Trends Matrix:

Summarizing changes happening today that leads to a future direction

BENEFITS	INPUT	OUTPUT
• Creates overview • Maps change over time • Encourages comprehensiveness • Reveals opportunities • Defines direction	• Project aspects to be studied	• Matrix with an organized set of trends • Insights about trend patterns and possible directions

HOW IT WORKS

A trends matrix presents a high-level summary of how trends and forces of change affect technology, business, people, culture, and policy.
The matrix offers an at-a-glance understanding of how trends impact your project. For a project on cultural travel, one might study travel tools, travel-related services, travel experiences, travel information, and other similar aspects. Sometimes the aspects we study are time related and structured: where we've been (**formerly**), where we are (**currently**), and where we may be headed (**emerging**), The Trend Matrix can also show how changes happening in one area, for example technology, may have influenced others, for example culture or business,

STEP 1:
Set up the dimensions for the Trends Matrix.
The vertical axis is usually shown as technology, business, people, culture, and policy. The horizontal dimension shows the aspects of the project that you are interested in tracking, for example, types of users, topics, and components of a system that you are considering.
Sometimes it is valuable to define the horizontal dimension as "formerly," "currently," and "emerging."

STEP 2:
Fill the matrix with relevant trends.
Conduct research to identify trends in technology, business, people, culture, and policy that will have an effect on the project.
Describe these as trend statements in the matrix cells.
A trend statement is usually a short sentence that describes how something is significantly changing.
An example of a trend statement is "travellers have an increased interest in unusual travel destinations and cultural travel experiences,"

STEP 3:
Take a step back and discuss the matrix as an overview.
Remember that the purpose of the Trends Matrix is to offer a vision of the future and a high-level overview of changes.

Compare the trends to others to see how they are related, Recognize patterns of similar trends developing together, These might help YDU speculate on future directions and see how certain trends might affect your project.

STEP 4:
Capture insights as overlays on the matrix.
Discuss and document your team's insights about trend patterns, how leading trends are affecting major changes, and speculations about how things might develop,
Highlight these insights as overlays on the matrix for easy reading & sharing.

	formerly	currently	emerging
technology	Auto travel Paper maps Travel books 35mm	On-line booking Mobile communication Audio guides 3g applications / GPS Digital cameras / movie	Mobile web revolution Real time interaction Virtual tour guides RFID
market	Brand Holiday travel sightseeing	Price + perks Weekend getaways No frills mass travel Single travellers LOHAS	Experience More sporadic travel segmented / customized Medial tourism Dark tourism
people	Travel as luxury Family travel Camping-car traveller Unique local shopping 9-5 work life	Travel as routine Style-lifers Cities to rural Thrill / companion seekers Shopping travel Flexible working conditions	Travel as escape Travel as role play Cultural travel Unusual destinations Second-hand nostalgia Flexible working life
culture	Homogenous culture Car culture	Hybrid culture Globalisation Urbanization Hassle of travel	Less cultural shock More comfortable with diverse world cultures
business	Travel agencies Traditional packaged tour AAA Motels	DIY online travel A la carte American express All inclusive mega resorts Eco tourism / Volunt-tourism	Personal concierge Network / local Delivery service Book buy back