Social Impact

Trend Report for Little Diversified Architectural Consulting

03.29.22

Sustainable Café   Accessible Micromobility   Brand Activist   Process Visualization   Integrated Furnishing

TRENDHUNTER
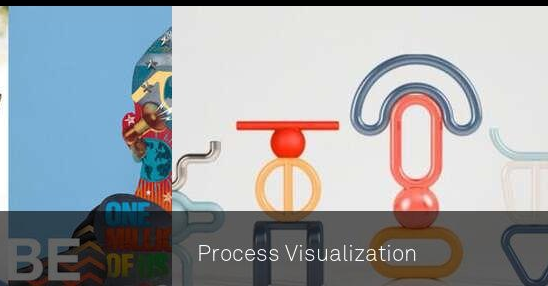CREATE THE FUTURE

LITTLE
DIVERSIFIED ARCHITECTURAL CONSULTING

Prepared for:
Rich Glenny, James Farnell, Daniel Montano
Prepared by:
Mary
Delivered on: 3/29/22

Takeaway: Mental wellbeing has become a focus for North American consumers as the ongoing pandemic and its associated social, financial and lifestyle disruptions have severely impacted people's mental health. Now, more consumers are turning to spaces, programs, and treatments that prioritize their mental wellness.
We're also starting to see some shifts in social impact connected to climate displacement.

Top Insights

Connected Campus *Increased robotics and interactivity in the higher education space post-pandemic*

Trend - The Pandemic enforced many drastic changes in the education space, with virtual learning as the safest option. Now that most places in the world are no longer enforcing strict distancing rules, campuses can reopen -- however, they must do so with safety in mind. Connectivity and robotics are integral to this "new normal" of higher education. Insight - This more technology-driven approach to campuses follows a pattern seen in many industries post-pandemic. Despite mandates lifting in many places, the threat of COVID-19 is still present, both physically, and psychologically. Technology is the key to providing safe, but familiar experiences as society moves into the next phase of the pandemic. Additionally, the use of exciting new technologies heightens experiences, making them feel more worth [continued online]

Accessible Micromobility *Public micromobility services are prioritizing accessibility*

Trend - Public and private micromobility services in cities are already seen as accessible transportation options, and these services are now expanding their accessibility features with options that include everything from disability-friendly scooter designs to affordable pass-based rentals. Insight - As cities around the world continue to grow in population, inclusion in urban planning, design and infrastructure has become more important. As demographic diversity and needs evolve in these regions, residents and commuters are increasingly demanding public spaces and mobility options that are accessible for everyone.

Process Visualization *Designers are launching products to help consumers with difficult processes*

Trend - Designers are thinking about the correlation between mental health and objects/visual imagery. With this in mind, many are harnessing the potential of visualization and interactivity to assist consumers in processes of healing and grief. Insight - Throughout their life, consumers and their loved ones might find themselves in difficult situations, pertaining to anything from rehabilitation and mental health to loss. In times like these, the wish for overcoming the hardship, physically or emotionally, is strong. In most cases, however, these processes can be lengthy and difficult. As a result, individuals are looking for support and ways to express themselves throughout their experience, which allows them to feel comforted and motivated to keep going.

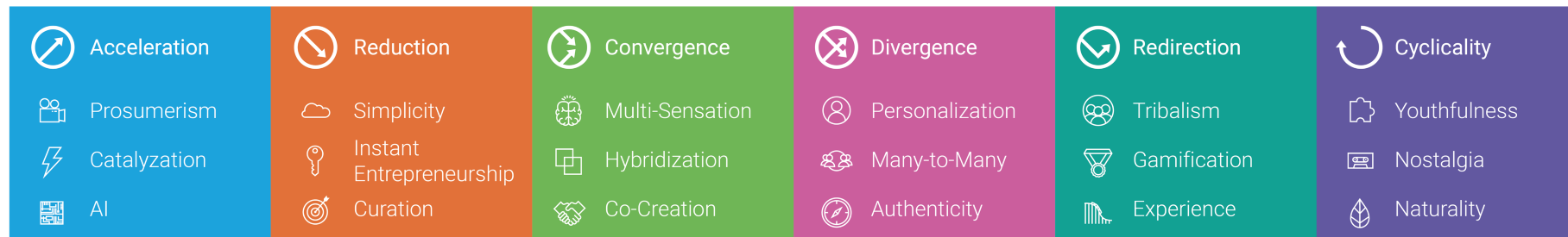**Shelter Option** *New forms of homeless shelters are debuting during the COVID-19 pandemic*

Trend - Due to the ongoing pandemic, the housing crisis has intensified and many have been left without a home. As a result, designers and brands are deploying various flexible solutions—whether it is a hotel lending its empty rooms to people at-risk or a portable device that would at least protect individuals from the elements. Insight - The COVID-19 pandemic has caused many people to become financially insecure and their access to basic life necessities—like health, food, and shelter—has been threatened or altogether removed. As a result, people are creating a stronger demand for assistance in this area. This is highlighted further by the many consumers who are fortunate enough to have remained relatively stable during the pandemic and who are now calling attention to this as a human rights [continued online]

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?

Acceleration	Reduction	Convergence	Divergence	Redirection	Cyclicality
Prosumerism	Simplicity	Multi-Sensation	Personalization	Tribalism	Youthfulness
Catalyzation	Instant Entrepreneurship	Hybridization	Many-to-Many	Gamification	Nostalgia
AI	Curation	Co-Creation	Authenticity	Experience	Naturality

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.

Connected Campus

Increased robotics and interactivity in the higher education space post-pandemic

Trend - The Pandemic enforced many drastic changes in the education space, with virtual learning as the safest option. Now that most places in the world are no longer enforcing strict distancing rules, campuses can reopen -- however, they must do so with safety in mind. Connectivity and robotics are integral to this "new normal" of higher education.

Insight - This more technology-driven approach to campuses follows a pattern seen in many industries post-pandemic. Despite mandates lifting in many places, the threat of COVID-19 is still present, both physically, and psychologically. Technology is the key to providing safe, but familiar experiences as society moves into the next phase of the pandemic. Additionally, the use of exciting new technologies heightens experiences, making them feel more worth the risk, and ultimately speaking to a new set of needs.

Robotic College Campus Deliveries
Grubhub and Yandex Have Partnered to Offer Autonomous Delivery

Mobile At-Home Dorm Rooms
Natural Light Responds to Campus Closures with 'Dorm From Home' Concept

Autonomous Campus Shuttle Buses
The Conceptual 'Campus Shuttle' Reimagines Commuting

In-Game School Tours
Students Can Virtually Visit Co-op Academy Manchester in Minecraft

7.6 Score

Popularity

Activity

Freshness

Hybridization

Experience

Artificial Intelligence

4 Featured, 36 Examples

129,044 Total Clicks

URL: Hunt.to/473418

⭐ Advisor Pick

Accessible Micromobility

## Public micromobility services are prioritizing accessibility

Trend - Public and private micromobility services in cities are already seen as accessible transportation options, and these services are now expanding their accessibility features with options that include everything from disability-friendly scooter designs to affordable pass-based rentals.

Insight - As cities around the world continue to grow in population, inclusion in urban planning, design and infrastructure has become more important. As demographic diversity and needs evolve in these regions, residents and commuters are increasingly demanding public spaces and mobility options that are accessible for everyone.

Sustainable Throttle E-Bikes
Cosmo by Veo is Enhancing On-Campus Bike Share Programs
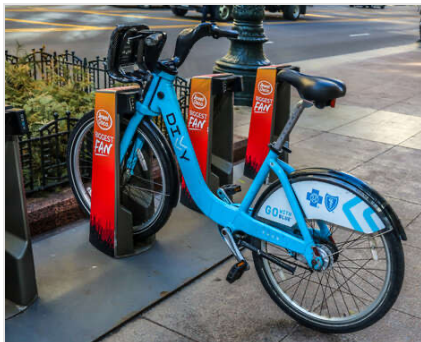
Unlimited Micromobility Subscriptions
Lyft is Testing Unlimited Citi Bike Access for Subscribers
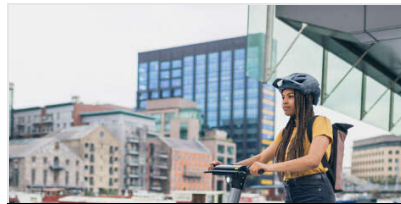
Pass-Based E-Scooter Platforms
Superpedestrian Launches Affordable E-Scooter Passes in Europe

Accessible E-Scooter Services
'Bird' and 'Scootaround' are Making E-Scooters Disability-Friendly

5.7 Score

Popularity

Activity

Freshness

Experience

Catalyzation

4 Featured, 35 Examples

36,540 Total Clicks

URL: Hunt.to/471079

Advisor Pick

Shelter Option

New forms of homeless shelters are debuting during the COVID-19 pandemic

Trend - Due to the ongoing pandemic, the housing crisis has intensified and many have been left without a home. As a result, designers and brands are deploying various flexible solutions—whether it is a hotel lending its empty rooms to people at-risk or a portable device that would at least protect individuals from the elements.

Insight - The COVID-19 pandemic has caused many people to become financially insecure and their access to basic life necessities—like health, food, and shelter—has been threatened or altogether removed. As a result, people are creating a stronger demand for assistance in this area. This is highlighted further by the many consumers who are fortunate enough to have remained relatively stable during the pandemic and who are now calling attention to this as a human rights issue, advocating for solutions that will help alleviate the stress for those at risk.

Pre-Fabricated Pandemic Shelter Kits
ThePerfectSpace Unveils a DIY Disaster Relief Pop-Up Shelter

Insulated Portable Shelters
The Iglou is Fireproof, Waterproof and Built in Seconds
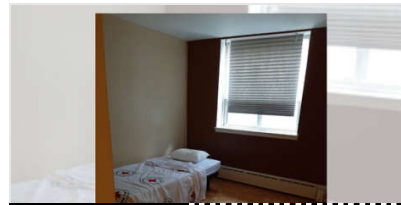
City-Responsive Recovery Sites
Toronto Prepares to Open up A Second Site to Help Those in Need

Charitable Hotel Room Donations
Jupiter Hotel Donated 81 Rooms to Help Those in Need Amid COVID-19

4.4 Score

Popularity

Activity

Freshness

Tribalism

Experience

Catalyzation

4 Featured, 36 Examples

73,949 Total Clicks

URL: Hunt.to/436586

Process Visualization

Designers are launching products to help consumers with difficult processes

Trend - Designers are thinking about the correlation between mental health and objects/visual imagery. With this in mind, many are harnessing the potential of visualization and interactivity to assist consumers in processes of healing and grief.

Insight - Throughout their life, consumers and their loved ones might find themselves in difficult situations, pertaining to anything from rehabilitation and mental health to loss. In times like these, the wish for overcoming the hardship, physically or emotionally, is strong. In most cases, however, these processes can be lengthy and difficult. As a result, individuals are looking for support and ways to express themselves throughout their experience, which allows them to feel comforted and motivated to keep going.

Psychosocial Adjustment Jewelry Lines
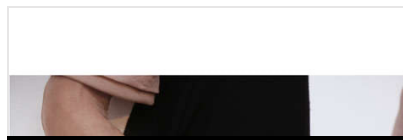Studio Ching-Hui Yang Seeks to Challenge Societal Norms
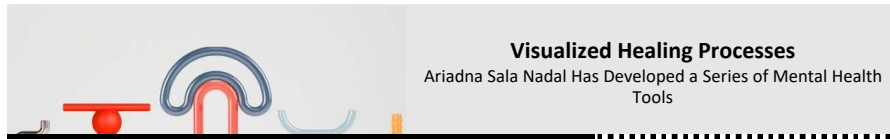
Visualized Healing Processes
Ariadna Sala Nadal Has Developed a Series of Mental Health Tools

Scanned Glacier Installations
Ecological Grief Figures as a Sole Motivator for Xandra Van Der Eijk

Wearable Stroke Rehabilitation Technology
Constructing Connectivity Releases a Multi-sensory Tool

6.2 Score

Popularity
Activity
Freshness

Experience
Personalization

4 Featured, 36 Examples
183,045 Total Clicks
URL: Hunt.to/444228

⭐ Advisor Pick

Integrated Furnishing

Pet-friendly features are integrated into home furnishings

Trend - Home design brands are adapting to the needs of pet owners with furnishings that are made for human use, but that have pet-friendly features that allow for animal use too. These include everything from seating solutions to entertainment units.

Insight - The pet care industry in North America continues to grow, and people are putting more care into their pets' lifestyles as they try to accommodate for things like spatial shortcomings. With more people in urban areas and living in smaller homes and apartments, integrated pet-friendly home features are particularly useful.

Pet-Friendly Coffee Tables
The 'Miu' Coffee Table by Julia Kononenko is Multifunctional

Pet-Friendly Seating Solutions
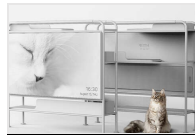The 'Acorn Leisure Chair' Offers Space for Owners and Furry Friends

Two-Tiered Pet-Friendly Furniture
The Conceptual 'CoZY' Couch Keeps Furry Friends Comfy and Nearby

Full-Length Mirror Cat Towers

Pet-Friendly TV Furniture

Design-Forward Cat Furniture

8.2 Score

Popularity

Activity

Freshness

Hybridization

6 Featured, 49 Examples

273,168 Total Clicks

URL: Hunt.to/446921

Brand Activist

Influencers are replaced by representatives of social change in online campaigns

Trend - The pandemic ushered in varying degrees of change, including a political reckoning wherein the idea of activism became more mainstream and social media-friendly. Brands looking to participate in these conversations in a way that goes beyond lip service are doing so by replacing influencers with known activists.

Insight - Replacing influencers with activists is a way brands can use resources to shine a light on an issue of relevance to them and their customers. This humanizes the brand, and hypothetically, brings positive exposure to the cause in question. That said, today's consumer is much more discerning when it comes to corporate social responsibility. Though partnering with an activist is comparatively more socially conscious than partnering with an influencer, these partnerships will be best received if tangible results related to the cause are tracked and shared.

Youth Activist Campaigns
BE THE FUTURE GapKids Amplifies the Voices of Young American Activists
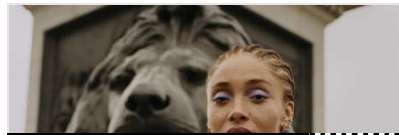
Individuality-Promoting Brand Partnerships
Adwoa Aboah is Rimmel London's Newest Brand Activist

Youth Changemaker Platforms
American Girl's Conversations for Change Highlights Trailblazers

Climate Change Content Series
Talking Trash by Nike Explores How People Can Make an Impact

5.2 Score

Popularity

Activity

Freshness

Tribalism

Catalyzation

Authenticity

4 Featured, 36 Examples

44,992 Total Clicks

URL: Hunt.to/462081

Sustainable Café

Cafés are prioritizing sustainable design

Trend - Both independent and multinational cafés are now prioritizing eco-friendly retail designs in order to reduce their environmental footprint. These constructions reduce impact while also creating a point of interest for customers.

Insight - As the consequences of climate change become more known, the average consumer is more conscious about their environmental impact. This piqued interest in sustainability has forced brands to re-think how they design, produce and market their products/services in order to appeal to potential customers' evolving values.

Zero Waste Cafes
Blue Bottle Coffee is Testing a "Zero-Single-Use-Cup" Program

Sustainably Constructed QSR Cafés
Starbucks Canada Announces Plans for New Eco-Friendly Café
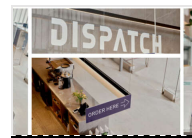
Future-Oriented City Designs
Kaleidoscope Nordic Have Proposed the Ultimate Sustainable City

Eco-Friendly Coffee Franchises

Car-Free Neighborhoods

Sustainable Toronto Coffee Shops

7.9 Score

Popularity

Activity

Freshness

Experience

Naturality

6 Featured, 54 Examples

81,859 Total Clicks

URL: Hunt.to/471840
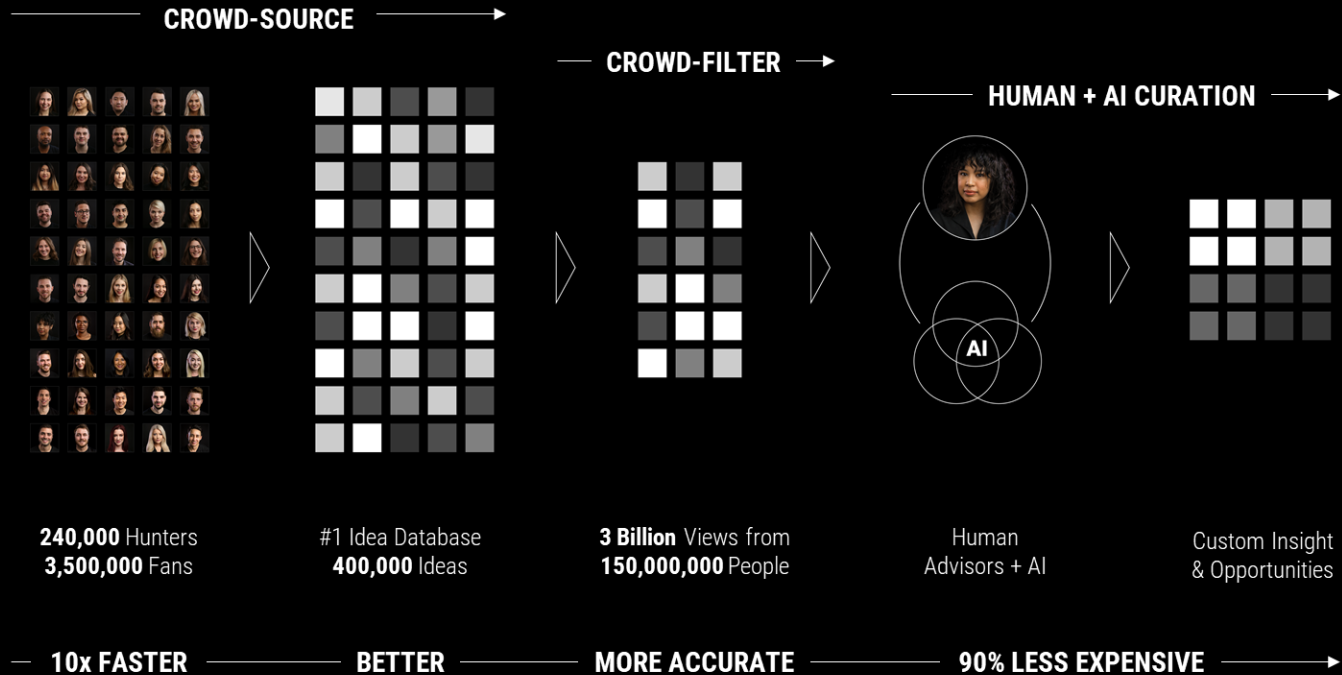
Appendix

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.
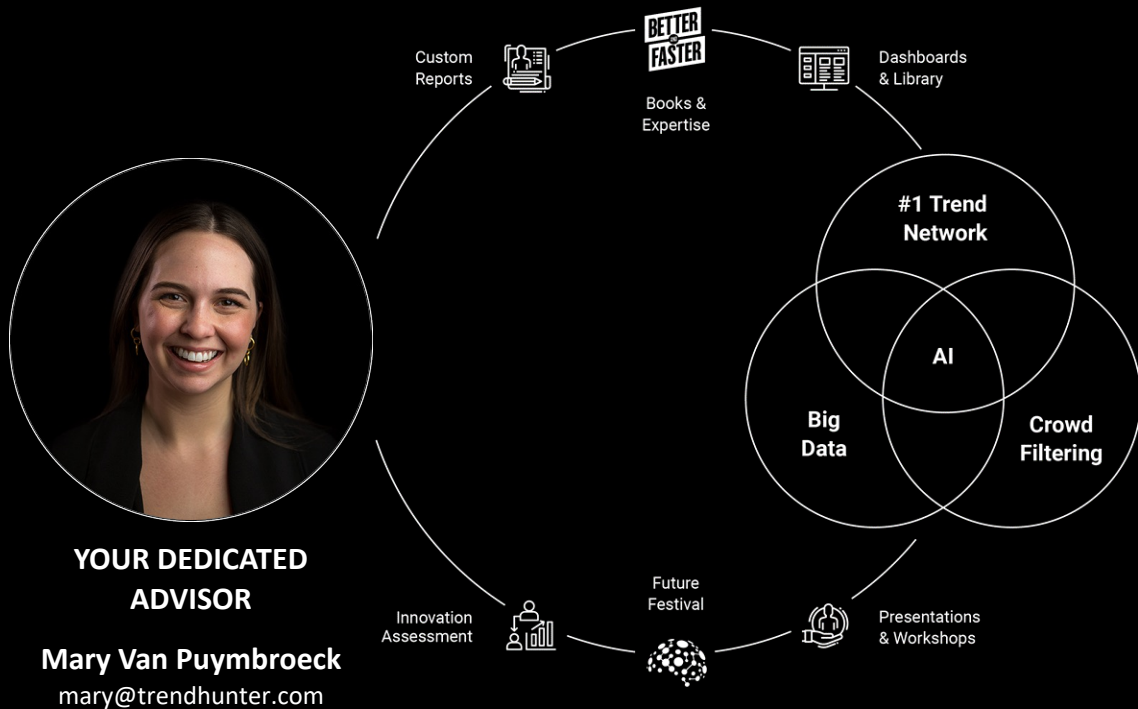
Our Process

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**!

CROWD-SOURCE

CROWD-FILTER

HUMAN + AI CURATION

AI

240,000 Hunters
3,500,000 Fans

#1 Idea Database
400,000 Ideas

3 Billion Views from
150,000,000 People

Human
Advisors + AI

Custom Insight
& Opportunities

10x FASTER — **BETTER** — **MORE ACCURATE** — **90% LESS EXPENSIVE**

Megatrend Matrix

Acceleration 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution	**Prosumerism** From user-generated content to maker culture, today's consumers are content creators and experts.	**Cyclicality** 1. Retro + Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles	**Nostalgia** Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.
Catalyzation Brands have taken a role of accelerating the personal development of consumers.	**AI** We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.	**Naturality** The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.	**Youthfulness** The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.
Reduction 1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription	**Instant Entrepreneurship** New services make it easier than ever to conceptualize, fund, launch and companies.	**Redirection** 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying	**Tribalism** Allegiant groups are more readily formed around specific interests, causes and even brands.
Curation Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.	**Simplicity** In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.	**Gamification** The application of game dynamics to real-world problems results in a world that's more competitive and engaging.	**Experience** In a world abundant with 'stuff,' experience becomes a more important currency and life priority.
Convergence 1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical + Digital	**Multisensation** Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.	**Divergence** 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion	**Authenticity** Social media and a resistance to traditional advertising have created a desire for authenticity and reality.
Co-Creation Brands, products, services and consumers are increasingly co-creating an interdependent world.	**Hybridization** Lines are blurring as business models, products and services merge to create unique concepts and experiences	**Personalization** Small batch production technologies and more personalized media are creating an expectation for personalization.	**Many-to-Many** A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.

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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.

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

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

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

8.8 Score

Popularity

Activity

Freshness

Demographics:
The target audience. This value is determined by the researcher, not by site statistics.

Freshness:
The relative newness of an article.

Activity:
The amount of people interacting with an article, including scrolling through images and sharing on social media. Something, like a bacon cupcake, might not be Popular, but could score high on Activity if people share it a lot.

Popularity:
Scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

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.

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 Tuft & Paw Cove Litter Box Streamlines Cleaning and More

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**

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