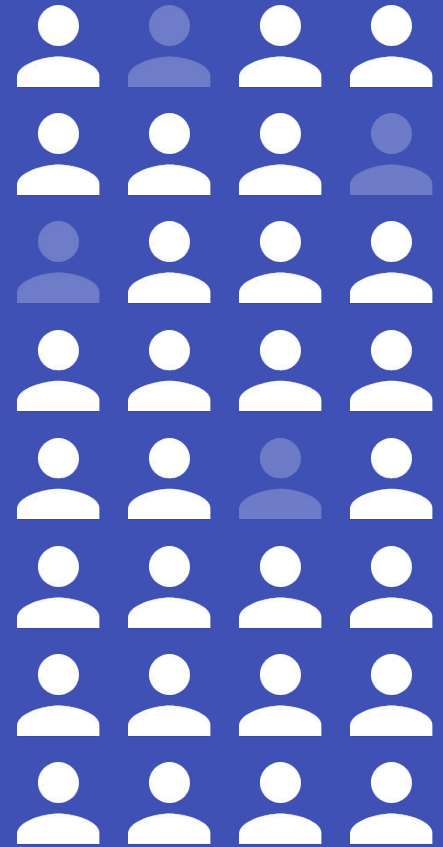
**:01**

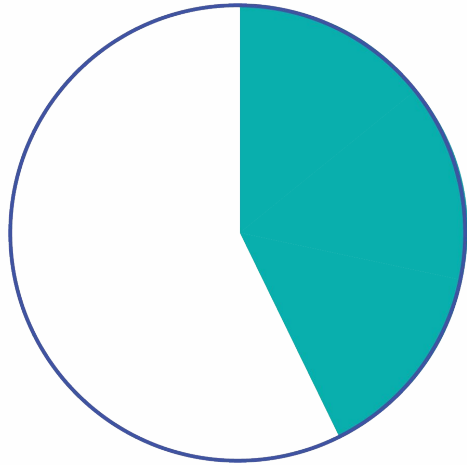




One step  
Or one second

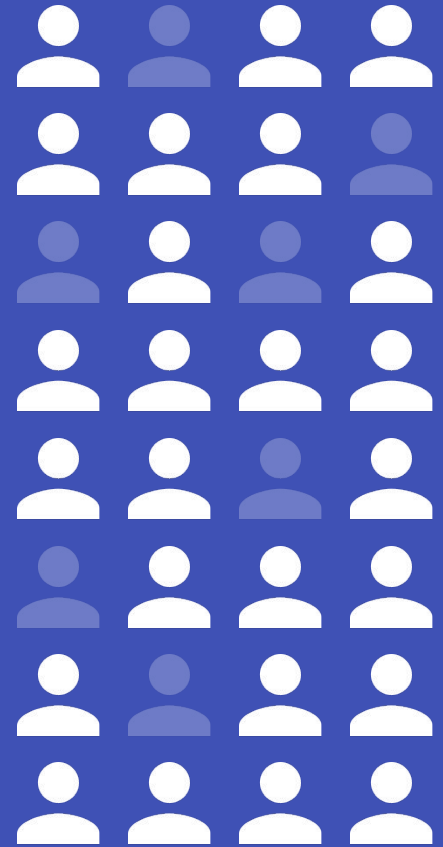
**:02**

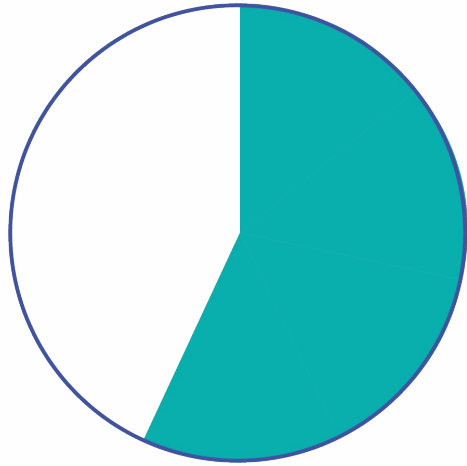
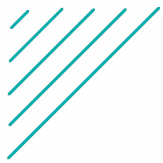




One step  
Or one second

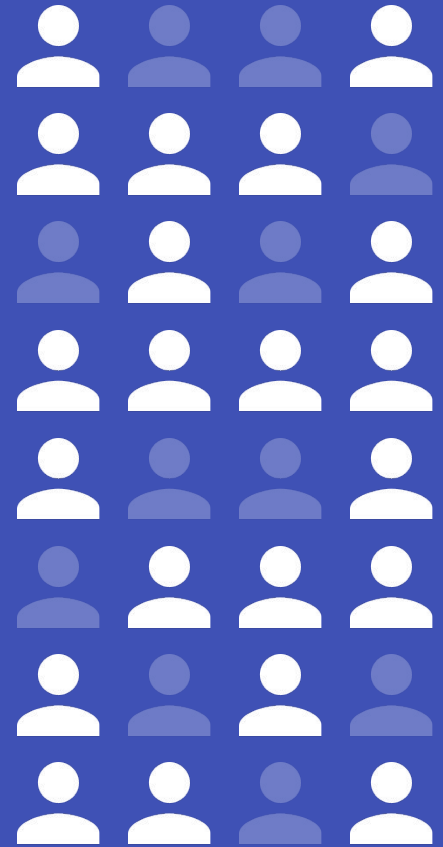
**:03**

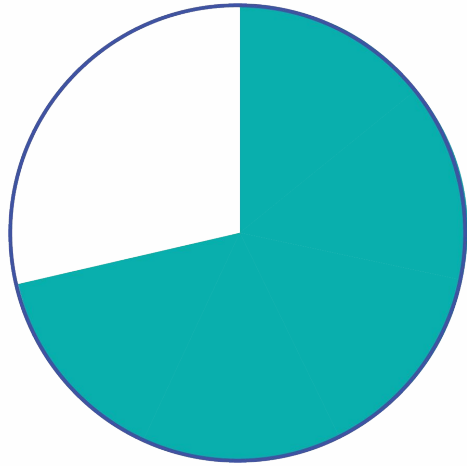




One step  
Or one second

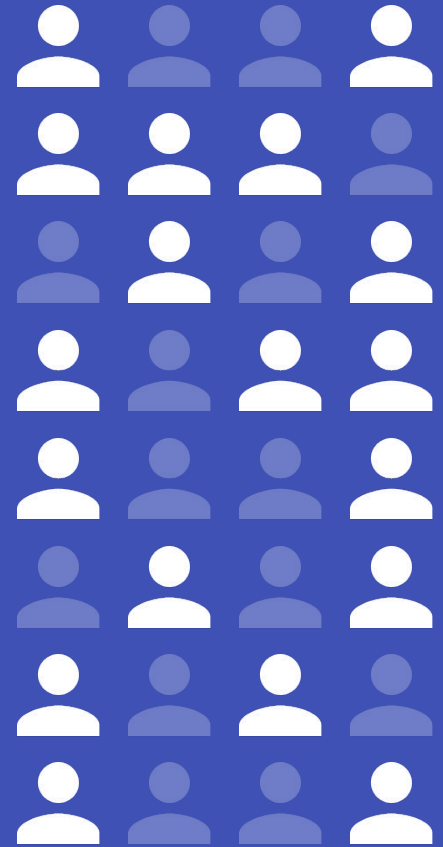
**:04**

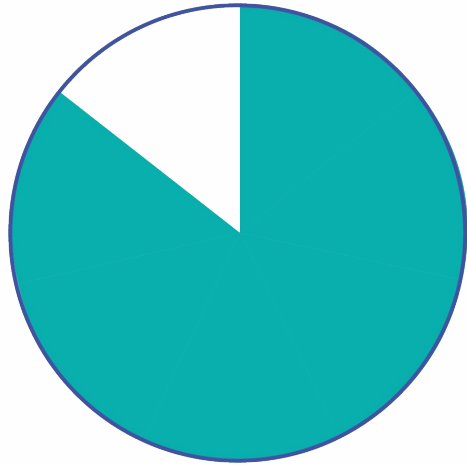




One step  
Or one second

**:05**

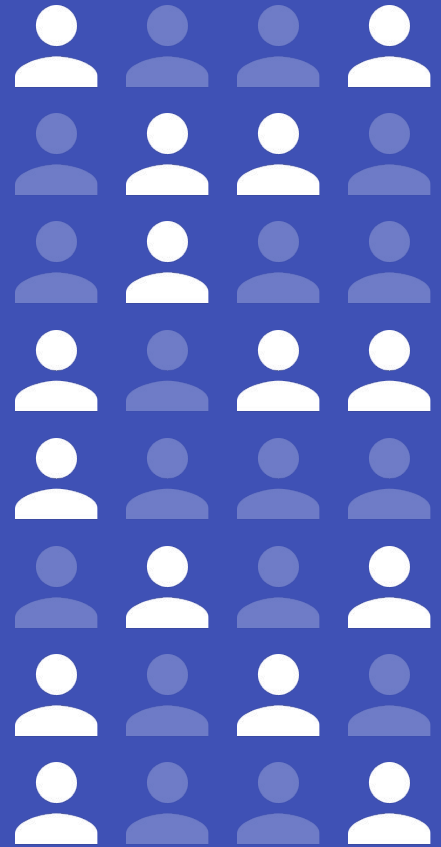


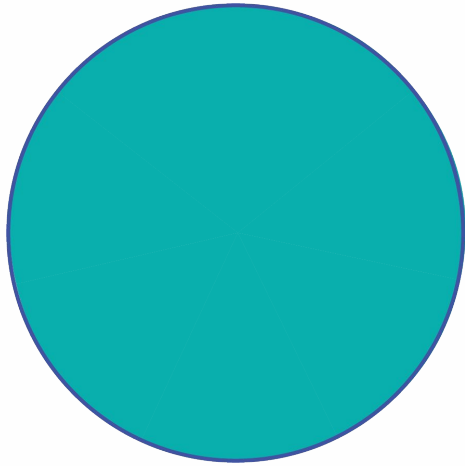


**:06**



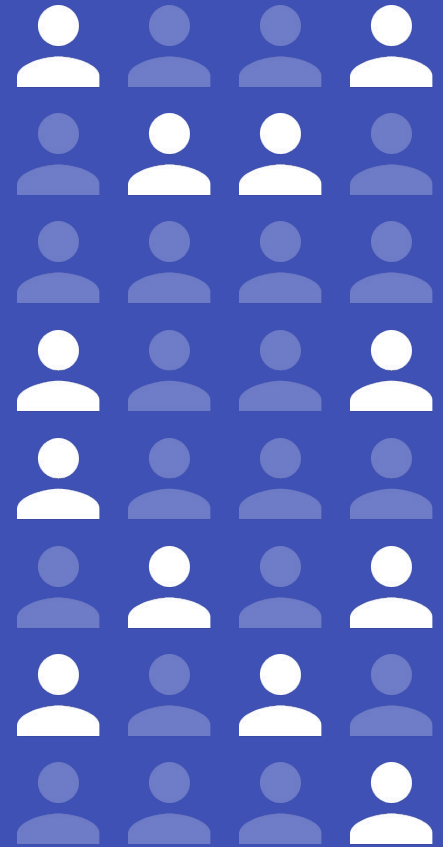
One step  
Or one second






One step  
Or one second

**:07**





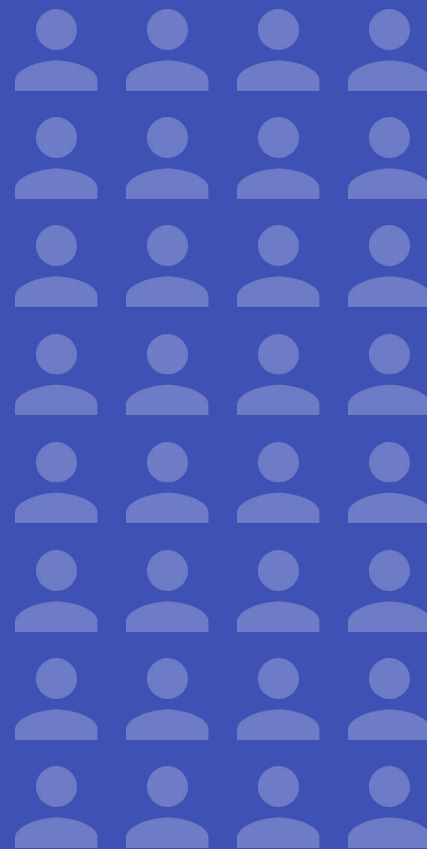


For every  
one second  
delay  
conversions  
can fall by  
up to

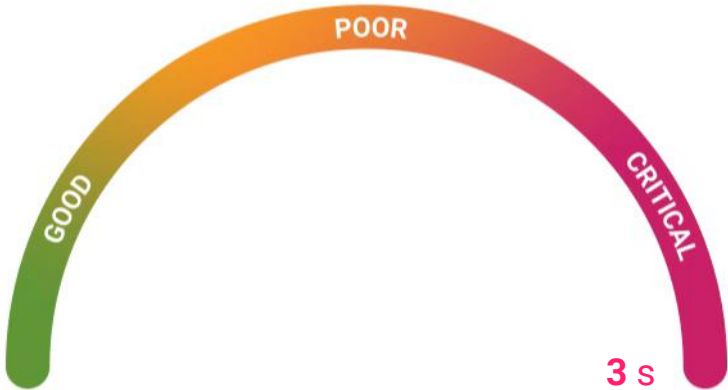
**20%**



One step  
Or one second



# 3 Seconds



A woman with dark hair in a ponytail, wearing a red turtleneck sweater, is sitting in a vehicle and looking down at her smartphone. The background shows a blurred cityscape through a window. The text '53%' is overlaid in large red font on the left side of the image.

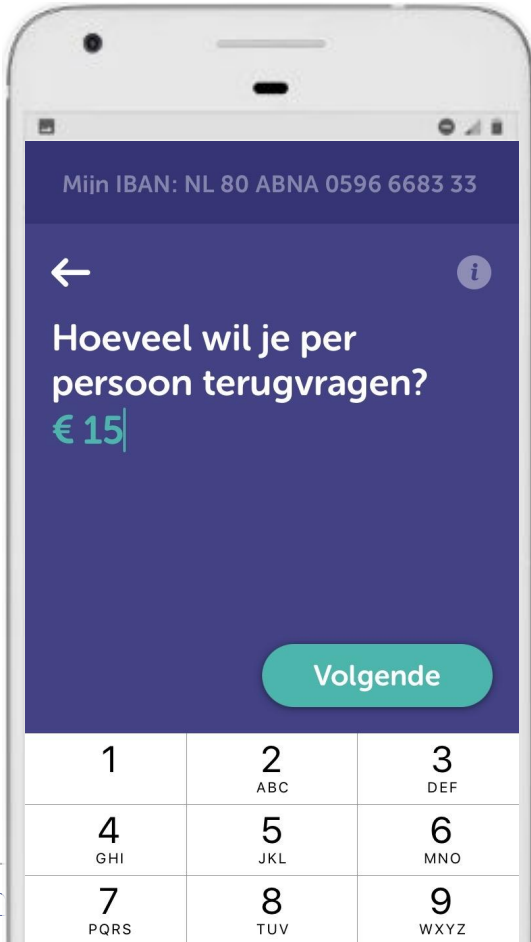
# 53%

of consumers will  
abandon a mobile site  
if it takes more than  
3 seconds to load.





150 TIMES





The diagram illustrates a 3D shoe fitting process. On the left, a 3D scan of a human foot is shown in a circular frame. On the right, a corresponding wireframe model of a shoe is shown in another circular frame. A central box labeled "MATCH!" is connected to both foot and shoe models by lines. A vertical line descends from the "MATCH!" box to a laptop screen. The laptop screen displays a realistic image of a grey and black sneaker. A yellow arrow points from the "MATCH!" box to the shoe. A black starburst badge next to the shoe contains the text "BEST FIT 42".

**Buy shoes with your own 3D feet: online!**  
A good fit is more than just a number (on a box)



My Reservations

Sign In

Join



OFFERS

MEETINGS & EVENTS

RESORTS

ABOUT HILTON

LANGUAGES: ▾

# MAKE IT A 3-DAY Weekend

## Save 50% on Sundays

Where do you want to go?

City, Airport, Address, Attraction, Hotel

Check-in

21 Sep 2017

Check-out

22 Sep 2017

GO

? I'm traveling for  Work  Personal  Both

ADVANCED SEARCH

Feedback

AAA MEMBERS

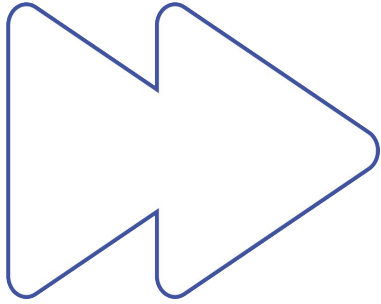
your room



limited time offer

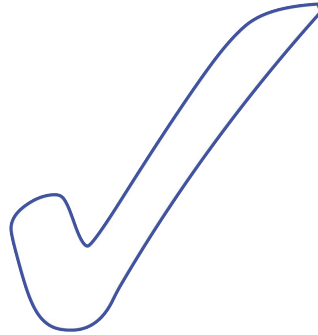
COOKIE SETTINGS

# Where to start?



## Speed

How can you remove friction for users to make experiences faster?



## Simple

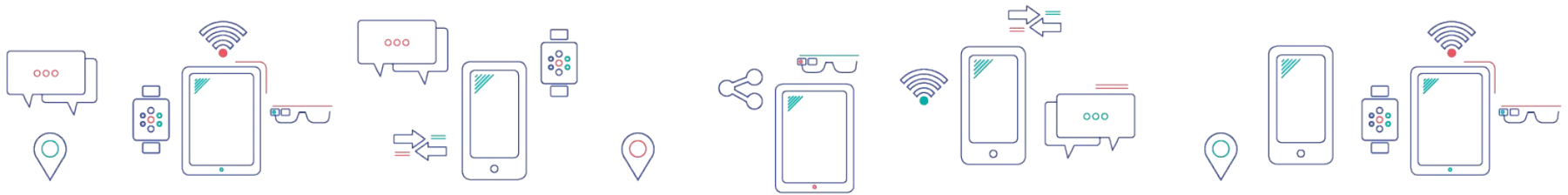
How can you design customer centric experiences really smooth?



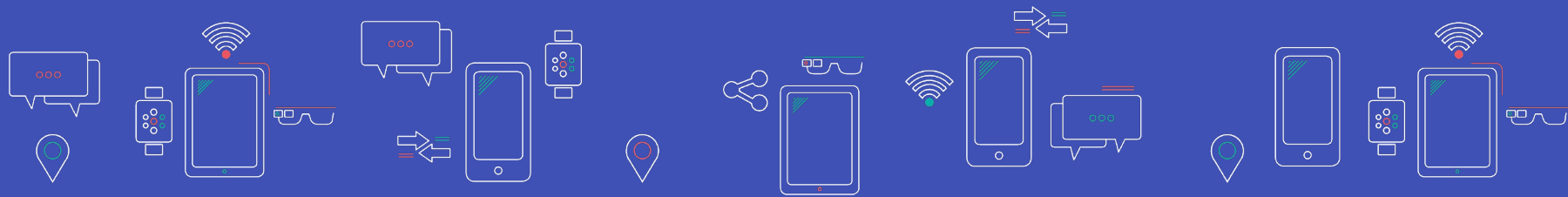
## Smart

How can you create more personalized experiences for users based on the data you have on them?

# Mobile Wake Up



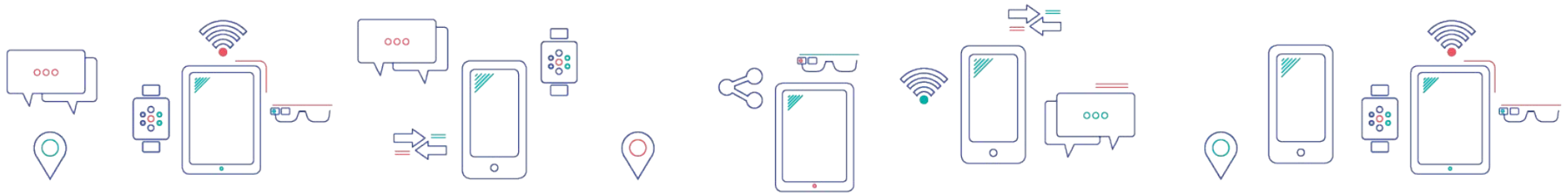
# Over to you!



# Let's get interactive!

Go to: [www.macademy17.nl](http://www.macademy17.nl)

Click on: Survey





# We will see you at the Mobile Masterclass!

