

Step into the future of Mobile

26th September 2024

Deloitte.
Digital





MEET

EMIL

Deloitte Digital Partner



MEET

MANU

Mobile Technical Lead



From 🖥️ to 🗣️ : It's Time Apps Spoke Our Language

1

What's happening beyond the traditional app-centric experience?

2

For decades, we've been stuck talking computer. What happens when mobile apps are finally learning human?

3

What does it all mean for brands, and how do we prepare for this brave new world?



DELOITTE DIGITAL

European Mobile Practice

60+

Local app specialists

440+

European app specialists

23

Locations

GLOBAL ECOSYSTEM OF MOBILE PARTNERS



PLATFORM PARTNERS



TECHNOLOGY CAPABILITIES



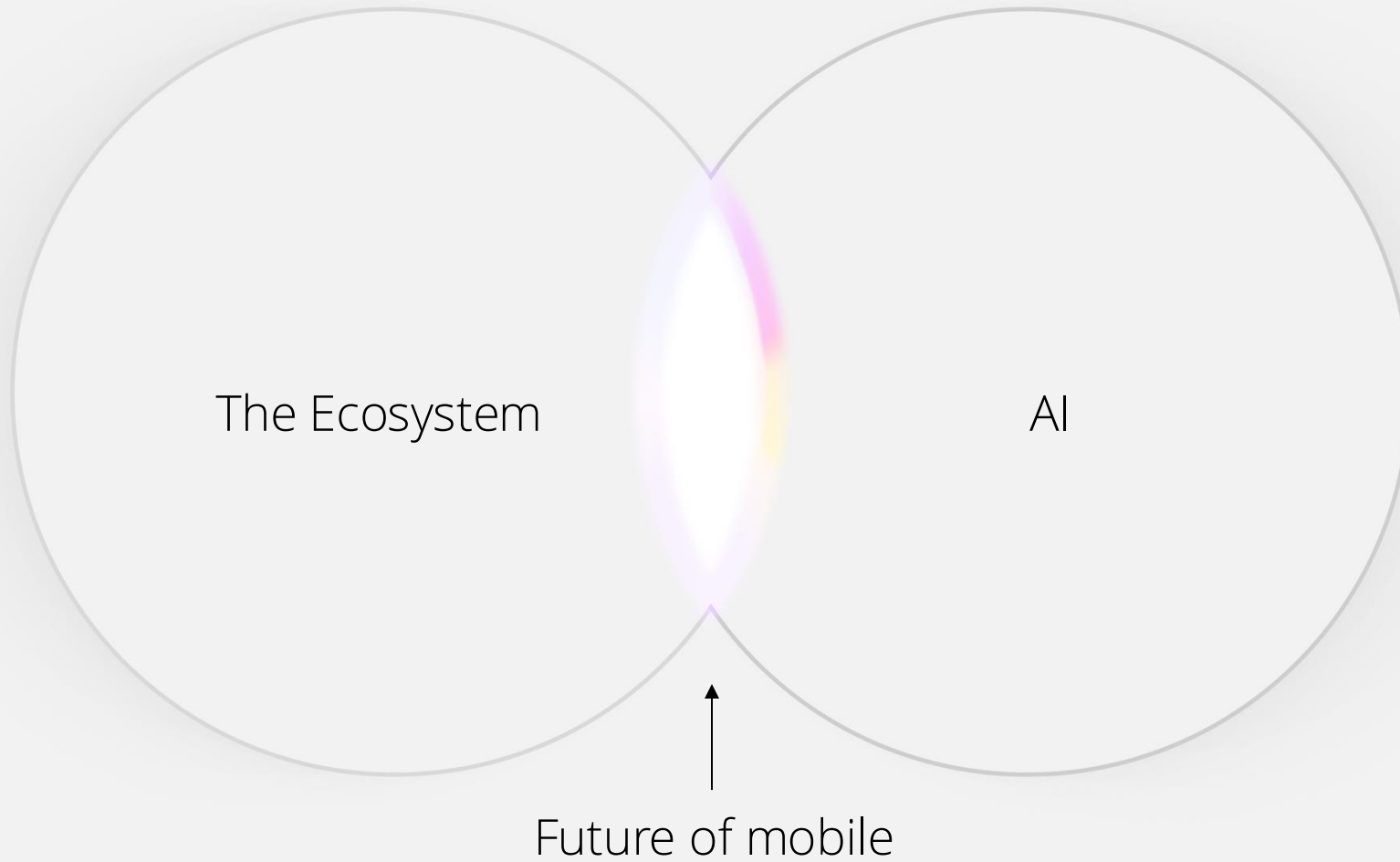
MOBILE CAPABILITIES

UI Designers + UX Designers + UX Researchers + Service Designers + Strategists
+ Developers + Architects + Business Analysts + Delivery Leads + Product
Managers

WHAT IS THE FUTURE OF MOBILE?



We see two leading trends, merging together



THE POWER OF THE ECOSYSTEM



WIDGETS



App Store

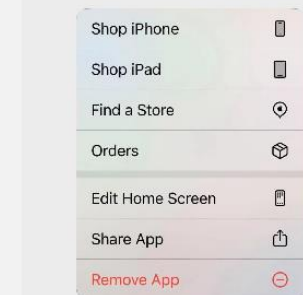


Camera

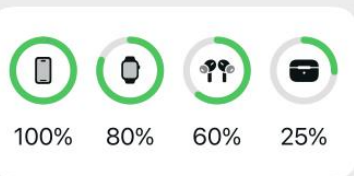
QUICK ACTIONS



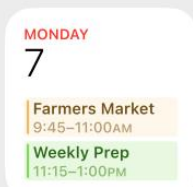
App Store



Apple Store



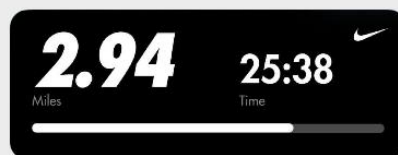
Batteries



Calendar



Screen Time



Nike



Travel



Spotify

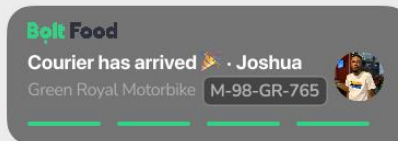


Scan Code



Productivity App

LIVE ACTIVITIES



Bolt



Camera



Jitterbug Joe Cafe

Order coffee and snacks to go

Open

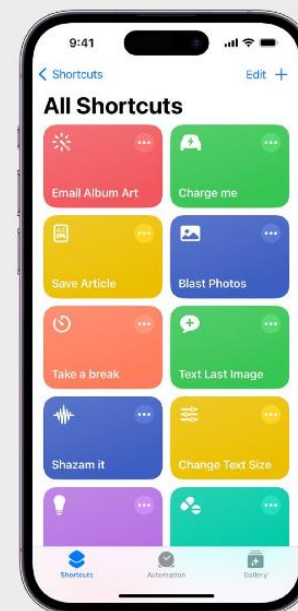
View in Safari

Open App Clips

Powered by
My Coffee App

App Store

My Coffe App



All Shortcuts

APP CLIPS



Camera



Shortcuts App



Chat GPT

SHORT CUTS

THE BEGINNINGS OF AI IN MOBILE



Apple

Apple Intelligence Chat GPT integration

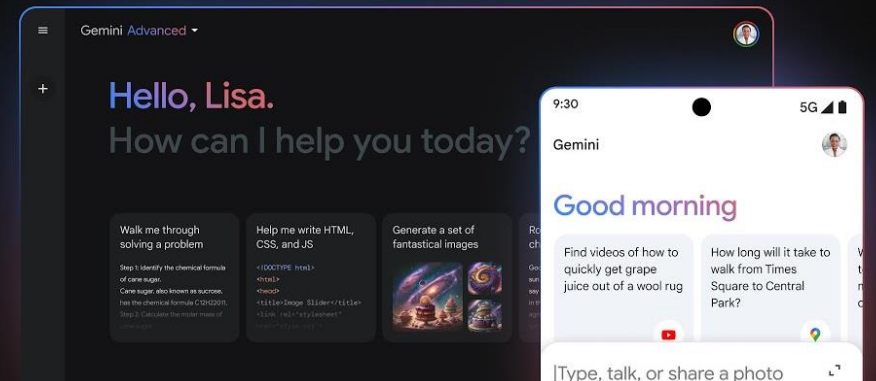
Available in iPhone 15 Pro and all iPhone 16 models
Released with iOS 18.1
Not yet available in EU



Google

Gemini app Gemini Nano Gemini 1.5

Full features available in Pixel and latest Samsung models



On device

Apple Intelligence

Gemini app
Gemini Nano

AI on device

- + Integrated
- + Free to use
- + Personal
- + Private
- + More sustainable
- Less powerful
- Limited
- Dependent on Apple/ Google

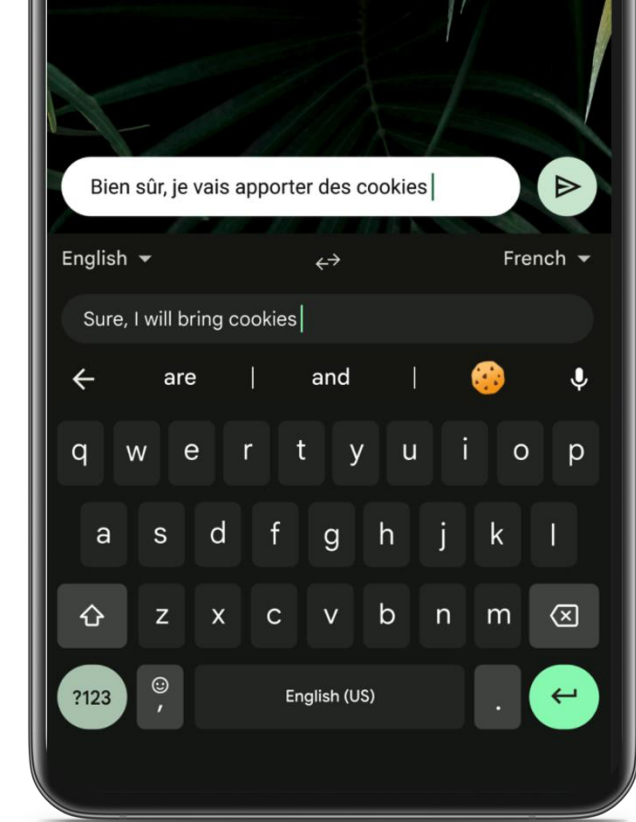
Online models

- + Powerful
- + Allow for complex tasks
- + Versatile
- + Private
- + Better control of the experience
- Expensive
- Bad for environment



Help you where you are

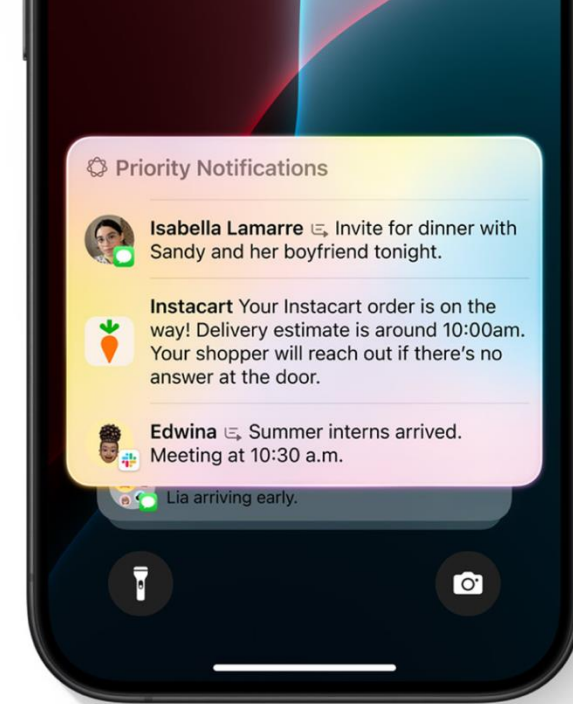
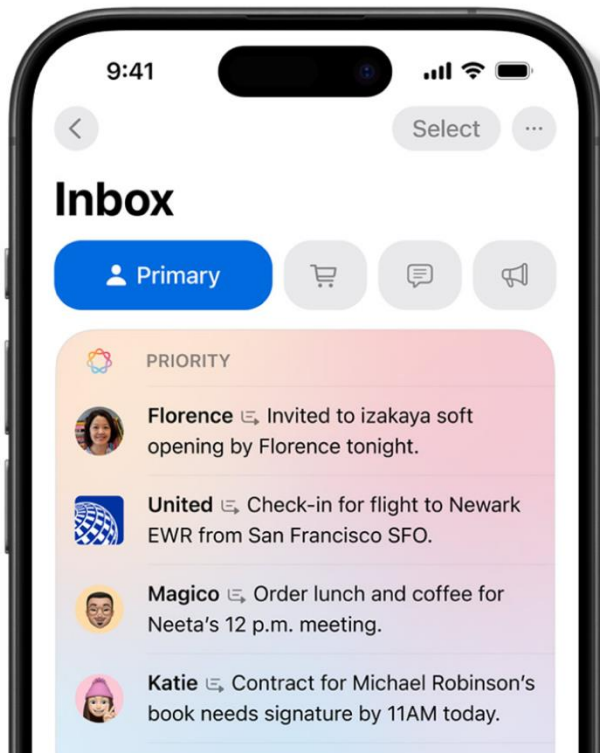
Writing assistant



Direct translation

Show what's important

Show the right information

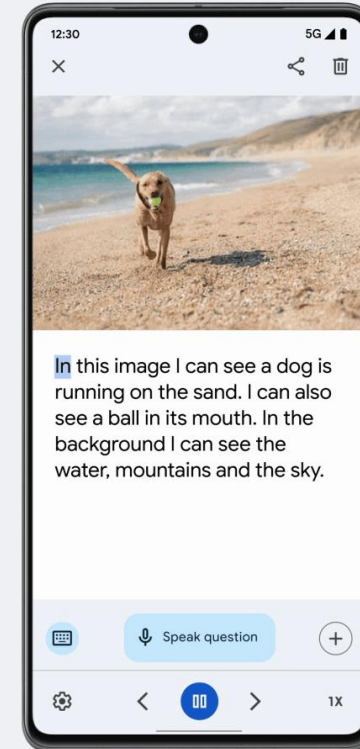


Priority notifications

Accessibility



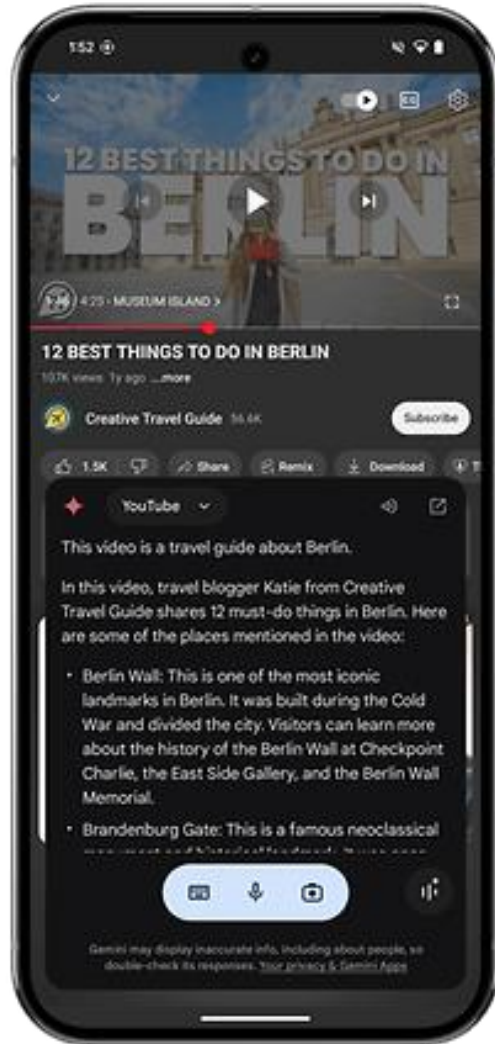
Apple Eye tracking



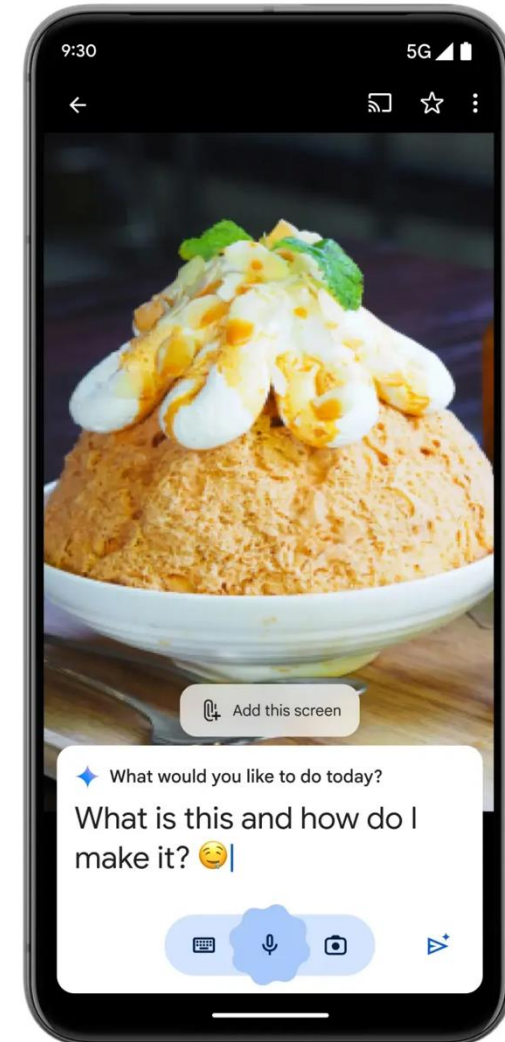
Google Lookout

Context aware

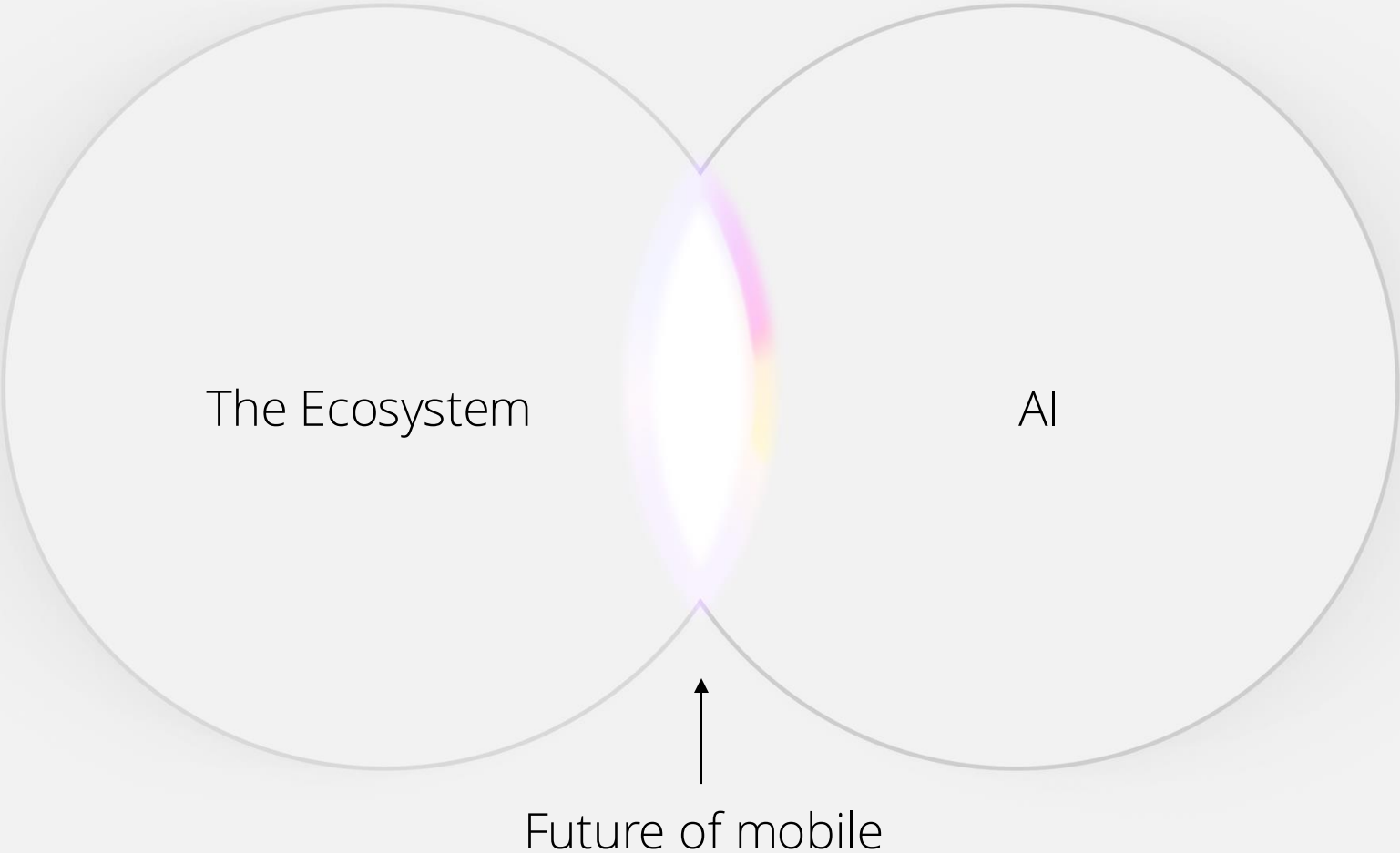
Youtube



Gemini App



So what does this mean for your brand?



***EVERYTHING YOUR APP
DOES SHOULD BE AN
APP INTENT***



Retail

Oh I love this!



When browsing Insta, a jersey catches your eye. You can either search for it on a browser and try to find something closely related to this one, or, just ask Siri.

Hey Siri, can you find me a jersey just like this one?



You activate Siri and ask it for help. Siri analyses the screen, and finds a good match in your size from H&M's catalogue. It opens the app on that page with your preferences pre-selected.

Perfect!



All you need to do now is load this into the card, and get out your knitted red scarf.



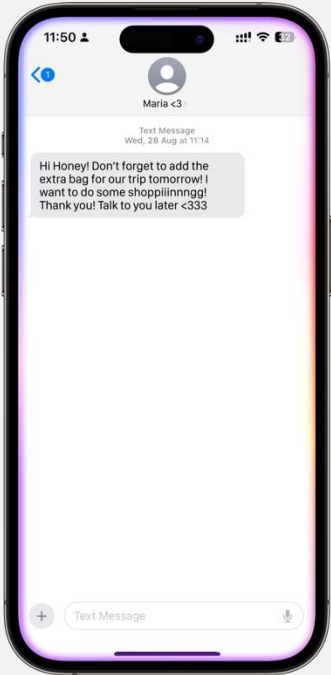
Travel

I totally forgot that she wanted to bring an extra bag...

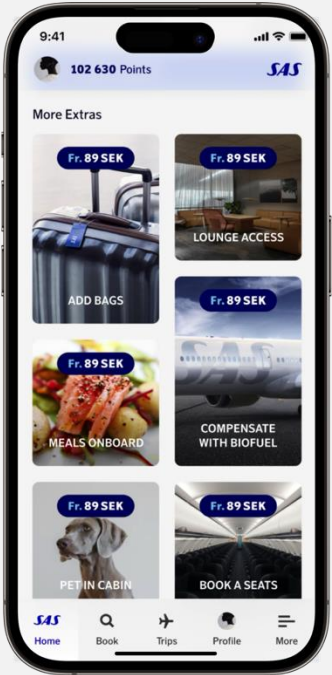


You're receiving a message from your girlfriend who reminds you about adding an extra bag to your flight tomorrow

Hey Siri, can you add an extra bag for my flight tomorrow?



You activate Siri and ask it to help you. Siri finds your flight, and opens the SAS app on the page where you can add an extra bag to your flight.



All you need to do now is to pay for the extra bag. 🛒

Insurance

Oh no! My iPad broke! 🐱😡



Your cat pushed the iPad off the table, completely cracking the screen. You ask Siri if it can check if your iPad is covered by your insurance.

Hey Siri, can you check if my iPad is covered by my insurance?



Siri responds instantly, having checked your insurance app. Luckily your iPad is covered. 🐱



Find me a replacement for the lightbulb in my fridge



Is the Atletico game included in my subscription?



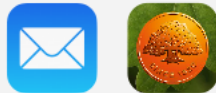
Schedule the heating for the trip tomorrow



Can I pause my subscription while on holidays?



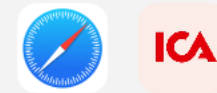
Send a giftcard of 500sek to Milena



Email the expenses from my London trip to accounting



Is roaming included in my trip next week?



Add the ingredients of this recipe to my shopping list



Send this super interesting article to Björn



Book a training session on Friday before my first meeting



Add this song to my Chill out list



Swish Fred for the football tickets

3 takeaways from today

1

There is so much potential in the ecosystem, the time to open up your app with intents is now.

2

The Apps are here to stay, they will be your window to On Device AI. Customers will interact with your brand in new and different ways.

3

Don't make AI the whole experience, instead use AI to improve your customers' experience of your product.



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