

Big Data

Trend Report for Little Diversified Architectural Consulting

28.10.20



Augmented Adaptation



Crowdsourced Grocery



Rental Tech



Autonomous Public



Touchless Design



Prepared for:
James Farnell
Prepared by:
Mary & Courtney
Delivered on: 10/28/20

Briefing: This report explores the way that technology and data have changed and will continue to change the way we interact with our environments and with each other. By understanding how we capture data and what we do with it, this report aims to forecast the future role of big data in our environment.
Takeaway: Despite growing anxiety around data security and privacy, this report outlines that developments in big data highlight consumers' openness to experimenting with futuristic technologies if it creates a more seamless experience for the consumer. As the integration of technology into everyday objects becomes ubiquitous, consumers have become accustomed to a connected lifestyle that makes everyday living increasingly seamless.

Top Insights



Generative Design *Brands in various industries are relying on generative design for concepts*

Trend - Generative design is an artificial intelligence program that creates a nearly infinite number of conceptual concepts based on certain data restrictions. While generative design has been used as a novel approach in the past, today, the manufacturing method is gaining more traction in all industries, with brands ranging from architectural to tool manufacturing leveraging the technology. **Insight** - Artificial intelligence is no longer seen as a "future" technology, but one that can be capitalized on in the present. Brands are turning to these systems to create concepts that are detached from traditional human biases, ultimately resulting in ideas that are more cost-effective and fruitful. As digitalization becomes the standard rather than the exception, brands will continue to merge human capacity [continued online]



Autonomous Public *Designers are debuting autonomous technology to enhance city infrastructure*

Trend - More companies are paying attention to the implications that autonomous technology can have when implemented outside the automobile industry. Permeating different aspects of city infrastructure, self-directed designs introduce greater accessibility and order to public spaces. **Insight** - A higher quality of life is a continuous expectation of consumers in metropolitan cities and since many individuals recognize the benefits of digital tech and the Internet of Things, citizens demand the implementation of smart technology as a means of alleviating everyday stress. This comes as consumers are more cognizant of the need for accessibility for those with mobility issues, as well as a desire for convenience amid a busy day.



Augmented Adaptation *Artists and designers are tapping AR to compensate for cancelled events*

Trend - The majority of art fairs and exhibitions have been canceled due to the outbreak of COVID-19 and many are adapting to the dramatic changes via technology. Augmented reality, in particular, is embraced by artists and designers as a means to exhibit new works and stabilize the art market. **Insight** - The government-imposed restrictions due to COVID-19 on people's daily routines have brought on increased levels of restlessness. As a result, many are drawn to digital environments that replicate physical events. By appealing to a sense of escapism, individuals feel comforted and less confined as they engage in pursuits of self-expression or activities that are generally familiar to them.



Rental Tech *Brands are launching tech-forward products to streamline landlord-tenant relationships*

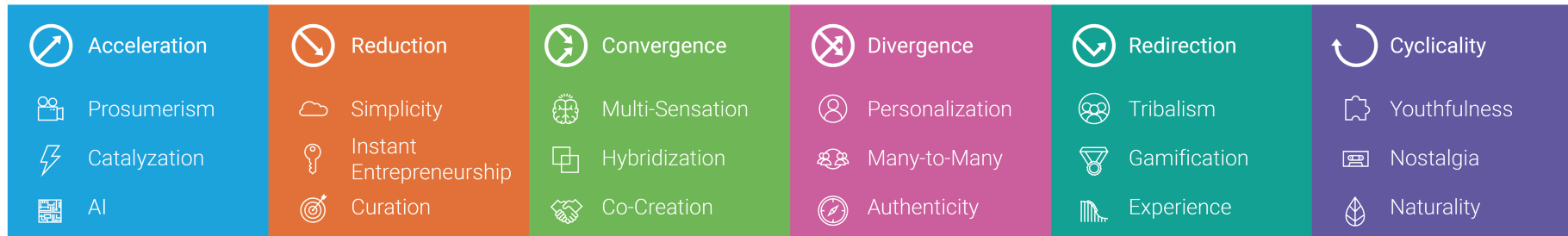
Trend - Deployed either as an app that utilizes high-end tech features such as artificial intelligence or a small gadget that is convenient and responsive, tech brands are looking to enhance the experience of renting in urban environments. **Insight** - A massive portion of the population, especially in North America, are renters. Being in this position has proved to stress many consumers out and as a result, individuals are looking for ways to streamline the experience. Looking to satisfy a need for convenience and peace of mind, many are turning to tech with the hopes of easing their relationship with their landlord or even finding new spaces in the first place.

Getting the Most out of Your Custom Report

Purpose: Trend Hunter's Custom Reports are designed to inspire innovation by exposing you to hand-selected content related to your brand, specific projects, future-scoping, adjacent categories and more.

As you go through the report, remember to ask yourself:

- 1 What could this insight or innovation mean for my brand specifically?
- 2 How might these insights make you think about the consumer differently?
- 3 How do these trends ladder up to Trend Hunter's Megatrends, or any other Megatrends I'm familiar with?



For more info on Trend Hunter's methodology, check out the Appendix section.

Consumer Insights

Overlooked Opportunities & Examples

Trend Hunter's Insights highlight the what and why of major industry shifts. They are split into two sections: the trend section, which identifies a new opportunity in a given industry, and the insight section, which explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity. They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.

Augmented Adaptation

Artists and designers are tapping AR to compensate for cancelled events

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Augmented Reality Exhibits

Sebastian Errazuriz Helps Artists Sell Artwork During the Pandemic



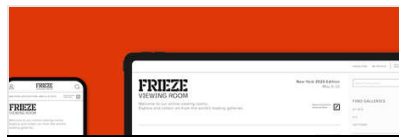
Neon Green Virtual Sofas

Crosby Studios Launched a Nike-Branded Augmented Reality Sofa



AR-Powered Installation Exhibitions

New KAWS Installations are Spotlited in EXPANDED HOLIDAY



AR-Supplemented Virtual Art Fairs

Frieze is Adapting to COVID-19 Restrictions with Technology

8.0
Score

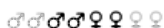
Popularity



Activity



Freshness



Multisensation



Curation

4 Featured, 27 Examples

34,350 Total Clicks

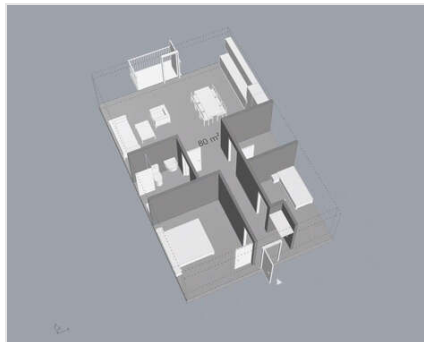
URL: [Hunt.to/427590](https://hunt.to/427590)

Generative Design

Brands in various industries are relying on generative design for concepts

Trend - Generative design is an artificial intelligence program that creates a nearly infinite number of conceptual concepts based on certain data restrictions. While generative design has been used as a novel approach in the past, today, the manufacturing method is gaining more traction in all industries, with brands ranging from architectural to tool manufacturing leveraging the technology.

Insight - Artificial intelligence is no longer seen as a "future" technology, but one that can be capitalized on in the present. Brands are turning to these systems to create concepts that are detached from traditional human biases, ultimately resulting in ideas that are more cost-effective and fruitful. As digitalization becomes the standard rather than the exception, brands will continue to merge human capacity with artificial intelligence to go beyond traditional designs for revolutionary concepts.



Adaptive Parametric Design Tools

The New Finch System Can Generate Adaptive Floor-Plans



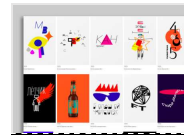
Generative-Designed Construction Tools

Stanley Black & Decker Pushed the Envelope with New Design

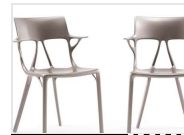


Bone-Inspired Tool Designs

Henrik Balzer Leveraged Generative Design to Create Cutting-edge Tools



Vibrant AI-Created Designs



Artificial Intelligence-Crafted Chairs



AI-Driven Urban Planning Tools

6.3
Score

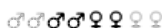
Popularity



Activity



Freshness



Artificial Intelligence

6 Featured, 54 Examples

91,523 Total Clicks

URL: Hunt.to/432808

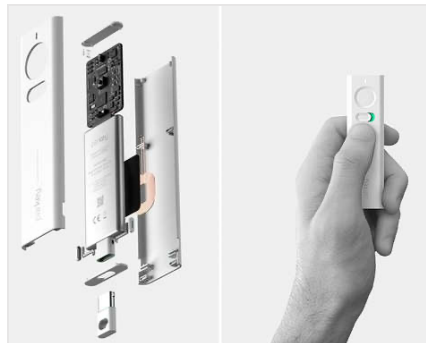
★ Advisor Pick

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Brands are launching tech-forward products to streamline landlord-tenant relationships

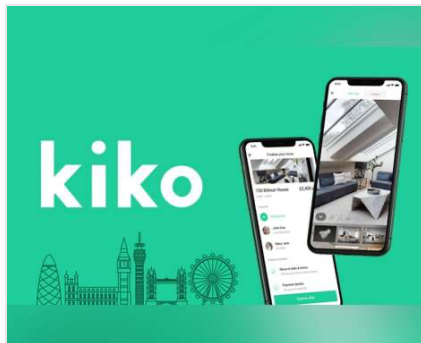
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Parking Spot Rental Remotes

The Conceptual 'Parkey' Lets Drivers Find a Parking Spot Fast



End-to-End Tenancy Apps

The 'Kiko Homes' Marketplace Improves the Tenant Landlord Experience



Rental Unit Voice Assistants

Amazon Created a New Alexa Service Named Alexa for Residential



Home-Sharing-Specific Verification Platforms

GUARDHOG Debuts SUPERHOG in a Bid for Better Security

7.8
Score

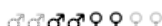
Popularity



Activity



Freshness



Experience

Catalyzation

4 Featured, 36 Examples

19,967 Total Clicks

URL: Hunt.to/439005

Autonomous Public

Designers are debuting autonomous technology to enhance city infrastructure

Trend - More companies are paying attention to the implications that autonomous technology can have when implemented outside the automobile industry. Permeating different aspects of city infrastructure, self-directed designs introduce greater accessibility and order to public spaces.

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Autonomous Airport Navigation

WHILL's Autonomous Drive System Will Be Added to Haneda Airport



Self-Driving Mobile Playgrounds

Nendo Introduces an Interesting Use for Autonomous Vehicles



Autonomous Boat Bridges

Carlo Ratti's Dynamic Bridge is Made Up of Circling Autonomous Boats



Self-Driving Snow Removal Robots

The SnowBot PRO Promises Advanced Winter Maintenance Capabilities

5.9
Score

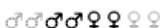
Popularity



Activity



Freshness



Hybridization

Experience

Catalyzation

4 Featured, 36 Examples

70,719 Total Clicks

URL: Hunt.to/432025

★ Advisor Pick

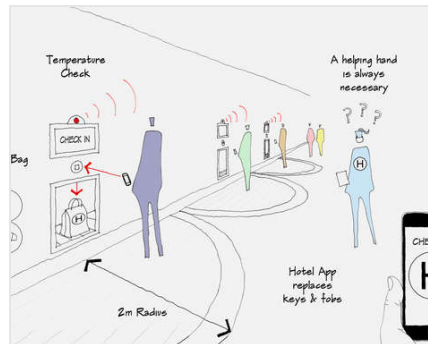
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Touchless Design

Designers are launching sensor-based devices for touchless experiences post-COVID

Trend - Public spaces and industries—especially those connected to travel, physical retail, and hospitality—are rethinking the design of their layouts, as well as the amenities and services that they make available to consumers. As economic and social restrictions due to COVID-19 are incrementally lifted, companies are looking for ways to regain consumer trust by enhancing safety measures in their facilities.

Insight - As social distancing restrictions are lifted by governments, consumers are becoming gradually comfortable returning to activities they did or enjoyed pre-pandemic—from travel and shopping to working in an office. However, many are concerned about their health as the risk of contracting COVID-19 is higher in public spaces. As a result, consumers emphasize the need for safety solutions that allow them to feel more at ease when outside of the home.



Post-Pandemic Hotel Concepts

The Manser Practice Envisions the Future of Hotel Operation



Post-Pandemic Shopping Malls

CPN's Safe Shopping Journey Starts with Extra Screening Measures



Contactless Smart Dispensers

The TapWise Touchless System Uses a Sensor & Object Analysis



Touchless Time Clocks

Ascentis' Time Clocks Integrate Voice Commands & Temperature Sensors



Post-Pandemic Air Travel Guides

SimpliFlying's Sanitized Travel Guide Predicts Airlines' Future

8.3
Score

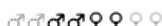
Popularity



Activity



Freshness



Experience



Catalyzation

5 Featured, 42 Examples

78,036 Total Clicks

URL: Hunt.to/429963

Crowdsourced Grocery

Consumers are contributing status updates to streamline shopping in COVID

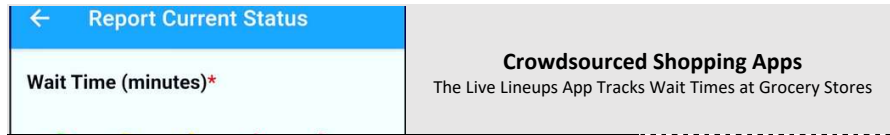
Trend - Regardless of the stage society is in regarding COVID and the new normal, consumers are likely to want to reduce time spent in crowded public places. Brands in the grocery space are assisting with this by co-creating solutions with customers.

Insight - A crowdsourced, peer-to-peer network informing consumers of what's available and where speaks to the intersection of community and tech that is likely to be more prevalent in the recharting. As society heals from the pandemic, the idea of going out less frequently, but maximizing these outings will persist. Allowing consumers to be a part of a solution to this problem grants them a sense of control that is necessary during volatile times. Additionally, the act of co-creating a solution encourages a sense of community.



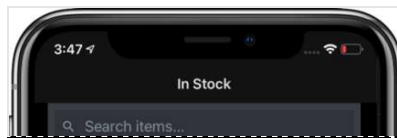
Crowdsourced Grocery Store Apps

The Covidmaps Platform Informs Users About Store Operations



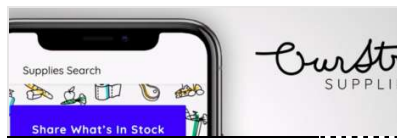
Crowdsourced Shopping Apps

The Live Lineups App Tracks Wait Times at Grocery Stores



Crowdsourced Stock-Checking Apps

The 'WhatsInStock' App Helps Shoppers Know What's Available



Crowdsourced Supply Apps

OurStreets Supplies Helps to Locate Items with Limited Availability

6.4
Score

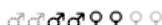
Popularity



Activity



Freshness



Co-creation



Artificial Intelligence



Many to Many

4 Featured, 30 Examples

27,609 Total Clicks

URL: [Hunt.to/439552](https://hunt.to/439552)

Digitized Paint

Paint-matching apps offer precision and diversity of application

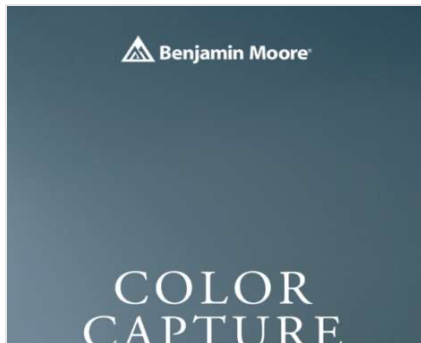
Trend - Consumers are increasingly turning to apps to allow them to digitally match colors of interest to known paint colors, as well as reflect those colors in a space in real-time--ensuring accuracy in the process of interior design. This shift comes as brands in the design space try to align consumers' preference for customization with their already established digital habits.

Insight - With the growth of online shopping, consumers are now accustomed to purchasing products before having actually tested them. With these new purchase habits has come the occasional added cost when an item is purchased and then discarded for its lack of alignment to the consumers' preferences. Thus, consumers are turning to apps that are able to blend real-world trials with digital ones--allowing them the opportunity to better trust what they decide to spend their money on.



Digital Color Eyedroppers

The Dulux Color Sensor Helps Users Match Paint Colors Flawlessly



Convenient Color Coordination Apps

Color Capture Makes It Easy to Get the Perfect Shade of Paint

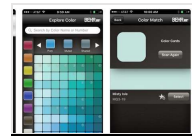


Immersive Color Testing Apps

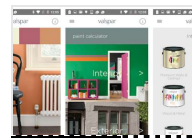
Project Color by The Home Depot Lets Users Virtually Decorate Spaces



Smart Paint-Matching Devices



Curated Paint-Matching Apps



Intuitive Paint Selection Apps

4.8
Score



- Gamification
- Catalyzation
- Personalization

6 Featured, 31 Examples

44,385 Total Clicks

URL: [Hunt.to/408415](https://hunt.to/408415)

Appendix

Get More From Your Experience

Your Trend Hunter custom reports are tailored to you using the world's most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service in different ways that could help you be more successful with less effort.

Your Contacts & Additional Services



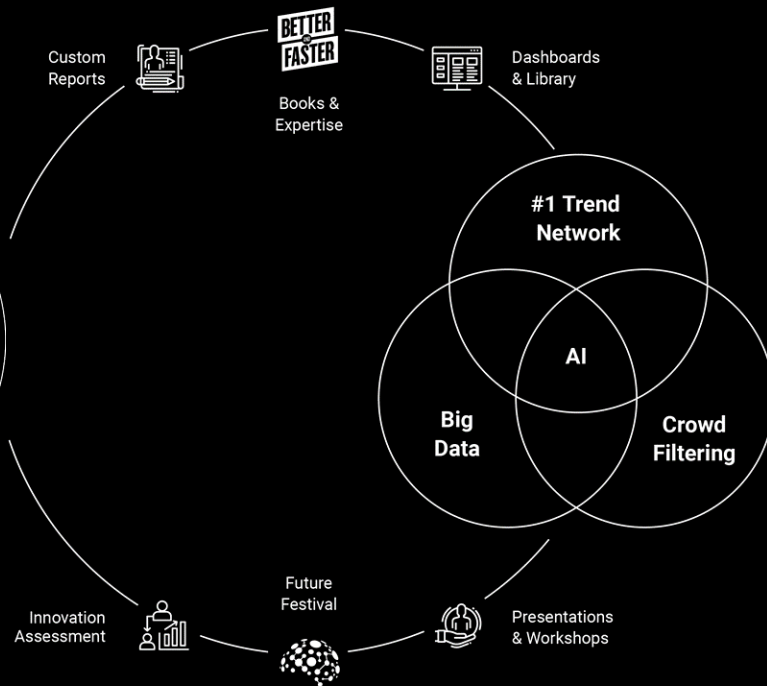
**YOUR SUCCESS
STRATEGIST**

Alisha Ellis
alisha@trendhunter.com



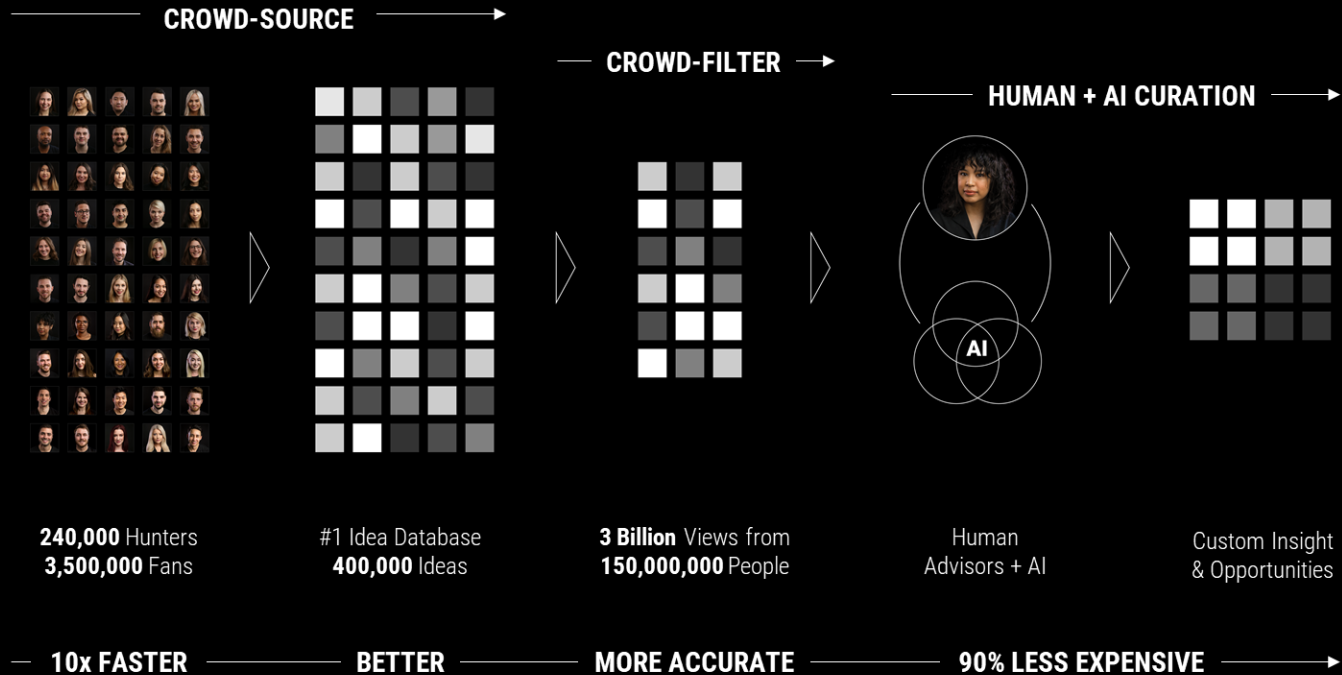
**YOUR DEDICATED
ADVISOR**

Mary Van Puymbroeck
mary@trendhunter.com



Over the last 15 years, we built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

Our Process



Megatrend Matrix

 <p>Acceleration</p> <ol style="list-style-type: none"> 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution 	 <p>Prosumerism</p> <p>From user-generated content to maker culture, today's consumers are content creators and experts.</p>	 <p>Cyclicity</p> <ol style="list-style-type: none"> 1. Retro + Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles 	 <p>Nostalgia</p> <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p>
 <p>Catalyzation</p> <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 <p>AI</p> <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p>	 <p>Naturality</p> <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p>	 <p>Youthfulness</p> <p>The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.</p>
 <p>Reduction</p> <ol style="list-style-type: none"> 1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription 	 <p>Instant Entrepreneurship</p> <p>New services make it easier than ever to conceptualize, fund, launch and companies.</p>	 <p>Redirection</p> <ol style="list-style-type: none"> 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying 	 <p>Tribalism</p> <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <p>Curation</p> <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p>Simplicity</p> <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.</p>	 <p>Gamification</p> <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p>	 <p>Experience</p> <p>In a world abundant with 'stuff', experience becomes a more important currency and life priority.</p>
 <p>Convergence</p> <ol style="list-style-type: none"> 1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical + Digital 	 <p>Multisensation</p> <p>Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.</p>	 <p>Divergence</p> <ol style="list-style-type: none"> 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion 	 <p>Authenticity</p> <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p>Co-Creation</p> <p>Brands, products, services and consumers are increasingly co-creating an interdependent world.</p>	 <p>Hybridization</p> <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p>Personalization</p> <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p>	 <p>Many-to-Many</p> <p>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</p>

Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in our trend reports, as well as a breakdown of our scoring system that's used to evaluate the performance of the content in your report.

Retro Electric
Manufacturers are updating vintage vehicles to have electric capabilities.

8.8
Popularity
Activity
Freshness

Retro Hybrid Electric Watercrafts
The latest in vintage boats that can be powered by electric motors.

Custom Vintage Electric Car
A custom-built electric car that looks like a classic Ford Mustang.

Retro Car-inspired eBikes
Electric bikes that look like classic cars.

Electrically Rebuilt Classic Cars
Classic cars that have been converted to electric.

Consumer Insights:

The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

Expedition Camper Vehicles
The CamperHub C1 has a double-carbon fiber body.

9.2
Popularity
Activity
Freshness

Expedition Camper Vehicle
A custom-built expedition camper vehicle.

Specific Examples:

Carefully selected individual innovations to provide more in-depth analysis.

Top Lists

Top Lists are collections of products, services or concepts created according to a common theme. They provide additional content and potential new perspectives on the topic we've explored in your report. Our team and software have created tens of thousands of Top Lists, which you can track and filter at [TrendHunter.com/toplists/](#).

Top 100 Travel Trends in 2019
The top 100 travel trends in 2019.

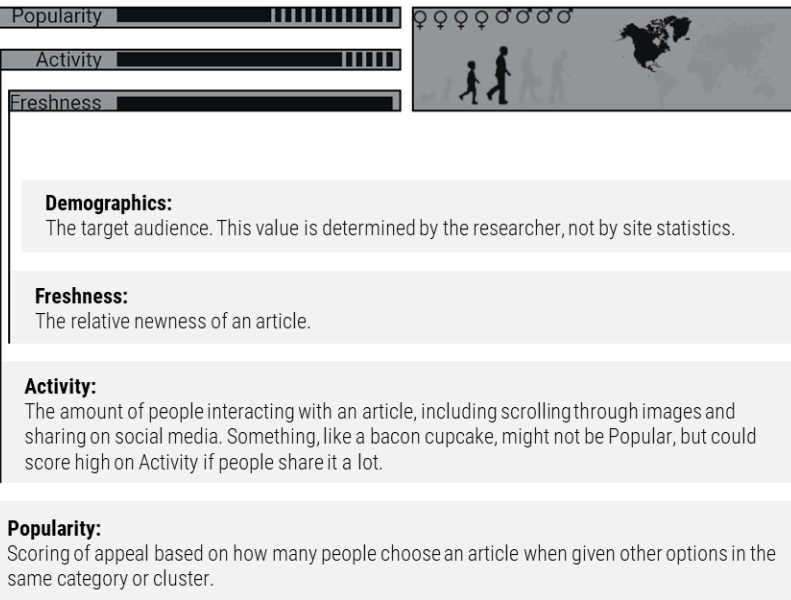
Top 100 Food Trends in December
The top 100 food trends in December.

Top 30 Pet Innovations
The top 30 pet innovations.

Clustered Lists:

Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

8.8
Score



Overall Score:

All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

How to Read This Page

Consumer Insights are high-level, over-arching patterns that often span different industries in scope. They focus on external and internal consumer factors that are motivating trends.

Retro Electric
Manufacturers are updating vintage vehicles to have electric capabilities.



Retro Hybrid Electric Watercrafts
The Volvo is a hybrid boat that can operate on both gas and electric power.

Custom Vintage Electric Cars
Garage made cars with vintage styling and modern electric powertrains.

Retro Car-Inspired eBikes
The Harley Davidson eBike is a modern take on the classic Harley Davidson motorcycle.

Electrically Retrofitted Classic Cars
The Tesla Roadster is a classic car that has been retrofitted with electric power.

8.8
Popularity
Activity
Freshness

Trend:

This section identifies a new opportunity in a given industry.

Insight:

This section explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

Demographics & Scoring:

The demographics speak to the target audience, as informed by the researcher, not by the site statistics. The overall score is the average of the following: popularity, activity and freshness.

Patterns & Megatrend:

Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

Installation Temp
Architecture takes on innovative methods of retaining or changing temperatures.

How could your brand lessen its environmental impact?

Overlooked Opportunity 86: Workshop Question

Workshop Question:

These questions are intended to be thought-provokers to help you brainstorm (either individually or in groups) about the relevancy or actionability of these insights.

All-in-One Litter Boxes
The Tuff & Purr One Litter Box Streamlines Cleaning and Maintenance.



The Tuff & Purr One Litter Box is a self-cleaning and odor-free litter box that can be used in a variety of ways. It is designed to be used in a variety of ways, including as a litter box, a water fountain, a food dispenser, and a toy. It is also designed to be used in a variety of ways, including as a litter box, a water fountain, a food dispenser, and a toy.

9.2
Popularity
Activity
Freshness

Advisor Picks:

These are specific Consumer Insights and examples chosen by your Advisor because of their relevance to your team. These are featured on the Report Summary page and tagged throughout the report with a yellow star.

Want More?

Gain access to additional Consumer Insights
and Custom Research by contacting your
advisor or **TrendReports@TrendHunter.com**