

Designing Service for Mass Market

设计合乎大众市场的服务产品



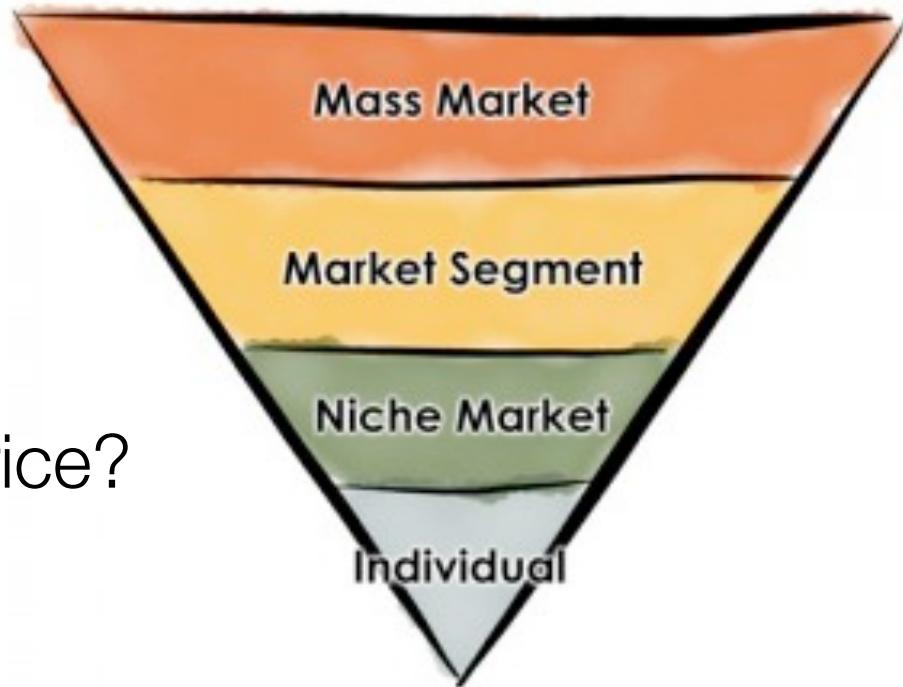
郭小言 Georgia

an innovation & design strategist

a business writer

a mother

What is so special about
“mass market”?
Is it just about scale and price?







Source: <http://www.reservedatalltimes.com>



Source: <http://www.houseplanology.com>





source:<http://www.neehao.co.uk>



Ryan Pyle

Source: <http://cdn.c.photoshelter.com>

This is not just about whether they are richer or not.



Think about the “**undesigned**”
moments of ordinary life
that you witness everyday.

Designing service for mass market is really about **elevating** the everyday experience without **alienating** your customers.



Mr. K.P. Chen 陈光甫

Founder

Shanghai Commercial & Savings Bank

“Most of our customers are of lower income level. Luxurious looks might intimidate smaller accounts. 我行来往多系中下层小户，如果银行搞得太阔气了，小额储户可能不敢上门。”



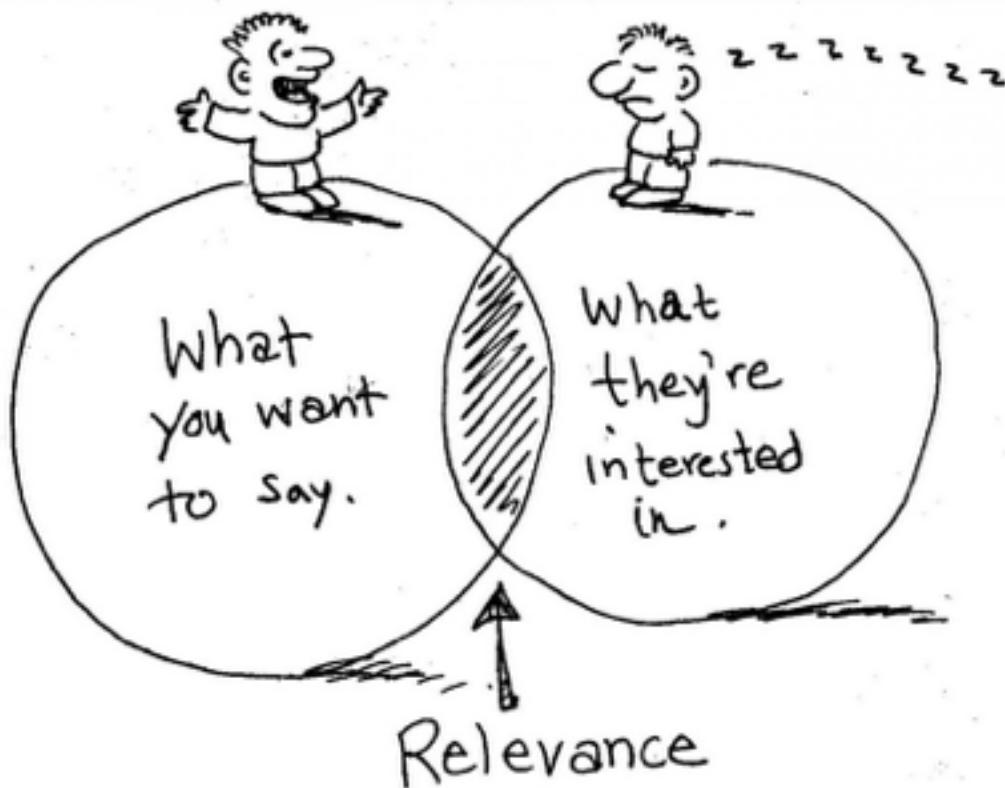


When designing service for mass market, designers particularly need to think about **whether your customers** are at ease.

The reason is simple: being part of a niche group, empathizing with the mass group is never easy.

Relevance is about being **respectful** and **truthful** to your customers' needs state. No imposing, no patronizing, no pretending.

When you come up with a value proposition, is that something your customers truly care?





柳宗理®

◆ Sori Yanagi

南部铁器铸铁平底锅18cm带把手

材质：铸铁

款式： 不锈钢盖 / 无盖

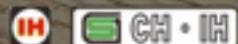
生产商：日本洋食器株式会社

原产国：日本

设计理念

18cm大小对于2-3人早餐来说，刚好！

蝴蝶形形状外扩侧边，有利于往外侧出汁水。配合锅盖使用还能精准控制出气的缝隙。锅的外沿与传统锅相比更加柔顺，样子设计更是讨人欢喜。



• IH

电磁炉、燃气具、烤箱适用

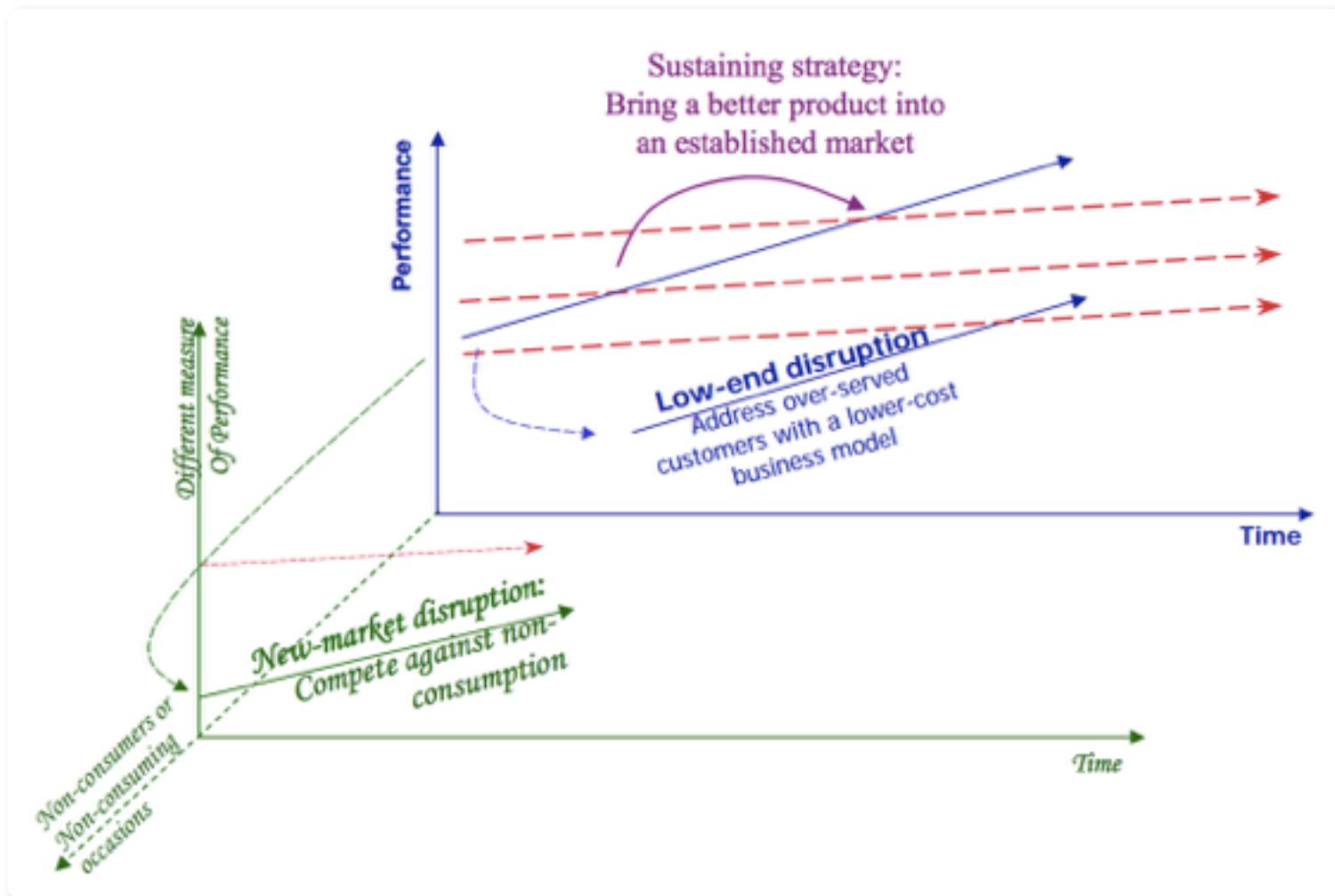
日本製品の輸入



Relevance starts from recognizing customers' motivation. In return the design will be recognized by customers by their most intuitive behavior, if not by articulation.



The Disruption theory reveals that when there is **over-performance**, there is room for disruptors which basically find opportunities with the more relevant features.



The increasing move into **good-enough market** also indicates the propensity towards the most relevant characteristics of a product/service. While customers vote both with their wallets and hearts, designers need to better **balance between elevated experience and a healthy business.**

The Structure of China's Market for Televisions

Premium (Narrow)

Definition: High-end products purchased by discerning customers with significant purchasing power.

Leading Vendors:

Panasonic, Philips, Sony

Product Features: LCD and plasma screens, many state-of-the art user features, priced according to their status as international brands.

Share of Market in 2005: 13%

Good-Enough (Rapidly Expanding)

Definition: Products of good quality, produced by local companies for a rapidly expanding group of value-seeking consumers with midlevel incomes.

Leading Vendors:

Hisense, Skyworth, TCL

Product Features: LCD, plasma, and large cathode-ray tube screens, with limited user features, priced to undercut foreign brands.

Share of Market in 2005: 62%

Low-End (Evolving Base)

Definition: Products of lower quality, meeting basic needs, produced by local firms for a large group of consumers with low incomes.

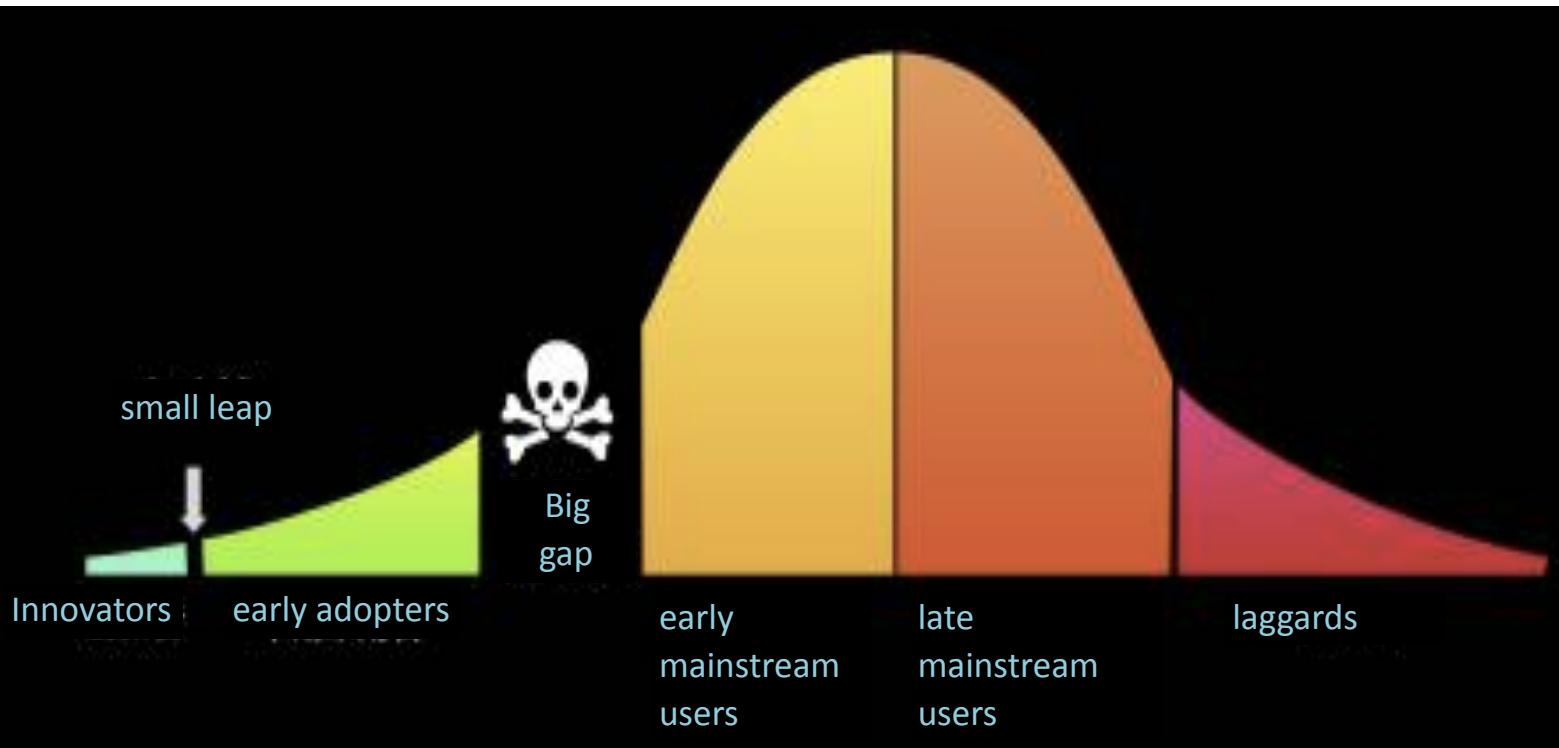
Leading Vendor:

Product Features: Cathode-ray tube screens with basic standard user features and low-cost components, priced to sell.

Share of Market in 2005: 25%

Bringing a product/service from early users to mainstream users is the hardest gap for business.

What can designers do in the first place to help with that leap?



What characteristics helps a new product/service to be adopted by mass market?

Advantage to current solutions

Compatibility with customer environment

Complexity of understanding and use

Observability of benefit

Riskiness (perceived or actual) in adoption

Divisibility: how it can be tried on a limited basis

Be mindful of two types of ecosystem risks



PIVOT POWER
A CREATIVE OUTLET





Why did Quirky fail?



“Most of our customers are of lower income level. Luxurious looks might intimidate smaller accounts. 我行来往多系中下层小户，如果银行搞得太阔气了，小额储户可能不敢上门。”



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Greatness starts from a great purpose.

Designing service for mass market is really about **elevating** the everyday experience without **alienating** your customers.

A large, dense crowd of people is shown from a high-angle perspective, walking away from the viewer. The people are represented by small, colorful silhouettes against a light background.

Thank you!