



# FUTURE GAZING 2017

Trends that start out small can wind up transforming the way we live. These revolutionary changes equate to great opportunities for entrepreneurs and businesses. They can prosper from it if they are the first to spot and adapt to these major global societal and transformative forces. Following are the top ten India-centric trends that we, at Tata Elxsi, feel will determine the course of year 2017.



## Rhythm of Life

*Hurry if you must but take it slow*

Stretching time has become an aspiration, need and desire. The humdrums of modern lifestyles coupled with the fear of not living to the fullest, have left people wanting to exhale. People are looking to slow down and intensify the experience of living in the moment.

Breaking away from constant interactions, and indulging in unstructured activities is becoming a priority for urban populations. Engaging in experiences that lead to an inward journey of finding oneself while enjoying the present is gaining momentum. This notion of mindfulness is penetrating into all aspects of everyday living; from food, products, relationships, career, fashion, architecture and to ways of spending leisure time.

People will become more process driven and practice this lifestyle in their day to day chores. Other spheres of industry will also respond to this consumer sentiment bringing about a social change. From wellness holidays to conducive work environments that encourage this lifestyle, such ideas are set to become a norm.



## ALL-IN

*In the spirit of inclusivity*

Technology today is not only reinventing how people shop, bank, dine, and travel, but is also addressing socio-economic facets such as lagging economic inclusivity. With mobile phones, internet connectivity, and unique identification cards reaching far and wide, a conducive environment is being enabled for a greater comprehensive inclusion of unbanked population segments into the formal economic sector.

With bold moves from the government, like Jan Dhan Yojna and Demonetization, financial inclusion has taken centre-stage and is increasingly attracting interest from the private sector. Specialist phrases like “cashless economy” are being freely tossed into everyday discussions. Whether for compulsion or necessity more and more people are opening bank accounts, transacting online, and participating in today's connected economy.

As we move ahead in this new year, businesses, SMEs and start-ups will increasingly use digital finance as a transformative tool to bring about a cultural and socio-economic shift. Digital financial inclusion is gaining greater momentum and is bound to reach the last mile consumer in the most convenient and affordable manner, very soon.



## UBIQUITOUS COMPANION

*I'll be there for you!*

Technology has become an innate part of one's culture, self and being. This human-machine coexistence has left people craving for an emotional connect and acknowledgement. With automation and voice commands seeping into different parallels of lifestyle and industry, today technological advances not only aim at providing intelligent assistance but also at being empathetic.

Brands and businesses are making the mundane jobs engaging, reducing human efforts while building 'trust' and companionship. Accessing on-the-go services is becoming as effortless as talking to a friend, escalating human-machine interaction to a totally humane level.

Technology in future will not only establish emotional connections with the humans, but will also assume diverse roles by offering assistance, companionship, training, coaching and counselling while becoming more responsive and sensitive towards human needs.



## LORE

### *Seeking solace in the familiar*

The cloying homogeneity resulting from an era of aping the west has brought forth a parallel inclination towards localized and regional inspirations. With cities embracing greater ethnic, geographic, regional and religious mix of people than ever, there is an urge to unravel hidden micro-cultures that were neglected in 'global' pursuits.

This desire to cherish the vernacular is bringing nuances of regional offerings to the forefront- be it language, art, design, food, fashion, entertainment, sports or more. People now are willing to restore into vogue traditional techniques and flavours of a forgotten past, safeguarding the subtle evidences of their heritage and lineage as an identification of their personal nook in history.

Riding on this sentiment many people as well as brands will increasingly go local. Cultures will adapt sub-cultures of other regions without losing ground of their own. In this course to discover the undiscovered, to marry the old with the new, micro-cultures will entwine with our 'smart' lives and would be nurtured to be kept strong.



## VIRTUAL DNA

*First Impression is the last impression*

Security and privacy have become a top concern for technology professionals and consumers alike. The potential threat of fraud and easy duplication of quantifiable physical data, is giving rise to anxiety and cynicism amongst people. Individuals spending an increasing amount of their time and effort on authentication tasks has led companies to innovate and address these new challenges in security.

New innovations towards protecting privacy are emphasising on human behavioural attributes rather than physical quantification. Measuring behavioural attributes such as the force and accuracy of tapping a key, or the speed of typing, is adding new layers to security, making it difficult to mimic.

Industries like finance, insurance, banking, healthcare and government institutions would take charge by incorporating behavioural biometrics for verification. This highly convenient and continuous process of verification will seamlessly fit into modern lifestyle shifting the focus from what user knows to what the user does.

## MAX IT OUT

### *Living to the fullest*

Definition of what is essential has changed for the urban youth. Brought up to believe that no expense is too much for their happiness, urban millennials are internalizing the idea of living once and to the fullest by maxing out on life. Not that there is a reckless attitude towards life or work, it is the redefinition of values and parameters of success and aspiration.

Embracing visual forms of success, trading up their choices from unbranded to branded, from mass to premium, and eventually to luxury even when the money is tight, seems to be this brigade's mantra. Constantly seeking change, living pleasure to pleasure, this group is choosing constant reinvention of self as an expression of their success even if this comes at the cost of compromising on needs that were basic for previous generations, of food, shelter, healthcare and so on.

The way investment is viewed is set to change as this generation will only build wealth to spend it all. This behaviour will be reciprocated by brands and business, by providing plethora of services and products that will thrive on current attitude.

## LIFE LOGS

### *Self-Metered healthcare*

In the era of the quantified self, no health metrics are off limits. With wearable fitness technology, at-home monitoring devices and advancements in data sensors, consumers are taking control of their own health and physical needs. Further, the increasing involvement in managing ones health, fitness and preventive care is bringing sophisticated remote clinical technology in everyday routine.

From personal fitness to surgical robots, IoT is bringing innovative new tools and efficiencies into the ecosystem resulting in more integrated healthcare. The focus is not only at embracing prevention, but also reducing consumer's time, energy and money to stay healthy. There is a surge in development of highly intelligent, non-invasive sensors that stream adherent data directly to doctors.

With the amalgamation of predictive medicine and IoT, the patients might receive advance alerts to visit the hospital. IoT-powered healthcare will allow patients to get expert medical advice without physically visiting the doctor. With such aids to rescue, a future of blurred boundaries between hospitals, patients and doctors is being enabled by technology today.



## POST-TRUTH

*Feelings over facts*

The play of emotions and personal beliefs is gardening the atmosphere of a new era. Abundance of information, partial factual knowledge, excess of choices combined with one's beliefs is mounting apprehensions on whom and what to trust. The debate is framed as a contestation between two narratives than logic or evidence.

Fragility of emotion-driven decisions without applying rational is leading towards refrainment and protectionism. This frail environment is giving rise to 'Post-Truth'; where one cherry-picks data and comes to whatever conclusion one desires.

The phenomenon is not only evident in politics, brands and business claiming moral high grounds are beginning to pick up on this sentiment and hitting the emotional nodes of consumers with their marketing gimmicks.



## HAND-IN-HAND

*Redefining marketing through collaborations*

Collaboration is the new key to consumer experience. With the new age consumers constantly looking for excitement and novelty in services and experiences, traditional marketing approaches are being shaken. Brands are reading consumer behaviours like never before and building ecosystems to nurture and support a full range of consumer experiences.

With an ulterior motive to impressionate consumer minds and increase revenues, brands and businesses that share similar strategic views are playing up on each others strengths to come up with innovative offerings. Whether it is the experience of gourmet in a taxi or holding secret film screenings or offering short retreats at some exotic locations, brands are collaborating and improving 'micro-moments' to catch consumer fancies.

In the coming year, we will witness more and more brands hopping onto this bandwagon, to imagine new micro experiences that add to the customer's journey. Brands will increasingly focus on the cumulative net experiences that will drive the long term organic growth by building sustainable customer relationships.

## DIGITAL INDIA

*Bridging India's digital divide*

India is witnessing a digital revolution. Rural India had largely remained unexplored, untouched by the potentials of 'digital wave', in spite of mobile and internet revolution. Today, however, there is a vision to explore uncharted rural territories to enable a digitally transformed and empowered society.

Despite the geographic, logistic and regulatory hurdles, efforts are being concentrated towards empowering rural users and paving way for a knowledge economy. Governments, brands and businesses alike are diverting their efforts towards Rural India by providing digital literacy across varied sectors and services like banking, health, education, commerce and agriculture etc.

There will be a rise of a 'New India' that will bank on digital transformations for betterment, growth and economic prosperity of communities and lives, beyond the urban-rural divide.

This report is created by Tata Elxsi's design research 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.

Research Domains:

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

For more information, please visit [www.tataelxsi.com/consumer-research&strategy](http://www.tataelxsi.com/consumer-research&strategy) or write to us at [info@tataelxsi.com](mailto:info@tataelxsi.com)

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