

Automated Life: Seeking Humanised Experiences

Mindshare's #IDCulture Automated Life report explores consumers attitudes towards AI. The research shows that people want to use AI technologies to improve their lives. They're using gadgets and apps to enhance how they live and make choices, becoming a bigger part of their daily routines.

AI-driven technologies can bring lots of possibilities, despite concerns about their impact on society. With increasing awareness among the mainstream population regarding the ethical use of AI, there are more initiatives from brands and business to make it more human-friendly and aligned with new regulations.

People are excited about the endless opportunities of automated technologies, which are also reshaping people expectations when engaging with brands. In a world with information overload and desire for instant gratification, efficiency through automation has become the baseline expectation for consumers.

Mindshare delved deeper into the consumer behaviour and culture of automation in people's lifestyles and identified five key mindsets.

Smarter not harder

People are feeling burnout from choice and digital fatigue and want to simplify their lifestyles to enjoy the things they love.

51%
would like to automate everyday tasks/chores to have more free time for myself/my family

46%
are looking for digital technologies and solutions to help streamline their decisions.

57%
would like to have personalised product/ experiences in physical stores

41%
are prepared to share their personal data with brands for an easy and convenient shopping experience

Unpredictable choices

Personalisation is great but people also want to have unpredictable and unexpected experiences

All-in-one

Consumers are happy to surrender to mega-systems but still want experiences that make them feel special.

52%
are happy to simplify their online shopping experiences and get everything delivered from one place

50%
say that independent or niche brand/retail stores purchase experiences feel more special than buying from mega retailers

63%
say there are too many streaming services to choose from

54%
believe that smart technologies will take our lives

50%
can't imagine a world without the commodities that digital technologies bring to our lives

Power struggle

The very tools designed to empower us have the potential to take control of our lives, shaping our habits and influencing our decisions.

Meaningful experiences

The high street, the markets and all physical stores can offer a more unique and human experience.

72%
enjoy going out shopping to physical stores to see and touch the products they want to buy

69%
prefer human engagement with brands rather than through chatbots or automated responses from their websites/apps

How can brands humanise AI-driven experiences for consumers?

- Brands need to ensure that automation is used correctly. If they rely too heavily on automated responses and don't provide opportunities for human interaction, customers may feel disconnected and disengaged from the brand. If automated processes are not personalised or relevant to the customer's needs, they maybe be ignored.
- Brands need to find the right balance by integrating efficiency and personalisation with the human touch for deeper emotional connections. They should also bring novelty and a sense of discovery to increase enjoyment throughout the consumer journey.
- Provide consumers with the control to decide their automated experiences with user friendly technologies, so they can feel empowered. Also, make them feel valued beyond automation through brand experiences they can encounter in physical environments.
- The goal is to differentiate the brand, build trust, and adapt to customer preferences, creating a well-rounded experience that goes above and beyond automated interactions.