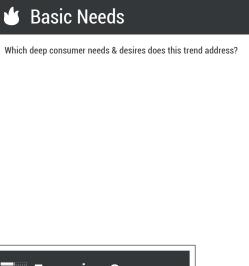
CONSUMER

TREND CANVAS

REND:

1. ANALYZE



o 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



