CONSUMER
TREND CANVAS

TREND: VR Virtual Reality

1. ANALYZE

2. APPLY

👍 Basic Needs

Which deep consumer needs & desires does this trend address?
- A more one on one experience in e.g. games
- Creating a more realistic feel
- Deeper realistic feel.

⚙ Drivers of Change

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

Shifts: Long-term, widespread macro changes
- Connectivity
- Digitalisation
- Technological Growth

Triggers: Recent, short-term changes or technologies
- Connectivity
- Possibility to "travel in your own home"
- It is concidered cool to have a VR device.

⬜ 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?
- Extremely realistic views
- The possibility to truly escape reality
- Innovative ways VR can be implemented on other industries like for example social media.
- The prospect of greater changes in the field of tech.

✴ Inspiration

How are other businesses applying this trend?
- Movie industry creating 3D movies.
- Gaming industries for a more convincing way to show their worlds

◎ Innovation Potential

How and where could you apply this trend to your business?
VR is becomming more and more interesting for companies. As the technologie is starting to become avordable for everyone it could be implemented in dayly life, just as watching a movie or learning technical choirs for your studies.

YOUR INNOVATION(S!)
- use for schools and learning
- travel ideas.

👪 Who

Which (new) customer groups could you apply this trend to? What would you have to change?
- Pilots to be. an easier way to do test flights in an more realistic way.
- Learning drivers, to do testdrives of their surroundings before going on the road for the first time.
- surgeons to test a certain curgery before doing it on a actual person.

*VR would be very interesting for testing.

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