

Skyler Booth
Technology Innovation
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Harnessing a Trend through Technological Innovation

Three Trends

- The first trend I want to harness is smart homes. From my youth watching Scooby Doo (an episode of which featured an automated home), smart homes have always interested me. I always have thought that smart homes would exist in my lifetime and I think the technology trend from the recent years is paving a way for an entire smart home.
- The next trend I would like to harness is Intelligent Applications/Application Communication. Intelligent applications or application communication is where applications use data that is embedded in other applications in order to make things easier on the user. They also improve recommendations to users based on information they receive from other applications.
- The final trend is on-demand concepts. This trend is all about giving consumers what they want as soon as they want it. Companies provide goods and/or services to consumers to fill their demands.

Predispositions

- I believe that smart homes are emerging because of the lazy culture the average American has created. Something else that plays a huge role is the “on the go” and “always rushing” of Americans. Unlike before, we are now always on the go and we always want something that will help us do less work, not have to remember as many things, and something that will do the work for us. That’s where smart homes come in, they automate things at home, such as turning on the shower, turning out the lights, or turning on the coffee. They also allow someone to control their home from wherever they are. Additionally, I think it’s emerging due to major advancements in other networking technologies, which allow home devices to become “smart”.

- I believe that the trend of Intelligent Applications/Application Communication is emerging is because I believe consumers have become fed up with having multiple applications that don't interact with other each other. For example, a person will have a fitness app and a nutrition app, and every time they workout they have to go in and see their workout results and then go in and manually enter the workout information into the nutrition application to see how much they can eat. The laziness of consumers is driving the trend of application communication because they don't want to take information from one application and have to manually enter it in another app.
- I believe that the trend of "on demand" is emerging because as Americans we live such "on the go" lifestyles and want everything right then and there. From Dish on Demand to Amazon Prime 2-day shipping every company is trying to make things as available as they can. We want so much and we always want them right when the idea pops into our heads. That's why I believe this trend is emerging. A lot of these "on demand" ideas are stemming from the success of Uber. They are driving companies to follow their business strategies and make things as on demand as possible for everyone. We live in a world where "the easier it is, the better" and these companies are using that to their advantage.