



The Secrets of E-Commerce Success



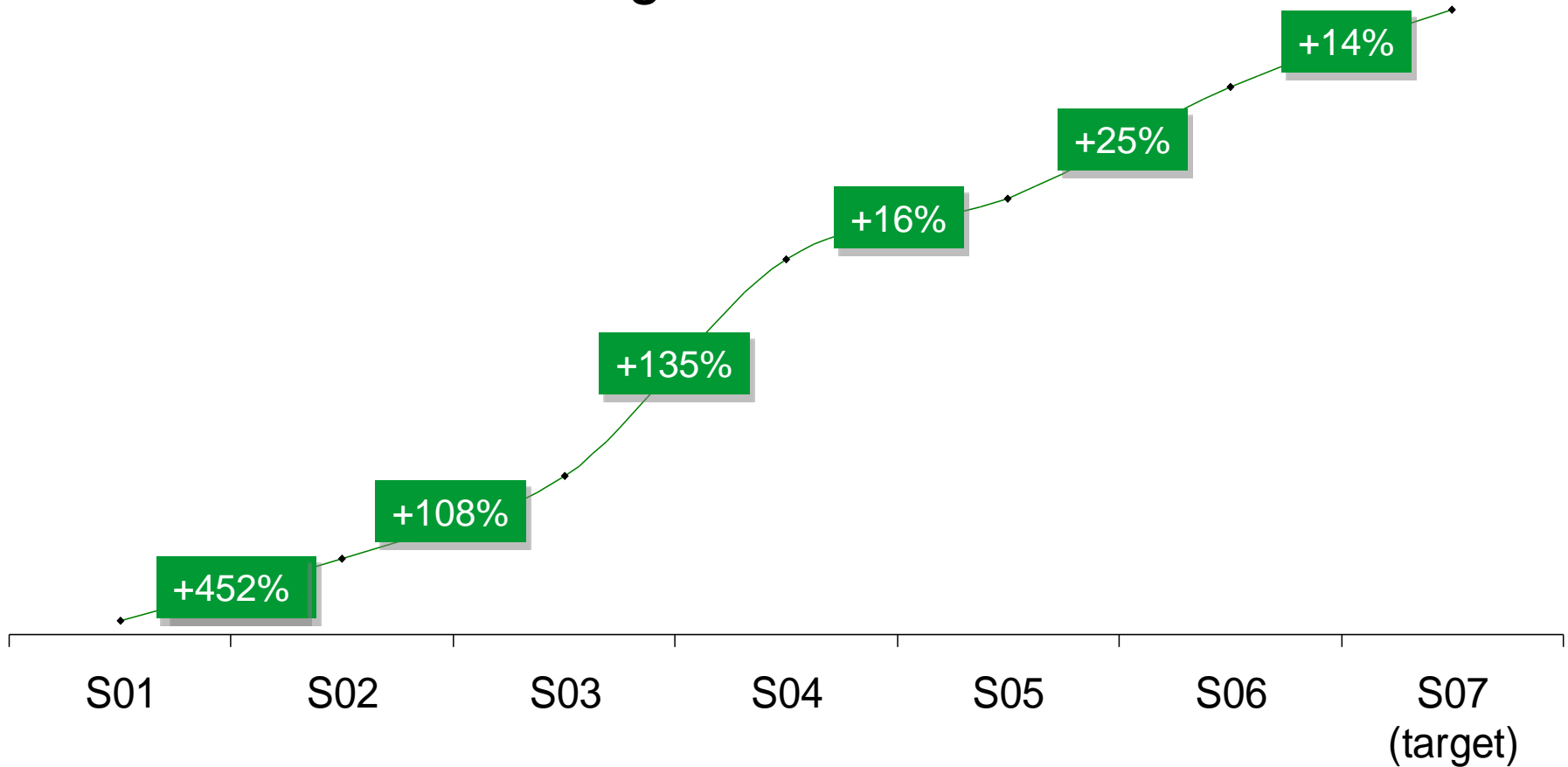
David Jarvis - First Choice Holidays

A brief intro



The numbers don't lie

Passengers booked online



METRO-GOLDWYN-MAYER
and CINERAMA present

24 GREAT
STARS

HOW



STARRING
CARROLL BAKER

THE



LEE J. COBB

HENRY FONDA

CAROLYN JONES

KARL MALDEN

GREGORY PECK

WEST



GEORGE PEPPARD

ROBERT PRESTON

DEBBIE REYNOLDS

WAS



JAMES STEWART

ELI WALLACH

JOHN WAYNE

WON



RICHARD WIDMARK

NARRATED BY
SPENCER TRACY

Your secret's safe with me...

- First to market?
- Wizziest technology?
- Biggest budgets?
- Stealing customers from retail?

First to market?



Expedia.co.uk

1998



1999



2001 (Dec)



2001 (Dec)

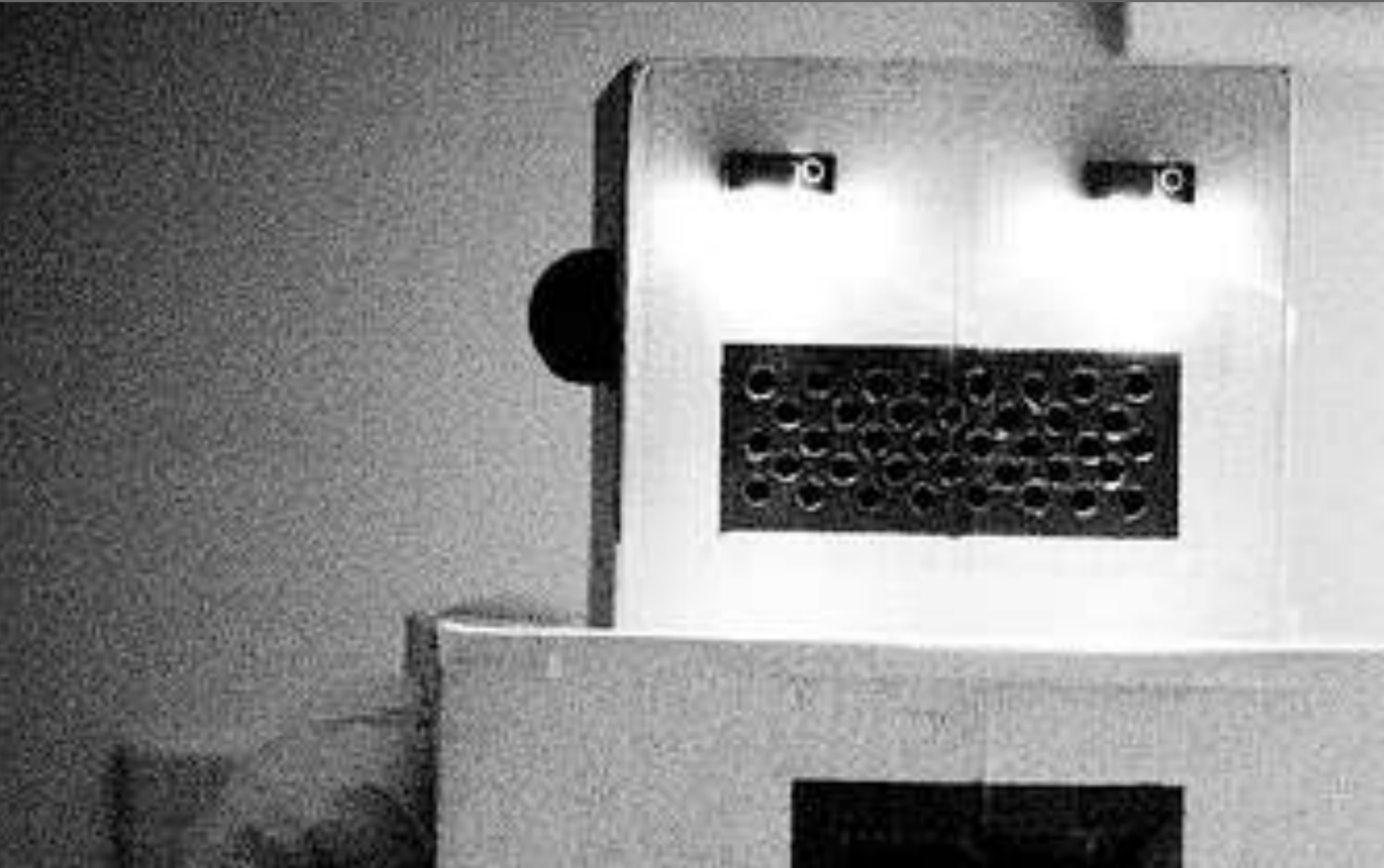
First to market?






Your secret's safe with me...

- First to market? **Nope!**
- **Wizziest technology?**
- Biggest budgets?
- Stealing customers from retail?

Wizziest technology?



Wizziest technology?

	Blogs	Mashups	User Reviews
 Expedia.co.uk	✗	✓	✓
 Thomson	✓	✓	✓
 First Choice	✗	✗	✗

Your secret's safe with me...

- First to market? **Nope!**
- Wizziest technology? **Nope!**
- **Biggest budgets?**
- Stealing customers from retail?

Biggest budgets?



Your secret's safe with me...

- First to market? **Nope!**
- Wizziest technology? **Nope!**
- Biggest budgets? **Nope!**
- **Stealing customers from retail?**

Stealing customers?



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So4



So5



So6



So7



Your secret's safe with me...

- First to market? **Nope!**
- Wizziest technology? **Nope!**
- Biggest budgets? **Nope!**
- Stealing customers from retail? **Nope!**

The human touch



The human touch

1

Unrelenting focus
on your
end users

2

Get the best people
you can afford, and
look after them

User centred design



User centred design



User centred design



Great teams create amazing success



Does it do what it says on the tin?

The Google logo is displayed in its signature multi-colored font: 'G' in blue, 'o' in red, 'o' in yellow, 'g' in blue, 'l' in green, and 'e' in red. A small 'TM' trademark symbol is located to the upper right of the 'e'.

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Get tooled up



The human touch

1

Unrelenting focus
on your
end users

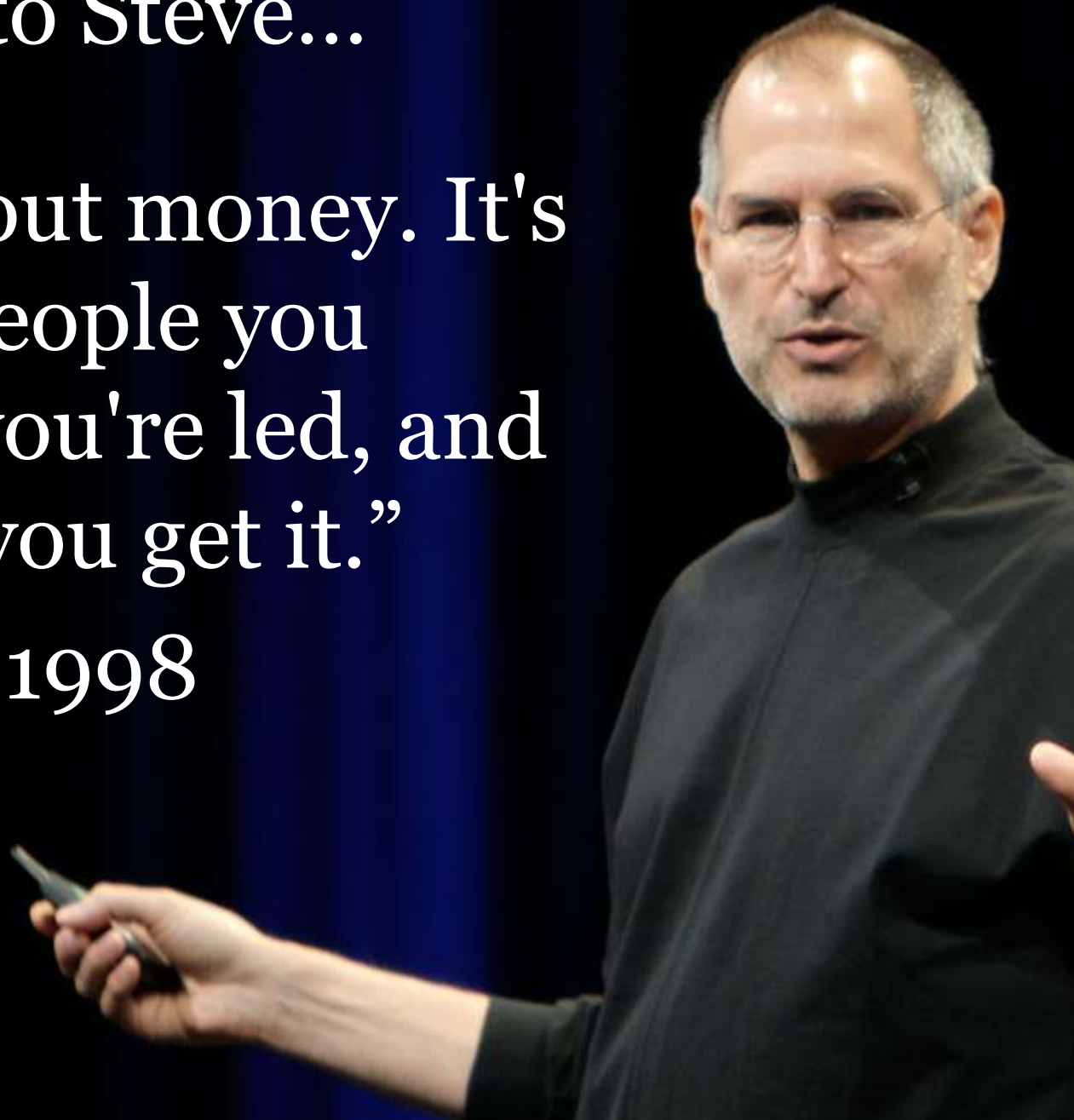
2

Get the best people
you can afford, and
look after them

Bow down to Steve...

“It's not about money. It's about the people you have, how you're led, and how much you get it.”

Steve Jobs, 1998





Thank you.

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David Jarvis

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