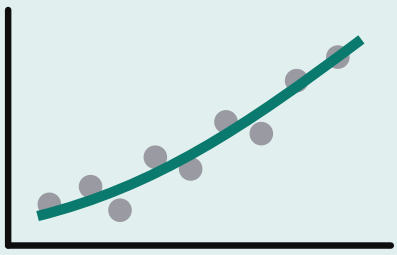
Method

Trend research

A method for detecting, organizing and explaining changes in behaviors, values and consumption, and anticipating how they may affect a product, brand or service.



In Spanish
Investigación de tendencias

Origin
Raymond (2010)

Output
An organized list of trends and how they could affect the project

What it's for

It helps you avoid designing only for the present and arriving late to what is changing.

Key elements

A signal is not a trend
A trend appears when several signals point to the same change.

Explain the why
What need or value drives it and who it affects.

Cross-check sources
Street, media and data, so you don't rely on just one.

How it's done

1 

Gather signals.

2 

Group them into a trend map.

3 

Translate them into design opportunities.

Applications in design

When to use it

To guide a brand or product strategy in the medium term.

Avoid

Mistaking a passing fad for a trend.

Don't fall for it

In each trend, separate what is data from what is intuition.

Connections

Builds on

- Weak signals

Used by

- Fashion design
- Strategic design

Related to

- Horizon scanning
- Scenario planning

Authors and works

2010	**Martin Raymond**	Brought together the techniques of trend analysis: observing, cross-checking sources and explaining change.

Sources

Secondary sources

- Raymond, M. (2010). The trend forecaster's handbook. Laurence King.

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