

# CONSUMER TREND CANVAS

TREND: Consumer convenience

TREND: Rituals

## Basic Needs

Which deep consumer needs & desires does this trend address?

- Simplicity
- Transparency
- Self-improvement

## Drivers of Change

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

Shifts: Long-term, widespread macro changes

- Need to do everything from one place.
- Sufficiency
- Increasing user experience, everything is made easier and more accessible for the consumer

Triggers: Recent, short-term changes or technologies

- Growth of online shopping
- Use of technology such as smartphones and tablets

## 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?

- It has to be quick, and should not take too much time from the user.
- It should be clear what you have to do.
- It has to be easy to use
- It has to increase the level of comfort for the user.

## Inspiration

How are other businesses applying this trend?

Home delivery:

- Albert Heijn
- H&M
- Ikea
- Media markt
- Zalando
- Wehkamp
- BOL.com
- Amazon
- Almost every big company

- H&M: You put different items on a digital mannequin to check out how the items match

- McDonalds: You can order and pay your food on a tablet and pick up the food later. So you don't have to wait in line to order and pay.

## Innovation Potential

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

- Growth of online shopping
- Use of technology such as smartphones and tablets

## Who

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

- People who are buying a present for someone and have a hard time choosing a product that fits the person that it's for.

## YOUR INNOVATION(S!)

A tablet in the rituals store, that helps people pick a present for their friends/partner/themselves. Just fill in some questions and the app will choose what product you should get