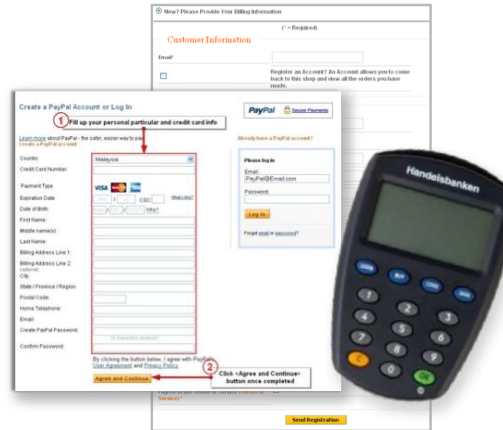


So why do people drop out?



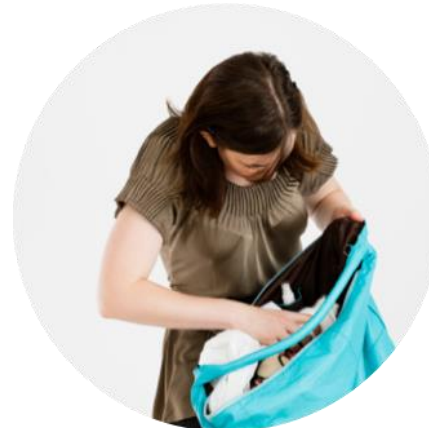
Lack of preferred payment methods



Too much friction

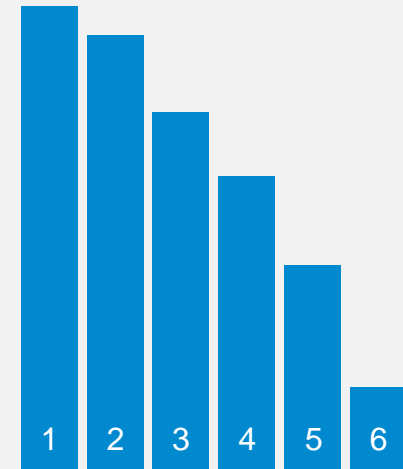


Feels unsafe



Can't find card details

Why people drop out of/cancel purchases:



1. Payment options: 71%
2. Security: 69%
3. Technical problems: 59%
4. Too many steps: 54%
5. Personal information: 46%
6. Can't find credit/debit card: 17%

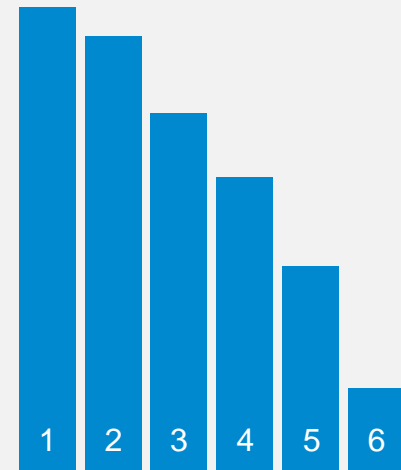
Source: BlueCarrot E-commerce survey June 2012, Sweden, Base: Consumers that have completed an online purchase in the past 3 months. 1038 IP

So why do people drop out?

On mobile, friction is an even bigger reason for dropping out.



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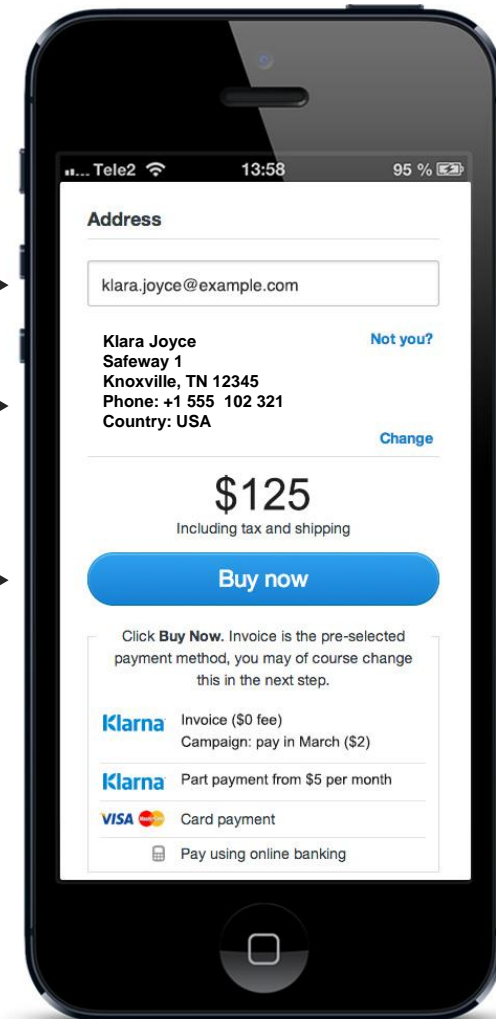
Optimised for mobile

- “Mobile first” design
- Fully responsive design that adapts to any screen size
- Instantly same conversion on mobile as on desktop
- One-click buying increases conversion by an additional 29% for returning customers

Only fill in your email address

Your contact details are automatically retrieved

Press the button and you're done!



Virtual products



Mobile technology, the so-called "fifth wave of computing," is revolutionizing how we communicate.

STORY HIGHLIGHTS

- Mobile phones have become human "appendages" or "phantom limbs"
- They connect us to each other in ways previously unimaginable
- Survey finds 68% of people sleep with their phones at bedside
- Modern phones pack "more computing power than Apollo 11," essayist says

Editor's note: This story kicks off an in-depth CNN series, "Our Mobile Society," about how smartphones and tablets have changed the way we live.

(CNN) -- Both men lit themselves on fire in protest. But only one of them is credited with starting a revolution.



The difference between the two? Mobile phones recorded Mohamed Bouazizi, a Tunisian fruit vendor, as he set himself ablaze in despair over his economic plight. Those videos kicked off the wave of 2011 Arab Spring demonstrations.

Abdelslem Trimech, the other man, fell into relative obscurity.

The example, cited in the book "The Mobile Wave," highlights just one of the many superpowers that mobile phones -- and to a lesser extent, tablets -- have bestowed upon humanity. In addition to enabling us to video events on a second's notice, potentially altering the course of global politics, these high-tech human "appendages" increasingly have become tools for fighting corruption, buying stuff, bolstering memory, promoting politics, improving education and giving people around the world more access to health care.

They've shaken up our social lives, too. Forget letters and phone calls. Texts are the currency of modern conversation -- and mobile Internet searches are the way to solve disputes of fact or trivia. Dating apps search suitors by location, and mobile maps ensure we app-enabled superhumans can't get lost, as long as there's a wireless signal.

Superman could fly. Phones, it seems, help us do everything but.

At a time when new smartphones seem to hit the market every couple of days and our faces increasingly are glued to digital screens, CNN is taking a special look at the myriad ways mobile technology is affecting our lives. The monthlong series is called "Our Mobile Society."

Fear mobile technology? Look away now!

September 20, 2012 -- Updated 1225 GMT (2025 HKT)



In 2014, blanket internet coverage will help us stay connected at all times. Shopping, working and socializing will all be impacted by mobile, says Stuart Miles.

Mobile phones give artists new tools

September 19, 2012 -- Updated 1549 GMT (2349 HKT)



Works of art photography aren't just for people with DSLR or film cameras anymore. Smartphones are helping create incredible art.

Joining iPhones with airport security

September 19, 2012 -- Updated 1539 GMT (2339 HKT)



What if you found yourself stuck alone at a faraway airport -- with no money, credit cards or ID? Never fear, all you need is your phone.

Smartphones liberate China's migrants

September 18, 2012 -- Updated 1537 GMT (2337 HKT)



China is on the verge of a smartphone revolution. For migrant populations, such technology has served to liberate workers, restructuring their social identity.