

# Let's Get Personal: Millennials and Custom Consumer Experiences



[mobile.mit.edu](http://mobile.mit.edu)

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Founder & Director

**Design Lab**

**Mobile Experience Lab**

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## Research Focus: Experience

Creative and radical designs to recapture connections between **people, information, and places.**

Using cutting-edge technology, the labs seeks to improve people's lives through meaningful experiences.

With a multidisciplinary team, we research and design new technologies and explore their impact on spaces, communities, and society.







**PLURIDISCIPLINARY**





**MENS ET MANUS**



A young woman with dark hair, wearing a maroon coat with a fur collar, is smiling and looking down at her smartphone. She is holding a white coffee cup with a brown lid in her left hand. The background is a blurred city street with many people walking. The text 'HUMAN CENTERED' is overlaid at the bottom in large white letters.

**HUMAN CENTERED**





**UNFOCUS**



**DESIGN**











**DESIGN**

**THINKING**



Design Thinking

**Is problem making, not  
problem solving**



# Design Thinking

Is not focused on objects or products, but design thinking is a way of **understand** and **identifying problems** and create **customized solutions**.

**It's experiential first.**



espressamente





# STARBUCKS COFFEE





**DESIGN  
THINKING  
THROUGH  
MAKING**



**MISSION DRIVEN**

**Vs**

**MARKET DRIVEN**





the millennials





# who are millennials?

young adults from ages 16 - 35 (born 1980 - 2000)



# why millennials?

By 2017, Millennials – **will have more spending power than any generation.**

Millennials' expectations will define how our world works



# 8 key characteristics

## of millennials

**01** Millennials are **digital natives**,  
empowered by **data seamlessness**

**02** To Millennials, **purpose matters**  
Millennials want to “**feel good**”

**03** Millennials seek **difference**

**04** Millennials are **Story-Doers**

**05** Millennials are **self-sustaining prosumers**

**06** Millennials are **forever learners**

**07** Millennials are **experience samplers**

**08** **Sharing** (with strangers) is the norm



# 01

## Millennials are **digital natives**

They are the first generation who don't know life without the internet and personal tech devices. Also known as the screen generation, they grew up with **interactive** technology





## millennials want immediacy

millennials purchase directly from insurance companies, they are twice as likely to buy their policies online instead of dealing with a local agent



# 02

To Millennials, **purpose matters.**

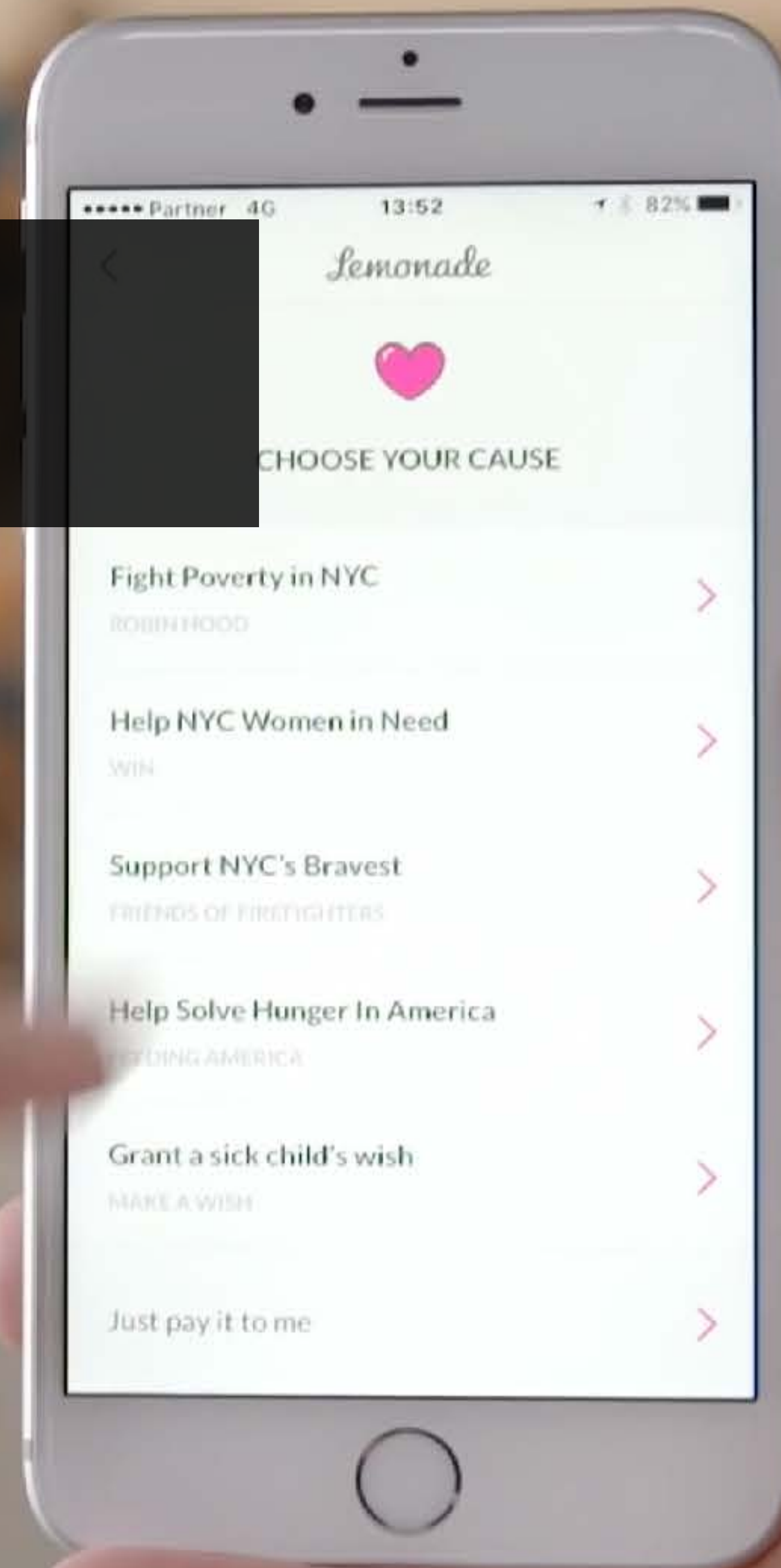
Millennials want to “**feel good**”

They are a compassionate generation with regards to social issues. Millennials celebrate **brands with purpose, products with soul, food with respect** and actively support a cause that aligns with their values.



# Lemonade

Instant everything. Killer prices. Big heart.





03

Millennials seek

**Diversity, Difference, Uniqueness**

Authenticity is key.

They support products that represent themselves.



hyper local authentic experience

An online marketplace offering authentic tours led by  
millennials seek experiences that fits to their "style" and "character."

locals

Discover and explore the world around you, through the eyes of those who know it best!

## Discover the world

Explore our most popular tours and services from 100+ countries and 1000+ cities



# 04

## Millennials are **Story-Doers**:

They expect brands to tell a story, but millennials also want to take an active part in creating the story with the brand. They demand to be spoken with, and expect a dialog.





## review hunting

millennials read reviews to get a feel for a brand  
if comfortable, they'll purchase immediately

89% of millennials trust recommendations from friends and family more  
than claims by the brand.





# peer-to-peer “conversations”

Every product come with a story



# 05

## Millennials are **Self-Sustaining Prosumers**

The ME-generation are savvy makers and consumers that are ready to craft their own experience. They are empowered by their expansive network and data.



# the maker culture

the home becomes the place for production.  
from 3D printers, laser cutters, to desktop CNC mills, millennials can easily partake in the market as prosumers.



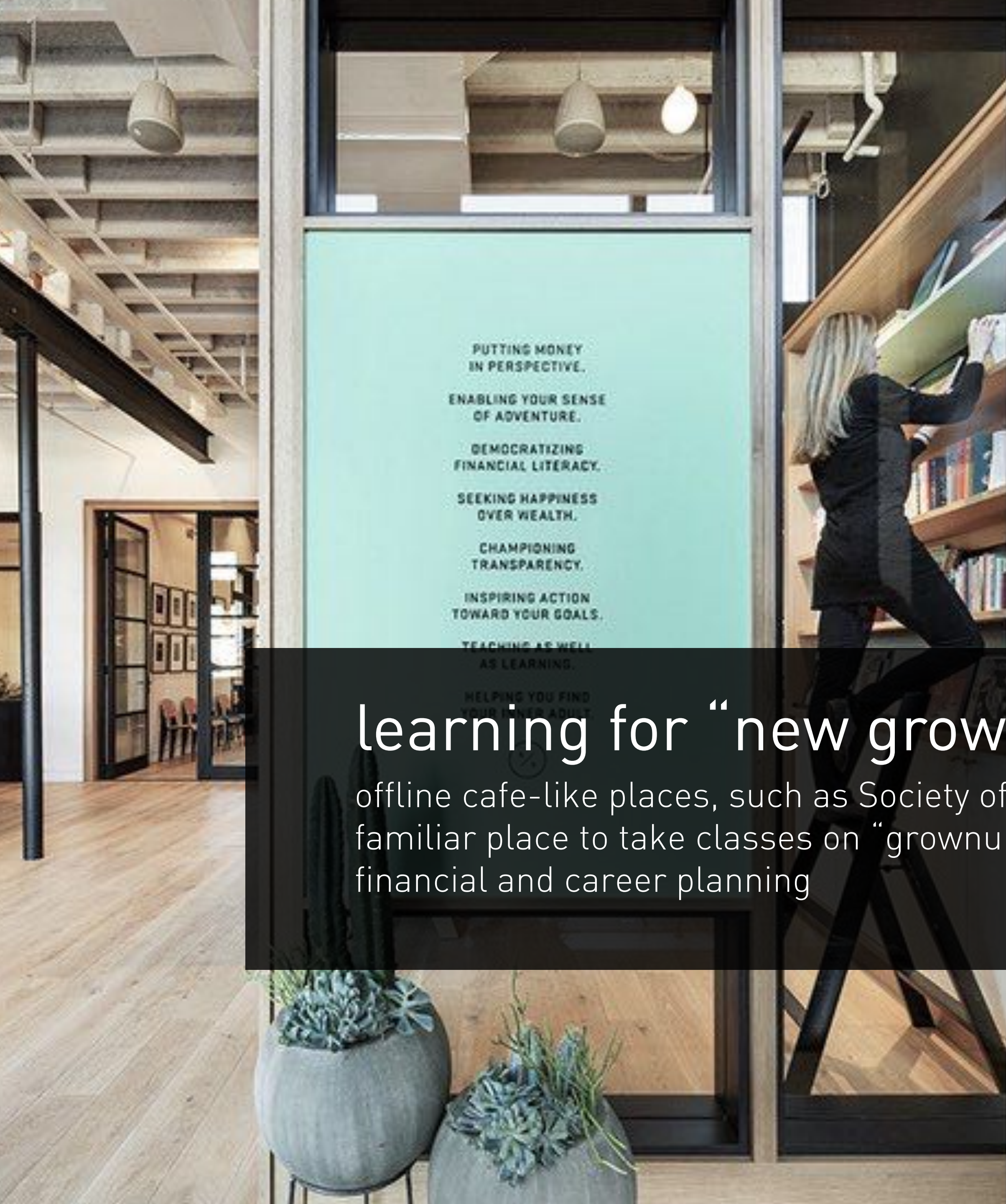


# 06

## Millennials are **Forever Learners**

Millennials enjoy **embedded learning** as an indirect and additional product offering. **Playfulness** is an expected bonus.





## learning for “new grownups”

offline cafe-like places, such as Society of Grownups, offer an familiar place to take classes on “grownup” matters such as financial and career planning





# 07

## Millennials are **Experience Samplers**

Millennials are attracted to product relationships that foster a sampling culture. Subscription services offer way of experiencing bite-size contents regularly.



## scheduled reward - sample boxes

Subscription services reach out to all genders of millennials, by providing sampling of experiences and convenience.





08

## For millennials, **sharing** **(with strangers) is the norm**

Value of access wins absolute ownership.

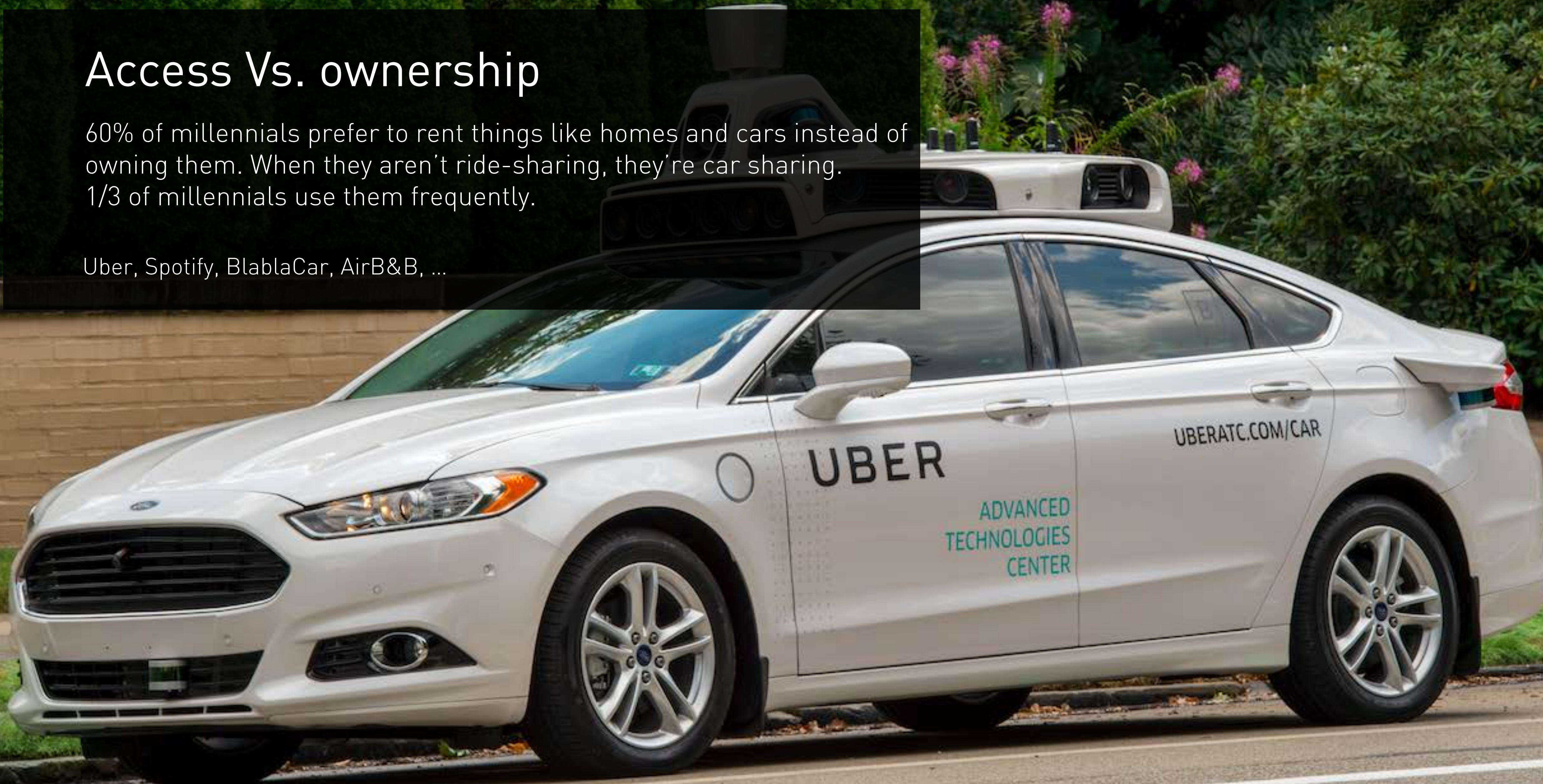
Millennials can easily **collaborate** with people around the world, **crowdsource** ideas and **share** resources, and comfortably interact with strangers in unconventional ways



# Access Vs. ownership

60% of millennials prefer to rent things like homes and cars instead of owning them. When they aren't ride-sharing, they're car sharing.  
1/3 of millennials use them frequently.

Uber, Spotify, BlablaCar, AirB&B, ...





# Uber Pitch

A ride with experience





# Uber health

A ride with experience





UBER EATS

# Uber Eats

ride with services

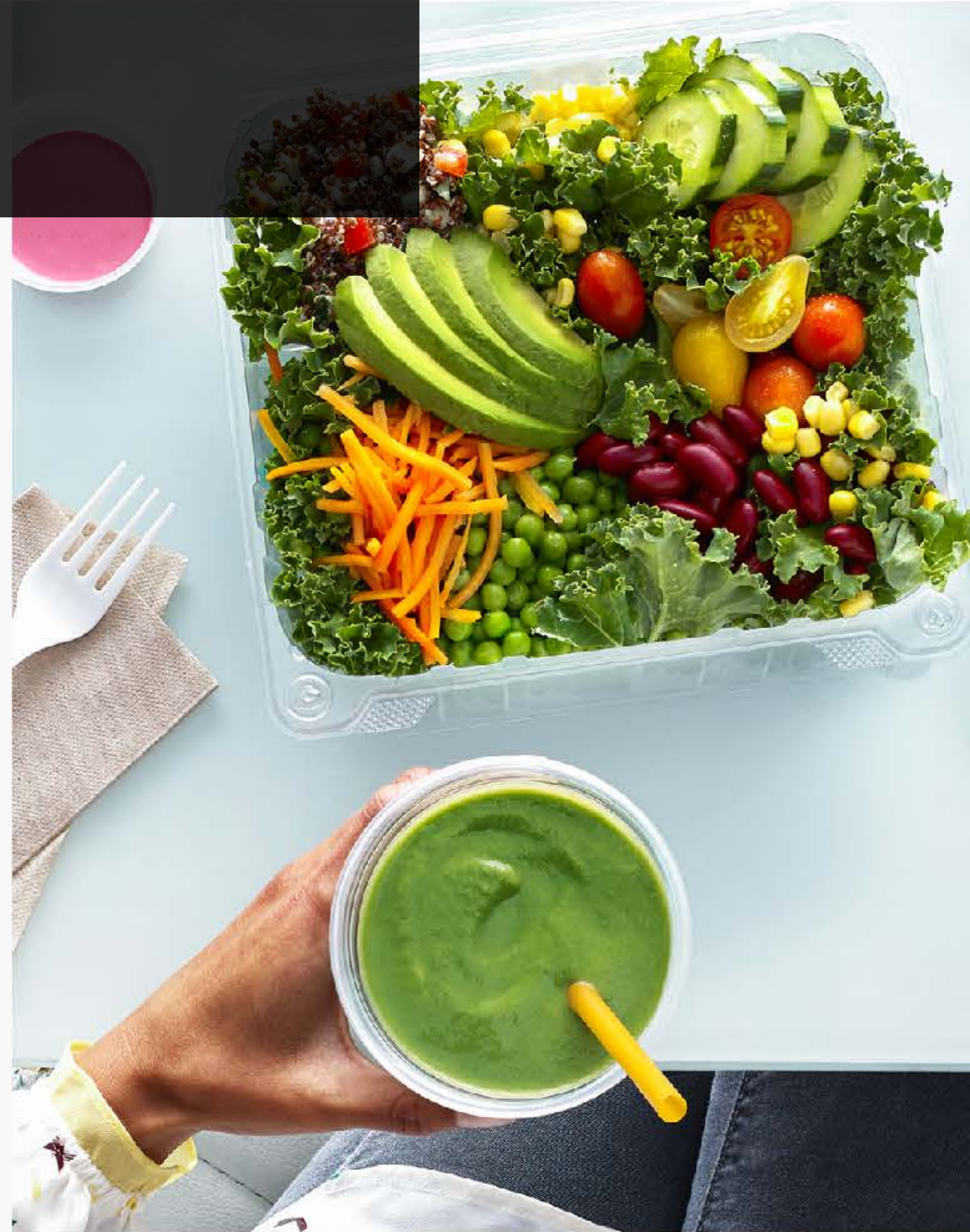
## It's Uber, for greens

Get the food you want, from the local restaurants you love, delivered at Uber speed.

ENTER YOUR ADDRESS

Street address, city, state

FIND FOOD







**PARADIGM SHIFT**

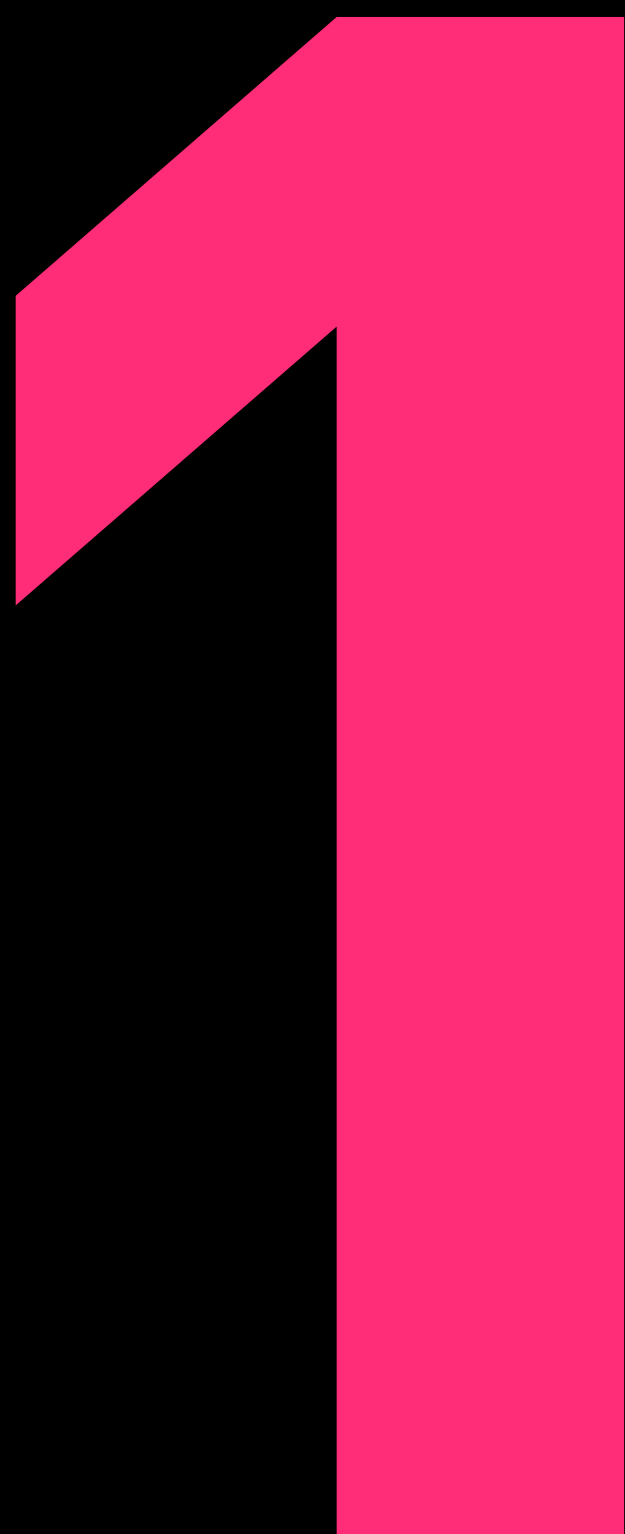


**DIGITAL**



AI









PASSENGER CAR

PASSENGER CAR

SUV



2







PHYSICAL



NOT



Gartner

Cisco

Intel

IDC

Gartner

**25 billion units**

Cisco

**50 billion units**

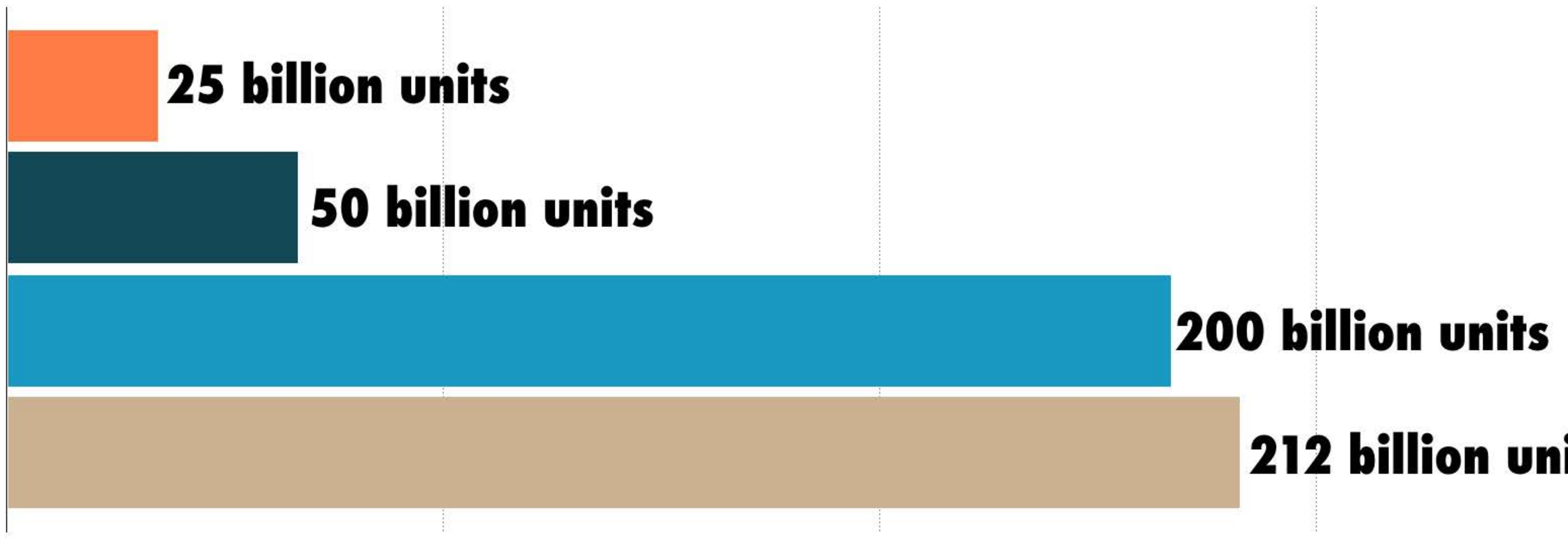
Intel

**200 billion units**


IDC

**212 billion units**

**2020**



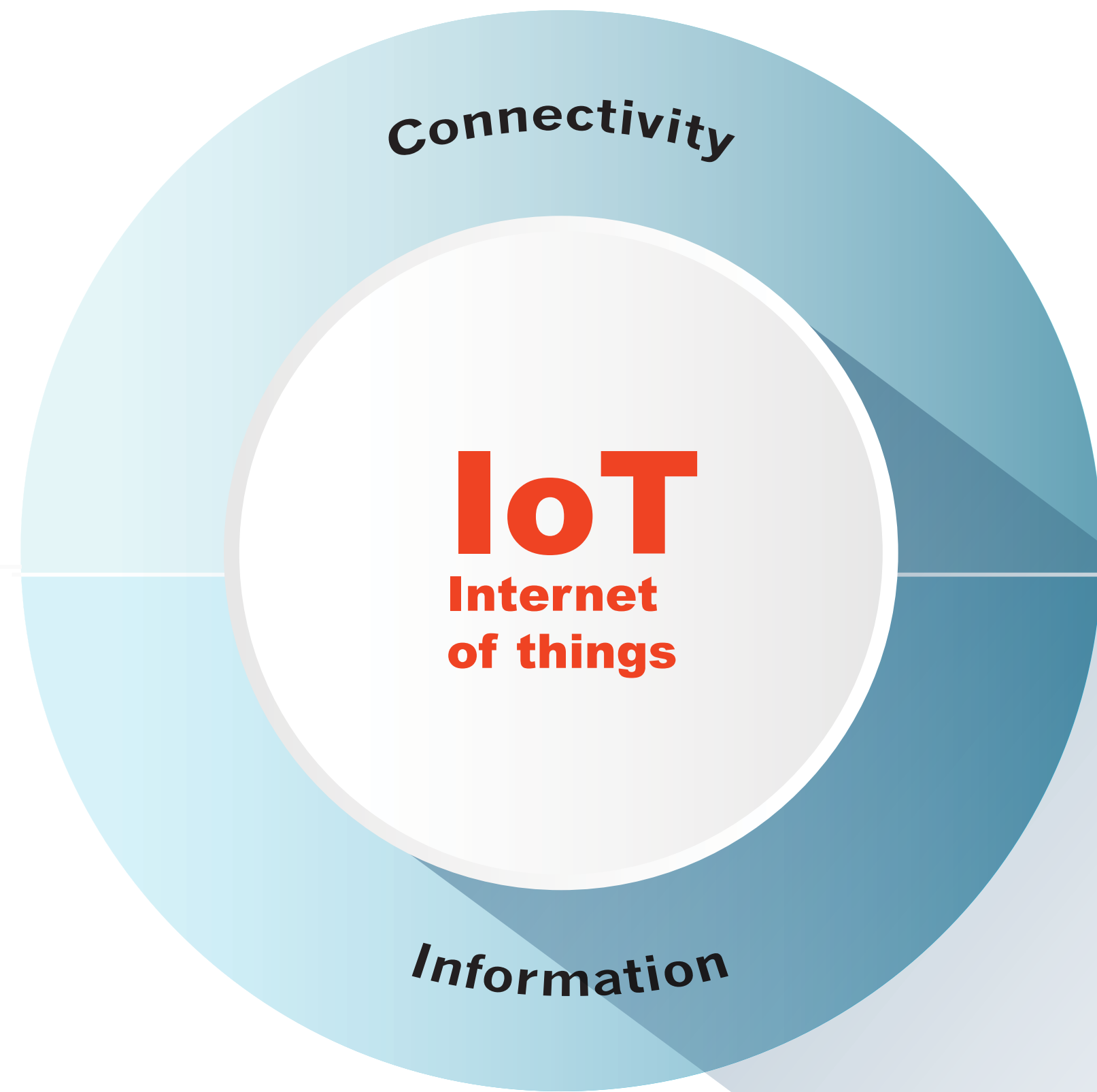


The background features a dark blue, textured surface with glowing white and light blue circuit-like patterns. Several circular icons are scattered across the scene, each containing a different mobile device: a tablet, a smartphone, and a laptop. The icons are rendered in a glowing, 3D style with a blue-to-white gradient.

# Landing the Cloud: MIT Eyeriss Chip

mobile deep learning for your mobile



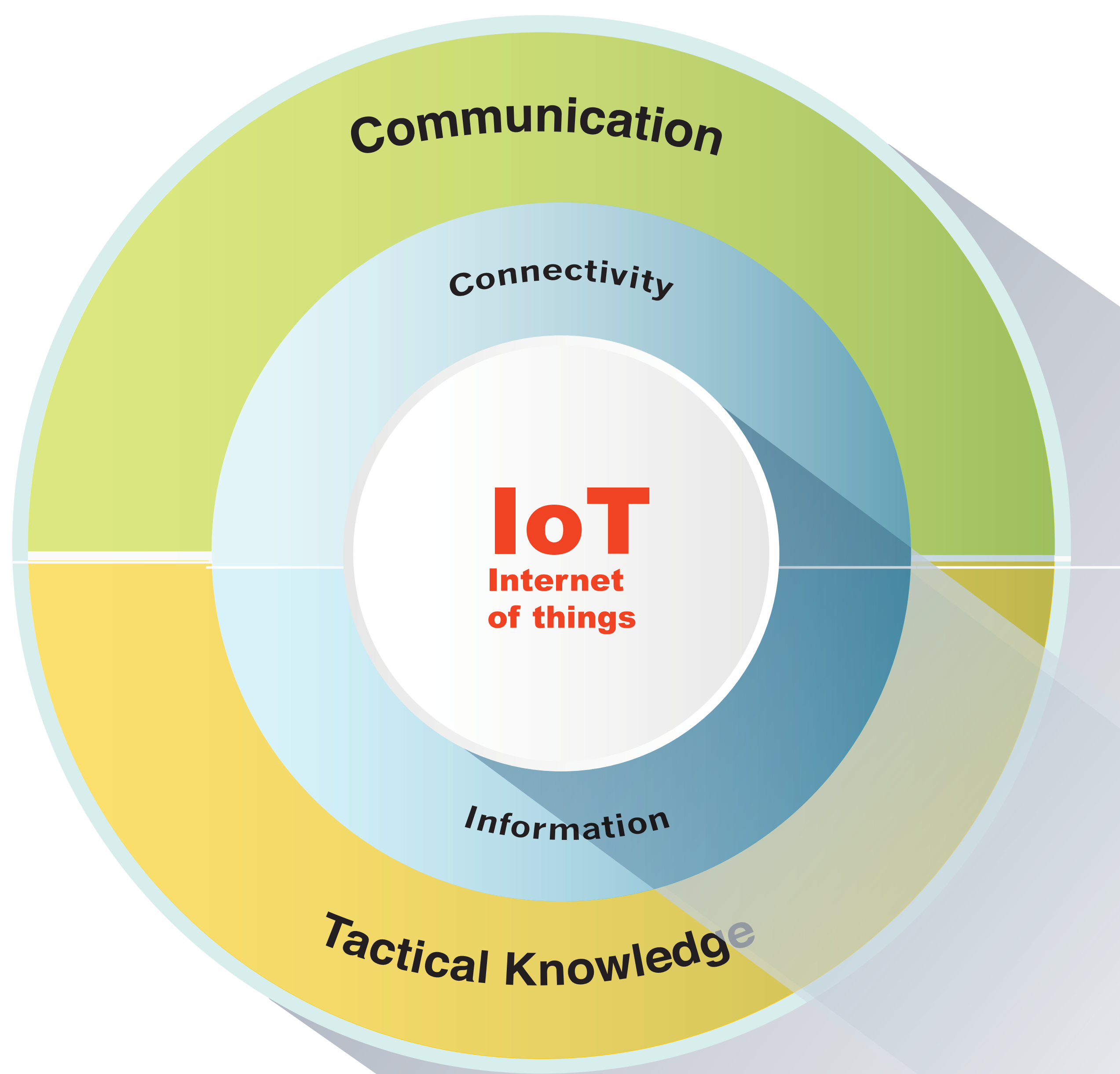


**Connectivity**

**IoT**  
**Internet**  
**of things**

**Information**









JOIN THE NIKE+ COMMUNITY



JaneRunsWild

I HAVE COMPLETED **82** RUNS FOR A TOTAL OF **430.2** MILES. MY AVERAGE PACE IS **9'45"** PER MILE.

records

blog

forums

Workouts

View My Challenges: **ACTIVE** | COMPLETED (11) | UNCONFIRMED (2)

OPTIONS | SHARE



## THE BIG GYM THROWDOWN ▶

VIEW DESCRIPTION +

01 Stationary\_Bikes



02 Treadmills



03 Ellipticals



04 Stair\_Steppers



The Bikes are dominating, you all don't stand a chance!

Don't be so quick to brag, we're catching up quick! It's only a matter of time...

Benski

Or a matter of stairs, hahal

RunAsakoRun

talk trash

JOIN THE NIKE+ COMMUNITY

Community



47,693,547 mi

Gear &amp; Music



Support





# Model S

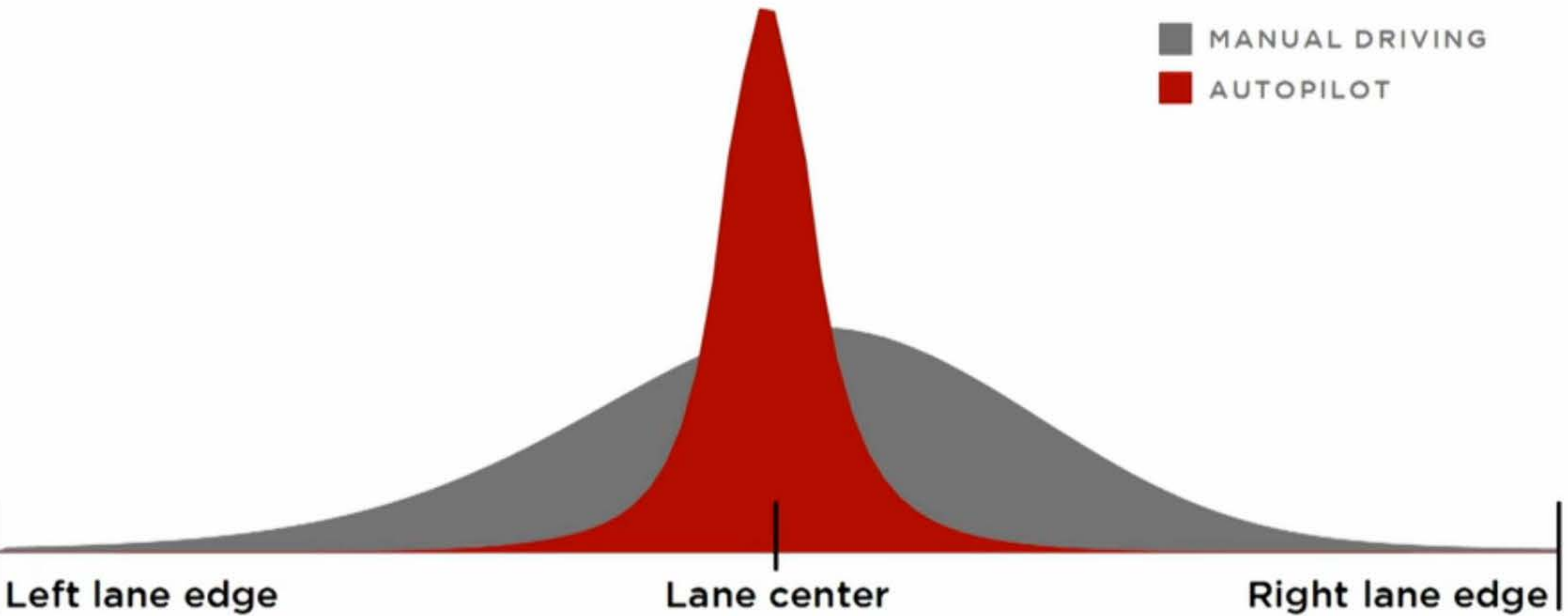
ORDER YOUR MODEL S

EXPERIENCE AUTOPILOT





# POSITION IN LANE





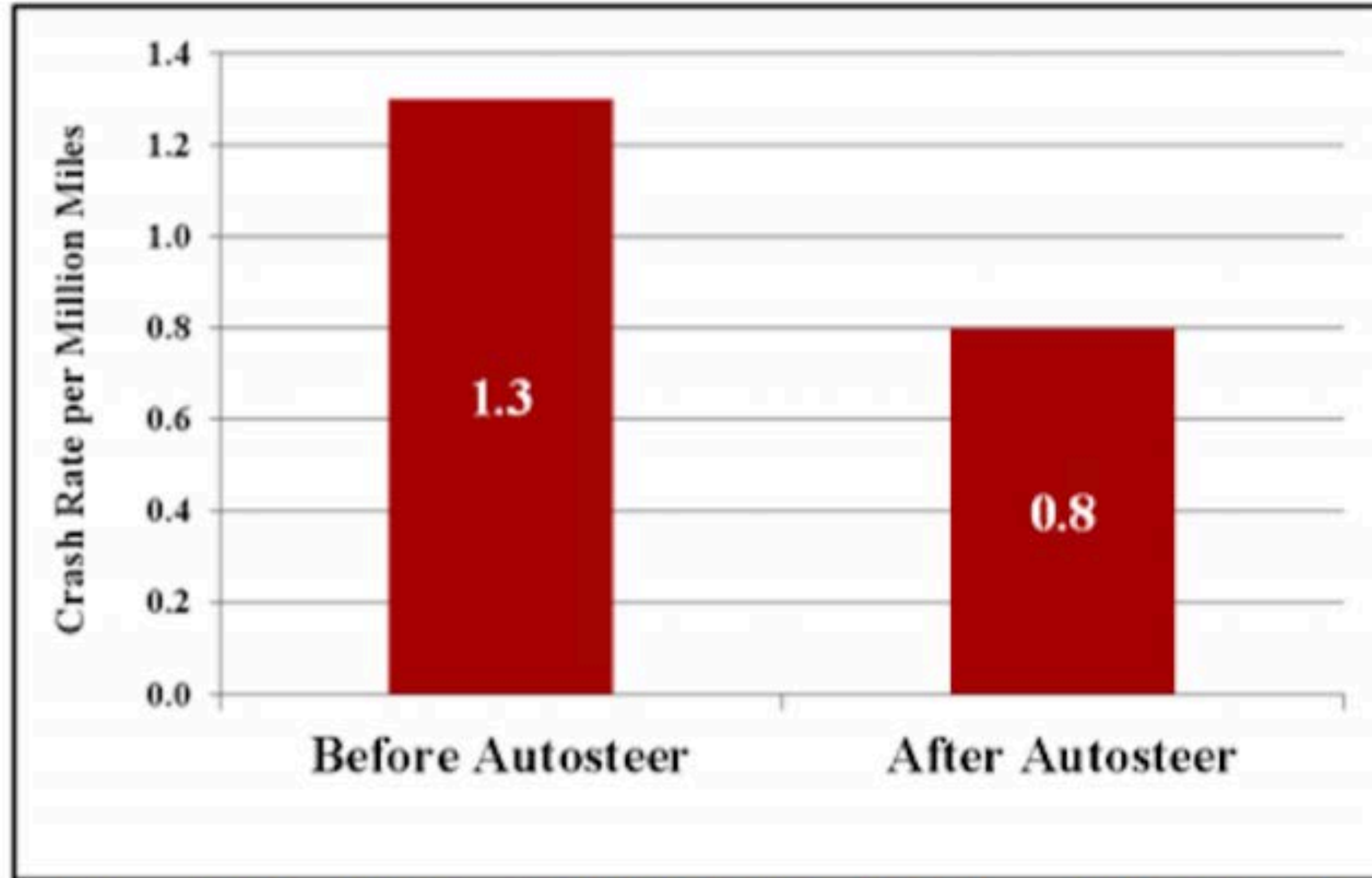
4 Millions KM of data per day

Constant just in time upgrades

Across all the products

TESLA





*Figure 11. Crash Rates in MY 2014-16 Tesla Model S and 2016 Model X vehicles Before and After Autosteer Installation.*

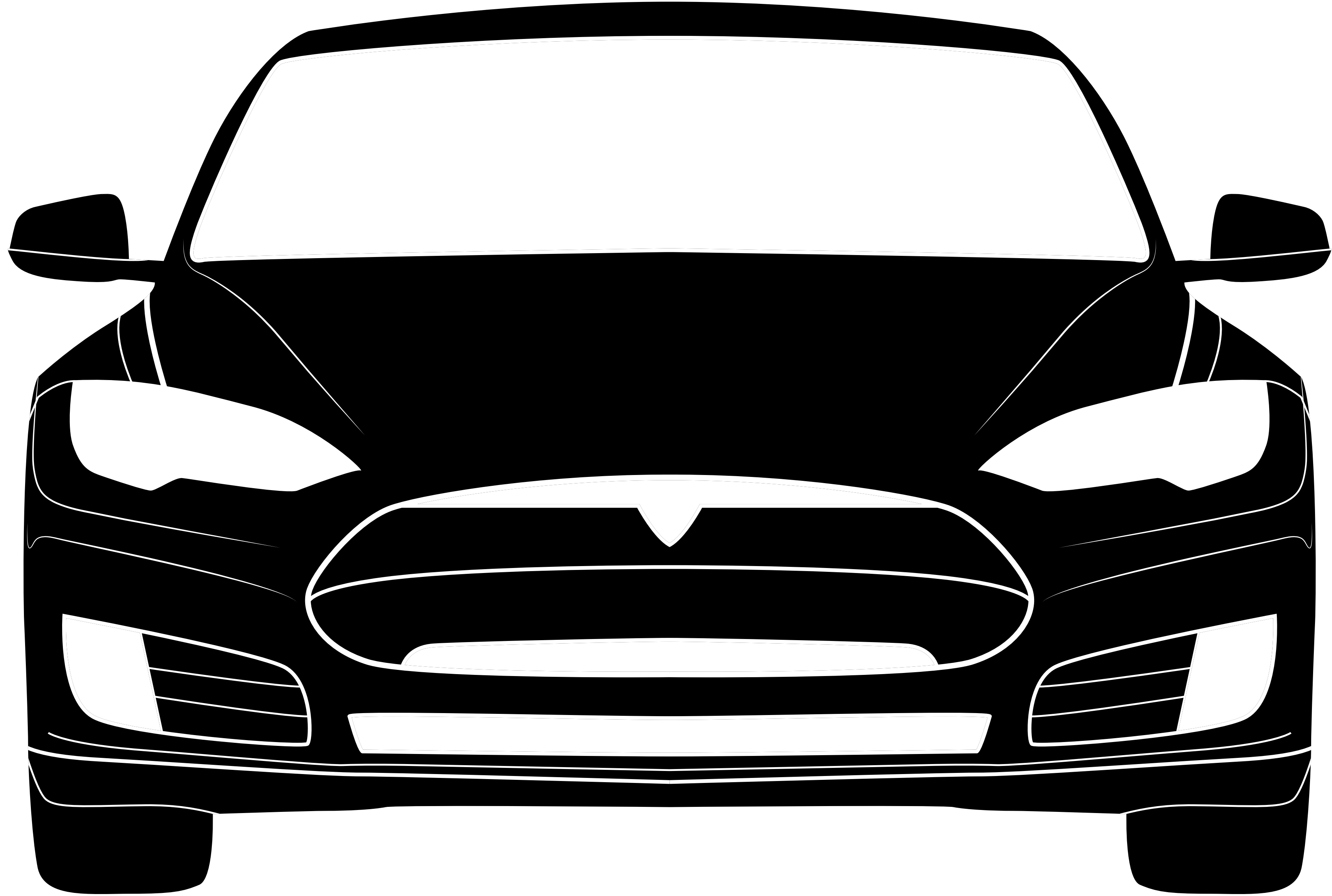






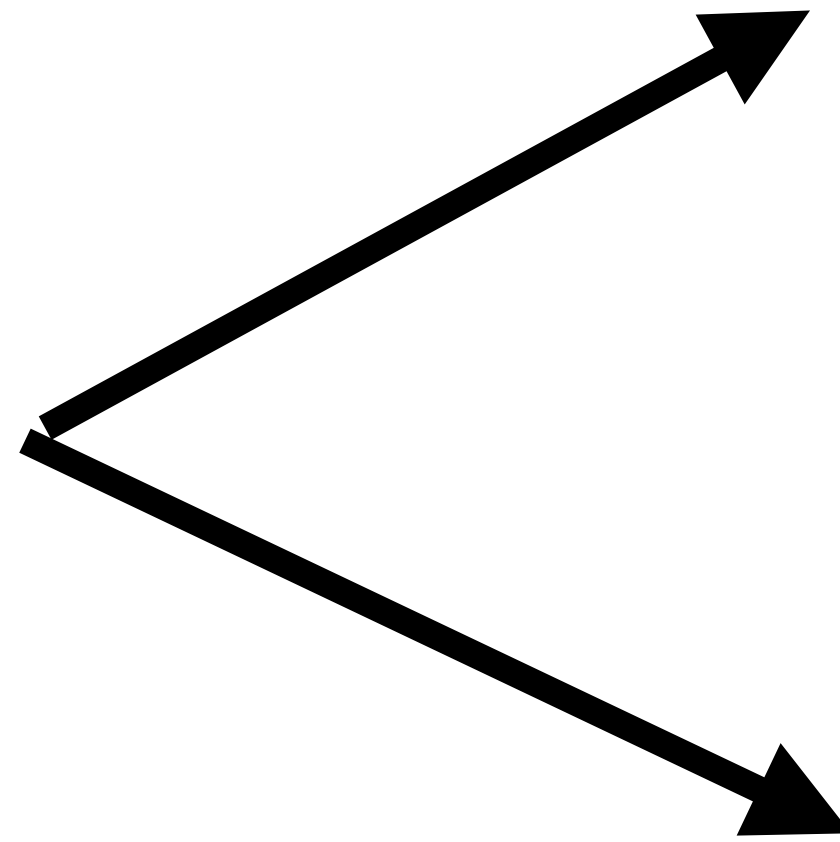
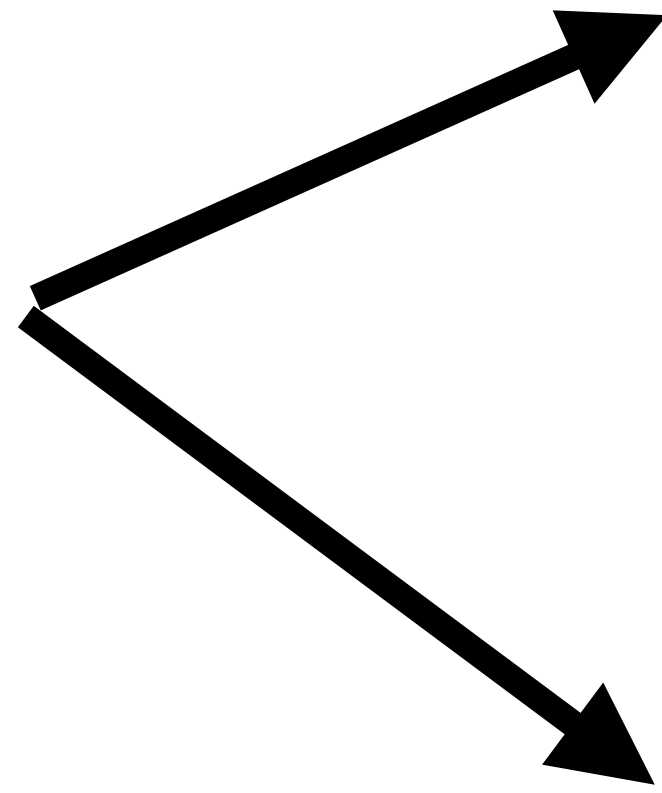
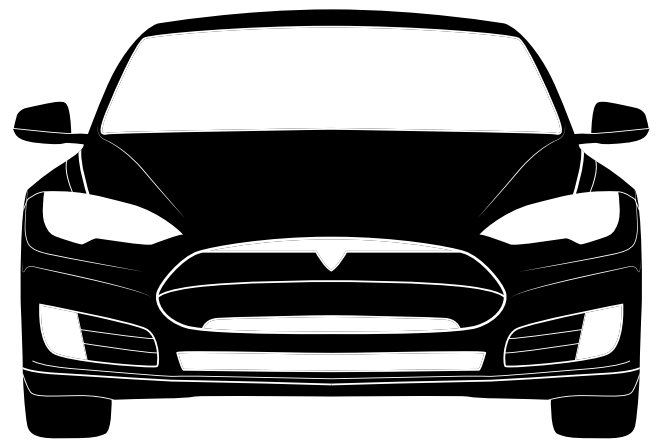






**ETHICAL MACHINE**









**PHILOSOPHER**



**AI:  
from reactive to proactive**



**AI:  
human augmentation not  
replacement**



**1990 DIGITAL**

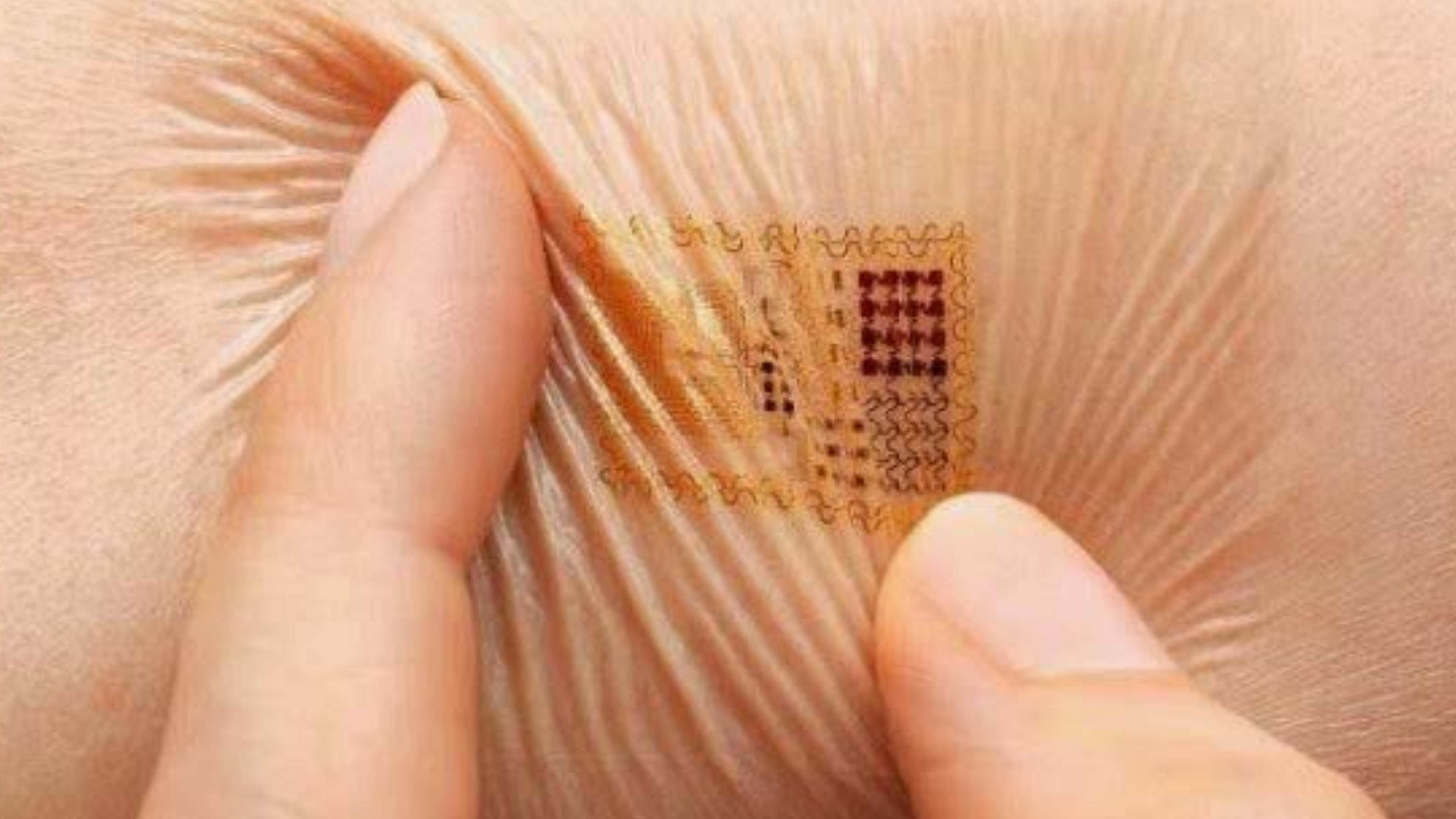
**2000 PHYSICAL**

**2010 ...**



**BIOLOGICAL**







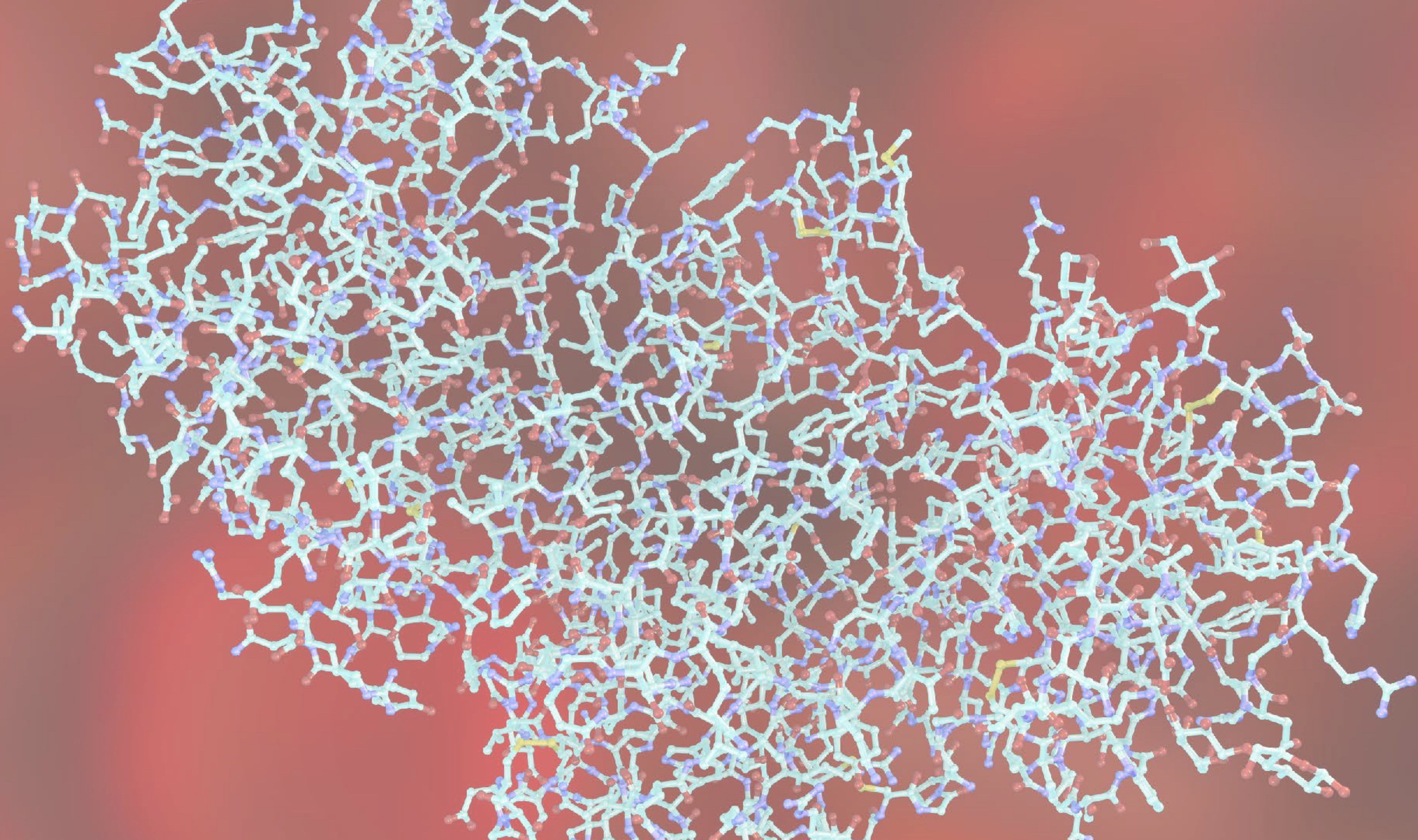




**bio printed and  
cultured meat**









**bioMASON**





**Mycoworks**





A woman in an orange long-sleeved shirt is running on a path at sunset. The background is a blurred cityscape with warm lights. A dark semi-transparent box is overlaid on the bottom right of the image, containing text.

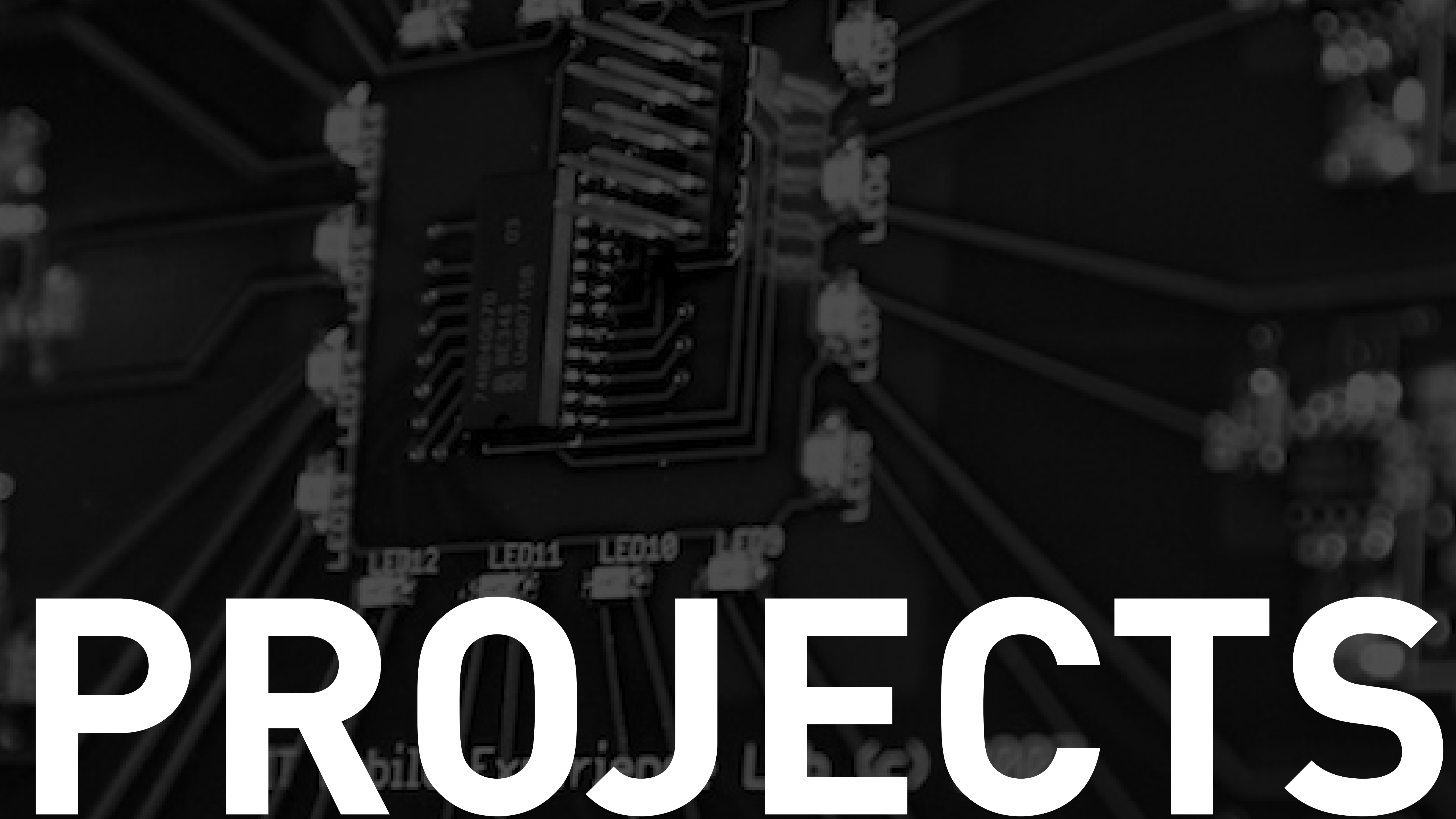
## Discover your microbiome

Order a Microbiome Explorer™ kit to learn about your bacteria and join the thousands of citizen scientists who have had their microbiomes sequenced.









# PROJECTS



**AUGMENTED**

**REALITY**





BAKLAVACI SAID

HAIRDRESSE

KUAFO

50  
655  
K.L.10







# SMART COOK BOX





# COOKBOX.NET

AUGMENTING THE COOKING EXPERIENCE

## **HOW CAN WE USE THE DIGITAL TECHNOLOGIES TO CREATE A SOCIAL ENVIRONMENT FOR COOKING EXPERIENCE, BASED ON SHARING AND COLLABORATION?**

**COOKBOX** is a smart kitchen appliance that augments cooking experience using artificial intelligence, computer vision and social networking. It can register any item through barcode scanning and object recognition. It knows the inventory, makes suggestions and sends notifications about the items. It creates a social network around cooking, allowing users to create and share recipes visually.



When cutting ingredients, a great attention needs to be paid. No safety devices are present in the kitchen, but rounded knives are used if vegetables have to be cut quickly.





<https://vimeo.com/85719281>



**VIRTUAL**

**REALITY**



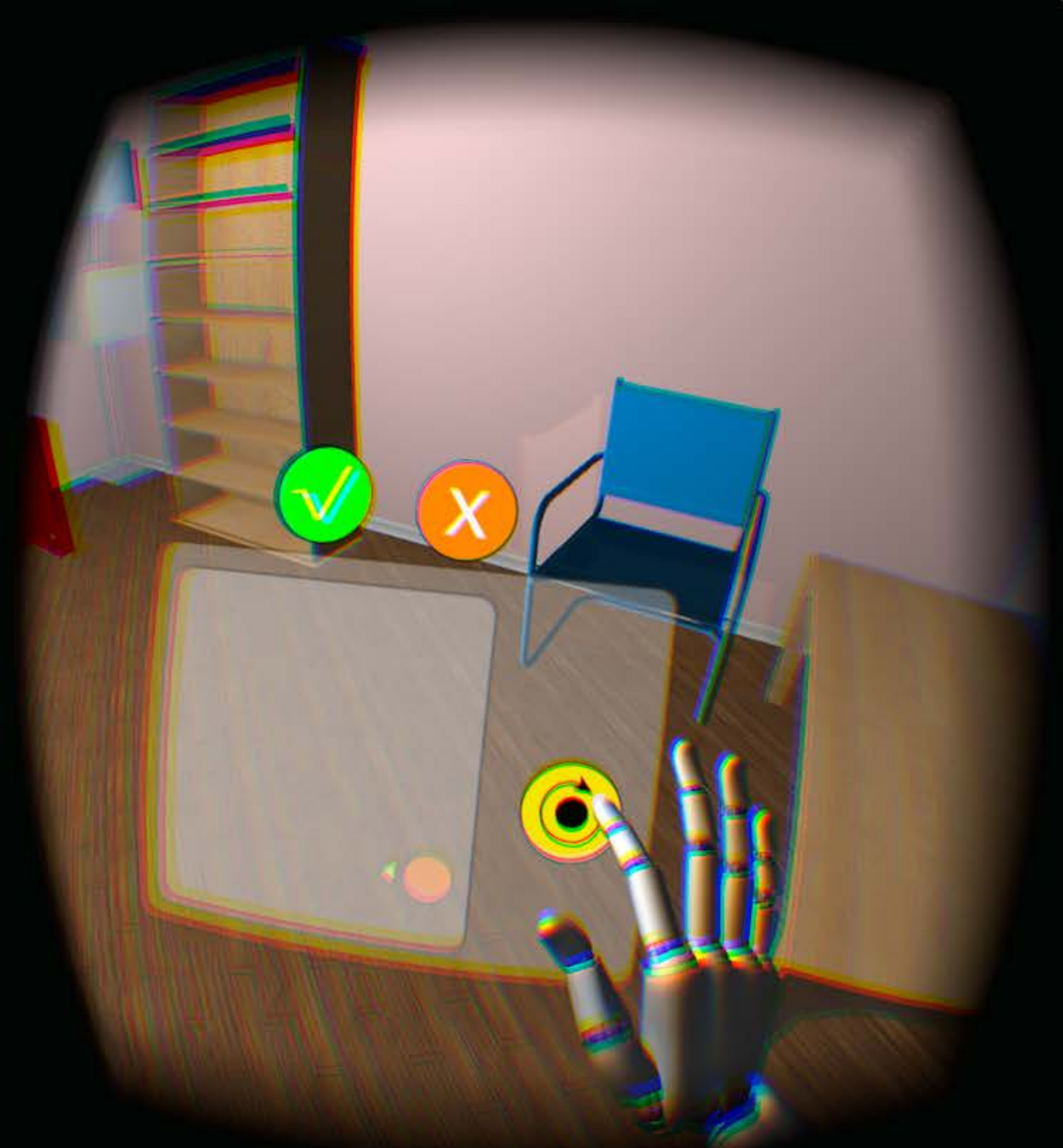


# Turk Telekom Customer Experience Center





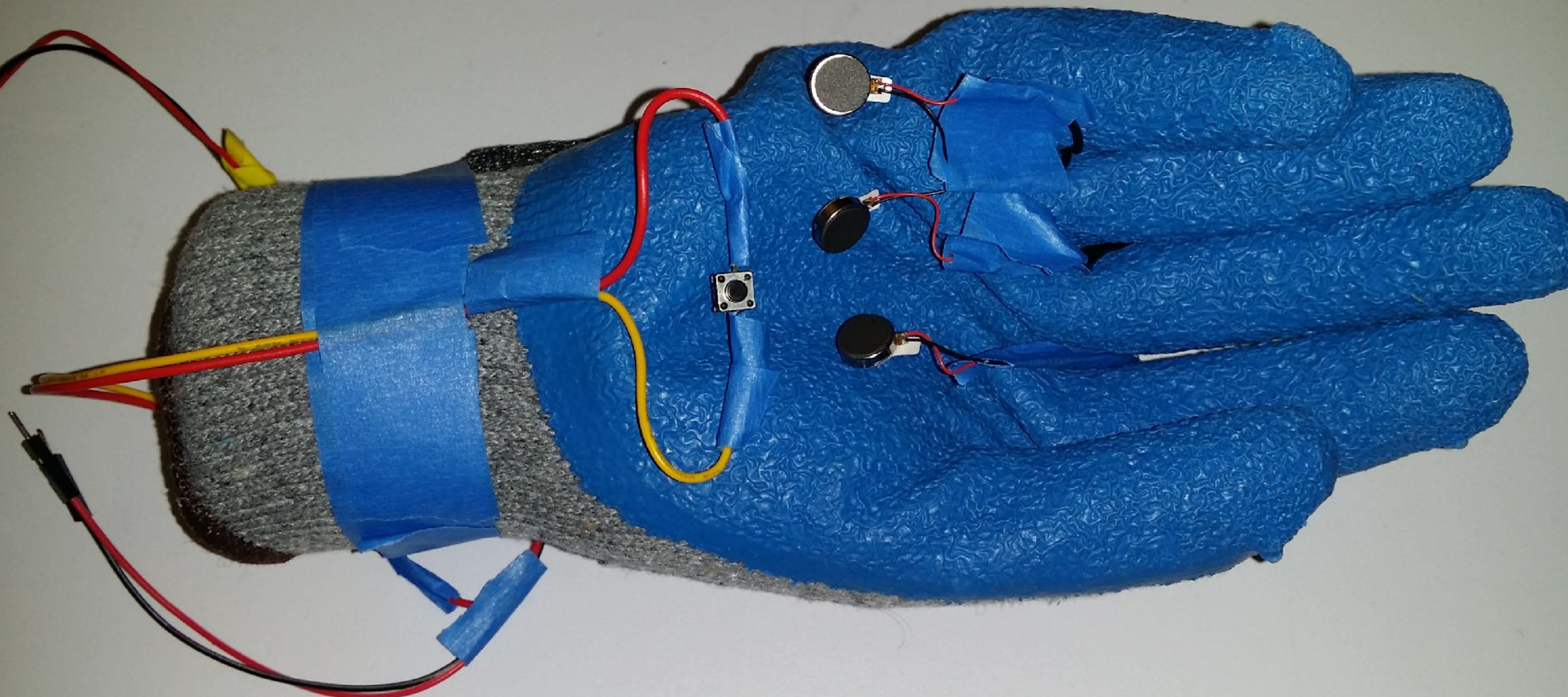








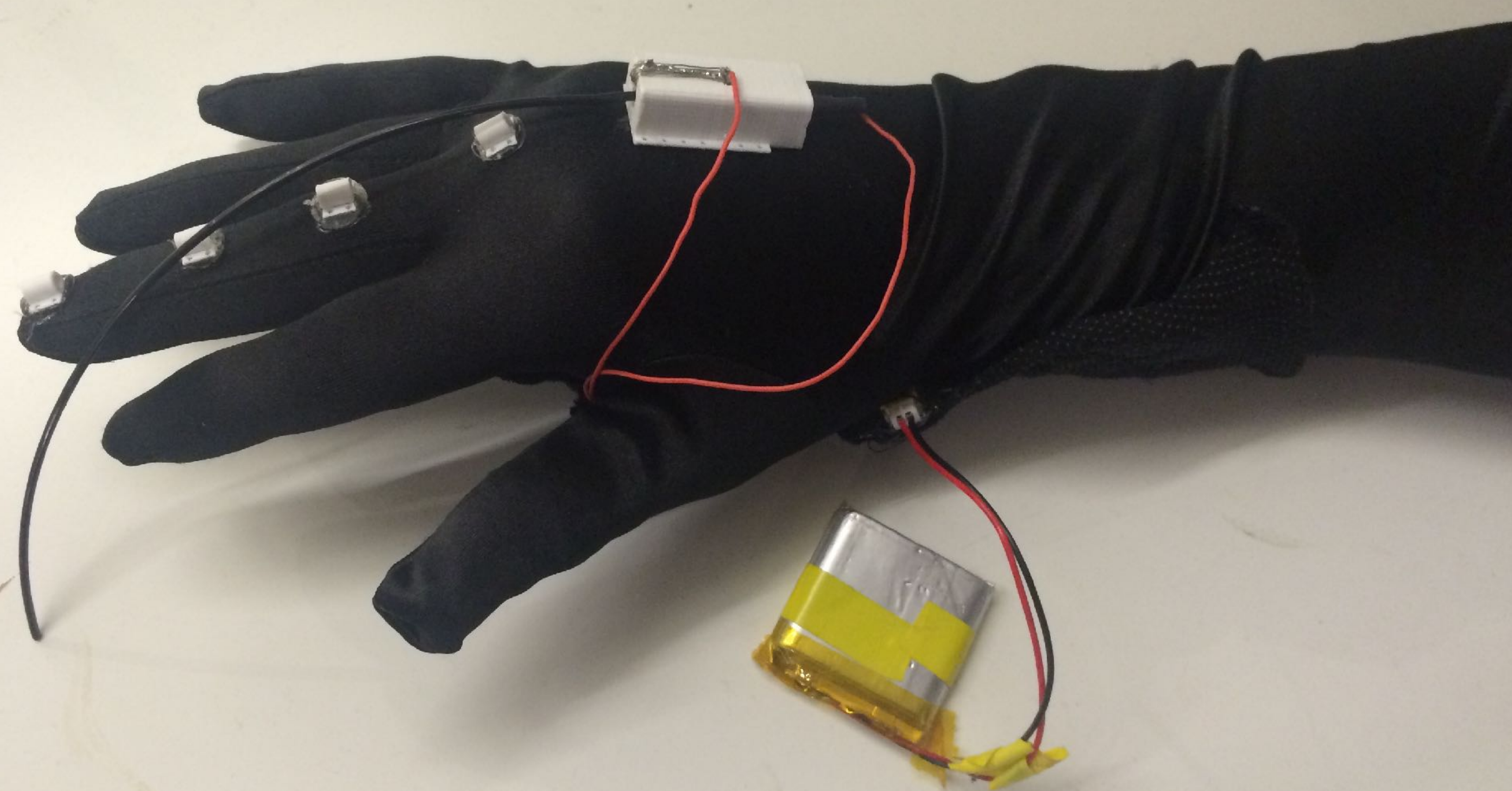














SIX DEGREES



**FROM**

**TRANSACTION**

**TO**

**CONVERSATION**



HILTON HOTELS  
93 years to build  
610.000 rooms  
83 countries







HILTON HOTELS  
93 years to build  
610.000 rooms  
83 countries

Airbnb  
4 years to build  
650.000 rooms  
192 countries



Events at Marriott



### Future of Wearables Talk

Today at 11:00 PM @ Marriott Salon Meeting Roo..

4 people attending



Events



Network

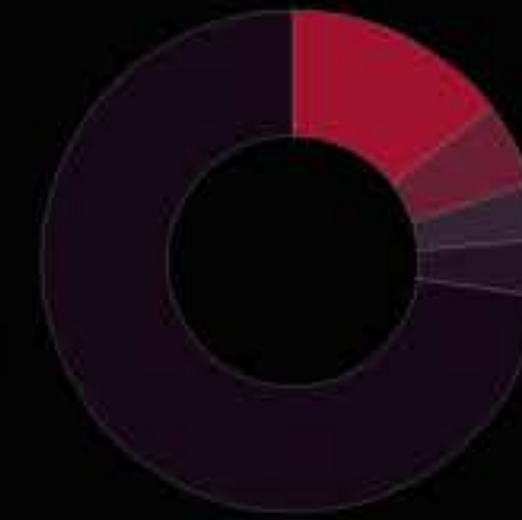


7:54



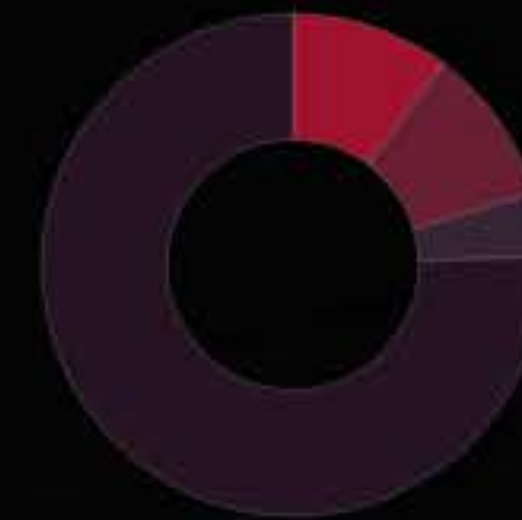


## SIX DEGREES



### SCHOOLS

- Massachusetts Institute of Technology
- Endicott College
- Cornell University
- Rochester Institute of Technology
- Various



### WORKPLACES

- MIT Mobile Experience Lab
- Marriott International
- Burger King
- Various



### HOME STATES

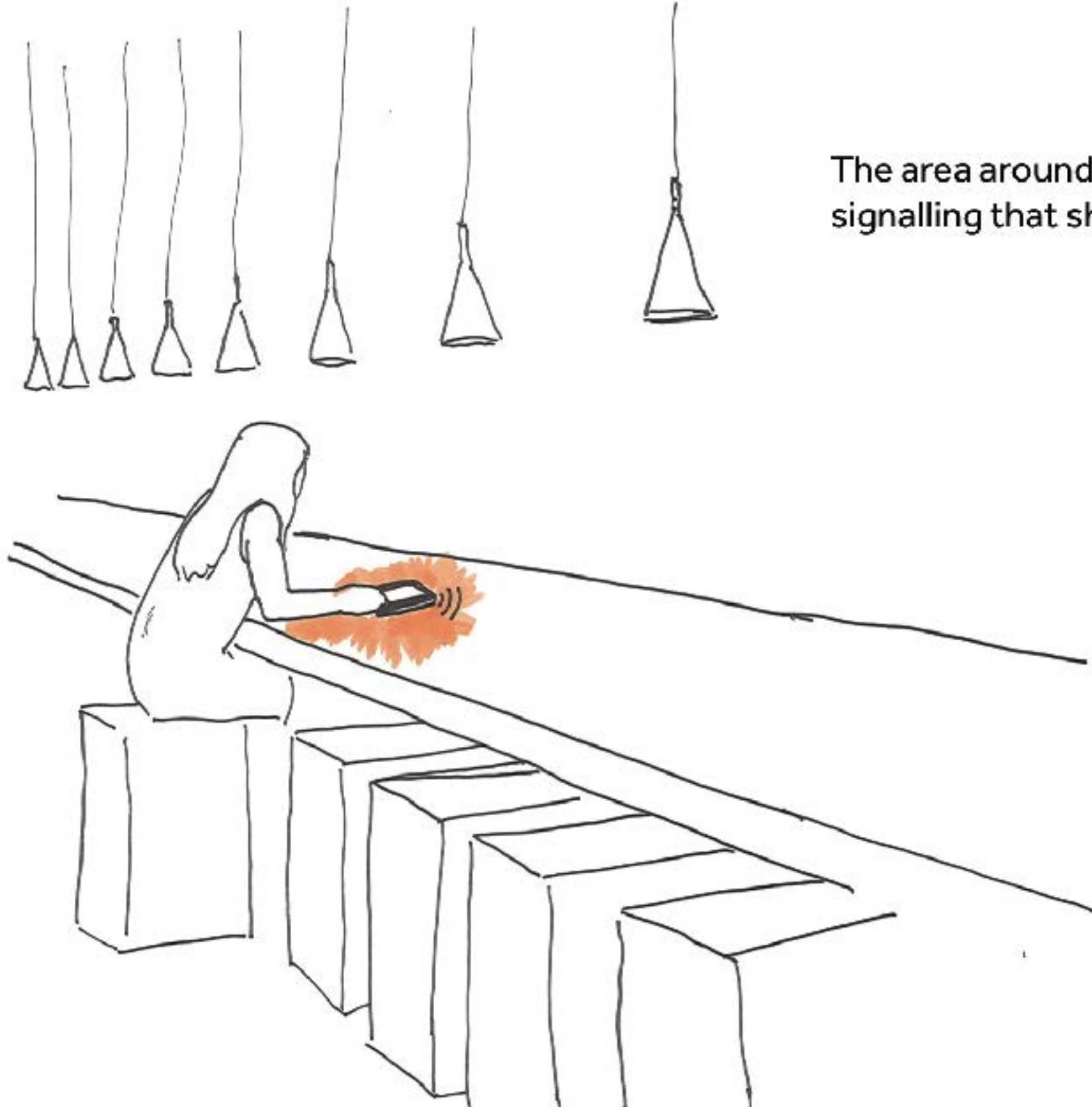
- Massachusetts
- New York
- Various



### LOCATIONS

- Cambridge, Massachusetts



A line drawing of a person with long hair sitting on a wooden stool at a long, narrow table. They are looking down at a smartphone in their hands. A glowing orange cloud surrounds the phone. Above the table, several simple, cone-shaped pendant lights hang from thin wires. The scene is set in a minimalist, brightly lit environment.

The area around her glows **ORANGE**, signalling that she is **connected**.

A line drawing of two people sitting at a long table. The person on the left is the same person from the first panel, still looking at their phone. The person on the right is a man with glasses, also looking at his phone. A glowing orange cloud now surrounds both phones, and the letters "MIT" are written in the center of the glow. The background is the same as the first panel, with several pendant lights hanging from the ceiling.

When they sit next to each other, the thing they have in **common (MIT)** is projected onto the **ORANGE** glow "cluster".







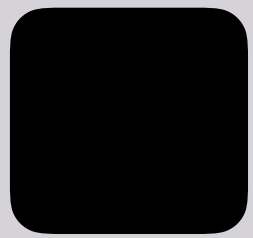






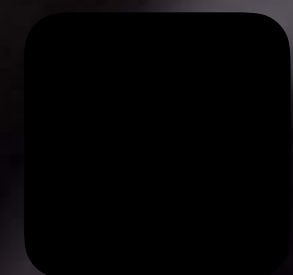
[http://design.mit.edu/projects/  
marriott-six-degrees-a-social-  
platform-for-the-hotel-lobby](http://design.mit.edu/projects/marriott-six-degrees-a-social-platform-for-the-hotel-lobby)





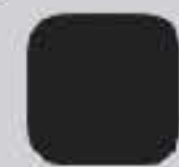
PLUS CONCIERGE

**ARTIFICIAL INTELLIGENCE  
PERSONAL CONCIERGE**





When a guest first walks into a hotel, they are greeted and asked if they are willing to receive notifications to help them have a better stay.



PLUS CONCIERGE

1m ago

Hello, welcome to Marriot Midtown!

Slide for more



When they leave for the day, provide them with service...

10:00 AM

Are you leaving for the day?

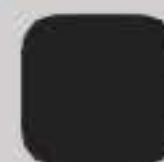
Yes!

Enjoy your day! We've notified housekeeping that it's ok to clean your room.



And when they return, give them a reward.

5:00 PM



PLUS CONCIERGE

1m ago

Welcome back! There's a free drink at the bar waiting for you :)

Slide for more



**TECHNOLOGIES**



SUCCESSFUL

IoT



**open**

**plattform**



**cross-**

**Industry**



**secure**

**transactions**



successful  
technologies



**embedded into  
meaningful social  
experiences &  
cultural values**



**benefits**

**perceived by end**

**users**



# THANK YOU



## **MIT Mobile Experience Lab**

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MASSACHUSETTS  
INSTITUTE OF  
TECHNOLOGY