CONSUMER

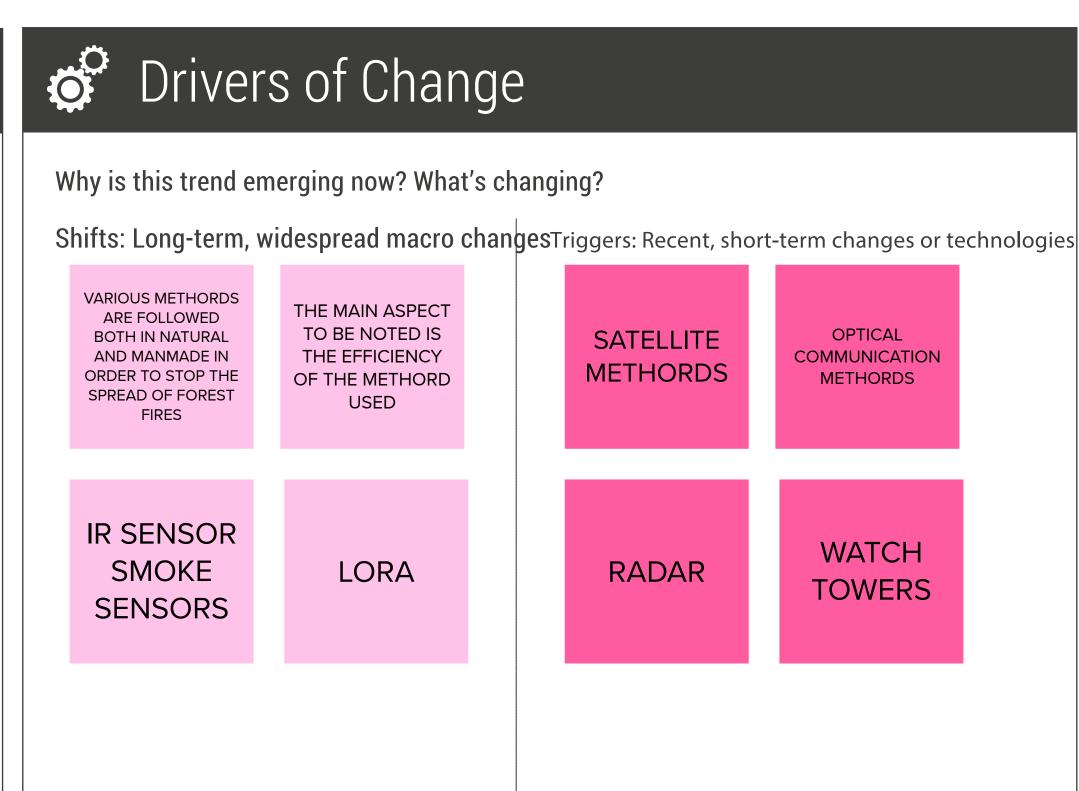
TREND CANVAS

TREND:

Write the trend here...

1. ANALYZE

Basic Needs Which deep consumer needs & desires does this trend address? **FOREST ARE ENIVIRONMENT IS AN REDUCTION IN** IMPORTANT THE KEY **FOREST WILL ASPECTANY CAUSE ASPECTS FOR RESULT IN BOTH** THAT AFFECT IT WIL THE HEALTHY **ECONOMICAL AND** HAVE ITS OWN **ECOLOGICAL LOSS** IMPACT LIFE CYCLE THIS FOREST FIRE SO WE THE END A LIFE WITHOUT **USERS THE HUMAN** ARE ONE OF THE **FOREST WILL** RACE MUST FIND MAJOR RESULT IN **REMADIES TO** CONTRIBUTERS **ADDRESS THIS EXTINCTION OF** OF AIR IMPACT TO SAVE OUR **HUMAN RACE POLLUTION** SELF





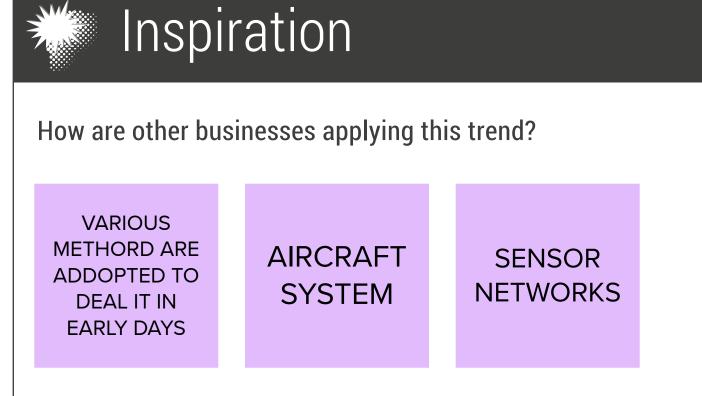
What new consumer needs, wants and expectations are created by the changes identified above? Where and how does this trend satisfy them?

THE FOREST
FIRES MUST BE
IDENTIFIED AS
SOON AS
POSSIBLE

THE INFORMATION
ABOUT THE FIRE
(LOCATON)MUST BE
INSTRUMATED 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



2. APPLY

