

The Day After Tomorrow – Episode #6

# Experimentation: the benefits of getting creative

How the lockdown has turned our free time into  
valuable experiences

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# The Day After Tomorrow

We're all feeling it. This unprecedented crisis is clearly shaking things up: consumer views are shifting, and their behaviors are changing.

Will it be temporary or are we truly 'stuck in a moment'?

What seems sure though, is that brands will need to reinvent themselves to adapt and keep pace with their audience.

All around the world, individuals are sowing seeds on the social sphere and by doing so, they help us dive deeper into their evolving concerns and behaviors. Each week, with the help of one of our local insight crafters, we'll aim to give you a sneak peak into what our world could look like, the day after tomorrow.



# Experimentation: the benefits of getting creative

How the lockdown has turned our free time into valuable experiences – By Ciara McFerran

## What's happening?

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I'm Ciara and I come from the UK. I have a passion for applied research and have recently joined the Dynvibe team as an Insight crafter. I've been in the front row to witness the unprecedented shake-up quarantine has forced: when has anyone ever got to the bottom of their to-do list? When have people had so much free time on their hands? I have observed how it is inspiring people worldwide to experiment at home and what they are getting out of it. For many people, collecting memories and connecting with others through real-life experiences has become more of a driver than possessing things. Keep on reading to discover why tomorrow, people may add experimenting to their to-do list, as well as the opportunities that this presents for businesses to support them.

## What do people say?

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### Test tubes can squeeze into all kinds of places

Experimentation is everywhere at the moment and is driven by four overarching motivations: a desire to be creative (e.g. trying out art and craft projects); to be productive (e.g. testing out new professional skills); to learn (e.g. many Brits are discovering how to make bread); and to be distracted (e.g. making a switch to virtual hobby groups).

“ (UK) Making my own Starter for sourdough bread!! #experimenting #baking #bread #sourdough #lockdown #keepingbusy Let the process begin!!! (Instagram)

### Experimenting is unexpectedly rewarding

Interestingly, people are finding that they get a huge amount of pleasure and fulfillment from experimenting. They ignored the little voice that told them it should be perfect, ploughed on ahead and are often surprised that tasks are easier than they first feared. They are getting a taste for it.

“ (UK) I never got round to it - partly time and partly 'project pressure'... I thought pull your self together and give it a bash. It has been a wonderful sense of achievement. (Instagram)



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## What do people say? (Cont.)

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### Practicing develops valuable expertise

Collectively, these people are the interns of the lockdown. Their homes have become centers of learning. Some are deliberately upskilling while others experiment for fun and inadvertently develop new areas of expertise. Either way, there is a strong desire to learn through practice: people are studying ancient production processes; testing techniques and products that give subtle (personal) differences. They also want support from their peers, to develop ideas, share their enjoyment and find role models and experts in the field.

“ (UK) Delivery of ingredients, new things to try! Thank you @thesoaperyuk #soapmaking #newthingstotry #homemadesoap #experimenting #soapcrafting (Instagram)

## Why does it matter?

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Experimentation is proving to be an experience that, by its very nature, is constantly re-lived and is also all-consuming: therein lies the value. We believe that ultimately, people will want to re-create and share the joy they feel when experimenting and that they will want to enhance their skills even further. There are multiple opportunities for businesses in every sector to support and encourage them in that:

- They can **demonstrate** how their products can be used in different ways and settings to inspire and excite.
- They can **tell the story** around the history, cultural context and traditions of the product (e.g. fermenting and bread making).
- They can **provide or sponsor a virtual space** for a community forum to evolve organically (revolving around e.g. cocktail events or seminars).
- They can provide **new ingredients, accessories and equipment** to improve and add adventure to the experimentation process, thereby also **reducing consumer research time**.



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## They say...

(UK) A little lockdown hair experiment, bleached my hair and used some semi permanent pink colour, think I'll go brighter next time 😊#pinkhair #dipdye #hairexperiment #boredem #brunette (Instagram)

(UK) I also love cooking and make most things from scratch, but I've never been as keen on baking. However, during lockdown I've baked more than I have for years and started enjoying it now. (Forum)

(UK) I taught myself python last weekend and made a discord bot to setup games for a 20 year old game

(unreal tournament) which still has people playing it. Found it pretty fun tbh. (Forum)

Boom! It's slowly coming out, and it's totally worth it! This could become an addiction! #focaccia #firsttry #sourdough (Instagram)



(UK) Trying a new style of art. I've never painted with oils before and I have always stuck to being neat. So this was completely out of my comfort zone but fun. Suppose i will get better over time #colourfulpainting #tryingsomethingnew (Instagram)

(UK) Looking good 😊 One thing about this lockdown is it's giving folk time to try new things in the kitchen 😊(Twitter)

(UK) I feel like I've won lockdown by knitting this romper 🧶 Sorry it's not crochet related but I'm really proud of this as I've attempted it 3 times previously and given up. Really enjoying trying something new to prove my brain is still working. (Instagram)



(UK) I'm crafting. Going order sewing machine and teach myself to use it x (Forum)

(UK) When quarantine started I began to watch videos about CG transition and I was lucky to have a friend who knew so much and recommended me many youtubers. So I started watching them, just for knowledge. BUT one day I decided to put some 100% ALOE VERA gel on my hair to see what it looked like and OMG, out of the blue some curls started to show up (last pic). That day I started taking my hair seriously and committed to transition to natural hair and learn as much as possible and have patience and love my hair and my journey. (Instagram)



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Take the next step and let Dynvibe help you decrypt this trend



Understand who are the people that experiment in their kitchen and why they make that choice.

Dig deep into their lifestyle, detect their sources of influence, their consumption habits, emerging food trends and early signals.



Food has been a great place to experiment and develop new areas of expertise during the lockdown.

Unveil the cooking equipment & accessories that are buzzing in order to keep pace with consumer needs and identify growth opportunities.



Many people have tried to make the most of the lockdown period and experiment with different beauty techniques, routines or journeys.

Unveil their new areas of expertise and paths for new product development.



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# Thanks for hearing us out!

We'd love to hear your feedback on this episode or get your opinion about other topics you would like us to explore.

Feel free to contact our team or visit our website:

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