

Ziba Insight Report

Issue 5 of 6

2020 - 2021 Future of Platforms QUANTUM CLARITY 2020 - 2021

Learning platforms sense, synthesize and make meaningful experiences out of complex data. The future of engagement is about granting open access to learning platforms and giving consumers the power to create their own singular, practical tool.

Quantum Clarity 2020

Future of Platforms

New models of engagement are emerging in response to the shifting nature of our world. Consumers take advantage of learning platforms as everyday tools to live better, more connected lives with less and less effort. The next generation of multi-tiered platforms will displace stale economic models, activating the vibrant economies of the future. Brands that identify and leverage their role in these new platform ecosystems in the decade ahead will play their part in moving the world beyond a fragmented marketplace to a more interconnected and thriving future.

How might your brand leverage learning platforms to engage consumers in new ways?

* Source: [gartner](#), [juniper](#)



image: Julia M. Cameron for Pexels

\$2.9T

AI augmentation — where people and AI work together to enhance cognitive performance, including learning and decision making — will create \$2.9 trillion of business value and 6.2 billion hours of worker productivity globally by 2021.



image: Daria Shevtsova for Pexels

285%

IoT is projected to continue to fuel growth thanks to new sensors, reliable mobile connectivity, and exponentially greater computing power with connected device numbers looking to reach over 38.5 billion in 2020, up 285% in just under 5 short years.

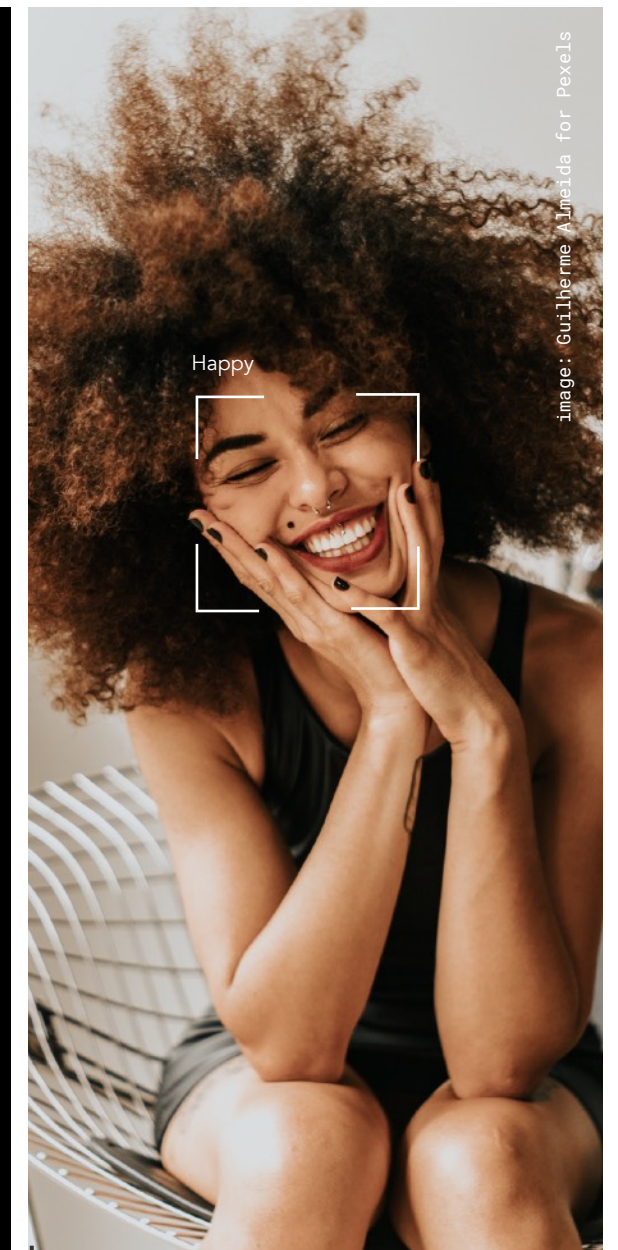


image: Guilherme Almeida for Pexels

2024

AI identification of emotions will influence more than half of the online advertisements you see by 2024.

Consumers living in an interconnected and modern world expect effortless access and resent anything that makes them feel restricted or ignored. Eager to feel uplifted, they are willing to try new things that restore their sense of being special and adored.

Love Layers

Smart brands engage consumers in new love stories through platform ecosystems that know and connect them. Learning Platforms build loyalty and sustain engagement through easy access to an ecosystem and to a layered structure of offerings that makes it easier to get things done, find what you want, and customize the right tool for the job.

Smart brands actively step into the role that they chose to play in the platform economy, asking, "Are we an orchestrator, partner, contributor or something entirely new?" And, since synergy is the power of the platform, the choice of who to stand against and who to stand with may be a brand's most critical move.

These platform-enabled ecosystems will continue to evolve markets and transform value chains over the next decade and will blur traditional sector boundaries as they drive new levels of consumer delight.

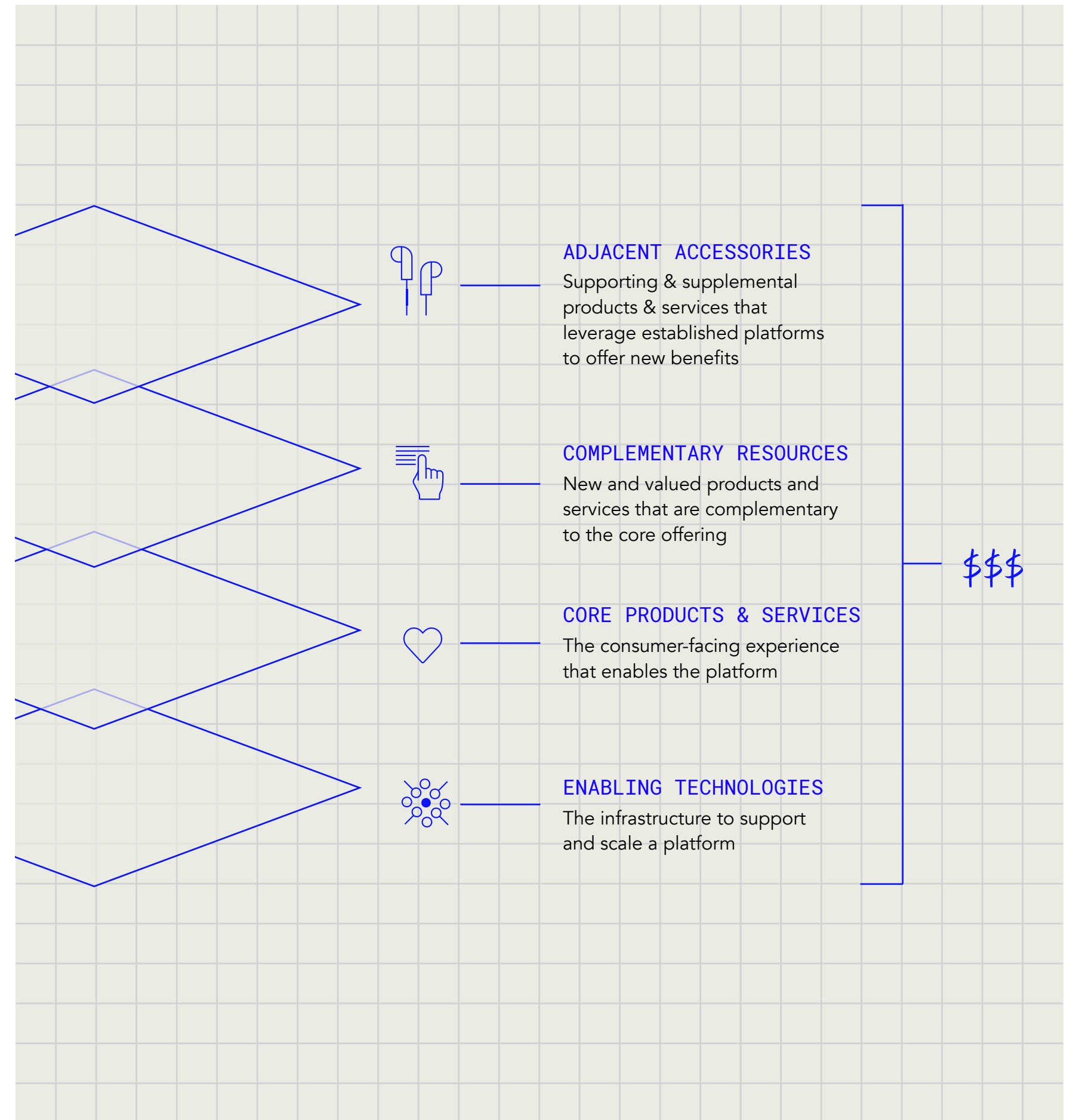
Ego-systems

Stand-alone brands that demand a consumer's singular loyalty



Ecosystems

Connected ecosystems of brands that consumers fall in love with





The opportunity is

Matchmakers

Active & Alive Symbiotic Ecosystems.

Consumers are fickle, but they're eager to find a match. They want to be entertained and empowered without expending precious energy searching, sorting, conversing, and choosing. People fall in love with ecosystems that aggregate experiences into meaningful engagements that proactively create environments where symbiotic relationships can flourish.

THE OPPORTUNITY:

Sustained Love

Matchmakers work to create platforms driven by interdependencies between people and functions. Brands who build and/or participate in matchmaking platforms of the future will understand the value of working to sustain the heightened engagement necessary to build true loyalty and delight.

These relationship-focused, continually-evolving platforms must accomplish the task of bringing brands together in order to thrive. This coming together requires

brands to be willing to relinquish control. Whether this relinquished control is to its own users or partner companies, becoming a part of a dynamic ecosystem requires a willingness to collaborate.

Brand success in platform relationships derives from a clear realization that the whole is bigger than the sum of the parts because interdependency is a critical component for resilience and growth. Matchmaker platforms exist to connect people who "have" with people who "need" while continually delighting both parties. Smart brands look for more opportunities and ways to step into interdependent relationships on these platforms.

The next decade of consumer experience will be defined by confident brands willing to partner in creating new economic paradigms where platforms enable consumers and brands in all roles to work together for continued consumer delight.



Image: Jeremias Oliveira for pexels

2010–19

CURATED MARKETPLACES

Unlimited seas of choice, housing 'like' products and services.

2020–30

ECOSYSTEMS OF MICRO-ENTICEMENTS

Symbiotic relationships, collaborative, open and dynamic ecosystems.

Image: pikisuperstar by freepik.com

Matchmakers



Image: Pokémon GO

01

POKÉMON GO

Engages and connects fellow adventurers in this relational actual and virtual exploration gaming ecosystem, refreshed to include seasonal hemisphere-specific treks and quality of life updates.

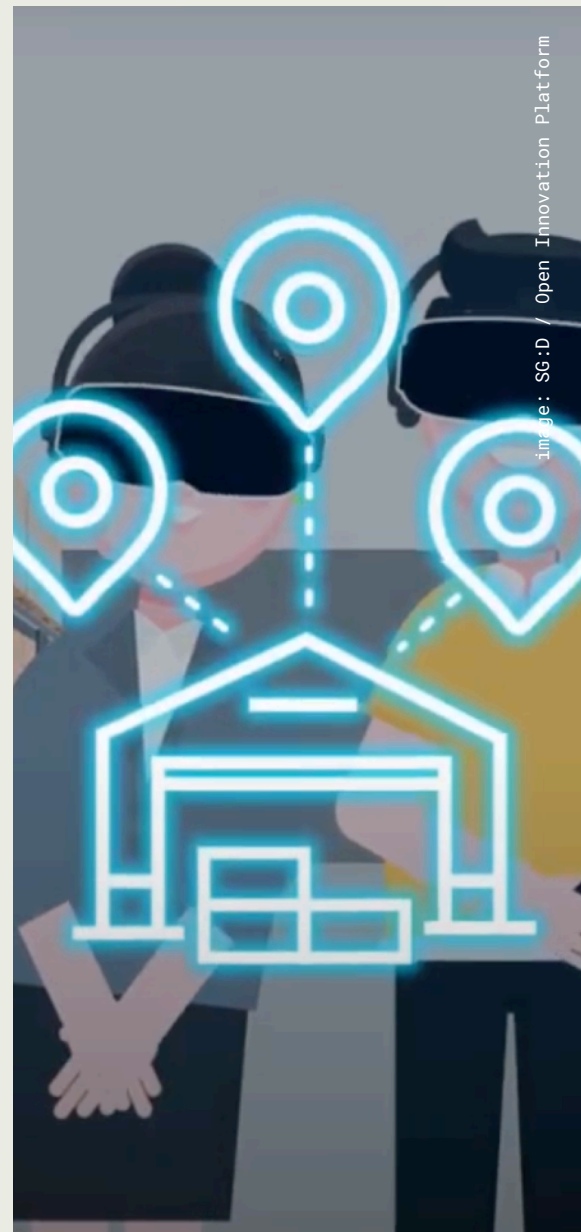
pokemongo.com


Image: SG:D / Open Innovation Platform

02

OIP SINGAPORE

Matches business challenges with tech problem-solvers through an open platform to accelerate innovation.

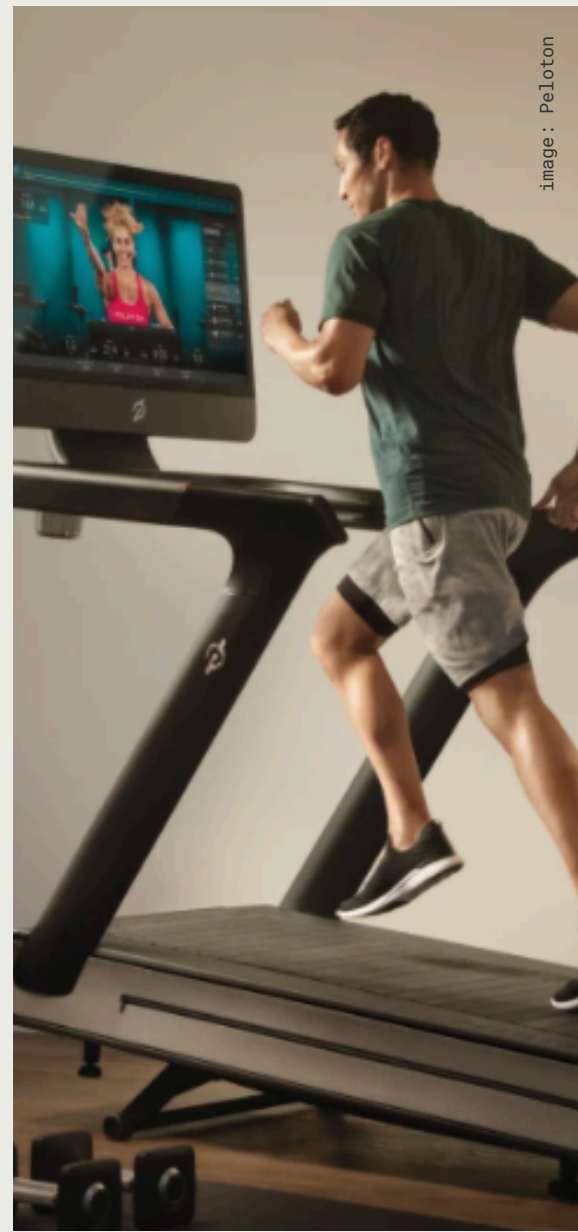
openinnovation.sg


Image: Peloton

03

PELOTON

Interconnects a health and wellness community around best-in-class equipment, proprietary networked software, and streaming digital trainers through a continually evolving subscription-based fitness platform.

onepeloton.com


Image: Citizen by Apple App Store

04

CITIZEN APP

Unites diverse citizens in watching out for each other on a localized platform that provides real-time alerts by broadcasting live video incident reports and user updates.

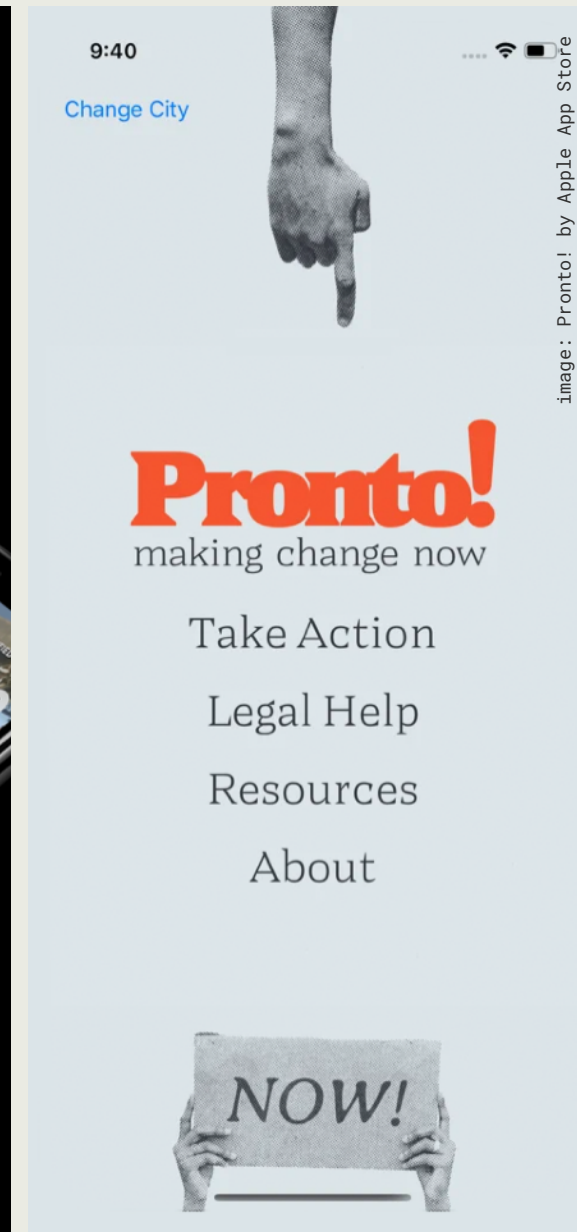
citizen.com


Image: Pronto! by Apple App Store

05

PRONTO!

Empowers and encourages volunteers and donors through city-specific ecosystems of supportive activist services and networks.

apps.apple.com


Image: Amazon

06

AMAZON VIRTUAL TRAVEL

Exposes adventure seekers to new worlds by connecting them with guides, workshops, and classes that expand their horizons, like learning to make smoked fish tacos with a Mexican chef or exploring a 500 year old temple in Peru.

amazon.com

The opportunity is

Soulmate

Empathy Sensing Engines.

People are collectively brilliant and insightful when sensors, platforms, and machine learning get involved. Their personal smarts often enable them to see the important thing right in front of them, the thing that matters most to them as individuals. However, they discover that their subjective and personal worldview broadens when informed by macro-insights. Consumers are drawn to brands that enable them to adopt wider perspectives that make everyday life better for everyone.

THE OPPORTUNITY:

Depth

Influencer brands connect with people at a deeper, more soulful level, using their sensing capabilities in ethical and transparent ways, going beyond the obvious to offer deeper insights and richer stories.

Micro-sensing, listening, curious, and captivating platforms help brands

understand that there are many roles they can play in these meaning-making ecosystems to help consumers see things more broadly and open their minds to new opportunities.

Successful brands use ongoing analytics and data visualization to give consumers a new feeling of control over their lives and environments, which they can now evaluate and respond to in a broader context.

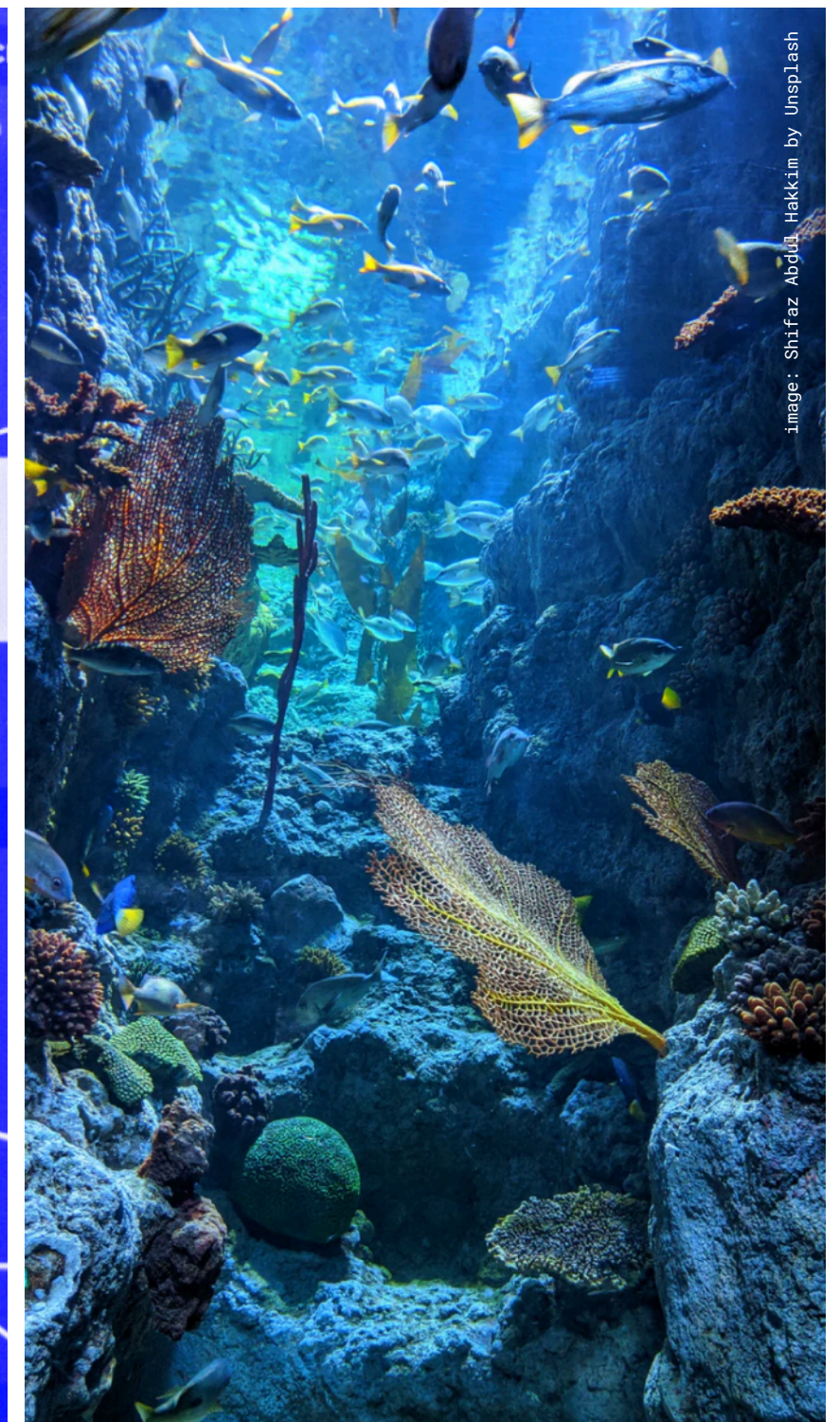
The next decade will be dominated by platform ecosystems that connect people at a deeper, more soulful level to create a meaning-filled, brilliant new future.



2010–19

DATA & REPORTS

Increasing amounts of data to make decisions and track things.



2020–30

SENSING FOR HUMAN BETTERMENT

Contextual learning, translating data into insight to drive greater awareness and meaningfully predicts things.

Soulmate



image: Surinder Gupta by Unsplash

01

BABY CUBES

Makes everyday life better as smart desktop sensors connected to environmental platforms give employees a new level of control over their personal workspace, their mood, and their overall wellbeing.

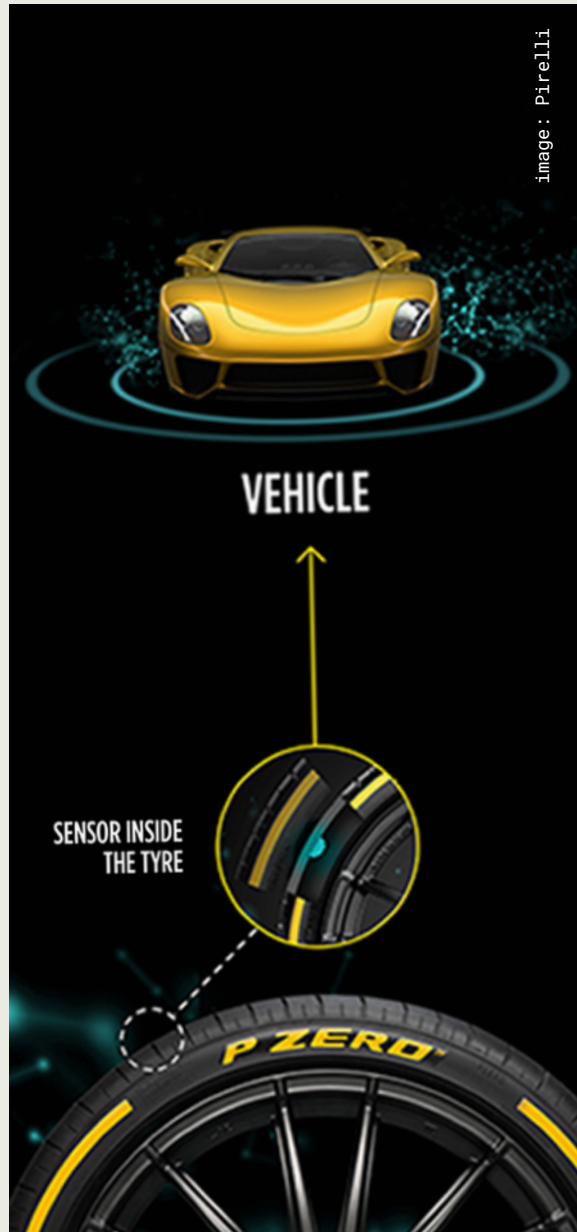
hrinasia.com


image: Pirelli

02

PIRELLI 5G TIRES

Improves driving conditions by making individual data meaningful to the vehicle owner and the broader driving community in their proximity.

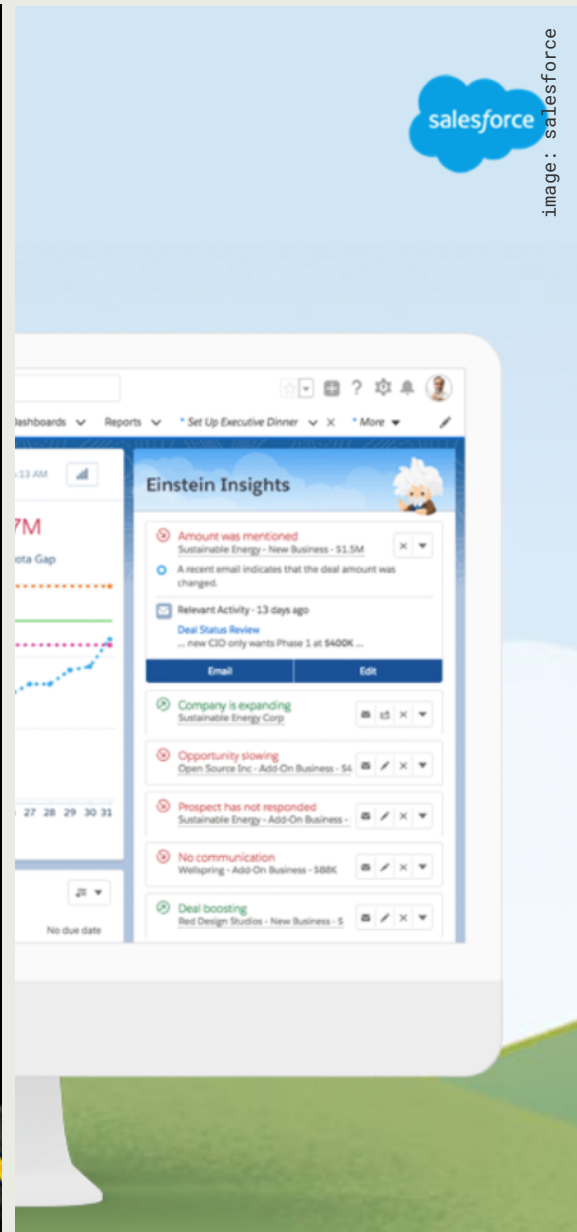
pirelli.com


image: salesforce

03

SALESFORCE EINSTEIN

Interprets micro-data into critical macro-insights that make people smarter through AI that predicts and validates broader business outcomes.

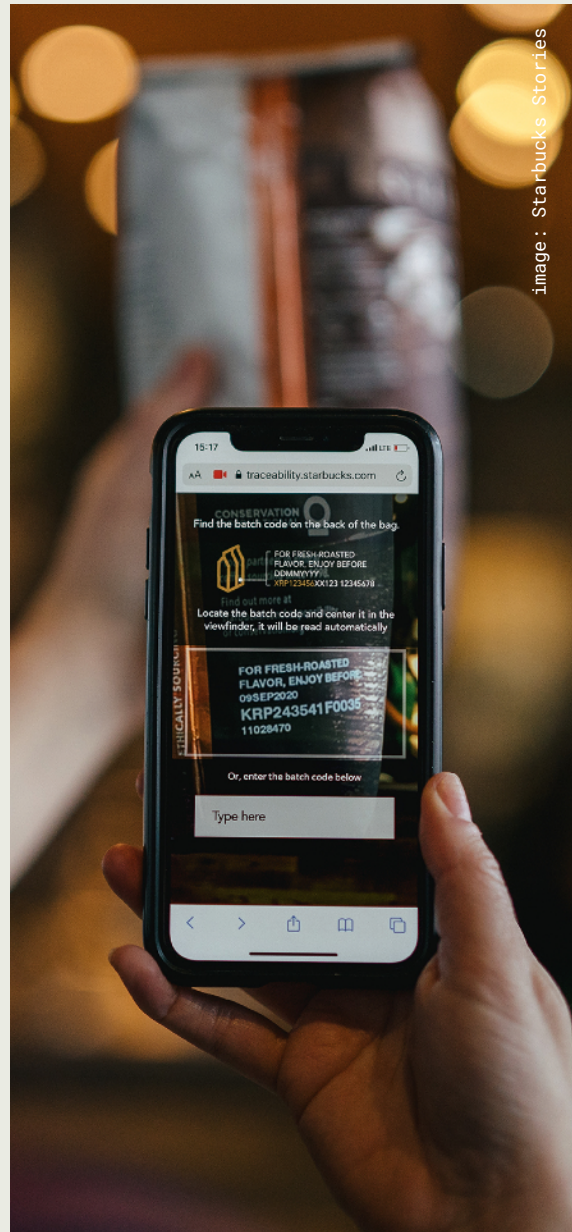
salesforce.com


image: Starbucks Stories

04

STARBUCKS TRACING TOOL

Makes coffee-drinkers more sensitive to where their products come from with micro- and macro- insights into the societal implications of the coffee bean's journey.

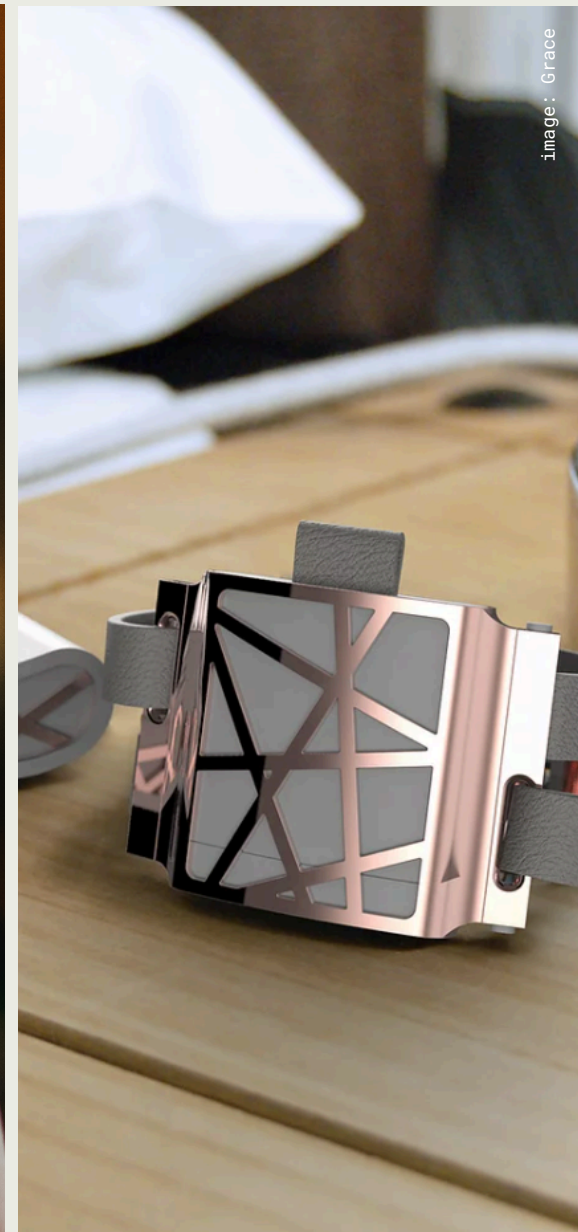
stories.starbucks.com


image: Grace

05

ASTINNO GRACE

Translates base biometrics into pragmatic information that enables a network of perimenopausal women to better understand and improve their health and well-being.

gracecooling.com


image: Goodr

06

GOODR.CO

Enables local vendors to have a global impact with the realization that food waste is a logistics vs. a scarcity problem, identifying new opportunities for zero waste by getting extra food where it's needed most.

goodr.co

The opportunity is

Fairy Godmother

Exactly What You Wished For!

Consumers love when brands know them well and meet their every need; however, they've grown impatient with brands' need for constant affirmation and connection. Consumers don't want to feel the desperation of brands trying to get their attention, but do want all the benefits that come with having someone at their beck and call. They are drawn to brands that do the hard work for them, asking for nothing in return.

THE OPPORTUNITY: Invisibility

Learning platforms are uniquely suited to break the cycle of consumer impatience and exhaustion because they have the rigor, scale, and sensing capabilities to grant each consumers' nuanced wishes.

Today's platforms are shifting away from the mass market, instead leveraging their anticipatory deep learning systems and

collaborative ecosystems to surprise long tail consumers with intimate personalized solutions and tools—making exactly the right things appear or disappear, like magic.

Successful brands deepen engagement when they recognize the intangible value of delighting for delight's sake.

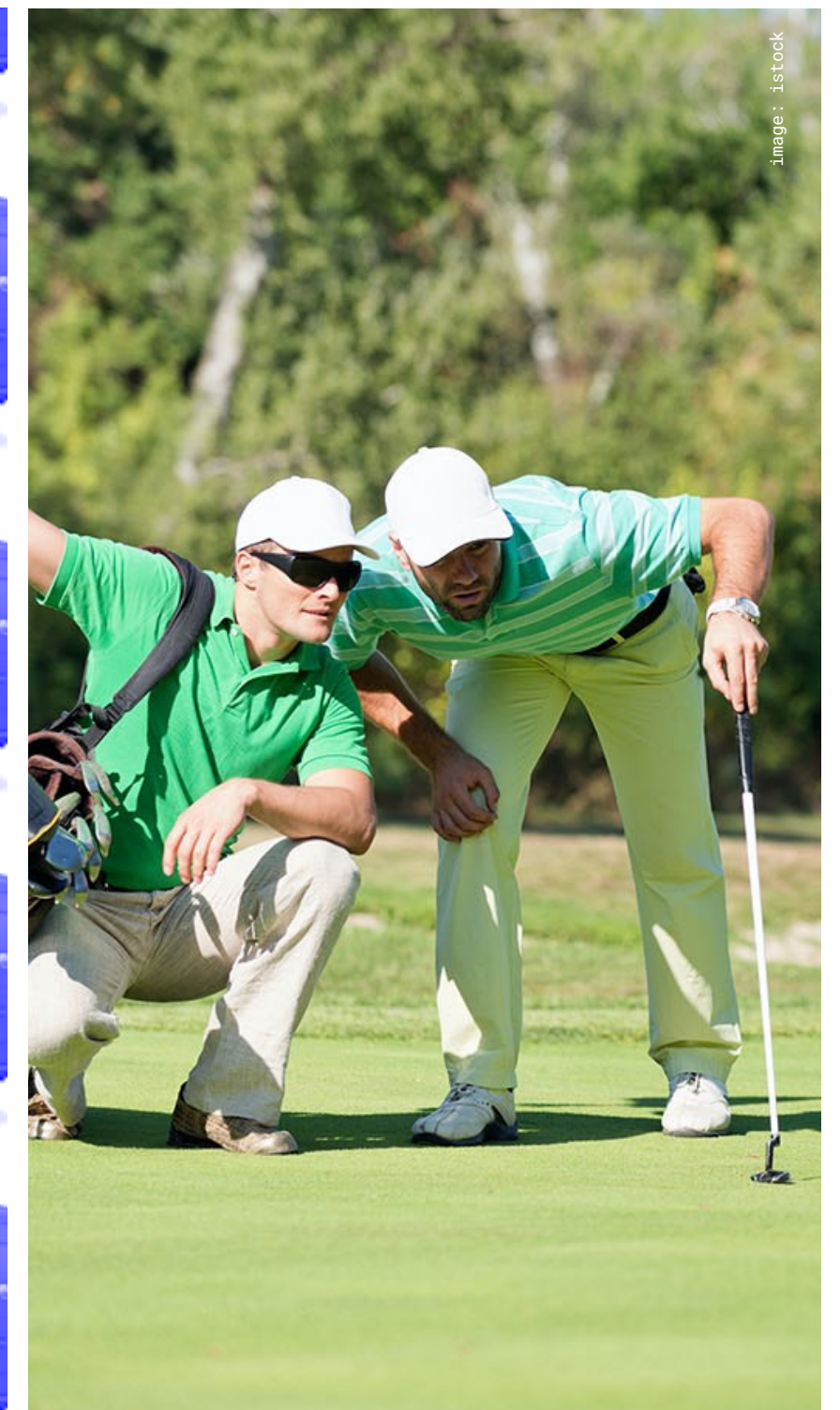
The next decade of consumer loyalty will be built by brands within platform ecosystems that do the heavy lifting and insightful sensing behind the scenes, granting brands more “free time” to focus on delighting consumers.



2010–19

EFFICIENT SYSTEMS

Built for speed, efficiency and automation, creating a whole new standard of delight.



2020–30

ANTICIPATORY ECOSYSTEMS

Contextual learning simplifies, streamlines, and delivers just what you need when you need it.

Fairy Godmother



Image: Uniqlo by YouTube



Image: McDonalds (Newsroom)



Image: Kgbo by wikimedia

A circular IKEA – making the things we love last longer

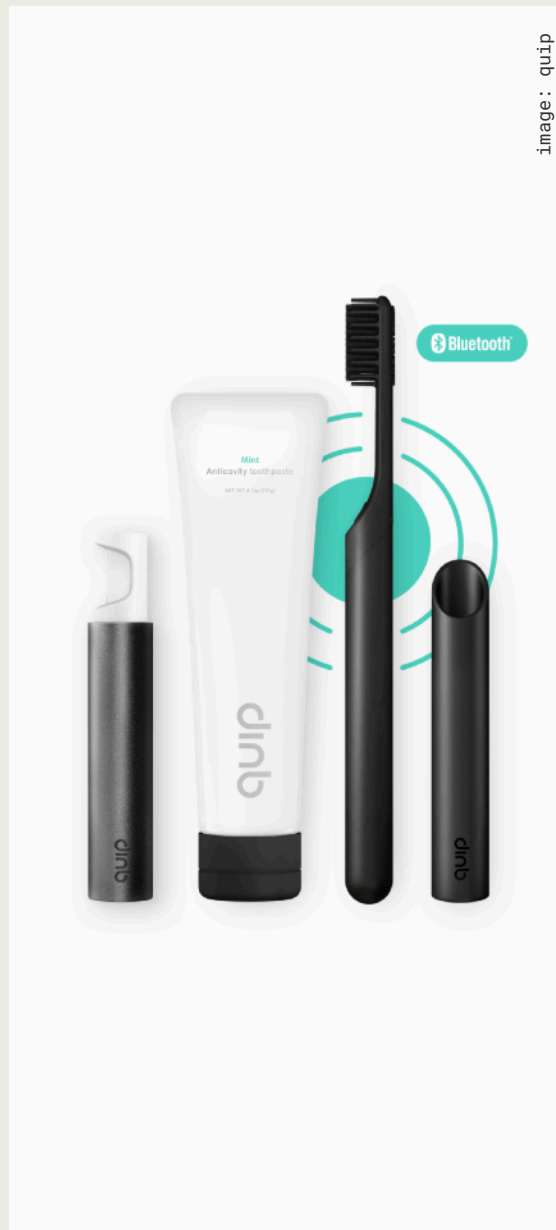


Image: quip



Image: motley

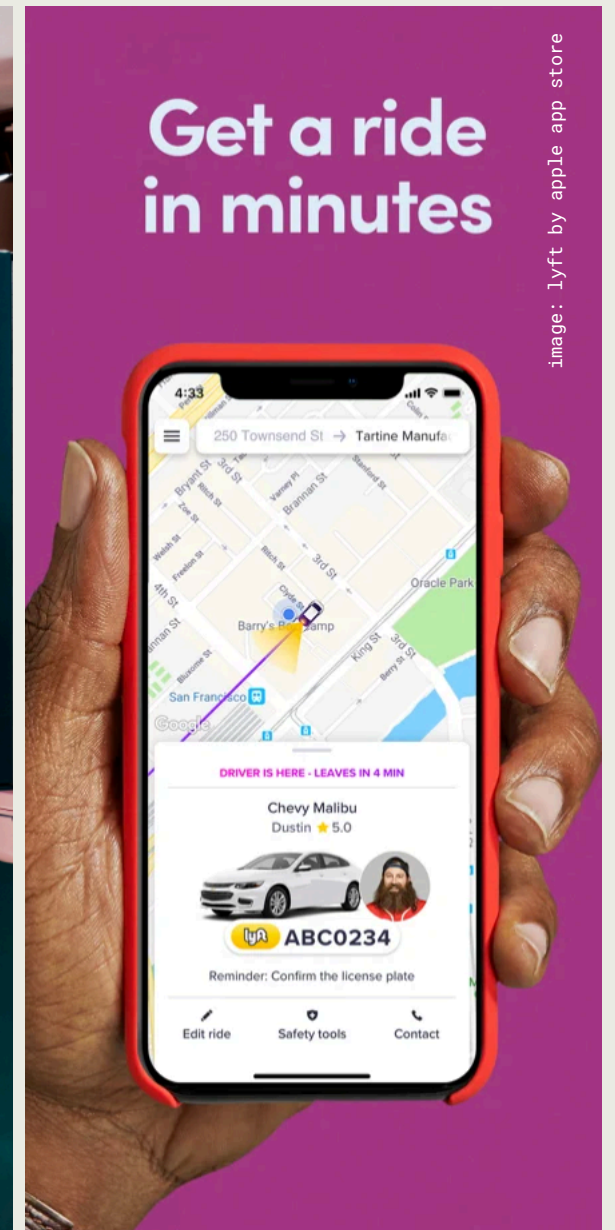


Image: lyft by apple app store

01

UNIQLO

The line between virtual and analog experience vanishes instantly in Japanese retailer Uniqlo's new instore hyper-connected platform.

[uniqlo.com](https://www.uniqlo.com)

02

LOOP + MCDONALDS

A new reappearing act, McDonald's new pilot reusable cup scheme offers customers cool cups for hot drinks through Loop's global circular packaging grocery shopping platform.

news.mcdonalds.com

03

CIRCULAR IKEA

Like magic, new value from old stuff, IKEA turns used goods into new opportunities for consumers who are ready to update their old furniture through its new buyback platform.

[ikea.com](https://www.ikea.com)

04

QUIP SUBSCRIPTION

Appears with replacement supplies just when you need them, making brushing more fun and oral care simpler, with the launch of the first mass market electric tooth care subscription platform.

[getquip.com](https://www.getquip.com)

05

BOX HELSINKI

Considers every need and strives to fulfill every wish all in one place by bringing all the pieces together—package pickups, box recycling, fitting room, repack station--and sprinkles a bit of fairy dust with a rotating pop-up retail space.

[box.posti.com](https://www.box.posti.com)

06

LYFT

Builds anticipation and magic, you can see your little car arriving with micro-interactions that add little moments of delight to a mundane task.

[lyft.com](https://www.lyft.com)

Business Opportunities

Matchmakers

Active & Alive Symbiotic Ecosystems.

Soulmate

Empathy Sensing Engines.

Fairy Godmother

Exactly What You Wished For!

WHAT IS YOUR ROLE IN THE PLATFORM OF THE FUTURE AND HOW WILL THAT CHANGE YOUR RELATIONSHIP WITH YOUR CONSUMERS?

The future of platform is a multi-tiered, data-enabled landscape of opportunity. Brands that recognize their potential role to be a part of these dynamic, learning ecosystems will build new types of relationships with consumers over the next decade. Consumers will benefit in new ways from the platforms of the future, as platform ecosystems continue to listen and grow through engagement over time.

HOW MIGHT YOUR BRAND BUILD AND/OR PARTICIPATE IN THE ECOSYSTEM OF PLATFORMS THAT ENGAGE CONSUMERS TODAY?

Future Proofing:

Build Momentum with clarity & conviction. Ziba.

Trend analysts define trends, but Ziba makes meaning of trends in the context of our clients' businesses by applying our core competencies in Design Thinking and Design Making. We design relevant innovations and customer experiences that are actionable and future proofed, setting our clients up for success tomorrow, starting today.

Ziba has only one metric for success, and that's the success of our clients.

LET'S GET STARTED

Quantum Clarity Future Proofing Workshop

Future Proof your products and services in a scalable, quick-results workshop. Your team will conduct a 6-point Quantum Clarity diagnostic to identify your competitive advantage and refine initiatives roadmaps that align with new opportunities for growth and impact.

Experience Design & Innovation

Ziba can help you cross the chasm into the Future of Consumption. Collaborate with us to reimagine digital and physical experiences for the future. We'll help you clarify your vision and we won't stop until it's realized.

Contact Ziba at 503.223.9606
or quantumclarity@ziba.com

Thank you

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Learn more at quantumclarity.ziba.com

