

Press Contacts

Emma Wilkinson
Adobe
01628 590 208
emmaw@adobe.com

Red Consultancy
020 7025 6671
adobeteam@redconsultancy.com
Follow us on Twitter: [@AdobeUK](https://twitter.com/AdobeUK)

Media Alert

The Future of Experience: Adobe and Goldsmiths University reveal the impact of emerging technologies on consumer experiences

More immersive and personal technologies require new rules of engagement for creating great experiences

LONDON, United Kingdom — July 7, 2016 — Adobe today launched 'The Future of Experience' report revealing the new rules of engagement when it comes to creating great experiences using a range of emerging technologies such as virtual reality (VR), augmented reality (AR), artificial intelligence (AI), wearables and the Internet of Things (IoT). Carried out by Goldsmiths University of London, the study used a mix of research methods including workshops with consumers, interviews with technology experts and quantitative research online with over 2,000 UK adults in Great Britain*. The findings identified five new dimensions for brands to consider when it comes to creating experiences of the future:

Empathy: Creating deep and meaningful relationships

The research found that with these new technologies, especially VR, creating more immersive and deeply private environments that impact on both physical and mental states, brands will need to practice extreme empathy. Participants felt that these technologies have the unique ability to lend themselves to developing more meaningful experiences, with 32% of GB adults saying that this is the top attribute of a great experience followed by personal (19%).

Serendipity: Using technology to aid discovery and surprise

The study found that emerging technologies should be used to create experiences that fuel imaginative thinking: all participants, regardless of the technology used, reported their potential in making them more creative as well as allowing them to discover new things. This is backed up by nearly two thirds (64%) of the adults surveyed online who said that a good digital experience allows them to discover new and unexpected things that they like and love. Elements of serendipity in an experience will build authenticity and, as a result, trust in brands.

Privacy: Technology enabling people to experience private moments

Over half (52%) of those surveyed agreed that a good digital experience empowers them to use technology to not only connect to the world, but disconnect from it. While it facilitates deeper relationships with the external world, emerging technologies like VR and wearables are also empowering consumers to create their own private digital worlds, where they choose the brands they interact with based on the quality of the experience offered.

Reciprocity: AI has the ability to radically change experience, but we need to teach it

The research also found participants were excited about the possibilities AI applications presented and recognised the reciprocal nature of the relationship. Over half (52%) of the survey respondents said they would be happy to help 'teach' a machine if the feedback improved a number of elements in their lives like personal health, social services, everyday services and decision-making around purchases. For now, the findings suggest that people will accept AI into their lives as long as the applications provide helpful, practical, personal and progressive experiences.

Adaptability: Using technology as an enabler for seamless experiences

Participants testing IoT and AI technologies were excited about their potential in terms of making life easier, but frustrated that the experiences were not as straightforward and seamless as they wanted. Brands must therefore adapt to provide seamless, integrated experiences, not only across many different channels – both offline and online – but across products and services, and even entire markets. This multichannel requirement is highlighted in the retail environment particularly, where 35% of adults surveyed online said they preferred making transactions in person, 30% via a device and 32% stating no preference between the two.

John Watton, EMEA Marketing Director, Adobe says: *"Digital transformation has presented enormous opportunities for businesses to reach customers in more meaningful and personal ways. What we wanted to understand through this research was the opportunity for brands to use new techniques and channels to build deeper relationships. It's clear that the potential is enormously exciting but these new experiences must be built with great care. What doesn't change is that we must stay absolutely focused on the customer, show that we know, value and respect them and give them experiences that are consistent, personal and surprising."*

Chris Brauer, Director of Innovation and Senior Lecturer in IMS at Goldsmiths University, says: *"The research shows people want experiences facilitated by technologies that enhance the flow and meaning in everyday life. The call-to-action is for experiences that are empathetic, learning, and adaptive. Emerging technologies are set to transform how we live, learn, and understand. Instead of dehumanising through technology, the future of experience is about technology supporting and amplifying the best qualities of our humanity."*

To download The Future of Experience report, visit <http://adobe.ly/FutureOfExperienceReport>.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/uk.

###

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 post 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 adults 18 years and older. All figures from 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+).

© 2016 Adobe Systems Incorporated. All rights reserved. Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.