

Convergence Map

Visualizing converging fields and seeing opportunities for innovation at the overlaps

BENEFITS	INPUT	OUTPUT
<ul style="list-style-type: none">• Visualizes data• Reveals opportunities• Reveals relationships• Promotes shared understanding	<ul style="list-style-type: none">• Data from research about trends and innovations in selected topics	<ul style="list-style-type: none">• Visual map showing where topics are converging and the related trends affecting them

What it does

The Convergence Map makes visible how areas of daily life (work-life, home-life, mobile communications, etc.) or industries are beginning to overlap more and how new behaviours are emerging because of this dynamic. Using visualizations that show these overlapping areas, we can have focused conversations about how people's activities are changing in these areas and consider them as fertile grounds for innovation opportunities.

How it works

STEP 1: Identify topics for creating the Convergence Map.

Based on your research about latest developments, discuss and identify topics that are overlapping most with your project topic. For example, if "diabetes" is the project topic, your research might suggest that "food" and "wellness" are topics that most overlap with it.

STEP 2: Identify trends and innovations in these topics.

If you have already written trend statements in any of the other methods, use them to help build the Convergence

Map here. Otherwise, look for trends in your topic that relate to technology, business, people, culture, and the market. Summarize trends in brief statements, for example, "diabetic patients are increasingly using mobile technology to monitor their food habits."

Using this understanding of trends, identify key innovations (and key players) in these topics.

STEP 3: Build a Venn diagram showing overlapping regions.

Each circle in this Venn diagram represents a topic. Show these circles as overlapped based on common trends and key innovations. Add descriptions about how new behaviours or activities are emerging in these overlapping regions.

STEP 4: Discuss and identify opportunities.

Speculate on potential innovations that could support the trends or emerging behaviours in these overlaps.

Describe opportunities for innovation emerging from these convergences.