

Development: Design

How do you keep an eye on the future?

To stay on top of international consumer goods markets, Dell asked Essential to benchmark current and future trends that could influence next generation product design and user experiences.

Essential identified an extensive collection of trends across design, form, materials, technology and relevant cultures and markets. We organized the collection into specific categories and built a detailed chronological framework that placed each trend on a timeframe trajectory.

This framework shaped our perspective as we prioritized the trends by relevance, influence and urgency. It also enabled us to select a specific set of trends that we believed would provide direction, motivation and guidance in defining new product trajectories and consumer experiences.

The image displays a series of trend research slides and a report cover. The slides are categorized as follows:

- Automotive Details:** Features a trend titled "Geometric Punch-Through" with a diagram showing a cross-section of a car part with a central punch-through.
- Pattern, Texture and Surface Trends:** Features a trend titled "3 Dimensional Patterns" with a diagram showing a cross-section of a surface with a 3D pattern.
- Industry Overview:** Features a trend titled "Plush and Vinyl Figures" with a diagram showing a cross-section of a plush figure.

The **Dell Trend Report** cover includes the Dell logo and a diagram with the following labels: GENESIS, MAINSTREAM, EXODUS, ACCEPTANCE, and OVERSATURATION.