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A time of accelerated disruption

COVID-19 is no doubt accelerating change. We've heard it before, that crises bring forward the future we imagined for ourselves 5-10 years out and forces us to live it today. Thanks to this pandemic, we've got no choice but to adopt digital processes throughout all aspects of life, little option but to rely on online shopping for nearly all purchases, and have been forced to socialize through entirely virtual means.

It's perhaps a blessing in a very strange disguise. It's provided us with an ideal time to stop.

Slow down.

It has given us time to re-evaluate what we want from our lives. Time to question the status quo. Space to find ourselves again.

Do we want things to go back to normal? Yes, to a certain extent. But it's important that this pandemic serves as a catalyst to a brighter future, one where our collective lived experience has informed a more valuable way of being. So, how will we rise to the challenge?

Here we present to you 141 ways that the world has shifted in response to this pandemic. Some are trends that have picked up in interest, others are repercussions from mitigation measures. All of them should serve as potent launchpads for creative and critical thought. To close, we present 10 new large-scale shifts that will impact the future. Without further ado, let's get right to it.

—Avenear | The future presently passed

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Drivers and impacts of change

1—

Social distancing

Also called physical distancing, its the act of staying a minimum of 2m (6ft) away from others. Businesses that remain open are using tape and stencils on the ground to demarcate proper distancing.

- Cancelation of mass gatherings
- Lines for grocery stores extending across blocks
- The City of Toronto is suggesting a limit of 3 persons per elevators

2—

Quarantines

Mandatory 14-day quarantines for those returning from abroad and for those showing symptoms of COVID-19.

- Countries around the world quickly adopted the 2-week mandatory self-isolation for returning citizens

3—

Shelter-in-place & lockdowns

As a precautionary measure, citizens are advised to voluntarily shelter-in-place (self-isolate) and restrict outings into the community to bare essentials. In certain countries, lockdowns are in effect meaning that citizens are forced to shelter-in-place and cannot leave their properties unless for very specific reasons.

- Wuhan, China became the first city to issue a lockdown order (they are now the first city to subsequently ease a lockdown order)
- India is strictly enforcing a lockdown on its 1.3B inhabitants
- A few European countries are planning to ease lockdown orders after 3-weeks of closures

4—

Group video-conferencing

We're seeing an uptick in the use of videoconferencing technologies to keep us connected with coworkers, family, friends and services (such as workout classes and virtual conferences).

- Zoom
- Google Hangouts
- FaceTime

What new types of environments will need to exist to complement our digital lives?

5—

Virtual (night)clubs

COVID-19 has accelerated the use of videoconferencing technologies as digital nightclubs. By setting the stream as private, individuals can be 'admitted to the club' and enjoy the guest DJ performances, each streaming themselves dancing at home. In addition, unruly users can be 'kicked out' of the club for not following club rules.

- Digital Nightclub Montréal
- Club Quarantine, nightly dance party for the LGBTQ2+ community
- Jingdong has launched "online clubbing" campaign, inviting DJs for 3-hour livestreamed sets and allowing participants to purchase alcohol online

6—

Livestreamed events

As conferences, shows, and festivals are forced to postpone their events, many are choosing to offer their content as a livestream.

- For the first time ever, [Coachella](#) will be livestreamed
- Several musicians are choosing to perform to their fans via [Instagram Live](#)
- Collision From Home is the virtual version of the popular [Collision Conference](#)

In what ways might we bring the spontaneity of socialization to the digital world?

7—

Co-watching

Utilizing services to collectively watch and consume content together, thereby rendering the consumption of media a little more social and interactive.

- [Instagram](#) just launched its Co-Watching feature which lets groups of friends video chat with one another and browse through posts together
- [Netflix Party](#) allows friends to watch movies together, at a distance.

8—

Surveillance colleagues

Some remote workers are opting to share live videos of themselves working in an effort to boost their focus and productivity. Some services exist to virtually connect teammates with a dashboard featuring an all-day livestream of each team member, others look to connect total strangers in a matchmaking working session.

- [Focus Mate](#) pairs two strangers in a remote work session.
- [Sneek](#) is branded as “human contact for remote workers”. When active, it snaps your photo every minute and displays it to your team members. As soon as a team mate clicks on your photo it begins a video chat. It is meant to mimic more impromptu social discussions.

9—

Online social challenges

In an effort to pass the time and stay socially engaged, viral challenges are being increasingly shared on social media. Some are designed to encourage each other to stay physically active while others aim to develop creative skills.

- Several workout challenges (pushup challenges, Koala challenge) have been making the rounds of social media like [Instagram](#) and [Tik Tok](#)
- Many daily challenges, digital bingo boards, and surveys are being shared too

10—

At home workouts

As gyms are shut down, individuals are forced to complete their workouts from home, with or without specific exercise equipment.

- Virtual workout classes are being organized by personal trainers as well as groups of friends
- Workout equipment has been in high-demand as lockdowns have been initiated, prompting gyms to rent out their equipment

11—

eSports

Videogames and virtually gamified sports are gaining in popularity as many turn to digital means to stay connected with others, stay motivated, and stay competitive.

- [Zwift](#) is a popular cycling and running app that pairs with smart trainers to provide a gamified and social workout experience
- Formula One racers have been invited to participate in digital races as part of the [Legends Trophy series](#)

12—

Open access

Acknowledging that many have lost their employment and are forced to stay at home, several organizations are providing free (or reduced fee) access to platforms and content.

- [Nike](#) is offering on-demand fitness coaching app for free
- [Adobe Creative Cloud](#) is now free for students
- Several big journalism companies ([Wall Street Journal](#), [New York Times](#), and [Bloomberg News](#)) are removing their paywalls in an effort to combat misinformation
- [Headspace](#) is offering an expanded free version of their app with a section for dealing with anxiety, stress, and uncertainty

How might virtual social connectivity continue to evolve in the near future?

In what ways might spectator events be rendered more immersive through technology?

13—

Open source projects

Artists and makers are sharing the source files for projects in a bid to encourage others to be creative during the lockdowns or in an effort to provide the necessary plans for making your own pandemic equipment (like masks and hand sanitizer).

- [Grimes](#) releases raw footage of her music video under the project 'Grimes Art Kit'. She invites anyone to remix her music and videos.
- Files to 3D print masks are made available by [Copper3D](#) to download online (NanoHack mask)
- [WHO](#) has made recipes for hand sanitizer freely available on their website

14—

Open innovation efforts

Recognizing that we must act collaboratively to find solutions to the global pandemic, several organizations have launched open calls to innovators, creatives, and businesses. Some calls focus on solving the need for ventilators, others aim to increase the effectiveness of communication strategies, or look to build networks between disparate groups.

- [CanCOVID](#) is Canada's federally-mandated collaborative research platform that connects over 10,000 researchers and government officials.
- [Roche Canada](#) have launched an open innovation challenge to fund projects that address a number of key questions concerning COVID-19

15—

Collaboration & mutual aid

Similar to the above trend, individuals and businesses are realizing that we must be willing to help each other out if we stand any chance of fighting this pandemic.

- Individuals delivering groceries to the elderly, neighbours, and the immunocompromised
- [Gucci](#), who has 40 million Instagram followers, allowed the [WHO](#) to take over its channel to help spread the message.
- In Italy the mafia is helping distribute food to the poor. It remains to be seen whether these are truly selfless gifts or rather debts citizens will have to repay.

What new opportunities for education have emerged?

16—

Online learning

For many, COVID-19 lockdowns are creating the time for them to learn new skills they've been putting off. For others, they're turning to online tutorials to learn how to do things they previously outsourced (like giving haircuts).

- University-level classes are offered on platforms like [Udemy](#) and [Coursera](#)
- [YouTube](#) offers troubleshooters and those wishing to learn new skills many tutorials
- [Skillshare](#) offers a platform for creatives to learn new skills

17—

Home-schooling & home-based learning

We're seeing home-schooling being accelerated by the lockdowns. For many students, home-schooling means using technology to access online learning materials and can include parental supervision and teacher check-ins (virtually). Older students collaborate on online modules and online group projects.

- Several guides for home-schooling your children during the coronavirus outbreak have surfaced
- Worldwide, the education of roughly 1 billion children has been affected (OECD, 2020)
- France has created "[Ma classe à la maison](#)" (my classroom at home) app to help children stay engaged with schoolwork while at home

18—

Malware & opportunism

Unfortunately, the pandemic is also encouraging bad actors to strike with added fervour. As many struggle to obtain the necessities, some are leveraging the demand for select products to generate a profit. Others are embedding malware in an effort to further advance chaos and destruction.

- Knowing people are looking for information, hackers have been using interactive infected [COVID-19 maps](#) and dashboards to spread malicious software.
- A NYC man was caught hoarding and selling healthcare equipment at a [700% markup](#)
- A [Vancouver couple](#) were caught for clearing out shelves of cleaning products from local stores and selling them on Amazon for extravagant prices. They have supposedly made a \$100,000 in profit by doing so.

In the face of increasing digitization, how might physical entertainment evolve?

19—

Loneliness epidemic

As the whole world comes to a standstill and are forced to isolate, the loneliness epidemic that we have been experiencing is being exacerbated for those that live alone and/or suffer from underlying sources of anxiety and loneliness.

20—

Digital care

The trend in digital care is about leveraging digital technologies to stay connected and take care of each other. It includes taking the time to check-in on one another and to order each other care packages (or groceries, food deliveries).

21—

Online dating, revamped

With services like Tinder, Bumble, and eHarmony relying on in-person dates, the coronavirus is forcing many singles to pause their dating efforts and forcing dating apps to reimagine their value propositions.

22—

Virtual companions, virtual friends

The rise of virtual companions has been accelerated by forced social isolation of citizens. As individuals turn to digital media to stay entertained, synthetic influencers are receiving an increased audience.

- **Samsung's NEON** project are virtually generated individuals
- **Lil Miquela** is a digital art project. She is a computer generated Instagram influencer, model, and music artist who has 2.1M followers (as of April 10, 2020) and has her own music videos.
- **Shudu**, a CGI supermodel that is working with big brands to “wear” their latest creations. She has 199.8K followers on Instagram (as of April 10, 2020).
- **SK-II's Yumi** is an AI digital human ambassador

How might synthetic entertainment and digital friendships shift our need for in-person social networking?

23—

Virtual entertainers

As the entertainment industry is placed on pause, virtual entertainers and digital performers remain unaffected. With various industries such as journalism relying on teams of people to come together to produce shows, the use of virtual individuals for broadcasts is accelerating.

- **Hatsune Miku** is a singing voice synth that appears in concert via hologram
- **Xin Xiaomeng** is a Chinese news anchor that is actually generated by an algorithm.
- **Daisy Page**, a CGI model, is now signed to Lipps LA modelling agency.

24—

P2P learning

As people are having to be more resourceful, many are turning to online sources like forums and YouTube for tips and advice for how to do things at home (cooking, baking bread, fixing dishwashers).

How might we better reassure anxious personalities during pandemics?

25—

Assistive technology

Once again, because individuals are being forced to address issues they normally would have outsourced, many are turning to assistive technologies to help them through tasks.

- [HelloFresh](#) helps streamline the process of figuring out what to cook every night
- Grocery list apps like [Out of Milk](#) helps individuals shop more efficiently

26—

Gun purchases increase

Meanwhile in certain social circles, fear of societal breakdown are leading some to purchase guns and other “self-defence” equipment to protect themselves if such a state of chaos was to manifest itself.

- In March 2020, an **85% increase in gun sales** occurred in the States, with 2.6 million guns being sold in that month alone. Sales in the States are motivated by self-defence, with some studies indicating 76% of gun owners purchased them for protection.
- Gun sales have increased in Canada as well, although the circumstances are more likely tied to supply chain disruption for hunters and target shooters who are stocking up on ammunition and firearms for the hunting season.

27—

Showing you're contributing

As the coronavirus pandemic is a truly unprecedented event, many are opting to broadcast their efforts to flattening the curve. This trend includes sharing how you're self-isolating, and publicly broadcasting your coping mechanisms.

- [Instagram](#)'s Stay Home sticker encourages individuals to share their self-isolation stories
- Companies across industries are sharing how they're pitching in towards the fight against COVID-19, either through manufacturing of in-demand goods, donations, or through support.

How might we reduce our screentime in an age of digitization?

28—

COVID vigilantism

With fear and anxiety running high, some civilians are choosing to take matters into their own hands and forcibly isolate those they feel pose a risk to their societies.

- In Vinalhaven, Maine some angry villagers allegedly cut down a tree to block a driveway and threatened out of towners with guns as a way to force them to quarantine.

29—

Increased screen time

The amount of time we're spending in front of a screen – whether for work, entertainment or as a means of staying connected – is directly leading to increases in screen time. It is also leading to an increase in our digital carbon footprints.

Technological

30—

Surveillance technologies

Researchers, health officials, and governments are increasing their use of surveillance technologies for a number of reasons. Reasons include to keep tabs on the location and movements of those that are confirmed to be infected, to monitor urban spaces remotely and enforce curfews, as well as to better understand where the virus may be especially active in a community.

- Spanish police using drones to monitor the streets
- Reporting app for Polish citizens that requires them to take a geotagged selfie within 20-minutes of the request
- Researchers are using [Google Searches](#) to track the spread of coronavirus
- Some researchers are even looking at tracking sewage to uncover coronavirus patterns

What role might new production technologies play in mitigating future crises?

31—

3D printing

As critical medical supplies run low, manufacturers are turning to rapid prototyping to replenish in-demand parts such as ventilators and even masks.

32—

Therapy apps / physio apps

Due to restricted home visits and the closure of non-essential services, many who relied on visits to/by the chiropractor, physiotherapist and other therapists services are now left with little choice but to try out at-home therapy apps, including at-home physiotherapy coaching apps.

- PT Pal Pro allows physical therapists to send exercises to their patients
- E-counseling apps like Better Help, Mind Beacon, and Talkspace offer therapeutic sessions from home

33—

At home testing

With governments attempting to restrict the movement of individuals in society, several teams are working on reliable (and authorized) solutions for at-home virus testing. Questions surrounding their efficacy and accuracy are top of mind.

- Nurx claims to offer at-home testing for coronavirus but it is unauthorized by the U.S. Food and Drug Administration
- Carbon Health is working on developing an at-home testing kit

How might the healthcare industry be reimagined to become more efficient amid chaos?

34—

Autonomous deliveries

The demand for autonomous deliveries has been accelerated as food delivery services (Foodora, UberEats, DoorDash) and online orders have increased, placing additional demand on delivery drivers and logistics companies.

35—

Autonomous vehicles

For those still needing to get around, the demand for autonomous vehicles without a human driver has risen as the use of Uber, Lyft, and taxis have decreased due to the fear of potential contamination.

36—

Automation

The pandemic has exposed our fragile supply chains and highlighted weaknesses in our production capacities. The demand for automation within the manufacturing process would ensure that our supplies could continue to be produced without human intervention. This extends to the full automation of manufacturing, transportation, and distribution.

In what ways will consumerism be altered as a result of COVID-19?

37—

Robotic help

As human-to-human contact is restricted, the demand for robotic helpers has increased. Individuals are imagining a world where robots could help humans live their lives in a safe, socially isolated manner. The healthcare industry could also benefit from robotic help as the system seeks to cope with the burden of COVID-19.

38—

Digital signature industry

With customers having to stay home, what physical paperwork processes remained are now having to be reimaged as fully digital processes. The repercussions of this include the uptick in the use of digital signatures and encrypted PDFs.

39—

Cashback and couponing apps

COVID-19 has caused many individuals to experience a decrease in income. As a result, many are looking towards savings and couponing apps as a way to better manage their spending.

- [Checkout51](#)
- [Honey](#)
- [Rakuten](#)

How might a smart city cope with a pandemic?

40—

Telehealth services

Providing healthcare at a distance has gained in popularity as clinics look to reduce non-essential patient visits. Providing services through phone, apps, and websites is proving efficient for many.

- [Maple](#) connects patients with doctors through their app, allowing individuals to get prescriptions and advice without leaving home

41—

Digital pharmacies

Digital pharmacies are using online ordering systems paired with delivery companies to deliver required medicines and drugs to people's homes. Reducing the need for people to leave their houses for essential items.

- [Capsule](#), a NYC based on-demand pharmacy
- [PillPack](#) is a mail-delivery service that automatically creates a roll of little packs for all of your prescriptions to ensure proper dosage.

42—

Social VR

Individuals are using virtual reality as a way to hang-out together in a shared, virtual space.

- [Facebook Horizon](#) offers VR space for friends to hang-out in
- [AltspaceVR](#)

How might urban agriculture be affected by this pandemic?

43—

Demand on data

The demand on data infrastructure has seen a critical surge as more individuals are relying on its services for work, entertainment, and social value. In turn, this increased demand is threatening the speed and quality of one's online experience.

—In Europe, [Netflix](#) has had to dial back its resolution in an effort to conserve internet bandwidth

44—

WFH, remote work

Probably the most talked about repercussion of the coronavirus has been the acceleration of remote work. Individuals across the world are being forced to work from home on a full-time basis, signaling a massive shift in how we do work.

Environmental

45—

Home gardens

Due in part to the rising cost of groceries and the desire to isolate as much as possible, individuals are looking to increase the amount of food they can grow at home. For others, gardening is providing the only access to nature they have from their balconies.

46—

Home updates

For those stuck at home all day, the pandemic is proving to be an ideal time to tackle smaller home improvement projects like painting the deck, installing shelving, switching up the hardware in the kitchen, etc.

47—

Home organization

Similar to the aforementioned trend, many are seeing this downtime as an ideal opportunity to get on top of their houses' clutter.

48—

Drive-through healthcare

To limit potential exposure to the virus, drive-through coronavirus test centres have been set-up in several cities around the world.

Might new seasonal patterns of consumer behaviour begin to manifest themselves?

What types of new services might emerge to cater to the new realities of our work/life balance (or lack thereof)?

49—

Decentralized healthcare

With healthcare centres becoming quickly overloaded, new locations have had to become repurposed into hospitals and treatment centres. This trend highlights multipurpose spaces and rapid reimaginings of underutilized spaces.

- In New York City, the health authorities have transformed a part of Central Park, tennis courts, stadiums, as well as a Navy hospital ship into makeshift treatment centres.
- In the Philippines two national sport complexes will be turned into hospitals
- Brazil is also turning its arenas into hospitals

50—

New burial practices

The grim realization that with a growing number of dead, standard burial processes are no longer possible. The problem of modern burial practices is a theme that has been investigated by a growing number of concerned citizens prior to COVID-19.

- Mass graves have become common in many countries around the world.

51—

Off-the-grid living

An trend that's been accelerated by the pandemic is off-the-grid living. Those able to isolate themselves and be completely self-sufficient have a lowered risk of catching the virus.

52—

Rural living

As urban centres are seen as carrying a higher risk of community transmission, many citizens are choosing to pack-up and relocate to rural communities.

- India's lockdown is leading many of the nation's 1.3B inhabitants to flee to their hometowns in rural areas

53—

Escape communities

Those with means are looking to ride out the pandemic in style at "escape communities". These are secluded cabins where guests are prescreened for the virus, then allowed to live together as an isolated community. These locales are catered to and maintained as a type of pandemic getaway hotel or vacation.

- **Harbor** offers style isolation cottages
- **Haven** is another company that offers COVID-19 retreats

54—

Rapid construction

With desperately needed healthcare spaces, rapid construction methods are helping quickly build up the necessary infrastructure.

- Wuhan builds the **Leishenshan Hospital** with 1,600 beds in 10 days

How might the design of our urban spaces be reconsidered in terms of mitigating infectious disease?

55—

Single use items making a comeback

With a fear of accidentally catching coronavirus through the cross-contamination of surfaces and products, the adoption of single-use items has once again become a preferred alternative to reusable containers.

- Reusable coffee mugs are no longer accepted
- Disposable gloves have become more popular with the masses

56—

Rewilding of urban landscape

Wild animals around the world are reclaiming the vacant urban landscape.

- Wild boars roam the streets of Barcelona
- Coyotes are running around the streets of San Francisco

57—

Better air quality

With many forced to isolate at home, the reduction in vehicular traffic and manufacturing emissions have resulted in dramatically better quality for cities around the world.

58—

Wellness interiors

The rise of wellness interiors is stated to increase in a post-COVID world. Wellness interiors include pandemic ready interiors that use more antimicrobial materials and coatings (like brass), the use of air purification systems, and the redesign of spaces to reduce enclosed spaces and surface touching.

59—

Digital environments

Perhaps one of the most important shifts that COVID-19 has brought about is our use of digital tools as makeshift spaces. With added development, the design of digital environments in which we can work, play, and socialize is nearing the horizon.

- Digital environments for work: **eXp Realty** has a video game inspired digital "workplace" where co-workers appear as avatars

60—

Distributed teams

Working in networked, collaborative teams has quickly become the new norm as teams are forced to become distributed.

Economic

How might the design of delivery services be changed as a result of COVID-19?

81—

Take-out deliveries

With no restaurants to go to, people have little choice but to use take-out delivery services to fill their favourite restaurant cravings.

- UberEats, DoorDash, Foodora, Skip the Dishes

82—

Contactless everything

Limiting human contact has become a focal point of all, prompting new service models and products to reach the market.

- Contactless options for food delivery and parcel drop-offs have become commonplace.
- Brass accessories like **Hygiene Hand** are being created as a sanitary way to interact with the urban environment

83—

Meal kit boxes

In order to limit trips to the grocery stores, more individuals are choosing to sign-up for meal kit boxes to simplify and streamline meal planning.

- HelloFresh, Good Food, Chef's Plate

In what ways might the economy diversify as a result of the lockdown?

84—

Online shopping & delivery

An obvious implication of the coronavirus lockdown has been an increase in online shopping and delivery services. With physical stores closed, the only option for many is to order online.

- Companies that were previously ill-equipped for eCommerce are forced to open online stores quickly if they wish to remain in business.

85—

Delay in deliveries

Due to increased demand, delivery times for online purchases has increased, leading to a new style of delayed or patient consumerism.

- Amazon Prime subscribers who are used to receiving their parcels within a day of ordering are now stuck waiting up to a month for their purchases
- Canada Post has described the levels of deliveries being placed as "Christmas levels"

86—

Online services

Similar to the aforementioned trend, the increased use of online services has been spurred by the lockdown measures. Many services have moved to a DIY service model, providing the online tools to receive services from home.

- Self-service options provided as customer centres become overwhelmed
- Many registries have moved several services to be accessible online through their do-it-from-home digital platforms

In what ways might the use of cash see a resurgence?

67—

Cashless societies

Spurred on by a fear of virus transmission, contactless (digital) payments are preferred over the use of cash.

- eTransfers for trading platforms
- Use of credit and debit cards preferred
- Online shopping

68—

Pandemic pantries

Fearing a collapse of society and the supply chain, consumers are panic buying and stocking up on provisions.

69—

Pandemic savings

A consumer shift towards savings has been observed. Individuals are attempting to spend less and save more. For some, savings is a necessary change instigated by economic uncertainty and job loss. For others, unintentional savings are occurring due to the closure of retail and restaurant spaces as well as the cancelation of entertainment and travel.

- Perhaps consumers will be incentivized to set-up a "pandemic fund" in case of a future virus pandemic

Might businesses be required to present pandemic business plan?

70—

Business pivots

Companies are being forced to adapt their offerings to fit with COVID-19 market demands.

- [Time Out magazine](#) that would outline events and shows is now called Time In and outlines things to do at home.

71—

Hospitality pivots

Without their usual stream of customers, the hospitality industry has had to reimagine how they might be able to offer value in a society that's on lockdown.

- Hotels like the [Bay Roberts Hotel](#) in Canada is offering people who need a place to self-isolate free stays in their hotel
- [AirBnB](#) is providing free stays for hospital workers in France and Italy
- [Hoxton Hotels](#) in the UK is donating its extra food

72—

Retail pivots

Retail stores have had to quickly adapt to stay relevant. Adapting their products as well as their primary sales channels.

- Number of fashion retailers including [Rothy's](#), [Ministry of Supply](#), [Prada](#), [YSL](#), [Balenciaga](#), [Burberry](#) are now making masks
- Local retailers are offering online ordering with immediate porch drop-offs

How would a more automated society manage through a similar situation?

73—

Restaurant pivots

Besides having to pivot to only offer pick-up or take-out deliveries, restaurants are rethinking how they can provide value to customers with many opting to become makeshift meal kit and grocery delivery stores.

74—

Brewery pivots

With bars closed, breweries have to rely on online orders, porch drop-offs, and on repurposing equipment to make hand sanitizer.

75—

Household debt

With many having lost their employment, income is limited and household debt is increasing as credit cards and loans are prioritized.

76—

Debt consolidation services

Due to increasing levels of debt, debt consolidation services are picking up in popularity.

77—

Fear of strangers

A subconscious fear of strangers is being accentuated by the pandemic. As individuals feel that the public is a direct threat to their health, they're modifying their behaviours to avoid meeting anyone new.

—Online marketplaces and trading platforms like [Kijiji](#) are seeing a slowdown in trading as individuals no longer want to meet-up with strangers

78—

Slowdown in sharing economy

The sharing economy is experiencing a slowdown as more individuals refrain from sharing items with others for fear of cross-contamination.

What role will retail spaces play in an increasingly digitized world?

79—

Fashion slowdown

With nowhere to go and an uncertain economic future, individuals are reducing their fashion spending.

80—

Fewer trips to stores

Consumers are getting into the habit of only going shopping for essential items. This means fewer (zero) aimless shopping trips to malls and more purposeful shopping patterns.

81—

UBI

Universal Basic Income has been proposed for many years and thanks to COVID-19, its roll-out has been accelerated across a number of countries around the world.

- Canada is sending \$2,000 a month (for 4 months) to those who've lost their job due to the outbreak
- In the U.S., citizens affected by the pandemic will receive a portion of a stimulus package

How might fluctuating personal income patterns be stabilized?

82—

Stimulus packages

In an effort to maintain the economy, stimulus packages are being offered to businesses and employees.

- The U.S. government signed into law a \$2 trillion economic stimulus package

83—

Payment deferrals

Due to a lack of income, businesses and individuals alike are requesting payment deferrals on their lines of credit, loans, mortgages, and general purchases.

- Mortgage deferrals are being offered by banks
- Klarna** is a Swedish bank that allows individuals to turn general purchases into interest-free installment payments over a set period.

84—

B2B Collaborations

Businesses (sometimes even competitors) are finding ways of collaborating to help the fight against COVID-19.

- GM partnered with **Ventec Life Systems** to produce ventilators
- Ford, 3M, UAW, GE Health Care** have announced a partnership to manufacture respirators

In what ways might tiered services become more widely adopted?

85—

Restaurants reinventing as grocery marketplaces

Certain restaurants have chosen to repurpose their grocery supply chain access in order to provide an alternative to grocery stores. Serving up pantry boxes and pre-packaged meal kits of their recipes.

- [Earl's](#) offers their Chef's Kits - meal kits and grocery boxes
- [JOEY Restaurant](#) have launched an online grocery store called JOEY Market

86—

Shopstreaming

Also called live commerce, shopstreaming involves livestreaming (often by influencers) to sell products in real time. They are the digital equivalent to live marketplaces where consumers can ask questions and learn about the products.

- [Taobao](#), China's biggest e-commerce website allows individuals to become shopstreamers.
- [Amazon Live](#)

87—

Senior-centric services

As the senior population is more vulnerable to the virus's symptoms, businesses that remain open have had to change their models to better accommodate this demographic's needs. In addition, many digital solutions that work for the technologically savvy have needed to be rethought for the senior population.

- Call-centres have been expanded or set-up to specifically deal with seniors' inquiries
- Businesses like [Shoppers Drug Mart](#) are restricting the first hour of business for seniors only

What types of nefarious behaviours might have been spawned by the pandemic?

88—

Housing market freeze

Because viewings have been forced to slow-down (in some cases stopped completely), the housing market cannot safely appraise or show homes to potential buyers leading to a freeze in the market.

- In the U.K., the housing market has been officially frozen in an effort to prevent falling prices

89—

Small business and startups bankruptcy

Small businesses and startups are being forced to close their doors for good as the lack of income has made them unable to survive.

- A survey of 10,000 small business owners revealed that a third of them do not think to be able to survive more than a month of lockdown measures

90—

Online gambling

With casinos forced to close in order to maintain self-distancing rules, gamblers have little option but to migrate to digital options in order to satisfy their desires.

- [Stars Group](#), an online gaming company, has seen their revenue skyrocket due to COVID-19 lockdowns
- Latvia has banned online gambling, and Portugal is considering banning it amid the pandemic

How might non genuine individuals be more easily identified?

91—

Pandemic swindlers
Unfortunately, there are always some looking to make a quick buck amid others' hardship and desperation.

—Fake testing clinics have popped up in NYC, offering fraudulent coronavirus tests for \$240 USD.

92—

Gigworker benefits
The pandemic has brought to light the need for stricter regulations surrounding the rights of contract workers, especially as it pertains to health benefits.

Political & regulatory

93—

Virtual courtrooms
Without being able to convene individuals together in a room, law courts are exploring ways of modernizing the legal proceedings through video conferencing and phone-in access to remote hearings.

—New York City Family Court has moved to virtual courtrooms

How might contemplating your own death aid in living a more meaningful life?

94—

Digital democracies
Similarly, options for digitizing governmental processes around the world are in the works. Options for politicians to attend virtual sittings are being discussed as well as systems for enabling digital voting systems for citizens.

95—

Digital wills & at home legacy planning

The threat of dying earlier than planned is prompting some to use digital legacy planning products from the safety of their own homes.

—Safe Beyond offers “emotional life insurance” as a form of legacy planning

96—

Right to repair laws
With many repair shops closed, those requiring repairs are often left stranded due to their products only being able to be serviced by a license technician, lest they risk voiding their warranties through DIY fixes.

—In Pennsylvania, House Bill 2326 looks to give citizens additional choice in repairing their products

In what ways might bad actors profit from societal chaos?

97—

Relaxing intellectual property rules

The pandemic has prompted calls for intellectual property laws to be relaxed in order to allow manufacturers to produce essential equipment that may otherwise be protected by law.

98—

Restricted trade

Closing borders and limiting international trade has restricted trade and consumer access to products, leaving many to make do with alternatives or learn to adjust to a life without such abundance.

99—

Chaos seekers, conspiracy theorists, extremists, terrorists

Through any crisis, certain individuals thrive by highlighting chaos, spreading conspiracy theories, or accelerating fear.

- Agencies are warning that extremists may choose to target hospitals during the pandemic
- Experts are warning that social isolation may create a larger population to be potentially exploited by extremist recruiters

How might local businesses profit from this pandemic?

100—

Support local

Fearing that many local shops will go out of business, customers are doing their best to support small businesses through online orders and gift cards.

- [Panier Bleu](#) in Québec is an online directory for local businesses
- [Edmonton Made](#) held a promotion where anyone who submitted a local receipt could receive its equivalent in gift cards

Value shifts

101—

Self-care products

Through these stressful periods of self-isolation and uncertainty, many individuals are turning to self-care products to nurture their ability to cope with stress.

- Meditation apps have seen an uptick in use ([Headspace](#), [Calm](#))
- [Headspace](#) is offering its “weathering the storm” package for free

102—

Proactive health-minded buying

The purchase of preventative health and wellness products like vitamins, probiotics, and supplements to attempt to stay as healthy as possible.

- In South Korea, the online sales for vitamins grew 2077% in February 2020

How might citizens be better informed of critical information?

103—

Reactive health management

Consumers are purchasing reactive health products like masks, nitrile gloves, and hand sanitizer.

—So many consumers bought medical masks that it led to shortages in the healthcare system

104—

Combatting misinformation

As rumours continue to circulate online, individuals, organizations, and governments are working to keep misinformation at bay.

—The [WHO](#) had to put up a page on their website that specifically dealt with debunking rumours and highlighting misinformation

105—

Homeopathy & alternative medicine

Those looking for alternative answers to treatment and virus prevention are turning to scientifically unproven homeopathic remedies.

How might a society driven by craftsmanship and personal development prosper?

106—

Pursuit of hobbies

Stay-at-home orders are leaving many the time to spend on old and new hobbies.

107—

Reduced workweek

As our work-life balance has been completely up-ended due to lockdown measures, there's increased pressure to reduce or at least re-imagine what a standard workweek could look like.

—4-day workweeks

108—

Demanding customers

In times of hardship, customers are becoming more demanding of service providers.

—Customers expecting no data overage fees
—Customers demanding mortgage forgiveness, not just deferrals
—Customers wanting refunds

In what ways might our diets shift in response to the pandemic?

109—

Sightseeing walks

For many around the world, a walk around the neighbourhood has become a new form of sightseeing.

110—

Comfort food

There's a growth in the sale of comfort foods and snacks due to the coronavirus pandemic.

—In the United States cookies, salty snacks, popcorn, cheese snacks and pita chips all increased in sales.

111—

Resourcefulness

In the face of economic uncertainty, individuals are being more resourceful with the things they already have on hand.

—People using large water bottles as "masks"
—Making hand sanitizer at home
—Sewing own masks

How might the circular economy be accelerated by the shift in consumer behaviour?

112—

Frugality

Not wanting (or not being able) to go shopping as easily is forcing many people to live a more restricted lifestyle, making do with less and making what you do have on hand last longer.

113—

Mending, repairing

With not very many shops open, consumers who have had something break have little choice but to attempt to fix it themselves. In the spirit of sustainability, others are looking to mend their items to refrain from creating unnecessary waste.

114—

Mental health

The focus on mental health has been heightened due to the pandemic. People are being reminded to take time away from the news, take care of themselves and their minds.

How might our daily rituals evolve in a post COVID world?

115—

Germaphobes

Consumers are scared of the virus and are arming themselves with cleaning products to disinfect their homes and the few businesses that remain open.

—The sale of cleaning products has increased worldwide. Aerosol disinfectants saw a 385% growth in sales in March 2020.

116—

Cycling instead of transit

Cycling has picked up as a means of urban transportation as public transport is seen as posing a heightened community transmission risk.

117—

Simple pleasures

There's a trend in sharing gratitude in these dire times. Being thankful for what you do have and sharing that knowledge with others.

118—

Internet as a human right

Those without the internet are severely crippled by the stay-at-home rules. The pandemic accelerates the point of view that access to the internet should be considered a human right.

119—

Free and universal healthcare

In those countries that do not yet have free and universal healthcare, the pandemic has accelerated its popularity.

120—

Data visualization

The trend in data visualization has increased as more and more people seek out quick, easy ways for understanding complex situations.

In what ways might sensory forms of communication be beneficial?

How might coproduction be affected by shifts in consumer behaviour?

121—

Re-evaluating luxuries

The pandemic has forced us to re-evaluate our lives including our spending habits. Luxuries we would afford ourselves are now impossible, prompting us to question whether they were truly necessary to begin with.

- Facials, manicures, and haircuts are being reevaluated
- Future business trips being rethought

122—

DIYism

Linked to the need to be more resourceful, individuals are resorting to a lot of DIY experiments as a means of getting by without services.

- DIY haircuts and hair dyes
- Baking bread at home

123—

Daily routines

Our pre-COVID lifestyles followed a certain pattern. Now, there's an entirely new pattern at play: a lack of structure. Some are finding that creating daily routines helps cope with the lack of change in one's days.

124—

Security services

With panicked crowds, the demand for security services such as security guards has increased in certain places like grocery stores.

125—

New heroes

First responders and healthcare professionals are being hailed as society's new heroes.

- In North America, pots and pans are banged from balcony windows in recognition of healthcare workers

126—

Fear of strangers

An unjustified fear of strangers has manifested itself in certain communities, prompting racial profiling and racism to rise. In other cases, it's the misconception that those you know are "safe" and that strangers are the "others" that might be carrying the virus.

In what ways might the expectation of parental duties shift as a result of the pandemic?

127—

Parental shift

All of a sudden, every parent is a stay-at-home parent!

128—

Online camming

Those who relied on seedy professions like stripping and prostitution are now adopting digital mediums to interact with their “fans.”

- [OnlyFans](#), a subscription based platform for accessing your favourite content providers has reportedly been overrun by sex workers
- [ManyVids](#), [CamSoda](#) reporting double digit growth

129—

Roving stripclubs

Some are getting creative and using platforms as makeshift digital stripclubs in a time where their physical counterparts are out of bounds.

- Reports of exotic dancers using Instagram’s livestream feature with a [CashApp](#) username in the foreground to dance and earn tips

How might novel entertainment experiences evolve thanks to digital technologies?

130—

Digital musical shows

Since all artists have been forced to cancel their upcoming events, some are resorting to connecting with their fans through free, live streamed concerts. Others are being invited to stream their concerts to millions as part of fundraising efforts.

- [Basia Bulat](#) has been giving kitchen concerts on Instagram Live
- DJs [Diplo](#) and [Dillon Francis](#) have partnered with [DoorDash](#) (who will donate a meal for every person that tunes in) to offer their “Coronight Fever” sets live via [YouTube](#) and [Twitch](#)

Arts & culture

131—

Cooking renaissance

Being stuck at home has provided many with more time to invest in cooking. Some are opting to try out new, more labour-intensive recipes, while others are choosing to return to the basics of good homestyled cooking.

- Demand for yeast has increased substantially
- Unfortunately, cooking fires are also on the rise due to this cooking renaissance...

132—

Digital theatrical releases

Because movie theatres are no longer open, Hollywood is forced to release its newest productions directly to consumers, by-passing the theatres altogether.

- [Universal Pictures](#) made its “Trolls World Tour” available on demand on its theatrical release date

What role might formal attire play in a world grown accustomed to working from home?

133—

At-home entertainment

Of course, at-home entertainment has skyrocketed off the charts as people are stuck at home all day.

- Streaming services like [Disney+](#), [Netflix](#), [Crave](#), and [Amazon Prime](#)
- [YouTube](#), [Vimeo](#)

134—

Gaming

Another form of entertainment, gaming, has seen substantial growth due to the pandemic.

135—

Leisurewear

Goodbye formal attire as a large majority are now working from the comfort of their own homes (and PJs). People are opting for comfort over formality.

136—

New funeral practices

Unfortunately, the crisis has also accelerated the need for new, digital funeral practices since travel and the convening of family and friends is no longer possible.

137—

New greetings

New contactless ways of saying hello and goodbye are being adopted by cultures around the world.

- Handshakes have quickly fallen out of favour
- Cheek kisses have also stopped
- No more hugs

138—

Digital museums and art galleries

Cultural institutions are re-imagining how they can offer their experiences through digital means.

- [Google's Arts & Culture](#) project democratizes access to cultural institutions from around the world
- [The Myseum of Toronto](#) is a fully digital and remotely accessible museum experience

How might tourism shift to become more environmentally friendly?

139—

Digital travel & virtual tourism

Without being able to physically go anywhere, individuals wishing to travel have to do so by digital means.

- Faroe Islands launched their “remote tourism” project that allows people to take turns in controlling a guide that wanders the island
- You can discover the world through [GoogleEarth](#)
- On [YouTube](#) you can find hour long videos of walking tours of cities

140—

Digital masses, digital religion

Religion has also been left with little choice but to digitize its normally community-based gatherings, paving the way towards ‘digital worship’.

- Religious gatherings from all faiths are being live streamed to their audiences to encourage responsible social distancing
- The Pope live streamed Easter Mass to an audience of million

141—

Rendered and digital movies

One industry that has not been too impacted by the virus is that of animated movies. Because they do not rely on real actors for filming, their work can continue relatively uninterrupted by means of virtual collaboration.

New directions for society

A-

Epidemiological considerations

This pandemic has provided us an altered perspective on others, one where we see others as potential health threats. It is expected that we will continue to associate large crowds with a greater risk of falling sick, that we will remain more cautious of contaminants within the environment and that we will apply these perspectives to the (re) design of our spaces and services. We acknowledge that given our heavily populated and networked world it is likely that another pandemic will occur...

B-

In search of self-reliance

Having experienced disrupted supply chains, there is likely to be momentum carried forward into the development of more resilient and possibly local supply chain networks. Similarly, individuals have had to learn to become more resourceful and self-reliant in the face of the crisis, something that we will surely carry forward.



Accelerated adoption of digital participation

We've gained a greater appreciation for the ways technology can help us stay connected and participate in remote events - from virtual sports to virtual meetings, digital presenteeism such as livestreaming is going to become an increasingly accepted norm, even as we transition back to "physical" life.



Sacrifices for the greater good

The notion of small personal sacrifice for the greater good has partly been extended to the notion of sharing more aggregated, anonymized data in hopes of being able to more quickly detect the onset of another deadly disease. Added surveillance measures are deemed a necessary evil in such times. It remains to be seen how acclimatized we will become to this deterioration of privacy.



Design of digital spaces

As we look to live our lives through virtual mediums, the design of digital spaces for recreation, for work, and for entertainment is a craft that will gain momentum from this pandemic. When paired with the projected uptake in extended reality technologies, the way we live our lives may very well start to resemble an immersive video game.



Acceleration of automation and autonomous technologies

There will be a push for greater automation within our communities so that services may be able to continue operations without human intervention. In addition, autonomous technologies will gain in importance in the face of the increased pressures on logistics companies and delivery partners. We will develop a world where products will be able to continue being produced and distributed with nearly no human involvement.



Social, caring robots

It is possible that the healthcare industry will begin to seriously investigate the development of nursing robots to help take care of the sick. Autonomous robots may reduce the burden and risk placed on a number of workers such as nurses, home care, and social workers during such a pandemic.



Push for self-service through digital mediums

Being exposed to a reality where everything had to be accessible from home has prompted a rise in direct-to-consumer and do-it-yourself services. This at home consumer convenience has encouraged businesses to find greater efficiencies through careful consideration of their systems and processes. For example, we can expect to continue seeing a decrease in mandatory in-person interactions for services like opening a bank account or applying for a license.



Critical consumerism and the support of local

The pandemic has taught us to become more frugal in our spending habits. Many are equating this to a positive deceleration, a time for us to readjust our consumption patterns, to reassess what had become our norm. In the face of continued economic uncertainty, we are likely to continue making more considered purchases post-coronavirus likely resulting in reduced consumption. When we do consume, we will find added value in supporting small, local businesses in an effort to reboot their services.



The slowing down of life

Our collective lived experience of sheltering-in-place for months at a time has provided us with a newfound appreciation of a slower, gentler pace of life. One where we're no longer required to lose hours commuting or preparing for social events. We've gained a new appreciation for hobbies, self-fulfillment, meditation, and gratitude.

**Questions?
Concerns?
Comments?**

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