

Silent Generation

- ✓ structure
- ✓ tradition
- ✓ interpersonal skills
- ✗ adapting to technology

ACRONYMS:
 A.I. = artificial intelligence
 V.R. = virtual reality

Gen X

- ✓ assistive tech
- ✓ tech improving daily lives
- ✓ visual product discovery
- ✗ algorithms, A.I.

Gen Z

- ✓ technology in all forms
- ✓ tech as identity
- ✓ social or sport VR

Baby Boomers

- ✓ assistive tech
- ✓ tech improving daily lives
- ✗ algorithms, A.I.
- ✗ virtual reality
- ✗ impact traditional communications

Millennials

- ✓ technology in all forms
- ✓ contextual commerce
- ✗ social or sport VR

