

1. ANALYZE

2. APPLY

Basic Needs

Which deep consumer needs & desires does this trend address?

- Connectivity
- Social aspects
- Creating a fan base

Drivers of Change

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

Shifts: Long-term, widespread macro changes

- person to person connection
- Connectivity
- Digitalization

Triggers: Recent, short-term changes or technologies

- Screen sharing
- Beter streaming options
- Youtube streaming services
- Twitch streaming services

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?

- The possibilty to have direct contact with the streamer.
- The possibility to support the streamer
- Best connections
- no lagging
- perfect internet

Inspiration

How are other businesses applying this trend?

- Tv shows like game kings where you can ask the host certain questions directly about the game they are reviewing.
- Technology companies that showcase new products.

Innovation Potential

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

- By creating a person to person way of communicating on a certain subject people feel more involved.
- Generating income by sustaining a fanbase.
- Showcase improvements, news, information about a certain object by showing people directly with the possibilities to react.

Who

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

- Music enthousiasts, by playig worldwide.
- creative industry to your work in a wider spectrum and socializing directly to the people.
- You can break down the wall of one to many to an interactive way of communicating and reacting back and forward.

YOUR INNOVATION(S!)

- Using lifestreaming for more practices e.g. ted talks, life performances, or gaming