

## 1. ANALYZE



## Basic Needs

Which deep consumer needs &amp; desires does this trend address?



## 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



## 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?

## Inspiration

How are other businesses applying this trend?

## 2. APPLY



## Innovation Potential

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



## Who

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

YOUR  
INNOVATION(S!)