

# CONSUMER

# TREND CANVAS

TREND: One device that can do everything

## 1. ANALYZE

### Basic Needs

Which deep consumer needs & desires does this trend address?

- Connecting to others
- Sharing life
- Communicating
- Multitasking

### Drivers of Change

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

Shifts: Long-term, widespread macro changes

Triggers: Recent, short-term changes or technologies

- Everything is available 'in the cloud'
- Aging population
- Video calling
- eCommerce
- Monitoring health e.g. through motion sensors

### 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?

- Better quality, faster connection
- Improvements to technology e.g. camera
- One device should be able to do everything
- Be able to do multiple things at once e.g. drive and talk
- Emergence of new technologies such as voice recognition

### Inspiration

How are other businesses applying this trend?

- Bigger screens means smart phone can also be used to watch films, Netflix has used this to their advantage
- Restaurants are using tablets to book tables, display menus, take orders, and receive payments.

## 2. APPLY

### Innovation Potential

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

- Organising the business e.g. financing, communication
- Improved communication with customers via social network

**YOUR INNOVATION(S)!**

Hands free video conference calls for business people who are on the go in their car. They can make calls in the car and have them recorded.

### Who

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

- Older people
  - health tracking
  - organising their daily life
  - keeping in contact with relatives
  - Have to change: user friendliness
- Business executives
  - organising finance
  - networking with people over videocall
  - communicating with customers

# CONSUMER

# TREND CANVAS

TREND: Healthy food on the go

## 1. ANALYZE

### Basic Needs

Which deep consumer needs & desires does this trend address?

- Multitasking
- Convenience
- Personal transformation

### Drivers of Change

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

Shifts: Long-term, widespread macro changes

Triggers: Recent, short-term changes or technologies

- Consumers are getting smarter
- Desire to be healthier
- Increase in wealth
- More people commuting therefore less time
- Access to information about food nutrition via internet

### 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?

- More variety available in more places
- Promises of a healthier life
- Desire for a balance between health, price, and taste
- Modifiability with their food

### Inspiration

How are other businesses applying this trend?

- Supermarkets such as Albert Heijn offer pre made healthy meals
- Eazie is a fast food chain that offers modifiable fast healthy meals

## 2. APPLY

### Innovation Potential

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

- Innovation for new products
- Adapt a self service method where people have ultimate control over what they eat e.g. salad bar

### Who

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

- People commuting to work/school
  - Communication over the internet
  - Fast service
  - Timely service
  - Online payments



# CONSUMER

# TREND CANVAS

TREND: 24/7 Availability

## 1. ANALYZE

### Basic Needs

Which deep consumer needs & desires does this trend address?

- Entertainment
- Communication
- Connection
- Social interaction

### Drivers of Change

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

Shifts: Long-term, widespread macro changes

Triggers: Recent, short-term changes or technologies

- Globalisation
- Intrepeneurial culture
- More time for business
- Fast communication technology
- Desire for instant gratification
- Video calling
- Web messaging

### 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 businesses to be open longer
- Ability to communicate with businesses after opening hours
- Online shopping
- Forums that provide feedback

### Inspiration

How are other businesses applying this trend?

- Australian telephone company has 24/7 online help via web messaging.
- Australian supermarket Coles allows customers to order online then deliver goods to their house.

## 2. APPLY

### Innovation Potential

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

- Online services that give customers the ability to communicate with the business 24/7
- Online orders
- Feedback forum

### Who

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

- Younger generation with the need for instant communication
- Business executives who want to adapt their business to this trend

