

Health

#1

High street healthcare

Our populations continue to age rapidly.

Stem cells, nanomedicines and other health technologies produce dramatic advances.

The boundaries between cosmetics and medicines continue to blur.

We spend ever more of our money on healthcare.

Governments introduce legal constraints on unhealthy lifestyles.

High tech healthcare centres become the most dynamic businesses on our high streets.

They combine advanced treatments with social, retail, entertainment, education and leisure elements.

Visiting them becomes as routine as getting a haircut or seeing a movie has been in the past.

Infrastructure

#2

Ambient interfaces

Much of the infrastructure we build contains embedded computing power.

Low power, flexible, display surfaces and projections reach commodity prices.

Touch and gesture mean simpler input interfaces.

We all carry devices that allow the infrastructure we pass to identify us and to understand our intentions and needs.

Wherever we go, we can instantly access and interact with information on ambient displays.

Knowing our profile, plans and behaviour allows systems to highlight clothes that will fit, recommend meals that sooth our allergies and direct us to the right platform for our train.

Interfaces adapt automatically for users with a wide variety of sensory, physical and cognitive impairments.

Sustainability

#3

Collaborative consumption

Energy and commodity costs continue to spiral upwards.

The rare metals at the heart of our vital technologies begin to run out.

Disposing of scarce resources in landfill become increasingly expensive and then illegal.

Suppliers are required to accept end-of-life devices for resource extraction.

Consumers are reluctant to purchase and find space for items that they rarely use.

Consumers hire, share and swap many of the things they need.

Second hand and sharing marketplaces expand both online and on the high street.

Consumer devices are built to last, to be easy to pick up and use, and to be adapted and upgraded over time.

Businesses compete to provide maintenance, upgrades, conversions and accessories.

Mobile

#4

Wearing your phone

Mobile technology continues to reduce in size and grow in power and connectivity.

Smartphone use accelerates to reach a majority of the world's population.

Smartphones collect more functions, from payments and tickets, to health monitoring and personal security.

Smartphones break up into a cluster of wearable devices and sensors, such as glasses, contact lenses, earpieces, earrings, badges, necklaces, bracelets and belts.

The devices we wear take their power from our movement and body heat.

Wearable devices and smart prosthetics break down the barriers of disability.

Workplace

Work swarming

Routine business operations are increasingly automated and outsourced.

The remaining work has short-term objectives, requires a variety of skills, and is focused on exploration and change rather than production and stability.

Business divides into multi-nationals and local and specialist enterprises, with rapidly changing alliances and partnerships.

Most workers do not have fixed responsibilities.

They come together to form short-lived teams around specific initiatives.

Teams rely on collaboration technologies to work effectively across distances, languages, time zones and organisational boundaries.

The ability to navigate such fluid organisations and quickly gel with new a team are essential and valuable skills.

Transport

Home delivery is the norm

Cities continue to grow.

In many cities traffic problems reach crisis point.

Car use is increasingly restricted to control pollution and reduce carbon emissions.

Spiralling energy costs make long car journeys unattractive when shopping for low value items.

Home delivery services become increasingly efficient and effective.

Homes receive regular, scheduled, twice-weekly, or even daily, deliveries.

Delivery services aggregate goods from many different suppliers.

As retailers hold less stock and shoppers are reluctant to travel long distances, stores return to local centres.

Stores focus on advice, try before you buy and after care.

Travel

Instant translation

Mandarin, Hindi, Russian and Portuguese join English, Spanish, French and Arabic in a world top ten languages that dominate business and culture.

Globalisation and security concerns continue to drive significant advances in automatic translation and recognition services.

Text and speech translation, and face, emotion, object and scene recognition become core OS services.

While travelling you use your camera to interpret local signs, to read the newspaper and to discover more about the things you see.

You use your phone to talk to a shop keeper and to listen to local language tv and radio.

Users with a variety of sensory impairments use text and speech translation and video recognition to expand their communication options.

Industry

Personal manufacturing

Rapid advances in production technologies make it economical to manufacture goods in ever smaller batches.

Custom assembly from standard components spreads from cars and computers to most sectors.

Computer aided design and build processes standardise.

Additive manufacturing (3D printing) equipment increases dramatically in capability and reduces dramatically in price.

Commissioning bespoke items is a familiar process.

We can choose from a wide range of published designs or work with a designer to create something unique to us.

Many specialist designers offer their services to individuals and businesses.

When we see that our friend has a new watch or handbag we ask who designed and made it, rather than where they bought it.

Personal

Always on backlash

More of our work involves colleagues in different locations and timezones.

Life, particularly in our cities, is increasingly 24/7.

Boundaries between work and life continue to blur, and our relationships are no longer clearly separated between family, friends and colleagues.

Our many gadgets promise to save us time, but seem to distract us and fill up ever more of our waking hours.

The affluent pay a premium to turn off and escape from their digital connections.

They use cloud-based secretarial and concierge services to create a firewall between themselves and the wider world.

The majority cannot afford to turn off the suggestions, infomercials and sponsored messages.

They become increasingly frustrated and alienated.

Business

Customer capitalism

Financial shocks and scandals continue to undermine the basis of shareholder capitalism.

Serving customers, not shareholders, becomes the primary responsibility of executives.

Board-level targets and rewards are tied to long-term measures of customer value rather than short term revenue and stock price.

Businesses use increasingly sophisticated techniques to measure customer attitudes, satisfaction and loyalty.

Investment decisions are driven by these measures of customer outcomes.

To the consumer, companies seem more attentive and responsive, and behave like they have a genuine memory of them as a customer.