

Beyond the Website: Reimagined Futures, Real User Needs

Mo Spargo
Charity Digital AI Summit
2nd 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.





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

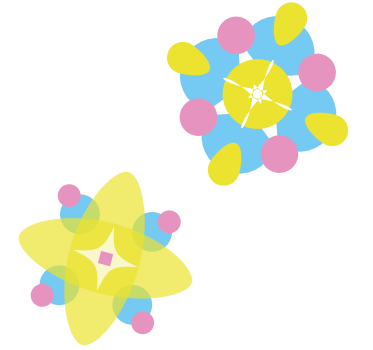
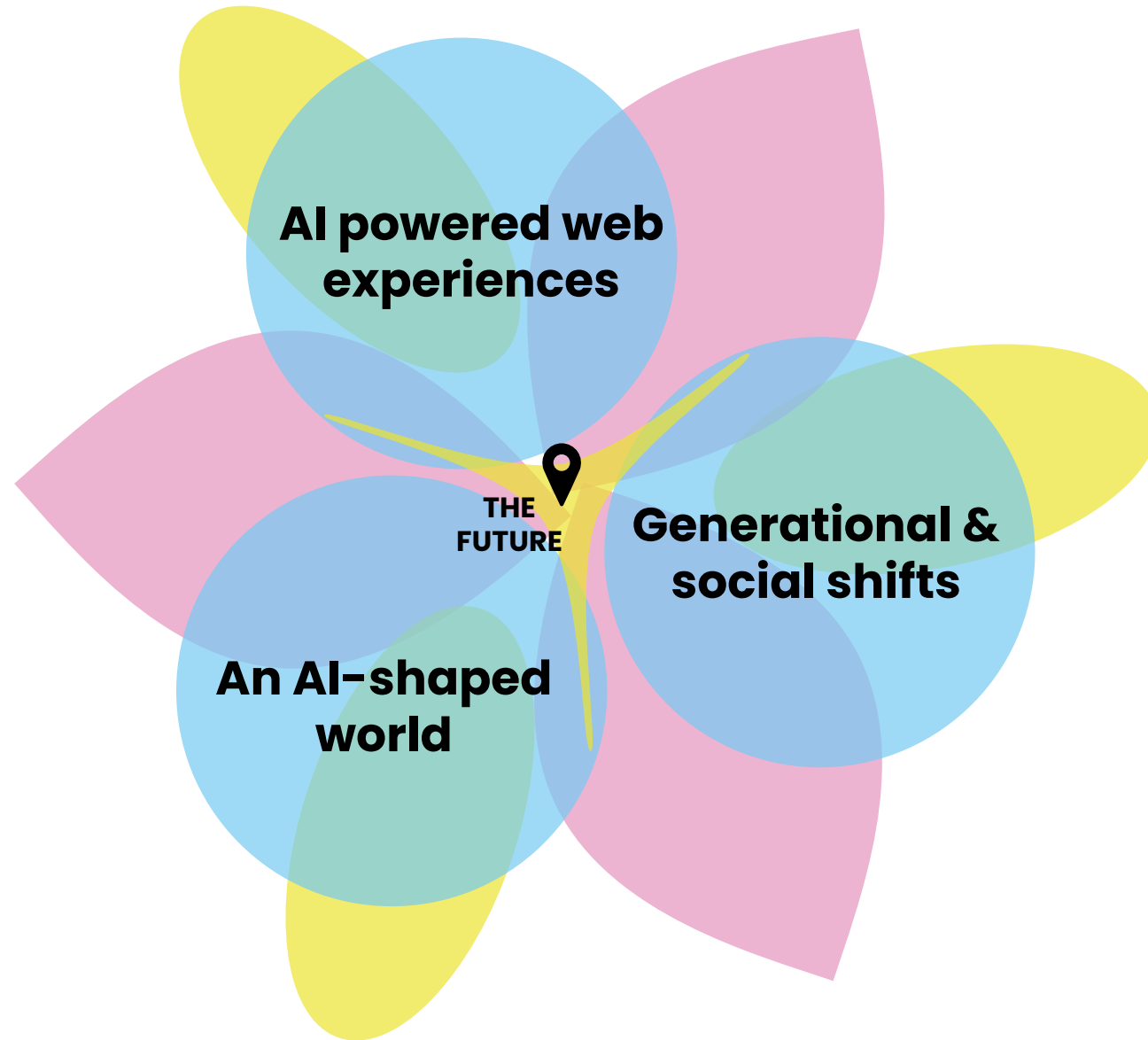
Digital Strategist

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

(I like to know the answer to things)

**Reimagined
futures...**

3 lenses



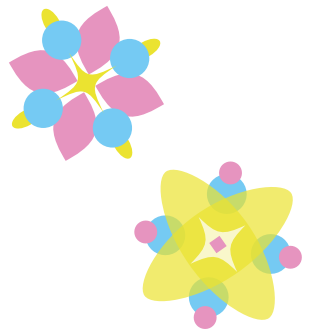
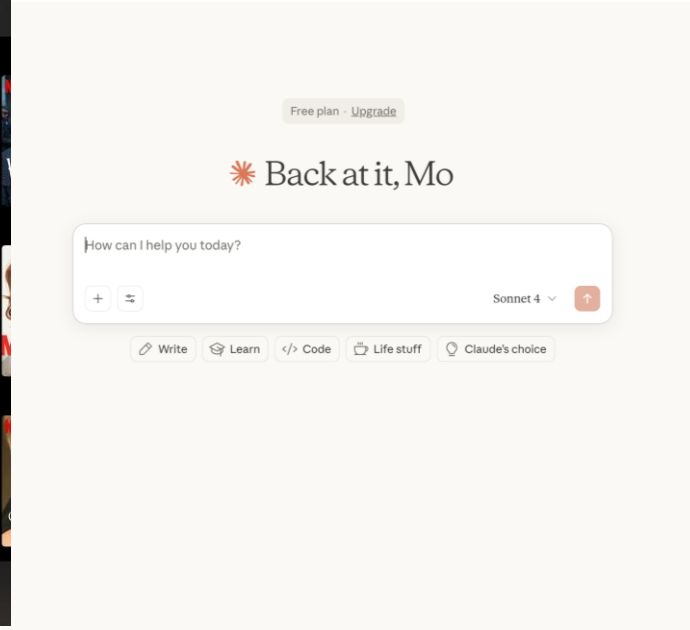
AI powered web experiences



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

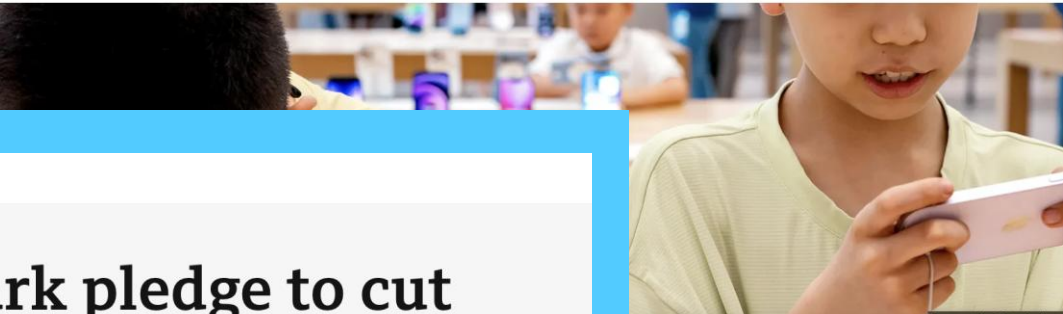
18 September 2025



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



(Image credit: Getty Images)



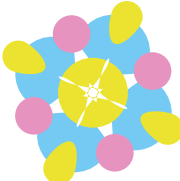
Climate

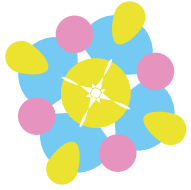
China makes landmark pledge to cut its climate emissions



EUROPEAN PHOTOPRESS AGENCY

**Generational
& social
shifts**





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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

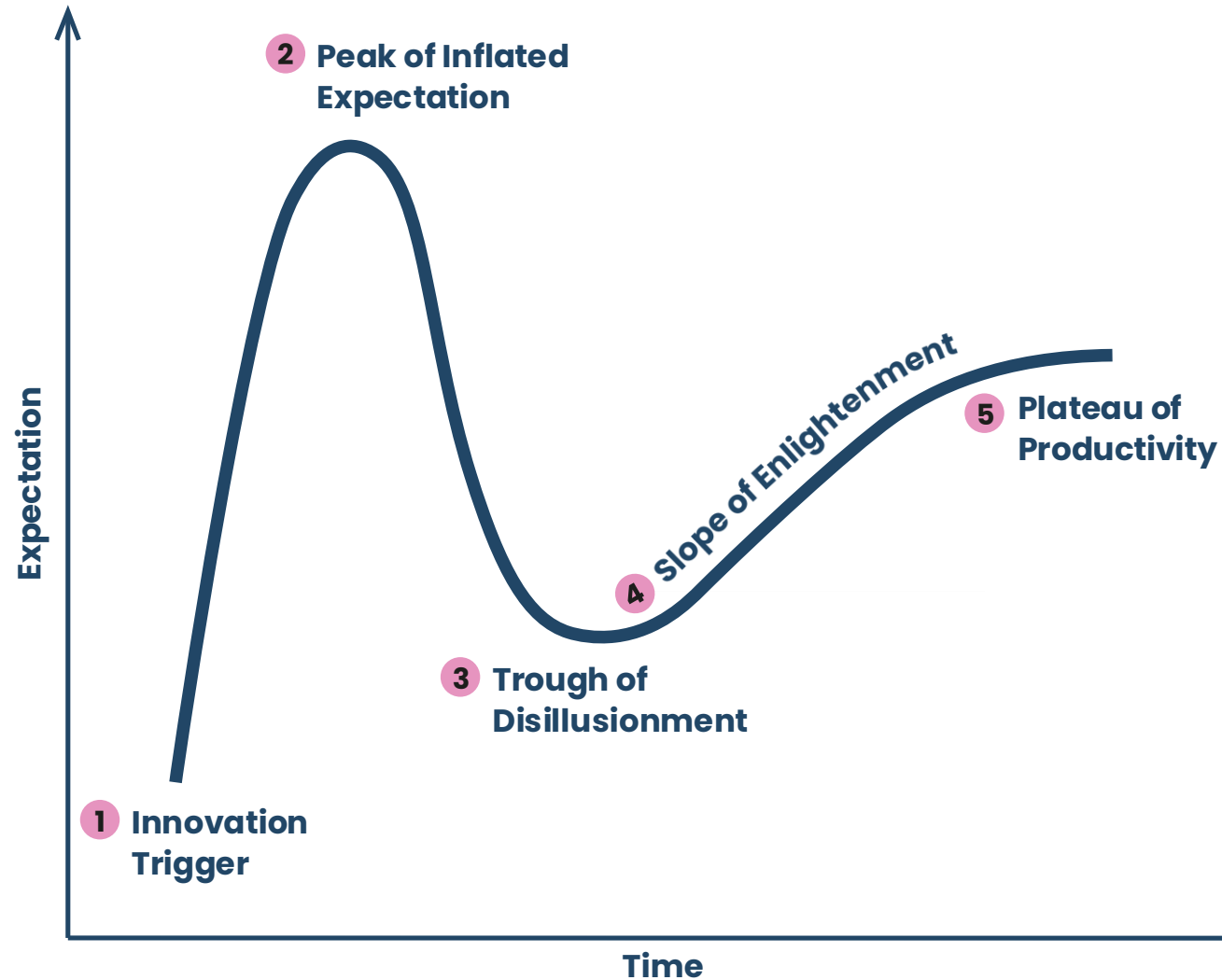


Share

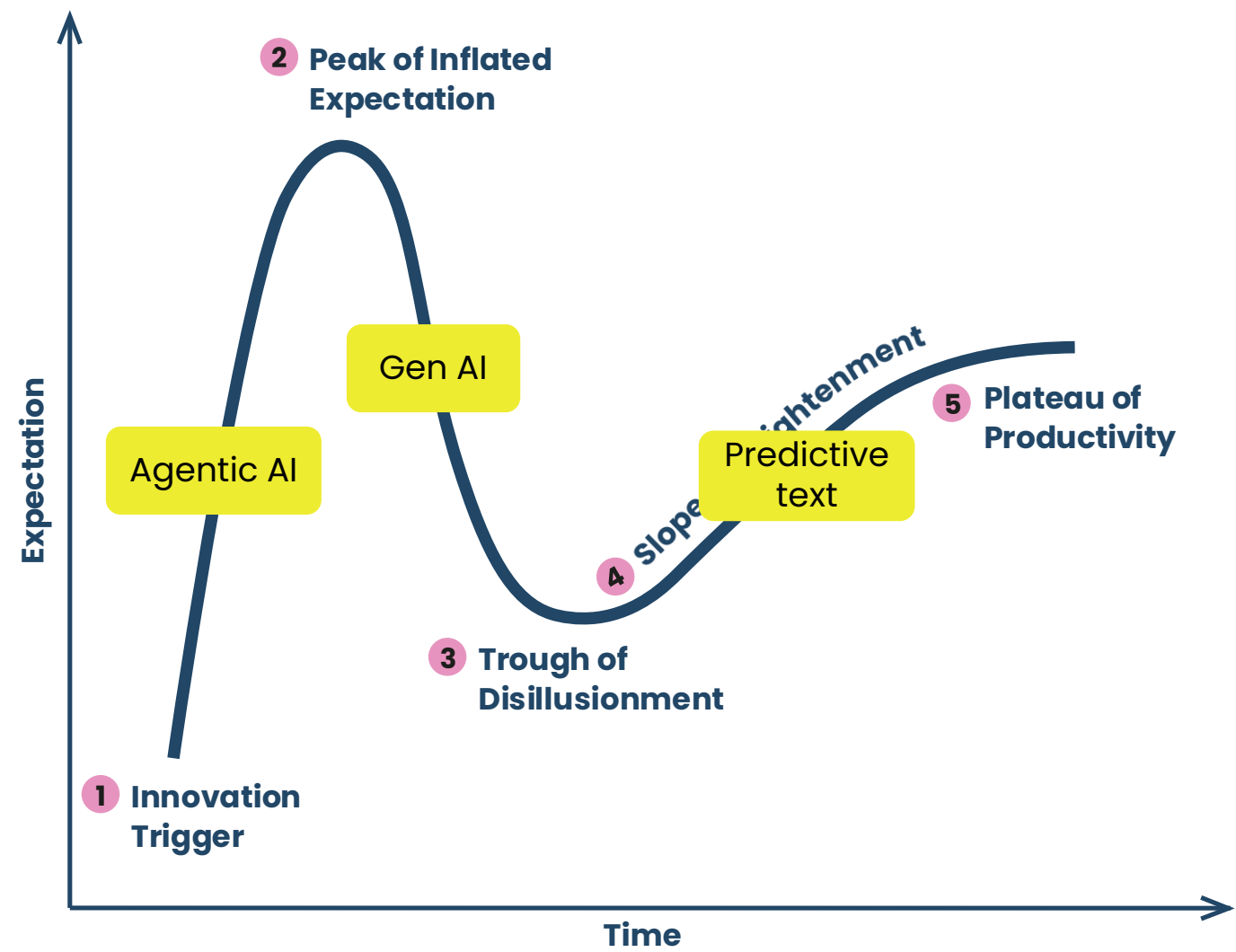


Reimagined realities...

Gartner Hype Cycle



Gartner Hype Cycle

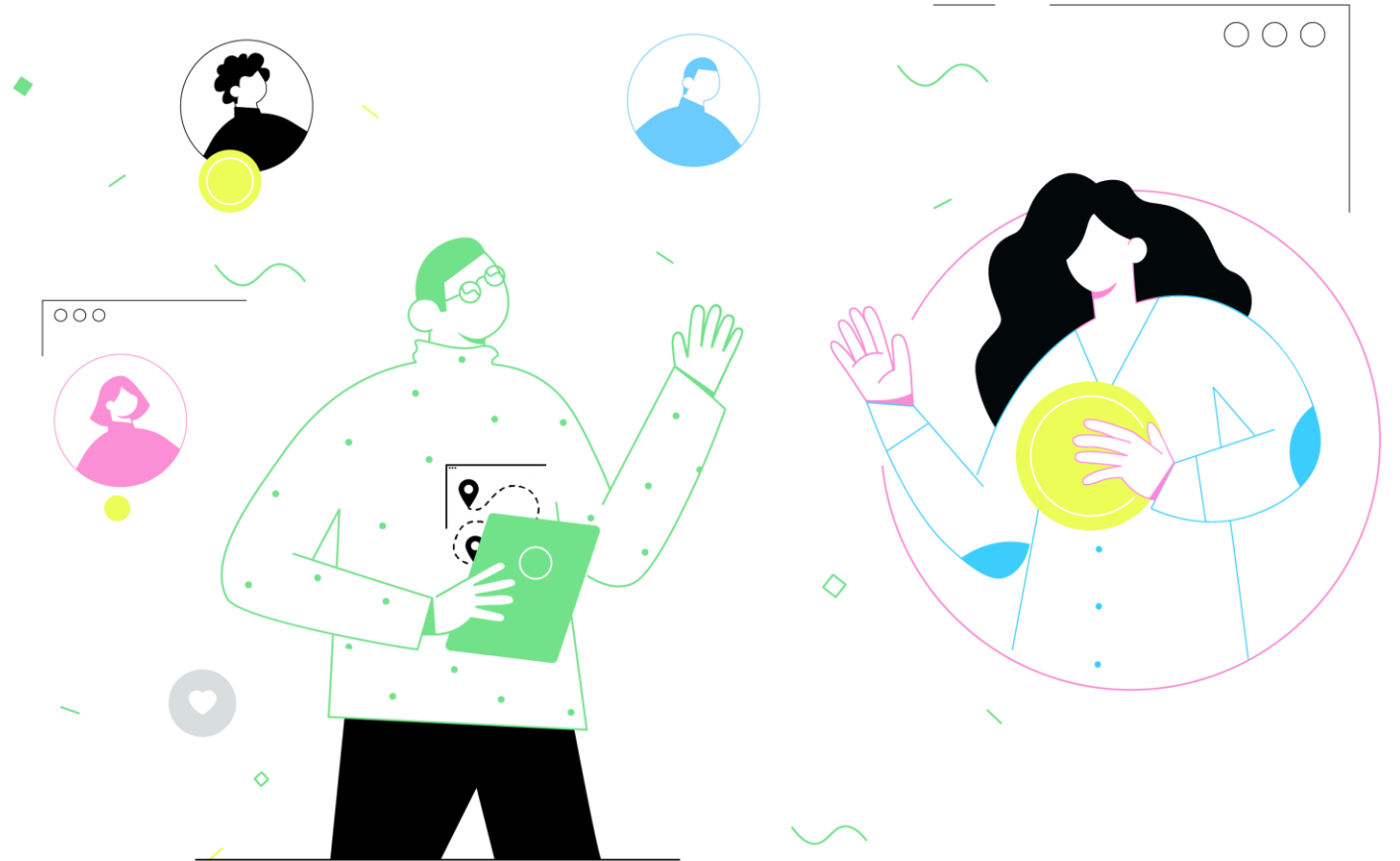


**Moving forward...
confidently**

Ask

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

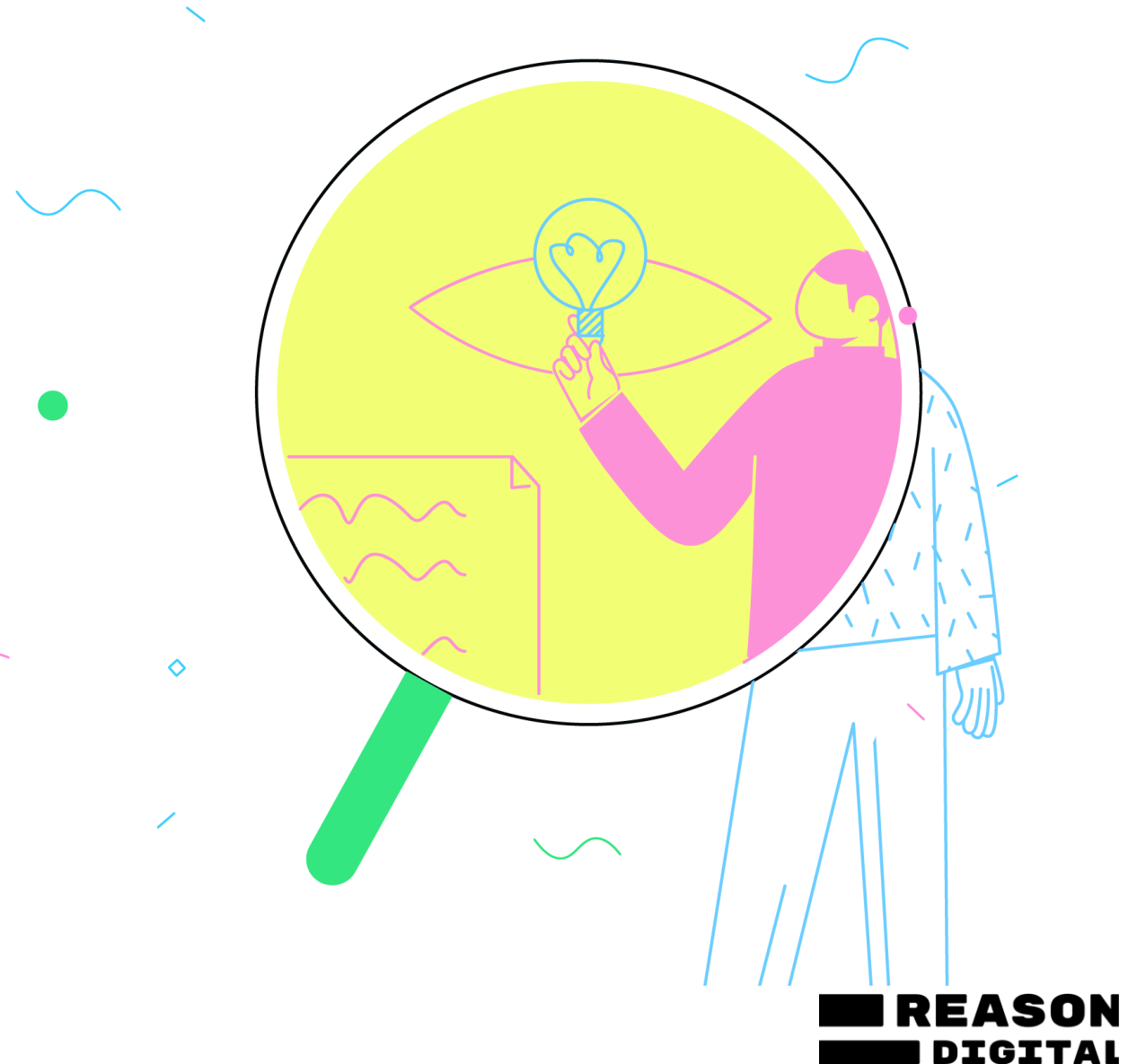
- ❑ Talk to your users
- ❑ Understand the impact AI is having on them and their lives
- ❑ Ask how they search for information using AI



Visualise

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

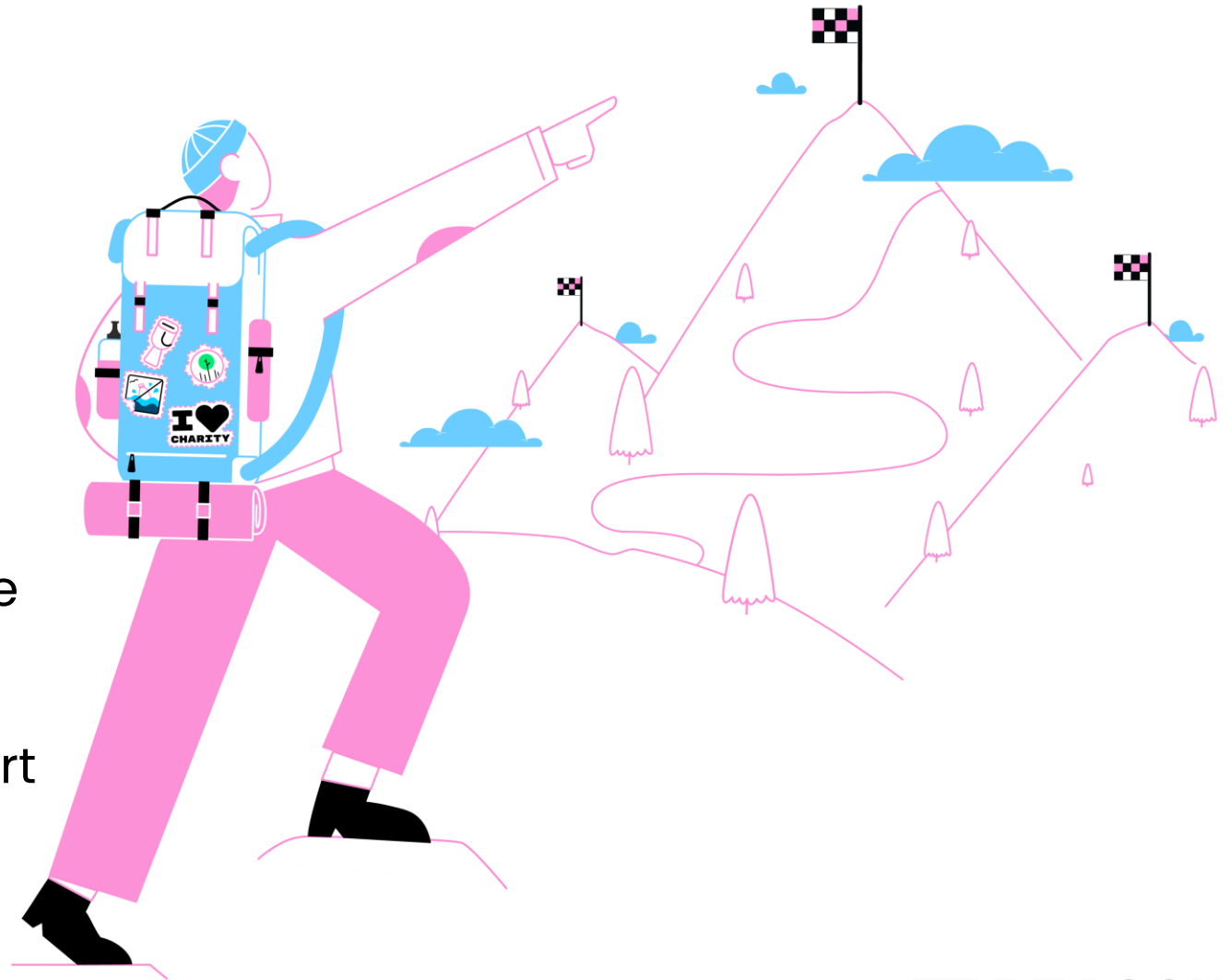
- ❑ View your mission through a digital futures lens. What's different?
- ❑ How can your users thrive in these reimagined futures?
- ❑ Involve everyone. Collaborate. Ideate.



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

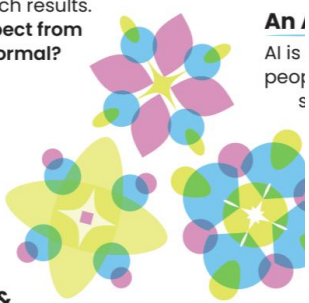
The 3 lenses...

5-steps to creating your own digital futures kaleidoscope

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?

An / AI is peop s



Generational & social shifts

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

oppo chal Whc for y

- 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 only you be positioned to do?
- 4 Try small things first**

Pick 2-3 small experiments to test your ideas. Start small, learn fast.

This isn't about predicting the future perfectly – it's about understanding your users better so you can help them navigate whatever comes next.
- 5 Stay future-ready**

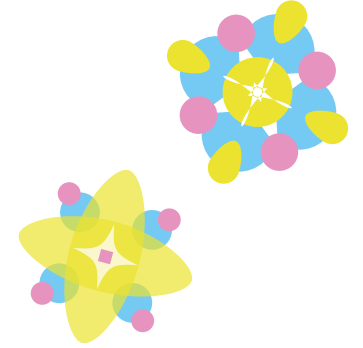
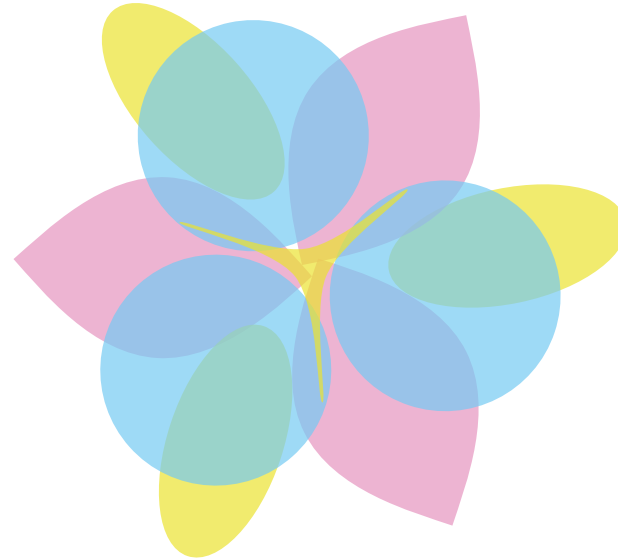
Keep learning about AI and digital trends. Talk to partners, collaborators, comparators. Build "future thinking" into your regular planning. Stay curious, not anxious.

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