

1. ANALYZE

2. APPLY

 **Basic Needs**

Which deep consumer needs & desires does this trend address?

The need for personalisation is at hand here. Unique gifts with personal touch. Another thing that addresses this trend is having everything on-demand.

 **Drivers of Change**

Why is this trend emerging now? What's changing?

Shifts: Long-term, widespread macro changes

The need for individualism. And a new industrial revolution that changes the way products are made.

Triggers: Recent, short-term changes or technologies

- 3d printing itself is what drives the change here. Being able to produce highly customized products within a relatively short amount of time.

 **Innovation Potential**

How and where could you apply this trend to your business?

On trainstations, airports and along the roads at gastations and such.

 **Emerging Consumer Expectations**

What new consumer needs, wants and expectations are created by the changes identified above? Where and how does this trend satisfy them?

Consumers want to have influence on the products they buy, this also counts for edibles. As a lot of the 3d printing requiers some sort of technical skill, it is still not that attractive for consumers to do it themselves. Having a service doing it for you might interest consumers a bit more.

 **Inspiration**

How are other businesses applying this trend?

Smoothfoods a German company is already selling 3d printed food to elderly homes. They are a replacement for puree's as puree's often lead to under-eating cause of the texture and taste. The food that Smoothfoods serve is a combination of mashed vegetables and edible glue.

 **Who**

Which (new) customer groups could you apply this trend to? What would you have to change?

People who are visiting relatives, going to a birthday etc. But did not have the time to find a personalized gift. So instead of the usual gas station flowers they are able to design food as a gift.

YOUR INNOVATION(S!)

A food-service along the roads and on trainstations/ airports where people can design and print edibles on demand.