

GLIMPSE
TOMORROW

Digital Shut-In

OCTOBER 2015

DIGITAL SHUT-IN

A world influenced by empowered individuals, able to control their world without leaving home

May 10, 2025

As she wraps up work for the day, Maggie's virtual reality headset reminds her to purchase a special birthday gift for her husband's big 4-0. Adjusting her headset, she switches from her virtual meeting room to her Gilt/VR shopping environment. Unlike shopping on a web page, Maggie is welcomed by the simulated 3D store greeter who helps her customize a special Fitbit Environmental Mask for her husband. Maggie can virtually touch the mask options, selecting the perfect fabric and even checking the fit by placing the mask on a 3D scan of her husband's face.

With omnipresent pollution in the air, governmental restrictions, and harmful outdoor exposure, people are forced indoors to work from home, often for weeks at a time.

Maggie knows her husband's gift will be well used; he likes to use his allotted weekly outdoor hour to mountain climb, pushing both his lungs and physical prowess to the limits.

To support this distributed group of workers and consumers, Citrix and Ikea quickly scale a complete suite of immersive technologies that are seamlessly embedded in the home, finding the perfect blend of home and office. This set-up, along with Westfield Malls adapting their real estate to provide virtual browsing and shopping for the rest of the population, ensures access to simulated e-commerce for all. **From retail to offices, immersive virtual spaces replace traditional physical environments.**

Businesses are forced to rethink everything from operations to customer relationships. As a result, digitally native businesses become industry leaders, while established brands struggle to adapt to the digital diaspora's new infrastructure needs.

Pixar, viewed as an expert in storytelling and alluring cinematic experiences, is *the* go-to agency for retailers. Specialty retailers like Sephora and Anthropologie translate their immersive, multi-sensory brick and mortar experiences into virtual ones. No longer restricted by shelf space or foot traffic, these new "stores" morph and transform to each shopper's needs.

Feeling productive and satisfied with the birthday gift purchasing experience, Maggie toggles back over to work mode to join an Ideation/VR workshop.

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Sector implications in this world

TRANSPORTATION

- With limited accessibility to the outdoors, vehicle purchasing has declined.
- Fast-speed transit is a critical mode of shared transportation.
- Uber has spread to a new delivery service.

RETAIL

- Shopping malls are being repurposed, window shopping is no longer the same.
- Friends can shop together virtually from across the country.

MANUFACTURING

- Environmental restrictions on manufacturing are at an all-time high.
- International trade has grown exponentially.
- Because customized retail experiences become the norm, manufacturers are expected to follow suit.

HEALTH & WELLNESS

- With limited access to fresh air, there will be health and wellness epidemics with decreased levels of vitamin D.
- The existence of National Parks will be limited.
- With reduced exposure to outdoor sports and play, young children's recreation will be digitally created indoors.

EDUCATION

- No more quads, frisbee, and outdoor concerts. Education systems have evolved to VR/online access.
- MOOC course options have increased; functionality and quality has improved due to advances in VR technologies.
- Virtual reality Interior Designer is the new hot major.

ADVERTISING/BRANDING

- Global brands popup and disappear overnight.
- Fewer, more focused in-home advertising channels lead to a bidding war on media placement.

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Thought Starters

1. How does your organization need to evolve to succeed in this world?
2. How does your organization market and sell in this world? What adjustments would you need to make to win?
3. As stores disappear, how does this impact your organization's business model?
4. What new capabilities or technologies do you or your organization need to develop?
5. What unexpected competitors would you see in this world?
6. How does your brand stand out in this rich, multi-sensory world that demands more than ever to be a successful brand?



Want to use this scenario today?
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