



## INDIA MEGATRENDS & FORESIGHT CONFERENCE + WORKSHOP

Organizer



Associate

style-visionASIA





Partner



# MEGATRENDS 2016

EXPERIENCE ECONOMY  
PEER-PRODUCTIVE  
SCIENCE OF THINGS  
MAKE IT YOURSELF  
REAL FANTASY

# Navigating the next industrial revolution

Revolution	Year	What happened?
	1 1784	Steam, water, mechanical production equipment
	2 1870	Division of labour, electricity, mass production
	3 1969	The computer, electronics and the internet
	4 ?	The barriers between man and machine dissolve

# EXPERIENCE ECONOMY

Technology aids the next level of engagement beyond single interactions or transactions. Engagements go farther, faster, have better cognitive take-away and engages more senses.





# EXPERIENCE ECONOMY **TREND DRIVERS**

**MAINSTREAMING  
OF  
VR & AI**

**ONLINE  
AGGREGATION IN  
INFANCY, PATCHY**

**EFFICIENCY  
IS A HYGIENE  
FACTOR**

**TOO MANY  
CHOICES ARE  
CONFUSING**


# JOURNEY SO FAR



## CONNECTED WORLDS

Wherever we go, we carry our world. Concern for connectivity and comfort becomes a prerequisite.

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## SPORTIFY

Focus shifts back on physical activities for connect & well-being.

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## CONNECTED WORLDS | Directions



Smart Home  LG


Smart Home automation through mobiles




Grohe intuitive kitchen faucets recording your settling preferences

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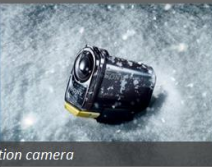
## SPORTIFY | Directions



The Bottled Walkman




Sony's innovation for waterproof Walkman.


Sony Xperia Z / Action camera

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## SPORTIFY | Directions




Vogue Jan 2014 issue focusing on real runners



Sports walking into fashion: Yogesh Choudhary & Mallini Raman in Wills Fashion Week 2014

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## PRODUCT NATION | Directions



Animation Industry getting productized

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# EXPERIENCE ECONOMY SUB-TRENDS

Connected episodes making a holistic service ecosystems for better consumer experience

## SERVICE DESIGN

Personalized assistance services for productive guidance

## CONCIERGE & CURATION

Real-virtual hybrids for physical-digital-cognitive continuity

## PDC CONTINUUM

Breaking down the service experience into small, digestible portions for the consumer with celebrated each portion

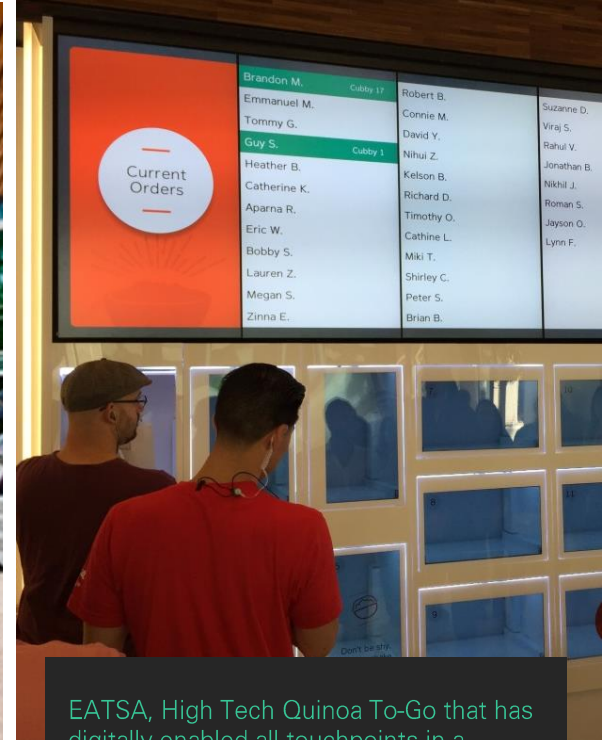
## MICRO MOMENTS

# SERVICE DESIGN

Connected episodes making a holistic service ecosystem for better consumer experience



Immersive learning experience in Finnish schools. It emphasizes less on individual subjects like math and history, and will instead focus on broader, more interdisciplinary topics.



EATSA, High Tech Quinoa To-Go that has digitally enabled all touchpoints in a restaurant with a in-built mystery along the process



# SERVICE DESIGN

Connected episodes making a holistic service ecosystem for better consumer experience

FitHo<sup>®</sup>  
Move. Eat. Get Fit.

Qikwell

+

+



+

+



Insta  
Health Solutions

Practo is partnering with various companies to provide holistic solutions. It offers – booking a doctor's appointment to booking an Uber cab, ordering medicine, cloud based hospital information for doctors' reference.



FEDRIGONI

mktg<sub>industry</sub>

PHARMACOS  
COSMETIC SOLUTIONS



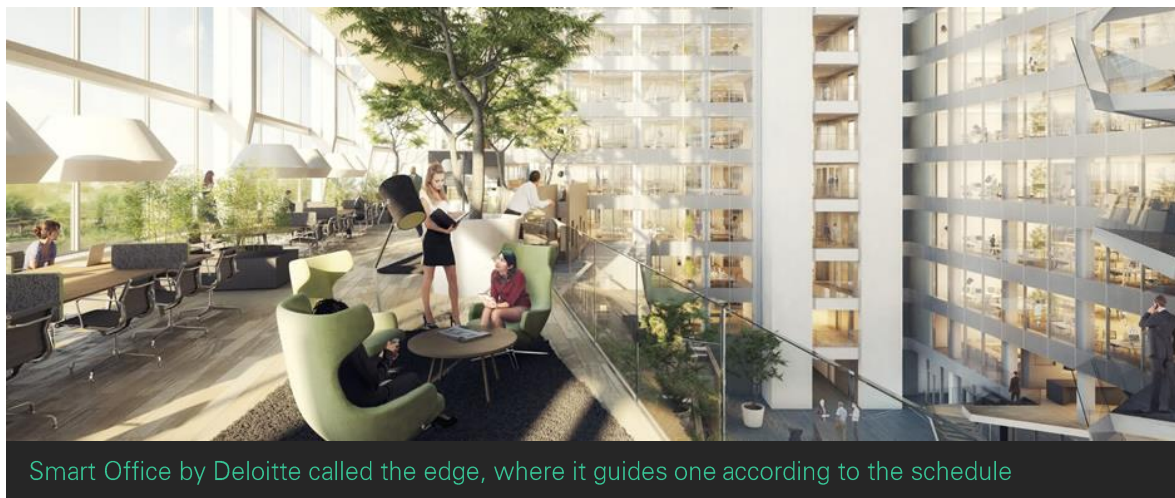
Mktg (Italy base manufacturing and packaging company) collaborated with Fedrigoni (paper company) and Pharmacos (Pharmaceutical company) to make an multi-sensorial packaging solution for cosmetics.

# CONCIERGE & CURATION

Personalized assistance for productive guidance and on-demand analytics



IBM Watson is a technology platform that analyzes unstructured data, uses natural language processing and machine learning to reveal insights from large amounts of unstructured data



Smart Office by Deloitte called the edge, where it guides one according to the schedule



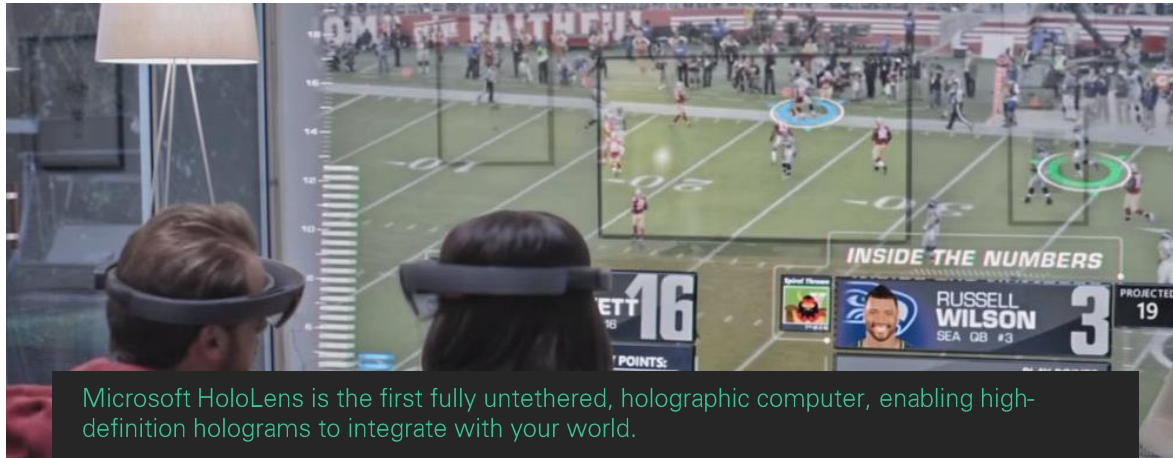
After P&G reduced head and shoulder product variants from 25 to 15 their sales increased by 10%

VIDEO  
Amazon echo + Uber video

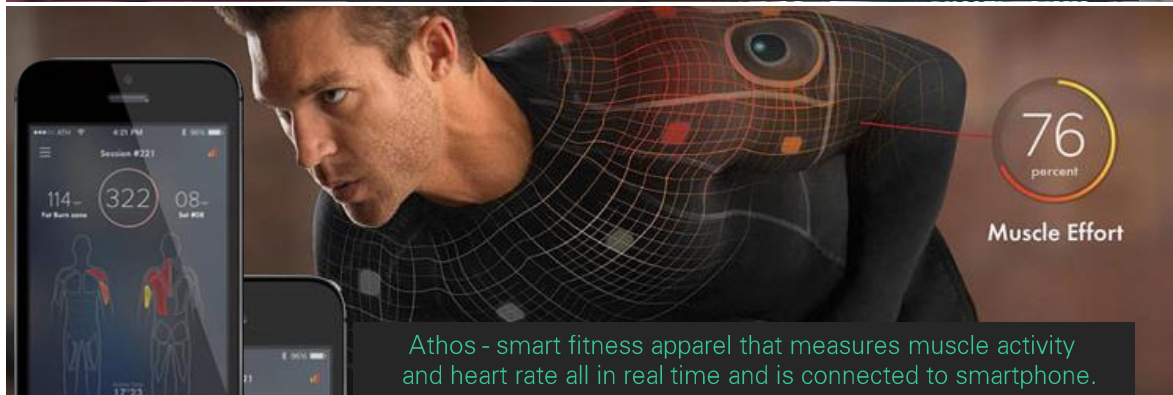


# PDC CONTINUUM

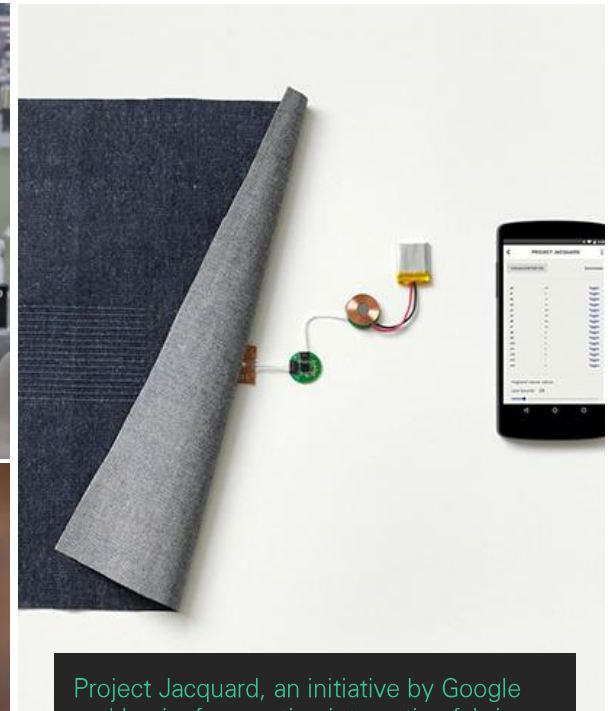
Real-virtual hybrids for physical-digital-cognitive continuity



Microsoft HoloLens is the first fully untethered, holographic computer, enabling high-definition holograms to integrate with your world.



Athos - smart fitness apparel that measures muscle activity and heart rate all in real time and is connected to smartphone.



Project Jacquard, an initiative by Google and Levis, for creating interactive fabric with conductive yarns for connected clothing with touch sensors and connected to a smartphone



## VIDEOS

Future of mobility Deloitte /

Jaguar Land Rover introduces the 360 Virtual Urban Windscreen

# MICRO MOMENTS

Breaking down the service experience into small, digestible portions for the consumer with celebrated each portion



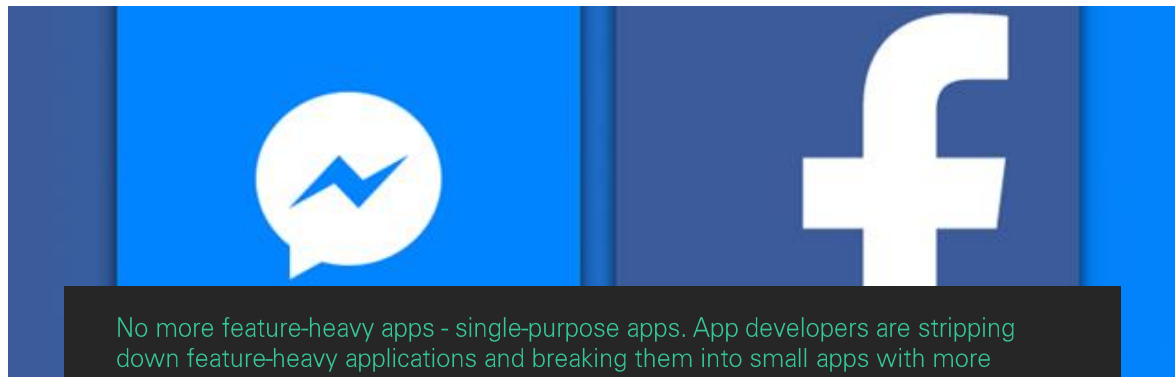
Companies like Aditya Birla Finance, KPMG are encouraging employees (millennials) to play specially designed video games in office for micro-learning and team building



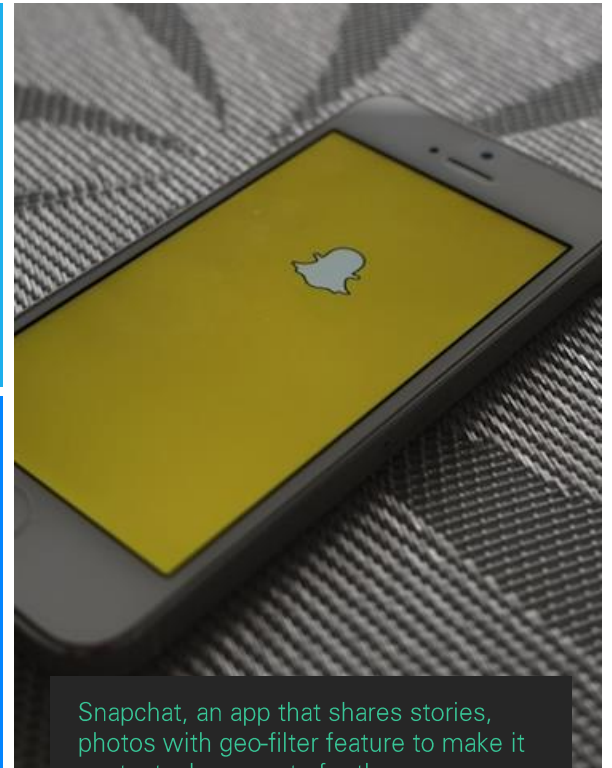
Power workout of 15 min (daily) specially designed for the working professionals.

# MICRO MOMENTS

Breaking down the service experience into small, digestible portions for the consumer with celebrated each portion



No more feature-heavy apps - single-purpose apps. App developers are stripping down feature-heavy applications and breaking them into small apps with more focused designs. Facebook has already done this with Messenger, making it easier to maneuver and digest all that the social media platform has to offer. Foursquare also picked up on this advancement with the creation of Swarm.



Snapchat, an app that shares stories, photos with geo-filter feature to make it contextual moments for the user

# TREND TRANSITION

INTELLECTUALIZATION  
▼  
GAMIFICATION  
▼  
SPORTIFICATION  
▼  
**PDC CONTINUUM**

TRANSACTIONAL SILOS  
▼  
OMNI CHANNEL  
▼  
SEAMLESS LIVING

▼  
**SERVICE DESIGN**

MECHANIZATION  
▼  
ART FEST  
▼  
SENSORIALIZATION  
▼  
HUMANIZATION

**MICRO MOMENTS | ON-DEMAND ANALYTICS | SERVICE ECOSYSTEMS**



EXPERIENCE ECONOMY

# STRATEGIC DIRECTIONS

**Point of X Design**

**Celebrate Individual Interaction Episode**

**Cross-collaboration**

**Sensorialization Product/Services**

**Lighting-enhanced**

**Personalized/Curated Content/Services**

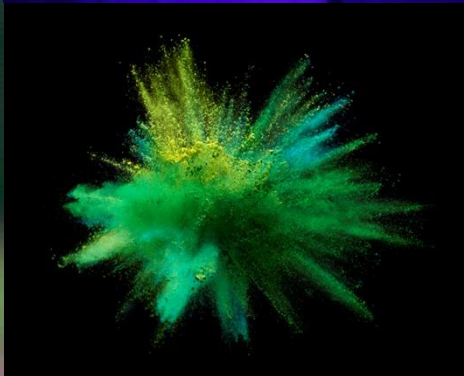
**Bite-sized Content**

**AI + VR /Simulations**

**Animation**

**Super-aggregation**

# EXPERIENCE ECONOMY STYLING DIRECTIONS



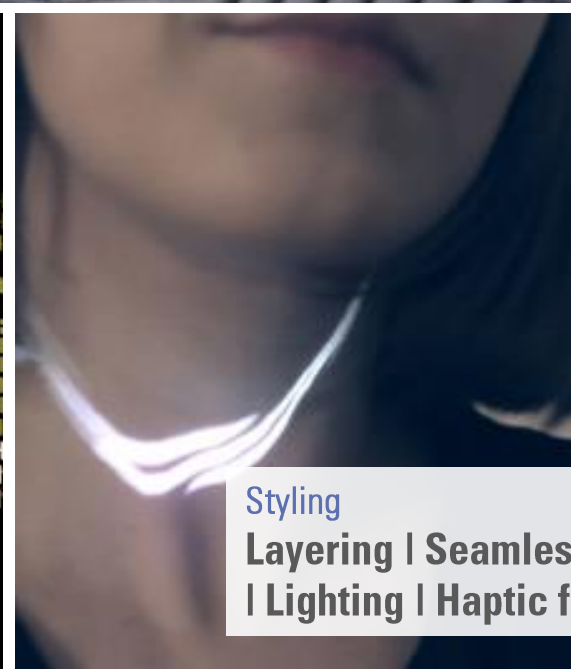
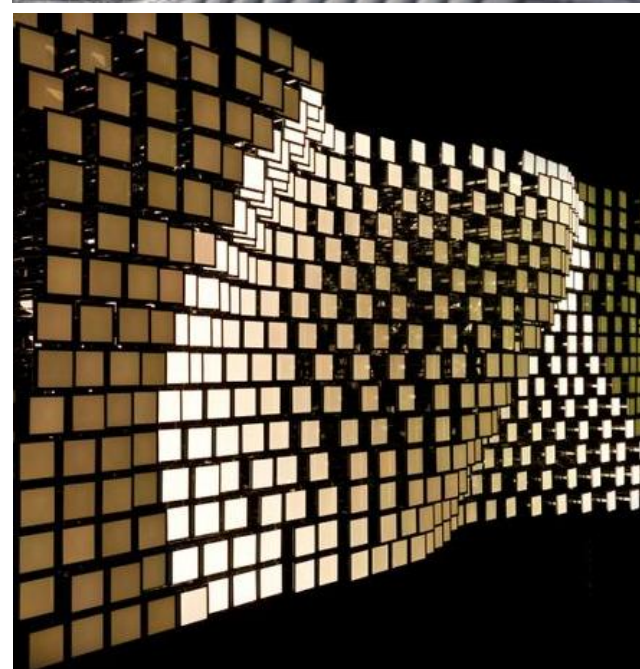
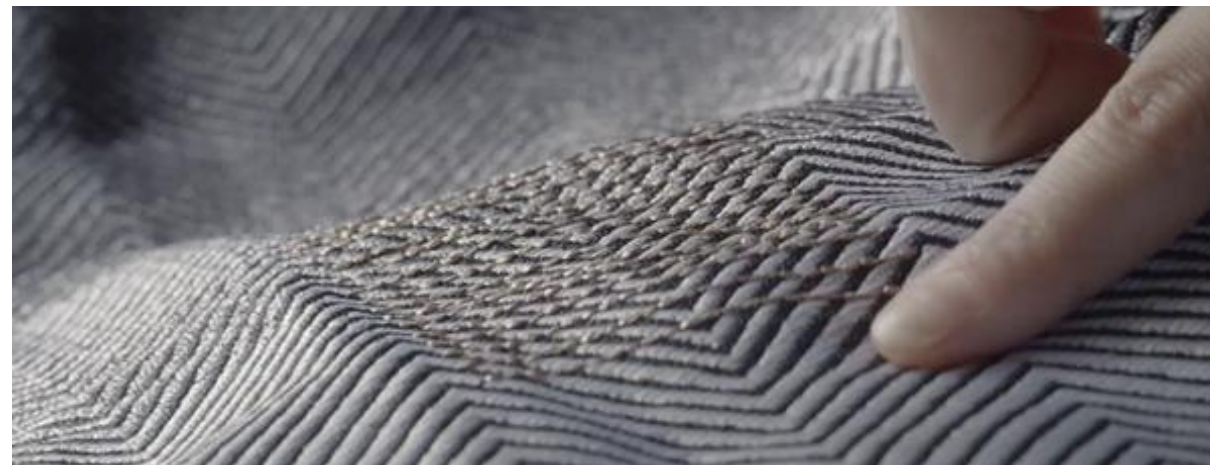
## Materials

**Single material + cognitive layering |  
Flexible | Versatile + functional | Ape  
age 2.0**

## Finish

**Compact texture | Reflective surfaces  
| Back-lit panels**

# EXPERIENCE ECONOMY **STYLING DIRECTIONS**



Styling

**Layering | Seamlessness | Analogous colors and forms  
| Lighting | Haptic feedback | Ombré**

# PEER-PRODUCTIVE

Crowd sourcing takes the next step assisted by technology. True flattening of world is happening now by not just aggregation, but wider access, more inclusiveness and flattened structures.





## PEER PRODUCTIVE **TREND DRIVERS**

**CONSUMERS AS  
CREATORS  
USING TECHNOLOGY**

**NEED FOR  
TRANSACTIONAL  
TRANSPARENCY**

**NEW DISTRIBUTED  
'TRUST'  
ALGORITHMS**

**EXPLOSION OF  
DIGITAL  
TRANSACTIONS**

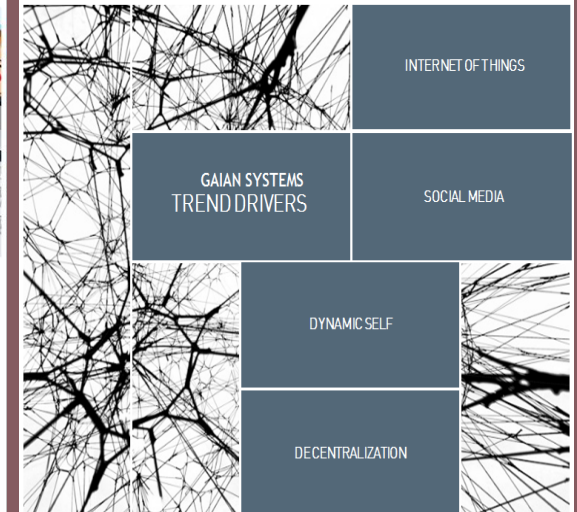
# JOURNEY SO FAR



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GAIAN SYSTEMS

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GAIAN SYSTEMS

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## NEO MALE | Directions



Internet made simple

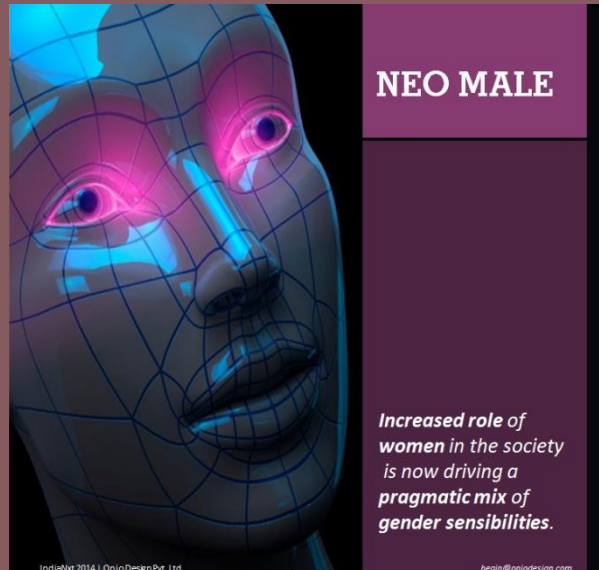
A step-by-step guide to help you use the Internet. From how to use a computer to sending an email, it covers all basics to get you started.



Google initiative for making Indian women Internet savvy



Women centered tech savvy gadgets and advertising



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## WOMEN SAFETY MARKET

**TAGS:**  
Digital Safety Weapons | Responsible male society | Gender equality | Women safety

**SECTORS:**  
Automotive & Mobility, Infrastructure, FMCG & Retail, Human Resource policies, Consumer gadgets & Durables, Healthcare & Wellness, Housing & Interiors, Information Technology & Automation

The USD 166 million Nirbhaya fund set-up by the government itself through various mandatory IT initiative safety apps and mobile devices. MNC's like HUL, V&S setting up women led committees having 50% women in their workforce to curb sexual harassment at the workplace. Sexual harassment has become part of the corporate culture (CoBP).

### INDICATORS

**Digital Safety Weapons:**  
Apps and devices for women safety



Host of 'Safety apps flooded' the market in 2013 along with mobile devices with SOS buttons integrated. These devices connect the women in threat to Police authorities, families and friends. These are the proposals, part of the Nirbhaya Fund set up by government.

**Focusing on Responsible male society as against safety measures for women**



Ad campaigns targeting men and making them aware about their responsible behavior were taking the rounds in 2013. 'Dekh Le' was a public service ad dealing with the issue of male gaze which is the starting point of the objectification of women. The ad shows men ogling women and how ridiculous they look while doing that. Gillette too portrayed men standing by women, as 'Soldiers'.

**MARD (Men Against Rape and Discrimination)** was formed by Farhan Akhtar to create awareness amongst men to instill gender equality and respect towards women. Shahrukh Khan too came up with the Tata tea campaign, lending superior footing for women in his movies.



# PEER PRODUCTIVE SUB-TRENDS

Peer to peer business  
opportunities with consumers as  
creators

**P2P**

# Mann Ki Baat

Hierarchies breaking and authorities  
becoming accessible for all

**FLAT WORLD**

Distributed consensus with no  
moderator

**BLOCKCHAIN PARADIGM**



# P2P

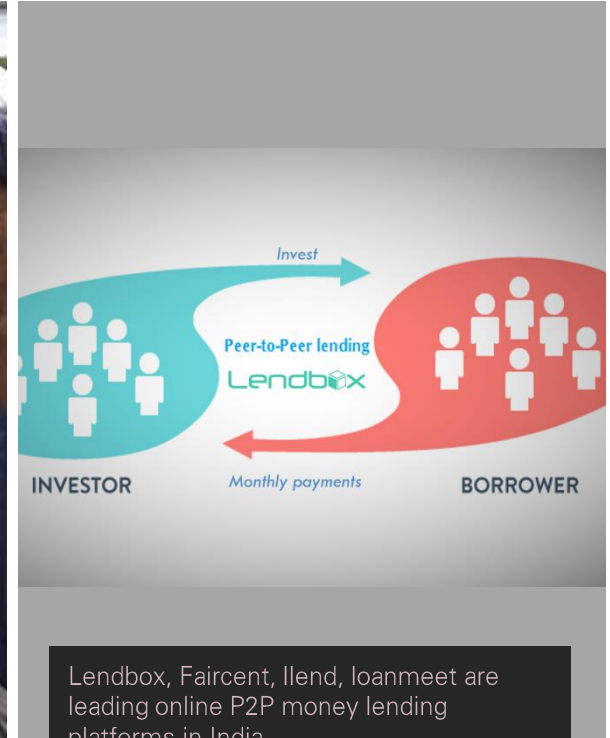
## Peer to peer business opportunities with consumers as creators



RBI grants in-principle nod for 11 payments banks



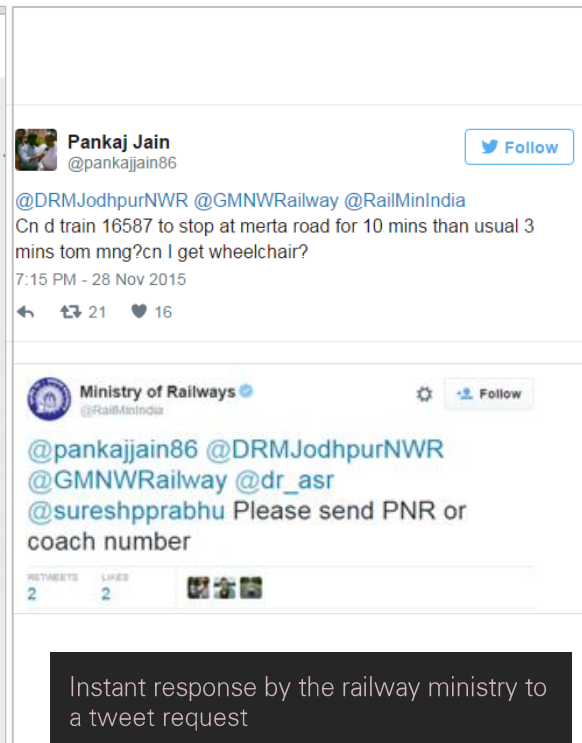
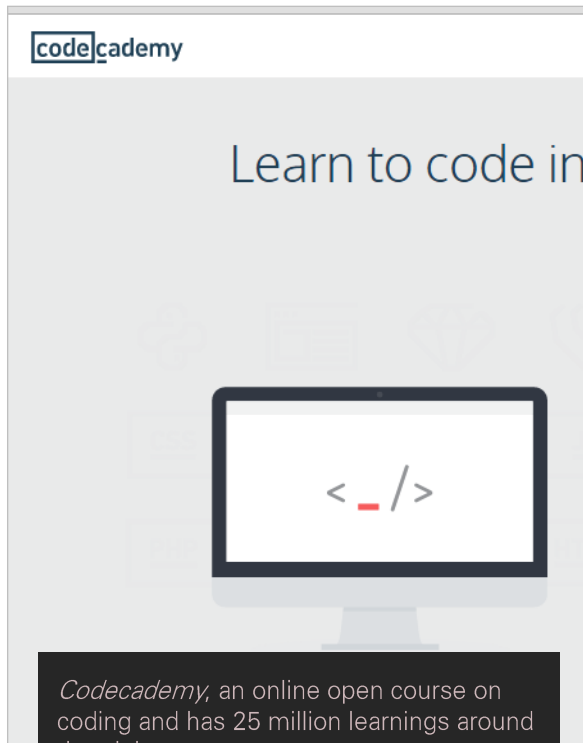
The Berlin-based Refugees Welcome, which has been described as an "Airbnb for refugees", has helped people fleeing from Afghanistan, Burkina Faso, Mali, Nigeria, Pakistan, Somalia and Syria.



Lendbox, Faircent, Ilend, loanmeet are leading online P2P money lending platforms in India

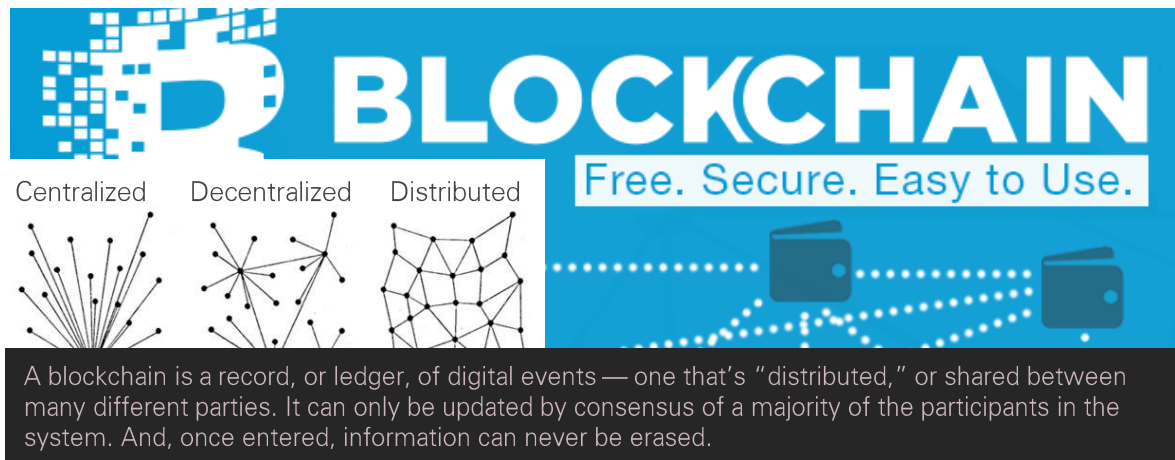
# FLAT WORLD

Hierarchies breaking and authorities becoming accessible for all



# BLOCKCHAIN PARADIGM

Distributed consensus with no moderator

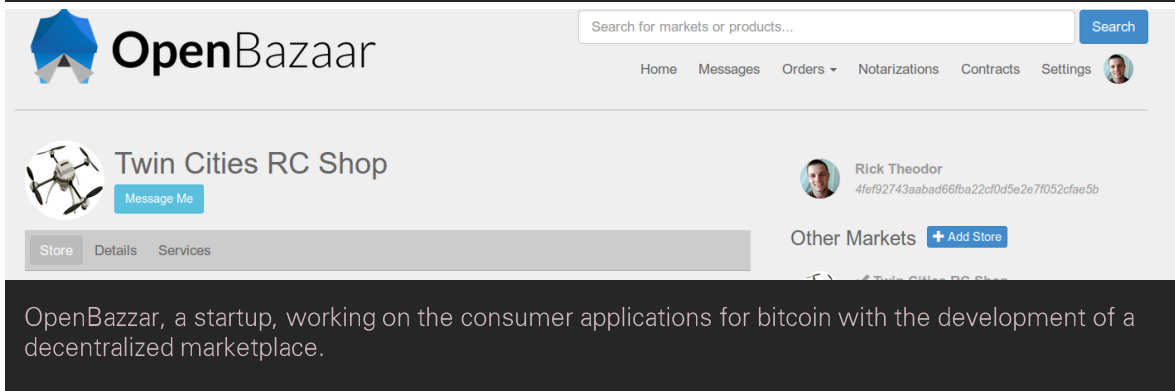


The diagram illustrates the Blockchain Paradigm. At the top, a large Bitcoin symbol is shown against a background of circuitry. Below this, the word "BLOCKCHAIN" is prominently displayed in white on a blue background. To the left of the word, there are three network diagrams labeled "Centralized", "Decentralized", and "Distributed". The "Centralized" diagram shows a single node connected to many others. The "Decentralized" diagram shows a few nodes connected to each other. The "Distributed" diagram shows a mesh of many nodes connected to each other. Below these diagrams, the text "Free. Secure. Easy to Use." is written in white on a blue background. At the bottom, a paragraph explains: "A blockchain is a record, or ledger, of digital events — one that's 'distributed,' or shared between many different parties. It can only be updated by consensus of a majority of the participants in the system. And, once entered, information can never be erased."

**BLOCKCHAIN**  
Free. Secure. Easy to Use.

Centralized   Decentralized   Distributed

A blockchain is a record, or ledger, of digital events — one that's "distributed," or shared between many different parties. It can only be updated by consensus of a majority of the participants in the system. And, once entered, information can never be erased.



The screenshot shows the OpenBazaar website. The header features the OpenBazaar logo and a search bar. Below the header, there are navigation links: Home, Messages, Orders, Notarizations, Contracts, and Settings. The main content area displays a listing for "Twin Cities RC Shop" with a drone image and a "Message Me" button. Below this, there are tabs for "Store", "Details", and "Services". On the right side, there is a profile for "Rick Theodor" with a profile picture and a list of other markets. At the bottom, there is a section for "Other Markets" with an "Add Store" button.

**OpenBazaar**

Search for markets or products...

Home Messages Orders Notarizations Contracts Settings

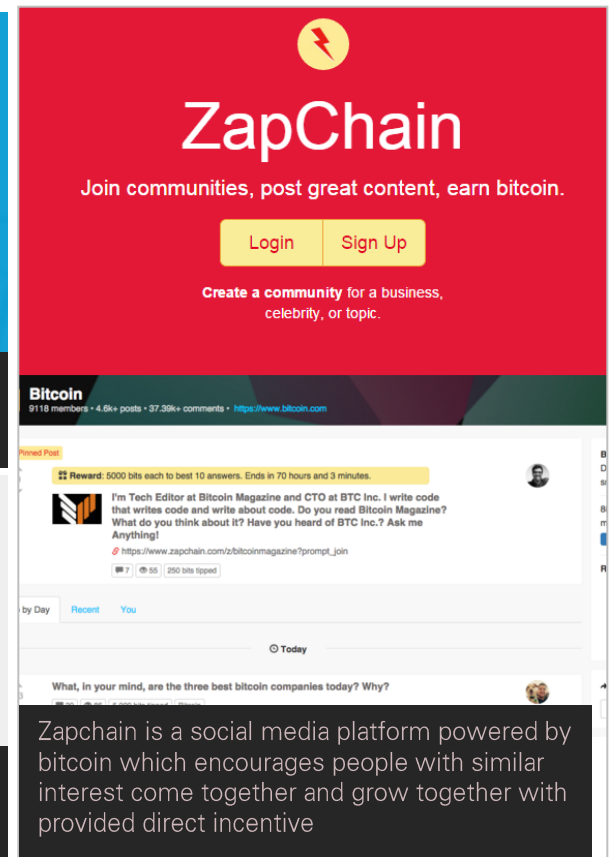
**Twin Cities RC Shop**  
Message Me

Store Details Services

**Rick Theodor**  
4fef92743aabad66fba22cf0d5e2e7f052cf5b

Other Markets + Add Store

OpenBazaar, a startup, working on the consumer applications for bitcoin with the development of a decentralized marketplace.



The screenshot shows the ZapChain website. The header features the ZapChain logo and a red background. Below the header, there is a section for "Join communities, post great content, earn bitcoin." with "Login" and "Sign Up" buttons. Below this, there is a section for "Create a community for a business, celebrity, or topic." The main content area displays a "Bitcoin" section with a list of members, posts, and comments. Below this, there is a section for "Pinned Post" with a reward of 5000 bits. At the bottom, there is a section for "What, in your mind, are the three best bitcoin companies today? Why?"

**ZapChain**

Join communities, post great content, earn bitcoin.

Login Sign Up

Create a community for a business, celebrity, or topic.

**Bitcoin**  
9118 members • 4.6k+ posts • 37.39k+ comments • <https://www.bitcoin.com>

**Pinned Post**  
Reward: 5000 bits each to best 10 answers. Ends in 70 hours and 3 minutes.

I'm Tech Editor at Bitcoin Magazine and CTO at BTC Inc. I write code that writes code and write about code. Do you read Bitcoin Magazine? What do you think about it? Have you heard of BTC Inc.? Ask me Anything!  
[https://www.zapchain.com/z/bitcoinmagazine/?prompt\\_join](https://www.zapchain.com/z/bitcoinmagazine/?prompt_join)  
250 bits tipped

by Day Recent You

Today

What, in your mind, are the three best bitcoin companies today? Why?

Zapchain is a social media platform powered by bitcoin which encourages people with similar interest come together and grow together with provided direct incentive



# TREND TRANSITION

DECENTRALIZATION



CROWD SOURCING



**PEER-TO-PEER**

WOMANOMICS



GENDER NEUTRAL



**DEMOGRAPHY  
NEUTRAL**



PEER PRODUCTIVITY

# **STRATEGIC DIRECTIONS**

## **P2P**

**Community Opportunities/Marketplaces**

**Co-living**

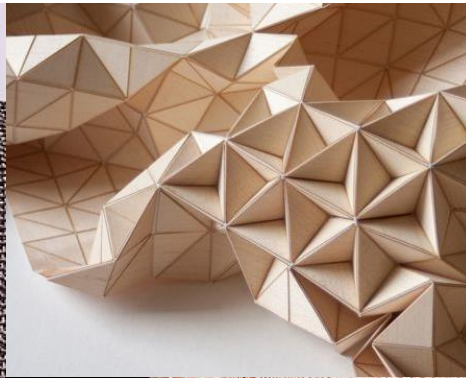
**Hackathons**

**Distributed Equity**

**Universal / Demography Neutral**

**New Safety Paradigms**

# PEER-PRODUCTIVE STYLING DIRECTIONS



Materials

**Flexible | Inter-woven (chainmail-like) | Resin (3D printed)**

Finish

**Uniform geometric texture | Tactile surfaces**



# PEER-PRODUCTIVE STYLING DIRECTIONS



Styling

**Organic tessellation | Monotones | Tone-on-tone |  
Interlocking structures | Multi-faceted structures**



# SCIENCE OF THINGS

Overdose of superficial things drives a sense of quest and exploration. It brings back focus on body-mind-spirit balance, authenticity, grass-root level change & pure sciences



## The Secret to Sustaining High Job Performance

*www.nytimes.com*

We feel better and perform better when four core energy needs are met: sufficient rest, including the opportunity for intermittent renewal during the work day; feeling valued and appreciated; having the freedom to focus in an absorbed way on the highest priorities; and feeling connected to a mission or a cause greater than ourselves.



The image is a composite. The top half shows a real-world aerial view of Rio de Janeiro, Brazil, with its dense urban landscape, bay, and iconic mountains like Sugarloaf Mountain. The bottom half features a futuristic architectural model of a city, with large, white, organic-shaped buildings with glass facades and green roofs floating in the water. The text 'SCIENCE OF THINGS' is in a smaller font above 'TREND DRIVERS', which is in a larger, bold font. Below this, three columns of text describe the drivers: 'OVER-CONSUMPTION', 'FEELING OF BEING UPROOTED'; 'TECHNOLOGY HELPING EXPERIMENTATION'; and 'RAPID DEVELOPMENTS IN BIO-ENGINEERING, RENEWABLE ENERGY & MATERIAL ENGINEERING'.

# SCIENCE OF THINGS TREND DRIVERS

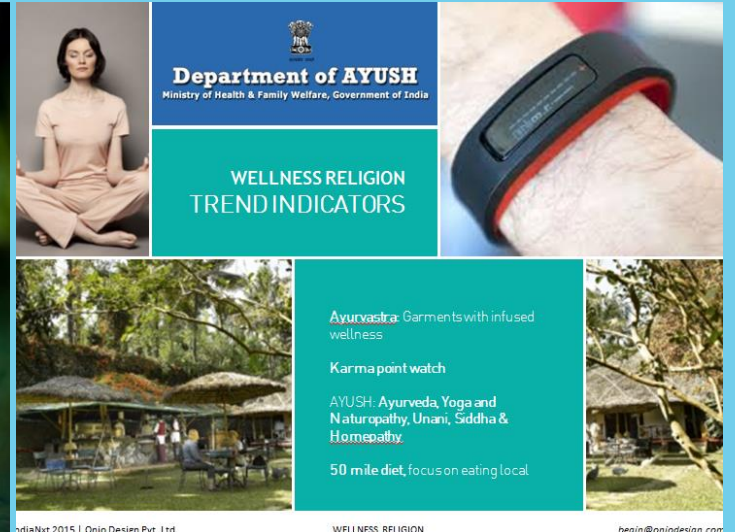
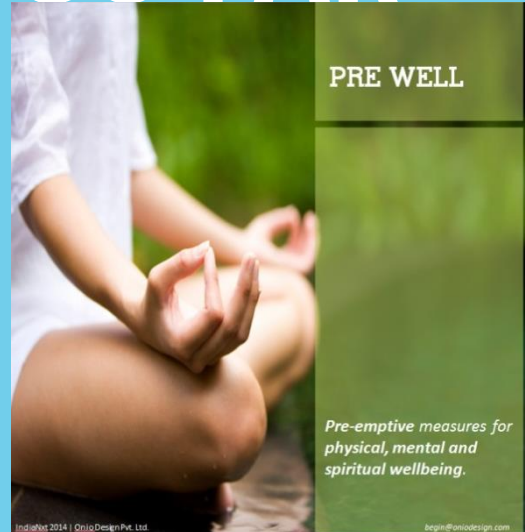
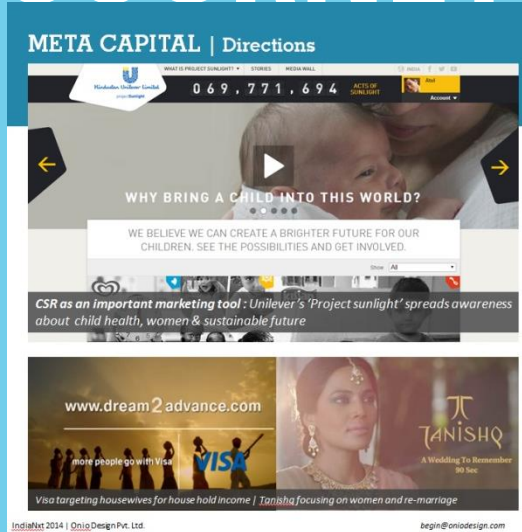
**OVER-CONSUMPTION  
FEELING OF BEING  
UPROOTED**

**TECHNOLOGY  
HELPING  
EXPERIMENTATION**

**RAPID DEVELOPMENTS  
IN BIO-ENGINEERING,  
RENEWABLE ENERGY &  
MATERIAL ENGINEERING**



# JOURNEY SO FAR





# SCIENCE OF THINGS

## SUB-TRENDS

Re-jigging the individual and organizational belief systems & everyday rhythm for inner peace

### INNER ENGINEERING

Technology driven disruptive-innovation for sustainability

### SUSTAINABILITY SCIENCE

Leveraging Indian sensibilities by focusing on stories with India origin

### EPI-INDIA



# INNER ENGINEERING

Initiatives for individual and organizational well-being



Shivinder Singh Quits Fortis, Opts For Full-Time 'Sewa' at Radha Swami Satsang Beas



Manoj Bhargav created Free Electric, a stationary cycle that can light up 24 bulbs, run an electric fan, and charge a cell phone and a tablet when pedaled for an hour.

## What Sikka is Expected to Do



**TO POSITION**  
Infosys  
as a software  
exporter which  
can help clients  
embrace cloud  
and mobile on  
their existing  
infrastructure



**HIS STRATEGY**  
will broadly  
be similar  
to the strategy of  
founder Narayana  
Murthy, including  
cost optimisation,  
sales effectiveness  
and delivery  
effectiveness



**TO APPLY DESIGN-THINKING**  
to make codes and applica-  
tions beautiful  
and user friendly



**HE WILL EXPLAIN**  
how thousands  
of engineers  
will go through design-  
thinking training



Along with Infosys CEO Vishal Sikka, companies like – General Mills, Schneider Electric etc. are focusing on Design Thinking training for all the employees

# SUSTAINABLE SCIENCE

Technology driven disruptive innovation for sustainability



Pandorum Technologies, a biotechnology startup based in Bangalore, has developed a (low cost) 3D-printed bio-tissue that mimics the functioning of a human liver.

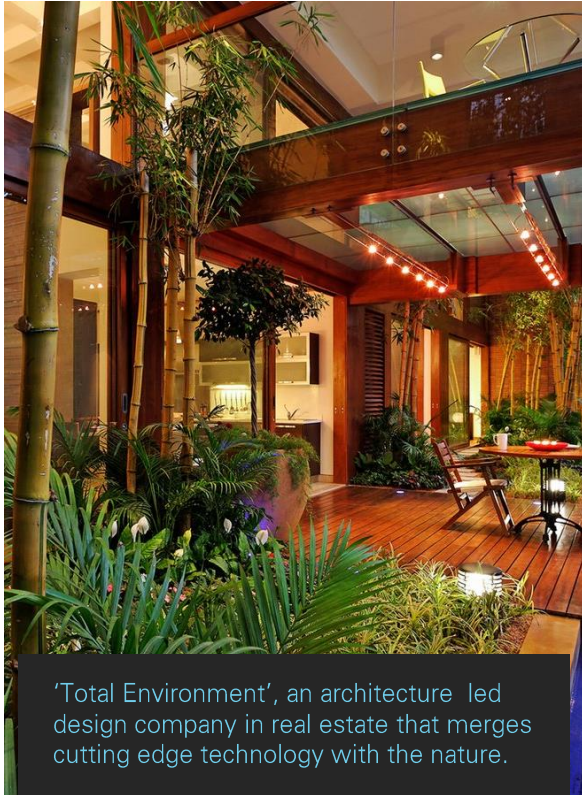


Archelis (meaning 'walkable chair' in Japanese) is designed for surgeons, allowing them to sit during surgery for reducing physical fatigue.

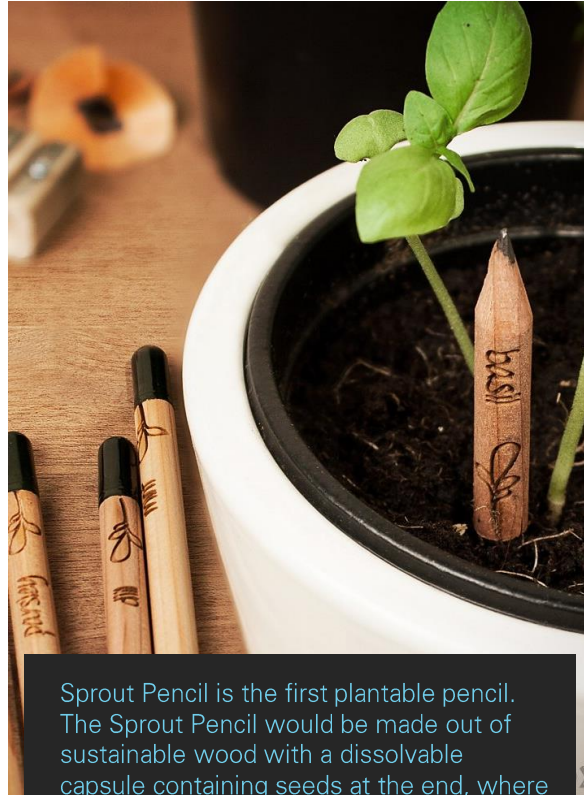


# SUSTAINABLE SCIENCE

Technology driven disruptive innovation for sustainability



'Total Environment', an architecture led design company in real estate that merges cutting edge technology with the nature.



Sprout Pencil is the first plantable pencil. The Sprout Pencil would be made out of sustainable wood with a dissolvable capsule containing seeds at the end, where there is usually an eraser.

## Lighting India

- ▶ The LED push, under the **DELP**, was launched across Maharashtra, Rajasthan, Delhi, Uttar Pradesh and Himachal Pradesh in January
- ▶ Energy Efficiency Services Ltd (EESL), PSU under the power ministry is driving the **LED** distribution initiative

68 lakh kilowatts of energy is saved every day

- ▶ Cut in **645 megawatts** of power during peak hours
- ▶ **5,520-tonne** drop in daily carbon emission
- ▶ **₹2.71 crore** of domestic savings every day



The LED push, under the Domestic Efficient Lighting Program by the government, nearly two crore LED bulbs have been distributed. The project's ambition to reduce power consumption, increase domestic savings and trim carbon emission.



# EPI-INDIA

Leveraging Indian sensibilities by focusing on stories with India origin



800 products with predicted sales by this year end – Rs. 5000 Cr. Challenging Unilever & P&G.



MAKE IN INDIA

A government initiative getting a brand equivalent global treatment by adding modern Indian sensibilities intact



Taxi Fabric is the project for local designers and artists a platform to showcase their work by creating India centric artworks for taxi and auto-rickshaw upholstery

# TREND TRANSITION

BEING LOCAL  
▼  
NATURE CONNECT  
▼  
PREVENTIVE CARE  
▼  
**WELLNESS  
RELIGION**

RESPONSIBLE  
CONSUMPTION  
▼  
COMMUNITY  
THINKING  
▼  
**GIFT  
ECONOMY**

IDENTITY  
▼  
TRANSPARENCY  
▼  
GET REAL  
▼  
**QUEST  
ECONOMY**

DEMATERIALIZATION  
▼  
**RE-  
MATERIALIZATION**

## EPI-INDIA | SCIENCE | DESIGN RENAISSANCE



SCIENCE OF THINGS

# STRATEGIC DIRECTIONS

**Enhance Inner Realm**

**Authenticity**

**Biology & Material Science**

**Sustainability & Long-term View**

**Wellness = Wealth**

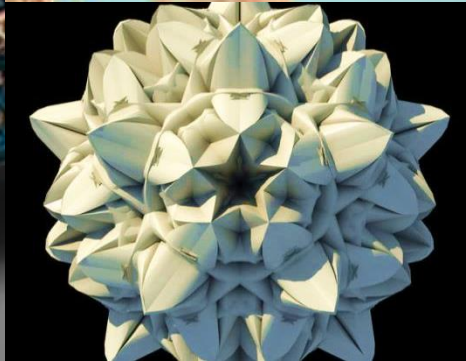
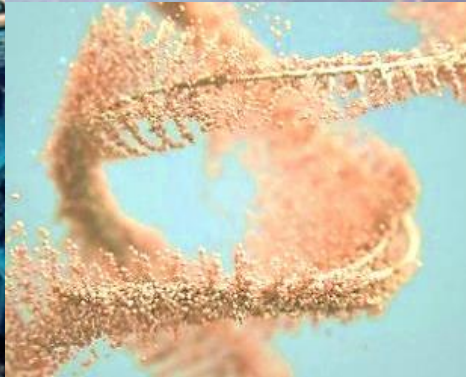
**Epi-India**

**Design Thinking**



# SCIENCE OF THINGS

## STYLING DIRECTIONS



### Materials

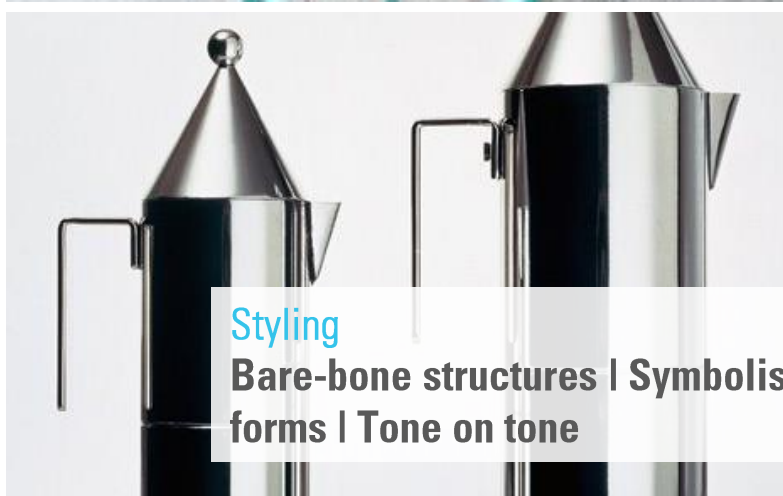
**Biopolymers | Resin | Bio-engineered materials | Functional materials**

### Finish

**Refined machine finish | Glossy surfaces | Authentic material-finish**

# SCIENCE OF THINGS

## STYLING DIRECTIONS



Styling

Bare-bone structures | Symbolism | Pure-defined forms | Tone on tone

# MAKE IT YOURSELF

DIY enters the new age of better awareness, stronger reasoning, palletized technology and productized services.





## MAKE IT YOURSELF **TREND DRIVERS**

**MICRO-  
MANUFACTURING  
POSSIBILITIES**

**GLUT OF MASS  
PRODUCTS &  
SERVICES**

**ACCESSIBLE  
OPEN  
PLATFORMS**

**RISING  
POLARIZATION  
IN SOCIETY**





# JOURNEY SO FAR

## BLACK & WHITE | Directions

"आम आदमी जियेबाद" "आम आदमी जियेबाद"

# नेता Out आम आदमी In

The Aam Aadmi reinstalling faith of "I AM"

## NOTA

NOTA - None of the above options inclusion in the election commission of india

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## PRODUCT NATION | Directions

### 3D PRINTING

From making jewelry to saving lives, Indian cost effective 3D printers are changing the way of living life.

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## EMPOWERING THE COMMON

myGov

GOOD GOVERNANCE WITH YOUR PARTNERSHIP

Thank you for choosing your Prime Minister. The only kind of government has been created. You are empowered to sign up to participate.

Let us join this mass movement towards change. Name the hopes and expectations of the people and take India to greater heights.

DISCUSS DO

MY GOV - a collaborative platform for citizen participation towards good governance

With the increased technology intervention in our lives, technology is coming as close to reality as possible. It is becoming more sensitive and aware of its owner's surrounding. From the physical presence, inflections to its afterlife management; technology is getting a character and features like a living being.

### IMPLICATIONS:

- Healthcare - Quick and easy help to the patients, both at home and in hospitals using environment saving technology.
- Infrastructure - This could be useful in implementing rules & regulations in the society for examples, traffic regulations etc.
- Security - The technology sensing and understanding the surrounding can be used in home security services & devices.

PRIME MINISTER'S JAN DHAN YOJANA

क्या आपका बैंक में खाता है?

डि.हो.टो.आड्स

BLOGGERS AS STARS

Miss Appeal: Marks & Spencer India has different look options created for selected bloggers by the database of their own readers.

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## BOLD & BRAVE

**TAGS:**  
Bold & bright | Acceptability | Outgoing | Unicolor | Personality to the vehicle | Experimentation

Manufacturers getting brave in launching bright and vibrant exteriors of vehicles, consumers are also getting ready to accept such changes.



Strong and dynamic display of vehicle personality:



Trend Moods 2014

## SCHEMA DISRUPTION

Capitalizing the discomfort | Un-expected surprise | Leveraging the odds

DO THE REX BY RANVEER SINGH

It takes time to bu...du...

Nescafe Atomizing comedian ad - Celebrating the problem

Using the odds and the discomforts of both user and the supplier as a marketing gimmick. Not only making the negative side look cool but using the un-expected ideas as an element of surprise as a selling strategy and to attract more audience.

### IMPLICATIONS:

- Opportunities for businesses to focus on mainstreaming the idea of local food that also works out to be cost effective for them.
- Strengthening livelihood of local farmers.
- Growth of a cultural movement.

CHARCOAL TOOTH BRUSH KISS FOR LOVE CAMPAIGN

Colgate's black in color toothbrush. The objective of the Colgate's charcoal toothbrush campaign was to create a schema disruption, leveraging the color black. This was achieved by turning every day white items such as eggs, newspapers, tissues into black.

3<sup>rd</sup> TRANSGENDER TV HOST

Transgender TV host. Padma Prakash has become India's first transgender to anchor a daily television news show in the state of Tamil Nadu.

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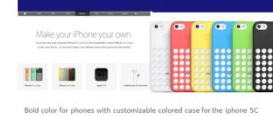
## PERSONAL-I-ZING

**TAGS:**  
Customization | Vibrant color | Personal preferences | Personal connect | Identity representation

Consumer is projecting his perceived self through the products owned. Personalization of consumer durables through its exterior and the interface is a manifestation of the megatrend, identity.



Personalization on the face value for personal connect:



Infosys Omni-Channel Personalization Engine

The engine provides personalized product recommendations, navigation paths, targeted promotional content, site analytics, and integration with social channels. Infosys Omni-Channel Personalization Engine comprises a very intuitive business console that enables views into dynamically visualized consumer clusters, campaign-effectiveness indicators and recommendation tuning.

Infosys.com/infocpe/getdemo

Personal preferences for convenience



Trend Moods 2014




A complex network diagram with numerous nodes (circles and hexagons) connected by lines, representing a global or digital network.

# MAKE IT YOURSELF SUB-TRENDS


Palletized eclectic choices by the individual need and not by the community

## BUFFET LIFESTYLE

A photograph showing many hands of various skin tones raised in the air, suggesting a group activity or a vote.

Strong individualistic opinion yet co-existing

## POLES APART

A blue-tinted image of a DNA double helix structure, with one helix in sharp focus in the foreground and others blurred in the background.

Monitoring and managing personalized healthcare

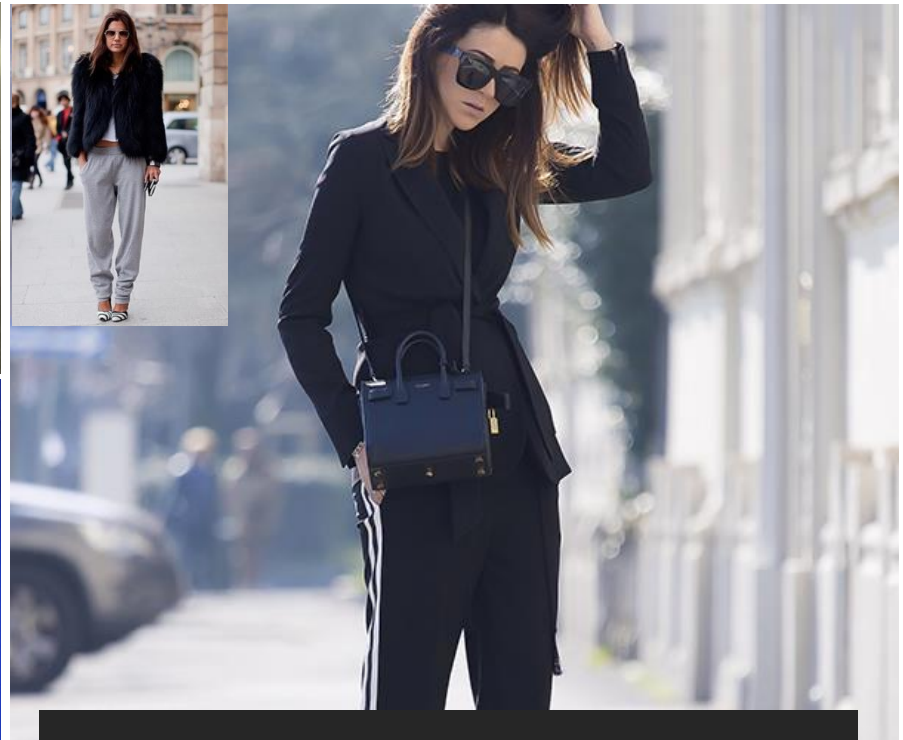
## PERSONALIZED HEALTH

# BUFFET LIFESTYLE

Palletized eclectic choices by the individual need and not by the community



A single Indian house have eclectic taste for different rooms with various experience treatments



'Athleisure', a blend of sportswear and formal / streetwear



# BUFFET LIFESTYLE

Palletized eclectic choices by the individual need and not by the community



Sri Madhukarnath was born as Mumtaz Ali Khan and voluntarily chose to follow the disciple of Mahavatar Babaji and meeting various *gurus* and *yogi*.



Honda launches NAVI, a cross between scooter and bike, disrupting the stereotype of a motorcycle.



# POLES APART

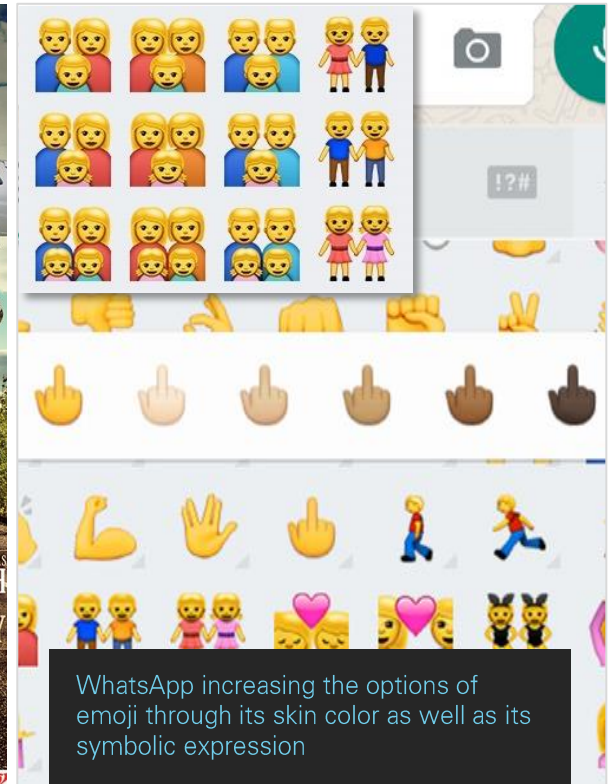
Strong individualistic opinion yet co-existing



Lavazza: Conceptual coffee maker. Contrasting materials such a rough massive and raw concrete along with the fine metal working parts, to make fine espresso (experience)



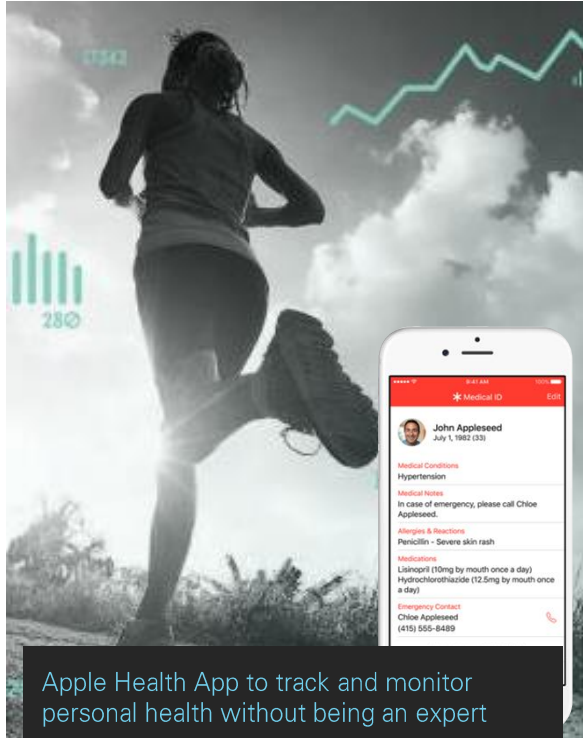
Agree to disagree: 'Piku' shows the new age family that is living together even though they disagree on multiple fronts.



WhatsApp increasing the options of emoji through its skin color as well as its symbolic expression

# PERSONALIZED HEALTH

Monitoring and managing personalized healthcare



Apple Health App to track and monitor personal health without being an expert

Call Us: 1800 102 4595 Email: info@mapmygenome.in

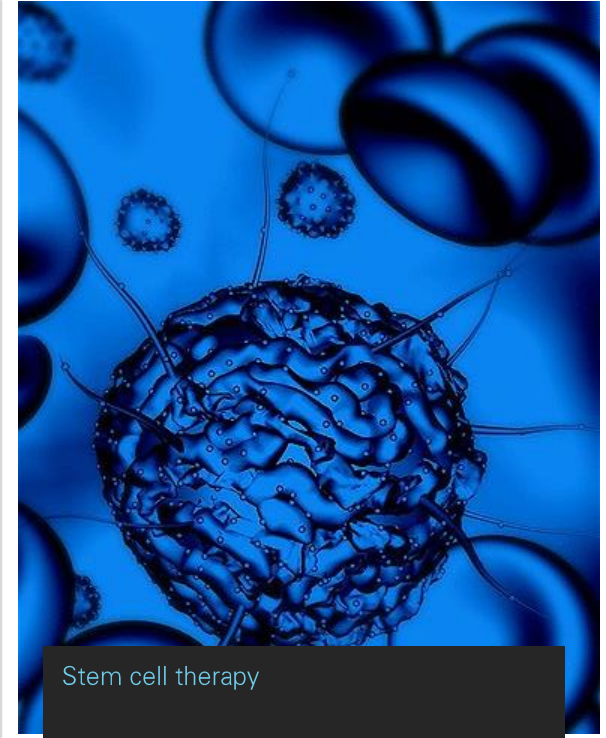
mapmygenome<sup>in</sup>  
The Indian Genomics Company

Genomepatri

## Genomepatri™ - The new scientific way to map your health risks using DNA technology

Genetic counseling helps individuals take actionable steps towards a healthier 'you'

Mapmygenome is one of the companies providing molecular diagnostics for people who are proactive about their health. Mapmygenome has several products for Personal Genomics and Diagnostics.



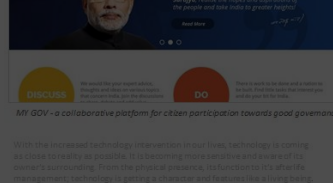
Stem cell therapy

# आम आदमी In

The Aam Aadmi reinstating faith of 'I AM'

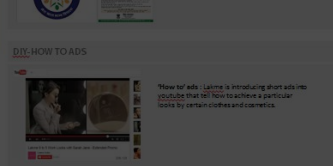


NOTA - None of the Above - Aam Aadmi Party's election symbol



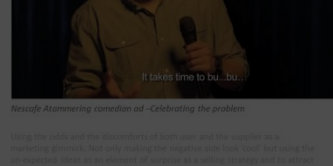
## IMPLICATIONS:

\* Healthcare - Quick and easy help to the patients, both at home and in hospitals using environment sensing technology.



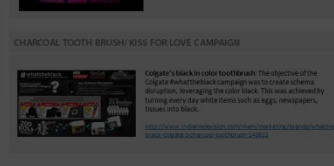
## BLOGGERS AS STARS

Miss Apparel: Marks & Spencer India had different look options created for selected bloggers by the database of their readers.



## IMPLICATIONS:

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- Strengthening livelihood of local farmers.
- Growth of a cultural movement.



## 1st TRANSGENDER TV HOST

Transgender TV host: Padmaja Prakash has become India's first transgender to anchor a daily television news show in the state of Tamil Nadu.

# TREND TRANSITION

COMMUNITY CONSUMPTION



IDENTITY



**POLARIZATION**

MIX-N-MATCH



DIY



**MAKE-IT-YOURSELF**





MAKE IT YOURSELF  
**STRATEGIC DIRECTIONS**

**DIY lifestyle**

**Quantified Self**

**Eclectic Constellations**

**User as Creator**

# MAKE IT YOURSELF STYLING DIRECTIONS



## Materials

**Juxtaposing materials | Concrete in lifestyle products | Reflective metal | Glossy plastic | Raw-organic**

## Finish

**Glossy surfaces | Contrasting finishes coming together**

# MAKE IT YOURSELF

## STYLING DIRECTIONS



### Styling

Flat colors | Visual contrast | Geometric shapes  
(Defined shapes) | Modular structures





# REAL FANTASY

We focused on getting REAL for some time. Now it is time for hybrids again. Flight to fantasy is deeply seeded in next door reality by making it Mysterious, Mythological, Magnificent.



# REAL FANTASY **TREND DRIVERS**

**ADVANCED  
SPACE-TECH  
EXPLORATIONS**

**RISE OF  
MILLENNIALS**

**RE-DEFINED  
ROLE MODELS**



# JOURNEY SO FAR

## ALCHEMY | Directions



Magical Experiences-Handwash changing colors



Surrealistic Portrayal

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## ALCHEMY | Directions



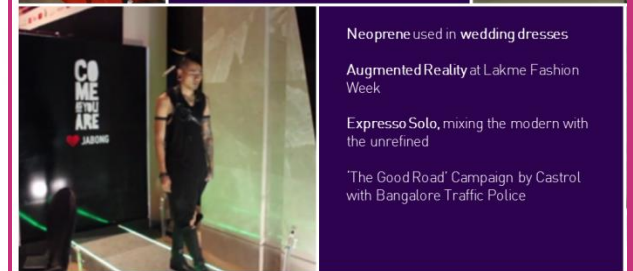
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POYCURSOR  
TREND INDICATORS

WEAR HELMET  
TO START BIKE



Neoprene used in wedding dresses

Augmented Reality at Lakme Fashion Week

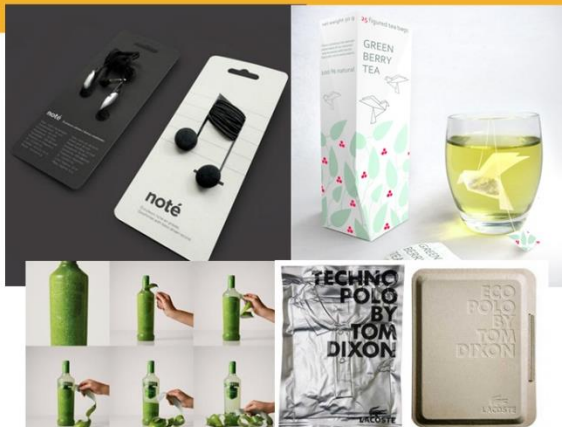
Expresso Solo, mixing the modern with the unrefined

'The Good Road' Campaign by Castrol with Bangalore Traffic Police

IndiaNxt 2015 | Onio Design Pvt. Ltd.

POLYCURSOR

## ALCHEMY | Directions



TAGS:  
Curiosity | Experimental films | Engaging  
| Non-predictable | Open ended stories

Life has become predictable as the consumer is continuously occupied with monotony of busy schedule and smart phones. There is always a need for a disconnect from it. Open ended story lines which are not heavy but light hearted provide the intellectual stimulation that a mind needs as fodder.



'Godrej' advertising their products with an open end, making audience

Open ended story line to make audience go beyond the movie:



Unlike mainstream movies such as 'Lunchbox', 'Ship of Theseus' waking in,

Mystery solvers coming in the lime light:

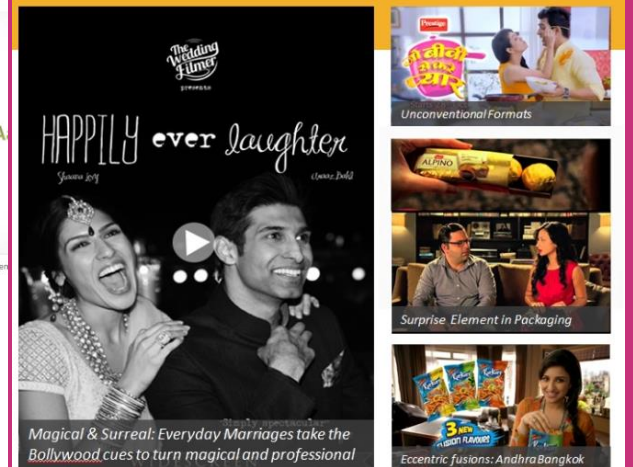


Bollywood taking detectives as the protagonists like 'Jagga Jasoos' and 'Bobby Jasoos'.

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## ALCHEMY | Directions



Magical & Surreal: Everyday Marriages take the Bollywood cues to turn magical and professional

Eccentric fusions: Andhra Bangkok



# REAL FANTASY SUB-TRENDS

Celebrated personalities behaving like a common man where as a stories of a common man gets celebrated

## NEXT DOOR MAGICIAN

Relooking at the mythology in a new 'avatar' and giving modern story a mythological twist

## REINTERPRETED MYTHOLOGY

Science fiction and space travel becoming a core interest for many story-tellers

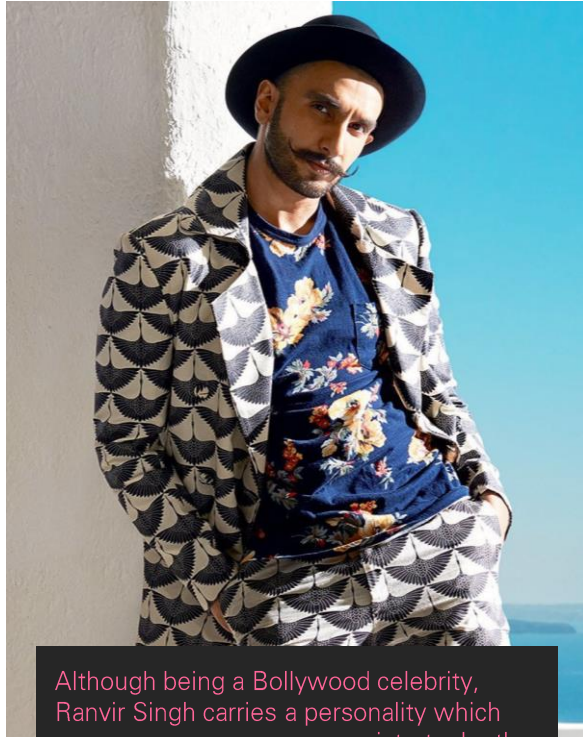
## SCIENTASTIC





# NEXT DOOR MAGICIAN

Authorities and celebrities acting and talking in a colloquial way where stories of a common man get celebrated



Although being a Bollywood celebrity, Ranvir Singh carries a personality which any common man can associate to, by the cloths he wear to the language he speaks.



AIB talking on air about issues around the nation and social behavior of people with valid evidences in a typical 'AIB style'



Maharashtra government on Monday appointed a tea seller (Somnath Giram) who cracked the Chartered Accountant (CA) exam as the brand ambassador of its "earn and learn" scheme.



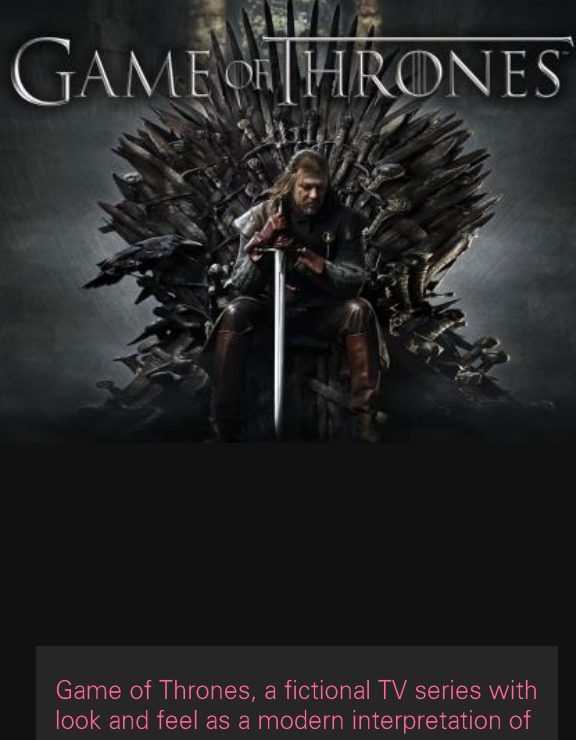


# REINTERPRETED MYTHOLOGY

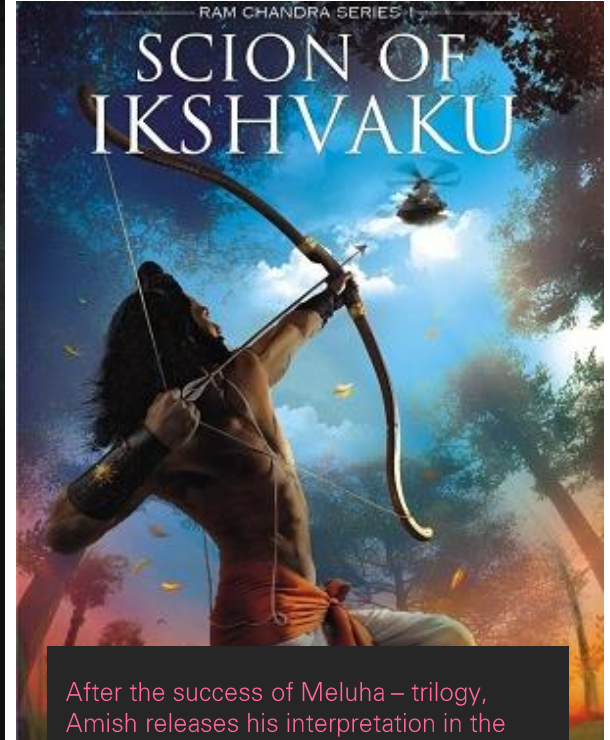
Relooking at the mythology in a new 'avatar' and giving modern story a mythological twist



Fantasy land described in mythology gets a central stage with larger than life picturization



Game of Thrones, a fictional TV series with look and feel as a modern interpretation of a mythological story



After the success of Meluha – trilogy, Amish releases his interpretation in the new book series on Rama



# SCIENTASTIC

Science fiction and space travel becoming a core interest for many story-tellers



Movies like Star Wars and Martian are gaining popularity with increased interest in fictional stories about space travel and superheroes.

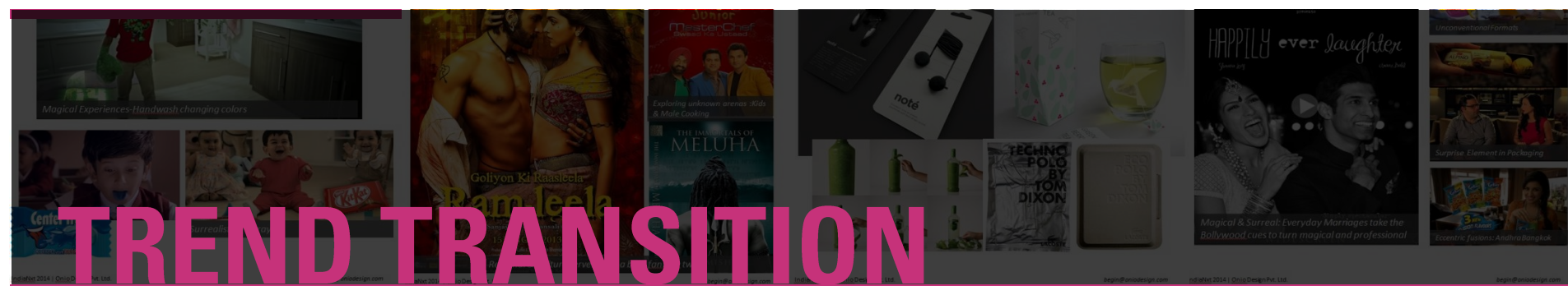


Ehang Inc, Chinese entrepreneurs bring one-person drone, which is controlled by tablet and capable of flying 60mph. (CES 2016)



US startup Moonshine has developed a unisex shoe 'MoonWalker' that defies gravity and gives the user a feeling of walking on the Moon's surface.





# TREND TRANSITION

CREATIVE INDULGENCE



MYSTERY



**SCIENCE MAGIC**

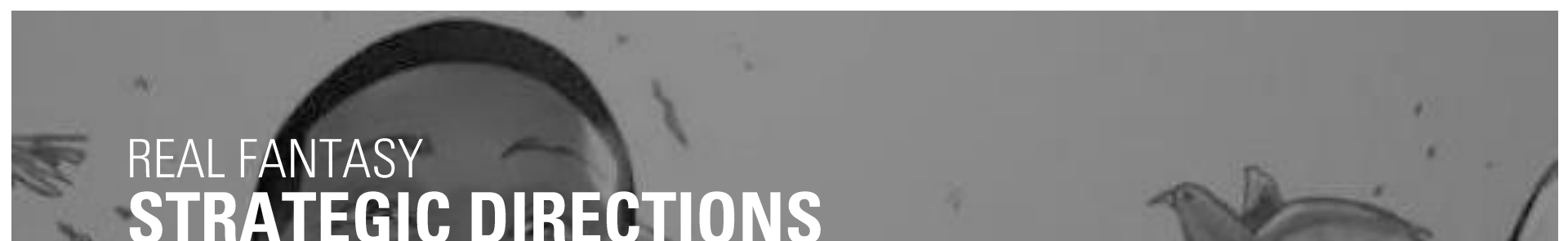
DEFINED ROLES



ORDINARY-EXTRA ORDINARY



**NEXT-DOOR  
MAGICIAN**



REAL FANTASY

# **STRATEGIC DIRECTIONS**

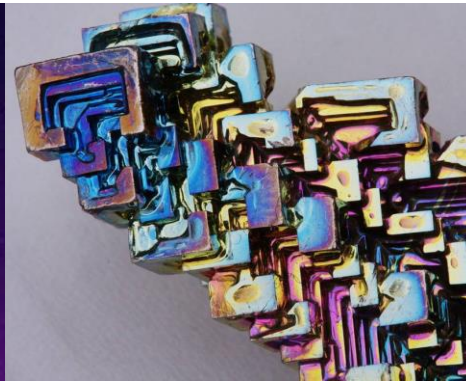
**Colloquial Narratives / Millennials**

**Science-mythology hybrids**

**Space Technology & Experiences**

**Kitchen-chemistry**

# REAL FANTASY STYLING DIRECTIONS



## Materials

**Light | Iridescent material | Tinted translucent material**

## Finish

**Glossy surfaces | Back-lit panels | Fine shimmer texture**



# REAL FANTASY STYLING DIRECTIONS



## Styling

Indian symbolism | Organic forms | Space-tech inspired forms and surfaces | Gemstone & corals inspired | Fictitious characters inspired forms

**Thank you!**



# Projects

- Reimagine a Luxury Mobile Phone
- Reimagine a office of a IT company
- Reimagine mobility for Urban Commuter
- Overnight travel gear
- New dining experience
- Reimagine television watching experience
- Productization of learning from peers