Life in Motion™:
Mapping transitions that drive change

A practical way to understand when and why consumer behavior shifts. Rather than focusing on who someone is demographically, this lens looks at **what they are navigating** – and what their decisions mean for your business.

Life in Motion™ focuses on moments of change – the transitions that disrupt routines, reshape priorities, & create openness to new solutions. Mapping these transitions helps brands see opportunities that demographic targeting often misses.

How transition mapping works

✓ Start with a **life transition**, not a pre-defined consumer segment

✓ Understand the **emotional context** of that moment

✓ Identify what **breaks, shifts, or resets** in daily life

✓ Explore where **new needs, questions**, and **exploration** emerge

This approach doesn't replace existing segmentation or research. It adds context, timing, and relevance.

Examples: What transitions reveal in practice

Caregiving Begins

The transition:
Taking on care responsibilities for a parent or partner

What shifts:
Time disappears, decision-making authority expands, priorities shift

What opens up:
Openness to services, tools, & brands that reduce friction, save time and simplify decisions – even outside traditional 'care' categories

Midlife Health Change

The transition:
Physical/hormonal changes that disrupt sleep, mood, or energy

What shifts:
Health focus around function, control, and feeling like oneself again – not prevention

What opens up:
Demand for symptom-led solutions, clearer guidance & brands that acknowledge lived experience and offer specificity

Relocation in Later Life

The transition:
Moving homes, cities or living situations later in adulthood

What shifts:
Daily routines reset, social connections change, familiar habits & brands fall away

What opens up:
New brand consideration across categories – from home to health, services, & experiences. Loyalty is fluid, guidance is sought.

Life in Motion™ | A strategic lens for identifying moments of change – when behavior shifts and opportunity opens

Morning Light
STRATEGY