



new TRENDS

From Inside-Out to Outside-In Thinking

Taiwan manufacturing industries are finally turning to consumers for ideas. Manufacturers are starting to ask the right people the right questions. What does the market need and what do consumers want. The manufacturers are learning to listen.

In the past, manufacturers were satisfied with developing ideas according to their own experience and observations and pushing their ideas to the market; Inside-Out Thinking. Nowadays, companies spend more time observing consumer behaviour and habits. Observation groups focus on why, where, when and how consumers select a product to better understand their buying behaviour and what influences their purchase decisions. This valuable information can then be relayed to the brand managers, product managers, designers and marketeers. Focus groups are also set-up during various development stages for consumer reaction to better assess potential success or failure. Observation and Focus groups contribute towards emerging changes in Market Research Trends, which result in Outside-in Thinking on behalf of the manufacturers.

本月建議參考網站

Consumer Trends

www.dailycandy.com
www.buzzfeed.com

Design Trends

www.gdusa.com
www.color-expert.com

本月建議書目

Creativity for Graphic Designers

by Mark Oldach

**Handbook of Pricing and Ethical Guidelines
by the Graphic Artist Guild**

01月色彩組合

Rural Dance

C0 / M35 / Y70 / K0

C0 / M75 / Y100 / K0

C10 / M35 / Y60 / K30

C0 / M10 / Y25 / K25

C50 / M40 / Y40 / K5