

The Experience Continuum



2020

2021-2022

2023-2024

2025+

[X Wing](#), [Amazon Prime Air](#), and Walmart are all working on enabling drone-based deliveries to enable “last mile” deliveries in dense neighborhoods. Drone based delivery models are evolving and span designs ranging from flying warehouses to hive-like fulfillment centers.

Augmented Education allows students to interact with teachers, professors and instructors using telepresence and augmented reality. This enables remote participation and attendance by both teacher and student. It also enables unique collaboration experiences.

Collaborative telemedicine enables medical specialists, local physicians and patients to interact using large video canvases that improve patient-doctor relationships and facilitate better care to remote patients. Various medical sensors can also be utilized for remote monitoring.

The on-demand economy has dramatically increased user expectations when it comes to convenience. New experiences will transcend barriers of time, space and accessibility so consumers can get more and more of what they want. From [pay-by-the-minute co-working spaces](#) to [self-driving grocery stores](#), brands are dividing experiences into discrete components so that they can be more efficiently integrated into consumers' busy lives.

The notion of [environmental, social and corporate governance \(ESG\)](#) extends to end users. As consumers become more aware of the consequences —environmental and otherwise — of their consumerism, they partake in experiences more conscientiously. Consumers will seek out compelling experiences — shopping, dining, traveling — that cut out the excess plastic, food, and other waste. Already in 2019, the [London Marathon](#) replaced plastic water bottles with seaweed-based drink capsules, and the [Faroe Islands](#) closed major attractions to everyone except “voluntourists” who can maintain the lands.

The future of commerce is the [programmable economy](#) which transforms how we and our devices transact and interact economically. In a programmable economy, autonomous vehicles can pay for parking and other services or accept rideshares. Smart autonomous machines can transact with people and each other. Fueled by smart contracts and metacoin platforms, new forms of value exchange, diverse use cases, and programmable business models can be supported.

Telepresence travel experiences offer the ability to visit exotic locations virtually without having to leave the living room. This enables the elderly and those with reduced mobility to virtually travel the world and visit each other. There are educational implications as students can study geography or other cultures through remote participation.

New models of democratization and capitalization are being investigated using micro transactions. Micro transactions allow digital goods to be purchased virtually, enable new ways to monetize social networks, and are already used in the gaming industry. Micro transactions can be triggered by smart contracts embedded in software or other transaction media such as blockchains. When coupled with payment systems, the result can be a deeply chained payment system that can provide new ways of realizing royalty payments, license rights payments, and more. [21 Inc. created a development environment](#) based on Bitcoin to encourage micro-consulting types of services ecosystems.

Contactless palm vein authentication technology has been used before. Now Fujitsu Laboratories has developed technology that turns [biometric data like this into cryptographic keys](#). Cryptographic breakthroughs and biometrics like this can potentially reverse the trends and reduce the number of identity thefts to near zero.

With the rise of facial and voice recognition technologies, consumers will change their behavior to suit, for example by assisting or spoofing, algorithms. Consumers will seek out facial recognition-blocking innovations like [Incognito](#) jewelry and [HyperFace](#) textiles in an effort to protect their privacy and identity — in effect, “opting-out.” Conversely, to aid autonomous vehicle navigation, consumers will use clothing, accessories, and devices to be more visible to the cars’ “eyes” and avoid collisions. Currently, facial-recognition-blocking innovations like [Incognito](#) jewelry and [HyperFace](#) textiles exist as art projects, but as the recognition technology develops, so will these accessories.

Consumers increasingly find status and meaning in virtual experiences. In 2019, ten million fans attended a concert inside the video game [Fortnite](#), while [Wrestlemania](#) was broadcast for free in [NextVR](#), blurring the lines between real and virtual worlds. The next few years will see a range of live events happening exclusively in video games — sold-out concerts, playoff games, maybe even the Super Bowl.

Tools for collaborative workspaces are evolving from cloud-based content sharing tools like [MURAL](#), which enables geographically dispersed individuals to see and work on a document or design simultaneously. More advanced solutions will include special, digitized glass displays that enable teams in two different locations to manipulate the same image in real-time

When you turn on a light in your home, do you think about the peak cost of electricity that exits the grid, flows through the neighborhood delivery infrastructure and finally reaches that light bulb? Of course not. Instead of purchasing a specific “broadband” peak rate like 50 Mbps or 100 Mbps, consumers will simply purchase the service and whatever peak rate they need, they will get.

[Nanomedicine](#), the clinical application of nanotechnology, will increase efficiency, cut costs, and reshape how drugs and devices are developed. It could help with early diagnosis of serious medical conditions and the delivery of more effective, localized treatment. For example, nano particle-masked drugs can make it past biological barriers and access hard-to-reach parts of the body.

In an era of ever developing biometrics and sensors, consumers will welcome products, services and spaces that evolve and mutate with them, providing a different experience every time. [Jaguar Land Rover](#) is working on AI to detect a driver’s mood and adjust the car to reduce stress. Design studio [Layer](#) has created a prototype airline seat for Airbus that uses smart textiles to improve the Economy Class experience through seat tension, temperature, pressure and movement.

In the future, preserved memories will become an asset handed down to decedents, and in some cases, highly valued. Memory curation technologies that memorialize an individual’s life will scan both public and private social channels associated with an individual. Advanced algorithms will organize pleasing collections of memories and traits, including images and recordings of various life milestones, into personalized holographic experiences that will enable future generations to interact with their deceased ancestors in a conversational and realistic way.

Imagine taking a transatlantic trip in a single business day. With supersonic flight that would be possible. [Boom](#) is building the next generation affordable supersonic airplane. It will fly at Mach 2.2 (1,451 MPH) and be 2.6x faster than any other airliner. A New York to London flight will cost \$2,500. Elon Musk is working on the [Hyperloop](#) which could revolutionize mass transit. Traveling on the Hyperloop would be 5x faster than traveling the same distance by car. People will travel further and more often than ever before.

While autonomous bus trials are currently on the roads, they are still being fine-tuned. [Volvo](#)’s driverless bus is testing in Singapore and a [Stagecoach Group](#) autonomous bus began trials in England. Shared autonomous vehicles will improve the efficiency of planned routes and modified vehicles could reach [underserved smaller roads](#), increasingly accessibility. Permanent driverless additions to public transportation systems won’t be around for some time, as the current trials test not only the safety and logistics of these vehicles, but also the public’s sentiment towards them.

In the distant future, [AGI](#) will be able to do anything a human brain can. While current AI is trained to perform a single task exceedingly well, AGI will be able to perform a broader range of tasks and perhaps apply the learnings from one experience to other similar ones. AGI has implications for work and enhancing production capabilities, but a further development for consumers could be as an even more helpful voice assistant, functioning more like a hired personal assistant than a speaker.

In the future, as bio-hacking becomes more mainstream, RFID chips implanted in consumers’ hands will be [commonplace](#). The chips will be used to store and share information and to access accounts and devices. From serving as office IDs to train tickets to Bitcoin storage, these chips will enhance security and support the micro-payment economy.