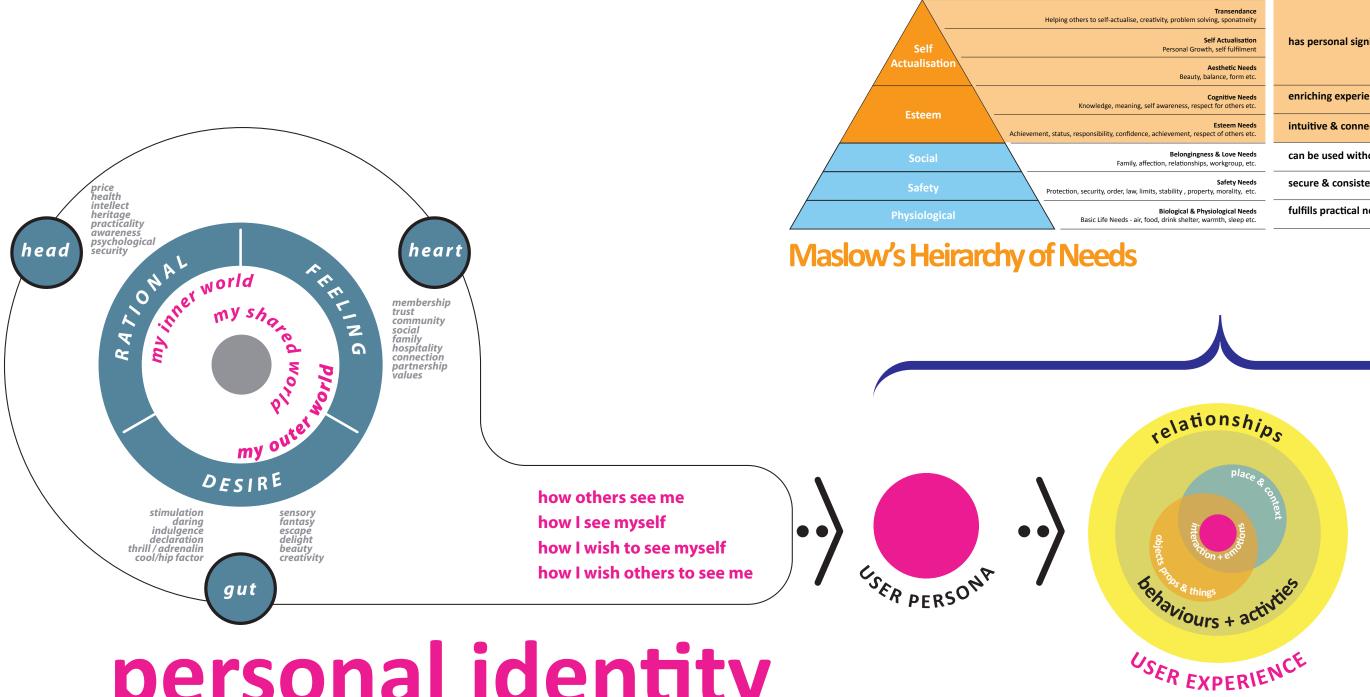
### **EU 2020 Growth Targets**

http://ec.europa.eu/europe2020/europe-2020-in-a-nutshell/targets/index\_en.htm

# circular economy

# enterprise impact





# personal identity

# change maker agenda funding sources

#### drivers of change

#### globalisation

(economic) growth

technology

social

ambient intelligence

asiatic dominance

- ageing, migration, urbanisation
- sustainability scarcity

s	enrichment			identity			wellbeing			empowerment		
s	experience	development	independent living	self expression	living space	social interaction	nutrition	health	security	recreation	engagement	advocacy validation
1	entertainment	schooling	personal space	personal tastes	home	work relationships	diet	pro-creation	safety	leisure sport	employment	vote
	annual vacation	life skills	social groups	reflection	work place	work relationships	nutrition	death	law & order	interests	charity	representation
	extreme tourism	behavioural change	social-media communities	personal styling	solitary dweller	'trend' communities	food provenance	preventative care	anti-theft	'fringe learning'	social inclusion	pressure groups
t	retirement	life long learning	'e' identity	guerilla consumer	work-live spaces	public space	child obesity	remote care	social care	grey sport	collaborative aid	personal marketing
	DNA geneology	cognitive behavioural therapy	40+ & living with parents	global 'e' retail	eco habitat	'e' heritage	slow food	designer babies	bullying	'free ranging'	social enterprises	auto 'e' debate
7	retirement	guerilla curriculum	1:4 'temporary dwelling'	ʻcloud' persona	global migrants	globalised 'minority' groups	food banks	designer death	fuel poverty	ghost vocation	lifestyle / ethnic autonomy	life portfolio

# innovation agenda

### people, activities, context focused on experiences

has personal significance enriching experience worth sharing ntuitive & connected to the user can be used without difficulty secure & consistent interaction fulfills practical needs

### focused on tasks

features, facilities, functions

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

### **Donald Norman**

creating pleasurable interfaces progressing from prodduct tasks to product experiences

Accomplishment Beauty Community Creation Duty Enlightenment Freedom Harmony Justice Oneness Redemption Security Truth Validation Wonder

# consumer motivations

ΕΜΟΤΙΟ	NAL 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
EMOTION	IAL PROMISE	ENGAGEMENT	ESCAPE	GLAMOUR	CONVIVIALITY	SECURITY
CONSUMER	MOTIVATION	<b>doing good</b> sustainability justice equality humanity	<b>breaking out</b> stimulation survival risk change	<b>shine</b> recognition predictability craft pleasure	<b>sharing joy</b> connection celebration renewal family	<b>stewardship</b> knowledge solutions heritage support

# user experience themes

