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Forces @ Play- Trendhunter 2016

In order to expand our thinking towards a more macro perspective, we are going to view Trendhunter TV's 2016 forecast. This research is intended to help us identify broad categories where we can identify market-driven problems/wants/needs that are customer driven.

Note: We will be using this in conjunction with the "Generating Problems Worth Solving" and "Bug Me Lists."

Directions:

- *As you watch the video, stay in a critical mindset by routinely asking yourself "why?"*
- *Navigate to www.trendhunter.com*
 - *If prompted to log-in, click the "Sign up with Google" button*
- *As a group, explore the site for trends that are relevant to your "Bug Me List" & "Forces @ Play"*
 - *Investigate the "IDEAS" section and refine your search to topics of interest*
- *Pick **5 of the 20** upcoming trends and work collaboratively with your group to complete the graphic organizer.*

<p>Trend</p>	<p>Problems/Wants/Needs</p> <ul style="list-style-type: none"> <i>In less than 10 words finish this sentence starter: "This trend is valuable because..."</i> 	<p>Competitor Identification</p> <ul style="list-style-type: none"> <i>"I've already seen something like this with..."</i> 	<p>Early Adopters</p> <ul style="list-style-type: none"> <i>Who do you think will be the first consumers of this trend?</i>
	<p><i>"This trend is valuable because..."</i></p>	<p><i>I've already seen something like this with...</i></p>	
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Impact Ranking

0 = Low

1 = Medium

2 = High

<i>Trend</i>	<i># of People Impacted</i>	<i>Impact if Solved</i>	<i>Willingness of People to Purchase</i>	<i>Group's Passion/Interest</i> <ul style="list-style-type: none"><i>• Why?</i>	<i>Total Score</i>

Reflection/Analysis

Top 3 Trend Impact Scores

What about these trends are you passionate about or find interesting?

What solutions/ideas can you generate that address these upcoming trends?

<i>Top 3 Trend Impact Scores</i>	<i>What about these trends are you passionate about or find interesting?</i>	<i>What solutions/ideas can you generate that address these upcoming trends?</i>

