FUTURE GAZING

Trends Forecast 2020

2020

FLUID OFFERINGS

Traditional business models will have to be re-designed around dynamic user needs due to rising single households and changing lifestyles.

CONSCIOUS CONSUMER 2.0

The consumer has moved from 'preaching' about environmental concerns to 'practising' & shifting to brands which align to their values.

WE, US, OURSELVES

Future offerings will be expected to serve across a wider user base & include the niche sections of society that were not catered to earlier.

Millenialls & GenZ are constantly looking for new immersive experiences which can excite & captivate their attention to combat the stresses of a modern life.

User Experience in personal devices will be expected to proactively assist the user to maintain a healthy lifestyle instead of adding to the dependency & addiction.

EXPERIENTIAL ESCAPADES

EMPATHETIC DEVICES

The year of 2018 marked a precedent of social inclusivity in myriad colors and made it a topic of national importance. Businesses globally, witnessed a huge backlash & criticism against exclusion & injustice, from a progressive community.

Inclusivity & diversity is making headway from mere tokenism to a consumer-driven, advantageous and robust business imperative.

In 2020, inclusive marketing, advertising, products & service design, which is tailored to & representative of the needs of diverse population, will be the focal concern. Brands will need to break stereotypes and target the niche, under-represented groups which vary culturally, spatially & cognitively, through constant innovation.

- Target niche, under-represented user groups.
- Be micro-sensitive to user sentiments & needs.
- Include the diversity & be a brand with a cause.

WE, US, OURSELVES

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Shrinking family support structures in nuclear households, inter-city dynamic displacement of working class, and fast-paced urban ecosystem, has led to heterogeneous mix of wants & pain-points amongst urban Indian consumers.

The future will further see a shift in household composition from nuclear-family to singles/couples only households, having young optimistic decision makers. Their consumption is based more on lifestyle considerations than on functional needs with the constant want to "keep pace".

Businesses in future will need to be open to adapt & identify these dynamic lifestyle cults to offer fluid products/services, which can be personalized on a micro-level. The consumer will be the dictator of what kind of product or services he needs & will want freedom to make changes to achieve his preferred experience.

- Break traditional business models & innovate by listening to the consumer.
- Identify momentary markets to capture dynamic needs of the consumer.
- Offer services/products based on lifestyle wants, than functional needs.

FLUID OFFERINGS

The Conscious Consumer 2.O believes in "doing their bit, than preaching" & is seeking out ways to switch in consumer preference from harmfully produced products to local & organic. People are paying a premium to get access to healthier products/services.

They choose brands which resonates with their philosophy & provide options which do not harm people or the planet. There's shift from "designing for trash" to "planet centric design."

Going ahead, brands will have to re-innovate responsibly & design intelligent reusable products & services that keeps the planet and user at the center of benefit instead of profit. Future of brand packaging will lie in sustainable practices and materials through light
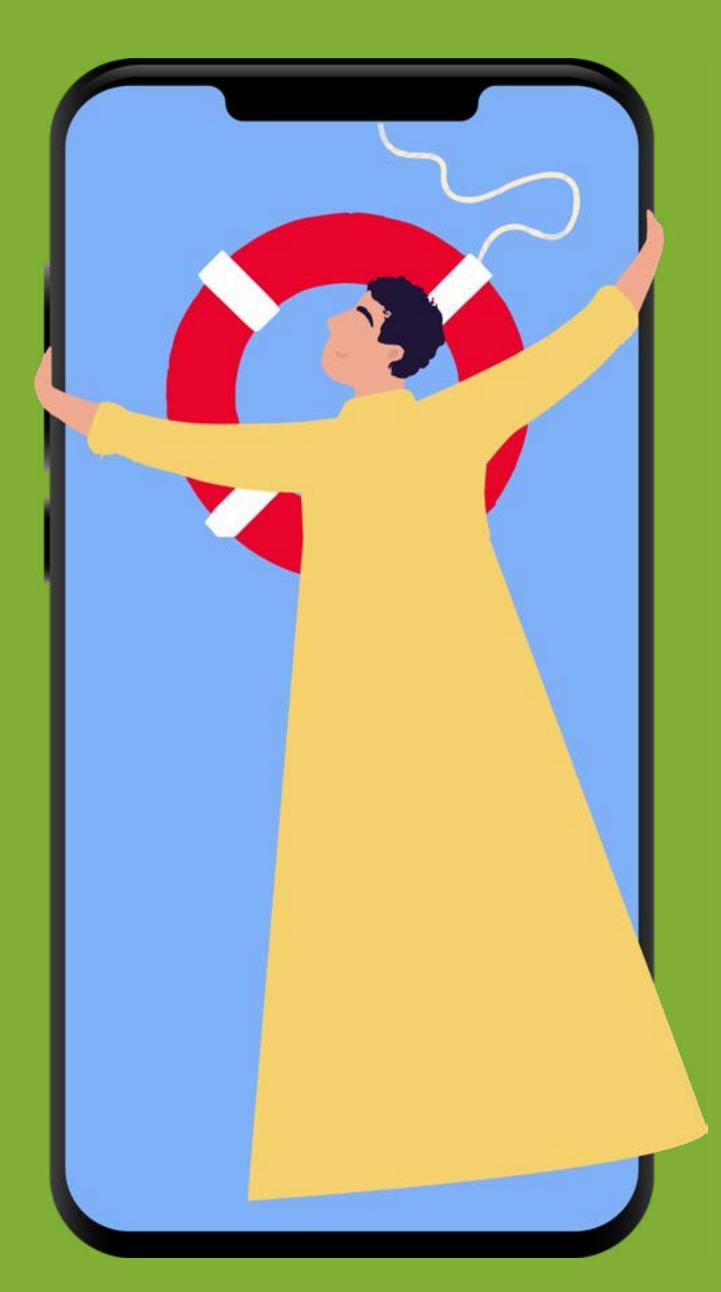weighting, minimizing parts, refilling SKUs and incorporating recyclable resins to help achieve sustainability.

- Re-think cradle-to-cradle life cycle & shift to "planet-centric design".
- Offer guilt-free products/services to consumer, helping them contribute to a purpose.
- Align brand image to ethics & values consumer believes in to earn trust.

CONSCIOUS CONSUMER 2.0

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Un-tabooing & promoting mental health issues has eased people out in openly talking about it on a national level. Where constant addiction to social media & dependency on smartphones is
becoming infamous, technology on another parallel is attempting to become a helpful interface to combat such issues.

Scaling access to vital mental health services for seeking reliable/certified help, meditation apps that pings user to take a break from the rut and breathe, Zen/shut down modes in mobiles &
Alexa becoming a secret mediator between patient & therapist, are one of the few ways digital wellbeing is percolating in consumers.

It will be a growing expectation from consumers that the user experience should support mental and physical health in such a way that it promotes healthy use and proactively assists the user to maintain a healthy lifestyle instead of adding to it.

• Design empathetic UX/UI which encourages healthy use of personal devices.
• Empathise with user's mental health to identify need gaps in digital wellbeing.

EMPATHETIC DEVICES

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Led by Millennials & GenZ, today, the experiential value of a product has become a benchmark for the consumer-facing industry. Over the years, there's been a progressive movement where consumers want to experience new emotions, and feelings as they use the products, not just consume.

Facebook is constantly improving its customer experience by letting Instagram, Facebook & Whatsapp smoothly interact with each other.

In a world where a consumer is distracted easily, immersive experiences will amplify the
interaction & retain the connection between brands and their customers. Brands will need go beyond simple consumption & add meaning & a sense of purpose to the product/service, spread across the entire customer journey, and experienced by its consumers.

- Captivate the changing consumer by providing seamless curated experiences that Wow them.
- Retain the connection by re-innovating to provide progressive experiential value.

EXPERIENTIAL ESCAPADES

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Research Domains:

• Consumer Research & Ethnography
• New Product Innovation
• India Entry / Emerging Markets Strategy
• Trend Research and Forecasting
• Service Design
• Branding & Strategy
• User Experience Design
• New Packaging Innovation
• Usability Testing & Design Validation

This report is created by Tata Elxsi's Research & Strategy team.

Tata Elxsi's approach to research draws from over a decade of work, in which it has developed its own systemic and user-centered approach to research and innovation. Our research processes focus on uncovering latent needs, understanding user patterns, behaviours, expectations and desires in order to innovate in strategic business, service, product and system solutions.

The research and insights team is equipped with strong knowledge and experience, which allows us to look at the research and innovation objectives much more holistically and analyze research data seamlessly. This enables us to constantly help organizations make sense of the local users' lifestyles, their cultural and socio-economic scenarios, as well as their needs and preferences.

As a part of our research practice, we have worked with organizations towards identifying opportunities for innovation and design for both global and local markets, decoding environments and scenarios, tracking trends, proposing product and service strategies among others.

For more information, please visit www.tataelxsi.com/consumer-research&strategy or write to us at info@tataelxsi.com .

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