

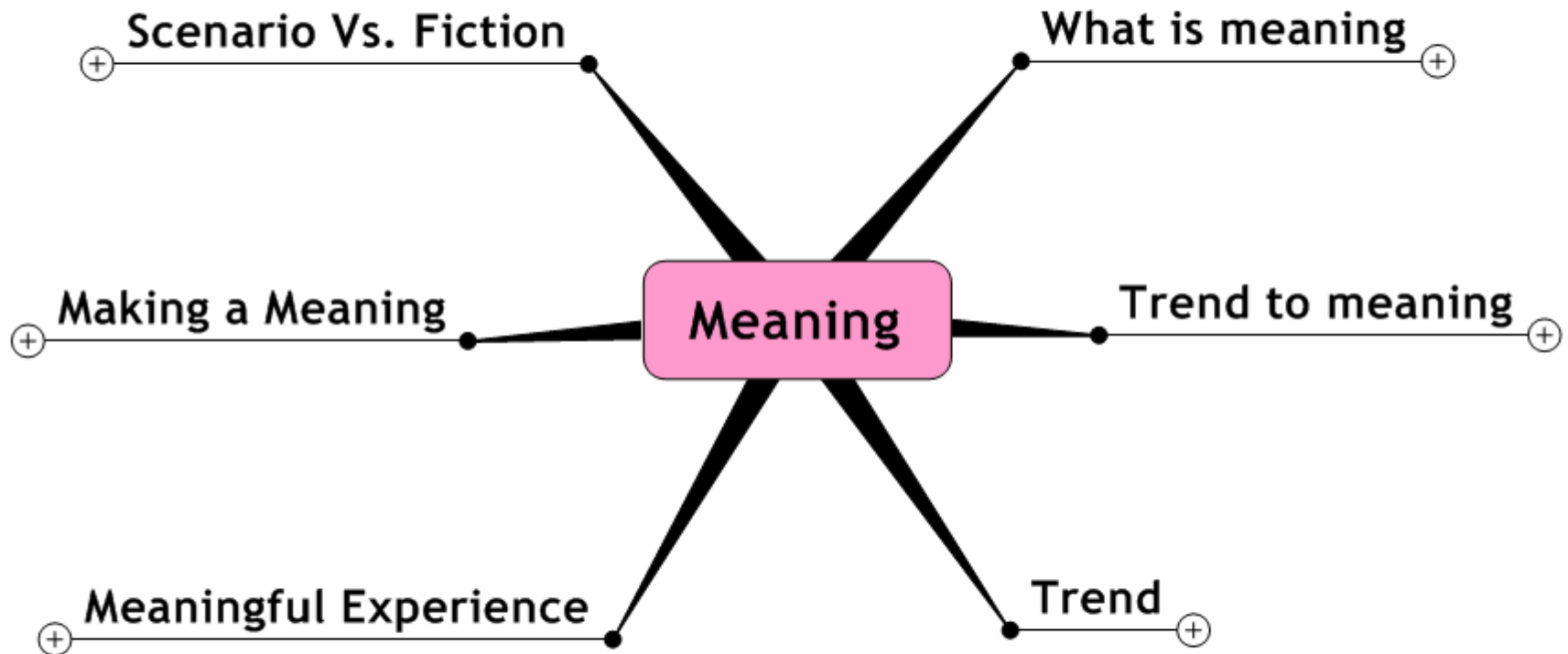
# Make a Meaning

Trending, Forecasting and make a meaningful Design

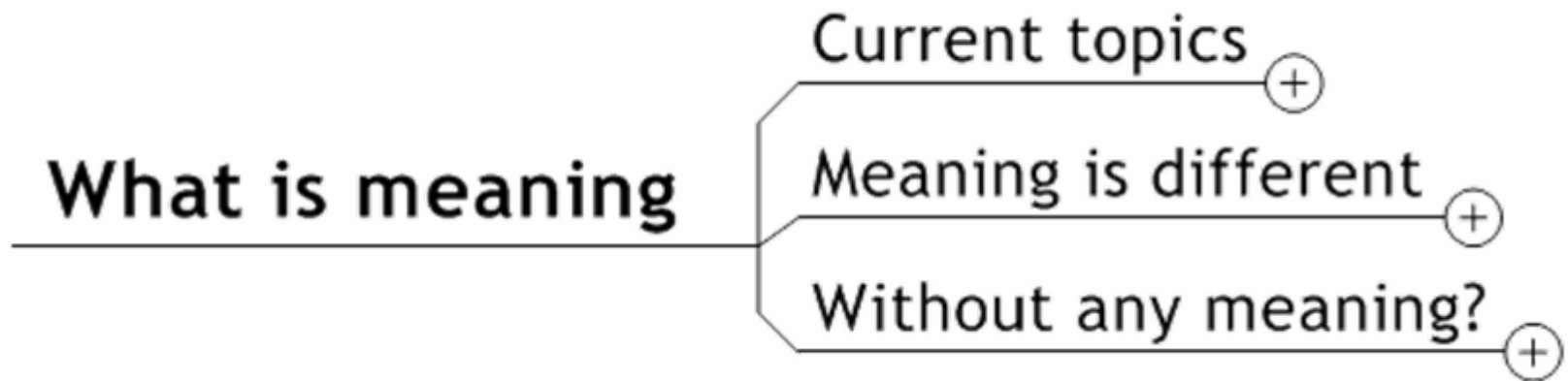
Alf Bae  
2006 July

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

# Meaning



# What is meaning



# Meaning is...

- meaning |minɪŋ| 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.*

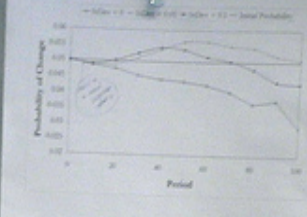
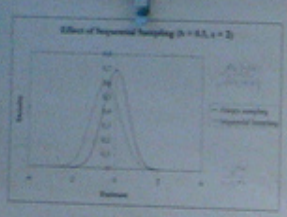




# Current topics

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





$(w)(EST_1(1-b) + b(EST_2))$

$EST_1 = \frac{1}{S} \sum_{i=1}^S X_i$

$EST_2 = \frac{1}{S} \sum_{i=1}^S X_i$

$C + u + b + a$

WUDIC NUMERATOR

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

ESTIMATES

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

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

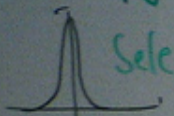
$P(x) = \frac{1}{\sigma \sqrt{2\pi}} e^{-\frac{x^2}{2\sigma^2}}$

$F_t = P(F_t) = \frac{1}{N} \sum_{i=1}^N W_i$

$W_i = C + bA_i + \beta E_i$

$\lambda = e^{-\mu}$

NOT ONLY SPREADSHEET



How Some things about Not Same (when Not always)

Change! Always stays above some threshold

$E(f(x)) = \int f(x) p(x) dx$

$E(f(x)) = \int f(x) p(x) dx$

$u, v, w, x, y, z$

$P(D|C) + P(B|C) = 1$

$P(D|C) + P(B|C) = 1$

$P(D|C) + P(B|C) = 1$

$P(D|C) + P(B|C) = 1$

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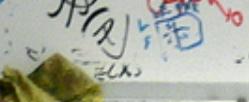
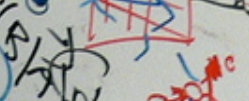
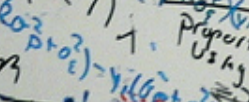
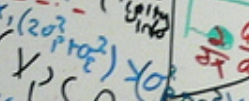
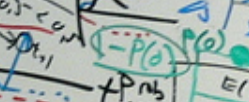
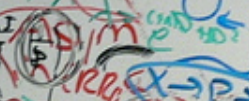
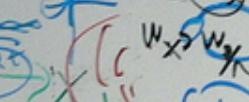
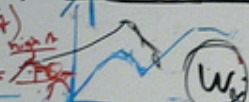
$P(D|C) + P(B|C) = 1$

$P(D|C) + P(B|C) = 1$

$P(D|C) + P(B|C) = 1$

$P(D|C) + P(B|C) = 1$

$P(D|C) + P(B|C) = 1$



$W_1 X_1 + (1-W_1) X_2$

$W_1 X_1 + (1-W_1) X_2$

$W_1 X_1 + (1-W_1) X_2$

$W_1 X_1 + (1-W_1) X_2$

$W_1 X_1 + (1-W_1) X_2$

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$W_1 X_1 + (1-W_1) X_2$

$W_1 X_1 + (1-W_1) X_2$

$W_1 X_1 + (1-W_1) X_2$

$x = f(x, k)$

$x = f(x, k)$

$x = f(x, k)$

$x = f(x, k)$

$x = f(x, k)$

$x = f(x, k)$

$x = f(x, k)$

$x = f(x, k)$

$x = f(x, k)$

$x = f(x, k)$

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

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

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

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

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

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

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

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

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

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



# Hear a voice from people



## Anne Frank user

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

Not real people



<http://www.thorethink.org>

# Hear a voice from people





# WITH OUR LIFECYCLES?

AM BECAUSE  
YOU ARE

True Value through  
all Meme's

INDIVIDUAL

GLOBAL COMMUNITY?

## GUIDING PRINCIPLES

DESIGN =  
ETHICS +  
AESTHETICS

Intelligent / Sophisticated  
Compassion

BUILDING  
IDENTITY

CUNY

# NEW DESIGN PRINCIPLES

The hope  
lies in the  
individuals

# HERITAGE



- BIBLE (POCKET SIZE)

## EMPLOYMENT

Reunite a  
New "Story" for  
Hawaii —  
Grand Vision

WILL EICH  
STUDENT

# INTEGRATION THROUGH TEACHING

INDIVIDUAL  
= PERSONAL

PLUS ~~stronger~~ with good  
BUILDING BACK BETTER

WORLD  
BRAIN

BEZON

- 1 designer) base
- map of child
- Distribution & explanation

# DUSTINESS-ETHICS

WHAT CAN EXCHANGE  
GIVE TO SOCIETY?

TRANSFORM  
ECONOMY  
PRESERVING  
IDENTITY

epanik

everybody is  
compassate  
about their  
children

STORY 21N3  
(CRAZZYING)

DENTIT<sup>u</sup>

SMALL CAUSES  
⇓  
BIG EFFECTS

ANYBODY

GUIDING PRINCIPLES  
↓ ↓  
BUSINESS DESIGN

GIVE  
TO THE POOR

DO WE HAVE  
TO WORK?

(CRITERIA,  
CHECK LISTS  
REQUIREMENTS  
SPECS.)

1997-1998

GLOBAL

WHAT'S MISSING?

CHANGE

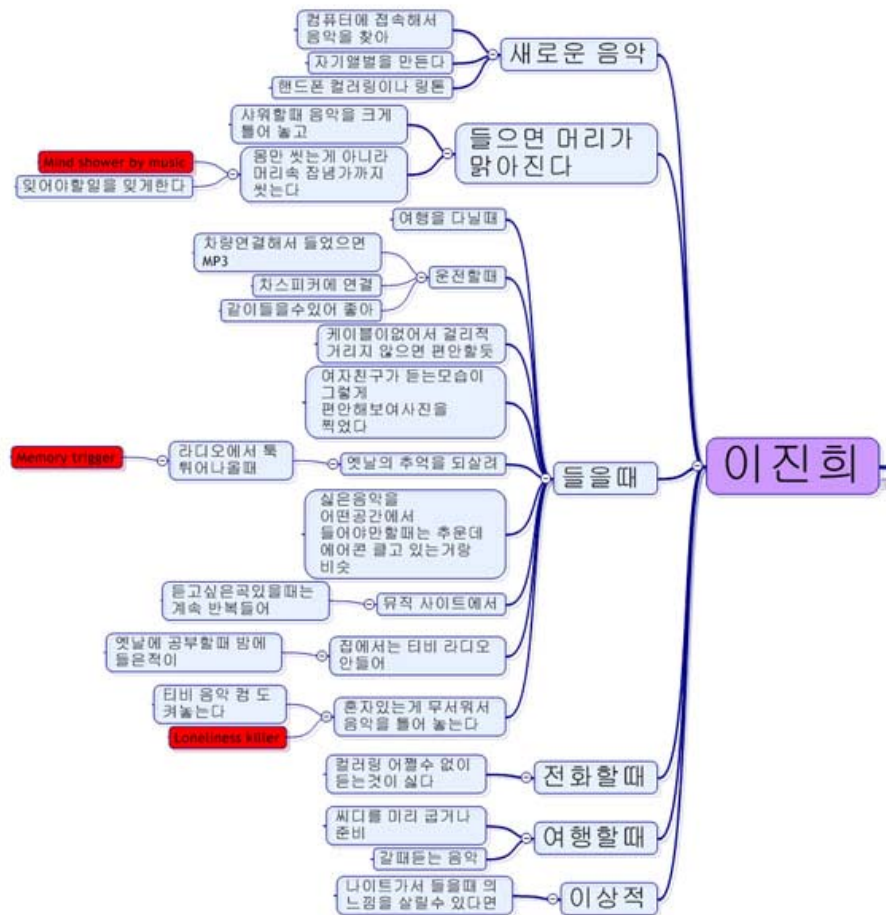
WHAT IF ENDOCRINE  
WAS A ROLE  
WOULD WORK?

THE RIGHT  
TO WORK  
IS THERE ANY?

WHEELS FOR  
WORK AND?



# 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



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

# Pad



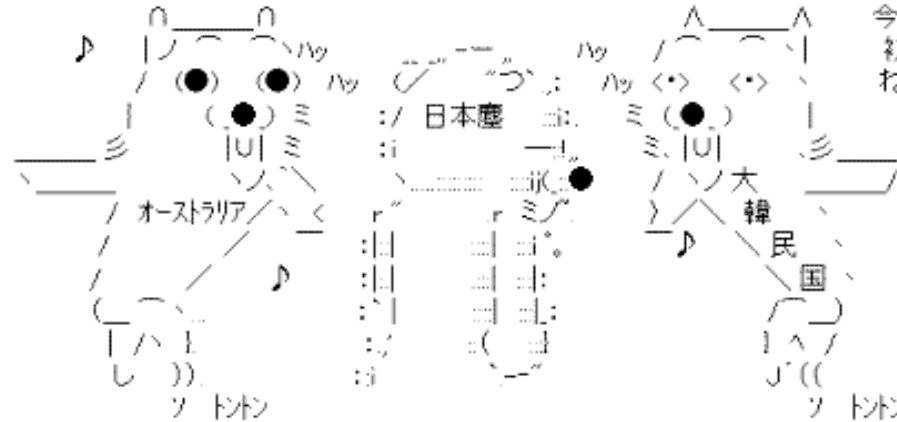


A close-up, high-magnification photograph of a microchip or integrated circuit. The image shows various components like a circular pad, rectangular pads, and fine lines. The text "Micro Trend" is overlaid in white.

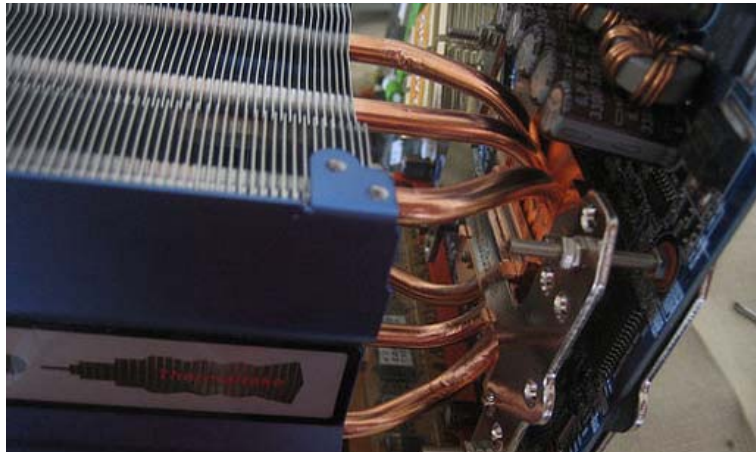
# Micro Trend

132 名前:\_\_:2006/06/14(水) 00:26:38 ID:znX8vnM80

ねえ、審判買収で1点もらったのに  
ボロ負けしたけど どんな気持ち？

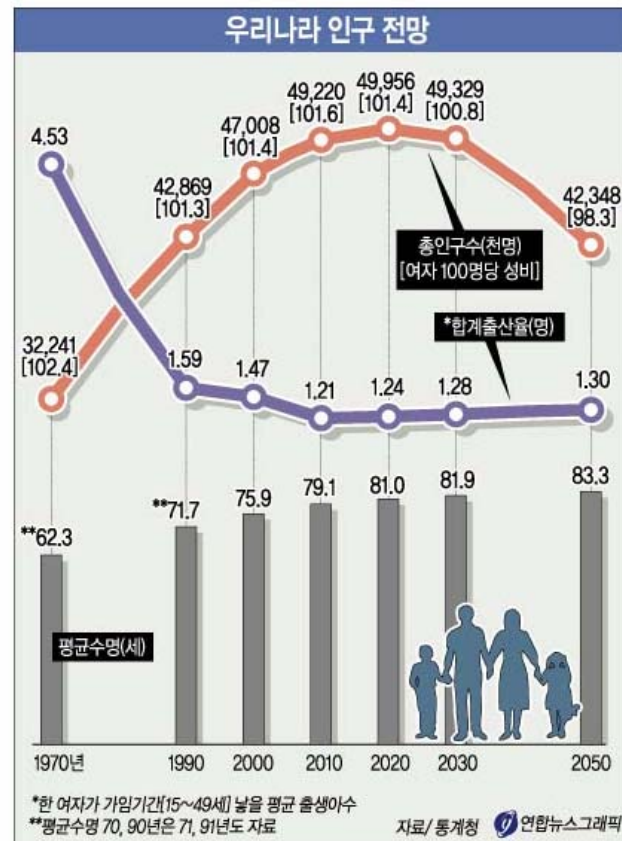


今、どんな気持ち？  
初戦で負けるってどんな気持ち？  
ねえねえ、どんな気持ち？





# Macro Socio-Cultural Trend



# Trend setter





# Trendy People



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

# Business Trend

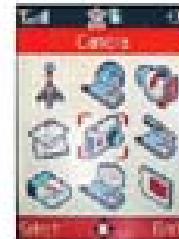
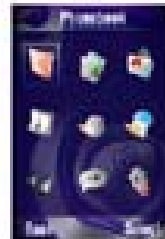
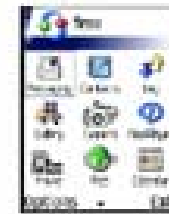


What's the ultimate in curated consumption? Limiting your customer's choice to one product a day. Add a pinch of eBay-style excitement and bargain hunting, and you end up with Woot! ("one day, one deal") and iBood.

[http://www.springwise.com/retail/a\\_deal\\_a\\_day/](http://www.springwise.com/retail/a_deal_a_day/)

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

# Competitive Research





# Resemblance or Trend?

ntv.eshop

우리아이 여름방학 풀-코스

디지털 클릭

7월 이벤트

TrustChall

Brand shop

HIT item

Free!

Fashion

Digital

로그인 | 회원가입 | 니만의 GS이숍 | 주문배송조회 | 장바구니 | 고객센터

TV이숍 | 이벤트 | 지식프렌즈 | 쇼핑기획전 | 베스트셀러 | 테마숍 | e캐탈로그

단독! **50% SALE**

최고 50% SALE

+ 선물포장

카테고리 선택

[오르디컷발간] 99만원+3만원적립

검색 상세검색

제7회

아기모델 선발대회

한국모델협회 공식 후원

Stylish | 분류 · 가져가기 | 도서들 | 해외쇼핑 | e슈퍼 | 황토슬림육

[관람전] "캐릭터케어" 총 800분 초대!!

컴퓨터 | 주변기기

디카 | MP3 | 휴대폰 | 게임

가전

화장품 | 미용

의류

속옷 | 잠옷 | 양말

패션잡화 | 명품

시계 | 주얼리 | 장식용품

침구 | 커튼 | 수예

가구 | 인테리어

가정 | 주방용품

생활 | 육식 | DIY | 건강

출산 | 유아 | 아동

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

최고 5%세일

50%적립

매 장 · 전 체 보 기

GO

흥미진진, 보람만땅!

우리아이 여름방학 풀~ 코스

01 방학맞이 컴퓨터 업그레이드

02 패직/집중력 향상 아이방 꾸미

03 가족과 함께 여름여행

04 더/워/사/냥 에어컨 스페셜

백만불 바캉스 Checklist

대만족! 여름방학 풀~코스

06 트렌디 컬러 스타일링 가이드

신개념남체소핑물 3D이슈

쇼핑캘린더

7월 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29

패션 리더 5.7

최신Navi,특집

패션 리더

아이들 세상

WIZWID 슈퍼 SALE

OTTO 시즌 OFF 파격 SALE

Stylish 흥대

tv eshop ON-AIR

10:15~12:10 파워도깨비방망이

가격 59,800원

(무이자 6개월)

혼알당서비스 방송편성표

BEST TV이숍

/DMB일체형 출

398,000

[마일리지캐시]

월 신규가입

16% 할인

최근 3개월 구입

드림 서비스

최고 10만원 할인

+DIGITAL Click

후지쯔 듀얼코어 나파 2G 노트북

1,499,000원

SONY BRAVIA 50"LCD 프로텍션 TV

독점특가 2,190,000원

1천만 화소 카시오 EX Z1000

파격특가 499,000원

비가와도 멋쟁이

우리지점으로 오세요

Digital, my life!

장마철 가전입니다

하림 즉석 삼계탕 800g×6봉

39,900원

13%할인쿠폰

한성포기김치 10kg+물무1Kg 더

34,900원

베스트셀러

[여씨노] 순면 홑 겹 매트 세트Q

39,500원

단독50%SALE

GS단독! 예미스 투메트리스 침대

733,000원

고객칭찬BEST

7월 EVENT

NUDE PRICE ZONE

7월 이벤트

Trust

7월 이벤트

7월 이벤트

Free!

Free!

Free!

HTTP://www.forethink.org





· 상품검색 3천대한정하이온3300 10만원가격↓

· 로그인 회원가입 · 변경 / My C.Mall / 장바구니 / 주문 배송조회 / 고객센터

· 쇼핑기획전 · 주간베스트 · eTV홈쇼핑 · 보험금융물 · 전문샵 · 이벤트 · 쇼핑통

· 오늘 본 상품 · 카태고리

· 여행 · 웨딩 · 수퍼마켓 · 도서

· [신규]CJmall 뷰티플라인 오픈!!

**7월의할인쿠폰다운받기**

매이비가 제안하는 Summer Style

모든매장을 한눈에! 쇼핑맵

여성리류, 언더웨어  
캐주얼, 남성리류  
패션잡화  
화장품, 이모용  
보석, 시계

최고 50% S/A/L/E

스포츠, 레저, 자동차  
건강, 헬스

10% Coupon

가구, 인테리어  
실구, 카튼  
생활, 주방  
유아동, 출산  
식품

최고 40% S/A/L/E

10% Coupon

15% Coupon

가전  
휴대폰, 디카, PMP  
컴퓨터, 주변기기

10% Coupon

약기, 취미, 서비스 보험  
여행, 항공

10% Coupon

**Brand shop**

패션샵 | 테마샵 | 서비스&브랜드샵

MISSING DOROTHY  
미싱도로서

· 미싱도로서 · 패션로드맵

· 피렐라 · 송지호

· 홈비화 · 디자이너슈즈샵

· 융승환 · STUDIO V

· 라플

트러스트 베스트셀러  
전역 12% 할인쿠폰

에어컨 베스트셀러  
특가가전

여름나기 비법  
대공개!

동영상 콘텐츠!  
후지다가 원후!

트러스트 Cmall  
대/중/저  
최고 12% 쿠폰증정

트러스트 Cmall의 차별화된  
서비스를  
만끽하세요!

2. 최대 12% 할인쿠폰

위생·안전·관리·케어·역내·선추리  
후자가 가장 이점!

01. What's New & Hot?

02. 디지털 가전 Hot Spot

03. 섬머 스타일링 tip

아직도 놓쳤었다  
비키니 도전을 위한  
S&A&P피부미인

CJ단독이벤트  
언더웨어대표 비니스  
누드콘 5종 증정

패션고민해결  
바캉스때 무안을까  
비키니조트룩

04. DMB/PMP/NAVI

**eTV +3% 적립/금**  
인터넷으로 보는 TV홈쇼핑

**11:10~12:10**  
행복재테크-1부

삼성생명 다이렉트  
건강보험 1.2

**방송 편성표**

지난방송 MORE

미리주문 07/22

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[해리메이슨]  
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[CJ단독특가]아이리버  
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Trend Preview

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의류브랜드  
해외구매대행  
패션잡화/명품  
보석/시계  
화장품/향수  
미용/다이어트/건강  
가구/침구  
생활/주방/문구  
유아/아동  
스포츠/헬스  
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문화/서비스

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= 키즈샵 = 패션스포츠  
= 자동차샵 = 골프샵

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FREE~ 화장품 배송비

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▶ LG카드 빅이벤트  
▶ 개틀의 영왕서, 페디그리

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USB Flash Drives	Country
USB Hard Drives	Music Downloads
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Free Ship TVs	Xbox 360
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more	more
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**発表! 2006年  
上半期ランキング**  
 総合TOP30が全て **ポイント2倍!**

**my Rakuten** [ログイン](#)

楽天会員に登録するとお買ひ物ご  
 にもポイントがたまります。便利な機能  
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**Top30** 新手数料1日50万まで480円
- **楽天ロー** - 2,000pt進呈!
- **楽天ロー** - 7%からの低金利  
**Top30** もねね2,000ptプレゼント

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- [限定! ノーチップ入付](#) **無料!**

**発表! 2006年上半期ランキング**

注目: TOP10~110 | 11~30 | 132ジャンル  
 △人気検索ワード/ SALE | 三木浩史  
 人気: コントラック | キーリング | 3日無料  
 が引かれたい | チーズケーキ | コーヒー  
 << 三木浩史も登場! >> [他の特集へ>>](#)

**ドラレコ** 年額1,500万倍

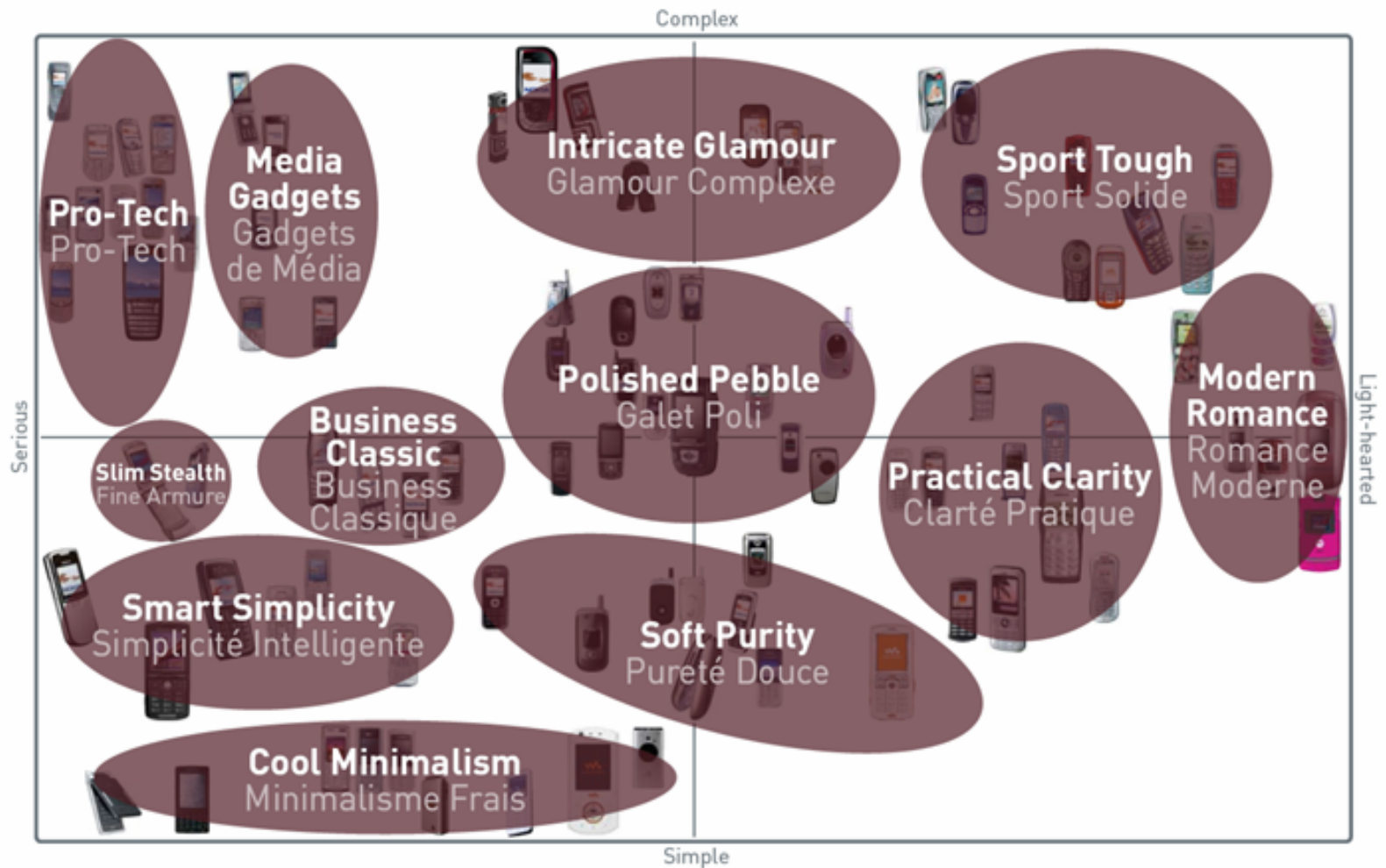
- **宿泊予約/インナーホテル航空券**
- Top30** 楽天全員プレゼント!
- **お食事で最大ポイント10倍!**
- **グッズ** 賞金! 送料無料!
- **本、CD、DVD、RFソフトなど**  
 50ポイントももらえる!
- **ゲーム**

ホットアパレル

お買ひ物に  
 絶対! 手帳  
 絶対! 手帳  
 絶対! 手帳

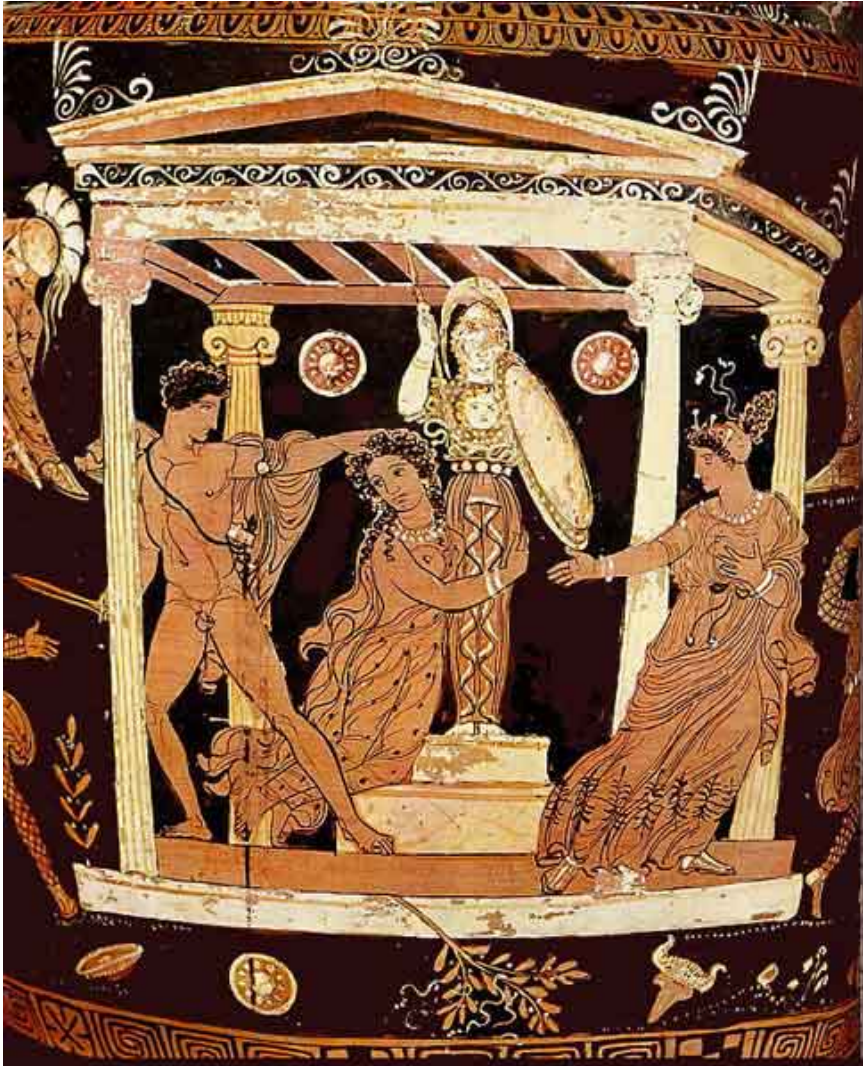
GoCam搭載上  
 手帳! 手帳!

# Portfolio cluster





# Business impact



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

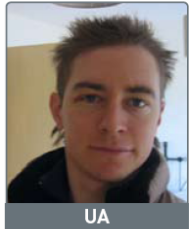


# Find a True Voice

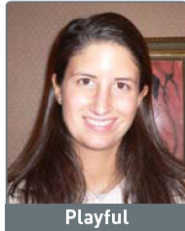
- Segmentation/Life Stage/Social Class
- Filter out : Can't do that all
  - Prioritization for : Focus, Cut Min
  - Importance Vs. Opportunity

# Segmentation

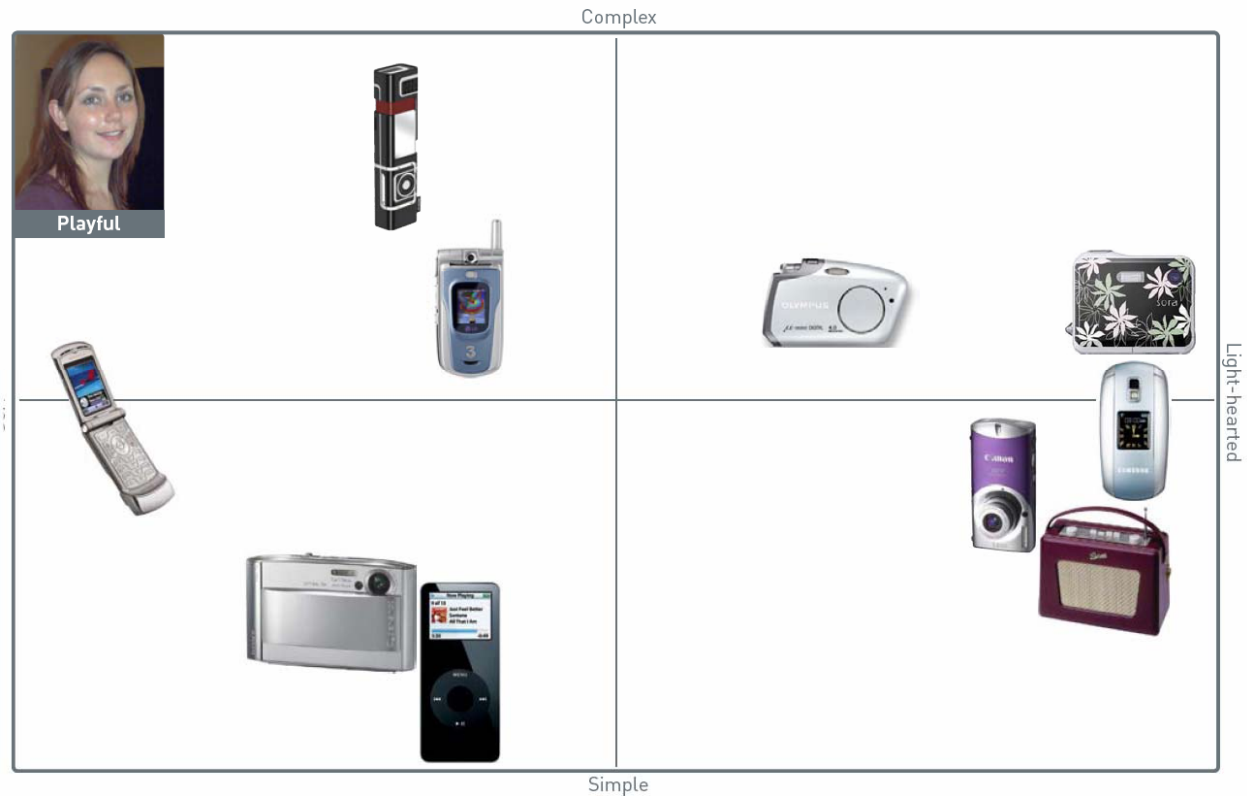
The same type of people like different styles



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

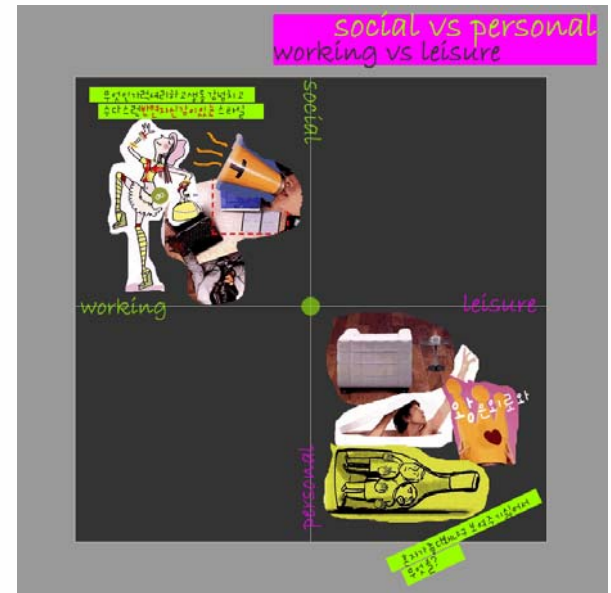
- Collect image from published images
- Try to make a common understanding and concept direction among your team members



1. Collect image from magazine

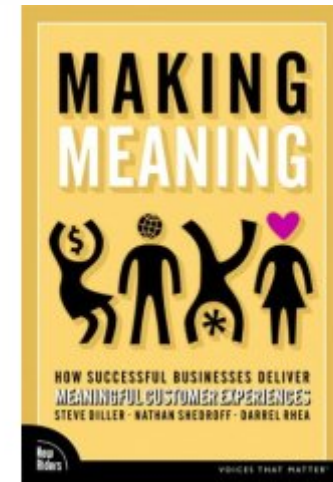
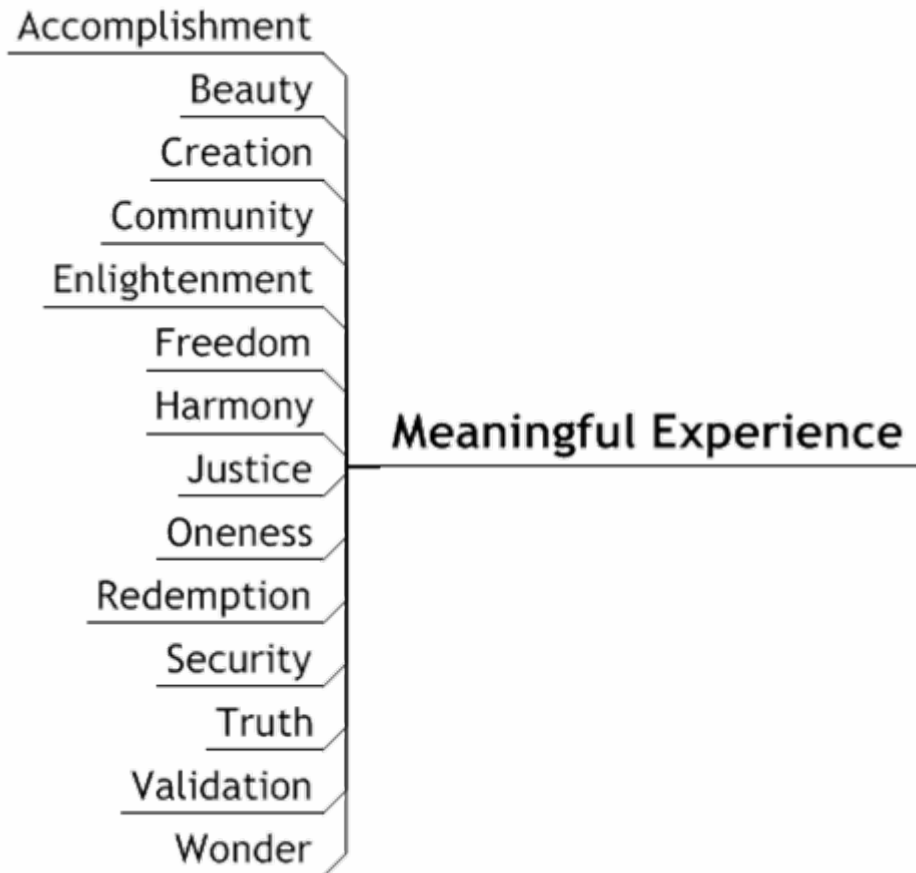


2. Focusing, Clustering and trimming



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

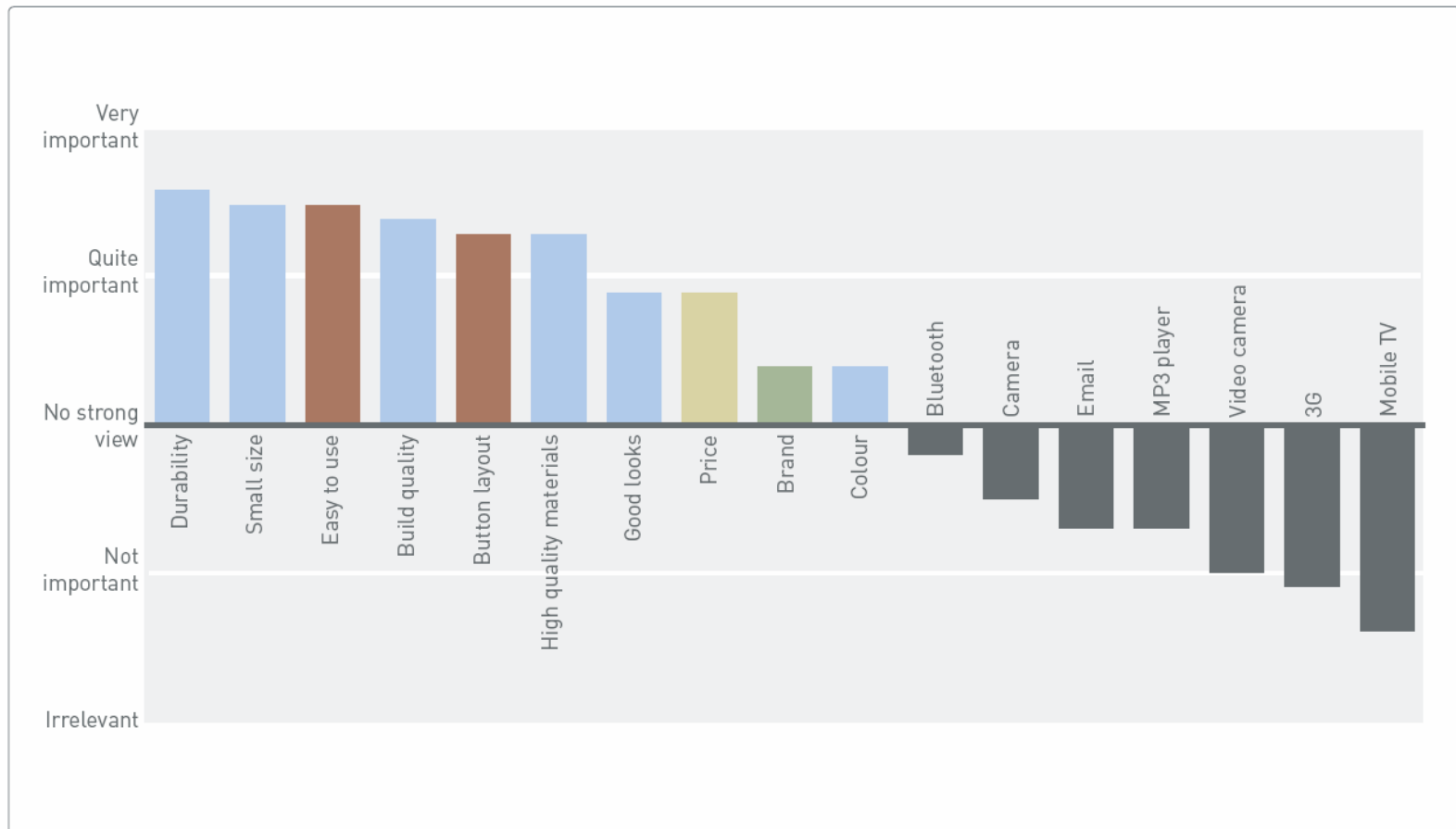
Clear Message to Customer

**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

The image shows a title card for the film 'Le Voyage dans la Lune'. The background is black with a decorative border of white, stylized floral or leaf patterns. The title is written in large, white, serif capital letters. Below the title, there is a line of text flanked by two white stars, indicating the production company and location.

## LE VOYAGE DANS LA LUNE

★ "STAR FILM" ★  
Geo Méliès. Paris



Thanks

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