CONSUMER
TREND CANVAS

TREND: __Transparency__

1. ANALYZE

2. APPLY

👍 Basic Needs

Which deep consumer needs & desires does this trend address?

With so much information at our hands these days consumers are getting more and more skeptical about the information that brands are selling them. They want full transparency and nothing less.

⚙ Drivers of Change

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

Shifts: Long-term, widespread macro changes

Over the years people have made use of platforms like facebook to discuss products, services etc. This gives a complete different angle and insight about how certain things are actually happening within a company

Triggers: Recent, short-term changes or technologies

the Facebook platforms, twitters etc are making it hard for companies to cover up problems that consumers encounter.

🏳 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 rely heavily on the information that friends of family are telling them. Experience with a product from one on to another is more valuable then the information that a brand is trying to sell them. Consumers also want to see how brands actually solve the problems they encounter instead of covering it up.

✴ Inspiration

How are other businesses applying this trend?

Albert Heijn for example is already using lables on their products to show that they are honest products. Mcdonalds is making tourguide video's with moms to show them what they actually serve to their family's

◎ Innovation Potential

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

Giving full information about the products that consumers buy.

Open and honest discussion platforms for everyone to see.

👥 Who

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

People who want something to eat fast and easy but are fed up with the low quality and distrust in fast food companies.

YOUR INNOVATION(S!)

A food service where consumers can acces information about the food on demand. Could be in combination with the Ibeacon in one of my previous canvases.