



the assembly

A ONE NORTH EVENT



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Returning to Human

Experience Strategy in an Emergent Age

SPEAKER: KAT KOLLETT

one north A TEKsystems Company



1. An Emergent Era
2. A Possible Future
3. Enabling That Future
4. The Challenges Ahead



An Emergent Era





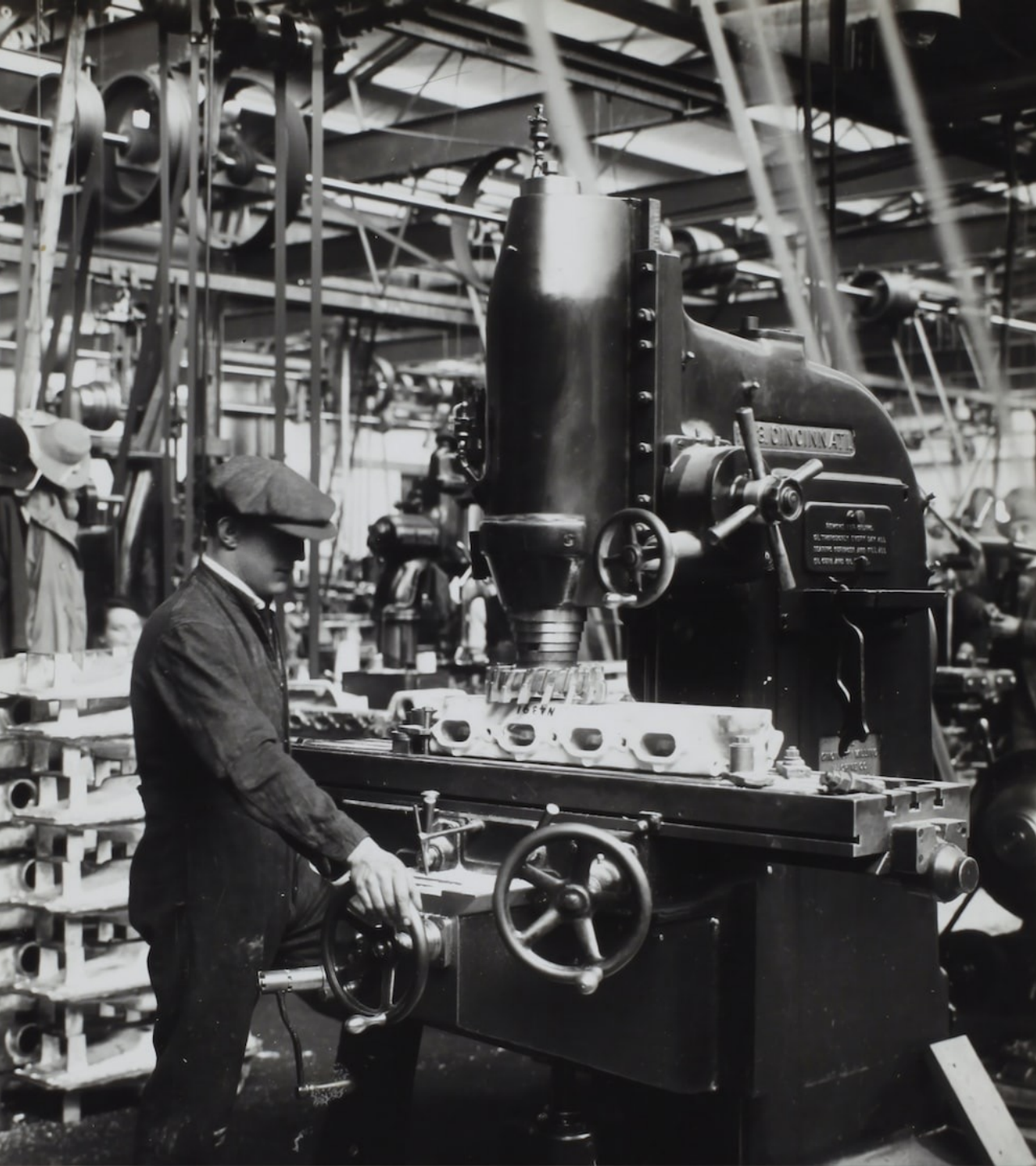
The Information Age is **coming to a close.**





But before we talk about what's next...





The Industrial Age

brought us

mass-production and

telecommunications.



We gained...



Comfort

Access to more products at lower prices, and reduced time and effort spent on many tasks



Connectivity

More readily available communications and interactions with people living further from us



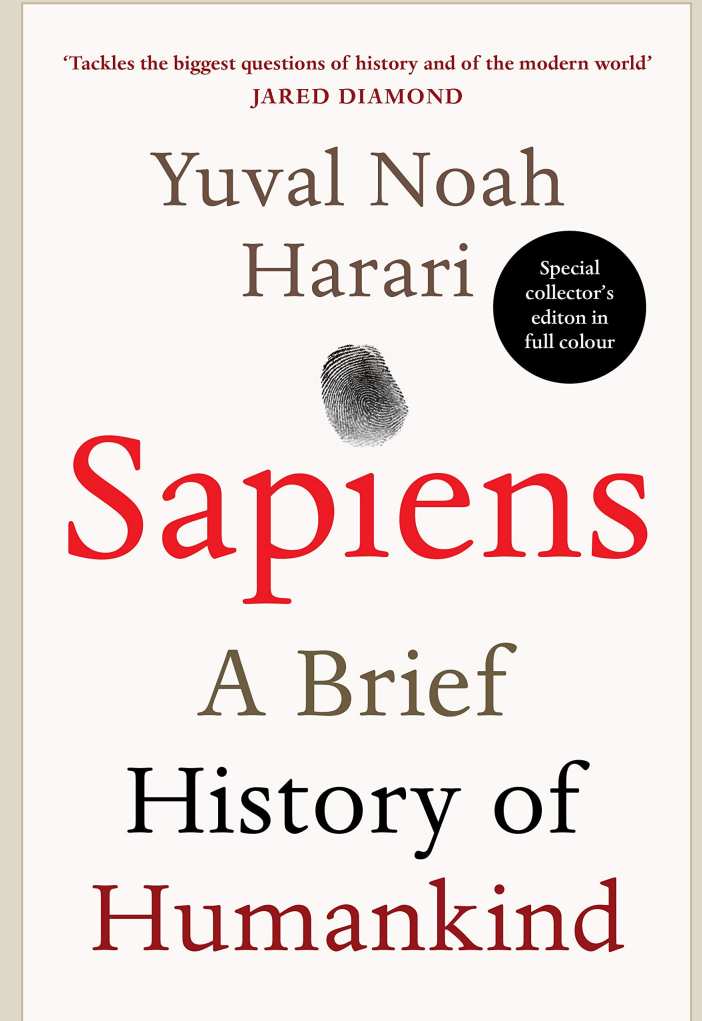
Stability

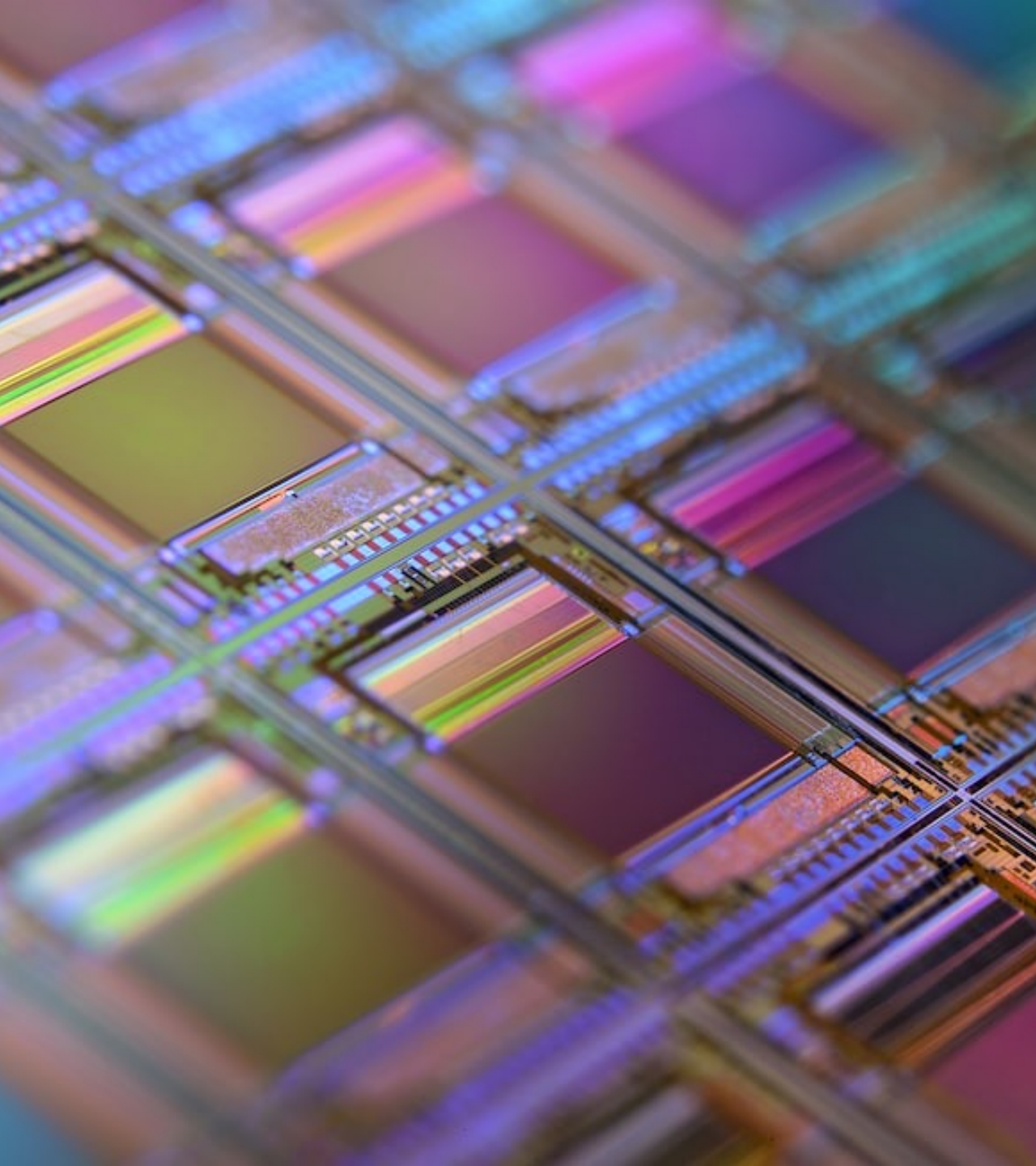
A shift from farming to factories and offices, and less uncertainty around well-being





If you are interested in a
less rosy view...





The Information Age
brought us **instant access**
to people, products, and
information, **at scale.**



We gained...



Choice

From products to entertainment to expertise, a staggering variety of options



Customization

Individually molded offerings when the options available are not enough



Immediacy

Access to—and the ability to share—information nearly instantly, whether from or to a public source or a family member





The Information Age has also brought a
pervasive state of overwhelm.





Everything happens so much.

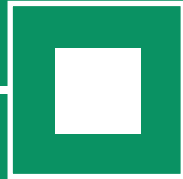
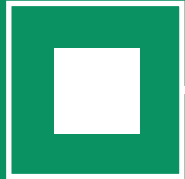
— @Horse_ebooks



We're at an

inflection point.





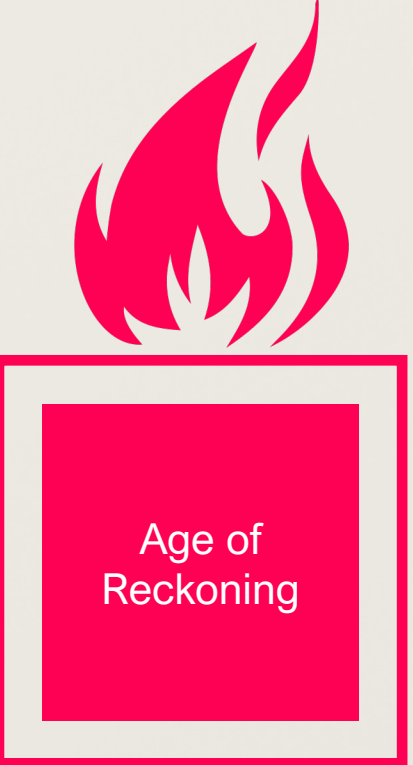
Industrial Age

Information Age



The internet has some suggestions...

From the mundane...



...to the terrifying.





Welcome to the
Age of Intuition

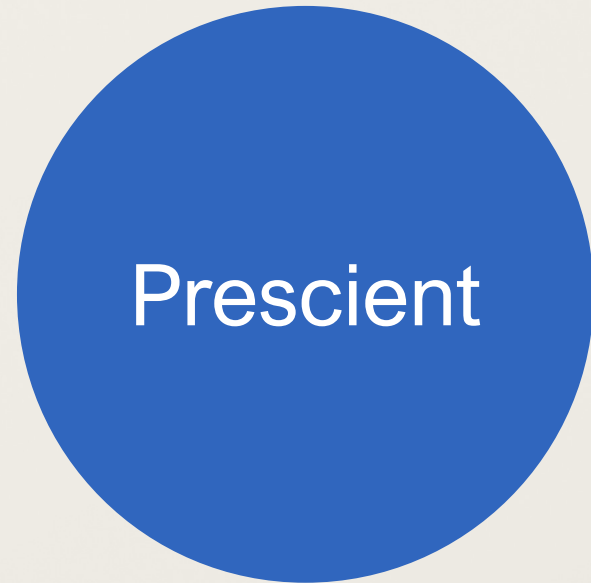


“Intuiting” experiences will be...





“Intuiting” experiences will be...

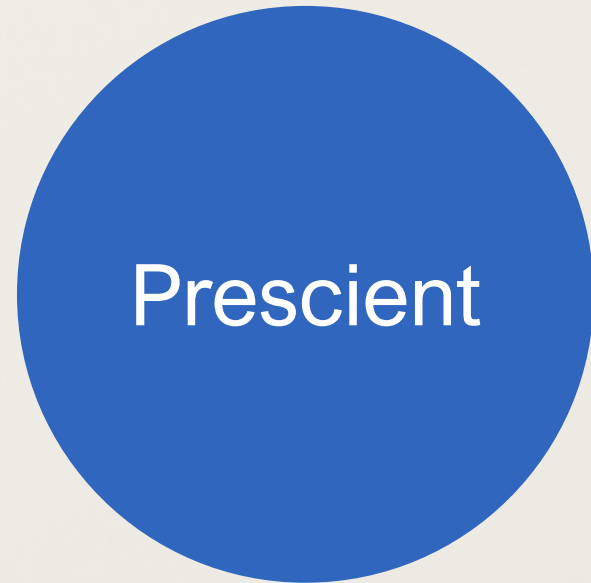


Prescient



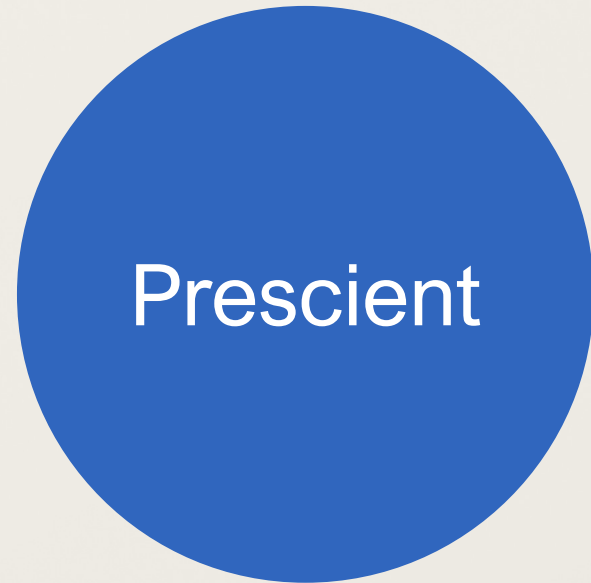


“Intuiting” experiences will be...





“Intuiting” experiences will be...





The **Age of Intuition**
can grant us openings to
bring our **true selves**—our
true value—to the world.



It can create openings for...



Creativity

Time to explore and test ideas, to identify needs and fulfill them, to make something new



Connection

Time to see our fellow humans fully, to serve or partner with them in new ways



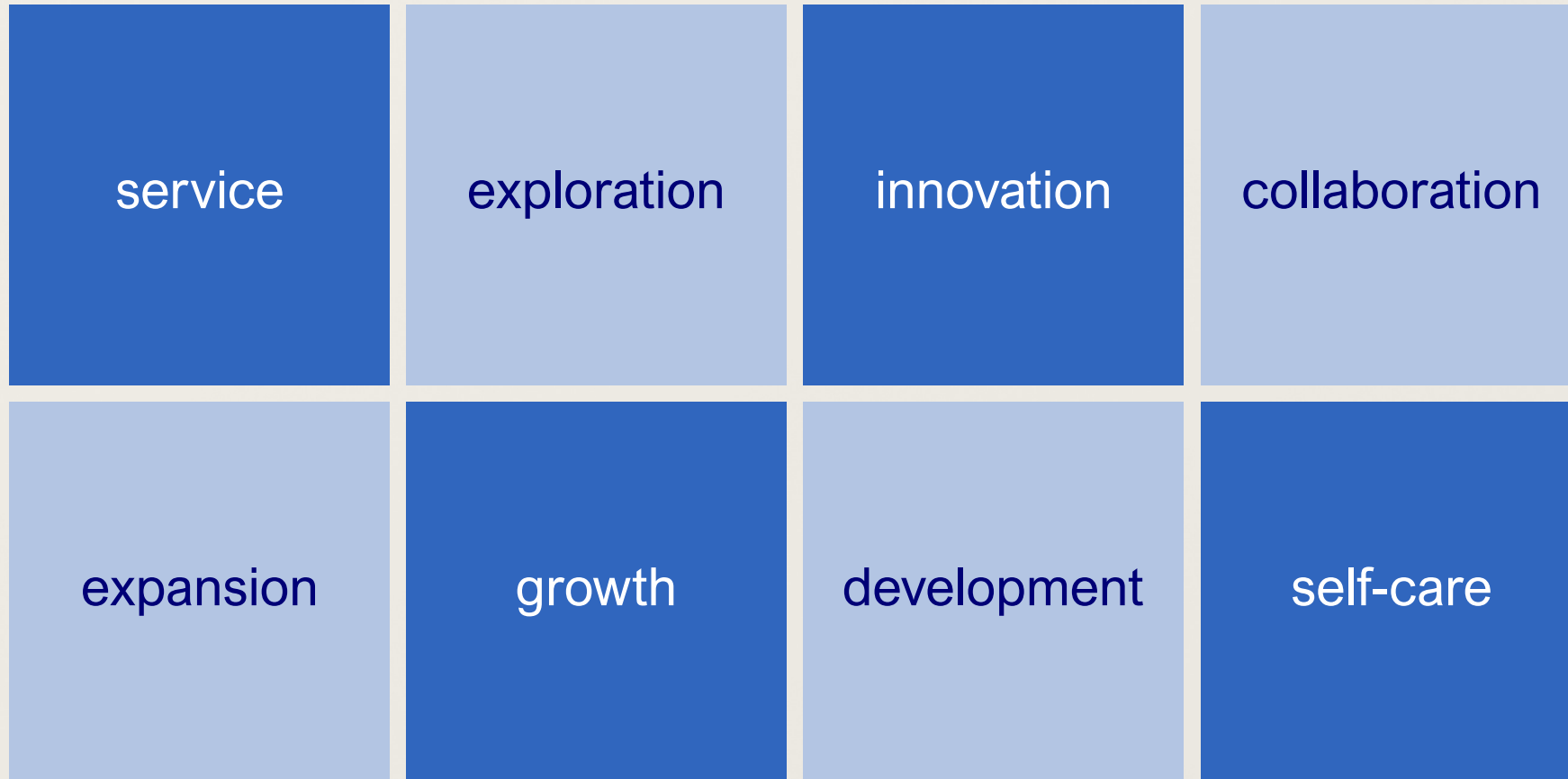
Spirituality

Time to consider the difference we can make for ourselves and for others in the world, and do so





This is our “return to human”. More time for...





A Possible Future

An Intuiting Experience Fostering Wellness





Imagine you have recently been
diagnosed with an autoimmune disease...



You probably have some questions.

How can I **access (and share)**
the expertise I need to feel
confident moving forward?

How can I collect and track
the information needed to
monitor my wellness?



How can I **find and stay**
connected to the people
who can best support me?

How can I **track and**
manage the aspects of
my **wholistic treatment?**





How can I make sure this has
as little impact on my lifestyle as possible?





What if, to get you started...



01

You immediately get access to curated online resources and online and real-world community recommendations.



02

You receive your first monthly “care box,” including your prescription, a connected dispenser, and a few other items to keep you comfortable.



03

A wellness coach reaches out to ensure you're comfortable with the shifts you'll need to make in your life.





What if, to keep you going...



04

You get recommendations for short- and long-term goals aligned with your interests and treatment, and adaptations you can make to your regular routine to start now.



05

Based on your bio-metrics, you get notifications recommending preventative steps to avoid a flare-up, like resting, exercising (including a suggested activity), or listening to some specific music.



06

If a quick meal will help, you're offered a recipe that matches your taste and can be made easily with ingredients in your smart fridge.





What if, when things take a turn for the worse...



07

Based on quick updates (physical and mental) you provide, plus your bio-metrics, your providers know when something is off as soon as possible.



08

You're prompted to schedule a few tests and a follow-up appointment with your doctor, and, after your conversation, your monthly care box and other recommendations adjust to reflect your treatment updates.



09

If you do experience a crisis and need a few days away, help is available quickly via a variety of channels, with minimal explanation needed, and your schedule is updated or put on hold automatically.





With an intuiting wellness-oriented experience, patients' mental load and task management time will be reduced greatly.

They will have **more time** for the things that **enhance their well-being**.



Intuiting experiences
are possible in **every context**
in which people exist.





Why **should** we focus here?

Why **would** we create these?





Business has to give people
enriching, rewarding lives,
or it's simply not worth doing.

— **Sir Richard Branson**, *Business Stripped Bare:
Adventures of a Global Entrepreneur*



Business exists to enhance
human well-being.

— **Mihaly Csikszentmihalyi**, *Good Business:
Leadership, Flow, and the Making of Meaning*



Enabling That Future

Enabling “Intuition”





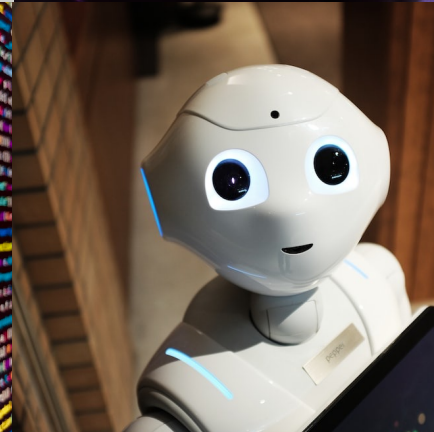
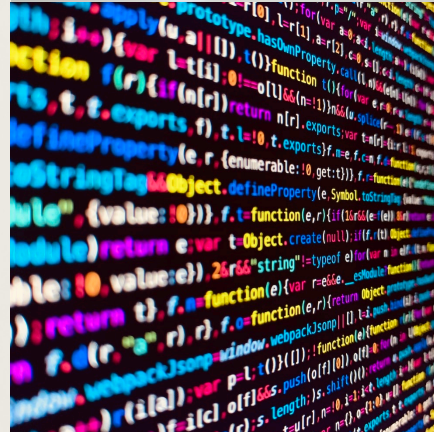
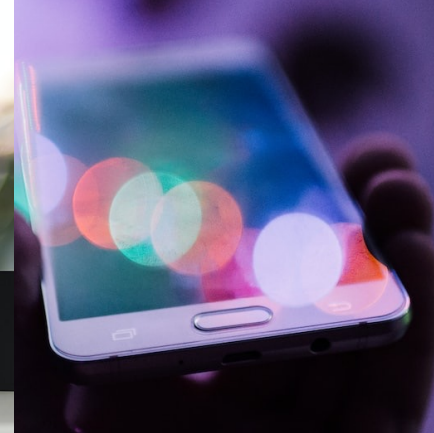
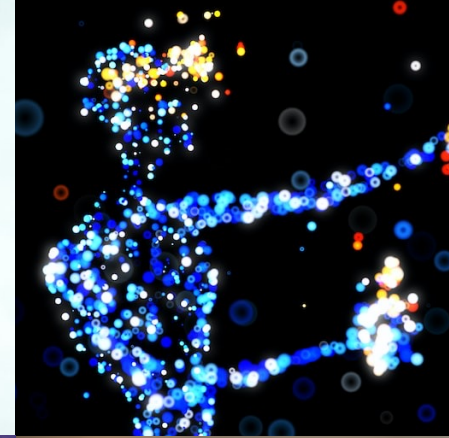
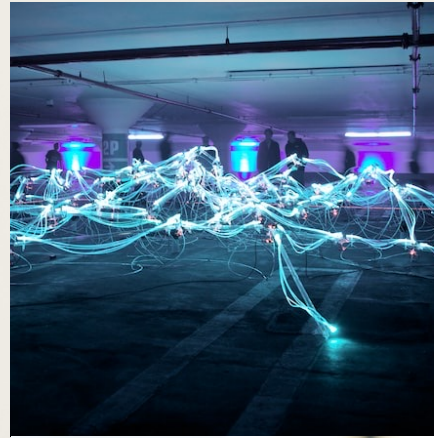
We have [most of] what we need.





Technologies form a basis.

- Cloud Computing
- Service-oriented Architecture
- 5G
- Wireless Mesh Networks
- Wearables
- IoT
- ML / AI
- Extended Reality
- Biometrics
- Digital Twins
- NLP





Data
provide the insight.



Business strategy is
trending toward ecosystems.





A few recent offerings

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DIGITAL ECOSYSTEMS / REPORT

What Is Your Business Ecosystem Strategy?

MARCH 11, 2022

By Ulrich Pidun, Martin Reeves, and Balázs Zoletnik

This article is the sixth in a series that offers executives practical guidance on business ecosystems. The modular design of this installment allows you to read it in its entirety or jump to the strategic questions that are most relevant to your company.

From media and technology to energy and mining—no major industry is untouched by the rise of **business ecosystems**. These dynamic groups of largely independent economic players working together to deliver solutions that they couldn't muster on their own come in two flavors: transaction ecosystems in which a central platform links two sides of a market, such as buyers and sellers on a digital marketplace; and solution ecosystems in which a core firm orchestrates the offerings of several complementors, such as product manufacturers in a smart-home ecosystem. Both types can quickly generate eye-popping valuations: since 2015, more than 300 ecosystem startups have

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The Future Belongs To Ecosystems

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GETTY

In our digitally disrupted world, driving success requires more than developing a strong solution alone. It's not only what your product can do, but also who you partner or integrate with. After all, having agile, responsive and open technology is crucial to gaining and keeping a strategic advantage.





It seems like we're heading in the right direction...

What's missing?





We're missing

Perspective and **Permission**

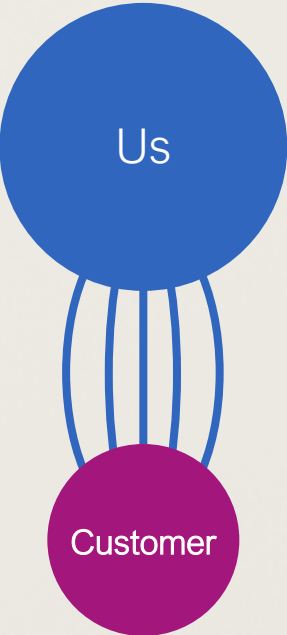


PERSPECTIVE

Designing and building intuiting experiences will require that we truly **center the human** with our work.

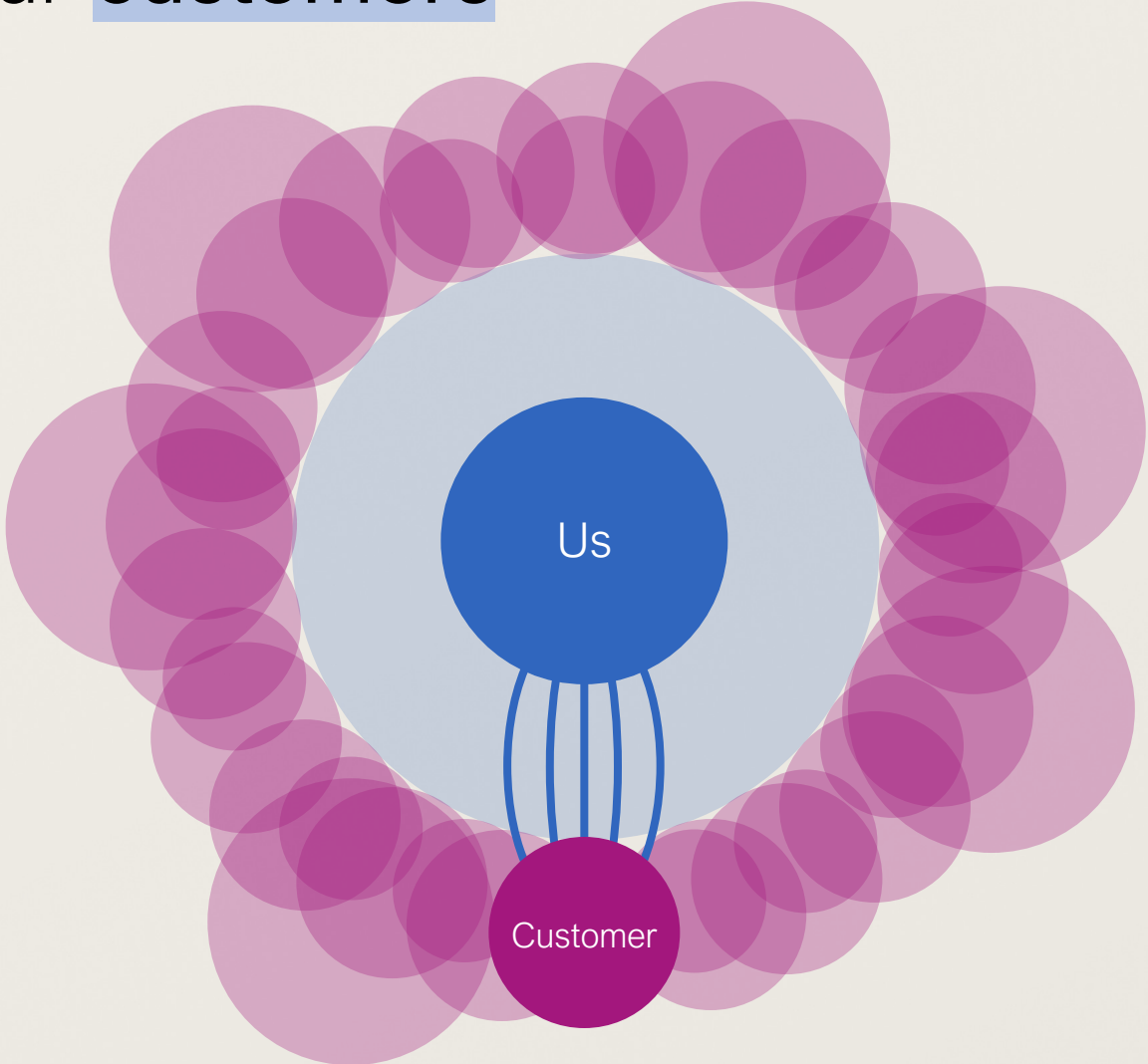


Centering our customers



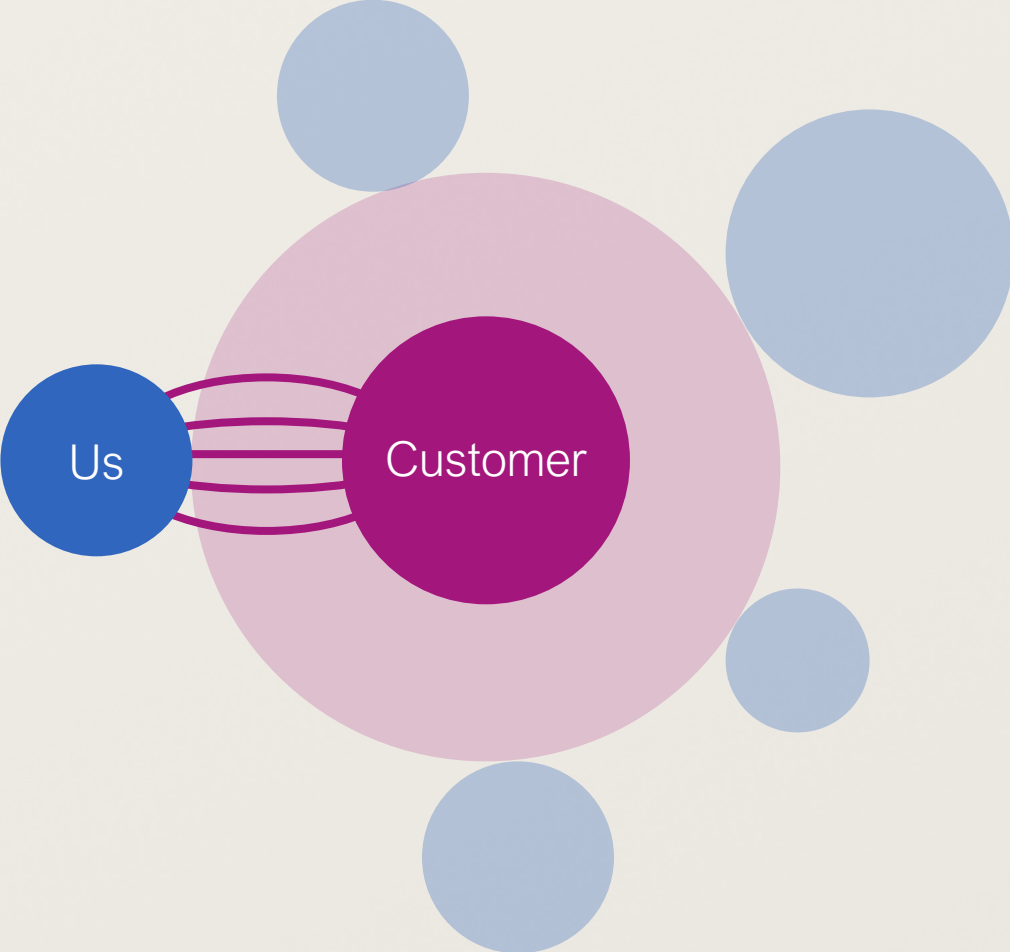


Centering our customers



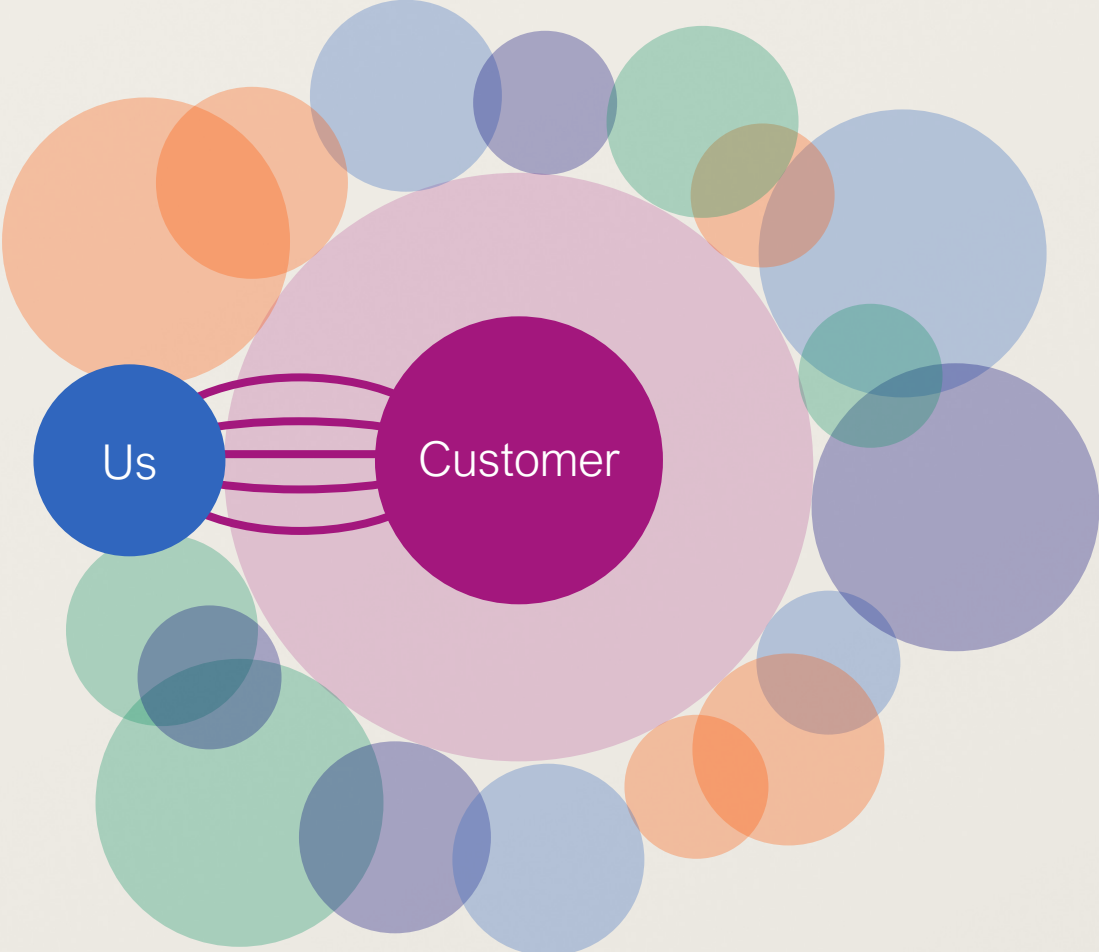


Centering the **humans** that are our customers



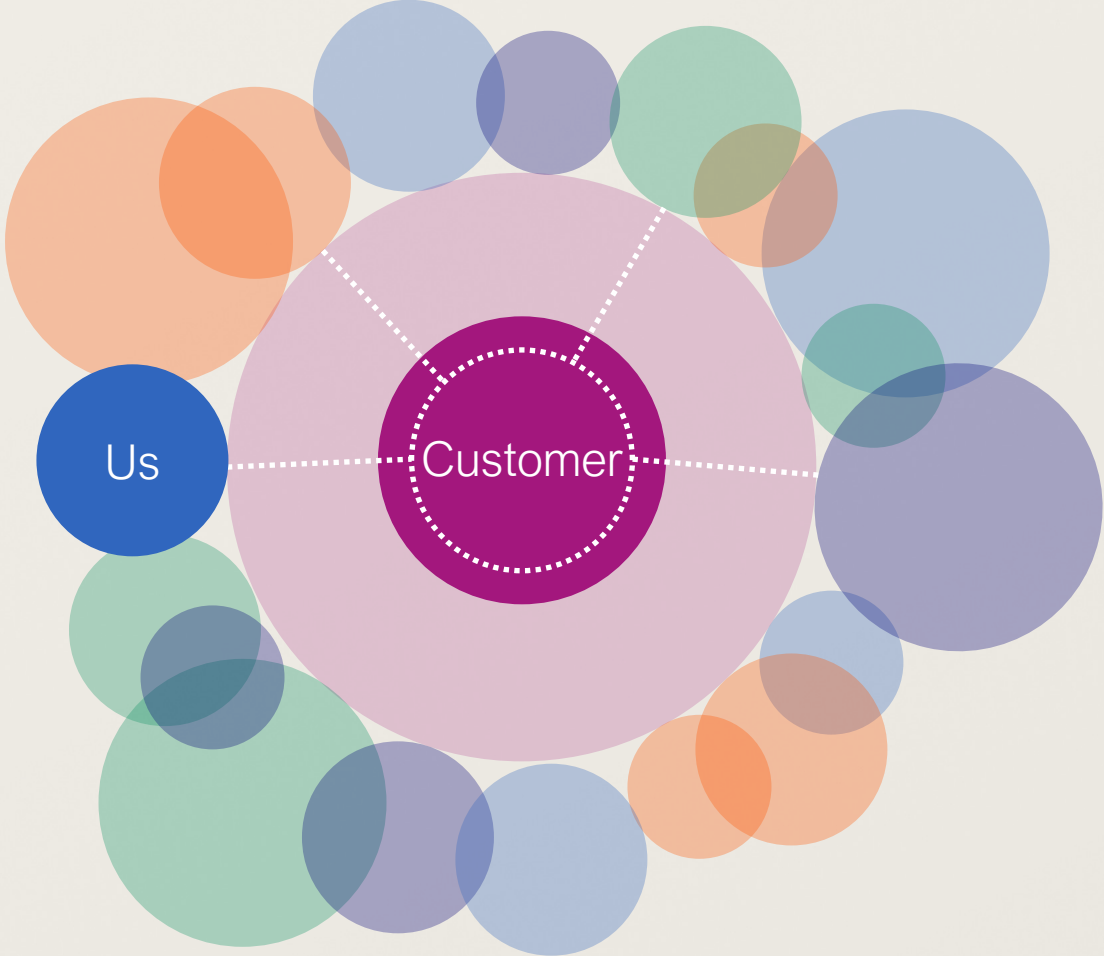


Centering the **humans** that are our customers





Centering the **humans** that are our customers





PERSPECTIVE

What's missing is **the in-between**—the **triangulation** customers do to inform their “next step.”



Building intuition into an experience

1. Determine **changes to circumstance** that shift—or completely alter—customer needs.
2. Identify and connect to means of **data that anticipate these changes** in circumstance.
3. Explore **customer responses** to these changes in circumstance to find **opportunities to support them in new ways**, either directly or through collaborations with partners.
4. Over time, isolate actions customers take that **interrupt the shifts to their needs**, and adapt your support to help them do so **as consistently as possible**.





PERMISSION

The **trust required** for customers to engage in intuiting experiences will **take time to build.**



Building trust in an intuiting experience

1. Let customers know exactly what **data you need** and **how you'll use it**—
and take VERY good care of it.
2. Show customers the **value** of an intuiting experience in **small ways as
you build it**, enhancing it over time to realize its full promise.
3. Include **“human” interactions** at the right times to reassure customers
that **they are in control**.





The Challenges Ahead

Embracing the Possibilities of Intuition





No one can know what the future will bring, but **we are the people who will build it.**



Will you embrace the
Age of Intuition?



Experience considerations



What kinds of intuiting experiences might be welcomed by your customers?



Which experiences should remain explicit or human interactions?



Where intuiting experiences aren't right for customers, could they be used to provide "intuiting service?"





Business considerations



Are you willing to give up "ownership" of your customers and their data?



Are you willing to give up engagement as a business strategy?



Are you willing to collaborate with unexpected partners, or even competitors?





Are we **willing** to let
an Age of Intuition grant us
our humanity.

Thank you.

One North is a full-service digital agency helping businesses solve complex problems in creative ways. We're makers, technologists and relationship builders guiding you toward what's next.

Unlike traditional agencies, we stitch together a deep level of expertise across disciplines so that we can do the work of multiple teams. With capabilities in brand and communications, digital experience, technology and infrastructure, and optimization and insights, we can take on any challenge.

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