

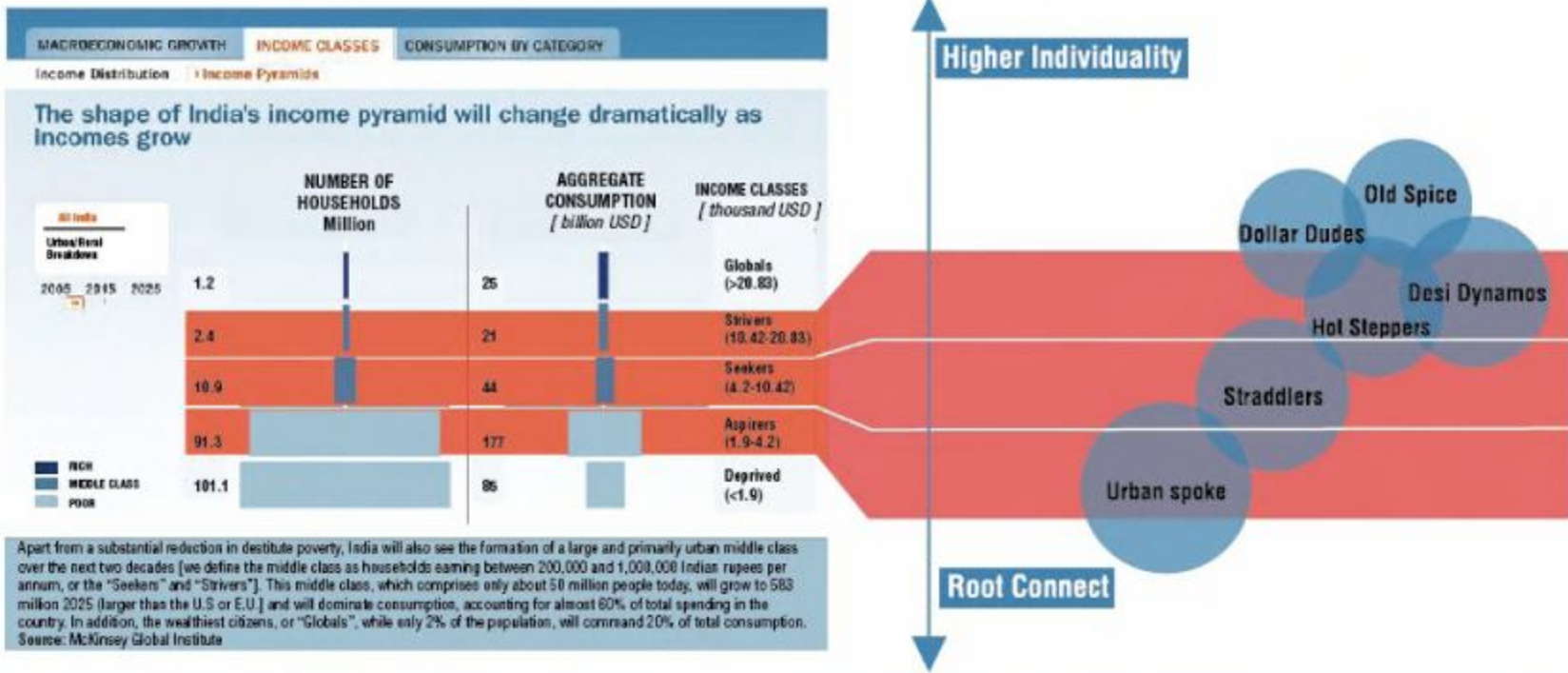


SAMPLE REPORT
Overview : Urban Consumer Segments
and Social Megatrends for 2010-11

ONIO's SEGMENTS

					
Urban Spokes 167-334 USD	Straddlers 334-834 USD	Desi Dynamos 740 > USD	Hotsteppers 400-850 USD	Old Spice 1667 >USD	Dollar Dudes 937 > USD
Support Staff Skilled labour Clerks	Students Single Settlers Software engineers	Traders Factory Seniors	Techie young families DINKs (Double Income no Kids)	Family businesses Traditional wealth	Early achievers NRIs (Non Resident

LOCATING ONIOs SEGMENTS ON INTENTIABILITY AND MCKINSEY INDIA REPORT 2000 MODEL.



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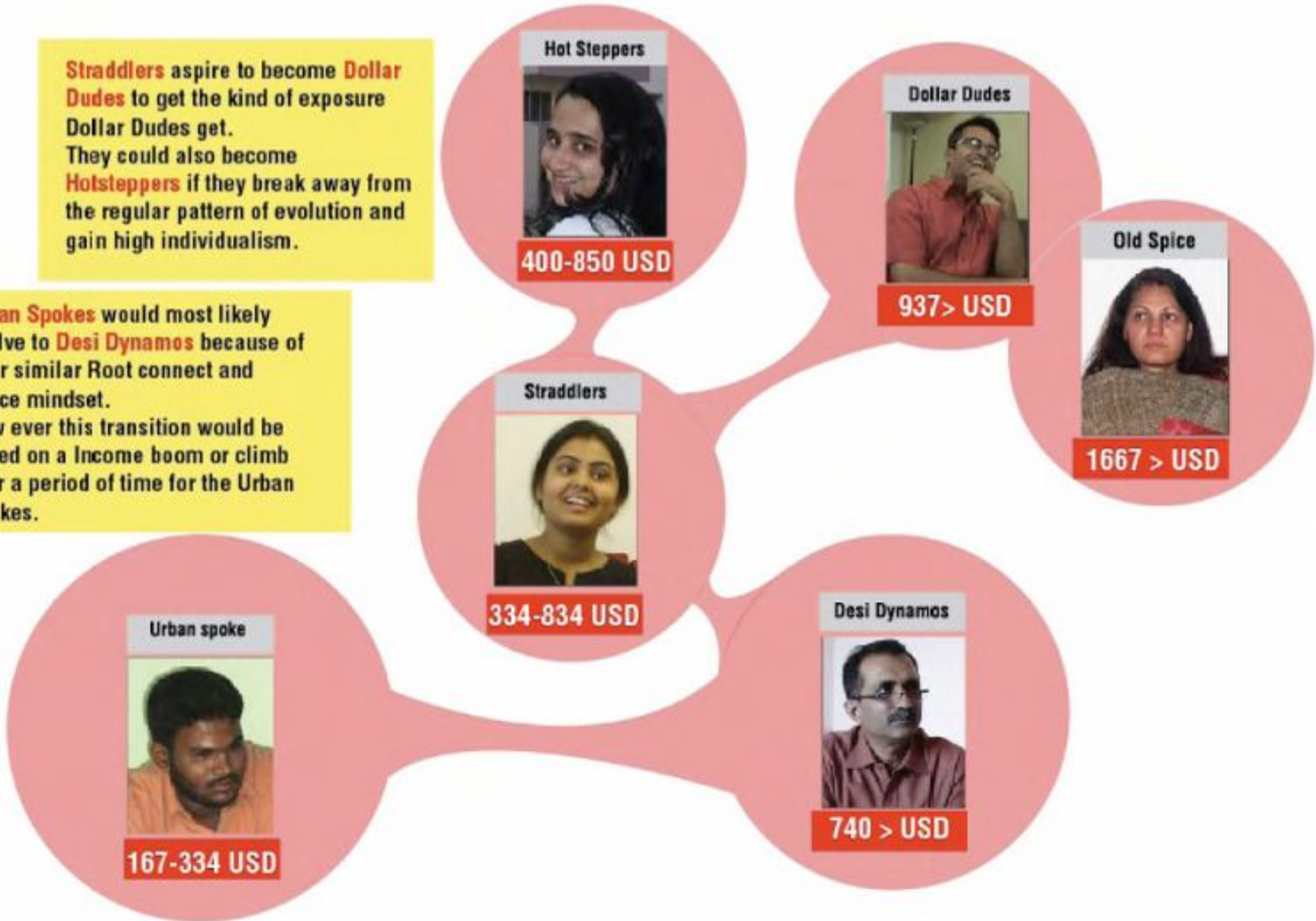
SEGMENT EVOLUTION BASED ON *INTENTIABILITY*

HIGH INDIVIDUALISM

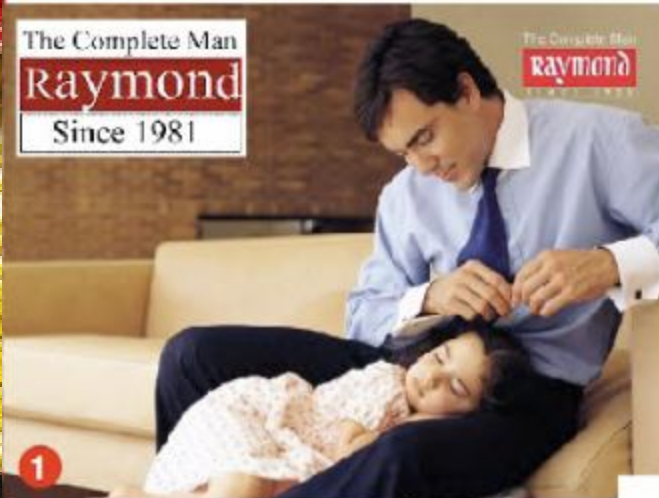
Straddlers aspire to become **Dollar Dudes** to get the kind of exposure Dollar Dudes get. They could also become **Hotsteppers** if they break away from the regular pattern of evolution and gain high individualism.

Urban Spokes would most likely evolve to **Desi Dynamos** because of their similar Root connect and hence mindset. However this transition would be based on a Income boom or climb over a period of time for the Urban Spokes.

↑
ROOTED



DESI DYNAMOS | Behaviour and choice patterns



1



2



3



4



5



6



SOCIAL: Traditionalists, rooted, handling the dichotomy of old and new firmly.

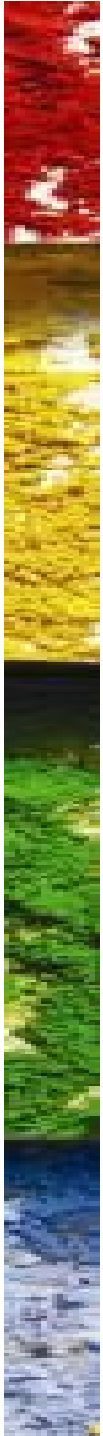
BRANDS: Brands with active media coverage are status symbols providing reputation within social circles.

PRODUCTS: Value for money, durability, reliability, serviceability, bold and bright

- 1 **CLOTHES for men-** Brands that have stood the test of time. Designs which re-invent themselves.
- 2 **CARS-** Hyundai Verna, a low priced car is feature loaded. Its bulbous form adds to the value for money mentality of 'Desi Dynamos'
- 3 **CLOTHES for women-** Grandness through embellishments, decorating techniques like embroidery and sequance and much preferred by the women. Traditional clothing with rich colours and a bit of gold.
- 4 **SHOES AND WATCH-** imposing and accentuated form. Added robustness through stitches. Thick chrome bands or bold type show-off quality.
- 5 **PHONES-** iphones are cool as also the new interactive Samsung 840e sleek form with feather touch buttons.



TREND 1



MAXSELF

This Trend is 'customization' for Identity and Empowerment. Customizing the world to be 'More Me'. Maxself allows for multiple personas of one person existing simultaneously as well as multiple people forming a network of single identity. Maximizing oneself and one's environment to be more unique.

MAXSELF | Concept



With great cross cultural osmosis MAXSELF is one trend that has been evolving in India rapidly. From using signs, symbols and art it has graduated to language, layers and deeper semantics that assist self expression and exploration in intricate whorls.

KEYWORDS

Exploring facets of self
Self Awareness
Expressing Identity
Collective Identity
Branded people
Customization
Multiple personality
Expressions

MAXSELF | Indicators



FULLY CUSTOMIZABLE FIAT 500

The 500 can be whatever you want it to be. You can configurative it in 500,000 different ways. You can now build the new 500 using the video configurator. You can choose your favorite color, wheels, fabrics and options, and customize it with a wide variety of stickers that only the 500 can offer.



BUILD YOUR OWN SPACE

Real estate will soon have options for building your own apartment spaces, within an existing apartment building. You can choose the room sizes, the partitioning, the flooring and the wall colors. The need for individualistic houses to accommodate individualistic needs is becoming important.



SAMSUNG KARAOKE MOBILE

Samsung Beat 270 has dual loud speaker, Karaoke Music Phone offering music lovers a unique experience with Samsung's patented digital natural sound engine. It includes many new advanced and highly technical features like karaoke music being played which brings excitement to all. Also one mesmerizing feature in it is the music-recognition software it has. It brings surprise to its users when it provides them with all the information regarding the song played, which makes the model outstanding.

MAXSELF | Mature economies indicators



BUY IT ON YOUR TERMS

TryPhone gives you the ability to try cell phones before you buy. Use their interactive online virtual handsets to test-drive mobile devices, applications, content and services, as well as watch demos - right from the comfort and convenience of your own computer.

Source: Tryphone



USAGE FIRST

The new Apple store in NYC (meatpacking district) is focused on users rather than products. Apple amateurs check their mails exchange tips with vendors who are only recognisable by a turquoise tee shirts.



TEAM BUYING

MyFootballClub is a venture that aims to first register and then recruit as paid members at least 50,000 football enthusiasts from across the world to purchase an English association football club. This example is inspired by the Chinese technique of Tuangou or team buying which aims to drive unprecedented bargains by combining the reach of the internet with the power of the mob. The practice originated in online chat-rooms but has quickly inspired several specialist websites.

Source: <http://www.myfootballclub.co.uk/>
<http://www.liba.com/index/>

MAXSELF | CMF Panel



- Colours of exotic individuality- colours created through interesting proportions of primaries and those which create fresh luminiscence. Mix and match and come up with unique juxtapositions.

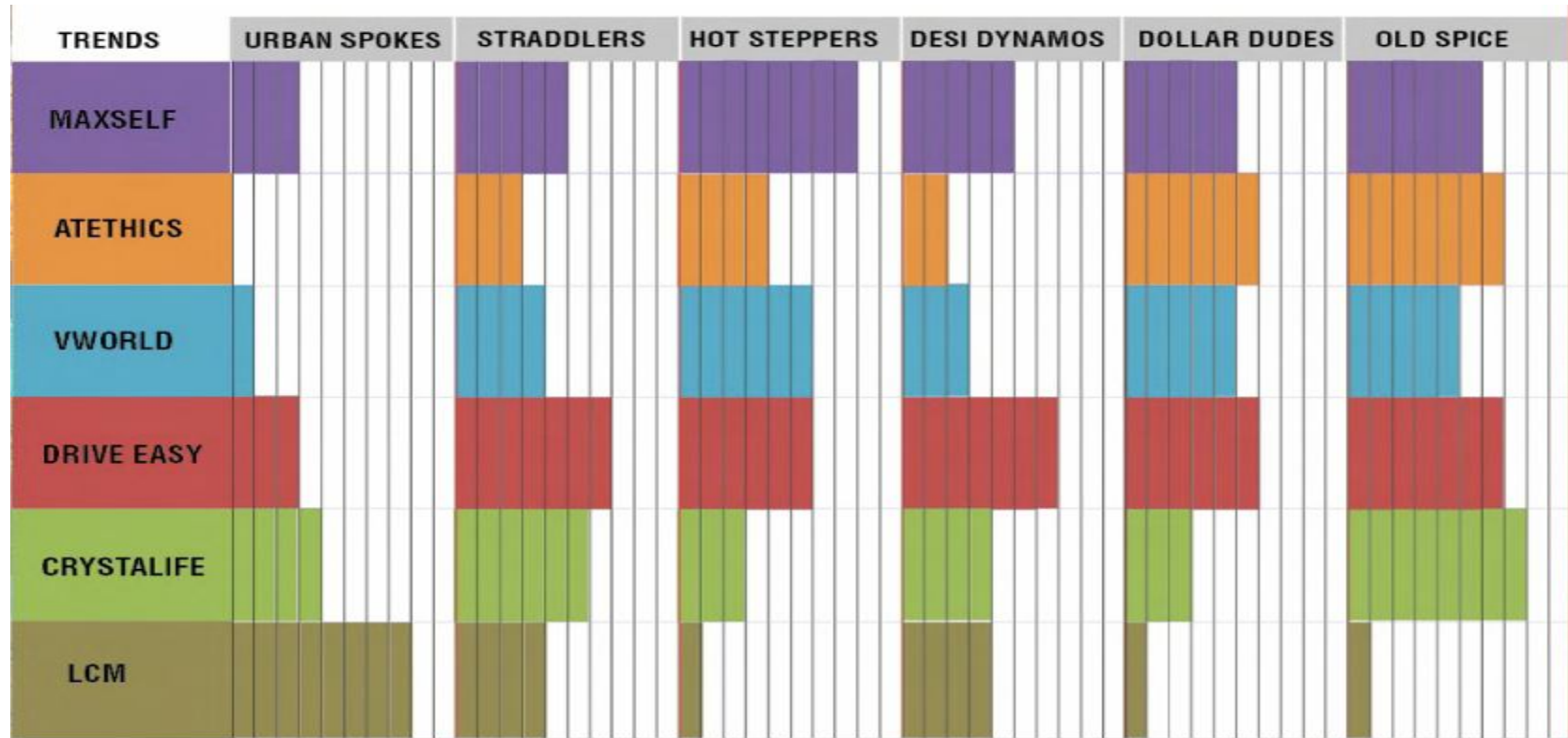


- Pliant materials like neoprene used along with conventional strong materials like steel to create a unique language.
- Exotic accentuations like fossil tiles that become conversation pieces.



- Surface finishes that allow customization like laser etchings.
- Personalised organic shapes that counters mass manufacturing.

Lifestyle Trends | Mapping over segments



THANK YOU

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Lifestyle Trends

MASSEL

This trend is about self branding. Customizing the world to be "me" and "Myself" allows for multiple personas of one person existing simultaneously as well as multiple people forming a network of single identities. Branding oneself and one's environment to be one's self.

KEYWORDS

- Branding Self
- Use of personal mythology
- Expressing identity
- Unique
- Customization
- Making ordinary seem unexpected and poetic
- Multiple personalities
- The total sense of style
- Expression without probing the boundaries.



COLOURS: Gold and overpowering, jewel saturated colors



ATETKWS

Focus is rediscovering a social conscience of ethics, compassion and empathy through personal involvement and activism. One is defined by the choices he makes towards creating a lifestyle.

KEYWORDS

- Practical yet practical
- Discipline of nature (Nature kits)
- Ethical politics
- Organic and respectful
- Emphasis on being, entering in personal sense of style
- Practical ethics
- Imperfect beauty



COLOURS: Nature driven, not packaging, clarity



VWORLD

This trend seems beyond the excitement of the virtual world. VWORLD is about re-creating a whole new personal universe. Technology isn't limited by creating a 3D/VR/AR, users enjoy different control interfaces accept that to you and your lifestyle to excite and inspire.

KEYWORDS

- Re-creating personal universe
- Virtual experiences
- High energy
- Excite and inspire
- Virtual Living



COLOURS: Plastic, unreal, futuristic



DRIVE EAST

This trend represents a transcendence of technologies and services to serve society with more compassion and care catering to their convenience, desire and emotions through "care" facilitated efficiency.

KEYWORDS

- More Efficiency
- Interactivity content and ergonomics
- Fluid and accessible
- Simple and user friendly
- Convergence
- Localized, personalized both
- Business relevant built in efficiency



COLOURS: Warm, soft, saturated



CRYSTALIFE

The need to protect oneself from harsh unpredictable realities of life outside world is becoming increasingly important for us. In the future, people would be looking for escape routes with a sense of security and safety. Safety, affordability and safety comes from being masculine and futuristic for "them".

KEYWORDS

- Safety and Security
- Resilience and Asbestos
- Clarity
- Safety
- Story telling
- Culture of cocooning
- Lipstick- "just the right amount"



COLOURS: Techno-affetic, back to roots, contemporary



LCM Luxury as a Common Multiplier

LCM is about the need to back-to-back luxury for me. Affluence luxury is an experience, a by-product of remarkable experiences. Such luxuries are easy to reach and feel aspirational that of an elusive need if it comes in smaller quantities.

KEYWORDS

- Small indulgences
- More options
- Process the Engineering
- Cover table top
- Transcending luxury
- Money trail



COLOURS: Abstract, colorful, more

