

01 | HORIZON SCANNING

TOPIC STATEMENT

REDEFINE YOUR TOPIC STATEMENT AND AREA OF FOCUS

TRENDS, CONCEPTS, DRIVERS
GATHER YOUR IDEAS HERE

TIPS AND INSTRUCTIONS

HORIZON SCANNING

Horizon Scanning is the action of exploring the external context to better understand the nature and pace of change in that context. It's aim is to identify potential opportunities, challenges, and likely future developments relevant to your topic of investigation.

Horizon Scanning is not about making predictions, it's about exploring new, interesting, emerging futures, as well as persistent challenges and trends today. There's no "right" at this stage, you just need to map what's going on.

01 Define your topic clearly with your team and make sure you are all having the same understanding of the included terminology.

02 Start by breaking down the elements and concepts included in the definition.

03 Look openly and divergently for weak signals, macro trends and drivers for change. You can do on-line research, check articles of journals, you-tube videos, twitter debates, scientific papers & trends forecasting reports.

TIP

Split-up search keywords/elements among all the team members and make rounds of (individual research then group discussion)

TIP

Use design elements whenever possible, making is never too early. Use collages, videos and paper prototyping or any other design activity you feel relevant to explore/understand trends.

TIP

Give yourself sometime at the end of the exercise to cluster the concepts, drivers, or trends gathered.