



# The Notebook.

Issue 7

March 2025

In the

## NEWS

Things we've seen that you might want to know

## Traffic to US Retail sites from GenAI jumps 1,200%

Traffic to U.S. retail websites from generative AI sources saw a dramatic increase of 1,200 percent in February 2025 compared to July 2024, according to Adobe Analytics data highlighted in a blog post. This trend extends to other sectors like travel and financial services, which experienced increases of 1,700 percent and 1,200 percent respectively during the same period.

The data suggests that consumers are increasingly using generative AI as a tool for online shopping, travel planning, and financial guidance. While users coming from AI sources tend to spend more time on websites and browse more pages, they are slightly less likely to make immediate purchases, indicating that AI is primarily used for research and information gathering.

These findings underscore the growing importance of generative AI in shaping online consumer behaviour and enhancing user experiences. Businesses are adapting to this shift, recognising the potential of AI to personalize interactions and provide efficient information retrieval.

You can read the full article here: <https://nextgen.short.gy/adobe-ai-traffic-jump>

## Other headlines in brief

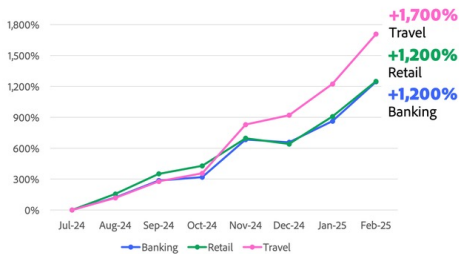
**Direct to Consumer is being killed by 'Direct to Agent'** or D2A. CBInsights, the authors of the report, predict that first party data will shape the future of personalisation, D2A will kill customer loyalty and a few AI agents will own the relationship with the customer - <https://nextgen.short.gy/future-customer-journey>

**Duolingo has killed off UX** and replaced it with PX - Product Experience. It feels a little PR-ish, but interesting nonetheless - <https://nextgen.short.gy/duo-ux-2025>

In more Adobe news, they've released a brand new feature called **Brand Concierge** – it's a mix of an orchestrator, Agentic AI and personalisation engine - <https://nextgen.short.gy/brand-concierge-adobe>

### Indexed Visit Share by Industry

Adobe Analytics, July 2024 – Feb 2025



## Frankie's Deep Dive: Agentic AI Advances with Manus AI

Manus are a Chinese start-up who this month released an agentic AI agent designed to shake up existing models by bridging thoughts **and** actions.

Unlike ChatGPT, Claude and more recently DeepSeek, that respond to user prompts. Manus AI acts independently in the cloud, orchestrating a multi-agent system. In simple terms, it delegates tasks to smaller specialised sub-agents a synchronously (LLMs), maximising efficiency and accuracy.

It is more advanced than a chatbot, using simple instructions to execute complex tasks; from booking tickets, to creating a custom website or analysing stock markets

For us in Customer Management, Manus goes beyond simple scripted responses by auto-analysing customer intent, accessing real-time data and navigating organisations complex workflows

It also supports thorough research and analysis, with the ability to highlight errors and execute code without reliance on a human, increasing performance accuracy However, sentiment around reliability and security is unknown, but will be key to success e.g. billing requests and PII management.

Whether it gains mainstream success like DeepSeek is dependent on its ability to scale and its current invite-only access model may limit this with <1% on the waitlist having access



### Read more on Manus

<https://nextgen.short.gy/china-manus-ai-launch>

<https://nextgen.short.gy/manus-ai-vs-chatgpt>

<https://nextgen.short.gy/manus-vs-deepseek-gemini>



The Kanban

### Here's what's in our innovation pipeline...

**Now**  
Search Landscape

Conversational UI

**Next**  
Unified Entry Page

Scaled Chat Reading

**Later**  
Account Finder 3.0

Voice Activated Service

## Why companies shouldn't adopt an AI strategy

An article published by WSJ, defied industry trends and argued most companies **shouldn't** rush to adopt an AI strategy because;

1. **AI is new**, making it hard for companies to define a clear strategy
2. Where a strategy is defined, most companies **lack the necessary infrastructure, data and personnel** to implement it effectively

The article suggests companies should let AI adoption evolve naturally, encouraging employees to experiment and find practical uses while ensuring appropriate guardrails for responsible AI use

It stressed the role of Compliance Officers in AI adoption and strategic planning, as without appropriate risk assessments, rushing into an AI strategy can lead to 1) Bias in AI-driven decisions e.g. hiring, pricing models; 2) Legal and regulatory risks, and; 3) Ethical concerns on automation and transparency

In summary, instead of a top-down AI strategy, companies should focus on employee-driven AI experimentation while maintaining strong compliance and ethics oversight.

Read more here: <https://nextgen.short.gy/ai-strategy-mistakes>



## The Library

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## Got an idea?



If you need help with some industry research, or have an idea you'd like help exploring then we want to hear it!

Send it through the front door, selecting NextGen Discovery

## Events & Conferences



It's been a quieter month for events and conferences this month (in part because of the broken foot of doom on Andy's part!), but we still have insights to share from ProductCon – look out for that later next week.

**It's OFFICIAL!**



Comcast NBCUniversal has been named in Fast Company's **Most Innovative Companies** list for 2025!

Read more here <https://nextgen.short.gy/comcast-fast-company-innovation>