

Patterns for Motivating Customers in a Pattern Language for Affective-Science-based Marketing

TAKASHI IBA, Faculty of Policy Management, Keio University & CreativeShift, Inc.

MIHO MASAI, CreativeShift, Inc.

YUURI ABE, CreativeShift, Inc.

YUJI KOSAKA, Oraculum Co.,Ltd.

In this paper, we present a pattern language for affective-science-based marketing, which is a collection of practical knowledge to encourage a successful business that offers new value, proposes a deeply wonderful life, and shares the excitement with customers through products and services in mutual respect, so that sales will naturally increase as an extension of pleasure. This practical knowledge has been nurtured in Japan for about 20 years in a community of practice with about 1,500 companies participating. In this pattern language consisting of a total of 40 patterns, this paper will cover 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 consist of patterns for LET THEM KNOW (beginner level), CONVEY VALUE (intermediate level), and GIVE THEM JOY (advanced level).

Categories and Subject Descriptors: **D.3.3 [Language Constructs and Features]**: Patterns; **I.2.6 [Learning]**: Knowledge acquisition; **J.4 [SOCIAL AND BEHAVIORAL SCIENCES]**: Psychology & Sociology; **K.6.1 [Project and People Management]**: Management techniques

General Terms: Human Factors

Additional Key Words and Phrases: marketing, commerce, business, pattern language, motivation, value-creation

ACM Reference Format:

Iba, T., Masai, M., Abe, Y., Kosaka, Y. 2020. Patterns for Motivating Customers in a Pattern Language for Affective-Science-based Marketing. HILLSIDE Proc. of Asian Conf. on Pattern Lang. of Prog. (2020), 17 pages.

1. INTRODUCTION

Commerce is a place where people and people are connected, and goods and services are exchanged. How to improve the quality of business? Japan has a community of practice working on this. The community (represented by Yuji Kosaka, one of the authors of this paper) named “community of practice on” WAKUWAKU Aesthetics of Business” that was established in 2000. Around 1500 retail stores and small and medium-sized enterprises nationwide learn and practice and produce results.

Participating in the community are stores such as liquor stores, Japanese and Western confectionery stores, eyeglass watch jewelry, boutiques, kimono stores, pharmacies, supermarkets, health supplies, hairdressing salons, hotels, inns, school cram schools, and dental clinics. , Stone shops, golf driving ranges, building equipment rentals, taxi companies, recycling industries, etc. While these participating members offer new value, propose a prosperous lifestyle, and share excitement with customers through products and services in the respect of each other, sales will naturally increase as an extension of pleasure. Realizing a business that goes well. As a result, every store is expected to gain amazing sales increases and attract customers, based on the fact so far. More than 10,000 such reports have been received.

In this practice community, the representative Yuji Kosaka explains the important points while taking up various cases, and this is reflected in the practice of individual members. In the 20 years of this cycle, unique theories and methods have been built (see, for example, Kosaka and Shiizuka, 2009). The Pattern Language for Affective-Science-based Marketing presented in this paper summarizes what it is in the form of pattern language. In this paper, we will focus on the “Motivating Customers” category among the four categories that make up this pattern language. Other categories will be covered in future papers. The target readers of this pattern language are shop owner and any business person in the companies selling goods or services to customers, including B to C and B to B.

2. A PATTERN LANGUAGE FOR AFFECTIVE-SCIENCE-BASED MARKETING

A pattern language presented in this paper describes what and how to practice affective-science-based marketing, acquire practical knowledge and continue to produce results. We carefully scrutinized the theories and methods in Yuji Kosaka and interweaved what the practitioners who are producing results based on the theory are actually doing and thinking. Practical knowledge is implied and complicated, so it has been said that it is difficult to express it

in words and convey it to others. Therefore, we verbalized the practical knowledge into the form of pattern language.

This pattern language consists of a total of 40 patterns. These patterns are divided into the following four categories according to their contents. Two of them (A and D) are related to “learning,” consisting of patterns describing how to learn the practical knowledge, and the other two (B and C) are related to “theory,” consisting of patterns describing what is important in affective-science-based marketing and how to practice them (Fig. 1):

- A: Learning through Practicing (Learning Part 1: Hints for Learning)
- B: Appealing for being 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)

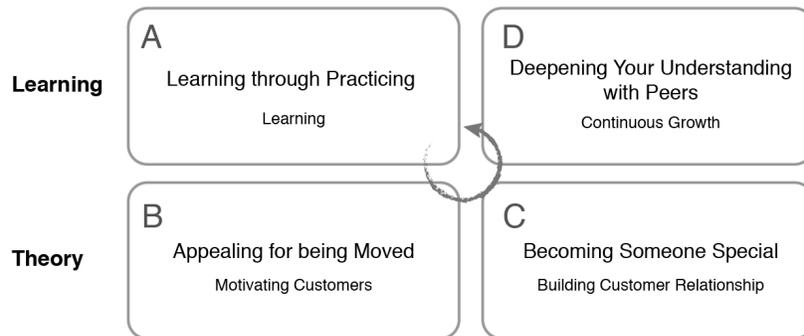


Fig. 1. Overview of categories in the proposed pattern language

Of these 40 patterns, this paper focus on 10 patterns in the 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 a other patterns are focusing 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 patterns language was created basically by following the standard creation process developed by Iba Lab, Keio University (Iba and Isaku, 2016; Iba and Yoder, 2014; Iba, Yoshikawa, and Munakata, 2017).

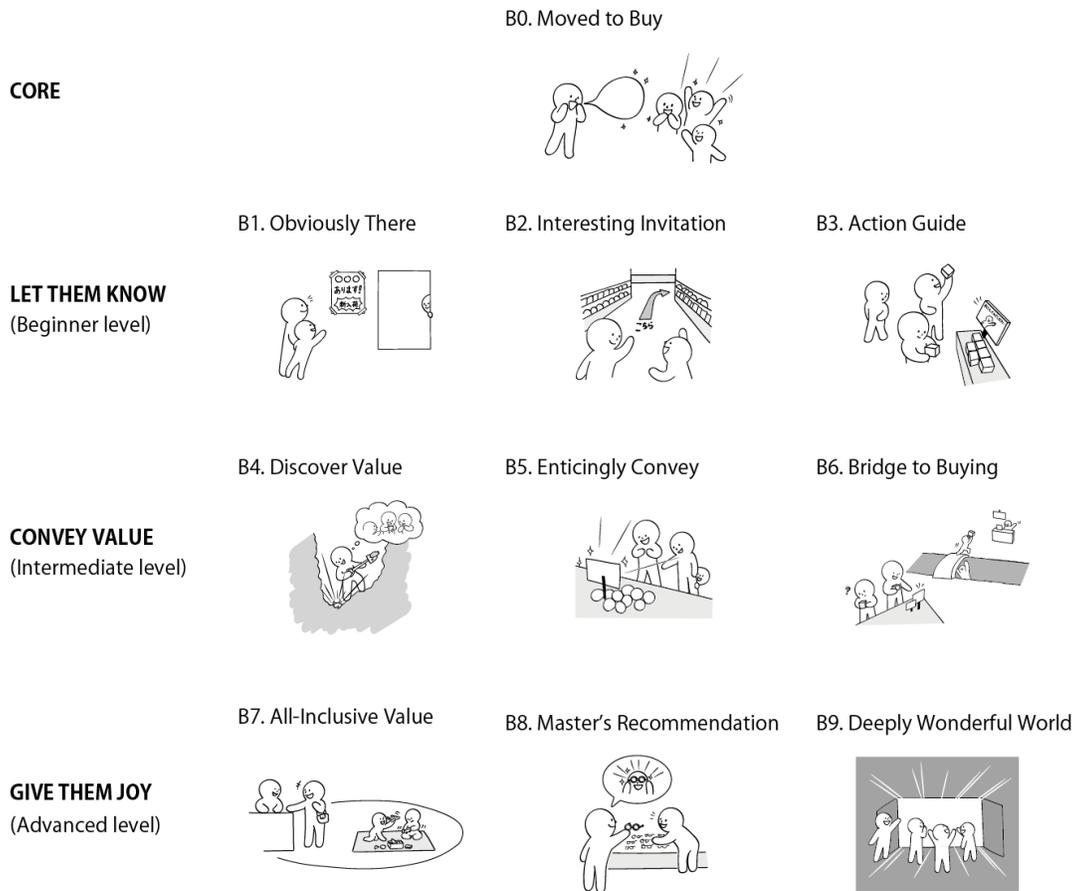


Fig. 2. Overview of patterns in Motivating Customers category

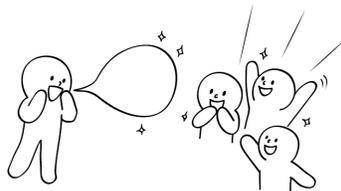
3. PATTERNS

In what follows, we present 10 patterns in Motivating Customer 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, Deeply Wonderful World.

3.1 B0: Moved to Buy

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 (it is often thought that) the problem has to do with the product or service you are selling itself or its price. While it is true that the quality of the product or service influences its sales, it is hard to improve if you only recognize that as the reason (do not realize that quality is not the only reason). If you simply drop prices, the business itself may be forced into a difficult situation. Similarly, if you find fault in your business’s location or industry and give up, nothing will change.

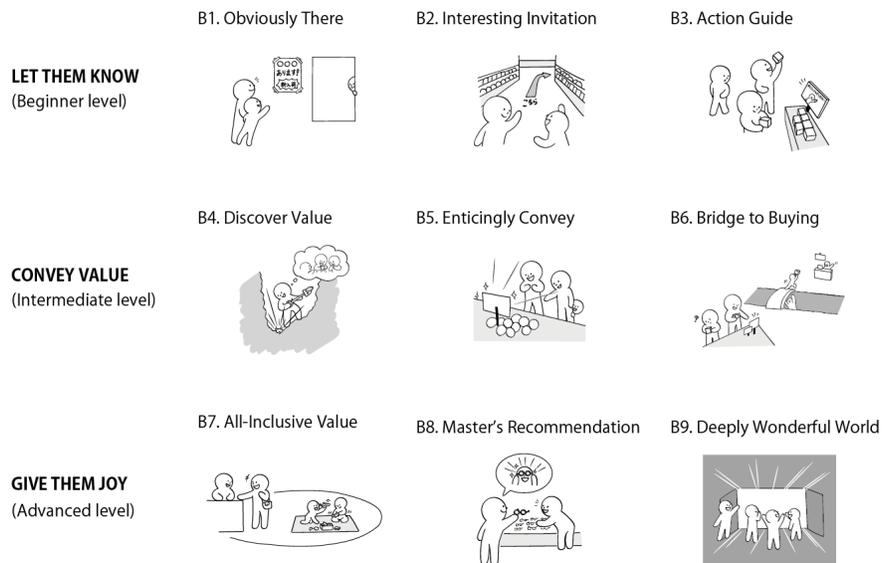
▼ Therefore

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 about simply selling. In other words, see business not as your product or service being sold, but as people who want your product or service buying it/getting what they want. In order to do this, you must first LET THEM KNOW. Then, work to CONVEY VALUE to potential customers. Additionally, think of the customers who would use your product or service and focus on how to GIVE THEM JOY.

▼ Consequently

You will be able to correctly/properly understand the concept of selling, which is the base of business, and therefore have the capability to link various ideas to results. This leads to your efforts more easily leading to results and eventually sales, and in result your business, stabilizing. Additionally, by being able to think with this mindset, you will be able to find the value in any product or service you decide to sell and share it appealingly, therefore being able to extend past your current area and expand your business.

➤ Patterns



3.2 B1: Obviously There

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/company and what type of product or service you are offering is often not as known as you believe it to be. Because we know about our own companies and stores, as well as what products we offer, we often mistakenly believe that it is common knowledge. However, even if the store is right there, the products are in the shelves, or everything is clearly written in the menu, the customer does not always recognize them. In cases that you are offering something without a 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. Not only in that sort of case, but when it comes to something that has been on shelves or a website for a long time, it is necessary to Tell Them Anyways that it is being offered. Even when it comes to the very existence of your store, rather than assuming customers will notice it if it is there, it is necessary to Tell Them Anyways with a billboard, poster, or something of the sort.

▼Consequently

As a start, customers will become aware that your business is there and realize what it is offering. With this, you have already made the base for customers to consider whether to buy your product or service, and you can begin to take the first steps toward having them buy it. Once you are able to do 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 Anyways

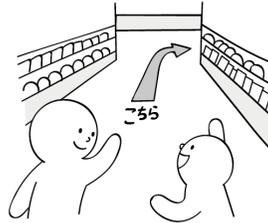
Tell “There is a store”, “There is a company”, “... is selling,” “Do ...,” “There is a product or service called ...,” to the customers intentionally even if it seems that they will know for sure. Surprisingly the results will change if you tell them directly. Then, you make sure if there has been any change in the customer's behavior, and also make sure there are no oversight things to tell.

3.3 B2: Obviously There

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.

In regard to people who are already interested in the type of product or service you are offering, even without much effort on your part they often consider whether or not to buy it. However, the people you wish would know about your product or service are the majority, people who were never particularly interested. In regard to those such people, not matter how enticing of an explanation or is offered, they often will not even think to read it.

▼ Therefore

Design the information you are sharing and the way you are sharing it in an eye-catching way so that the moment potential customers see it they are interested to know more. First, it is fundamental when sharing something to make sure 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 not end up reading or seeing it. Additionally, when introducing your product or service, make and design displays, signs, and webpages while being sure to use Enticing Wording and Eye-Catching Visuals.

▼ Consequently

You will be able to create a chance for potential customers who originally had no interest in your product or service will notice it. If it is something they are curious about, they may become interested in your product or service and want to know more about it. Like this, you will be able to share the value of your product or service not only with potential customers who were already interested, but also to those who initially had no interest.

➤ Action Patterns

More than a Background

When you want to convey something, not to buried in the background, try to pop up (floating up) eye catchy. Specifically, while paying attention not to assimilate the information to be delivered with the background, the colors, layout, size, and shape are devised.

Easily Happen to See

In order to attract attention and change the consumer's recognition, change the position and angle of signboards and posters, also the height and height of them. In addition, it may be a good idea to put it in a place where customers or other people stop, such as in a toilet or waiting room.

Enticing Wording

When you are writing about products and services, make something that captures the interest of customers. For example, “featured product” or “Recommended store manager” can be an opportunity to get interested or have a conversation for customers.

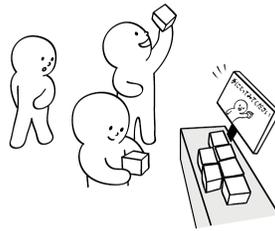
Eye-Catching Visuals

When trying to convey something by letters and sentences, it's only possible to tell customers who start reading with interest. In particular, if you want to convey something, try to make use of the eye-catching power of photos and images that can easily get into your eyes. For example, you may want to include something you want to convey in an eye-catching photo caption to increase the probability of transmission.

3.4 B3: Obviously There

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 it is Obviously There and provided an Interesting Invitation.

▼In this context

Even if they are interested, customers often do not take the next step and their interest fades. If there is something we want them to do and merely wish that they will do so, nothing will happen. Additionally, even in the case that customers want to do something and take the next step, they are unsure whether that is the right action and end up hesitating. When this occurs, customers often simply move onto something else.

▼Therefore

Think of what action you want potential customers to take to accomplish what you want and convey that action clearly and specifically. For example, Tell Them Specifically place 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 holding your product or to try it out for themselves. Additionally, 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 for not just stores but websites as well.

▼Consequently

From coming into your store to trying out your product, you will be able to give customers a chance to do what you want them to do. In the case of a website, you can have customers find the pages you want and read the information you want them to. Doing this, you will be able to realize the flow of sharing the value of your product or service and that leading to action.

➤ Action Patterns

Tell Them Specifically

When there is an action that you want your customers to take, try to tell them clearly what you want them to do. For example, "Contact us, ... (...)" means that the customer is not sure if it is OK to do a specific action, "Please call us ... (...), and tell us" . It makes it easier to take action. Also, it is easy to connect to the next action by saying, "Looking at the corner", "Turn around the corner", "Feel free to try", "7 more steps until ... " .

"Go For It" Message

Even if you think this is natural, some customers may be wondering if they are willing to do so or not taking action. For example, even if some things can be bought from one piece, sometimes customers hesitant to try. You are able to write "Would you like one?" for customers to try products. Also, telling customers recommendations such as "Just come and look for free." "Would you like to try it?" "All-you-can-try," "One person welcome.", it will be an efficient way to get them to try.

Feasibility Check

If you're trying to tell your customers exactly what you want them to do, but they don't ready to do that, then take the customer's perspective and see if you can tell them what they're telling them to do.

3.5 B4: Discover Value

Discover Value

What sort of value would this product or service hold to 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 mainly basic information about the product, such as its name, specs, and price. However, that kind of information rarely sparks the feeling of want in the customer, so it is difficult for that sort of introduction to lead to the customer actually trying the product or service or buying it.

▼Therefore

Think of and share with the customer what good 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 come out of it, by thinking of the good things that would occur to the customer and what troubles the customer may have that would be resolved through the product. When doing this, it is important to think about 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 the customers of your store or company. Additionally, you can also find more value in your product or service by focusing on the Creator's Sentiment behind it.

▼Consequently

When customers know what value your product or service would offer them, they will be more likely to want to know more about it or have it. If you are able to make this happen, you will be able to offer all the various values it has, and therefore more people will want 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 what good your product or service will bring to customers. When thinking from the perspective of Problem Resolution, consider what problems or sorts of trouble your product or service can resolve for customers. Pay attention to these perspectives and think of what value you can offer to your customers.

Whole Lifestyle Image

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

Image of Our Customer

Try to understand what kind of customers 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 question, and it will be easier to make good communication with customers.

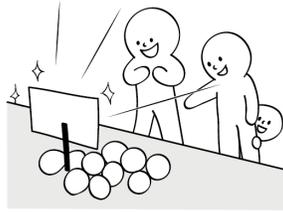
Creator's Sentiment

The value of goods and services can be enhanced not only by the effects brought about by using them but also by the feelings of the creator and the story behind them. To search for the background of goods and services and tell them to the customers, it will be increase value.

3.6 B5: Enticingly Convey

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 due to reasons such as important aspects of its value not properly conveyed or the word choice used to express it being too common or not expressive enough. Despite working to *Discover Value* (B4) in your product or service, when trying to express this, it often becomes just the average product or service introduction or an effort to highlight the name by writing it largely. Additionally, there are some cases in which when try to introduce your product or service in a pretty or smooth way, it ends up becoming something like a rip-off of other advertisements you often see. When creating the introduction to your product, there are often times in which the information is difficult for first-time customers to understand. If these things occur, 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 taking into consideration 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 on the name of the product or what not. Additionally, you must make sure that it is Easy to Image Intuitively. It is important to step 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 to even those who originally did not have 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 in your product or service.

➤ Action Patterns

Share the Value First

Tell customers what you found first through Discover value. There may be something that must be told about the product such as name and price, but it is hard to be a moving material for the customer's heart. Therefore, convey value first, and make customers interested in the product, and then communicate what they need.

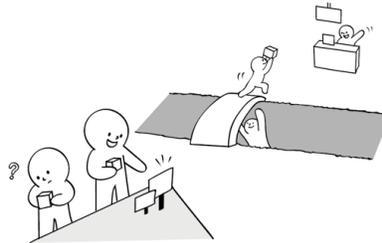
Easy to Image Intuitively

Try to convey the customer intuitively how to get value. For example, by using the metaphor “...-like” to express the content that was found through the “Discover value”, and then demonstrate usage to imagine and feel the effects of the product/service directly. Doing like showing videos to appeal to the five senses intuitively leads to feels like “Look good!” “I want it!”

3.7 B6: Discover Value

Bridge to Buying

Support to turn the feeling of wanting 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 they are uncertain or worried by, they begin to hesitate and begin to debate whether to pass up on buying it or not. Even if they intuitively feel the value of the product or service, if a customer has any sort of doubt about a product or service or are having trouble choosing between a number of options, it often ends with them deciding not to buy it. For example, having to consider 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 step to purchase it.

▼ Therefore

Search in advance for information that may be lacking, or points customers may worry about when considering whether to buy your product or service and provide information that would solve these problems. To do this, when you notice a customer who looks troubled holding a product, watch to see Where They Stopped, and talk to them to find out 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 on when you go shopping in your everyday life and Analyze Your Experience to think about what the decisive factor is when you buy things.

▼ Consequently

You can help customers who were thinking they want to buy your product or service take the steps to actually buy it and enjoy its value. Additionally, 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 lineups, 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 to buy 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 noticeable notice, and the website should be structured so that customers can easily reach the products and services.

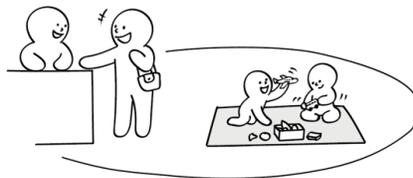
Analyze Your Experience

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.

3.8 B7: All-Inclusive Value

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 thing 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, not only the product or service, but everything from the location, interaction with staff, and everything that happens before and after their purchase makes up their buying experience.

▼Therefore

Design the whole experience for your customers, from choosing your store or company and learning about your product or service to reviewing it, buying it and receiving it. Put importance in 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 be relaxed and, in the case that 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, customers can leave with a Comfortable Aftertaste.

▼Consequently

Customers will be able to not only get the product or service they want, but the whole shopping experience will be more enjoyable and valuable, helping them feel very satisfied with their experience. If this happens, customers will be able to reflect on their good experience every time they use their 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 the store, it's about creating an atmosphere of the place and communication with customers is important. For service, it is important to think lingering and the satisfaction that comes with the whole experience. At that time, imagine customer's feelings and the reason why they came here and set up the environment and mechanisms so that all the scenes will be a better experience. For seminars, it would be a good idea to make aftertaste by set up the waiting time and after the end.

Comfortable Place

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.

Until They Receive

You can also try to 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, you will try to design the experience by creating an atmosphere for packaging and packaging, and also deciding whether or not something will be seen when opened.

Comfortable Aftertaste

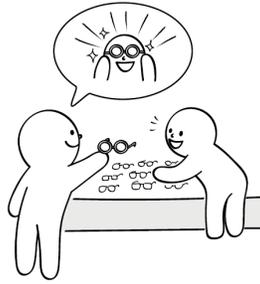
Think about whether you want to feel like a customer when you leave, and whether you want to feel after the customer goes back home, and think about communication way with the customer. For example, before leaving a store, give a small souvenir or play comfortable music.

3.9 B8: Master's Recommendation

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 value more than that. There are many customers who simply choose a product or service by themselves and decide to buy that. However, as the one who is offering the products and services and knows much about it, there are times in which you know there are products or services different from what the customer chose that they should try out or look at. Even in these cases, if you focus too much on answering to exactly what the customer wants, you may keep yourself from sharing what you believe would be best as an effort to respect their choice.

▼Therefore

Use your expertise to offer what you believe would fit best for the customer, rather than simply offering what they say they want. The most important thing is Why They Want It, so begin by asking them this. While making sure to listen properly to the customer's needs and wants, try to Share Your Knowledge as an expert, offer them a Suitable Option and explain why you chose it. Additionally, it is good to offer Advice for Better Use to help the customer make the fullest of the product or service.

▼Consequently

Customers may be able to learn about and buy products and services that suit them which they would not have been able to find on their own. If customers are able to receive a product or value with value that exceeds their expectations, they will feel 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 to buy, make sure to ask them exactly what they want to do and whether they want something or value. If you ask from the budget, the price will be a constraint, so it is better to ask them from the value they want to get.

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 be asked to 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 may not be interested in it at all, or they may think it does not fit, but it may also broaden their horizons.

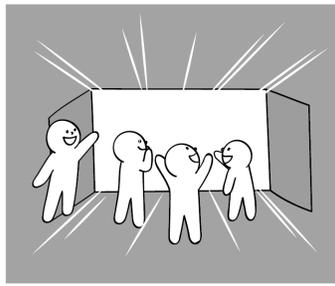
Advice for Better Use

You will tell customers exactly usage and whether it will be more useful and more powerful. For example, you will give a generous introduction of tips to keep using the product/service in good condition, how to handle it so that it can be used to its fullest, and that it is a trick that only professional knows.

3.10 B9: Deeply Wonderful World

Deeply Wonderful World

Create an enriching experience for customers through the world you find fascinating.



Your customer is happy with the product or service you provided.

▼In this context

Even if you are able to offer the product or service that the customer thinks is necessary, it is hard to expand past that. People live within their own world 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 discover by themselves the intriguing and attractive things beyond their field of view. Because of this, even if you can easily see the value in something, the customer may be unable to grasp what is so good about it and will 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. Firstly, focus on being a Happiness Helper for your customers. Then, by connecting the things you like and are good at to your work and Interweaving Your World, you can open up to your customers new values and a new world. When doing this, if you remember that you can Sell Anything without being caught up in business customs or traditions, you will be able to expand drastically and open new doors for yourself and customers. Additionally, you should proactively search for What Fascinates People and polish your sensibility.

▼Consequently

By giving a glimpse of and sharing your unique world of not only your knowledge and skills as an expert in your field, but also the things you enjoy and are good at, you can give customers a taste of the unique beauty and hidden

possibilities within it. This will lead to you being able to develop ways to offer your valuable uniqueness. Like this, you will be able to connect and overlap your business and your life.

➤ Action Patterns

Happiness Helper

Not too focused on the current products, services, trend, and business style, you will continue to consider whether you can increase the happiness of your customers. In doing so, you would like to broadly consider the value of the customer's mind and would be more pleased to them.

Interweave Your World

When thinking about how to provide value like yourself or your customers, you don't trap in the common sense and framework of your business and work, capture what you like and what you are good at, and look at yourself Interwoven with the world and the fascinating worldview that you are feeling. Although it is far from the common sense of "stores and businesses", it is possible to open new value and a new world if it overlaps with yourself or the world of what you are good at, and it exceeded your expectations It may be a big response, so don't be hesitant and give it a try.

Sell Anything

Being not too tied to the business 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, there is really a way to help your customers as a Happiness Helper.

What Fascinates People

In order to be able to envision that *Deeply Wonderful World*, you need to be active in the world of things that have been praised or talked about as good, such as movies, music, books, and events. It's a good idea to know how a person's mind is moved. Even if you weren't interested at all in the first place, you will able to learn why and how to attract people like that. Doing to do so, you can cultivate sensitivity and apply those ideas to your fields.

4. CONCLUSION

In this paper, we presented patterns in the Motivating Customers category in a Pattern Language for Affective-Science-based Marketing. These patterns have been practiced in many shops and companies for about 20 years and have been successful. This pattern language makes it easy to think about and talk 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 the effects and developments for another paper in the future. Other categories of this pattern language will be announced at future xPLOP conferences.

ACKNOWLEDGEMENT

We would like to thank Shinobu Aono and Toshiro Hizen, Oraculum Co.,Ltd., and all interviewees for creating this pattern language. And, I would like to acknowledge our shepherd Hiro Washizaki. This research was conducted under the support of the grant by Ministry of Economy, Trade and Industry, Japan.

REFERENCES

- Iba, T. and Isaku, T. (2016) A Pattern Language for Creating Pattern Languages: 364 Patterns for Pattern Mining, Writing, and Symbolizing, Hillside Proceedings of the Conference on Pattern Languages of Programs 22.
- Iba, T. and Yoder, J. (2014) Mining Interview Patterns: Patterns for Effectively Obtaining Seeds of Patterns, 10th Latin American Conference on Pattern Languages of Programs.

Iba, T., Yoshikawa, A. and Munakata, K. (2017) "Philosophy and Methodology of Clustering in Pattern Mining: Japanese Anthropologist Jiro Kawakita's KJ Method," Hillside Proceedings of Conference on Pattern Language of Programs 24.

Kosaka, Y. and Shiizuka, H. (2009), "A method for creating buying behavior of customer by kansei information design", Journal of Modelling in Management, Vol. 4 No. 1, pp. 19-27.

Received December 2019; revised January 2020; accepted for WWS February 2020