

Technology Trends Research Guide

Sample brief: build a transparent research process for technology decisions.

1. Start with the purpose

Start with a specific question and decision horizon. Define what evidence would change the decision before gathering a large collection of articles.

2. Prepare the approach

Record source type, publication date, methodology and possible commercial interest. Prefer primary documentation for capabilities and distinguish forecasts from observed outcomes.

3. Test the decision

Compare findings across independent sources and note disagreements. Check whether examples match the size, sector and operating constraints of your organisation.

4. Review and improve

Summarise implications, uncertainty and a practical experiment. This guide contains no original market statistics; source counts on the page are illustrative dashboard data.

Your next step

Record your priority, the person responsible, the evidence you need and the next review date. Use the framework to support a discussion with your team; adapt it to your organisation and seek relevant specialist advice where needed.

Discuss implementation: WhatsApp +2348033946516