

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

Related to

■ Strategic design

■ 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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