

CONSUMER TREND CANVAS

TREND: Write the trend here...

1. ANALYZE

Basic Needs

Which deep consumer needs & desires does this trend address?

ENVIRONMENT IS AN
IMPORTANT
ASPECT ANY CAUSE
THAT AFFECT IT WILL
HAVE ITS OWN
IMPACT

FOREST ARE
THE KEY
ASPECTS FOR
THE HEALTHY
LIFE CYCLE

REDUCTION IN
FOREST WILL
RESULT IN BOTH
ECONOMICAL AND
ECOLOGICAL LOSS

A LIFE WITHOUT
FOREST WILL
RESULT IN
EXTINCTION OF
HUMAN RACE

THIS FOREST FIRE
ARE ONE OF THE
MAJOR
CONTRIBUTORS
OF AIR
POLLUTION

SO WE THE END
USERS THE HUMAN
RACE MUST FIND
REMEDIES TO
ADDRESS THIS
IMPACT TO SAVE OUR
SELF

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

VARIOUS METHORDS
ARE FOLLOWED
BOTH IN NATURAL
AND MANMADE IN
ORDER TO STOP THE
SPREAD OF FOREST
FIRES

THE MAIN ASPECT
TO BE NOTED IS
THE EFFICIENCY
OF THE METHORD
USED

SATELLITE
METHORDS

OPTICAL
COMMUNICATION
METHORDS

IR SENSOR
SMOKE
SENSORS

LORA

RADAR

WATCH
TOWERS

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?

THE FOREST
FIRES MUST BE
IDENTIFIED AS
SOON AS
POSSIBLE

THE INFORMATION
ABOUT THE FIRE
(LOCATON) MUST BE
INSTRUMENTED AS
SOON AS POSSIBLE TO
THE NEAR BY FOREST
OFFICERS

REAMADIES
MUST BE
ADOPTED TO
STOP THE
SPREAD OF THE
FIRE

THE FIRE MUST
BE OFFED
TOTALLY AS
SOON AS
POSSIBLE

Inspiration

How are other businesses applying this trend?

VARIOUS
METHORD ARE
ADOPTED TO
DEAL IT IN
EARLY DAYS

AIRCRAFT
SYSTEM

SENSOR
NETWORKS

2. APPLY

Innovation Potential

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

TOWER
BASED
SYSTEM

HERE POWER
CONSUMPTION CAN
BE REDUCED AS
CABLES WILL BE
USED FOR THE
CIRCUTION OF
CAMERAS

THESE CAMERAS
WILL BE
MONITORING AT
AFIXED RATE WITH
MAXIMUM AREA
COVERAGE

RADAR
SHEILD

HERE RADARS WILL BE
PLACED ON A PARTICULAR
DISTANCE AS A SHEILD
AROUND THE ENTIRE
FOREST AREA

YOUR
INNOVATION(S!)

Who

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

HUMAN
RACE

ANIMALS
& BIRDS

NATURE