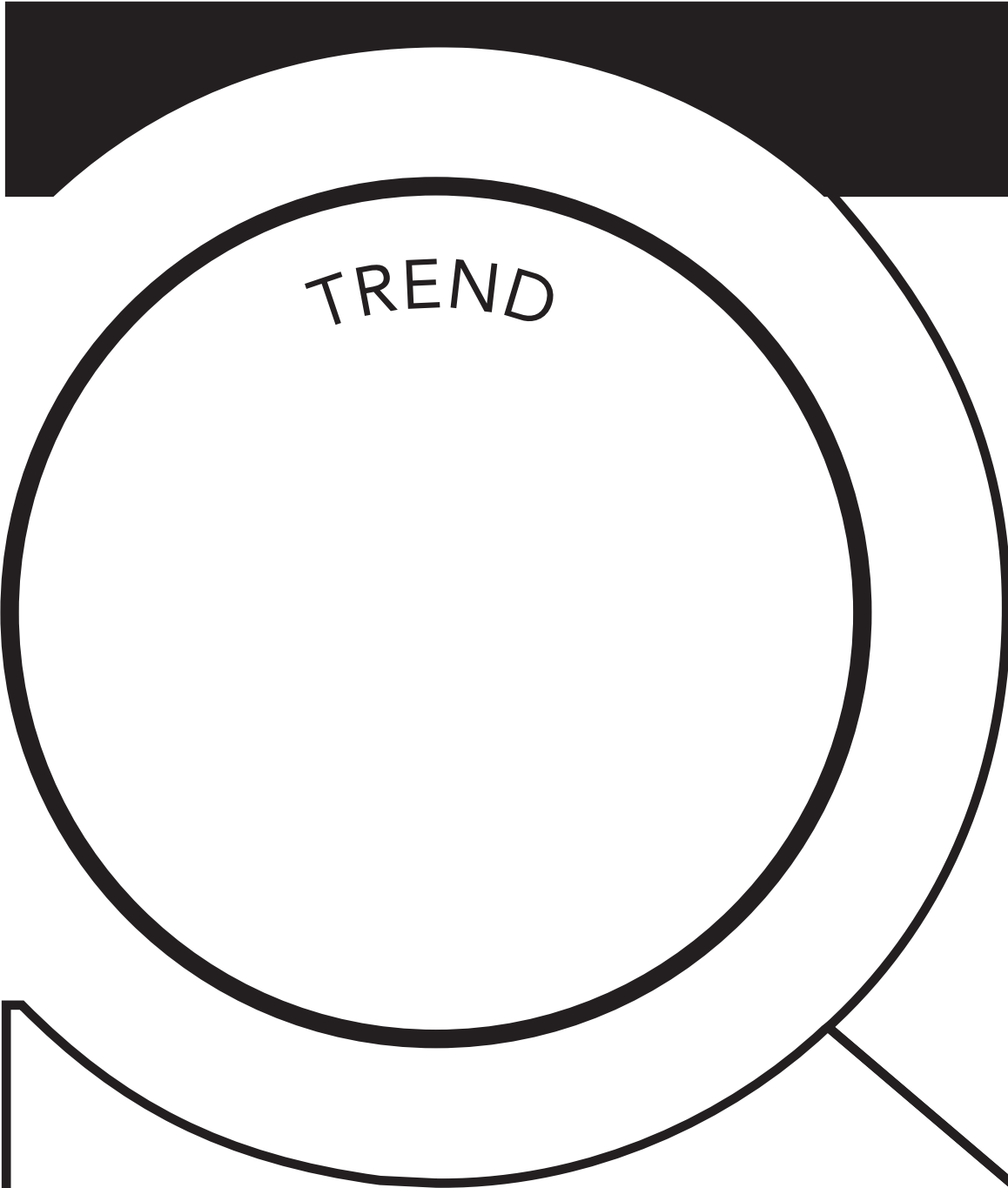


CONSUMER TREND CANVAS

ANALYZE



INSPIRATION

How are other businesses applying this trend?



EMERGING EXPECTATIONS

What points of tension and new customer expectations are emerging?



BASIC NEEDS

Which deep consumer needs and desires does this trend address?



DRIVERS OF CHANGE

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

SHIFTS (long-term)

TRIGGERS (short-term)

APPLY



INNOVATION TARGET

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



WHO

Which (new) customer groups could you apply this trend to?

YOUR INNOVATION