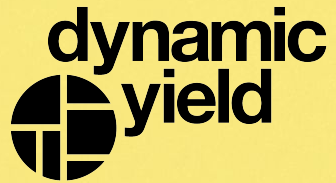


# New levels of laziness

## Digital consumers in 2023 and beyond

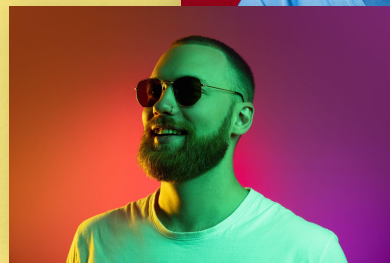


Mark Williams  
**Head of Ecommerce**



# New Levels of Laziness

Digital consumers in 2023 and beyond



# Introduction

Presented by:



**Mark Williams**


Head of Ecommerce at **Virgin Experience Days**



# About us

- The UK's Leading Gift Experience Company
- Offering over **4,000** experiences
- **1,000,000** customers go on a Virgin Experience Day every year
- Operating in US as Virgin Experience Gifts




I believe that digital consumers will  
overwhelmingly transform into sheep  
 by 2025

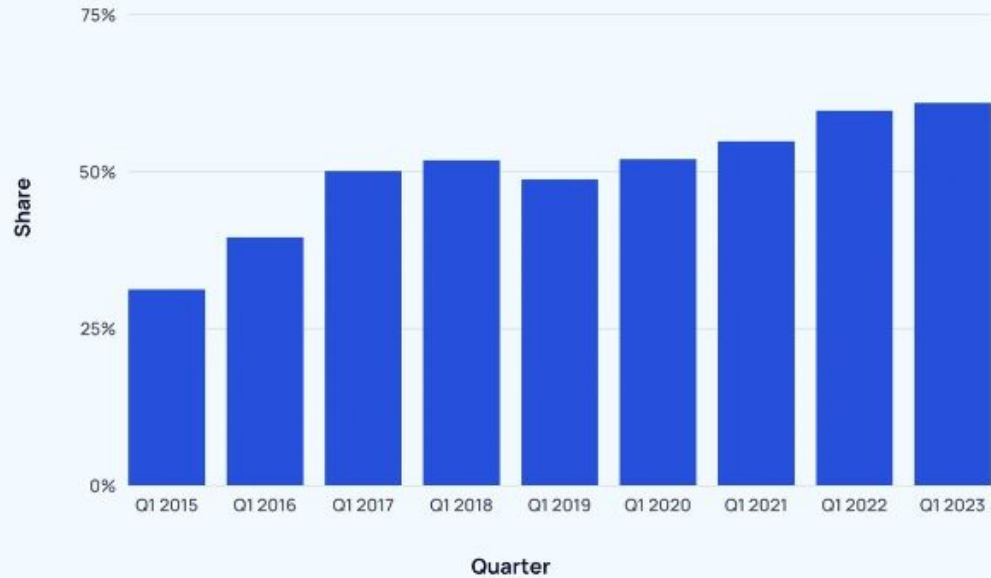


# Question:

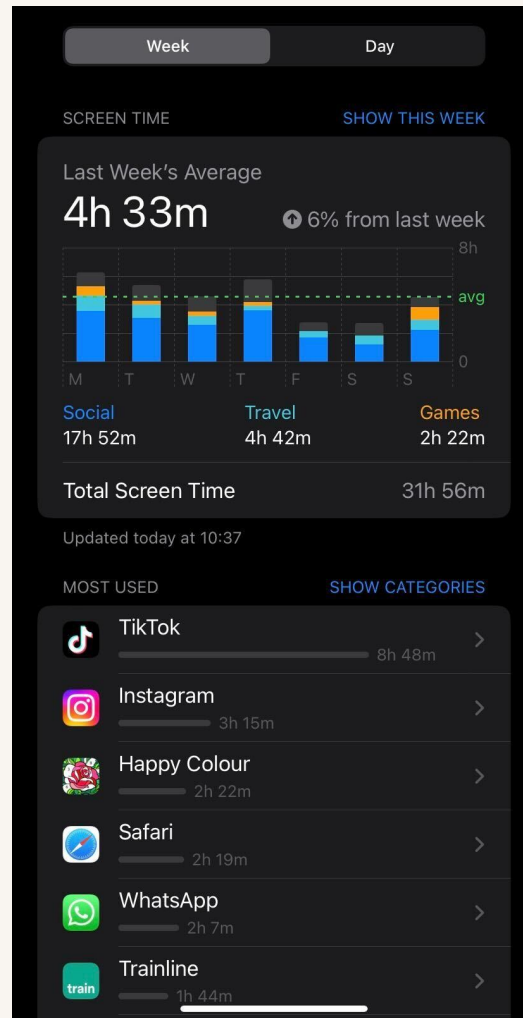
**How much traffic do you think came from mobile devices in Q1 2023?**



## What percentage of internet traffic comes from mobile devices?



# Screen Time Top Trumps





Stay standing if...

amazon

NETFLIX

Google

∞ Meta

amazon fresh

 deliveroo

You Tube

Uber

alexa

 ChatGPT

 Google Assistant

 TikTok



Digital consumers  
want guidance



# We're surrounded by minimal effort digital experiences and extreme spoon feed curation (*personalisation*)

✓ Increase in on-demand services



✓ Growing use of voice assistants



✓ Increased reliance on delivery services



✓ Decline in physical activities



✓ Decreased attention spans



# Problem or Opportunity?

## Challenges

Digital experience comparison

Reduced time to convert

“Defaulting to the herd” option





## Opportunities

Motivation for non stop  
innovating

Leverage resource in fewer  
digital experiences

Be the Shepherd

Motivation for  
non-stop  
innovating

+

Leverage  
resource in  
fewer digital  
experiences



= Gift Finder

# Gift Finder

Nov - Dec 22

Users = 100k

Completion rate = 99.7%

CVR = 8.5%

What gift occasion are you buying for?

Select 1 gifting occasion

**Birthday**

Wedding

Anniversary

Thank You Gift

Back Continue


Gift Finder Results

Based on what you've told us, here's some personalised recommendations


Changed your mind, reset and [take the quiz again](#)

**Top picks** [Show All](#)

**SAVE 61%**



Twelve Plate Signature Sharing Menu with Premium Champagne for Two at The Crazy Bear  
**£69** ~~£183~~



Sunset Spa Ever Dinner at Ocken  
**£135**

[Shop all Birthday Gifts](#)

**Categories to explore**  
Because you selected:



**Be the Shepherd**



What you do with your back-end  
now is meant to support your front  
in 5 years time

# The future of front-end

The screenshot shows a Google search interface with the query "what's better for a family with kids under 3 and a dog, bryce canyon or X". The search results are generated by AI and provide a detailed comparison of Bryce Canyon and Arches National Parks. The text highlights that both parks are family-friendly but prohibit dogs on unpaved trails. Bryce Canyon is noted for its paved trails, while Arches is praised for its rock formations. The AI also offers follow-up questions and a list of related search results, such as "Action Tour Guide" and "The MOM Trotter".

Google what's better for a family with kids under 3 and a dog, bryce canyon or X

Generative AI is experimental

Both Bryce Canyon and Arches National Parks are family-friendly. Although both parks prohibit dogs on unpaved trails, Bryce Canyon has two paved trails that allow dogs.

Bryce Canyon has distinctive features like hoodoos, natural bridges, and waterfalls. At the visitor center's interactive exhibits, children can learn about the geology, wildlife, and people of the area. You can bring your dog on the paved sections of both the Rim Trail and the Shared Use Path, both of which are also stroller-friendly.

At Arches, children may enjoy the rock formations, and some say that Arches has more variety than Bryce Canyon. Pets aren't allowed on any trails, though they are allowed at campgrounds, pullouts, roads, and parking lots.

Both parks offer guided tours, ranger-led programs, picnic areas, and restrooms, and both parks require pets to be leashed.

Ask a follow up

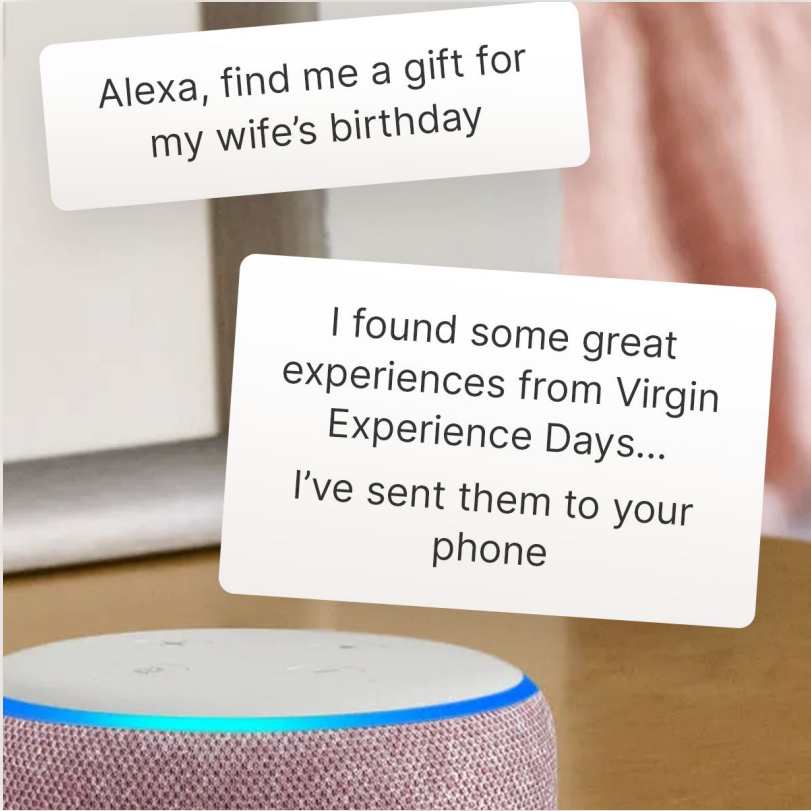
- How long to spend at Bryce Canyon with kids?
- How many days do you need in Arches National Park for kids?

Action Tour Guide  
Feb 17, 2022 -- Arches only allow dogs at campgrounds, parking lots, and along established roads, making it a lot harder to experience the park with your dog.

The MOM Trotter  
A Guide To Planning A Trip To Bryce Canyon National ...







Alexa, find me a gift for  
my wife's birthday

I found some great  
experiences from Virgin  
Experience Days...  
I've sent them to your  
phone

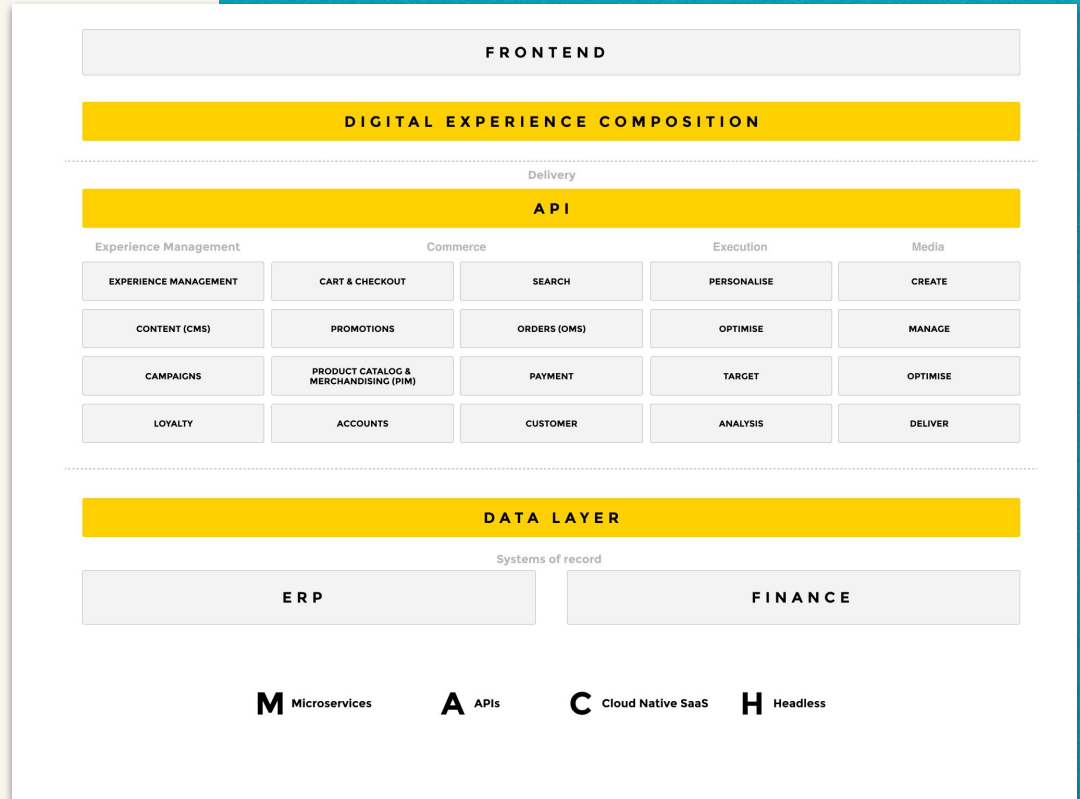




# Digital transformation

## Flexible tech architecture

- Micro services
- API first
- Cloud Native SaaS
- Headless



# Digital transformation

Leverage your data layer to be prepared for any front-end

- More detail
- Index to the useful
- Test and hone

```
{
  "item": {
    "id": "1234",
    "sku": "PPODQ1",
    "title": "One Night Eco Camping Pod Break at the Quiet Site, Lake District",
    "description": "Enjoy camping in style with this One Night Eco Glamping Pod Break",
    "locations": "1",
    "price": "60",
    "participants": "4"
  }
}
```

```
{
  "item": {
    "id": "1234",
    "sku": "PPODQ1",
    "title": "One Night Eco Camping Pod Break at the Quiet Site, Lake District",
    "description": "Enjoy camping in style with this One Night Eco Glamping Pod Break",
    "price": "60",
    "participants": "4",
    "attributes": [
      "starRating": "5",
      "reviews": "100",
      "mood": ["Romantic", "Perfect for couples", "Chilled", "Relaxing" ],
      "personalityTypes": ["Explorer", "Adventurer", "Relaxation Guru"],
      "giftSituation": ["Romantic getaway", "Birthday Treat", "R&R Treat"],
      "hashTags": ["Glamping", "EcoCamping", "LakeDistrict", "VirginExperienceDays" ],
      "accomodationType": ["Glamping Pod", "Outdoor", "Lake Side"],
      "amenties": ["Hot tub", "Swimming pool", "Open fire", "Outdoor cooking" ],
      "mealOptions": ["In room hamper", "Onsite Resturant", "Local Resturants"]
    ]
  }
}
```

# Effecting change



**Inspire** > Theory, Trends, Examples



**Demystify** > Break it down, practical examples



**Show potential** > ROI



**Action** > Clear objectives and roadmap



# Key Takeaways

## 01

### Motivation for non stop innovation

Keep notes, screenshots, links to digital experiences and translate how your business could be doing that.

## 02

### Leverage resource in fewer digital experiences

Question how you could positively impact your future business and customers on scale with the least amount of input.

## 03

### Be the Shepherd

Trends and examples > Start the conversation > Champion the potential

# Thank you

**Mark Williams**

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