

Future Forces

2017

What will affect
the world around us

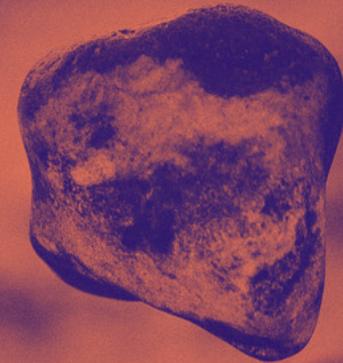
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Introduction

At Futurice we're always looking at 'what's next' and how we can help our customers navigate the future.

With the world around us changing, we're trying to view the year ahead with a fresh perspective. We have identified five opportunities, which we're calling Future Forces. They bring everything together from the past year, the present as well as looking to the future.

We've brought together design, business and technology forces that will start to impact us in the year ahead. As many things have changed and will be changing, we ended up exploring the theme of – *what's the next normal?*



Future Forces 2017

01 The Rise of the Maximoment

02 The Code-ification of Trust

03 Do Good Data

04 Introducing H-Commerce

05 Fluid Mobility

01

The Rise of the Maximoment

With everything becoming possible, we now seek to try less and enjoy more.

Busy, hectic lives, and too many choices have left some of us too perplexed and on the verge of burnout. We're seeing people skip planning, cut out social media and generally slow down. In 2017 it's ok to be 'out'. It's the moment for laggards. Take a nap, sleep properly and feel invigorated. The emphasis is on listening to our own needs whether it's physical, emotional or psychological.

We're revelling in joyful spontaneity as our lives aren't fully booked. We're moving from micromoments to maximoments, as we stretch the time we want to spend on the things we want to do, we're fully enjoying monotasking.

02

The Code-ification of Trust

In a digital world security is a daily cause of concern. Personal information, identities, home security you name it. We're surrounded by firewalls and drowning in passwords to secure our data traffic and storage. Security is unnerving and can be scary too as complexity and intelligence of everyday objects increase, ethical and legislative boundaries will need to be considered.

More goods are connected. Data privacy becomes ever more topical, as the public speaks out about their concerns. From 2017 onwards, technological development is enabling a whole new level of privacy and security. We can start using our physical uniqueness to secure and identify where needed. You can move freely as biometric and gesture-based safety features grant access; you enter in a blink of an eye. Safety can be fun by winking your way to safe data protection. We expect next level sign language, created to help navigate a gesture filled world. We're moving away from passwords and tokens to a much more diverse and sensorial approach.

03

Do good Data

In a world full of sensors, activity meters and wearables, we have the possibility to monitor ourselves from many angles. We can gain understanding and therefore control our behaviour. We feel that we can do better at planning our daily lives, incorporating our physical readiness and well-being to steer our schedules and activities.

Being organised gives a sense of control. Understanding and control comes in the form of monitoring and planning. Self-management is topical. We will be willing to share our data in order to get better services, products, and a healthier life. We can start to see new aspects, cures and solutions for our health. Both physical, emotional and mental. Better medicine, better information, robots as a companion if you're feeling lonely.

Data security has a role here too. As well as personal data management. This might be a big new growth area eventually - platforms that make managing data and permissions easy.

04

Introducing H-Commerce

You can start to notice two economies, the established one and then the one that people are participating in. People will begin to realise that creating their own solutions and managing their interests will be required. H-Commerce, or Home Commerce, is increasing family income and enabling self-sufficient urban living.

The sharing economy has brought new income streams for many homeowners. Airbnb disrupted the hotel industry significantly and made a lot more new happy hospitality micro-entrepreneurs. Sustainability holds the key for the next big wave of income streams for homes. There has been lots of talk about energy consumption and low-energy housing, but now we will start to see more and more individual products and services that enable residents to produce their own energy and sell their left-over energy on.

H-Commerce can include food production, urban gardening and farming, as well as product manufacturing with smaller sized home 3D printers. New locality is here. Developments like this may signal a change in urban planning.

Previous industrial revolutions created the need to separate the places where people work from where they live and consume.

Now these lines are blurring - along with the producer/consumer separation in many important industries like energy. In a way we are moving towards a healthier, less polluted and potentially more autonomous version of an earlier model of urban development that dates back to a time before urban planning as a discipline existed.

05

Fluid Mobility

The fluidity of our urban environment and living is changing, we're communicating our values and our lifestyle overtakes new medias. We have new ways and arenas to do so.

All consumer goods and traditionally slow industries such as construction and transport will become easier and quicker and crucially adjust to our needs and desires. Building will become more modular and furniture will be able to change shapes according to our needs.

The consumer will have more of a role in the life after a house is built or a piece of furniture is delivered, opening up more user-centered, personalised living spaces. It will only be our imagination that will limit new designs. We'll see a new craft industry form as houses, furniture and even body parts can be printed.

Mobility is one of the key drivers as we can undo, pack and change location very easily. Our lifestyles can be more flexible, through where and how we live. There'll be a sea change in our materials and concrete goods, as we invest in pieces to make up our life that can change and live on forever but in many different shapes and forms. Whatsmore, virtual reality is enabling us to build our dream homes, extensions and see and experience big home improvement projects without building one brick.

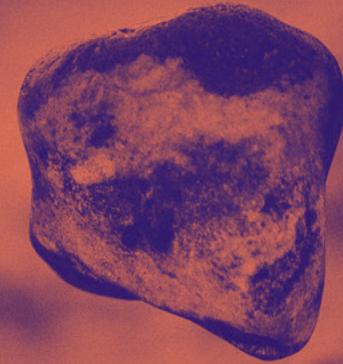
Conclusion

The Future Forces we've identified, aren't a definite prediction of what will happen, but more so a tool to use for discussion around what might affect your organisation and ideas to spur future innovation.

We highlighted trends and driving forces where we see potential. What we can't account for is laws that might delay the development of some of these products and services.

Let's not forget that we have to fail fast to get new products and services to market and we identified some interesting statistics through our research.

We're humans after all and might not be ready to take on all the latest versions of technology. We need to ensure we consider this throughout.



Contact us

Want to know more? We'd be happy to talk to you about this in more detail or host a workshop.

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A hand is shown from the bottom right, holding a small, dark, irregularly shaped object (possibly a rock or a piece of wood) against a background of rippling water. The entire image is overlaid with a semi-transparent orange and blue gradient. The text 'futurice' is written in a bold, lowercase, sans-serif font, with 'FUTURE CO-CREATED' in a smaller, uppercase, sans-serif font below it.

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