**Future Friendly Thinking**

We want to make things that are future friendly. By anticipating what’s next, we can not only react to today but also build long-term value for people and businesses. The following ideas have been on our minds recently. Help us explore them further or suggest new ones.

**Laser Focus**We can’t be all things on all devices. To manage in a world of ever-increasing complexity, we need to focus and simplify. People are also tired of excessive noise and finding ways to simplify things for themselves.

Simplify your service yourself before your customers and increasing device diversity does it for you.

**Orbit Around Data**An ecosystem of devices demands to be interoperable, and robust data exchange is the easiest way to get going. Be responsive to existing and emerging opportunities by defining your data in a way that:

* Enables multiple (flexible) forms of access and notifications
* Is interoperable through standards
* Focuses on long-term integrity
* Includes meaningful and permanent references to all content
* Supports both read and write operations

**Universal Content**Well-structured content is the new art direction. Consider how it can flow into a variety of containers by being mindful of their constraints and capabilities. Be bold and explore new possibilities but know the future is likely to head in many directions.

Highly capable smart devices, simple constrained devices, interoperable devices, and more are part of our future. Structure and store your content accordingly.

**Unknown Vessel, Please Identify**Reacting to every device variance makes inclusive design extremely challenging. A high-level, close enough set of standard device types can simplify the process of adaptation while still allowing for fine-tuning through device-specific implementations.

A taxonomy of device types can align manufacturers today while still allowing new devices types to emerge tomorrow.

**Command Your Fleet**Having a wide range of devices in our lives enables us to distribute and manage tasks and information between them.When an experience is managed through a device collection, each device can tackle the interactions it does best. This prevents us from adapting all aspects of a service to every device and allows us to work within an ecosystem of device capabilities instead.