



The Peers-Observing-Peers sheet is a natural and uncomplicated way to expose a user's behavior and needs. The goal is to see how the customer solves tasks today and how the process is lived in the real world.

DIY: TREND ANALYSIS

Project/Problem Area:

Date and Time:



3 Visualize the trends
Work out a kind of subway map of trends

Megatrends
Create a collection of relevant megatrends.

2

Affinity chart **5**
Create an affinity chart with the trend themes

1 Center
Define the center of trend analysis.

4 Attributes and Trend Topics
Search for correlations and overlaps.

