

Digital Customer and Display Design in Korea

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Keywords : display design, trend, Korean digital product user

Abstract

Korean digital product users' tends to be participation-oriented. They hope that their expectations are reflected in the outcome. Furthermore, they look toward customization-oriented. They want product differentiation for only their own goods. They come to take a prudent and particular attitude. Korean display industry is under extending the share of the international market these days. This report covers the direction of the display industry design through analyzing the trend of the Korean digital product users'.

1. Introduction

Product design is a part of Industrial design. When to start of product design, it have to find customers needs. Customer movement is important factor for design concept. Therefore, understanding customer will make a decision of digital product's way to go. This research is trying to find the way of Korean customers character which is specially digital good customer.

2. Character of Korean Digital Customer

1) participation-oriented

Digital consumers hope that their expectations are reflected in the outcome. That's why they take part in the affairs of customer's rate or of new product's development. Now the consumers play a role in not only product-purchase but also capital investment.

2) relationship-oriented

Digital consumers hope that they are continuously concerned in an enterprise or a brand. Furthermore they are good at having relationship each other. They belong to various community according to their interest and enjoy their cyber relation. This kind of community might be a channel of getting some useful information. Digital consumers exchange their information and make demands on enterprise together.

3) customization-oriented

Digital consumers want product differentiation for only their own goods. They are not satisfied with single product or service. They take a matter for granted that individual product or service. These kind product or service is welcome to digital consumers. They enjoy attending the production process with

their individual order. This kind of order is spread to various field - clothes, sports shoes, dolls, storybooks, cosmetic, pc, automobile, and vitamin compound. On the other hand, the phenomenon of blind following the fashion is deepen further. That is why digital environment gives it the gas acceptance and dissemination of the fashion trend.

4) speed-oriented

Digital consumers prefer to 'quick' service in information search and decision of purchase intention. They feel difficulties in putting up with inconvenience - 'slow service'. They often say that the hit or miss of the internet shopping mall depends on the screen conversion speed. They also tend to be wildly excited to new product. Now proportion of these early-adapters is growing up. In the other hand, digital consumers show special character of 'slow-aesthetics' or 'restoration'.

5) information-oriented

Digital consumers compare the price and quality of the products in the sea of internet before purchase. They get many information from the various price-comparison site or community site concerned with the products that they want. This fact alludes that consumers take the initiative in product-information and use-information. These digital consumers are changed to 'smart'-rational purchase decision. Nevertheless, these rational digital consumers still make a decision according to their feeling sometimes when they buy something. They figure out the function and price of the purchase when they inquire,

still they sometimes come to accompany their taste - the design, scarcity, individuality, fashion of the purchase when they choose.

3. discussion for design concept

By this research, there is a one of the digital display design concept. It should be a distinction of customer emotion.

- developing of emotional convenience. For example, touch screen, flexible display and usable feed back.
- Increasing interaction between user and digital product. Censer, emotional software, human friendly interface and so on.
- Consider of social value. Make on analysis of social network. Like a 3Dimensional display, user gesture mimic.

4. References

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