



**people's
voice
2025**

ASSIST
DIGITAL

Assist Digital _ people's voice 2025

index

00

Introduction

Who we are

Purpose of the document

01

Key themes

02

Insights 2025

02.1 Digital overload

02.2 Fluidity and naturalness

02.3 Smart pragmatism

02.4 Technologies that guide



who we are

We are a CX Transformation company, specializing in business consulting, technology, data & AI, and operations.

At the heart of our work are people: we identify and analyze their expectations and needs. To support this, we created User Lab™, our center of excellence dedicated to user research. This lab allows us to deeply explore human behavior, uncovering strategic insights that guide the design of high-impact, valuable digital experiences for brands and their customers.

We conduct research on behalf of our clients across all channels, both online and offline, at national and international levels. Thanks to partnerships with global research networks such as Esomar and UXAlliance, of which we are the exclusive Italian partner, we have access to a global perspective on people's needs.



purpose of the document

This document collects and summarizes the main and recurring themes identified in our 2025 research conducted for both national and global clients across key industries. Its purpose is to provide an overview of the most common behaviors, emerging habits, and people's needs, as well as to highlight the initiatives companies are implementing in response to the trends observed within specific sectors.

RESEARCH SECTORS AND METHODOLOGIES INVOLVED

Our research employs a wide range of qualitative and quantitative methodologies to capture the “voice of the user”, anticipate trends, and generate insights that can be transformed into tangible competitive advantages. This approach supports our clients' strategies in listening to and addressing user needs across all channels.

The research underlying this document investigated the behaviors of people in the USA, Europe, and Asia. The sectors covered include banking, telecom, e-commerce, entertainment, automotive, beauty, health, food, and B2B tech. The methodologies applied, both qualitative and quantitative, are diverse and include: surveys, focus groups, in-depth interviews, usability focus sessions, benchmarks, home visits, diary studies, verbatim analysis, moderated and unmoderated usability tests, Wizard of Oz tests, ideation/validation workshops, contextual interviews, and shadowing.





01

**key
themes**

ASSIST
DIGITAL

introduction

User impatience is growing when interacting with digital services. This confirms an ongoing trend: people are increasingly unwilling to tolerate fragmentation and inconsistency across apps, websites, chatbots, and different platforms. From this rising frustration emerges a clear need: to interact in a smooth, natural, and immediate way, without having to adapt each time to different logics and pathways.

Overwhelmed by complexity and an excess of alternatives, users today adopt a highly pragmatic approach. They choose what truly helps them navigate, avoid getting lost, and move through the digital world with the same ease they once experienced in physical services. Experiences must be coherent and frictionless, freeing digital interactions from effort, frustration, and cognitive load.

From digital saturation, to the need for the digital to “feel natural,” to the rationalization of choices and the question of how AI can truly be useful, the challenge across sectors such as automotive, insurance, banking, and healthcare is no longer just adding new digital services—it is about making them understandable, guiding, and genuinely helpful to people.





02

**insights
2025**

ASSIST
DIGITAL

02.01

Digital overload

Digital saturation is a major barrier across sectors. Users are overwhelmed by the number of services they subscribe to, leading them to avoid new ones and hindering brand growth.

02.02

Fluidity and naturalness

For digital services to feel natural, they must go beyond novelty and focus on solving real problems while respecting established habits and human interactions.

02.03

Practical digital approach

Due to digital saturation and 'subscription fatigue,' users are increasingly selective, preferring tools that address concrete needs and integrate into their established routines. Traditional brand loyalty is being replaced by a focus on practical utility.

02.04

Technologies that guide

AI is seen as a 'second brain' that streamlines complex tasks. Chatbots and virtual agents, for instance, help manage routine activities. Yet, a hybrid model is preferred, as users gain the most value when the digital assistant transitions the interaction to a human expert.



What are the main insights for 2025?

02.01 DIGITAL OVERLOAD

Digital Overload: focus on practical value

02 INSIGHTS 2025

Digital saturation has become a significant barrier across various sectors. Users experience overload due to the large number of digital services they are subscribed to or need to create accounts for, making this the main obstacle to brand growth. Potential customers tend to avoid new services to simplify their experience, overwhelmed by the sheer volume of existing subscriptions. This sense of saturation is particularly pronounced among younger users, who feel its burden most strongly and report its negative impact.

In an increasingly saturated digital ecosystem, user priorities have shifted from seeking novelty to fulfilling concrete needs. Value is no longer determined by format or the number of features, but by contextual relevance: anything not perceived as essential tends to be ignored.

App fatigue erodes the experience

Integrated experience

Interest is growing in integrated experiences that bring together all the services offered by a brand into a single solution. In everyday activities such as shopping, app fatigue leads people to favor traditional alternatives, like paper lists, to avoid having to use multiple apps in-store.

#ecommerce

Clutter breeds fatigue

Clear made simple

Digital service interfaces contribute to app fatigue when they appear “cluttered” with secondary services, advertising, or irrelevant information, creating visual noise that discourages users from engaging with core functionalities. This also makes users more skeptical of “futuristic” technologies that lack a clear and tangible utility.

#banking #health

What are the main insights for 2025?

02.02 FLUIDITY AND NATURALNESS

Simplify, integrate, drive Adoption

For digital services to be perceived as natural, they must go beyond mere technological novelty and focus on solving real problems, while respecting established habits and human relationships typical of traditional, non-digital models.

Digital adoption is more effective when it combines modernity with the reliability of traditional entities, reduces digital noise by prioritizing contextual relevance, and simulates human interaction. In this context, perceived value lies in immediate practical impact rather than in technological novelty alone.

Preserve established habits and rituals

Unchanging habits

Many users prefer to stick to familiar habits because they provide a sense of security and continuity. Grocery shopping, in particular, is often a shared family ritual with little tolerance for disruption. Although supermarket apps exist as a digital alternative to paper flyers, many shoppers continue to use physical materials alongside digital tools. Paper flyers and handwritten shopping lists offer reliability, shared visibility, and ease of use, especially in environments where connectivity or app performance may be unreliable. Rather than fully replacing paper, digital tools are adopted selectively, as long as they fit seamlessly into existing routines without introducing friction or risk.

#ecommerce #banking

Context-driven Information

Drowning in information

In the physical world, information is filtered based on its relevance; similarly, digital services must curate content to avoid being intrusive. Digital support should meet the need for timely, filtered information. Applications such as chatbots or analytical tools must provide contextual responses, ensuring that users receive answers relevant to their specific question or situation, while mimicking the natural flow of human interaction.

#health #banking

What are the main insights for 2025?

02.03 SMART PRAGMATISM

Practical digital approach

For digital tools to feel as natural as their physical counterparts, they must prioritize practical impact over novelty and integrate into established routines. Solutions that save time and fit existing workflows are preferred over “futuristic” technologies.

Traditional brand loyalty is giving way to a “utility-first” mindset, where digital tools are immediately discarded if they add complexity instead of solving real problems. Users treat apps as interchangeable twins, easily switching to competitors for better digital performance, since value lies in relevance rather than brand heritage.

Cost and value shape choices

“Subscription Fatigue”

The decision to subscribe to a new service depends mainly on cost and utility. However, many users report being already saturated with active services, highlighting “subscription fatigue,” which limits new sign-ups and calls for more careful management of subscriptions.

#entertainment

Apps as interchangeable digital tools

Interchangeable ‘Twin apps’

Apps have become digital commodities: no longer seen as unique or irreplaceable, their value is purely functional or transactional. Users evaluate them based on utility and performance, rather than brand identity, treating apps as interchangeable tools in their digital ecosystem.

#retail

Performance beats brand

The new loyalty

Digital performance can drive users to switch providers: the perception of a better, more independent app can be enough to convince customers to consider changing brands, showing that the quality of the digital experience often outweighs brand loyalty.

#healthcare

What are the main insights for 2025?

02.04 TECHNOLOGIES THAT GUIDE

Tecnologie che aiutano a orientarsi

Artificial Intelligence (AI) is seen as a “second brain” that supports decision-making and simplifies complex tasks in professional work, research, and customer service. It helps synthesize information, identify specific content, and create synthetic users to test new products.

In customer interactions, AI powers chatbots and virtual agents to handle routine tasks such as bookings or support.

However, a hybrid approach is preferred: while the speed of AI is appreciated, users benefit most when the digital assistant hands the interaction over to a human consultant.

Meaningful and practical help

Contextual AI in medicine

The integration of AI Assistants is transforming the management of clinical information. This approach allows doctors to save time, reduce complexity, and adapt AI to their professional routines, marking a paradigm shift toward digital tools that are practical, contextual, and immediately useful in daily practice.

#healthcare

Pre-market testing

Synthetic users

In business research, AI is used to create “Synthetic Users”, simulated personas based on real data that allow companies to test new product concepts and prioritize business actions. Synthetic users are considered dynamic entities that require constant updates. To remain accurate, they must be continuously enriched with up-to-date data.

#healthcare #banking



thankyou



contact@assistdigital.com
www.assistdigital.com