

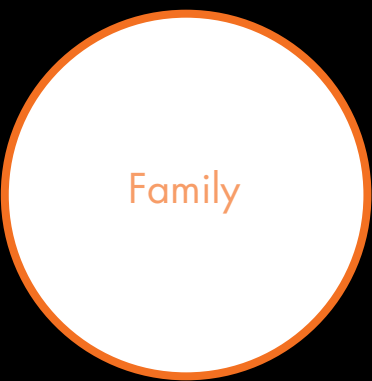
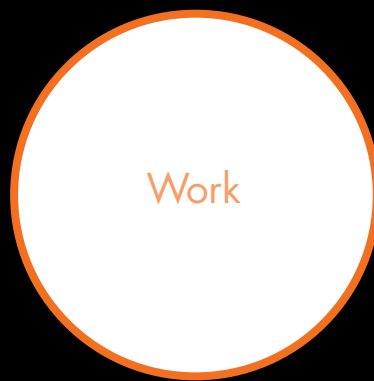
- Social needs
- Physical needs
- Emotional needs

social status
wealth
money

higher power
after life
values

obligation
union
pride
holiday
love

neighborhood
city vs rural
home vs apt
home



Security

Community



e-mail
networking
websites
computer
cell phone
pda

Communication

phone
mail

Connected

Relexation

being "normal"
life style
preserving identity
money/class
product/clothing

Self Image

TRANSGENERATIONAL NEEDS
AND WHAT DRIVES THEM

Entertainment

leisure
activities
music
movie
hobbies

Mobility



buses
cars
taxis
airlines
boats

Education

medication
staying active
working out
sports
strenght
doctors
stress levels
[reventative action]

Health

Comfort

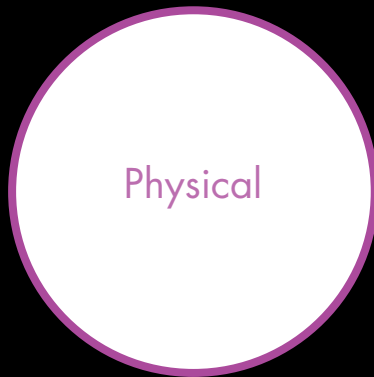
support



newspaper
currrent events
magazines
tv



emotional
memory
long term and
short term



medication
staying active
working out
sports
strenght
doctors
stress levels
[reventative action]