

Balancing Identity, Trust, and the Future of AI-Driven Smartphones

NOTHING
PRODUCT
STRATEGY

• ESSENTIAL SPACE - NOW

Just now

• SIGNAL

A PM candidate spent 3 months
researching your users before
asking for an interview.

Original primary research.

15 interviews. 82 data points. 199
reviews.

One finding that changes how Nothing
should think about AI.

OPEN DECK

LATER

► RESEARCH OUTPUT • INITIALISING

INTERVIEWS PROCESSED 15

SURVEY RESPONSES 82

REVIEWS SCRAPED 199

MARKET GAP IDENTIFIED 1

STATUS

The market is ready for Certain AI.
Nobody has built it yet. ■

8 minutes • 24 slides • Slide 15 is where it lands

Why NOTHING?



Cultural Alignment

Nothing isn't just selling gadgets; it's selling an identity. I resonate with the "Let's make tech interesting again" philosophy.



The Anomaly

Nothing crossed \$1 Billion in lifetime sales and hit a **\$1.5 Billion** valuation in just 4 years a modern miracle in consumer electronics.



Phase Two Ready

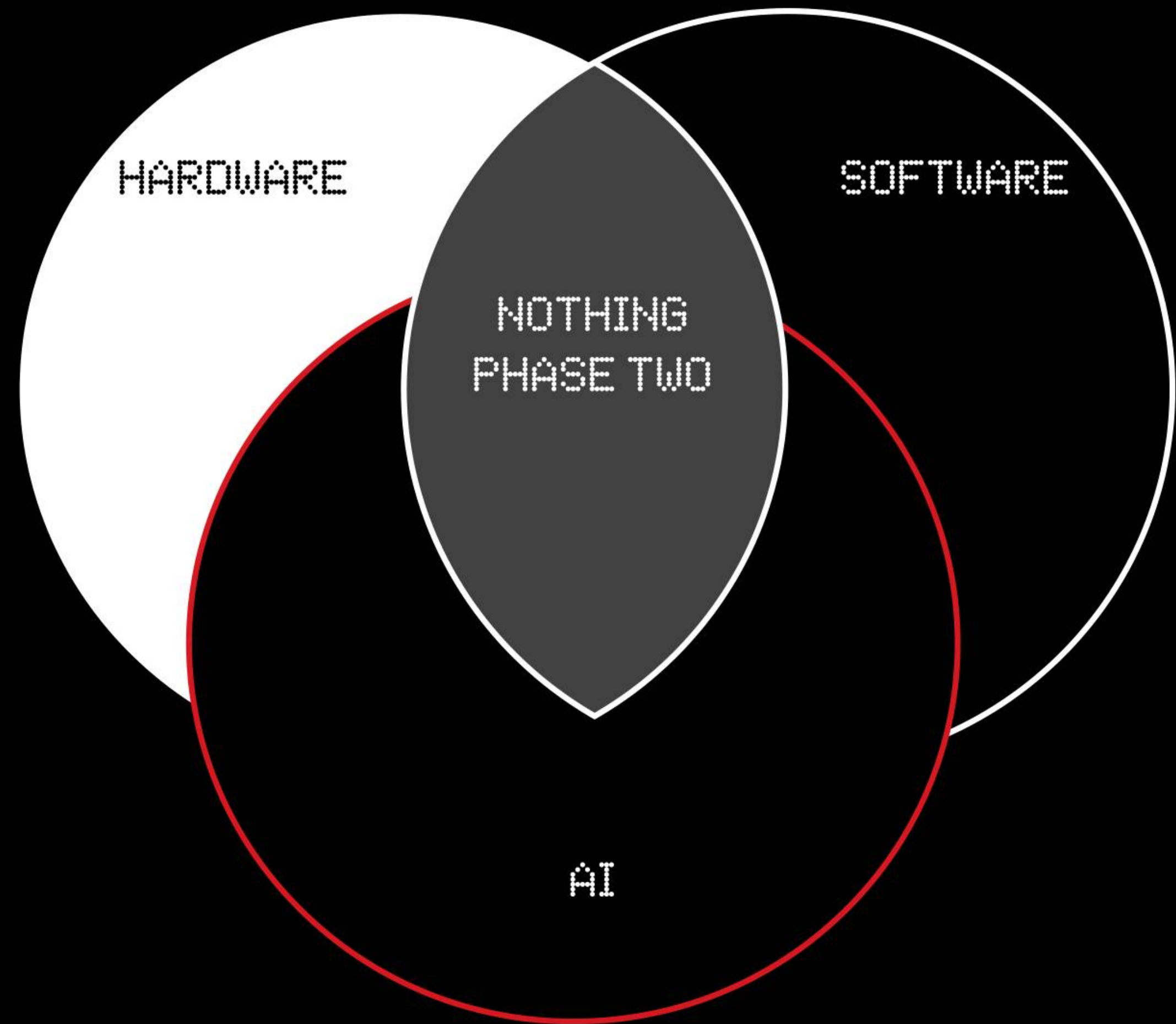
Nothing OS is pivoting toward an AI-native experience but the risk is clear. Without data-backed product decisions, AI features become gimmicks, not essentials. The gap between Carl Pei's vision and consumer psychological readiness is exactly where this research lives.

The Convergence Trap

The Challenge: The industry has hit "Hardware Parity." Marginal spec gains (RAM, Camera) no longer drive primary purchase triggers.

The Opportunity: Consumers are seeking "Invisible Intelligence" features that work automatically but respect user control.

The Thesis: **Nothing** must move from Hardware Transparency to Data Transparency to gain brand trust.



DATA_SET · N=90

AUTOMATION BATTERY DRAIN_F

5 4 3

2 4 3

5 4 3

2 4 3

5 4 3

1 4 3

5 4 3

5 4 3

2 4 3

5 4 3

2 4 3

5 4 3

5 4 3

5 4 3

5 2 5

PROCESSING...

90 valid
responses
from active
smartphone
users

15 intensive
deep-dive
interviews
and Focus
Group
Discussions.

Research Methodology

A three-phase multi-method study into consumer psychology of AI in smartphones

PHASE 1 SECONDARY RESEARCH

Literature review

Industry intelligence

Podcast and video analysis

Key sources:

WVFRM Podcast | Gyan Therapy | Marques Brownlee | 451

Research 2025 | Worldpanel ComTech 2024 | Grand View

Research 2024

PHASE 2 QUALITATIVE PRIMARY RESEARCH

15 In-Depth Interviews

1 Focus Group Discussion

n=16 participants total

Participant profile:

Age 25-30

Tier 1 cities, India Working professionals at MNCs iPhone,

Android and Nothing users

PHASE 3 QUANTITATIVE PRIMARY RESEARCH

Survey n=90 valid responses

MDS Survey n=25 respondents

Methods applied:

Factor Analysis, Cluster Analysis, Regression Analysis MDS

via PROXSCAL Sentiment Analysis

	Research Design	
	Why multi-method. Who we studied. What we set out to find.	
THE RESEARCH PROBLEM	FIVE RESEARCH QUESTIONS	DESIGN RATIONALE
Smartphone brands actively promote AI-powered capabilities without standardized definitions. "AI capabilities are moving at 1M an hour. Trust levels are going the other direction." Source: WVFRM Podcast "Hardware is no longer a big moat for mobile brands." Source: Madhav Sheth, Industry Executive This creates a gap between brand communication and consumer perception. AI may be perceived as genuine value, background automation, or marketing exaggeration.	RQ1 What latent factors define consumer perception of AI in smartphones? RQ2 Do distinct consumer segments exist based on AI-related attitudes? RQ3 How do consumers emotionally articulate AI smartphone experiences? RQ4 Where does Nothing stand perceptually relative to competitors? RQ5 Is there alignment between functional perception and emotional sentiment?	Psychographic, not demographic. Target profile: Smartphone users with 40,000 rupees and above disposable income using medium-to-flagship devices. No demographic constraints applied intentionally. AI feature perception is driven by usage behavior and psychological readiness, not age or geography. This is consistent with the psychographic segmentation approach used in the cluster analysis. Three phases chosen to triangulate: Secondary: what the market already knew Qualitative: why the gap exists Quantitative: how widespread it is

The research design followed the evidence. Not the other way around.

What the market already knew

Secondary research established the hypothesis.
Primary research revealed why it exists.

HARDWARE PARITY IS REAL

"42% of AI-aware smartphone users would prefer AI features were NOT integrated into their OS." The market is saturated. Marginal spec gains no longer drive primary purchase decisions.

451 Research • Q1 2025

AI MARKETING ≠ AI ADOPTION

"Only 6% of all smartphone buyers cite AI as a key purchase reason — vs 25% of Galaxy S24 buyers."
AI drives purchases for Samsung loyalists. It hasn't moved the broader market.
Worldpanel ComTech / Kantar • 2024

MID-RANGE IS THE BATTLEGROUND

"Mid-range segment projected as fastest-growing in AI smartphones consumers want AI features without flagship prices."

Nothing's price positioning is directionally correct. The execution is what failed.

Grand View Research • 2024

NOTHING'S WINDOW

\$1.5B lifetime revenue Fastest-growing smartphone brand in India 2024 — 577% YoY growth "The company is now seeking to raise at least \$100M in funding for its next phase."

Bloomberg / Carl Pei • Jan 2025...

The gap between AI marketing and AI adoption was visible in published data. What wasn't visible was why. That's what this research set out to find.

The Qualitative Phase

15 In-Depth Interviews + 1 Focus Group Discussion
n=16 total participants

PARTICIPANT PROFILE

Age range: 25 to 30
Geography: Tier 1 cities, India
Occupation: Working professionals at MNCs

Device breakdown:
iPhone users: 8 participants
Android users: 5 participants
Nothing users: 3 participants

Nothing users included deliberately:
Vedant, Nothing Phone 2
Manish, Nothing Phone 2A
Sonakshi, Nothing Phone 3A

Existing Nothing users and potential converters both represented to capture the full adoption spectrum.

FOUR RECURRING THEMES

THEME 1: Privacy Resignation
Every participant called privacy a myth unprompted. None cited it as a dealbreaker. All continued using AI features anyway.

THEME 2: Virtual Friend Demand
"A virtual friend with high IQ."
Vaishnavi, IDI 1
Emerged unprompted across 6 of 15 interviews. No secondary literature predicted this.

THEME 3: Battery as Kill Switch
Three participants independently drew the same threshold unprompted.

"I think even 15% is too much. 10% to 20%, anything more than that is just too much."
Aditya Sharma, IDI 4, 33:21

"I do not mind 10 to 12%. But if it is taking a toll on battery health, this app is of no use."
Vaishnavi, IDI 1, 36:45

"If it is sapping the battery of my phone then I might not consider it."
Simone, IDI 5

THEME 4: Seamlessness over Features
"Do not ingrain AI if you cannot make it one feature."
Vaishnavi, IDI 1

THREE SURPRISES (WHAT SECONDARY RESEARCH DID NOT PREDICT)

SURPRISE 1
Privacy is not a preference. It is resigned acceptance.

Secondary research predicted privacy concern. It did not predict that users accept the breach and continue using AI features anyway. This reframed the entire research direction.

SURPRISE 2
The Virtual Friend demand emerged unprompted.

No secondary literature predicted this specific persona desire. Six of fifteen participants described it independently without being prompted.

SURPRISE 3
Battery drain is binary, not a sliding scale.

Users do not tolerate above their threshold. They disable the feature entirely. Secondary research showed battery as a purchase factor. It did not show it as a feature kill switch.

The Quantitative Phase

SAMPLE AND STATISTICAL VALIDITY

SURVEY RESPONSES COLLECTED: N=90
VALID RESPONSES AFTER LISTWISE DELETION: N=82
MDS SURVEY: N=25

KMO = 0.663
BARTLETT'S TEST P LESS THAN 0.000
FACTOR ANALYSIS STATISTICALLY APPROPRIATE TO
PROCEED.

GEOGRAPHY: PRIMARILY INDIA WITH FEW
INTERNATIONAL RESPONDENTS
DEVICE: ANDROID MAJORITY, IOS MINORITY
AGE RANGE: 22 TO 32
PROFILE: MEDIUM-TO-FLAGSHIP DEVICE USERS WITH
40,000 RUPEES AND ABOVE DISPOSABLE INCOME

REGRESSION FINDING THE STRONGEST STATISTICAL RESULT

DEPENDENT VARIABLE:
"SMART FEATURES WILL MATTER MORE TO ME WHEN I BUY MY NEXT
PHONE"

MODEL FIT: R SQUARED = 0.804
F(4,77) = 79.117, P LESS THAN 0.000

AUTOMATION VALUE ALONE PREDICTS 80.4% OF FUTURE AI
FEATURE INTENT.
BETA = 0.882, P LESS THAN 0.000

THE SINGLE STRONGEST PREDICTOR OF WHETHER A USER WILL
CARE ABOUT AI IN THEIR NEXT PHONE IS WHETHER CURRENT AI
FEATURES SAVE THEM MEASURABLE STEPS.

THIS IS NOT A SPEC FINDING.
IT IS A PSYCHOLOGICAL FINDING.

Survey · Factor Analysis · Cluster Analysis · Regression
· MDS Perceptual Mapping

FACTOR ANALYSIS 5 FACTORS EXTRACTED | 63.27% TOTAL VARIANCE EXPLAINED

FACTOR 1: AUTOMATION VALUE, 18.16%
KEY ITEMS LOADING ABOVE 0.65:
"I LIKE FEATURES THAT REDUCE STEPS NEEDED" (0.666)
"I FIND IT ANNOYING WHEN FEATURES REQUIRE EXTRA STEPS" (0.735)

FACTOR 2: BATTERY RELIABILITY, 13.39%
KEY ITEMS LOADING ABOVE 0.62:
"BATTERY LIFE IS MORE IMPORTANT THAN NEW SMART FEATURES" (0.835)
"I AVOID FEATURES THAT DRAIN MY BATTERY" (0.728)

FACTOR 3: BRAND INERTIA, 12.66%
KEY ITEMS LOADING ABOVE 0.76:
"I AM COMFORTABLE USING THE SAME BRAND FOR MANY YEARS" (0.857)
"I PREFER FAMILIAR EXPERIENCES OVER LEARNING NEW ONES" (0.882)

FACTOR 4: USER CONTROL, 9.54%
KEY ITEMS LOADING ABOVE 0.63:
"I FEEL UNCOMFORTABLE IF I CANNOT TURN A FEATURE OFF" (0.745)
"I PREFER SMART FEATURES I CAN CONTROL EASILY" (0.816)

FACTOR 5: FUTURE AI OPENNESS, 6.95%
KEY ITEMS LOADING ABOVE 0.59:
"I AM OPEN TO USING MORE SMART FEATURES IN THE FUTURE" (0.599)

CLUSTER ANALYSIS 4 SEGMENTS IDENTIFIED | K-MEANS SOLUTION K=4

CLUSTER 1: AUTOMATION ENTHUSIASTS
N=10
HIGH AUTOMATION VALUE. LOW CONTROL NEED. EARLY ADOPTERS.

CLUSTER 2: RELIABILITY PRAGMATISTS
N=19
BATTERY FIRST. WILL ADOPT IF TRUST ESTABLISHED. HIGHEST WILLINGNESS TO PAY ONCE
CONVERTED.

CLUSTER 3: BALANCED TRADITIONALISTS
N=41
LARGEST SEGMENT. ECOSYSTEM LOYAL. PRIVACY RESIGNED.

CLUSTER 4: CONTROL-CONSCIOUS SKEPTICS
N=12
HIGH PRIVACY CONCERN. HARD GUARDRAIL ON OFF SWITCH. LATE ADOPTERS.

MDS PERCEPTUAL MAPPING:
PROXSCAL METHOD, N=25, DAF=0.994, STRESS-I=0.076
5 BRANDS PLOTTED ACROSS AI TRUST AND DESIGN IDENTITY AXES.

Data Analysis

Three Phases. One Converging Answer.

SECONDARY RESEARCH 1	QUALITATIVE ANALYSIS 2	QUANTITATIVE ANALYSIS 3
Set the Hypothesis 🔑 Literature confirmed hardware parity and emotional trust as purchase anchors. 🔑 Key sources confirmed: 451 Research Q1 2025 Worldpanel ComTech 2024 WVFRM Podcast Gyan Therapy MKBHD 🔑 Gap it left: no empirical data on how Indian consumers psychologically process AI in smartphones. No framework to understand the trust gap at a segment level.	Challenged the Hypothesis Three things secondary research didn't predict: 🔑 Privacy is resigned acceptance, not a preference. Every participant called it a "myth" yet continued using AI features anyway. 🔑 "Virtual Friend" demand emerged unprompted. Proactive, high-IQ assistance — not just responses. 🔑 Battery drain is a kill switch. ~15% drain = disabled, not tolerated.	Validated and Scaled it 🔑 Automation Value: dominant driver at 18.16% variance explained 🔑 4 archetypes confirmed via K-Means cluster analysis 🔑 Balanced Traditionalists largest segment at n=41 🔑 KMO = 0.663, Bartlett p < 0.000 Factor structure statistically sound

AI value is psychological before it is functional. Automation Value alone predicts 80.4% of future AI feature intent. R squared = 0.804, p less than 0.000.

The 5 Factors of Perception

Variance

My analysis reveals that AI value is not functional—it is psychological. **56.32%** of consumer perception is explained by

18.16% Automation Value: Will it save me steps? (Strongest driver)

13.39% Battery & Reliability Trust: If it hits battery by >15%, users disable it

12.66% Brand Inertia: The "Secret Club" effect that keeps users locked in

9.54% User Control Orientation: The absolute need for an "OFF" switch

6.95% Future AI Openness: Expectation that AI will matter in the next purchase

Segmenting the AI Consumer

Automation Enthusiasts

11%

High value for effort reduction. Low need for control.



Reliability Pragmatists

21%

Will only use AI if battery life is guaranteed. Nothing's core growth target



Balanced Traditionalists

45%

The largest group. Loyal to ecosystem features (i.e., Apple/Samsung worshippers)



Control-Conscious Skeptics

13%

High privacy paranoia. Cautious of autonomous features.



Users are not a monolith. I identified 4 distinct archetypes

What Does Each Segment Mean for Nothing?

AUTOMATION ENTHUSIAST

"Save me time. I'll handle the rest."

Young working professional. Uses voice-to-text and workflow tools daily. Wants AI to automate repeatable tasks not add new ones.

Will accept up to 15% battery drain.
Won't pay separately expects it pre-installed.

🔑 Nothing opportunity → Essential Space as a Workflow Engine, not a Memory Hub.

BALANCED TRADITIONALIST

"I'm not switching. Make it seamless."

Ecosystem loyalist. iPhone or equivalent. Privacy-resigned uses AI, doesn't fully trust it. Wants fewer, better integrated features.

Largest segment but hardest to convert. Switching cost is emotional, not rational.

🔑 Nothing opportunity → Must match ecosystem fluidity. Specs alone will never win them.

RELIABILITY PRAGMATIST

"Prove it works first. Then I'll use it."

Mid-level professional. Battery is non-negotiable. Will only adopt AI if reliability is demonstrated one great feature beats ten average ones.

Highest willingness to pay if trust is established. Nothing's single biggest growth opportunity.

🔑 Nothing opportunity → Si-C battery + OS stability is the entry point for this segment.

CONTROL-CONSCIOUS SKEPTIC

"I want the OFF switch before anything else."

Late adopter. Privacy is a hard guardrail, not a preference. Calls privacy a myth but still demands it as a baseline.

Will not use any feature without manual control. Slowest to adopt. Loudest when trust is broken.

🔑 Nothing opportunity → Hardware-native privacy display speaks directly to this segment's core anxiety.

Balanced Traditionalists dominate by volume. Reliability Pragmatists are the highest-value growth target.

The Phone C3 Conundrum

Mid-flagship chip.
Flagship price.
The market noticed.

Snapdragon 8s Gen 4 at 79,999 rupees
versus OnePlus 13 at 69,999 rupees
with Snapdragon 8 Elite.

Nothing Phone C3 	OnePlus 13 	Galaxy S25 
Snapdragon 8s Gen 4	Snapdragon 8 Elite	Snapdragon 8 Elite
6.67 inches	6.82 inches	6.2 inches
5150 mAh	6000 mAh	4000 mAh
Flexible AMOLED	LTPO AMOLED	Dynamic AMOLED 2x
Silicon Carbon	Silicon Carbon	Li-ion
79999	69999	80999

The Reliability Pragmatist needed: AI + proven reliability + battery certainty. Phone 3 delivered: Mid-flagship chip + flagship price + an AI button nobody asked for. The market responded accordingly.

The Market Never Agreed

Nothing Phone (3) · Price History. Flipkart India + Amazon India · Jul 2025 – Mar 2026

Launched ₹79,999
Mid-flagship chip.
Flagship price

₹34,000 during
Big Billion Days
Volume only moves
at a 57% discount

Returns to
₹79,999 between
sale events. Zero
organic demand at
launch price

Dropped to ₹44,000
within 4 weeks of
listing. Market
corrected faster than
Nothing expected

"BAD TIMING. Overpriced.
Avoid buying right now."
— Third party price tracker,
Mar 2026

PRICE HISTORY - PHONE (3) (BLACK,
256 GB) (12 GB RAM)

15D 45D 6M ALL TIME



PRICE HISTORY - NOTHING PHONE
(3), BLACK (12GB, 256GB)

15D 45D 6M ALL TIME



57% Discount needed to move volume on Flipkart
India ₹79,999 → ₹34,000

4 weeks time taken for Amazon India market to
reject launch price organically

The Reliability Pragmatist doesn't wait for a sale. They wait for a reason to trust. Phone 3 gave them neither.

Hypothesis → Field Test

If Reliability Pragmatists reject AI without trust, the reviews would show it.

WHAT MY RESEARCH PREDICTED

AUTOMATION VALUE 18.16%
Users want AI that saves steps.
If it doesn't — they reject it.

BATTERY RELIABILITY 13.39%
Any feature draining >15%
battery gets disabled.

USER CONTROL 9.54%
No visible OFF switch = no adoption.

HOW I TESTED IT

- ① SCRAPED
199 reviews across 4 platforms
Flipkart India (official seller)
Amazon India · Amazon US
Amazon UK/EU
Jul 2025 — Mar 2026
- ② SEGMENTED
Negative (1-2★): 39 reviews
Neutral (3★): 21 reviews
Positive (4-5★): 139 reviews
- ③ CODED
Themes mapped against
research factors:
Price/Value · Spec · Camera
Battery · AI/Software
Connectivity · Build · Trust
- ④ VALIDATED
Did review themes match
factor analysis predictions?

The answer was in the reviews

What 199 Buyers Actually Said

Flipkart India (official) · Amazon India · Amazon US · Amazon UK/EU · Jul 2025 — Mar 2026

PLATFORM RATINGS

Flipkart India	n=67	★4.00
Amazon India	n=27	★3.22
Amazon UK/EU	n=105	★4.02
Overall	n=199	★3.82

India rejects the price. Global accepts the product. Same phone.
Two verdicts.

WHAT WENT WRONG BY MARKET

INDIA	GLOBAL
Price vs spec gap "Not flagship chip at flagship price"	AI features unwanted "No AI slop. Better without it."
Camera vs competition (₹79,999 benchmark)	Connectivity bugs WiFi/BT — same as Phone 2, worse
Value perception	Hardware reliability failing within months

RATING DISTRIBUTION



Positive (4-5★)	139	69.8%
Negative (1-2★)	39	19.6%

Flipkart positives bought at discounted price. Flipkart negatives paid ₹79,999. The product isn't the problem. The price promise is.

MY RESEARCH THEIR WORDS

"I got tired of Samsung jamming shoddy AI garbage — so I chose this." — Amazon India · 5★ ↑ Reliability Pragmatist — converted

"No AI slop. If AI wasn't involved, the product would be better." — Amazon US · 1★ ↑ Feature Certainty — failed

"AI button annoying. In the end I switched to the S25." — Amazon UK/EU · 2★ ↑ Reliability Pragmatist — lost

The AI Button Nobody Asked For

WHAT BUYERS SAID

"The AI button is annoying.
Every so often you're taking
screenshots. In the end I
switched to the S25."

— Amazon UK/EU • 2★

"The AI button is annoying.
Not necessary to switch
from Phone 2 to Phone 3."

— Amazon UK/EU • 2★

"No AI slop. If AI wasn't
involved, the product
would be better."

— Amazon US • 1★

MY RESEARCH PREDICTED THIS

AUTOMATION VALUE 18.16%

Did it save steps?

→ Triggered accidental screenshots.

Added friction. Not removed it.

✗ Failed

BATTERY RELIABILITY 13.39%

Did it respect battery?

→ Always-active hardware button.

Perceived as continuous drain.

✗ Failed

USER CONTROL 9.54%

Could they turn it off?

→ No visible OFF switch.

No granular control.

No opt-out on first use.

✗ Failed

The Phone (3) taught Nothing one thing: Features don't build trust. Reliability does.

The "Privacy Myth"

Users view privacy as a "Myth" even in premium ecosystems

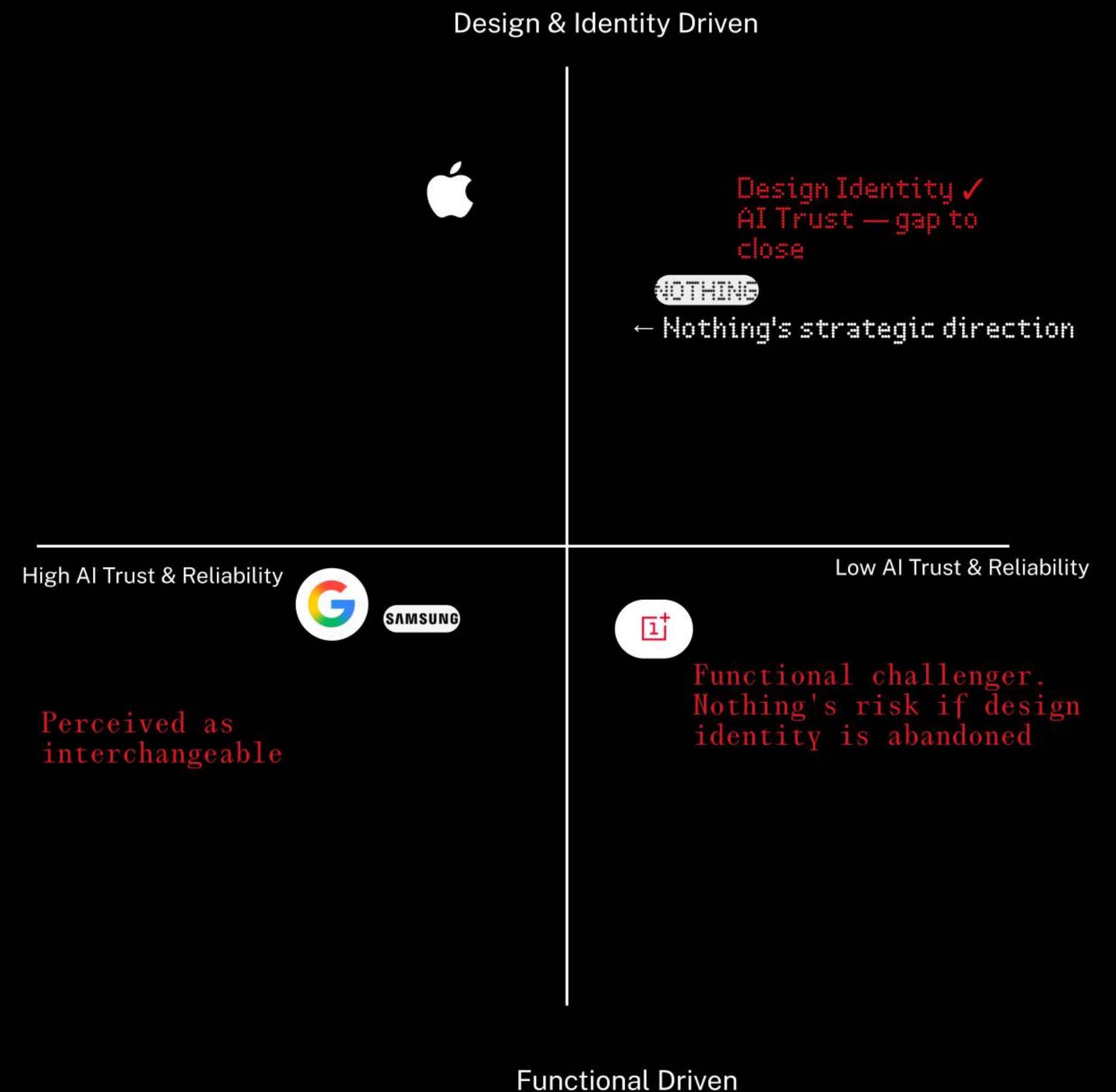
"I want my privacy and security to be 100 Pro Max level."

— Research Participant, IDI1

72 of 90 respondents believe privacy is a myth — not a feature. Users know their AI runs **on cloud, not on-device**. No brand has solved this. They've only made better claims.

Nothing sits in the Design Premium quadrant — sharing space with Apple. But on AI Trust, it sits with OnePlus.

The **Reliability Pragmatist** will not convert **until that gap closes**. The Automation Enthusiast will convert the moment it does.



MDS via PROXSCAL · n=25 · DAF=0.994 · Stress-I=0.076

Nothing shares Apple's design quadrant. The only move is rightward — building AI Trust without abandoning the identity that got it here.

The Recommendation: Certain AI needed

Target: Reliability Pragmatist

NOT MORE AI. CERTAIN AI.

Three AI features that are so reliable, so battery-efficient, and so useful that the Reliability Pragmatist builds dependency before they question anything else.

FEATURE CERTAINTY

Three AI features that save measurable steps and never exceed 10% battery drain.

Automation Value drives 18.16% of purchase intent the strongest single factor in my research. One great feature beats ten average ones.

SI-C BATTERY AS STANDARD

A 5,500mAh and above Silicon Carbon battery that eliminates the 15% anxiety threshold entirely.

Three participants independently drew this threshold unprompted. The battery does not need to be managed. It needs to be trusted.

ONE VISIBLE SWITCH

Not buried in settings. Every AI feature ships with a single OFF switch visible on first use.

User Control drives 9.54% of purchase perception. Give them the switch before they ask.

Samsung competes on features.
Apple competes on ecosystem.
Nothing competes on certainty. Directly tied to three strongest factors **Automation Value, Battery Reliability & User Control**

Target: **Reliability Pragmatist**. Remove the risk. Trust follows naturally.

What Could Break the Bet

Three scenarios that could kill Certain AI before it converts anyone.

THREAT 01

CRITICAL ●

THE PLATFORM PULLS THE RUG

Google cut Gemini API free quotas 80% overnight in December 2025. One billing bug cost a developer 70,000 dollars in a single session. If Gemini breaks mid-cycle, Essential Space 2.0 breaks with it.

Counter: On-device fallback classifier ships with OS 4.0. Gemini improves it. Does not power it.

THREAT 02

HIGH ●

GOOGLE SHIPS IT FIRST

Android 16 shipped native AI notification management December 2025. The core feature already exists free on every Android device.

Counter: Workflows, battery scheduling, and granular opt-in go deeper than anything Android 16 offers.

THREAT 03

CRITICAL ●

ONE WRONG SIGNAL ENDS IT

46% of people globally trust AI. KPMG, n=48,000, 2025. Your research shows users disable features at first unreliability.

Counter: Default to SIGNAL below 0.70 confidence. Always. Never suppress urgency to prove

The biggest risk is not building this. The second biggest is building it without these guardrails.

THE RESEARCH POINTS TO ONE PRODUCT.

72 of 82 users see privacy as a myth.
43.9% want an AI that knows what matters.
The Reliability Pragmatist will pay for
trust — not for features.

The recommendation is clear. The risks are
known. The guardrails are built.

Now, what does it actually look like?

This is what Essential Space 2.0 is for.

Essential Space 2.0

CURRENT STATE	USER PAIN POINTS	TARGET SEGMENTS
Essential Space today: A passive memory hub. It stores what you tell it. It doesn't act on your behalf. Users find it: • Underbaked vs Google Gemini • Redundant — doesn't replace any existing workflow • A feature in search of a use case	SURVEY n=41 open-ends 43.9% want AI PA behavior 39.0% want task automation 22.0% want notification control "My phone should automatically know what is urgent and what is noise." — Survey Respondent	PRIMARY: RELIABILITY PRAGMATIST "Prove it works first. Then I'll use it." Needs: Reliable AI that saves steps without draining battery. n=19 — highest willingness to pay once trust established. SECONDARY: AUTOMATION ENTHUSIAST "Save me time. I'll handle the rest." Needs: Powerful automation, accepts 15% battery trade-off. n=10 — early adopter, word of mouth driver.
	INTERVIEWS n=15 "A virtual friend with high IQ." — Vaishnavi, iPhone user "Repeatable workflows. Save me time." — Aditya, Nothing user "Summarize my meetings automatically." — Deep, iPhone user	
	REVIEWS n=199 Essential Space mentioned 9x positively — the only AI feature users praised.	

The same insight across three independent data sources: Users don't want more AI. They want AI that knows what matters.

RESEARCH-BACKED PROPOSED FEATURES

SIGNAL vs NOISE ENGINE

Automatically identifies urgent vs non-essential notifications. Delivers one daily summary of non-urgent items.

Research backing:

- Survey: 22% notification pain
- Interview: "Information overload" (Aditya, 4 segments)
- Factor: Automation Value 18.16%

PROACTIVE CONTEXT REMINDERS

Learns patterns. Reminds before you think to ask. Bills, appointments, recurring commitments.

Research backing:

- Survey: 14.6% proactive reminders
- Interview: "Act like my PA"
- Factor: Automation Value

REPEATABLE WORKFLOW BUILDER

User-defined automation flows.

"Every weekday at 8am — show me calendar + top 3 priority messages."

Research backing:

- Interview: Aditya — "Repeatable workflows"
- Survey: 39% task automation
- Cluster: Automation Enthusiast

BATTERY-AWARE AI SCHEDULING

AI features run in defined windows only. User sets active hours. Battery impact shown per feature.

Research backing:

- Factor: Battery Reliability 13.39%
- Survey: 9.8% battery/performance
- Review: Battery praised when AI features not forced

Every feature maps to a research finding. No feature exists without evidence.

Essential Space 2.0

Where to Place the Bets

Low Effort

High Effort

High Impact

QUICK WINS Build first OS 4.0

- Signal vs Noise Engine Android notification API exists. This is a UI decision, not an engineering problem.
- Battery-aware AI Scheduling Android battery management API already exists. User sets active hours. Battery impact shown upfront.
- Granular Opt-in on First Use Android permission framework already exists. One screen. One choice. Design decision only.

Low Impact

FILL INS Nice to have — deprioritize

- Proactive Context Reminders Useful but not urgent. Survey: 14.6% demand only. Build after Quick Wins are proven reliable.
- Voice-first Interface Survey: 4.9% demand. Niche use case currently. Revisit when adoption grows.

BIG BETS for OS 4.1

- Repeatable Workflow Builder Requires Gemini API integration + custom UI flow architecture. Significant dev investment. Worth it for Automation Enthusiast segment.
- Cross-device Signal Sync Requires NothingOS ecosystem expansion beyond phone. Long term play — wearable + tablet territory.

AVOID Low Impact · High Effort Don't build — ever

- On-device AI Processing Hardware not ready yet. Snapdragon 8s Gen 4 cannot sustain this. Future play only.
- Custom LLM / AI Assistant Even Apple can't do this well. Not feasible at Nothing's scale right now. Partner with Gemini instead.

Quick Wins require zero new technology. They require one decision: put the user in control first.



Essential Space 2.0

Risks, Guardrails & What It Looks Like

RISKS AND GUARDRAILS

 **RISK:** Gemini dependency Nothing OS runs on Android.
Essential Space 2.0 relies on Gemini for core processing.
If Google changes API terms the feature breaks

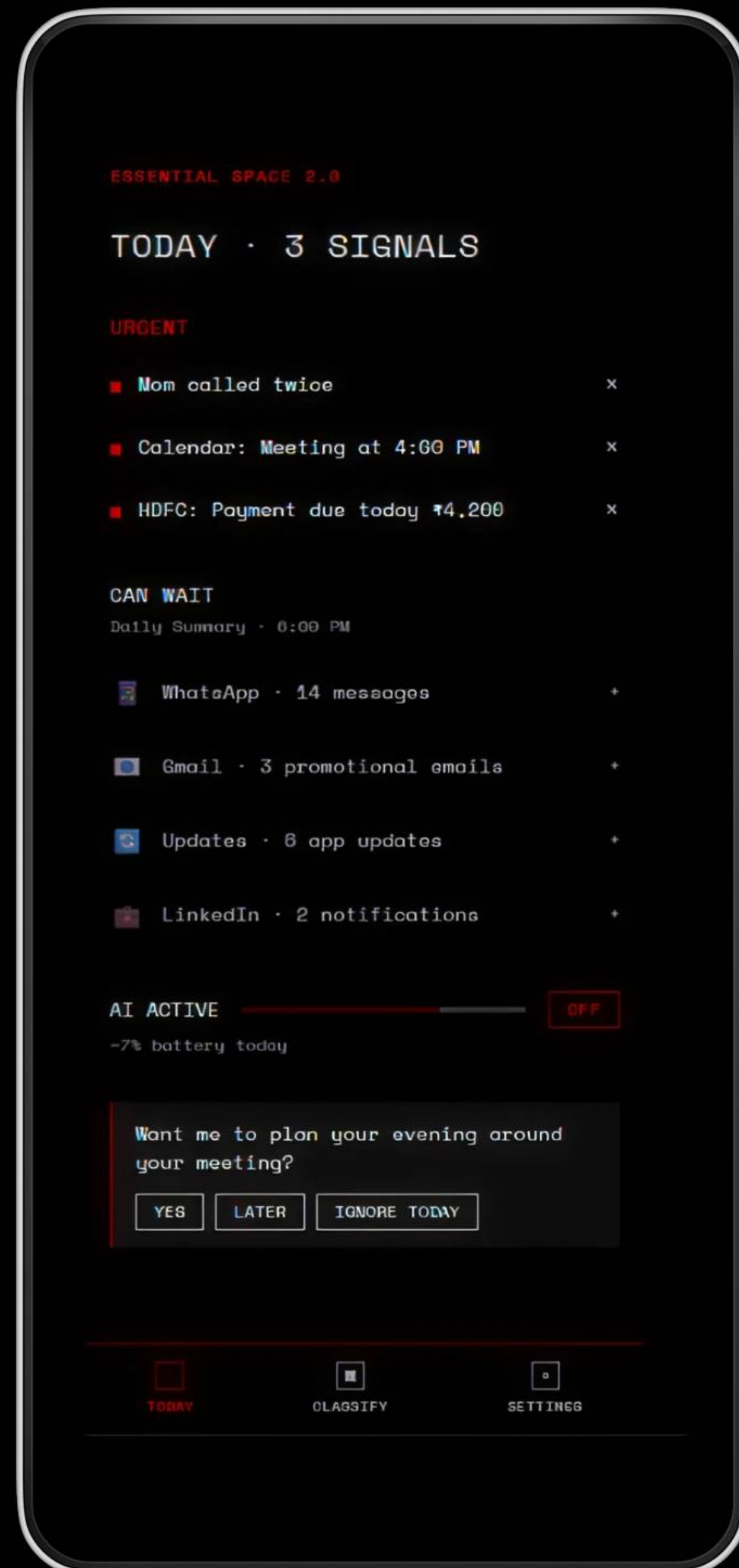
GUARDRAIL: Build Signal/Noise Engine as on-device rule-based system first. Cloud AI as enhancement, not foundation.

 **RISK:** Adoption friction Reliability Pragmatists won't enable features they don't understand immediately.

GUARDRAIL: Granular opt-in on first use. Show battery impact per feature before enabling. One screen. One choice. No buried settings.

 **RISK:** Feature creep
Essential Space 1.0 failed by trying to do too much.
2.0 risks the same.

GUARDRAIL:
Ship Must Have only in OS 4.0. Should Have in OS 4.1.
Hard freeze on scope.



Essential Space 2.0 is not a smarter assistant. It's a quieter one.

Realme's 10,001mAh battery is the new benchmark. Nothing must compete on density, not just design

Why? Users stated they would accept a thicker/heavier phone (by 2-3mm) if it meant elite battery or absolute privacy

THE NEXT MOATS

To win the "Reliability Pragmatist" segment, Nothing must lead in design and utility with a blend of certain AI.

SILICON-CARBON (SI-C) AS STANDARD

Adoption of 5,500mAh+ Si-C batteries to solve "Battery Anxiety" in the mid-range

ESSENTIAL SPACE 2.0 QUICK WINS

Si-C Battery → converts Reliability Pragmatist Essential Space 2.0 → retains them

THREAT 03
APPLE INTELLIGENCE

Finally catching up.
Ecosystem lock-in plus AI
credibility. Hardest wall.

THREAT 01

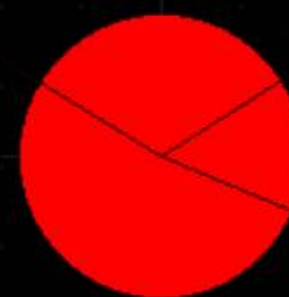
OPENAI + JONY IVE

Agentic screenless device.
2026 target launch.
Designed to kill the app para



LOW-THREAT

HIGH-THREAT



NOTHING

INCOMING

THREAT 02

SAMSUNG GALAXY AI

Deeper Gemini every release.
Balanced Traditionalists
already theirs.



NOTHING'S ONLY MOVE

Samsung has an ad business. Google owns the cloud.
Apple sacrifices battery for thinness. Nothing has
none of these conflicts. Trust cannot be commoditized.



DATA CONFLICTS

Roadmap Recommendations

Q2 2026 (The a-series)

The Conversion Play

Phone 4a at ₹34,999-39,999
Si-C battery 5,500mAh+ standard
Essential Space 2.0 Quick Wins
with Nothing OS 3.5

Target:
Reliability Pragmatist

Q3 2027

The Retention Play

Nothing OS 4.0
Repeatable Workflow Builder
Battery-aware AI across
full product lineup

Target:
Automation Enthusiast

Q1 2028 (New Categories)

The Moat Play

Essential Space
beyond the phone
Wearable + watch sync
Trust moat established
before agentic era
arrives

Target:
Balanced Traditionalist



AAGRAH NIGAM

PGP-TBM · MASTERS' UNION · PRODUCT STRATEGY



I have owned every phone in this deck



I turned down a tech writing offer
to learn how products get built instead



I spent three months talking to your users, scraping your reviews, and mapping
your competition before I talked to you.



I don't want to work at Nothing because it looks good on a resume. Nothing is
the only company trying to make consumer electronics genuinely interesting
again. I want to help keep it that way.

THE RESEARCH IS THE INTERVIEW

THANK YOU



APPENDIX

Survey responses

Data Analysis

MDS responses

E-commerce scrapped
data

PRD for the
essential space 2.0