



HANDLE WITH CARE

VIDEO TRANSCRIPT

Our fifth trend is called “Handle with Care”. And what we’re seeing here is that in all its forms, care became more prominent this year. That many different aspects of care, the challenges of caring and the cost and the role of carers have come more visible and more widely discussed.

Now this is creating opportunities and challenges for brands regardless of their health or medical credentials. And also for employers. How companies designed for at all aspects of care will be an important differentiator, a source of competitive advantage, and a key component for future success.

Well, first there's self-care. Increased awareness around mental health has elevated the need to care more for ourselves. And we've seen high profile examples of people doing just that, including Simone Biles withdrawal from the Tokyo Olympic Games.

Second, there's care for others. Those who take care of others took on more responsibilities on top of the busy lives they had pre-pandemic as services for those they cared for were reduced or disrupted. We've also seen a rise in care for employees with more and more colleague suffering their own consequences of the pandemic. Companies like Nike's corporate office, Bumble and LinkedIn and HootSuite acted to support employee's mental health by shutting down their offices for a whole week.

Now third, there's a service of carrying. People are accepting technology's role in the service of care both as a channel and as a solution. This is forced by the pandemic. But this includes devices from smart phones to Fitbits and Oura rings. Carology's app, for example, is a fantastic example of technology in the service of care. As it helps cancer patients feel more in control of their experience and connects their support network so they can easily stay on top of treatment plans and updates.

Some aspects of health that were once private, have become public out of a collective responsibility to those who are vulnerable, we've started, for example, exchanging our vaccine status for access to public spaces. What this all boils down to is that the focus of care is expanding beyond the health industry. As traditionally non-health businesses and services are finding new ways to show care to customers.

So what's next? Well, we don't think this is going away. This matters to brand and employers because it's a much-needed addition of emotional touch that builds trust. It means aligning with moments that matter, creating new services and harnessing technology in an appropriate and measured way. This is an opportunity space, and there are many ways to create value and carrying through design. And here are five suggestions we have.



First, expand accessibility and define it more broadly. Companies should stop addressing accessibility as a compliance check and start embedding it from the start. 15% of the world's population have some form of disability. Yet fewer than 10 percent of websites have features that allow people with certain disabilities to use them.

Second, prioritize mental health and safety. It's critical to take on the responsibility to understand the potential of dark patterns of designs and their possible negative impacts on behavior.

Third, explore multisensory designed to boost inclusivity. Audio, for example, has huge potential. Sound can influence a person's desire to engage with, or avoid a brand, by 86 percent according to one study. Voice brings nuance, context and emotional comfort.

Fourth, reduce operational white noise. Organizations should audit their internal processes, rules and approvals. It means reducing clicks in worker tools, decreasing approval layers and minimizing the number of channels people must toggle to get things done.

Fifth, protect customer data. With more digital health services our intimate health data has become vulnerable, so data security will be paramount.

Care is now more visible, more valued, and more openly discussed. We need to build care consciously into design and make time in our lives for the things that matter.

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