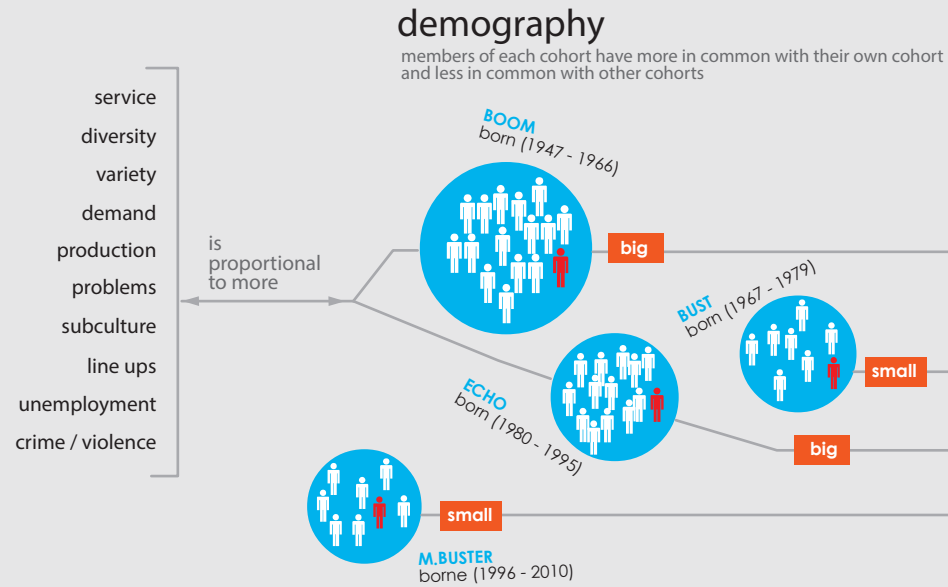


Trends

knowledge is applied to knowledge

problem

big cohorts set a variety of variables in motion



approach

solve a problem ?

cure a cause ?

analyze

we can not study an entire group but we can pick individuals within that group

individuals who represent characteristics of that particular cohort

some characteristics are:

- music
- stylistic innovation
- fashion
- behaviour
- aesthetic
- dance
- signs
- working class

solution

working with persona allows us to identify pattern and attributes easier

gives us 1 profile



the particular cohort associates itself with this profile which will meet the needs of many representatives of that particular cohort who associate with this profile

end goal

to identify a subculture: a group of individuals sharing same lifestyle

identification of a lifestyle

- cramming or balancing multiple tasks
- more stress
- less time
- more activities
- in need of control or overview
- need for flexibility
- need for space
- more need for organization



which needs will change for them?
which needs will stay the same?

