

A blurred background image showing two people, a man and a woman, sitting at a table in what appears to be a meeting or collaborative work environment. The man is on the left, wearing a blue shirt, and the woman is on the right, wearing a light blue shirt. They are both looking towards the camera. The background is dimly lit with warm tones.

Pour une digitalisation d'entreprise réussie



Google

jain alright lyrics

All Videos News Images Maps More Settings

About 244,000 results (0.47 seconds)

Alright

Jain

Things gonna be alright
 Things gonna be just fine
 Things gonna be alright
 If love is around
 Things gonna be alright
 Things gonna be just fine
 Things gonna be alright
 If love is around

I know you think that I am over you
 But I have just better things to do
 Than crying over you, I really got to move
 On with the love that I keep around
 I got my life and I'm a fire
 I got my voice to make it higher
 Show me the way I could be stronger
 Life's too short to look down at you



Question :

qui sont les
utilisateurs ?

BtoB vs. BtoC

BtoA = BtoG

BtoR

**BtoRtoC,
BtoItoC,
BtoItoBtoRtoC**

CtoC, CtoB

*« la véritable
économie est la
consommation finale
des ménages, le
reste n'est que
variation de stock »*

John Maynard Keynes

B2

	B	C	G	R	E	M
B	B2B	B2C	BtoG	BtoR	BtoE	
C	CtoB	CtoC	CtoG	CtoR	CtoE	
G	GtoB	GtoC	GtoG	GtoR	GtoE	
R	RtoB	RtoC	RtoG	RtoR	RtoE	
E	EtoB	EtoC	EtoG	EtoR	EtoE	EtoM
M	MtoB	MtoC		MtoR	MtoE	MtoM

Millennials ???

Lost ... Greatest ... Silent ...

BabyBoomer (1940 - 1965 +/- 6 ans)

GenX (1955 1985 +/- 8 ans)

GenY = Millennials (1979 1999 +/- 5 ans)

GenZ = Digital Natives = GEN C (1994 2007 +/- 4 ans)

alphaGEN ? = 2008 - 2020 ?

SingularityGeneration 2020 / MARS Gen 2030



#GEN

#GEN n'a pas d'âge

#GEN préfère le contenu online natif

#GEN visite 3 réseaux /j

#GEN passe 10h/j devant un écran
= 50% de la population occidentale

= 50% de la population occidentale



Dans ma génération, les garçons recherchaient les petites Suédoises qui avaient la réputation d'être moins coincées que les petites Françaises. J'imagine notre étonnement, notre trouille, si nous avions approché une Greta Thunberg...

7:38 AM · 25 sept. 2019 · Twitter for iPad

416 Retweets · 1.9 k J'aime

Jean-Luc



KOL
GEN XYZ
Future shapers
«Affluent People»
Influenceurs



« **Quincados** » (ces quincas qui refusent d'être vieux). Sur le blog de Hervé Monier (à qui il ressemble bizarrement), il partage une réflexion sur les clichés dans la perception de l'âge. Hervé Monier est à gauche, Serge Guerin, hum, à droite...



« L'âge n'est qu'un élément de notre identité, il ne nous résume pas ! L'âge est plus une construction sociale qu'une borne neutre et objective ! »

« Les quincados inventent leur projet de vie sans se référer à un modèle unique : suivre son chemin et penser par soi-même ! »

ET POUR FINIR :

Plus d'attentes...

Nouvelles Attentes

*Pourquoi se contenter
du minimum ?*



1990 : web et internet

2010 : mobile

2015 : Living Services

source : Google, Accenture

If you're not on Google,
You don't exist





**MOBILE
FIRST**

ONLY



NAVER

france•2



1 • 2 • 3 • 4 • 5 • Ô

france•2 france•3 france•4 france•5 france•Ô



Podcasts



LS

Living Services

**THE DIGITISATION
OF EVERYTHING
+
LIQUID EXPECTATIONS**

OUR HOMES
OUR BODIES
OUR FAMILIES
OUR EDUCATION
OUR WORK
OUR TRANSPORT
OUR FINANCES
OUR SHOPPING

Paielement
invisible
ApplePay
Lydia
LyfPay
Wallet
Libra ?

A screenshot of the Lyf Pay website banner. The background is a blurred image of people in a store. At the top, there is a navigation bar with the Lyf Pay logo and links for 'Utilisateurs', 'Professionnels', 'Développeurs', and 'Blog'. The main heading is 'Lyf Pay : Le paiement d'aujourd'hui'. Below it, a subheading reads 'Gratuite et sécurisée, téléchargez Lyf Pay pour simplifier vos paiements en magasin, en festival, entre amis ...'. At the bottom, there are two buttons for downloading the app: 'Téléchargez dans l'App Store' and 'DISPONIBLE SUR Google Play'. A play button icon and the text 'Voir la vidéo' are also present.

Lyf pay Utilisateurs Professionnels + Développeurs Blog

Lyf Pay : Le paiement d'aujourd'hui

Gratuite et sécurisée, téléchargez Lyf Pay pour simplifier vos paiements en magasin, en festival, entre amis ...

Téléchargez dans l'App Store DISPONIBLE SUR Google Play

▶ Voir la vidéo

Télépéage (libertyT OPnGO)

Dash button (Amazon)

AmazonGo

Uber

Doctolib



6 technologies enabling the rise of Living Services



NETWORK
CONNECTIVITY



THE
CLOUD



DATA &
ANALYTICS



CONNECTED
SENSORS



USER
INTERFACE



CONNECTED
DEVICES

Astralis, bientôt la première équipe e-sport à entrer en Bourse

29/11/2019

0 Moins d'une minute



L'équipe Astralis. Crédit: Astralis/Twitter.

Digitalisation : IOT

Billet / Voucher / carte (wallet)

Porte (smart door)

Maison (home kit)

Ecole / Cours (MOOC)

Santé

Politique

Voiture (Tesla OS, auto4.0)

Wearable



**GRENOBLE
ECOLE DE
MANAGEMENT**
SCIENCE & INNOVATION

UTP



UTP GRENOBLE

Hatsune Miku Hologramme



e-cigarette



LIQUID
EXPECTATIONS

Defend

Differentiate

Disrupt

AND LIQUID
OPPORTUNITIES



Liquid Expectation

Partir / sortir sans payer

Réserver d'un clic

Commande par bouton (DASH)

Connexion permanente

Temps réel pour tout



**GRENOBLE
ECOLE DE
MANAGEMENT**
SCIENCE & INNOVATION

UTP

UTP GRENOBLE

Consommateur Sans Limite

**un consommateur ça ose tout,
ça compare tout,
ça demande (exige) tout,
ça commente tout, partout,
ça ne lit RIEN (tl;dr)
ça demande un secret total des
informations confiées**

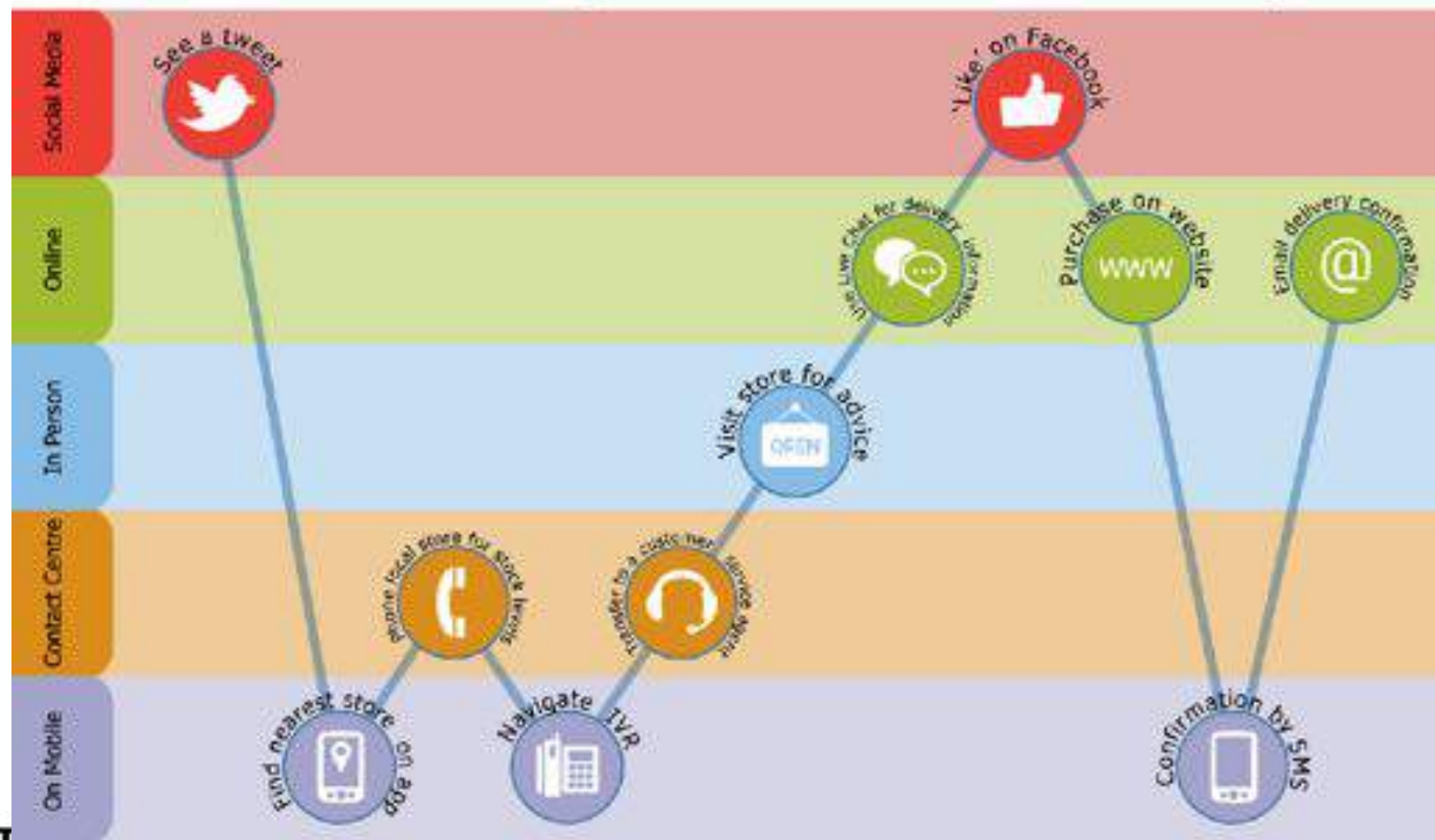
→ Expectation Economy



voc

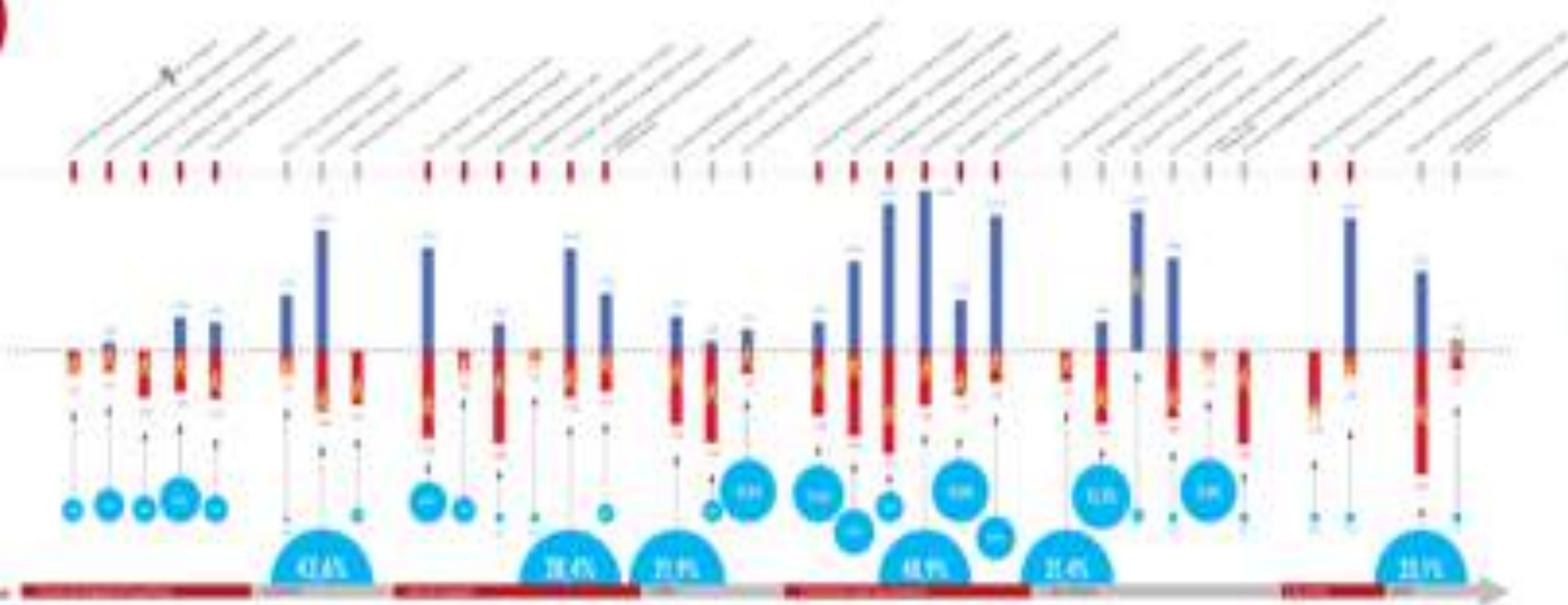


Understanding the Customer Journey





TRACKER DE L'EXPÉRIENCE CLIENT





Traditional customer lifecycle

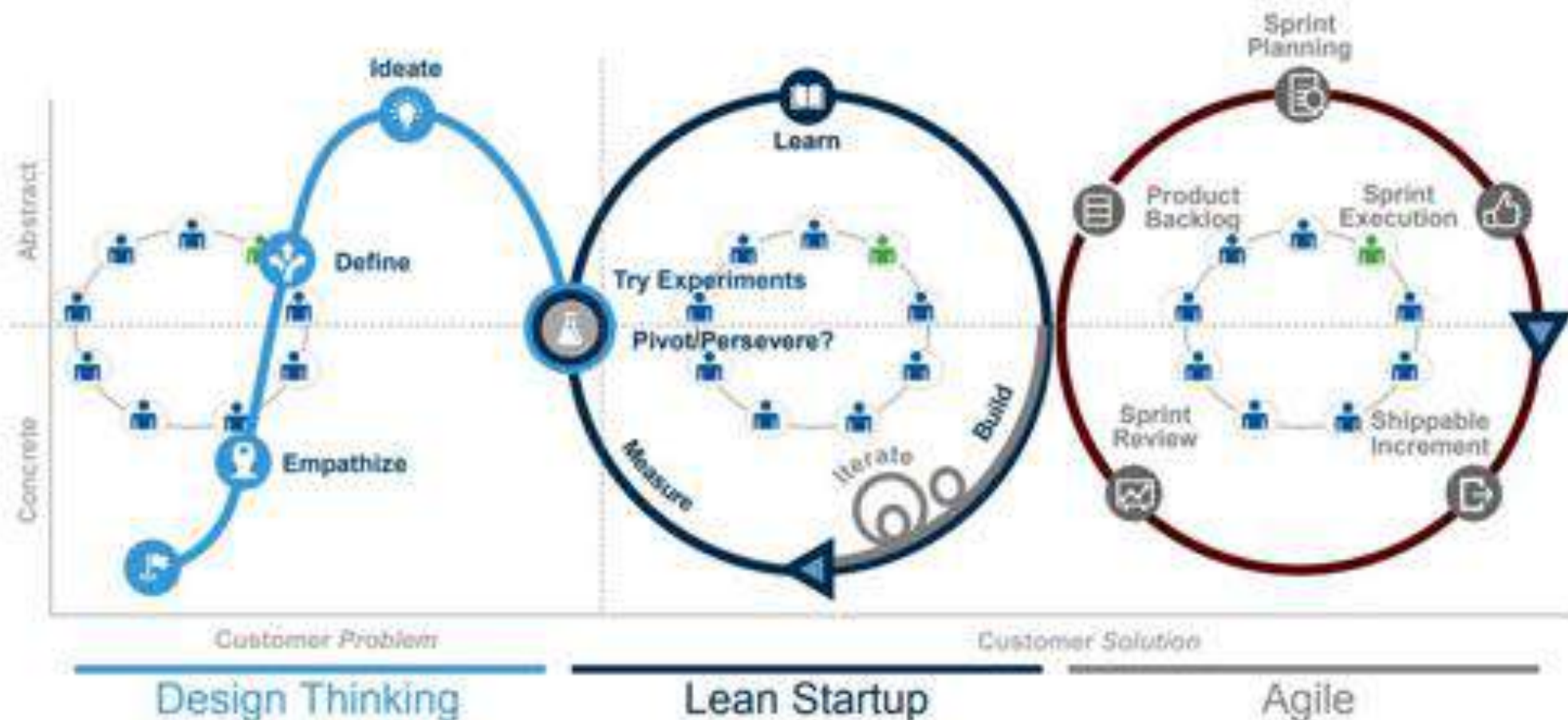


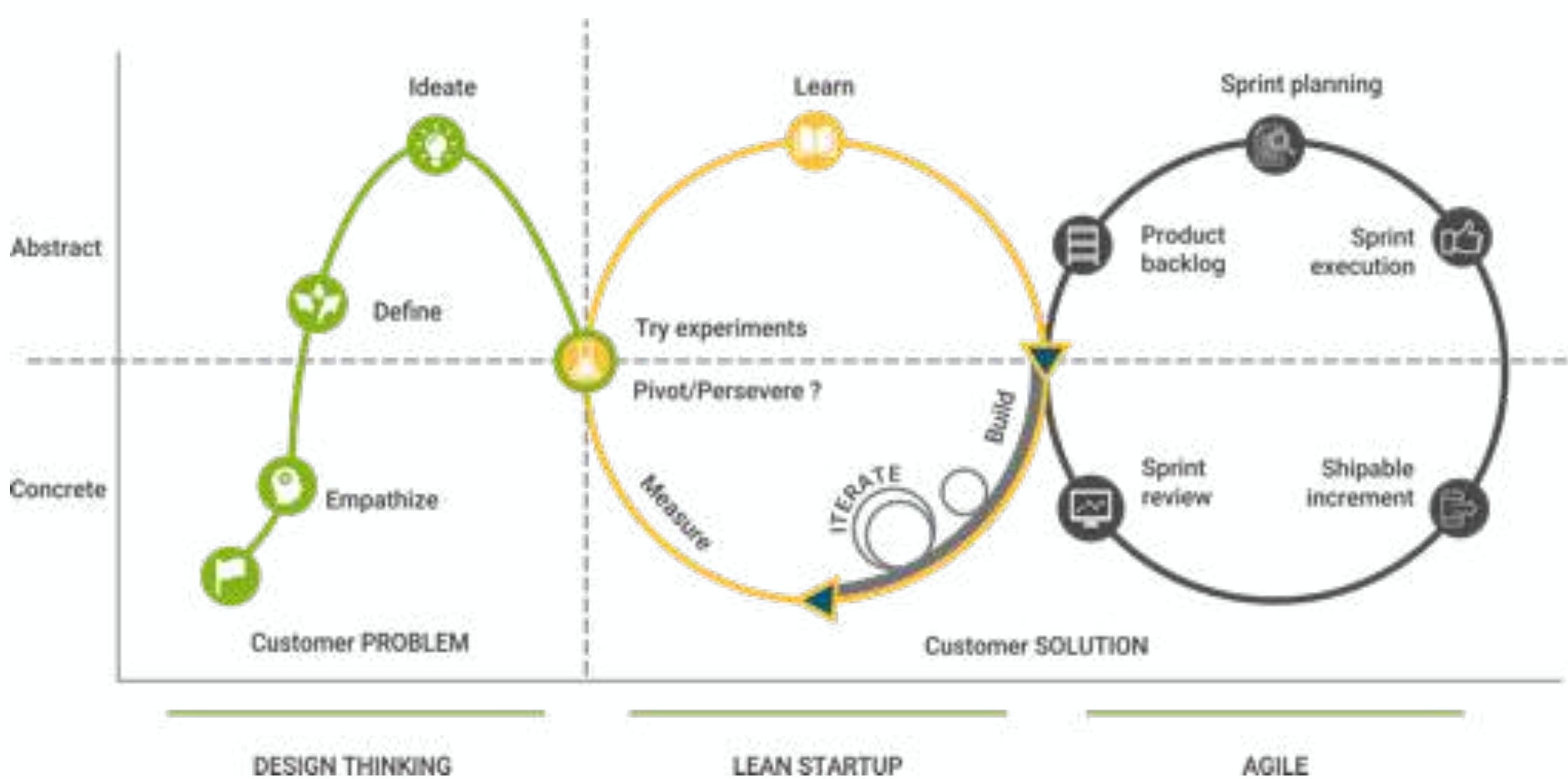
Digital customer lifecycle

CUSTOMER EXPERIENCE JOURNEY



Combine Design Thinking, Lean Startup and Agile





CUSTOMER JOURNEY ANALYTICS

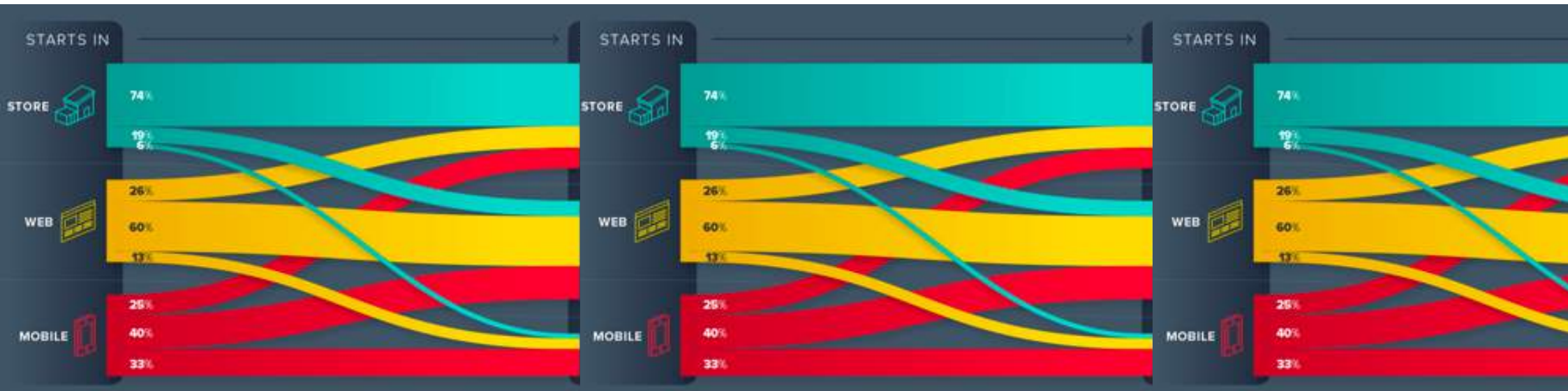
Where does the customer journey end?
Depends on where it begins.



Customer Lifecycle



OMNISCANAL



SYSTEMS OF...

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DEFINITION: A community that consists of people who are geographically proximate and are committed to frequently interacting with one another in order to achieve common goals is a social capital community.

RECOMMENDATIONS

Collectively, our research indicates that a support and facilitation program, one that is designed to help students learn to use all of their senses.

Our technology works to be create an efficient and highly scalable Marketing to Sales automation platform that enables Marketing teams to effectively manage the entire customer lifecycle and ensure that every customer is engaged in a meaningful way. By using our platform, Marketing teams can create a highly personalized and targeted marketing campaign that is tailored to each customer's needs and interests. This allows Marketing teams to create a highly effective and efficient marketing campaign that is tailored to each customer's needs and interests. This allows Marketing teams to create a highly effective and efficient marketing campaign that is tailored to each customer's needs and interests.



Direct

Google

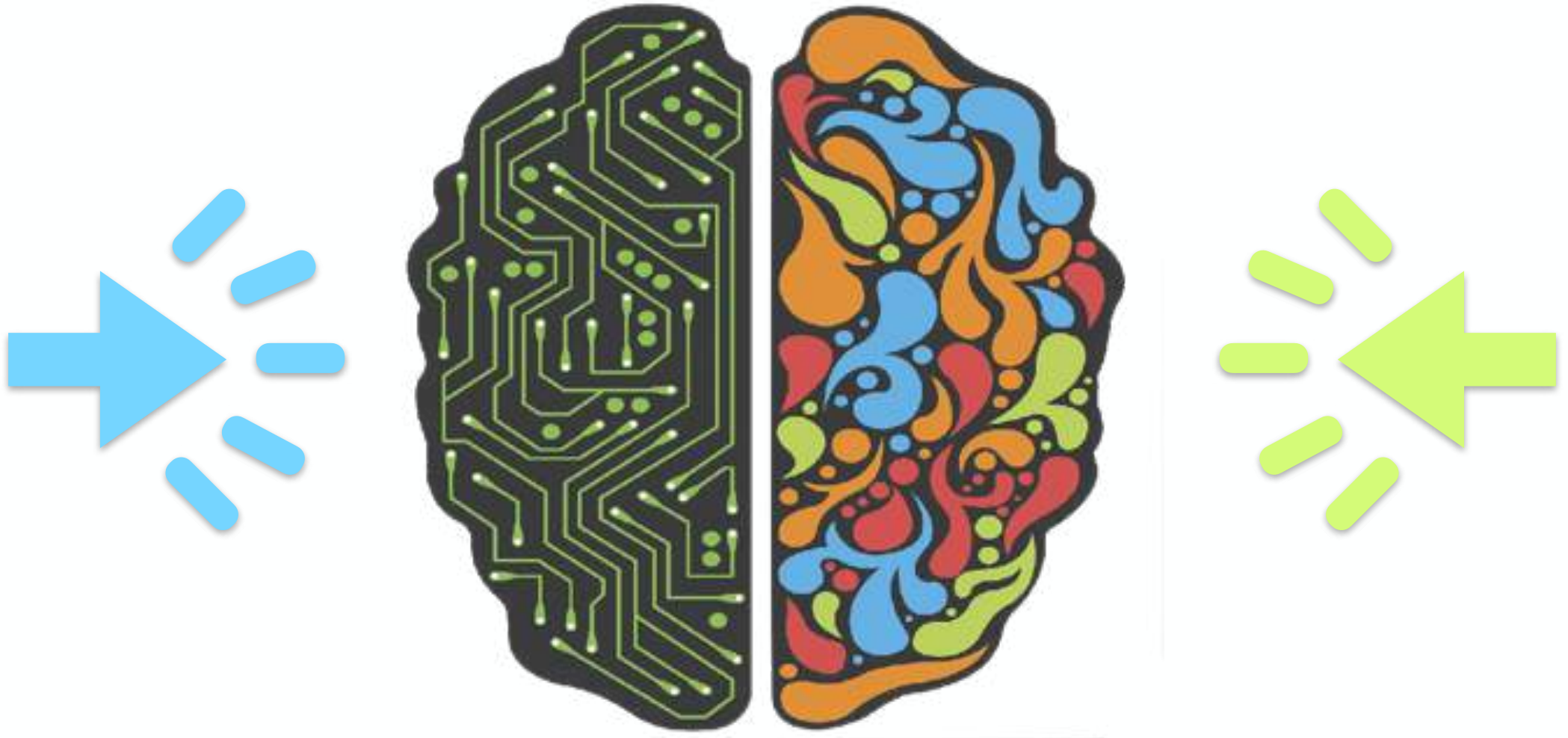
WeChat



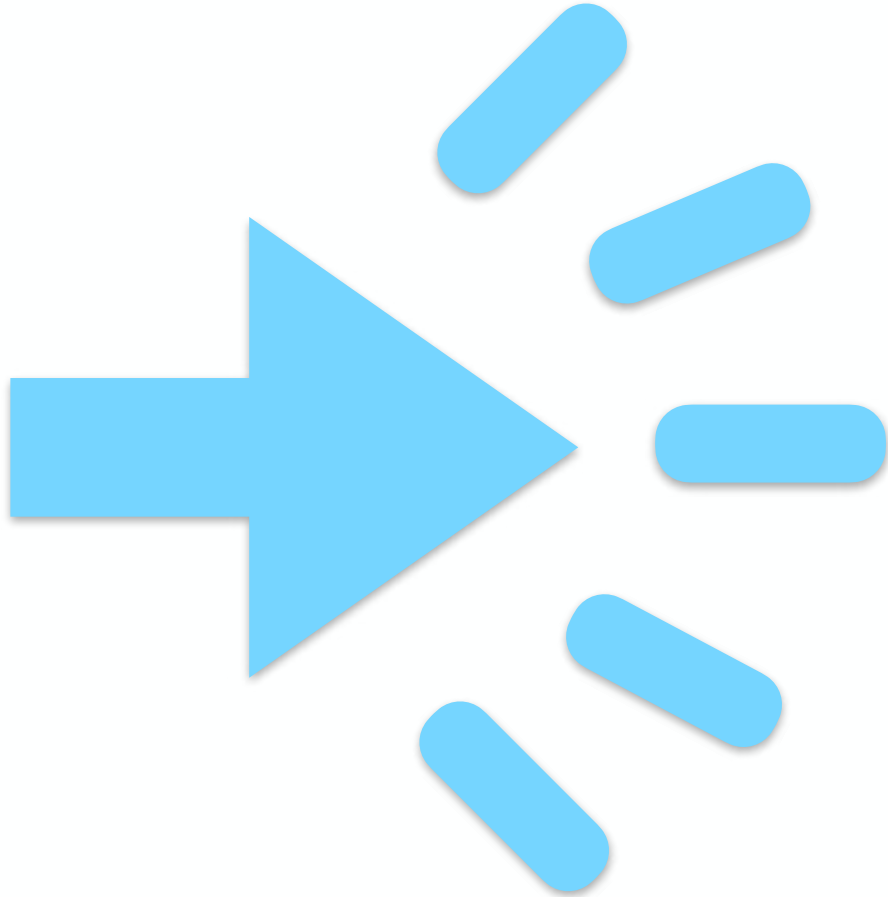


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Réflexion / Intuition



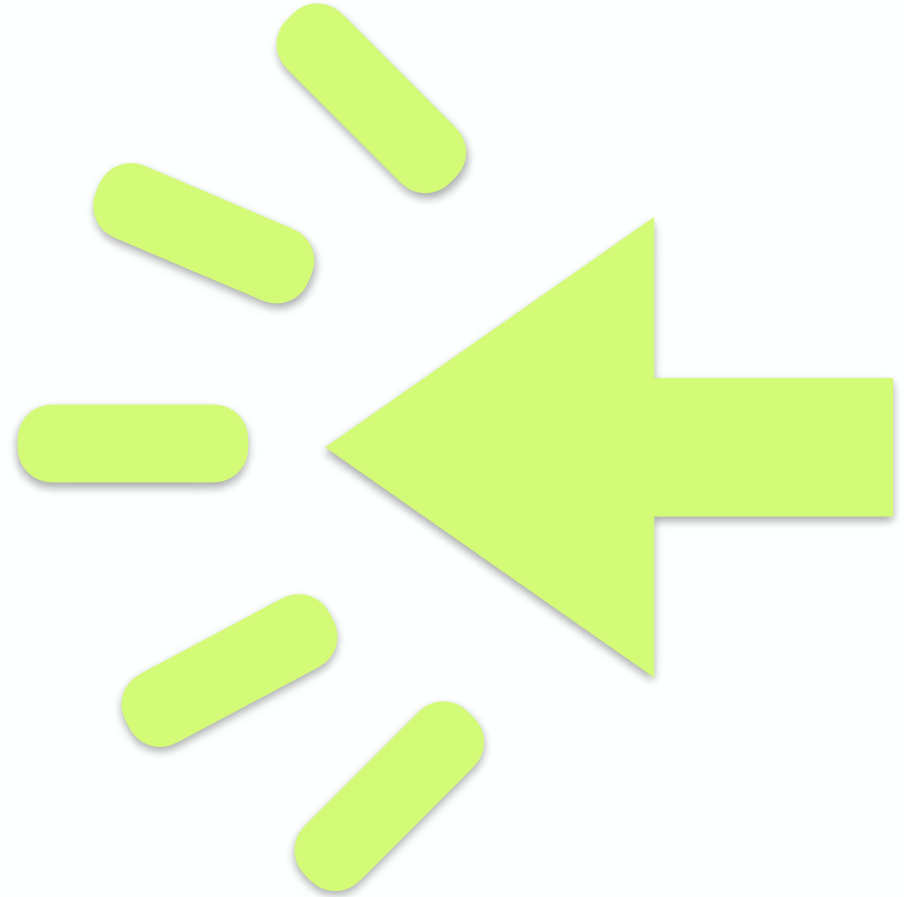
Réflexion



ZÉRO

100%

Intuition



CHAPTER

1

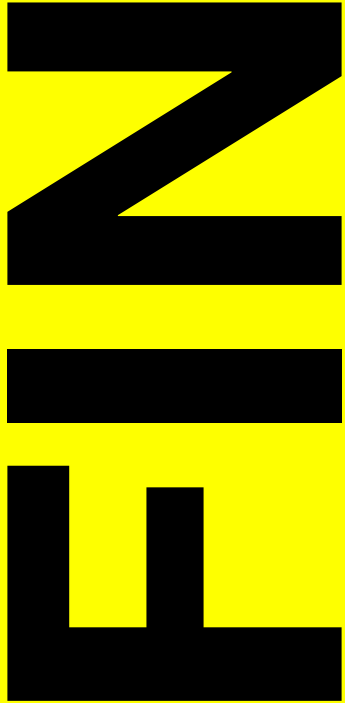
Don't make me think!

KRUG'S FIRST LAW OF USABILITY



The background is a blurred photograph of a night festival or outdoor gathering. It features strings of warm-toned lights hanging from trees and poles, with people visible in the lower right area. The overall atmosphere is festive and social.

UX



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@kratiroff

SYSTÈME MARKETING

**MEETING NEEDS
PROFITABLY
;) = €**

MISSIONS

PRATIQUES

OUTILS

ENJEUX

STRATÉGIES

**ÉTUDE
RESEARCH**

VENTES

SUPPORTS

MÉTHODES

CIRCUITS

**MÉDIAS
TRAD**

**MÉDIAS
DIGITAUX**

COMPRENDRE
MARCHÉ
SEGMENTER
CIBLER

CONCEVOIR
SATISFAIRE
PERSONNALISER

INBOUND
DATADRIVEN
CONTENT
INFLUENCE

PARCOURS CLIENT
UX

AB TEST
NPS
TOUCHPOINT
MCA
GA
ANALYSE
AUDIENCE

GMS
TRAD
PROXI

TV AFFICHAGE
PRINT RADIO
PUB
EVENT
MD
PLV
RP
SPONSORING
MECENAT

WEB MOTEUR
PORTAIL RS
MARKETPLACE
MOBILE
PLATEFORME
ASSISTANT VOCALUX
AR VR
IOT

AGILE
LEAN
UX
CONFIANCE
RGPD
DT
RAPID PROTO

AMP
COP
DAM
CHATBOT
AUTOMATION
CMS
ANALYTICS