

Consumer Trends Canvas

Visualize how to create opportunities from consumer trends

1

Visualize how to create opportunities out of consumer trends.

CONSUMER

TREND CANVAS

TREND: Diabetic retinopathy early detection

1. ANALYZE



Basic Needs

Which deep consumer needs & desires does this trend address?

Early detection of DR

Reduce the risk of vision loss

Preventing from retina damage



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

Diabetic retinopathy become a common case

Artificial intelligence plays vital role

The number of cases increases

The doctors are skipping to the advanced diagnosis



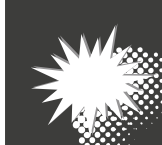
Emerging Consumer Expectations

What new consumer needs, wants and expectations are created by the changes identified above? Where and how does this trend satisfy them?

It is quite an irreversible process

Periodic eye examination helps to easy diagnosis

Manual diagnosis is time consuming



Inspiration

How are other businesses applying this trend?

To generate revenue

Plenty of digital diagnosis platforms

Deep learning algorithms

2. APPLY



Innovation Potential

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

Collaborating with government for healthcare

Through healthcare camps

Can collaborate with hospitals

YOUR INNOVATION(S!)



Who

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

The diabetic retinopathy patients

The current trend may contain some flaws based on algorithms

Simplifying it to smart way of approach