Insights

People's time perspectives (how a person relates to the past, present, and future) correlate with life satisfaction, anxiety and depression. People are more satisfied with their lives when they live in the present.

https://doi.org/10.1080/13548506.2016.1226508

Michalina Modzelewska

Checklists act as a memory aid and are considered to be mnemonic devices.

https://scholar.google.com/scholar?cluster=6516108747010634178hl=en&as_sdt=0,5

https://www.sciencedirect.com/science/article/pii/S0883944106000815#bib4

Michalina Modzelewska

There has been a significant increase in ADHD diagnoses in the past couple of decades.

https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2698633

Michalina Modzelewska

Bio markers can be used to asses mood

https://arxiv.org/abs/2202.03721

Tim

People prefer personalized experiences/ services

https://dl.acm.org/doi/abs/10.1145/844351.844354

Bina

People want to simplify their lives and reduce stress (the *un-consumer*)

https://onlinelibrary.wiley.com/doi/abs/10.1002/mar.20072

Bina

People experience cognitive offloading when taking pictures at concerts, leading to less active memories about the event.

https://repositories.lib.utexas.edu/handle/2152/74825

Tim

The IoT is becoming more and more relevant.

Tim

Pictures can have an effect on the mood of people looking at them

https://onlinelibrary.wiley.com/doi/full/10.1111/j.1742-7924.2007.00068.x

Tim

Patterns

7 in 10 millennials call themselves a plant parent

https://www.article.com/blog/survey-decorating-with-houseplants/

Michalina Modzelewska

The market for smart home devices is expected to boom over the next 5 years

https://www.weforum.org/agenda/2022/04/homes-smart-tech-market

Michalina Modzelewska

The luxury sector is expected to grow between 5 and 10 percent in 2023

https://www.mckinsey.com/industries/retail/our-insights/state-of-fashion

Michalina Modzelewska

Sustainability first: "About 15% of **global fashion consumers are already highly concerned about sustainability** and consistently make purchasing decisions to lower their impact. That percentage could increase to more than 50% in the coming years as more shoppers gravitate toward sustainable practices."

https://www.bain.com/insights/how-brands-can-embrace-the-sustainable-fashion-opportunity/#:~:text=At%20a%20Glance,shoppers%20gravitate%20toward%20sustainable%20practices.

Michalina Modzelewska

Sustainability is a crucial factor for three-quarters of consumers when they are buying **furniture**

https://www.imm-cologne.com/magazine-archive/future-living/sustainable-furniture/

Michalina Modzelewska

People record concerts with their smartphone

The smartphone and the lights of it distract from the event happening and/or block the view for other people

Tim

Artificial intelligence (AI)-based art generators have become more mainstream

https://www.trendhunter.com/pro/category/pop-culture-and-internet-trends

Michalina Modzelewska

People have a lot of pictures of past memories on their phones

Tim

People love to track their workouts and other activities using smart watches etc.

Tim

People connect all kind of devices to their wiFi

Tim

Diversity and Inclusion; Diversity and Inclusion are requirements for success in promoting new products and services.

https://www.emerald.com/insight/content/doi/10.1108/ICT-09-2014-0063/full/html

Bina

Influencer Marketing; Influencers are becoming a major force in popular culture

https://www.sciencedirect.com/science/article/pii/S0148296321002307

Bina

Mental health; Growing trend in reducing stigma surrounding mental illness and overall increase in focus on mental wellness

https://onlinelibrary.wiley.com/doi/pdf/10.1111/j.1600-0447.2012.01826.x

Bina

Minimalism; Overall trend in minimalism in fashion, design and way of living. (Marie Kondo decluttering method)

https://sustainability.hapres.com/UpLoad/PdfFile/JSR_1356.pdf

Bina

Nostalgia; People are often drawn to things that remind them of a fond memory in the past (resurgence of vintage fashion, old-school video games, TV shows...)

Bina

New design combination

(insights + patterns)

7 in 10 millennials call themselves a plant parent

https://www.article.com/blog/survey-decorating-with-houseplants/

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Michalina Modzelewska

People's time perspectives (how a person relates to the past, present, and future) correlate with life satisfaction, anxiety and depression. People are more satisfied with their lives when they live in the present.

The market for smart home devices is expected to boom over the next 5 years

https://www.weforum.org/agenda/2022/04/homes-smart-tech-market

Michalina Modzelewska

Smart tree that syncs with your Google calendar and gives a visual representation of completed tasks/habits using LED lights or ornaments

Bina

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https://www.article.com/blog/survey-decorating-houseplants/

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The market for smart home devices is expected to boom over the next 5 years

Create a plant pot that keeps track of the things that are needed to keep a plant alive, such as sunlight, water, fertilizer, etc.

Michalina Modzelewska

Make a smart device (similar to an Alexa) which reminds people about their to do lists using music and sounds

Michalina Modzelewska

Bio markers can be used to asses mood

https://arxiv.org/abs/2202.03721

Tim

Nostalgia; People are often drawn to things that remind them of a fond memory in the past (resurgence of vintage fashion, old-school video games, TV shows...)

Bina

Bring back mood rings! But make them accurate with Biometric data.

Michalina Modzelewska

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Michalina Modzelewska

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https://www.imm-cologne.com/magazine-archive/future-living/sustainable-furniture/

Michalina Modzelewska

Make furniture specifically for promoting meditative practices. For example, the furniture vibrates periodically as a reminder for people to stay present

Michalina Modzelewska

Bio markers can be used to assess mood

Tim

Pictures can have a effect on the mood of people looking at them

People have a lot of pictures of past memories on their phones

Tim

A frame, that displays images based on the mood of the users

Tim

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Bina

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https://sustainability.hapres.com/UpLoad/PdfFile/JSR_1356.pdf

Bina

People have a lot of pictures of past memories on their phones

Make a camera that automatically deletes shaky, bad images

Michalina Modzelewska

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https://repositories.lib.utexas.edu/handle/2152/74825

Tim

People record concerts with there smartphone

The smartphone and the lights of it distract from the evnet happening and/or block the view for other people

Create a seamless assesoir that captures important moments, based on biomarkers.

Tim

People prefer personalized experiences/ services

https://dl.acm.org/doi/abs/10.1145/844351.844354

Bina

Artificial intelligence (AI)-based art generators have become more mainstream

Mug with a screen that shows a personalized design based on input (human input or maybe type of beverage in the cup)

Bina

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People love to track their workouts and other activities using smart watches etc.

Tim

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Bina

Make a personalized bobble-head which moves when its time to workout or go to the gym, and doesn't stop until you've finished (gym alarm)

Michalina Modzelewska

The IoT is becoming more and more relevant.

People connect all kind of devices to there wifi

People love to track there workouts and other activities using smart watches etc.

Tim

Create a smart shoe, that tracks your position inside your home and adjusts your smart devices accordingly (lights, music...).

Tim

Create a smart shoe, that tracks steps, and location of user more precisely, than a watch can.

Tim