

# Beyond the Website: Reimagined Futures, Real User Needs

Mo Spargo  
Charity Digital AI Summit  
2<sup>nd</sup> October 2025



**“This is all very good, but with AI will  
we even need a website in 5 years?”**

Workshop participant  
July 2024



We are  
Reason Digital

# Social enterprise of digital innovators

Since being founded in 2008 we've worked solely with organisations that deliver social impact and public good – including charities, housing associations, universities, research and healthcare institutions.

**Our team are driven by our mission to use digital to solve the problems that actually matter.**

We see digital as a force for social good and technology as a way to have the most scalable, positive impact on the world we live in.

We're also proud to have received B-Corp certification.





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# Digital strategy

- Bringing clarity and structure to how charities can move forward confidently with digital.
- Gathering information, setting goals and then planning what to do now, next and later in order to get there.



**Mo Spargo, PhD**

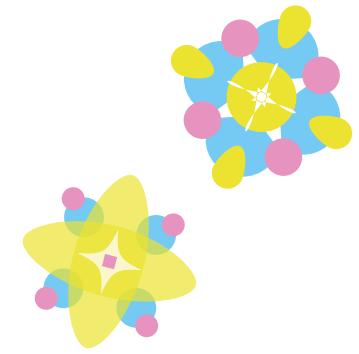
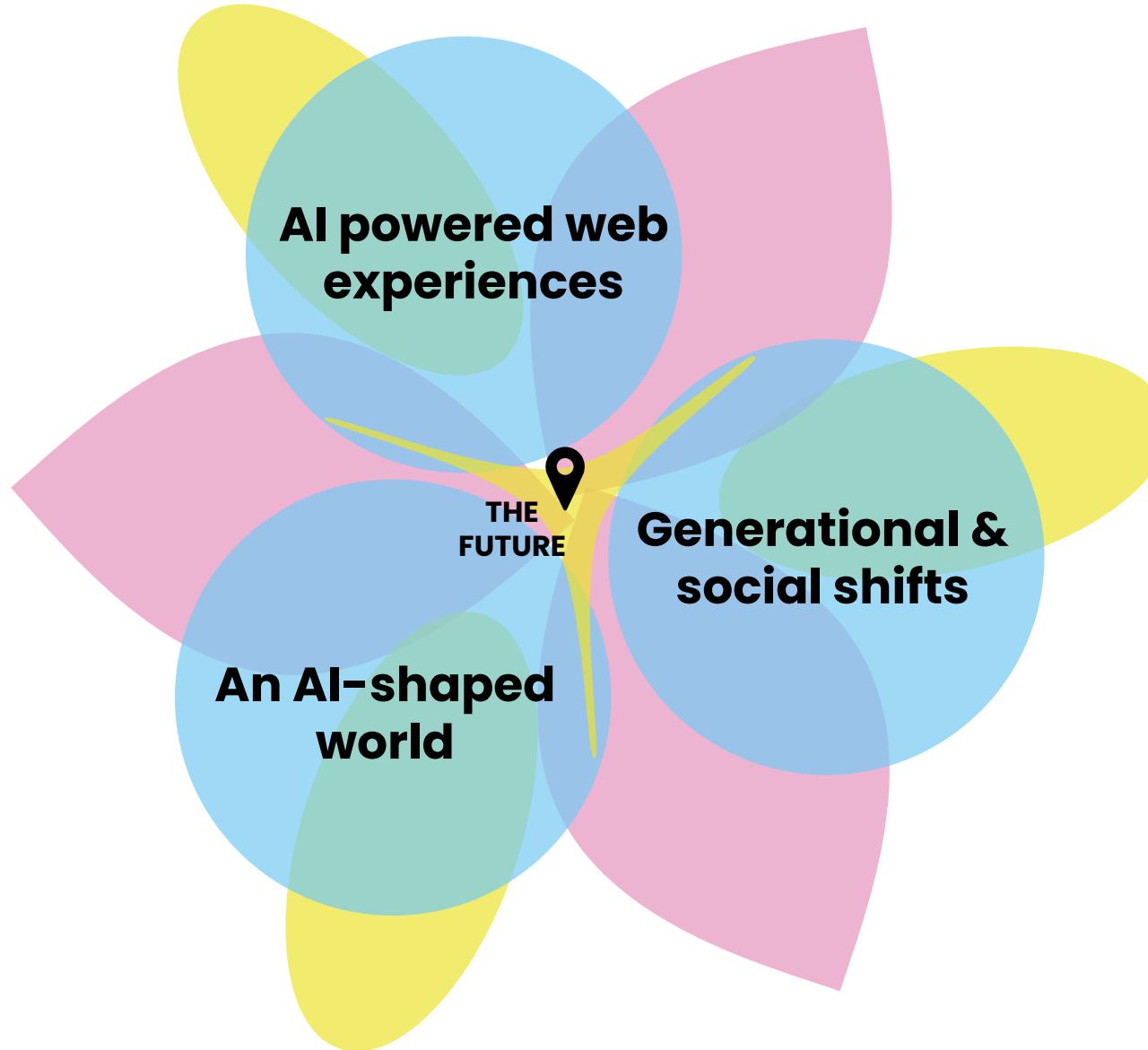
Digital Strategist

Past roles: Research programme manager; Research fellow; PhD Student; Pharmacist

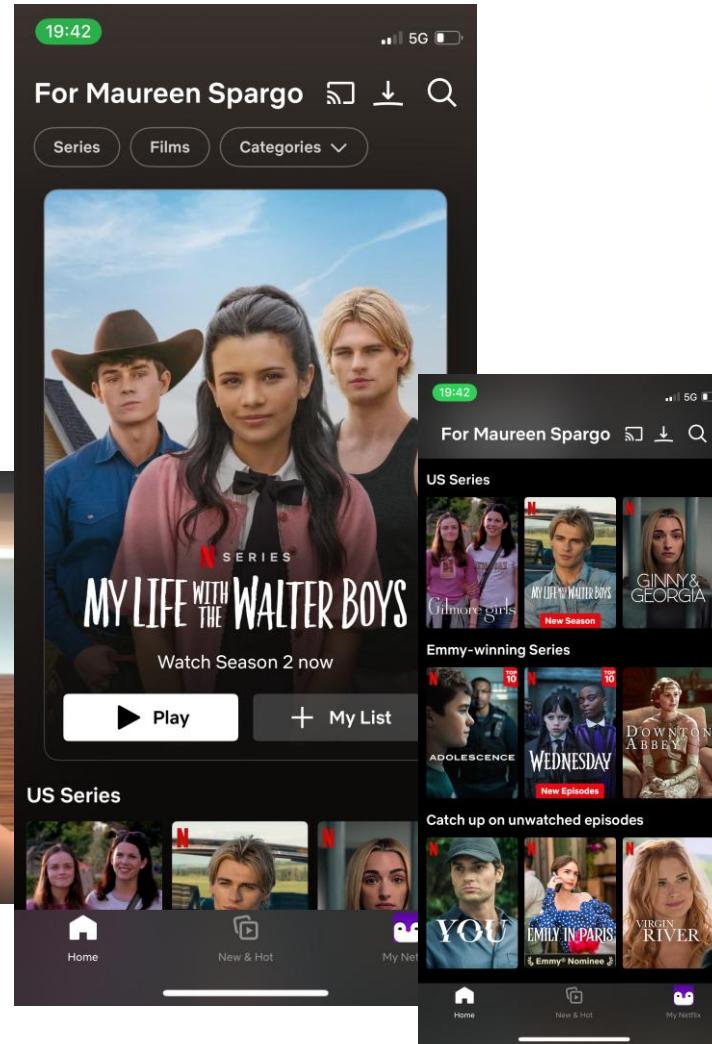
(I like to know the answer to things)

**Reimagined  
futures...**

# 3 lenses



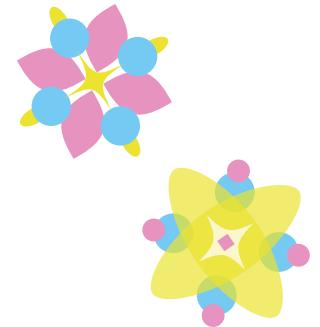
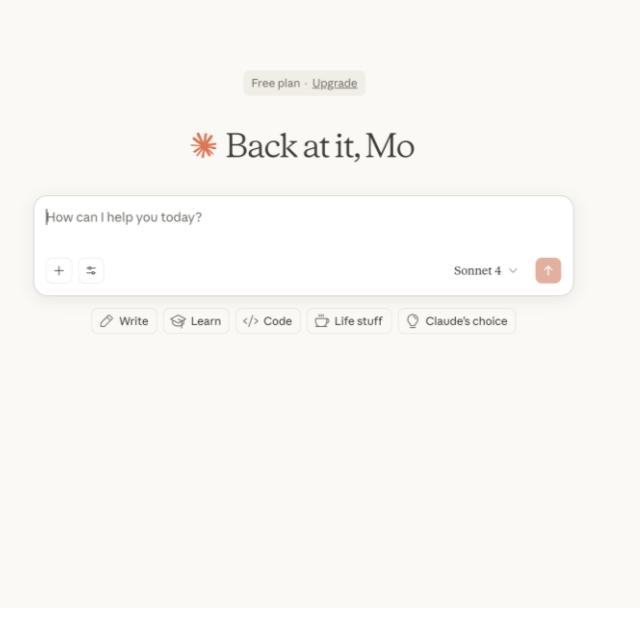
# AI powered web experiences



META

## Meta Ray-Ban Display: AI Glasses With an EMG Wristband

September 17, 2025



**REASON  
DIGITAL**

## Solving the SEND crisis: report calls for culture shift and funding to make mainstream education genuinely inclusive

18 September 2025



Climate

## China makes landmark pledge to cut its climate emissions



EUROPEAN PHOTOPRESS AGENCY

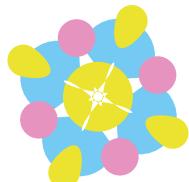
FINANCE AND ECONOMY  
Gen Alpha are ready to spend – and they want to be treated like adults



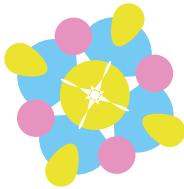
(Image credit: Getty Images)



**Generational & social shifts**



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Home > News

## Home Office to expand AI use in asylum decision-making after promising pilot results

Artificial intelligence will be deployed to support caseworkers to make swifter decisions on asylum claims

## Zoe Amar: Disintermediation is a wake-up call for our sector

22 August 2025

It's changing how people interact with charities and we must act now

An AI-shaped world



Red Dog Security Report



Experts Warn: AI-Powered Fake Charities Could Be the Next Big Scam

ILYA VOLOVNIK  
JUN 04, 2025

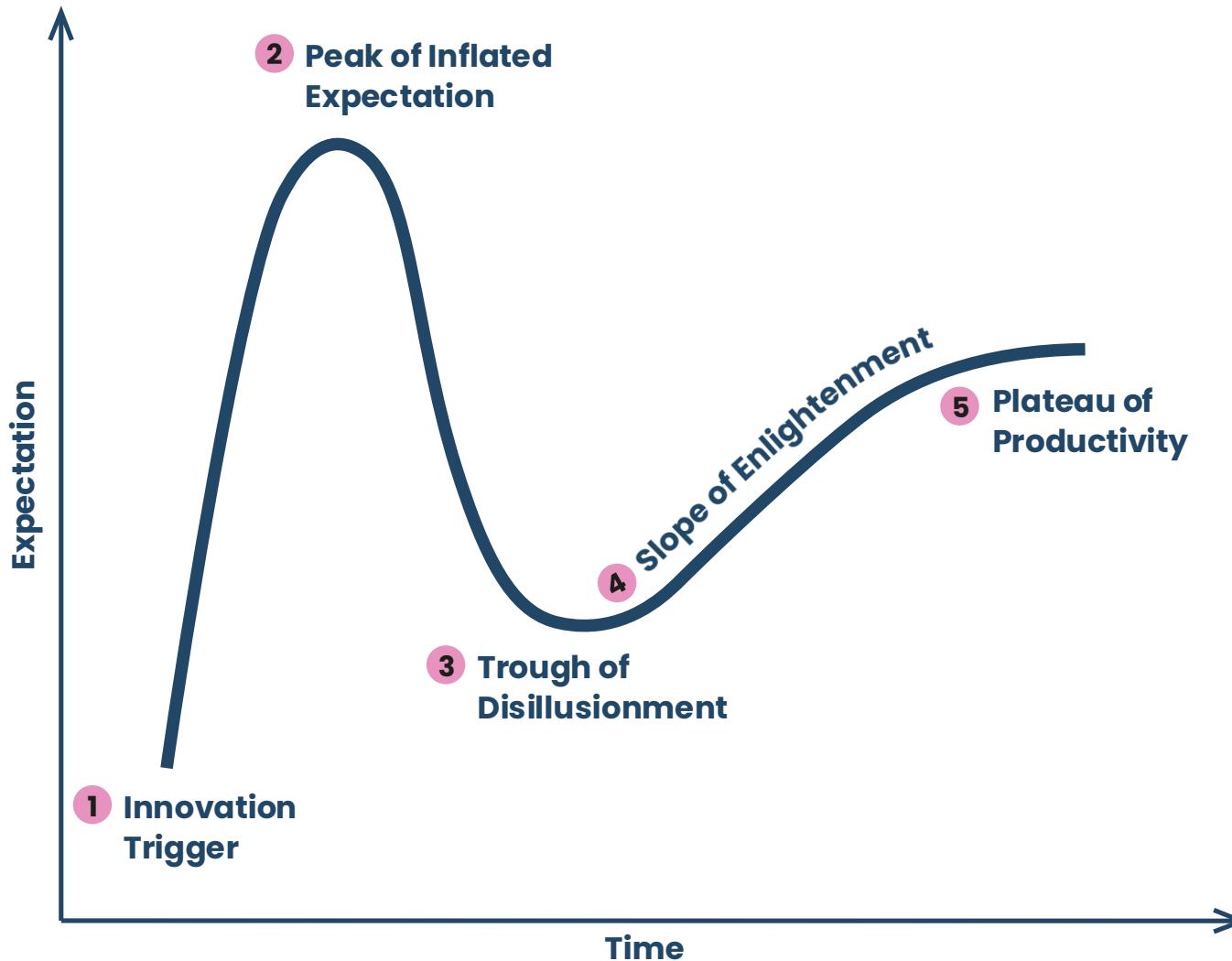


Share

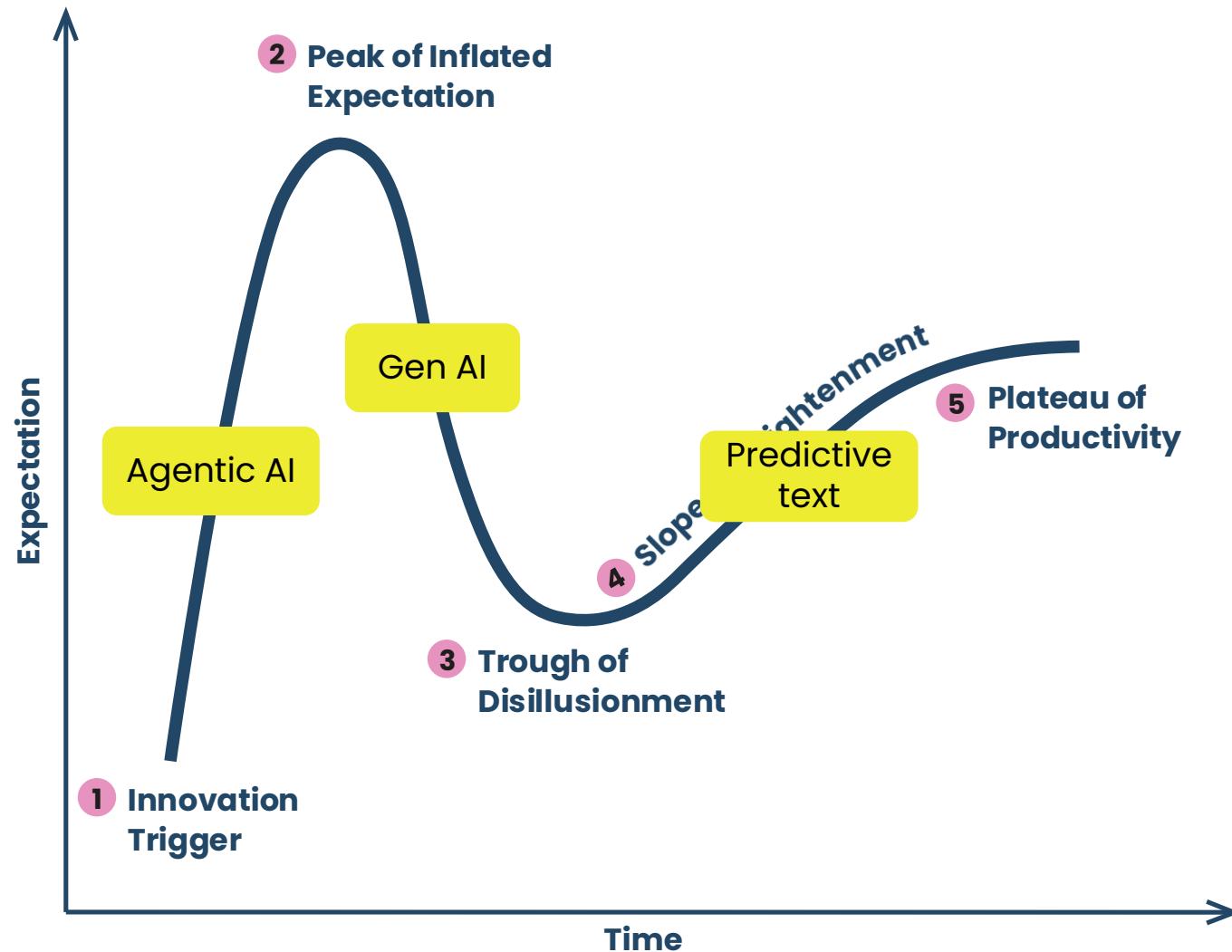


# Reimagined realities...

Gartner Hype Cycle



## Gartner Hype Cycle



**Moving forward...  
confidently**

# Ask

Only 5.5% of charities are collecting information about the impact of AI on their beneficiaries!\*

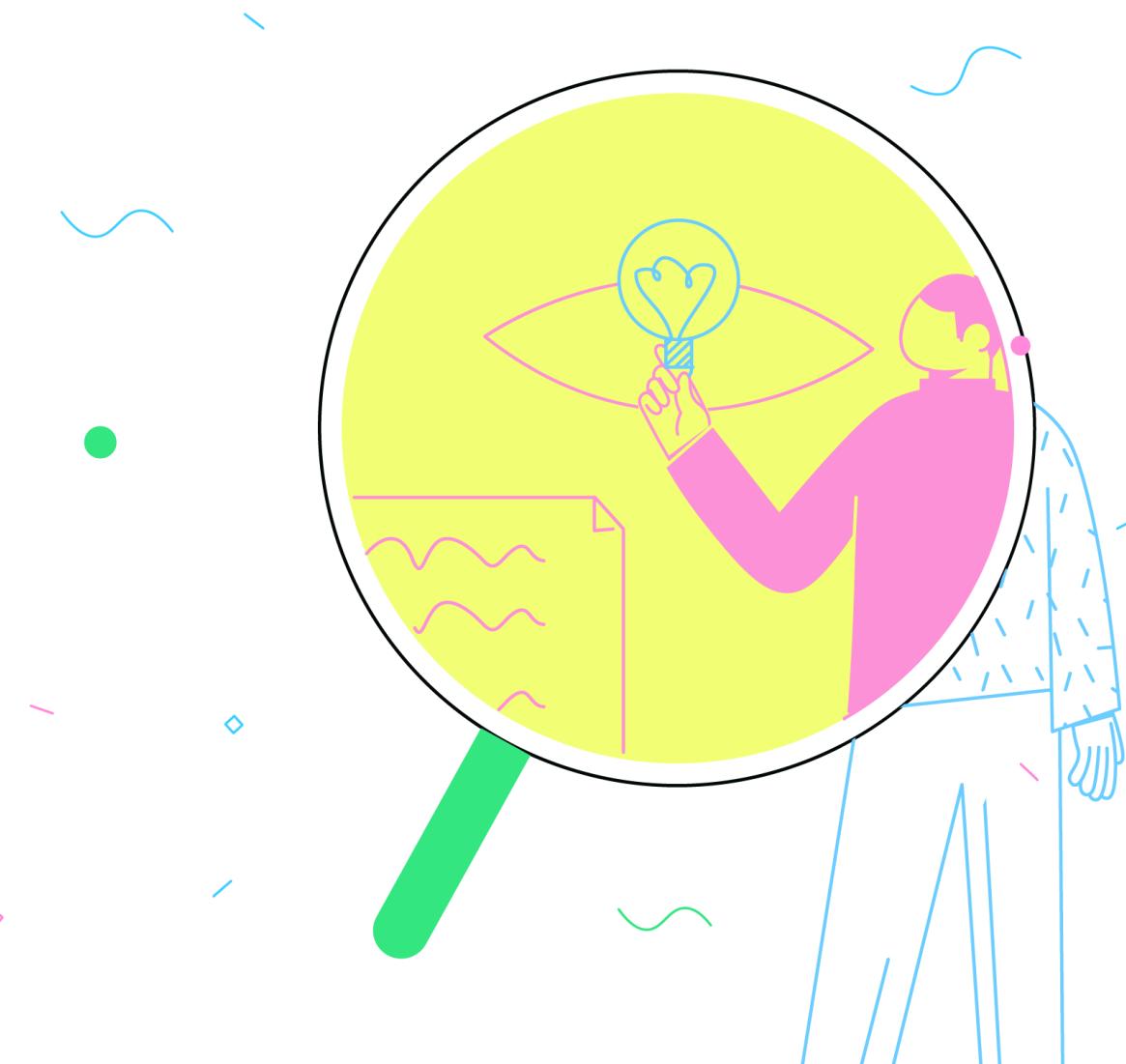
- Talk to your users
- Understand the impact AI is having on them and their lives
- Ask how they search for information using AI



# Visualise

Just over a third of charities view developing a strategic approach to using AI as a top priority\*

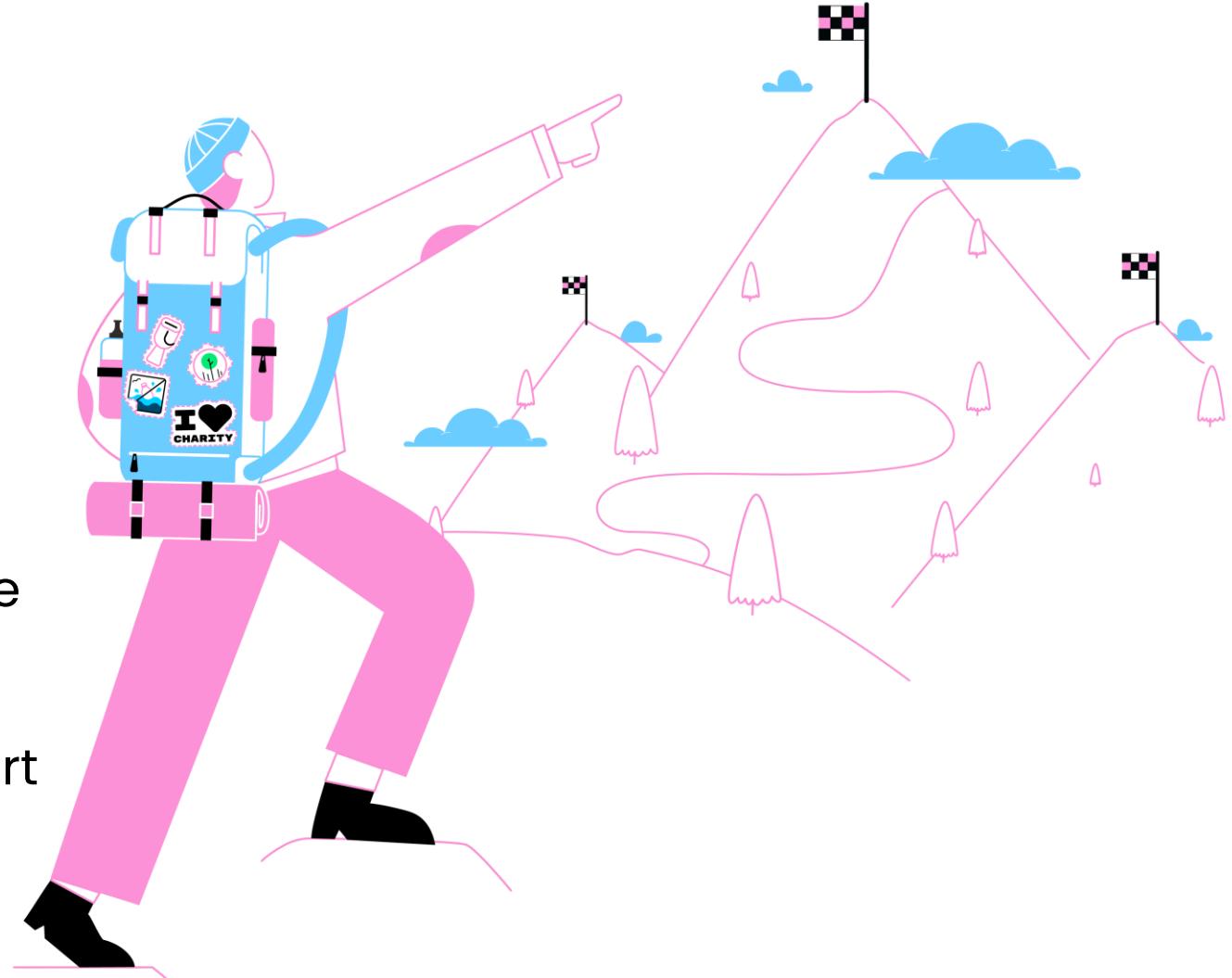
- View your mission through a digital futures lens. What's different?
- How can your users thrive in these reimagined futures?
- Involve everyone. Collaborate. Ideate.



# Plan

76% of charities are using AI, but only 44% have a digital strategy in place\*

- What are the steps to supporting your users better in these reimagined futures?
- How ready are you to follow these steps?
- What resources, skills, and support do you need?



# Start now

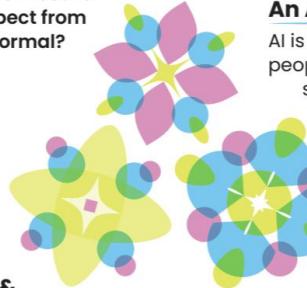
# Ready to build your own digital futures kaleidoscope?

## Your RD Digital Futures Kaleidoscope

The 3 lenses...

### AI-powered web experiences

Your audiences are already experiencing and using AI online, e.g. chatbots, personalised feeds, smart search results. **What do they expect from you in this new normal?**



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### Generational & social shifts

Different generations engage with digital differently. Climate concerns are reshaping priorities. Social values are evolving. **How will your audiences change?**



^ v 2 / 2 +

## 5-steps to creating your own digital futures kaleidoscope

- 1 Ask your audiences**

Talk to your audiences about what is changing in their world? What are they worried about? What excites them?
- 2 Get everyone in a room**

Run a workshop with your whole organisation. Use the three lenses above to imagine your audiences' lives in 3-5 years. Ask: "How do we help them thrive in these futures?"
- 3 Spot the opportunities**

Look at your workshop findings. Where could your charity add real value? What new needs are emerging? What would you be positioned to do?
- 4 Try small things first**

Pick 2-3 small experiments to test your ideas. Start small, learn fast.
- 5 Stay future-ready**

Keep learning about AI and digital trends. Talk to partners, collaborators, comparators. Build "future thinking" into your regular planning. Stay curious, not anxious.

This isn't about predicting the future perfectly — it's about understanding your users better so you can help them navigate whatever comes next.

Visit us on [www.reasondigital.com](http://www.reasondigital.com) or send us an email at [hello@reasondigital.com](mailto:hello@reasondigital.com)



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