

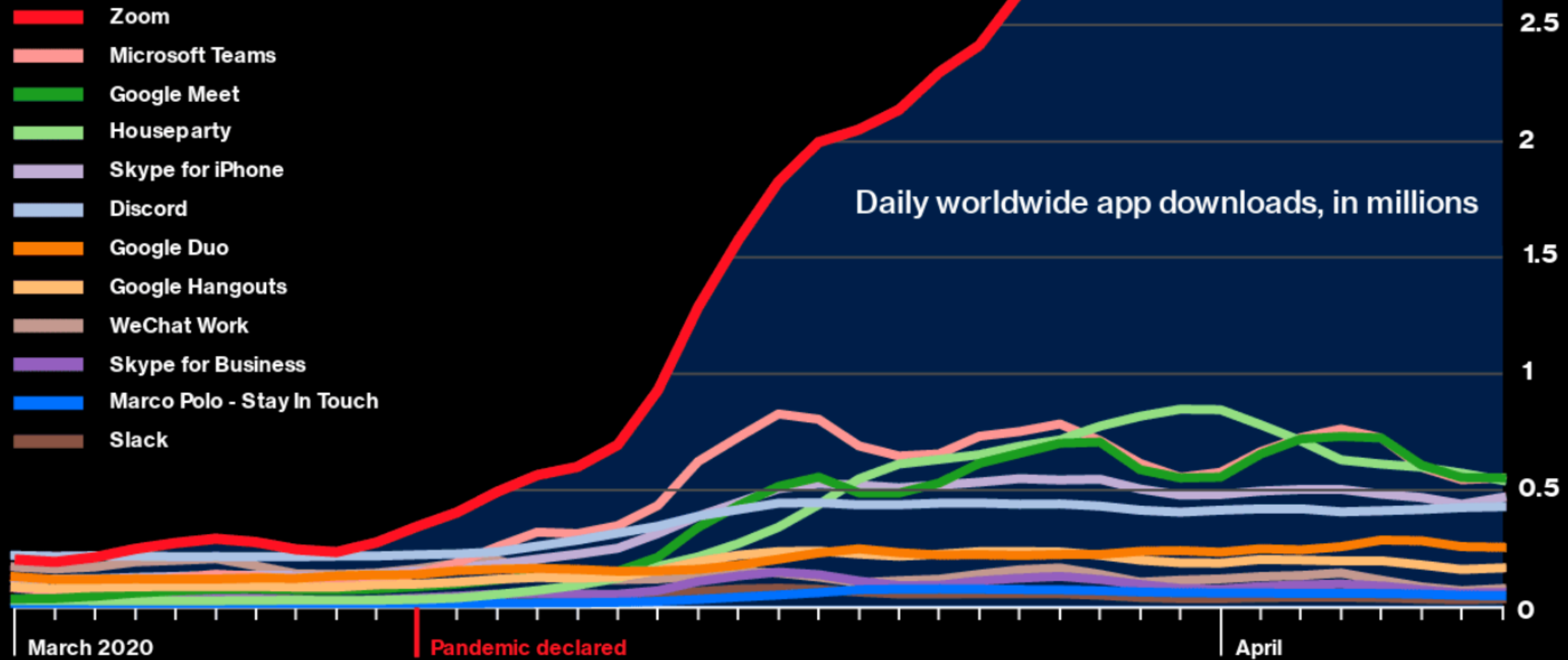
eliminating **friction**

Daniel Jackson

Covid-19 / Zoom-a-Zoom-Zoom

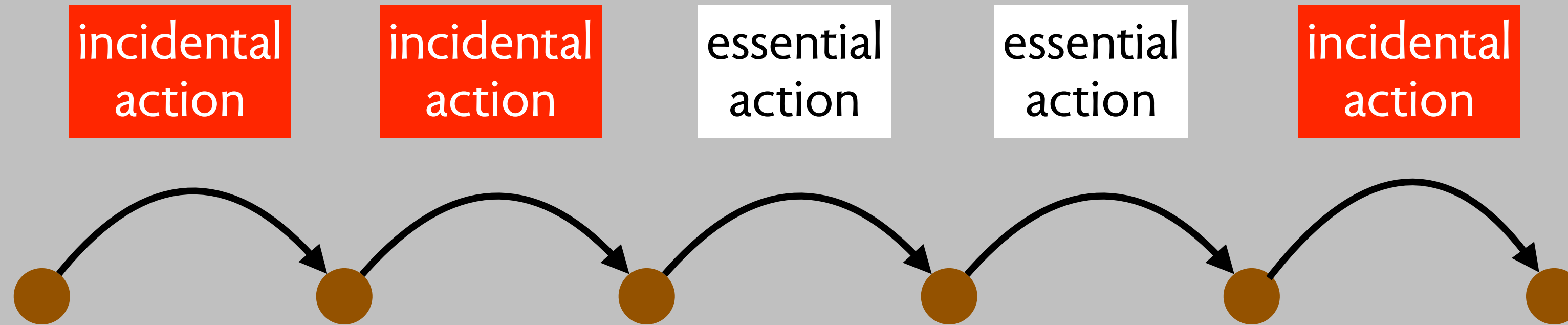
BBOViz
Covid-19

There's only one winner in the
work-from-home meeting app wars

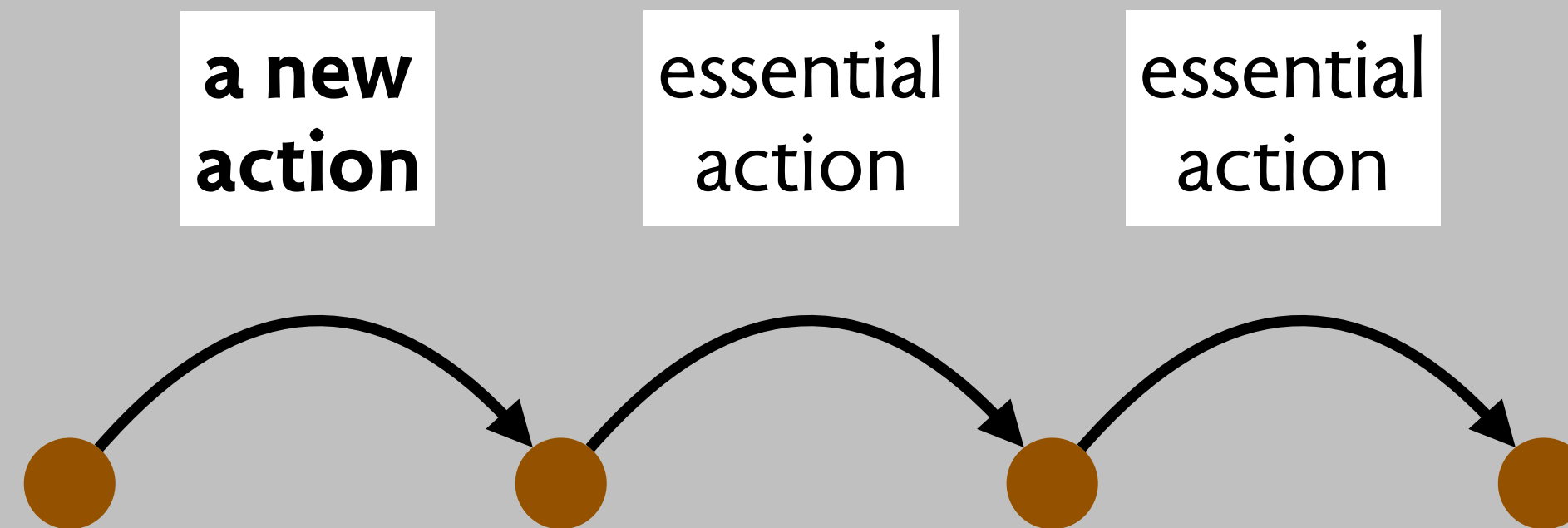


Source: Apptopia

BEN SCHOTT



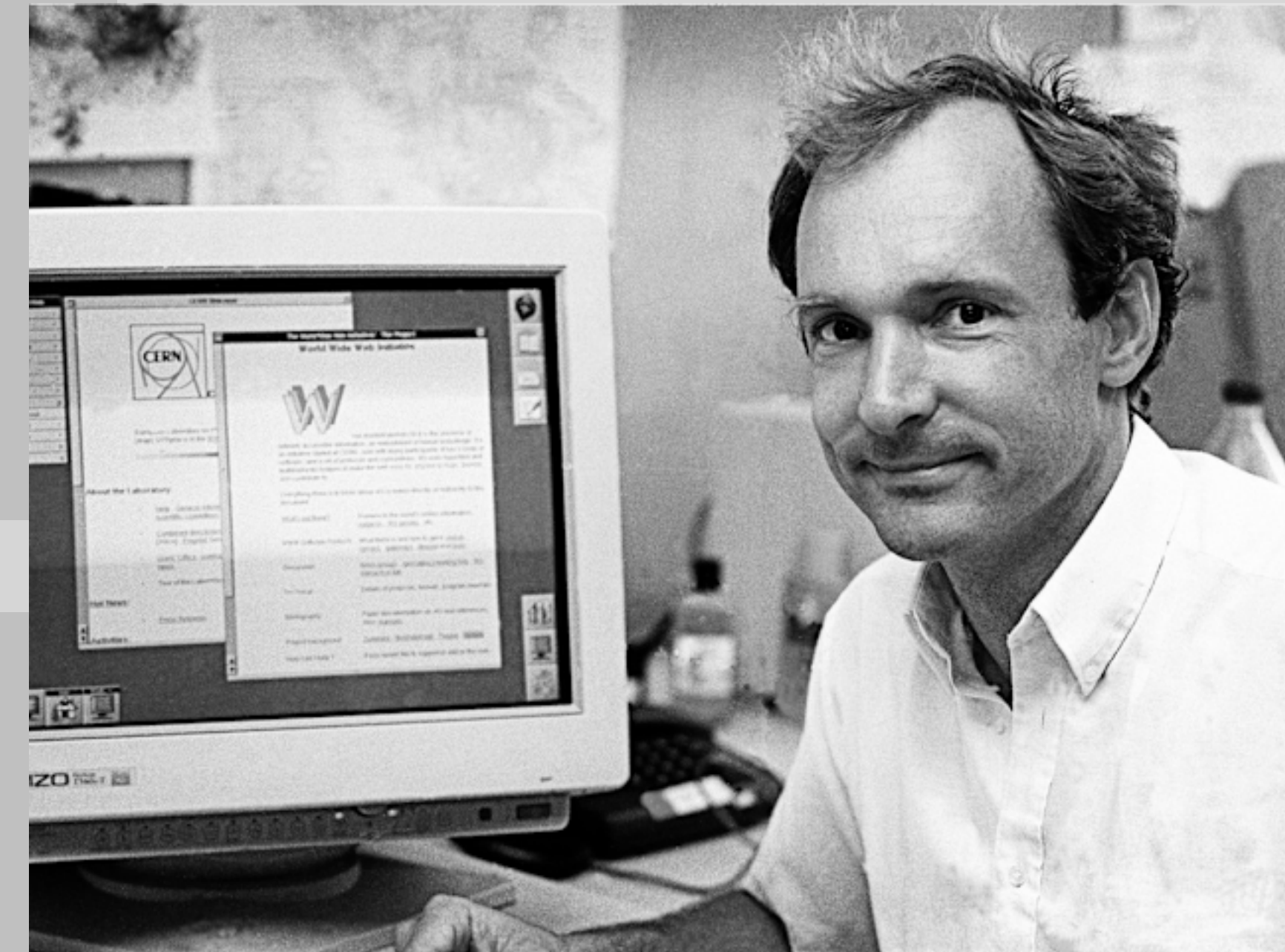
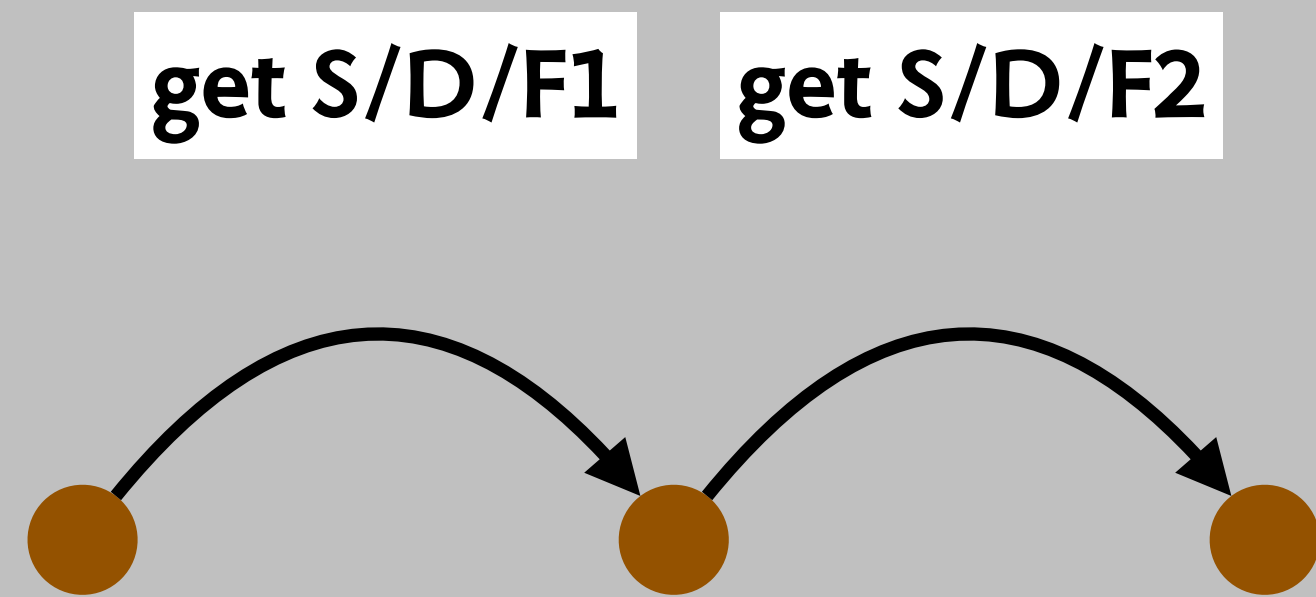
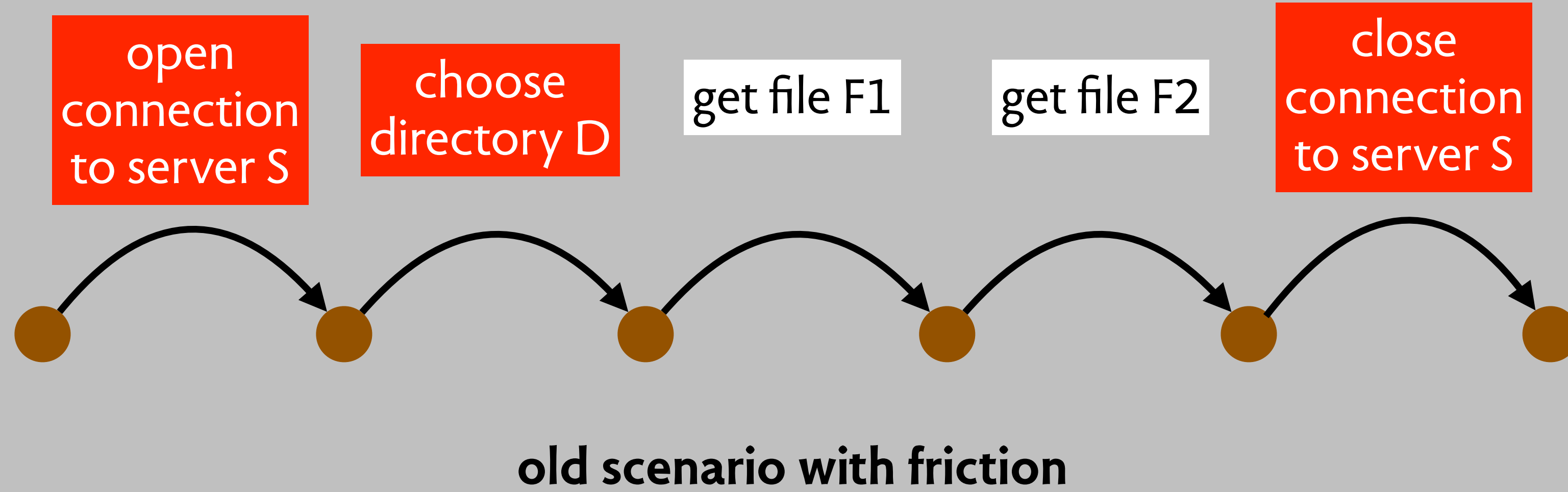
original scenario with friction recognized



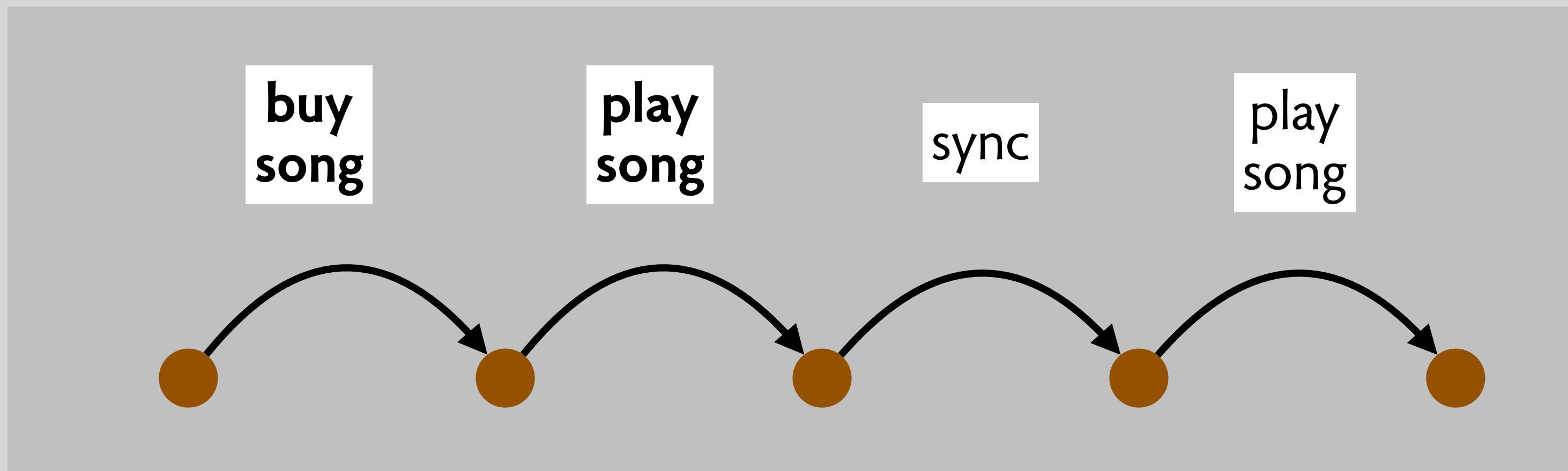
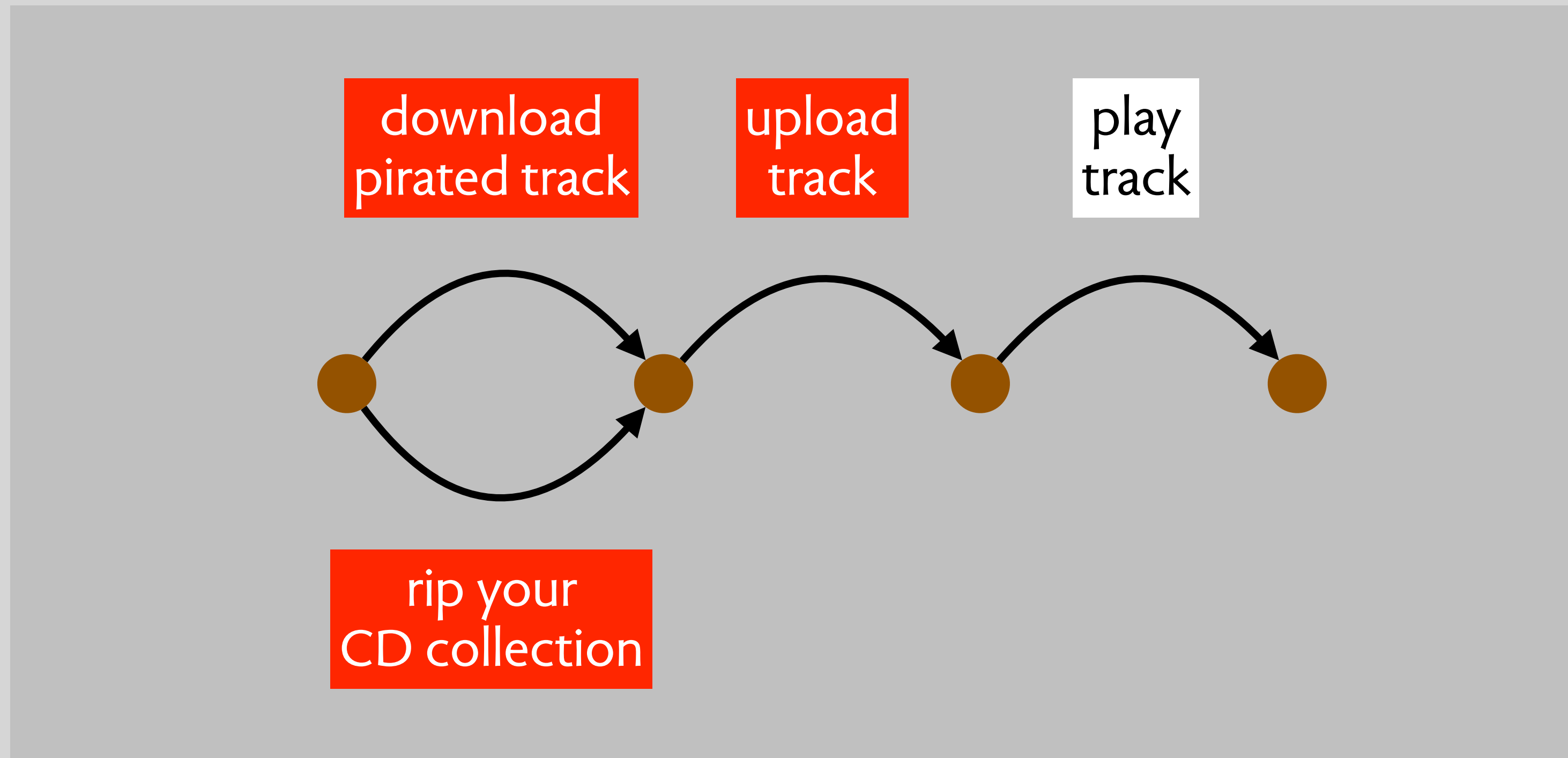
new, elaborated scenario with friction removed

innovation by
friction elimination:
3 examples

a new way to get content

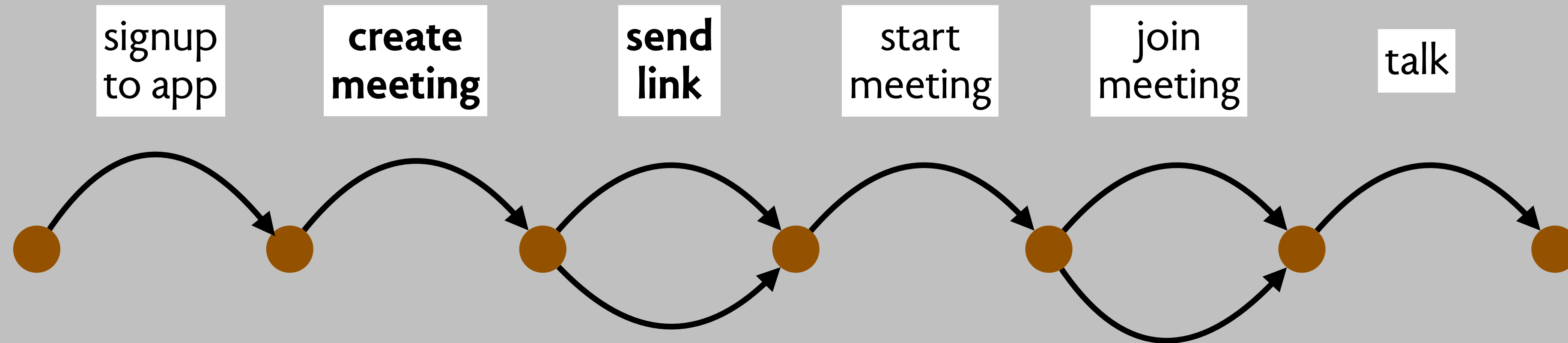
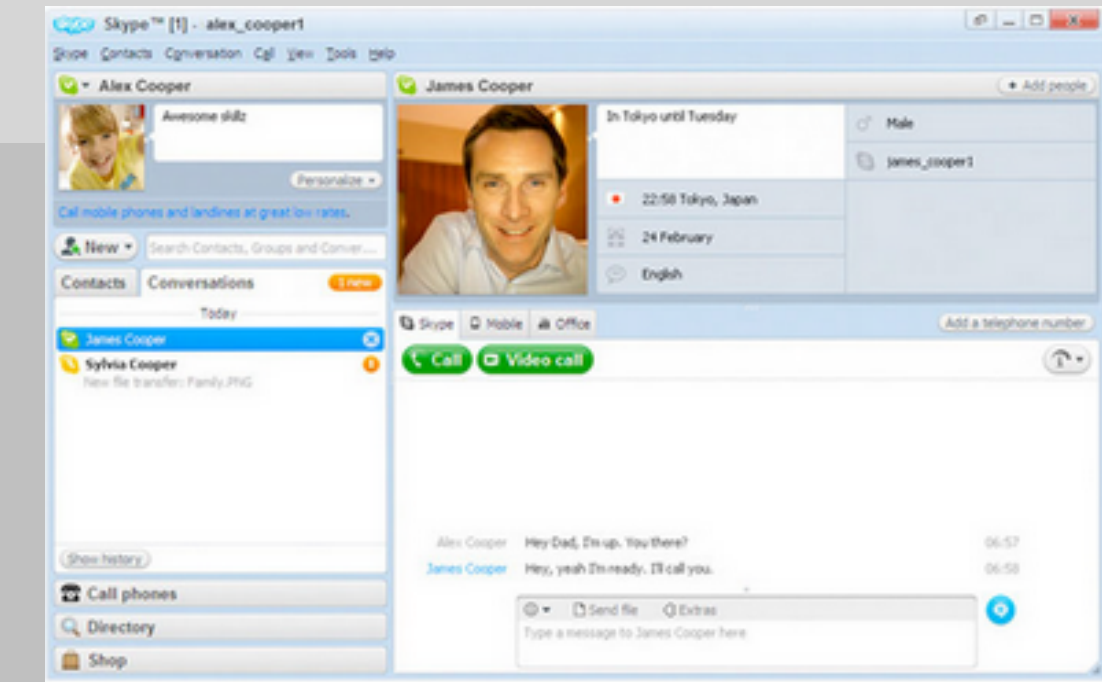
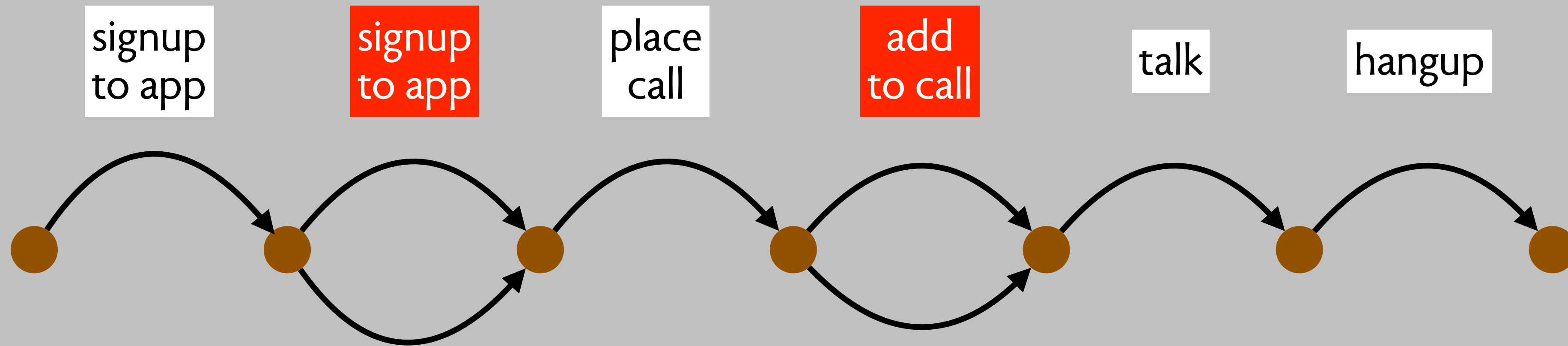


a new way to get and play music

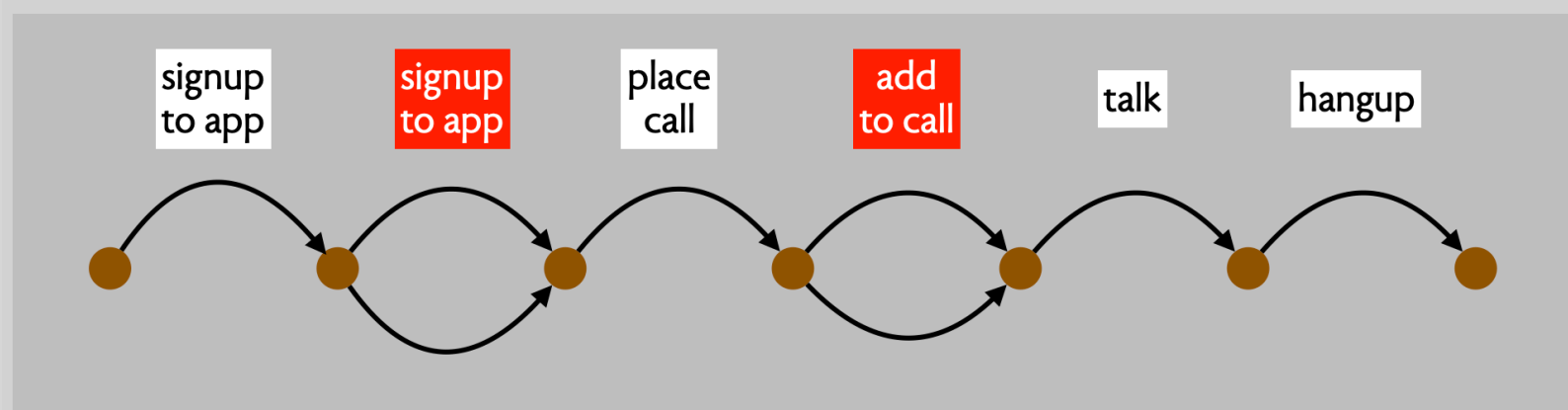


Apple iPod
(2001)

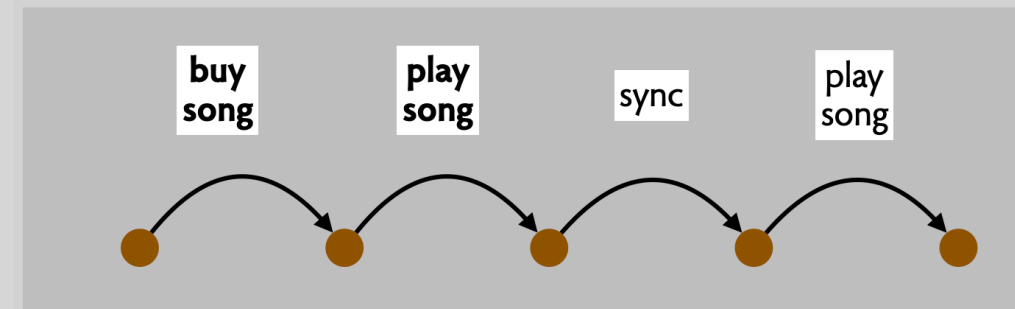
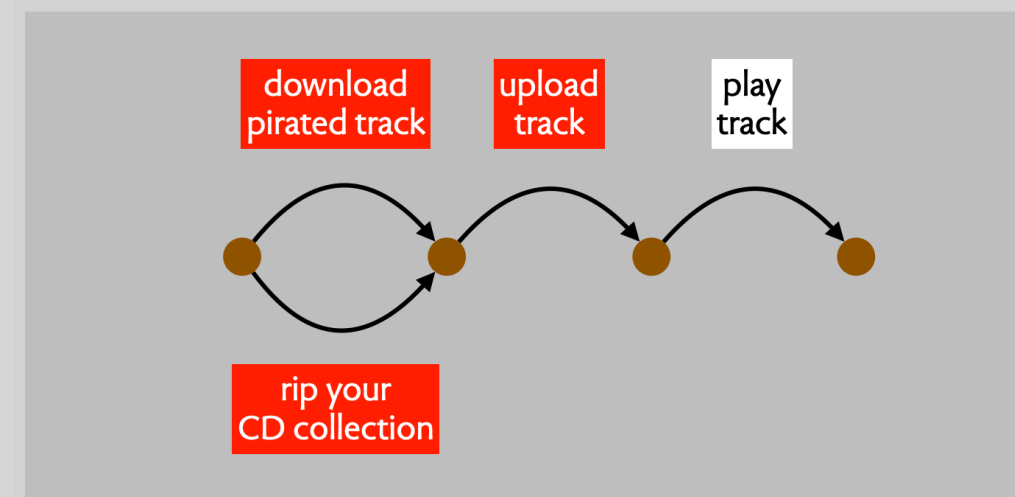
a new way to join a meeting



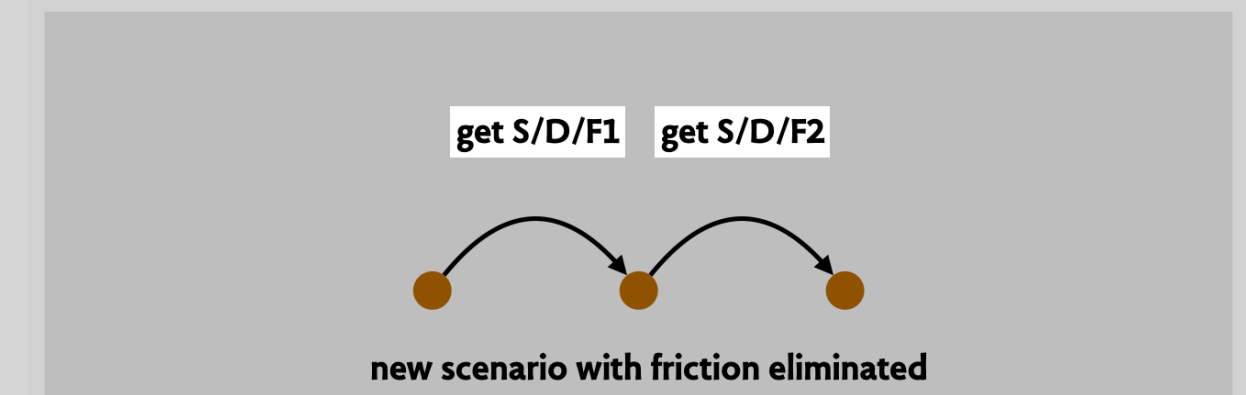
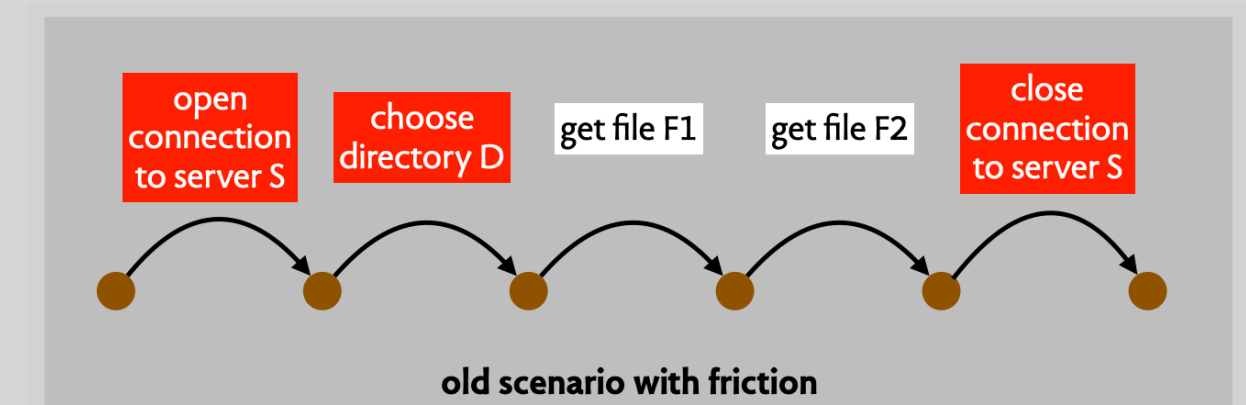
some lessons



friction depends on the conditions of use
 adding each caller was fine when only a few



friction can inhibit adoption
 iPod took off after iTunes store fully active



no friction can mean new modes of use
 download in one step -> browsing the web

a surprise

innovation usually starts from
overcoming obstacles in existing scenarios
rather than creating new scenarios

but a paradox
eliminating friction often does lead
to entirely new ways of interacting