CONSUMER
TREND CANVAS

1. ANALYZE

Basic Needs

Which deep consumer needs & desires does this trend address?

Super personalisation is all about people wanting to be individual. These days people have the urge do set them selfs apart from the mass, actually being unique. And although there are countless of brands that make more and more unique products, it's not enought. It tells us that consumers expect more from the brand they buy/support.

Drivers of Change

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

Shifts: Long-term, widespread macro changes

The need for individualism. Consumers want to feel more connected to the products and brands they support or buy.

Triggers: Recent, short-term changes or technologies

- Companies are getting to know more and more about us. The way they use the information is also changing

- Social media has become a platform for people to discuss about products and services, this makes people more skeptical about the way companies promote their products.

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 experience the product and the path to buying it. Todays shopping experience is disjointed by the fact that retailers rely on separate databases. Super personalisation can offer the customer/consumer highly personalised advice in trade for customer information, thus making it a more personal experience.

Inspiration

How are other businesses applying this trend?

Virgin Atlantic for example is using IBeacon to notify passangers that they need to keep their boarding pass ready whenever they come close to the boarding gate.

Macy's is planning to put Ibeacons in their store for tracking customer data, to actually see where the customer is walking in order to give them relevant sale ads.

2. APPLY

Innovation Potential

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

Meals adjusted to your taste without having to list all the ingredients. Like at Subway for example

Who

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

People who are in a hurry and do not have time to wait in regular lines. At the moment they walk in the food service receives the information and the customer receives a number on their Iphone.

YOUR INNOVATION(S!)

An On-the -Go food service where the customer connects to an Ibeacon. The food service then recieves the preferences of the customer and starts making the dish.