

Chatbots and AI are on the rise this year.

By 2018, digital assistants will recognize customers by face and voice.



By 2020, 58% of customer interactions will be managed without a human.

FAST FACT: In the next three years, digital consumers are expected to have access to a total 24 billion IoT devices.

– XDAdevelopers.com

IN THIS ISSUE

What We're Reading

Digital Transformation Has Changed the Face of Testing



The sheer pace of digital transformation has had a [disruptive impact](#) on testing and quality assurance. IT spending budgets are skyrocketing alongside demand for cutting-edge, higher-quality experiences that need to be updated frequently and quickly. On mobile, the market for [app testing alone](#) will reach \$13B by 2026. Still, [Forrester](#) finds that testing is often an afterthought, and suggests that testing strategies must “adapt to digital business and accelerate development – not slow it down.” Efficient testing in the Age of Digital Transformation will focus on user-centric testing and great CX. Read more [here](#) on the testing trends to prepare for this year.

AI Brings Elevated Human Experiences to eCommerce



While some fear that technological advancements threaten to replace human interactions in commerce, technology like AI actually “[augments human intelligence](#)” to enhance CX. Rather than deeming the human element of commerce obsolete, AI offers an elevated, instant, and more efficient experience. Utilizing AI promotes “hyperpersonal” digital shopping experiences that ensure less frustration and a more focused approach to individual consumers. This year, businesses embracing AI will give digital a human touch that “will provide better experiences at [every level of the shopping journey](#).” Learn more [here](#) about the AI retail trends for 2017.

Wearables May Be the Key to Unrelenting App Success



While many have now declared “[the app boom](#)” over, unlocking a new wave of success for apps may be as simple as getting app engagement right with wearables. While the top 20 mobile apps in the U.S. have recently seen a 20% drop in usage, the wearable app market is expected to grow 57% [by 2020](#). Though wearable [growth is happening more slowly](#) than predicted, 40M adults in the U.S. use a wearable device at least once a month, and 30% of millennials are using them regularly. If brands can engage younger users enough to lead the initiative, we may see an explosion of wearable app adoption in the future. Get tips from [Medium](#) on how to keep wearable users engaged.



Resources

[The State of Web Accessibility in 2017](#)

[2016 Holiday Weekend's Successes and Failures](#)

[The Secret to Effective UA Testing](#)