

Cool, but is it a **SCAN HIT**?

**START
HERE**

Tough call. Could be a fringe **weak signal** or baloney. Research further, then use your best judgment.

Sorry, keep looking and you'll find a better source that points to a different future.

For your domain, does this source have high or low **CREDIBILITY**?

Would this change have a low or high **IMPACT**?

For your domain, does this source have high or low **CREDIBILITY**?

Congrats! You've found an elusive **weak signal** to support an alternative future.

Is this a widespread report or belief - is the **NOVELTY** high or low?

Great! Looks like a **strong signal** supporting the baseline future.

HIGH

LOW

LOW

LOW

HIGH

HIGH

LOW

HIGH