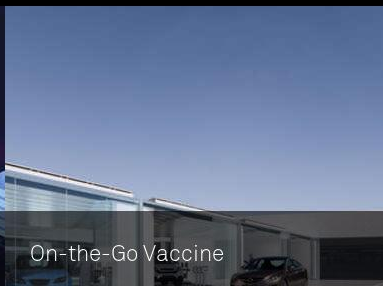


Transportation & Architecture

Trend Report for Little Diversified Architectural Consulting

25.01.21





Prepared for:

Rich Glenny, James Farnell

Prepared by:

Mary & Courtney

Delivered on: 1/25/21

Briefing: Diving into the way changes in the automotive and transportation industry will impact how people interact with architecture. This report explores trends in drive-thru retail, autonomous vehicles, urban transportation, delivery and logistics and more.

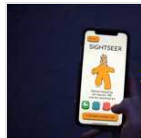
Takeaway: The safety protocols that are currently in place will undoubtedly leave a mark on consumers, even in a post-COVID world. As consumers adjust their lives to be more hygienic and healthy, governments re-think public health policies and brands adjust to shifted production processes and office cultures, the current pandemic has created a psychological shift when it comes to how we view our lifestyles. Changes to public and private infrastructures are therefore inevitable, even when life returns to "normal."

Top Insights



Home-Inspired Auto *Auto brands are working to supercharge comfort and experience in car design*

Trend - As the smart car concept is continuously evolving, auto brands are looking for ways to deliver on designs that closely mimic the home environment. The range of concepts here is robust—from entertainment solutions to chic interiors that are powered by smart technology. **Insight** - As innovative technology is continuously introduced into new markets, contemporary consumers are setting the bar for their expectations higher. Aware that tech can deliver on multiple desired features—including comfort, convenience, efficiency, and precision—individuals are looking for increasingly elevated lifestyle experiences. This is rooted partially in curiosity, as well as a desire of alleviating any unnecessary stress.



Scenic Route *Rather than focusing on efficiency, navigation apps and maps emphasize scenery*

Trend - Navigation apps are introducing new features that make travel or urban commutes more customizable for consumers—from apps that calculate one's route by avoiding dark streets as much as possible to ones that offer numerous different ways to reach a destination. **Insight** - Exhausted by the demands of their busy schedules, many consumers are attempting to practice mindfulness more often in their day-to-day—whether it is finding a deeper connection with nature or generally slowing down. This allows individuals to feel calmer and less stressed, ultimately avoiding burnout. In this space, many are prioritizing accessible activities that can be seamlessly introduced to their lifestyle.



Rural Transport *Brands are introducing tech-enhanced public transport solutions for rural areas*

Trend - Designers are proposing various high-tech solutions that will help individuals in rural areas get around with ease. These innovations are focused on bringing functionality and convenience to communities, as well as a more eco-friendly approach to public transportation. **Insight** - Somewhat or fully aware of the many technological advancements that are being implemented to enhance the living standards of cities, members of rural communities are emphasizing the need for better infrastructure in smaller towns. Since individuals in these spaces are looking for a higher degree of convenience and efficiency, they are creating a strong demand for the update of important town functions—from transportation to food access. When these needs are met, consumers feel better supported and capable of achieving their [continued online]



Smart Parking *Tech companies are striving to make the parking experience easier for consumers*

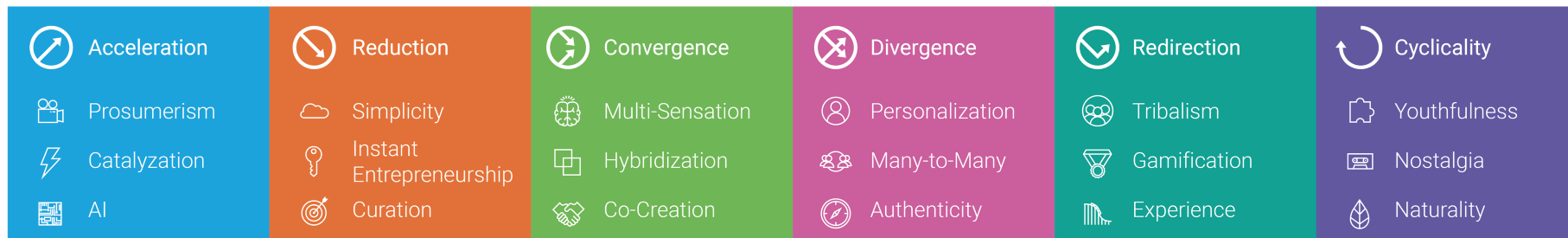
Trend - Through the increasing incorporation of various technology—from robots to artificial intelligence—companies are launching tools that will assist individuals in finding and navigating parking spaces. **Insight** - Since urban populations are exponentially growing, contemporary consumers in these environments are placing a premium on efficiency and convenience. As they attempt to navigate the demands of their busy lifestyles, they are looking for ways to make some experiences more seamless in order to avoid any unnecessary stress. In this space, many are emphasizing the use of technology as they are aware of its potential.

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.

Home-Inspired Auto

Auto brands are working to supercharge comfort and experience in car design

Trend - As the smart car concept is continuously evolving, auto brands are looking for ways to deliver on designs that closely mimic the home environment. The range of concepts here is robots—from entertainment solutions to chic interiors that are powered by smart technology.

Insight - As innovative technology is continuously introduced into new markets, contemporary consumers are setting the bar for their expectations higher. Aware that tech can deliver on multiple desired features—including comfort, convenience, efficiency, and precisions—individuals are looking for increasingly elevated lifestyle experiences. This is rooted partially in curiosity, as well as a desire of alleviating any unnecessary stress.



Next-Generation Connected eCockpits

Panasonic Automotive's Concept Uses SkipGen 3.0 Tech and More



Party-Focused Electric Concepts

Cadillac's Electric Party Bus is the Epitome of Slick Design



Futuristic Vehicle Cockpits

The Samsung Digital Cockpit 2020 Shows Off the Future at CES 2020



Smart In-Car Information Systems

Mercedes Announced Its New MBUX Hyperscreen Launching in 2022

8.5
Score

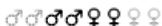
Popularity



Activity



Freshness



Hybridization

Experience

Catalyzation

4 Featured, 36 Examples

28,222 Total Clicks

URL: [Hunt.to/444823](https://hunt.to/444823)

★ Advisor Pick

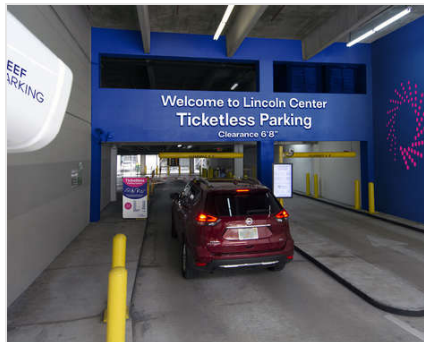
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Smart Parking

Tech companies are striving to make the parking experience easier for consumers

Trend - Through the increasing incorporation of various technology—from robots to artificial intelligence—companies are launching tools that will assist individuals in finding and navigating parking spaces.

Insight - Since urban populations are exponentially growing, contemporary consumers in these environments are placing a premium on efficiency and convenience. As they attempt to navigate the demands of their busy lifestyles, they are looking for ways to make some experiences more seamless in order to avoid any unnecessary stress. In this space, many are emphasizing the use of technology as they are aware of its potential.



Multipurpose Parking Hubs

REEF Technology is Transforming Parking Spaces for the On-Demand Economy



Parking Spot Rental Remotes

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



Automated Car-Parking Robots

This Stanley Robotics Robot will Streamline Airport Parking



AI-Powered Parking Technology

The Effectiveness of Fetchi.ai is Being Tested in Munich, Germany

8.0
Score

Popularity



Activity



Freshness



Simplicity



Artificial Intelligence

4 Featured, 36 Examples

53,175 Total Clicks

URL: Hunt.to/440920

On-the-Go Vaccine

Concepts for vaccination centres are prioritizing efficiency and convenience

Trend - Designers and brands are working to expedite the COVID-19 vaccination delivery by proposing new formats. Concepts here range from drive-thru convenience to restaurants who are collaborating with health care officials to provide additional space.

Insight - The COVID-19 pandemic has vividly exposed to consumers the shortcomings of healthcare in their region, both in terms of resource availability and service delivery. Aware of the omnipresent importance of this industry, individuals are demanding better preparedness, as well as efficiency and convenience in everyday healthcare. This, in turn, will leave consumers feeling calmer, as well as better supported for the future.



Mobile Retail Vaccination Clinics

The Giant Mobile Vaccination Clinic will Offer Flu Shots



Drive-Through Vaccination Clinics

Architect NBBJ Boasts a Concept for Prefab Drive-Through Clinics



Mobile Vaccination Centres

Waugh Thistleton Architects Boasts a Concept for the Immunization Phase



Vaccination Center-Hosting Restaurants

Brewdog Wants to Speed Up Vaccination Delivery

6.1
Score

Popularity



Activity



Freshness



Experience

Catalyzation

4 Featured, 36 Examples

58,320 Total Clicks

URL: Hunt.to/444176

Scenic Route

Rather than focusing on efficiency, navigation apps and maps emphasize scenery

Trend - Navigation apps are introducing new features that make travel or urban commutes more customizable for consumers—from apps that calculate one's route by avoiding dark streets as much as possible to ones that offer numerous different ways to reach a destination.

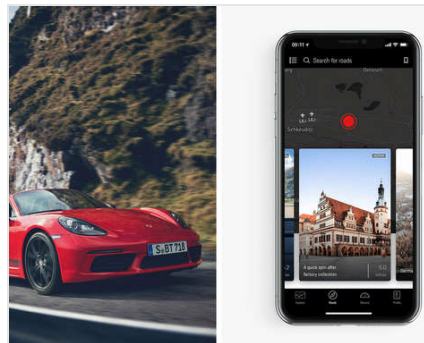
Insight - Exhausted by the demands of their busy schedules, many consumers are attempting to practice mindfulness more often in their day-to-day—whether it is finding a deeper connection with nature or generally slowing down. This allows individuals to feel calmer and less stressed, ultimately avoiding burnout. In this space, many are prioritizing accessible activities that can be seamlessly introduced to their lifestyle.



Mood-Specific Navigation Apps
The Sproute App Seeks to Radically Rethink How We Travel



Restaurant Road Trip Maps
Chili's Created Road Trip Routes with Attractions & Restaurant Stops



Scenic Route Driving Apps
The Roads by Porsche App is Designed for Drivers Who Love the Experience



Scenic Motorcycle Navigation Apps
Scenic Takes You on an Exciting Journey with Your Motorcycle

6.2
Score



- Target Curation
- Target Experience
- Target Personalization

4 Featured, 36 Examples

65,385 Total Clicks

URL: [Hunt.to/438313](https://hunt.to/438313)

★ Advisor Pick

Fine Drive-Thru

Fine dining restaurants are opting-in for the drive-thru business model

Trend - Fine dining restaurants are continuing to adapt to the government-imposed restrictions due to the COVID-19 pandemic. While before, these businesses were often at-home meals and virtual dining, now they are boasting immersive drive-thru experiences.

Insight - Due to the outbreak of COVID-19, consumers are forced to continuously place limitations on their lifestyle—from work-related events to their entertainment choices. As time goes on, however, some become restless and even nostalgic about the activities that they enjoyed pre-pandemic. In light of this, individuals are looking to diversify their experiences and indulge in something that was available to them before, while maintaining rules of social and business conduct during COVID. This affords them peace of mind.



Drive-In Tasting Menus

Fine Dining Restaurant Bulrush Adapts to the Climate of COVID-19



High-End Burger Drive-Thrus

Canlis Bets on Take-Out, Drive-Thru, and Delivery During COVID-19



Fine Dining Drive-Thru Restaurants

Resy is Hosting a Drive-Thru Dinner at the Hollywood Palladium



Five-Course Drive-Thru Restaurants

Atelier Restaurant Embraces the Drive-Thru Business Model

7.6
Score

Popularity



Activity



Freshness



Experience

Nostalgia

4 Featured, 20 Examples

16,825 Total Clicks

URL: Hunt.to/437253

Rural Transport

Brands are introducing tech-enhanced public transport solutions for rural areas

Trend - Designers are proposing various high-tech solutions that will help individuals in rural areas get around with ease. These innovations are focused on bringing functionality and convenience to communities, as well as a more eco-friendly approach to public transportation.

Insight - Somewhat or fully aware of the many technological advancements that are being implemented to enhance the living standards of cities, members of rural communities are emphasizing the need for better infrastructure in smaller towns. Since individuals in these spaces are looking for a higher degree of convenience and efficiency, they are creating a strong demand for the update of important town functions—from transportation to food access. When these needs are met, consumers feel better supported and capable of achieving their own goals.



Developing Nation Vehicle Designs

The Conceptual 'Project Outreach' Vehicle Supports Communities



Futuristic Elevated Train Lines

AeroSlider Seeks to Revolutionize the Way People Travel



Electric AI-Powered Tractors

The 'Ukko' Concept Tractor is Futuristic, Safe and Sculpted



Electric Bus Deployments

Recently, the BYD Delivered a Fleet of Electric Busses to Barbados

5.7
Score

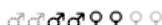
Popularity



Activity



Freshness



Experience

Catalyzation

4 Featured, 36 Examples

108,442 Total Clicks

URL: Hunt.to/435712

★ Advisor Pick

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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



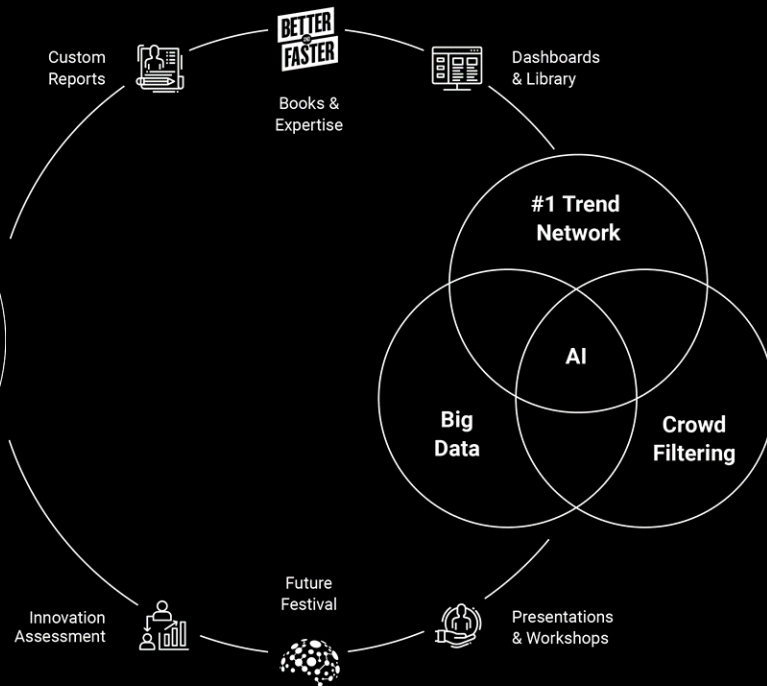
**YOUR SUCCESS
STRATEGIST**

Alisha Ellis
alisha@trendhunter.com



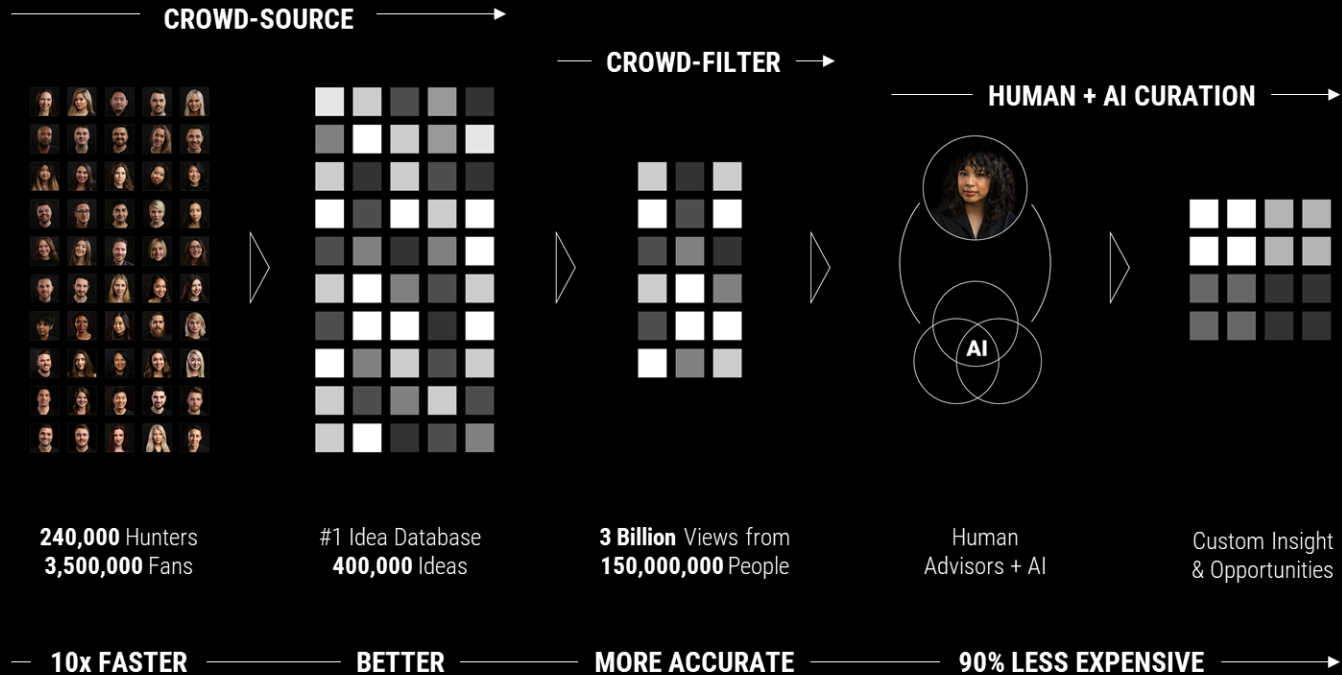
**YOUR DEDICATED
ADVISOR**

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.

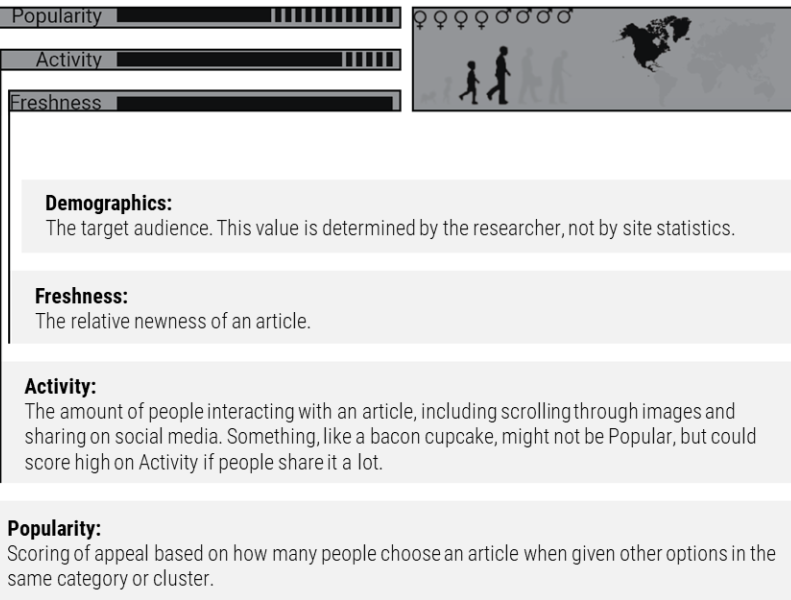
Top 100 Food Trends in December
The top 100 food trends in December.

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.

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.

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

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.

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.

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.

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**

