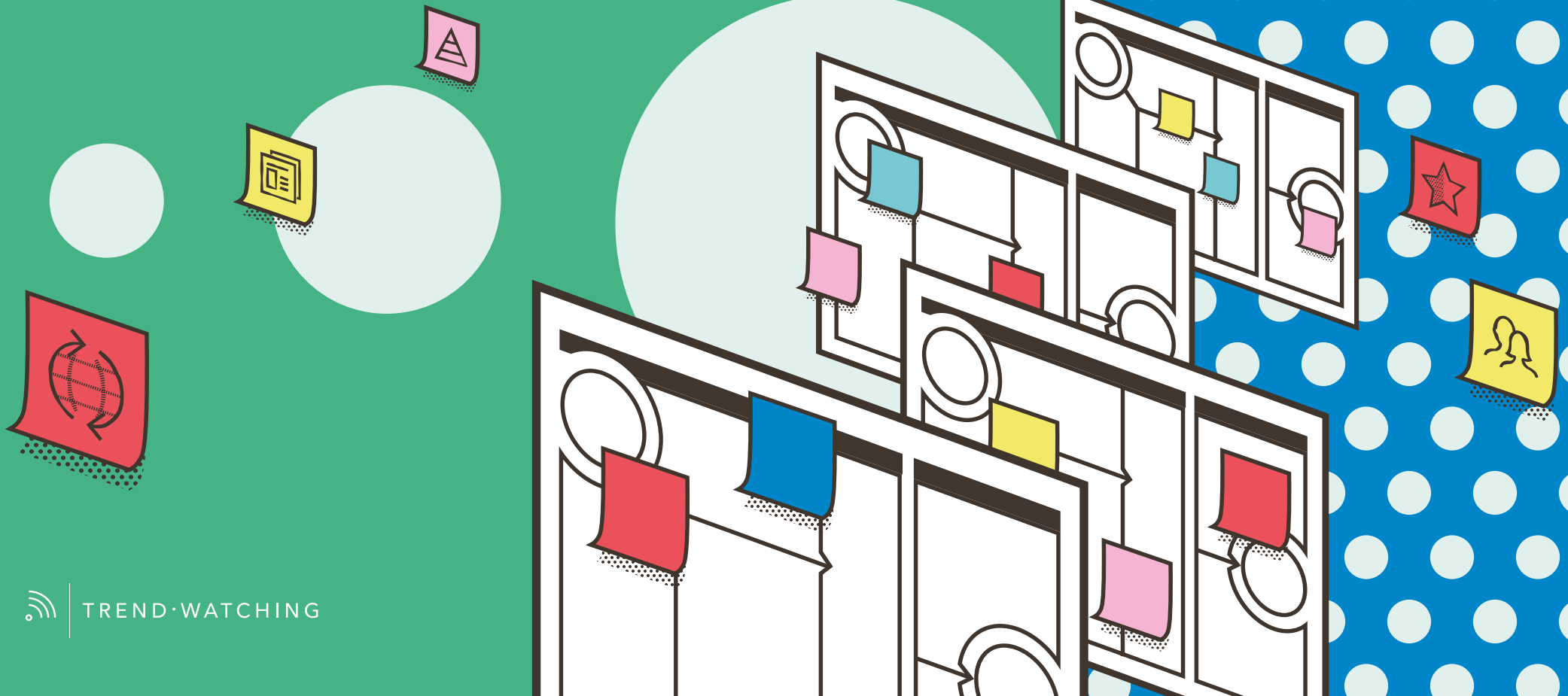


# YOUR BIG IDEA

The Consumer Trend Canvas:  
understand & apply a trend today



# CONSUMER TREND CANVAS

## ANALYZE

## APPLY

TREND



### INSPIRATION

How are other businesses applying this trend?



### EMERGING EXPECTATIONS

What points of tension and new customer expectations are emerging?



### BASIC NEEDS

Which deep consumer needs and desires does this trend address?

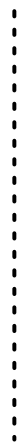


### DRIVERS OF CHANGE

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

SHIFTS (long-term)

TRIGGERS (short-term)



### INNOVATION TYPE

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



### WHO

Which customer groups could you apply this trend to?

YOUR INNOVATION

# RUN YOUR WORKSHOP

## CHECKLIST

### PREPPING YOUR WORKSHOP

- Book a 2-hour meeting with your workshop participants. The ideal size for an innovation workshop using the Consumer Trend Canvas is between 4-20 people.
- Select your trends. These can be one of our trends, or others that you're tracking.
- Build a trend presentation, to make sure everyone's on the same page at the start of the workshop. Our Premium Service contains 100+ ready-to-present reports. You can also use the Innovations Database to find extra innovation examples that are more relevant to your industry, region or business.
- Read the Consumer Trend Canvas Handbook. You can download the full PDF [here](#).

### SUPPLIES TO PRINT & PICK-UP

#### SUPPLIES TO PRINT

- Print your selected trends and 4 corresponding innovations on individual A6 (4 x 6 in) cards. You'll need as many trends as you have teams, and will assign one set to each.
- Print the Consumer Trend Canvas in A1 (24 x 36 in) size. You'll need one per team.
- Print one **Your Big Idea** worksheet per team.

#### SUPPLIES TO PICK-UP

- Get lots of Post-it notes and markers in different colors.
- Bring tape or sticky tack for hanging the canvases on the wall.
- Buy clay, Lego or other modeling materials to quickly prototype ideas.
- Bring colored dot stickers for voting on each others' ideas.
- Prizes for the winning group - anything from chocolate to free "creative" day.

## LEADING YOUR WORKSHOP

- 1 ⌚ 20 min · Start by presenting the trends you've selected using your ready made presentation template as a guide.
- 2 ⌚ 15 min · Show participants how the Consumer Trend Canvas works using the presentation template slides we've provided.
- 3 ⌚ 5 min · Split participants into teams and assign one trend to each group. The teams you create should combine people who don't normally work together.
- 4 ⌚ 30 min · ANALYZE trends  
Uncover insights using the ANALYZE side of the Consumer Trend Canvas. Move across the canvas, first identifying the Basic Needs, then Drivers of Change and finally the Emerging Expectations highlighted by the trend.
- 5 ⌚ 20 min · APPLY trends  
Now it's time to consider the trend in the context of your business. Identify how, where and for who you will apply the trend. Refer back to the insights you generated during the first analysis phase. Make connections between the two halves of the canvas to uncover truly novel innovation ideas.
- 6 ⌚ 10 min · Capture your innovation idea  
Capture your best innovation idea on the **Your Big Idea worksheet**. And, if you have time, prototype your innovation using the modeling materials.
- 7 ⌚ 10 min · Invite each team in turn to pitch their idea in 60 seconds.
- 8 ⌚ 5 min · Have each participant vote for the winning idea using three dotted stickers. Each participant votes as an individual and is allowed to place all stickers on one idea or distribute them across several ideas. And no voting for your own idea!
- 9 ⌚ 5 min · Announce the winner! Give the winning group the prize.

## WRAPPING UP



### Learning

Before leaving the room, ask your audience to jot down, on a Post-it note, the most important thing they learned during the session. Post them on a visible wall. Sharing these publicly will reinforce the learnings and inspire others beyond the workshop walls.



### Implementation Roadmap

Spend a few moments outlining the next steps to progress with the strongest idea (and perhaps any of the others too), including who will be responsible for taking each of the next, agreed upon steps. Outline an initial timeline to make the roadmap actionable and assign owners—make them accountable.



### Trend Champion(s)

Ask for someone to volunteer to become your Trend Champion(s). They are then responsible for updating the team with new innovations from the trends worked with during the session.



### Record the Results

Take pictures of the completed tools—the Post-it Plus app is a great tool that digitizes your notes. And if you can leave the winning idea or some of the best posters up on the wall, do it! They may inspire others too.



### Follow-up

After the workshop, send participants digital copies of all the material presented and the tools they worked with during the session.



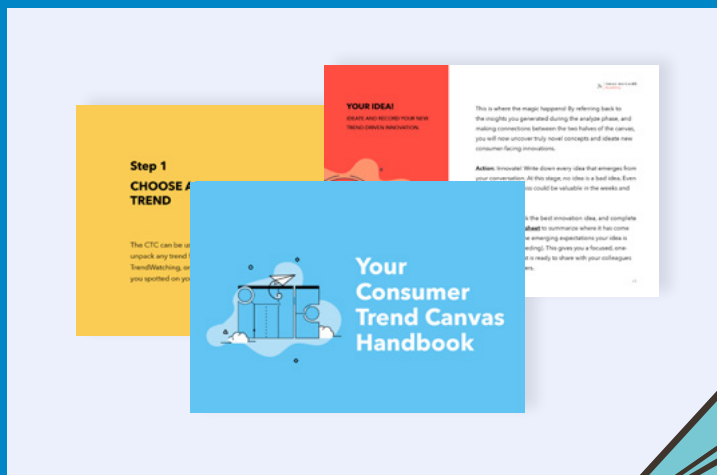
### Congratulations!

You've generated ideas that are deeply aligned with what tomorrow's customers will want, and that will grow your business. It's time to bring them to market!

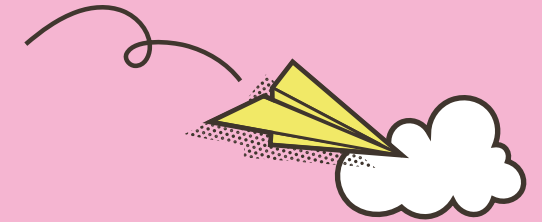


I'm ready to do it alone.

Download the full **Consumer Trend Canvas handbook** for a full step-by-step guide to the tool »



[Download PDF handbook »](#)



Let's do this together!

Join our **2018 Trend Seminars** for an immersive day of trend inspiration & innovation application with your peers »



[View 2018 Trend Seminars »](#)

Use promo code **CTC10** to **save 10%** on our remaining events in Stockholm, Singapore, London and New York. But be quick, our first event in Amsterdam sold out!