

Digital messed up Society

Understanding the (future) digital era





FHV
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KdG
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creating value in a digital world

31/3/2020 - Introduction, understanding digital society

28/4/2020 - **Trends, trendwatching & trends-lating**

26/5/2020 - Digital evolution

16/6/2020 - Group & individual coaching

22/6/2020 - Final presentation & evaluation

Today's timing

- 9h00 - welcome & kick-off
- 9h10 - Trendsating
- 10h15 - Assignment introduction
- 10h30 - Work Time
- 13h00 - Trendposters
- 13u30 - Trendcanvas assignment
- 14h00 - WorkTime
- 15h30 - Assigment introduction

Trends, Hypes & Videotapes

Understanding evolution



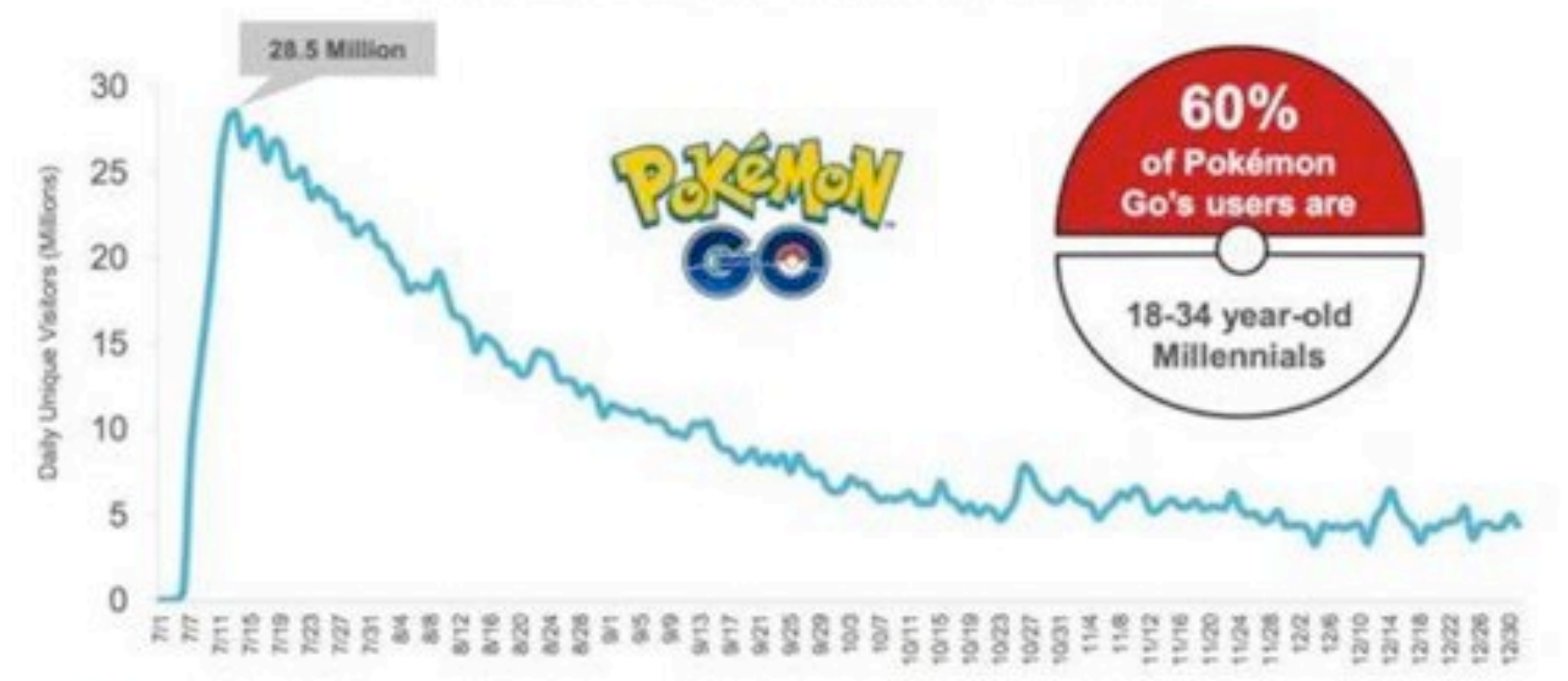
dtac 4G 07:44 30%

Pikachu / CP ???



Pokémon GO was a mobile app phenomenon that quickly surged to attract a huge audience but has since come back down to earth

Pokémon GO: Daily Unique Visitor Trend
 Source: comScore Custom Analytics, U.S., Age 18+, Jul 2016 – Dec 2016



60%
 of Pokémon Go's users are
 18-34 year-old Millennials

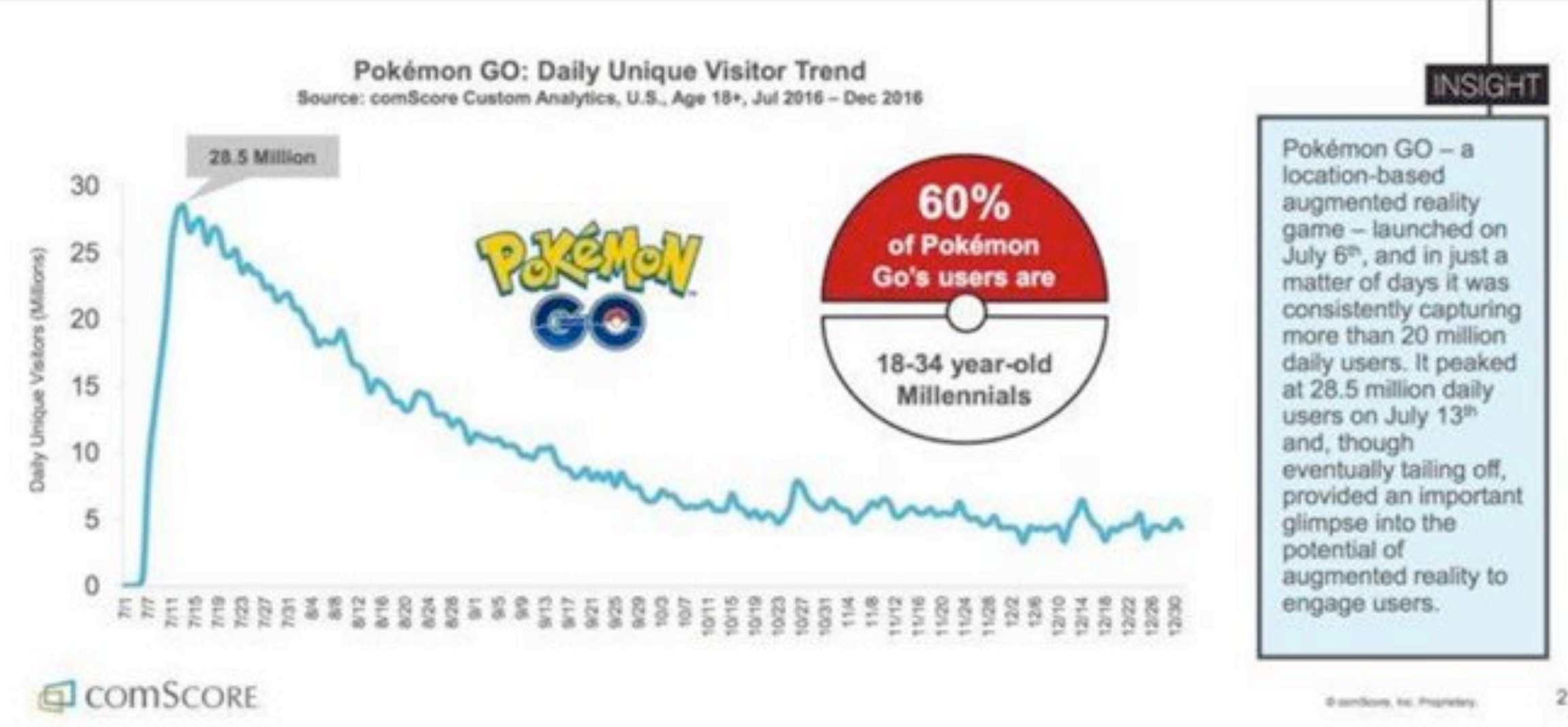
INSIGHT

Pokémon GO – a location-based augmented reality game – launched on July 6th, and in just a matter of days it was consistently capturing more than 20 million daily users. It peaked at 28.5 million daily users on July 13th and, though eventually tailing off, provided an important glimpse into the potential of augmented reality to engage users.

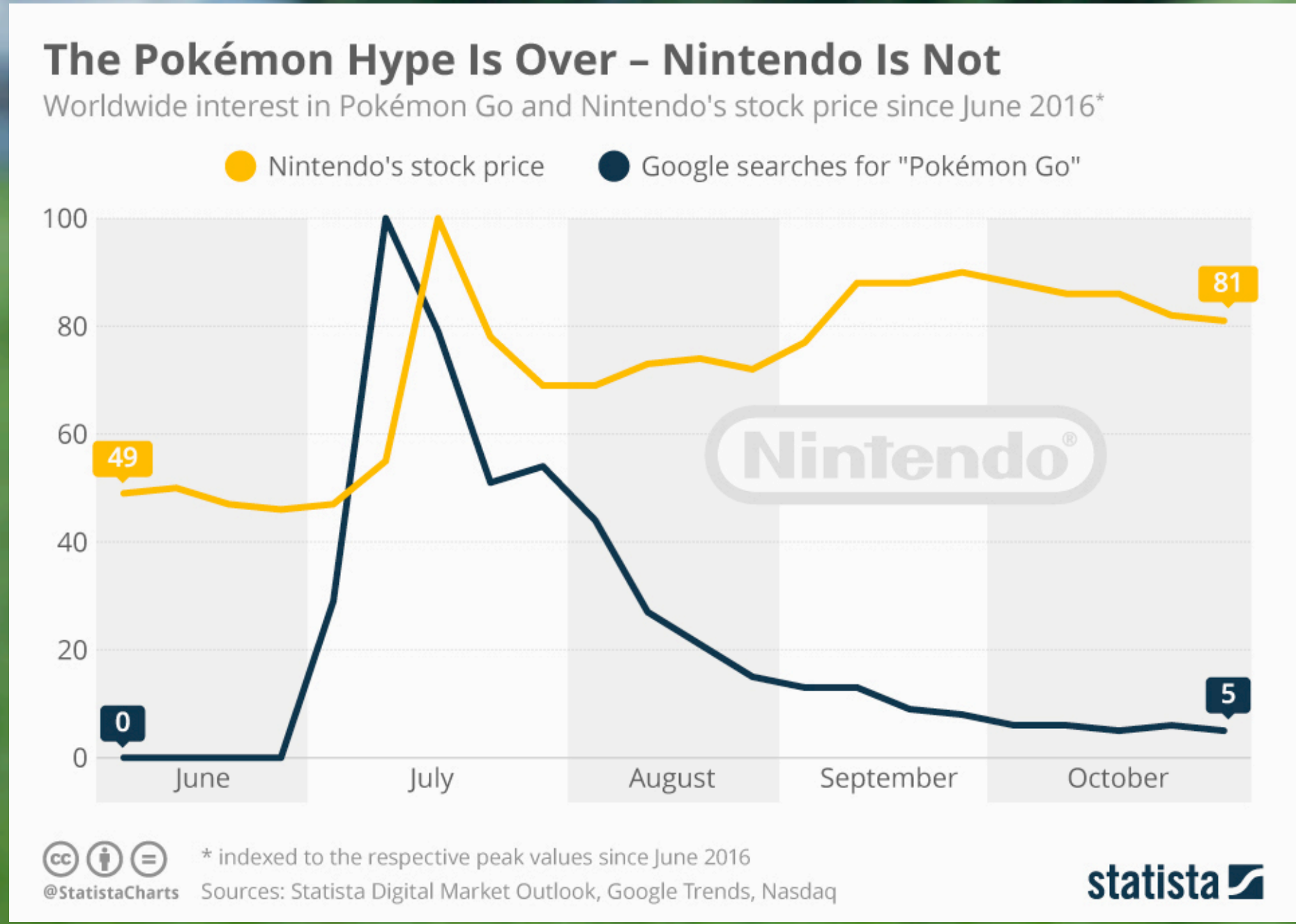
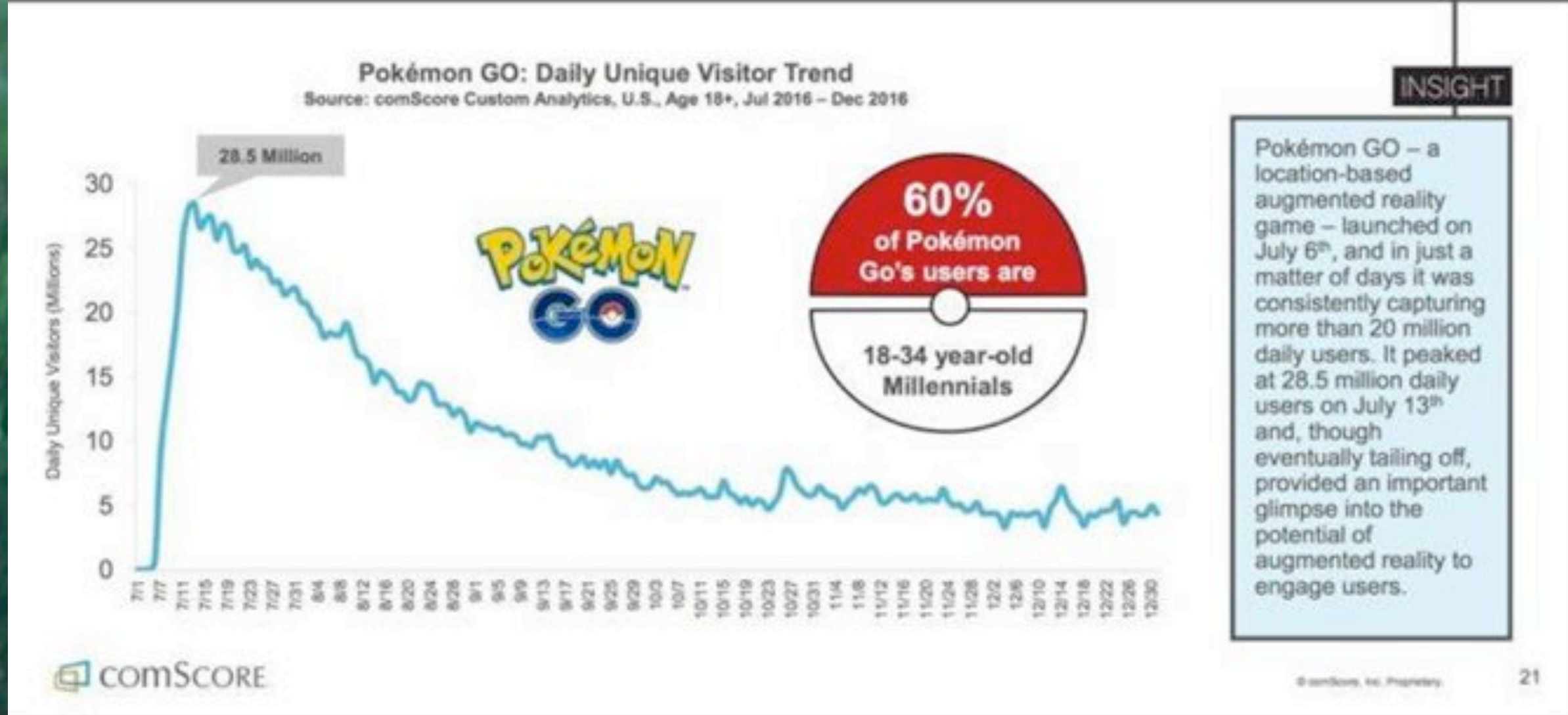
COMSCORE



Pokémon GO was a mobile app phenomenon that quickly surged to attract a huge audience but has since come back down to earth



Pokémon GO was a mobile app phenomenon that quickly surged to attract a huge audience but has since come back down to earth

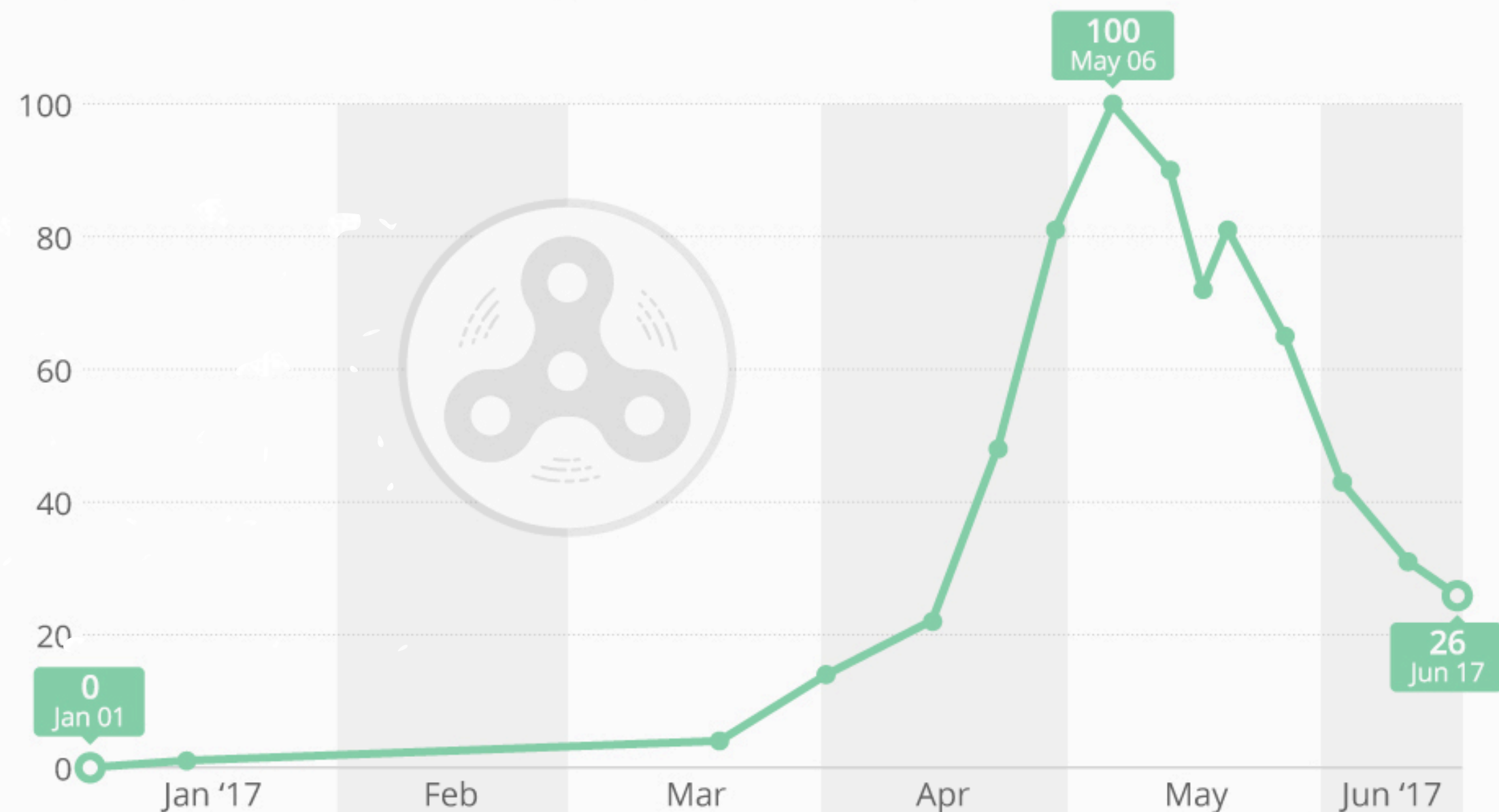






Fidget Spinners Losing Popularity in the US

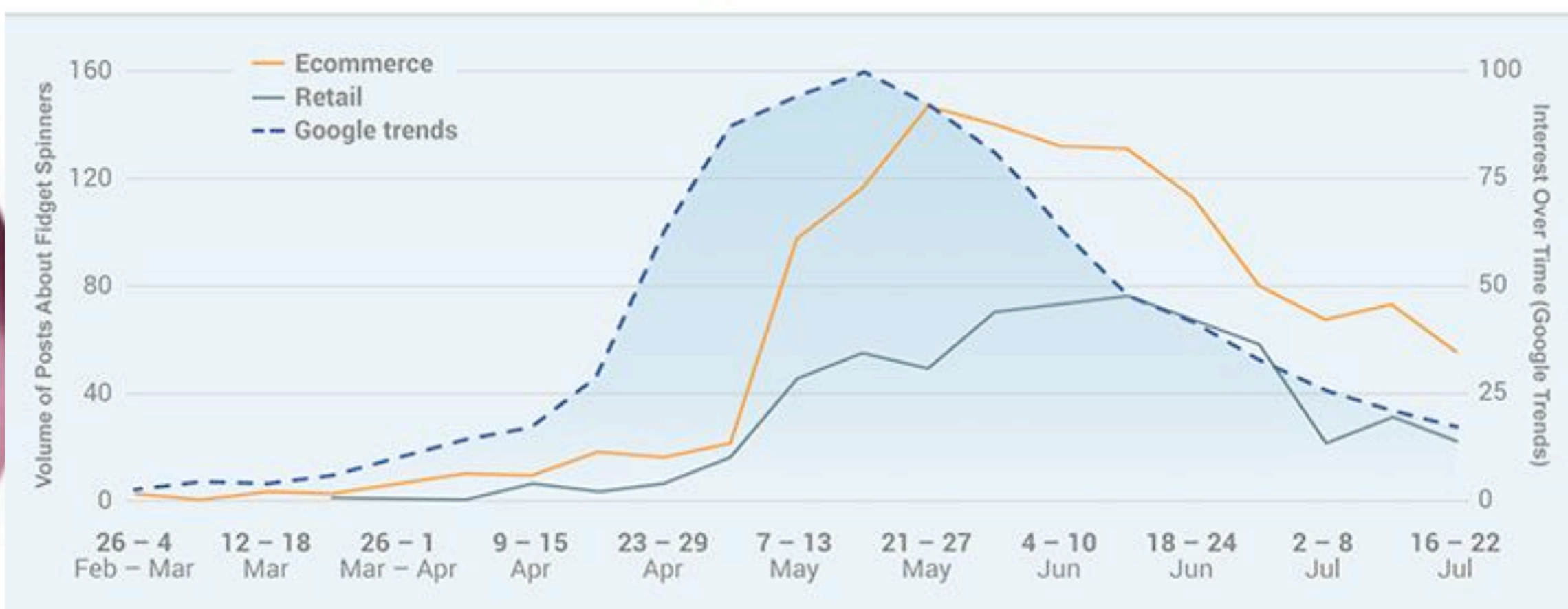
Popularity of the search term 'Fidget Spinner' via Google in 2017*



* The value demonstrates the relative popularity of the search term.

Retail and Ecommerce Brands Late to the Fidget Spinner Conversation

Volume of Posts on Facebook vs. Google Trends





Hype

Rage

Fashionable

Short term
Mediatized
Overrated

Trend

Takes time
Is directional

Hype

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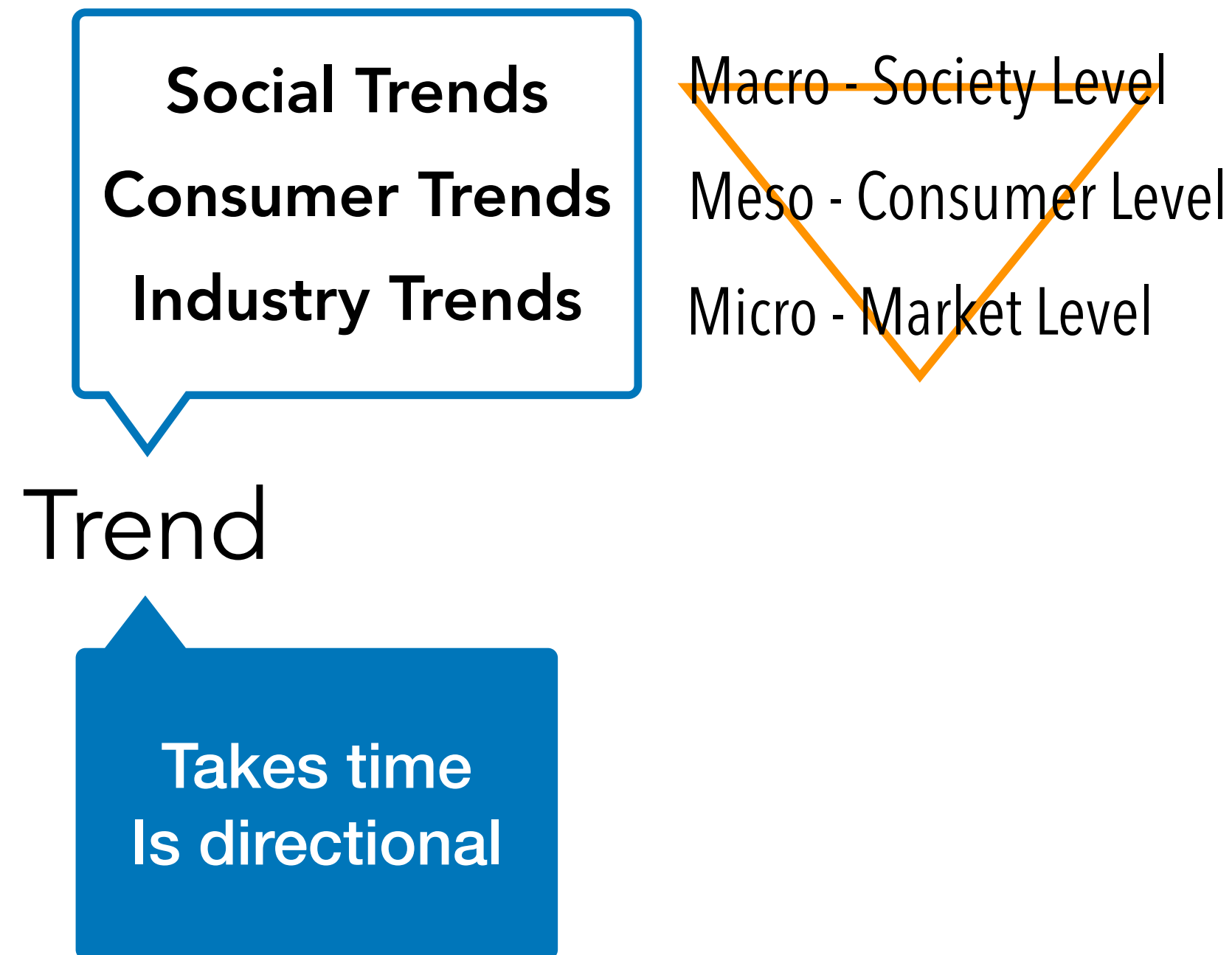
Trend **watching**
is understanding the ever-changing world.

Where the customer doesn't live in an industry silo,
so the business shouldn't either.

Trend **watching**
is anticipating where your customer is going
and where your business should be.

Trend

Takes time
Is directional





Social Trends
Consumer Trends
Industry Trends

Macro - Society Level
 Meso - Consumer Level
 Micro - Market Level

Trend

Takes time
 Is directional

Social Trends

Big Impact
 Demographical, Economical, Cultural
 10 to 20 years

Consumer Trends

Medium Impact
 Behavior, attitude, expectations
 5 to 10 years

Industry Trends

Low Impact
 Youth, Coolhunting
 1 to 5 years



Social Trends
Consumer Trends
Industry Trends

Macro - Society Level
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Trend

Takes time
 Is directional

Social Trends

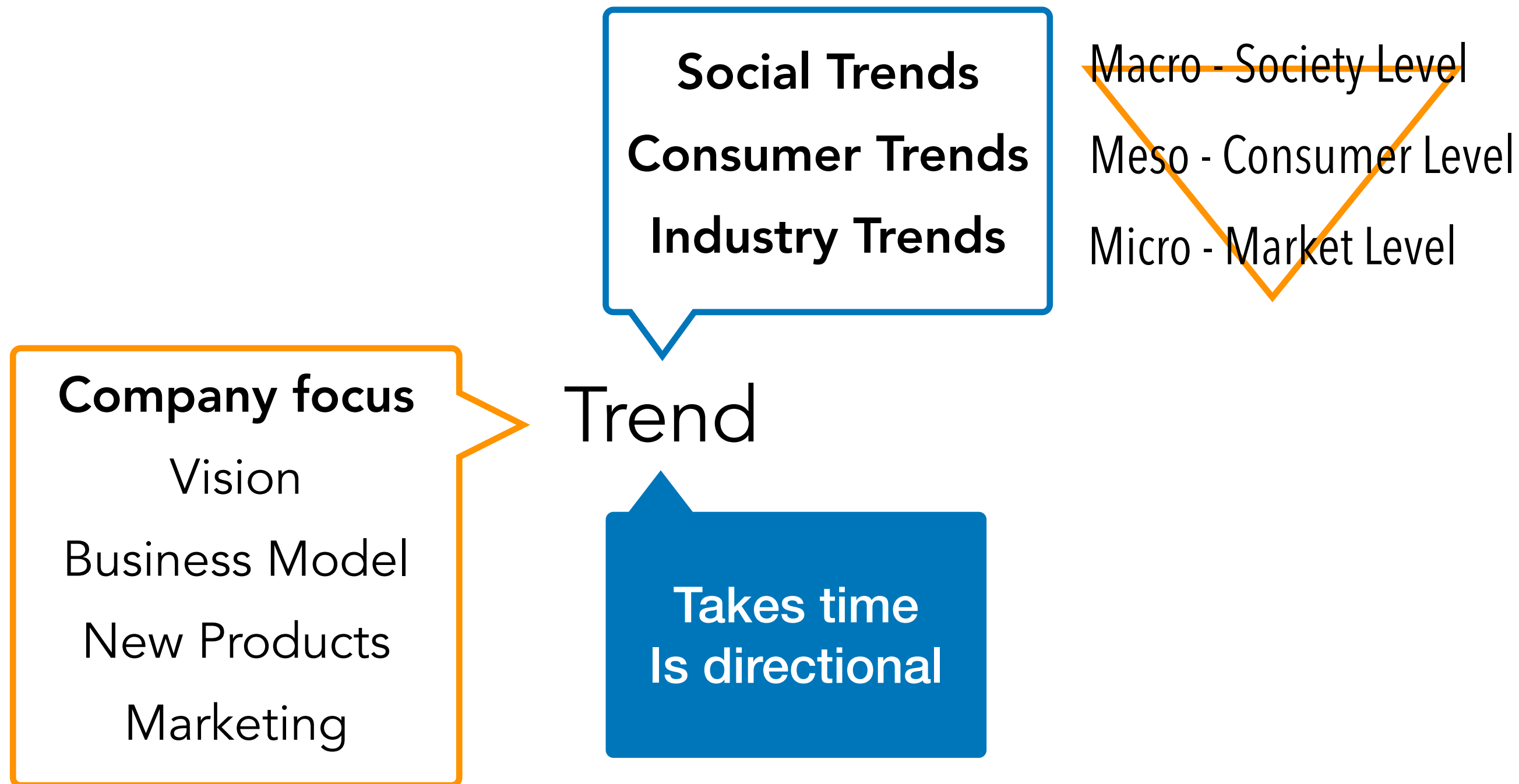
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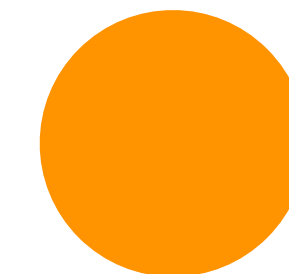
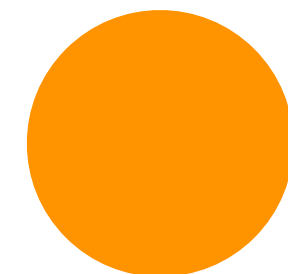
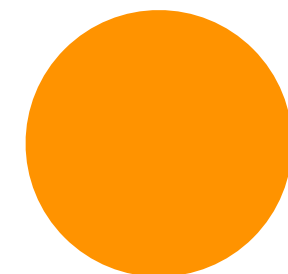
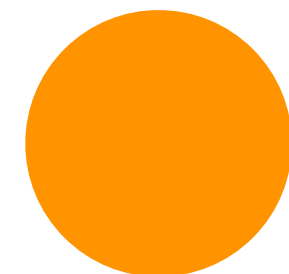
Low Impact
 Youth, Coolhunting
 1 to 5 years



Trendwatching Methodology

idea

It's about ~~trends~~ spotting



idea

It's about ~~trendspotting~~

It's about curating trends

Rohit Barghava

3 Fundamentals Of Trends

Trend**watching** Methodology

basic needs

Forces that have been shaping human behavior for years.
(Status, fairness, community, ...)

3 Fundamentals Of Trends

Trend**watching** Methodology

drivers of change

to understand change, think in terms of shifts (long-term)
and triggers (specific factors or events)

3 Fundamentals Of Trends

Trend**watching** Methodology

innovations

innovations aren't trends. But without examples of customer facing innovations, a trend cannot exist.

3 Fundamentals Of Trends

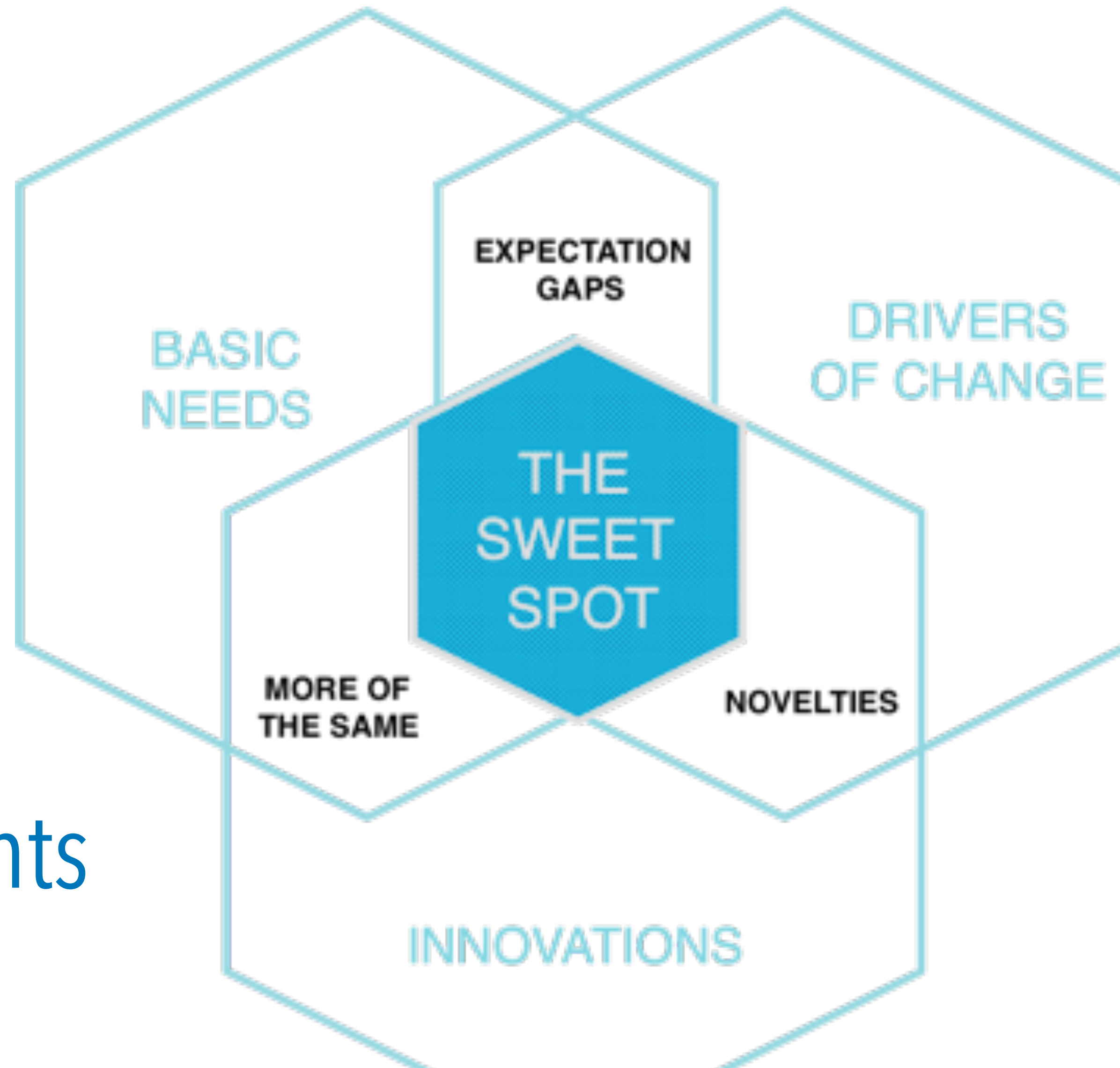
Trend**watching** Methodology

Trends

emerge as innovators address people's basic human needs and wants in novel ways.

3 Fundamentals Of Trends

Trend**watching** Methodology



3 Fundamentals Of Trends

Trend**watching** Methodology



3 Fundamentals Of Trends

Trendwatching Methodology



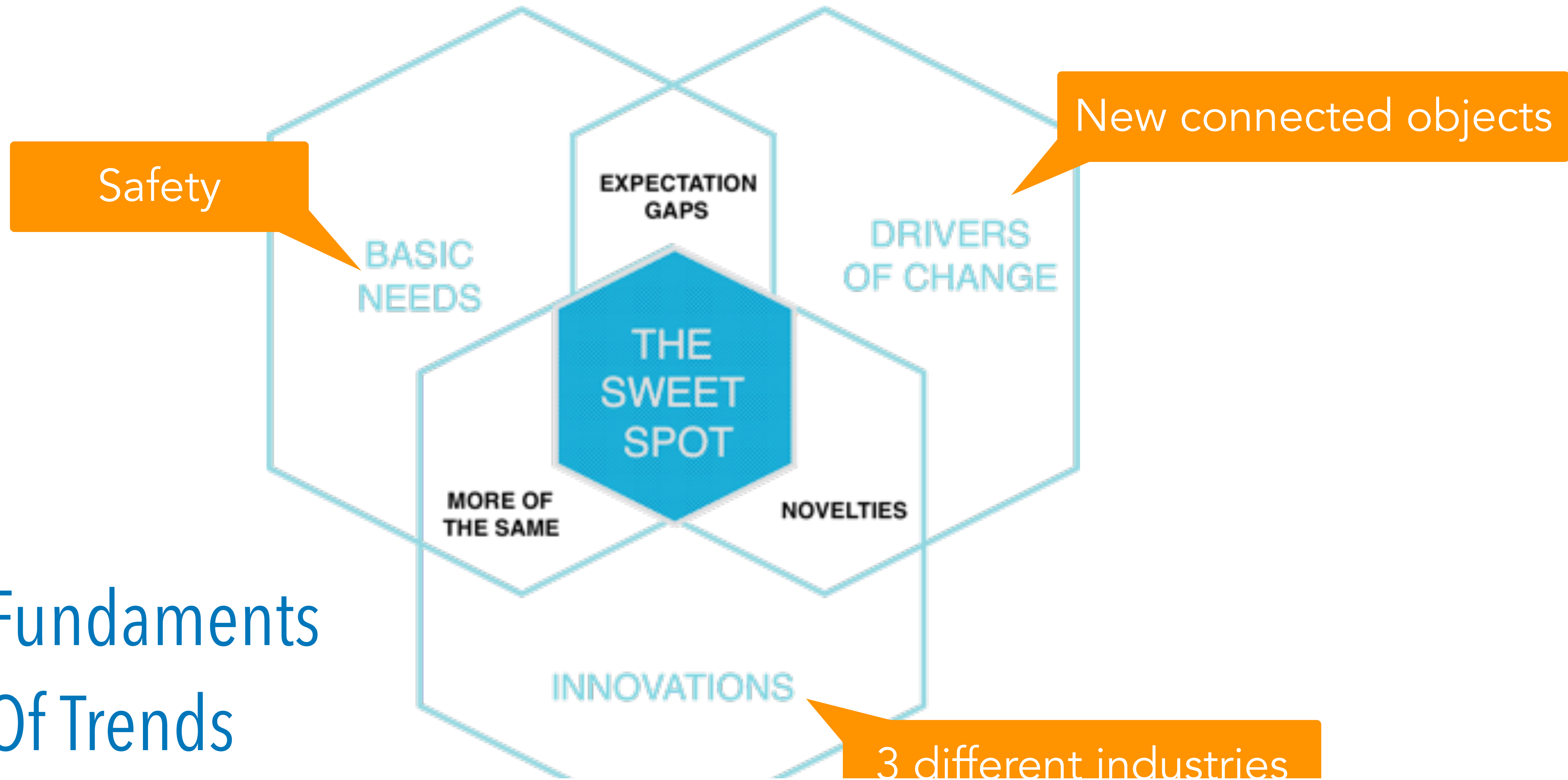
3 Fundamentals Of Trends

Trendwatching Methodology



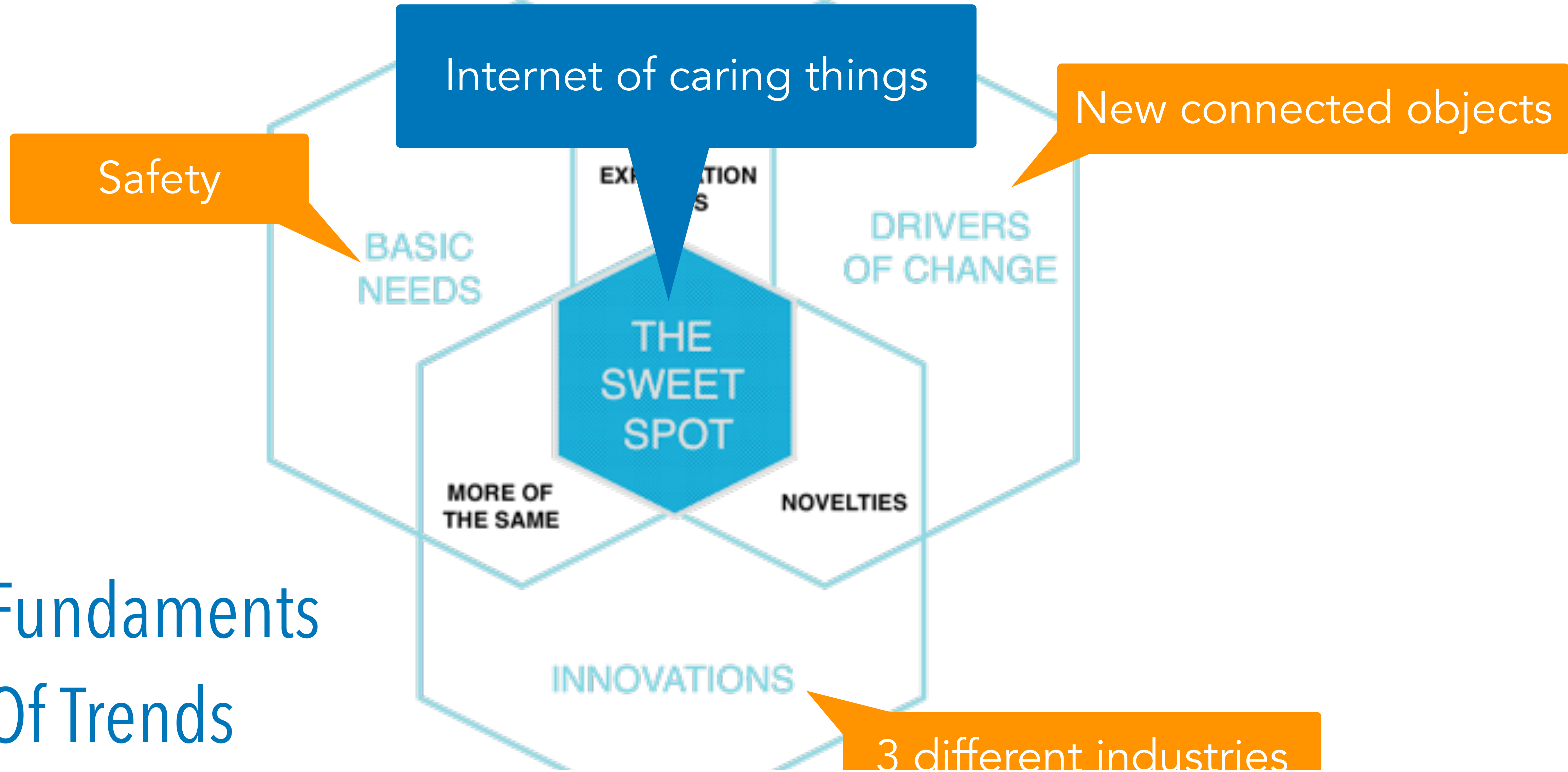
3 Fundamentals Of Trends

Trendwatching Methodology



3 Fundamentals Of Trends

Trendwatching Methodology



3 Fundamentals Of Trends

Trend**watching** Methodology

Look for intersections.

There's opportunity.

That's your sweet spot.

Trend **watching** = Business **innovation**

Exploitation

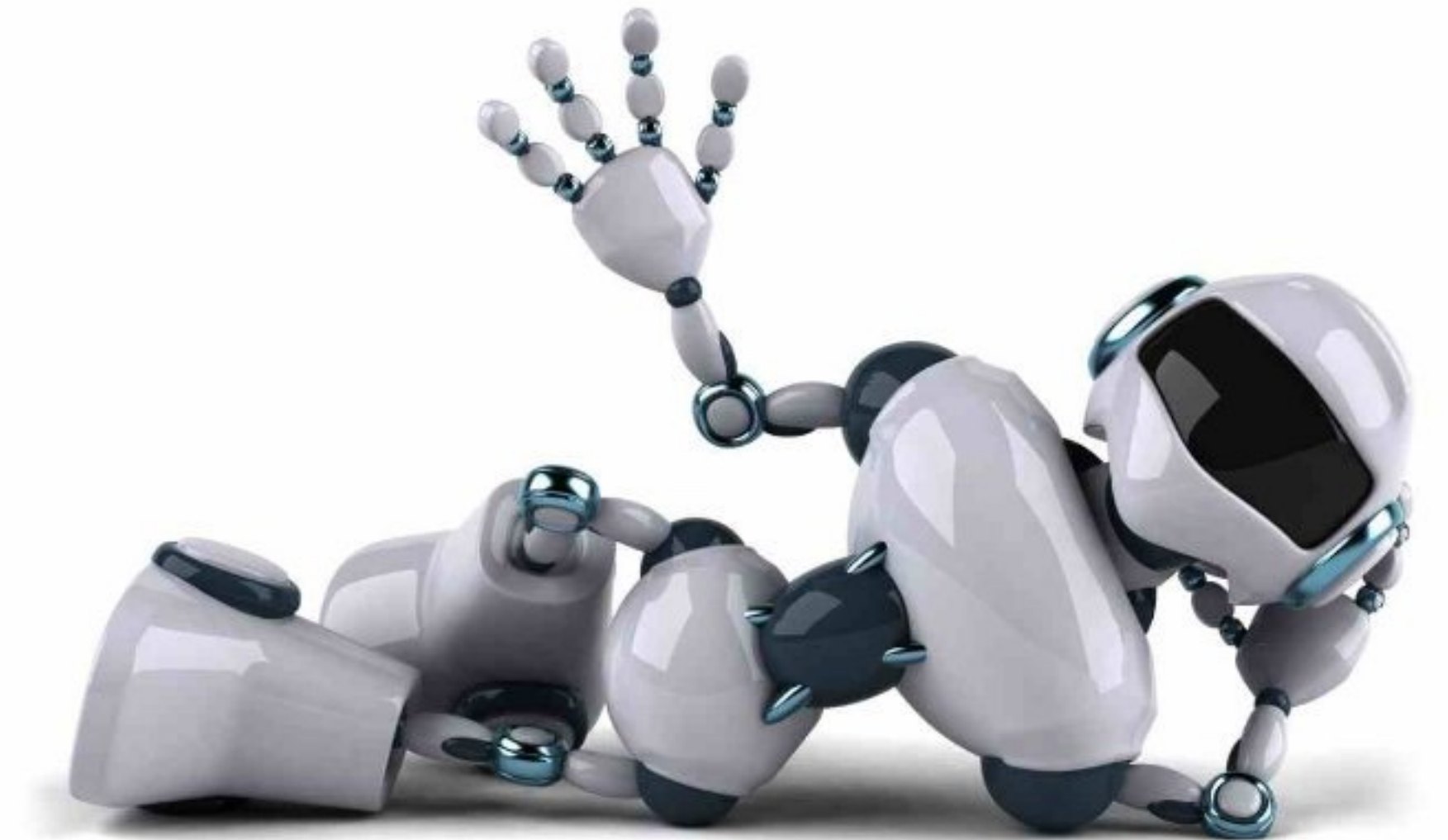
improves existing businesses



Without exploitation, a business might become unsustainable.

Exploration

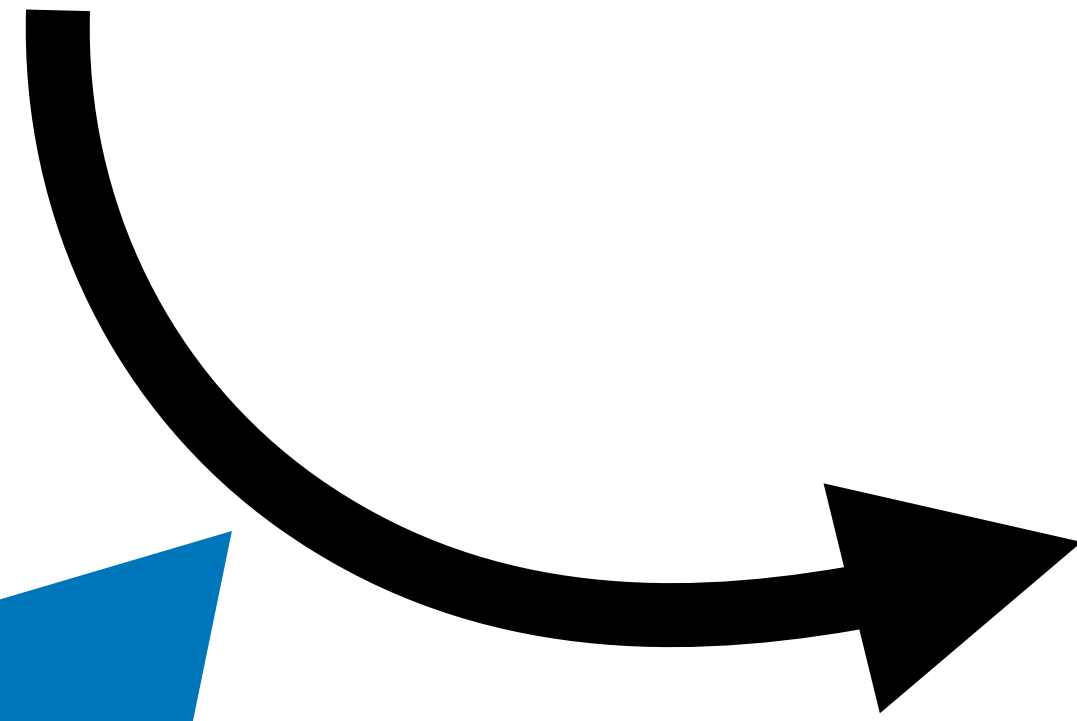
discovers new business(es) (models)



Without exploration, a business might be outsmarted by innovative competitors.

Trend **watching** = Business **innovation**

Key!



Exploration
discovers new business(es) (models)



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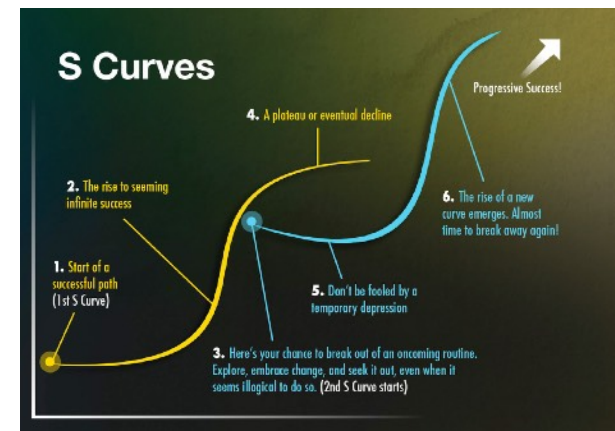
Exploration

discovers new business(es) (models)

Key!

Innovators Dilemma

Without exploration, a business might be outsmarted by innovative competitors.



Sustaining Innovation
Maintaining market leadership through improving, augmenting, iterating

Dilemma Zone

New business/technology curve

Existing business/technology curve

Disruptive Innovation
Pioneering through exploring, inventing, tending to niche customer base

Revenue/Performance Measure

Time



Trend **watching** = Business **innovation**

Key!

Exploration
discovers new business(es) (models)



Without exploration, a business might be outsmarted by innovative competitors.

CORE COMPETENCE	New	Building new core competencies to protect and extend current market position	Building new core competencies to create and compete in markets of the future
	Existing	Leveraging core competencies to improve current market position	Redeploying and recombining core competencies to compete in markets of the future
		Existing	New

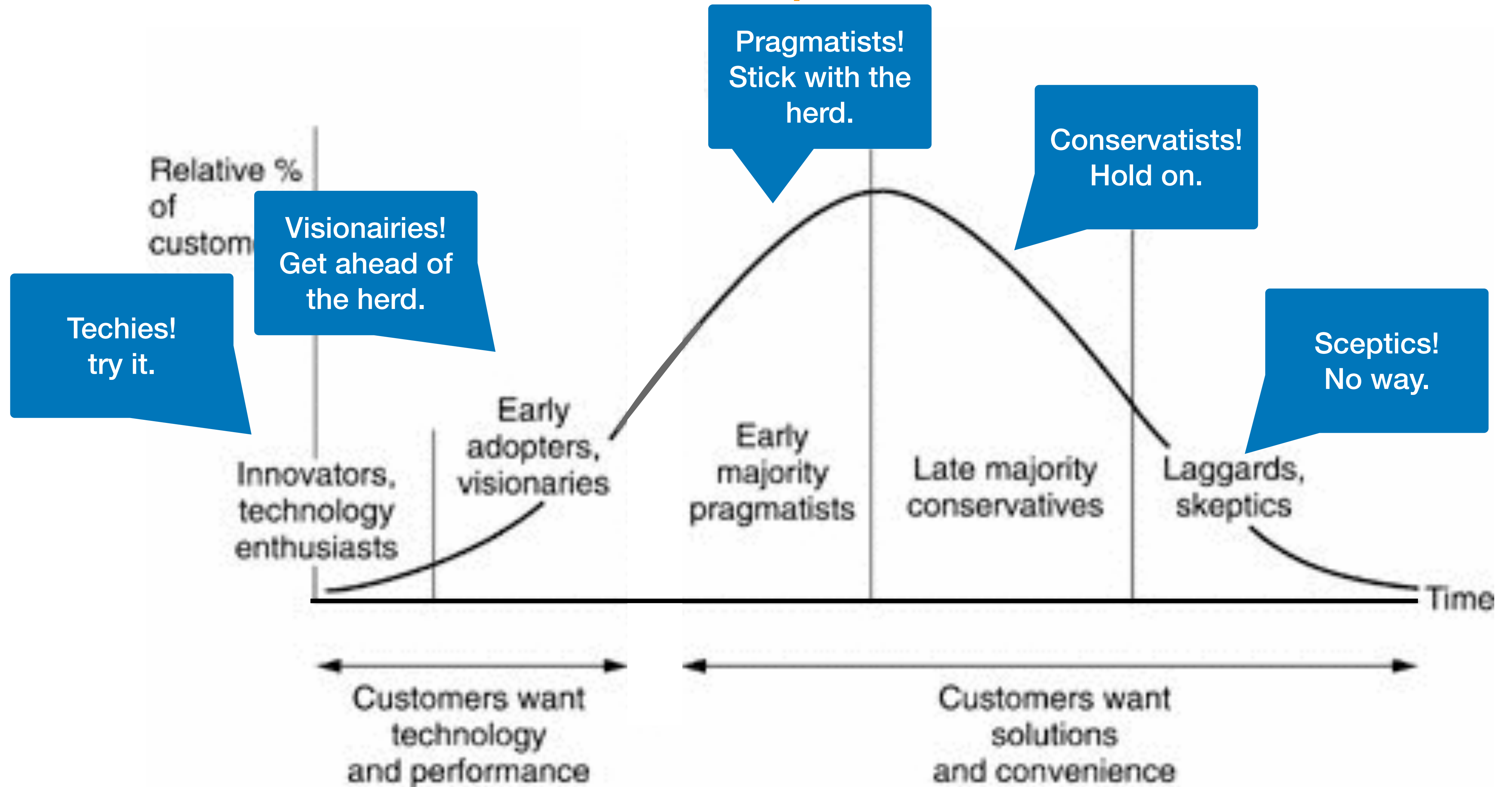
Source: Hamel en Prahalad (1994)

MARKET

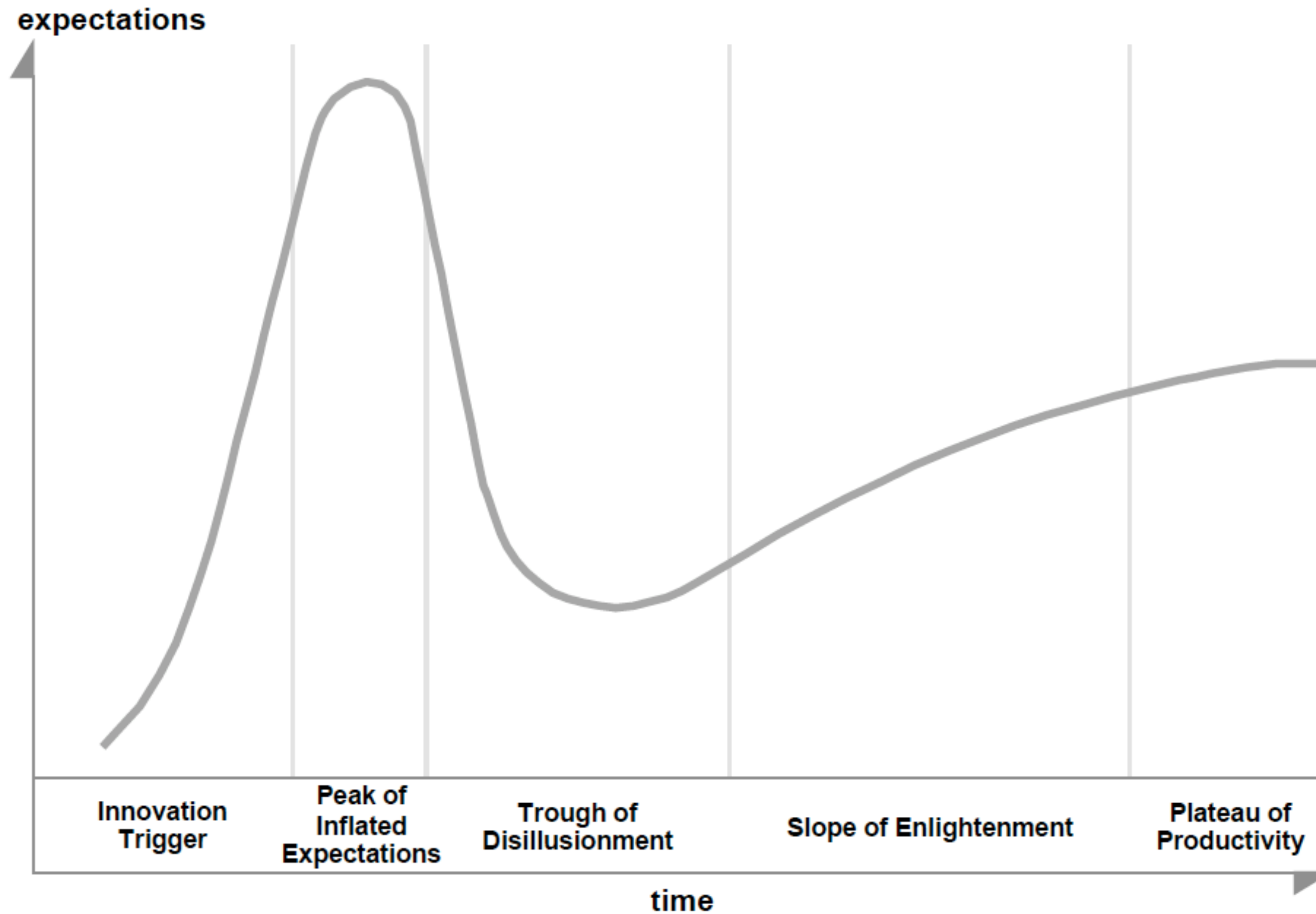
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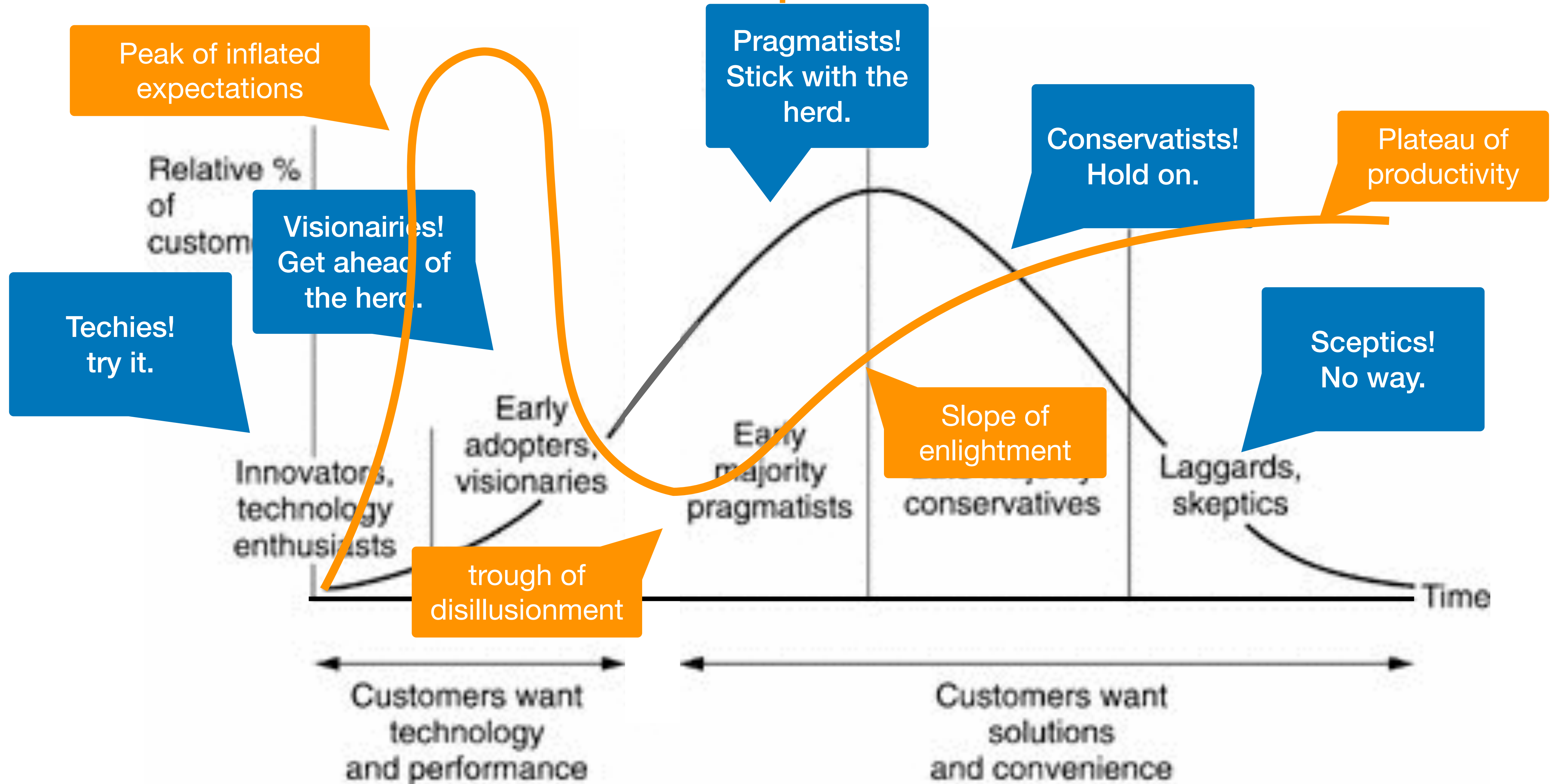
Trend **Innovation adoption curve**



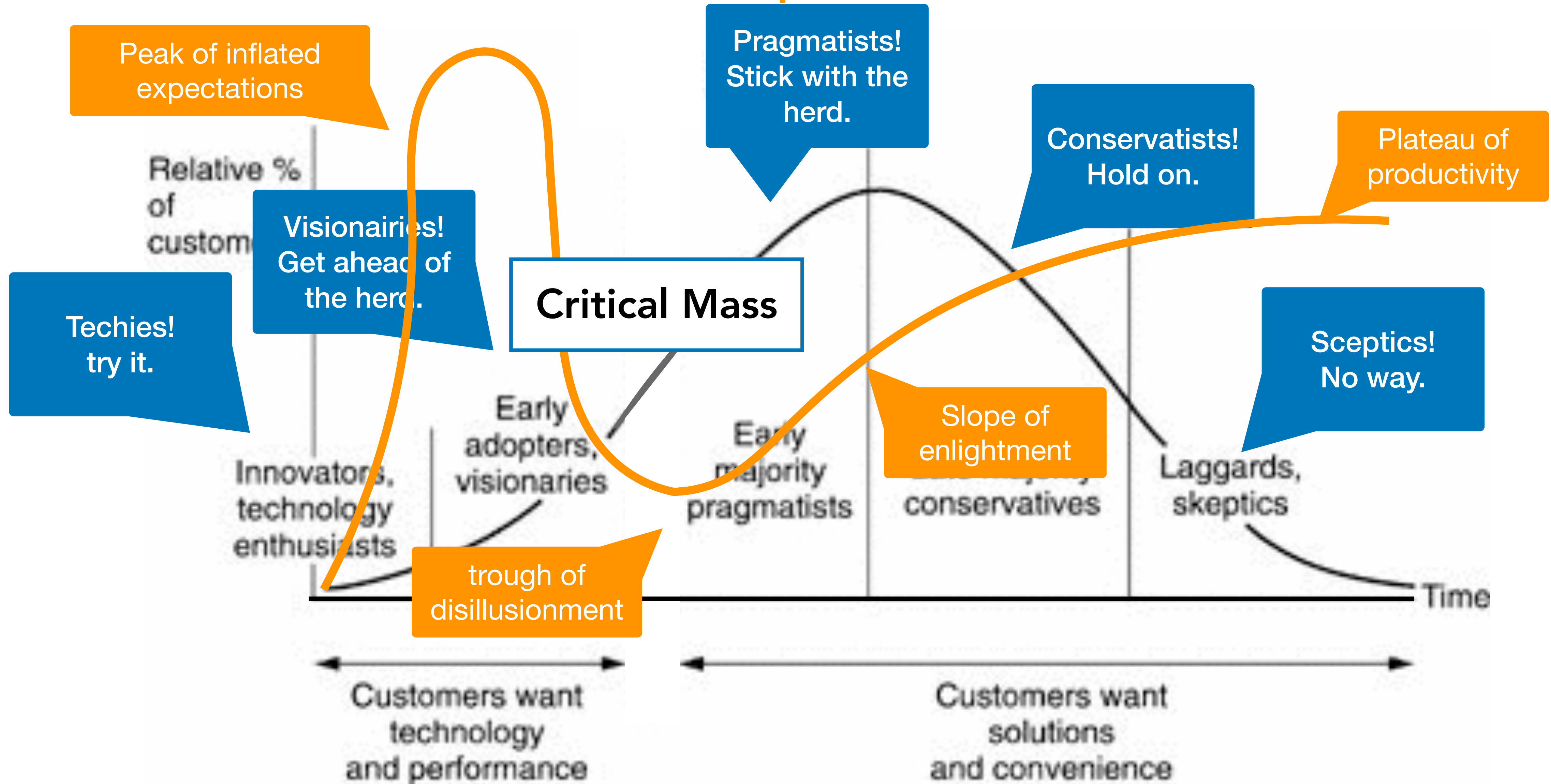
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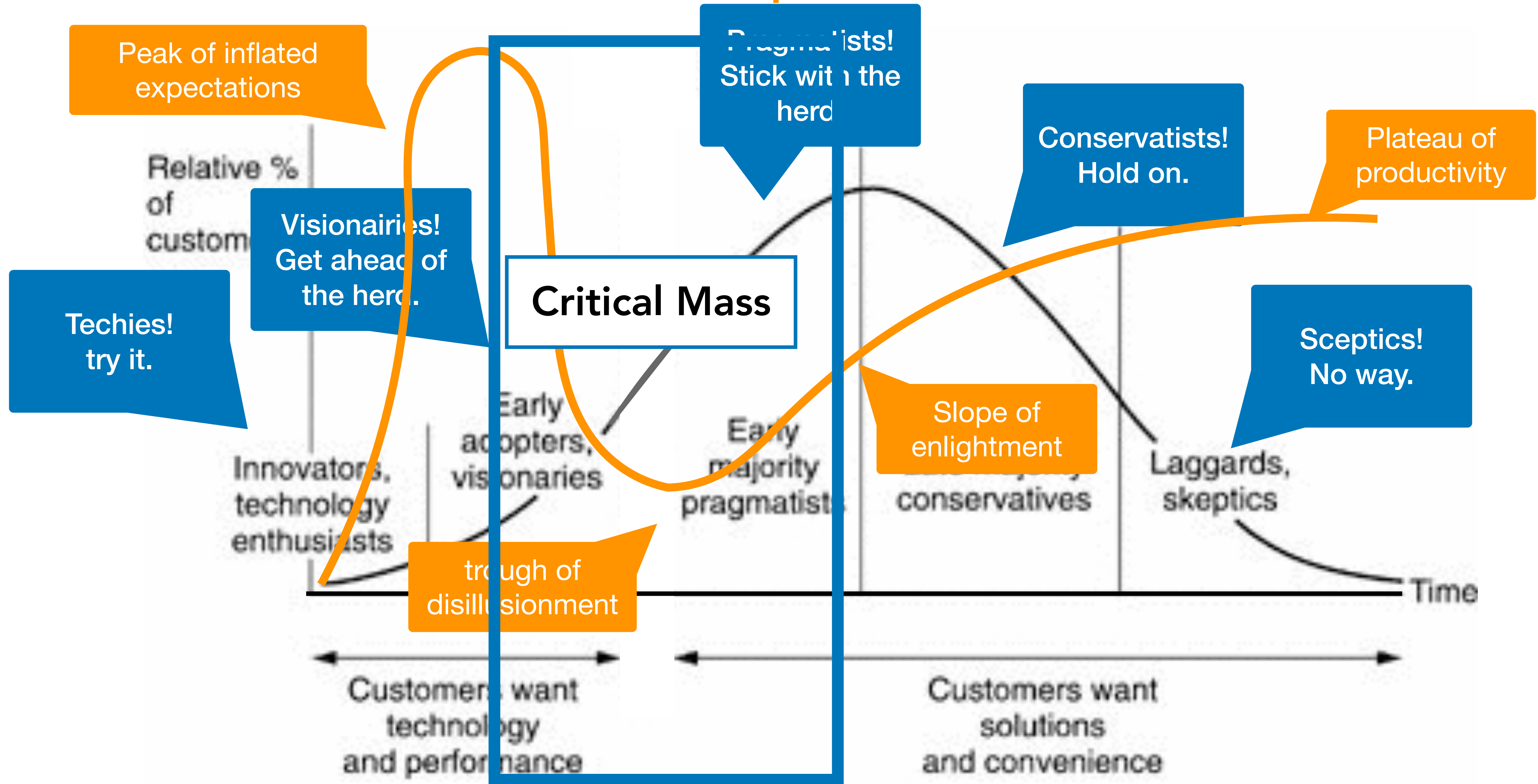
Trend Innovation adoption curve



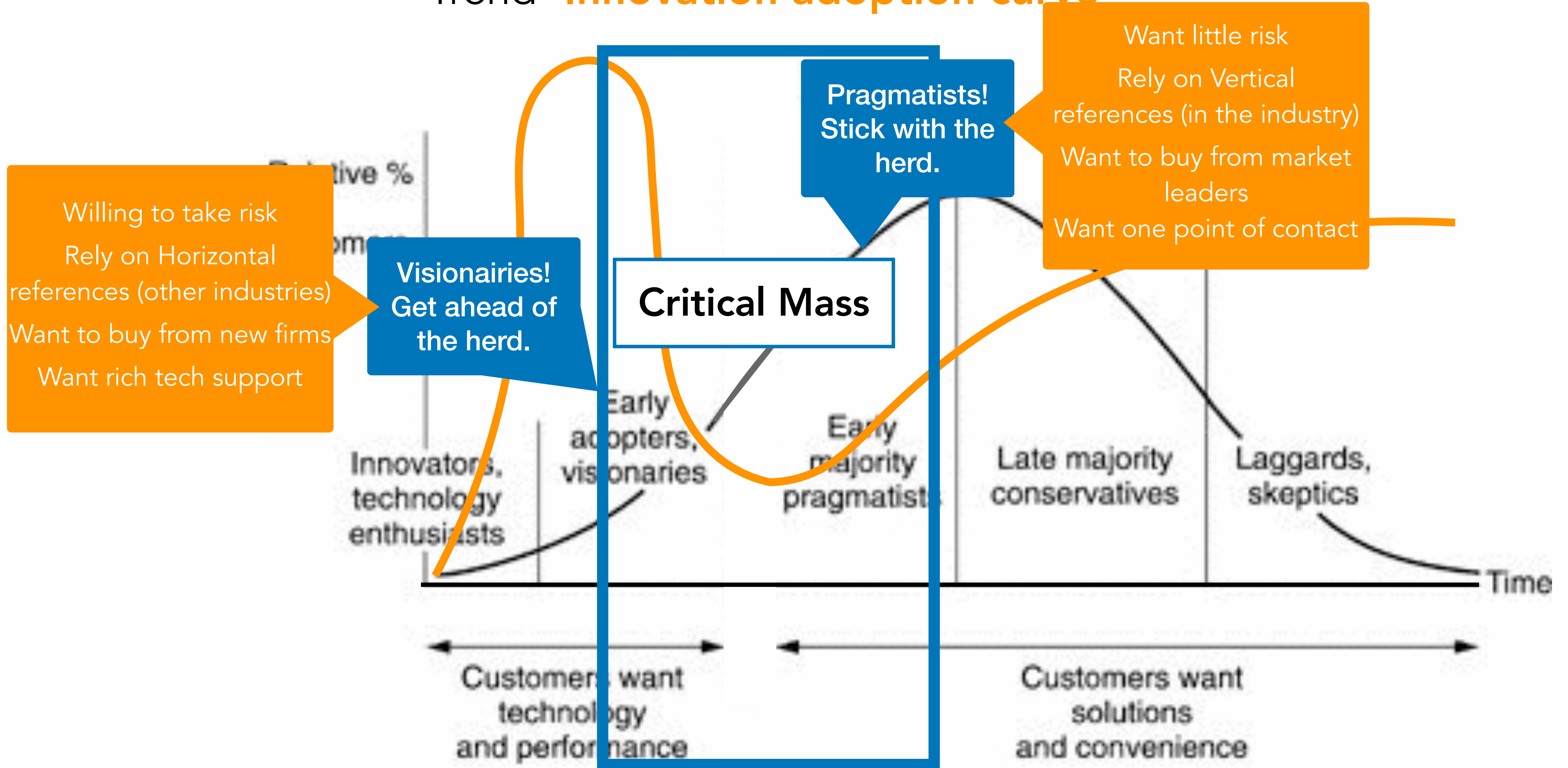
Trend Innovation adoption curve



Trend Innovation adoption curve



Trend Innovation adoption curve

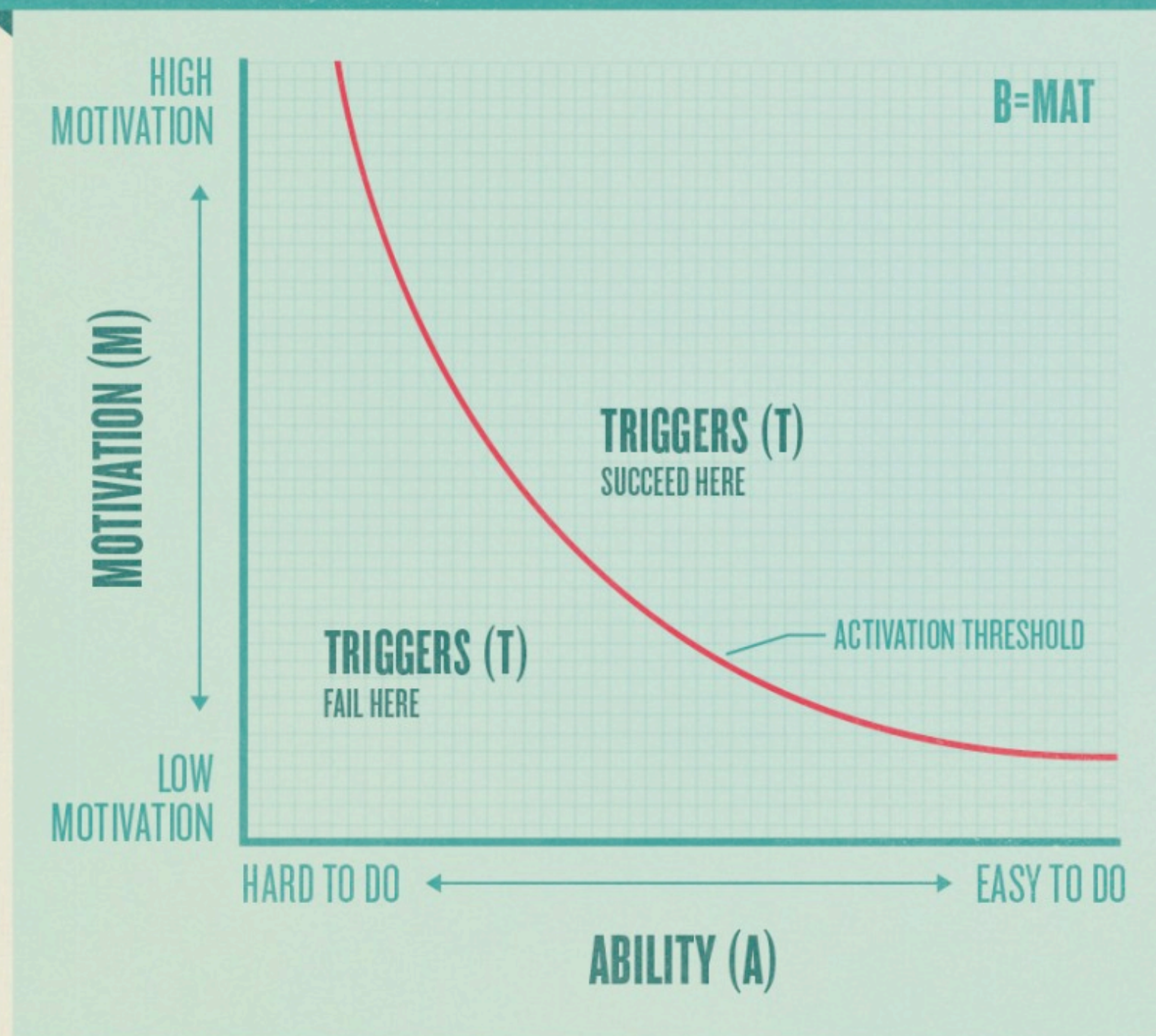


Trend Innovation adoption curve

WHAT CAUSES BEHAVIOR CHANGE?

THE FOGG BEHAVIOR MODEL (FBM) SHOWS THAT THREE ELEMENTS MUST CONVERGE AT THE SAME MOMENT FOR A BEHAVIOR TO OCCUR: MOTIVATION, ABILITY, AND TRIGGER (MAT). WHEN A BEHAVIOR DOES NOT OCCUR, AT LEAST ONE OF THE THREE ELEMENTS IS MISSING.

THE FOGG BEHAVIOR MODEL



BEHAVIOR CHANGE ELEMENTS



CORE MOTIVATORS



SIMPLICITY FACTORS



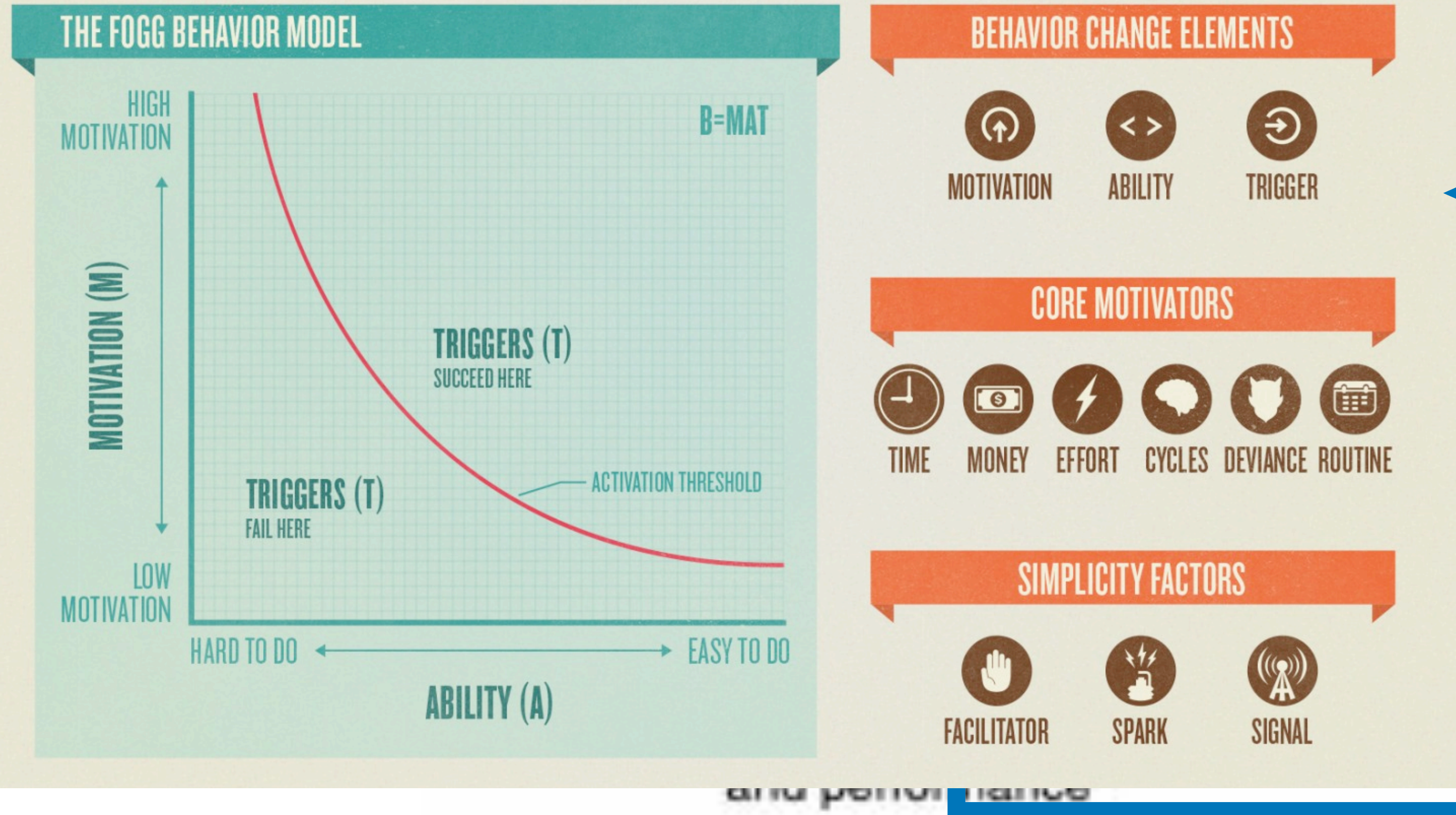
Behavioral Change



Trend Innovation adoption curve

WHAT CAUSES BEHAVIOR CHANGE?

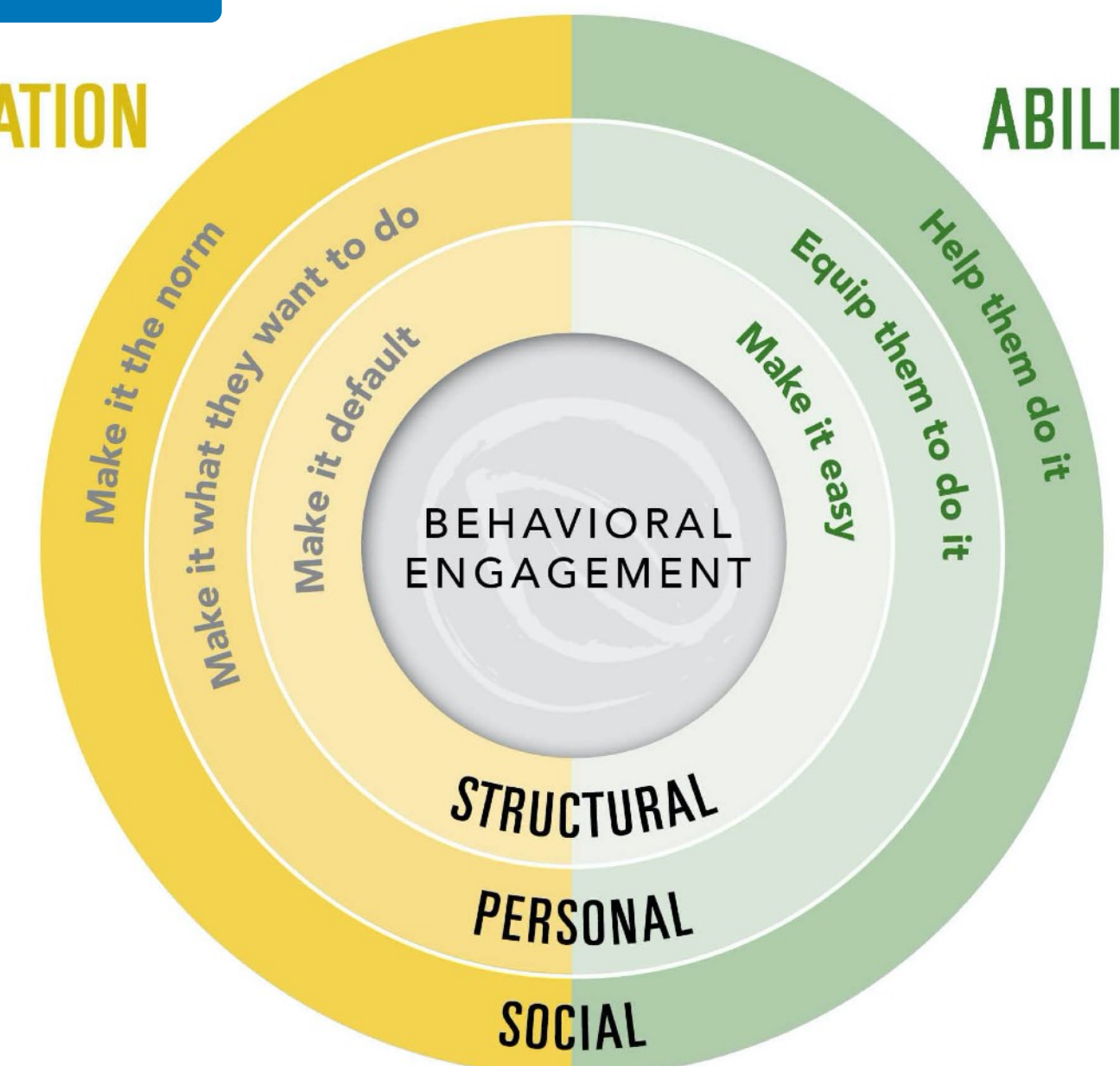
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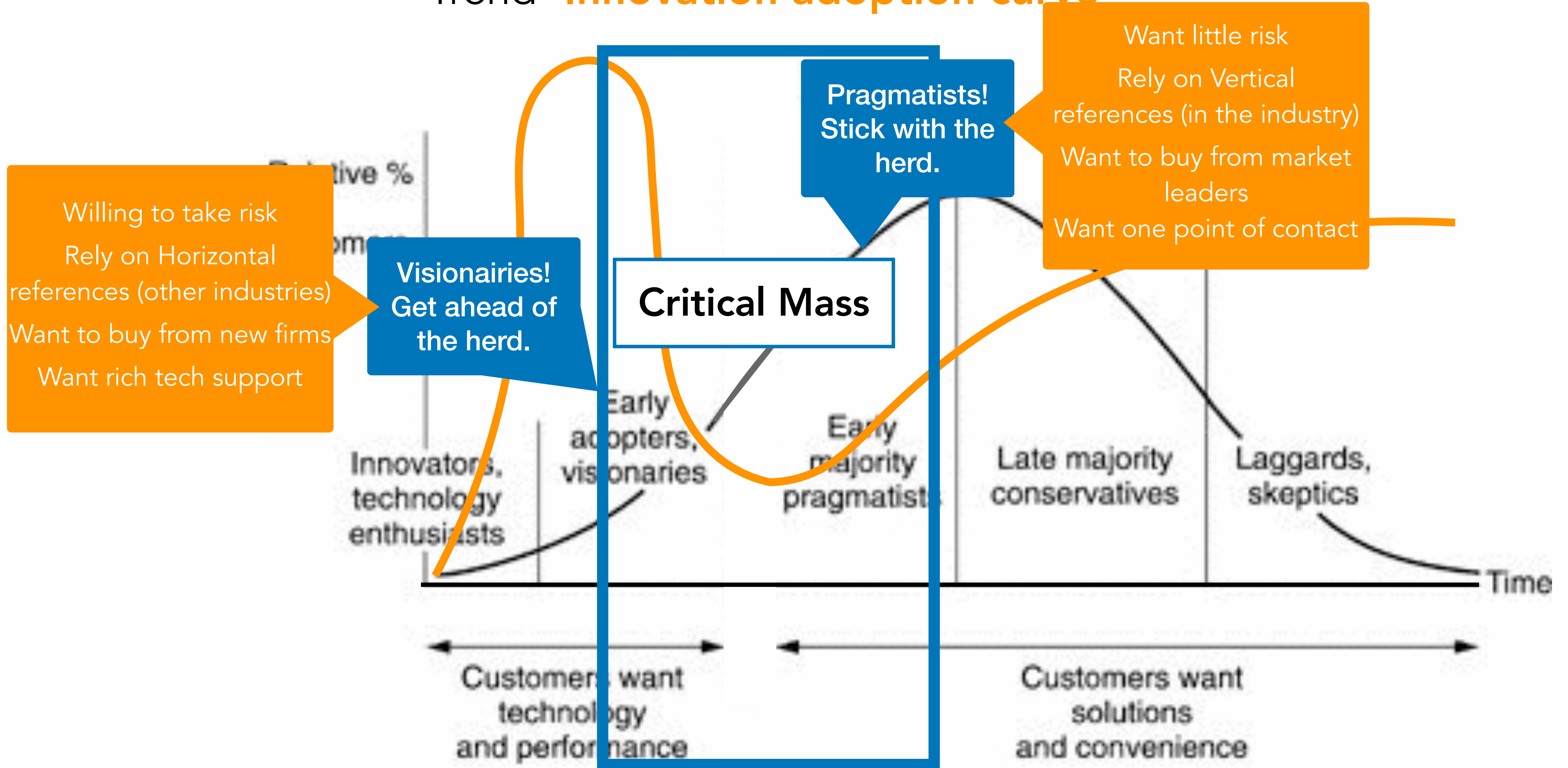
Behavioral Change

MOTIVATION

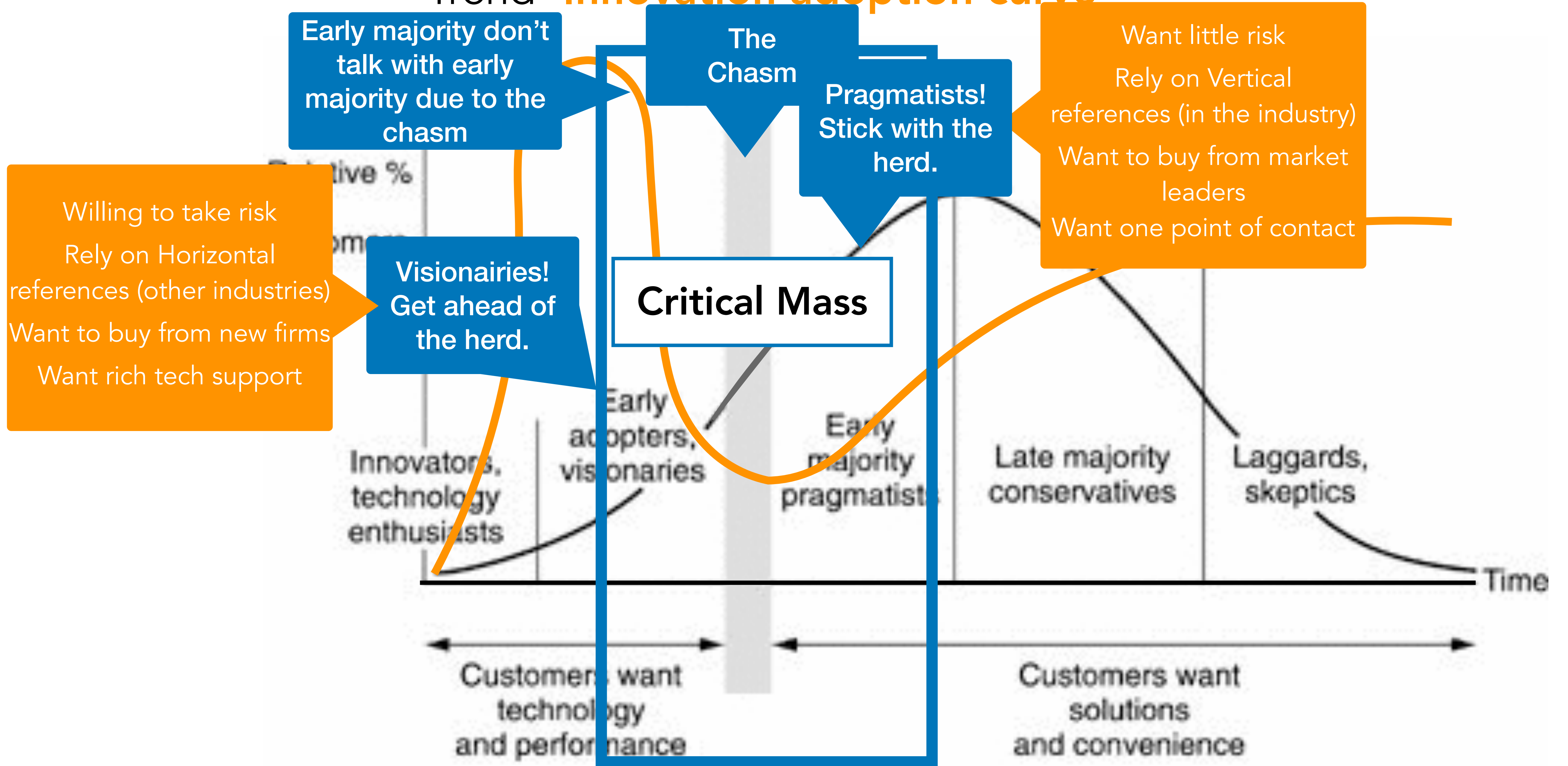
ABILITY



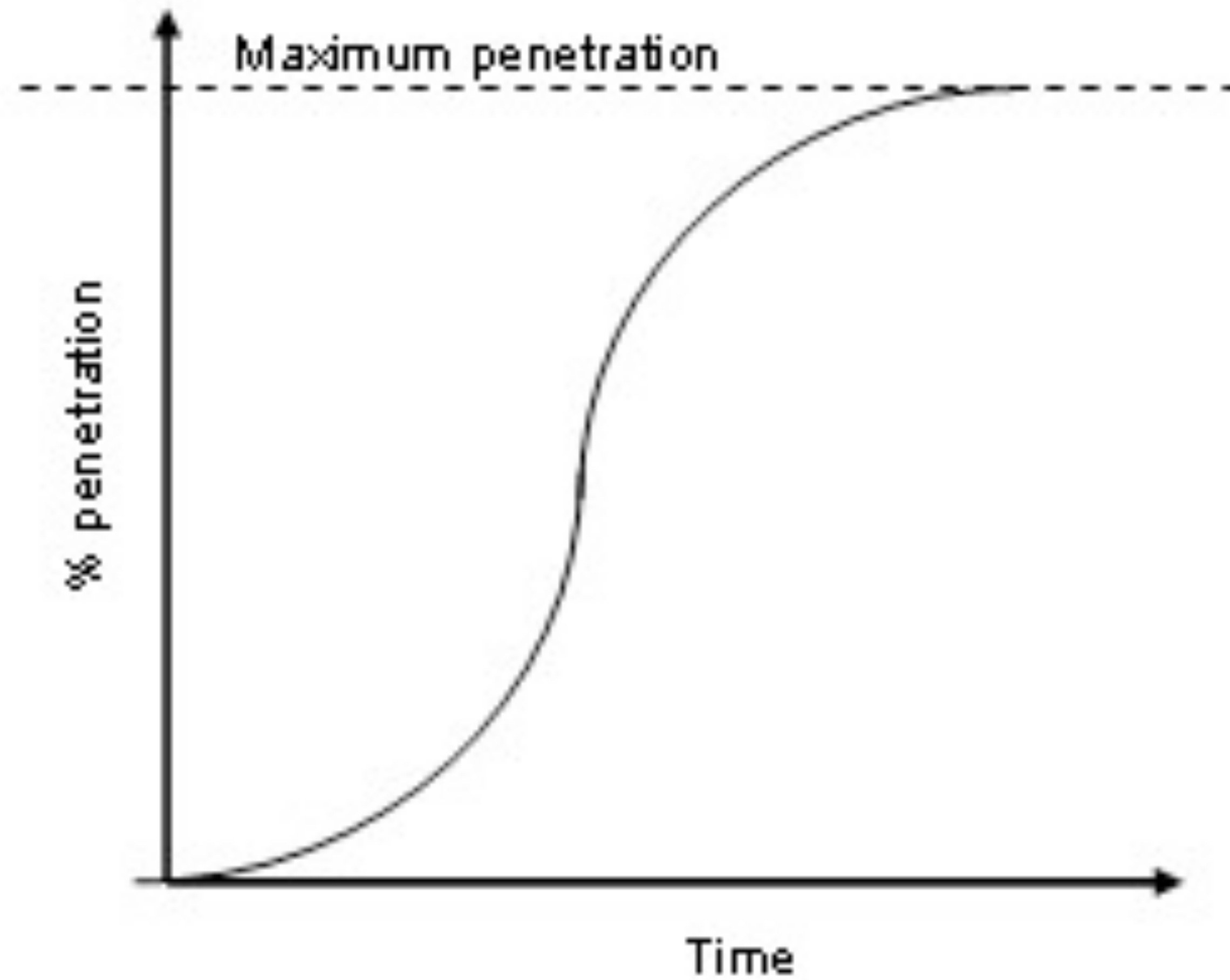
Trend Innovation adoption curve



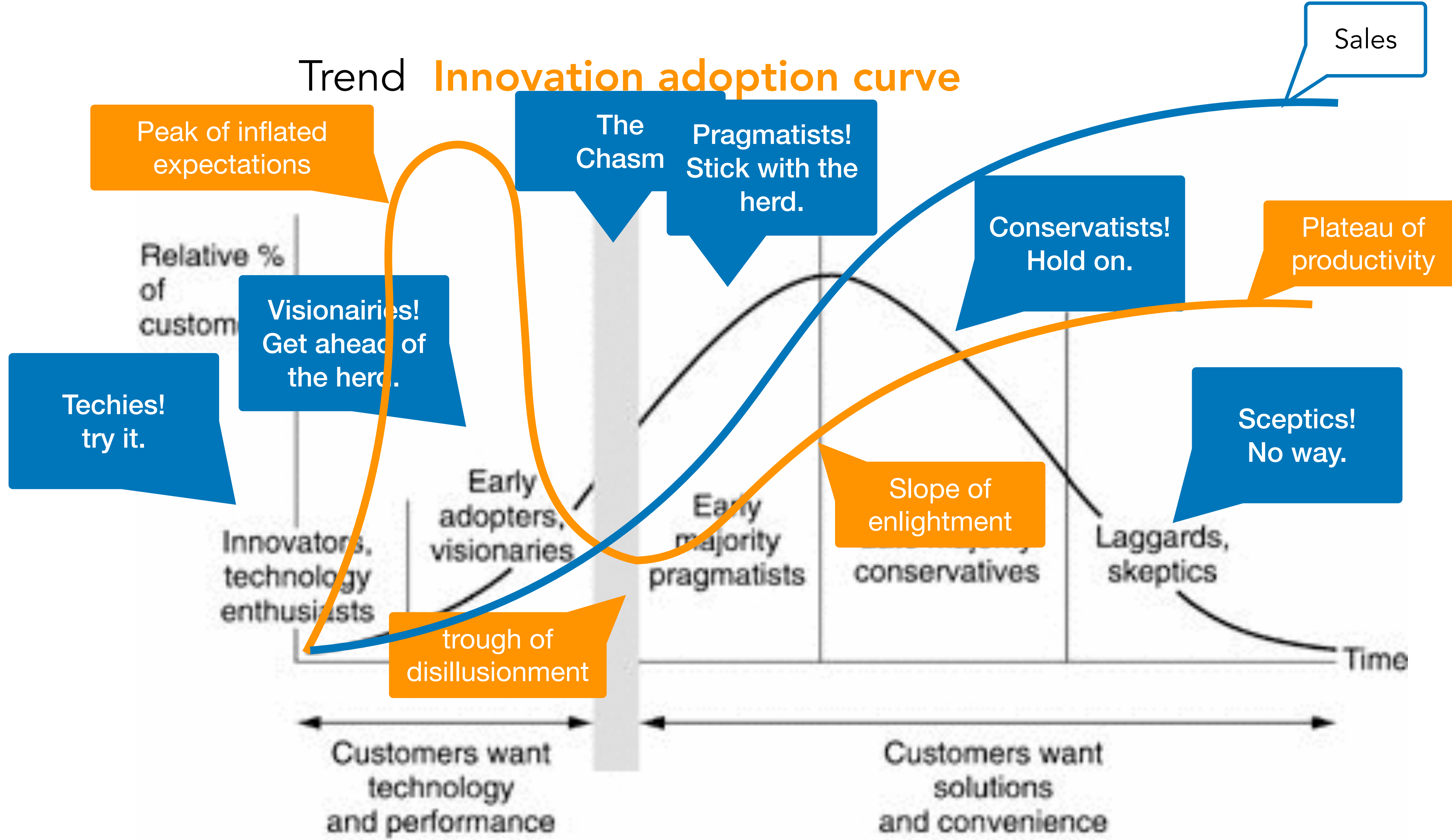
Trend Innovation adoption curve



Trend **Innovation adoption curve**



Trend Innovation adoption curve



Coolhunting

a trendsignal
can happen
anywhere

'Hunting the (present) cool'

Trend

Takes time
Is directional

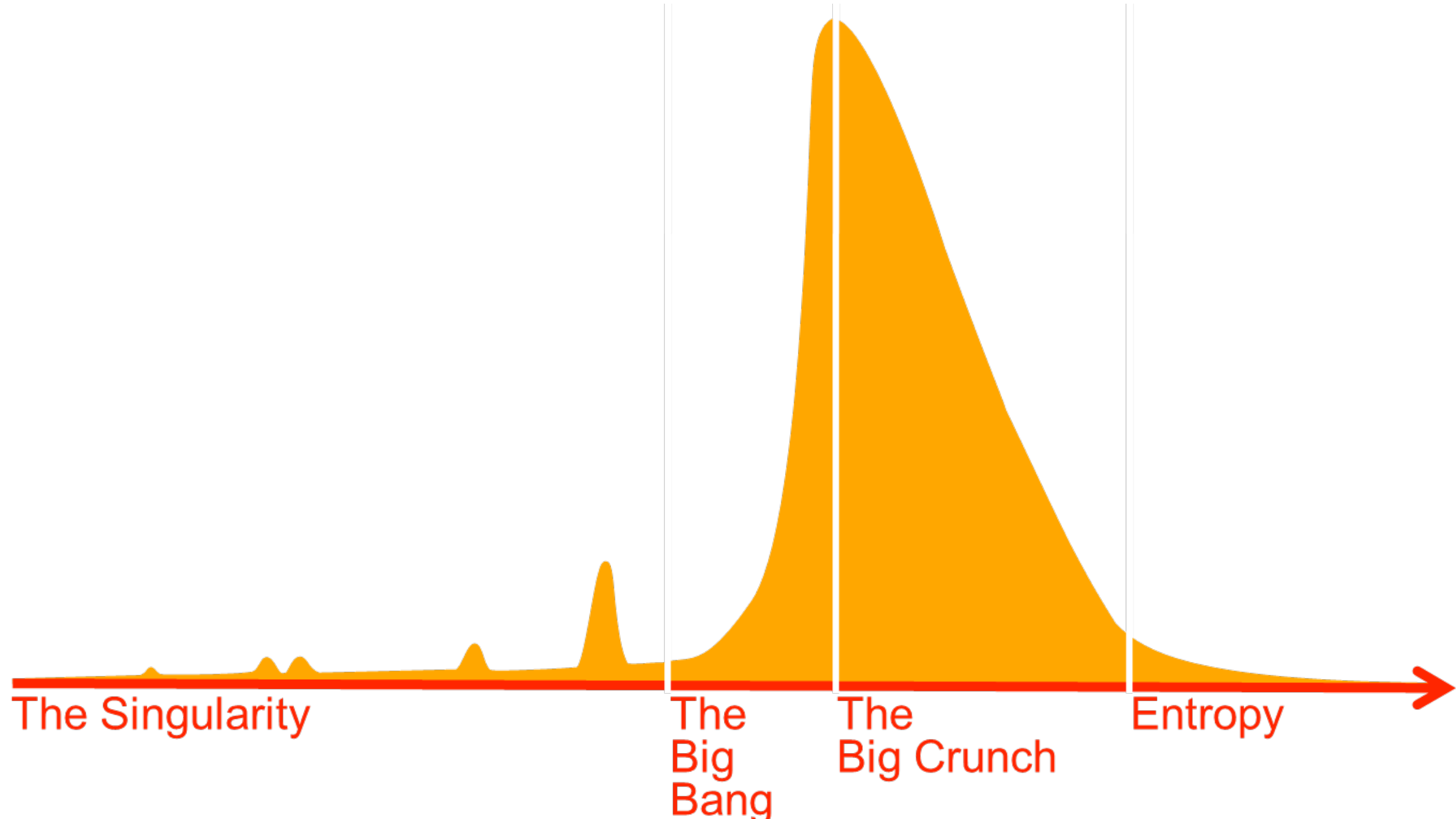
Hype

Short term
Mediatized
Overrated

Rage

Short term
Popular

Fashionable



Coolhunting

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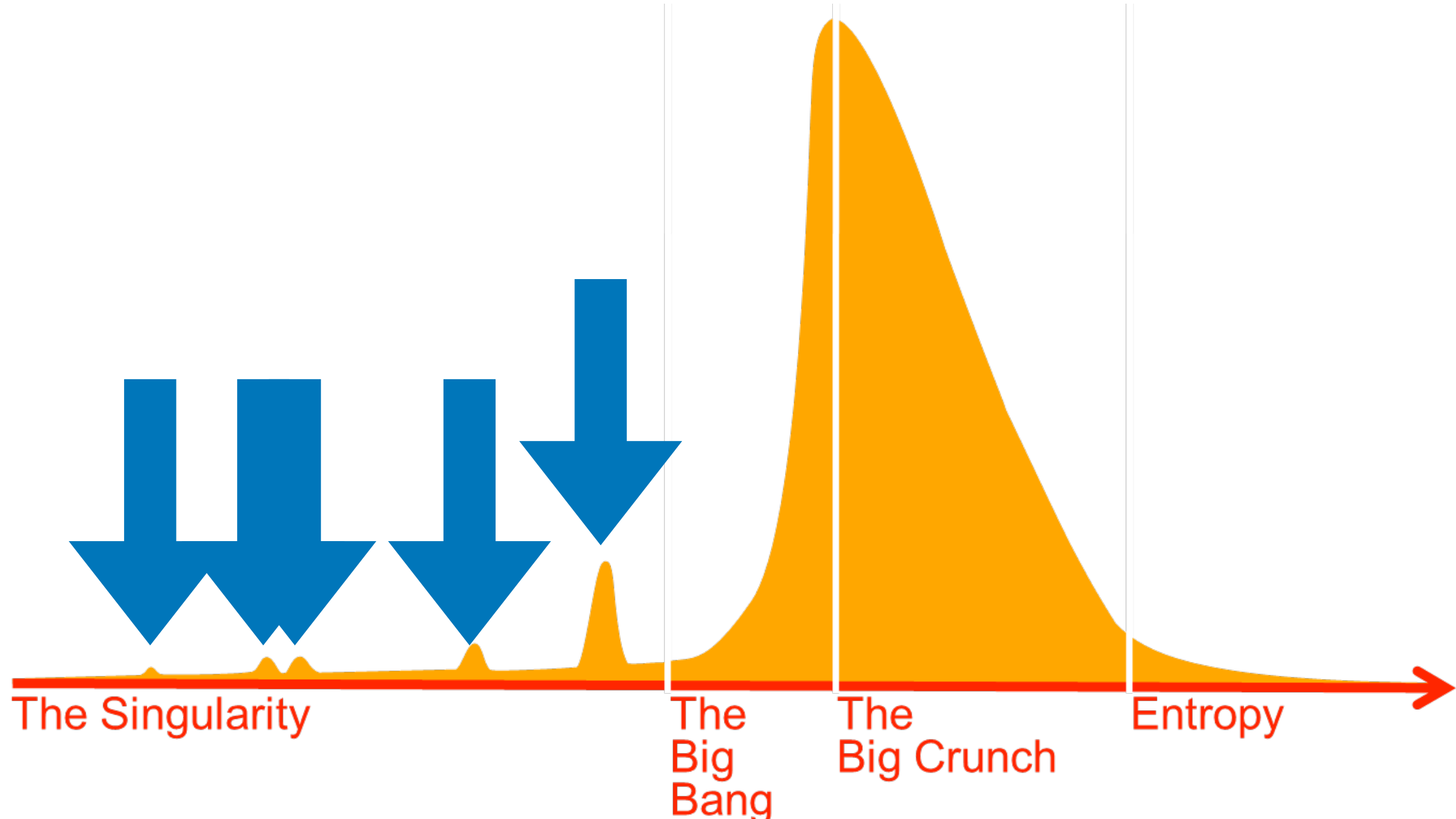
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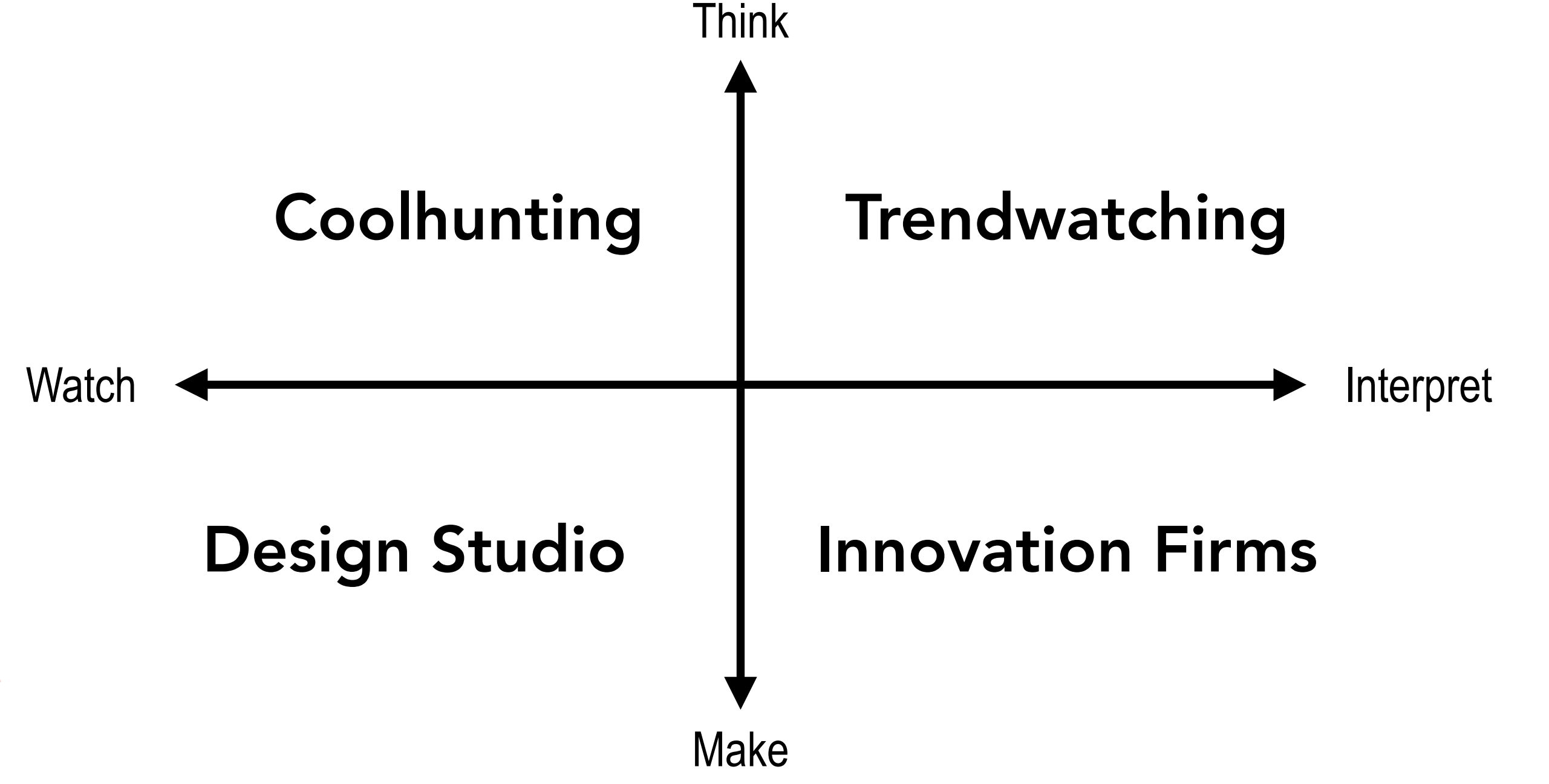
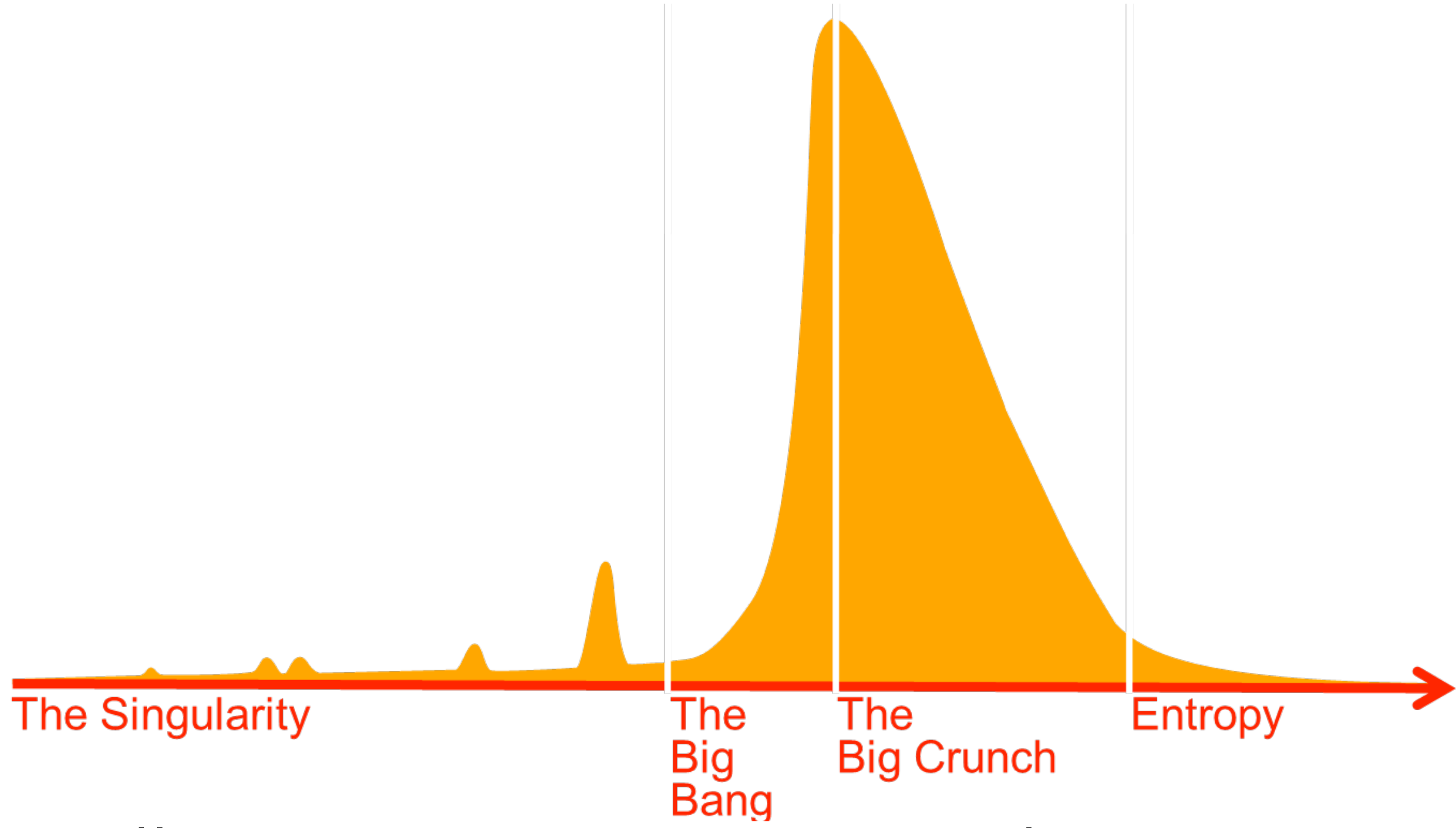
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Connecting the 'dots' of the accelerating present



Coolhunting

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Trend

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Hype

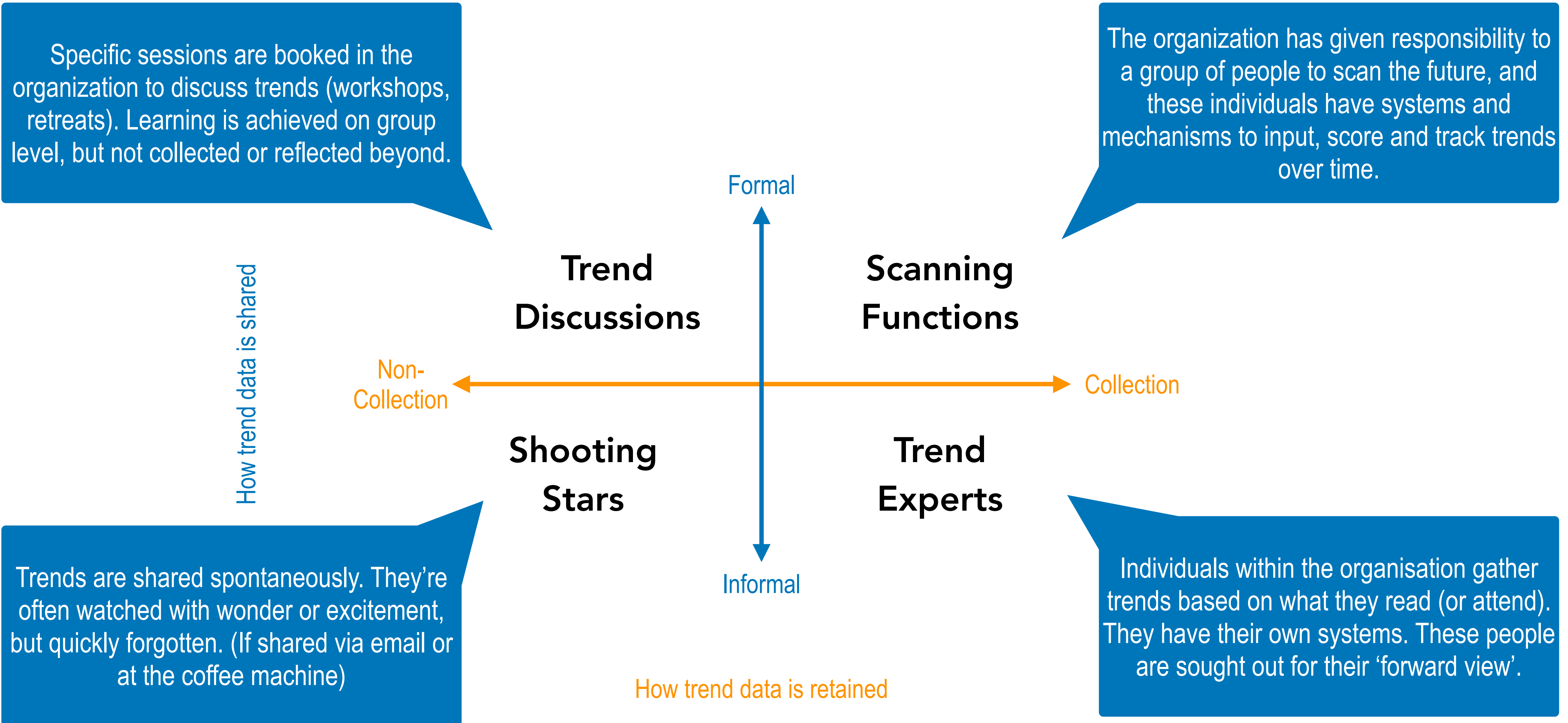
Short term
Mediatized
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Trendwatching In CompanyStrategy



TRAVEL INFORMATION

This map has been drawn with a calm hand and a kind heart to help people entering the corridors of uncertainty. It is a mind-map for those seeking to explore new landscapes. It takes many perspectives to perceive what is happening now let alone predict what might happen next and this is merely my own modest attempt to do both. Hopefully people will use this map to have courageous conversations about where they are now and where they might wish to travel next. Every care has been taken to ensure that the thinking contained within this map is robust at the time of publication, but it will not be error free and no responsibility can be taken for people blindly following conventional wisdom. Paths are no indication of rights of way and travellers should be careful not to confuse a clear view for a short distance. If in doubt stop moving and quietly sit down and think for a while. Finally, remember that while the future is largely unknowable it is not uneventful. Tomorrow is created from what we decide to do today. We should therefore spend less time worrying about what might happen and far more time discussing where it is that we want to travel and how we'd like to get there.

LOST PERSONS

Persons feeling lost or disorientated, especially those aged fifty plus, can contact the mapmaker for guidance, although it is ultimately each individual's responsibility to find their own way. Guided tours of key sights are available to people that ask politely. Lunch will be provided. Please note that alteration works can take place and some routes will be replaced without notice, in which case replacement shuttle services will operate.

ACKNOWLEDGEMENTS

This map was conceived and created by Richard Watson using material from his website nowandnext.com and various books, notably Future Files and Digital Vs. Human. Invaluable enthusiasm and support has been received from many people most of whom would like to remain anonymous for career reasons. Individuals happy to be named include Alan Sekers, Adam Morgan, Alex Ayad, Oliver Freeman, Jolanta Leonate, Jules Goddard and Dave Birch.

Common sense and final information design by Zeljko Zoric.

LARGE PRINTED COPIES

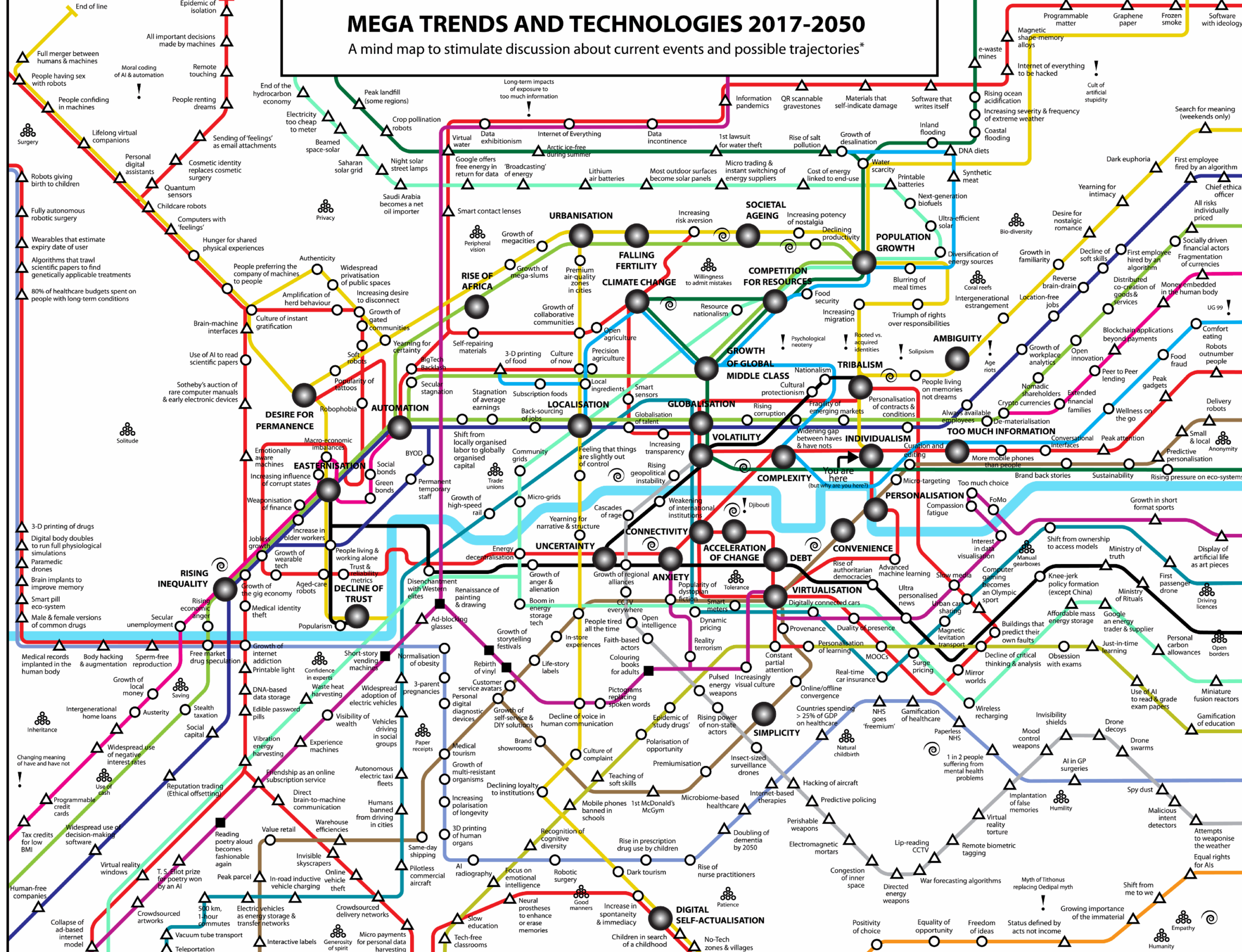
Large colour prints of this roadmap (A3, A1 and the rather magical A0 size) can be ordered by contacting Richard Watson via nowandnext.com or LinkedIn. There is no charge for these prints except to cover printing, postage and large cardboard tubes. Please note that shipping A0 sized prints to far-flung corners of the world can be rather expensive. If you want to print this map yourself from a digital file found online it is suggested that A3 should be the minimum size unless you have magnificent eyesight or a magnifying glass. If you need a very high resolution file this can be ordered via nowandnext.com and there is no charge, zero, zip, zilch.

Copyright: Creative Commons Attribution 4.0 International. Essentially this says you can do anything you like with or to this map, including commercial uses, but please say where it originally came from, which is me. Commentary and history for this map can be found at <http://toprends.nowandnext.com/2017/05/08/map/>

Version one. London, UK. May 2017
* Or thereabouts, who can say?

MEGA TRENDS AND TECHNOLOGIES 2017-2050

A mind map to stimulate discussion about current events and possible trajectories*



TREND LINES

- Society
- Work
- Economy
- Money
- Food
- Technology
- Retail
- Environment
- Media
- Transport
- Politics
- Energy
- Education
- Health
- Security
- Values

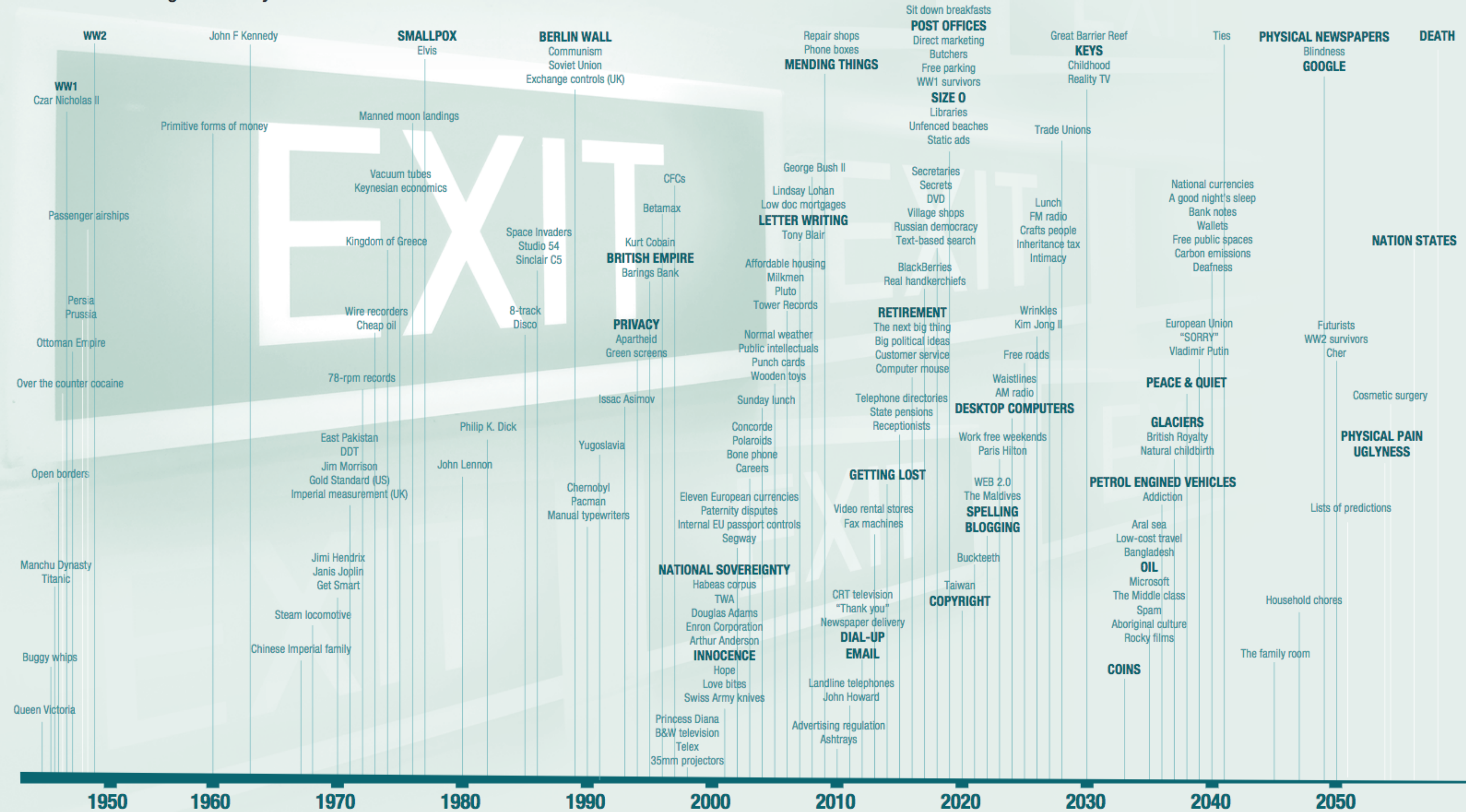
LEGEND

- Mega Trends
- Now
- △ Next?
- Counter-trend
- ⊗ Partial ruin
- ⊕ Dangerous current
- ! Place of interest
- Projection: Subjective

- #### GLOBAL GAMECHANGERS (What could possibly go wrong?)
- | | | | | | | |
|-----------------------------------|--------------------------|-------------------------------|--------------------------------------|-----------------------------------|------------------------------------|--|
| △ Regulatory change | △ Severe food shortages | △ Extreme climate change | △ Radiation from mobile devices | △ Destabilisation of China | △ Weaponisation of near space | △ Decline of human intelligence |
| △ Systemic financial collapse | △ Super volcano eruption | △ Major Syn-bio accident | △ Doubling of the Chinese birth rate | △ Collapse of EU | △ Collapse of North Korea | △ Message received from outer space |
| △ Inflation running at > 10% | △ Severe space weather | △ Loss of antibiotic efficacy | △ Oil price shock | △ Russian expansionism | △ US/China war | △ Finding out the Matrix is real (OMG) |
| △ Rapid rise in US interest rates | △ Rogue asteroid | △ Global pandemic virus | △ Extended drought | △ Water trading & speculation | △ India/Pakistan war | △ Return of the Messiah (look busy) |
| △ Major Chinese slowdown | △ Gamma ray burst | △ Failure to treat obesity | △ Mass unemployment caused by AI | △ Collapse of EU pensions funding | △ Blockage of the Strait of Hormuz | △ People taking these things seriously |
| △ Global trade collapse | △ Giant methane burp | △ Mental health epidemic | △ Biological terrorism | △ Major sovereign debt default | △ Self-replicating killer robots | △ Something I haven't thought of |

Extinction timeline* 1950-2050

* Existence insignificant beyond this date





STATUS
SEEKERS



BETTERMENT



HUMAN BRANDS



BETTER
BUSINESS



YOUNIVERSE



LOCAL LOVE



UBITECH



INFOLUST



PLAYSUMERS



EPHEMERAL



FUZZYNOMICS



PRICING
PANDEMONIUM



HELPFULL



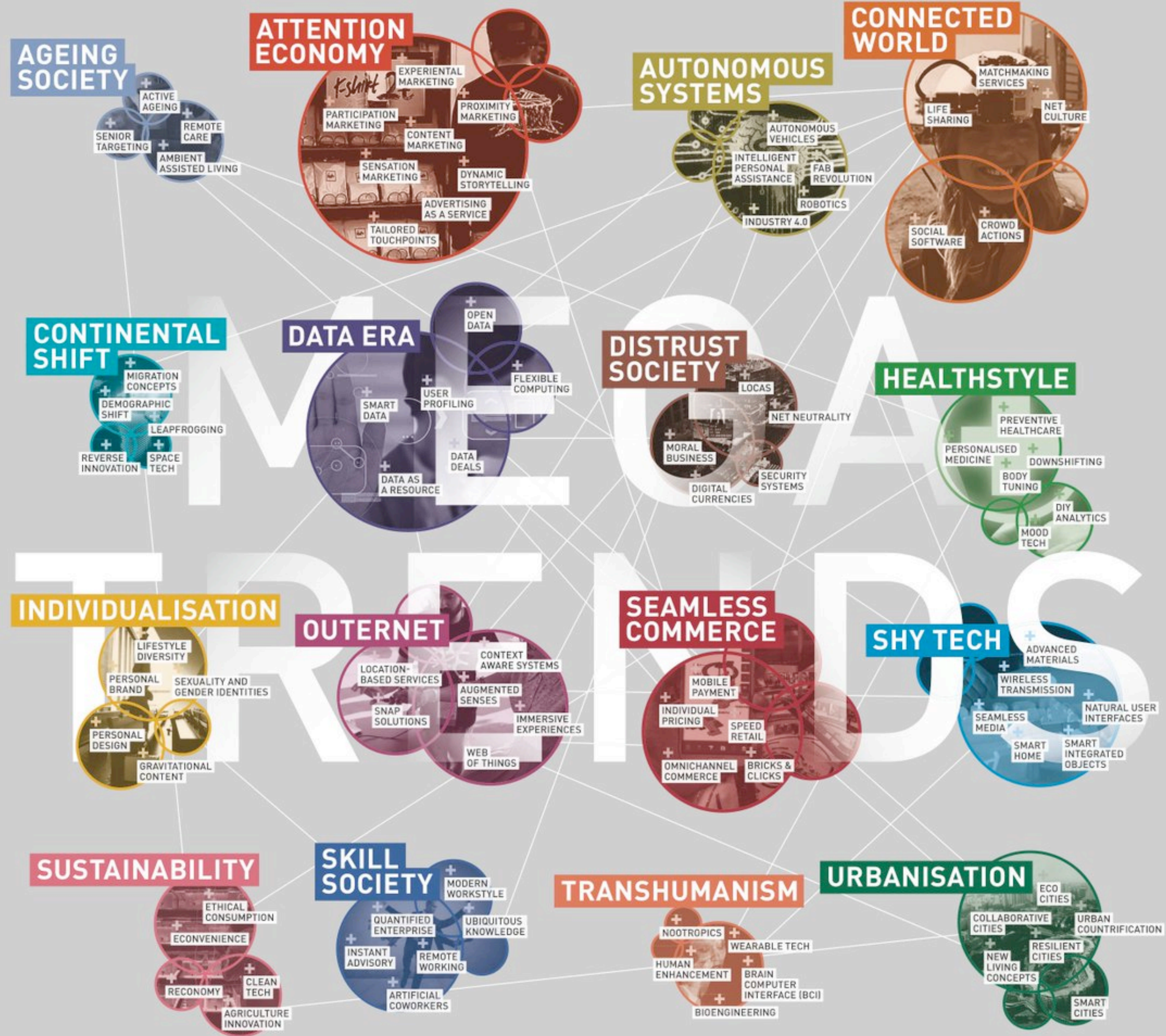
JOYNING



POST-



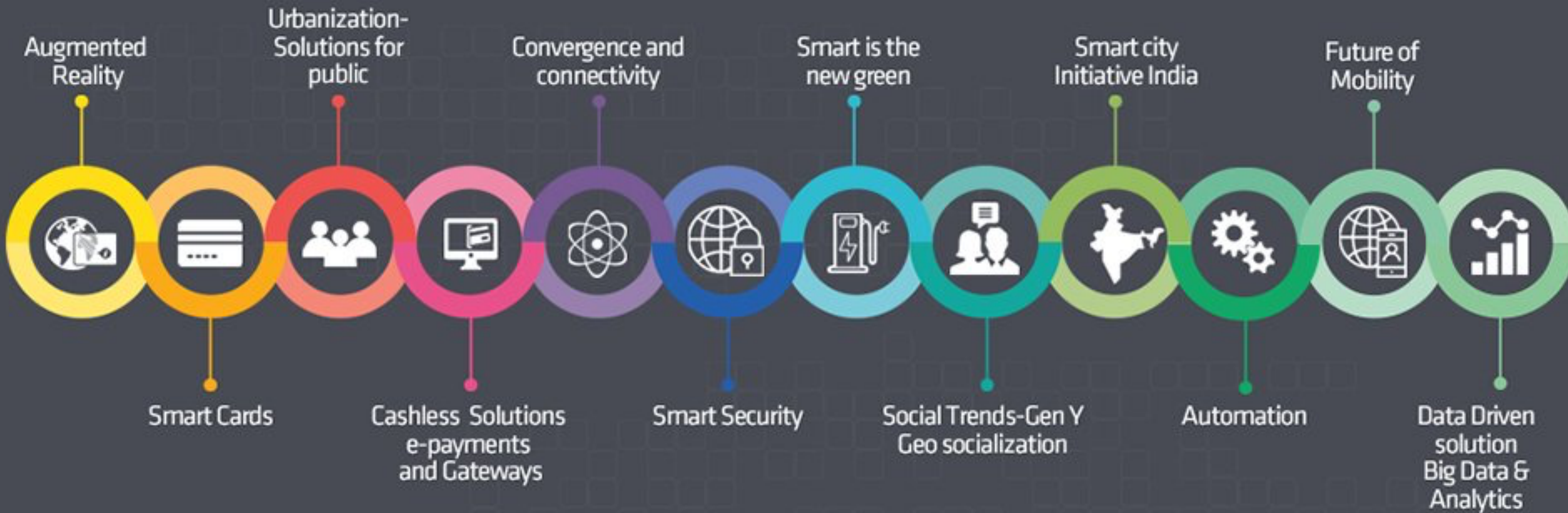
REMAPPED



FROM DECEMBER 2015

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MEGA TRENDS

Assignment

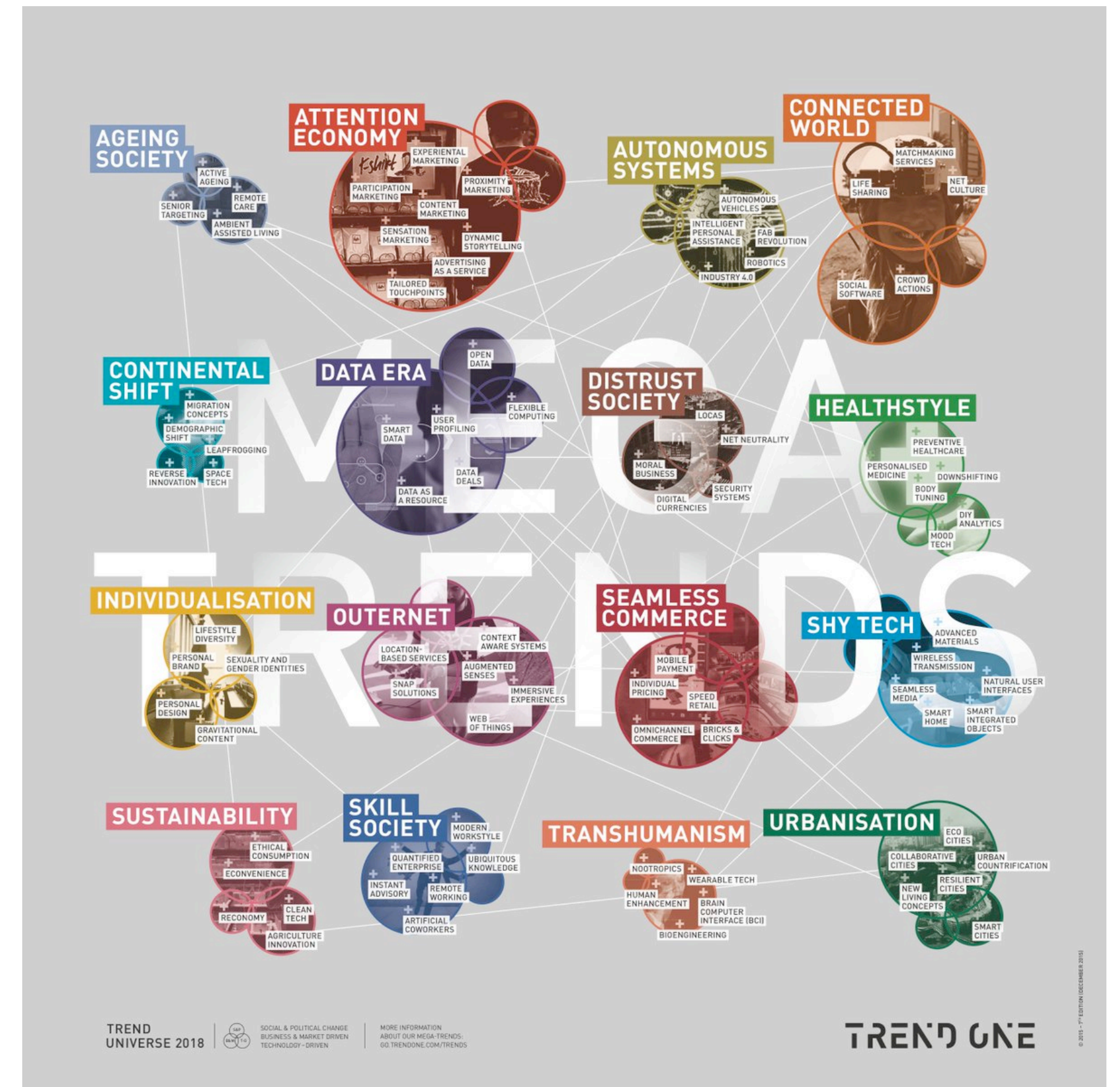
Each student you pics one Mega Trend.

Construct a trendposter for your trend.

1. Make a short description of this trend.
Add at least 5 images that visually support your definition.
(USE at least **1 which relates to mobility**)
2. Search for at 3 (concrete) examples on how this trend is surfacing already.
(USE at least **1 which relates to mobility**)
3. Describe what the key drivers are for this change.
(Why is this happening? = Connection with consumer trends)
4. What is the impact of COVID-19 on this trend?
(Support your 'guess' with examples!)

You mail your trendposter to tom@flatworldbusiness.com before 13h.

Don't forget to add your resources!!



Product: Trendposter
 name = *trendname.pdf*
 I will upload all trendposters into the Drive.