

# SMARTPHONES CHANGE CITIES

Consumers expect ICT to drive satisfaction with key aspects of city life



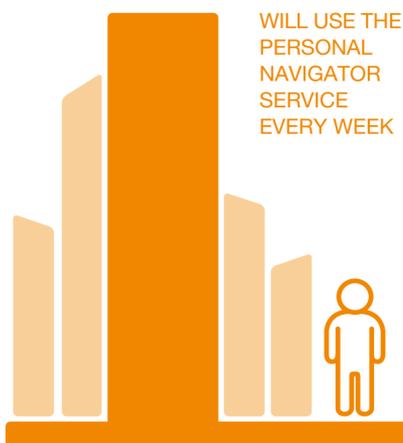
How can the internet influence what we like and dislike most about city life? We asked 7,500 smartphone users across Tokyo, Beijing, London, New York and São Paulo about their interest in a range of new service concepts.

## ALLEVIATING DISSATISFACTION WITH CITY LIFE

### TRAFFIC

81% WILL USE THE PERSONAL NAVIGATOR SERVICE EVERY WEEK

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A personal navigator service will provide travel information for all modes of transport, both indoor and outdoor.

## ENHANCING SATISFACTION WITH CITY LIFE

### SHOPPING

Consumers are interested in a same-day delivery service that works on any device, online and in stores.



67%

WANT SAME-DAY DELIVERY

### RESTAURANTS/CAFÉS

A restaurant ingredient checker, which shows details of food being served, will be a popular service.



INGREDIENT CHECKER TO GROW 8 TIMES BY 2016

## COMMUNICATION WITH AUTHORITIES

A contextual mobile city service will provide location-based public information and positioning in emergencies.



x6

INCREASE IN AVAILABILITY BY 2016

## CHILD DAYCARE/ ELDERLY CARE

### CARE CENTER UPDATE



38%

of young couples/parents would use a connected food and medicine service that provides real-time consumption updates from daycare and elderly care centers every day.

## LEISURE FACILITIES



79%

think that a mobile leisure reservations service for booking tickets on-the-go will be generally available in three years.

## OTHER AREAS OF CITY LIFE

We asked consumers about their satisfaction with a total of 30 aspects of urban living, including:



By rapidly adopting a wide variety of services across all industries, smartphone owners will potentially change key aspects of city life beyond recognition in only three years. Consumers see these services as primarily being driven by their respective industry – not only the ICT sector.



Those players predicted to provide these services need to be aware of the high expectations, but can they incorporate ICT fast enough to keep up with demand from citizens?