

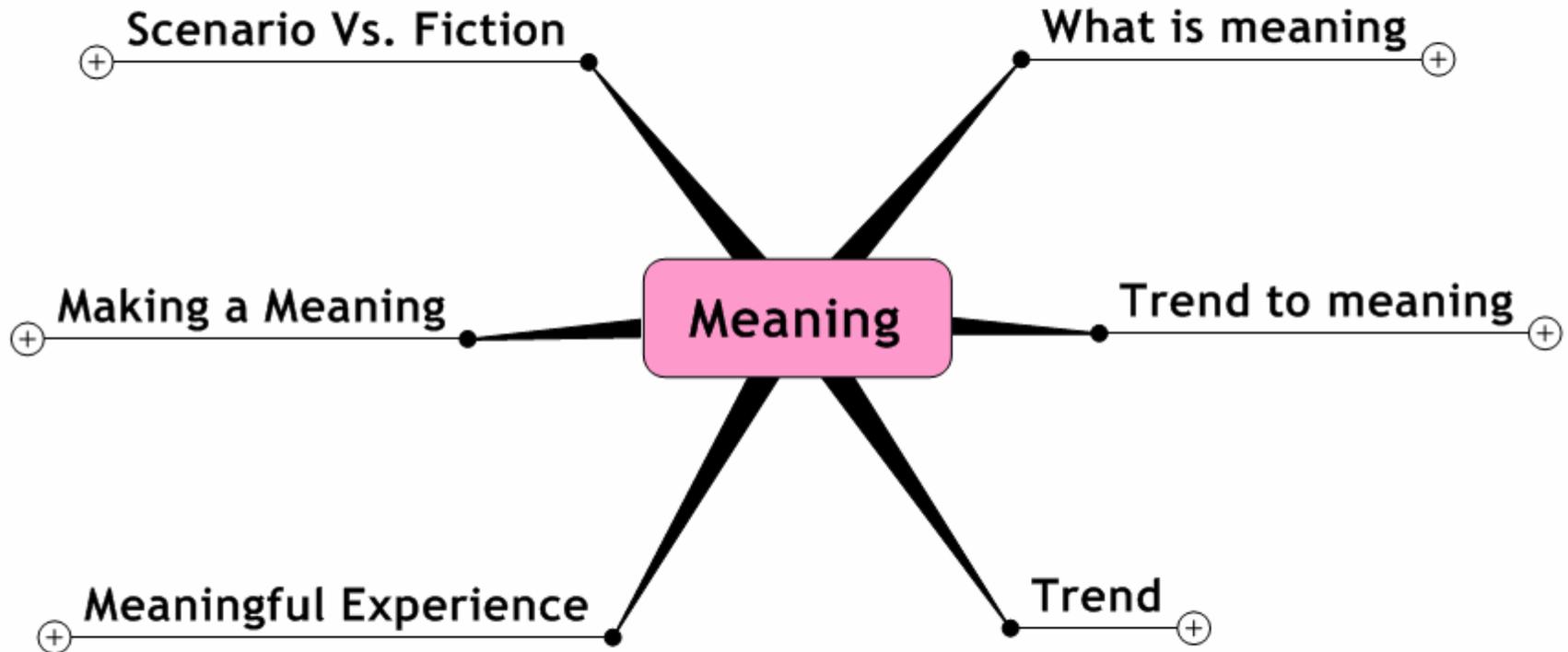
Make a Meaning

Trending, Forecasting and make a meaningful Design

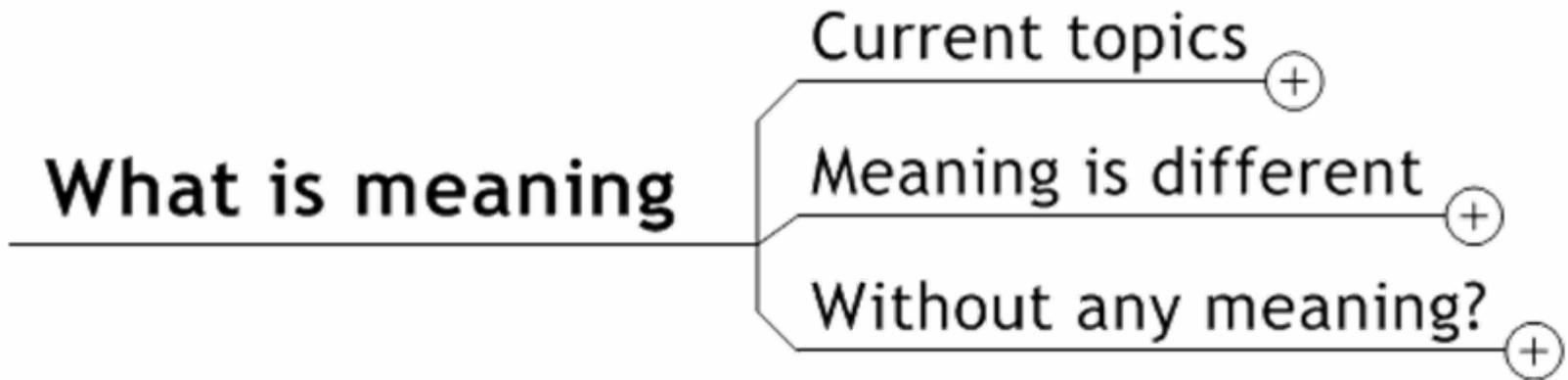
Alf Bae
2006 July

[HTTP://www.forethink.org](http://www.forethink.org)

Meaning



What is meaning

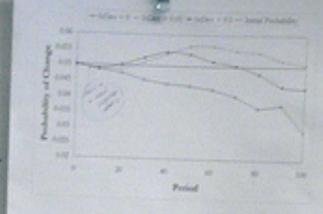
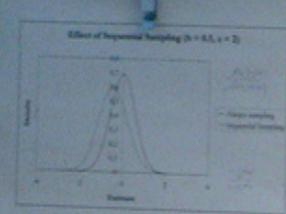


Meaning is...

- meaning |ˈmiːnɪŋ| noun what is meant by a word, text, concept, or action
- implied or explicit significance : *he gave me a look full of meaning.*
- important or worthwhile quality; purpose : *this can lead to new meaning in the life of older people.*

Current topics

- What is appreciated value for people?
- Why people like this or not?
- When can be accepted or not?



$(a) (Est_1(1-b) + bEst_2)$

EST_{1+2B}
 $EST_1 + EST_2$
 $-S \cdot X$

$e^{-sx} - e^{-s_1x}$
 $\frac{1}{s} + e^{-s_1x}$

0	1	2	3	4
0	1	2	3	4
0	1	2	3	4
0	1	2	3	4

$C + u + b \cdot a$

NUMERIC NUMERATOR

Given all higher \rightarrow save you \rightarrow closer to \rightarrow

ESTIMATES

Bigelm

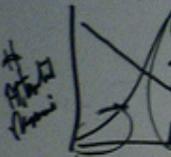
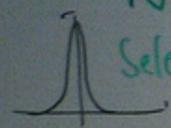
$X \sim N(\mu, \sigma^2)$

$(Value) = \frac{1}{2} X^2 + \frac{1}{2} \sigma^2$

$\frac{1}{(2\pi)^{n/2}} e^{-\frac{1}{2} X^2}$

$F_1 = P(E_1)$
 $\frac{1}{N} + b \cdot \frac{1}{N} + \dots$
 $W_i = C + bA_i + P_i$

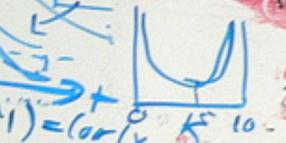
N individuals
 Select individuals have



SHOW SOME THINGS ABOUT THE SAMPLE WHEN NOT ALWAYS

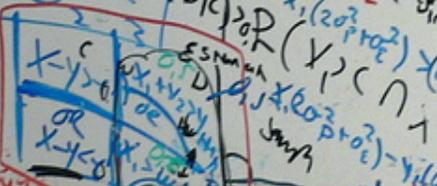
$P(D|C) + P(B|C)$
 $P(D|C)P(C) + P(B|C)P(C)$

$x = f(x, y, z)$
 $x = \ln(x)$



$P = f(C, I, T)$

billions stayed at
 Always stays above some threshold



$E(f(x)) = \int f(x) p(x) dx$
 $F(E(x)) = \frac{1}{E(x)}$

$\frac{d}{dx} \ln(x) = \frac{1}{x}$
 $\frac{d}{dx} \ln(x^2) = \frac{2}{x}$
 $\frac{d}{dx} \ln(x^3) = \frac{3}{x}$

$\frac{d}{dx} \ln(x^k) = \frac{k}{x}$

$\frac{d}{dx} \ln(x^k) = \frac{k}{x}$

Hear a voice from people



Anne Frank user

Kim, [redacted] (27)
RAZRed: 3 months
Brand marketing

"Mostly I use camera function at dark places such as bars or clubs."

"I put self-promotional text on the idle screen."

"I use memo function as a diary, so I put a password."



"Phone book by groups"

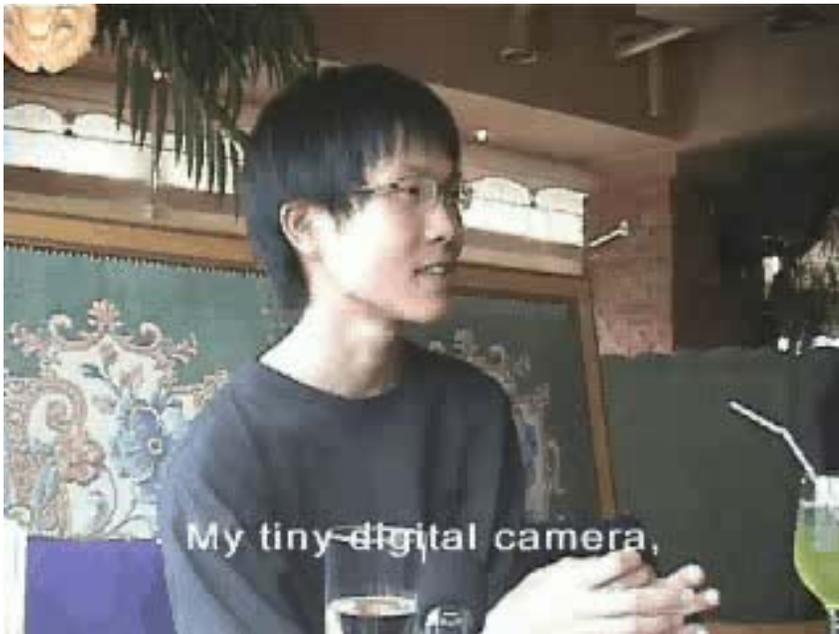
Frequently using	Memo
Used functions	10% (9 out of 83 functions)
Likes	Turbo dial & searching when sending messages
Dislikes	<ul style="list-style-type: none">▷ Sometimes difficult to go back to the previous menu.▷ finds difficulty to convert language▷ Too many functions cause longer time to get to the menu▷ Confused with CLR and Back & End
Wants	To search & directly send a phone number in the message screen

Not real people



[HTTP://www.torethink.org](http://www.torethink.org)

Hear a voice from people





WITH OUR LIFECYCLES?

EMPLOYEE

GUIDING PRINCIPLES

INDIVIDUAL

GLOBAL COMMUNITY?

AM BECAUSE YOU ARE

True Value through all Names

DESIGN = ETHICS + AESTHETICS

CUNY

NEW DESIGN PRINCIPLES

The hope lies in the individuals

HERITAGE



BIBLE (POCKET SIZE)

EMPLOYMENT

Requires a New Study Plan

INTEGRATORS THROUGH TEACHING

PLoS science with good BUILDING BACK BETTER

WORLD BRAIN

INDIVIDUAL = PERSONAL

FIND OUT

BELZON

DISTINNESS = ETHICS

TRANSFORM ECONOMY PRESERVING IDENTITY

everybody is compassionate about their children

STORY ZINE (CRAZLYING)

DOING FOOTPRINTS

SMALL CAUSES



BIG EFFECTS

GUIDING PRINCIPLES BUSINESS DESIGN

GLOBAL PLAY



(CRITERIA, CHECK LIST, REQUIREMENT SPECS.)

DO WE HAVE TO WORK?

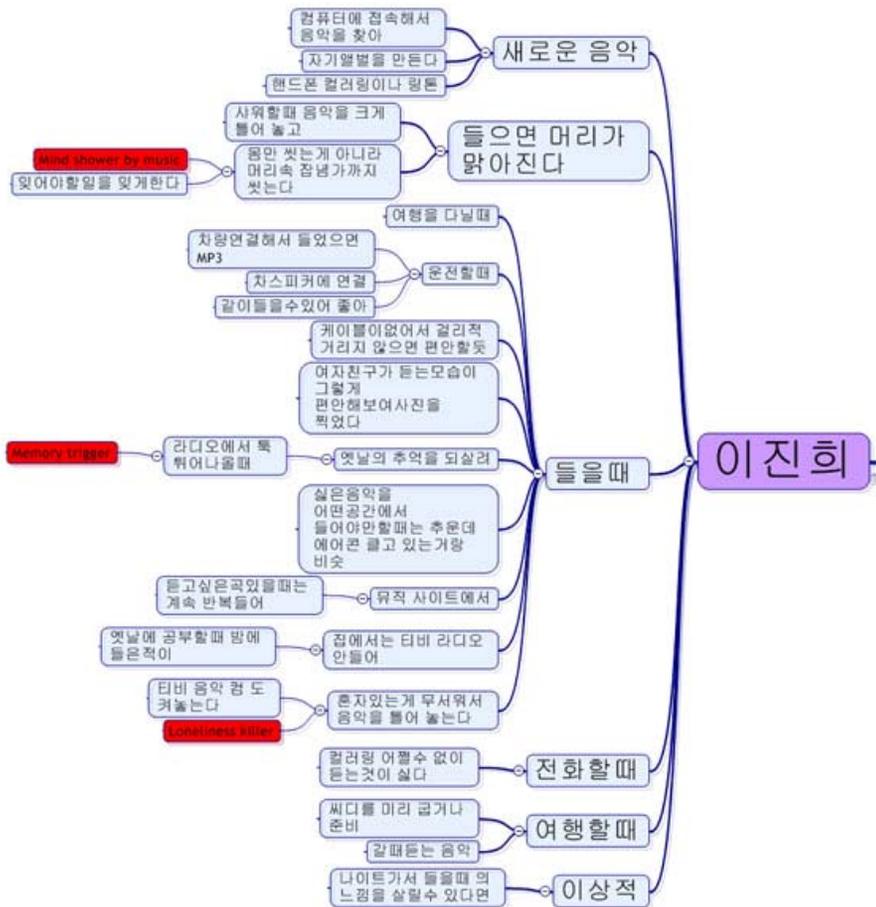
WHAT'S MISSING?

CHANGE

TO WORK IS THERE ONE?

GLOBAL

Hear a voice from people



Meaning is different

- Change by time, culture, individual and fashion
- Social Common Sense
- Economical Situation
- Media Agenda



Mobile repairing at Chungdu, China <http://www.janchipchase.com/>



Mobile repairing at Delhi, India <http://www.janchipchase.com/>



Public phone at Guangzhou, China



Phone on wheel at Nairobi, Kenya <http://rocketboom.com>

Need is same, Culture is different



[HTTP://www.forethink.org](http://www.forethink.org)

Without any meaning?

- Can it be success?
- Can it be meaningful life?
- Meaningless means nothing good

Trend is...

- trend |trend| noun a general direction in which something is developing or changing : an upward trend in sales and profit margins. • a fashion : the latest trends in modern dance.



Forecast

- How can we forecast the flow of trend?
- What if it goes wrong way?

Weather Forecast



- Analysis signals
- Pattern
- Periodicity
- Rule of thumb
- Simulation
- Scenario

Trend Analysis

- Signal
- Pad
- Micro Trend
- Macro Socio Cultural Trend

- Trendsetter
- Trendy People

Signal

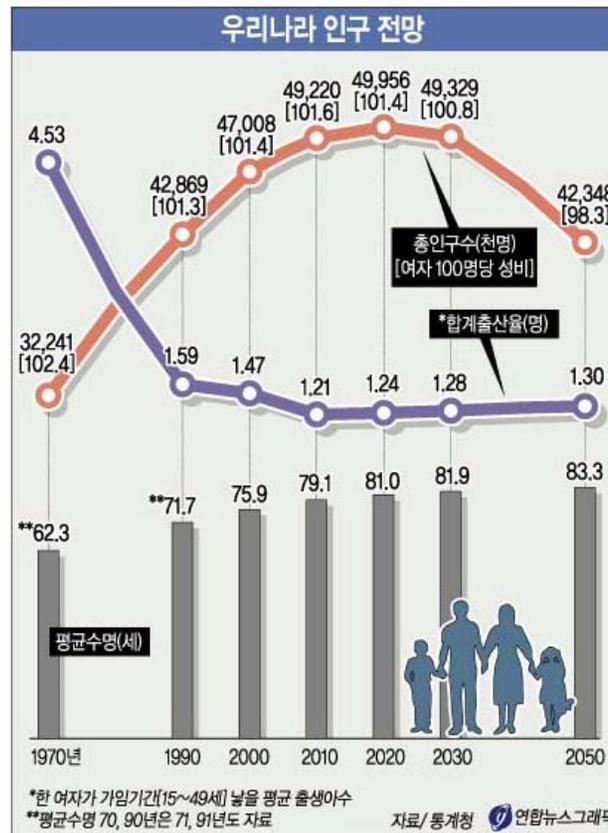


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Pad



Macro Socio-Cultural Trend



Trend setter



Trendy People



[HTTP://www.forethink.org](http://www.forethink.org)

Trend Research

- Technological Trend
 - News
 - Expert
 - Blog sphere
 - Research Report
- Social Trend
 - News
 - Blog sphere
 - Political Issue
- Fashion Trend
 - Language
 - Style
- Business Trend
 - Entrepreneurship
- Competitive Research
 - Benchmark

Technological Trend



Tag is a text label to identify a content. It is essential element of Web 2.0 for sharing and managing content. Especially UCC (User Created Content) without proper tagging is just a rubbish file in a waste land. But tag is annoying for lazy user like me.

Social Trend



MH's room (21, Male, College student, Seoul)

He still loves toys and comics. But he collects toys not for playing with, Instead of playing with it, he takes photos of it. In his photos, toys can be animated as live as a living creature



I don't know why, but I have more interests about toy now than when I was a kid. I think because now I can afford to buy toys that I want. For instance, light saver of Jedi. Lately I ordered from web site in USA. It cost \$108.

Jang(28, Male, Designer, Seoul)

Fashion Trend

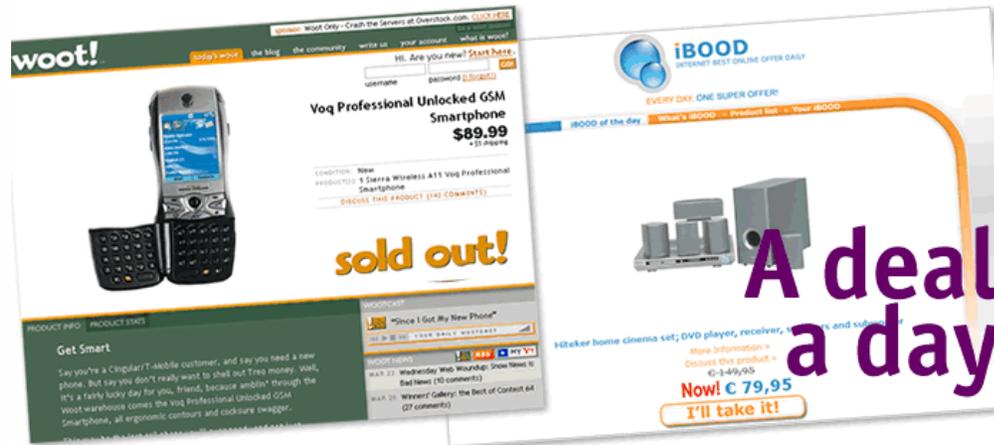


Simple gingham are evolved into colourful Madras checks, while traditional tartans get a fresh summer twist for a **homespun Americana feel.**

[HTTP://www.forethink.org](http://www.forethink.org)

http://www.wgsn.com/members/f?u=%2Fmembers%2Ftrends%2Dinfo%2Ffast%2Dtrack%2Ffeatures%2Fti2006jul12_017120

Business Trend



What's the ultimate in curated consumption? Limiting your customer's choice to one product a day. Add a pinch of eBay-style excitement and bargain hunting, and you end up with Woot! ("one day, one deal") and iBood.

http://www.springwise.com/retail/a_deal_a_day/

Competitive Research



Resemblance or Trend?

TV eShop homepage featuring a central promotional banner for '우리아이 여름방학 홈 코스' (My Child's Summer Vacation Home Course) and various product listings.

Trust eShop homepage featuring a central promotional banner for '7월의 합이 큰 푸드 대박가' (July's Big Food Deal) and various product listings.

Free! eShop homepage featuring a central promotional banner for 'Free!' and various product listings.

로그인 회원가입 나의 GS이슈 주문배송조회 정보구나 고객센터

TV이슈 | 이벤트 | 지식프렌즈 | 쇼핑기획전 | 베스트셀러 | 테마숍 | e캐탈로그

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+선물포장

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Stylish | 분유 · 기저귀 | 도서들 | 해외쇼핑 | e슈퍼 | 황토슬림육

[관람전] "캐릭터캐어" 총 800분 초대!!

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의류
숙곳 | 잠옷 | 양말
패션잡화 | 명품
시계 | 주얼리 | 장식용품
침구 | 커튼 | 수예
가구 | 인테리어
가정 | 주방용품
생활 | 육식 | DIY | 건강
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식품 | 슈퍼마켓
스포츠 | 레저 | 자동차
서비스 | 꽃배달 | 상품권
악기 | 취미 | DVD | 넥슨
여행 | 항공권 | 숙박
생명 | 손해 | 자동차보험

10%쿠폰
최고 67%세일
최고 50%세일
최고 50%세일
최고 70%세일
최고 11%쿠폰
최고 11%세일
최고 75%세일
최고 12%쿠폰
10%세일
최고 20%쿠폰
10%세일
10%세일
최고 5%세일
50%적립

매 장 · 전 체 보 기

흥미진진, 보람만땅!
우리아이 여름방학 플~ 코스

06 더/위/사/냥 에어컨 스페셜
백만불 바캉스 Checklist
대만족! 여름방학 플~코스
06 트렌디 컬러 스타일링 가이드
신개념입체쇼핑몰 3D이슈

01 발향력이 컴퓨터 업그레이드
02 패직/집중력 향상 아이방 꾸미
03 가족과 함께 여름여행

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패션 리더 5.7

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아이들 세상^{MA}

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GS단독! 예미스 투메트리스 침대 733,000원 고객칭찬BEST

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 - Notebooks
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 - Action
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 - Television
 - more
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 - more
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全商品で 検索 ショッパー一覧 全商品一覧

買い物便利ツール ページ閲覧履歴 買い物カゴ 購入履歴 商品の感想(601件)

7/22 9:59 12:59 どこでも買っても 全3ヶ月間 2倍 オークション

120日間限定 楽天2倍 オークション

楽天会員に登録するとお買い物ごとにポイントがたまったり、便利な機能があふいだけています。 今すぐ登録(無料) >>

・バーゲン最大82%OFF ・FinePrintが1万円値 ・3日だけ送料無料 ・無料でGet満ちる肌 ・送料込1,000円グッズ ・週末インテリア激安 ・ポイント5倍スイーツ ・執筆するエアコン!?

特設会場 ▶お中元 ▶価格ナビ ▶お買い物ガイド

ファッション・アパレル・靴 トバック・小物・ブランド雑貨 ドジュエリー・腕時計 トキッズ・ベビー・マタニティ	食品・スイーツ ドリンク・お酒 ワイン	インテリア・家具 キッチン・日用品雑貨・文具 不動産・引越し
パソコン・周辺機器 家電・AV・カメラ トCD・DVD・楽器 おもちゃ・ホビー・ゲーム	ダイエット・健康・介護 美容・コスメ・香水	スポーツ・アウトドア ゴルフ用品/ゴルフ場予約 車・バイク
花・園芸・エクステリア ペットグッズ	本(楽天ブックス) ダウンロード/音楽配信 動画コンテンツ イベントチケット予約	ビジネス見直し マネー・教育・サービス

シニア市場 ▶ 高級品市場 ▶ 新製品市場 ▶ TVで人気の商品市場 ▶ エコライフ
楽天市場boys ▶ 楽天市場girls ▶ ギフトセンター ▶ 楽天マガジン
楽天イギリス:公式サイト(送料)/動画で観る(無料)/勝った翌日は特典あり!

Inside Rakuten 発表! 2006年上半期ランキング

トピックス 新着情報!

- 激安90%OFFワンズも
- おもしろジャンク集
- DS Liteに新色イン
- 夏レディのコレクション
- TVに登場! 山形ロン
- ロックスが1万円から
- 激安直送! 日本酒
- 限定! ヌーブラが入荷
- 贈り物 2倍

注目: TOP(1~10) | 11~30 | 13ジャンル人気検索ワード | SALE | 三木谷浩史人気 | コントレックス | キーリング | 20リスト | カルティエ | チーズケーキ | コロンバ

楽天2倍 << 三木谷浩史も登場! 他の特集 >>

ホットアイテム

鮮やかな戸録! 楽しい! 大好

CanCam掲載! 夏王子 憧れの夏王子

マネーサービス

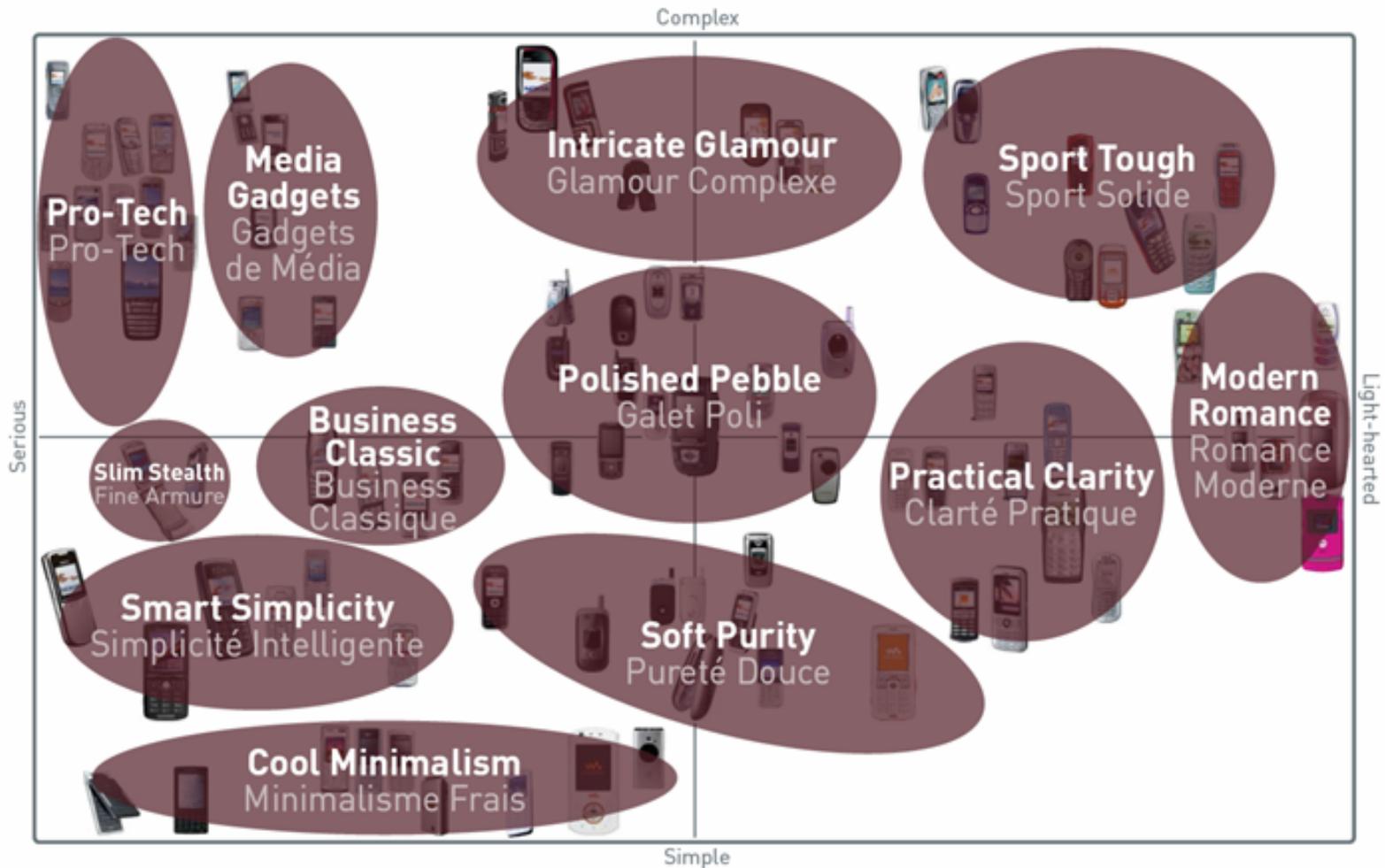
- 楽天証券 - 2,000ptプレゼント
- 楽天カード - 2,000pt進呈!
- 楽天ローン - 7%からの低金利
- 楽天イーグルス - むれなく2,000ptプレゼント!

トラベル 年間1,600万円

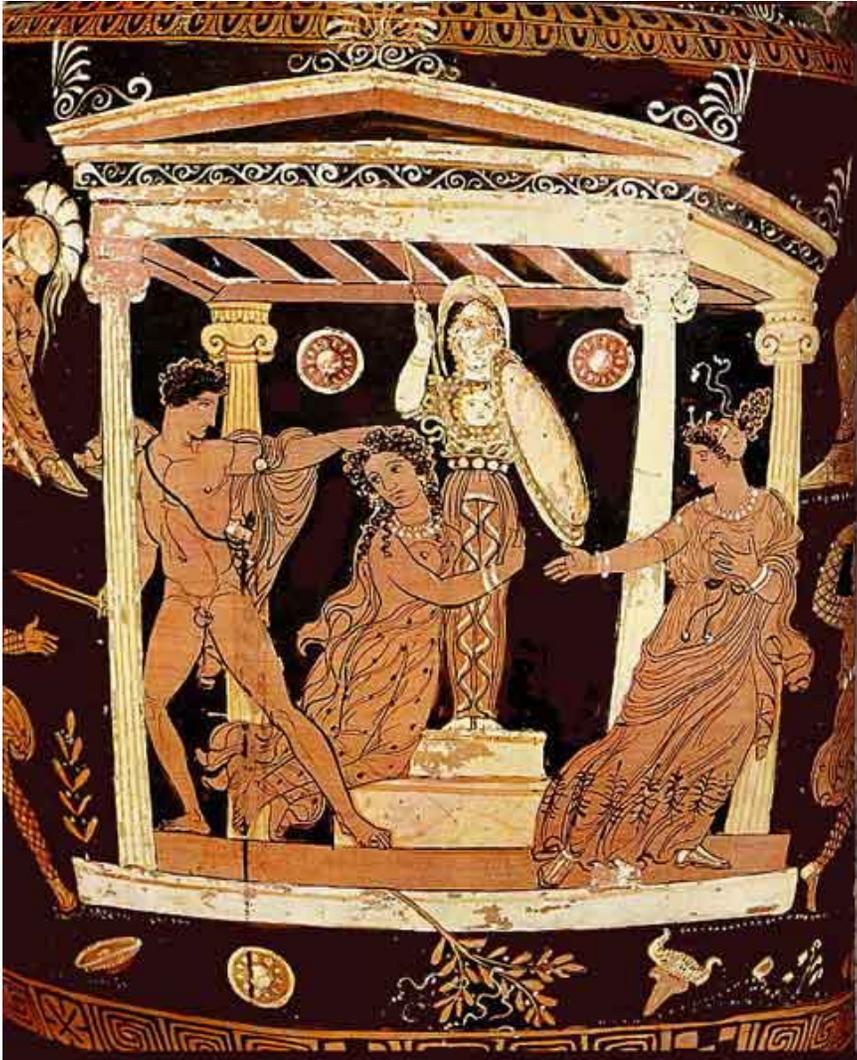
- 宿泊予約/ツアー/格安航空券
- ポイント全員プレゼント!
- お食事で最大ポイント10倍!
- グッズ 発表! 送料無料
- 本・CD・DVD・PCソフトなど 500ポイントもらえる!

ポータル

Portfolio cluster



Business impact



- Trending is dangerous
- Responsibility of Trend Forecasting
 - Cassandra's foresee
 - Racing with end

Find a True Voice

- Segmentation/Life Stage/Social Class
- Filter out : Can't do that all
 - Prioritization for : Focus, Cut Min
 - Importance Vs. Opportunity

Segmentation

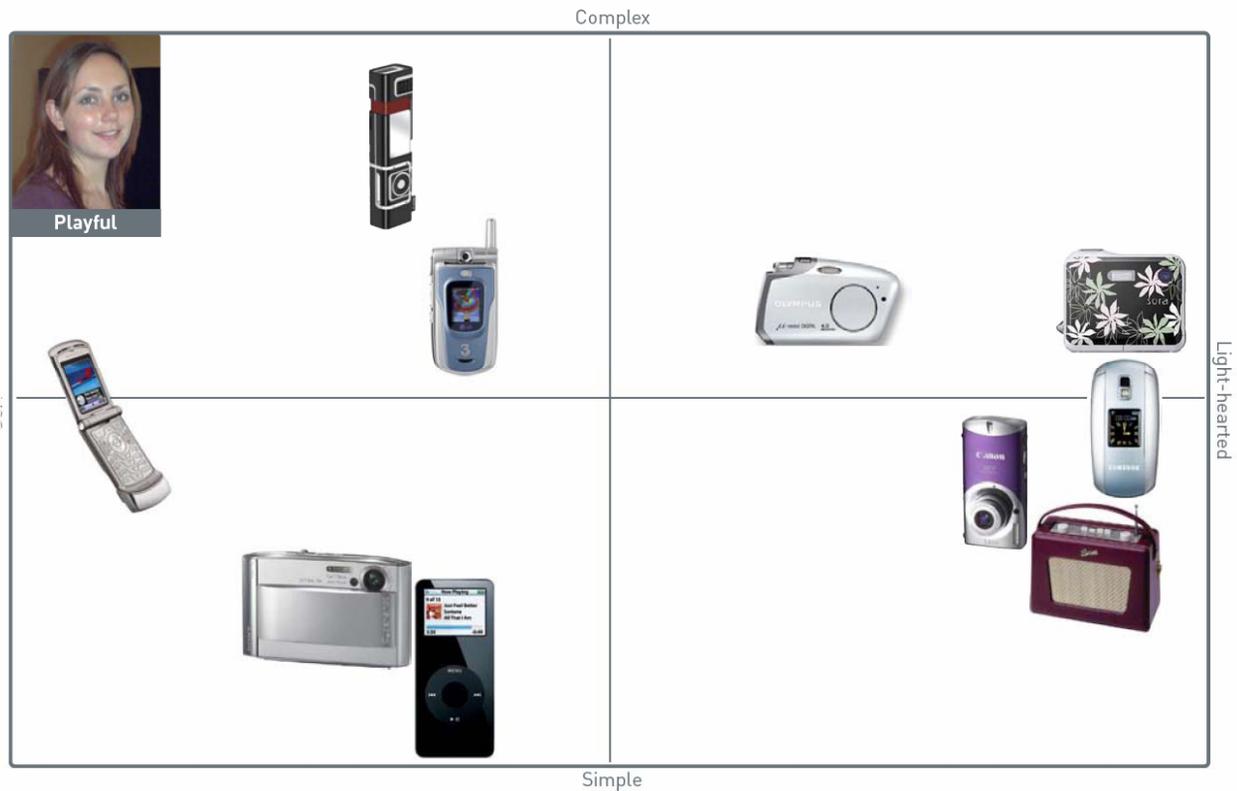
The same type of people like different styles



Different types of people like the same styles



The same person likes different styles



Prioritization

Cordis's Angioplasty Balloon Market-Opportunity Scores

Desired Outcome Segment 1: Interventional Cardiologists	Importance	Satisfaction	Opportunity
1. Minimize restenosis (or the recurrence of a blockage)	9.5	3.2	15.8
2. Minimize the amount of force required to cross the lesion with the balloon	8.3	4.2	12.4
3. Minimize the amount of damage (dissection) that is inadvertently caused to any vessel when putting the guide wire in place	9.5	7.5	11.5
4. Minimize the time it takes to place the balloon across the lesion	9.1	8.4	9.8
5. Minimize the time it takes to complete the procedure	5.1	1.0	9.2
6. Minimize the time it takes to move the balloon through a winding vessel	7.7	6.6	8.8

Turn Customer Input into Innovation

By Anthony W. Ulwick

Harvard Business Review Jan 2002

Making a common meaning

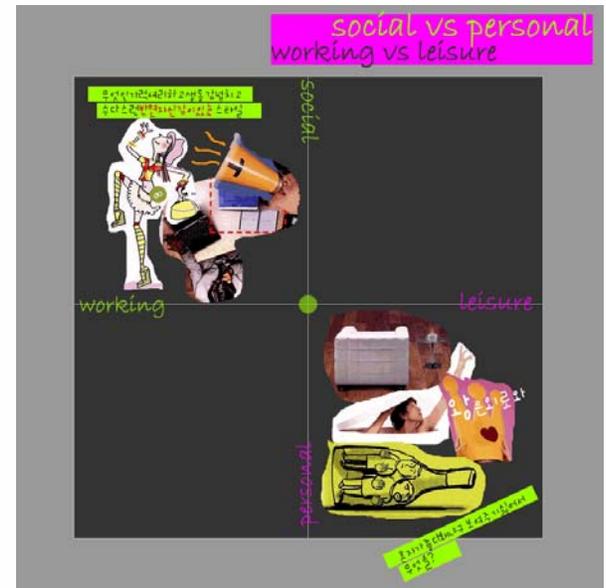
- Collect image from published images
- Try to make a common understanding and concept direction among your team members



1. Collect image from magazine

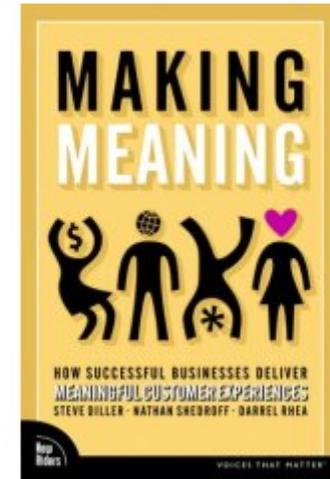
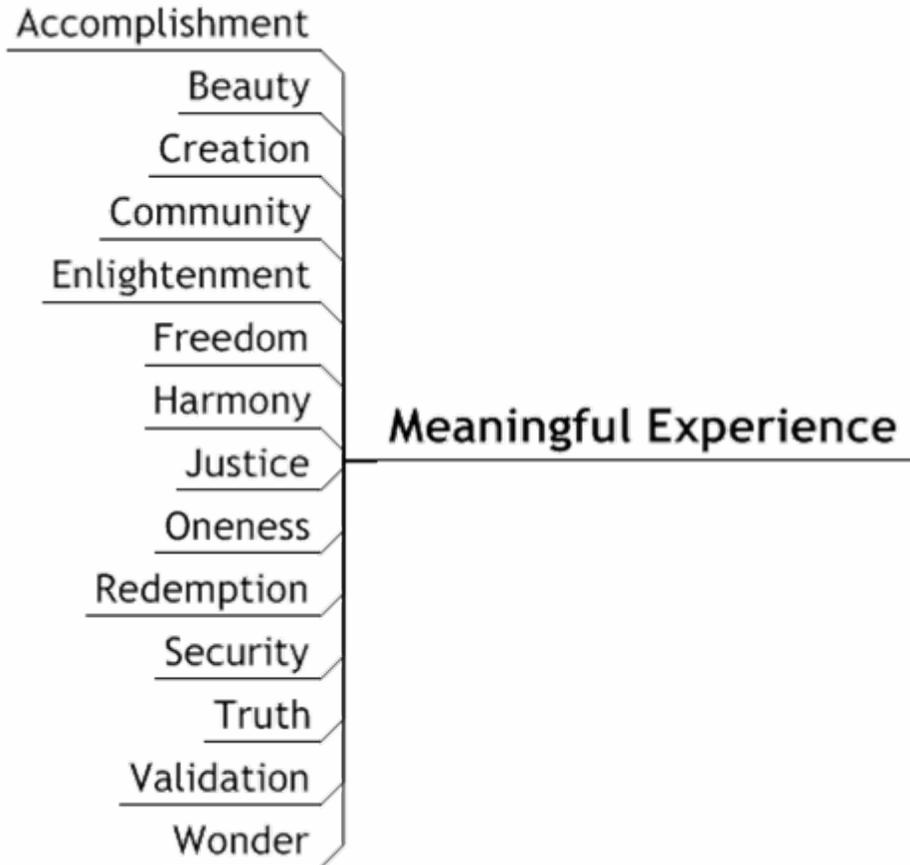


2. Focusing, Clustering and trimming



3. Positioned and tagged image by mutual consent among team members

Meaningful Experience



Making Meaning : How Successful Businesses Deliver Meaningful Customer Experiences (Hardcover)
by [Steve Diller](#), [Nathan Shedroff](#), [Darrel Rhea](#)

<http://www.cheskin.com/>

Making a Meaning

Evaluate Your Concept

Is it make sense?

Can we make it sense?

Timing

Provide Aura of Context

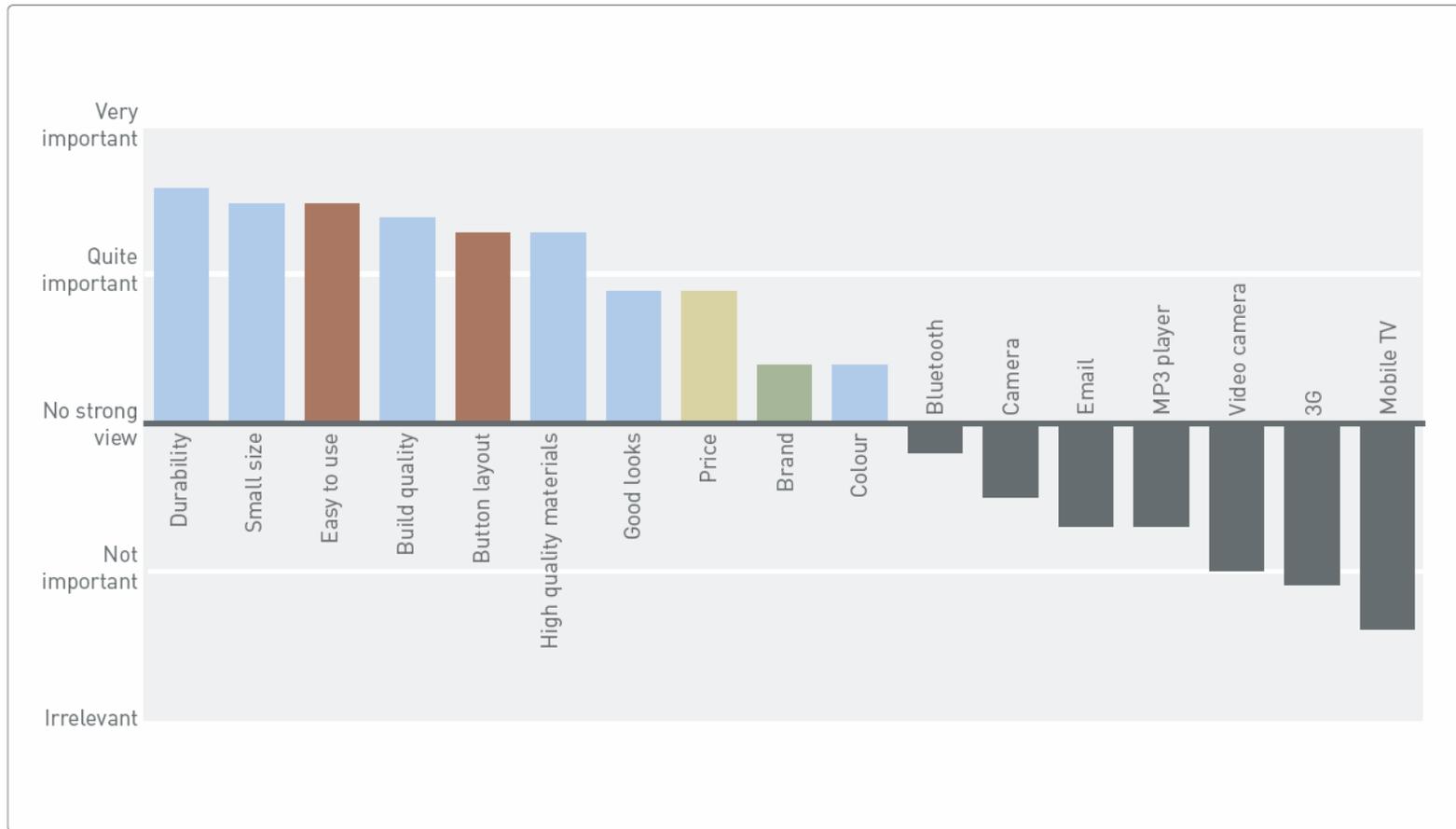
Clear Message to Customer

Making a Meaning

Valued keyword

Say they value durability & usability over looks

How important were the following factors when you chose your current phone?



Design Scenario

intelligence  everywhere



Oh!, she has
a new friend.

Scenario Vs. Fiction



LE VOYAGE
DANS LA LUNE

★ "STAR FILM" ★
Geo Méliès. Paris



Thanks

[HTTP://WWW.FORETHINK.ORG](http://www.forethink.org)

[HTTP://www.forethink.org](http://www.forethink.org)