SECTION 12.0

APPENDIX

- Project Brief
- Complete lists of trends

DESIGN FOR our future

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IDE Master Graduation
Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

⚠ **USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT**
Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.

STUDENT DATA & MASTER PROGRAMME
Save this form according the format "IDE Master Graduation Project Brief_familyname_firstname_studentnumber_dd-mm-yyyy".
Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1 ! ⚠

family name	van Mens
initials	R.M. given name Rens
student number	4364708
street & no.	
zipcode & city	
country	Netherlands
phone	
email	

Your master programme (only select the options that apply to you):

IDE master(s): ( ) IPD   ( ) DfI   (✓) SPD
2nd non-IDE master: _____
individual programme: ___ - ___ - ___ (give date of approval)
honours programme: ( ) Honours Programme Master
specialisation / annotation:
( ) Medisign
( ) Tech. in Sustainable Design
( ) Entrepeneurship

SUPERVISORY TEAM **
Fill in the required data for the supervisory team members. Please check the instructions on the right !

** chair	Jeroen van Erp	dept. / section: DCC
** mentor	Sijia Bakker-Wu	dept. / section: MCR
2nd mentor	Koert Bakker	
	organisation:	PriceWaterhouseCooper
	city: Amsterdam	country: Neetherlands

comments (optional)

⚠ Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v..

⚠ Second mentor only applies in case the assignment is hosted by an external organisation.

⚠ Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.

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Procedural Checks - IDE Master Graduation

APPROVAL PROJECT BRIEF
To be filled in by the chair of the supervisory team.

chair Jeroen van Erp   date - -   signature _____

CHECK STUDY PROGRESS
To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair.
The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: _____ EC

Of which, taking the conditional requirements into account, can be part of the exam programme _____ EC

List of electives obtained before the third semester without approval of the BoE

( ) YES   all 1st year master courses passed
( ) NO   missing 1st year master courses are:

name _____   date - -   signature _____

FORMAL APPROVAL GRADUATION PROJECT
To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked **.
Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- Is the project expected to be doable within 100 working days/20 weeks ?
- Does the composition of the supervisory team comply with the regulations and fit the assignment ?

Content: ( ) APPROVED   ( ) NOT APPROVED
Procedure: ( ) APPROVED   ( ) NOT APPROVED

comments

name _____   date - -   signature _____

Initials & Name	R.M. van Mens Student number 4364708
Title of Project	Design for meaningful brand relationships within a future platform

Design for meaningful brand relationships within a future platform   project title

Please state the title of your graduation project (above) and the start date and end date (below). Keep the title compact and simple.
Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

start date   25 - 09 - 2020   25 - 02 - 2021   end date

INTRODUCTION *
Please describe, the context of your project, and address the main stakeholders (interests) within this context in a concise yet complete manner. Who are involved, what do they value and how do they currently operate within the given context? What are the main opportunities and limitations you are currently aware of (cultural- and social norms, resources (time, money,…), technology, …).

Building a relationship between brands and people is a concept that has been around for a while. It is a way for marketers to raise brand equity and favourably increase customer engagement, brand differentiation and customer loyalty towards the brand. Brand relationships, as defined by Aaker & Biel, look at the consumer's attitude and behaviours towards the brand and the brand's attitude towards the consumer. In his book "Beyond brand", Tom van den Bergh described brand relationship building as one of the last ways for brands to maintain a competitive advantage, showing the importance of the subject. The rise in market size for CRM software shows the importance of brand relationships for companies. In a report published in 2020 by Grand View Research, the current market size for CRM software is estimated at around 40.2 Billion US Dollar, with an expected annual compound growth rate of 14,2% until 2027. Showing customer relationship is at the top of the agenda of many companies.

However, the way people interact and build relationships with a brand is also changing. Further digitalization of our world has increased the number of ways people can interact drastically. Each year millions of more devices are connected to the Internet. In research done by Transforma Insights, the amount of active IoT devices will grow to 24.1 billion by 2030, from 7.6 billion in 2019. This digitalization has likely only been accelerated since the covid-19 pandemic. The way people interact with brands also reflects a change in consumer needs and behaviours. Consumers interact with brands to associate themselves with the respective brand image (Brand Management, 2014). People derive value from the brand they consume and actively use them to shape their image. People buy Apple products because they want to associate themselves with the creative brand image. In the same way, people also use brands to distinguish themselves from others or to acquire status. Eckhard et all. (2015) described the rising phenomenon as inconspicuous consumption. Here social status is acquired through the consumption of the right brands, signalling inside status or connoisseurship. This inconspicuous consumption shows a changing need for brand consumption; in this case, the need for authentic brand experiences. In turn, this changing need could influence how consumers engage in brand relationships.

One crucial factor changing this relationship is the rise of the platform economy. Within a platform economy, value is not merely created by the product or services created by the brand, but the network of participants creates it on the platform (Parker, Van Alstyne, Choudary, Platform Revolution, 2016). In a traditional product and service economy, the value chain is a linear process going from the company to the consumer. In a platform, this value is created outside of the platform company itself. (see figure 1). As value is created differently, this also changes the dynamic between the platform brand and the consumer. Figure 2 shows an example of differnt kinds of digital palftorms.
Thinking about a brand strategy regarding platforms In a 2019 report by McKinsey, they state that 75% of the time one platform prevails, showing the importance for companies to think about their brand strategy regarding platforms. The brand either becomes a platform or becomes part of someone else's platform—either way, how brands build relationships with their customer changes from the traditional product or service business models. However, current research lacks an understanding of the field of building meaningful brand relationships within a platform economy.

The company PriceWaterHooseCooper Netherlands (PwC) expressed interest for this exploration. At their Experience Center, they help companies create new product and service offerings for their clients with the focus on creating a great customer experience. The exploration of this topic will help them to be better equipped for upcoming client needs regarding the development of new product and services within a platform delivering on the brand promise.

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introduction (continued): space for images

Product economy   **Service economy**   **Platform economy**

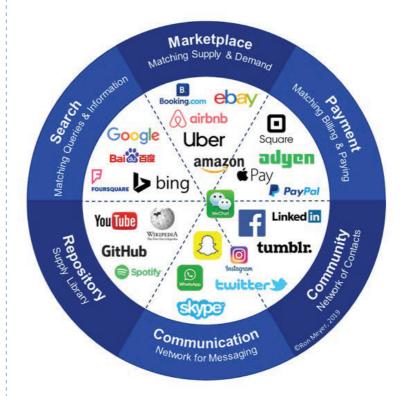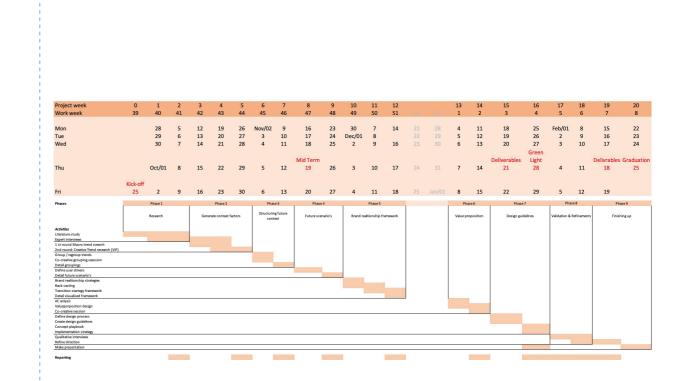image / figure 1:   Value creation in different economies

image / figure 2:   Different types of digital platforms (Ron Meyer, 2019)

PROBLEM DEFINITION **

Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

Many companies will face disruption in their industry by digital platforms, potentially changing their brand-consumer relationship. Digital platforms such as Uber and Airbnb showed this disruption in the mobility and hotel industry. Without a future vision on their customer's needs in this platform economy, they stand the chance of losing ground with their customers regarding significant brand-consumer relationship building.
To help companies stand out and present themselves effectively towards their customers in this platform economy, new ways of building brand-customer relationships within the Dutch market needs to be researched. The main research question for this project will be:

How can the use of new insights and knowledge contribute to the creation of meaningful customer brand relationships within a future platform economy in the Dutch market?

The future in this project is tied to the year 2025, as rapid digitalization accelerated by the covid-19 virus makes it less feasible to design for a more extended time.

The project will aim at answering the following questions:
- What is the current state of brand relationship building, and how do platforms influence them?
- What will the future state of brand relationship building look like for platforms?
- Which relationship-building interactions will be meaningful in this future state?
- How does a brand strategy embody a meaningful form of brand relationship building?

ASSIGNMENT **

State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in "problem definition". Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, ... In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

This graduation assignment focuses on the identification of new consumer needs driving brand relationship building within a platform. Based on these insights, I will develop a framework that combines the perspective of brands, platforms, and consumers to supports strategic designers in building new brand relationships with design principles to support the process.

The aimed deliverables for this project will be:
1 A future vision on brand consumer relationship building for a digital platform
2 A future state brand relationship framework
3 Design guidelines /toolkit for (strategic) designers to design for brand relationships within platforms

Initials & Name   R.M.   van Mens
Student number   4364708

Title of Project   Design for meaningful brand relationships within a future platform

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PLANNING AND APPROACH **

Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid-term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any, for instance because of holidays or parallel activities.

start date   25 - 9 - 2020   25 - 2 - 2021   end date

My planning shows 22 working weeks. 2 extra weeks are added because of the national holidays at the end of December.

The project is split up into 9 phases; literature research, trend research, clustering, future scenario's, brand realtionship framework, value preposition, design guidelines, validation, finishing up. During these phases I will report my findings and have meetings with my supervisory team.

Initials & Name   R.M.   van Mens
Student number   4364708

Title of Project   Design for meaningful brand relationships within a future platform

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MOTIVATION AND PERSONAL AMBITIONS
Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, … . Stick to no more than five ambitions.

Multiple factors drove me to pursue this graduation project. During my internship at PwC I first learned about the concept of platforms. After doing research about this new business model, it was clear to me that understanding this new business model would be important in the future for it's ability to reshape how many industries operate. In my master I already developed an interest for branding and consumer behavior. Thus with this project I want to prove that I'm able to independently apply my knowledge in both fields within a complex environment such as platforms, while simultaneously create deeper knowledge about designing for this new platform economy.

During my studies I practiced applying the ViP methodology and would like to use this method in my project for it's ability to frame and structure future scenario's. By applying it in my project I want to demonstrate my gained knowledge and understanding of the method.

Besides my motivation for this project I also developed some personal goals I want to achieve within this project
- Prove that I'm able to effectively use the ViP methodology within a corporate environment.
- Deliver a complete value proposition that can be easily implemented within the PwC context.
- Prove my ability to involve and manage a variety of stakeholders from different backgrounds within my project.
- Effectively facilitate (online) creative sessions with multiple different stakeholders

FINAL COMMENTS
In case your project brief needs final comments, please add any information you think is relevant.

Initials & Name R.M.   van Mens   Student number 4364708

Title of Project   Design for meaningful brand relationships within a future platform

Nr	Trend	Deeper Insight	Factor	Domain	source
1	Introduction of human like features to tech		Trend	Technological	Trendhunter report
2	The rise of fake news	People choose who they trust	Development	Social	Trendhunter report
3	Shift to remote working	More interactions will be done digitally	Trend	Economic	https://www.bloomberg.com/news/articles/2020-08-16/pwc-expects-majority-of-u-k-staff-to-work-remotely-after-virus
4	Rise in IoT devices	Every object becomes an interaction point	Development	Technological	https://www.mckinsey.com/industries/private-equity-and-principal-investors/our-insights/growing-opportunities-in-the-internet-of-things#
5	Millenials are 6 times more likely to find new brands	People are more critical on their relationships	State	Social	https://www.mckinsey.com/~/media/McKinsey/Industries/Retail/Our%20Insights/Perspectives%20on%20retail%20and%20consumer%20goods%20Number%208/Perspectives-on-Retail-and-Consumer-Goods_Issue-8.pdf
6	70% of shopping is done online		State	Economic	https://www.mckinsey.com/~/media/McKinsey/Industries/Retail/Our%20Insights/Perspectives%20on%20retail%20and%20consumer%20goods%20Number%208/Perspectives-on-Retail-and-Consumer-Goods_Issue-8.pdf
7	In absence of other humans, people create humans out of objects	People need social interactions	Principle	Social	Burgess, A.M., Graves, L.M., Frost, R.O., 2018
8	People are attracted ot things similar to themselves	People trust things that are similar to them	Principle	Social	Berger, C. R., and Bradac, J.J. (1982). Language and Social Knowledge: Uncertainty in Interpersonal Relations. London: Edward Ardnold
9	You will sell to computers rather than humans due to financial software	People don't care who they sell to	Trend	Technological	https://capco.com/Intelligence/Capco-Intelligence/Seven-tech-trends-driven-by-human-behaviour
10	Increase citizens living in large cities grows twice as fast		Development	Demographic	https://www.pwc.nl/en/topics/megatrends/urbanisation.html
11	Move to cashless societies		Development	Economic	https://www.globalwebindex.com/hubfs/Downloads/Connecting_the_dots.pdf?utm_campaign=Trends%202020&utm_medium=email&_hsmi=79285410&_hsenc=p2ANqtz-9g9GJN3RS8ICY-j78NGNIZ31GCb1Xf1vYkA12QILO2rTjcwhTSyyg2m-N-zsRtuXQw8KRdbN1VeRc1Y2xA4GKQSJW08Q&utm_content=79285410&utm_source=hs_automation
12	People have the highest trust on the topic of personal data in the financial services	People trust high old institutions	State	Social	https://www.globalwebindex.com/hubfs/Downloads/Connecting_the_dots.pdf?utm_campaign=Trends%202020&utm_medium=email&_hsmi=79285410&_hsenc=p2ANqtz-9g9GJN3RS8ICY-j78NGNIZ31GCb1Xf1vYkA12QILO2rTjcwhTSyyg2m-N-zsRtuXQw8KRdbN1VeRc1Y2xA4GKQSJW08Q&utm_content=79285410&utm_source=hs_automation
13	64% of respondens worry about how their personal data is being used	Privacy is a deep concern	State	Social	https://www.globalwebindex.com/hubfs/Downloads/Connecting_the_dots.pdf?utm_campaign=Trends%202020&utm_medium=email&_hsmi=79285410&_hsenc=p2ANqtz-9g9GJN3RS8ICY-j78NGNIZ31GCb1Xf1vYkA12QILO2rTjcwhTSyyg2m-N-zsRtuXQw8KRdbN1VeRc1Y2xA4GKQSJW08Q&utm_content=79285410&utm_source=hs_automation
14	Rise in becomming verified as human	They search for authentication	Trend	Technological	https://www.ericsson.com/4ae13b/assets/local/reports-papers/consumerlab/reports/2019/10hctreport2030.pdf
15	75% of european citizens use internet		State	Technological	https://www.bondcap.com/report/itr19/#view/3
16	Decline in smarthphone growth (almost everybody has a smartphone)	Almost everybody has a smartphone	Development	Technological	https://www.bondcap.com/report/itr19/#view/3
17	Eventhough e-commerce sales rise, so do retail sales	People still like to shop in physical stores	Development	Economic	https://www.bondcap.com/report/itr19/#view/3
18	Media consumed through mobile devices is rising	People want to consume media whereever they are	Development	Technological	https://www.bondcap.com/report/itr19/#view/3
19	Rise in complot theorist due to social platforms	Technology forces people into social bubbles	Development	Social	https://www.scientificamerican.com/article/why-social-media-makes-us-more-polarized-and-how-to-fix-it/
20	People share service subscriptions		State	Social	Observation
21	Fear of being offline	People fear that ther are missing out	Trend	Social	http://www.crowddna.com/features-posts/death-of-the-teenager/
22	Children are exposed to culture at a younger age	Local culture will blend more with digital culture	Development	Social	http://www.crowddna.com/features-posts/death-of-the-teenager/
23	Rise in cellular data use	People want to be connected at all time	Development	Technological	https://www.dutchcowboys.nl/nieuws/datagebruik-nederland-wordt-zeven-keer-zo-hoog-in-2022
24	Humans communicate visually		Principle	Social	https://www.seyens.com/humans-are-visual-creatures/
25	Rise in cloud technology adoption	People want to have acces to evrything from virtually any place	Development	Technological	https://www.bondcap.com/report/itr19/#view/3
26	In high numbers peope feel anonymous		Principle	Social	(Dinier, 1979) https://psycnet.apa.org/record/1980-32449-001
27	If you don't pay, you are the product		State	Economic	https://www.forbes.com/sites/benkepes/2013/12/04/google-users-youre-the-product-not-the-customer/#7ede6cdb76d6
28	Longer life expectancy and lower child rates	A higher percentage of the Dutch demographic will be older	Development	Demographic	https://www.pwc.nl/en/topics/megatrends/demographic-changes.html
29	Rise in voice interface	People want to interact faster	Development	Technological	https://thenextweb.com/growth-quarters/2020/01/30/digital-trends-2020-every-single-stat-you-need-to-know-about-the-internet/
30	Difficult to know what is real or what is fake	Decrease in online trust	State	Social	https://thenextweb.com/growth-quarters/2020/01/30/digital-trends-2020-every-single-stat-you-need-to-know-about-the-internet/
31	Social networking platforms most dominant place for young people to research new brands	They have higher trust in reviews from connections	State	Social	https://thenextweb.com/growth-quarters/2020/01/30/digital-trends-2020-every-single-stat-you-need-to-know-about-the-internet/
32	Working from home will be the new normal		Trend	Economic	Find source PwC
33	Rituals between people magnify normative relationships expereinces		Principle	Social	https://www.sciencedaily.com/releases/2020/10/201015134227.htm
34	The beginning of e-citinzship, being a citizin of the coumty without actually living there	People you interact with could be anywhere in the world	Trend	Political	https://e-resident.gov.ee/
35	Rise in trust political system during crisis	People look for authoraty in crisis siatuations	Principle	Political	https://dutchreview.com/news/76-of-dutch-people-trust-the-government-new-report-shows-biggest-attitude-shift/
36	People percieve digital firms as to bring them more value		State	Economic	https://hbr.org/2016/09/the-elements-of-value#:~:text=The%20Answer,customer%20loyalty%20and%20revenue%20growth
37	Increased importance on online privacy	People are scared of being tracked online	Development	Social	https://www.chiefmarketer.com/data-privacy-concerns-on-rise-report/
38	Increase in face altering AR-filters	People want to quickly enhance how they look	Development	Technological	https://www.newstatesman.com/science-tech/social-media/2019/10/how-instagram-plastic-surgery-filter-ban-are-destroying-how-we-see-our-faces
39	ICT sector is growing faster than the average Dutch market	More people will work in the digital sector	Development	Economic	https://www.cbs.nl/en-gb/news/2020/42/ict-sector-growing-faster-than-the-economy
40	Environmental issues are becoming increasingly important in consumtion behaviour	People see environmental friendly as necessary	Development	Ecologic	https://www.dutchcowboys.nl/automotive/trendrapport-2019-hoe-verschuivingen-in-gedrag-de-wereld-veranderen
41	Being a platform entertainer is becoming normal as career	Career based on the internet is normalized (new unions)	Development	Economic	https://capco.com/Intelligence/Capco-Intelligence/Seven-tech-trends-driven-by-human-behaviour
42	Consumption of low involvement products will become invsible / automated		Trend	Social	https://capco.com/Intelligence/Capco-Intelligence/Seven-tech-trends-driven-by-human-behaviour
43	People can be loyal to many different brands/people	People can be loyal to many different people	Principle	Social	Felix, 2014: Multi-brand loyalty: When one brand is not enough Qualitative Market Research: An International Journal, 17 (4) (2014), pp. 464-480, 10.1108/QMR-11-2012-0053
44	Stories and other ephemeral content is getting more popular then standard feed	People like to feel special	Development	Social	https://thesocialelement.agency/five-behavioural-trends-shaping-social-media-2019
45	The amazon effect: people expect fastest delivery and service also from smaller companies	Consumers have higher standards	Trend	Social	https://thesmartercrew.com/5-customer-behaviour-trends-2019/
46			Trend	Technological	https://www.ericsson.com/en/blog/2019/11/6-technology-trends-innovation-platform
47	Zero-touch network, design a system withouth the need for human configuration	Sel regulated systems	Trend	Technological	https://www.ericsson.com/en/blog/2019/11/6-technology-trends-innovation-platform
48	Information and connection overload, due to communicative acitivty competing on different levels	Communication from friends gets diluted with communication from companies	Trend	Social	https://journals.sagepub.com/doi/full/10.1177/0265407519836170?casa_token=C7Hz_auDA7gAAAAA%3ANmNkQiW_8TI4SUs5iVGM1i31BR0bKhaYbJ8dUNGIuUzChdrp4UEn0GRL27sWui0ARVt8o4GPLIN1#
49	People will form relationships with AI	Interactions with machine will feel similar to interactions with people	Trend	Technological	https://www.youtube.com/watch?v=4--ZT_ig5v0&ab_channel=TEDxTalks
50	Tech will be a means for people to show status		State	Social	https://www.youtube.com/watch?v=4--ZT_ig5v0&ab_channel=TEDxTalks
51	Decreasing trust in what is real		Development	Social	
52	Teens who don;t live with both parents increases	Internet is there new parent	Development	Demographic	https://longreads.cbs.nl/trends19/maatschappij/cijfers/bevolking/
53	A majority of Dutch residents has trust in authoritative institutions (police, judges, army)	Dutch people trust authority	State	Political	https://longreads.cbs.nl/trends19/maatschappij/cijfers/cultuur-en-samenleving/
54	98% of Dutch residents have acces to internet at home		State	Technological	https://longreads.cbs.nl/trends19/maatschappij/trends/
55	Use of direct messaging apps is rapidly increasing under poeple in the Netherlands age 75+	Interent is not just for the young people	Development	Demographic	https://longreads.cbs.nl/trends19/maatschappij/trends/
56	Negative respons to traditional definition of bueaty		Trend	Social	https://communicationmgmt.usc.edu/blog/consumer-behavior-in-2019-5-trends/
57	Growth in deluxe travel-size options	People want to feel special everywhere they are	Development	Economic	https://www.forbes.com/sites/pamdanziger/2019/01/13/6-global-consumer-trends-and-brands-that-are-out-in-front-of-them-in-2019/#491021474fe4
58	Cocooning , people create safer palces in their homes	People see safeplaces in the physical world	Trend	Social	https://www.forbes.com/sites/pamdanziger/2019/01/13/6-global-consumer-trends-and-brands-that-are-out-in-front-of-them-in-2019/#491021474fe4
59	HENRY's as the new trendsetters		Development	Economic	https://www.forbes.com/sites/pamdanziger/2019/01/13/6-global-consumer-trends-and-brands-that-are-out-in-front-of-them-in-2019/#491021474fe4
60	Young peopel mix and match with high and low luxury to express their personal style	People value how they are seen over the price of brands	Trend	Social	https://www.forbes.com/sites/pamdanziger/2019/01/13/6-global-consumer-trends-and-brands-that-are-out-in-front-of-them-in-2019/#491021474fe4
61	Phygital retail	Bring the convenience of the digital world to the physical world	Trend	Technological	https://www.forbes.com/sites/pamdanziger/2019/01/13/6-global-consumer-trends-and-brands-that-are-out-in-front-of-them-in-2019/#491021474fe4
62	Livestream shopping	People want to see how something looks before buying	Trend	Technological	https://medium.com/@brand_minds/9-emerging-consumer-trends-2020-2021-78e200d105f3
63	Digital wellbeing, with consumers turning to brand to help manage their health	People want to manage their health	Development	Technological	https://medium.com/@brand_minds/9-emerging-consumer-trends-2020-2021-78e200d105f3
64	Human contact being a premium service	People value human interaction over digital interaaction	Trend	Technological	https://medium.com/@brand_minds/9-emerging-consumer-trends-2020-2021-78e200d105f3
65	Voice commerce	People talk faster than they can type	Trend	Technological	https://medium.com/@brand_minds/9-emerging-consumer-trends-2020-2021-78e200d105f3
66	Cities becoming less popular, as remote work becomes the new standard	City will be the place for physical interactions	Trend	Demographic	https://www.bbc.com/future/article/20200629-which-lockdown-changes-are-here-to-stay
67	Integrations of platforms for goverment services (chiense able to arrange divorce through WeChat)		Trend	Technological	https://www.bbc.com/future/article/20200601-how-is-covid-19-is-affecting-relationships
68	Cooling off period, Chinese law mandating a 30 day colling off period before going through on divorce	Services are becoming to easy	Trend	Political	https://www.bbc.com/future/article/20200601-how-is-covid-19-is-affecting-relationships
69	Physical contact is part of the mechanism we use to set up our relationships	Phsycial interaction necessary for a good relationship	Principle	Social	Robin Dunbar, Oxford University (https://www.bbc.com/future/article/20200429-will-personal-contact-change-due-to-coronavirus)
70	Consumer trust only 34% of must brands	People rarely trust claims made by brands (have they been let down?)	State	Social	https://www.edelman.com/insights/in-brands-we-trust
71	Mass population often have less trust in goverment then informed public	The more informed you are the likelier you trust the other	Principle	Political	https://cdn2.hubspot.net/hubfs/440941/Trust%20Barometer%202020/2020%20Edelman%20Trust%20Barometer%20Global%20Report.pdf?utm_campaign=Global:%20Trust%20Barometer%202020&utm_source=Website
72	Decreasing trust in Technoogy	To many false companies?	Development	Technological	https://cdn2.hubspot.net/hubfs/440941/Trust%20Barometer%202020/2020%20Edelman%20Trust%20Barometer%20Global%20Report.pdf?utm_campaign=Global:%20Trust%20Barometer%202020&utm_source=Website
73	People have a higher trust in people form their local community then journalist	They live close by and are easy to speak to	State	Political	https://cdn2.hubspot.net/hubfs/440941/Trust%20Barometer%202020/2020%20Edelman%20Trust%20Barometer%20Global%20Report.pdf?utm_campaign=Global:%20Trust%20Barometer%202020&utm_source=Website
74	Higher trust in local/state government then central/fderal government	Interaction is quicker	State	Political	https://cdn2.hubspot.net/hubfs/440941/Trust%20Barometer%202020/2020%20Edelman%20Trust%20Barometer%20Global%20Report.pdf?utm_campaign=Global:%20Trust%20Barometer%202020&utm_source=Website
75	Brands as a Service	People want others to do good for them	Trend	Economic	Van de Bergh (2020)
76	Platforms have their own real currency	Will good behaviour on a platform be rewarded financially?	Trend	Economic	https://trends.fjordnet.com/trends/money-changers
77	De-identification software by Facebook	People don't want to be recognised by everyone	Trend	Technological	https://trends.fjordnet.com/trends/walking-barcodes
78	Theory of loss aversion, people hate to lose something more than gaining something new		Principle	Social	aversion#:~:text=Loss%20aversion%20is%20an%20important,as%20the%20pleasure%20of%20gaining.
79	Call-out culture	People are eager to point out the mistakes of other people/companies	State	Social	https://www.theguardian.com/lifeandstyle/2019/nov/01/call-out-culture-obama-social-media
80	Apple biedt all-in-one bundel aan	People don't want to go to 5 different places for the same offer	Trend	Technological	https://www.theverge.com/2020/9/15/21433205/apple-one-subscription-bundle-price-music-tv-plus-arcade-icloud

Left table (rows 81–100):

#	Statement	Description	Type	Type2	Person	Source
81	Ikea lanceert eigen 2e hands winkel	Groeiende vraag naar 2e hands	State	Economic		https://www.retaildetail.nl/nl/news/wonen/ikea-opent-eigen-tweedehandswinkel
82	Rise in second-hand clothing shopping from 62 to 70%		Development	Ecologic		https://www.fastcompany.com/90553879/4-fashion-insiders-reveal-how-the-industry-is-being-altered-by-covid-19
83	Opinion mining on social media	Everything you say on the interet can be tracked	Trend	Technological		https://www.analyticsinsight.net/top-10-natural-language-processing-nlp-trends-for-2021/
84	Distrust in payment through voice		State	Technological		https://www.searchenginejournal.com/new-study-reveals-what-people-are-buying-through-voice-assistants/287277/#close
85	Lower trust in C2C	Companies have to adhere to strict rules, indivuals on the platform less	State	Social		https://dnhk.blog/de-toekomst-van-ecommerce-en-online-betalen/
86	Ghosting	People find it easier to dissappaer then to actively say they want to stop the relationship	Principle	Social		https://www.newenglandcollegeonline.com/resources/sociology/how-technology-has-changed-the-way-we-interact/
87	I'm already doing quite green in this area	People are selective with their green beahviour.	State	Social		https://www.youtube.com/watch?v=9PZd1CPcAgA&ab_channel=Accenture
89	they're more easily distracted by multiple streams of media,	Heavy multi-screeners find it difficult to filter out irrelevant stimuli —	State	Social		
90	Inside joke signal camraderie, but also excludes people who don't get it	Inside jokes singla camraderie	Principle	Social		https://hbr.org/2020/07/sarcasm-self-deprecation-and-inside-jokes-a-users-guide-to-humor-at-work
91	Veel partnerships worden nu gesloten met het idee om de aanbieding richting de klant te vergroten	Mensen hebben geen behoefte aan veel verschillende merken	State	Economic	Pieter Verhoeven	
92	Bedrijven zoeken naar oplossing voor de customer lifetime journey, niet alleen punt oplossing	Bedrijven willen relvant zijn op meerdere plekken in leven	Trend	Economic	Pieter Verhoeven	
93	Bedrijven moeten nadenken over integrale ervaring	Bedrijven moeten meer samenwerken	Trend	Economic	Pieter Verhoeven	
94	De rol in de keten moet strategisch gekozen worden	Bedrijven gaan meer een achtergrond functie behoeven	Trend	Economic	Pieter Verhoeven	
95	De komst van super-apss	Komst van applicaties die brede klantvragen samenbrengt in 1 service	Trend	Technological	Pieter Verhoeven	
96	Adoptie is voor groot gedeelte opgebouwd uit vertrouwen	Mensen willen niet teleurgesteld worden	Principle	Social	Pieter Verhoeven	
97	Privacy belangrijke driver voor trust	Mensen willen niet dat hun geheimene doorverteld worden	Principle	Social	Pieter Verhoeven	
98	Er komt een grotere maatschappelijke druk op business modellen	Overheid probeert burgers te beschermen tegen bedrijven	State	Political	Pieter Verhoeven	
99	Platformen gaan selecteren om met participants, laat ik jou toe op mijn platform?	Mensen kijken naar bedrijven om interactie veiligheid te waarborgen	Trend	Economic	Pieter Verhoeven	
100	Partnerships worden normale manier van zaken doen	Web aan relaties	Trend	Social	Pieter Verhoeven	

Left table (rows 101–121):

#	Statement	Description	Type	Type2	Person
101	Open API beleid wordt key tot succes	Mensen willen toegang tot jouw service via hun eigen portaal	State	Social	Pieter Verhoeven
102	Het advertentie model is niet etisch	Adverteren is een race om aandacht	Principle	Economic	Pieter Verhoeven
103	Platformen met klik model tonen je geen content waar je niet op klikt	Alles waar je niet op klikt zal verdwijnen uit je digitale blik	State	Economic	Pieter Verhoeven
104	Stap naar een eigen platform is vor veel grote bedrijven nog te groot	Grote bedrijven zijn langzaam in hun digitale transitie	State	Social	Ron Martinek
105	Platformen zijn sluipmoordnenaars, voor dat je het weet stelen ze je klanten weg	Mensen zijn loyaal aan hun portemonnee	Principle	Social	Ron Martinek
106	Bedrijven hebben last van legacy, huidige systemen houdt hen veel bezig	Huidige challeenges bij een bedrijf nog veel te groot	State	Social	Ron Martinek
107	Samenwerken en focus op eigen capabiliy gaat het verschil maken	Bedrijven gaan steeds meer samenwerken	Trend	Economic	Ron Martinek
108	Duurt jaren voordat platform succesvol is opgezet. Beeld zal in de komende 5 jaar nog niet veel veranderen	Digitale interacties zullen over 5 jaar hetzelfde en uit zien	Development	Social	Ron Martinek
109	Verandering naar platform begint bij een verandering in de business strategie		Development	Social	Ron Martinek
110	IT wordt onderscheiende capability voor bedrijven, geen kostenpost meer	Strijd voor IT kennis	Trend	Social	Ron Martinek
111	Succes voor paltform begint bij core capability dan core interactie	Mensen zijn op zoek naar een goede interactie	Principle	Economic	Ron Martinek
112	Voor platformen valt er nog veel te winnen op het gebied van maatschappelijke functie	Huidige paltformen hebb en nauwelijks focus op maatschappelijke impact	State	Social	Ron Martinek
113	Mensen hebben geen zin/tijd om lang na te denken	Mensen hebben geen zin om lang na te denken	Principle	Social	Ingmar de Lange
114	Merken zijn ezelsbruggetjes voor beslissingen	Mensen willen snel een belssing kunnen maken	Principle	Social	Ingmar de Lange
115	Platformen hebben potentie om denk capaciteit over te nemen		Development	Economic	
116	Digitaal kan je fysieke producten niet testen, dus merk heeft hier een belangrijke rol	Mensen willen graag een product testen om het te vertrouwen	State	Social	Ingmar de Lange
117	Enerzijds merken minder belangrijk --> Alexa gaat straks bestellingen doen	Voice interfaces nemen besteltaak over van de mens	Principle	Social	Ingmar de Lange
118	Anderzijds merken nog belangrijker, ze bieden zekerheid	Mensen willen zeker weten dat ze een goede aankoop doen	State	Social	Ingmar de Lange
119	Ieder merk wordt een dienstverlening, albert heijn niet meer alleen product verkopen		State	Economic	Ingmar de Lange
120	Kans op overname door platform, amazon creert eigen huismerk voor services/producten	Consument koopt vaak een product van een merk die zij vertrouwen	State	Economic	Ingmar de Lange
121	Middle ground verdwijnt, alleen nog prijsvechters en premiums		State	Social	Ingmar de Lange

Right table (rows 122–167):

#	Statement	Description	Type	Type2	Person
122	Iets wat nu een premium is, is over 5 jaar een commodity		State	Social	Ingmar de Lange
123	Keuze principes waar grote merken nog op kunnen terugvallen, autoriteit en sociaal bewijs iets wat je over een lange termijn opbouwt	Reputatie en autoriteit bouw je op over een langere periode	Principle	Economic	Ingmar de Lange
124	Merken worden veel te complex gemaakt, is in essentie een ezelsbruggetje		State	Social	Ingmar de Lange
125	**Hoe betere jij kan samenwerken met andere hoe relevanter jij wordt voor je klant**		State	Social	Ingmar de Lange
126	Het is belngrijker dat jij op het juiste moment aanweizgheid bent bij de consumptie	Mensen maken veel keuzes op het moment van aankoop	Principle	Social	Ingmar de Lange
127	In Bolt (a swedish version of Uber), drivers get a better cut		State	Economic	Richard Nordlund
128	**Brands need to think about their image towards, consumers, producers but also society**	Bedrijf wordt bewust van sociaal maatschappelijk belnag	Trend	Social	Richard Nordlund
129	Platforms is not about maximising consumption, but about maximising use/views	Business models are build on advertisements	Principle	Social	Richard Nordlund
130	Luxury brands want to control the enitre expereince	Heritga ebrands are able to not play in a platform	State	Social	Richard Nordlund
131	As an orchestrator the quality of expereince is still controlled by the producer	Platforms should be critical on the players on the platform	State	Economic	Richard Nordlund
132	**It's easier to trust an individual**	It's easier for a person to trust an individual	Principle	Social	Richard Nordlund
133	**100% perfect is not believeable**	100% perfct is not believable	State	Social	Richard Nordlund
134	Purpose is the differentiating factor	Consumer search for companies that have an intrinsic motivation	State	Social	Richard Nordlund
135	Not a lot of brands are purposeful, H&M claim for durability not credible		Principle	Economic	Richard Nordlund
136	Platforms win by having everybody on it		State	Social	Richard Nordlund
137	User friendlyness is the minimum niet de differentiator	People expect high user friendliness	Development	Social	Daniel van Norren
138	Bedrijven moeten nadenken in termen van ecosystemen			Social	Daniel van Norren
139	Binnen een bestaand platform zijn de rankings heel belangrijk	Mensen vertrouwen reviews meer dan bedrijven	State	Economic	Daniel van Norren
140	Het creeren van touchpoints buiten platform van een ander cruciaal	Philips doet dit met eigen ecosysteem		Social	Daniel van Norren
141	Spotify maakt toegang tot bupliek veel democratischer			Social	Wilbert Mutsears
142	Worden basis regels gesteld aan uploads (meta data, nodig voor goed gebruik van Spotify)			Social	Wilbert Mutsears
143	Spotify moet een one-stop shop worden waar alles te vinden is	Apps proberen iedereen aan te spreken	Development	Economic	Wilbert Mutsears
144	Monopolie van distributie is verdwenen	Monopolie van distributie is verdwenen	Development	Social	Wilbert Mutsears
145	Platform is een zoekmachine		State	Social	Wilbert Mutsears
146	Zoekmachine werkt het best als alles wilt je wilt vinden en er op staat	Mensen willen toegang tot alle content		Social	Wilbert Mutsears
147	Rol van spotify is om een zo rgoot mogelijke bibliotheek te krijgen			Economic	Wilbert Mutsears
148	Alleen iets vinden is niet meer genoeg voor de consument	Mensen willen altijd verast worden		Social	Wilbert Mutsears
149	Mensen zoeken naar nieuwe muziek via nieuwe kanalen	Belangrijk voor bedrijven om te weten waar die zoektocht lansg gaat		Social	Wilbert Mutsears
150	Geen homepagina ziet er meer precies hetzelfde uit als voorheen	Mensen willen een persoonlijke ervaring		Social	Wilbert Mutsears
151	Spotify weet niet preces wat je leuk vindt, alleen wat mensen die lijken op jou leuk vinden	Consument is data punt in een grote wolk		Economic	Wilbert Mutsears
152	Spotify heeft te maken met buitenlandse culturen maar is opgericht met zweeds wereld beeld			Social	Wilbert Mutsears
153	Spotify biedt duidelijke VP naar de muziekmakers, afzetmarkt + inzichten die je via een normaal label niet zou krijgen			Social	Wilbert Mutsears
154	Iedereen kan muziek maken, maar niet iedereen is er in geinteresseerd			Social	Wilbert Mutsears
155	Elke stage-gate process is rijp om door een platform overgenomen te worden	Merken moeten nadenken over hun core-interactie met de klant en welke stagegates er zijn in hun VP		Economic	Wilbert Mutsears
156	Platformen zullen de dominante vorm van consumptie blijven de komende 5 jaar (voor muziek)			Social	Wilbert Mutsears
157	Lijn tussen echt en nep wordt flinter dun			Social	Tom van den Bergh
158	Digitale tokens krijgen waarde	Mensen willen graag zekerheid over de echtheid		Social	Tom van den Bergh
159	Fysieke winkels worden manieren voor digitale bedrijven om echtheid te geven	Mensen vertrouwen eigen zintuigen het best		Economic	Tom van den Bergh
160	Het gebruik van influencers creert credibility	Mensen vertrouwen de berichten van merken niet meer		Social	Tom van den Bergh
161	Influencers geeft menselijke kant aan merken	Mensen hebben behoefte aan herkenning		Social	Tom van den Bergh
162	Wegglijden van beeld cultuur			Social	Tom van den Bergh
163	Merken worden een always on-principe	Mensen verwachten dat alles 24 uur voor hen klaar staat		Economic	Tom van den Bergh
164	De zoektocht naar levnes relevant zijn			Social	Tom van den Bergh
165	Merken worden willen relevanter worden buiten hun eigen core-business			Social	Tom van den Bergh
166	Banken ronselen klanten vanaf een jonge leeftijd	Bedrijven moeten mensen ronselen al voor dat zij de target group worden		Social	Tom van den Bergh
167	Merken zijn wellicht geen merken meer, maar worden leverancier			Economic	Tom van den Bergh