

专属四步趋势预测法

4 STEP DESIGN TREND PREDICTION METHODOLOGY

研究目的

怎样的产品设计是符合未来市场的趋势？影响趋势的因素有哪些？哪些趋势适合中国市场？

Key Research Questions

What kind of product design will fit into the future market? What are the driving factors?

Which trends are suitable for Chinese market?



年度六个领域社会学家
研究及数据收集探索未来
生活形态

对话六大学科先驱人物

符号学分析归纳
四大主流趋势主题

转化为CMF设计手法展示

- 1) 预测流行风格
- 2) 预测色彩及图案
- 3) 预测材质及表面处理

以UX场景和人物角色
视觉化目标消费群

Annual sociology case
study and activities to
explore future lifestyle

Coversations with experts
from six design fields

Semiotic analysis process
Future four macro trends

- 1) Forecast style trends
- 2) Forecast color & pattern trends
- 3) Forecast material & finish trends

Visualize the target
consumer group with
UX scenarios and
personas

