

A large, stylized orange chevron pointing to the right, with the text "High performance. Delivered." centered within it.

High performance. Delivered.

Fjord Trends Look Back

Video Transcript

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MC: Shall we look back?

AW: Absolutely, let's do it.

OS: One of our first year predictions
was that the mobile web will finally
become useful.

AW: What an understatement.
Really, everything has changed
since then.

OS: However, I think we called it a
bit early. There was a lot of effort
and a lot of energy going into apps
and mobile web was, maybe, still
secondary. It took some time for that
to shake out and for the mobile web
to become truly useful.

**2008: Trend: GPS is the new
camera**

AW: The rise of the GPS as the
fourth killer app.

OS: It almost sounds idiotic today.
You just think – of course – of
course it is going to be huge, but
back then it wasn't.

MC: To be fair, we didn't spot in the
trend that it would enable the
sharing economy.

2009: Trend: TV finally goes mobile

MC: It just wasn't obvious in 2009. There were a whole heap of conversations going on in the industry about, 'will video content actually adapt to the mobile format'?

OS: As a mass market phenomenon, it still took a couple of years before it took off.

AW: And the resolution of the screens made that much more possible.

MC: We called out some winners, we thought, in the marketplace and we probably didn't get that quite right – and we missed Netflix.

2011: Trend: Lifeboats for the app flood

MC: There were so many apps that people were drowning in them and that someone was going to come along and sort the marketplace out. It didn't happen.

OS: It was wishful thinking, but it didn't happen – still hasn't happened.

Trend: Enterprise Quake – life and work will become more intertwined and tools migrate to the office

AW: The rise of tools that you want to use at work, as opposed to those forced upon you – which I think is fair to say, was a hit.

MC: It took businesses quite a while to catch up with that. CIOs, in particular, saying: "I really understand that the stuff that I give

to people at work has got to be of the highest possible grade, and that we have got to shift to consumer grade thinking."

2014: Trend: Every product is a service waiting to happen

MC: 2014, and a personal favourite, which is: every product is a service waiting to happen. Actually it was a designer here – we were filming this in London – who called it out in the middle of a meeting, and it was so exactly right that it exploded a whole load of ideas that just came out of that headline. We are seeing organisations begin to grasp that, if they want to build long term intimacy with a customer, then they actually need to be there as a service, and probably a service which has a hefty digital component to it as well.

Trend: 2015: Money talks, and talks, and talks, and talks.

AW: Banking and messaging collide to create conversational banking.

OS: Where this is a big hit, is when it comes to payments and commerce. That's where it has really taken off.

MC: One of the things I like about this trend is that I think it's actually got a hell of a long way to play out. We talked about AI in this trend and I think that bit was a mild miss, partly because we just called it too early.

Marketing calls that being visionary.

OS: When we look back at the last 10 years, I think we've been remarkably accurate.

AW: All credit to our teams, who are the ones that actually come up with the raw materials that turns into these trends.

MC: We are now 10 times bigger, in numbers of people, than we were in 2008 when we did our first one.

OS: So hopefully even more insightful and precise.

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