



MiNTEL

MiNTEL TRENDS

Be stimulated. Be validated. Be disruptive. Be inspired.

USER GUIDE



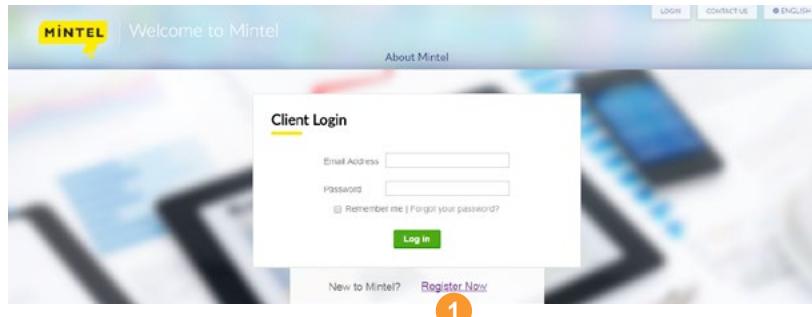
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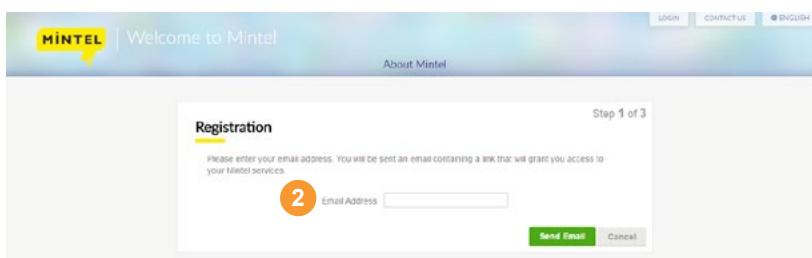
CREATING A PROFILE

Go to portal.mintel.com.

1. Click “Register Now” in the “New to Mintel?” section.
2. Enter your company email address and click register for access (our system will automatically recognise your company email URL).
 - A link will be emailed to you to activate your account from Mintel client services (please ensure you check your spam folders).
 - Click on the link which will take you to a registration page.
 - Fill in your details and set your password.
 - You have now created your profile.



The screenshot shows the Mintel Client Login page. It features a login form with fields for Email Address and Password, and checkboxes for Remember me and Forget your password? Below the form is a green 'Log In' button. At the bottom of the page, there are links for 'New to Mintel?' and 'Register Now'. A large orange circle with the number '1' is overlaid on the 'Register Now' link.



The screenshot shows the Mintel Registration page, Step 1 of 3. It has a form asking for an Email Address, with a note: "Please enter your email address. You will be sent an email containing a link that will grant you access to your Mintel services." Below the form are 'Send Email' and 'Cancel' buttons. A large orange circle with the number '2' is overlaid on the 'Email Address' input field.

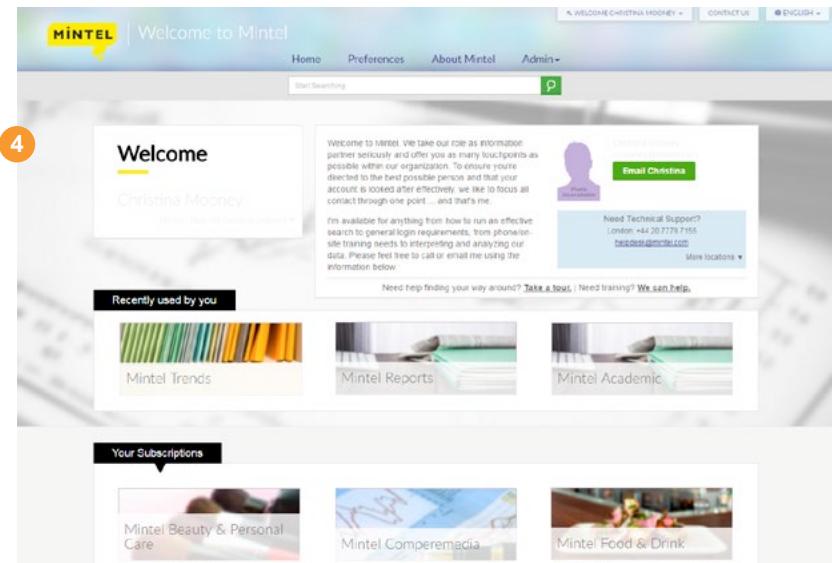
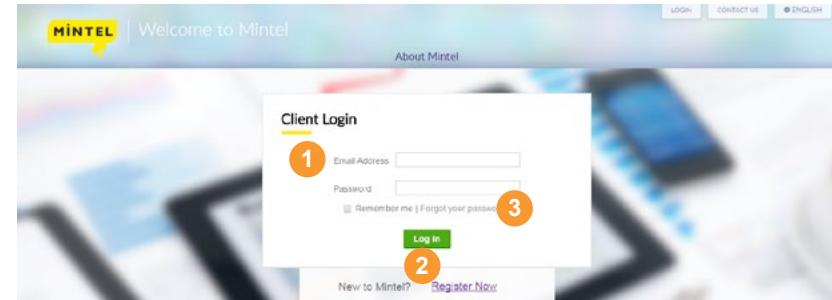
LOGGING IN

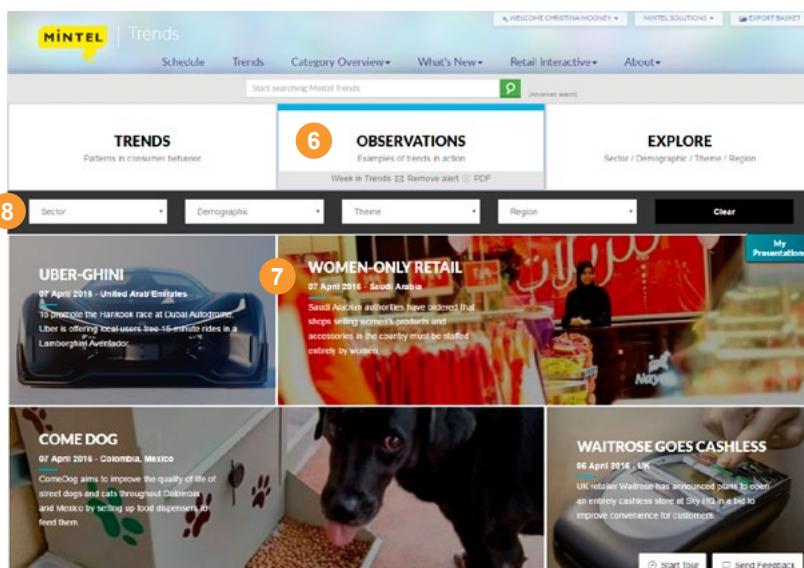
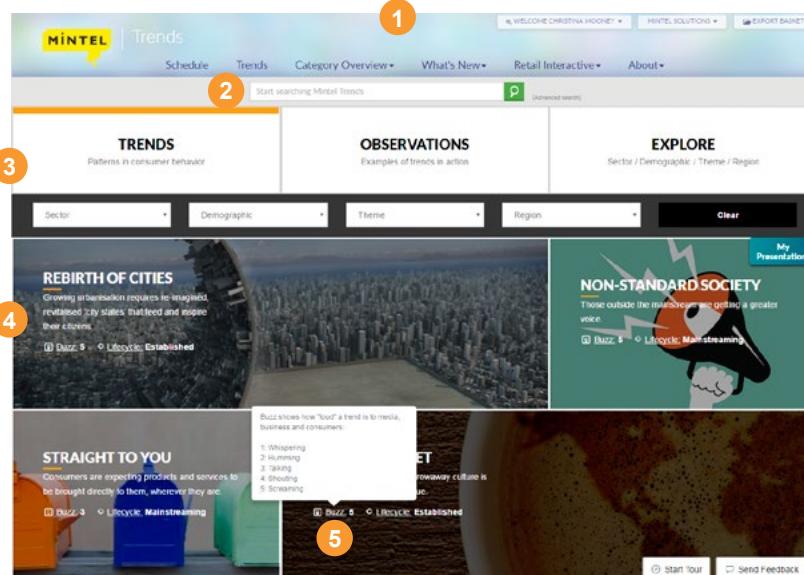
Go to portal.mintel.com.

1. Enter the username and password you created.
2. Click login.
3. If you have forgotten your password, click "Forgot your password?" to create a new one.
4. You are now logged into your Mintel services. Navigate to the your subscriptions menu to select a Mintel service. Other services that you have subscribed to will be listed here.

Please note:

The box titled Mintel solutions includes services you are not currently subscribed to.



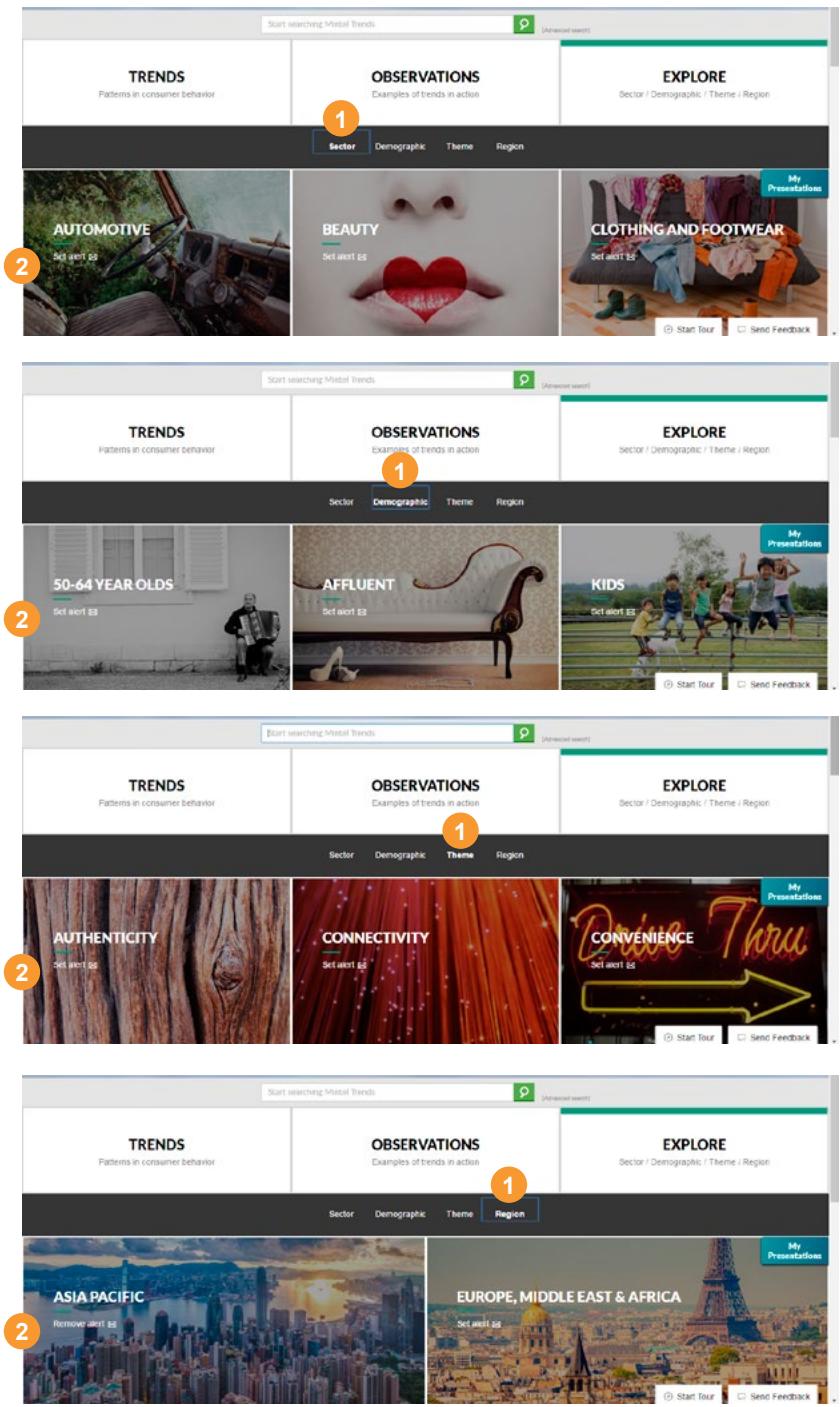


HOME PAGE

1. The primary navigation allows you to edit personal settings, view your export basket and access other Mintel products.
2. The horizontal menu bar enables you to run a search, navigate back to the Trends homepage and to access help documents, as well as Mintel Reports content.
3. The front page is divided into three views (Trends, Observations, Explore) to allow you to quickly get to your most important content.
 - Browse the stories published daily
 - Jump into trends
 - Explore all content by a sector, demographic, theme or region
4. View the trends-those listed first are the trends with the most observations in the last 90 days.
Gain the context you require, using the title, summary, buzz and lifecycle options which are always displayed.
5. Click on buzz or lifecycle for the definitions.
6. View the observations from the last week highlighted by the Trends consultants. Turn on an alert to get emailed the Week in Trends newsletter or download the PDF.
7. Get the context you need via the stories using the title, date published, geography and summary.
8. Select sector, demographic, theme and region filters to view just the observations most important to you. Select one option for each filter.
Use as many or as few filters as desired. The observations are listed with the most recent stories first. As you scroll down, the filters stay fixed at the top of the page.

HOME PAGE

1. Click on sector, demographic, theme or region to explore all content by your topic of choice. Click on one of the topics to be taken to a page with all Mintel Trends content on that topic.
2. Manage alerts from the home page. Set alerts to get emailed an update when there is new content available for your topics of interest.



1 Start searching Mintel Trends Advanced search

Smart Glasses

A group of students in Pernambuco, Brazil has developed smart glasses for the visually impaired with a focus on upper body obstacle detection.

2 Download PDF Export to basket Tags

3 A group of students in Pernambuco, Brazil has developed [smart glasses](#) for the visually impaired with a focus on upper body obstacle detection.



<http://johnnylee.com/heartbreak>
According to an [article](#) on Hypeness, The Project Aenut Walk conducted a field research in blind institutions and they discovered that for most of the blind, lower-body obstacles are not a problem because their canes' cover a sufficient distance for their safety; however, the upper-body obstacles are responsible for most accidents involving the blind, because these are arranged above the range of the cane, and therefore most accidents cannot be identified.

The smart glasses use ultrasonic sensors, capturing an angle of 120°, to identify possible obstacles and everything that comes in front of the user. The user is then informed of possible obstacles by means of bracelets with vibrators which vibrate to indicate the best way forward.

The project intends to collect data on the quality of the streets, calculating the level of accessibility of the areas and notifying users by sending it to a social network that can create routes recommendation.

Wearable functions
We've seen technology move out of consumers' hands and onto their bodies, providing information in a safer and discreet manner. This has enabled consumers to be hands-free and mobile and multitask more efficiently. And wearable tech specialized for health are proving to be having significant both the disabled and the elderly population.

Multiple companies in the US have created smartwatches for seniors for getting help if needed, sending medication reminders, tracking their activity, and alerting them if they get lost. Vihav, a company in India is working on an internet-connected device that can keep track of the elderly and provide services when needed and a pocket-sized, wearable collision detection device that works like the barking of a dog. In newer models, cars were developed in the US to alert those with damaged peripheral vision.

There are about 45 millions of Brazilians, 24% of the population, with some form of disability according to [data](#) released in 2014 by the Brazilian Institute of Geography and Statistics (IBGE). As people with disabilities are gaining visibility across markets, companies will do well to explore innovative tools to help the eyes and ears of these demographics.

4 Statistics

45 million
of Brazilians are disabled.
Brazilian Institute of Geography and Statistics (IBGE), 2014

5 Supported Trends

Access All Areas

6 Buzz 4 LifeStyle, Mainstreaming
Mobile and GPS technology is enabling us to explore our surroundings like never before.

Second Skin

7 Buzz 9 LifeStyle, Mainstreaming
Wearable technology devices are nonobtrusive, self-charging and can help us monitor our health and take control of our lives.

Explore connections to this observation

6

7 Related Observations

Sector Demographic Theme Region Clear

Other observations supporting the same trends.

Park with Parkbob IoT Medical Aid Cheaper Roaming

OBSERVATIONS

Click on an observation to explore the story in detail.

- 1 Get a quick summary of what the observation is about with the title, short description, country and date published.
- 2 Access all the tools in one place—download, export and view associated tags.
- 3 Read the full story and view associated imagery.
- 4 Review the key statistics with sources.
- 5 View the trends this story is supporting.
- 6 Click the Trendscape link to see how content related to this observation is connected.
- 7 Browse through other observations supporting the same trends and filter them by sector, demographic, theme and region.

TRENDS

Click on a trend to explore it in detail.

1. Get a quick summary of what the trend is about using the title, short description and slideshow. Download the trend Power Point from the slideshow.
2. Access all the tools in one place—view buzz and lifecycle, set an email alert, download, export and view associated tags.
3. Read the trend overview for a more detailed explanation of the trend.
4. Browse through the observations supporting this trend and filter them by sector, demographic, theme and region.
5. Review the key statistics with sources.
6. Get a global or regional overview of where the stories to support this trend are happening and how that has changed over time.
7. Understand what this trend means for a particular region and what you should do.
8. Understand what this trend means for particular sectors and demographics and explore consumer data examples by sector.
9. Read through the analyst's thoughts on the implications of the trend.
10. Click the play button to view the webinar. Download the PPT or copy the link to share.
11. Read about how the trend has changed over time.
12. Click the Trendscape link to see how content related to this trend is connected.
13. View similar trends as suggested by the Mintel Trends analysts.

1. Access All Areas

2. Buzz

3. Trend Overview

4. Observations

5. Statistics

6. Heatmap

7. Regional context

8. Associated

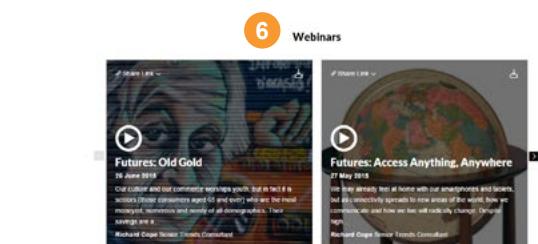
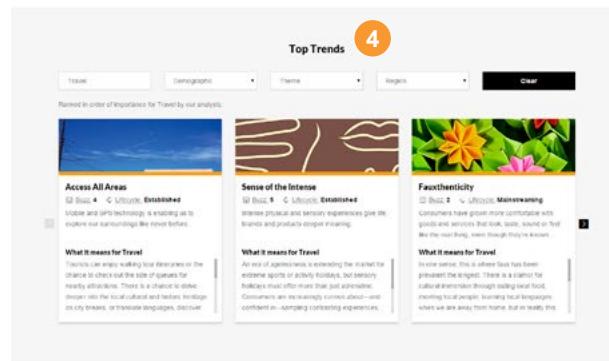
9. Implications

10. Webinars

11. History

12. Explore connections to this trend

13. Related Trends



SECTORS, DEMOGRAPHICS, THEMES & REGIONS

Choose a sector, demographic, theme or region to explore it in detail.

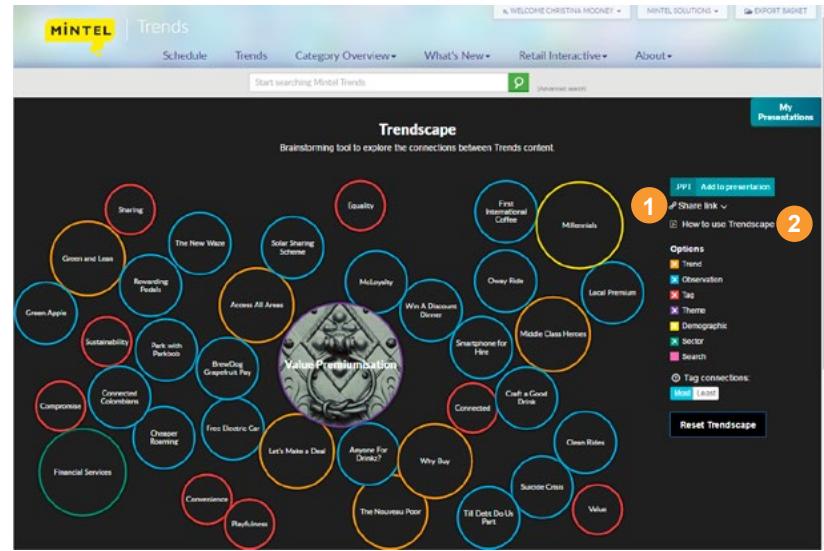
1. Get a quick summary of the sector, demographic, theme or region using the title and short description.
2. Set or remove email alerts.
3. Browse through the observations supporting this and filter them by sector, demographic, theme and region.
4. Browse through the trends relating to the chosen topic and filter them by sector, demographic, theme and region. Understand what the trends mean for sectors, demographics and regions.
5. Get a global or regional overview of where the stories to support the sector, demographic, theme or region are happening and how that has changed over time.
6. Click on the Trendscape link to see how content related to this subject area is connected.
7. Click the play button to view the webinar. Download the PPT or copy the link to share.

TRENDSCAPE

Trendscape is a brainstorming tool for exploring the connections between Trends content.

Trendscapes can be focused on a trend, an observation, a sector, a demographic or a theme as well as any search. Use the banners on the content pages to click through to the Trendscape.

1. Get a link to share your trendscape or add it to a custom presentation.
2. Access some case studies showing how to use the Trendscape.



The screenshot shows the Mintel Trends homepage. At the top, there is a search bar with the placeholder text 'mi'. Below the search bar, there are several navigation links: 'Schedule', 'Trends', 'Category Overview', 'What's New', 'Retail Interactive', and 'About'. A user profile 'WELCOME CHRISTINA MOONEY' is displayed. On the left, there is a sidebar with a 'TRENDS' section and filters for 'Sector' and 'Demographic'. The main content area displays a grid of trend cards. One card is highlighted with a large orange circle containing the number '1'. The cards include:

- UBER-GHINI** (97 April 2016 - United Arab Emirates): Uber is offering beat-ups for 15-minute rides in a Lamborghini Aventador.
- WOMEN-ONLY RETAIL** (97 April 2016 - Saudi Arabia): Saudi Arabian authorities have ordered that shops selling women's products and accessories in the country must be staffed entirely by women.
- POETRY POINTS** (96 April 2016 - UK): London Heathrow Airport introduced poetry points during Easter 2016 to improve the air travel experience for passengers with children.
- SMALL, NOT BIG** (96 April 2016 - UK): It's been announced that smaller businesses will be favoured over chain stores at the Battersea Power Station redevelopment in London.
- PIGEON AIR PATROL** (96 April 2016 - UK): In London pigeons are monitoring air pollution.
- FAST AND ECO-FRIENDLY WASHES** (96 April 2016 - Mexico): A Mexican industrial designer has created a fast and eco-friendly washing machine that only requires 15 minutes for desiccation and deodorizing.
- TASTES LIKE THIS FEELS** (96 April 2016 - UK): In the UK, Cadbury has launched a new Dairy Milk "Tastes like this Feels" alongside a campaign where people could enjoy a sample of Dairy Milk while watching...
- PARK WITH PARKBOB** (96 April 2016 - Austria): Vienna-based start-up Parkbob makes it easy to find somewhere to park.
- SWEETS POUR ADULTS** (96 April 2016 - France): In France well known sweet brand Carambar has released an adults only version.
- CARAMBAR -18 POUR ADULTES** (96 April 2016 - France): A large image of the Carambar -18 Pour Adultes product.
- PICK AND MIX WITH NESTLE** (96 April 2016 - UK): Nestle has launched a pop-up bar called the 'Aisle of Wonder' in Westfield Stratford that allows shoppers to create their own personalised...
- CLEAN RIDES** (96 April 2016 - Mexico): Mexico City is imposing a driving ban as pollution levels rise, so taxi hailing apps like Uber and Cabify are launching campaigns to help reduce the number of cars on the road.

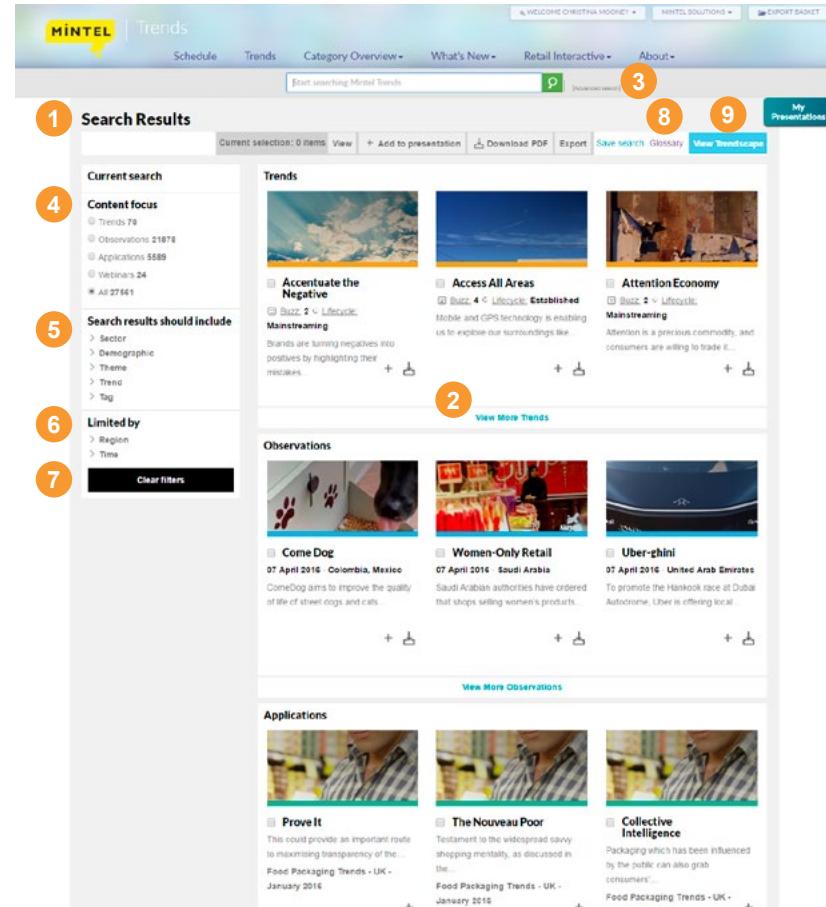
SEARCH

1. Use the search bar at the top of the page to run a text search or click on advanced search to go to the search results page and use the filters to refine the results.

Type in the name of a trend, sector, demographic, theme or region to get a prompt to go straight to that content page.

SEARCH RESULTS

1. Change your search terms in the search bar at the top of the page.
2. The default view of your search results shows the trends, observations, market applications and webinars that are most relevant to your search terms and filters. The results are sorted by relevance and recency.
3. If you go to the search results page by clicking on the advanced search link beside the search bar, the trends will be in alphabetical order and observations, market applications and webinars will be in date order with the most recent first.
4. Use the “View More” options to see more of that type of content or switch between the content types using the content focus options.
5. Select sectors, demographics, themes, trends and tags to include in your search criteria.
6. Results can also be limited by region/country and time.
7. Remove all the filters that have been applied by using the clear filters button.
8. Click the glossary link to view definitions for tags.
9. Click the Trendscape link to see how content related to this search is connected.



1. A screenshot of the Mintel Trends search results page. The search term is 'Trends'. Three items are selected: 'Accentuate the Negative', 'Access All Areas', and 'Attention Economy'. Each item has a checkbox next to its title and a 'View' button. The 'Current selection: 0 items' button is highlighted with a red circle labeled '2'. The 'Add to presentation' button is highlighted with a red circle labeled '3'.

4. A screenshot of the Mintel Trends search results page. The search term is 'premium'. Three items are selected: 'The Big Issue', 'Patriot Games', and 'Straight to You'. Each item has a checkbox next to its title and a 'View' button. The 'Current selection: 0 items' button is highlighted with a red circle labeled '4'.

5. A screenshot of the Mintel Trends search results page. A 'Save Search' dialog box is open in the foreground. It contains a text input field 'Name this saved search' with the placeholder 'My Alert', a radio button for 'No Alert', and three checkboxes for 'daily', 'weekly', and 'monthly'. A 'Set alert' button is at the bottom. The 'Current selection: 0 items' button is highlighted with a red circle labeled '5'.

SEARCH RESULTS

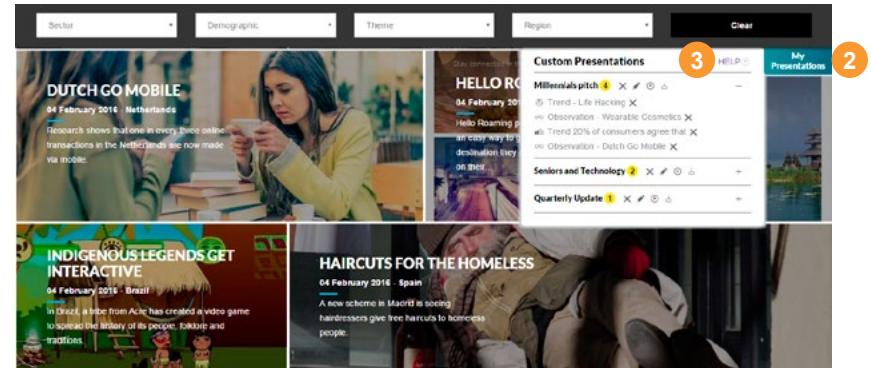
1. Select content for download or export using the tick boxes.
2. The number of items selected will be shown in the current selections area. Selections are saved across multiple pages of results.
3. Selections can be added to a presentation, downloaded as a PDF or exported to your basket for downloading later as a MSWord file.

Saved Search & Email Alerts

4. Click on the saved search link to save your search and set up an alert to receive a newsletter by email when there is new content related to your search.
5. Edit the title of your saved search and set the time frame for email alerts as desired.

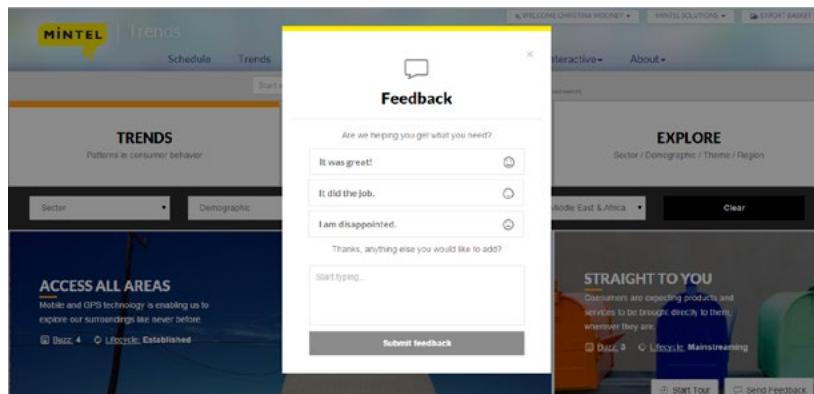
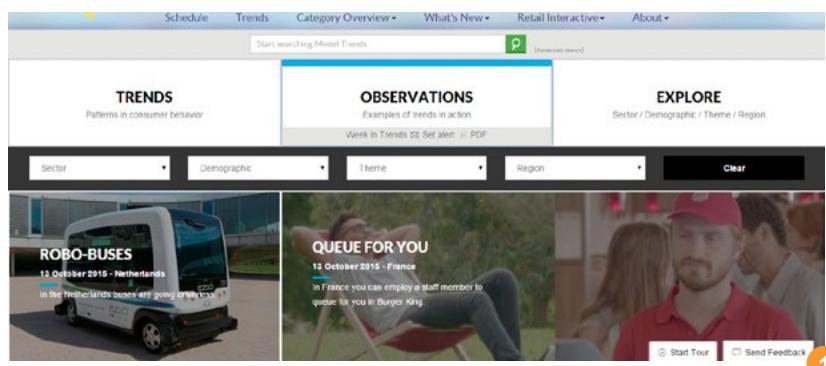
CUSTOM PRESENTATIONS

1. Hover over content throughout the website to see the “add to presentation” button. Click on this button to add the content to your own custom presentation. If you are on a mobile or tablet, tap on content to see the “add to presentation” button.
2. Once you have added content to a presentation, you can view it by clicking this button. It shows up throughout the website and is always visible, even when you scroll down.
3. To learn more about the custom presentations feature, click on the “HELP?” link in the upper right corner of the menu.



FEEDBACK

1. Use the feedback option to let us know what you think. The button can be found on every page.



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