

6.

가?

12 1

가

# 가

# 10가

1.

,

2.

,

3.

.

,

4.

,

.

5.

,

가

.

6.

.

7.

,

8.

.

9.

.

10.

.

,

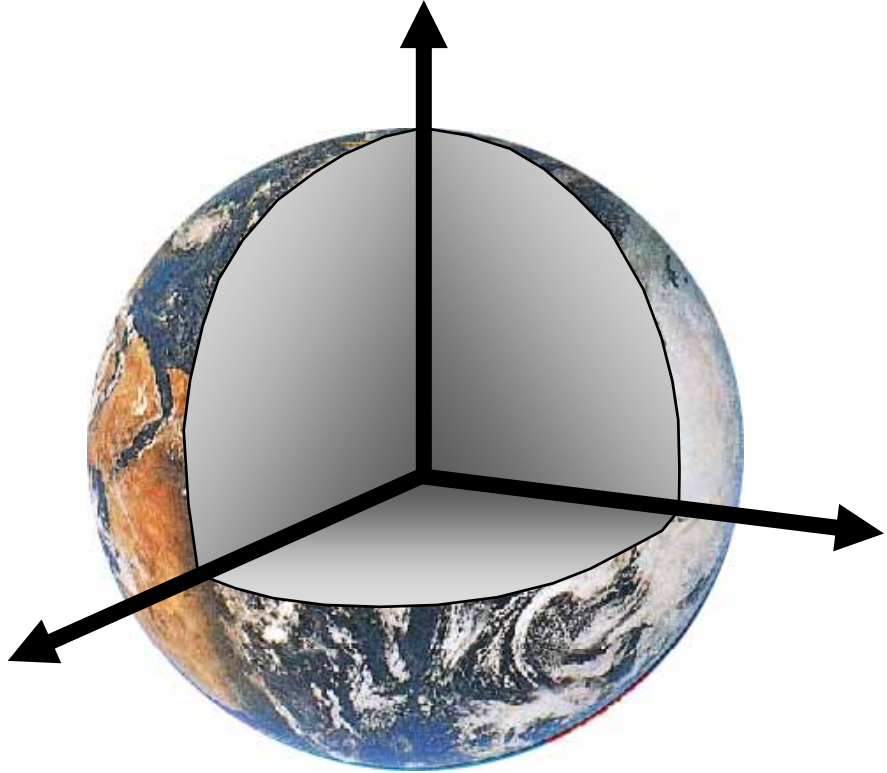
가

.

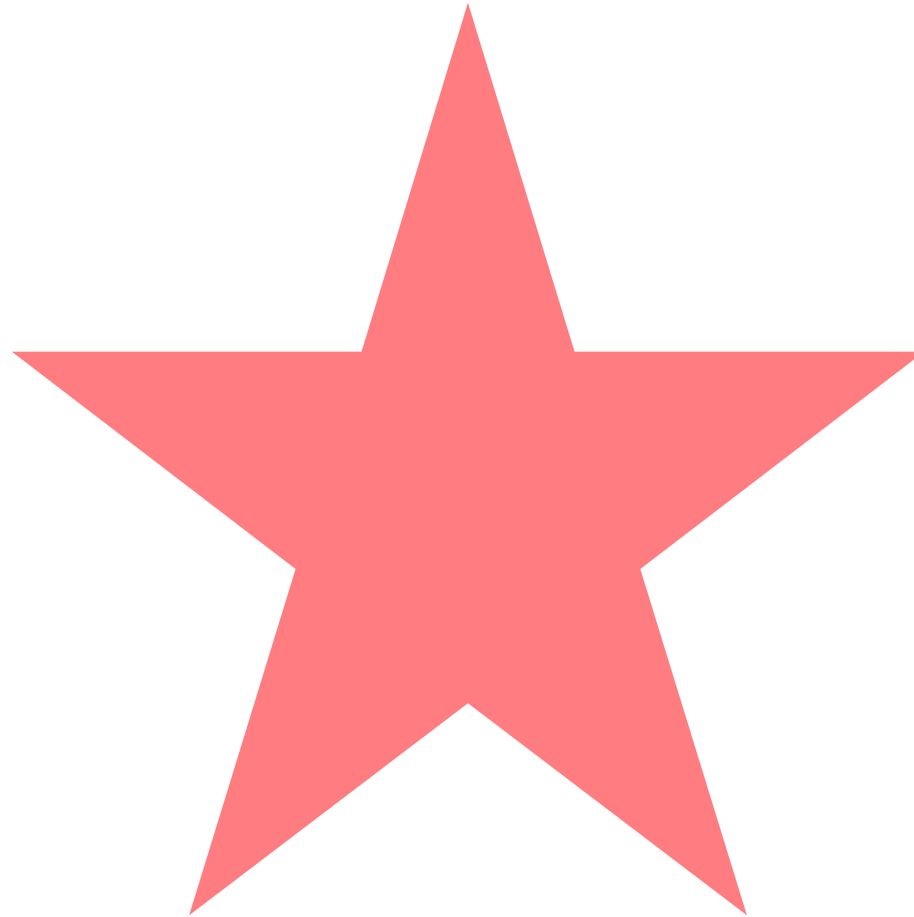
6.

가?

. -



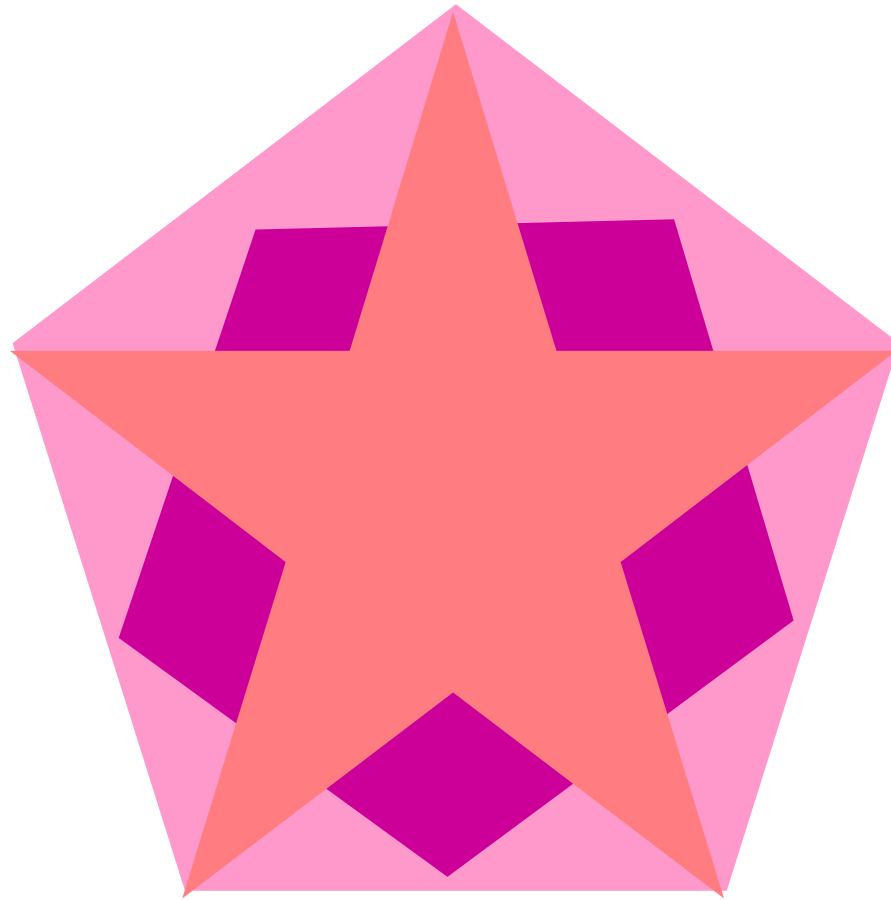
.



.



.



---

7215!



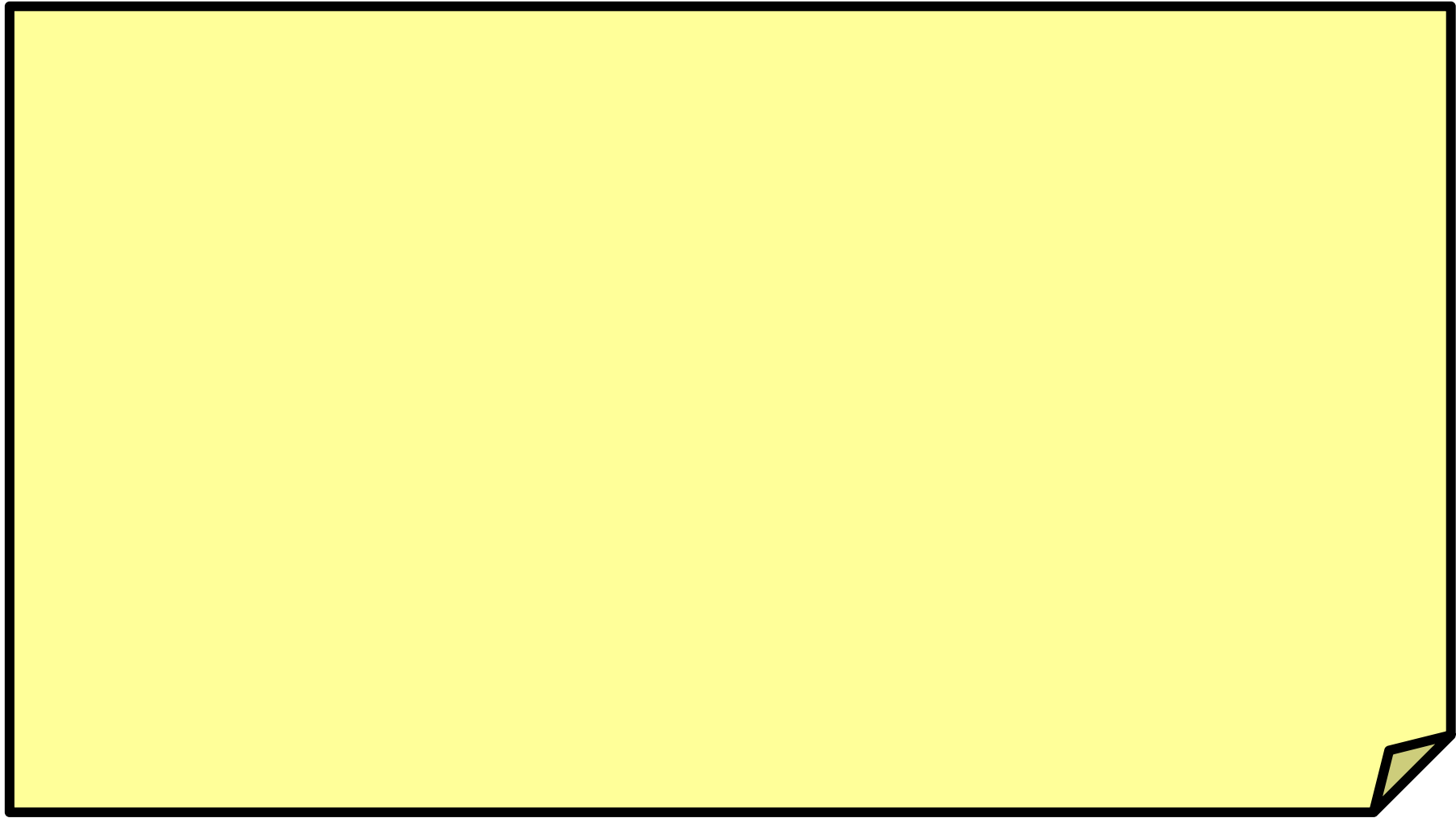
# Ethics of Creativity

---

- Leadership
- Optimism
- Passion
- Diligence & Sincerity
- Open mind to new culture
- Ability to identify slow change
- Timely Paradigm Shift
- Communication
- Venture Spirit



12 1



6.

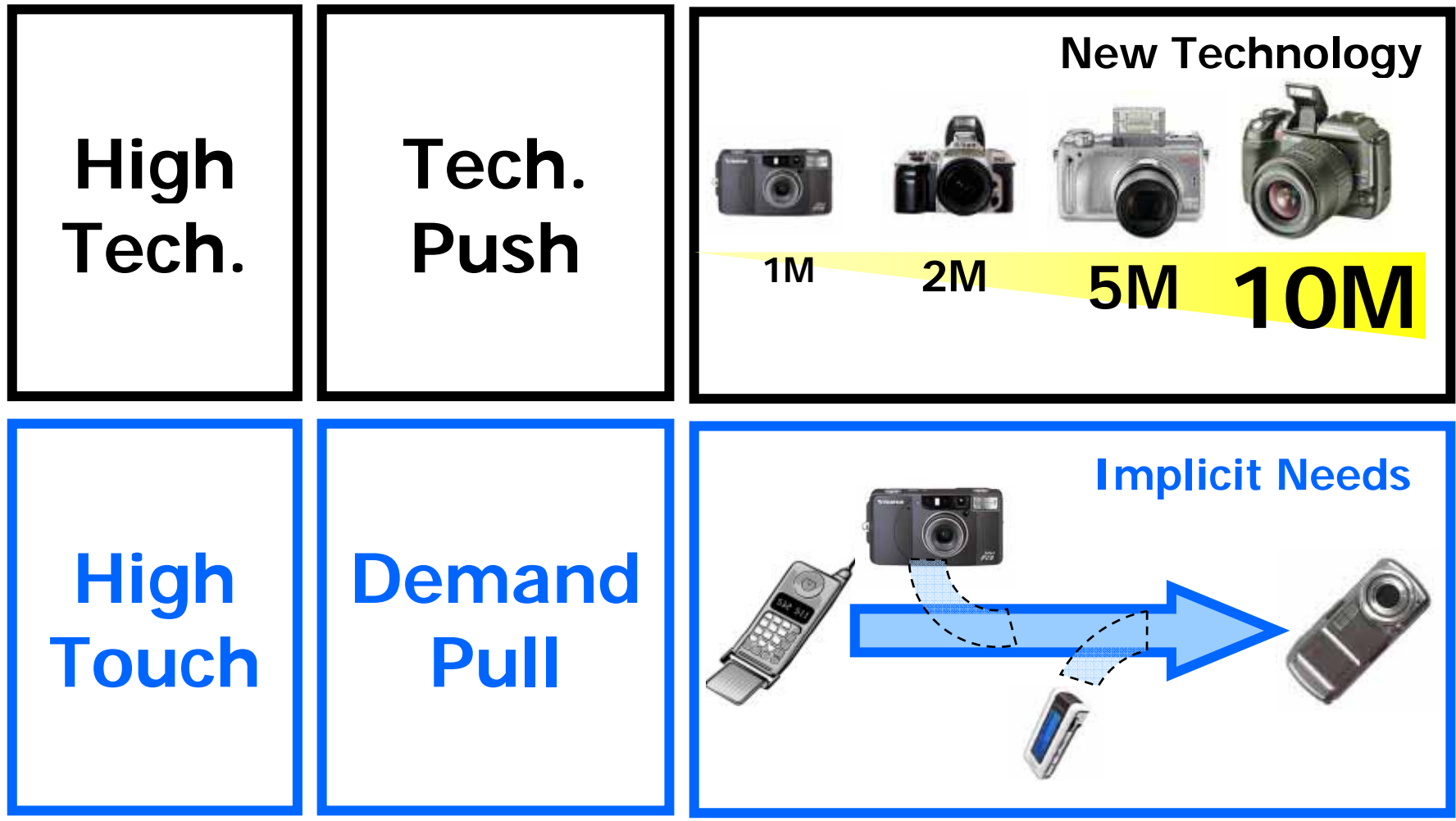
가

12 2

– High Touch

# What is High-Touch?

- John Naisbitts – Megatrends(1980)



# High Touch vs. High Tech.

|  | High Tech.        | High Touch                 |
|--|-------------------|----------------------------|
|  | (Technology Push) | (Demand Pull)              |
|  |                   |                            |
|  |                   | - - -                      |
|  | Team              | /                          |
|  | R&D               |                            |
|  |                   |                            |
|  | •<br>•            | • (Implicit Needs)<br>• 가가 |

# High Touch Spirit

---

- 

- 

- 

- (無主地先占)

- 

- Artistic

- **Terminated only by Prototype**

-

# High Touch - Creativity

---

What makes “High Touch Process” creative?

→ **Systematic Approach like**

- ✓ Hierarchical Factors
- ✓ Known, Unknown Demand vs. Human Function
- ✓ Matrix Analysis
- ✓ Piecewise Segmentation
- ✓ Systematic Selection
- ✓ Market Segmentation
- ✓ JND (Just Noticeable Difference) Add Up

# High Touch

---

1. Threshold ( )
2. Kendall ( )
3. Transitivity ( )
4. Trend Analysis
5. Product vs. Human Function
6. Five Every

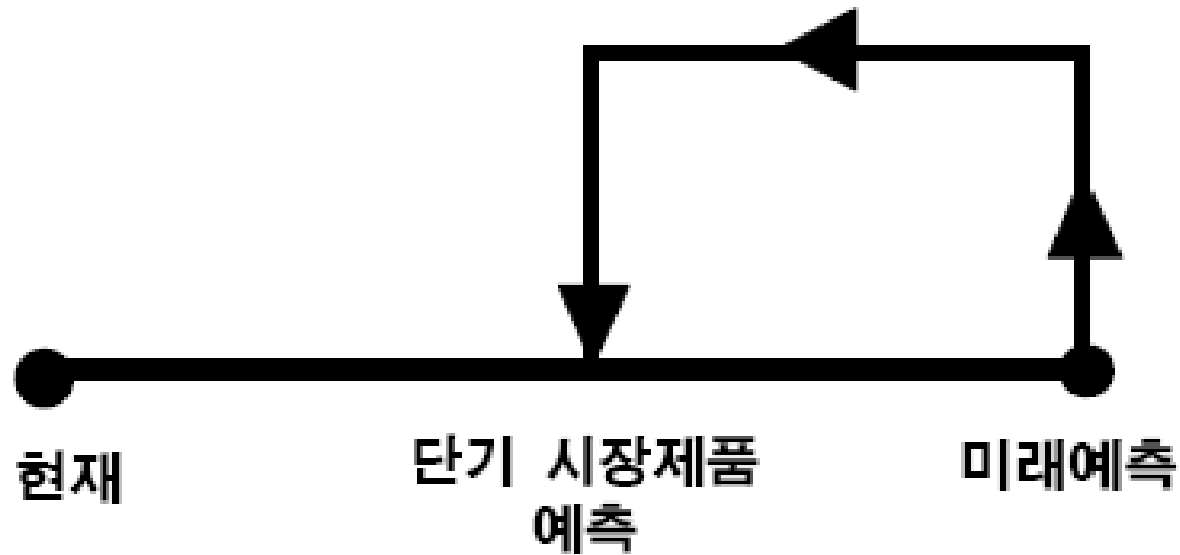




# High Touch



## 2. Kendall ( )



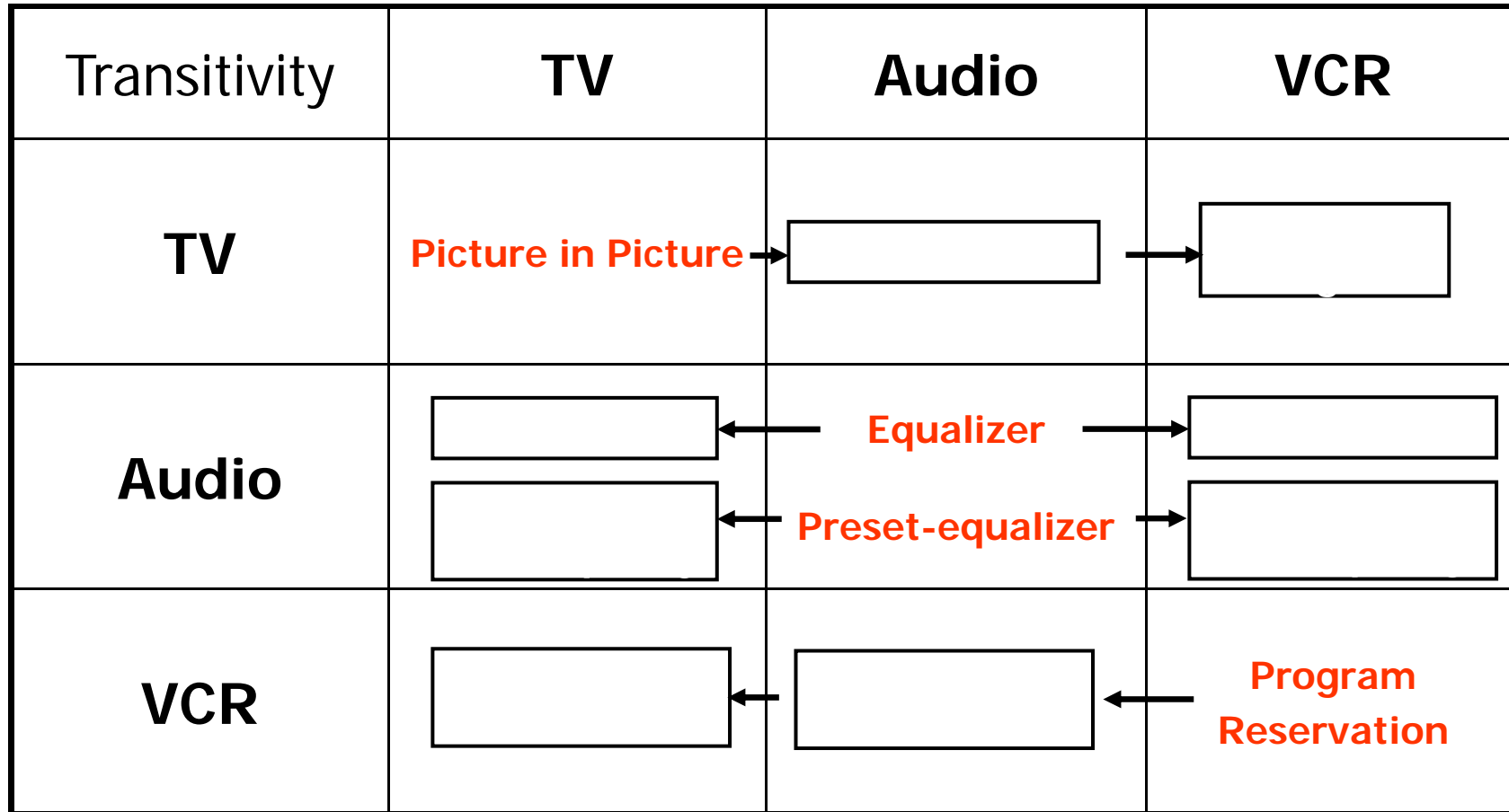
- Back to the Future
- Forward to the Past



# High Touch

- 1
- 2
- 3
- 4
- 5
- 6

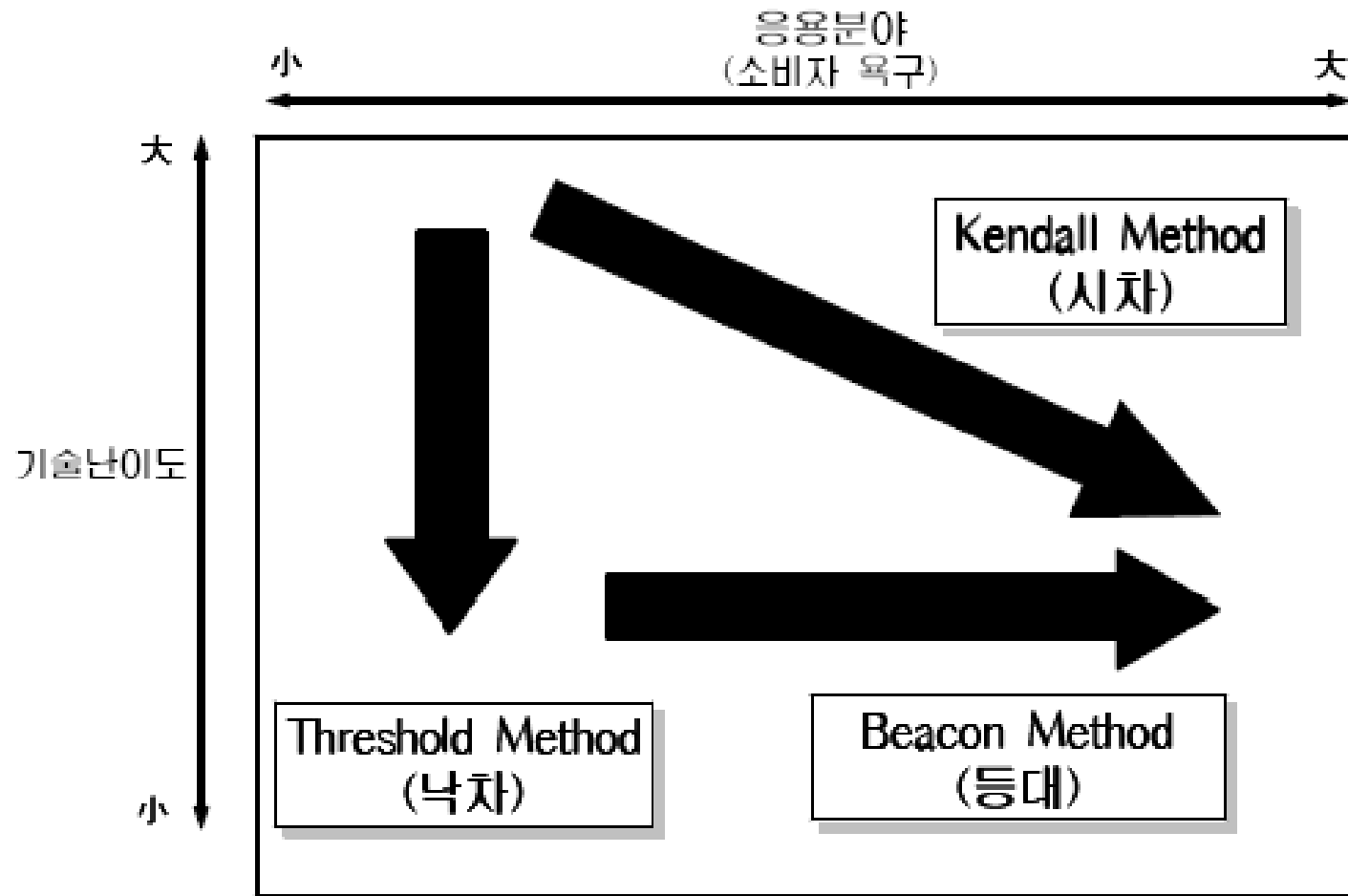
## 3. Transitivity Analysis



# High Touch

- 1
- 2
- 3
- 4
- 5
- 6

• ( )



# High Touch

- 1
- 2
- 3
- 4
- 5
- 6

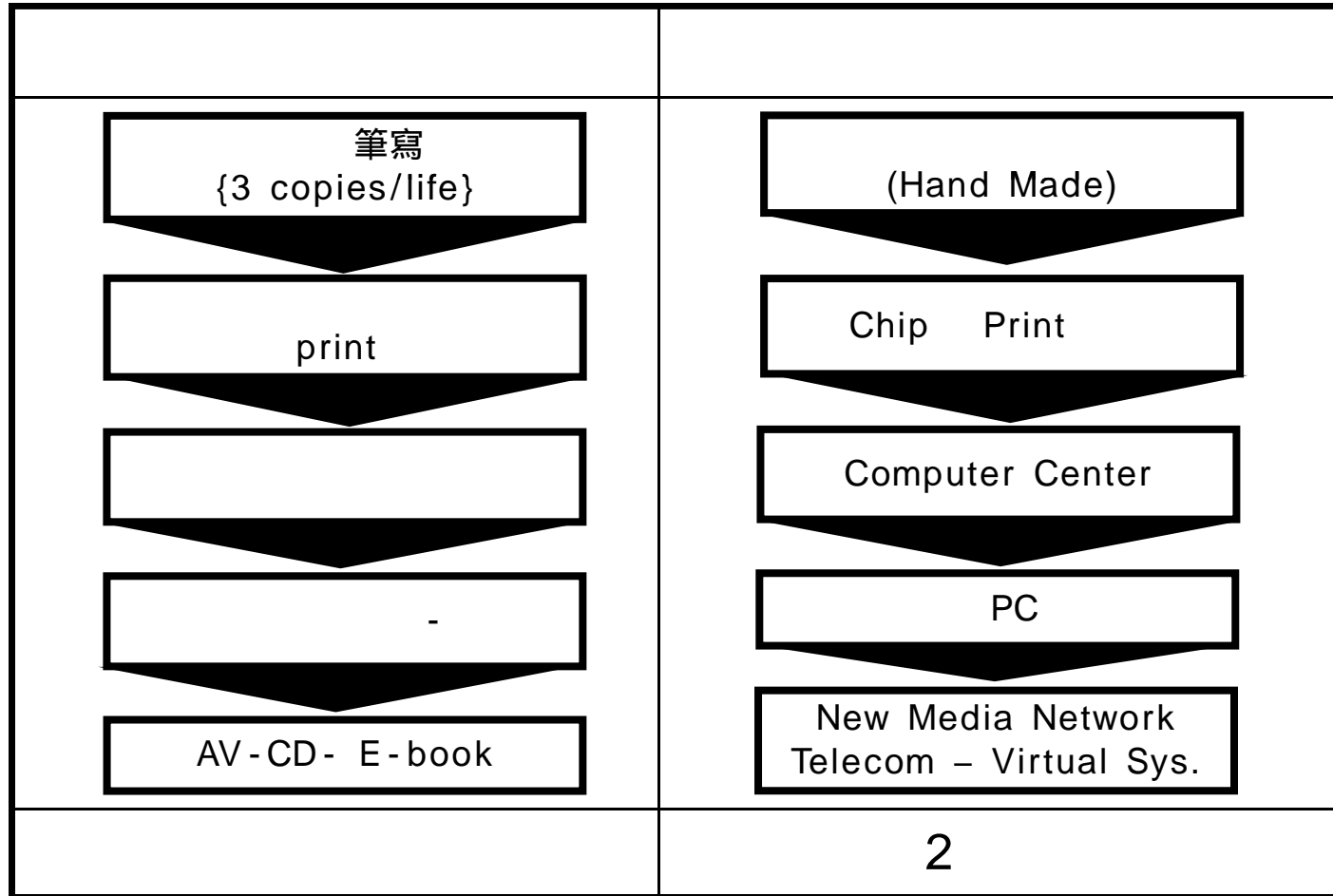
## 4. Trend Analysis – Audio vs. TV

| Audio               | TV            |
|---------------------|---------------|
| Mono                | Black / White |
| Stereo              | Color         |
| Power Amplifier     | Large Screen  |
| Portable            | LCD           |
| Surround            | 3-D/VR        |
| Speaker → Ear-phone |               |
| MP3                 |               |
| Internet AOD        |               |

# High Touch

- 1
- 2
- 3
- 4
- 5
- 6

## 4. Trend Analysis – vs.



# High Touch

- 1
- 2
- 3
- 4
- 5
- 6

## 5. Product vs. Human Function

### Matrix Analysis

| Product            |    | GRIP      |   |    |    | CONTROL |    |    |        |    |    | DISPLAY |    |    |    |    |    |    |
|--------------------|----|-----------|---|----|----|---------|----|----|--------|----|----|---------|----|----|----|----|----|----|
|                    |    |           |   |    |    | Primary |    |    | Second |    |    |         |    |    |    |    |    |    |
|                    |    | Ergonomic |   | GL | GD | GT      | GS | Po | Ma     | Mo | Vo | DS      | Ch | DD | DT | DS | DA | DL |
| ERGONOMIC FUNCTION | VI | VF        |   |    |    |         | ●  | ●  |        | ●  | ●  | ●       | ●  | ●  | ●  | ●  | ●  | ●  |
|                    |    | VA        |   |    |    |         |    | ●  |        | ●  | ●  | ●       | ●  |    | ●  | ●  | ●  | ●  |
|                    |    | GE        |   |    |    |         |    |    |        |    | ●  | ●       | ●  | ●  |    | ●  | ●  | ●  |
|                    |    | EM        |   |    |    |         | ●  |    | ●      | ●  | ●  | ●       | ●  |    | ●  |    |    | ●  |
|                    |    | CP        |   |    |    |         | ●  |    | ●      |    | ●  |         |    |    |    |    |    |    |
|                    | AN | FS        | ● |    |    |         | ●  | ●  | ●      | ●  | ●  | ●       | ●  |    |    |    |    |    |
|                    |    | FA        |   | ●  |    | ●       |    |    |        | ●  |    | ●       | ●  |    |    |    |    |    |
|                    |    | HG        | ● | ●  | ●  | ●       | ●  | ●  | ●      | ●  | ●  |         |    |    |    |    |    |    |
|                    | SP | ME        |   |    |    | ●       | ●  | ●  | ●      | ●  |    | ●       |    |    |    |    |    |    |
|                    |    | SR        |   |    |    |         |    |    | ●      | ●  | ●  | ●       | ●  |    |    |    |    |    |
|                    |    | CP        |   |    |    |         | ●  | ●  |        | ●  | ●  |         | ●  | ●  |    |    |    |    |
|                    | CO | IL        |   |    |    |         |    |    |        |    | ●  |         | ●  | ●  | ●  |    |    |    |
|                    |    | SR        |   |    |    |         |    |    | ●      | ●  |    |         | ●  |    |    |    |    |    |
|                    |    | KF        |   |    |    | ●       | ●  |    |        | ●  |    |         |    |    |    |    |    |    |
|                    |    | Re        |   |    |    |         |    | ●  |        |    | ●  |         |    |    |    |    |    | ●  |

No. Of ● : 87 / 225

# High Touch

---



## 6. Five Every 가

1) Everybody

2) Everywhere

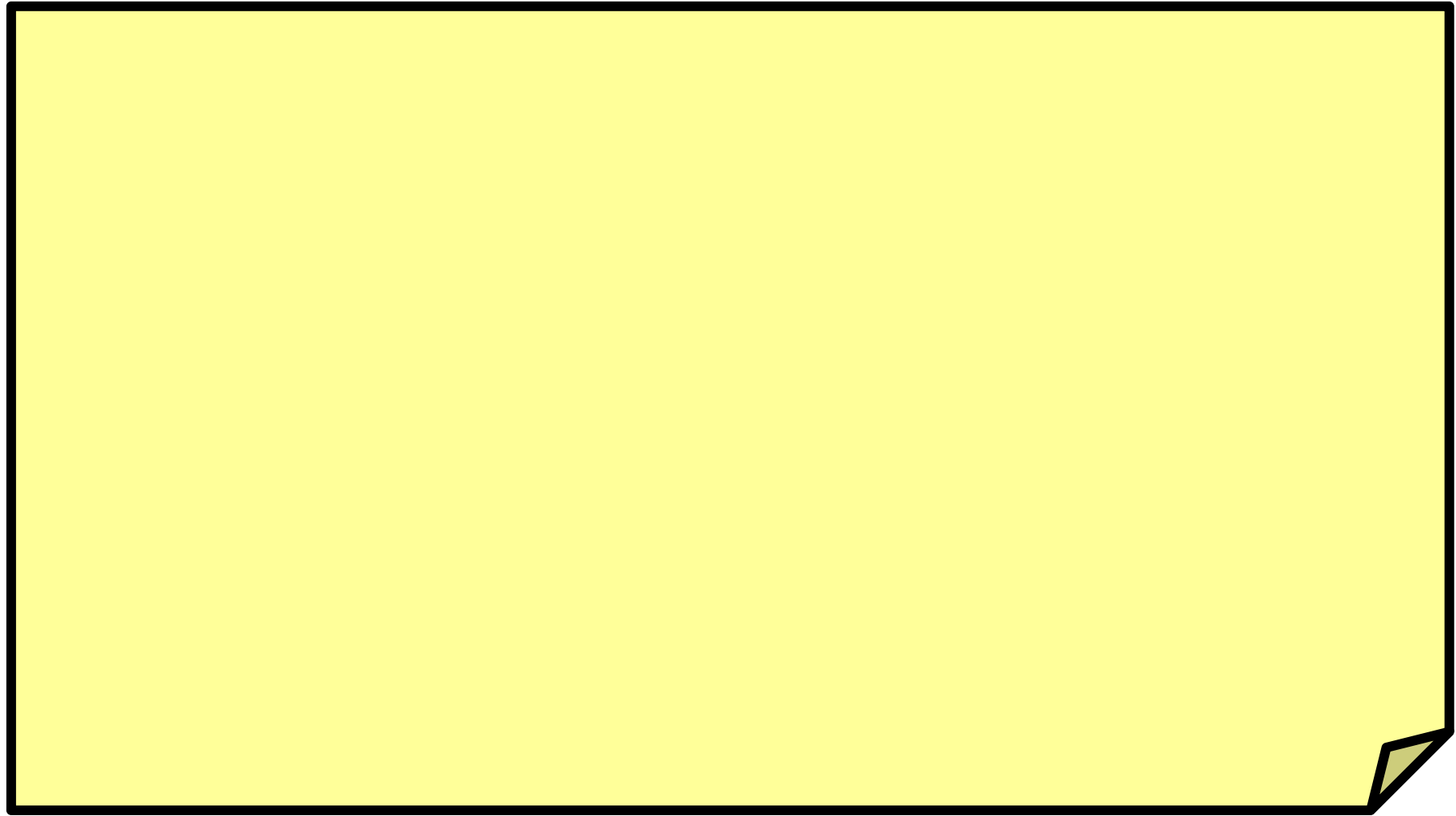
3) Everyday

4) Every - Time

5) Everything



12 2



6.

가?