



ASSETWIZE

FRICITIONLESS BUILDINGS

WHAT PROPERTY OWNERS NEED TO
KNOW ABOUT THE “FRICITIONLESS”
ENVIRONMENT AND TECHNOLOGY
IN BUILDINGS.



What does the term “frictionless” mean in a commercial environment in buildings?

Whether it is home environment or office, the whole idea with 'frictionless' is removing the barriers to technology. For instance, when one walks into a hotel, you put the TV on and find the two remotes and the card room key needs to be inserted into the card slot and the menu comes up on the TV. These are barriers to access technology. The number of steps one needs to undertake to access the TV.

One way to remove these barriers is through voice “Hey Alexa, turn the TV on” there is no friction there, one just had to talk.

Similarly, in a commercial work environment, for conference room bookings one walks into a room to check if the room in use, check availability and then walk into the room and is presented with a

complex touch panel. This touch panel is different to the room next door and one needs to again familiarise themselves with this panel so that they can access the video conference capability.

There is an anxiety that comes through with this for the users, because they are presented with an option of coloured buttons and they don't necessarily know what to do with it. And that's the friction. Imagine walking into the room and saying, “Hey Google, start the video conference”

Is 'frictionless' a concept or it is something in reality is here?

It's not a concept. The technology behind the scenes can be as complex as it needs to be but the user experience and the interface that needs to be simplified.



If technology is not intuitive, then the entire user experience is lost.

When we want to communicate with each other, we send an email, text message or call and there is not a lot of friction. For example, paying for car parking via a parking app. You first download the app, then create your profile, you are in a hire car and it asks for a registration number. There is friction. You just want to pay for the parking and get on with your day.

Whilst, we have technology that is supposed to make our lives easier, we should be able to use it in a way that it reduces the friction and not increases it. This leads to the question, when do we need technology and when you don't need it?

Voice assistant and smart speakers are now being deployed in hotels. Quite often there is a language barrier due to people visiting from all over the world.

To overcome the language barrier, these devices are being used as a real-time translation or a concierge, where the guests can ask a question in their own language and get a response in their own language. The concern around voice, is security and someone listening in, but once we get around that roadblock, then it will be deployed everywhere and become the new normal.

There is an expectation from users, if I can do something at home, why can't I do it at work. There is consumer-driven technology that is shaping how we work.

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