

(Gen Z) trend

A factual variable

A treasure : a goal

A dragon: a pain/ a strength

A joker: a pain/ a strength

Armor: a Gen Z value/belief

A wand/fairy: an opportunity to act

The pandemic has led people to spend more time on social media, video calling, more e-commerce, but also resulted in more digital detoxes. New technologies (haptics, voice control, virtual and augmented reality) enable natural interactions away from the classical screen. (6)

