



invidis happy hour #4

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14 April 2020

- **Corona-crisis induced consumer behavior changes**
- **Impact on digital signage**
- **Digital Signage solutions for the “new normal”**

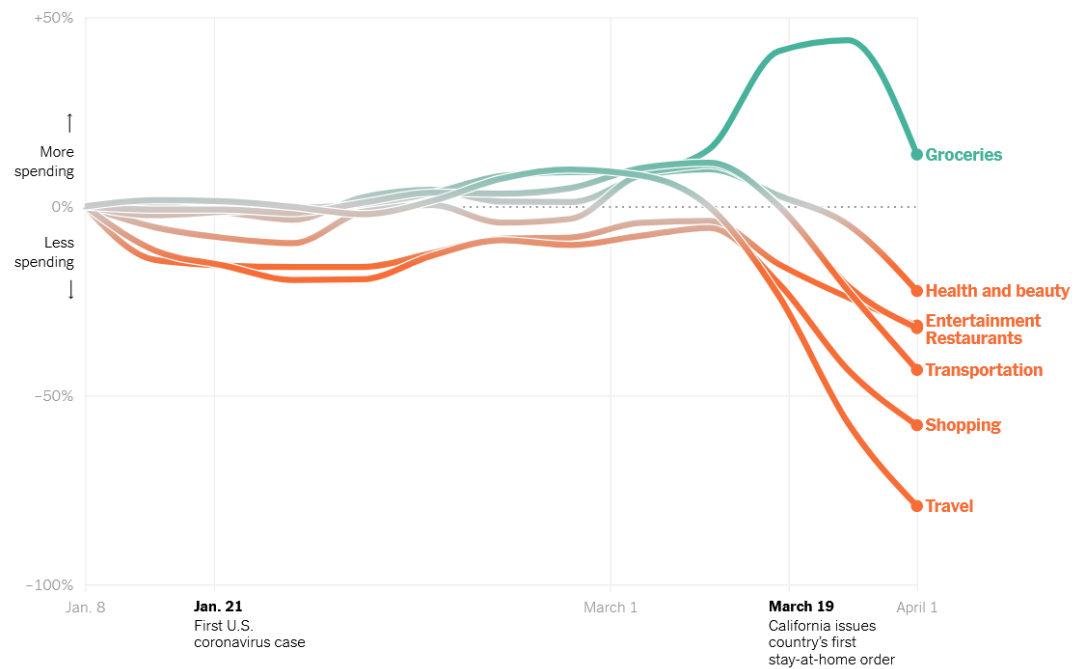


Changes in Consumer Spending

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The New York Times

Change in credit and debit card spending



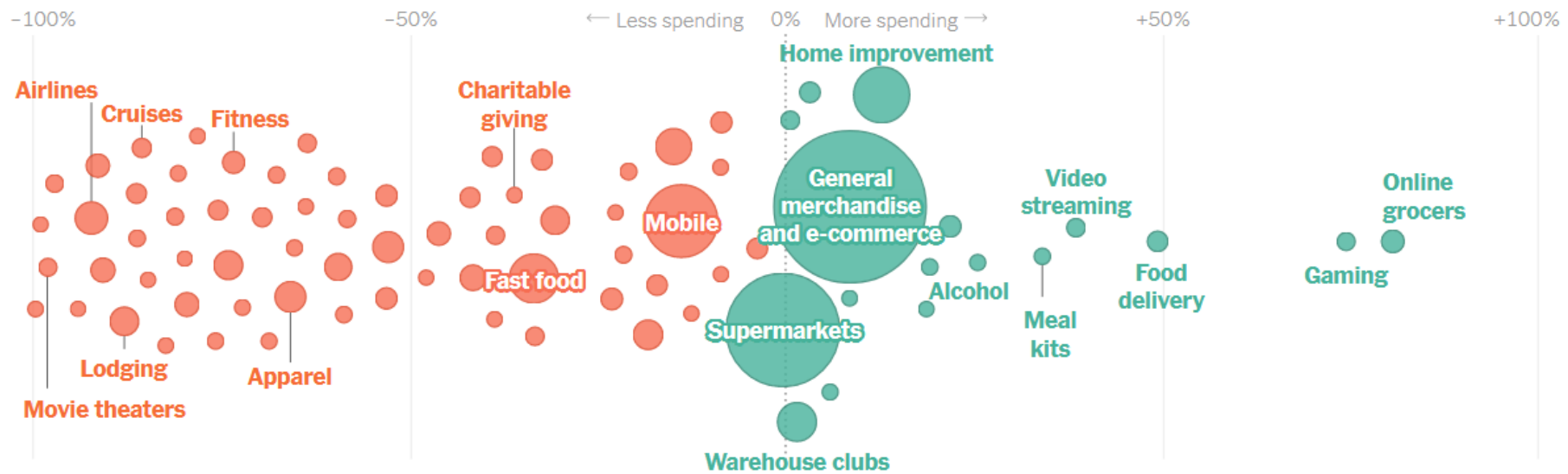
Source:
<https://www.nytimes.com/interactive/2020/04/11/business/economy/coronavirus-us-economy-spending.html?action=click&module=Top%20Stories&pgtype=Homepage>

The chart shows the percentage change in spending from the beginning of the year. Each line is an average of the previous two weeks, which smooths out weekly anomalies. | Source: Earnest Research



Changes in Consumer Spending

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Change in spending from 2019 for the week ending April 1. Bubbles are sized by industry sales.



Changes in Consumer Spending

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Shopping is down overall, especially at brick-and-mortar stores.



Change in spending from 2019 for the week ending April 1.



Consumer behavior changes – The framework

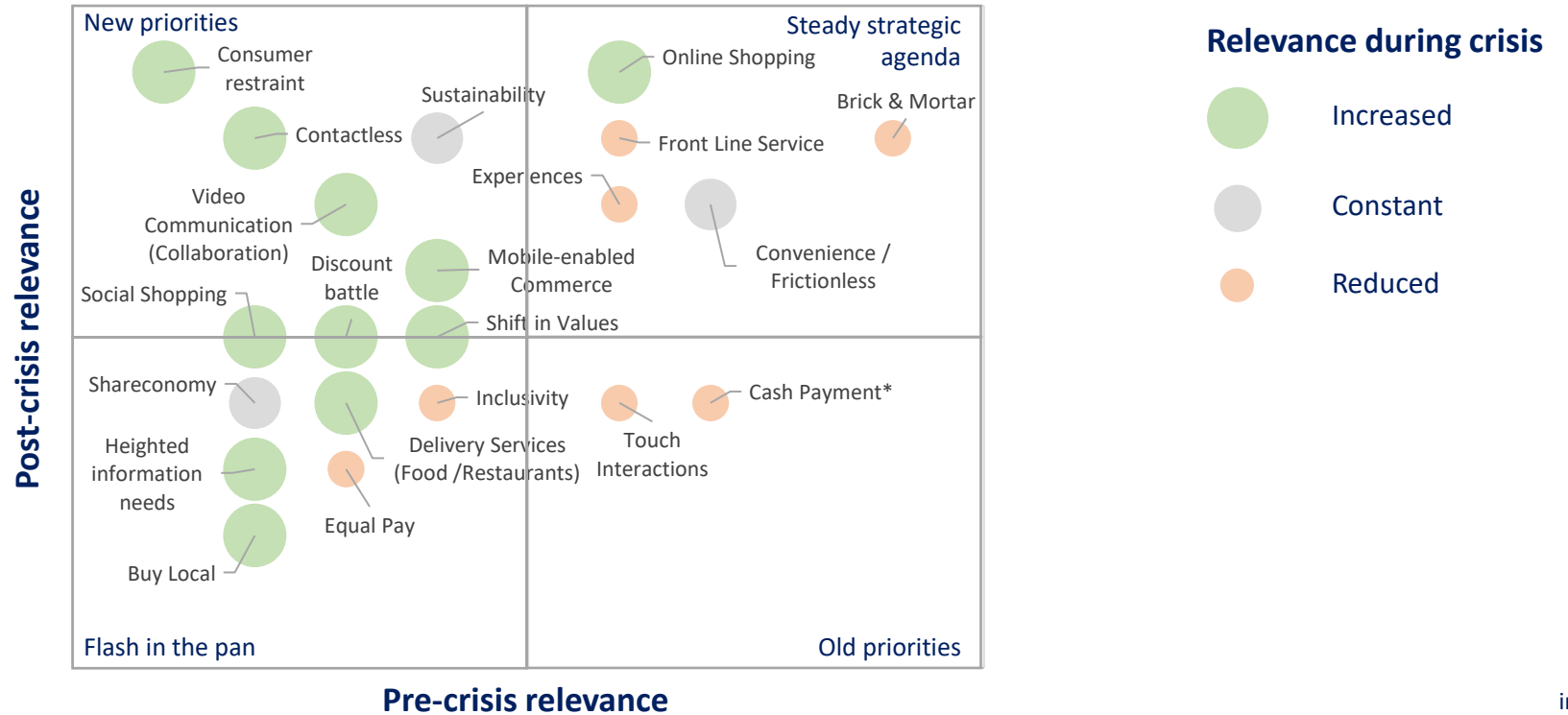
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Consumer behavior changes – A perspective

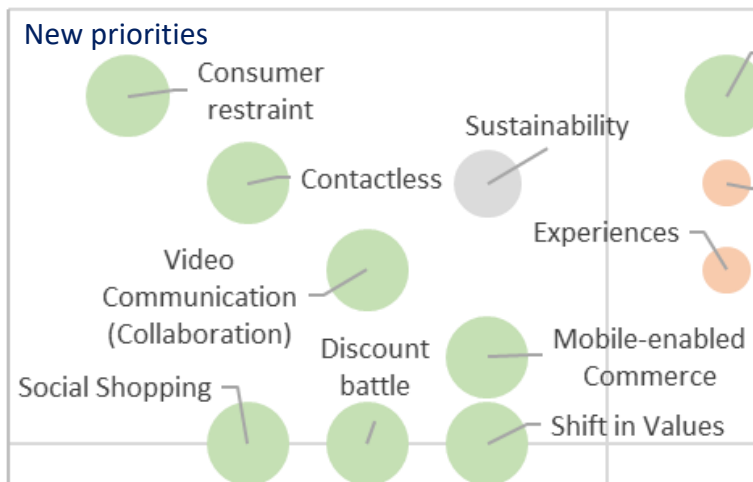
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New priorities

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Consumer behavior changes

- Consumer Restraint
- Contactless
- Sustainability
- Video Communication
- Mobile-enabled Commerce

Consequences for Digital Signage

- Limited budgets, innovation / ideas needed, “new simplicity”
- Full process perspective, push for non-touch technologies (Voice, Gaze, Gesture, etc.)
- Consumer and government funding requirement; Greenwashing not enough – holistic concepts incl. HW, operations, smart infrastructure
- Competition with AV and IT; Role of display manufacturers?
- Not just shopping, but engagement on mobile phones



new simplicity





Impact on Technology

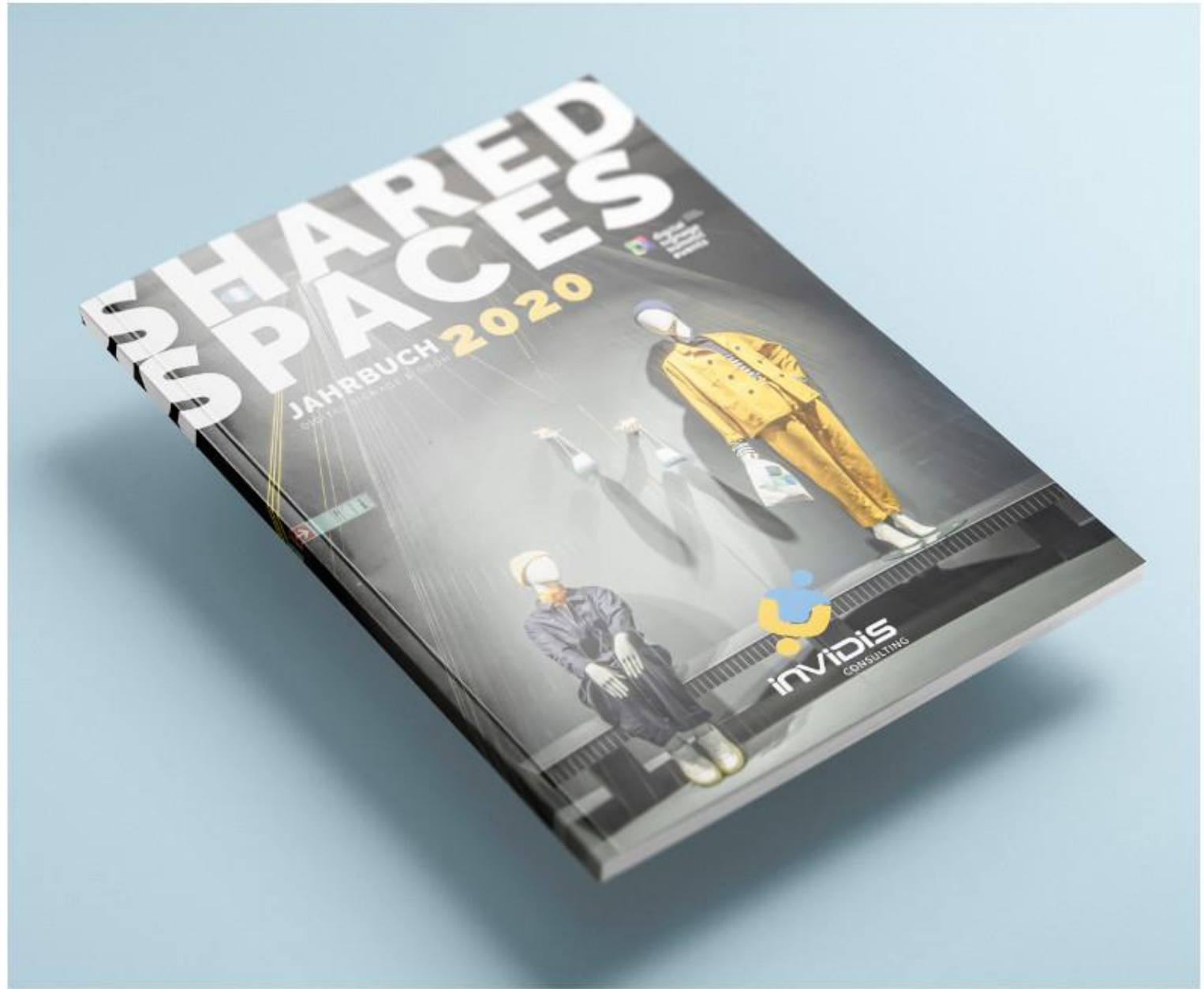
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Complementing Touch

- Voice Personal Digital Assistant (e.g. Amazon Alexa, Google Assistant)
- Eye Tracking
- Gesture-Tracking

Others

- Data and analytics
- Adaptation of AI platforms
- Connected journeys (DXP, APIs)
- Mobile-instore-experiences
- Front Line employee devices
- Sustainability technology choices





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