

Digital Creativity for developing Digital Maturity Future Skills

Trend Research

DC4DM Toolkit
Phase 01: HORIZON SCANNING

SCRIPT

Trend analysis involves exploring the external context to understand better the changes that may arise within the topic area. It aims to identify potential opportunities, challenges, and future developments related to the topic under scanning.

During the early stages of **horizon scanning**, it is crucial to keep track of trends in one space to have a clear overview of them continuously.

Let's start with this diagram from the institut for futures.

when we are confronted with an issue, thinking about the future, we can feel in different way. We can feel a positive or negative feeling.

In addition we can feel that I'm super powerful or in an opposite position as I have no power.

In this lesson we will focus on the area of **forecasting**.

Let's start by understanding what forecast means.

The meaning of Forecast is Prediction.

Forecasting skills can help you research signals and drivers of change with which you can be actively and directly involved. They can also help you create future scenarios in which you can act as designers.

What does the word signal mean? What is a signal?

A sign of change is anything that is already happening today, which could be a hint to the future. A signal could be a new invention, product, service or behavior. One signal could be a new law or a new type of crime. A sign demonstrates how something could be different. A sign of change makes you say: "Oh wow! This is new. This is strange. I have never seen this before." It makes you curious to find out more.

We can start collecting signals and then come up with a topic, or from one topic search and collect many signals. After collecting all these signs How do we use them?

We collect different **signals**, which lead us to define the **drivers** that lead us to identify **trends**.

What kind of change does this sign represent? In what direction is it taking us?

Behind every signal, there is at least one driver.

Looking at more related signs can help you identify drivers.

Drivers are the forces of change that move us towards future particulars.

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Trends can be macro or micro trends, although we will speak generically about trends.

What are **Macro trend**? They are the ones that influence the behaviour and lives of many people. They refer to a long period.

What are macro trends? We mean **Micro Trend** all trends that influence design in detail. And they refer to a short period.

To collect trends, I leave here a few sites you can use. In addition, you will be provided with an activity that will help you to collect and share your trends.

Good work!