



DELTA THINK

manage to change

Technological Infrastructure: Building Platforms for Use

The Influence of the Tech Giants
on User Expectations

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SOME EARLY EXPERIENCES

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- About 10 years ago,
 - Implementing a CMS for a large publisher,
 - When we got to discussing search requirements the users indicated that they wanted...

“Google-like search capabilities”

The image shows a screenshot of a Google search for "jelly beans". The search bar at the top contains the text "jelly beans" and a search icon. Below the search bar, there are navigation tabs for "Web", "Images", "Shopping", "Videos", "Maps", "More", and "Search tools". The "Web" tab is selected and highlighted with a red underline. Below the tabs, the search results are displayed. At the top, it says "About 7,230,000 results (0.55 seconds)". The first result is an advertisement for Jelly Belly, with the title "Jelly Belly® Jelly Beans - jellybelly.com" and a URL "www.jellybelly.com/". The ad text includes "\$5 Off Orders \$39+ Code: 5OFF39G2. New Seasonal Flavors, Gifts & More! BeanBoozled® Game - Shop Gift Boxes - Jelly Bean Dispensers". The second result is another advertisement for Starburst, with the title "Starburst® Jellybeans - starburst.com" and a URL "www.starburst.com/Jellybeans". The ad text includes "Check Out the Juicy And Fruity Flavors Of Starburst® Jellybeans Buy Starburst® Online - Follow Us on Twitter - Starburst® Flavors". Below the advertisements, there are three organic search results. The first is for "Jelly Belly" with the URL "www.jellybelly.com/" and a description: "The Jelly Belly Candy Company - Official Site. Features Factory fresh candy, jelly beans, chocolate, gummy, licorice and more. SHOP our products - Flavor - BeanBoozled Jelly Beans - Jelly Belly Factory Tours". The second is for "Jelly bean - Wikipedia, the free encyclopedia" with the URL "en.wikipedia.org/wiki/Jelly_bean" and a description: "Jelly beans (also spelled jellybeans) are small bean-shaped sugar candies with soft candy shells and gel interiors and come in a wide variety of flavors. History - Manufacture - Slang - Popular culture usage". The third is for "Jelly Beans | CandyWarehouse.com Online Candy Store" with the URL "www.candywarehouse.com" and a description: "Jelly Beans from CandyWarehouse.com, America's favorite online Bulk Candy Super Store! Jelly beans! Everybody's favorite ellipsoidal candies in a vast ...".

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- In the following years,
 - On various different projects,
 - Some other interesting search and browse requirements began to surface with increasing frequency...

Search facets “like Amazon”

The screenshot shows the Amazon.com search results for "jelly beans". At the top, the Amazon Prime logo is visible, along with navigation links for "Mark's Amazon.com", "Today's Deals", "Gift Cards", "Sell", and "Help". A "Watch n" button is in the top right. Below the navigation, there's a search bar with "Grocery & Gour..." selected and "jelly beans" entered. A "Go" button is to the right. The user's account is identified as "Hello, Mark Your Account".

Below the search bar, there are category filters: "Grocery & Gourmet Food", "Best Sellers", "Beverages & Coffee", "Snacks", "Breakfast", "Candy & Chocolate", "Gifts", and "Bakir". The search results are for "Grocery & Gourmet Food : 'jelly beans'", showing "1-24 of 14,878 results".

The results are organized into two columns. The left column contains search facets:

- Show results for**
 - Any Category
 - Grocery & Gourmet Food**
 - Jelly Beans
 - Fruity Candy
 - Gourmet Candy Gifts
 - Hard Candy
 - Gummy Candy
 - See more
- Refine by**
 - Subscribe & Save**
 - Subscribe & Save Eligible
 - Amazon Prime**
 - Prime
 - Prime Pantry
 - Delivery Day**
 - Get It Today
 - Get It by Tomorrow
 - Occasions**
 - Valentine's Day
 - Birthday
 - Christmas
 - Anniversary
 - Congratulations
 - Easter
 - Friendship
 - See more
 - Brand**
 - Jelly Belly
 - Gimbal's
 - Brach's
 - Starburst
 - Kirkland Signature
 - Daily Chef Gourmet
 - Just Born
 - Candy Crate
 - Sunrise Confections
 - See more

The right column shows product listings:

- Related Searches:** bean boozled, candy, jelly belly.
- Product 1:** Signature Jelly Belly Jelly Beans, 4-Pound by Kirkland Signature. Price: \$24.95. Prime badge. Get it by Friday, Feb 20. 627 reviews.
- Product 2:** Jelly Belly Bean Boozled Jelly Beans 3.5 oz with Spinner Wheel Game, 3rd Edition by Jelly Belly. Price: \$8.10. Prime badge. Get it by Friday, Feb 20. #1 Best Seller in Jelly Beans. 215 reviews.
- Product 3:** BEAN BOOZLED Jelly Belly Beans 1.6 oz ~ 3 Pack by Jelly Belly. Price: \$7.29. Prime badge. 289 reviews.
- Product 4:** Jelly Belly Sunkist Tangerine Jelly Beans (1 Pound Bag) - Orange by Jelly Belly. Price: \$10.42. Prime badge. Only 4 left in stock - order soon. 22 reviews.

At the bottom, there are images of pink and black jelly beans.

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- Recently there's a lot of activity around:
 - Streamlining ecommerce
 - 360° view of the customer
 - Personalization
 - Which is strongly influenced by users experiences with...

Apple Store

Showing results for "jelly beans"

Songs

	NAME	ARTIST	ALBUM	TIME	POPULARITY	PRICE
1	I Wanna Love Him So Bad	The Jelly Beans	The Originals - Classic Hits...	2:47		\$0.99
2	I Wanna Love Him So Bad	Jelly Beans	Riding In Cars With Boys	2:42		
3	Jelly Beans	Daniel Johnston	Fun	1:23		
4	Jellybeans	John Debney	The Ant Bully (Original Moti... Jumpin'	1:23		
5	Jellybeans	Genevieve Jereb	Jellybeans	2:01		
6	I'm Hip to You	Jelly Beans	Super Rare Soul, Vol. 1	2:44		
7	Jellybeans (Instrumental)	Barney Kessel	Solo	3:50		
8	Jellybeans	Genevieve Jereb	Say G'Day!	2:24		
9	I'm Hip To You	Jelly Beans	Northern Soul Day And Nigh...	2:44		
10	Here She Comes	Jelly Beans	Sun Records - Doo Wop	2:18		

Albums

The Originals - Classic Hits from the 50's & 60's Various Artists \$8.99	The Jelly Bean Song - Single Keeptheheat \$0.99	Mommy Knows Best Jeanie B! and The Jell... \$9.99	Assorted Jelly Beans Assorted Anonymous \$6.93

Amazon

Amazon.com Today's Deals Gift Cards Sell Help

Search Grocery & Gour... jelly beans Go

Hello, Mark Your Account Your Prime Cart Wis Lis

grocery & Gourmet Food Best Sellers Beverages & Coffee Snacks Breakfast Candy & Chocolate Gifts Baking Specialty Diets Gluten Free

grocery & Gourmet Food > Candy & Chocolate > Jelly Beans

Jelly Belly Cocktail Classics Beans; 10 Lb. Bag
by Jelly
Be the first to review this item

Price: **\$233.30** + \$9.74 shipping

Note: Not eligible for Amazon Prime.

In stock.
Usually ships within 2 to 3 days.
Ships from and sold by TheNewMall.

Share

\$233.30 + \$9.74 shipping
In stock. Usually ships within 2 to 3 days.
Sold by **TheNewMall**

Add to Cart

or 1-Click Checkout

Buy now with 1-Click®

Ship to:
Amazon Locker - Maree

Add to Wish List

Subscribe and Save up to 15% on Select Candy from The Hershey Company
Enjoy up to 15% off select candy from Hershey, Reese, Jolly Rancher, and

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WHAT ELSE ARE WE SEEING AND WHAT'S TO COME?

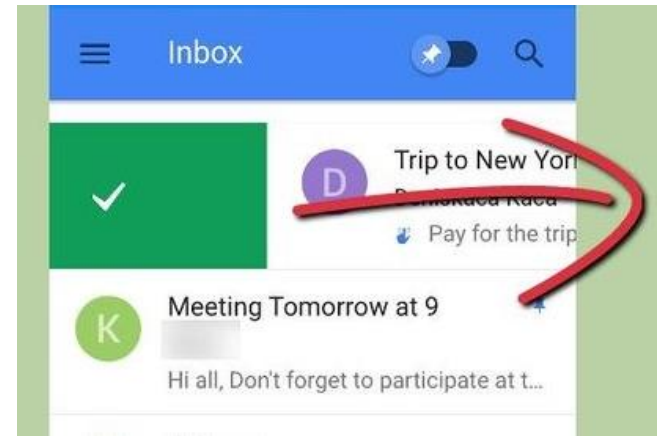
Continued emphasis on

- eCommerce UX
 - Easy purchasing
 - Quick and easy fulfillment/delivery
- 360° view of the customer
 - Single sign-on; social sign-on
 - Know about all my interactions with you (online and off)
 - Know my other online behaviors and interests
- Personalization
 - Recommend highly relevant products and services based on that knowledge

The influence of mobile apps

Gmail

- Streamlined user experiences
 - The disappearing user interface
 - Ability to string apps together to produce custom workflows (IFTTT, Workflow App)
- Frequency of releases
 - Update monthly (or more)
- Integrate with my preferred tools
 - Calendar, email, social media



IFTTT



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WHAT SHOULD WE BE DOING

-
- Understand our customers' other technology experiences and expectations
 - Keep technology current and flexible
 - In particular, think about how internal systems interface with external systems and the internet at large
 - Key technologies include
 - User identity management, SSO, CRM
 - Marketing automation tools
 - Semantic technology
 - Recommendation engines

Become Agile

...**Really** Agile

- If adapting a hybrid approach make sure you understand the compromises.

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