



# FJORD TRENDS 2021 WITH MARK CURTIS

## VIDEO TRANSCRIPT

### Interaction wanderlust

Interaction wanderlust is our trend really all about what do we do with all this screen time. Screen time as a rocketed up over the last year and it's helped us to understand something which was there already which is a degree of sameness we see in what we see. This is about the interaction between design, content, and audience. It's about how do we bring in excitement, joy, serendipity? I would suggest very very important words.

What's going on? Firstly the rise of particularly user generated content, particularly through Tik-Tok for example but others as well, is shifting our sense of what is what are the aesthetics of what we expect to see in content. The 2nd is a lot of design of apps for example has become incredibly commoditized over the last few years - fundamentally because we've become really fairly good we know a good looks like we're a fairly good at delivering that now particularly near of low code, no code. The third is we've lost a lot of that peripheral vision that we take for granted when walking around in supermarkets or offices or streets. You lose that when you're spending so much time focused on screens, and we need to find ways to get that back in. The fourth is a growing trend for touch screens in public spaces has been brought to a jarring halt, and we'll see a shift towards much more touchless and gestural based transactions going on.

So what comes next? Well the race is on to differentiate. And our money is that the way a lot of people are going to be differentiating is via entertainment. Look at platforms like Discord and the huge growth of 47 percent in Discords case of usage. Why? Because it's a place. It's not a social medium. It's actually a place. It's a place to hang out. It's a place where you have fun. It's about a combination between fun, platforms, live, and social and when you're thinking about that think about the tiers of engagement.

It can't be one size fits all particularly if you want to make money out of these platforms. What are the tiers of engagement that you introduce and how do you translate in and recreate offline emotion? We're shifting mechanics much more online, but we need to shift emotion much more online as well. Think for example in the stadium. And how do you do all of that and make all of that sustainable as well because make no mistake even as we tend to want to intensify our use of screen technology and differentiate with it, we're also increasingly seeing people ask the important questions about how do we de-carbonized design? How do we do our digital interaction?

Copyright © 2020 Accenture  
All rights reserved.

Accenture, its logo, and High  
Performance Delivered are  
trademarks of Accenture.