Patterns for Motivating Customers in a Pattern Language for Value-Creation Marketing

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In this paper, we present a value-creation marketing, which is a collection of practical knowledge that is used to encourage the success of a business by offering new value, proposing a deeply wonderful life and sharing excitement with customers through products and services provided in mutual respect that will naturally increase sales as an extension of pleasure. This practical knowledge has been nurtured in Japan for about 20 years in a community of practice comprised of approximately 1,500 participating companies. This pattern language consists of 40 patterns, and this paper covers 10 patterns related to "Motivating Customers": Moved to Buy, Obviously There, Interesting Invitation, Action Guide, Discover Value, Enticingly Convey, Bridge to Buying, All-Inclusive Value, Master's Recommendation and Deeply Wonderful World. These patterns can be categorized into three groups: LET THEM KNOW (beginner level), CONVEY VALUE (intermediate level), and GIVE THEM JOY (advanced level).

1. INTRODUCTION

Commerce is an activity through which people become connected and goods and services are exchanged. How can one improve the quality of their business? Japan has a community of practice working on this issue. The community (represented by Yuji Kosaka, one of the authors of this paper), known as the "Community of Practice on *WAKUWAKU* Aesthetics of Business", was established in 2000. Approximately 1,500 retail stores and small and medium-sized enterprises nationwide learn, practice and produce results. Note that the Japanese word "WAKUWAKU" denotes a feeling of excitement and happiness.

Participating in the community are stores such as liquor stores; Japanese and Western confectionery stores; eyeglass, watch and jewelry boutiques; kimono stores; pharmacies; supermarkets; health suppliers; hairdressing salons; hotels and inns; dental clinics; stone shops; golf driving ranges; building equipment rentals; taxi companies; recycling industries, etc. When these participating members offer new value, propose a prosperous lifestyle and share excitement with customers through products and services, sales will naturally increase as an extension of pleasure, enabling the realization of a successful business. As a result, every store is expected to gain amazing increases in sales and to attract new customers. Over 10,000 reports of such success have been received from community members.

In this practice community, representative Yuji Kosaka explains the important points while taking up various cases, which is reflected in the practice of the individual members. In the 20 years of this cycle, unique theories and methods have been built (Kosaka and Shiizuka, 2009; Kosaka, 2006, 2007, 2010, 2012). The Pattern Language for Value-Creation Marketing presented in this paper summarizes the form and content of the pattern language. In this paper, we will focus on the "Motivating Customers" category among the four categories that comprise this pattern language. Other categories are covered in other papers (Iba, *et al.*, 2020a,

2020b). The target readers of this pattern language are shop owners and any businessperson involved in companies selling goods or services to customers, including business-to-consumer (B2C) and business-to-business (B2B) enterprises.

2. PATTERN LANGUAGE

A pattern language is a method of sharing practical knowledge mined from good practices. As we gain experience in our everyday lives, we develop our own "rules of thumb." These "rules" consist of practical knowledge regarding the actions that produce good results in certain situations. By going through similar experiences in various situations, our rules of thumb mature into reliable pieces of information that we can use to try new better ways and produce better results. For the most part, rules of thumb are developed and used only by an individual. This is natural, but if you think about it, it is a shame that such useful information generally remains private and is not shared with others.

The pattern language method was invented by Christopher Alexander, an architect and design philosopher, who captured and wrote patterns about "good" and "beautiful" towns and buildings (Alexander, *et al.*, 1977; Alexander, 1979). His goal was to identify the qualities of existing beautiful buildings and towns and incorporate them into new buildings and towns (Alexander, 1985). What he wanted to recreate was what he referred to as "quality without a name" (Alexander, 1979, p.17). He observed that these indescribable qualities were not the result of the physical aspects of the towns and buildings, but were instead created as a consequence of the relationships between the elements. He recorded these recurring relationships as "patterns" (Alexander, *et al.*, 1977; Alexander, 1979).

Approximately 10 years later, the pattern language method was adapted within the field of software design and gained huge popularity (Beck and Cunningham, 1987). Software patterns, or "design patterns" as they were commonly referred to in the field, describe practical design knowledge in software (Gamma, *et al.*, 1994). Subsequently, patterns were applied in many other domains. People began creating patterns about how to design good teams and organizations (Coplien and Harrison, 2004), for pedagogical methods (Pedagogical Patterns Editorial Board, 2012), and for introducing new ideas in an organization (Manns and Rising, 2005, 2015). We, Iba Lab at Keio University and CreativeShift, Inc., have also created pattern languages for human actions in various domains (Takashi Iba with Iba Lab., 2014a, 2014b, 2014c; Iba and Kajiwara, 2019; Iba and Okada, 2015). Whereas pattern language in architecture and software respectively, were about designing something out there, the human action pattern is a new type of pattern language that deals with how to design your own actions. The pattern language presented in this paper is this type of pattern language.

3. A PATTERN LANGUAGE FOR VALUE-CREATION MARKETING

The pattern language presented in this paper describes what and how of practicing value-creation marketing, acquiring practical knowledge and continually producing results. We carefully scrutinized Yuji Kosaka's theories and methods and integrated them with the actual thoughts and actions of the practitioners who are realizing results by applying the theory. Practical knowledge is implicit and complex, so it is difficult to express in words and convey it to others. Therefore, we articulate this practical knowledge in the form of a pattern language.

This pattern language consists of a total of 40 patterns. These are divided into the following four categories according to their content. Two of them (Categories A and D) are related to "learning", consisting of patterns describing how to acquire practical knowledge and the other two (Categories B and C) are related to "theory", consisting of patterns that describe important concepts in value-creation marketing and how to practice them (see Fig. 1):

    A – Learning through Practicing (Learning, Part 1. Hints for Learning).
    B – Appealing to Be Moved (Theories, Part 1. Hints for Motivating Customers).
    C – Becoming Someone Special (Theories, Part 2. Hints for Building Customer Relationships).
    D – Deepening Your Understanding with Peers (Learning, Part 2. Hints for Continuous Growth).

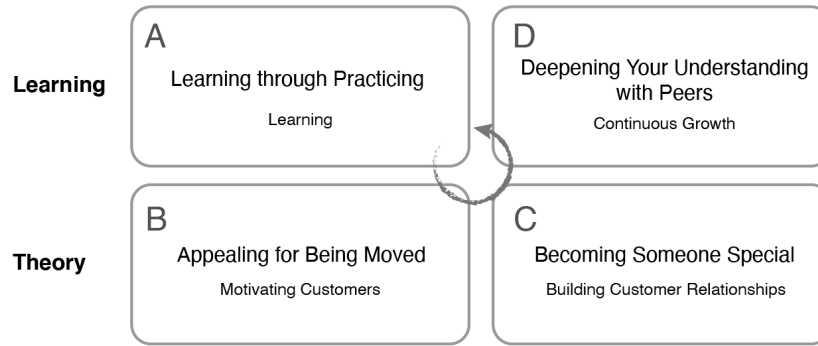|	A		D	
Learning	Learning through Practicing		Deepening Your Understanding with Peers	
	Learning		Continuous Growth	
	B		C	
Theory	Appealing for Being Moved		Becoming Someone Special	
	Motivating Customers		Building Customer Relationships	

Fig. 1. Overview of the categories in the proposed pattern language.

Of these 40 patterns, this paper focuses on 10 patterns in Category B. Appealing for being Moved (Theories, Part 1. Hints for Motivating Customers). These 10 patterns are composed of one pattern that becomes the core of the category and other patterns that are the focus for practicing it. The pattern names and illustrations of the category are shown in Fig. 2. Patterns are grouped into three groups, according to their level of practice:

> **LET THEM KNOW** – Basic level
> **CONVEY VALUE** – Intermediate level
> **GIVE THEM JOY** – Advanced level

The pattern language was created by following the standard creation process developed by Iba Lab, Keio University (Iba and Isaku, 2016).

CORE

B0. Moved to Buy

LET THEM KNOW
(Beginner level)

B1. Obviously There   B2. Interesting Invitation   B3. Action Guide

CONVEY VALUE
(Intermediate level)

B4. Discover Value   B5. Enticingly Convey   B6. Bridge to Buying

GIVE THEM JOY
(Advanced level)

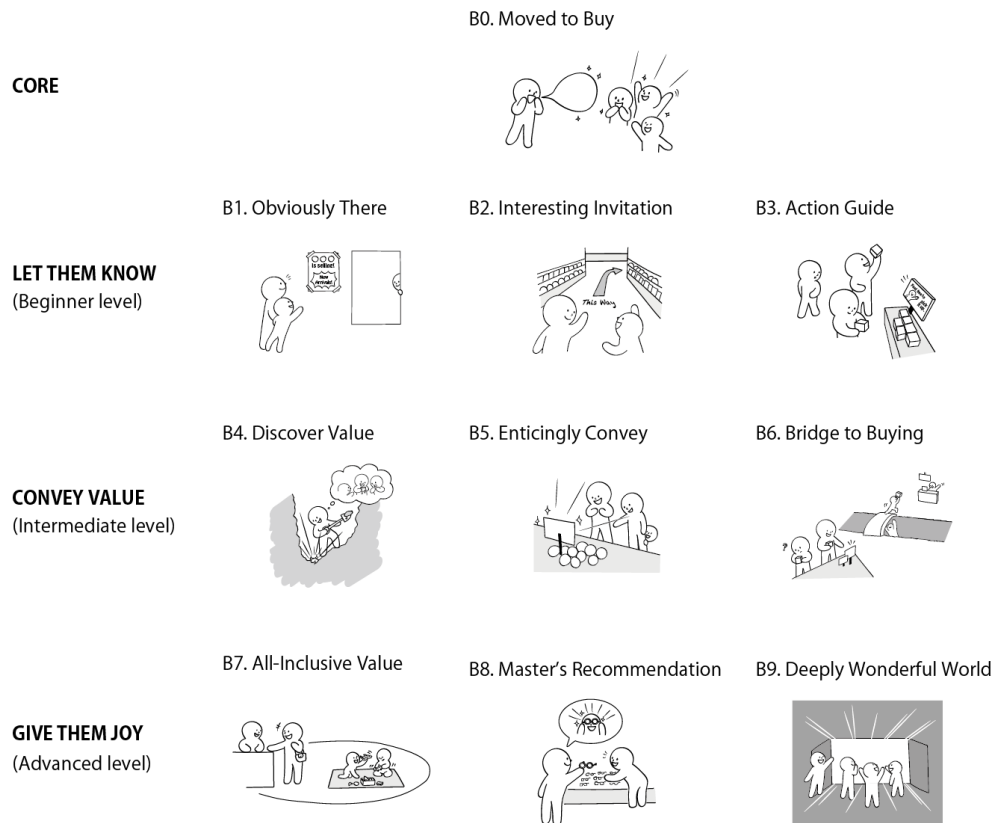B7. All-Inclusive Value   B8. Master's Recommendation   B9. Deeply Wonderful World

Fig. 2. Overview of the patterns in the "Motivating Customers" category.

4. PATTERNS

We now present 10 patterns in the "Motivating Customers" category: Moved to Buy, Obviously There, Interesting Invitation, Action Guide, Convey Value, Discover Value, Enticingly Convey, Bridge to Buying, Give Them Joy, All-Inclusive Value, Master's Recommendation and Deeply Wonderful World.

Each pattern is written up in the same format and includes the following information: Pattern Number, Category, Pattern Name, Introductory Sentence, Pattern Illustration, Context, Problem, Forces, Solution, Actions, and Consequence. It is then followed by a summary of related action patterns (see Fig. 3), which is a smaller pattern that first appears as underlined words in action statement of the pattern (except in the core pattern, C0). An action pattern is also practical knowledge, but is more concrete than a normal pattern. Action patterns are only linked to the parent pattern, which defines the context of the action patterns. They are provided for the purpose of conveying ideas about good practices on a comparatively concrete level and can be used as a common language for discussing practical knowledge about actions.

Action patterns are presented in a summary, not with a full description like normal patterns, to keep this document simple. We attempted to write out a full description of all of the action patterns in a past study (Iba and Isaku, 2016), but it proved to be too complicated. We realized that understanding the structures and levels of these patterns is too difficult, so we decided to present only a summary of action patterns in this pattern language.
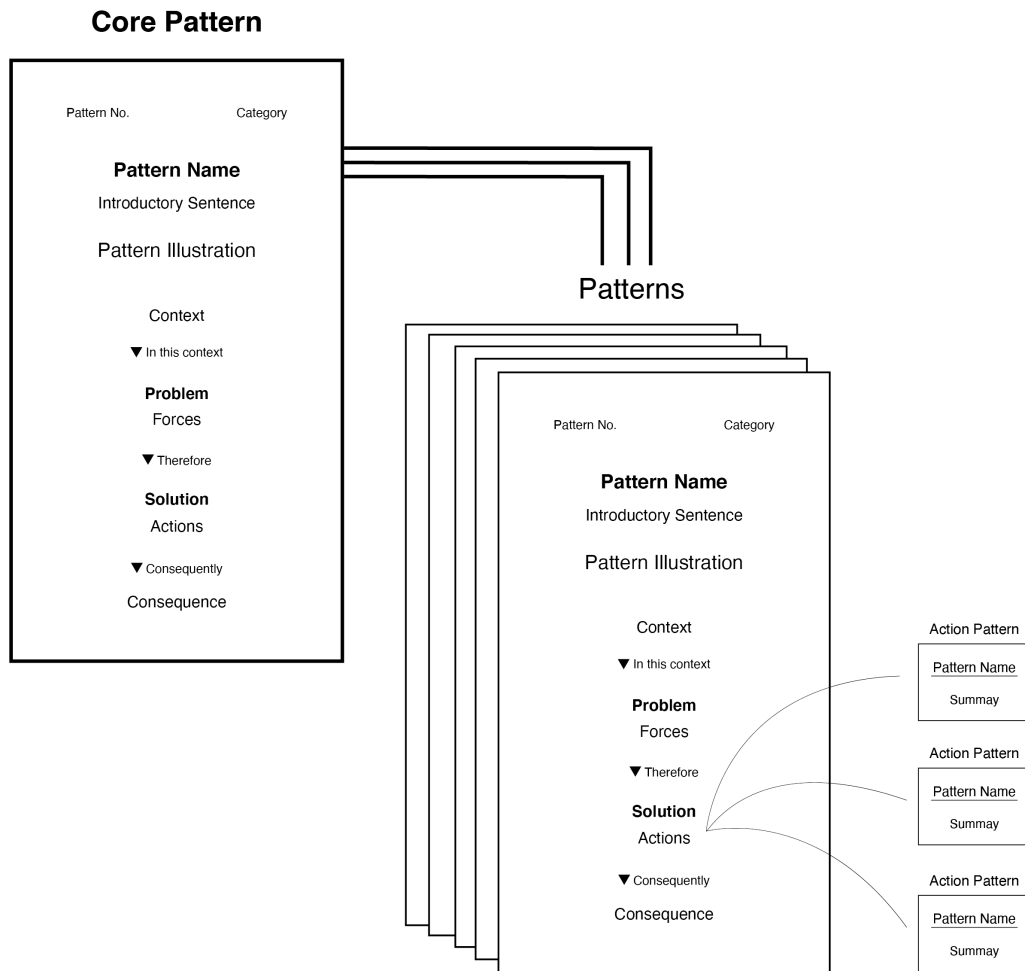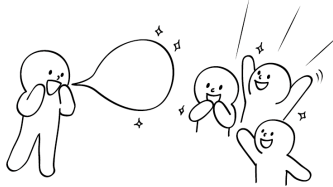
Fig. 3. Format of descriptions of core patterns and action patterns

4.1   B0. Moved to Buy

B0.   Core

Moved to Buy
Don't just sell, work to make them *want* to buy.

Sales do not seem to be going well or improving.

▼In this context

You may believe that the problem is related to the product or service that you are selling or its price.
While it is true that the quality of a product or service influences its sales, it is difficult to improve them if you
recognize that as the only reason. If you simply lower prices, the business itself might be forced into an
untenable business situation. Similarly, if you find fault in the location of your business or within your industry
and give up, then nothing will change.

▼Therefore

**Understand that business is about moving your customers and *making them want to buy* by sharing the
value of your product or service, rather than simply selling.** In other words, view your business not as the
product or service being sold, but as the people who want your product or service *getting what they want*. To
accomplish this, you must first LET THEM KNOW. Then, work to CONVEY VALUE to potential customers.
Additionally, think of the customers that might use your product or service and focus on how to GIVE THEM
JOY.

▼Consequently

You will be able to properly understand the concept of selling, which is the foundation of business, and
therefore develop the ability to link various ideas to results. This promotes your efforts more easily leading to
results and eventually sales and, as a result, the stabilization of your business. Additionally, by thinking with
this mind-set, you will find the value in any product or service that you choose to sell—and share that value in
an appealing manner—and therefore be able to expand your business.

Patterns

   LET THEM KNOW
         B1. Obviously There
         B2. Interesting Invitation
         B3. Action Guide

   CONVEY VALUE

4.2 B1. Obviously There

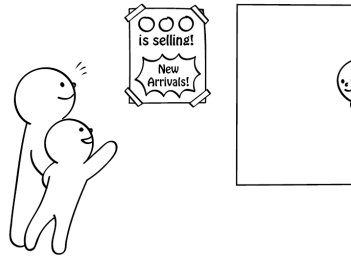B1.   LET THEM KNOW (Basic level)

Obviously There
Nothing will happen if you are not discovered.

You are offering a service or product.

▼In this context

The existence of your store or company and the types of products and services you are offering is often not as well-known as you assume. Because we know about our own companies and stores, as well as the products that we offer, we often mistake this information for common knowledge. However, even if the store is in a central location, the products are on the shelves and everything is clearly written on the menu, a customer does not always recognize their existence. In case you are offering something without a physical form, such as a service, it is even more difficult to be recognized.

▼Therefore

Start by offering a clear sign that your store, company, product or service is there to ensure that customers know of its existence and what it is offering. A poster outside of a store in the summer that simply states "Ice-Cream Sold Here" is an easy-to-understand example of this sort of sign. In that situation, as well as when it comes to something that has been on the shelves or your website for a long time, it is necessary to Tell Them Anyway that it is being offered—even when it comes to the very existence of your store. Rather than assuming that customers will notice it if it is there, it is necessary to Tell Them Anyway, with a billboard, poster or something of the sort.

▼Consequently

As a start, customers will become aware that your business exists and realize what you are offering. By doing so, you have already created the foundation from which customers will consider whether to buy your product or service and you can then begin taking the first steps toward encouraging them to do so. Once you accomplish this, the trial and error of what information to share and how to do so will finally begin to bear fruit.

Action Patterns

Tell Them Anyway

Tell the customers that — "There is a store", "There is a company", "… is selling", "Do …", "There is a product or service called …", — intentionally, even if it seems that they already know for sure. Surprisingly, the results will change if you tell them directly. Then, make sure if there has been any change in the customer's behavior and that there has been no oversight regarding things to tell them.
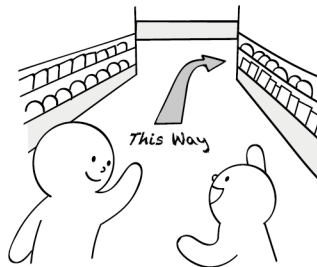
4.3　B2. Interesting Invitation

B2.   LET THEM KNOW (Basic level)

Interesting Invitation
"Oh, what's this?"
Create an opportunity to be intrigued.

You want to tell customers about your product or service.

▼In this context

Even if you are spreading information about your product or service, it is often not noticed by potential customers. People who are already interested in the type of product or service you are offering, even without much effort on your part, often consider whether or not to buy it. However, the people you wish knew about your product or service are in the majority—the people who were never especially interested. No matter how enticing of an explanation you offer, these people will often not even consider reading it.

▼Therefore

Design the information you are sharing and the way you that you share it in an eye-catching way so that the moment potential customers see it, they become interested to know more. First, it is fundamental when sharing something to ensure that it will be seen as More than a background and that customers can Easily Happen to See it. If what you are sharing is overshadowed by its background, most customers will end up not reading or seeing it. Additionally, when introducing your product or service, use Enticing Wording and Eye-Catching Visuals when designing displays, signs and webpages.

You can create an opportunity for potential customers who originally had no interest in your product or service to notice it. If it is something about which they are curious, they might become interested in your product or service and desire additional information. By doing so, you will be able to share the value of your product or service not only with potential customers who were already interested, but also with those who initially showed little interest.

Action Patterns

More than a Background
When you want to convey something, do not bury it in the background, try to make it eye-catching so that it "pops". Specifically, devise the colors, layout, size and shape in order to avoid the information is embedded in the background.

Easily Happen to See
To attract attention and change the consumer's recognition, change the position and angle of signboards and posters, as well as their height. In addition, it might be a good idea to put them in a place where customers or other people stop, such as in a washroom or waiting room.

Enticing Wording
When you are writing about your products and services, use words and phrases that capture the interest of customers. For example, using phrases such as "featured product" or "Recommended store manager" can provide an opportunity to pique customers' interest or have a conversation with them.

Eye-Catching Visuals
When trying to convey something by words and sentences, it is only possible to communicate with customers who read those words with interest. If you want to articulate something, make use of the eye-catching power of photos and images that capture your attention. For example, you might want to include important information in an eye-catching photo caption to increase the probability of successful communication.
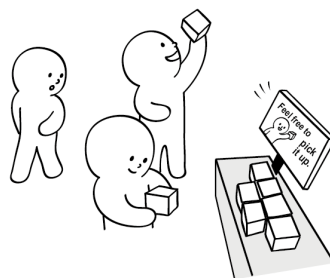
4.4   B3. Action Guide

B3.   LET THEM KNOW (Basic level)

Action Guide
Tell them specifically what they should do.

Customers have noticed your product or service and have become interested because you have shown them that it is *Obviously There* (B1) and provided an *Interesting Invitation* (B2).

▼ In this context

Even if they are interested, customers often do not take the next step and their interest fades. If we want them to do something but we merely "wish" that they do it, nothing will happen. Even when customers want to do something and they do take the next step, they might become unsure and hesitate. When this occurs, customers often simply move on to something else.

▼ Therefore

Think of the action that you want potential customers to take to accomplish what you want and clearly and specifically communicate that action. For example, Tell Them Specifically by placing an easy-to-see sign for people walking by that says something like "Start by coming inside!" or a sign that tells customers to try your product for themselves. Providing a "Go for It" Message such as "Try one" or "Feel Free to Watch" makes it easier for customers to take action. If there is no change after taking those measures, stand in their shoes, do a Feasibility Check and change your measures accordingly. These work not only for stores but for websites as well.

▼ Consequently

From coming into your store to trying out your product, you will be able to provide customers with an opportunity to do what you want them to do. In the case of a website, you can have customers find the webpages that you want and read the information that you choose. By doing this, you will realize the flow of sharing the value of your product or service and then that leading to action.

Action Patterns

Tell Them Specifically
When there is an action that you want your customers to take, tell them clearly what you want them to do. For example, "Contact us, … (…) …." means that the customer is not sure if it is okay to do a specific action, whereas "Please call us … (…) …. and tell us …." makes it easier for them to take action. It is easy to connect to the next action by saying, "Look at the corner", "Turn the corner", "Feel free to try", "Seven steps until … ".

"Go for It" Message
Even if you think that this is natural, some customers might be wondering if they are willing to do so or not taking action. For example, even if some things can be bought from one place, some customers may still be hesitant to try them. You are able to write "Would you like one?" to invite customers to try your products. Giving customers recommendations such as, "Just come and look for free", "Would you like to try it?" "All-you-can-try", or "Everyone welcome", is an efficient way to get them to try.

Feasibility Check
If you are trying to tell your customers exactly what you want them to do, but they are not ready to do it, then take the customer's perspective and see if you can tell them what *they are telling themselves* to do.

Discover Value
What sort of value would this product or service hold for the customer?
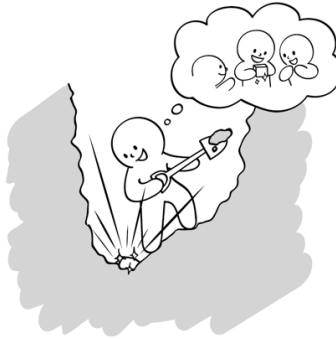
You are introducing your product or service.

▼In this context

No matter how much you explain just the product's name, specs or price, the customer will not be moved. When introducing a product or service, people often explain only basic information about the product such as its name, specs and price. However, that kind of information rarely sparks the feeling of desire in the customer, so it is difficult for that sort of introduction to lead to a customer actually trying the product or service or buying it.

▼Therefore

Think of and share with the customer the good that would come out of having this product or service. When thinking of the value of the product or service, first consider what Perks and Problem Resolution would emerge from it by thinking of the good things that the product would do for the customer and the troubles it might resolve for them. When doing this, it is important to consider the Whole Lifestyle Image of your customers. For this reason, it is necessary to grasp an Image of "Our Customer" by observing and talking to your customers. You can also discover more value in your product or service by focusing on the Creator's Sentiment behind it.

▼Consequently

When customers know the value that your product or service is offering them, they will be more likely to want to know more about it or to obtain it. If you are able to make this happen, you can offer all the various values it has and therefore people will want to know more your product or service.

Action Patterns

Perks and Problem Resolution
When thinking of the value of your product or service, think from two perspectives: Perks and Problem Resolution. When thinking from the perspective of Perks, consider the good that your product or service will bring to customers. When thinking from the perspective of Problem Resolution, consider the problems or

troubles that your product or service can resolve for customers. Pay attention to these perspectives and consider the value that you can offer to your customers.

Whole Lifestyle Image

When considering the value of your product or service, it is easy to imagine customers using it, but try to widen your outlook and focus on their whole lifestyle. By imagining and thinking specifically about how customers are living or what they might be feeling, you can create an image of the troubles they might have or the time they might want to add to their lifestyles. Using these images, you can then imagine how your product or service might contribute to the overall lifestyle of your customers.

Image of "Our Customer"

Try to understand what kind of customers you have are and their interests. For example, if you have casual conversations on a daily basis and know your customers' interests, what they are doing and how they feel, it will be easier to imagine that they are responding to questions and have productive communication with them.

Creator's Sentiment

The value of goods and services can be enhanced by the effects they precipitate as well as by the feelings of the creator and the story behind them. To search for the background of the goods and services you are offering, you can explain them to the customers and increase their value.

4.6 B5. Enticingly Convey

B5.   CONVEY VALUE (Intermediate level)

Enticingly Convey
Make them think "I want that"!
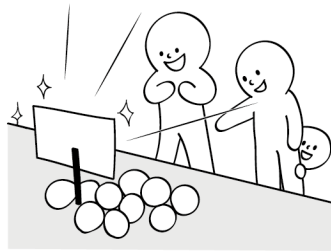
You want to share the value of your product or service with customers.

▼ In this context

Often times the value of your product or service does not properly reach the customer because important aspects of its value are not properly conveyed, or the word choice used to express it is too common or not sufficiently expressive. Despite working to *Discover Value* (B4) in your product or service, when trying to express it, it often becomes just another average product or service introduction. When introducing your product or service in a smooth way, it sometimes ends up becoming something like a rip-off of other advertisements. When creating the introduction to your product, the information can become difficult for first-time customers to understand. If this occurs, the value of your product or service will not be conveyed and your customers will not be moved.

▼ Therefore

Design the way you express your information while considering what you want to express, the order in which to do so, what you will use to express it and how much you should express to make customers intuitively want to know more about or buy your product. When sharing information about your product or service, it is important to Share the Value First rather than focusing solely on the name of the product and other standard information. Make sure that it is Easy to Imagine Intuitively. It is important to walk in your customers' shoes and see for yourself whether you are able to take in the information and understand it at a glance.

▼Consequently

You will be able to thoroughly convey the value of your product or service to customers. This will be conveyed even to those who originally did not have any interest in your product or service, so you will be able to offer an opportunity for even more people to have a taste and understand the value of your product or service.

Action Patterns

Share the Value First

Tell customers what you found first through discovering value. There might be something that must be communicated about the product such as its name and price, but it is difficult to devise moving material that will reach the customer's heart. Therefore, convey value first and make customers interested in the product and then communicate what they need to know.

Easy to Imagine Intuitively

Try to convey to the customer intuitively how to obtain value from your product. For example, by using the metaphor "….-like" to express content that was found through the "Discover Value" and then demonstrate its usage to imagine and feel the effects of the product/service directly. Showing videos to appeal to the five senses intuitively leads to feelings like, "It look good!" and "I want it!"
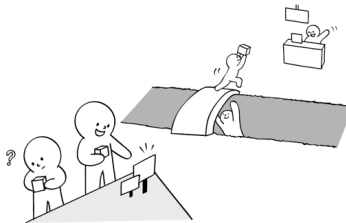
4.7   B6. Bridge to Buying

B6.   CONVEY VALUE (Intermediate level)

Bridge to Buying
Turn the feeling of desire to buy into action.

A customer wants to buy a certain product or service.

▼In this context

In many cases, if a customer has even a small point about which they are uncertain or worried, they begin to hesitate and debate about buying a product. Even if they intuitively sense the value of the product

or service, if a customer has any doubt about a product or service or has trouble choosing between a number of options, it often ends with them deciding not to buy it. For example, simple questions such as, "I wonder how many servings this is?" or "which of the three should I buy?" can lead to customers not taking the next step to purchase it.

▼Therefore

Search in advance for information that may be lacking or points customers about which customers may worry when considering whether to buy your product or service and provide information that solves these problems. To do this, when you notice a customer who looks troubled holding a product, watch to see Where They Stopped and ask them about their Reason for Hesitation. By doing this, you will be able to offer them Information to Fill the Gaps. Additionally, you can help customers find things easily by putting your product or service in a Noticeable Place. It is also helpful to reflect when you go shopping in your everyday life and Analyze Your Experience to consider what the decisive factor is when you make purchases.

▼Consequently

You can help customers who were thinking that they wanted to buy your product or service take the next steps to actually buying it and enjoying its value. Customers will come to think of your store or company as a helpful place that shares good things with them, which can lead to building a good relationship.

Action Patterns

Where They Stopped
To connect to the behavior of "buying", while watching and thinking about the customer's behavior and find out the points why they hesitate to choose to buy. Determine why it is stopped and to lower a hurdle to take that action and make a push to move on the next action so that the flow of buying action smoothly.

Reason for Hesitation
Try to talk with customers who held a hand the product or seems like interested in a product and find out a hesitation point to buy. Also, ask them what they want to know and find out why they are hesitant to buy.

Information to Fill the Gaps
When you can see Where They Stopped and Reason for Hesitation, try to convey customers the necessary information in an easy-to-understand manner. For example, when purchasing the product/service, if customers are not sure the appropriate quantity, add information such as "these people suitable for these quantities." Also, if customers don't know what to choose from a variety of line-ups, add information such as "try to this one first is recommended"

Noticeable Place
By touching the information, customers may want to buy it, but they may stop because they do not know where the product or service is located there. For this reason, services and products should be placed within easy reach of a prominent notice and the website should be structured so that customers can easily reach the products and services.

Analyze Your Experience
In order to consider the behavior of buying as a customer or not, let's look at the usual behavior when shopping as yourself or as a customer. When you buy something, you pick up what you want to see, get conscious of what you ultimately bought and analyze the circumstances that led to the purchase. By doing so, it will be easier to understand the connection between actions and what factor will be pointed to make decision to buy.

All-Inclusive Value

Design their entire experience including before and after.
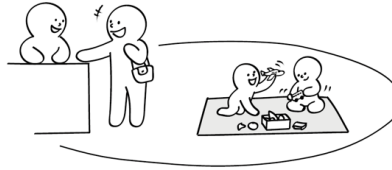
A customer is about to buy the product or service you are providing.

▼In this context

If you recognize only your product or service as the value you can provide to customers, you will begin to focus too much on this and neglect to consider their whole buying experience. The things customers are actually buying are the products and services you offer, so it is difficult to not focus mainly on that. However, to the customer, the product or service as well as everything from the location—including their interaction with staff and everything that happens before and after their purchase—makes up their buying experience.

▼Therefore

Design the entire customer experience, from choosing your store or company and learning about your product or service to reviewing it, buying it and receiving it. Put importance on the Quality of the Whole Experience customers get out of the atmosphere and flow of things when they are shopping or receiving your service as well as after they receive your product or service. For example, design the experience to make your store or company a Comfortable Place so that customers can relax and, if a product will be sent to them, do so while keeping everything Until They Receive the product in mind. Through little things like smiling, playing music or giving a little take-home-gift, will enable customers to leave with a Comfortable Aftertaste.

▼Consequently

Customers will be able to not only obtain the product or service that they want, but the whole shopping experience will be more enjoyable and valuable, which will help them to feel very satisfied with their experience. If this happens, customers will reflect on their positive experience every time that they use your product or remember the service they purchased. This will become a trigger for them to choose your store or company again.

Action Patterns

Quality of the Whole Experience
In a store, the atmosphere of the place and communication with customers is important. For service, it is important to think about lingering and the customer's satisfaction with the whole experience. Imagine a customer's feelings and the reason why they came in and create an environment so that all of the scenes

will provide a better experience. For seminars, it would be a good idea to make an aftertaste by setting up the ending.

Comfortable Place

If a customer's child gets tired while they are shopping or if they are tired of standing up, they might not be able to focus on shopping. A store is not just for offering products and services, you can also create a comfortable environment like a playground for children where parents and children can go and relax after shopping. Encourage your customers to be calm and make purchases or suggest they sit down and make slower selections or make them tea so that they can enjoy shopping.

Until They Receive

You can also design the experience before and after the product arrives. For example, in the case of a pre-order, while waiting for delivery, if you receive a picture of the work in progress, you will be able to enjoy the customer during that time. In addition, design the experience by creating an atmosphere for packaging and deciding whether or not something will be seen when opened.

Comfortable Aftertaste

Consider whether you want to feel like a customer when you leave and what you want to feel after the customer returns home and think about communication with the customer. For example, before leaving a store, give a small souvenir or play comfortable music.

4.9   B8. Master's Recommendation

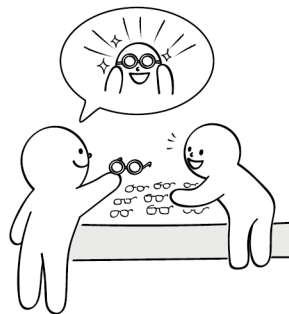B8.   GIVE THEM JOY (Advanced level)

Master's Recommendation

Do more than sell.
Become a master to help your customers.

You are offering a product or service to a customer who wants it.

▼ In this context

If you focus too much on simply answering what your customer is asking, you will be unable to offer any additional value. There are many customers who independently choose a product or service and decide to buy it. However, as the one who is offering the products and services and knows the most about them, there are times that you know there are other products or services that the customer should try out or look at. In these cases, if you focus too much on answering exactly what the customer wants, you might prevent yourself from sharing what you believe would be best in an effort to respect their choice.

<div align="center">

▼Therefore

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Use your expertise to offer what you believe would be the best fit for the customer, rather than simply offering them what they are asking for. Begin by asking them <u>Why They Want It</u>, which is the most important thing. While listening properly to the customer's needs and wants, try to <u>Share Your Knowledge</u> as an expert, offer them a <u>Suitable Option</u> and explain why you chose it. Offer <u>Advice for Better Use</u> to help the customer then have the fullest experience of the product or service.

<div align="center">

▼Consequently

</div>

Customers might be able to learn about and buy products and services that suit them that they would not have been able to find on their own. If customers are able to obtain a product or service with value that exceeds their expectations, they will be more satisfied and trust the staff, store or company that chose it for them.

Action Patterns

Why They Want It

When trying to offer a customer who searching something, make sure to ask them exactly what they want to do and whether they want something or value. If you ask them about their budget, the price will be a constraint, so it is better to ask them about the value they are seeking from the product.

Share Your Knowledge

Use your knowledge and skills to improve customers' lives and be conscious of a feeling of leading and guiding. By doing so, if the customer has any problems, they will ask to see you as a reliable person.

Suitable Option

In view of the knowledge and skills of the professional, you propose to customers that "this suits you". When doing so, it is advisable to tell them why. At these times, customers might not be interested in it at all or they might think it does not fit them, but your opinion could also broaden their horizons.

Advice for Better Use

You will tell customers about its exact usage and whether it will be enhanced in its usefulness and power For example, you can introduce them to tips to keep the product or service in good condition, how to handle it and use it to its fullest, which are tricks that only a professional knows.

Deeply Wonderful World
Create an enriching experience for customers
through the world you find fascinating.
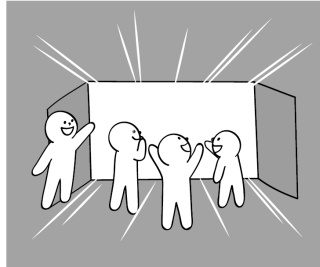
Your customer is happy with the product or service that you provided.

▼In this context

Even if you are able to offer the product or service that the customer believes is necessary, it is challenging to expand past that point. People live within their own worlds of interests and information and it is difficult for things beyond that to come into their field of view. For this reason, people normally cannot independently discover intriguing and attractive things beyond their perspective. Because of this, even if you can easily see the value in something, a customer might be unable to grasp its value and will therefore be unable to enjoy it.

▼Therefore

Realize that the most valuable thing you can offer your customers is to share the greatness of the world that you see and invite them to enjoy it with you. Firstly, focus on being a <u>Happiness Helper</u> for your customers. Then, by connecting the things that you like and are good at to your work and <u>Interweaving It into Your World</u>, you can open your customers up to new values and an entirely new world. When doing this, if you remember that you can <u>Sell Anything</u> without being entangled in business customs or traditions, you will be able to dramatically expand and open new doors for yourself and your customers. Additionally, you should proactively search for <u>What Fascinates People</u> and polish your sensibility.

▼Consequently

By giving a glimpse of and sharing the unique world of your knowledge and skills as an expert in your field as well as the things that you enjoy and at which you excel, you can give customers a taste of its exclusive beauty and hidden possibilities. This will allow you to develop ways of offering your valuable uniqueness. By doing so, you will then be able to connect and integrate your business with your personal life.

Action Patterns

Happiness Helper
Not too focused on the current products, services, trends and business styles, you will continue to consider whether you can increase your customers' happiness. In doing so, you broadly consider the value of the customer's mind-set and would be more pleasing to them.

Interweave It into Your World

When thinking about how to provide value like yourself or your customers, do not get trapped in the commonsense framework of your business and work—capture what you like and that at which you excel. Perceive yourself as being interwoven with the world and your fascinating worldview. Although it is far from the common sense of "stores and businesses", it is possible to open yourself up to new value and a new world if it overlaps with yourself or the world of what you are good at and exceeds your expectations. It might bring a significant response, so do not hesitate—give it a try!

Sell Anything

Not being too tied to the divisions and fields of your business, you will expand your products and services in your own way, with the bold feeling that "I can sell anything". By doing so, you will discover a new way to help your customers as a Happiness Helper.

What Fascinates People

To envision that *Deeply Wonderful World*, you must become active in the world of things that have been praised or discussed as good, such as movies, music, books and events. Get to know how a person's mind is moved. Even if you were not at all interested in the first place, you will learn why and how to attract people. In doing so, you can cultivate sensitivity and apply those ideas to your field.

5. CONCLUSION

In this paper, we presented patterns in the "Motivating Customers" category for a Pattern Language for Value-Creation Marketing. These patterns have been successfully practiced in many shops and companies for approximately 20 years. This pattern language facilitates thinking and talking about practice and can be used as a common language in individual organizations and practice communities. Such use has already begun in Japan and we would like to discuss its effects and developments in a future paper.

ACKNOWLEDGEMENT

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