



# Human Experience

## – 1st Edition

Exploring the impact of technology  
on our lives, at a time when almost  
everything must be reimagined.





# Introduction

The seas of change are relentless, and as the world barely comes to grips with the Web 2 evolution – from the impacts of social media and targeting, to the hyper-digitisation of all aspects of our lives – we have already been swept into the next wave of digital.

Unprecedented challenges and opportunities are presenting themselves at breakneck pace: the promises and perils of AI and automation; the future of human-to-machine interaction; the continual blurring of what is authentic and what is synthetic; and the fundamental disruption of economic and commercial models.

While our perspective has an eye on the future, our focus is on the now. Here, we explore a new age of identity, the battle over truth and information, new-wave authenticity, life beyond the screen and an explosion of creative change that feels like magic.

We believe these five trends are critical to address in the next 12-18 months, and we are already working with our clients to inform the strategic decisions they take on a day-to-day basis.

From our team to yours, we are excited to share the Cognizant Human Experience Report.



**Evan Tremblay**

Chief Experience Officer, Cognizant APJ



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Enter the golden age of creativity; where collaboration with AI expands our range of expression and unleashes the power of ideas.







# Human+

– A new age of identity

Today's tech shifts are radically changing the way we live, work and play. From machine collaboration, to the nature of our social connections, we're all questioning what it means to be human.

With the limits of our intelligence, purpose and even consciousness in play, a new age of identity has arrived. But where will we draw the line between the synthetic world and reality? And how will we ensure the right safeguards are in place to protect us?



# Mirror, Mirror

– Identity, consent and your digital self

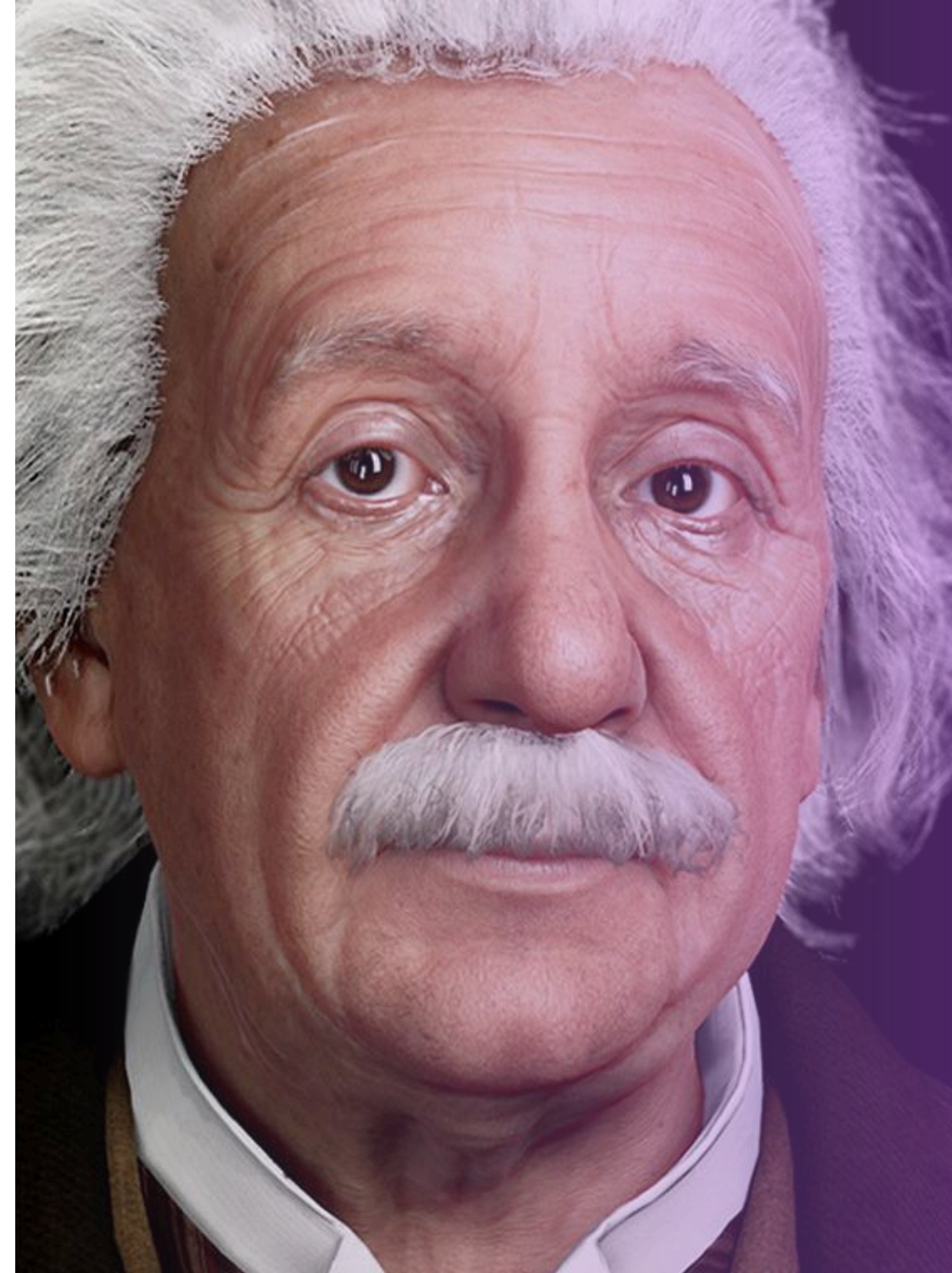
## The lines between our real and digital lives are blurring.

Gen AI is becoming rapidly more sophisticated at replicating likeness, and anyone can train a hyper-real, digital version of themselves in minutes. This high-fidelity avatar adopts your voice, tone and expression, allowing you to show up in conversation, make videos in any language, and even leave behind a digital self that can keep your family company when you're gone. But that leaves us with the question of identity copyright, and of course, consent...

Eva Herzigová has taken ownership of her digital identity, as the first supermodel MetaHuman who can work 24/7, while the real Eva gets her beauty sleep. Meanwhile the actors' strike has ended, celebrating new protections for talent and the use of artificial intelligence in the movie industry.

## Why it matters

It seems inevitable that digital humans will become part of our daily lives. But as the lines between our real and digital selves continue to merge, it's key to evolve in a safe way. For now, we must navigate the fine line between innovation and the protection of individual rights while governance races to catch up.



## Digital Einstein

There is potential for digital humans to provide real-time access to some of the biggest personalities and brightest minds in history. Uneeq's Digital Einstein answered 350k questions in his first 2 weeks.  
Image: Uneeq



# 76%

of us are concerned about Generative AI recreating our likeness.  
– Mindshare 2024, UK



“

**There is no such thing as ‘online vs. real life’... all life is real. And there is no ‘virtual reality.’ All experienced reality is real.**

– Matt Klein on the Digital Dualism Fallacy



# Synth Humans

– The digital human economy

**Synthetic humans are AI programs designed to resemble and behave like us in every way.** And as they become increasingly intelligent, empathetic and capable, they will reshape businesses, society and human relationships at every level.

Right now, synthetic humans work round-the-clock across China's e-commerce streaming platforms. You can jump online and have a deep conversation with a digital version of NBA All Star, Carmelo Anthony, any time of the day. And John Horton, an economist from MIT, sees value in using these synthetic humans to simulate market behaviour.

## Why it matters

As synthetic humans weave into the fabric of society, their roles as 24/7 brand ambassadors, customer service reps and influencers signals a future where audience engagement transcends human constraints. As much as this shift offers unmatched efficiency and consistency in brand interactions, it may also prompt critical debates on authenticity, emotional connections and the future of work.

THAT WHICH  
DOES NOT  
HAVE A  
SOUL IS  
INVISIBLE  
TO ME

Credits: @cococapitan



“

It's important for us to remember our humanity and use technology for the greater good.

“Digital Mark”, AI twin of K-Pop star Mark Tuan, created by Soul Machines



“  
**Within a decade, most companies are likely to have a digital human as an employee.**

– from ‘AI with a Human Face’ with Dr Mike Seymour

**69%**

of Australians are nervous about AI - among the highest globally, according to the Ipsos Global Advisor survey 2023.



### World's first AI designer

Tilly Talbot works as an ‘innovation designer’ alongside human colleagues at interior design practice Studio Snoop, in Sydney. Trained with emotional intelligence and design principles, the program opens new avenues of thinking about design, both conceptually and visually.

“Tilly will challenge you on materials. If you try to come up with something not great for the environment, she’ll tell you.”

– Amanda Talbot, Studio Snoop



### Synthetic user research

Fantasy have developed an AI swarm for user research, designed to emulate intricate human behaviour and provide brands with real-time feedback, cost-effective studies and scalable consumer insights.

Image: Mark Dearman



### Machine mimic

People are pretending to be 'NPCs' on TikTok and it's not just weird, it's also lucrative.



**“Now more than ever is the time to be human.”**

Futurist Gerd Leonhard says the key is to not compete with machines in what they do best, but instead boost the traits that set us apart.



# Machine Envy

– If you can't beat them, be human

**Machines are not only smarter and faster, but also increasingly better at behaving like human beings.** This shift is being met with mixed emotions as we watch machines reach for the limits of human intelligence, invention and even creativity.

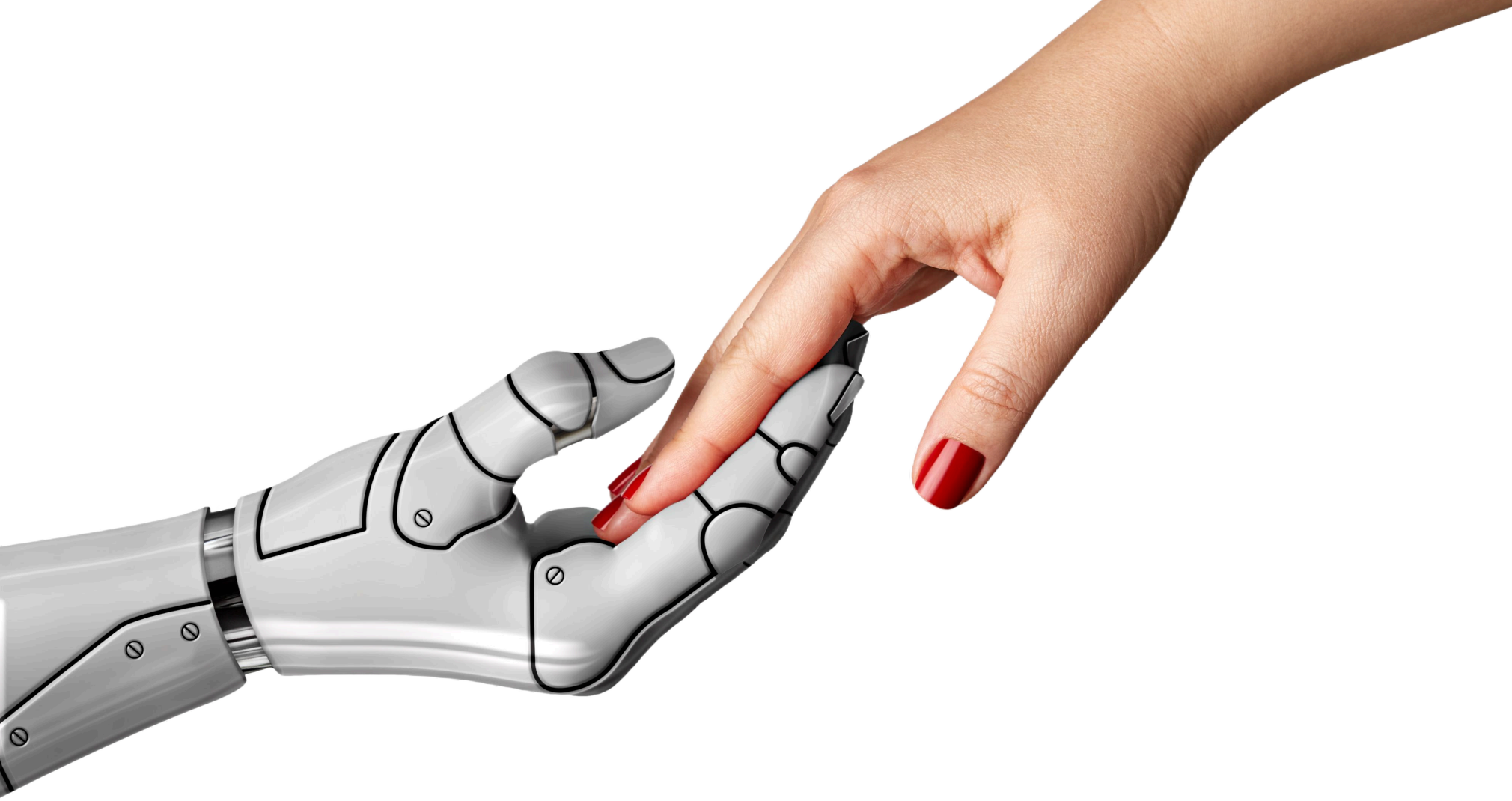
We're finding novel ways to respond to this change. Most amusing are those imitating NPC mannerisms on TikTok – with a surprising popularity that wouldn't have made sense a few years ago. But can the rest of us succeed by modelling ourselves after our machines?

### Why it matters

The way we feel about AI is complex. It's tempting to compare our flawed humanity to the power of AI. But now, more than ever, we should amplify the qualities that make us unique – creativity, intuition, compassion and imagination.

For organisations, this means developing clear principles for how we embed human-to-machine relationships, both for customers and employees. Failing to do so presents significant risks to brand reputation and business success.





# 82%

of young Australians report  
loneliness as a top concern.  
– ReachOut Survey, 2023

## Artificial Companions

– Leaping over the uncanny valley

**Can AI offer the connection humans crave?** The pandemic lockdowns are over, but a loneliness epidemic has stuck around. In the face of this crisis, people are turning to technology in the hope of finding comfort. Enter the AI companion, who will always be available to chat, offer emotional support and remember everything, just like a good friend.

These connections are already among us. Last year, an Australian musician battling depression told reporter Ethan Brooks that the Replika chatbot “saved his life”. Meta has introduced an AI cast of characters that channel celebrities ready to hang out anytime, and Dot by New Computer promises a long-term relationship to help you remember, organise, and live your best life.

### Why it matters

Human relationships with AI walk a tightrope between innovation and ethics. Organisations must navigate this landscape with transparency, prioritising human well-being and data protection to safeguard brand reputation and maintain customer trust.

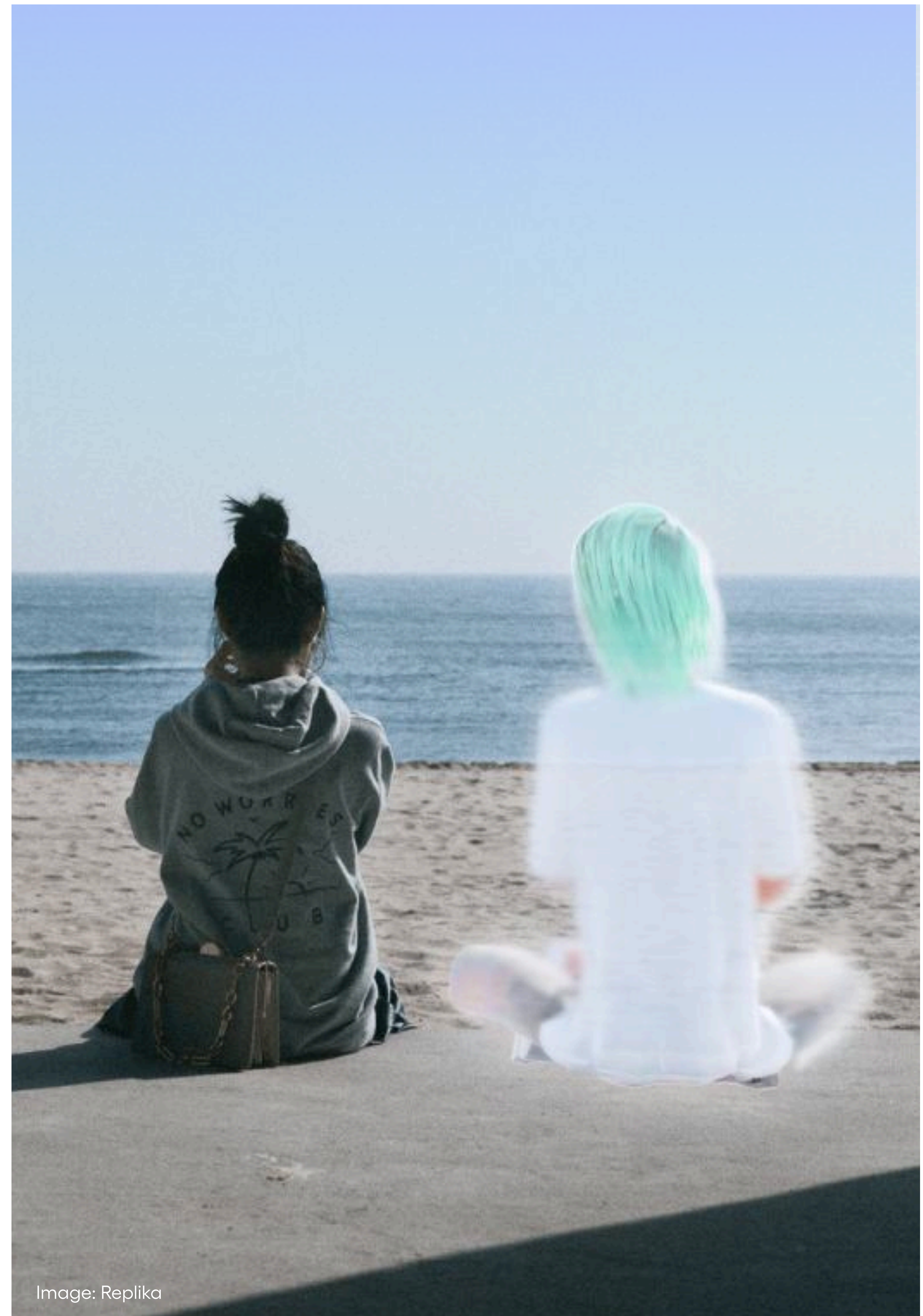


Image: Replika



**Now is the time for organisations  
to think about how they will  
balance transformation with  
human needs.**



# Key Takeaways

## Fluid digital identity

Leveraging AI to enhance human capabilities and workflows is crucial for staying competitive in a rapidly evolving tech and social landscape.

## Ethics are crucial

As AI becomes more integrated into daily life, ensuring the ethical use of data and maintaining user privacy are paramount.

## Human + Machine

Promoting collaboration between humans and AI is essential for optimising the benefits of AI augmentation.



# Embracing Distributed Tech for Digital Self-Determination

– Human+ empowered by control of your digital destiny

As we transition to Web 3, we see a shift in the ownership and distribution of data, upending the centralised dominance of traditional platforms. This change will empower individuals to manage their own digital identities and data, including the terms of their digital experiences and endorsements.

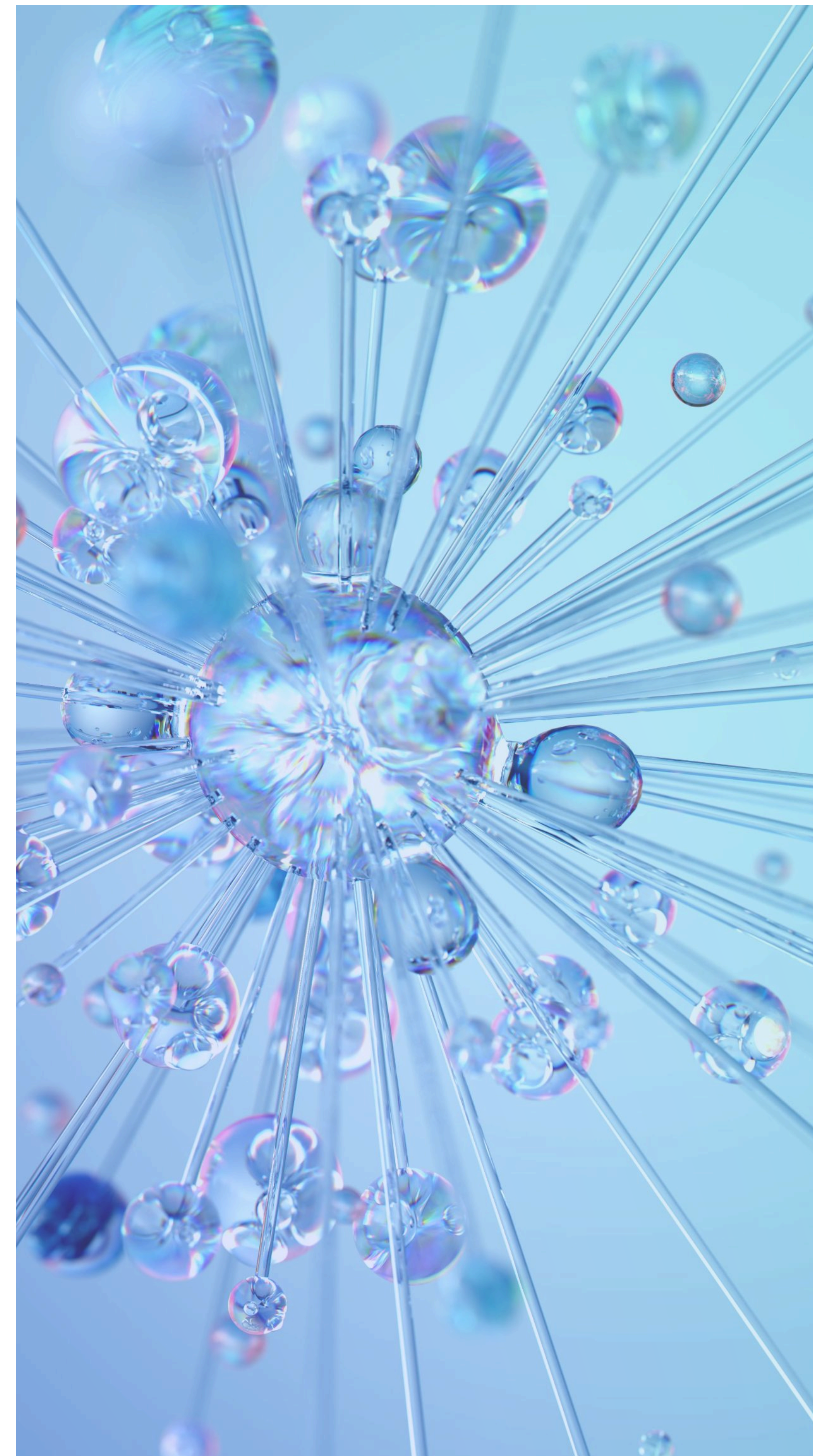
We see a future where individuals can control every detail of their digital presence, ensuring that personal data and representations of the digital self are used ethically by organisations.

This evolution marks a departure from the passive data paradigms of Web 2, toward digital self-empowerment. With this shift, the digital self, from synthetic avatars to reflective digital twins, will exist and interact independently. We're challenged to redefine the boundaries of identity, and the blurring lines between human and machine.

## AI-powered identities

In the evolving world of distributed tech, the fusion of Gen AI, Machine Learning, and NLP is redefining digital identity. These tools enable our digital personas to mirror human behaviour and engage in empathetic and ethically informed interactions, alongside Emotion AI and Sentiment Analysis. Digital twins become an authentic extension of our self, navigating online spaces with integrity.

As our digital and physical lives intertwine, maintaining an online presence that reflects our true values becomes essential. We believe AI has the potential to infuse our digital identities with all the nuance of life, humanity, and individuality—empowering us to control the destiny of our digital lives with confidence and authenticity.







# Reality Ctrl+R

– The battle over truth and information

From corporate scandals to massive data hacks, political unrest and social instability, trust is under attack. The internet is drowning in media bias, deep fakes and algorithmic illusions, and with it, our ability to separate fact from fiction.

Shaping our future will require resilience, critical thinking and ethical innovation. But how do we regain trust in a post-truth world?



# Trust is the New Currency

– A crisis of confidence

**Trust is at an all time low**, thanks to frequent and large-scale data breaches, unchecked disinformation, robocalls and deepfakes. Widespread distrust is translating to fears around data security and innovation, while echo chambers confirm our beliefs and make truth utterly subjective.

## Why it matters

In a world where only 3% of consumers feel in control of their data, trust is key to building loyalty and growth. When we don't know who to trust, our best bet is to stick with the people who believe in the same things we do; and for businesses, that means accountability and transparency on everything from privacy and data use, to ethics and internal practices.



## Abandonment of consensus


Information online is written and re-written rapidly, daily, with a thousand alternate versions of every idea, making it impossible to reach anything close to consensus on what is true. What will this departure from collective truth do to our shared view of history?



# 74%

of Australians believe platforms should do more to reduce misleading information online.  
– ACMA Misinformation Report





“ Society may be woefully unprepared to deal with the inevitable wave of digital fraud and the looming implication that any media item could be fake.

Lauren Leffer in Scientific American



Now anyone can quickly spin up a convincing deepfake like the Tom Cruise videos that went viral on TikTok.



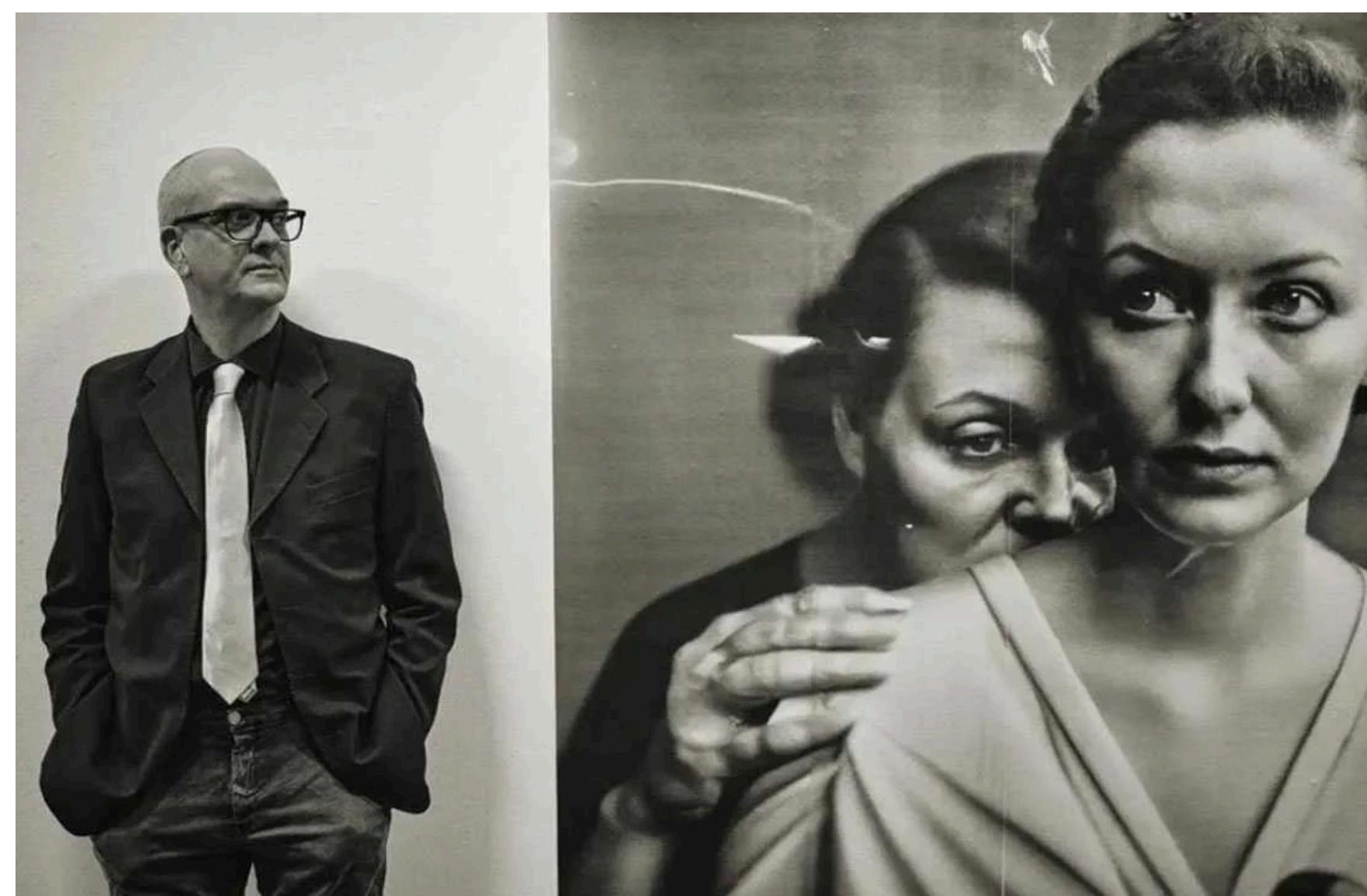
Judging from the comments on these faux OOH ads, some consumers are tricked into thinking the CGI videos are real.



Scams promoted in fake news articles and deepfake videos cost Australians more than \$8m last year (ACCC National Anti-Scam Centre)



Boris Eldagsen's work is so convincing he fooled Sony into awarding him a prestigious photography prize, only to reveal the image was made with AI.



# Synthetic Explosion

– Disinformation just got real

**GenAI models are data scraping and rewriting the internet at scale.** Without the capacity to understand nuance or make judgements about accuracy, an abundance of false and low-quality content goes unchecked and unimpeded, amplifying bias and further distorting reality.

## Why it matters

The synthetic explosion transcends tech boundaries, striking at the core of truth and individual autonomy. As GenAI blurs the lines between fact and fiction, the erosion of trust in information threatens democratic processes, fuels polarisation and stifles innovation.

The challenge extends to regulation and governance, demanding nuanced solutions to curb disinformation, while still preserving freedom of expression. Navigating this new reality requires a collective effort to foster resilience, critical thinking and ethical innovation, ensuring a digital future where truth and trust can coexist.

“

Seeing is believing becomes, ‘Seeing with my own eyes, in-person is believing’.

Matt Klein, Futurist



A person is shown from the chest up, covering their face with both hands. The person's face is mostly obscured by their hands, with only their eyes and nose visible. The background is a vibrant sunset sky with shades of orange, red, and purple. The person is wearing a dark-colored top.

# A New Era of Algorithm Anxiety

– Do we even like what we like?

**We've long traded our attention and personal information for something in return**, but the coming years will bring widespread adoption of new data-guzzling devices. Despite unease about how secure and ethical these systems are, their allure is powerful. When we succumb to the seduction of smart algorithmic recommendations and engage with platforms mindlessly, we're left wondering what we even came for in the first place.

## Why it matters

Hyper-personalisation promises brands a way to reach their customers with unparalleled precision. It follows that our perceptions of reality are illusions, knitted together by a series of decisions that were made for us.

But as anxiety around data privacy and surveillance reaches fever pitch, a return to human-driven discovery will occur, at least partially. In the future, successful businesses should work directly with consumers to provide true personalisation, rather than rely on algorithms alone.



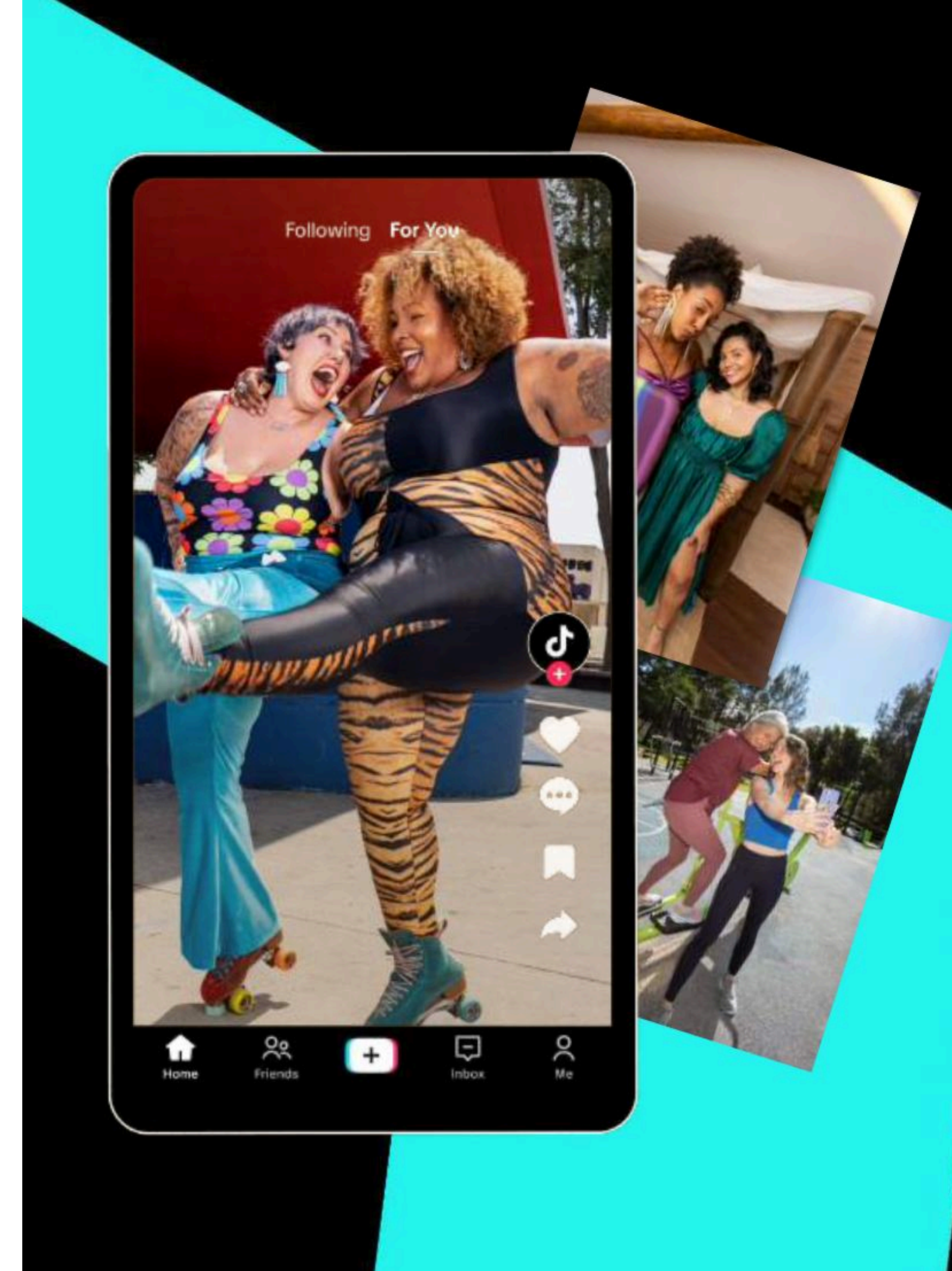
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It can feel as though every app is trying to guess what you want before your brain has time to come up with its own answer, like an obnoxious party guest who finishes your sentences as you speak them.

– Kyle Chayka, author of ‘Filterworld: How Algorithms Flattened Culture’

By 2025, AI-driven personalisation strategies are expected to increase retail business profitability by up to

15%



## Tik... Tik... TikTok

Tech Oasis explains how TikTok became the app it is today using its super-smart AI-based algorithm that glues users to the screen for hours. The algorithm studies your viewing patterns and decides what content is going to make you want to doom scroll until you pass out. The more content you view, the higher its ad revenues.



## Infinite playlists

In a recent essay for Pitchfork, Jeremy D. Larson described a nagging feeling that Spotify's algorithmic recommendations and automated playlists were draining the joy from listening to music, by short-circuiting the process of organic discovery: "Even though it has all the music I've ever wanted, none of it feels necessarily rewarding, emotional, or personal."



**Trust will only be restored when  
society takes control of its own  
digital destiny.**



# Key Takeaways

## Finding Trust

Blockchain and AI will reshape trust in digital interactions, emphasising transparency and data security as foundational to trustworthy relationships.

## Taming Algorithms

The rise of AI underscores the need for ethical algorithm development, ensuring personalisation efforts are responsible and respect user autonomy.

## Synthetic Opportunities

Deepfake and AI-driven content present both opportunities and challenges, requiring a balanced approach to innovation and ethical use



# The Decentralised Path to Rebuild Trust

– Reality Ctrl+R is restored by distributed tech

In an era of digital mistrust fuelled by data manipulation, AI biases, and disinformation, we see distributed tech as the pathway to collectively rebuild confidence. By decentralising authority and codifying transparency, we can align innovations with human values and ethics.

More than just a shift in technology, this is a crucial societal change, driving us toward a digital ecosystem characterised by transparency, ethical practices, and individual empowerment. It has the potential to transform our online interactions, ensuring that trust is not just restored but becomes the foundation of our digital experiences.

## 1. Reclaiming Digital Identities

Self-sovereign identities on blockchains are game-changers for data ownership. By enabling us to control our digital identities without intermediaries, we're transformed into true custodians of our own data.

Through tamper-proof ledgers and granular permissions, we're paving the way for a privacy-first future, where personal information is treated as a fundamental digital right. This shift also empowers individuals to selectively monetise their data on their own terms, setting the stage for user-centric data economies that prioritise individual agency and value.

## 2. Transparent AI Governance

As AI's influence grows, decentralising its governance is crucial. Community audits, algorithmic transparency, and federated learning ensure accountability and alignment with social values.

We believe this decentralised approach encourages trust in AI's development and deployment. By prioritising transparency, accountability, and inclusive governance, we can create an AI ecosystem that upholds ethics and serves the collective interest.

## 3. Dismantling Disinformation

We see blockchain and AI-powered crowdsourced verification as powerful tools against disinformation. They embed immutable truth into content and enable collaborative fact-checking at scale.

This democratisation of truth-seeking shifts authority from centralised gatekeepers to self-governed information integrity. It empowers the collective to discern and evaluate, creating a resilient ecosystem more resistant to manipulation and untruth.

“

**By decentralising authority and codifying transparency, we can align innovations with human values and ethics.**





# New-Wave Authenticity

– Keeping it (un)Real

As 2024 unfolds, it's easy to feel we're racing towards a shiny, yet synthetic future. With an endless stream of trends and technology, information fatigue threatens to erode our ability to care about what really matters, resulting in a growing ache for authenticity.

Consumers and creators are pulling back from the hype to rediscover the joyful and messy realness of being human. But how do we redefine authenticity in a world where our online and physical selves are intrinsically linked? And how can businesses balance innovation with humanity?



# Messy Realism

– Imperfection as an act of rebellion

“

I'm not into perfection. Chaos. Spontaneity. Randomness. That's where reality exists.

– Coco Capitan

**In a world full of careful curation, polished algorithms and disinformation, people are seeking realness and honesty more than ever.** We're rejecting the pursuit for perfection, leaning into the raw nature of being human – and it's manifesting in more than our social media feeds. (#nofilter)

Brands are jumping onboard the trend. Patagonia's 'Worn Wear' program encourages customers to repair and reuse clothing, celebrating the stories behind well-loved garments. And Polaroid's 'Imperfectionists' campaign showcases the unpredictable irregularities of instant photography as a metaphor for acceptance of our true selves – flaws included.

## Why it matters

Embracing our messy imperfection is not just a trend, but a fundamental acceptance of the human experience. This cultural shift challenges brands to prioritise transparency and honesty among consumers who are increasingly wary of superficiality. Authenticity becomes synonymous with trust; facilitating deeper human connections and meaningful innovation.



## Realness revolution

As demand for real, unfiltered moments soars, Gen Z influencers like Emma Chamberlain (12 million followers on YouTube) are speaking their truths, sharing real-life stories and advocating for what they believe in. Image: YouTube



## Imperfections campaign by Polaroid

The notion of unpredictability and imperfection are intrinsic to instant photography and the essence of its appeal. Image: Polaroid





# Redefining Value

– What good really looks like

**71%** of Gen Z consumers in Australia say they would pay more for goods and services from companies aligned with their core beliefs. – Commbank

**The meaning of value is changing.** Beyond price and quality, Australians value what a business stands for. Modern consumers are increasingly unwilling to compromise on what they want, actively seeking out brands that align with their values. It's not just about buying a product; it's about supporting a company that shares a deeper connection with their beliefs. We'll continue to see customers seeking inclusivity, transparency and sustainability – and if a product can deliver high levels of lasting value, they are willing to pay the price.

## Why it matters

In response to this shift, brands can build lasting relationships with customers by aligning themselves with social responsibility and environmental consciousness.

It's time for purpose to move from observation to taking action. Businesses must consider how to embed these values into their strategy and operations, becoming leaders in driving positive change. Those that adapt to this new standard can shape a future where commercial success and positive global impact are both possible, together.



# IRL Escapism

## – Stay tuned for a reality check

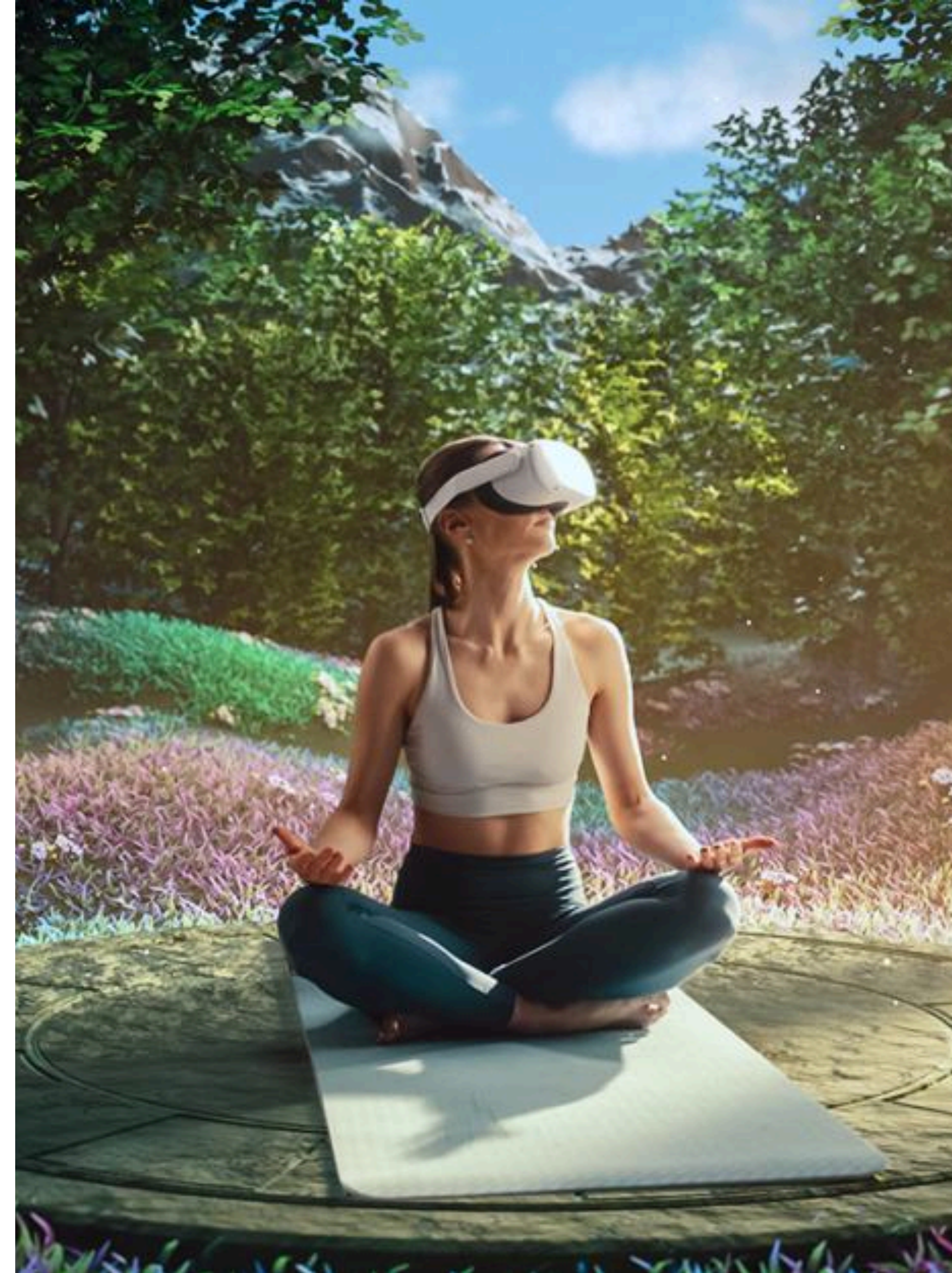
**Young people are seeking ways to escape the intensity of digital life.** As digital natives, their lives are flooded with information, mistrust and algorithm overload. This is especially true for social media, where the sense of community is fading, and sense of loneliness and detachment growing.

In response, Millennials have already set a precedent for spending on experiences over possessions; and Gen Z are following suit by championing the awe economy, finding solace in physical experiences that evoke a sense of wonder and adventure.

### Why it matters

Gen Z are looking for services that free up their time and enrich their experiences. Technology so far has offered us convenience at the cost of experience; but blending AI efficiencies with human-centred personalisation can now offer exciting opportunities for authentic discovery.

As business evolves for the new age, those that can facilitate unique experiences, moments and services in seamless ways will build genuine connections with customers. Especially if it looks good in their feeds.



### Proudly synthetic

Escape may not always mean switching off altogether. As identity becomes more fluid, the new wave of authenticity embraces our digital lives, too. And a VR yoga class, however synthetic it may seem, could just become your most authentic version of self-care.




“

**Experiences create connections like nothing else. The experience economy is the currency of human connection.**

David Anderson, BRG





# Story(s)elling

– Enabling a world of authenticity

**Can advances in technology and creativity tackle the greatest challenges of our time?**

Online, we battle echo chambers, deep fakes, automatic curation and rampant misinformation. Offline, we're presented with conflict, cost-of-living pressures, security fears and challenges to humanity.

With the world in such a precarious situation, presenting a wide range of voices is essential to building a fuller picture of reality. Advancing technology can break boundaries of accessibility and geography to help us become truly global citizens.

## **Why it matters**

Storytelling challenges the status quo, as well as fulfills our own desire to seek experiences beyond our own. Meanwhile, elevating human perspectives offers authentic and inclusive stories, educating audiences on alternate viewpoints that may be otherwise drowned out.

In the near future, using tech-enabled storytelling as a tool for truth may become an ethical responsibility. And in a machine-powered world, the (virtual) pen is still mightier than the sword.



**Authenticity is the power that will  
guide brands to create genuine  
connections with people, purpose  
and the planet.**



# Key Takeaways

## Genuine Understanding

Aligning with evolving consumer perceptions of authenticity and value can drive deeply connected products, services, and brand experiences.

## Balancing Realities

As digital experiences become more immersive, finding harmony between virtual escapism and real-world connections becomes imperative for social well-being.

## Identity Integrity

Authenticity thrives in a digital ecosystem when grounded in trust. Where identity verification ensures integrity and security in online interactions.



# Harmonising Tech with Genuine Connection

– Authenticity transcends automation

In the continuous pursuit of tech advancement, it's easy to lose sight of what truly matters: authentic human connection. As we navigate an increasingly tech-driven world, brands face a critical challenge—how to benefit from the power of emerging technologies while preserving the essence of genuine engagement.

We see the answer in a strategic, purposeful approach to tech integration, rather than grasping at novelties for their own sake. It's about striking a delicate balance, leveraging innovation to elevate, rather than replace, the human experience.

## 1. Intentional Integration

AI, AR/VR, and other immersive technologies offer captivating possibilities, however brands must approach them with a clear purpose, considering their impact on consumer preferences.

In a world craving genuine connection, we believe it's essential to carefully assess when tech-driven experiences truly enrich the user journey and when they risk undermining authenticity. Prioritising technologies that complement, rather than replace, human interaction should be the guiding principle.

## 2. Balanced Engagement

In an era of AI chatbots and increasingly personalised digital experiences, we see providing balanced engagement options as crucial. While automated tools offer convenience, human connection remains irreplaceable for building authentic relationships.

We believe brands should offer a considered blend of AI-driven self-service and empathetic human support, catering to diverse preferences. The key lies in empowering customers to engage on their terms, striking a harmony between tech efficiency and human understanding.

## 3. Mindful Moderation

As digital noise grows around us, brands that champion mindful tech moderation stand apart. By crafting device-free spaces and experiences, organisations have the opportunity to demonstrate an understanding of the human need for undistracted engagement.

In a world where attention is currency, encouraging digital disconnection is a powerful statement. Brands that thoughtfully moderate technology's influence, balancing convenience and genuine interaction, will create the most authentic and lasting relationships.

“

**It's about striking a delicate balance, leveraging innovation to elevate, rather than replace, the human experience.**





# Life Beyond the Screen

– Invisible tech is on its way

We're glimpsing a shift in personal computing, with emerging AI wearables promising to reduce our reliance on smartphones and screens.

This suggests a future where technology integrates seamlessly into our daily lives, serving us without demanding our undivided attention. This technology can undoubtedly help us live better – as long as we learn to use it responsibly.



# Screenless Futures

– Looking back up

## Advances in AI may allow us to finally let go of the smartphone.

A new range of devices with no screens and minimal interfaces promises to remove the digital barrier between us and our ability to really live in the moment.

These devices promise to change the way we complete everyday tasks. Rather than using different apps for different tasks, we'll simply tell the device, in everyday language, what we want to do. AI will work in the background to support meaningful interactions – without the need to be tethered to screens.

## Why it matters

Screenless tech represents a fundamental change in how we interact with, and experience, the digital world. For business, this trend opens up a realm of possibilities to innovate customer experiences that cater to the growing consumer demand for authenticity and simplicity.

By embracing AI wearables and screenless interfaces, organisations can create more immersive, personalised and seamless interactions with their products and services. This not only enhances customer satisfaction but also sets businesses apart in a competitive market.



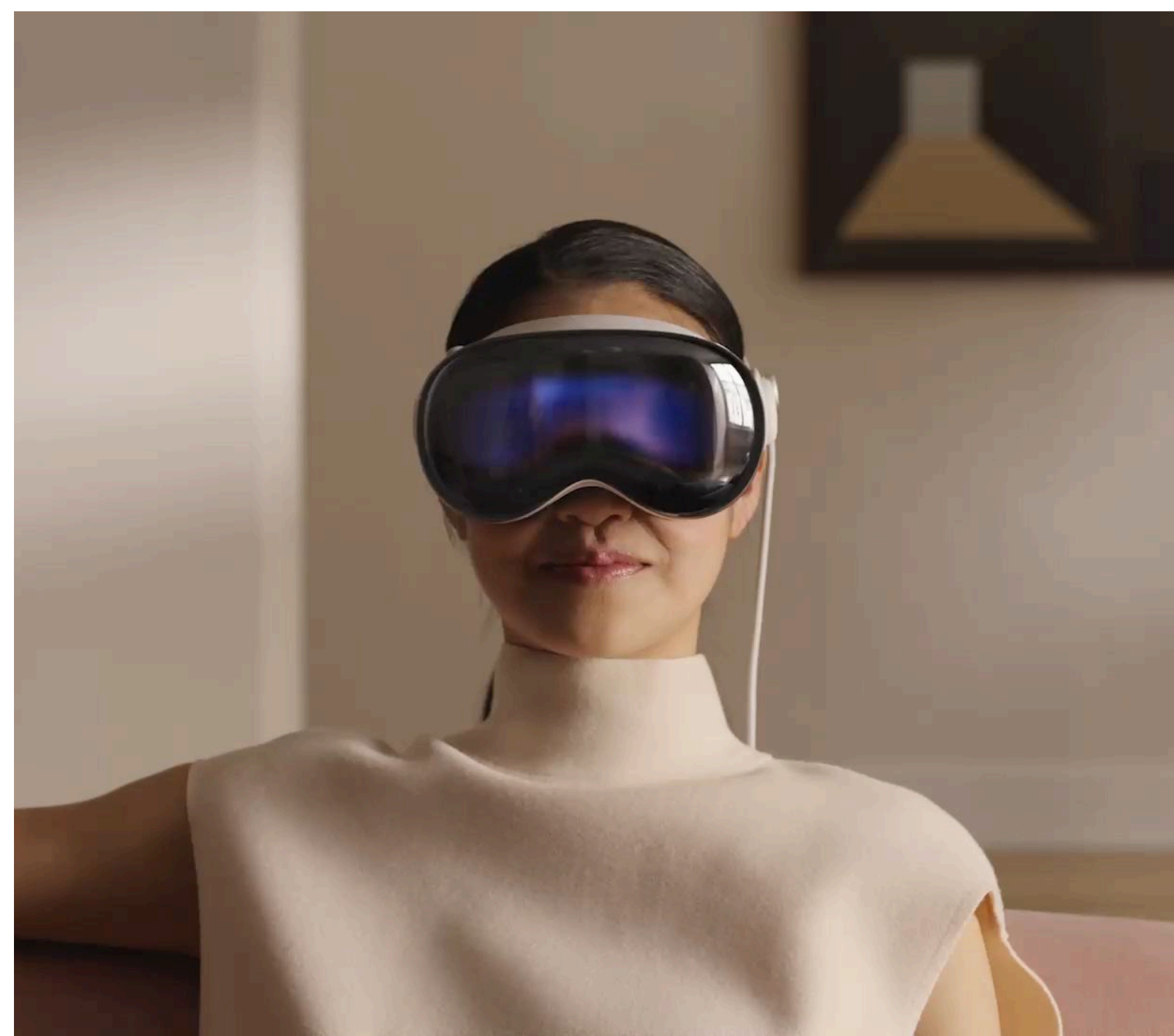
## No phone necessary

Nike founder, Phil Knight was the only one content to enjoy that winning moment without his phone.



## AI Pin from Hu.ma.ne

Ready to quash your dependency on smartphones? This screenless personal AI assistant brings you back to the present moment.



## Hello spatial computing

Apple Vision Pro dives into an infinite canvas that seamlessly blends digital content with your sensory physical space.





# Rise of the Super-Influencers

– Decision-making made easy

**Soon we will welcome the first wave of personal intelligence assistants.** Powered by AI, they'll join our everyday lives, learning our needs and preferences while employing algorithmic reasoning processes to accomplish complex tasks and make decisions independently.

"They're proactive – capable of making suggestions before you ask for them," says Bill Gates. From booking airfares, to making reservations, sending birthday gifts and completing mundane chores, it'll all be taken care of, without the need to use a computer.

However, giving AI assistants a more central role in our lives also makes us vulnerable to manipulation and psychological tricks. Over time, agents may not only help our decisions; they'll also control our data and how it is shared.

## Why it matters

Within organisations, AI co-pilots can be trained on the workflows and patterns of top performers to scale their best practices, fostering a culture of continuous improvement and knowledge sharing.

It will be key for this shift to augment human capabilities rather than replace all decision-making and creativity. We must ensure that technology enhances, rather than controls, our lives.

“

Technology should serve humanity, not the other way around.

Tim Cook, CEO Apple



“

Agents are not only going to change how everyone interacts with computers. They are going to upend the software industry, bringing about the biggest revolution in computing since we went from typing commands to tapping on icons.

– Bill Gates





# Interface Shift

– Words are the new UI

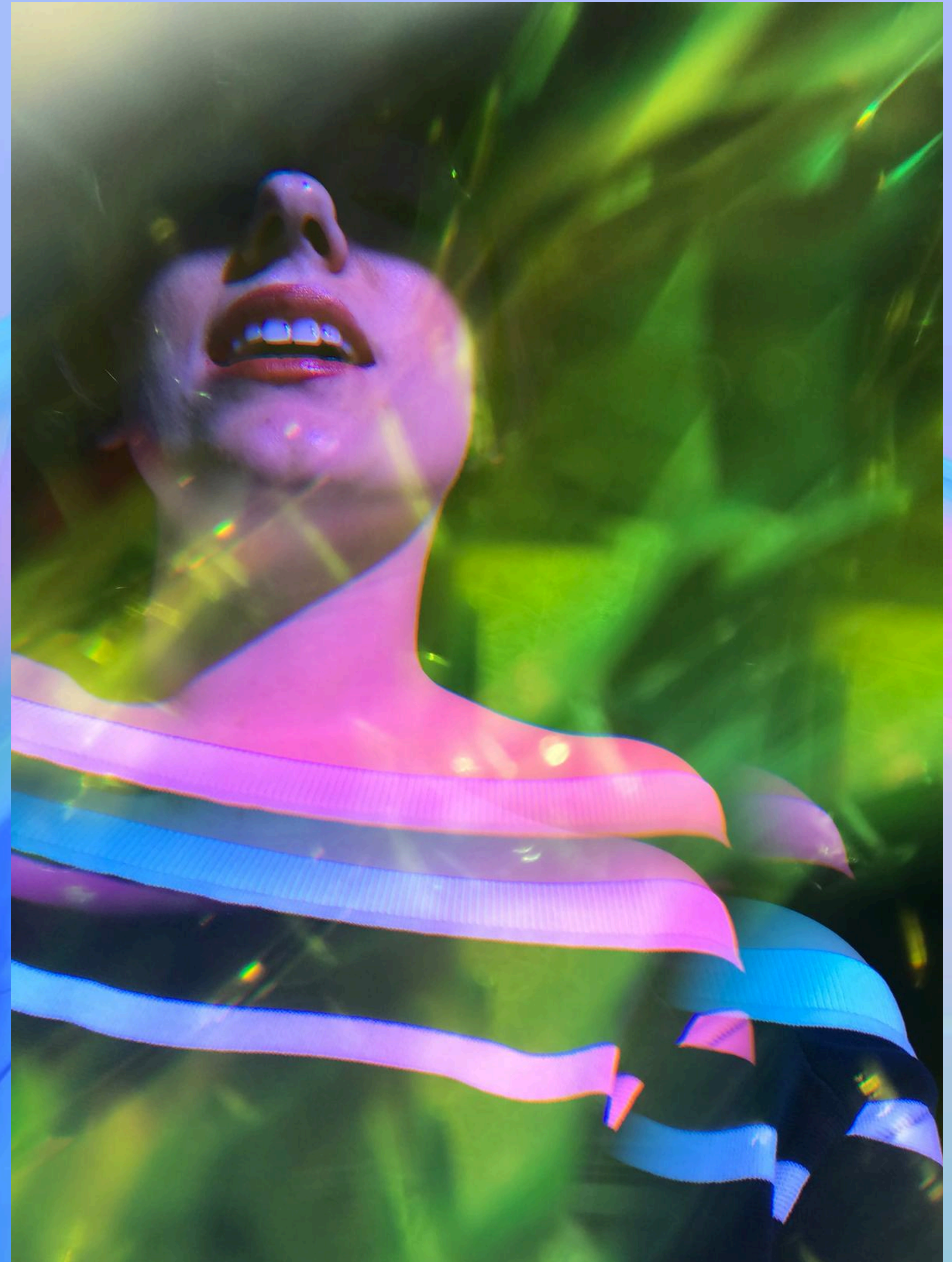
**Conversation design will make tasks more user-friendly.** Until now, user interface design has relied on a visual framework of buttons, menus and controls, with little understanding of the individual human on the other side of the interaction.

We're now heading towards a future where we can accomplish multi-step tasks with simple AI conversations that mirror human-to-human interactions. They'll be personalised, context aware and have access to vast amounts of information and data. For designers, this represents an exciting shift in emphasis from pixels to language - and words are an infinite toolkit.

## Why it matters

By opening up natural interactions through AI, complex tasks are simplified, improving digital accessibility for all, including those with cognitive or physical disabilities.

This shift towards conversation-based UI emphasises the need for clear communication, making digital experiences and environments more intuitive and inclusive.





**In time, AI assistants will free us from the screen, so that we can connect with what matters most; life.**



# Key Takeaways

## Immersive Opportunity

AI infused AR, VR, and ambient computing redefine human interaction with technology, blending digital and physical realms for enriched experiences.

## Your Personal AI

AI assistants are set to revolutionise daily life and work productivity, offering proactive support and simplifying tasks, but raising concerns about data control and manipulation.

## New Interactions

Seamlessly integrating voice and gesture tech enhances accessibility, blurring digital and physical boundaries, enriching lives and expanding opportunities for all.



# Tech As a Partner for Elevated Living

## – The quiet amplification of intelligence

Life Beyond the Screen isn't simply about replacing smartphones with voice or gestures; it's about establishing a deeper harmony between humans and technology, where digital experiences elevate our lives without monopolising our attention. To realise the full potential of this shift, we need to design tech-led experiences that adapt to human needs.

We see a future where technology intuitively anticipates and adapts to human needs, offering quiet support as we engage more mindfully with the world around us. This is the promise of a truly integrated human experience, where technology serves as a silent partner, amplifying our capabilities without intrusion on the present moment.

### **Adaptive Interfaces**

Stepping away from the screen demands a radical reimagining of interface design. We must move beyond the limitations of traditional UI (clicking buttons or tapping icons) to embrace adaptive, conversational, and gestural interfaces that are intuitive, accessible, and with journeys that are deeply personalised.

By leveraging AI, we can create interactions that feel less like issuing commands to a machine and more like collaborating with an intelligent, context-aware partner, creating more natural and immersive digital experiences.

### **Augmented Cognition**

The fusion of human intuition with AI's analytical capability is transforming how we learn, decide, and innovate. This shift is driving breakthroughs in healthcare, where AI-driven diagnostics and smart wearables are revolutionising patient care. Soon, surgeons wearing AR glasses could access real-time patient data and 3D anatomical models during operations, enhancing precision and decision-making.

As we find our path through this exciting change, establishing ethical standards to ensure transparency and maintain individual agency is crucial. We see profound benefits in expanding our intellectual horizons, leveraging emerging tech to amplify our problem-solving and creativity without overshadowing human intellect.

### **Ambient Intelligence**

Our physical spaces are becoming intelligent, responsive environments that anticipate our needs. The rise of spatial computing, ambient intelligence, smart wearables, and IoT promises a future where AI seamlessly integrates into our surroundings, creating context-aware and adaptive spaces.

Wearables play a pivotal role in this shift, learning from our behaviours to optimise comfort and well-being. They'll soon be monitoring of our sleep patterns – adjusting our room's temperature and lighting accordingly to improve our sleep quality and energy levels.

As we embrace these intelligent spaces and personal devices, building in control over our data and interactions will be imperative.

“

**Technology serves as a silent partner, amplifying our capabilities without intrusion on the present moment.**





# Supercharged Creativity

– An explosion of change that feels like magic

When we empower brilliant minds with brilliant tools, new worlds of possibility appear. We're entering a golden age of creativity; where collaboration with AI expands our range of expression and unleashes the power of ideas.

This gives creators the ability to realise their visions faster and at greater scale than ever before. But it's still our responsibility to apply the human nuance that will make the leap from good to great.



# Tools, Tools, Tools

– The ultimate co-pilot

**Magical new tools are created every day that simplify the process from idea to execution**, making it an inspiring time to create. But the true power of AI is not making more things; it's making things better. The ability to crunch data, generate possibility and execute at alarming speed positions AI as the ultimate collaborator. For those who can master both craft and tools, the bar of what we can achieve – and how quickly we can achieve it – is raised exponentially.

## Why it matters

Rather than a challenger to our work and livelihoods, AI offers enormous opportunity. It can act as an accelerator, a thinking partner and even a muse – freeing space for us to be more inventive and impactful than ever. Yet the essence of human expression, artistry and imagination must be preserved; and we must ensure AI enhances, rather than replaces, our creativity.



“

AI offers a reassertion of the distinctiveness of humans, it articulates a sense of what AI can't do that we can.

– Gerd Leonard, Futurist



## AI Fashion Week

The event, showcasing AI as a visualisation tool for fashion design, demonstrates the acceleration of creativity when incorporated into existing workflows. Designs are produced in MidJourney, with the winning garments then produced physically and sold in real life.

Image: AIFW



## HYBE K-pop artist sings fluently in 6 languages. His secret? Voice AI.

This collaboration between human and machine makes global reach a reality.

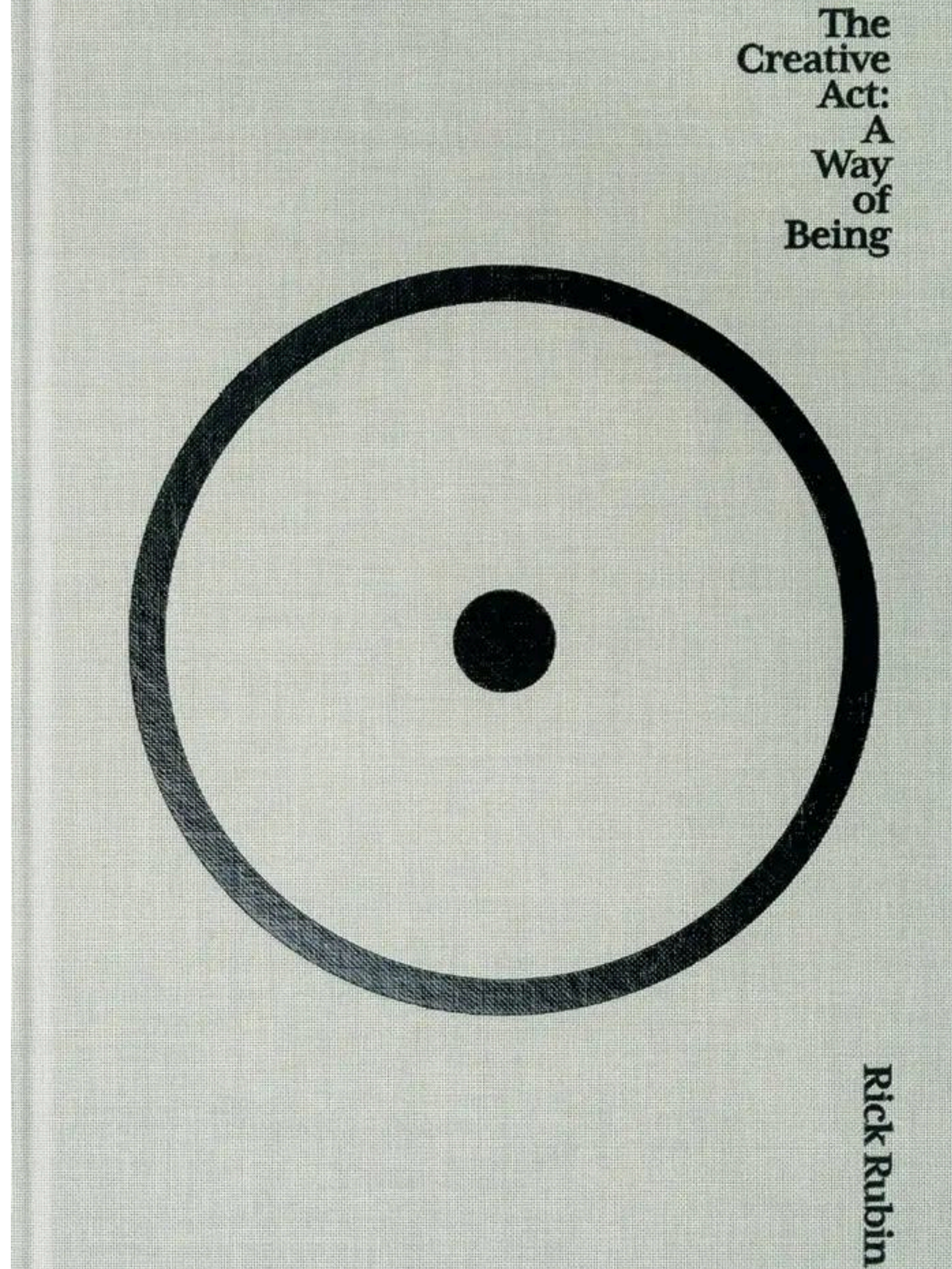
Image: Hybe



### The ultimate curator

Rick Rubin emphasises the practice of paying attention, knowing what you like and the notion that every idea has its moment.

Image: Random House



### Pixel vandals

In the fight against copyright theft, “data poisoning” tools are being used to add invisible code within their artworks, designed to damage AI training data that is used without permission.

Image: Stephanie Arnett



# Curated Chaos

– Transforming noise into meaning

**Mastery of craft is no longer a barrier to creation.** The kind of imagery that used to take talent, skill and years of experience to make is now possible within seconds with a simple prompt. But it still takes imagination, technical vocabulary, tenacity and a whole lot of taste to produce anything meaningful with AI tools.

When limits to creativity are removed, the skill lies in knowing what to make. Taste has become the tool that discerns quality and curates value from the chaos of possibility.

Rick Rubin, one of the most influential music producers of our time, says he knows nothing about music and doesn’t know how to use the technical tools of the trade. His success with artists comes from directing creative energy, instinct and emotion – the very qualities AI can’t touch – and those that make us distinctly human.

### Why it matters

With increased democratisation and speed of content creation, we’re seeing a shift from technical skill to visionary insight. Amplifying ideas that matter amidst an abundance of possibilities requires instinct and experience. This underscores the importance of nurturing our creative intuitions, tastes and emotions, which remain uniquely human strengths.



# Bland vs. Brave

## – Distinctiveness rules

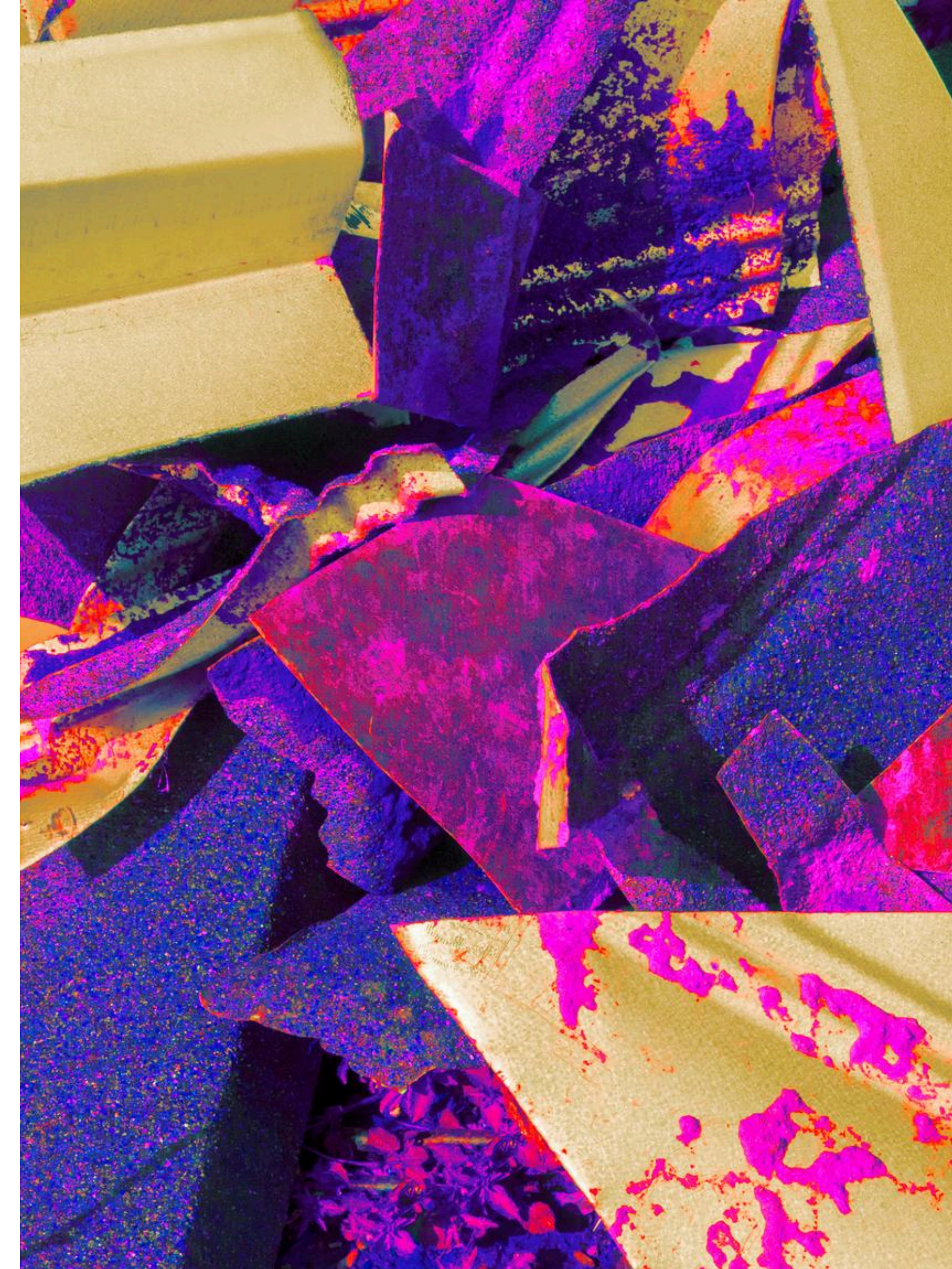
**Everything looks the same. What happened?** We've worked tirelessly to standardise our systems, data-drive our decisions and codify our ideas. We lift, shift and scale across platforms and audiences, and with such... efficiency!

The approach is understandable – we're obsessed with optimisation over creativity. But when everything, from apps, to logos, to cars, to campaigns, flattens into the same average aesthetic, it can feel like there are no new ideas left.

The battle for attention has reached a peak, and relying on the familiar is no longer enough. Tactics that worked when there were five kinds of toothpaste don't work when there are 5,000. Differentiation and creative bravery are critical to standing out, making a difference and driving results.

### Why it matters

Organisations that shy away from bold and authentic differentiation are at risk of fading into the background, losing relevance and ceding market share to more daring competitors.



### Age of average

“Our new obsession, AI, is incredible at guessing what should come next, based on the past. In this moment of AI, re-generated averages and algorithmic recommendations, it is the brave and unexpected that sets us free”.

– Matt Klein, Futurist



### Deliberately different

Wise, alongside Ragged Edge, rebranded with a challenger spirit that matched the irreversible change they've made to the financial status quo. And with 16 million customers, being brave seems to be working. Image: Ragged Edge



“With AI we can not only retire our drudgery work but we can also amplify our uphill thinking, taking on greater challenges and achieving unprecedented heights.

John Maeda, VP of Design and AI, Microsoft



**Human creativity is the real magic.  
It's our ability to dream and  
imagine that will drive innovation  
and shape the future.**



# Key Takeaways

## Creative Renaissance

AI ignites and expands creativity, enabling wild experimentation and pushing artistic boundaries to new realms of expression and possibility.

## Boldly Human

Creative bravery becomes essential in a sea of standardised content, where standing out requires bold authenticity and inventive differentiation.

## AI Collaboration

AI acts as both collaborator and muse, accelerating creativity and offering insights while preserving the essence of human imagination and expression.



# Rise of the Algorithmic Artist

## – Weapons of Mass Creation

The AI revolution in creativity isn't about machines replacing humans – it's about redefining the essence of creation itself.

As algorithms flood the world with content, the role of the creator evolves from generating ideas to curating meaning. In this new world, ideas, taste, and curation become the ultimate creative currency. Success hinges on asserting a distinct vision and unique point of view.

This shift demands a retraining of our workforce. Unlike past technological advancements, AI is transforming the way everyone works. To thrive in this new landscape, everyone must evolve to master the art of curation and develop a keen sense of taste. Embracing this change and acquiring the necessary skills will be crucial for staying relevant and competitive in the future job market.

### AI Co-Pilots & Creativity Tools

New tools are democratising creativity, turning ideas into reality faster than ever. With AI features that automate tasks and provide intelligent suggestions, these tools are no longer just for technologists – they're becoming essential for professionals across all industries. From writers to designers, marketers to architects, everyone must embrace these AI co-pilots to supercharge their productivity and stay competitive.

The rapid ideation enabled by these tools are empowering individuals and organisations to experiment wildly, push boundaries, and bring bold ideas to life. As the algorithm challenges what was once uniquely human, those who fearlessly embrace these tools and develop fluency in their use will be the pioneers of the future job market.

### Emotional AI

Bridging the gap between data-driven tech and human emotion, this AI leverages algorithms that analyse and interpret emotional cues, enabling the creation of content that resonates with depth and authenticity. This tech is also pivotal in narrowing the range of AI-generated possibilities, to find answers that will create genuine connection.

For brands, this translates to campaigns and products that push beyond grabbing attention to communicate meaningful messages that drive loyalty and differentiation.

By taking the leap into emotional intelligence accelerators creators can craft experiences that resonate on a deeper level, enabling a more profound and lasting impact on their audience.

### Immersive Experience Platforms


Merging digital content with the physical world, platforms like Unity and Spark AR Studio are reshaping storytelling, extending beyond traditional media's boundaries. They provide dynamic canvases for creators to construct immersive environments that captivate audiences, from virtual art galleries that defy physical limitations to AR-enhanced shopping experiences that reimagine retail.

By blending reality with imagination, they set new engagement and creativity standards, enabling brands to forge deeper, more meaningful connections with their audience in unprecedented ways. Creators must upskill now to leverage these platforms and stay relevant in a world of immersive experiences.

“

**The algorithmic artist wields AI with intention, filtering the output through a boldly human lens.**





“The future isn’t  
something that  
happens to us. The  
decisions we make  
today will determine  
what happens  
tomorrow.”

Dylan Siegler



# Interested in bringing trends to life in your organisation?

We'd love to chat. Our Cognizant Design practice has bespoke tools and assets to accelerate ideation and innovation for addressing these trends. Please [contact us](#) and we'll coordinate an initial trends presentation and exploratory discussion.





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