

Patterns for Learning Through Practice in a Pattern Language for Affective-Science-based Marketing

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Abstract

This paper present patterns for learning through practice within a pattern language for affective-science-based marketing. The pattern language 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. In this pattern language consisting of a total of 40 patterns, this paper will cover 10 patterns related to learning through practice: *Learning Through Practice, Just Begin, Copy to Learn, Notice Changes, Thoughtful Repetition, Original Approach, Difficulties Before the Leap, Find the True Essence, Entire Connection, and Sensing the System*. These consist of patterns for three groups: **TAKE THE FIRST STEPS** (beginner level), **PUTTING INTO PRACTICE** (intermediate level), and **TAKE ACTION BY GRASPING THE ESSENCE** (advanced level).

1. Introduction

To achieve pattern language focused on practical knowledge, it is important that the readers not only just learn from its text but also from their own experience of the patterns by putting them into their practice. Figure 1 from Iba and Munakata (2019) illustrates the process of how the patterns are learned. Pattern language shows the readers how to accomplish their objectives, and also encourages them to act out the patterns. By practicing the patterns and gaining experience from them, readers will manage to learn and master the practical knowledge.

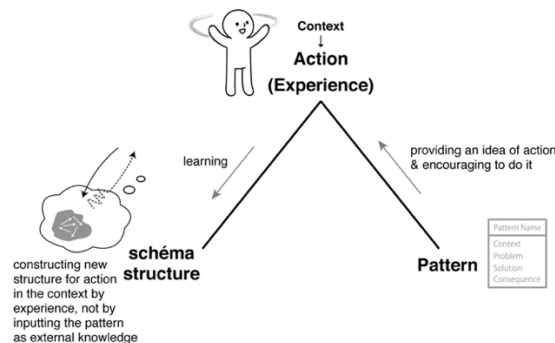


Fig. 1. How pattern languages support the process of learning (Iba and Munakata, 2019)

Usually, steps for acquiring practical knowledge are explained in another form separately from pattern language. However, in this paper, the steps are included in the format of the pattern language. The case is A Pattern Language for Affective-Science-based Marketing. The language is structured with two main parts on the practical knowledge of affective-science-based marketing, Motivating Customers (Iba et.al, 2020a) and Building Customer Relationships (Iba et.al, 2020b), and descriptions that goes into the details of how to master the patterns in actual practice. The latter patterns can be utilized in other languages as well, but they are also written and designed to incorporate the practices of patterns on Motivating Customers and Building Customer Relationships.

This pattern language consists of a total of 40 patterns in total. These patterns are divided into the following four categories according to their contents (Fig 2). 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, which are shown in Appendix:

- 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)

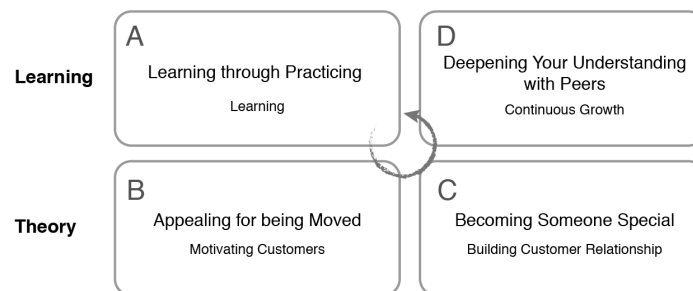


Fig. 2: Overview of categories in the proposed pattern language

Of these 40 patterns, this paper focuses on 10 patterns in the category A: Learning through Practicing (Learning Part 1: Hints for Learning). These 10 patterns are composed of one pattern that becomes the core of the category and other patterns are focused on the ways of practicing it. The patterns in this category are grouped into three groups, according to their level of practice:

TAKE THE FIRST STEPS - Basic level

PUTTING INTO PRACTICE - Intermediate level

TAKE ACTION BY GRASPING THE ESSENCE - Advanced level

Pattern Language for Affective-Science-based Marketing is created from interview conducted to members of the community called “Community of Practice on ‘WAKUWAKU Aesthetics of Business’” (Yuji Kosaka, one of the authors of this paper is its representative). The community found in 2000 in Japan, has put its focus on development of relationships with customers in business and has been studying its theories and verification through practices. About 1,500 retailers and small to medium-sized enterprises across the country learn from each other through repeated practices and successes.

Participating in the community are stores such as the following: liquor stores, Japanese and Western confectionery stores, eyeglass watch jewelry, boutiques, kimono stores, pharmacies, supermarkets, health supplies, hairdressing salons, hotels, inns, school cram-schools, 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. Based on the results so far, the stores are expected to gain amazing sales increases and attract customers by achieving their successful business. Please refer to our past paper to see the details of the patterns reefing to the practical knowledge of affective-science-based marketing (Iba et.al, 2020; 2020b).

2. Patterns

In what follows, we present 10 patterns in *Learning Through Practice* category (Fig. 3): *Learning Through Practice, Just Begin, Copy to Learn, Notice Changes, Thoughtful Repetition, Original Approach, Difficulties Before the Leap, Find the True Essence, Entire Connection, and Sensing the System*.

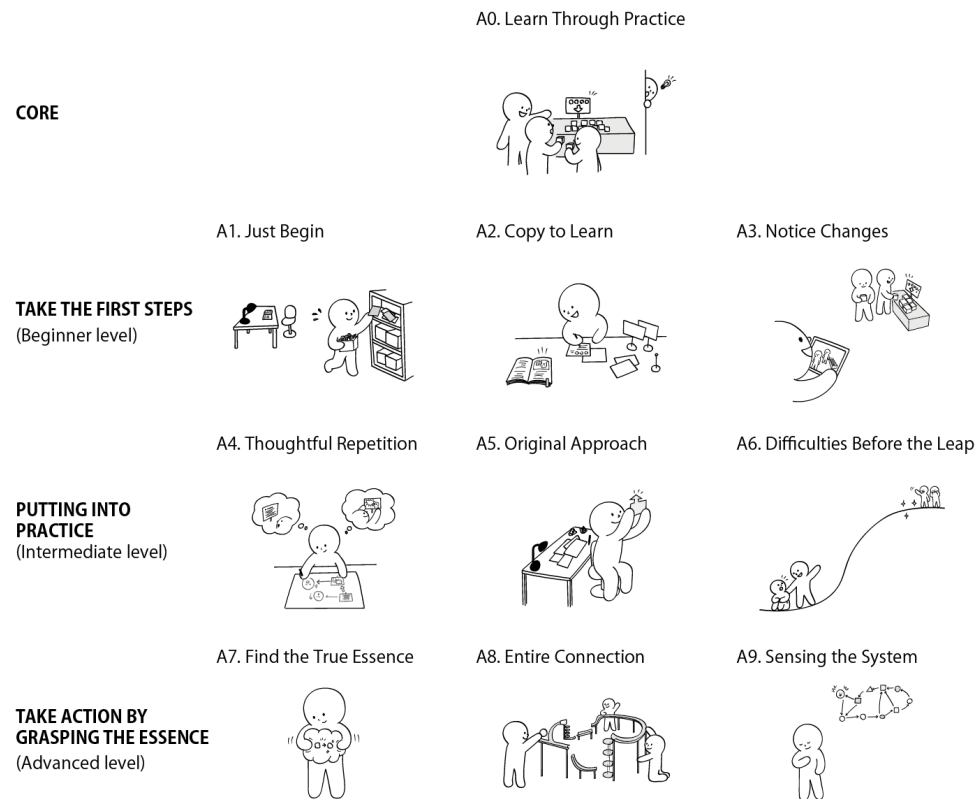


Fig. 3: Overview of patterns in Learning through Practicing category

All patterns are written in a same format: Pattern Number, Category, Pattern Name, Introductory sentence, Pattern Illustration, Context, Problem, Forces, Solution, Actions, and Consequence, and then it followed by Action Patterns (fig 4), which are tiny patterns first appeared as pattern name in action sentences of patterns, except core pattern (A0). Action pattern is also practical knowledge, but more concrete action than normal patterns. Action Patterns are only linked to the parent pattern, which defines context of the action patterns. They are provided for the purpose that they convey idea of good practices in the comparatively concrete level and they can be used as common language to mention about the practical knowledge of actions. Action patterns are presented just by its summary, not by full description like normal patterns, because of keeping simple document¹.

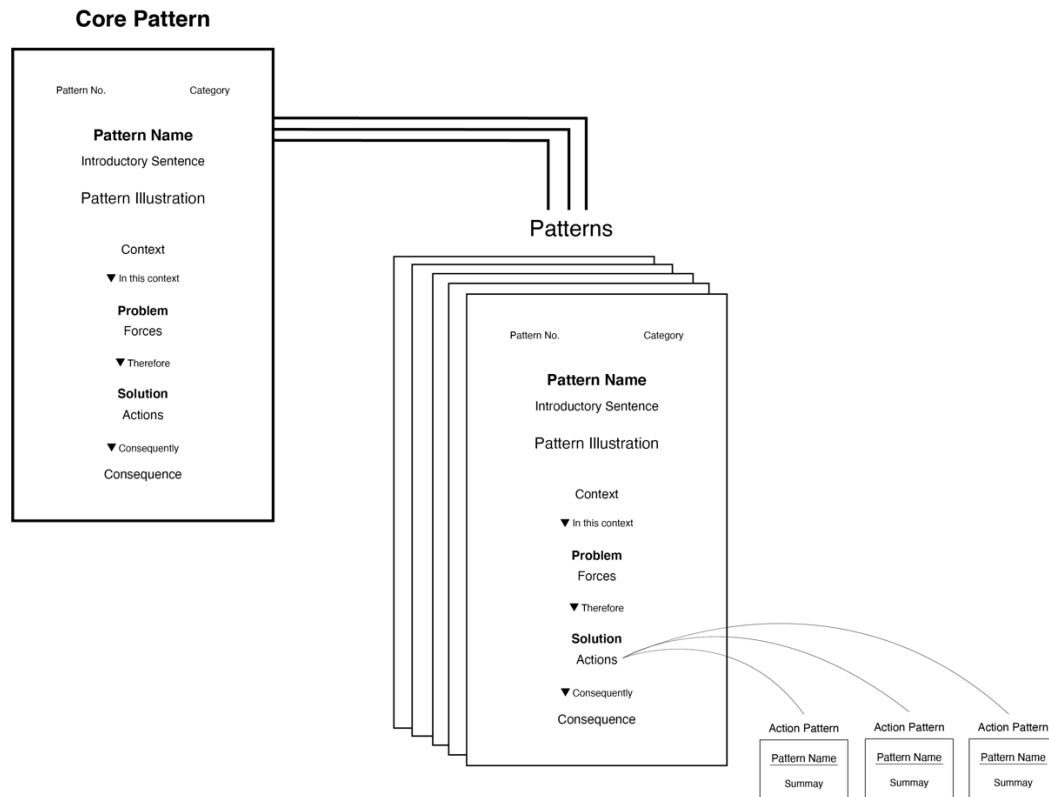
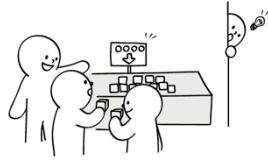


Fig. 4: Pattern Format and Action Patterns

¹ We tried to write all action patterns in full description in our past study (Iba and Isaku, 2016), but it resulted in too complicated. We realized that it is too difficult to understand the structure and levels of patterns. Since then, we decided to present only summary on action patterns.

Learn Through Practice

Use Trial and Error to understand deeper and learn.



You are thinking of practicing Affective-Science-based Marketing at your store, business, or workplace.

▼ In this context

You cannot reach a level of understanding that allows for good practice of Affective-Science-based Marketing by only reading a book or listening to stories. Practical knowledge can only be gained through your own practice, not just by learning and remembering knowledge that other people have taught you. Theories and examples should be regarded as merely support for practicing.

▼ Therefore

Practice while using theories and examples as references in order to give yourself the power to find your own solution. To acquire Affective-Science-based Marketing, it is necessary to **TAKE THE FIRST STEPS**. Then, make sure to **PUTTING INTO PRACTICE** while learning the theories and examples. Once you have begun to have results to a certain degree, begin to look outside of each individual practice to get hold of a wider view of the whole system and try to **TAKE ACTION BY GRASPING THE ESSENCE**. Recognize that your own practices and experiences are your most significant learning materials.

▼ Consequently

You will gain what is necessary to practice by yourself and continue producing good results. If you are able to make your customers *Moved to Buy* (B0) and become a *Special Existence* (C0) to them, both your business and life should become even more fulfilling².

² Moved to Buy (B0) is presented in (Iba et.al, 2020a), and Special Existence (C0) is presented in (Iba et.al, 2020b).

Learn Through Practice

➤ Patterns

TAKE THE FIRST STEPS (Beginner level)

A1. Just Begin



A2. Copy to Learn



A3. Notice Changes



PUTTING INTO PRACTICE (Intermediate level)

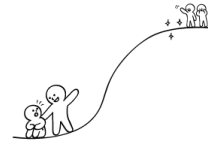
A4. Thoughtful Repetition



A5. Original Approach



A6. Difficulties Before the Leap



TAKE ACTION BY GRASPING THE ESSENCE (Advanced level)

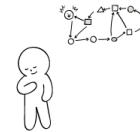
A7. Find the True Essence



A8. Entire Connection

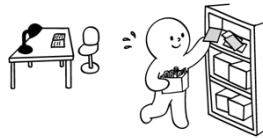


A9. Sensing the System



Just Begin

Nothing will start if you don't.



You want to practice Affective-Science-based Marketing.

▼ In this context

If you start by trying to understand everything completely or trying to prepare the perfect system or environment, it will become difficult to actually begin. Practical knowledge cannot be deepened without actually trying to *Learn Through Practice*. Because of this, if you attempt to clearly understand everything before starting, you will not be able to deepen your understanding and end up further away from starting. Trying to prepare a system or environment in order to practice often does not go as wished, making you miss the timing to start. If you are constantly planning, it will be difficult to move forward.

▼ Therefore

Start by finding parts that the current you are able to do, and begin from there. Just Go with Your Gut to find what to do and start doing it. If you have limits due to costs or rules in your business and cannot do what you want to, do what you can little by little Within What's Possible of your limits. If you still do not know what to do, you should Confide in the Experienced to get hints for practicing.

▼ Consequently

Once you begin to move forward, you will be able to see actual changes around you and understand what you must do or want to do next. Even if it does not go well, you will be able to learn from the experience, so there is no reason to be hesitant. Once you try it, the anxiousness you felt before will disappear and you may become more motivated to continue. By gaining experiences and continuing to practice like this, you will become able to continue to learn and grow.

Just Begin

➤ Action Patterns

Go with Your Gut

When you see the start as the most crucial point in practice, you may be unable to take that first step and start practicing because you are unsure of where to start or are thinking too deeply about whether you will produce results. In this sort of situation, find something that you want to try or think is interesting and just try practicing it without thinking too deeply. If you aim to produce great, substantial results from the beginning as quickly as possible, you will most likely find yourself unable to take action. Rather, you must recognize that it is important to begin with what you like and continue by learning from the results.

Within What's Possible

There may be times when it is difficult to begin practicing because of the understanding of those around you or limits due to your business's situation. In this sort of situation, it is best to search for something that you can start doing at your own discretion without the need for approval.

Confide in the Experienced

When you do not know or cannot decide where to start, confide in someone who has experience practicing. Share with them your situation and doubts and use their advice as your first hint in deciding how to begin practicing.

Copy to Learn

Sometimes copying is necessary to understand.



You are trying to start practicing or have just done so.

▼ In this context

If you think of everything by yourself, the chances of coming up with successful ideas that will lead to results are low. Trying to think of everything from scratch when just beginning will make you unable to see what you should do in such an unfamiliar situation. Even if you do continue practicing, it will be very difficult to gain results or understanding from your practice.

▼ Therefore

Choose things that you like or think you can do from other people's successful examples and begin by doing it almost exactly how it was done in the example. Look at successful examples and search for things within it that you want to copy or think you would be able to do. Rather than searching from only examples in the same industry as you, you should search with a Perspective Beyond Industry. If there is a part in the example you chose that does not fit with your product, service, store, or company, copy it with Replacements for the Case. It is also beneficial to Search for Inspiration by looking for people, stores, or companies you felt had good practices.

▼ Consequently

Even if it is not something you came up with, by starting with something that moved you, you will be able to move forward with initiatives that suit your ideals. By copying successful examples, you will be more likely to succeed and should find it easier to get a sense of when initiatives will lead to success. On the other hand, even if the result was not what was expected, you can compare it to the original example you copied, making it easier to reflect on and improve your practices.

Copy to Learn

➤ Action Patterns

Perspective Beyond Industry

You may feel that there are no examples that you can copy when they are all of stores or industries very different than yours. However, you can Copy to Learn from cases in different industries or with different company structures by searching for aspects that are similar to your situation or what to replace in the example to make it relatable to your own.

Replacements for the Case

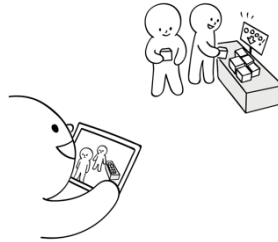
When copying examples from different industries or companies with different structures, do so by replacing aspects of it to fit your store or business and the product or service you provide. For example, if you have an online store and are copying from a case of something practiced in a physical store, think while considering how something from a physical store would be realized when online.

Search for Inspiration

Rather than using only individual cases to Copy to Learn, search for a certain person, store, or company that you admire and wish to be like. By copying their path or the things that they did, it will become easier for you to grow closer to the way you aspire to be.

Notice Changes

How have your customers changed?



You have tried practicing something.

▼ In this context

If you only look at sales or profits when evaluating your initiatives, you will not be able to grasp the actual effects it had. It is natural in business for a certain amount of focus to be put on profits. However, the initiatives that you put in place will not always have an immediate effect on sales. If that is all you are focusing on, you will miss out on the changes happening in front of you. As a result of this, you may conclude that the initiative does not work and stop practicing it, cutting yourself off on the road to growth.

▼ Therefore

Make sure to focus on how the attitudes and actions of your customers changed when determining the effects of the initiatives you practiced. Be careful to not miss your customers' Changes in Actions and feel the Changes in Vibe of your customers and store. These are signs that the changes you are reaching for have begun. Once you can notice these changes, you should be able to recognize the Changes in Self that came from practicing. Certain initiatives and practices will take more time to produce changes, so you should Understand Time Differences. There may be negative reactions from some people, but even if there are necessary adjustments or improvements to make, Stay Positive and Keep Going.

▼ Consequently

You will be able to notice the changes in your customers' actions and attitude that you normally would have overlooked. People who were particularly focused on sales will be able to look at things from a completely different perspective, making their point of view widen and way of thinking more flexible. By being able to properly understand the results of your initiative, you will be able to accurately determine how it went and what you should do next. Like this, you will be on the path to further improve your practices.

Notice Changes

➤ Action Patterns

Changes in Actions

When determining the results of your initiatives, observe at how your customers' actions have changed due to the initiative by comparing their actions to that of before. For example, pay attention to whether the number of inquiries and their content have changed or, in the case of a physical store, look at things such as how the number of visitors or number of customers who pick up your product and look at it have increased.

Changes in Vibe

Look at not just Changes in Actions, but changes in your employees' or customers' facial expressions and attitude as well as changes in the overall vibe of your store or business as reactions to your initiatives. For example, recognize that if the tone of what customers or employees say to you change or a customer comments that the store seems more friendly than usual, these are results of your practice.

Changes in Self

It is natural for your own perspective or way of thinking to begin changing once you become able to recognize Changes in Actions or Changes in Vibe. Pay attention to these sort of changes personal changes in yourself to actively feel that your learning is progressing through your practice.

Understand Time Differences

Depending on what is being practiced, there will be things that take time to produce results, so when taking in such initiatives, be patient when looking for results. By doing this, you can avoid not being able to properly evaluate your results due to expecting results to come about immediately and prevent yourself from limiting your initiatives to do a lack of a long-term perspective.

Stay Positive and Keep Going

There may be times that there are a few negative responses, such as a lack of interest or annoyance, to your initiatives. In such a situation, recognize that this is just a few people out of the whole who feel this way and that this does not mean that most people feel the same. Rather than becoming pessimistic, continue to look forward and continue practicing.

Thoughtful Repetition

Continue asking why to grasp what is vital.



You have practiced various initiatives.

▼ In this context

If you just practice, even if you gain the effects, you will be unable to know what exactly caused those effects, making you unable to grasp the vital points of practicing. When practicing an initiative, you can feel its effects and hear responses about it. However, if you do not understand why the results are what it is, your understanding of the practice cannot deepen and, failing to grasp the vital points of the practice, you will be unable to expand from it.

▼ Therefore

Polish your senses of cause and effect when practicing an initiative by thinking about why you are practicing it and, when you are able to see them, thinking of why the results occurred as they did. Rather than just blindly practicing, properly consider the reason and ask yourself Why Practice It. When reflecting on the results of your practices, consider why those results occurred and ask yourself Why It Happened. There is a limit to how much you can deepen your thoughts just in your head, so when practicing an initiative that must be repeated or practiced over time, Write Out Your Thoughts. When you cannot find any changes despite having practiced an initiative, recognize that No Response is a Response and use this for your future practices by considering why there was no response.

▼ Consequently

Your experiences that practice could lead to good result will make you feel that you can contribute to the result by practicing, and you can actually make good results. By being able to anticipate to a certain extent what will occur from certain practices, you will be more accurate when examining and deciding practices, leading to faster growth. The ability to continue considering the reason or things will become a necessary foundation for *GRASPING ESSENCE* and it will become easier to effectively *LEARN THROUGH PRACTICE*.

Thoughtful Repetition

➤ Action Patterns

Why Practice It

Once you think you have practiced initiatives to an adequate amount and have become used to doing so, begin to think deeply about why you are practicing what you are.

Why It Happened

After practicing an initiative, make sure to Notice Changes and thoroughly think about why those results came about.

Write Out Your Thoughts

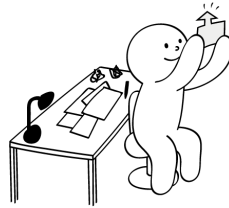
Actively make opportunities for you to convey your practice and look back on it as a whole by taking the time to put what you did into words and write it out. By just writing this out, you can organize your ideas and may discover or realize something new.

No Response is a Response

There may be times when you cannot find any changes that came about from your initiatives. In this sort of situation, rather than thinking that there was no meaning to your initiative, recognize that a lack of responses is a response and think about why nothing changed.

Original Approach

Put in your unique style when you start to see positive changes.



You have practiced various initiatives and feel more confident of your work.

▼ In this context

You will gain good outcomes from *Copy to Learn*, but if you continue to do it in every situation, you will not gain the ability to put originality in your initiatives. Copying good examples of others is effective as you can get a better image of success and feel more secure applying it. However, if you keep on copying your models' ways you will lose the chance to make initiatives that reflect your business's style and values.

▼ Therefore

Gradually integrate your style and originality into your initiatives and continue to evolve your business in your personal style. To be more creative with ideas, you can take inspiration from your daily interests or things you have always wanted to try out, and Include your Favorites. Rather than jumping right in, you should Start Small and Watch, by checking the outcome before going further. On the other hand, even if your ideas seem too unusual or unconventional for your industry, realize that Surprise is Acceptable because your customers may love it.

▼ Consequently

When the initiatives seem more special and unique to you, you will be able to come up with more ideas, and feel excited to work on them. Furthermore, thinking and taking actions of your own will help you train your ability to view other examples more critically and meaningfully. When you look at others' practical examples, you may notice the important essence and reason hidden in each example as well as find out useful links and similarities between some of them.

Original Approach

➤ Action Patterns

Include Your Favorites

When you integrate your style and originality into your initiatives, get ideas from your interests or favorites. However, make sure you also care about things that your customers like as well.

Start Small and Watch

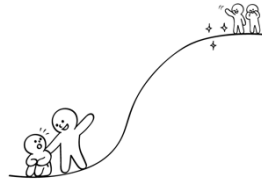
If your initiative is something new, it is difficult to know if your customers will like it at first. In the beginning, start small and gradually enlarges or strengthen your initiative while closely checking the reactions of your customers.

Surprise is Acceptable

Sometimes, you may give up on your idea when it is unusual or seem too unconventional for your industry. However, there is always a possibility that your customers will love it. Try out your idea to see how it turns out.

Difficulties Before the Leap

Things are difficult now to brace yourself for the coming growth spurt.



You have produced some results in your initiatives.

▼ In this context

You may feel discouraged by your progress and start doubting the effectiveness of your approaches when your efforts do not seem to reach your goal at all. Your challenges may seem tough and harsh when you are uncertain of how they will turn out. You may start thinking of reasons to give up by telling yourself that your approaches do not suit your industry or you yourself. You may pressure yourself to do better when you see others doing better than you. However, if you push yourself too much, you may end up in a negative spiral and leave your anxiety growing to the point that you feel like giving up.

▼ Therefore

Recognize that you are just before the rise in an S-curve for developing your skills and knowledge, and keep moving forward with your current work. The reason you feel unsatisfied with your work may be because you have reached a Higher Level of Problems. In this situation, do not make yourself try something new or more difficult, but rather let yourself Keep on Doing the Same. On the other hand, if you feel tired from constantly moving forward, remind yourself that Taking a Break is Okay, and release yourself from the work for a reasonable amount of time. You can also listen to the stories and experiences of people who have already gone through similar hardships to get a glance of What Comes After the curve.

▼ Consequently

By accepting your situation and continuing your strides forward, one day you will have a sudden breakthrough that lets you notice things differently than before, making your results evolve as well. Getting over the hardships will give you confidence in acquiring the right skills and knowledge, which will encourage you to fight upcoming difficulties in the future. Doing this will lead you down the road to the huge success you have longed for.

Difficulties Before the Leap

➤ Action Patterns

Higher Level of Problems

The reason why you are having hardships now is because you have already cleared the basic steps. You may feel encouraged by understanding the meaning of your difficulties as a sign of your next development.

Keep on Doing the Same

When your progress is not as well as you expect, you may feel more pressured to achieve something soon which is new or high in level. However, this is when you should be more patient and believe in yourself to continue your work just as usual.

Taking a Break is Okay

Sometimes, it is better to take some time off from your practice. Give yourself some small “break time” when you feel worn out.

What Comes After

Not having enough progress could be tough and discouraging to continue your practice. Ask other successors about their experiences and imagine a new possibility that could come after this “Difficulties Before the Leap.”

Find the True Essence

Progress will continue
if you learn to intentionally plan and achieve your results.



You are succeeding more often in each of your initiatives.

▼ In this context

Even if you are making good results, you will not be able achieve further nor produce the same results in different situations if you do not understand how you are doing it. Only practicing initiatives is not enough to understand the full mechanisms of your success or use that knowledge in future initiatives. You will not be able to explain your work to others either.

▼ Therefore

Recognize the reason for the outcomes in cases where you or others were successful and consider how it happened based on existing logics and theories. Going Back and Forth from Theory to Practice is necessary in order to gain a deeper understanding. Doing this will help you find the true essence of the situation which occurred in your practice and apply it to different situations. You can also learn from other people's experiences and get hold of the Essence in Examples from them as well. When you are able to gain more achievements by yourself, you can go over the Same Theory Multiple Times in order to get deeper understandings.

▼ Consequently

You will be able to achieve your results based on your intentions, and be able to apply a similar approach to different situations and aim for bigger development. When you have achieved it, you will be able to recognize things around you as examples of good cases to learn from and use them to come up with more ideas. That way, you will be able to continue your progress and thus feel more confident of the future ahead.

Find the True Essence

➤ Action Patterns

Back and Forth from Theory to Practice

Continue your initiative by going back and forth from theory to practice. First, you may evaluate how each of your practices are already related to some theories (ex:). On the other hand, you can also use theories to plan out your practice.

Essence in Examples

When you learn from other people's experiences, do not just look at the surface, but understand how it works by explaining it as a theory. By doing this, you will learn how to think in both abstract and concrete perspectives and learn how to extract essence in your daily practice.

Same Theory Multiple Times

When you learn theories from books and seminars, you may feel like you already know how to use it, but in most cases, you may not know it enough to actually integrate it into your practice. Because of this, it is important to learn it over and over. In the process of gaining experience practicing it, each practice will lead to new discoveries and to a deeper understanding of each theory.

Entire Connection

Which part of the whole is not flowing smoothly?



You have begun to understand the basic logic to do well in your initiative.

▼ In this context

You have produced results in individual initiatives, but cannot quite grasp the sense that you are moving the whole business. For instance, even if you manage to sell some products or services, the whole business will not run well if you lose the customers before they become your loyal fan or face holdups in the next process. In this situation, you will not be able to get the hang of being in hold of your own business.

▼ Therefore

Inspect the overall structure of your business to notice what you could do to move your customers' hearts and to keep the whole flow of the business moving. Putting Practices in Various Situations and checking the links between them, is a start to grasp the whole flow of the business. Think about what you could do by asking yourself both of the following perspectives: how to make the customers Moved to Buy, how you could become a Special Existence for them. When you find what is lacking, think of a plan to Fill in the Missing Parts.

▼ Consequently

You will notice what is needed to keep up the smooth flow of your customers actions and relationship. Once you get the idea of the flow, you will be able to plan your future initiative while understanding its position in the whole flow, which helps you raise the quality of your practice. This way, you will understand the feeling of getting hold of your business.

Entire Connection

➤ Action Patterns

Practices in Various Situations

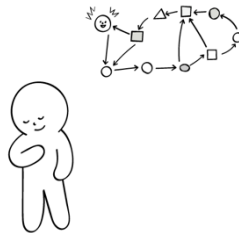
When the relations of each practice are how to find, you can start by trying out practices in various situations. By doing this, you will notice how each practice is connected and get hold of how your practices work together in a whole movement.

Fill in the Missing Parts

By grasping the *Entire Connection*, you will be able to grasp your business in a meta perspective. This way, you will notice the parts that you have not worked on yet, or notice which part may need to be filled out for a smoother movement. You may also find out what needs to be done to make a bigger movement with your initiative.

Sensing the System

Grasp the world as a system.



Your profits have increased and you feel confident of your initiatives.

▼ In this context

If you cannot recognize the links of your actions beyond your current view, you will not be able to realize the true meaning of your accomplishments. Every existence and happening is connected and their interactions make up the world we live in. No matter how well things are turning out at this point, if you cannot recognize this idea and move accordingly, your future may hold a disappointing twist that you never wished for.

▼ Therefore

Recognize that the world of business is a large system, where everything is connected and there are various links and circuits. Sense the connections and movements that go beyond your immediate surroundings and visualize the Invisible Network. As you begin to picture the system, you will be able to notice not just the individual relation of cause and effect but also the transactions and dynamic relations of each cause. By doing so, you will notice Unexpected Influential Factors within the system and understand what you need to do to generate effective links and circuits for your business.

▼ Consequently

You will notice that everything is correlated to one another, which will help you view the world differently. Now that you can see the system, you will also be able to work on it and generate your own links and circuits. Once you see the system, it will become easier for you to make big decisions and achieve a stable marketing business. You will grow to feel stronger connections to others, and feel more delighted with your work.

Sensing the System

➤ Action Patterns

Invisible Network

Because systems are not visible it can be grasped only through imagination; you picture the network by visualizing how each part is related to one another. For example, even if living organisms such as plants and animals exist visually, the whole ecosystem such as food chain or coexisting relationships is invisible and only exists because it is “there.” So to grasp the invisible network it is essential to “feel” it through imagination.

Unexpected Influential Factors

Realize that in the invisible network, factors might be influencing one another in some unusual ways. This way, you will be able to notice the unexpected factors and take care of it.

3. Conclusion

In this paper, we presented patterns in the Learning Through Practice 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.

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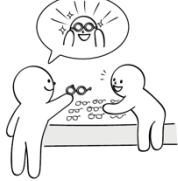
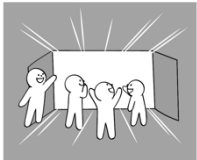
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Appendix


Category B: Appealing for being Moved [Hints for Motivating Customers] (Iba, Masai, et al., 2020a)





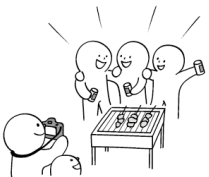

No.	Pattern Name	Pattern Illustration	Summary
B0	Moved to Buy		Sales do not seem to be going well or improving. In this context, you may believe that (it is often thought that) the problem has to do with the product or service you are selling itself or its price. Therefore, understand that business is about moving your customers and making them want to buy by sharing the value of your product or service, rather than about simply selling.

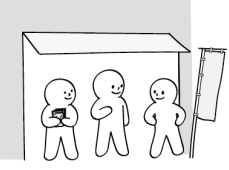


B1	Obviously There		You are offering a service or product. In this context, the existence of your store/company and what type of product or service you are offering is often not as known as you believe it to be. Therefore, start by offering a clear sign that your store, company, product or service is there to ensure that customers know of its existence and what it is offering.
B2	Interesting Invitation		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. 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.
B3	Action Guide		Customers have noticed your product or service and have become interested because you have shown them it is <i>Obviously There</i> and provided an <i>Interesting Invitation</i> . In this context, even if they are interested, customers often do not take the next step and their interest fades. Therefore, think of what action you want potential customers to take to accomplish what you want and convey that action clearly and specifically.
B4	Discover Value		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. Therefore, think of and share with the customer what good would come out of having this product or service.
B5	Enticingly Convey		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. 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.

B6	Bridge to Buying		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. 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.
B7	All-Inclusive Value		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. 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.
B8	Master's Recommendation		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. Therefore, use your expertise to offer what you believe would fit best for the customer, rather than simply offering what they say they want.
B9	Deeply Wonderful World		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. 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.

Category C: Becoming Someone Special [Hints for Building Customer Relationship] (Iba, Masai, et al., 2020b)

No.	Pattern Name	Pattern Illustration	Summary
C0	Special Existence		You are offering your product or services to customers. In this situation, if your relationships with customers end with each transaction, there is no way to tell if they will come again. Therefore, aim to become an existence that your customers find necessary by connecting with and building a good relationship with them.

C1	Connect at First Meetings		There is a customer who will buy your product or service. In this context, if you lump together all customers as just “The Customers,” you will not be able to recognize or contact them individually. Therefore, get your customer’s name and contact information and become in a relationship with them where you can contact them.
C2	Approach Just Right		You are connected with your customer and able to contact them. In this context, even if a customer has come to your store or business once before, if there is no contact or communication with them for too long, the chance you will be forgotten is high. Therefore, as to not make them uncomfortable or let them forget you, contact them at just the right frequency with just the right interval.
C3	Small Self Presentation		You have started to contact your customer. In this context, if all messages are just notifications about your product or services or sales, they will just become normal advertisements and you will not be able to make a true connection with your customer. Therefore, from your businesses goal to small personal things about yourselves, talk about yourself to help your customer understand you.
C4	Behave Naturally		You are building a good relationship with your customer. In this context, if you always face your customer with the mentality that “The customer is always right” because it seems the proper thing to do, you will not be able to close the distance between them and yourself. Therefore, face them naturally as just another person without getting caught up with the fact that you are the “seller” and they are the “buyer.”
C5	Unforgettable Experience		You want to deepen your relationship with customers. In this context, chatting with customers on a daily basis reduces a sense of distance, but is still not enough to build up/create a congenial relationship in which one understands each other. Therefore, have memorable experiences with the customer by behaving in a cordial, thoughtful and hearty way, or by conducting some plans and events that both you and the customer can enjoy together.
C6	Connect to Business		The relationship between you and the customers has been deepened. In this context, You built up a close relationship with the customers and they feel delighted through wonderful experiences with you, but this does not lead them to purchase goods/services offered by your company. Therefore, recommend your goods or services properly to the customers who you built up a relationship with and link this connection by recommending and explaining goods and services.

C7	Grow Own Style		There are customers who prefer your store or your company and use/visit repeatedly. In this context, if there is no consistency in what you are doing, the features of your company or business which your customers prefer might disappear. Therefore, evaluate whether the action and approaches follow the company's style and direction or not, and develop your company's 'own style/direction' by implementing the right actions.
C8	Keep Enchanting		There are customers who prefer your store or company. In this context, although there are some customers who prefer the present your company, their feelings for and interest in your company may weaken as time passes. Therefore, keep growing and changing with a consistent principle in order to keep the interest of the customers who support your company.
C9	Fan Community		There are many 'fan' customers who support the company. In this context, the one-on-one relationship between a 'fan' customer and your business will not develop the beyond each other's efforts. Therefore, set opportunities for fans to gather together, and talk and work or something together, to create communities some communities where further sympathy/empathy, amplification and emergence will occur.