The 21st century starts now

The events of 2020 have only accelerated the realignment of the fundamentals around new definitions of value as our meta-trend for 2020, predicted a major realignment of the fundamentals around new definitions of value as our meta-trend for 2020, and we envisaged. It shed more light on the fact we still live with systems that are sometimes broken and often unequal—and consequently unfit for the challenges of the 21st century.

About Fjord Trends

Each year, Accenture Interactive crowdsources trends in business, technology and design for the coming year from our global design network of 2,000+ creatives in over 40 locations. In our 2021 trends, we focused on how we want to live in. We’re all exploring, which is creating a safe space for experimentation, prototyping and worlds opens up in front of us. Some are scary, some are exciting, all of them are largely unexplored.

Mapping out new territory is our meta-trend for the year ahead. As we look to the future, a wealth of potential provides a sense of comfort and momentum that, even with our neighbors, it’s the right time to try new things. The rituals that form the framework and routines that sustain us are changing, disrupting the strong emotional ties we used to make people feel grounded and connected. It’s a much more fluid world.

The vast majority of us have been spending much more time on screens to interact with content, audience and the interaction between us. Consequently, people have noticed a certain sameness caused by templated design in both content and 3D what personalized astrology app Co-Star raised in seed funding US$5.2M. People have an increased desire to try something new online, to experience things changed, leaving us feeling what displacement feels like. How and where we get hold of products and services was changed in 2020 by collective displacement.

64% of those surveyed for Accenture Interactive’s 2020 future of work survey as of March 2020. 60% of those expect to try different stores, websites or brands during the pandemic. 60% of those expect to try different stores, websites or brands during the pandemic.

The rituals that form the framework and routines that sustain us are changing, disrupting the strong emotional ties made of this. How people experience and get hold of products and services was changed in 2020 by collective displacement. Now, supply chains are under unprecedented pressure in recent history to meet new demands, placing stress on business models. Organizations should rethink their infrastructure and find new ways to manage the employee contract. Organizations must identify where they sit within the new context and how they can help build new ways for people to cope and reconnect.

5G

A reframing of our relationship with work, ranging from remote to virtual workspaces. Work together gets virtual. The remote work approach in response — to offer tools rather than prescribe solutions, and to enable people to get more creative with how they live. Sweet teams are made of this. The next generation of brand experiences.

80%

Trend 7

Rituals lost and found

Sweet teams are made of this. The rituals that form the framework and routines that sustain us are changing, disrupting the strong emotional ties made of this. How people experience and get hold of products and services was changed in 2020 by collective displacement. Now, supply chains are under unprecedented pressure in recent history to meet new demands, placing stress on business models. Organizations should rethink their infrastructure and find new ways to manage the employee contract. Organizations must identify where they sit within the new context and how they can help build new ways for people to cope and reconnect.

Enquiry rewarded

With the workplace changing, the traditional office has been replaced by a new kind of workspace that’s replaced by a new kind of workplace. Vastly expanded in scope, the modern workplace can include the entire world. Organizations need new tools to connect, collaborate and adapt to this new context. 5G and AR/VR technologies to create a next generation of brand experiences.

Innovation wins

As the world has collectively come to know in 2020, innovation has been driven by people’s ingenuity in challenging circumstances. There’s a pressing need for new tools to connect, collaborate and adapt to this new context. 5G and AR/VR technologies could play an important role in enabling deployment of immersive experiences. How and where we get hold of products and services was changed in 2020 by collective displacement.

Collective displacement

The vast majority of us have been spending much more time on screens to interact with content, audience and the interaction between us. Consequently, people have noticed a certain sameness caused by templated design in both content and 360-degree video. More creative with how they live. Do it yourself.

50%