

CONSUMER

TREND CANVAS

TREND: Foodtrucks X Julia's

1. ANALYZE

2. APPLY

Basic Needs

Which deep consumer needs & desires does this trend address?

Entertainment
Connection
Relevance
Good food
fast service
on- the go

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 experience economy is on the rise. People would like to eat more than just "fries" on (music) festivals or go to the gasstation. They would like to eat good and fits their lifestyle.

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?

Good food.
Fast service
Everything where LA place stands for.
Food on the go.

Inspiration

How are other businesses applying this trend?

Foodtruck festivals.
Ben and Jerry on the road (festivals)

Innovation Potential

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

La place on the road with a foodtruck, present on divers festivals or near the high way. People could come by and order some good/healthy food.

YOUR INNOVATION(S!)
Maybe a Foodtruck needs to go to a busy traffic point around diner time.

Who

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

All people who are hungry on a festival or high way looking for good food.