

Physical & Digital Experiences

Trend Report for Little Diversified Architectural Consulting

16.11.20



Virtual Marketplace



Virtual Malls



AR Tourism



Digital Consultation



3d Shopping

LITTLE
DIVERSIFIED ARCHITECTURAL CONSULTING

Prepared for:

James Farnell

Prepared by:

Mary & Courtney

Delivered on: 11/16/20

Briefing: Just as 'gamification' promises a more enriched digital experience via immersive environments online, what technologies are enhancing the in-store/physical experience? While many argue that the on-line experience is a poor substitute for a physical experience - in part because it cannot replicate the human or sensory aspects of the built environment - we've suddenly entered a phase where many of these 'high-touch' areas are off limits. How are brands successfully maintaining connection with their customers, employees, patients and students?

Takeaway: The ongoing global pandemic has forced many individuals to practice physical distancing and remain home when possible, increasing their feelings of isolation. Combined with other factors—like social unrest, the growing threat of climate change, and personal circumstances— consumers are experiencing an exponential build-up of stress and desire for experiences. As a result, more people are looking for accessible resources that will help them deal with their anxiety in a healthier way, while remaining within their means.

Top Insights



Virtual Marketplace *Marketplaces are now taking place virtually to keep people safe*

Trend - Now that at-home shopping is people's only completely safe option, ecommerce is booming. Marketplaces are now included in this shift, with everything from farmers' to christmas markets now taking place virtually. **Insight** - As safety precautions become the norm in retail and public spaces, consumers still want to experience the normalcy that they've lost in recent months. Though their previous shopping and recreational habits look different now, having adapted alternatives is easier on consumers than having no alternatives at all.



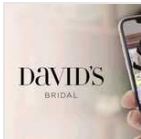
AR Tourism *Augmented reality platforms make exploration more interesting and informative*

Trend - Augmented reality is being used in tourism-based apps in order to enhance the experience of explorers. These apps help keep people engaged with their surroundings and bring more money to local economies. **Insight** - Now that local tourism has become many consumers' only travel option, the use of platforms that help them explore already-familiar environments could be useful in keeping local tourism fresh and exciting. With the restrictions and limitations consumers are currently facing, any alternative form of travel and tourism is welcomed.



Virtual Malls *Brands are launching online re-creations of shopping malls and storefronts*

Trend - Amid the COVID-19 pandemic, brands are launching virtual shopping centers to recreate the traditional shopping experience online. These range from virtual street fronts to large-scale digital shopping centers and allow owners to showcase their products to a niche, virtual community. **Insight** - The COVID-19 pandemic has forced many consumers to remain indoors, without the opportunity to easily acquire the goods they had access to before. Many consumers are looking for streamlined and convenient solutions to continue their previous shopping habits and are turning to brands to provide a curated selection of products to browse.



Online Fitting *Wedding and bridesmaids' dresses are fitted and purchased virtually*

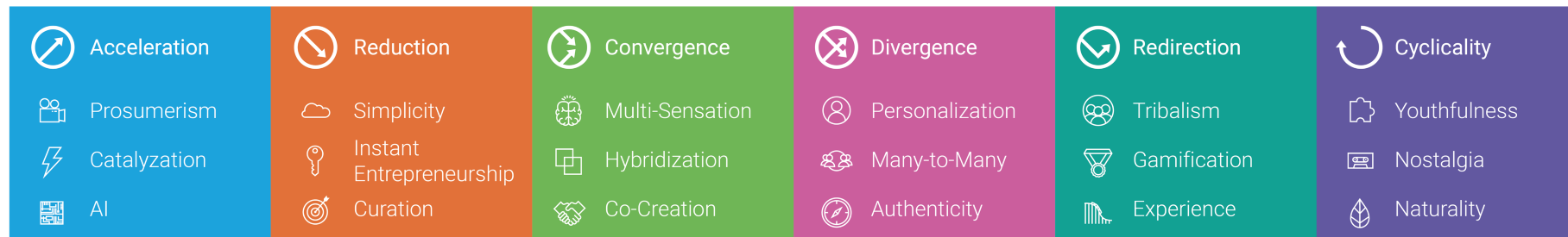
Trend - Virtual fittings for wedding and bridesmaids dresses are increasingly common as the COVID-19 pandemic has made it difficult to experience this ritual in-person. These services allow those shopping for dresses to decide the fit and style, and some allow these services in groups much like an in-person fitting would. **Insight** - With people all over the world having had their lives upended this year, the celebration of traditional milestones has become an even more important part of consumers' lives--offering a sense of normalcy amidst ongoing lifestyle disruptions. However, these milestones can no longer be "traditional" in the sense that they have had to adapt to strict safety protocols--a fact that consumers have expected brands to adapt to quickly and effectively.

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.

Virtual Marketplace

Marketplaces are now taking place virtually to keep people safe

Trend - Now that at-home shopping is people's only completely safe option, ecommerce is booming. Marketplaces are now included in this shift, with everything from farmers' to christmas markets now taking place virtually.

Insight - As safety precautions become the norm in retail and public spaces, consumers still want to experience the normalcy that they've lost in recent months. Though their previous shopping and recreational habits look different now, having adapted alternatives is easier on consumers than having no alternatives at all.



Virtual Christmas Markets

The World's Biggest Virtual Christmas Market Will Run in November



Digital Sweets-Focused Festivals

Dessert Goals Restructures Its Event Due to the COVID-19 Outbreak



Virtual Farmers' Market Apps

Chipotle's Online Marketplace Supports Suppliers & Farmers



Virtual Art Marketplaces

Hallmark's Hallmark Shares Artwork by Hallmark Employees and Retirees

8.2
Score

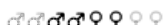
Popularity



Activity



Freshness



Catalyzation

4 Featured, 36 Examples

28,484 Total Clicks

URL: [Hunt.to/438836](https://hunt.to/438836)

★ Advisor Pick

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Virtual Malls

Brands are launching online re-creations of shopping malls and storefronts

Trend - Amid the COVID-19 pandemic, brands are launching virtual shopping centers to recreate the traditional shopping experience online. These range from virtual street fronts to large-scale digital shopping centers and allow owners to showcase their products to a niche, virtual community.

Insight - The COVID-19 pandemic has forced many consumers to remain indoors, without the opportunity to easily acquire the goods they had access to before. Many consumers are looking for streamlined and convenient solutions to continue their previous shopping habits and are turning to brands to provide a curated selection of products to browse.



Virtual Storefront Platforms

Streetify Gives Consumers Access to Virtual Storefronts



Online Shopping Cities

Dubai Commercity is a Free Trade Zone Dedicated to eCommerce



Virtual Shopping Malls

New Zealand Company, EPIC, Recently Launched a Virtual Mall



Virtual Reality Shopping Malls

Alliance Studio Debuted a 3D Virtual Shopping Mall

7.9
Score

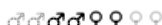
Popularity



Activity



Freshness



Artificial Intelligence

4 Featured, 21 Examples

41,377 Total Clicks

URL: Hunt.to/430153

AR Tourism

Augmented reality platforms make exploration more interesting and informative

Trend - Augmented reality is being use in tourism-based apps in order enhance the experience of explorers. These apps help keep people engaged with their surroundings and bring more money to local economies.

Insight - Now that local tourism has become many consumers' only travel option, the use of platforms that help them explore already-familiar environments could be useful in keeping local tourism fresh and exciting. With the restrictions and limitations consumers are currently facing, any alternative form of travel and tourism is welcomed.



Social AR City Lenses

Snap Launched the City Painter Feature for Certain Areas in London



AR Urban Exploration Apps

The 'Discover.y' AR Exploration Game Pinpoints New City Experiences



Tourist-Targeted AR Filters

Singapore Tourism's AR Effect Helps Tourists Locate Fun Destinations



Avatar-Led Travel Apps

Augmented Reality Avatars Host Sherpa Tours' Walks

6.3
Score

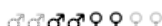
Popularity



Activity



Freshness



Gamification

4 Featured, 45 Examples

33,178 Total Clicks

URL: [Hunt.to/438716](https://hunt.to/438716)

★ Advisor Pick

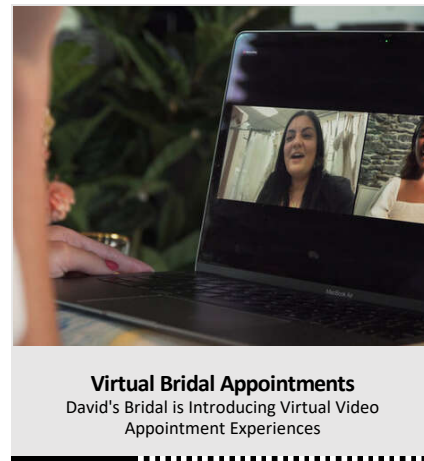
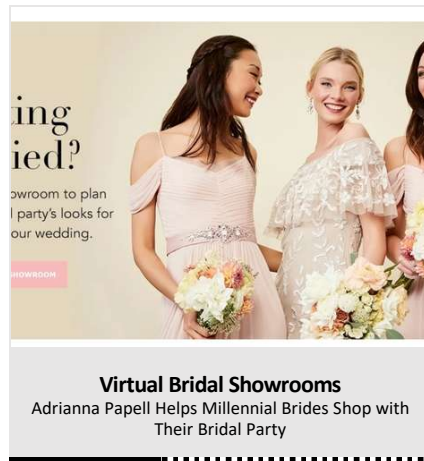
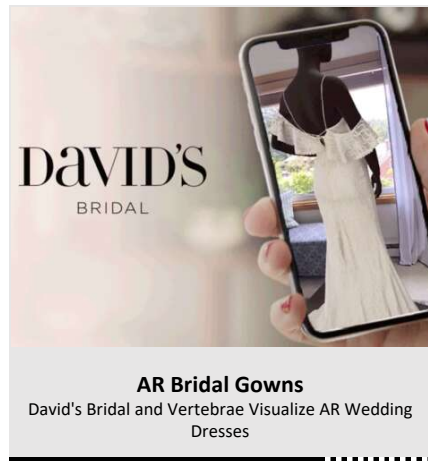
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All Rights Reserved

Online Fitting

Wedding and bridesmaids' dresses are fitted and purchased virtually

Trend - Virtual fittings for wedding and bridesmaids dresses are increasingly common as the COVID-19 pandemic had made it difficult to experience this ritual in-person. These services allow those shopping for dresses to decide the fit and style, and some allow these services in groups much like an in-person fitting would.

Insight - With people all over the world having had their lives upended this year, the celebration of traditional milestones has become an even more important part of consumers' lives--offering a sense of normalcy amidst ongoing lifestyle disruptions. However, these milestones can no longer be "traditional" in the sense that they have had to adapt to strict safety protocols--a fact that consumers have expected brands to adapt to quickly and effectively.



5.5
Score



Hybridization
 Catalyzation

4 Featured, 30 Examples

22,098 Total Clicks

URL: Hunt.to/437647

3d Shopping

3d virtual shopping platforms aim to elevate the purchase journey

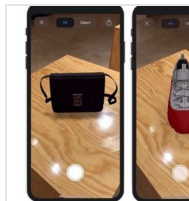
Trend - 3d visuals on e-commerce platforms are increasingly popular as consumers seek out more immersive forms of virtual retail. These aesthetics have the benefit of showing customers the products in a more realistic and all-encompassing way.

Insight - As e-commerce becomes the go-to not just for necessities or hard-to-find items, but for most of consumers' purchases, people are increasingly drawn to virtual shopping experiences that are both informative and experiential. Brands that prioritize information and detailed visuals are more trustworthy for consumers, particularly when it comes to shopping for items that they would traditionally try on or test out first.



Next-Gen Virtual Fashion Shops

The Yeezy Supply Site Offers a New Vision for Online Shopping



Luxury AR Shopping Images

Burberry Partnered with Google to Provide Mobile AR Experiences



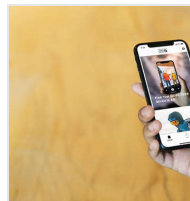
Virtual Furniture Showrooms

REND by TRNK is a Virtual Exhibition with a Focus on Stone & Metal



Shoppable Augmented Reality Ads

South Korea's LG Launched the U+ AR Shopping App for 3D Browsing



AR Ski Kit Creators

Mountain Hardware's Shopping Experience Supports Virtual Product Discovery

7.2
Score

Popularity



Activity



Freshness



Experience

Catalyzation

5 Featured, 61 Examples

107,171 Total Clicks

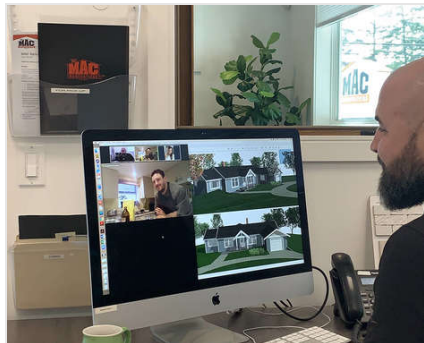
URL: Hunt.to/431805

Digital Consultation

Home renovation brands are launching contactless consultations for clients

Trend - Many home renovation experts are moving to digital consultation in order to keep business afloat during the COVID-19 pandemic. Through this approach, brands can build their relationships with clients by giving them advice or get a head-start on a lengthy project by emphasizing the planning stages.

Insight - Consumers who are instructed to stay at home are looking for ways to update their space and make it more comfortable as they are encouraged to spend more time indoors. Driven by ambition and a desire to keep productive while at home, individuals are tackling both smaller and bigger projects, seeking expert guidance while being mindful of the pandemic.



Virtual Home Renovation Consultations
MAC Renovations Embraces Virtual Technology
Amid COVID-19



Free Home Renovation Resources
FixIt Service Pros' Toolkit Eases DIY Renovations
During COVID-19



Whole-Home Organization Consultations
Tailored Living Offers Virtual Consultations During COVID-19



E-Design Consultations
Meagan Camp is Adjusting to COVID-19 Disruptions with
Zoom Consultations

5.6
Score

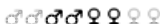
Popularity



Activity



Freshness



Co-creation



Simplicity



Catalyzation

4 Featured, 24 Examples

36,207 Total Clicks

URL: [Hunt.to/429060](https://hunt.to/429060)

Mixed-Reality 5G

Brands are experimenting with AI, VR & AR tech in the 5G platform

Trend - As artificial intelligence, virtual reality, and augmented reality are rapidly progressing, the 4G network struggles to meet bandwidth requirements. If VR and AR applications continue to evolve, developers will require a more substantial network that is faster, consistent and has lower latency. As 5G connectivity is expected to deliver these elements, companies are beginning to test the potential of mixed-reality tech in this environment.

Insight - Millennials and Gen Z are excited about the innovations that are ahead and mixed-reality tech has been a pivotal point for them as it has provided opportunities for new forms of entertainment through interactivity. As time progresses, users expect better service and new developments. The 4G platform, however, has limited processing capabilities and as more users flood the platform, that becomes an issue. Because of this, users are interested in what 5G connectivity has to offer to enable the next stages of VR, AI, and AR.



5G-Powered AR Experiences

The Adult Swim Festival Lets Fans Appear in a Personalized Animation



Hyper-Realistic VR Experiences

Elisa Has Claimed to Have Created the Most Realistic VR Yet



5G-Powered Entertainment

SK Telecom Pioneers AR, VR, and AI in the 5G Environment



Social Media Network Partnerships

Verizon's 5G Phones Will Have Snapchat Already on the Device

5.5
Score

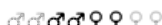
Popularity



Activity



Freshness



Multisensation



Catalyzation



Artificial Intelligence

4 Featured, 28 Examples

18,751 Total Clicks

URL: [Hunt.to/419115](https://hunt.to/419115)

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



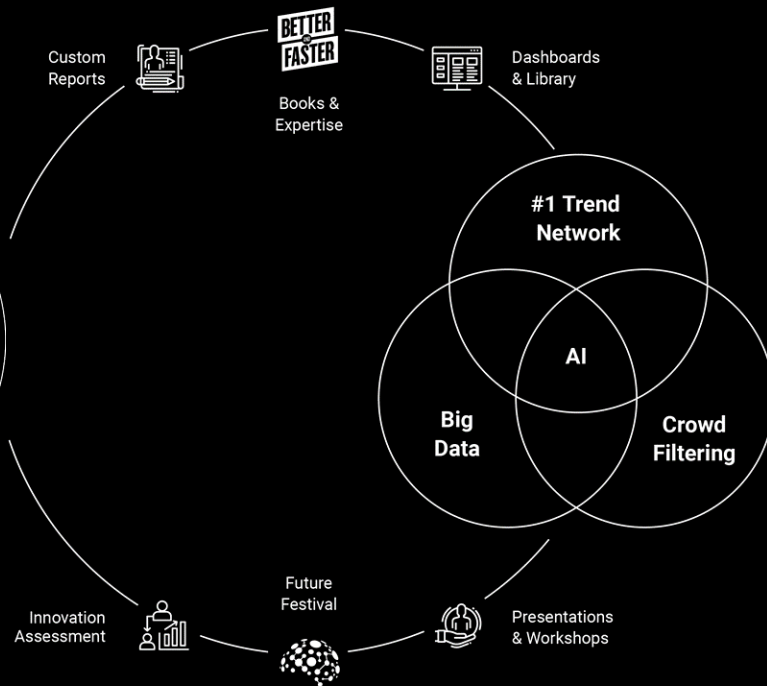
**YOUR SUCCESS
STRATEGIST**

Alisha Ellis
alisha@trendhunter.com



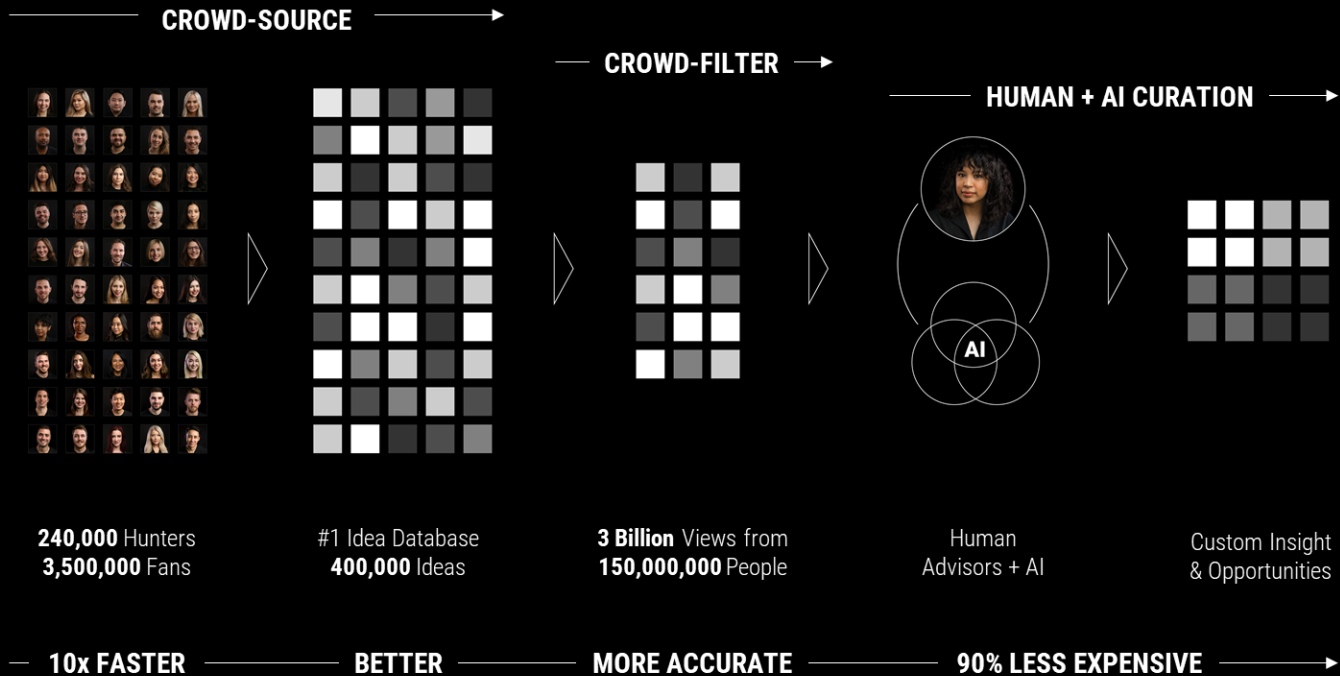
**YOUR DEDICATED
ADVISOR**

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 Cabriolet Camper Van Body.

9.2
Popularity
Activity
Freshness

Expedition Camper Vehicle
A custom-built camper van with a double cabriolet body.

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.html.

Top 100 Travel Trends in 2019
The latest in travel trends for 2019.

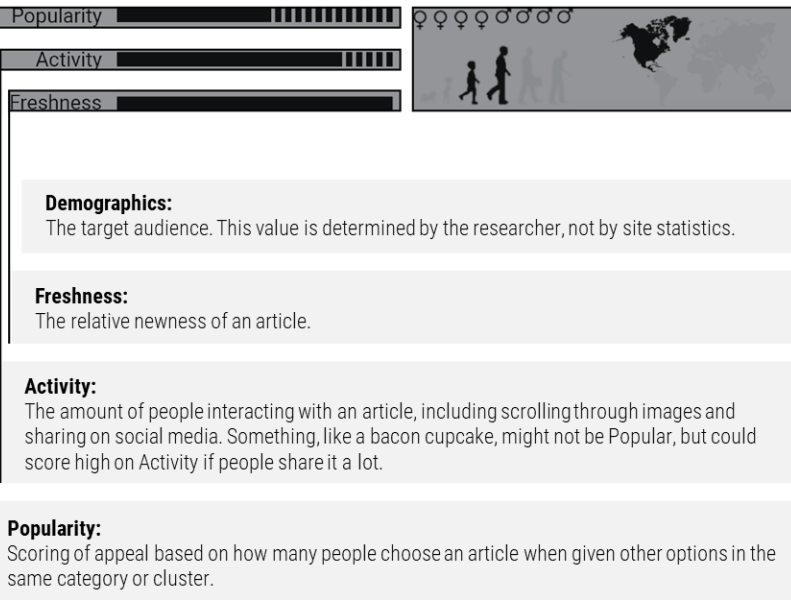
Top 100 Food Trends in December
The latest in food trends for December.

Top 30 Pet Innovations
The latest in 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 new boat that has become the latest design.

Retro Car-inspired eBikes
The Harley Davidson is a new bike that has become the latest design.

Electrically Retrofitted Classic Cars
The classic cars are being updated with electric capabilities.

8.8

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.

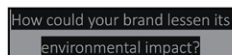
Demographics & Scoring:

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.



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 new product that has been designed to streamline cleaning and maintenance. It features a built-in trash can and a self-cleaning mechanism. The product is made of durable materials and is easy to use. It is a great solution for cat owners who want to keep their litter box clean and odor-free.

9.2

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**