

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.

