Demystifying the Future for Technology

http://bsdacademy.com
BSD Code & Design Academy

We are a cutting-edge academy focused on providing technology education in Asia

Nickey Khem
Co-Founder & CTO
2017 Trends

- Design (Layout/Creative)
- Data Ecosystem
- Digital Marketing
- Personalized Web Exp.
- VR / AR
- Social Media Real Time
- IOT
- Artificial Intelligence
Gartner's Hype Cycle

- Technology Trigger
- Peak of Inflated Expectations
- Trough of Disillusionment
- Slope of Enlightenment
- Plateau of Productivity

Visibility vs. Maturity
 BSD
code and design academy

Color of the Year 2017
PANTONE®

Greenery
15-0343
BRINGING YOU
2017’s BEST IN DIGITAL

Designing the future, together.

By Taylor Dolven on Dec 19, 2016

President Obama on Monday granted the petitions for clemency of 231 federal prison inmates, and one of those inmates was 44-year-old Michael Holmes.

As part of the largest group of clemencies ever granted in a single day, Holmes will be leaving prison after serving 18 years of a life sentence for
Rise of the SVG images

Raster
.jpeg .gif .png

Vector
.svg
RIP Flat Design
Design an experience with **Conversations**

- **User**: I need a lift home
- **Response**: A taxi is on its way. It will arrive at 21 St. Stephen's Green in 3 minutes. Your driver’s name is Travis.
Experiment today with Frameworks

Conversational User Experience Platform. Now we're talking.

Build brand-unique, natural language interactions for bots, applications, services, and devices.

Get Started for Free
Material Palettes

Material colors come from contemporary architecture, road signs, pavement marking tape, and athletic courts. Color should be unexpected and vibrant.

This color palette comprises primary and accent colors that can be used for illustrative or to develop your brand colors. They've been designed to work harmoniously with each other. The color palette starts with primary colors and fills in the spectrum to create a complete and usable palette for Android, Web, and iOS. Google suggests using the 500 colors as the primary colors in your app and the other colors as accents colors.

Themes enable consistent app styling through surface shades, shadow depth, and ink opacity.

### Download color swatches

0.03 MB (ZIP)

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DIGITAL MARKETING 2017
Going Live - They invest = Cheaper initially

Click for awesome case studies
DRIP Marketing with automation points

- **WHITE PAPER**
  - OPEN?
  - NO → **NO**
  - YES → **E-BOOK**

- **E-BOOK**
  - OPEN?
  - NO → **NO**
  - YES → **VIDEO OVERVIEW**

- **VIDEO OVERVIEW**
  - OPEN?
  - NO → **NO**
  - YES → **PRODUCT DEMO**

- **PRODUCT DEMO**
  - OPEN?
  - NO → **END OF DRIP**
    - Remove unengaged prospects or add them to re-engagement campaigns to reach out later.
  - YES → **YES**
Explore Automations

MailChimp Automation allows you to create a targeted series of emails that send when triggered by a specific date, event, or subscriber's activity.

**E-Commerce / Retail**
Personalize each customer's buying experience with Automation. Target new and repeat customers with custom messages or discounts, and re-engage those who haven't purchased from you in a while.

- Category Follow-Up
  Promote related items when someone buys from a specific category.

- Any Product Follow-Up
  Send a follow-up message when a customer purchases any product from your store.

- Customer Re-Engagement
  Win back customers who haven't purchased from your store in a while.

- Specific Product Follow-Up
  Request a review after someone buys a specific product from your store.

**Abandoned Cart**
Encourage customers to complete their purchase if they leave items in their cart.

**Best Customers**
Reward your best customers with sale announcements or special coupons.
Customized landing pages

What type of smart content do you want to create?

Show content to visitors, contacts, or customers based on their

- COUNTRY
- DEVICE TYPE
- REFERRAL SOURCE

OR

Show content to contacts or customers based on

- CONTACT LIST MEMBERSHIP
- LIFECYCLE STAGE

Auto change
A homepage based on the UTM marker
Real Time
Zapier

Real time with everything
to Virtual or to Augment
Which one will go where
I predict AR
Artificial Intelligence
“born but not old enough to walk”