

Digital messed up Society

Understanding the (future) digital era





FHV
Vorarlberg University
of Applied Sciences

KdG
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creating value in a digital world

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Trendslating Trend Canvas

Trends

emerge as innovators address people's basic human needs and wants in novel ways.

Trendslating Trend Canvas

CONSUMER TREND CANVAS

TREND-WATCHING

ANALYZE

APPLY

TREND



INSPIRATION

How are other businesses applying this trend?



EMERGING EXPECTATIONS

What points of tension and new customer expectations are emerging?



Which trend are you starting with?

DRIVERS OF CHANGE

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

FACTORS (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



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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?

YOUR INNOVATION



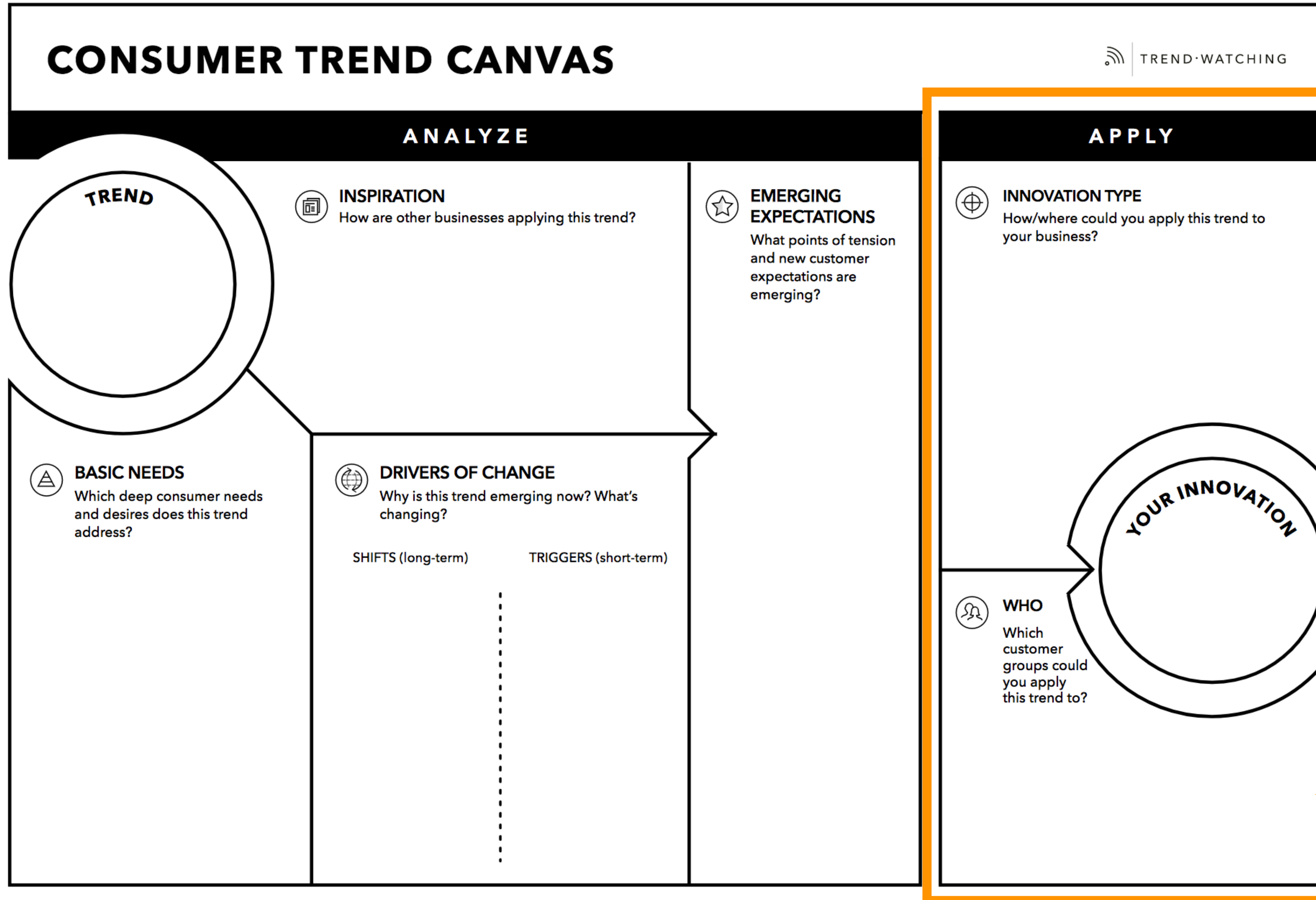
WHO

Which customer groups could you apply this trend to?

Part 1 - Analysis



Trendslating Trend Canvas



Part 2 - Apply



Trendslating Trend Canvas

GLOBAL SANDBOX

Virtual creators unlock the next level

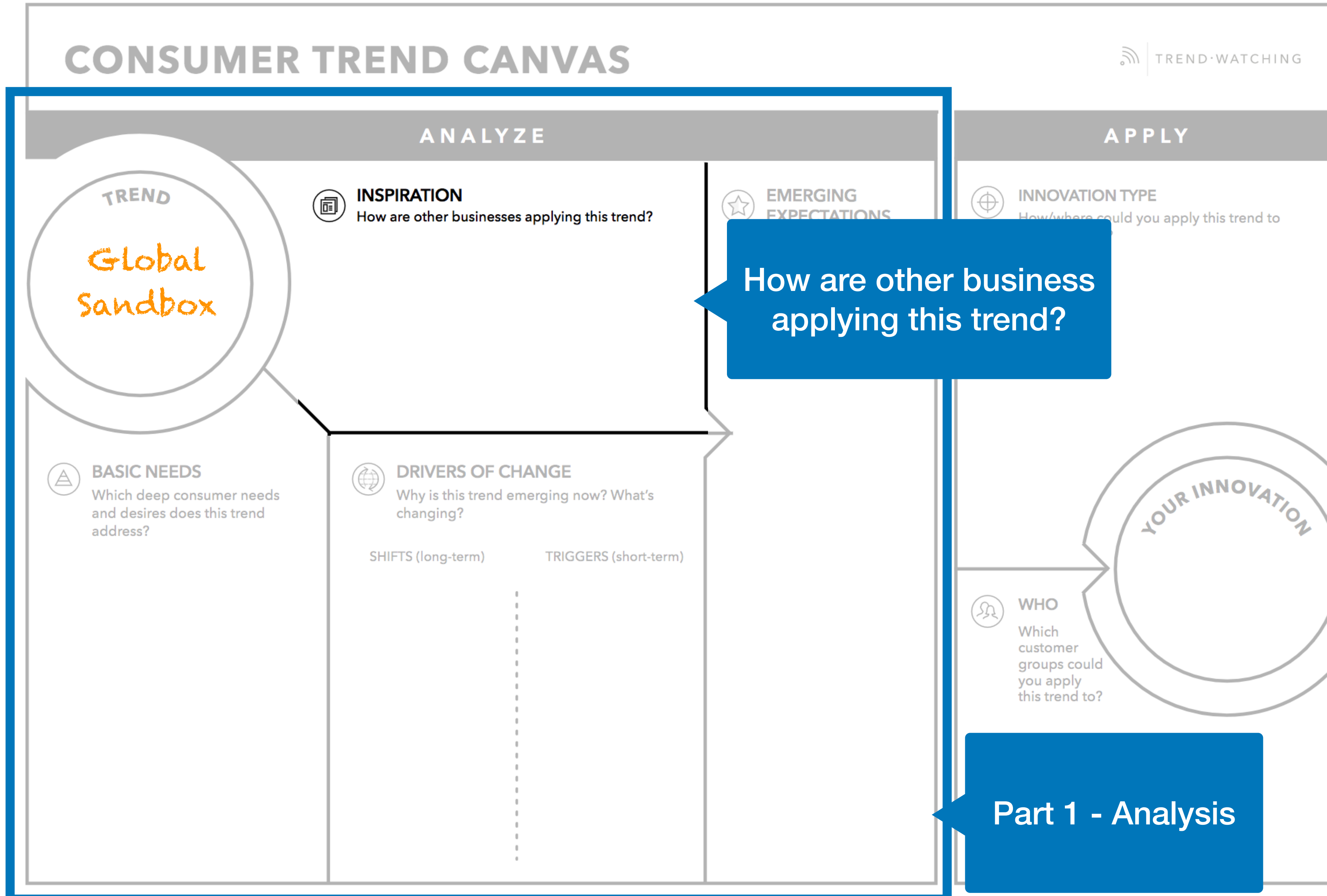
Humanity's fundamental love of play remains., but expectations around the what, how and where of play are anything but fixed.

In 2018, the world around consumers will become the biggest map, level or landscape they've ever gamed on. Fueled by maturing technologies and a creator mindset, participants will look to build, explore, subvert and dive into interactive challenges in physical spaces.

Welcome to the GLOBAL SANDBOX:

a space for self-expression and for-the-fun-of-it thrills.

Trendslating Trend Canvas



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GLOBAL SANDBOX

Virtual creators unlock the next level



WORLD BRUSH

World Brush is an AR experience where users can paint on the world for others to discover.

Every painting is anonymous and only visible where it was created. Users have the ability to like, dislike and report paintings which helps hide the bad stuff and showcase the good stuff for others.

[More Information](#) [Contact Us](#)



Forbes / Tech / [#NewTech](#)

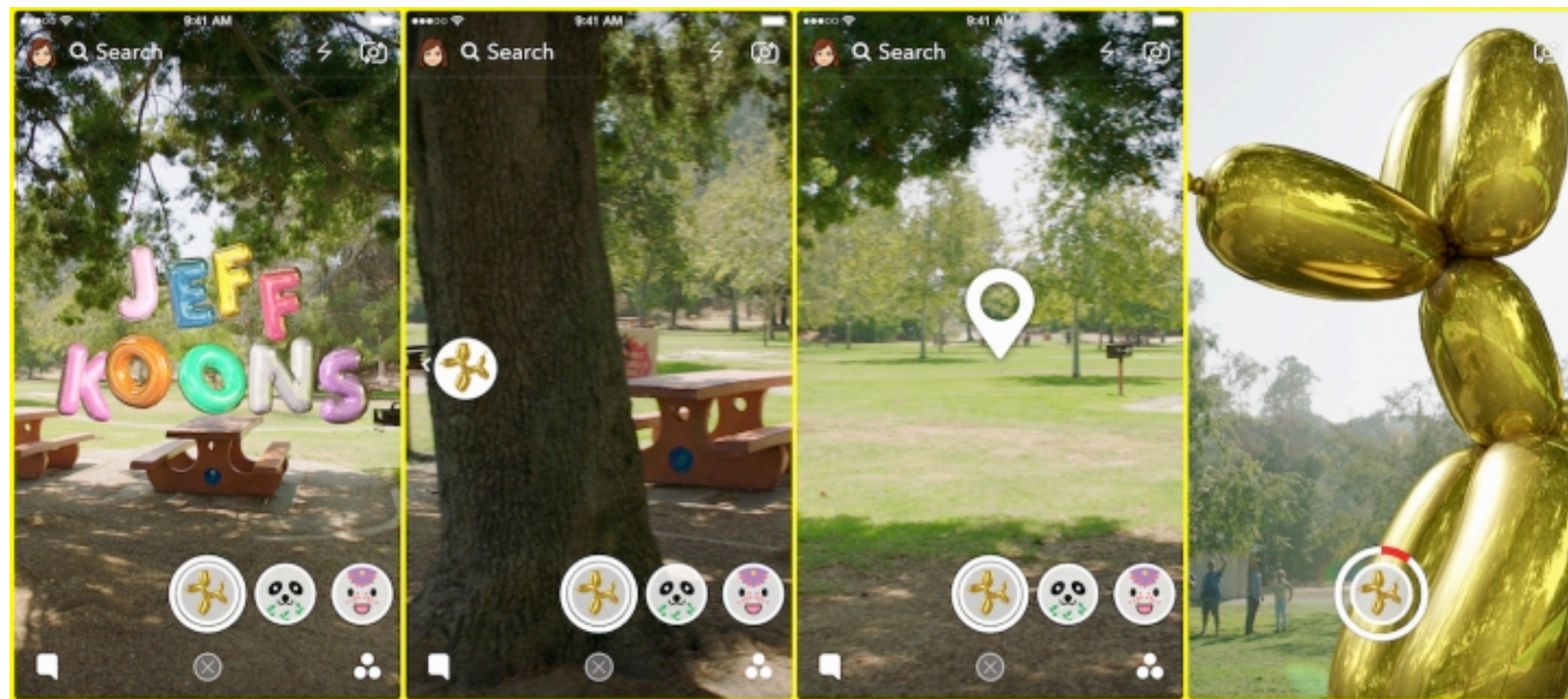
OCT 19, 2017 @ 03:44 PM 12,376 👁

10 Hot Augmented Reality Apps To Watch

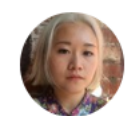
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Virtual creators unlock the next level



HYPERALLERGIC



Claire Voon October 3, 2017

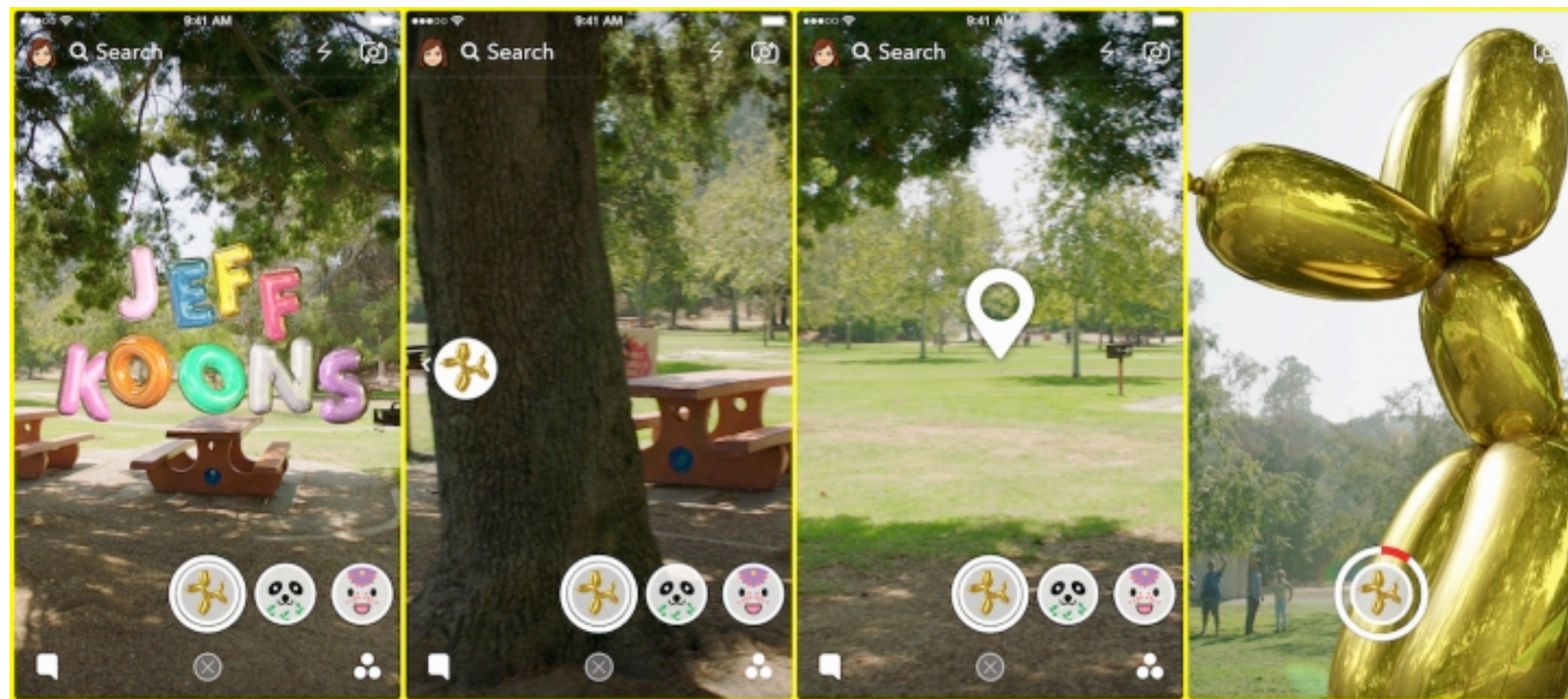
The Augmented Banality of Jeff Koons Sculptures in Snapchat

The new "Jeff Koons Lens" allows Snapchat users to find augmented reality versions of Koons's shiny sculptures in parks around the world.

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The Augmented Banality of Jeff Koons Sculptures in Snapchat

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It's Nice That Words by Jenny Brewer, Thursday 05 October 2017

Artist virtually vandalises Jeff Koons’ Snapchat artwork to protest “AR corporate invasion”

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The New York Times

By Elaine Glusac

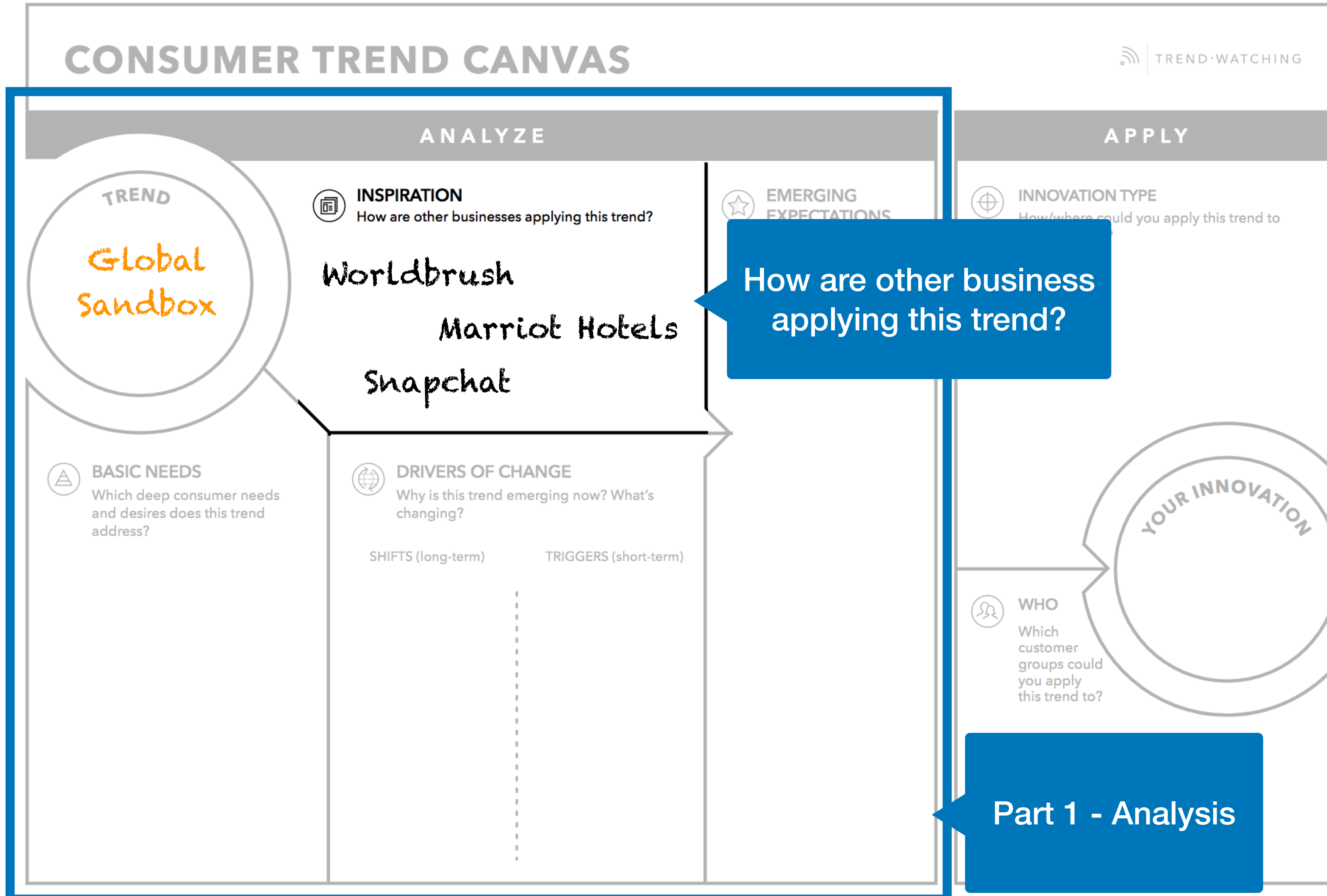
Nov. 28, 2017

In a Hotel Shower, There's Genius in the Mist

Marriott lets guests record their greatest thoughts by writing on a glass door.



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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?

YOUR INNOVATION



WHO

Which customer groups could you apply this trend to?

Wich deep consumer needs and desires does this trend adress?

Part 1 - Analysis

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SHIFTS (long-term)

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Excitement

Entertainment

Social
Interaction

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INNOVATION TYPE

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



WHO

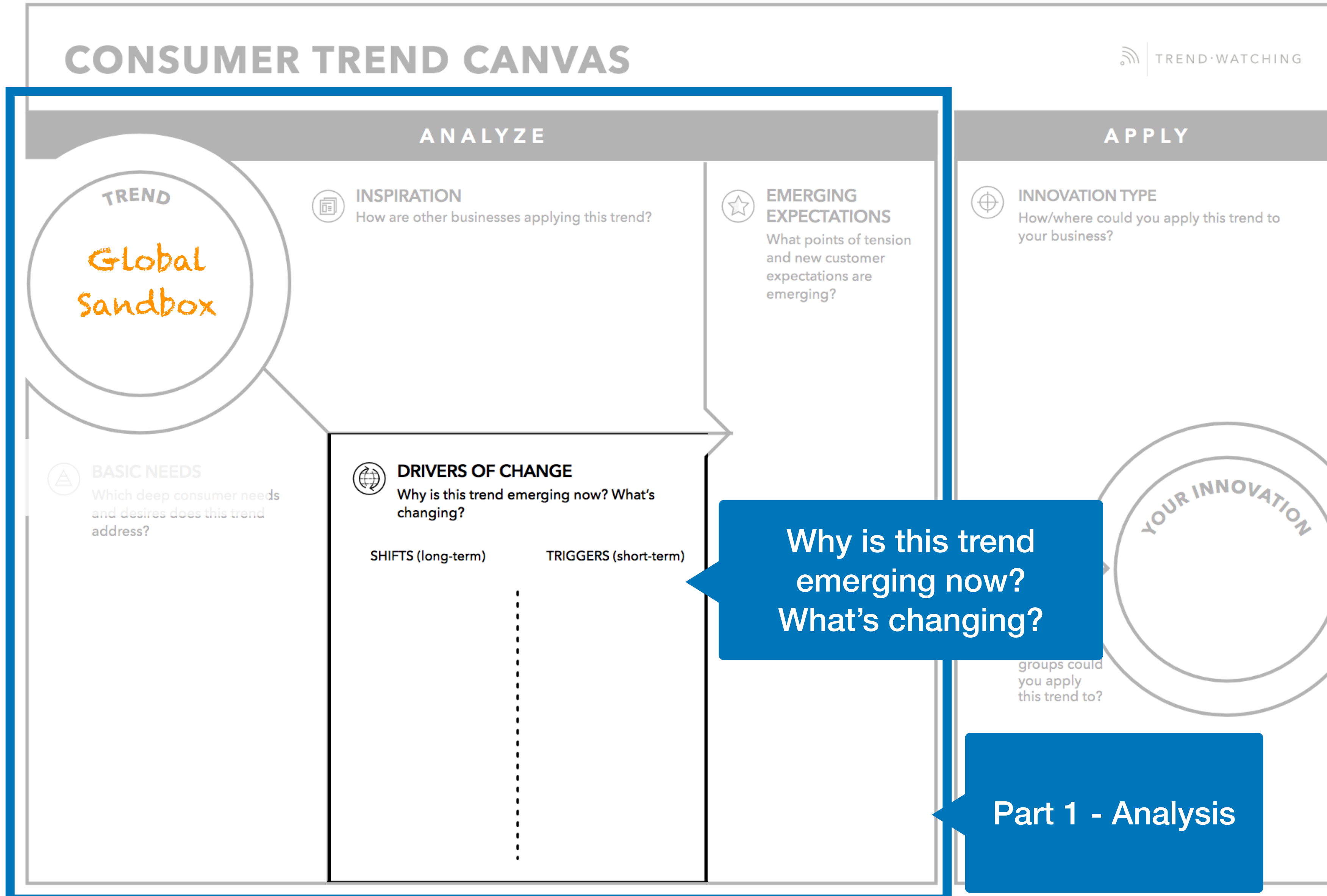
Which customer groups could you apply this trend to?

YOUR INNOVATION

Part 1 - Analysis



Trendslating Trend Canvas



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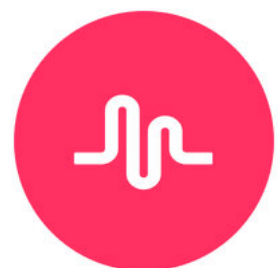


DRIVERS OF CHANGE

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

SHIFTS (long-term)

TRIGGERS (short-term)



Global Arcade

Creator Culture

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

Part 1 - Analysis



INNOVATION TYPE

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

YOUR INNOVATION

groups could you apply this trend to?

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INSPIRATION

How are other businesses applying this trend?



EMERGING
EXPECTATIONS

What points of tension



INNOVATION TYPE

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



BASIC NEEDS

Which deep consumer needs and desires does this trend address?



DRIVERS OF CHANGE

Why is this trend emerging and changing?

SHIFTS (long-term)



Global
Arcade

Creator
Culture



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DRIVERS OF CHANGE

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

SHIFTS (long-term)

TRIGGERS (short-term)

Global Arcade

Creator Culture

AR Tools

Low Cost Devices



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



INNOVATION TYPE

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

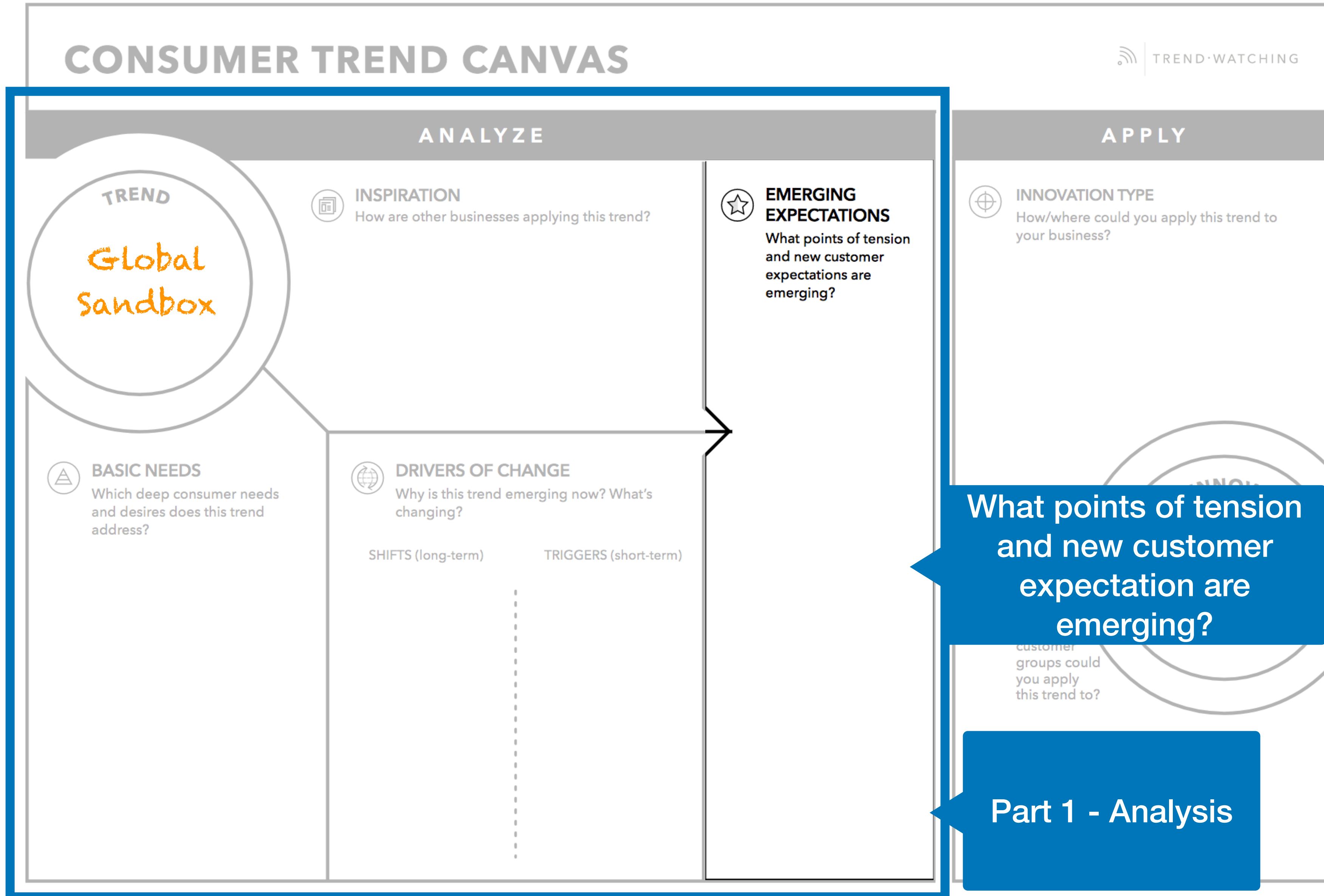
groups could you apply this trend to?

YOUR INNOVATION

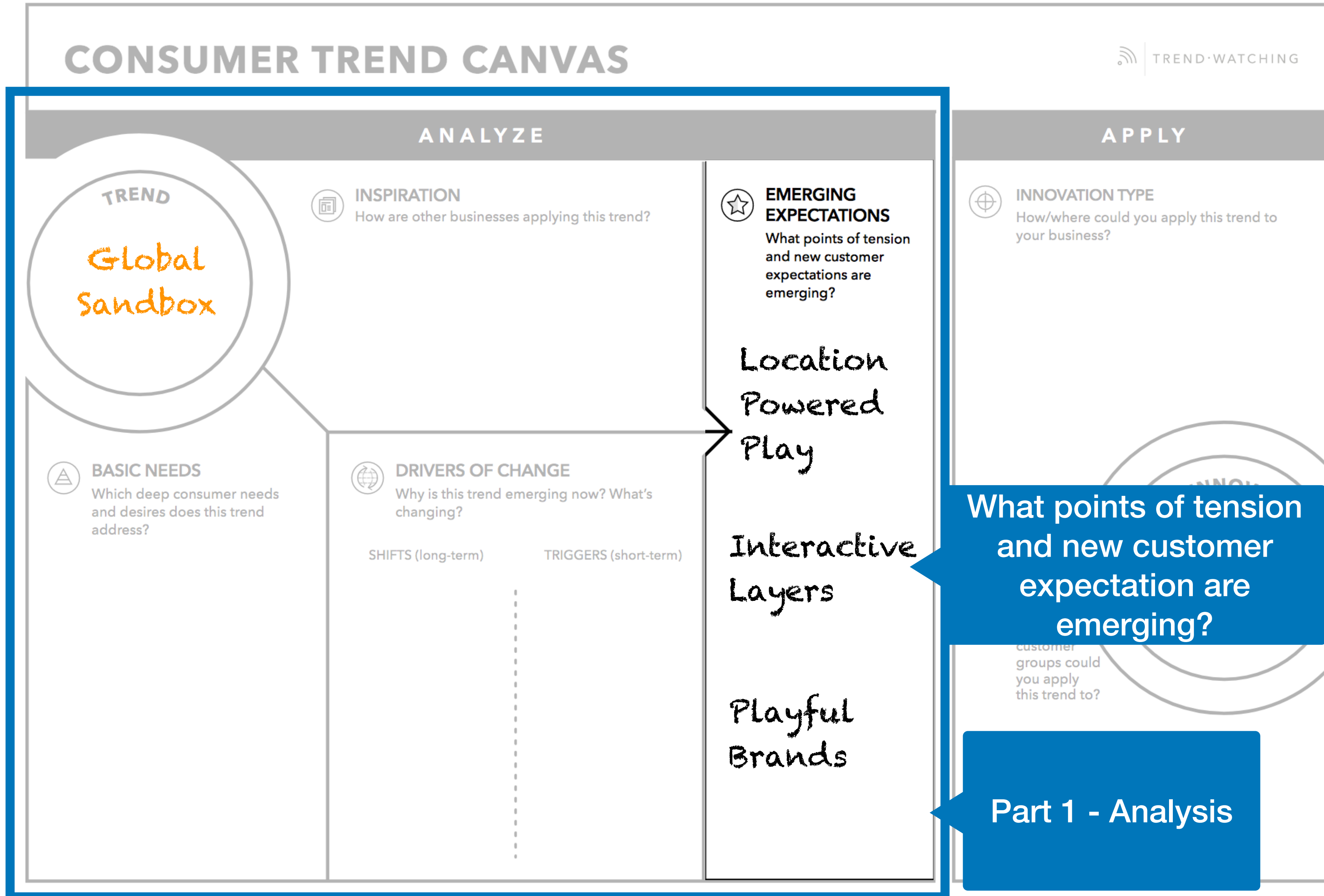
Part 1 - Analysis



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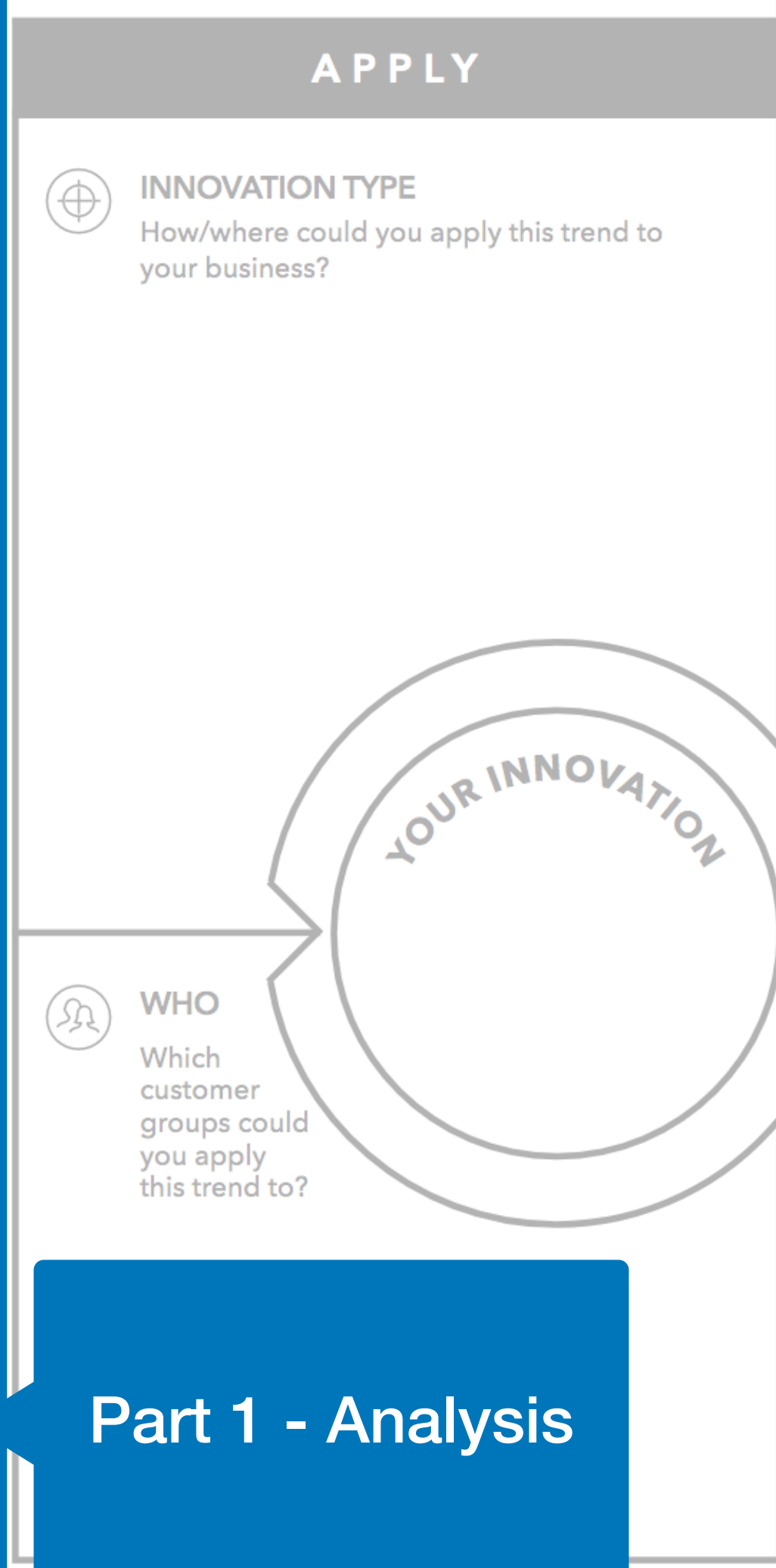
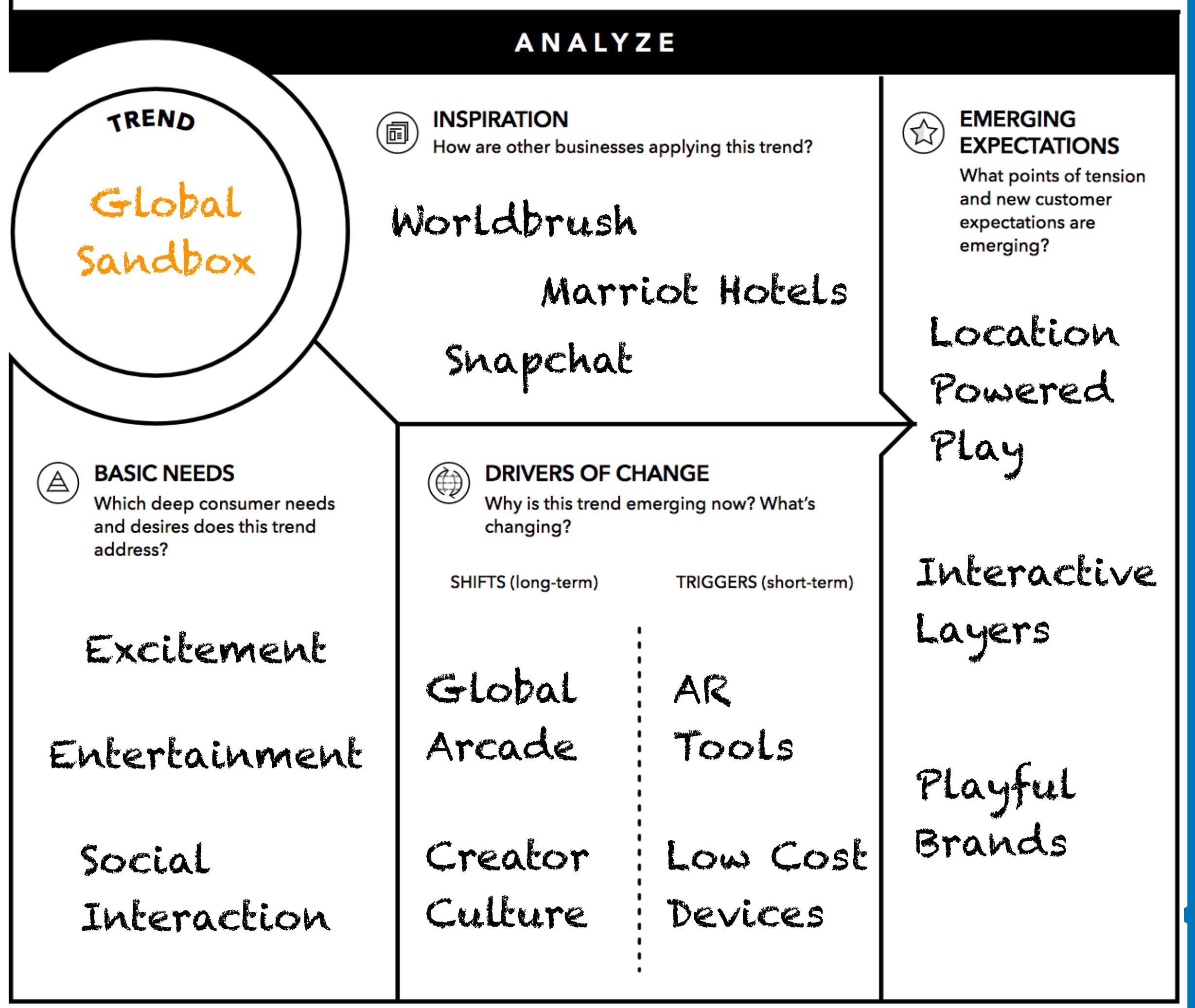
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CONSUMER TREND CANVAS

TREND-WATCHING

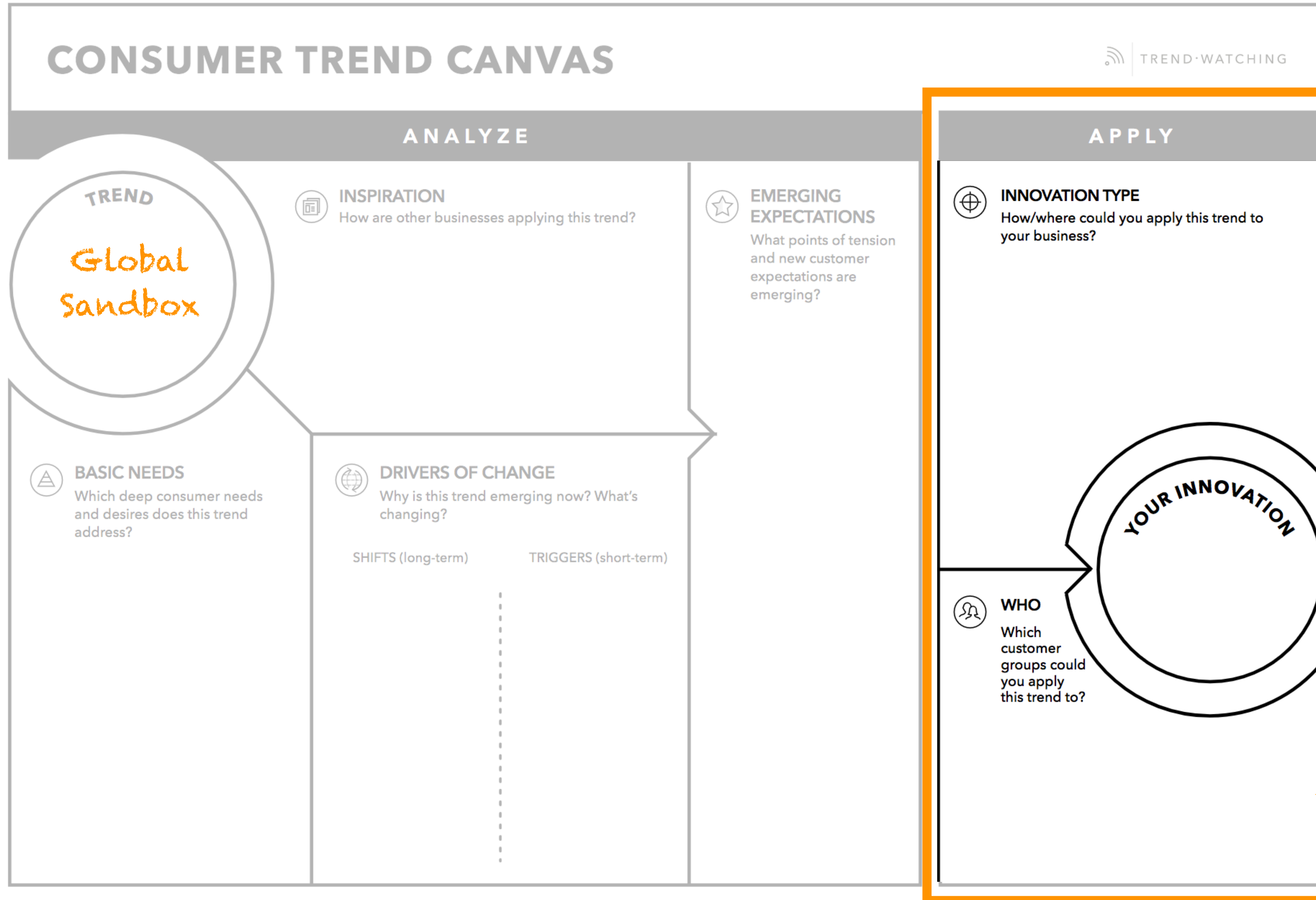
ANALYZE

APPLY



Part 1 - Analysis

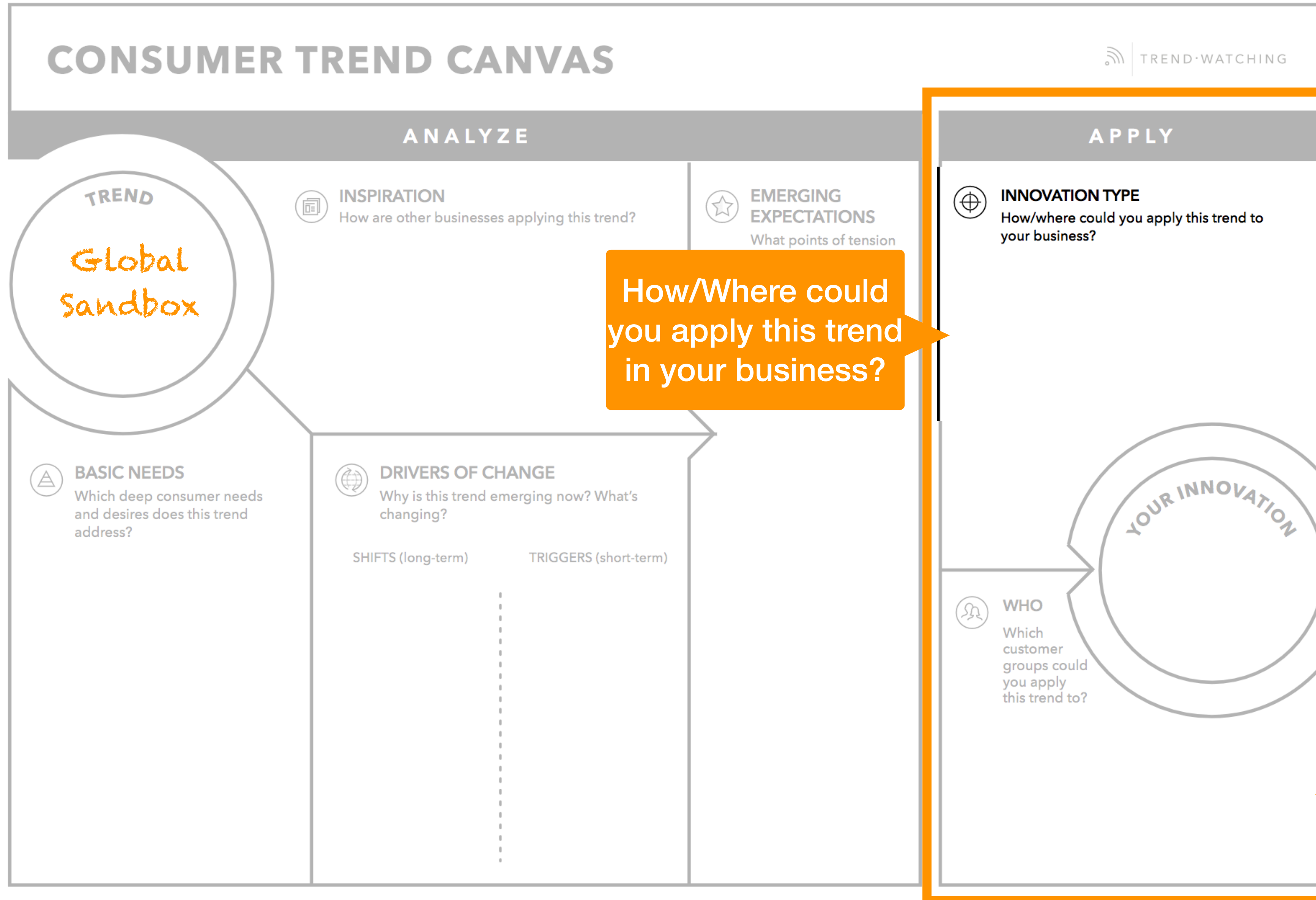
Trendslating Trend Canvas



Part 2 - Apply

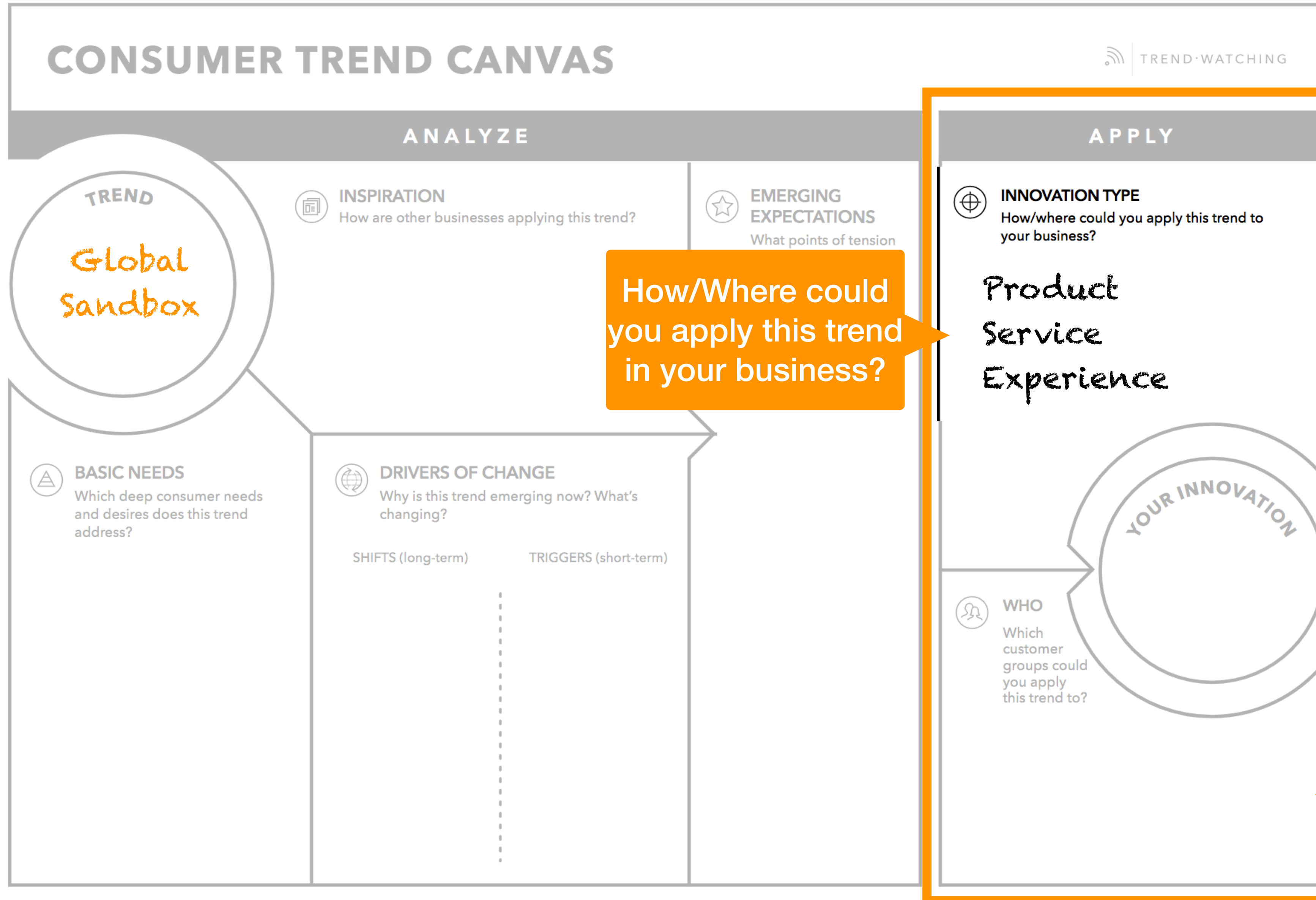


Trendslating Trend Canvas



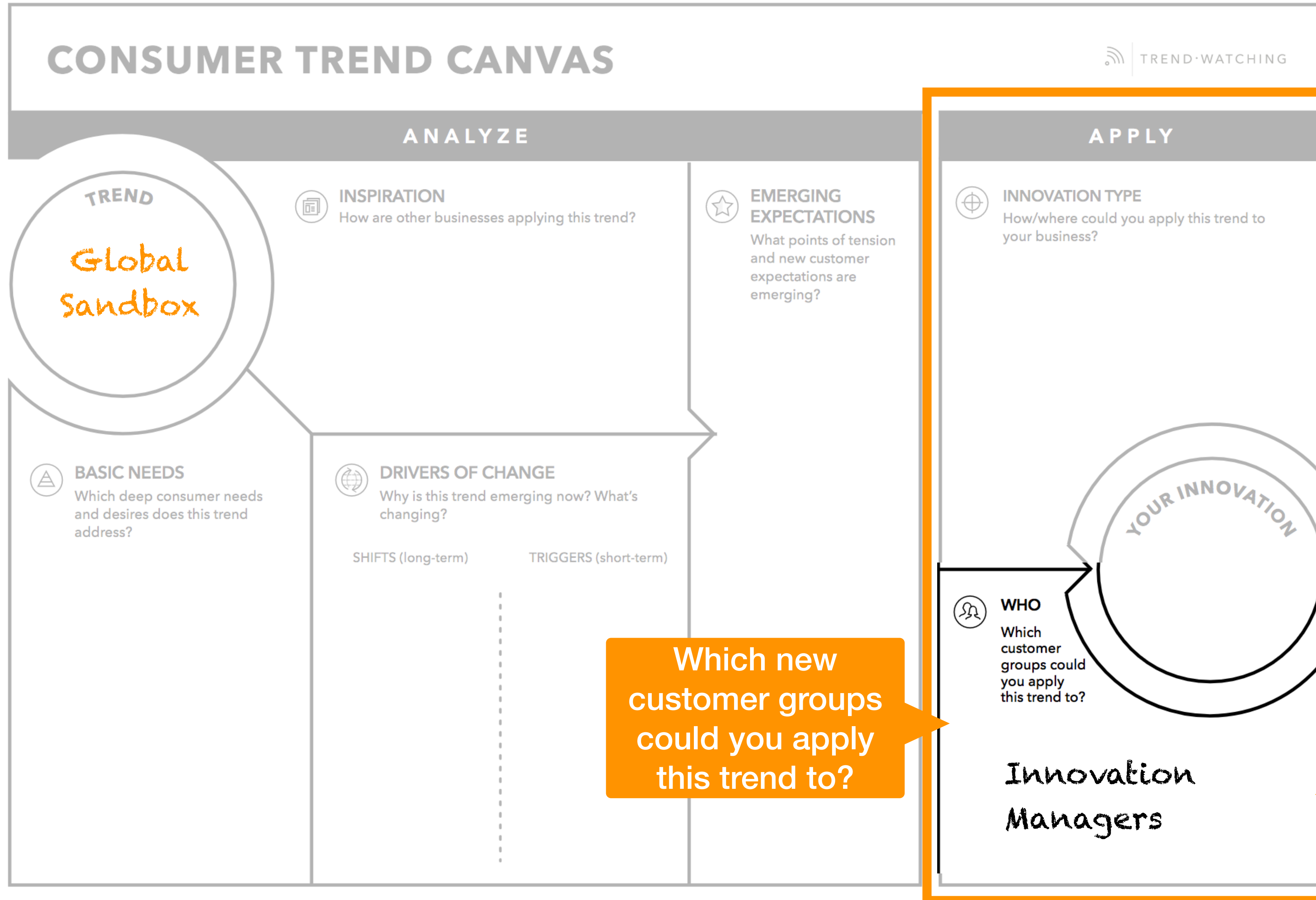
Part 2 - Apply

Trendslating Trend Canvas



Part 2 - Apply

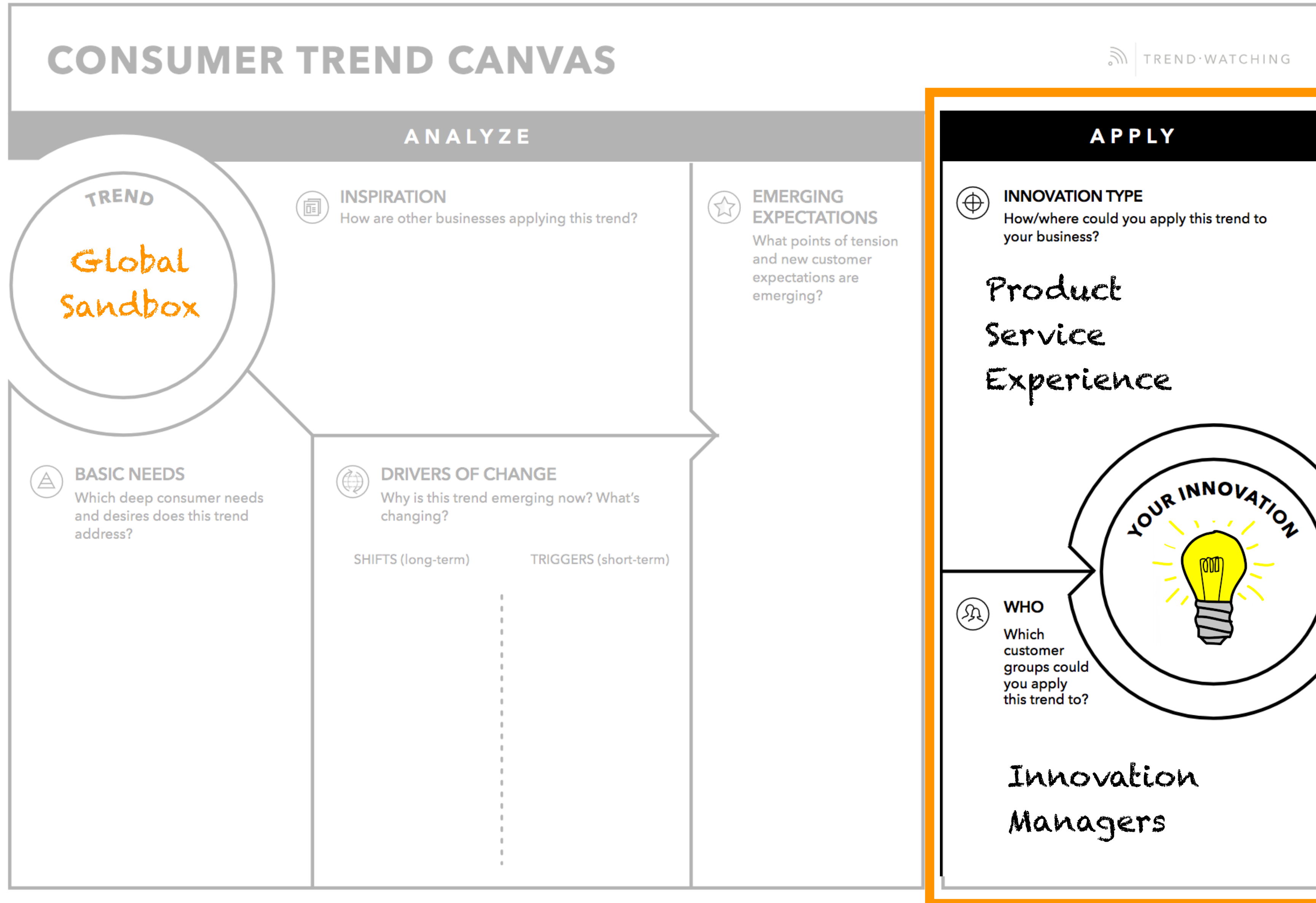
Trendslating Trend Canvas



Which new customer groups could you apply this trend to?

Part 2 - Apply

Trendslating Trend Canvas



Part 2 - Apply

Trendslating Trend Canvas

CONSUMER TREND CANVAS

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Sandbox



INSPIRATION

How are other businesses applying this trend?

Worldbrush

Marriot Hotels

Snapchat



EMERGING EXPECTATIONS

What points of tension and new customer expectations are emerging?

Location
Powered
Play



INNOVATION TYPE

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

Product
Service
Experience



BASIC NEEDS

Which deep consumer needs and desires does this trend address?

Excitement

Entertainment

Social
Interaction



DRIVERS OF CHANGE

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

SHIFTS (long-term)

TRIGGERS (short-term)

Global
Arcade

Creator
Culture

AR
Tools

Low Cost
Devices

Interactive
Layers

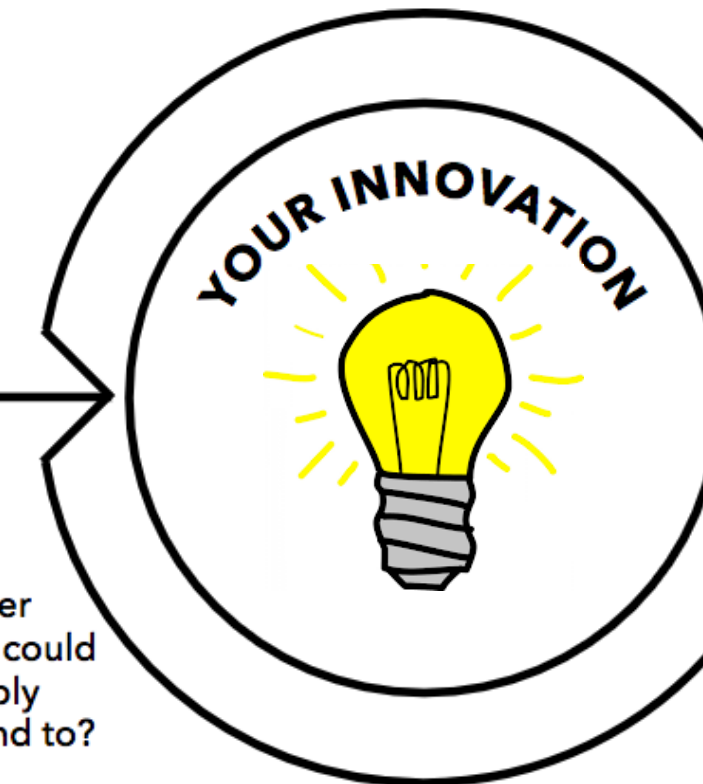
Playful
Brands



WHO

Which customer groups could you apply this trend to?

Innovation
Managers



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Global Arcade
Creator Culture

AR Tools
Low Cost Devices

Interactive Layers

Playful Brands

WHO
Which customer groups could you apply this trend to?

Innovation Managers

YOUR INNOVATION

Creative Proces

