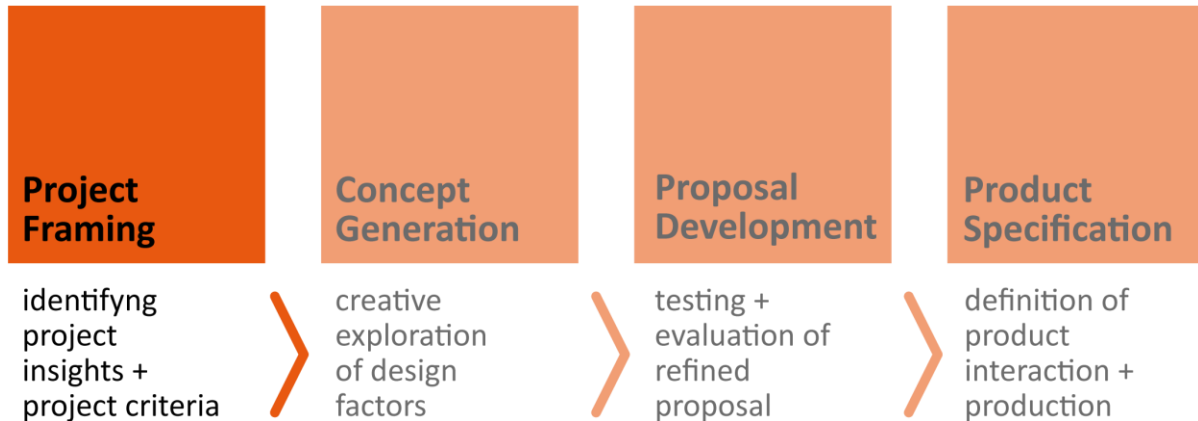


# PROJECT PHASE 1: Project Framing Scoping Innovation Drivers and Opportunities

Phase 1 of four phases is structured into 3 connecting stages



- **A: DRIVERS**
- **B: INSIGHTS**
- **C: SCENARIO**

Each stages offers 5 methodologies which link with a related and subsequent methodology in the next stage.

Each Methodology is broken down into a series of defined steps of what to do and so how to complete the methodology.

This scaling and integrated structure of activity shall greatly assist any applied project management process.

## Scoping Innovation Drivers and Opportunities

	<b>A: DRIVERS</b>	<b>B: INSIGHTS</b>	<b>C: SCENARIO</b>
1	Trend Mapping	Trend Matrix	Trends Expert Interview
2	Scoping Mindsets	Interest Groups Discussion	Persona Definition
3	PRESTEL Analysis	Ten Types of Innovation	Insights Clustering Matrix
4	Popular Media Scan	Buzz Reports	Convergence Map
5	Opportunity Mind Map	From This to Exploration	Offering Activity Culture Map

The underlying and encompassing creative purpose of this phase is to

- Enhancing existing knowledge
- Establishing new knowledge

- Identifying triggers
- Discover Insights
- Outline a pattern Project Design Factors
- Define a Project Scenario – the basis of writing a Design Brief

In addition to following the structured steps of each methodology, you are encouraged to share your inquiry and research activity through open discussion and also to apply the value adding approach of iterative attempts.