



WE CONDENSE INNOVATION

DIFT

DIGITAL INTRAPRENEURS FAST TRACK

EXPLORE



SESSION 01

Trend-Driven Innovation

Problem framing

EXPLORATORY RESEARCH METHODS



Object of analysis	Sources	Methods	Tools for analysis
Assets	<ul style="list-style-type: none"> Internal stakeholders Business reports 	<ul style="list-style-type: none"> Stakeholders interviews Content analysis 	<ul style="list-style-type: none"> Asset map
Constraints	<ul style="list-style-type: none"> Internal stakeholders Experts Media 	<ul style="list-style-type: none"> Stakeholder interview Content analysis 	<ul style="list-style-type: none"> PESTEL
Trends	<ul style="list-style-type: none"> Internal stakeholders Experts Media 	<ul style="list-style-type: none"> Stakeholder interview Content analysis 	<ul style="list-style-type: none"> Trend Canvas PESTEL
Competitive landscape	<ul style="list-style-type: none"> Competitors Experts Databases Media 	<ul style="list-style-type: none"> Observation Content analysis 	<ul style="list-style-type: none"> Competitive landscape
Users	<ul style="list-style-type: none"> Users Front end people Experts Media 	<ul style="list-style-type: none"> Interviews Focus Groups Observation Content analysis 	<ul style="list-style-type: none"> Personas Value Proposition Canvas (Customer side)

**How can you exploit the trends
you observe to develop a great
product?**

Observing trends can help you in 3 ways

NEW OPPORTUNITIES

Trends are emerging phenomena which entail a change in people's behaviour, therefore looking at trends is a great way to identify new opportunities that may arise from:

- New needs
- New market segments becoming relevant
- New technologies
- New contextual conditions, such as changes in market structure, society and politics.

"ZEITGEIST"

Trends can be useful to describe the near future, therefore creating product and service offerings, or provisioning systems, that are up-to-date allows your business to stay relevant.

Trend-driven innovation leads to the creation of offerings that, if launched at the right time, are perceived to be in line with the moment or even anticipating the future and therefore resound meaningful.

ANTI-FRAGILITY

Analysing trends allows you to anticipate the drivers of change that may represent a threat to your business and to prepare for a probable future.

You don't need to surf every trend. Stay true to your brand DNA, but be aware of trends, understand their implications and prepare for evolution.

How to spot a trend in the overload of thing that happen every day?



“Our job is to figure out what they’re going to want before they do... People don’t know what they want until you show it to them.”

Steve Jobs

Look for these 3 characteristics in trends

NOVELTY

A trend is something relatively new, that entails some **difference from the previous state**.

Usually, a trend emerges from **newly formed conditions or contextual factors**, such as ecology, human activity and societal structure.

It is often enabled by **new technologies** creating long term structural changes.

EVOLUTION

Trends represent emergent changes in people's behaviours or conditions, which may impact the future.

A trend is something that is in progress, it is gaining diffusion and whose **weak signals of evolution** can be observed.

It may start as a trait of a local sub-culture or a nerdy technology and being on the way to becoming something more.

RELEVANCE

A trend is something that is relevant in terms of the **impact** it can have on aggregated behaviours and demand, existing social structures and companies.

A trend **is not mainstream yet, but it has the potential to become the new normal**.

It is not an utopian or dystopian future, it is a highly probable one, whose evidence is already here.

Trend-driven innovation

HOW IT WORKS?

Trend-driven innovation is about looking at the trends and accelerating customer wants.

Trend-driven innovation follows 4 steps:



Trend-driven innovation



STEP 1: COLLECT THE SIGNALS

WHERE SHOULD YOU START?

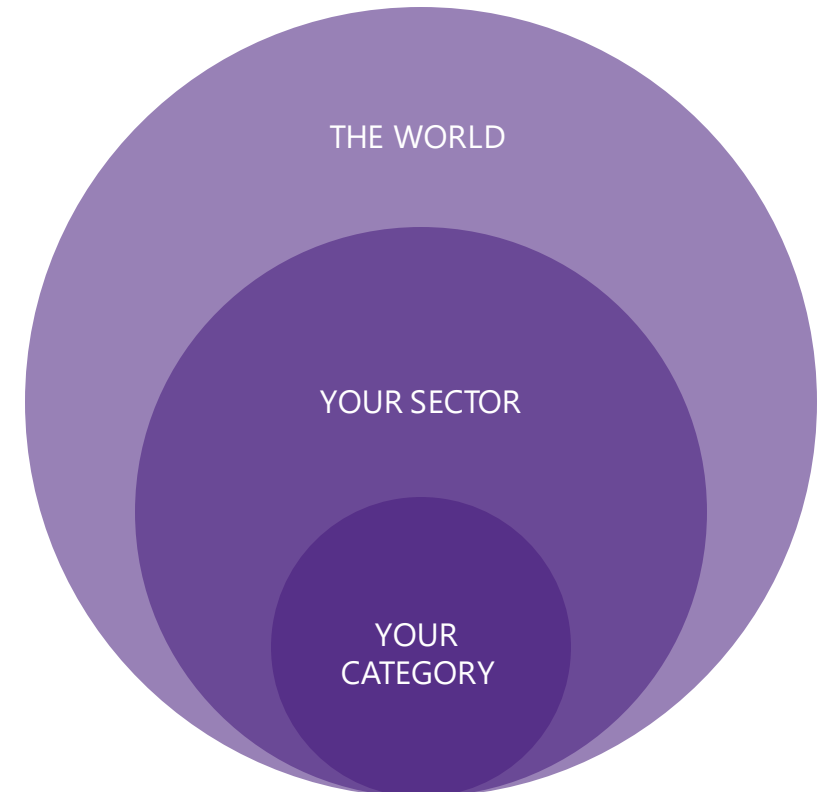
1. Direct observation

- ▶ *Serendipity*: think of the new and unusual things that you have been noticing
- ▶ *Media*: they are the mirror of our society, they spot stories and bring it to public attention
- ▶ *Innovations*: check startup databases, Venture Capitalist portfolios, new product launches. It's the business that drives the demand of new things by offering them for the first time.

2. Expert's opinion

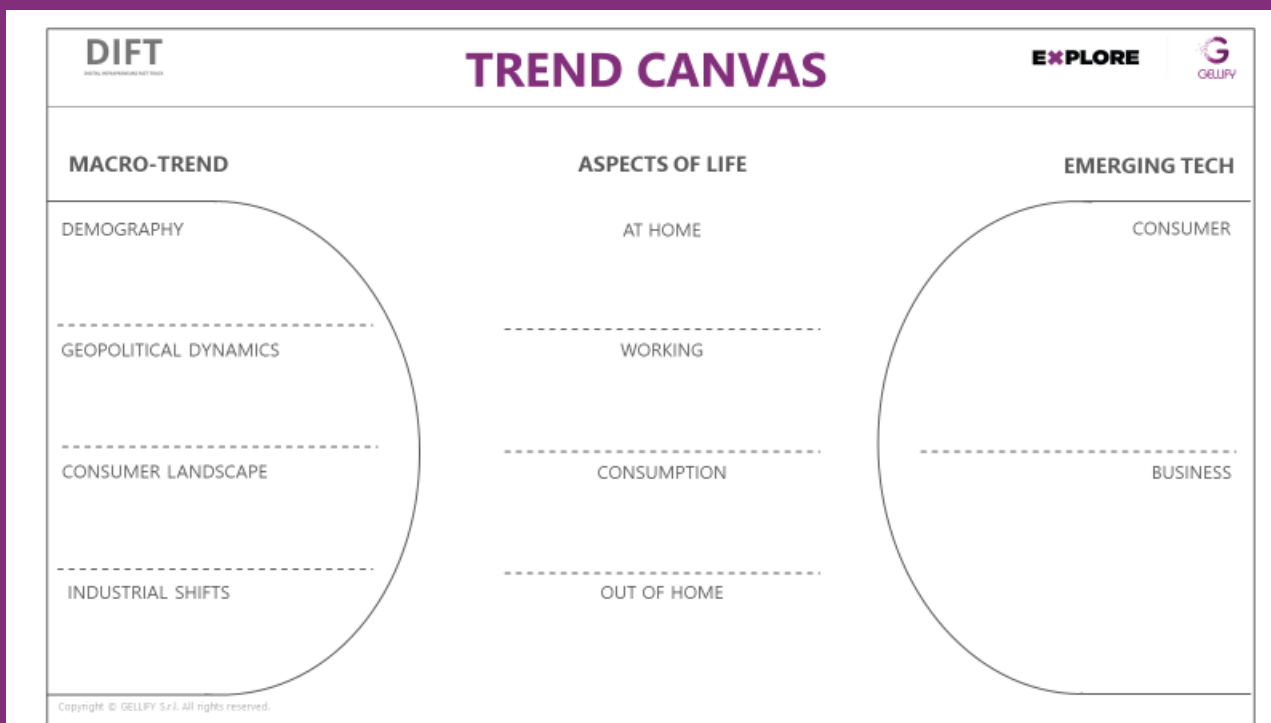
- ▶ *Interview experts*: you can ask analysts, scholars and experts to share their point of view. There may be some inside the company too!
- ▶ *Trend reports*: Just google "trends" + the sector you are studying and you'll find lots of experts reports for free.

THREE CONTEXTS TO LOOK AT



Trend Canvas

TOOL: TREND CANVAS



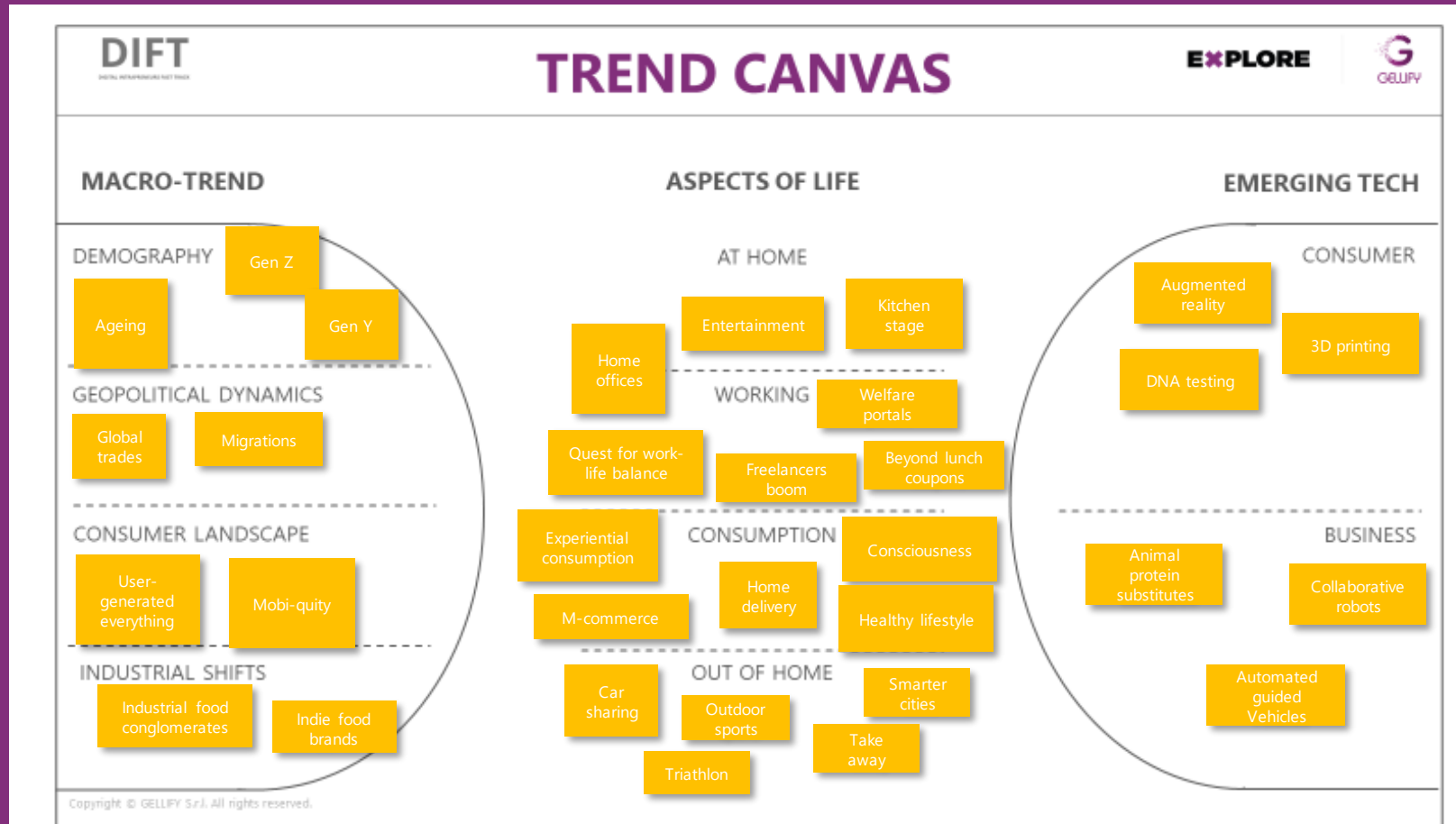
The Trend Canvas is a framework to start collecting evidence of new phenomena in various areas that may impact your business:

- ▶ Macro-Trends
- ▶ Aspects of life
- ▶ Emerging technologies

Ideally, you should print it in A0 or use a virtual board.

You can stick on it Post-Its, photos, screenshots or paper cuts of articles and cases.

TOOL: TREND CANVAS - IN ACTION AN EXAMPLE RELATED TO FOOD SERVICES



Trend-driven innovation



STEP 2: MAKE SENSE

LOOK FOR PATTERNS

Go through the evidence you have collected in the various areas and look for traces of the same type, find co-occurrences or patterns, identify shifting directions with respect to the status quo. You can use a table, a wall, or a virtual board.

SHUFFLE, GROUP, NAME

Shuffle, sort, group evidence that belongs to the same meaning domain. The groups you'll get are the trends you may be looking for.

Give a compelling name to each group.

You can create a «dust bin» where to put things that don't fit anywhere else.

PRIORITIZE

Take a point of view on what is really relevant by discussing in group the strength of the evidence you have. You can use *dot-mocracy* to vote: give everyone three sticky dots to apply to the trends they believe in.

REMOVE THE CLUTTER

Remove the groups that you believe not to be strong enough and create a clean Trend Canvas.

Trend-driven innovation



STEP 3: MAP IMPLICATIONS

“SO WHAT?”

It is time to ask «so what?». Go through the trends you have identified once again and discuss with your group the implications on your business. You can also invite other colleagues, stakeholders or experts to help you.

OPPORTUNITIES, THREATS, QUESTION MARKS

You can rate the trends according to the possible impact on your business.



Opportunities

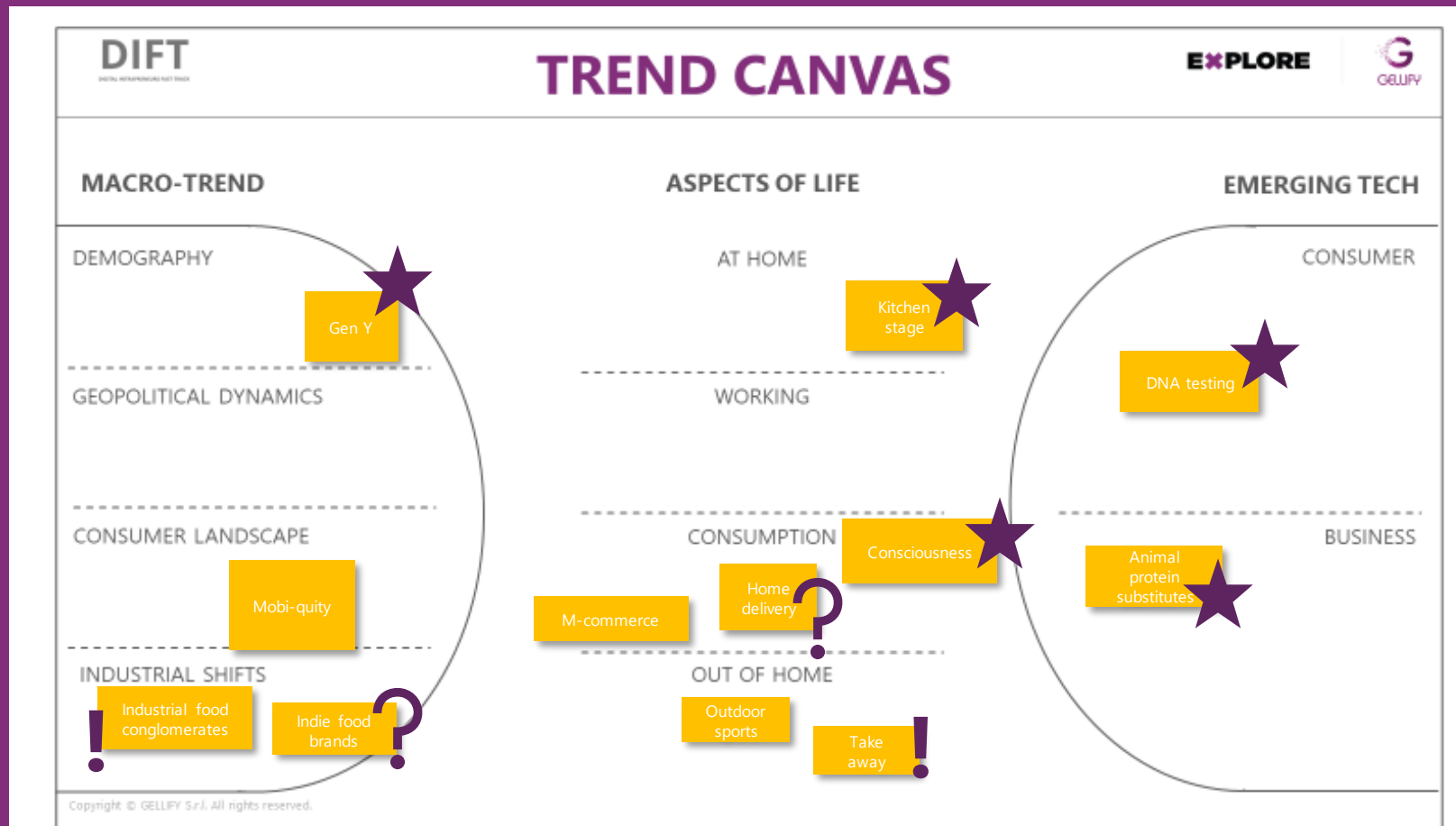


Threats



Unclear

TOOL: TREND CANVAS - IN ACTION AN EXAMPLE RELATED TO FOOD SERVICES



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STEP 4: IDEATE

“NOW WHAT?”

The final step you need to take, in order to leverage the trends you have spotted and to develop meaningful innovation, is to ask «now what?», or more precisely «**How Might We anticipate this trend?**»



Next steps & offline activities

ACTIVITY OFFLINE

Trend Canvas

1 week

DIFT TREND CANVAS EXPLORE GELLIFY		
MACRO-TREND	ASPECTS OF LIFE	EMERGING TECH
DEMOGRAPHY	AT HOME	CONSUMER
-----	-----	-----
GEOPOLITICAL DYNAMICS	WORKING	
-----	-----	
CONSUMER LANDSCAPE	CONSUMPTION	BUSINESS
-----	-----	
INDUSTRIAL SHIFTS	OUT OF HOME	

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Complete the Trend Canvas:

- Collect evidence from direct observation and expert's opinion
- Identify relevant trends for your projects and their implications
- Brainstorm possible ways to anticipate those trends

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