Scenarios across three disciplines: Design, Futures, & Strategy

KID: 20240317



Scenarios

across three disciplines: Design, Futures, & Strategy

To cope with uncertainties and plan for alternate futures by expanding the focus of attention.

Scenarios should not be regarded as forecasts; instead, they should be seen as coherent depictions of the various potential future conditions (Porter 1985)

Tools for comprehending complex future landscapes (Barron et al., 2023)

Scenarios are central to all design activities (Jonas, 2001)

Design

Design futures Transitional Design Fiction Speculative Anticipatory Critical

Strategic design Design strategy Business design Innovation design Service DT HCI

Scenearios

Futures

Strategic foresight Emergence Disruption management Risk assessment Foresight-driven innovation

Strategy

MOST USED SCENARIO STRUCTURES / FRAMEWORKS

SRI Matrix

- Stanford Research Institute Matrix Hawken et al (1982)
- Scenarios based on past projects and fragmented information

Design Innovation Framework









Dator's Four Images of the Future (1979, 2014)









Causal Layered Analysis inayatullah (1998)



Shared Socioeconomic Pathways Richter et al. (2023)



Combinational Approaches

- Cooperative scenarios
- Technique Manoa
- Probability based approaches Divergence
- mapping Morphological
- analysis

[1] Mr Salil Sahadevan Research Scholar

[2] Prof Deepak John Mathew Department of Design