

CONSUMER TREND CANVAS

BRAND: NIKE

TREND: DIGITALIZATION

Basic Needs

Which deep consumer needs & desires does this trend address?

Doing everything from home

Multitasking, being able to do everything on 1 device

Entertainment everywhere

Social interaction

Always reachable

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

A more connected world

World is building around technology, can't live without.

People on the move

Emerging middle class

Cheaper devices, accesable for everybody

Almost everything is connected to technology, every company has ann app or a website.

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?

Consumers want to have acces to everything as quickly as possible. They want to have all their programmes and apps on one device. This means that physical products will slowly disappear because everything is being digitalized.

Inspiration

How are other businesses applying this trend?

APPLE:
Digitalized the watch and came up with I watch. it shows a simplified version of your phone on a watch.

BLENDL:
Digitalized the newspaper, and combines articles from different papers and puts them in one place.

Innovation Potential

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

Digitalize the stuff you use to workout, for example:

- Make an app that tracks how far you run.
- Put a device in your shoes that tracks how many calories you burn, and how long you worked out etc.

Who

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

A target group that knows how to use smartphones, apps and tablets. They need to know how to use a digital product. And they need to be willing to try new stuff and experiment with new technology

YOUR INNOVATION(S!)

A drinking bottle for sporters that has a connection to your phone. You bring it when you go running. It tracks how far you run and if you hold it it measures your heartbeat.