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□ 2.2 CREATE YOUR TREND DEFINITION

The word 'trend' evokes many different associations and you might have heard this word being used in various ways and in different situations. What are the first thoughts that pop up in your head when you hear the word trend? And when you ask your family and friends, what type of answers do you get?

Create a mind map where you collect all associations regarding the word 'trend'. Use this map as input to create your own definition of a trend. The goal is to help you in explaining your view on trends to others.

// reference page 36 to 38 in How to Research Trends

My definition of a trend is:
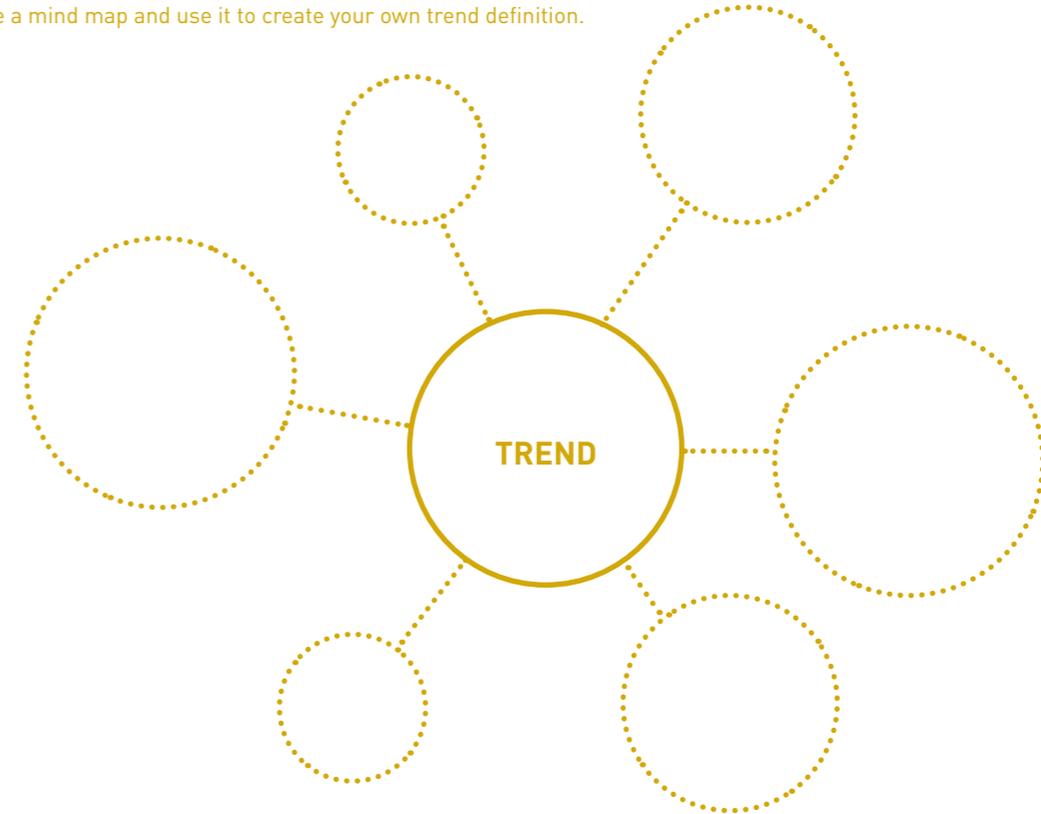
_____

_____

_____

_____

_____

_____

WHAT IS YOUR DEFINITION OF A TREND?
Make a mind map and use it to create your own trend definition.

TREND

#3

SCAN

THE ART OF LOOKING SIDEWAYS

Train yourself to become more observant and find manifestations of change.

= 3.1 TRAIN YOUR SENSES

To become more observant of change, it is essential to use all your senses. To which extent do you use your senses? Mark your answers.

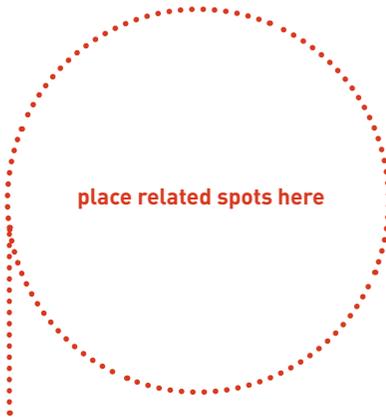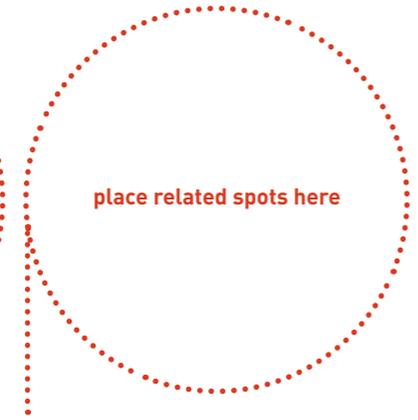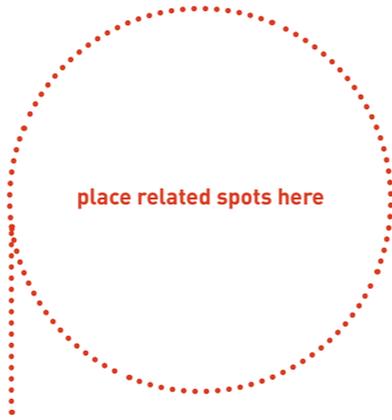| SENSES	MARK YOUR ANSWER		
Sight..never		sometimes	often
Hearing..never		sometimes	often
Smell..never		sometimes	often
Taste..never		sometimes	often
Touch..never		sometimes	often

» **Why do you use some senses more often than others do and how do you use them?**

» **Which of your senses do you need to develop more?**

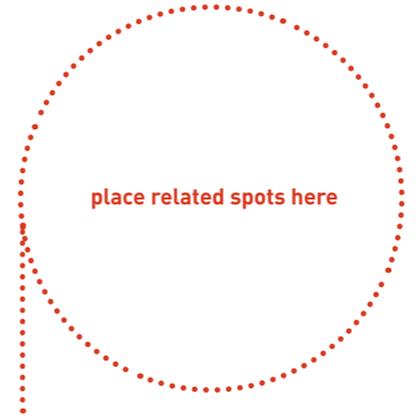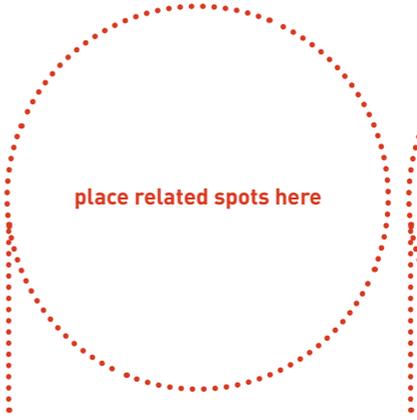» **Why are these not activated yet?**

//reference page 64 to 70 in How to Research Trends

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TREND CLUSTER CANVAS
Fill in the Trend Cluster Canvas to help you turn your trend spots into trend clusters.

place related spots here

place related spots here

place related spots here

values and needs?

values and needs?

values and needs?

_____

_____

_____

place related spots here

place related spots here

place related spots here

values and needs?

values and needs?

values and needs?

_____

_____

_____

X 5.1 UNCOVER THE SCOPE

How do you apply your trend insights for a specific challenge? Understanding the scope will guide you from your broad overview of trends to a smaller selection of relevant trend insights for a challenge or project at hand. The key activity to create a scope is setting a briefing for yourself, your team or your commissioning party / client, depending on the context that you are working on in your trend project.

Use the Trend Scope Canvas during your briefing conversation. Add any additional questions that might be related to your specific project. Try to really uncover the why behind the challenge and do not forget to make a debrief after the conversation.

// reference page 143 to 146 in How to Research Trends

TREND SCOPE CANVAS
Fill in the Trend Scope Canvas to make sense of a trend briefing.

What is the main question and how does it relate to trend research?	On which level does the client want to apply trends?	What type of collaboration does the client prefer?
What is the internal context?	What is the trend sensitivity of the client?	What are the budgets and timings?
What are the specifications of the challenge?	What is the desired deliverable?	_____ ?