1. ANALYZE

2. APPLY

Basic Needs

Which deep consumer needs & desires does this trend address?

1. connection
2. sharing lives, infomation
3. communication
4. multi-tasking

Drivers of Change

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

Shifts: Long-term, widespread macro changes

Online, Cloud

Triggers: Recent, short-term changes or technologies

Video call, online paying, health care.

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?

1. Better quality, capturing everting, folder function, more flexible

Can do everything by one small machine.

Inspiration

How are other businesses applying this trend?

Music industry - focus to streaming.

Ipad can tranform to a laptop.

Innovation Potential

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

When something needs to be organized.
Improving communication skills

Multi tasking, while riding a car.

Help for children.

Who

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

To old people who need health care or need some help.

Kids-user friendly, controled contents, fasy&easy

YOUR INNOVATION(S!)

1. ANALYZE

2. APPLY

✋ Basic Needs

Which deep consumer needs & desires does this trend address?

1. Among many products, consumers compare and anayaize which is more reliable and better.
2. Compare.
3. informations.
4. Accuracy.

⚙ Drivers of Change

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

Shifts: Long-term, widespread macro changes

1. Development of the Internet.

2. Due to industrialization, many products are introduced to the customers.

Triggers: Recent, short-term changes or technologies

1. The spread of the culture of sharing.

2. The spread of smartphones.

3. Active participation of consumers.

4. Changes in consumer to try to enjoy their rights.

⚑ 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?

1. A site where you can easily compare information.

2. An easy way to verify.

3. Consumers are especially satisfied at the food part.

✴ Inspiration

How are other businesses applying this trend?

1. Large sites are making a price comparison site strives to attract customers.

2. SNS marketing.

3. Transparent business.

◎ Innovation Potential

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

1. Give consumers a chance to experience our products before they buy it.

2. Use ' Trust Marketing'.

👪 Who

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

Focus on mother groups.

1. There should be no secret of business.
2. Record all the manufacturing process.
3. Receive government approvement.

YOUR INNOVATION(S!)

Transparent business

TREND CANVAS

1. ANALYZE

2. APPLY

✋ Basic Needs

Which deep consumer needs & desires does this trend address?

1. Many experiences.
2. Shortening of time.

⚙ Drivers of Change

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

Shifts: Long-term, widespread macro changes

1. An information-oriented society.
2 . Lack of time due to a busy schedule.

Triggers: Recent, short-term changes or technologies

1. The development of computers and smart phones.
2. Seeking convenience and lightness.

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?

1. Proof of the effectiveness.
2. All-powerful machine.
3.Ability

People gets satisfactions when the society admit their ability or when they are in a very busy situation.

✷ Inspiration

How are other businesses applying this trend?

Smart-serious(smart TV, smart phone, smart washing machine, smart car)

◎ Innovation Potential

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

Plan business

Our life style is a collection of a multi-tasking. To improve our life style, it has to organized in an appropriate and related tasks

👥 Who

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

Business group

They are so busy ans pressed for time, so multi-tasking is essential.
But there are some bad reports of the multi-tasking, so we suggest them the most unstressful tasks even it is taken on the same time.

YOUR INNOVATION(S!)

multi-planner