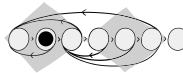


Project:
Team:
Version & Date:

TRENDANALYSIS



Lewrick / Link / Leifer
The Design Thinking Toolbox
978-1-119-62919-1



Quick guide: The Trend Analysis allows trends to be identified early in order to include them in the problem definition and solution finding. Define a product, service or development. Based on the megatrends, the trends are visualized and then an affinity chart is created.

More tips & tricks for this template on book page: 119

3

Visualize the trends

Work out a kind of subway map of trends.



1

Center

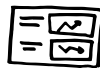
Define the center of trend analysis



4

Attributes and trend topics

Search for correlations and overlaps



Megatrends

Create a collection of relevant megatrends



2

Affinity chart

Create an affinity chart with the trend themes.



5