

TREND: _____

1. ANALYZE

2. APPLY

Basic Needs

Which deep consumer needs & 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?

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?

