

Consumer Trends Canvas

Visualize how to create opportunities from consumer trends

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Visualize how to create opportunities out of consumer trends.

CONSUMER

TREND CANVAS

TREND: Write the trend here...

1. ANALYZE

2. APPLY



Basic Needs

Which deep consumer needs & desires does this trend address?

Clean
Environment

Healthy Life

Waste
Management



Drivers of Change

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

Shifts: Long-term, widespread macro changes

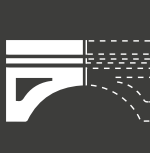
Triggers: Recent, short-term changes or technologies

Garbage
collection is
a basic
need

Lack of
public
awareness

Providing a
smart solution
in the form of
smart build

IOT plays a
major role in
waste
management
system



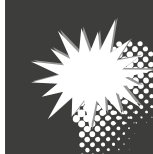
Emerging Consumer Expectations

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

Updating
information
about the
bins

Reducing the
pollution
caused by the
trashes

Making the
public more
aware



Inspiration

How are other businesses applying this trend?

Correct
disposal of
trashes from
the bin

Periodic
removal of
bins

Reloading
of waste



Innovation Potential

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

Urban
areas

Rural areas

Using load
sensor and
NODE MCU



Who

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

Municipal
authorities

Improvement
in cleanliness
and public
hygiene

Quick action
of emptying
and refilling
bin

YOUR
INNOVATION(S!)