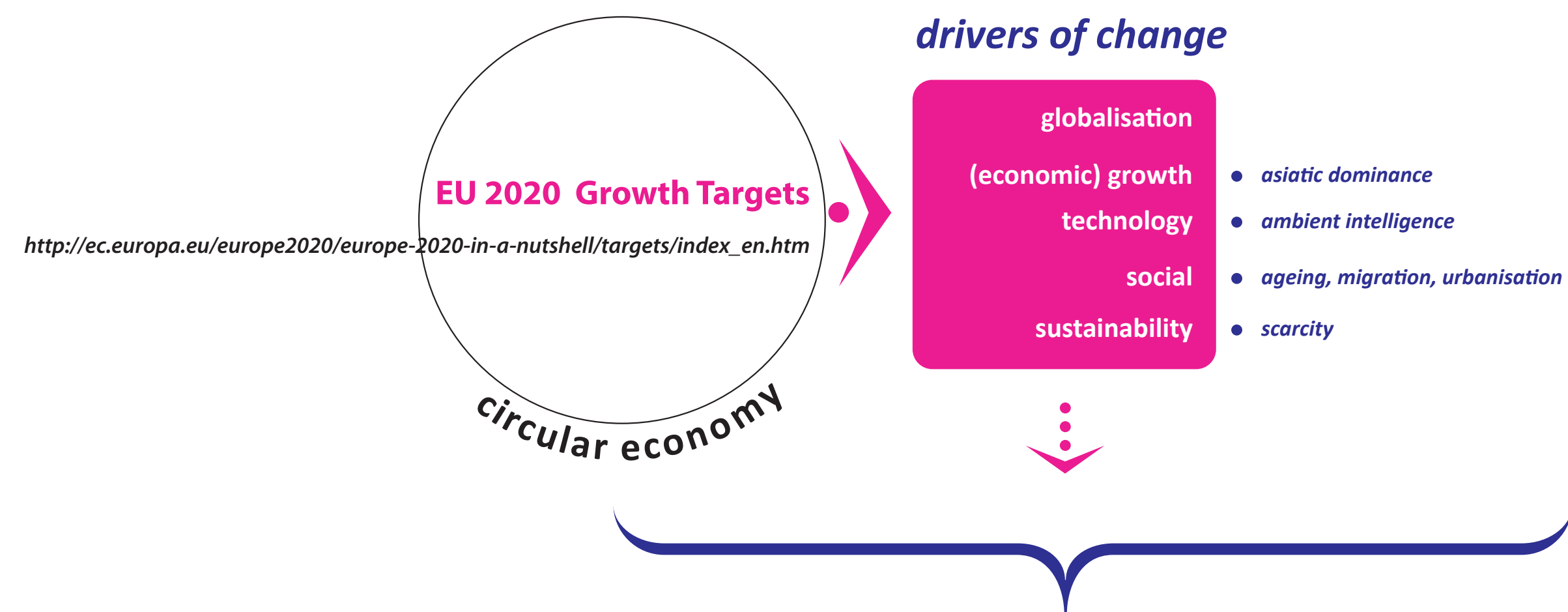


change maker agenda funding sources

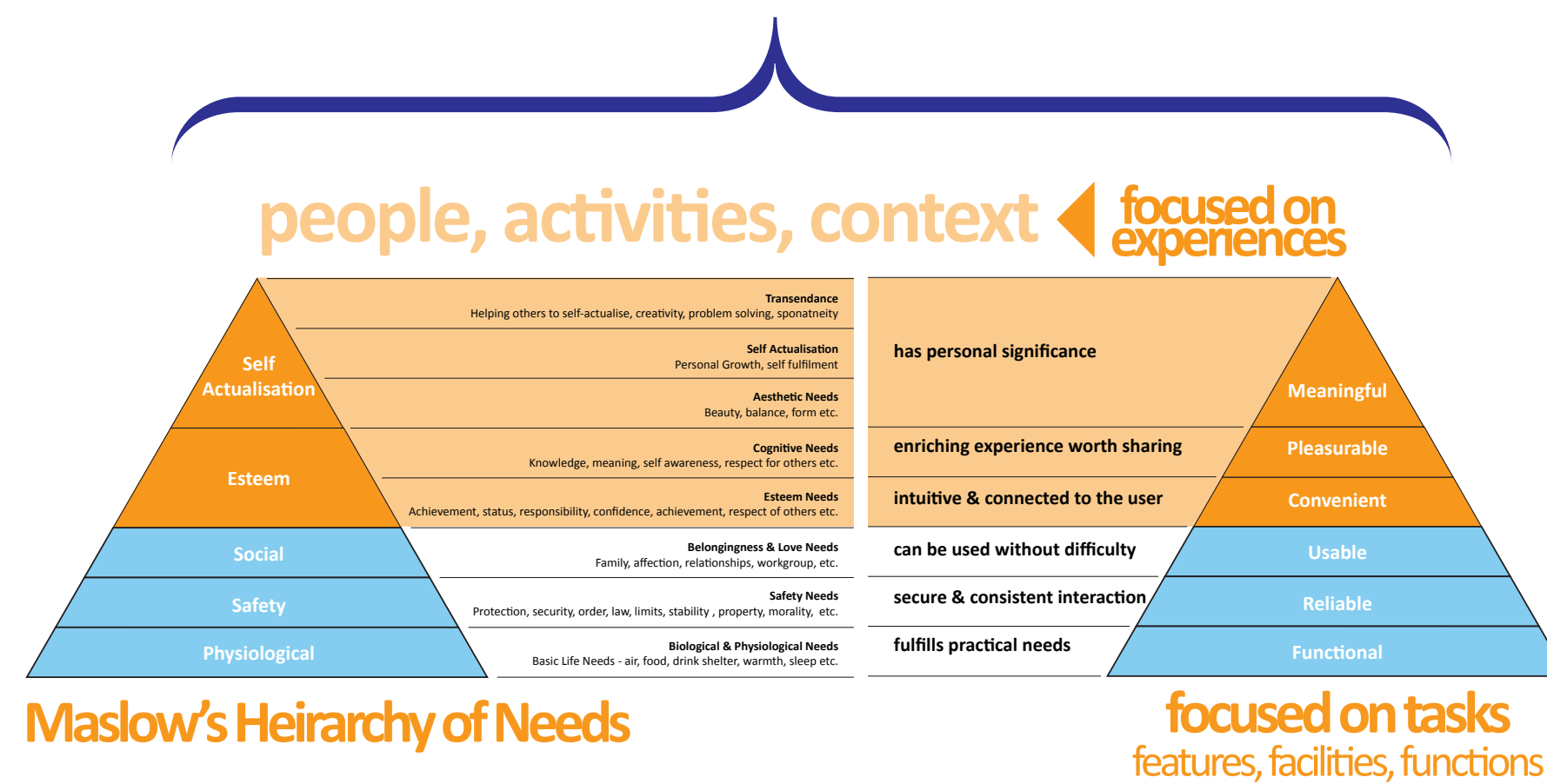


enterprise impact



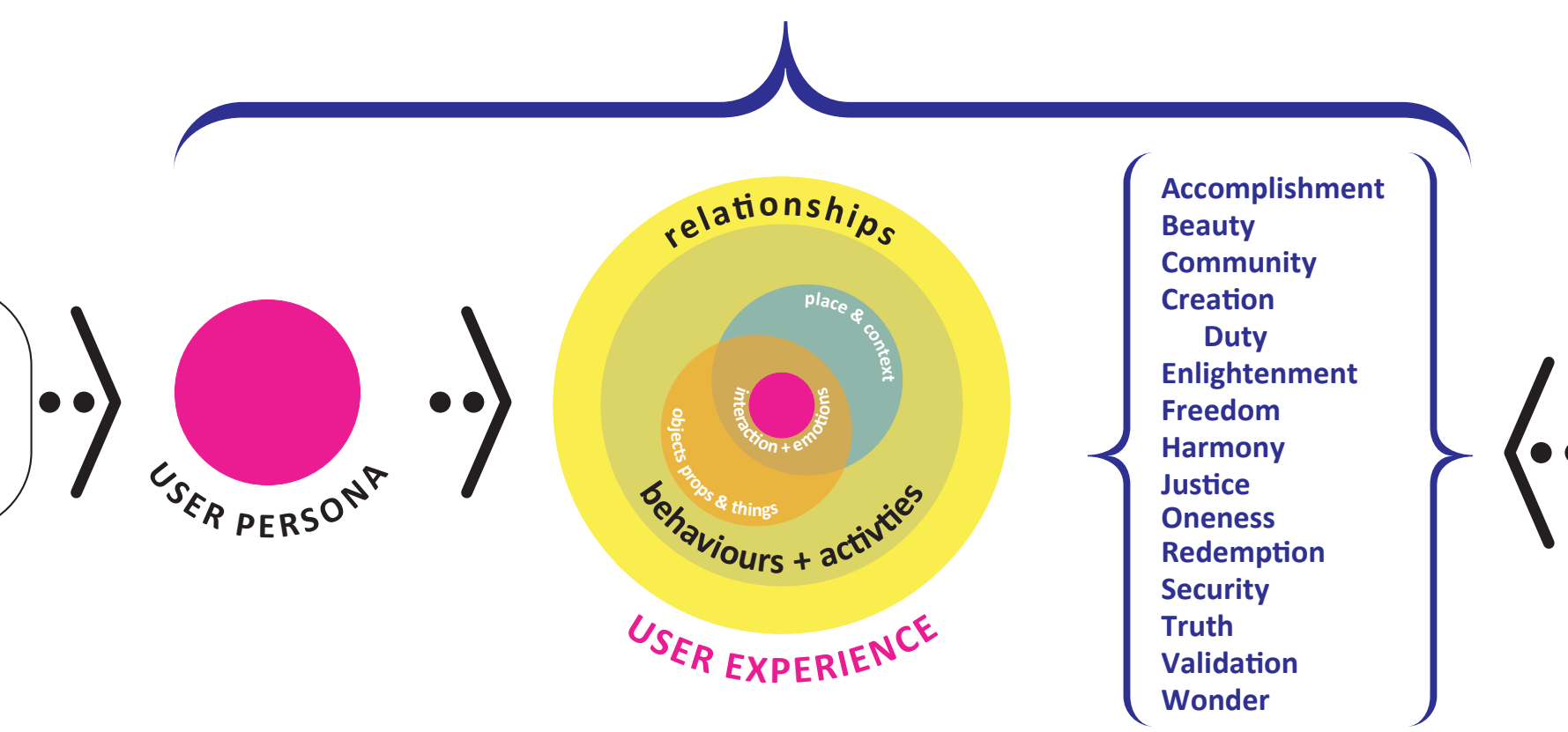
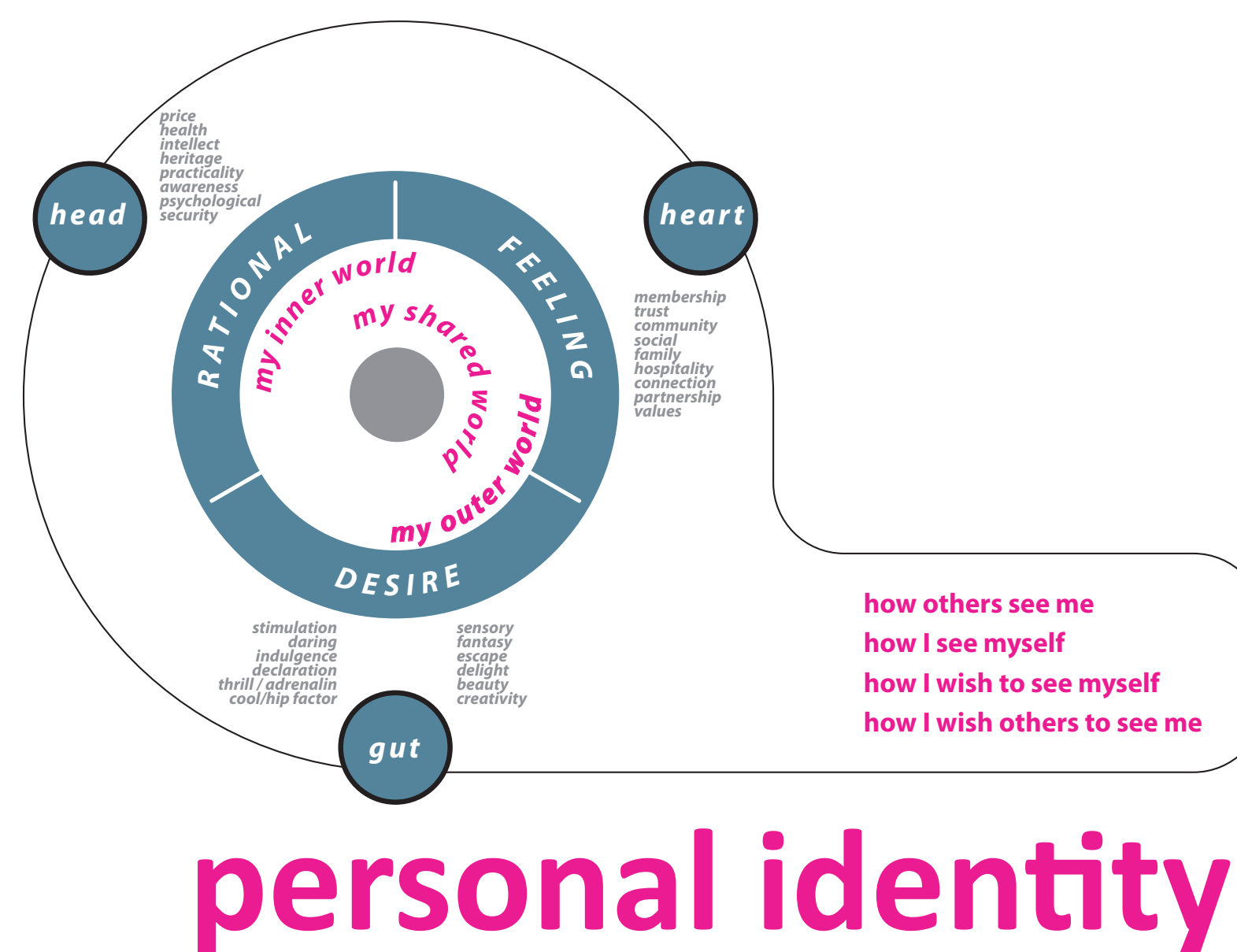
innovation themes	enrichment			identity			wellbeing			empowerment		
issues	experience	development	independent living	self expression	living space	social interaction	nutrition	health	security	recreation	engagement	advocacy
perennial	entertainment annual vacation	schooling life skills	personal space social groups	personal facets reflection	home work place	work relationships work relationships	diet nutrition	pro-creation death	safety law & order	leisure sport interests	employment charity	vote representation
current	extreme tourism retirement	behavioural change life long learning	social media communities "i" identity	personal styling guerrilla entrepreneur	solitary dweller work live spaces	"weird" communities public space	food provenance child obesity	preventative care remote care	anti-stuff social care	"Zing" learning grey sport	social inclusion collaborative and	pressure groups personal marketing
emerging	DNA genealogy retirement	cognitive behavioural therapy guerrilla curriculum	40+ & living with parents E-4 "temporary dwelling"	global "i" retail "slow" persona	eco habitist global migrants	"i" heritage globalised "weird" group	slow food food banks	designer bodies designer death	bullying fuel poverty	"tree rapping" ghost vacation	social enterprises lifestyle / ethnic subculture	auto "i" debate life portfolio

innovation agenda



Donald Norman
creating pleasurable interfaces
progressing from product tasks to product experiences

"It is not enough that we build products that function, that are understandable and usable - we also need to build products that bring joy and excitement, pleasure and joy, and yes beauty, to people's lives."



consumer motivations

EMOTIONAL DRIVER	CITIZENSHIP	FREEDOM	STATUS	HARMONY	TRUST
CONSUMER ASPIRATION	love of the world	love of the thrill	love of the class	love of the tribe	love of ethics
EMOTIONAL PROMISE	ENGAGEMENT	ESCAPE	GLAMOUR	CONVIVIALITY	SECURITY
CONSUMER MOTIVATION	doing good sustainability justice equality humanity	breaking out stimulation survival risk change	shine recognition predictability craft pleasure	sharing joy connection celebration renewal family	stewardship knowledge solutions heritage support

user experience themes