NO INTERFACE

Speech, gesture, touch, sight – why interactions with technology are FINALLY set to become truly natural and intuitive.
ICICI Bank’s telephone service identifies account holders via voice recognition. The accelerator pedal in the Mercedes-Benz S550 Hybrid vibrates when driving mode is about to switch from battery to gas. RideOn augmented reality ski goggles project digital information in front of the wearer’s eyes.
It feels like it’s been a lifetime since smartphones started radically transforming the lives of people across the globe.

OK, it’s about eight years. Still, now that many of the behaviors around mobile are firmly established – and highly visible – it’s possible to take a step back and assess the impact of this revolution.

One way of looking at all this? Yes, mobile has been a revolution in myriad ways, including the explosion in the volume of content available to on-the-go consumers. But the human experience of reading on a mobile device?

Still holding a rectangle. Still looking down.
The average smartphone user checks her phone 221 times a day.

TECMARK, OCTOBER 2014.
The problem is that the volume of information and digital task-management — news alerts, WhatsApp messages, Uber arrival notifications, viral videos, and on, and on — is just too great.

No, this is not about too much information: after all, apps can be deleted and behaviors can be stopped — if that’s what a user wants.

Rather, the digital revolution has made available too much truly great information and functionality.

Connected people — they, you, all of us — are trapped in a paradox: the digital information and functionality that we love is becoming so behaviorally, socially and cognitively intrusive that it’s starting to impact on our relationships, productivity, ability to concentrate — we could go on (and yet we still want more!)

No wonder rising numbers of consumers are looking for a new approach.

That's why your (useful, entertaining, informative, utterly addictive) phone is ruining your life.

Or, at least, that's how it's starting to feel for many consumers.
DEFINITION

NO INTERFACE | Determined to feed their ever-intensifying addictions to digital information AND live in the present moment, consumers are demanding new, more natural forms of interaction with technology. That means devices they can talk to, notifications they can feel, information that’s a part of the world around them – and much more!

Truly natural, intuitive interaction with technology has always been the dream. That is, interaction so natural, so human, that it needs NO INTERFACE.

So what’s different now? In 2016 NO INTERFACE will finally become a reality, thanks to the powerful convergence of primed user expectation and new technologies that are both fueling and serving the need for more natural interactions with tech.
We know what you’re thinking... Yes, Glass was a misfire. But the consumer expectations that Google were trying to tap into – no more staring down at your screen! Super-fast, natural interactions! – are very real.
Now, a whole host of (next generation, mobile first, emerging market) innovators are applying this trend.

In March 2015, Alibaba CEO Jack Ma demonstrated technology that will allow users to pay ‘selfie style’ using smartphone face recognition.
WHY NOW

First, users are primed and ready.

Heavy (and rising) device use, digital services than run in the background, and voice search are all priming users to demand NO INTERFACE solutions.

So why are NO INTERFACE interactions becoming a real concern for ordinary users (rather than just a tech-geek fantasy)?

Consider: time spent on devices is still rising. Across 30 markets, time spent on mobile devices is at an average of 1.35 hours per day, up from 40 minutes in 2012 (GlobalWebIndex, January 2015).

Something has to give. Consumers know that if they are to continue – indeed, intensify – their love with tech, they need newer, faster and more intuitive ways to interact with it.

Meanwhile, the mainstreaming of contextual, anticipatory services (such as Google Now) has made smartphone users accustomed to the idea that digital services should be unobtrusive. Combined with the rise of effective voice interaction, that has primed device users to expect more NO INTERFACE innovation.
40% of adult smartphone owners use voice search to ask for directions, 39% to dictate a text message, 32% to make a phone call, 23% while they are cooking.

GOOGLE MOBILE VOICE STUDY, OCTOBER 2014
WHY NOW

Second, new technologies are ramping up user need for NO INTERFACE tech – and providing new answers.

Wearables and the Internet of Things are about to change the game.

Think consumers have more information than they can handle now? Wait until multiple household objects are online and sending notifications.

The Internet of Things, wearable devices and beacon technology are about to send a whole new avalanche of notifications, alerts, data, deals and more to the screens of willing consumers. One indication of the what’s to come? Tech analysts forecast that 4.9 billion connected objects will be in use in 2015, up 30% on 2014 (Gartner, November 2014).

But while new technologies are fueling the consumer need for more intuitive interactions with technology, they are also providing new solutions. Yes, there’s the tap on the wrist (will it become the standard NO INTERFACE notification?), but also connected objects that respond to voice, Sat Navs that bring augmented reality to driving, tablets that understand gestures (all below) and much more.
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FIND OUT MORE
FEATURED INNOVATIONS

VOICE

There are few interactions faster and more natural than simply talking.
FEATURED INNOVATIONS: VOICE

Amazon Echo
Always-on smart digital assistance device
FEATURED INNOVATIONS: VOICE

ING
Mobile banking app can be controlled via voice
FEATURED INNOVATIONS: VOICE

Moto Hint
Bluetooth earbud allows voice control of smartphone
FEATURED INNOVATIONS: VOICE

OneTravel

In-app voice activated travel agent will search for and book flights

Enter a U.S. or Canadian Phone #

Text Me the FREE App! available on iPhone and Android. Standard TEXT message rates apply

Access to Our Best Deals

Check Booked Flights On the Go
FEATURED INNOVATIONS: VOICE

**Ubi**
Always-on computer brings voice-activation into the home
Google Panda

The cute digital companion equipped with ‘state of the art emotional and conversational intelligence’ – may have been an April Fool, but the underlying truth is that consumers are ready for warm, fuzzy, voice-enabled interactions with tech!
FEATURED INNOVATIONS

GESTURE

Natural gestures make for a super-intuitive way to interact with devices.
FEATURED INNOVATIONS: GESTURE

Ring ZERO
Reboot of wearable ring that allows gesture control of smart devices
FEATURED INNOVATIONS: GESTURE

singlecue
Device allows gesture control of connected home
FEATURED INNOVATIONS: GESTURE

MotionSavvy
Tablet case facilitates sign-to-word communication in real-time
FEATURED INNOVATIONS: GESTURE

Microsoft Gestures
App allows gesture control of Windows Phone
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FIND OUT MORE
FEATURED INNOVATIONS

TOUCH

This time, touch interactions mean digital information that users can literally feel.
FEATURED INNOVATIONS: TOUCH

Apple Watch
Smart watch allows ‘taptic’ vibrating alerts
FEATURED INNOVATIONS: TOUCH

Mercedes-Benz

Vibrating accelerator pedal provides information on driving mode
FEATURED INNOVATIONS: TOUCH

TACTspace
App and device for sensory messages
FEATURED INNOVATIONS: TOUCH

Hug
App to send vibrating ‘hug’ to another smartphone user

Send a remote HUG that people can feel

Be closer no matter where you are!

Download on the App Store

GET IT ON Google play
AUGMENTED REALITY

New technologies are seamlessly blending digital information with the physical world
FEATURED INNOVATIONS: AUGMENTED REALITY

Microsoft HoloLens
AR headset integrates holograms with the physical world
FEATURED INNOVATIONS: AUGMENTED REALITY

Navdy
Display device projects apps onto car windscreens

Adam
Want to meet for coffee?

“Reply”
FEATURED INNOVATIONS: AUGMENTED REALITY

RideOn
AR goggles for skiers and snowboarders
So what does the rise of NO INTERFACE technologies mean for YOU?
A whole new world of notifications.

In a world where devices will tap, pulse and even warm their wearers, you have the opportunity to alert consumers in entirely new ways.

Deals and discounts? News? A simple buzz that says ‘we are nearby’? Get it right, and you’ll become part of a new ecosystem of intuitive information. Get it wrong, and you’ll enrage potential customers.
Consumers demand NO INTERFACE interactions with YOU.

Consumers who are interacting with the tech around them via voice, gesture and touch will quickly expect their interactions with you to be just as seamless. We saw how ICICI Bank, ING Netherlands and OneTravel have all responded with voice recognition plays. What’s your move?
Complex processes are reduced to ONE TOUCH.

OK, a one-touch interaction isn’t truly NO INTERFACE, but it serves the same expectations of speed, convenience and seamlessness.

Amazon Dash buttons will do it for e-commerce, while Xiaomi is partnering with Alipay so that its wearable Mi Band will offer instant one-touch payments. What can YOU reduce to one touch?
Faces become credit cards (and more).

The ultimate NO INTERFACE interaction? Just showing up! Advances in face recognition technology means customers will expect to be recognized on sight. While Jack Ma demonstrated Alibaba's 'pay with a selfie' tech in March, Apple quietly received a patent for using **facial recognition to unlock a mobile device**. Get ready for customer impatience to ramp up!
If you have any comments, suggestions or questions then please do let us know. Just email:

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