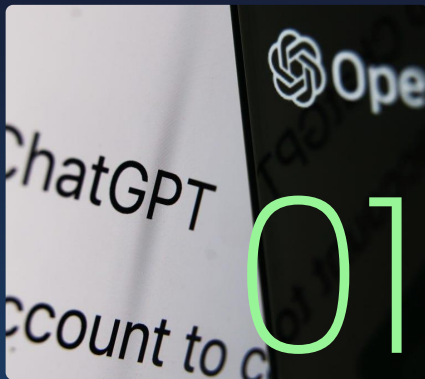


EXPERIENCE INTELLIGENCE

BY GPJ

FEBRUARY 2023

Changing social, economic, and technological landscapes are redefining how we work, play, dine, and build in 2023



The creative tension between human and machine grows deeper as AI booms



Wearables are powering consumer experiences in new and elevated ways



Changing social and economic landscapes force a rethinking of traditional F&B



Modular design may be the answer to construction industry shortcomings



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This Trend Was **Co-Written** by **ChatGPT**

The creative tension between human and machine grows deeper as AI booms

With ChatGPT [taking the world](#) by storm, we decided to test it out for ourselves. We asked ChatGPT to “write about how the lines between what is created by humans and by AI is becoming increasingly unclear.”

ChatGPT: As AI technology advances, the lines between what is created by humans and what is created by AI will continue to blur. AI will increasingly be used to augment human creativity and decision-making, making it harder to determine the origin of certain products, services, and ideas, and leading to a new era of collaboration between humans and machines.

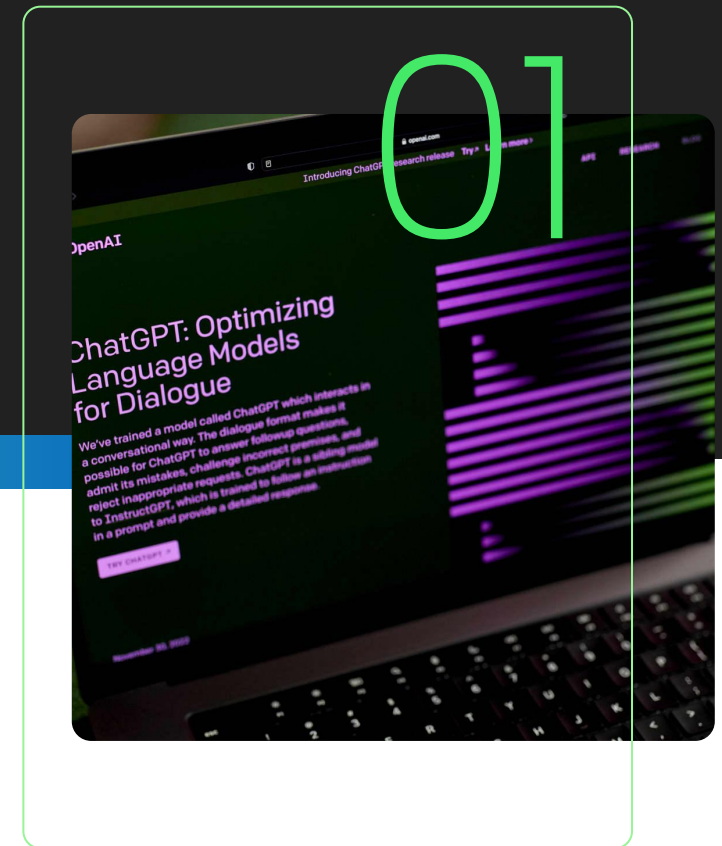
We couldn't have said it better.

What it Means

In short, the distinction between human creativity and AI is [wildly and eerily unclear](#). As technology advances and becomes even more embedded in business, leaders will have to be hyper-vigilant with how they use it to create relevant experiences while still maintaining authenticity.

Key Takeaway

As brands navigate these muddy AI waters, there needs to be an honest commitment to use rather than abuse the technology. At the end of the day, human-led creativity will continue to power authentic ideas and will be the key to differentiated experience design.





Wearable Tech is Stepping Its Game Up

Wearables are powering consumer experiences in new and elevated ways

At [CES 2023](#), wearable technology showed up big—especially (and not surprisingly) in the health and wellness category. Upleveled wearables that boasted promises of [cutting-edge health monitoring capabilities](#) were some of the hottest items. From watches equipped with

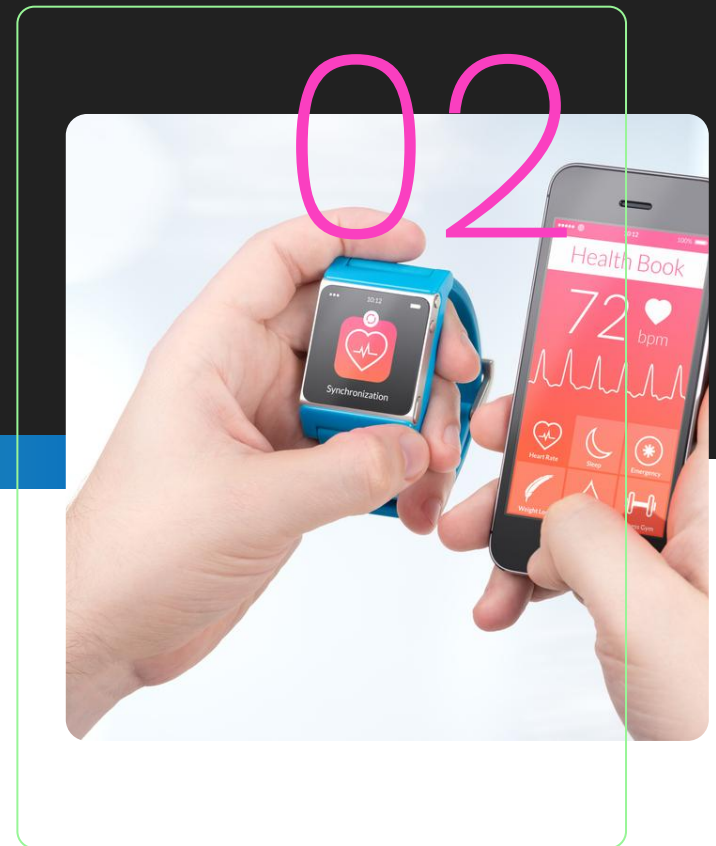
[NASA-backed research](#) to a [ring](#) that tracks heart rate variability, menstrual cycles and mood, wearables allow users to feel the power of real-time, personal data. But consumers aren't the only ones stoked about wearables. [Businesses across industries](#) are increasingly identifying new and innovative ways to leverage wearable technology to improve consumer experiences. This trend has even permeated the public sector with the Australian government investing millions of dollars into their own [wearable health device research trial](#).

What it Means

Wearables are fundamentally shifting the way moments big and small are delivered and experienced. From “at-home” to “in-venue,” business visionaries like [Disney](#) and gaming newcomer [MaddCog](#) are utilising advanced sensors and haptics to create interactive and hyper-personalised experiences that resonate with consumers on a human level.

Key Takeaway

Wearable tech presents a massive experiential opportunity to enhance personalisation, depth of engagement, and even [sustainability](#). As it continues to mature and adoption increases on the consumer side, this is something that experience marketers should expect to see much more of in the near future.





The Evolution of the **Dining Experience**

Changing social and economic landscapes force a rethinking of traditional F&B

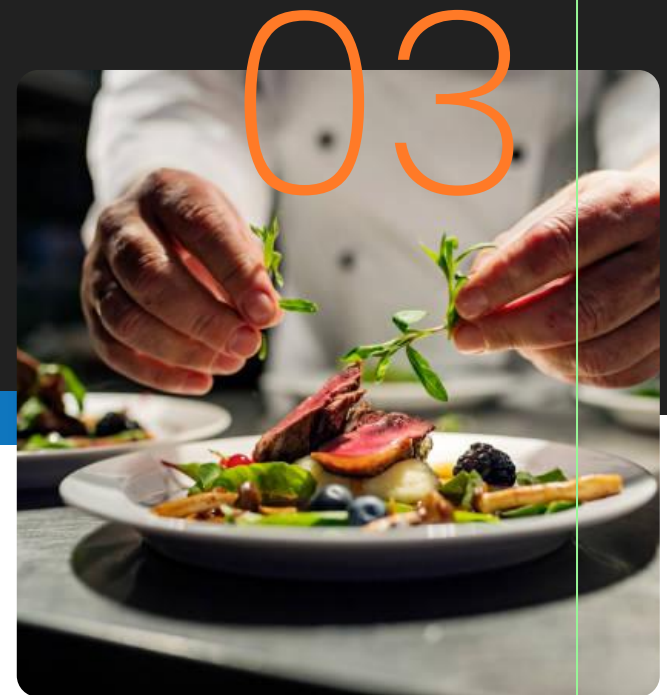
The pandemic has undoubtedly changed the restaurant business, and consumers have adapted along with it. While [QR codes](#) and [sidewalk structures](#) are largely beneficial, ongoing issues related to supply chain, labor, the climate crisis, and a potential recession all point to long-lasting changes. As consumers, we expect impeccable service at restaurants but until recently, we've been blind to the [hidden costs in hospitality](#). Just this past month, Noma—the 'world's best' restaurant—abruptly [shut its doors](#) to reinvent itself as it copes with doing business in a changed world. Claiming that fine dining is 'unsustainable,' Noma instead will attempt to launch a food lab with e-commerce and pop up components.

What it Means

Like most pandemic-driven changes, the evolution of dining has its pros and cons. While many restaurants have had to adapt, consumers have demonstrated a willingness to accept—and in many cases, [influence](#)—ongoing change. Whether this change emanates from consumer demand or business circumstances, the fact is—it's happening across industries.

Key Takeaway

The "restaurant revolution" is one of many examples of industry shifts forcing the hand of previously-defined experiences and of consumers adapting to them. For experience marketers, offsetting challenges with greater planning and intentional experience design will be crucial as the redefining of "normal" continues.





A Prefab Revolution in the Making

Modular design may be the answer to construction industry shortcomings

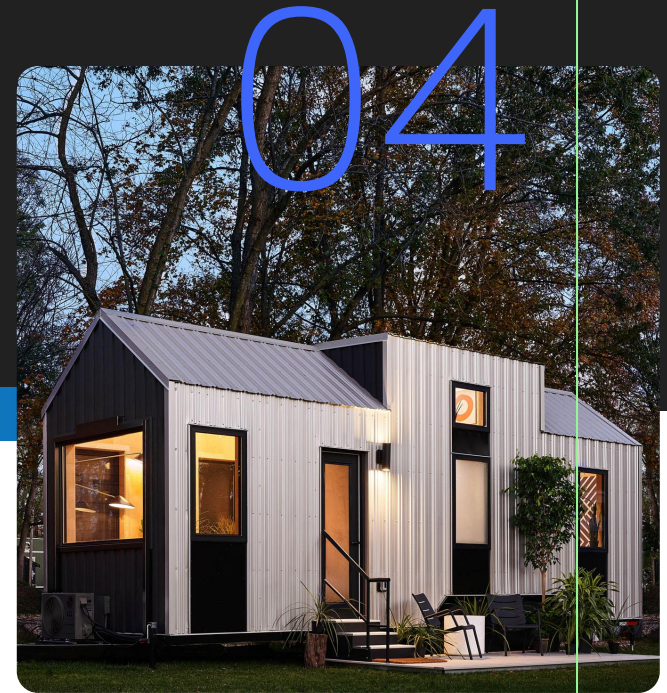
Construction is the only industry that has not reaped the efficiency benefits of technological advancements. Since the 1940s, [productivity has tripled](#) in all other industries; meanwhile, productivity in overall construction (commercial spaces, single family homes) sits flat. Now, as sectors acknowledge the climate crisis, industries are placing value in a [circular economic](#) approach. Modular design—the process of manufacturing a building’s components in a factory, then assembling the pieces onsite—[isn’t groundbreaking or new](#) and with [local research initiatives](#) being driven since 2015, but, in light of increased supply chain pressures, now there’s recognition of how the practice can offset time, money and material waste.

What it Means

[Homes](#), [hotels](#), [conference centers](#), and even entire [communities](#) are being built with prefab practices—and these [simple, more sustainable structures](#) can theoretically solve a variety of modern day challenges. Proponents of prefab champion that modularity makes [housing](#) affordable, accessible and available; and when [disaster](#) strikes, it can offer a welcome [solution](#).

Key Takeaway

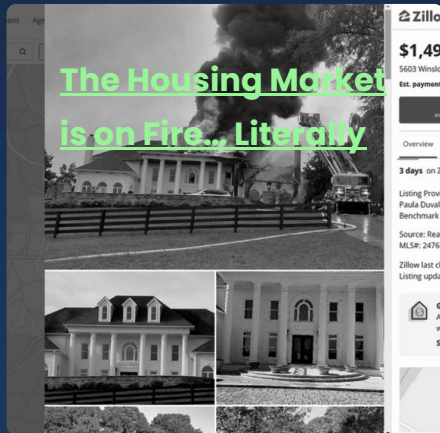
Modular design is a sustainable, practical solution to a notoriously slow process—and the benefits to experience design are clear. Strategic investment in component parts that can be reused across event touch points throughout the year can have massive impact on budgets and the environment.



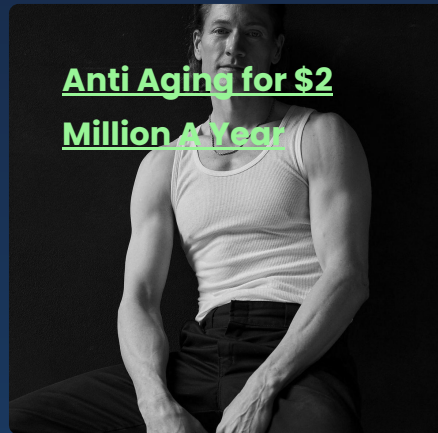


OUT-THERE EXPERIENCES

Brands and marketers continue to push the boundaries of physical and digital experiences, with new and creative executions popping up across the globe.



A zillow listing featuring a mansion immersed in flames was just bought by a content creator for \$1.5 million!



A 45 year old software entrepreneur has a team of 30+ doctors ensuring his body doesn't age past 18 years old.



People with disabilities are almost exclusively featured in Apple's latest tech ad – a necessary spotlight for an often underrepresented community.



US startup, AstroForge has announced it will launch two space mining missions in 2023 in an attempt to bring minerals back to Earth!