



BASIC NEEDS

Which deep user 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 user 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?