Scenario design
The Methodology of New Days

New Days

DDC

Toolkit - new days

The design methodology is a driving force in this explorative, iterative, visual, and co-creation project. The project is rooted in scenario design which has recently gained attention due to its collaborative approach to working with the future. It is a unique tool – especially in working within complex systems where multiple different people, processes, and structures play into exploring new perspectives.

Design helps us understand and grasp the future. It creates a space in which the possibility for discussing the future becomes possible between different actors, industries, and societal sectors. The methodology of strategic foresight and futures design brings to life future scenarios that are tangible and provide a platform for action for its participants. Creating something new, design is aimed at the future by default as expressed by one of the most cited researchers in the field, Nobel Prize winner Herbert Simon:

> " Everyone designs who devises courses of action aimed at changing existing situations into preferred ones.
>
> — *Herbert Simon*

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In our work on New Days, we have primarily worked with three design branches:

1. Future scenarios: An analytical and structured approach to transforming signals, trends, and tendencies in our present surroundings into different alternative mid to long-term scenarios.

2. Storytelling: The ability to convert abstract ideas about the future to tangible situations and behavioral patterns told by the people of the future.

3. Design: Thinking and methods involving the collaborators in co-creation enable them to test and adjust new solutions in an iterative cycle.

Among the different tools used to engage in futures design, the common idea is to bring imagination to life and visualize how the future might look. Scenario design allows us to understand challenges and potentials from a new perspective. It offers a new possibility of rethinking wicked problems creating an entirely new preferred future instead of reproducing existing systems with the same inherent problems.

The design-based approach of using storytelling, artifacts, and visualizations leads to an involving way for the participants to experiment with the future on equal and understandable terms. For instance, the future comes to life through digital spaces containing graphic renderings, soundscapes, and animations. Futures that reflect our current situation and give us a sense of firsthand experience.