

SCENARIO PLANNING

After understanding trends and their manifestations (proofs of concept), the illustrations on display help you visualize how these manifestations affect each archetype. This imagery helps you consider an abstract concept through a more individual point of view.

HOW IT WORKS

Your task is to draw your own scenarios based off of the examples that have been provided in the City of Sonder. This application of manifestations focuses your attention on the parts of the archetype's life that must adjust to societal shifts, and reveals the importance of studying value shifts.

STEP 1: Choose an archetype to focus your analysis on.

STEP 2: Choose a trend and specific manifestation to determine possible interventions.

STEP 3: Identify points of positive and negative change based on how your chosen manifestation may impact your archetype.

Step 4: Consider "call to action" interventions which exemplify concrete responses to the changes identified.

MATERIALS AT HAND

Worksheets are provided to help you generate ideas and comparisons.

Goals:

- Identify potential outcomes
- Think in context

Requirements:

- Digest archetypes
- Observe illustrations
- Understand manifestations

Materials:

- Worksheets

Next Steps:

- What is your team's "call to action" intervention?

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Archetype:

Loretta

+

Manifestation:

Integrated Technology

Positive change:

increased use of technology for communication

in-home health care abilities

future autonomous driving capabilities to keep her mobile

Negative change:

technology comes with a learning curve

hesitant to replace human interaction with technology

Call to action:

improve mobile care through autonomous driving, meet patient where they are

Call to action:

provide concierge services that help manage patients' health through different technologies

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Archetype:

+

Manifestation:

Positive change:

Negative change:

Call to action:

Call to action: