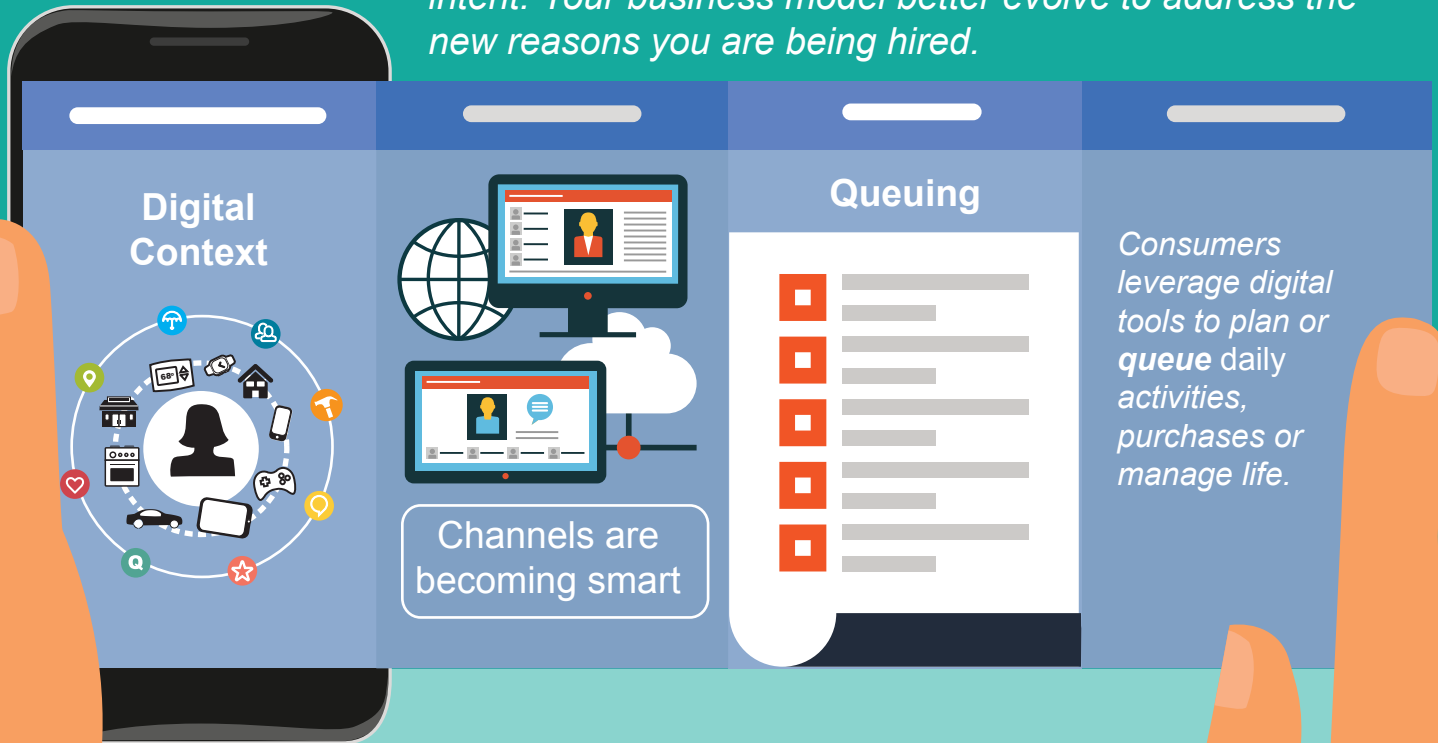


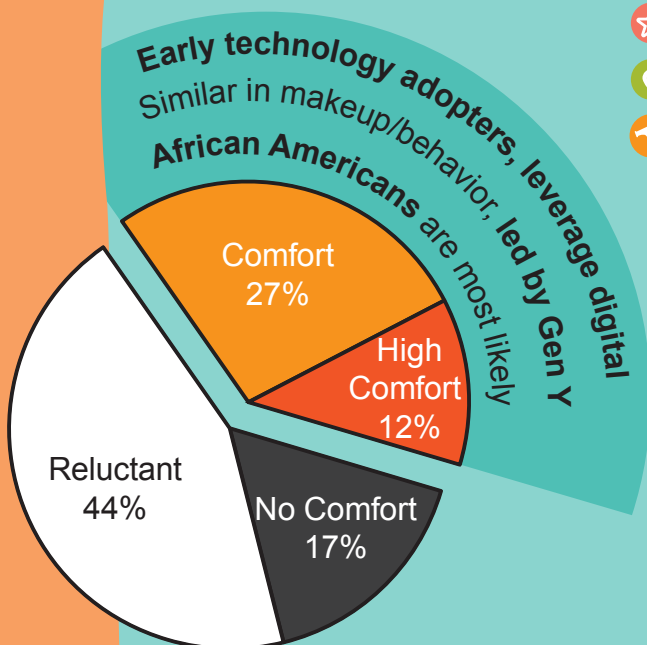
Devices are created for practical purposes

An Apple Watch is not just a watch

Consumers hire a tool to do much more than its original intent. Your business model better evolve to address the new reasons you are being hired.



Data sharing attitudes impact behavior



★ **Brand,**
📍 **location and**
🔧 **software/apps**
are the starting points for consumers sharing data. **Build trust** and demonstrate value here before bridging to other areas.

Consumers recognize the value of their data. Attitudes shift as consumers see value in sharing.



*Don't focus on loyalty, focus on **positive engagement***

Engagement is the gateway to loyalty. The promise of Digital Context cannot just be to speed things up. Context must improve the well-being of people.

Understanding The Digital Consumer

Data sharing, the Internet of Things and Reliance on Queues



The Digital Consumer Collaborative is a partnership involving non-competing industry leading companies joining together to go deep into the lives and decision-making processes of people who are digitally engaged.

