YOUR DATA MY SECURITY MARKETING INSIGHT VALUE SAFETY TRUST MONEY TIME HEALTH

Marion Koopman | February 3rd 2017
Global Wearables Shipment Forecast, By Device

Millions

- Smartwatches
- Fitness Bands And Other Activity Trackers
- Rest Of Wearables Market

Source: IDC, BI Intelligence estimates
Asleep
He will wake up in about 45 minutes.
De nieuwe generatie
Braun staafmixers
Global Connected-Home Device Shipments
By Device Category

BI INTELLIGENCE

Other Systems
Smart Appliances
Smart Home Security
Smart Home Energy

Source: ABI Research, TechNavio, Pike Research, BI Intelligence Estimates
BUT WHAT IF BIG BROTHER WAS WATCHING?
EASE + SAFETY + HEALTH

TIME + MONEY + DATA + TRUST
SHARING IS CARING
NEW BEHAVIOUR = (IF \(\frac{\text{TRUST} + \text{GAIN}}{\text{ANXIETY} + \text{OLD HABITS}}\) > 1)
Feeling like a tourist
Expensive hotels

Hire a hotel

Used to a hotel experience

Discover the world

Hire Airbnb

Feel home abroad
Budget options

TARGET

Resolve
Exploit

CURRENT BEHAVIOUR

Replace
Take away

J.T.B.D.

DESIRED BEHAVIOUR

Stranger-danger bias
SOCIAL PROOF
SOCIAL PROOF
AUTHORITY
URGENCY
URGENCY
SOCIAL PROOF
Book faster
+22.43% increase in subscriptions
TAKE OUT

1. START SMALL AND AGILE
2. CONTINUOUSLY GATHER INSIGHTS – QUALITATIVE AND QUANTITATIVE
3. BOOST TRUST AND GAIN
4. BREAK DOWN ANXIETY AND OLD-HABITS
DO GOOD AND FEEL GOOD ABOUT IT

YOUR DATA MY HEALTH

DONATE MONEY TO CHARITY

'I DON'T KNOW WHERE MY MONEY GOES'

DONATE DATA TO CHARITY

'I ALREADY GATHER DATA, IT'S EASY AND CHEAP'

CURRENT BEHAVIOUR

'THE KNOCK ON MY DOOR. I DON'T DARE TO SAY NO!'

Pains of the situation

Gains of the new solution

Desired behaviour

WHAT IF MY DATA ENDS UP IN THE WRONG HANDS!?

Habit of the present

Anxiety of the new solution

DO GOOD AND FEEL GOOD ABOUT IT

J.T.B.D.
THANK YOU

AND HAVE A GREAT, PRODUCTIVE AND INSPIRING DAY