

**C3W – Autumn Session 2023/2024**

**Future scenarios for technological company**

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## INTRODUCTION

"The future belongs to those who believe in the beauty of their dreams," Eleanor Roosevelt once said. This vision has found fertile ground in the NABA master's program in Sustainable Innovation Communication, where students have embraced the principles of Futures Studies and Imagination Design. Through these meta-disciplines, they have explored and created possible and preferable future scenarios, touching on crucial themes such as innovation, sustainability, productivity, and well-being in the workplace. Imagination Design has played a key role in empowering students to open their minds to the unimaginable in order to anticipate potentially adverse future events and develop antifragility skills. It has also expanded their ability to relate to the non-imaginable, enabling them to operate in unexplored areas, thanks to the tools of design imagination such as mental simulation.

For their work, the students also utilized some methodologies of Futures Studies, like Jim Dator's futures archetypes, to explore the possibilities of growth and transformation of possible scenarios, the Technology Roadmap, which is a strategic tool that provides a visual framework for planning and coordinating the evolution of products, technologies, and services over time, and Speculative Design, proposing creative solutions beyond the conventional, designing desirable directions for progress and development.

This educational process not only equips the students to become leaders of change but also confirms the power of imagination and creativity in shaping the future we desire.

*Maurizio Goetz and Gloria Puppi*

## ABSTRACT

In response to the pressing need for fostering a healthier and more efficient work environment, two innovative solutions are proposed: Ukiyo and Arca. Ukiyo is an AI-based software designed to combat workaholicism and prioritize employee well-being. Through advanced customization, emotional well-being monitoring, and work management features, Ukiyo aims to create a balanced and sustainable workplace. Arca, on the other hand, revolutionizes data management through immersive holographic platforms and symbiotic artificial intelligence. By providing immediate access to vast amounts of data, promoting collaboration through an intranet, and ensuring data security and confidentiality, Arca enhances efficiency and productivity across departments. These solutions not only address current workplace challenges but also anticipate future needs, ultimately contributing to a healthier, more productive, and forward-thinking work environment.

## DESCRIPTION

The project aims to anticipate future language and scenarios for tech companies, emphasizing sustainability. It stresses effective internal and external communication in innovation. The focus is on promoting employee well-being for enhanced company performance. Two future scenarios will be provided: work-life balance and data management/productivity. These ideas align with UN Goal 8, emphasizing decent work and economic growth. This ambitious goal underscores the need to foster sustained, inclusive, and sustainable economic growth, ensuring full and productive employment and decent work for all. Technological companies, as pillars of innovation and progress, bear a crucial responsibility in contributing to the achievement of this objective.

## SCENARIO 1

The project originated from our determination to enhance the working environment for employees, creating a more balanced and sustainable context. Our initiative began with thorough research aimed at identifying the primary issues affecting workers, projecting ourselves into the future, specifically the year 2030.

## **Focus on Health and Well-being:**

We view well-being as more than just the absence of illness; it encompasses promoting optimal health. Recognizing the importance of physical and mental well-being in creating a sustainable, productive work environment, we're committed to fostering a healthy balance between work and personal life.

Our focus on employee well-being underscores our dedication to nurturing a work environment that supports all members' health and balance. During our investigation, we highlighted the issue of workaholism, recognizing its detrimental effects such as guilt, anxiety, anger, and cardiovascular diseases.

## **Problem:**

The overarching concern is addressing both current and future challenges. In Japan, the stark reality of Karōshi, where prolonged working hours result in fatal heart attacks and ischemic events, highlights the urgent need for intervention. Meanwhile, in the West, the rising prevalence of workaholism is evident, impacting 66% of millennials in the United States and causing adverse effects on mental health and personal relationships.

In analyzing the Italian context, a study led by Balducci involving 139 office employees unveils the pervasive influence of workaholism. This phenomenon not only affects employees' moods beyond the workplace but also manifests during working hours. Notably, the study underscores a gendered dimension, revealing that women tend to bear more pronounced negative consequences, both psychologically and physiologically, compared to their male counterparts.

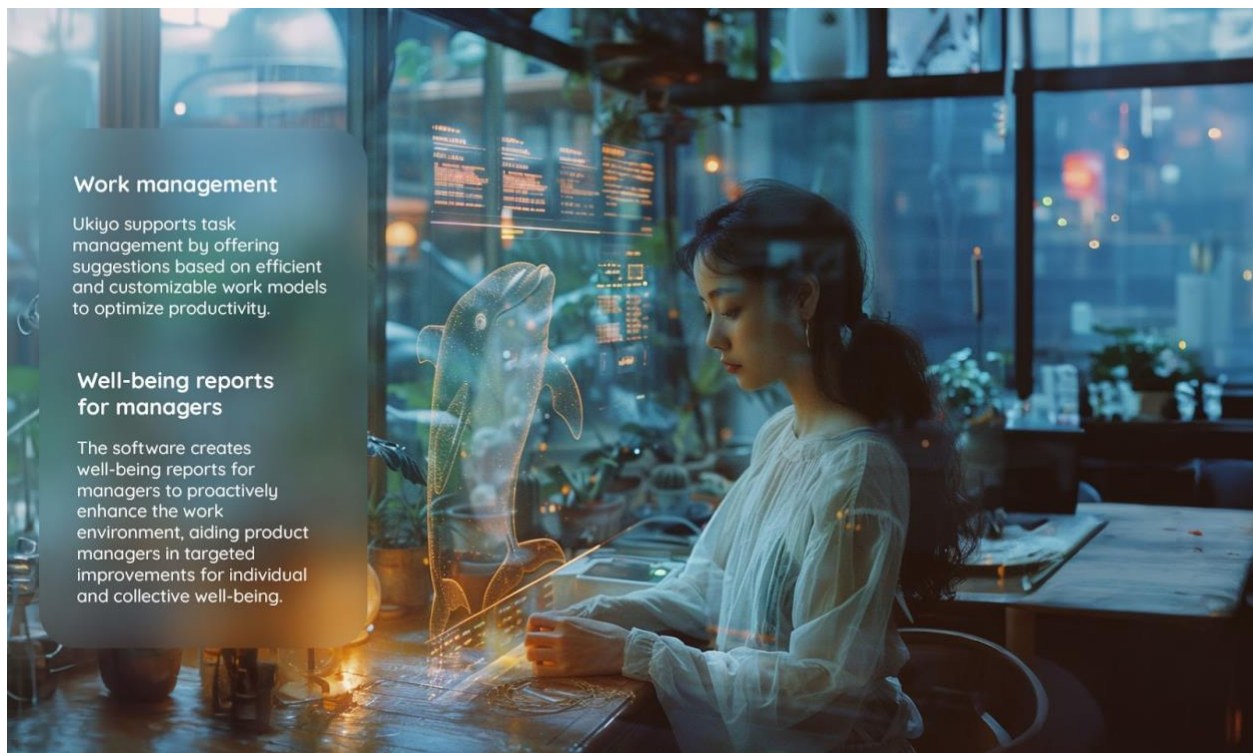
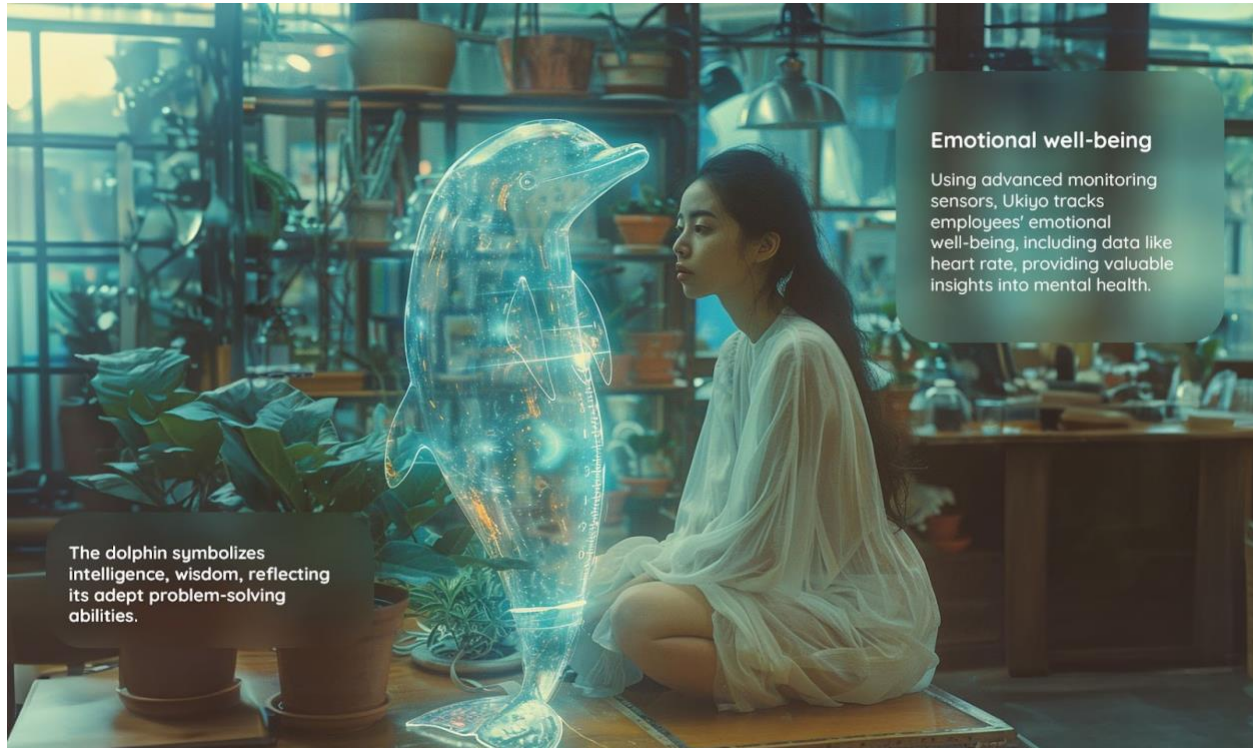
## **Solution: Ukiyo**

To address the issue of workaholism and enhance employee well-being, we introduce Ukiyo, an advanced AI-based software designed as a personalized partner to optimize the work experience. The term "Ukiyo" in Japanese translates to living lightly, avoiding stress, directly connecting to the previously highlighted issue of workaholism in Japan.

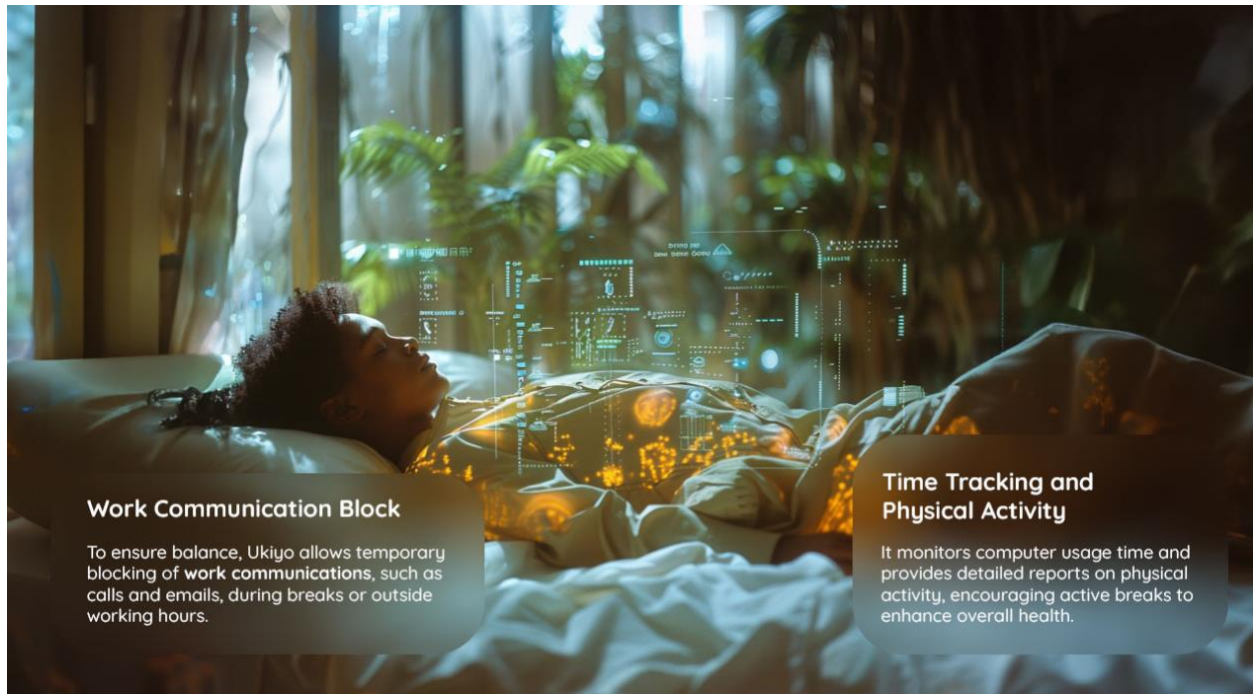
## **Software Features:**

- **Advanced Customization:** Ukiyo offers a high level of customization, allowing employees to create a personalized avatar (with an assigned name). This element contributes to creating a more human and engaging and immersive experience (symbiotic AI).
- **Personalized Devices:** The software can be installed on various devices, such as iPads, watches, keychains, or glasses, providing employees with flexibility to choose the platform that suits their lifestyle. Additionally, the software is inclusive, as it allows personalization of the avatar to accommodate individuals with visual impairments or other difficulties. Furthermore, the software employs holographic communication with employees, offering a dynamic and interactive interface for enhanced engagement and well-being assessments.

## Software Functions:





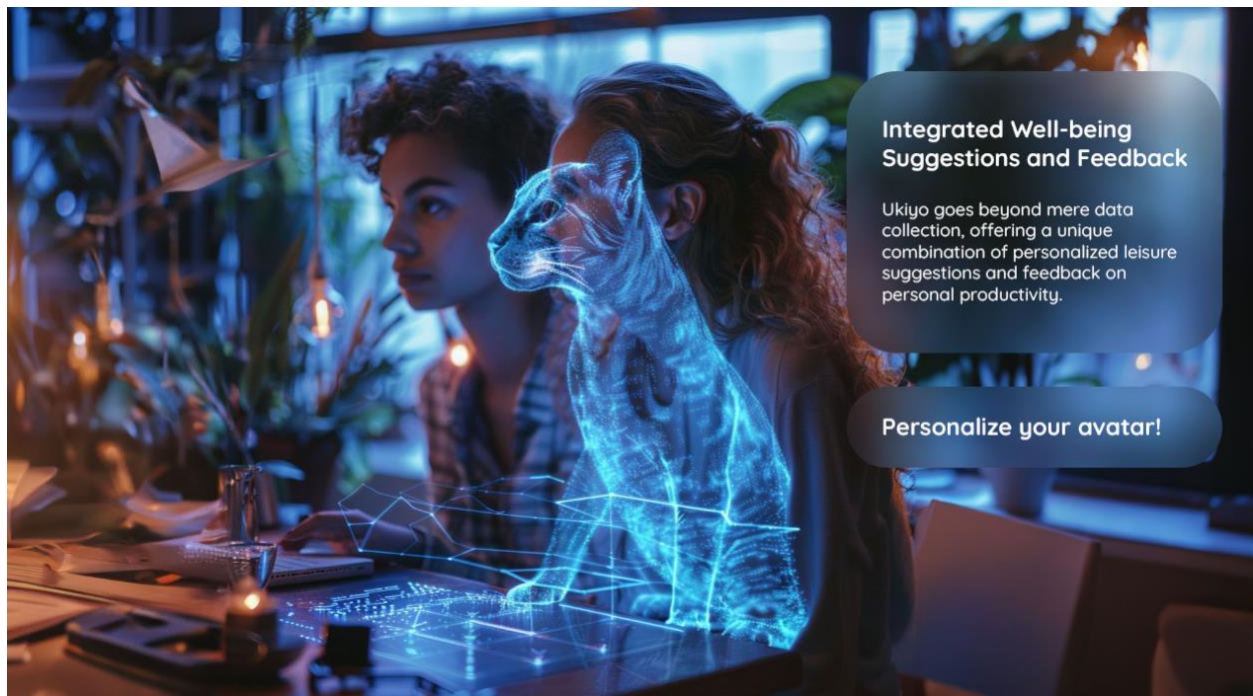


### Work Communication Block

To ensure balance, Ukiyo allows temporary blocking of work communications, such as calls and emails, during breaks or outside working hours.

### Time Tracking and Physical Activity

It monitors computer usage time and provides detailed reports on physical activity, encouraging active breaks to enhance overall health.



### Integrated Well-being Suggestions and Feedback

Ukiyo goes beyond mere data collection, offering a unique combination of personalized leisure suggestions and feedback on personal productivity.

### Personalize your avatar!

In this way, Ukiyo not only provides a snapshot of the employee's state but becomes an active ally in the process of personal and professional improvement. Its ability to offer concrete solutions based on collected data contributes to creating a healthier work environment, fostering continuous growth, and overall employee well-being.

## SCENARIO 2

Arca, the future of data collection with evolving technology

**Problem:****Does Your Workforce Spend Too Much Time Searching for Information?**

In the rapidly evolving corporate landscape, professionals are increasingly burdened with the daunting task of managing vast quantities of data on a daily basis. This challenge is particularly pronounced for individuals occupying managerial roles, where the necessity to sift through disparate files and folders hampers efficiency and productivity. According to a McKinsey report, professionals spend 1.8 hours daily on information gathering, worsened by exponential data growth, with 2.8 million emails sent per second, totaling 240 billion per day, approximately 25 emails for every person on Earth, resulting in at least 2.5 quintillion bytes of data produced daily.

Consequently, the inability to efficiently aggregate and manage data impedes the timely delivery of quality work products. This bottleneck hinders professionals from meeting deadlines and achieving optimal outcomes. In light of these challenges, it is imperative to implement robust solutions for the effective management, representation, and sharing of data. Doing so will not only streamline workflows but also facilitate seamless information exchange across departments, thereby fostering enhanced collaboration and organizational efficiency.

**Solution:**

Through the implementation of cutting-edge data aggregation and visualization tools, the team can seamlessly access and analyze vast quantities of data in real-time, enabling them to derive actionable insights and make informed decisions swiftly. Furthermore, the integration of collaborative platforms facilitates seamless communication and knowledge sharing among team members, transcending departmental boundaries and fostering a culture of innovation and continuous improvement. With enhanced data accessibility and collaboration capabilities, the team can overcome the challenges posed by information overload and achieve unprecedented levels of efficiency and productivity in their strategic operations initiatives.

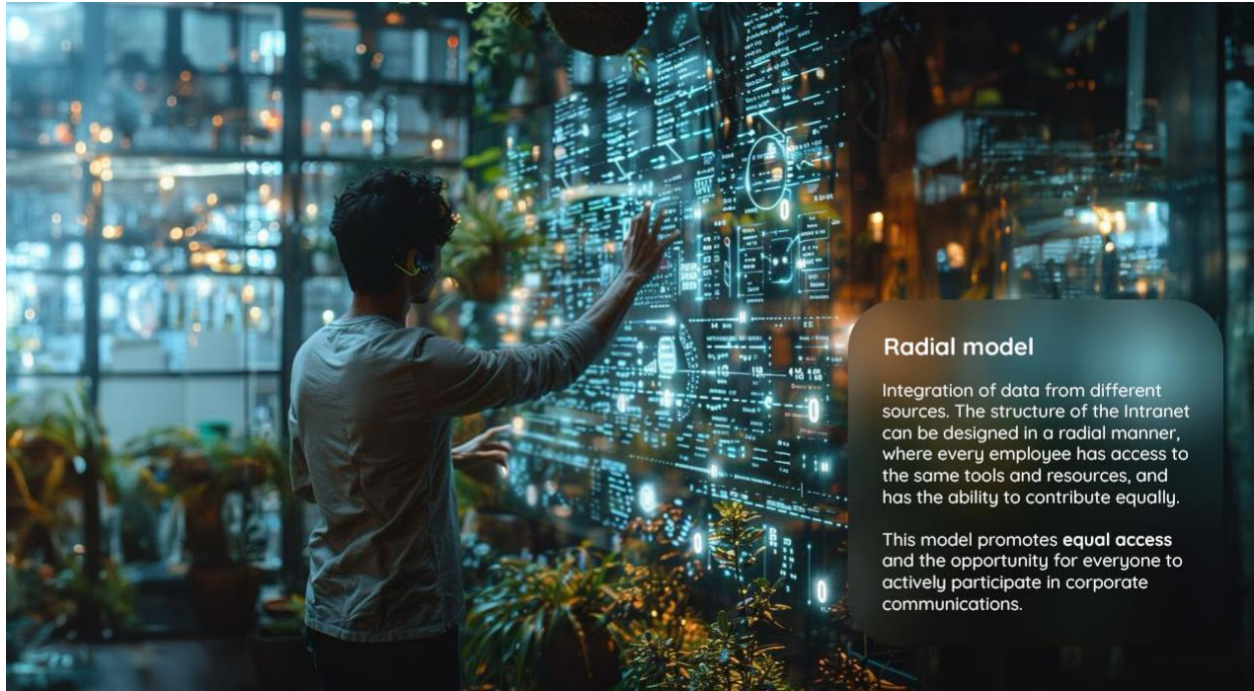
**Our proposal: Arca**

We propose an advanced digital assistant, offering a single platform for capturing, storing, and managing business data. Accessible through an intranet, an online platform accessible only to employees to guarantee security and confidentiality which serves as a central hub for communication and information sharing within the organization. This solution promotes collaboration and maximizes efficiency across departments. The platform leverages advanced artificial intelligence algorithms to analyze complex datasets, extracting actionable insights in real-time and minimizing information loss.

Symbiotic Artificial Intelligence with Shared Sensory Experiences (SAISSE) focusing on establishing a mutually beneficial relationship between AI systems and human users through shared sensory experiences. SAISSE integrates multiple sensory input channels to process human experiences, fostering a strong human-AI bond. It enables AI systems to learn from and adapt to individual users, providing personalized support and assistance. This permits facilitating seamless integration of AI into daily life and promoting human growth and well-being.

The traditional interfaces are replaced by immersive holographic platforms that can be activated by simple and intuitive hand gestures and voice commands.

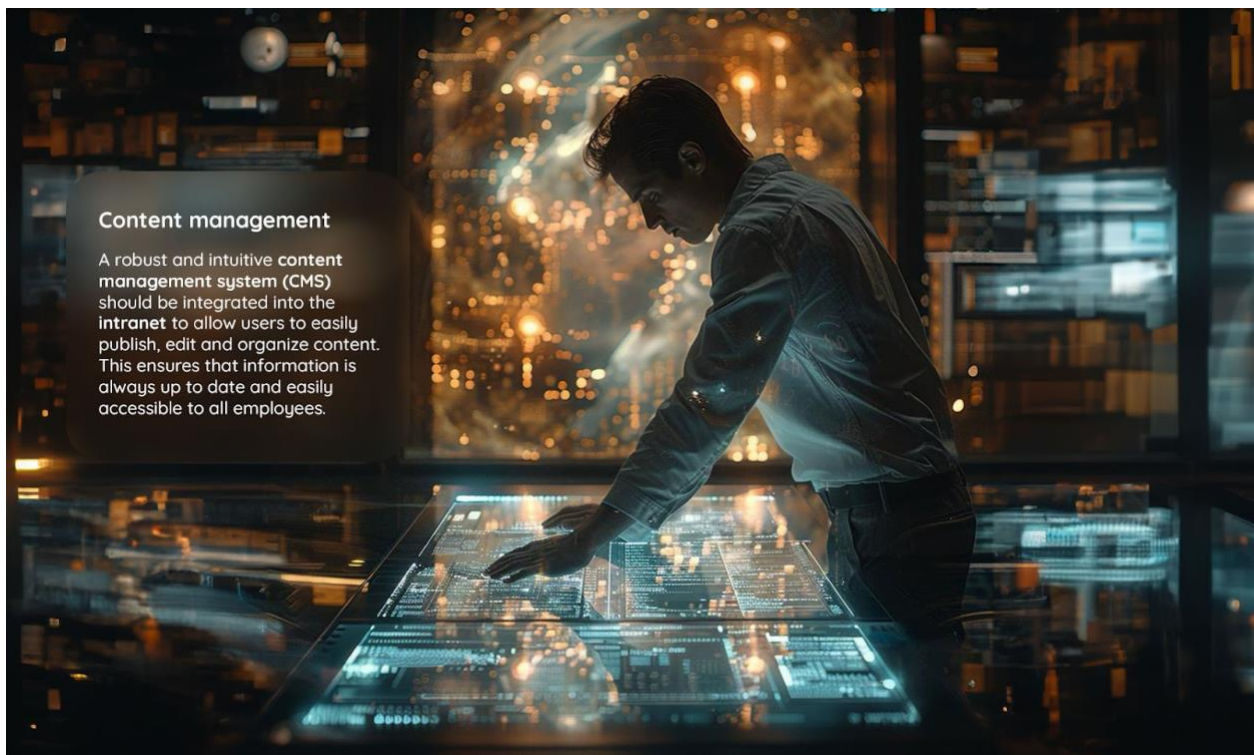




### Radial model

Integration of data from different sources. The structure of the Intranet can be designed in a radial manner, where every employee has access to the same tools and resources, and has the ability to contribute equally.

This model promotes **equal access** and the opportunity for everyone to actively participate in corporate communications.



### Content management

A robust and intuitive **content management system (CMS)** should be integrated into the **intranet** to allow users to easily publish, edit and organize content. This ensures that information is always up to date and easily accessible to all employees.



Automatic creation of detailed reports based on company data.

### Future predictions

Creation of time lines about past and actual projects in order to define which type of project the company is best suited to at the moment.

## CONCLUSION

In response to the critical need for fostering a healthier and more efficient work environment, two groundbreaking solutions have been presented: Ukiyo and Arca. Looking ahead, it is imperative for technology companies to embrace innovation not only as a means of driving profit but also as a tool for generating positive and sustainable change. Effective communication and collaboration, both internally and externally, play a crucial role in this endeavor. By fostering a culture of innovation and prioritizing employee well-being, technology companies can not only achieve their business objectives but also contribute meaningfully to a more sustainable and equitable future.