

CONSUMER

TREND CANVAS

TREND: Vlogging X Gamma

1. ANALYZE

2. APPLY

**Basic Needs**

Which deep consumer needs & desires does this trend address?

Self-improvement  
Creativity  
Do it yourself

**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

The build market is falling down.      People would like to DIY  
The next generation is more and more clumsy      The internet gives all the information to show them what is possible.

**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?

24/7 online  
They recognize them selfs in het "social persons"  
The target group learns how to DIY.

**Inspiration**

How are other businesses applying this trend?

Eigenhuisentuin  
Make-up tutorials  
Online communities

**Innovation Potential**

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

Create a online social team and start a vlog about how they can decorate their homes all by them selfs.

**Who**

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

The new clumsy generation how owns a house or appartment and would like to decorate their home all by them selfs.

**YOUR INNOVATION(S!)**  
A Youtube channel or Gamma blog where they answer questions and show them how to DIY