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MEGASTRAT

**Making Megatrends Applicable For Individual
Opportunity Forecasts And Strategic
Development**

Day in the Life



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Day in the Life...

Introduction to “Day in the Life...”

Tool to flesh put the daily life of someone in the Future. Best used together with a Future persona of a company employee, customer or other stakeholder. Creative way to think about future Scenarios, consequences of drivers and how more abstract concepts influence future people.

Description

What is this tool about

This Tool is supposed to help you think about your future scenario or your drivers and Trends in a more hands on way by imagining how they influence a day in the life of someone living in this specific future Scenario. This tool is especially effective if you use it in conjunction with future personas (see here [MEGASTRAT-Method-Future Persona-HdM-010524](#)) and try to imagine their life.

For which purposes is it used in LTOFS

The purpose is to think creatively about the consequences your future Scenarios has on a day to day basis for your company employees, your customers, yourself or other stakeholders and possible people. Doing this can show you related areas you would need to look at for strategic purposes.

Limitations of the tool (if any)

Free tool, easily adaptable, no equipment or expertise needed

When and how to use this tool

This is best done in a small group but can also be done by one person only.

Imagine your Workplace/firm/city in the future and think about what a typical day would look like. Describe the day from start to finish. What kind of things do they use? What technology is available and how does that change daily life? What do they need and what do they already have? Possible visualisations and approaches are:

- Consider making a timeline from waking up to going to sleep. Describe technology, feelings, mobility, friends, communication and other relevant areas of life
- write a diary entry describing the daily life
- What challenges does a person face and how do they go about solving them in their daily life?
- How does the future scenario or driver impact the morning, midday, evening? Their free time and their workflow?