

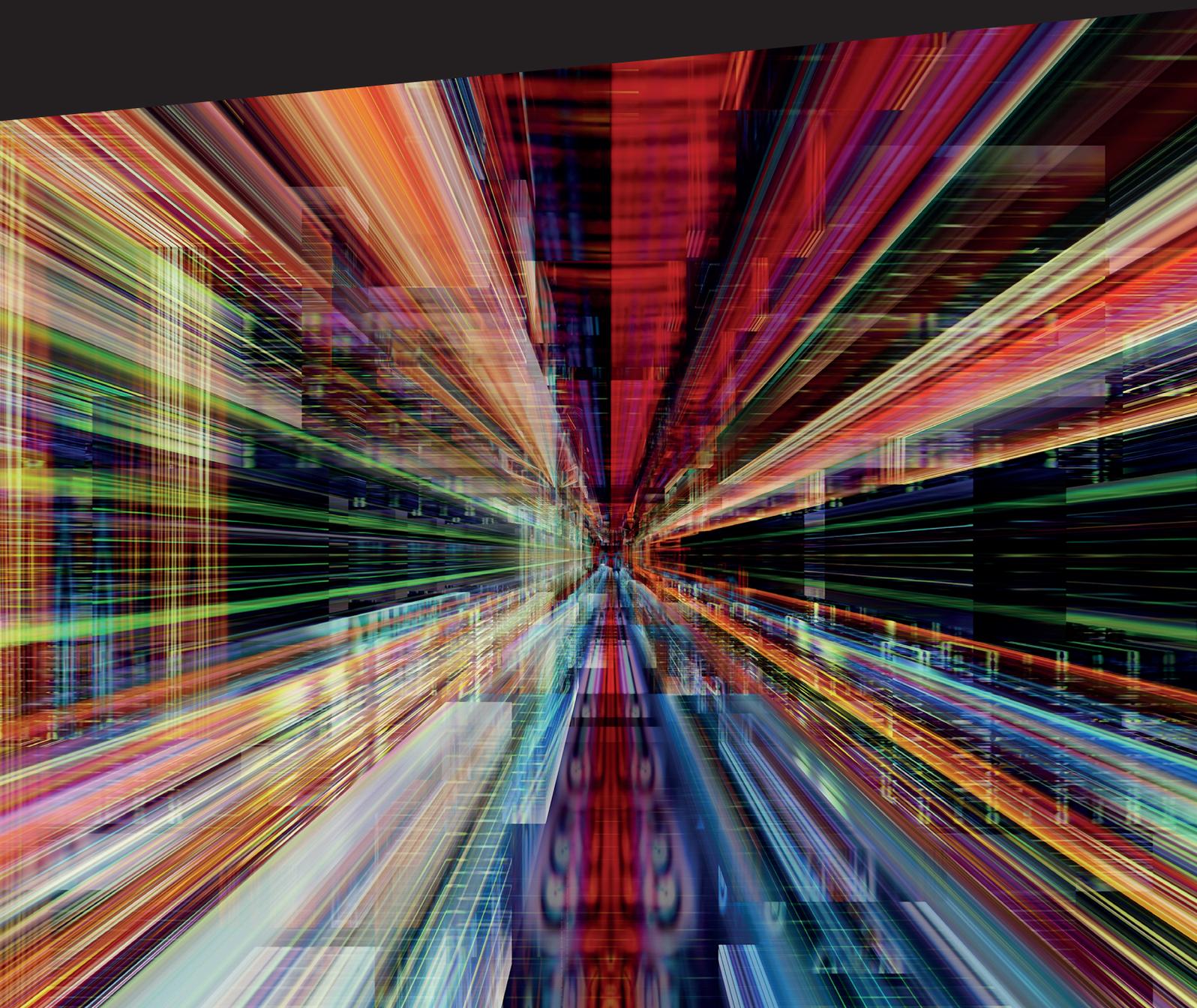
Adobe, in collaboration with the Institute of Management
Studies at Goldsmiths, University of London

Goldsmiths
UNIVERSITY OF LONDON



THE FUTURE OF EXPERIENCE

THE RULES OF ENGAGEMENT FOR BRANDS,
TECHNOLOGY AND PEOPLE.





Foreword

by John Watton



With digital transformation accelerating, marketers have more choice than ever before in terms of how they reach their audiences. On the flipside, consumers also face more information every day and are empowered to be much more selective when it comes to the brands they'll engage with. In order to set themselves apart, brands are increasingly looking to create incredible experiences that connect with their audiences on a more emotional, personal and engaging level.

We're in the business of helping our customers create these experiences and, importantly, measure their impact. As new technologies emerge our mission with this research was to look at how brands can harness these technologies to further improve their customer experiences, deepen relationships and stay relevant in an ever-changing world.

What we found is that far from replacing human interaction, people want technology to enhance it. Brands should resist the temptation to use technology to replace the human element; regardless of the sophistication of technology it can only take you so far. This report highlights that customers want meaningful, personal, consistent, delightful experiences that make their lives easier, aid discovery and inspiration, or allow them a much deeper and more empowered relationship with their chosen brand.

From a business perspective, silos are the enemy of seamless experience. What happens behind the scenes needs to be frictionless. Increased co-operation between products, services, hardware and software is essential.

Change now comes faster than ever, making the need to differentiate more urgent. We've seen a wide variety of industries disrupted by those willing to take risks and use technology in new and exciting ways to deliver experiences that consumers want. We hope this will inspire brands to embrace new technologies and be bold and creative in their approach to customer experience.



Introduction

The Future of Experience explores the impact emerging technologies have on customer experiences, both offline and online. The study aims to better understand the intersections of brands, technology and people, in order to help brands create meaningful, human experiences.

We tested five emerging technologies with a panel of consumers; gathered intelligence from technology experts and carried out quantitative research online with over 2,000 GB adults (see methodology on page 26).

The technologies tested were:



Virtual Reality (VR)



Augmented Reality (AR)



Artificial Intelligence (AI)



Wearables



Internet of Things (IoT)

The Future of Experience explores how, when used correctly, technology allows people to experience things previously unattainable – and on a deeper level to change their lives for the better. Our research has identified five rules of engagement that influence how brands and businesses frame their understanding of what it means to create and manage experiences of the future.



Empathy



Serendipity



Privacy



Reciprocity



Adaptability

The phrase, 'customer journey' will be replaced by the phrase 'consumer experience' as that is what the journey will become

While discussed separately, empathy, serendipity, privacy reciprocity and adaptability are all connected. They lean into one another and happily overlap in a number of ways.

As technologies allow the relationship between brands and people to deepen, we expect to see a complete redefinition of the customer journey. The phrase, 'customer journey' will be replaced by the phrase 'consumer experience' as that is what the journey will become: an opportunity for multiple experiences to happen (i.e. not just at point of purchase or after acquiring loyalty):

“We will need to completely redefine the “customer journey,” says Pete Trainor, CEO and founder of Nexus. “One thing we know for sure is that there will need to be a consistent emotional and intellectual tone of voice.”

Which opens up a new question: Are businesses prepared to become experts in the alchemy of experience?

Empathy

Getting deep and meaningful



- Experiences need to be meaningful and connect emotionally with people
- Consumers have aspirations and desires for technologies to power social good
- As a result of the profound effects on physical and mental states, brands have to exercise extreme empathy when using emerging technologies

“I’m hoping this idea of ‘brands’ drops a little bit away. I would like to see more human-to-human interaction. It’s more about these guys [the brand] have done this incredible thing to enable something amazing. The brand itself gets more substance that way. The brand isn’t just a storyline with nothing behind it. The human element is so important and that’s what talks to people.”



Mortiz Waldemeyer, artist, engineer and founder of Waldemeyer Studios

To be empathetic is more than just feeling something or understanding someone’s situation. It’s about resonating with what is occurring in the world of another without losing the sense of objectivity. To be empathetic, one’s attention has to be focused on the needs, wellbeing and interests of the other. Empathy requires good and active listening skills and the ability to reflect on what is being said. To be empathetic also means not to lose oneself in the world of the other.¹

Empathy is the foundation of trust in a relationship and new technologies have a key part to play here. As Jennifer Aaker, a professor at Stanford Graduate School of Business argues, when technology is harnessed in the right way it holds huge potential to “encourage and implement social good”² - that is, technology can be used to foster empathy. Our research findings have led us to the same conclusions. In addition to underlying the elements of empathy that can be harnessed by technology, participants also regularly emphasised their aspirations and desires for the technologies to power social good.

Empathy is the foundation of trust in a relationship and new technologies

“Without sounding too naive, my hope would be that out of the myriad possibilities enabled by VR, we see the emergence and flourishing of applications that achieve social good, and that the technology overall has a net positive effect on society. It would be great if instead of increasing people’s levels of disconnection and isolation from others (which is a risk), the technology manages to connect people and ideas in a way that is productive and makes advances towards positive aims like peace and equality. If through this technology people could more easily experience and come to understand what others are experiencing, perhaps the world could become a more tolerant and empathetic place.”

Sapphire, research participant

These emerging technologies are shifting us from staring and swiping at screens to entering new realities and having profound new experiences about what it means to be a self-reflecting, empowered human who has the ability to exercise a greater sense of personal agency on the world around them. The immersive experience that technologies like VR are able to provide through their form and function is key to focusing attention and shifting perspectives; essential elements of empathy.

To be empathetic, one’s attention has to be focused on the needs, wellbeing and interests of the other

It’s the content that is displayed or engaged with that makes up the other half of the complex empathy algorithm - the ability to deeply connect and this should be highest on the agenda for brands. Understanding the difference between an immersive experience and an empathetic one is key if brands want to create deeply meaningful experiences. And this is what people want; 32% of GB adults we surveyed online said that a great experience for them is one that is **meaningful, personal** (19%) and **straightforward** (19%). [see figure 1]

VR devices by their very nature create the immersive experience, but it’s through the *content* that brands will be able to create the connection. Award-winning, independent filmmaker and director Amanda Bluglass speaks about how “VR creates the locus for where a connection can be made, thereby allowing empathy to be felt.”

In recent years, some extraordinary projects have come to life as a result of VR technology; projects that are both immersive and empathetic. For example, Gender Swap, an experiment produced by BeAnotherLab in Barcelona³, uses a neuroscience technique called embodiment experience, so users are able to feel what it’s like to be in another body. To witness such a transformative experience taking place as a result of technology is unquestionably powerful.

WHAT MAKES A GREAT EXPERIENCE

FIGURE 1



32%
meaningful



19%
personal



19%
straightforward

Commercial brands are also beginning to test the VR experience to create more meaningful relationships with their customers. Solomon Rogers, VR specialist, explains,

“For Red Bull Air Race we wanted to make you feel what it’s like to be a pilot. A 3D scan of all race tracks and real-time data from a plane flight allows people to feel everything, every twist and turn, through VR. The combination of the education around the incredible skill involved and the adrenaline kick of the flight gives a sense of excitement which connects deeply with what Red Bull is about. Using VR in this way allows the consumers to get closer to the brand, to the story, and most importantly closer to the sport, so every person who goes through it has a deeper understanding of what it is about. It’s a perfect alignment.”

Because of the profound effects that the human body undergoes when experiencing an immersive experience, brands have to not only create meaningful content in order to deeply connect with others, but have to ensure they are the at their most human and that their empathy levels are set to “high” when they are creating content for use in this technology.

Experiences have to be designed with atmosphere, 3D sound and terrain features in mind but also crucially, feelings of vertigo, motion sickness, anxiety and fear.⁴ As Pete Trainor, founder and CEO of Nexus CX reminds us, every time we use technology we’re changing our bodies on a micro-molecular level.⁵ Brands need to ensure they are changing bodies, influencing perspectives and manipulating feelings for the greater good.

Empathy levels are set to “high” when they are creating content for use in this technology

ADOBE’S TAKE

What makes a great experience is one that is completely focused on the consumer and not built around technology and what it can deliver. It’s about not exposing the consumer to the organisation’s structure or making them have to work hard to engage with the brand, it’s about providing an experience that is relevant, personal and continuous no matter which channel they choose to use. It must make the consumer feel important and that the brand they are engaging with values them and respects them. It must drive emotion and delight them at every touchpoint. As technology evolves and allows us to develop deeper, more emotional experiences, empathy becomes key to ensuring the right balance between ease of use, transparency and the enjoyment of the experience.

JOHN WATTON, ADOBE



Serendipity

Stay open to the unexpected



- Serendipity means to play by the rules and build an element of rebellion into them
- Essential to discovery, serendipity is also a crucial element towards building trust and authenticity
- An overly persistent effort to personalise often leads to a net reduction in possibilities
- Enhancing, not replacing, human actions should be the focus

“What inspires you to have a new idea? If [technology] was inspiring and brought me to things that I didn't know about, things that pushed me to a new idea, then that is what it would be great at.”

Michael, research participant after using creative AI

In March 2011, Eli Pariser took to the stage at TED⁶ and spoke about personalisation and tailored recommendations. More specifically, he spoke about the “filter bubbles” this causes in our day-to-day life, and in particular the fact that too much tailoring can actually stop a great experience from taking place.

When asked what the difference is between a ‘good’ experience and a ‘great’ one, nearly all our subject matter experts mentioned the importance of human interaction, engagement and the fact that great experiences are memorable because they are deeply emotional in nature. These adjectives were often used in conjunction with words like “surprising” and “wonder”.

Describing what makes a good experience great is difficult because it involves an unquantified blend of a number of different things coming together in a very particular way, which for that exact time, place and person, fits just perfectly. Joachim Horn, founder and CEO of SAM labs, said it best when he said a great experience is one that “goes above and beyond. It's surprising. It's better suited to your needs.”

Great experiences are memorable because they are deeply emotional in nature

Serendipity is essential to discovery, but it's also a crucial element towards building trust and authenticity



“Going above and beyond” means to play by the rules, as well as to build an element of rebellion into them. It means leaning into the unexpected and embracing the effects of serendipity. Human needs change all the time and an overly persistent effort to personalise often leads to a net reduction in possibilities. French philosopher Michel Serres said:

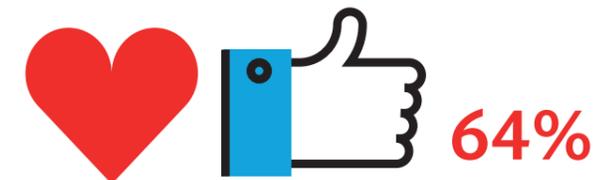
“Interfaces are more fractal than simple. Less a juncture under control than an adventure to be had.”

From wearables to creative AI, VR to AR and IoT, every participant, regardless of the technology used, described at some point how this technology has the potential to make them a more creative person as well as allow them to discover new things. This is backed up by nearly two thirds (64%) of GB adults we surveyed online who said that a good digital experience allows them to discover new and unexpected things that they like and love. [see figure 2]

Serendipity is essential to discovery, but it's also a crucial element towards building trust and authenticity. Values, ethics, and purpose provide the foundations of trust in brand engagements but trying to overly engineer these can make an experience feel devoid of purpose and meaning. Openness to the unexpected and ambient or contextual intelligence around the circumstances of an experience helps give it human meaning and impact.

DISCOVERY

FIGURE 2



discover new and unexpected things that they like and love.

This was emphasised by Scott Smith who said,

“The approaches that attempt to try and create a simulated environment or replace human action as opposed to enhancing human actions seem to be the ones that feel emptier. It’s about using technology to enable people to make better decisions on their own and not substituting those decisions from somewhere else. This happens with simple things like recommendation engines and algorithms. I don’t know anyone who loves their discovery feed every time, one hundred percent.”

Being enthusiastic about serendipity is tantamount to being brave. Be brave.

Emerging technologies should be used to create experiences that act as a catalyst for imaginative thought and ignite the feeling of possibility within people. We realise that this strategy is easy to write down and difficult to implement. So, how does one ‘code’ serendipity into future experiences?

To begin with, brands should be mindful of the practicalities and new logistics at play when designing experiences.⁷ This knowledge should be knitted together with the insights they hold about their customers and the trends and cultural nuances that are taking hold. Establishing strong ties with brand influencers that are happy to engage in honest, regular conversation is an important feedback loop to build into any communication plan. Being enthusiastic about serendipity is tantamount to being brave. Be brave.

ADOBE’S TAKE

A great experience is one that introduces an individual to new and exciting things, and balances that with personalisation that connects them to products, services or ideas that have relatable context within their own lives. Simply using algorithms and data won’t deliver this experience; use this to inform and guide the experiences you create but ensure that this is combined with the creativity that only humans can provide. Integrate this combination with these new immersive and more personal technologies platforms to develop truly surprising and remarkable experiences.

JOHN WATTON, ADOBE



Privacy

But not as you know it



- Future wearables will allow for more private, untraceable moments
- Brands will be challenged on how to connect with more empowered consumers

When it comes to technology and privacy, the conversation is usually about data privacy. Whether it's about companies being hacked or who has access to the data created by your wearables⁸, we assume that when we hear the words "technology" and "privacy" we're about to hear another story about how technology has created another opportunity to take away something that is private to us.

But there's an interesting conversation that's starting to gain traction on the fringes of this narrative; using technology as a way to disconnect and foster a moment of privacy. It started out with a few simple 'unfollow' and 'unlike' buttons before moving towards an option that offers more of a total wipe-out of advertising: ad-blocking software. There is a desire to turn down the volume. And paradoxically, it is actually the switching 'on' of the emerging technologies that helps us in reducing the noise. The notion that new technologies will allow consumers to create their own private digital world, where they control the brands that do and don't enter into a dialogue with them based on the quality of the experience offered.

Using technology as a way to disconnect and foster a moment of privacy

CONNECTING TO OTHERS AND TO YOURSELF

FIGURE 3



say good digital experience empowers people to use technology to not only connect to the world, but disconnect from it too.

Vinaya⁹, a wearable technology lab based in London, is part of a wider movement focused on using wearables to filter out digital noise and distractions.¹⁰ Vinaya launched their Altruus wearable jewellery line for women in 2015. The wearables aim to help you stay connected but not distracted by filtering incoming calls, messages and notifications through the use of the complementary Altruus app. By programming the app with a select number of emails, phone numbers, notifications and, what they call "secret words" (a kind of Morse code given to those who need to get hold of you), the idea is you can untether yourself from your phone assured that your ring, necklace or bracelet will vibrate and let you know when someone from your selected network is trying to get in touch with you. This type of programmable experience is highly customisable and therefore also highly personal.

“ It did make me think about my relationship with my phone and the need to take it to every meeting and I've now stopped doing that. Wearing the necklace has made me think that I should just concentrate on the 'now' in meetings, listen more and concentrate on what's being discussed rather than assuming something better/more critical is happening elsewhere. ”

Emma, research participant while using Altruus wearable jewellery

In a world where many feel drowned in information, this next wave of wearables allows people to generate, almost immediately, a kind of invisible digital filter that creates and protects a private offline space that only a select few can enter. This type of extensive experience, one that builds a bridge between our offline and online lives, is a relatively new concept that has emerged in the last three years; using technology to protect us from the unrelenting digital world. Even though this experience is in its infancy, it's powerful enough as an idea to start giving a possible future scenario some shape. This is strongly reflected by over half (52%) of GB adults we surveyed online who agreed that a good digital experience empowers them to use technology to not only connect to the world, but disconnect from it too. [see figure 3]





KATE UNSWORTH

As discussed by Kate Unsworth, CEO and co-founder of Vinaya, giving people tools that enable them to filter out irrelevant information is the quickest way to make someone feel in control of the data they are sharing with brands and businesses. Kate said,

“For me, it actually empowers the consumer because what that means is if we build our product in such a way that it puts the power into the users’ hands as to how their data can be shared. Then unless that brand is actually providing real tangible and visible value to the consumer, they can revoke their access. It puts a little bit of pressure onto brands to be more considered how they use their consumers’ data and it hopefully quiets down all this digital noise. We’re all about silencing digital noise, and all about personalisation of recommendations and data.”

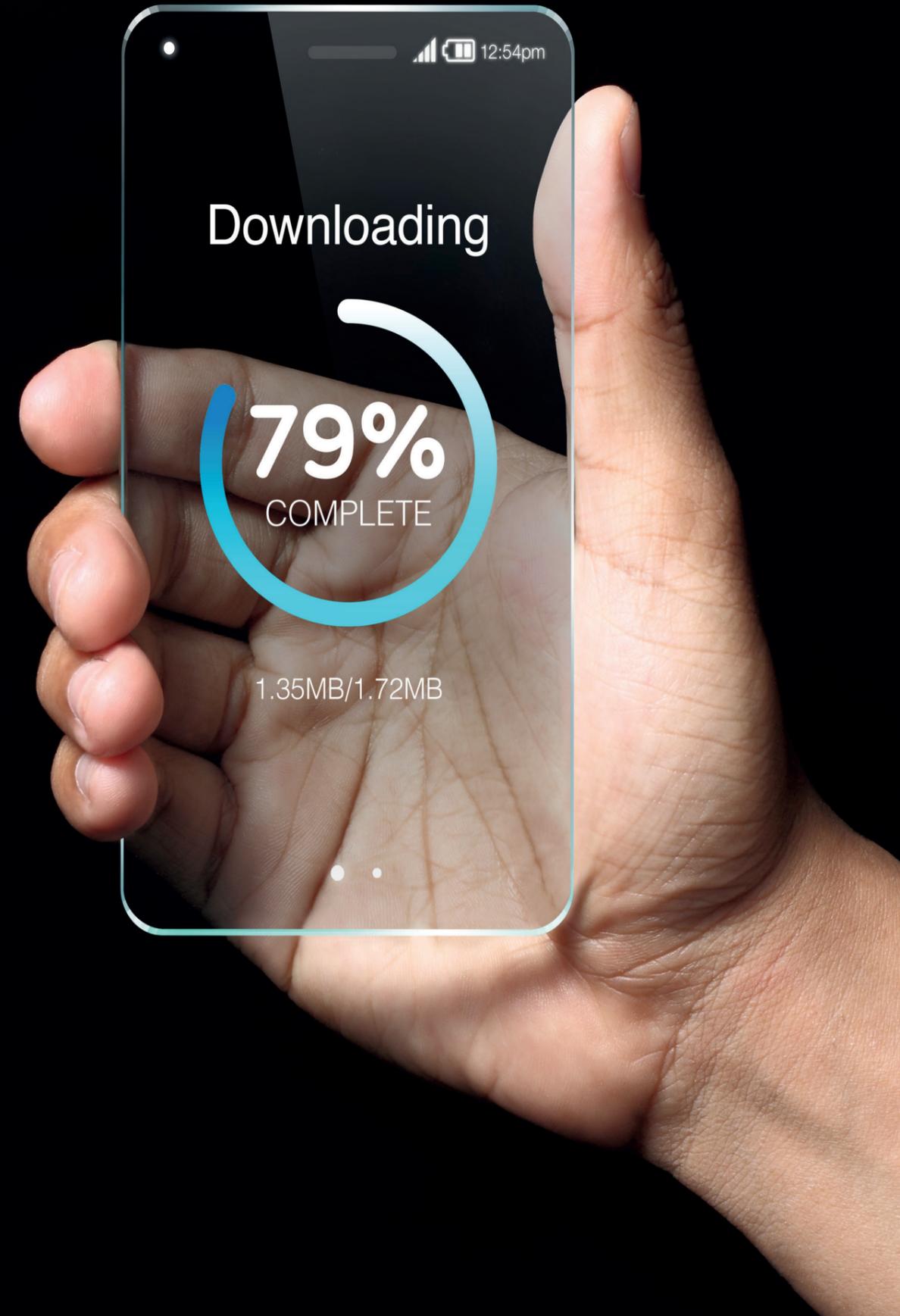
From wearables that protect our privacy to VR and AR that allow for total immersive experiences, our notions that technology is only helpful in facilitating connections and social relationships no longer hold true. It’s an interesting and powerful concept that will prove deeply challenging for some brands: a redefinition of how to connect through allowing disconnections that feel both empowering, and rewarding.

The next wave of wearables allows people to generate, almost immediately, a kind of invisible digital filter that creates and protects a private offline space that only a select few can enter

ADOBE’S TAKE

Part of the problem when it comes to privacy is when businesses try to force themselves into the consumer journey and, with consumers more empowered (through technology) than ever before to switch off, this is undoubtedly a huge challenge. It’s all about the value exchange and the transparency around that – give an individual a valuable experience where they understand what is being taken and given back, exceed their expectations and be consistent, and the issues around privacy will go away. Again this is about always using knowledge and data in a transparent and respectful way.

JOHN WATTON, ADOBE



Reciprocity

A two-way street

- Our relationship with technology is set to radically change as we start to learn from, and teach each other
- Technology needs to provide experiences that are helpful, practical, personal and progressive to encourage repeat use
- Knowing how to interpret the data machines give us will be a fundamental skill of the future



Joachim Horn

“Coding is language of the future, learning to read, write and then learn to code. A form of expressing ourselves to peers and also to machines.”

In order to achieve the right balance between personalisation and serendipity, access to data and protection of privacy, experiences have to have what John V Willshire calls the “I want to do it again!” factor that is found in all great experiences.

Unique to the technologies that incorporate machine learning is the need for a deeper level of customer engagement with the service. Customers must want to teach the machine so that it can better serve their needs. This is akin to raising a child and requires a significant level of understanding from the consumer on the limitations and capabilities of the machine. The ambition of this reciprocity is experiences that enhance and propel flow in everyday life. Over half (54%) of the 2,000 GB adults online we asked agreed that a good digital experience seamlessly integrates into their everyday lives. [see figure 4]

Based on feedback from our research participants and the adults we surveyed, they were most excited about continuing to use technology that provided experiences that were either helpful, practical, provided a level of very personal information about themselves or created opportunities for them to progress forward in their life.

Customers must want to teach the machine so that it can better serve their needs

Technology that provided experiences that were either helpful, practical, provided a level of very personal information about themselves or created opportunities for them to progress forward in their life.

In describing how wearables could be of further use, research participant Michelle said, “When shopping in-store and online if the tech was tracking my heart rate and there was a sudden spike it would affect me in that consciously I know it was probably getting me stressed about the price and would thus decide against it!”

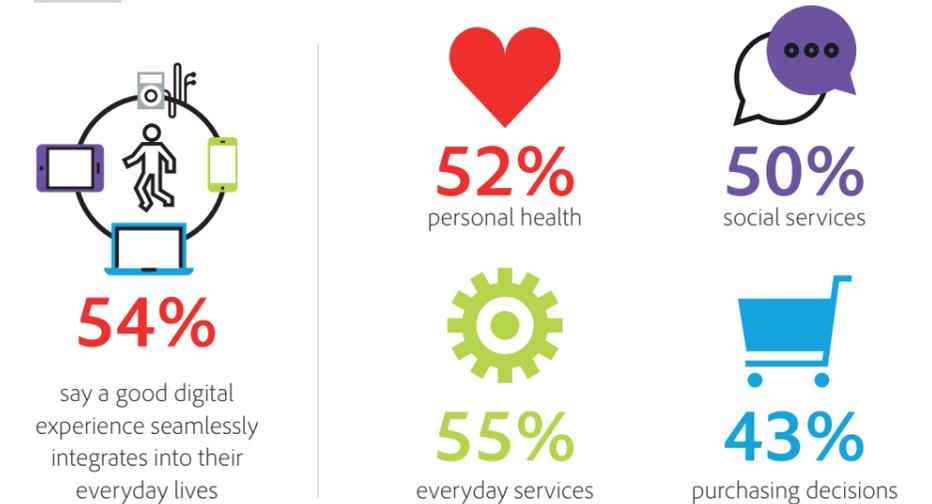
In terms of allowing an individual to track their personal progress, Oliver spoke about a possible application for AR for health and fitness reasons,

“If I were to lose weight and set a target of losing two stone in two months, an AR app by analysing my current body condition and data that I would comply with during the period of a weight loss could show me a projection of my future self. This could be a very powerful motivational tool that works as a constant reminder about what I’m working towards. Additionally, by injecting new data about exercise and diet my predicted fit avatar would update according to what’s going on in reality.”

While for now the above statements may seem like fantasies, they are good examples that display the schism that exists between a lack of technically sophisticated knowledge amongst the general public regarding what is possible and what is expected. But, a surprising amount of GB adults surveyed online seem to want to engage more, saying they would be happy to help ‘teach’ a machine if the feedback improved a number of elements in their lives like personal health (53%), social services (50%), everyday services (55%) and decision-making around purchases (43%). [see figure 4]

TEACHING MACHINES

FIGURE 4





To learn and to teach are different sides of the same reciprocity coin. In order to teach machines to help us to become our best selves, we need to learn their inner workings; and there is much to learn about the private lives of machines.

While it's too early to call at this stage, exactly one year after introducing coding classes in the UK, Python overtook French as the most popular language taught in primary schools.¹¹ This could be an indication that the next generation of consumers are likely to have a more sophisticated knowledge of how computers work and, consequently, embark on a more meaningful relationship with technology in the future.

While having advanced knowledge regarding the inputs machines require is important, being able to interpret the outputs is just as essential. Coding is only one half of what makes up digital literacy, understanding and knowing how to use or execute on the results is the other. As the outputs produced by these emerging technologies become more complex, multiple interpretations start to become a possibility.

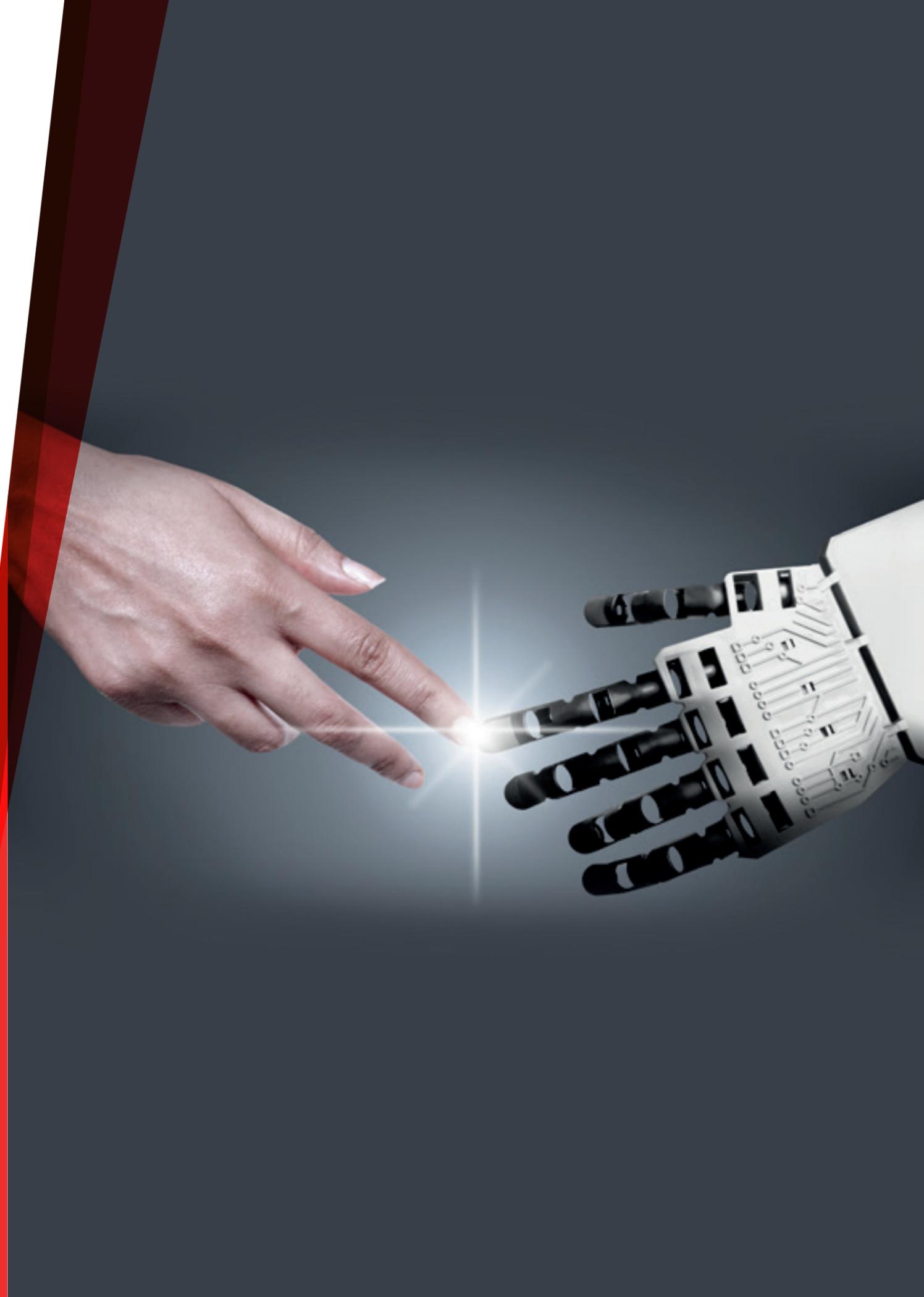
For now, emerging technology needs to focus on providing helpful, practical, personal and progressive experiences in order to encourage repeat engagement. These four factors come back to an existing discussion point; empathy. Taking a meaningful, needs-based approach to design and creation of experiences that promote positive, transformational effects in someone's life is the quickest way to making them fall in love and commit for a lifetime.

Emerging technology needs to focus on providing helpful, practical, personal and progressive experiences

ADOBE'S TAKE

The emergence of artificial intelligence or machine learning is full of exciting opportunities and new possibilities. When machines become more intelligent, humans are freed up to become more creative or more productive, and as the participants in this project show, there is an appetite for this. At its most fundamental, AI is about the data and the science behind it. The more data that is fed in the better machines will become in terms of usefulness to individuals and businesses. This is in action today, every time we get a recommendation or use an app to help us manage our lives. For businesses, AI has a huge part to play; we use data science algorithms to help us uncover unexpected patterns from billions of data points and then develop applications that give creatives more freedom to create and marketers the rich insight they need to develop deeper and more meaningful experiences for customers.

JOHN WATTON, ADOBE



Adaptability

The key to remaining relevant



- Technology must understand customer context and intent as an enabler of experiences
- Organisations adapting and integrating technologies at all levels of planning and customer engagement
- Integration of products and services across businesses, sectors, and markets
- As consumers' on and offline worlds collapse so must businesses' internal boundaries and departments

“The experiences that have a lasting effect are those that have an unmediated, direct effect on people.”

Scott Smith, Managing Partner of Changeist and Visiting lecturer at IED Barcelona

As new content-creating tools emerge, brands must adapt. And fast. The future of consumer experience must and will involve these new technologies. Co-operation between products, services, hardware and software is essential.

While brands and technology are not culture, they help to shape it. For decades, brands have had the ability to influence our ideas and values. But now the scales are tipping towards technology products and services. In order for brands to stay relevant, they need to start closing the gap between the boardroom and the silicon valleys and roundabouts of the world.

Being adaptive is about both offering the consumer more connected digital experiences and brands recognising that technology is not just a set of tools but a portal to relevance and transformative customer experiences.

Amongst our participants, there was a mix of awe, confusion and frustration at the apparent lack of connectivity in their day-to-day life after experiencing the power of AR through a smartphone app or the effect a few recipes had on saving time when they used the free service, If This Then That.¹² Sapphire, a research participant said,

“Experiencing this technology caused me to reflect on the role of clothing – given the technology now at our fingertips it seems quite strange that our clothing hasn't evolved more quickly to incorporate uses beyond the primary functions.”

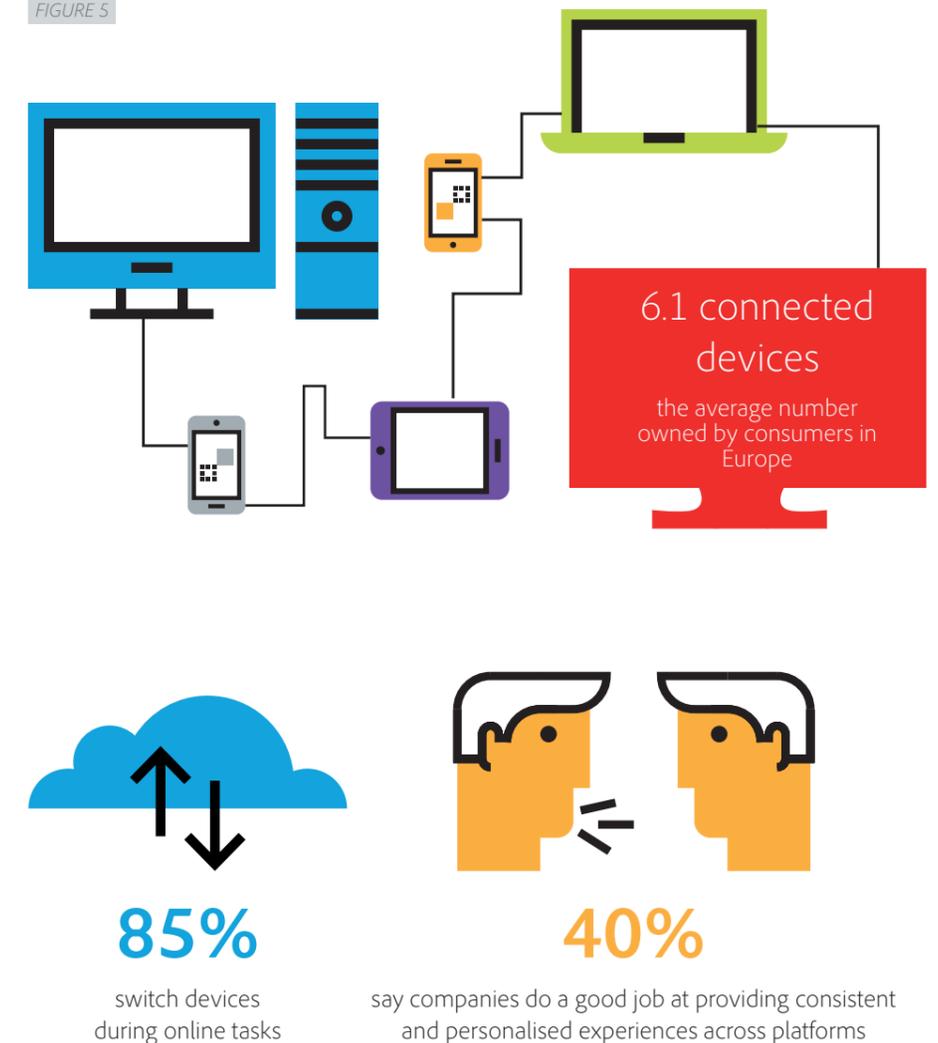
Being adaptive is about both offering the consumer more connected digital experiences and brands recognising that technology is not just a set of tools but a portal to relevance and transformative customer experiences

Our physical worlds and digital worlds are collapsing into one. This 'collapsing' of online and the offline worlds, along with the desire for both worlds to collapse even more, can present itself as a bit of a poisoned chalice

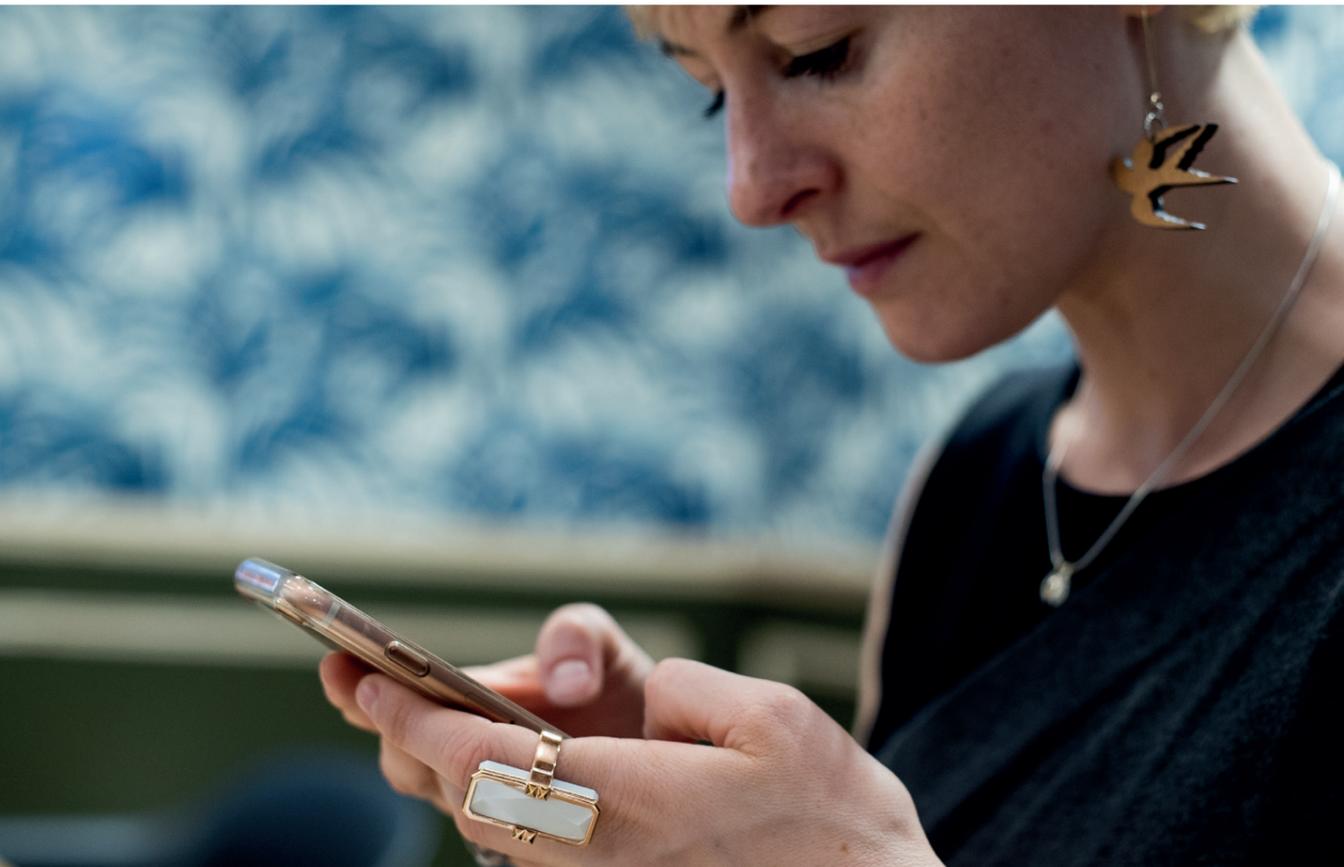
Peter McRobert, founder of Pixie Labs, echoed what our participants felt when they used these tools, "Our physical worlds and digital worlds are collapsing into one." This 'collapsing' of the online and the offline worlds, along with the desire for both worlds to collapse even more, can present itself as a bit of a poisoned chalice. For many companies, co-operation between departments is hard enough. The kind of collapsing we're describing requires partnerships and collaborative offerings at a level that is still a challenge for businesses today. This is about integrating the products and services of one company in a strategic and seamless way with the products and services of another. This kind of partnership will take many businesses into industries they don't operate in or know anything about.

SEAMLESS EXPERIENCES

FIGURE 5



Demands and expectations from the public will force the market to adapt and new strategies and processes will need to be implemented for this kind of seamless integration to occur. In Adobe's latest report, Adobe Digital Index (ADI) EMEA Best of the Best 2015, it was found that European consumers now own an average of 6.1 connected devices, and use three of these daily, across multiple operating systems. 85% of us also now switch devices during online tasks. Despite these trends, brand experience across devices is not stacking up, with only 40% saying that companies are doing a good job at providing consistent and personalised experiences across platforms. [see figure 5]



For experiences to appear to be seamless, what happens behind the scenes needs to be frictionless. But silos have become something of an institution in businesses and they are financially incentivised to stay that way. John V Willshire, founder of Smithery, a strategic design unit in London says it's about creating a global standard. He said,

“There needs to be a moment around these technologies where people say, this is the standard. In the same way that there is a USB standard and how we all now work to this. Until we get to more open standards we're not going to unlock the power of all these different things [technologies].”

A truly adaptive business is one that moves across the boundaries of material, time and operating systems and is able to create both private and social experiences. The business who is able to do this, will win not only the attention of consumers, but their love, loyalty and a spot on their social feeds.

Through our online quantitative research a further fascinating pattern emerges of the offline and online worlds which highlights that while there is an increasing acceptance, and in some cases preference, for technology-enabled interactions, people still highly value interaction in the physical world. The winners will be those brands that can bridge these two worlds and continue to adapt as technology and consumer preferences evolve, while still providing a seamless and personalised experience. When asked whether they prefer engaging via a human or a machine; [see figure 6]

For decades, brands have had the ability to influence our ideas and values. But now the scales are tipping

HUMANS VS MACHINES

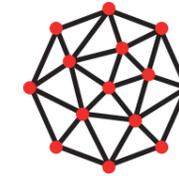
FIGURE 6

Communicating with others and building relationships



62% via a human
13% via a machine

Building relationships



65% via a human
6% via a machine

Making purchases



35% via a human
30% via a machine

Receiving lifestyle recommendations



28% via a human
39% via a machine

Using everyday services, like banking



29% via a human
47% via a machine

ADOBE'S TAKE

One of the areas where adaptability is at its most visible is in the retail environment. For the past few years, retailers have rushed to adapt to the new ecommerce model but we are increasingly seeing the pendulum swing back towards a balance between the online and off-line experience. Retailers have realised that stores have an important role to play in the lifecycle of the consumer decision with the trends moving towards showrooming and digitally-enabled stores. Many are increasingly understanding that stores can be a great place to gather digital data about their customers and how they make decisions. Going further, at Adobe we're working on the concept of an adaptive store, that is a digital changing room that identifies the shopper, their physical measurements, what they are wearing and their purchase history. Using lookalike modelling, the algorithm can make recommendations based on size, style, colour preferences and link that to availability of the item in the store. This is all about aiding discovery and providing inspiration for shoppers.

VIJAYANTA GUPTA, ADOBE

Acknowledgements

The Future of Experience is a research collaboration between Adobe and researchers at the Institute of Management Studies at Goldsmiths, University of London. The project aims to explore the impact emerging technologies are having on experiences - both offline and online - and better understand the experiential intersections of brands, technology and people.

The research was directed by Dr Chris Brauer and led by digital sociologist Lisa Talia Moretti with contributions from research assistant James Bird, research associate at Holition and University College London Ana Javornik, anthropologists Ricardo Leizaola and Louise Boer and Dr. Jennifer Barth.

Methodology

The research used a wide-range of ethnographic methods to capture a tapestry of rich personal and qualitative data. These methods include experience sampling, focus groups and workshops, interviews, on-site field observations and desk research.

Twelve dedicated participants drawn from the general public took part in a concentrated eight days' worth of digital experiences ranging from wearable technology, augmented reality, virtual reality, creative artificial intelligence and Internet of Things. The blend of ethnographic methods used harnessed the power and impact of on-site observations and experiences of each of the above mentioned technologies and allowed the research team to monitor and evaluate the use of digital experience technology in the daily lives of respondents.

Each participant completed a pre-selection survey to ensure both fit and diversity standards were met. Participants provided the research team with data in three ways: in-person while experiencing the above technology, via WhatsApp to capture unstructured, in-promptu thoughts following their digital experience, and via email to answer five set questions to capture processed and structured thoughts and feelings three to five days after each digital experience.

Alongside this intense fieldwork, the team also interviewed a series of subject matter experts, including strategists, marketers, event organisers, futurists, artists and filmmakers, and those leading the digital experience revolution; the CEOs, founders and creators of these technology products. These interviews were used to provide perspective and context on the current marketplace and future projections as well as to complement the feedback we received from participants.

Finally, the insights from the ethnographic service design were verified quantitatively through a survey amongst a sample of 2,067 nationally representative GB adults 18 years and older. All figures for the quantitative study are from YouGov Plc. Fieldwork was undertaken between 24th - 27th June 2016. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

Appendix A: Technology Specifics

Technology	Wearables	Virtual Reality	Augmented Reality	Creative Artificial Intelligence	Internet of Things
Product	Altruis by Vinaya	HTC Vives	L'Oreal Makeup Genius app, Snapshot app, Seene app, Dulux Visualizer app	What If Machine by Computational Creativity Research Group in the Department of Computing at Goldsmiths College, University of London	If This Then That (ifttt.com) and Word by Word, the Tweeting typewriter by Pixie Labs.
Where	Personal use by female participants	Rewind agency (St Albans)	At researcher's office at WeWork (London)	At researcher's office at WeWork, (London)	At researcher's office at WeWork, (London) and Shakespeare's Globe (London)

Appendix B

Names and titles of the SMEs interviewed

- Pete Trainor, founder and director of HCD, Nexus
- Joachim Horn, founder, SAM labs
- Amanda Buglass, independent filmmaker and director
- Moritz Waldemeyer, Owner/Head Of Design, WALDEMEYER
- Kate Unsworth, co-founder and CEO, Vinaya
- Stefano Lai, Worldwide Communications Director, Ferrari
- Scott Smith, Managing Partner at Changeist and Visiting Professor/Programme Coordinator, Innovation & Futures at IED Barcelona
- John V Willshire, founder, Smithery
- Wilhelm Fismer, Managing Director and Owner, Limbik and Skript
- Clayton Swanepoel, co-founder, Verb Media
- Lyndon Miller Pegs, co-founder, Verb Media
- Natalie Kane, Communications & Programme Officer at FutureEverything, Researcher in Critical Futures at Changeist
- Solomon Rogers, REWIND Founder/CEO | VR Specialist, Director, Creative Technologist, CGI / VFX Supervisor & University Lecturer
- John Watton, EMEA Marketing Director, Adobe
- Vijayanta Gupta, Head of Product & Industry Marketing and Industry Strategy - Adobe

References

1. How to be empathetic, <https://www.psychologytoday.com/blog/what-would-aristotle-do/201505/how-be-empathetic>
2. Technology: Does it breed or kill empathy? <http://www.stanforddaily.com/2010/10/28/technology-does-it-breed-or-kill-empathy/>
3. Gender Swap, Be Another Lab (2014), <https://vimeo.com/84150219>
4. Design Practices in Virtual Reality, <https://uxdesign.cc/design-practices-in-virtual-reality-f900f5935826#nhtdmwsa3>
5. The Biological Power of Push and Pull, Pete Trainor at TedxWarwick (2015), <http://www.tedxwarwick.com/talks/talk.php?year=2015&id=15>
6. Beware online "filter bubbles", Eli Pariser, https://www.ted.com/talks/eli_pariser_beware_online_filter_bubbles?language=en
7. Scholz, J and Smith, A.N (2015). Augmented reality: Designing immersive experiences that maximize consumer engagement. Kelley School of Business, Indiana University.
8. The dark side of wearables: How they're secretly jeopardizing your security and privacy <http://www.techrepublic.com/article/the-dark-side-of-wearables-how-theyre-secretly-jeopardizing-your-security-and-privacy/>
9. Altruis by Vinaya, <http://www.vinaya.com/#altruis>
10. Designing The Next Generation Of Wearables, With Women In Mind, <http://www.fastcompany.com/3023021/internet-of-things/designing-the-next-generation-of-wearables-with-women-in-mind>
11. Coding in the classroom: Python overtakes French as most popular 'language' in primary schools, <http://www.ibtimes.co.uk/coding-uk-classroom-python-overtakes-french-most-popular-language-primary-schools-1517491>
12. If This Then That, <https://ifttt.com/>



For more information:

Website: www.adobe.com/uk

Blog: blogs.adobe.com/digitaleurope/

Twitter: [@adobemktgcloud](https://twitter.com/adobemktgcloud)