

my futures

Research Question:

What are the triggers in everyday life when people think about their future?

Client:



MAIN INSIGHT

Changing roles in life stimulate people to think about their future.

Many people discuss their future while choosing a career, getting married or moving in together with their partner. Less challenging career or work stagnancy also lead people to think about their future. Some people just need a trigger to think about their future while others find it difficult to plan their future ahead.

- A student tends to think more about their career and discuss it closely with their family. If they are single they find it difficult to envision their future like buying a house or having their own family. On the contrary, people with partners find it easy to plan their future and family.
- Working individuals think about investments and finance planning to reduce their mortgage whereas people without a job do not think about investments. People like challenges in their job and lack of it makes them ponder about changing their work position.
- Parents discuss their future with their children while preparing will or legal documents. Some people who have difficulty communicating with their parents, talk to friends to discuss future scenarios.



PROCESS

For this research people were interviewed in the age group of 25-40. Some students and some working individuals. They were asked about their life up until now and their future. Data was collected and analysed to convert it into information by looking for links within the data. Later I tried to summaries the information to convert it into knowledge. Further, personas were made which communicate the research outcome. Also, an analysis was made on how the responsibilities change during lifetime.

“ Work is something which comes to my mind when I think about future. Being a student I spend most of my time at the university which makes me think more about my career. That's the phase in my life now, may be down the line I will think about settling down, buying a house but no kids! ”



“ For me future means planning. I have planned my life events until today and will do the same in future. I have accomplished the targets set and am happy about my current success. Nowadays my work seems too monotonous so I want to have a different role here. ”

