

# Future of Experience

A glimpse at humanity-centered design  
Activity + Card Deck

## Welcome to the Future of Experience

The Future of Experience Card Deck is a tool to immerse in the potential of the future by understanding the present and future drivers. This deck contains three sets of trend cards: one in the present, Current World and two in the future: Fixed Trends and Catalysts of Change. Each card has two sides, a visual on the front side and a description of the challenge or opportunity in the back side.

As a team, you can use this tool to trigger your thinking, to feel inspired, take a stance on what kind of future impact you want your organization to have or any way you see fit. We provide you with an activity designed for this deck at the early stages of the design process.

Current  
World

Mega  
Trends

Catalysts  
of Change

# Activity

Activity & Card Deck

Working together to exchange worldviews and find common ground from the organization's perspective

This card deck contains three sets: Current World Trends, Mega Trends and Catalysts of Change. We encourage you to use this deck in whichever way you see fit. This deck is to be used together with the Impact n Humanity canvas to kick off the discussion.

To arrive at the future, it is necessary to first **understand the state of our Current World** and what kind of humanity-related challenges relate to your organization. Then, it is possible to venture into the future where we will **review the (ongoing) Mega Trends** to 2030 and look at how to **provoke transformation opportunities through the Catalysts of Change**.

# What is humanity-centered design?

## What is humanity-centered design?

Humanity-centered design is both a mindset and an approach. On one hand, humanity-centered design is a collection of mindsets that aim to give space to consciously think about the future to create value for people and planet.

On the other hand, humanity-centered design is an approach. An equitable, systematic, evidence-based approach that puts the mindsets into practice. Teams seek out opportunities for sustainable organizational change.

# Mindsets of humanity-centered design

## Mindsets of humanity-centered design

Empathy  
between  
users

Empower  
consciousness

Embrace  
complexity of  
systems

Inspire  
change with  
a sense of  
humanity

Rethink the  
status quo

Design for  
long-term  
impact



# Current World

Image Sources:  
Noah Berger

## Current World

We live in a world in crisis, ongoing life-threatening situations such as climate change, a global pandemic, the environmental exploitation coupled with human-created problems has economies and societies living in fear. Eight challenges at hand are:

Demanding  
change

A threatened  
planet

Economic  
uncertainty

Societal  
panic

Unhealthy  
living

Tech  
unchecked

Polarizing  
policies

Pandemic  
outbreak



# Demanding change

Current World

## • Demanding change •

This challenge is a social movement seen across the world to make our shared home a fairer place to live. Protests have made monumental changes. Today, people are uprising for women rights, Black rights, LGBTQIA+, climate action, among others.

### How is this present-day challenge manifesting?

- Rise in citizen and community-led movements
- Individuals acting on inequity and inequality
- People seeking intergenerational justice
- Call to abolish systemic racism
- Fight for women's empowerment





# A threatened planet

Current World

## • A threatened planet •

This challenge depicts an environmental crisis. Our planet is under a human-caused threat: climate change. This situation affects all layers of the economy from agriculture to financial services.

How is this present-day challenge manifesting?

- Climate change
- Environmental catastrophes
- Waste generation
- Water, land and air pollution
- Food scarcity



Image Sources:  
Sam Mooy; Freight Waves



# Economic uncertainty

Current World

- Economic uncertainty •

This challenge represents a potential economic downturn in the coming decade. As with previous economic crises, this challenge can signify a slower growth, and lower investment in sustainable, humanity-first alternatives.

How is this present-day challenge manifesting?

- Stagnation of growth
- Lack of needed systems/infrastructure
- Concerns over an energy crisis
- Unsustainable supply chains
- Tech replacing human activity

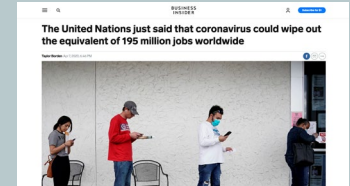


Image Sources:  
Spencer Platt; Business Insider





# Societal panic

Current World

## • Societal panic •

This challenge represents the fright felt by individuals that are feel unaccounted for. This fear of the unknown (cultural, societal, political views) affects our shared sense of community and undermine reaching collective goals.

How is this present-day challenge manifesting?

- Societies living in fear of the unknown
- Lack of community
- Lack of trust in others
- Declining quality of information

COMMUNITY // March 8, 2020

### **How Societal Panic Affects Our Decision-Making and What You Can Do About It.**

*As we all find the most productive and rational ways to respond to this current health crisis, I invite and challenge you to do three things differently this week.*

By: [Dr. Barbara Schwarz](#), Executive Coach, Author, Speaker, Change Agent at Clear Intentions International



Image Sources:  
[Lynda.com](#); [Thrive Global](#)



# Unhealthy living

Current World

## • Unhealthy living •

This challenge is a environmental crisis that affects our health and wellbeing. Today, we require more resources for transportation, eating and working. If we keep our habits the way they are we risk living in an unhealthy world.

How is this present-day challenge manifesting?

- Increased pollution levels
- Unbalanced distribution of wealth
- Risk of new health concerns

### **Air pollution in Europe takes off as lockdowns lifted**



Image Sources:  
Tangopaso; Sharecast



# Tech unchecked

Current World

## • Tech unchecked •

This challenge is related to the use of technology by corporations that remains unsupervised and unaccounted for. Tech is part of our everyday lives, wrongful use of our data will undermine our trust in digital services.

How is this present-day challenge manifesting?

- Inhumane data collection
- Lack of privacy online
- Inexistent AI/data ethics frameworks
- Biased tech systems
- Online propaganda
- Cyber threats



*Image Sources:  
Drew Angerer, CNN*



# Polarizing policies

Current World

## • Polarizing policies •

This challenge is a policy-led issue that is having negative consequences on society and the individual trust in governments and organizations.  
It represents a broken system begging to be fixed.

### How is this present-day challenge manifesting?

- Nationalism gains traction
- Unprepared governments
- Biased justice systems
- Institutions lacking innovation
- Decline of trust in institutions



Image Sources:  
Phillimon Bulawayo; World Economic Forum



# Pandemic outbreak

Current World

## • Pandemic outbreak •

This challenge represents a health emergency that is challenging every single organization on the planet and putting into the spotlight the ramifications of continuing business the way we do it now.

### How is this present-day challenge manifesting?

- Broken front-line/emergency response services
- Putting the economy on hold
- Lack of global coordination
- Vulnerable communities at greater risk

Government's dithering risks unleashing a second Covid-19 wave in England

*Richard Vize*



While ministers squander effort on foolhardy new structures, councils are starved of the data they need to control infections

● [Coronavirus - latest updates](#)

● [See all our coronavirus coverage](#)

Image Sources:  
Aly Song; The Guardian



# Mega Trends

## Mega Trends

Our world will continue to expand demographically, technologically and environmentally. We will become more interconnected and digitally-oriented. Our cities will become more crowded and the next generations will become part of the workforce. The six mega trends are:

Next  
generations

Closer to  
globality

Urbanization  
hubs

Interconnected  
world

New live-work  
modes

Digital  
economy





# Next generations

Fixed Trends

## • Next generations •

This trend represents a change in demographic segmentation. In the next decade, there will be a generational shift where people have a heightened sense of awareness that will realign all aspects of our living, from consumption to housing.

How is this present-day challenge manifesting?

- Baby boomers as an aging society
- Millennials (born on or before 1994)
- Generation Z (born on or after 1995)
- Generation Alpha (born 2010s)



Image Sources:  
Getty Images: UN



# Closer to globality

Fixed Trends

## • Closer to globality •

This trend represents the way our society is becoming more embedded culturally, socially, politically and economically at a global scale. Most landmark events reach the other side of the planet instantaneously, this means rapid changes in behaviors and needs in both communities and individuals.

How is this present-day challenge manifesting?

- Cross-country sharing of culture
- Embedded socially and politically
- Integration of global markets
- Societies connected through digital mediums

### Covid-19 impact: Maintaining global connectivity is the way forward

*Global connectedness will make the world more resilient, making it easier to pick up speed again after the crisis*



Image Sources:  
NASA Johnson Space Center; Gulf Business;





# Urbanization hubs

Fixed Trends

## • Urbanization hubs •

This trend is a continued growth in population within cities and urban settlements. A growing middle class will challenge expectations on the accessibility of resources and how we manage these across communities.

How is this present-day challenge manifesting?

- Growing middle class
- More people living in cities
- Communities having different expectations



Image Sources:  
V: CNBC



Fixed Trends

## • Interconnected world •

This trend represents constant growth in Internet accessibility and connectivity across the globe from information, news, services and communities of interest.

How is this present-day challenge manifesting?

- Development of digital infrastructure
- Upcoming technologies like 5G
- Connectivity accessible to everyone



# Interconnected world

Image Sources:  
Brian Yen; ; Carnegie Endowment



# New live-work modes

Fixed Trends

## • New live-work modes •

This trend is related to the round-the clock factors that are attached to our lives: family, work, parents, health, well-being and how we balance them out.

How is this present-day challenge manifesting?

- Aspects of life changing due to technology
- Struggling with a balance between live and work

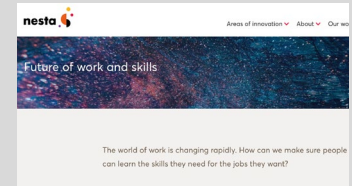


Image Sources:  
Julius Y.; Nesta



# Digital economy

Fixed Trends

## • Digital economy •

This trend is a continuous development on how the economic models the revenue/costs system we have in place will embed more digital-oriented platforms and services that allows for seamless interactions and a virtual trace.

How is this present-day challenge manifesting?

- Digital first business models
- Contactless technology
- Digital twins/systems a staple for organizations



Image Sources:  
Tom Hegen; European Commission



# Catalysts of Change

## Catalysts of Change

We can provoke a future that brings us to a world of equity, trust, collaboration and diversity between communities and environment. Where society is placed as a key stakeholder of change, leadership and governance. The 8 catalysts of change are:

Humanist  
society

Environmental  
justice

Sustainable  
capitalism

Rebalance  
trust

Wholesome  
well-being

Tech checks  
& balances

Invisible  
technology

Realigned  
governance

Image Sources:  
Lucia Locatelli





# Humanist society

Catalysts of Change

## • Humanist society •

This catalyst of change is a movement in society towards equity amongst communities. It places the value on the collective rather than the individual. It highlights our sense of being human.

### How is this present-day challenge manifesting?

- Communities empowered by the collective
- Cohesive societal fabric in communities
- Reaching equity for every human being
- Value for the collective over individual
- Creativity, diversity and inclusiveness
- Balanced life satisfaction



Image Sources:  
Javier Caso; Global News Canada



# Environmental justice

Catalysts of Change

## • Environmental justice •

This catalyst of change is about rethinking our position in nature, humans as a component and not above it. It calls for a new relationship with natural resources, our natural and built environment to secure them for the next generations.

How is this present-day challenge manifesting?

- Closer to carbon neutrality
- Fair distribution of resources
- Balance nature and human activity
- Safeguard land and water resources
- Sustainable energy transition in every industry



A lone cyclist passes along the banks of the Navigli canal system in Milan. The city is now cautiously exploring how to safely reopen. (1) Francesca Volpi/Bloomberg

**Europe's Cities Are Making Less Room for Cars After Coronavirus**

Image Sources:  
Safdie Architects; CityLab



# Sustainable capitalism

Catalysts of Change

## • Sustainable capitalism •

This catalyst of change represents a shift in how organizations, corporations do business towards a purpose-first approach. This opportunity places value creation on people and environment before profit.

How is this present-day challenge manifesting?

- Purpose over profit
- Value for all stakeholders
- Goals based on environment/humanity
- Rise in B-corps
- Sustainable/circular business models
- Doughnut economy

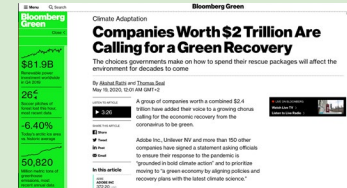


Image Sources:  
Unsplash; Bloomberg





# Rebalance trust

Catalysts of Change

## • Rebalance trust •

This catalyst of change explores new ways of building and, at times, regain trust. In the future, the value of trust will be linked to ethics and it would allow for new ways of collaborating and making decisions based on societal values.

How is this present-day challenge manifesting?

- Ethics become more relevant to trust
- Building trust through collaboration
- Democratization of value creation
- Societal values first in decision making



Image Sources:  
Hagen Hopkins ; Harvard Business Review



# Wholesome Well-being

Catalysts of Change

## • Wholesome well-being •

This catalyst of change represents a reorganization in the way we see and measure growth from financial gains to broader measures of progress rooted in societal and environmental well-being. It can guide positive changes in governments.

How is this present-day challenge manifesting?

- Broader measures of progress beyond GDP
- Focus on collective well-being
- Citizen-led public policy
- Securing essential services and industries

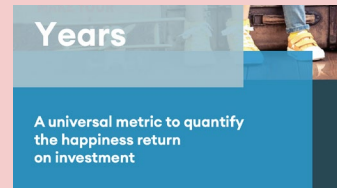


Image Sources:  
David McLain ; The Happiness Research Institute



# Tech check & balances

Catalysts of Change

## • Tech check & balances •

This catalyst of change represents a review on policies related to technology and digital ways of working in order to protect the human rights of people such as freedom of speech and expression, protection and movement.

How is this present-day challenge manifesting?

- Data rights become human rights
- AI governance guidelines
- Decentralized data sharing/privacy
- Rethink of for-profit digital ads
- Maintain net neutrality



Image Sources:  
Chip Somodevilla; Ericsson



# Invisible technology

Catalysts of Change

## • Invisible technology •

This catalyst of change represents a shift in how we interact with services and organizations from moving away from a digital touch screen to spatial and perhaps multisensorial experiences that give space to live instead of addiction.

How is this present-day challenge manifesting?

- Regain more living from tech-mediated experiences
- Multi-dimensional, spatial experiences
- Multi-sensorial experiences, beyond touch
- Virtual services for work, leisure and city

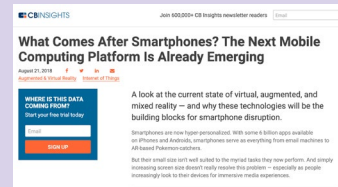


Image Sources:  
Google; CB Insights



# Realigned governance

## Catalysts of Change

- Realigned governance •

This catalyst of change represents a move in the way we collaborate with one another, other teams and other organizations in our network. As problems become more complex, working together with different expertises will allow for a change that benefit most.

### How is this present-day challenge manifesting?

- Restructure collaboration ecosystems
- Participatory governance
- Overhaul of legacy systems
- Revamp institutional frameworks

#### ***Covid-19 Changed How the World Does Science, Together***

Never before, scientists say, have so many of the world's researchers focused so urgently on a single topic. Nearly all other research has ground to a halt.



Image Sources:  
JDRA Organization; The New York Times

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