

Two Trends To Watch

1. Anticipatory Design

Current Anticipatory Experience:

1. Choose a restaurant (Foursquare)



2. Make a reservation (OpenTable)



3. Email confirmation automatically saved to Calendar



4. Google Maps sends notification to leave at 7:30



5. Maps suggests Uber w/direct call

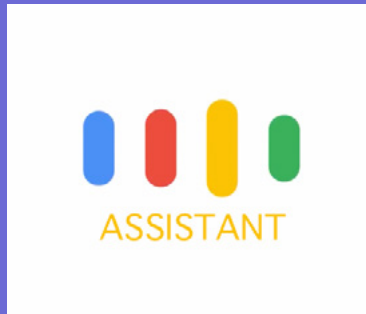


6. Uber arrives and drives to restaurant

Currently, Content is King



Soon, Context will be King



amazon

Right Around The Corner:

1. Mobile wakes you up, shows schedule & news
2. Mobile triggers coffee machine
3. Coffee machine orders more coffee
4. GMaps sends alarm to leave on time & calls Uber
5. Apple's Finder collects relevant documents
6. Meeting starts and phone sets "Do Not Disturb"

Decision Fatigue

But, How Can We Discover
New Things?

Not To Mention Privacy Issues

2. Hardware: Small and Cheap
Software: AI Comes of Age

