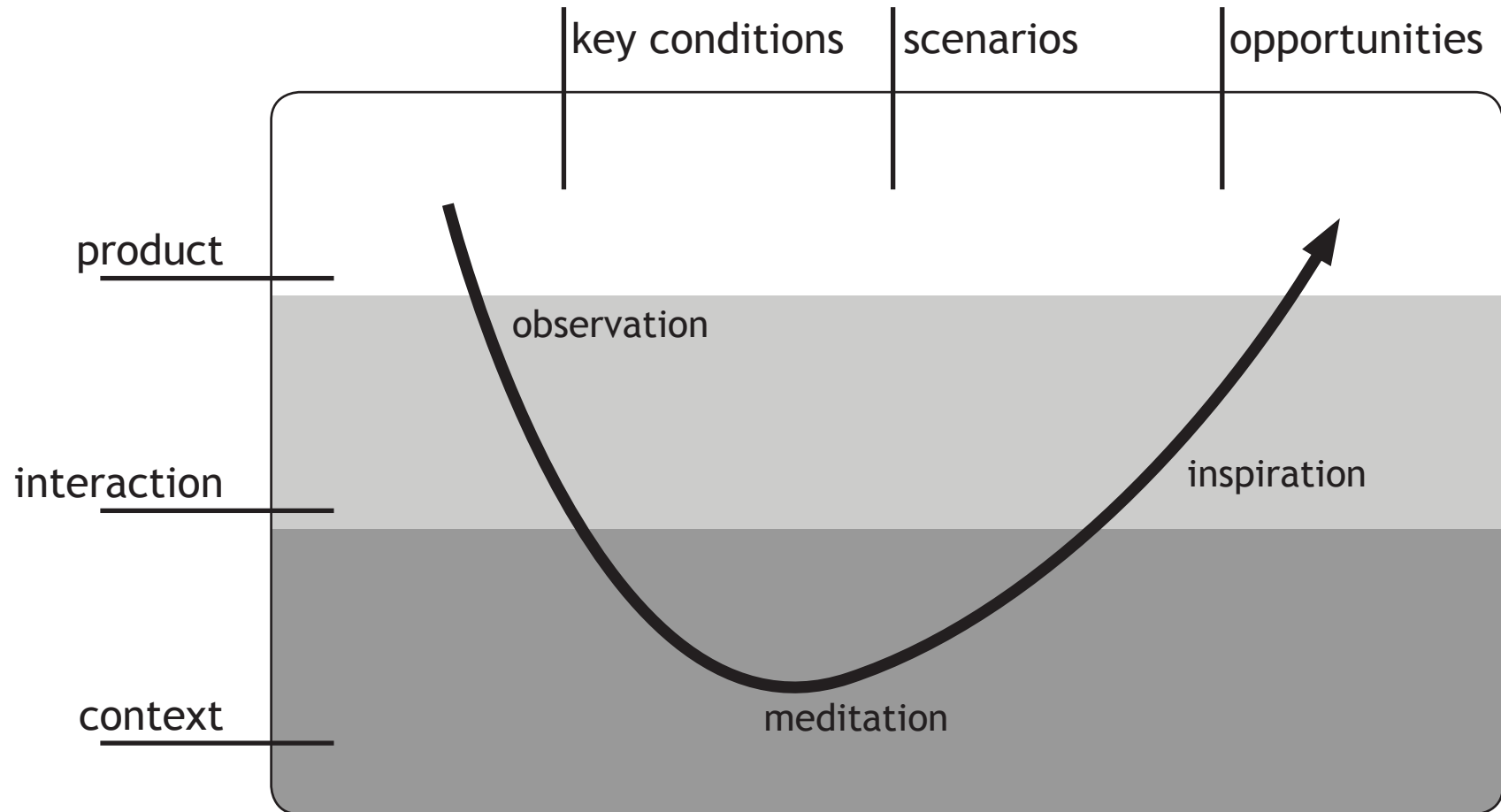


# : THE FUTURE MAP PROCESS

## FUTURE MAP



# : THE "U" PROCESS



# : THE CONTEXT ANALYSIS PROCESS

CONTEXT ANALYSE



# : SCENARIO DEVELOPMENT PROCESS

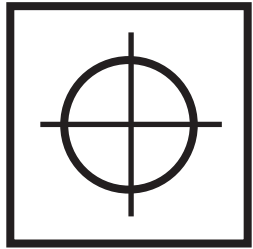
SCENARIO DEVELOPMENT



# : OPPORTUNITY EXPLORATION PROCESS

OPPORTUNITY EXPLORATION

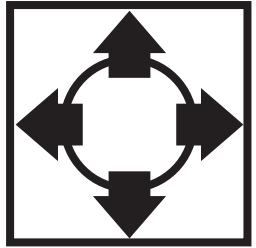




# : INTENT

**which presumptions  
and intentions  
is the premise  
for starting the  
project?**

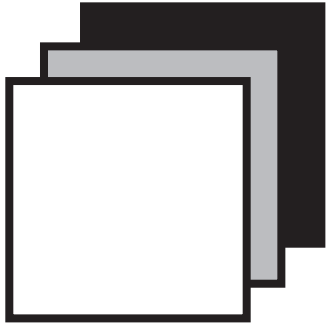
discuss which trends or developments that give reason to believe there is a potential within this focus. list concrete contemporary examples so everyone is on the same page.



# : FRAMING QUESTIONS

what would you like  
to know about the  
future?

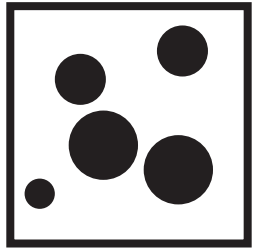
put yourself in the shoes of a future industrial design  
or product manager and ask the questions that would help  
you make an artifact that fits the future context.



# : ANALYSE FACTORS

**which factors and trends affects the questions?**

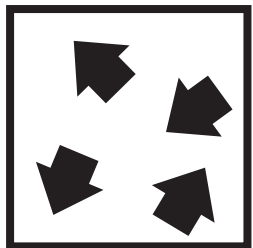
for each question explore the factors that relate to the questions. list also the trends that influence the factors. make a network of the factors and a influences diagram that shows how trends affect each other.



# : ANALYSE ACTORS

**which human and non-human actors are related to the focus and factors?**

list the social and technological actors. the factor and trend analysis may help you identify the central actors. include how they relate to each other and how they are interpreted.



# : EXPLORE

**search for  
information about  
the present, past  
and future, and  
enrich analysis.**

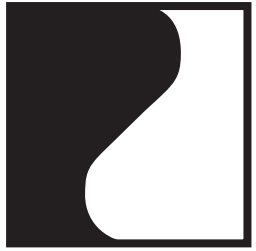
you are now ready to explore the issue over various horizons. start with the present, get a feel of the dynamics by going back in time and make a run for the future.



# : CRYSTALLIZATION

can an socio-  
technical view  
point enlighten the  
analysis?

can you identify technological frames, lock-ins, scripts, closure, domestication etc.



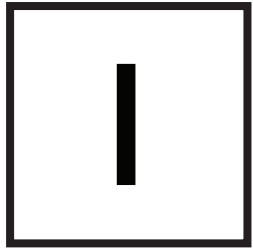
## **: INTEGRATE**

**make an overview of  
the most important  
insights from the  
whole analysis.**



## **: KEY CONDITIONS**

**identify a range of  
future key conditions  
and explain the  
transition story-  
lines.**



# **: DEVELOP SKELETONS**

**describe the fundamental mechanisms and dynamics that exist within each key condition.**



## : ENVISION SCENARIOS

flesh out the scenarios.  
make them come alive to others.

# : test key conditions

relevance

coherence

plausibility

importance

transparency

- most likely

- not too many, not too few!

# • what are scenarios

it is a story, picture and vision of the future

natural to humans

50 years of academic practice

many dimensions (time, scope, intention etc.)

# : why make scenarios

cognitive:  
complexity & uncertainty

communicative:  
dialog and shared understanding

creative:  
creative and learning tool

“Scenarios are the powerful  
vehicles for challenging our mental  
models about the world.

[Peter Schwartz]

# • **how to make a skeleton**

the skeleton should make clear which mechanisms and dynamics take place around the key conditions.

it contains an outlining of all major factors will be part of the scenario.

# • **test skeleton**

plurality

underspecification

groundedness

calibration

# : how to make a scenario

name	a strong name gives identity
metaphors	are a shortcut to create mental images
moodboards	can quickly show feelings and atmospheres.
archetypes	make it easy to walk in the shoes of future people
a day in a life	a narrative or storyboard which help create empathy
newspaper	provide a quick overview of the future world
advertisement	can highlight concrete aspects of the future markets

# • test scenarios

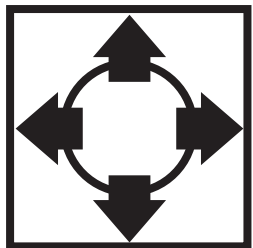
vivid

rich

alive

inspiring

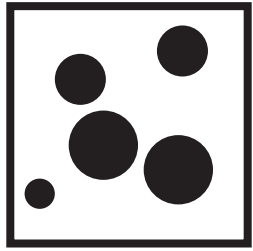
visionary



**: FRAMING OPP.**

**what kind of oppor-  
tunities to you en-  
vision?**

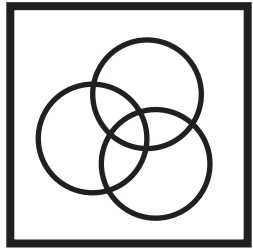
... and discuss the value assumptions that lay behind these different areas of opportunities.



**: EXPLORE OPP.**

**brainstorm!**

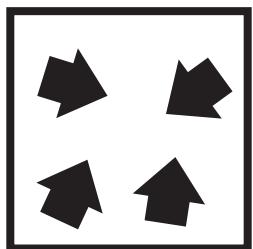
**generate ideas for  
each scenario.**



# : DEVELOP CONCEPTS

**select the best  
ideas and develop  
them into concepts.**

each concept needs to be described with relation to not only the value, but also the technological, user and market implications.



## **: MAKE A FUTURE MAP**

**integrate the  
insights, scenarios  
and opportunities  
into a coherent  
map.**



## : SOCIAL GROUPS

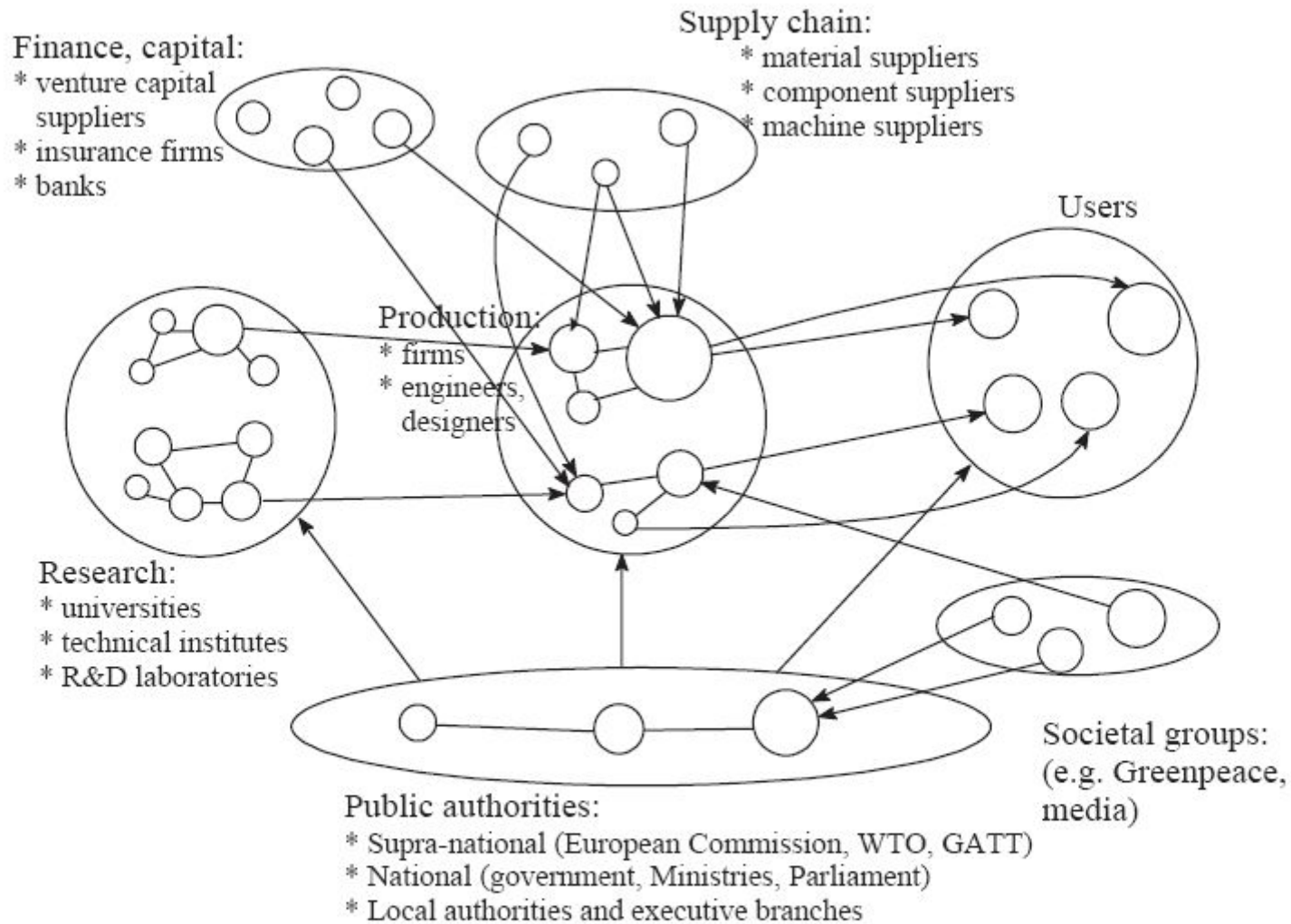


Fig. 2. Social groups which (re)produce sociotechnical systems ([12], p. 1260).

: TIMELINE

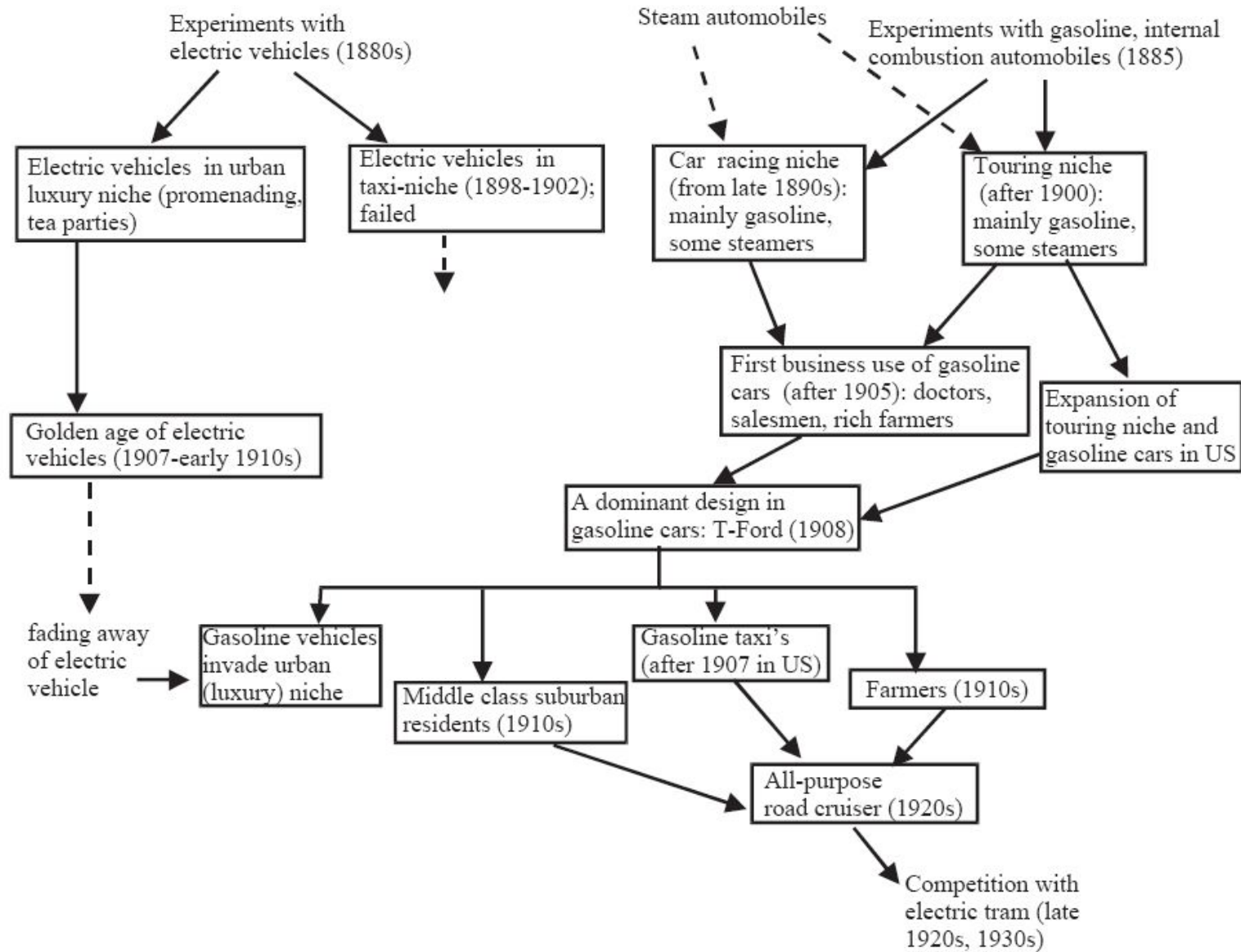
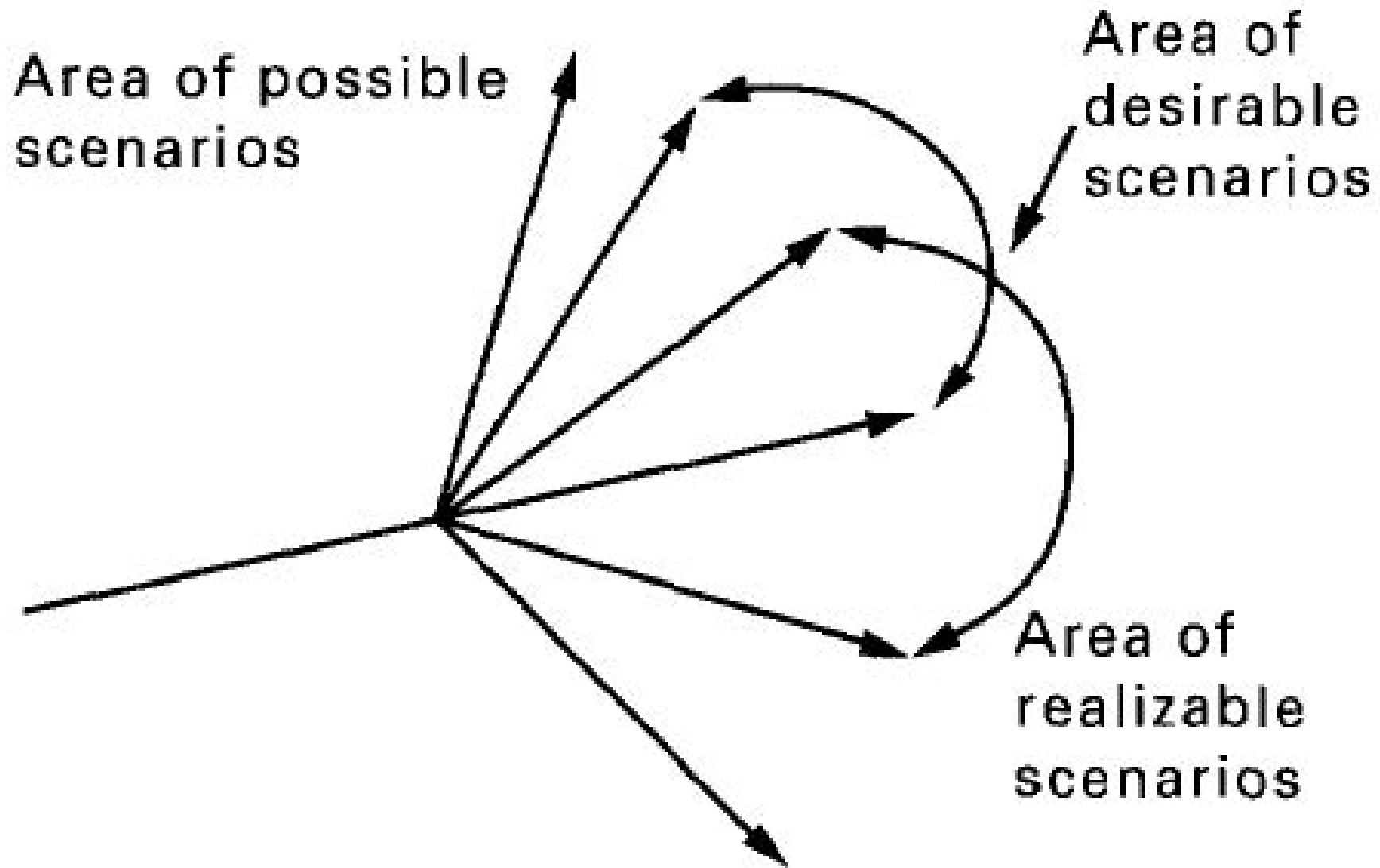


Fig. 8. Trajectory of niche accumulation for automobiles.

: SCENARIO SCOPE



# : REGIME TRANSITION

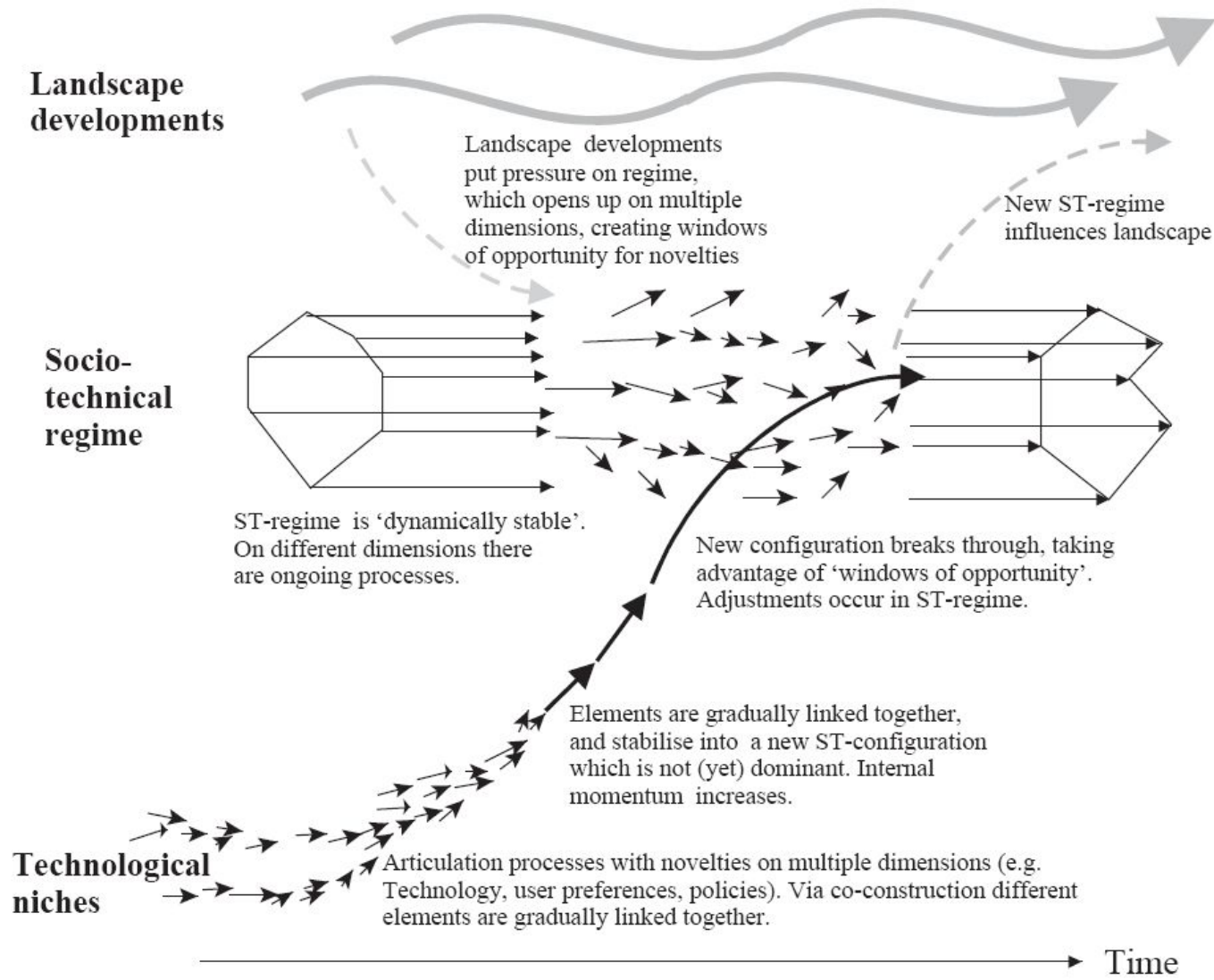


Fig. 4. A dynamic multi-level perspective on system innovations ([12], p. 1263).

## : NESTED HIERARCHY

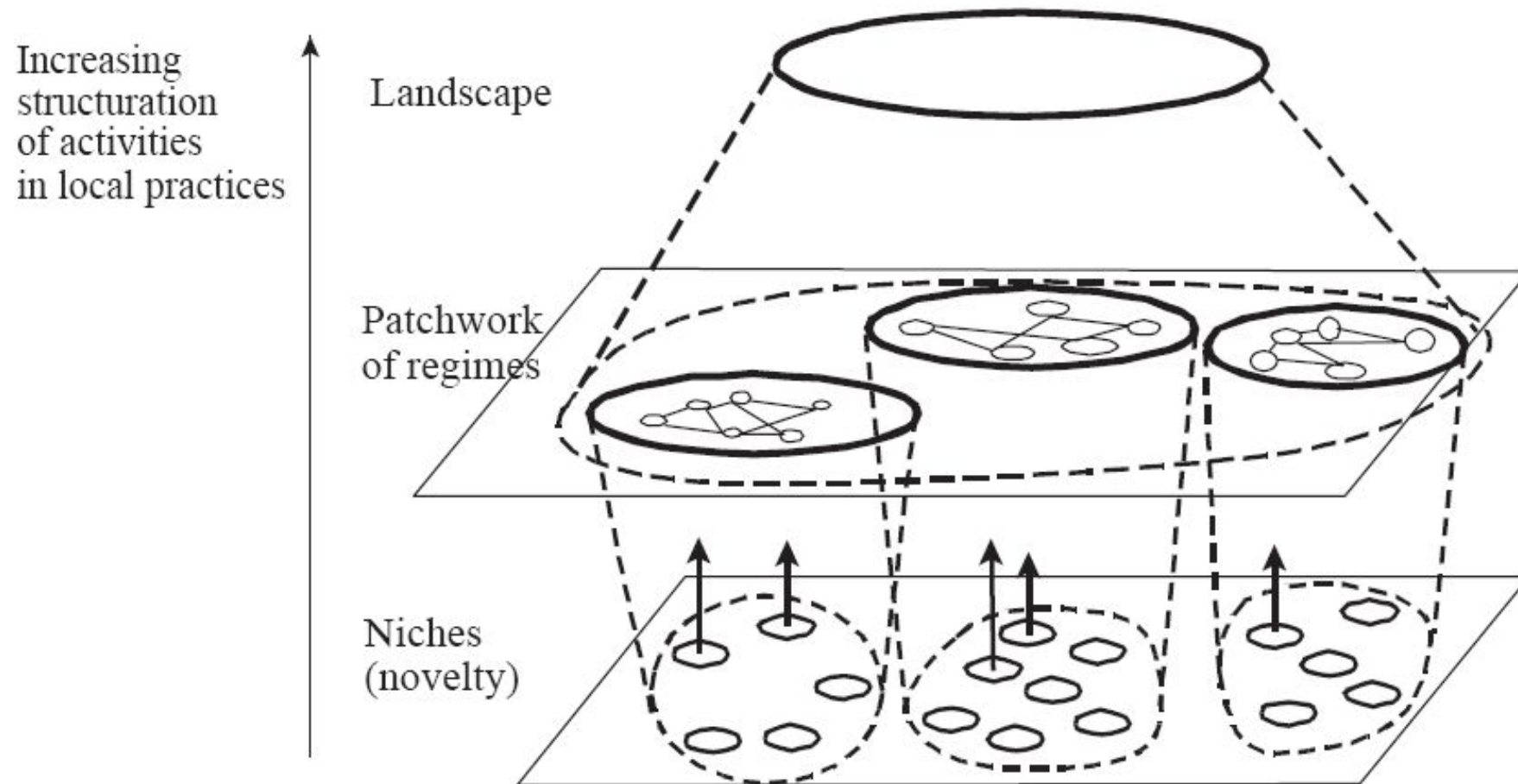


Fig. 3. Multiple levels as a nested hierarchy ([12], p. 1261).

# : what is value

emotion

ergonomics

aesthetics

identity

impact

core technology

quality

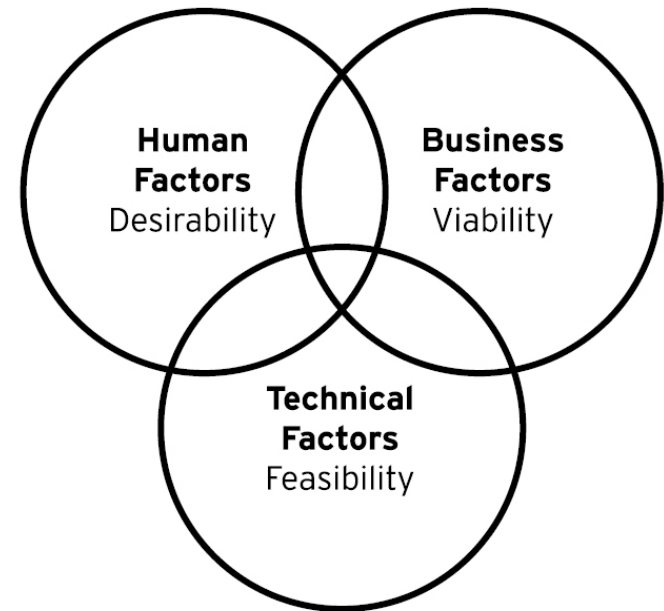
[Cagan 2002 “Creating  
Breakthrough Products”]

# : making full-born concept

desirability (user)

viability (market)

feasibility (technology)



# • **future map**

**= 2 x maps**

## **trajectory map:**

a map which shows possible future trajectories and explain the key conditions for each scenario.

## **opportunity map:**

a map which shows an overview of opportunities within a scenario and their potential value