

There's no experience without humanity.

Vision on the Future of Experience Consulting

New Value Proposition

The foresight exercise performed uncovered a shift in mindset based on humanity: from human-centered to humanity-centered design.

New Service Offering

A new service offering was defined to develop the future of Experience Consulting in commercial terms. The first one, purposeful-led transformation was explored for the toolkit.

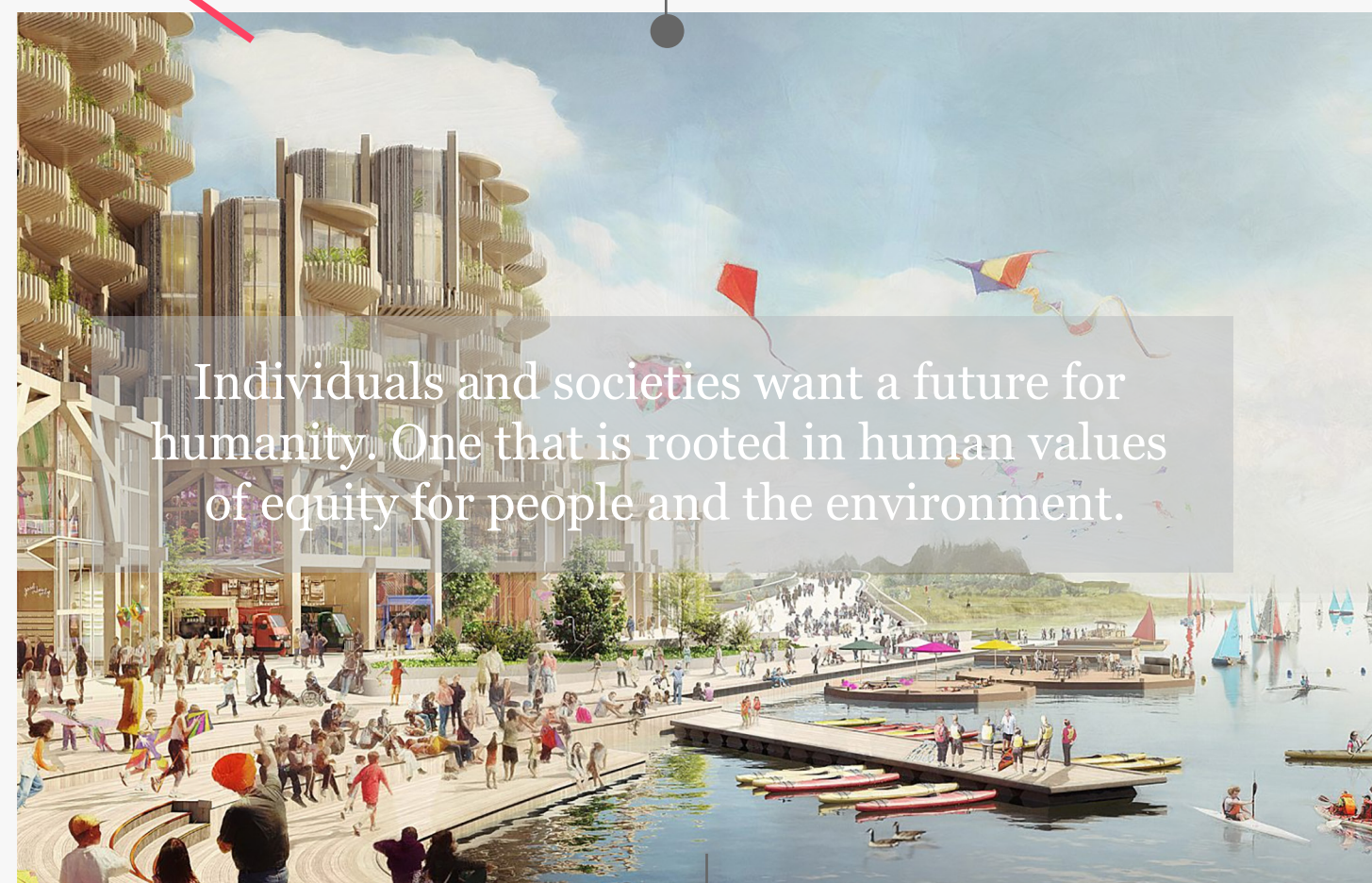
Systemic Change Strategy

A systemic change strategy covers different aspects of a system. The focus of this project was to explore a mindset shift for Experience Consulting.

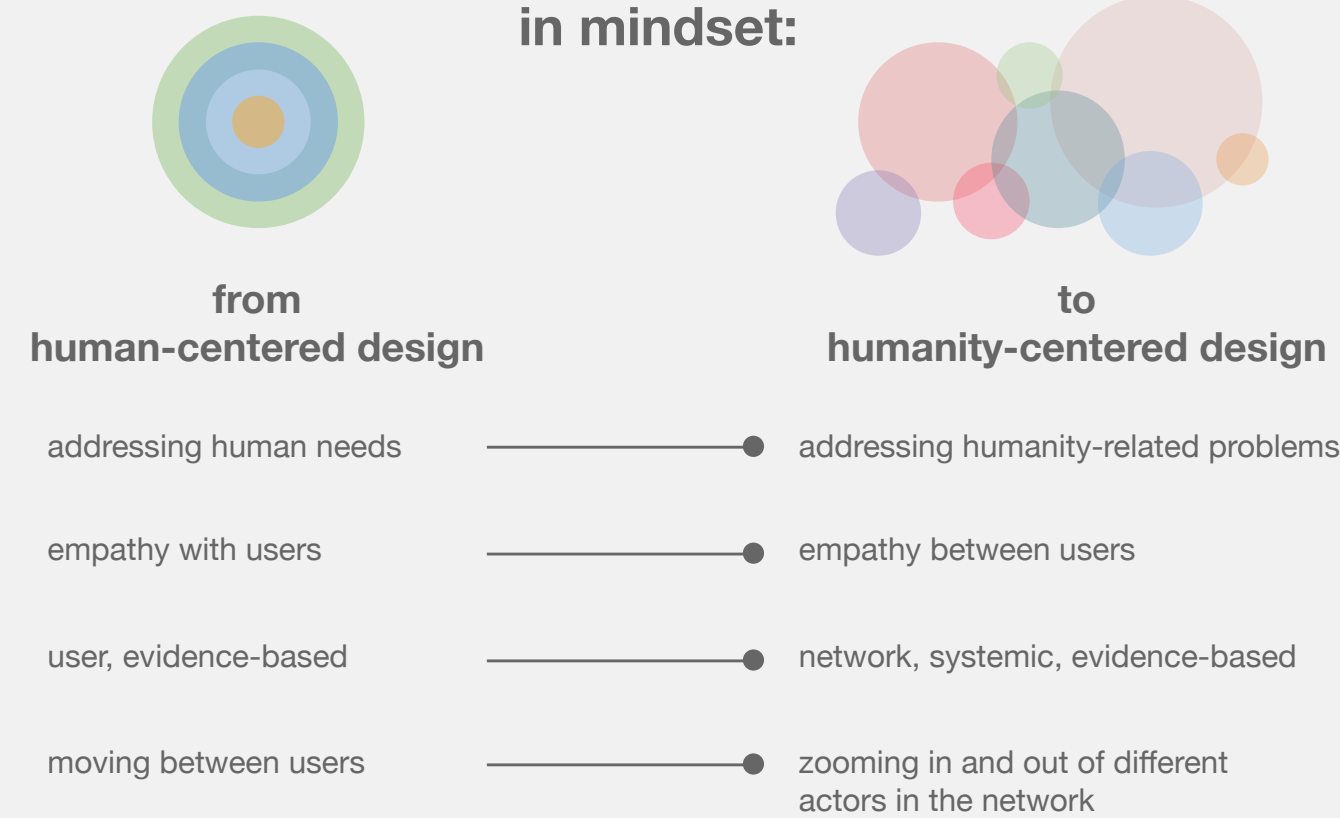
Activating Systemic Change Strategy

A toolkit/design session format was designed to activate the Experience Consulting team in embracing and working with humanity-centered design.

Foresight



The future asks for a shift in mindset:



Purpose-led transformation

Guide organizations in developing purpose and strategies that have humanity's wellbeing at the heart of everything they do.

Sustainable business design

Work with systems design to organizations that seek to transition to environmentally and socially sustainable business models.

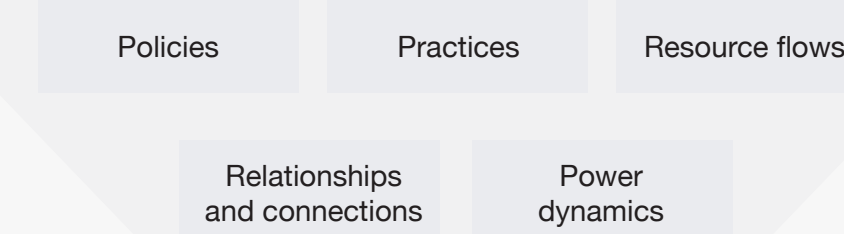
Ethical, values-driven strategy

Integrate ethical and inclusive frameworks in organizations and that of service and product experiences.

Disruptive tech experiences

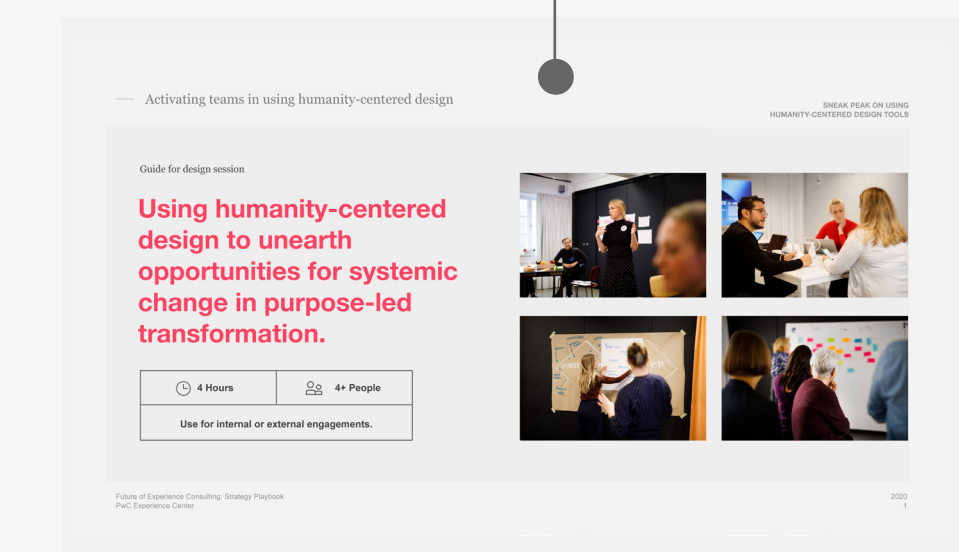
Developing (digital) experiences that use multi-sensorial, spatial technology that goes beyond a touch screen.

Conditions of Systemic Change

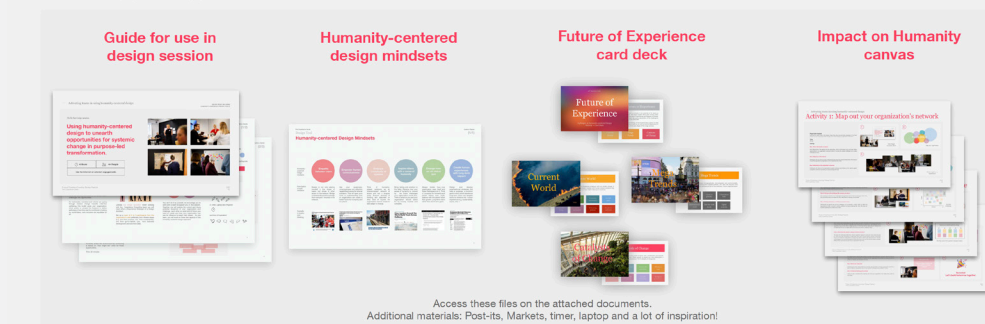


Mindset Change

Mindsets of humanity-centered design



What do you need to start working with for purpose-led transformation?



How to use it?



Gustavo Adolfo Zepeda Aguilar
There's no experience without humanity:
A vision on the future of Experience Consulting
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MSc Strategic Product Design

Committee

Dr. Giulia Calabretta
Dr. ir. Lianne W.L. Simonse
Joris van Gelder
Company
PwC Experience Center