CONSUMER TREND CANVAS

TREND: **Electric cars**

1. ANALYZE

🔥 Basic Needs

Which deep consumer needs & desires does this trend address?

- Environmental conciousness
- Convenience
- Transportation

⚙️ Drivers of Change

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

Shifts: Long-term, widespread macro changes

- Eco friendliness
- Urbanisation
- Technological growth

Triggers: Recent, short-term changes or technologies

- Pollution
- Increased awareness through media
- It's "hip to be green"

▰ 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?

- Convenient transportation without hurting the environment

- Growing cities makes it harder to use other means of transportation (e.g. bus or bike)
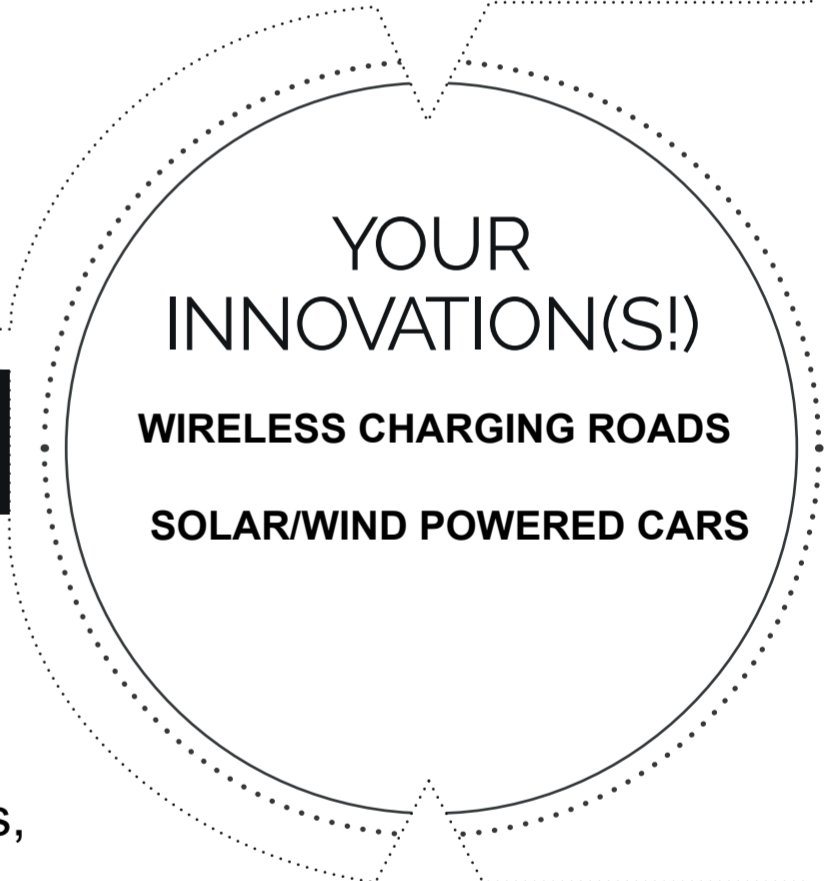
✳️ Inspiration

How are other businesses applying this trend?

- Increased number of electric charging stations i many cities

- Tech- and car companies develope new techniques for making electic cars even more viable

- Car rentals with only electic cars (e.g. Car2Go)

2. APPLY

◎ Innovation Potential

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

As electic cars become more popular, their usage will increase. This means that the need of having ones car charged at all times increase as well.

YOUR INNOVATION(S!)

WIRELESS CHARGING ROADS

SOLAR/WIND POWERED CARS

👪 Who

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

Young people with careers, stable economic situation and social conciousness. They travel by car often, but are very strict about keeping their environmental impact low, while still being able to trave at ease.

CONSUMER
TREND CANVAS

1. ANALYZE

🔥 Basic Needs

Which deep consumer needs & desires does this trend address?

- Communication
- Interaction

⚙ Drivers of Change

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

Shifts: Long-term, widespread macro changes

- Communicational adaption
- Globalisation
- Technological growth

Triggers: Recent, short-term changes or technologies

- Instant communication
- Shift in how we acquire news/opinions (online)

🚩 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 expect all services to be availible at all times

- Connection/interaction without traditional means (e.g. phonecalls)

✳ Inspiration

How are other businesses applying this trend?

- Online platforms offers people the ability to communicate with eachother.

- Companies offer 24/7 tech support.

2. APPLY

⌖ Innovation Potential

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

Providing young people with means to keep all of their social interactions, be it with friends or companies, at one place.

👪 Who

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

Young people who use online as their main platform to communicate with friends, who feel uncomfortable with using traditional means of communication.

YOUR INNOVATION(S!)

ONLINE PLATFORM THAT COMBINES PLEASURE WITH BUSINESS, while still keeping it clearly seperated.

CONSUMER TREND CANVAS

TREND: **Food on the go**

1. ANALYZE

2. APPLY

✋ Basic Needs

Which deep consumer needs & desires does this trend address?

- Convenience
- Speed
- Availability

⚙ Drivers of Change

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

Shifts: Long-term, widespread macro changes

- Urbanisation
- Increased importance of career
- Wealth

Triggers: Recent, short-term changes or technologies

- Busier cities
- Emphasis on availability for the food market

▤ 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?

- Food being available on practically every place one might find oneself while traveling

- Variety of foods to choose from

- Competition through price becomes more important

✳ Inspiration

How are other businesses applying this trend?

- Supermarkets and kiosks put stores in common travel spots

- Established fast food companies are trying to diversify their menus

◎ Innovation Potential

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

Giving commuters the option to choose diverse food, while still keeping it convenient and easily understandable.

👥 Who

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

People who travel to work/school on a daily basis. They are in a hurry, but would like for a broad selections of choices when it comes to easily accesible food, as they consume it on a daily basis.

YOUR INNOVATION(S!)

A FAST FOOD RESTAURANT WHERE THE MENU IS CHANGED FOR EACH DAY OF THE WEEK