



Graphic Consult



Was **Kunden** wirklich **begeistert**. Und warum.



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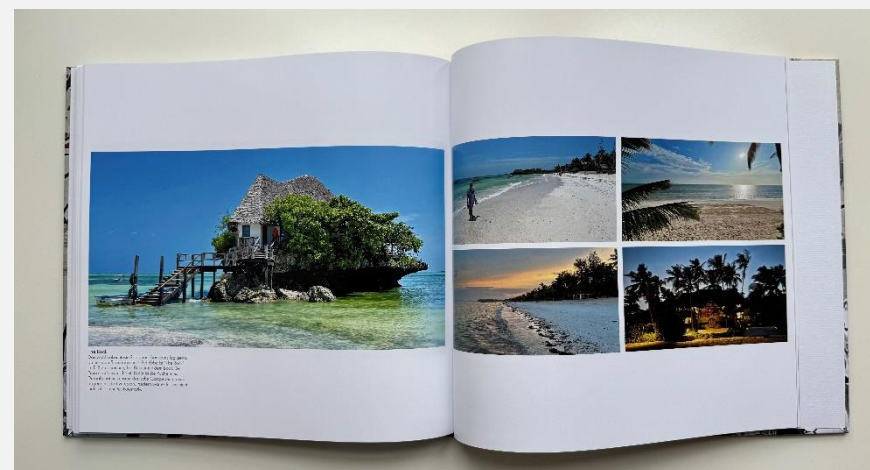
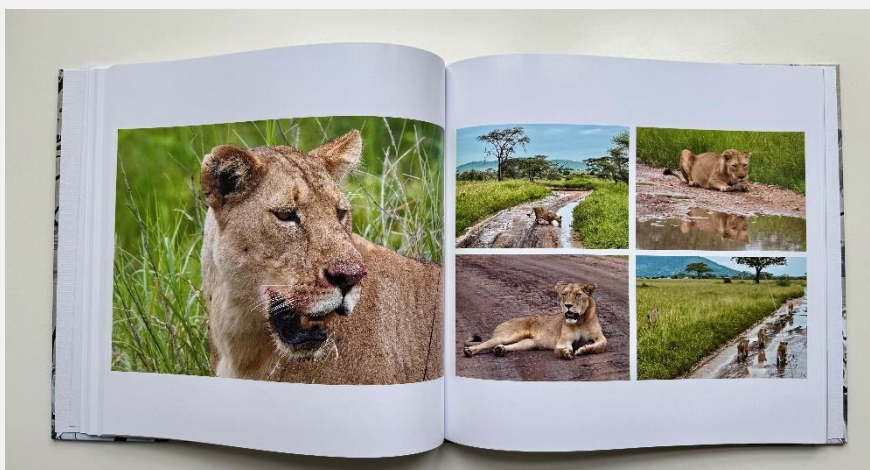


LayFlat PRO: „Erneut begeistern die Fotobuch Erfinder mit innovativen Fotobüchern in Meisterqualität.“

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LAYFLAT FOTOBÜCHER
Hardcover | LayFlat Exklusiv | LayFlat PRO



KANO-Modell



Oliver Cynamon • Sie
Geschäftsführer der GC Graphic Consult
Heute • 🌐

Ein richtiges Statement zur richtigen Zeit!

Veit Rudolph • 1.
Unternehmensinhaber bei RUDOLPH DRUCK GmbH & Co. KG | Leidenschaft f...
Gestern • 🌐

Einfach nur krass!!! 🤩

KANO-Modell

The diagram illustrates the KANO model with the following components:

- Y-axis:** Kundenzufriedenheit (Customer Satisfaction), ranging from *gering* (low) at the bottom to *hoch* (high) at the top.
- X-axis:** Erwartungen (Expectations), ranging from *nicht erfüllt* (not fulfilled) on the left to *erfüllt* (fulfilled) on the right.
- Curves:**
 - Begeisterungsmerkmale (green):** An upward-sloping curve that starts near the origin and rises steeply as expectations are fulfilled.
 - Leistungsmerkmale (blue):** A straight diagonal line passing through the origin, indicating that satisfaction is directly proportional to the fulfillment of expectations.
 - Basismerkmale (red):** A curve that starts very low (negative satisfaction) when expectations are not met and levels off near the x-axis as expectations are fulfilled.

Steffen Galster und 1 weitere Person

2 Kommentare

Gefällt mir **Komentieren** **Teilen** **Senden**

MOX Museum of Failure

Grass skis



1966

Grass skiing was originally developed as a new way for alpine skiers to train during summer. These short skis used rolling treads or wheels, which made it hard to control speed, and stopping was nearly impossible, a huge problem as falling on grass is nothing like falling on snow. Grass isn't smooth and is full of rocks and twigs; falling on grass hurts. Another obstacle for the sport was that the skis had to be cleaned and oiled after every use. They never became popular.



MOX Museum of Failure

Colgate Kitchen Entrees



1960s

In the 1960s Colgate wanted to enter the lucrative ready meal market harnessing its strong brand loyalty. They launched a line of frozen food, perhaps hoping to entice consumers into eating their frozen meals and then brushing their teeth with the company's toothpaste. Regardless of the reasons, this brand extension was an embarrassing failure.

Here we have reconstructed the packaging with a good measure of artistic freedom. The product line was called Colgate Kitchen and included two entrees, one made from dried chicken and the other from crab meat. Yum Yum - don't forget to floss!

Additional info:

[Prospect Magazine](#) - the real story of Colgate Kitchen

[Lethbridge News Now](#) - the truth about colgate beef lasagna

MOX Museum of Failure

Heinz Purple ketchup



2000 - 2006

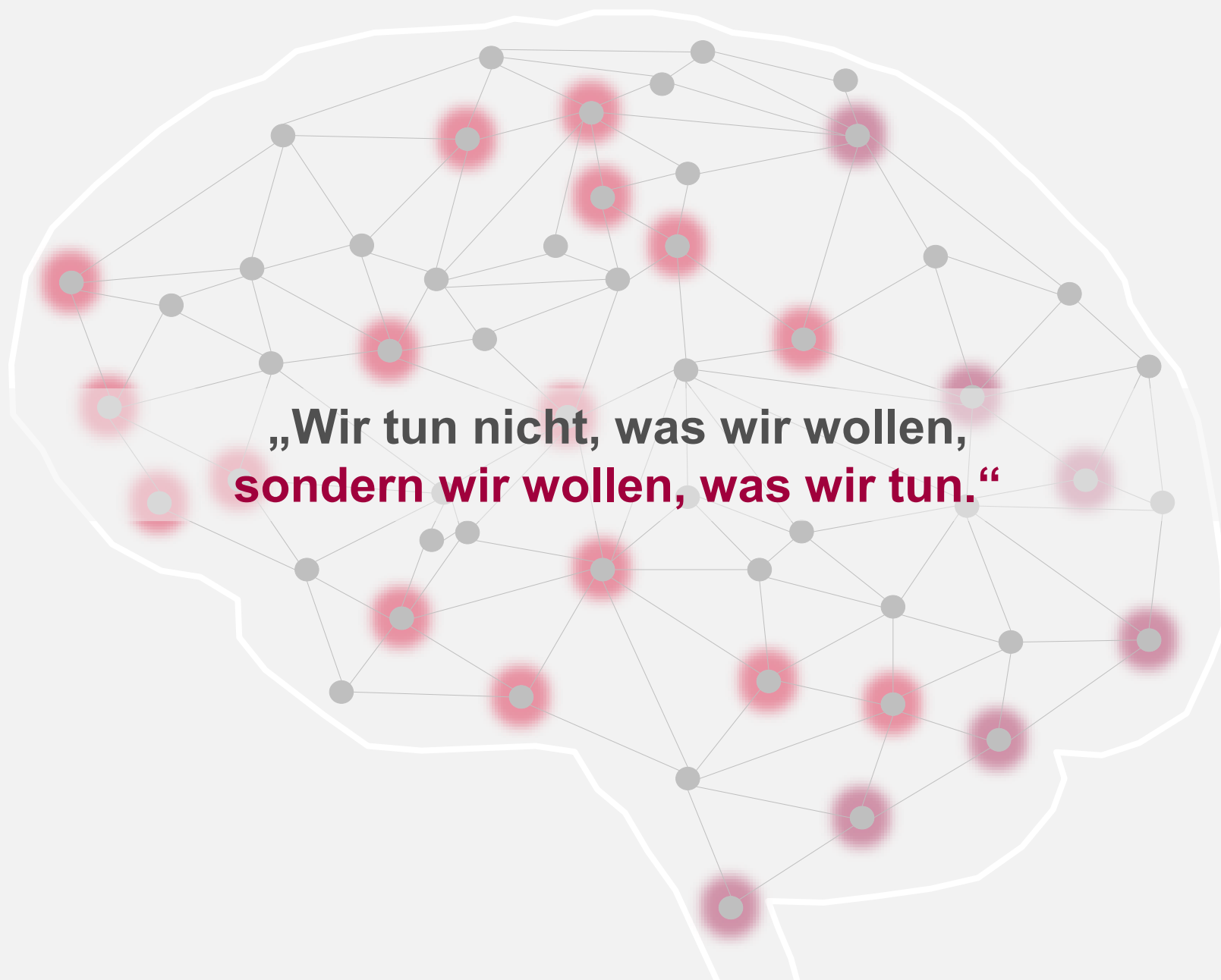
Iconic ketchup maker Heinz launched crazy-colored ketchups that came in Blastin' Green, Funky Purple, Stellar Blue, Passion Pink, Awesome Orange, and Totally Teal. The outrageous colors required loads of food coloring and some fancy food engineering to make it taste like ketchup. The EZ Squirt bottle had a specialized kid-friendly nozzle. Initially the bizarre ketchups sold well, but consumers eventually lost interest and the product was discontinued.

Additional Info:

Fast Company - What Were They Thinking? The Day Ketchup Crossed The Line From Perfect To Purple

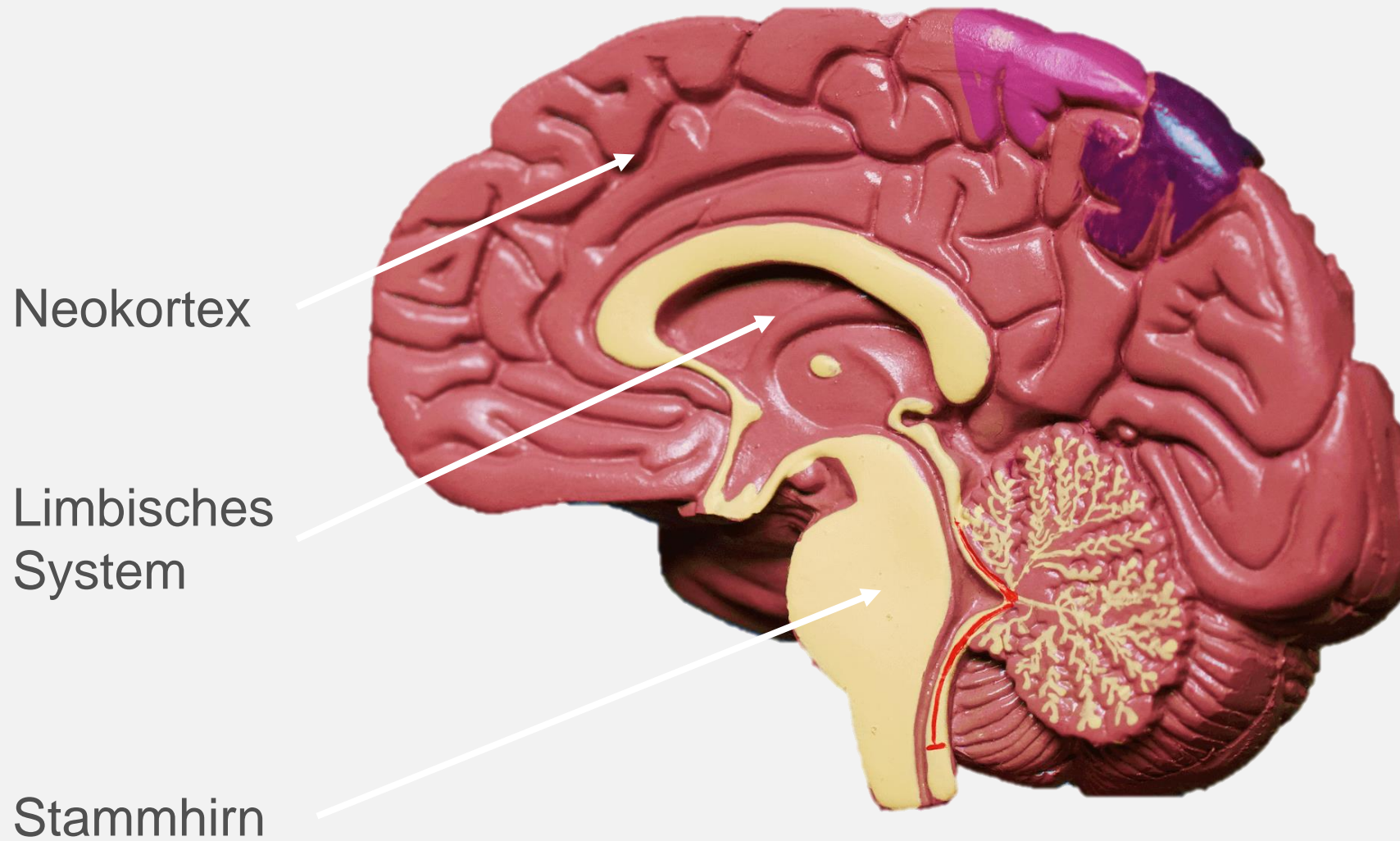


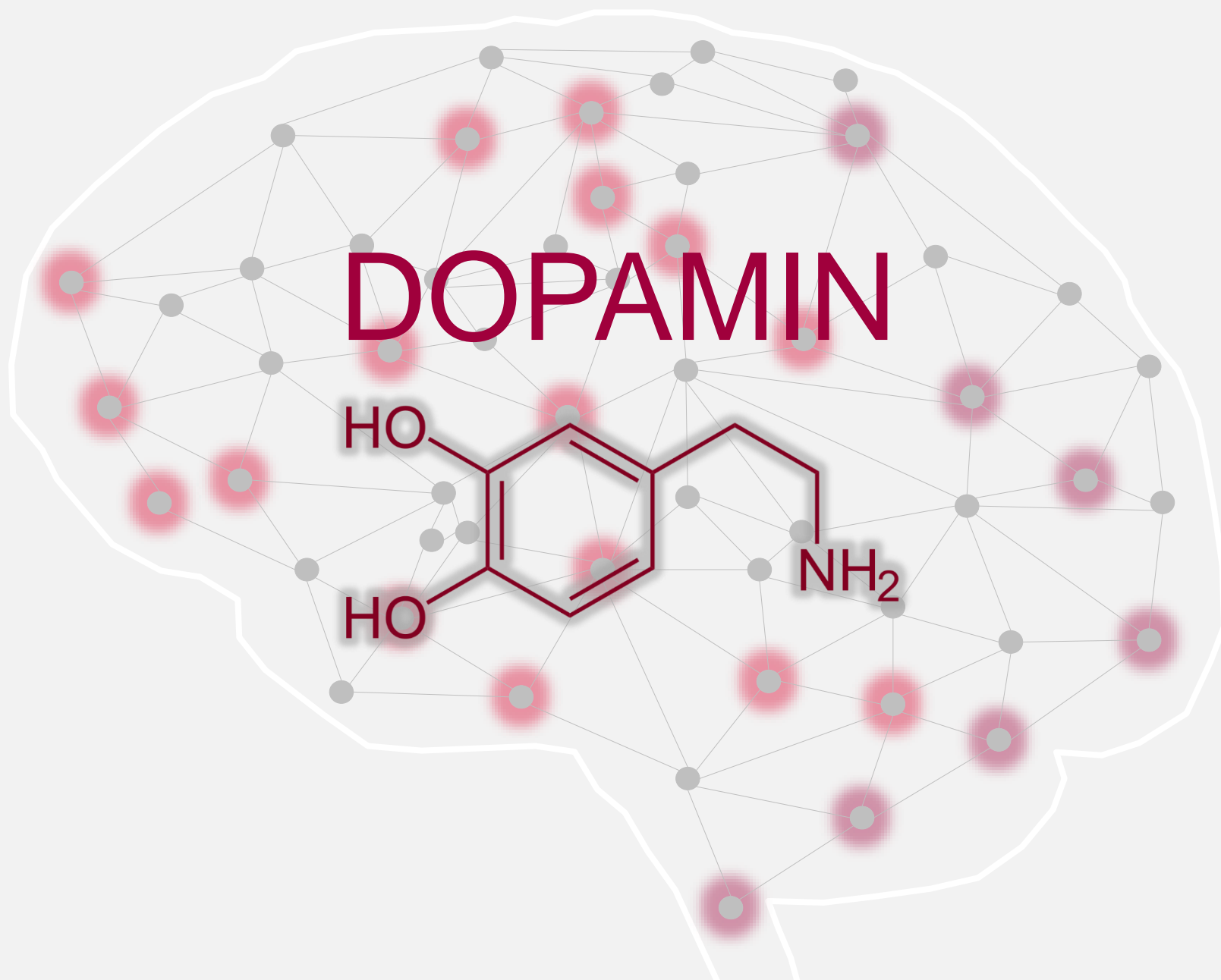




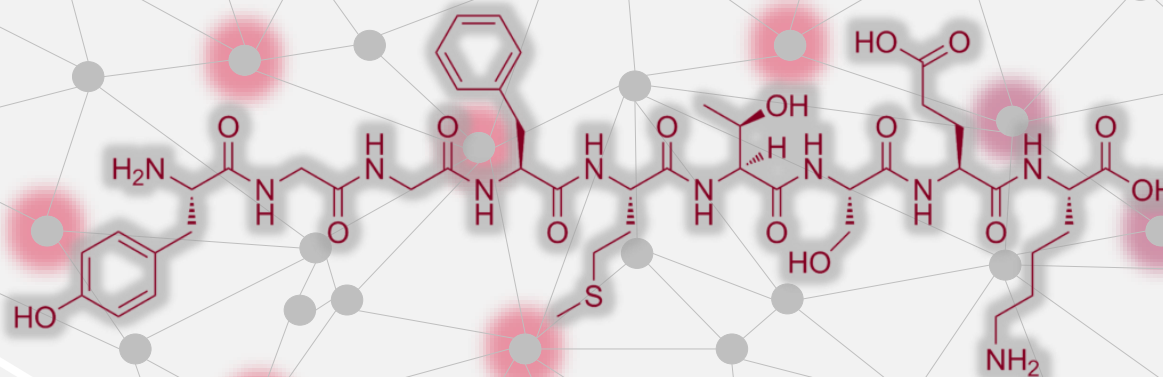
**„Wir tun nicht, was wir wollen,
sondern wir wollen, was wir tun.“**

Aufbau des Gehirns





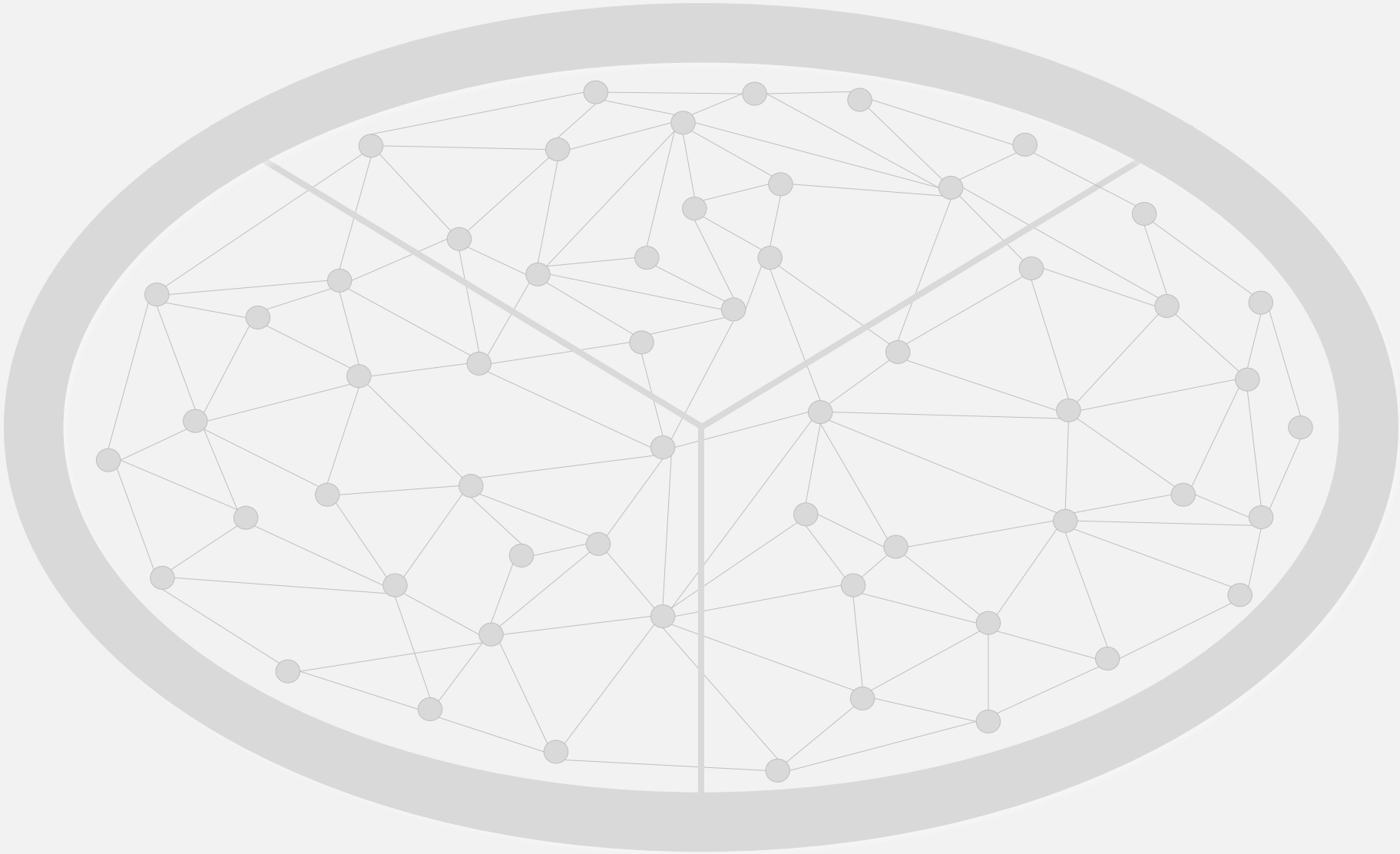
ENDORPHIN



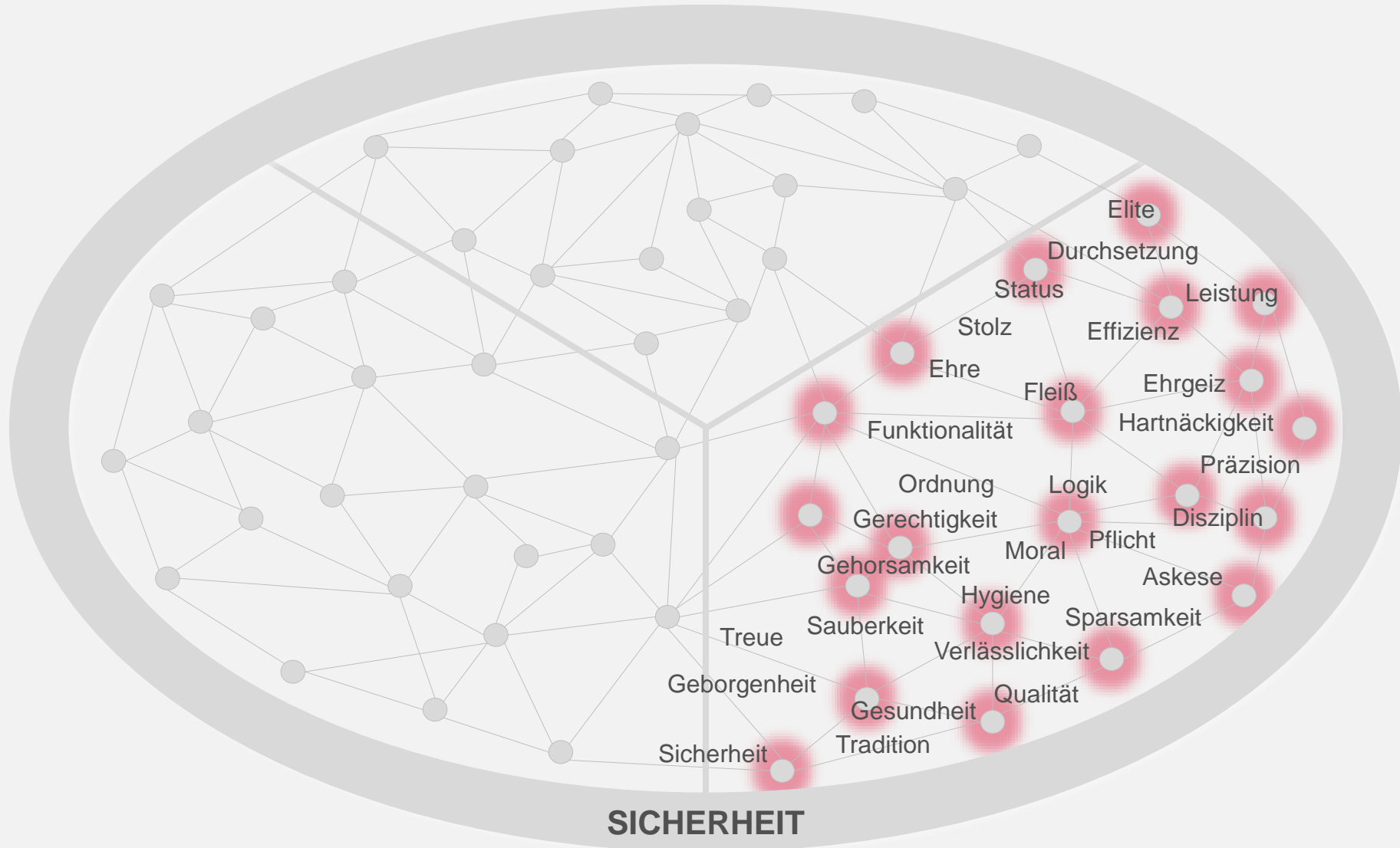


„Das Bewusstsein ist eine **PR-Aktion** Ihres Gehirns, damit Sie denken, Sie hätten auch noch was zu sagen.“

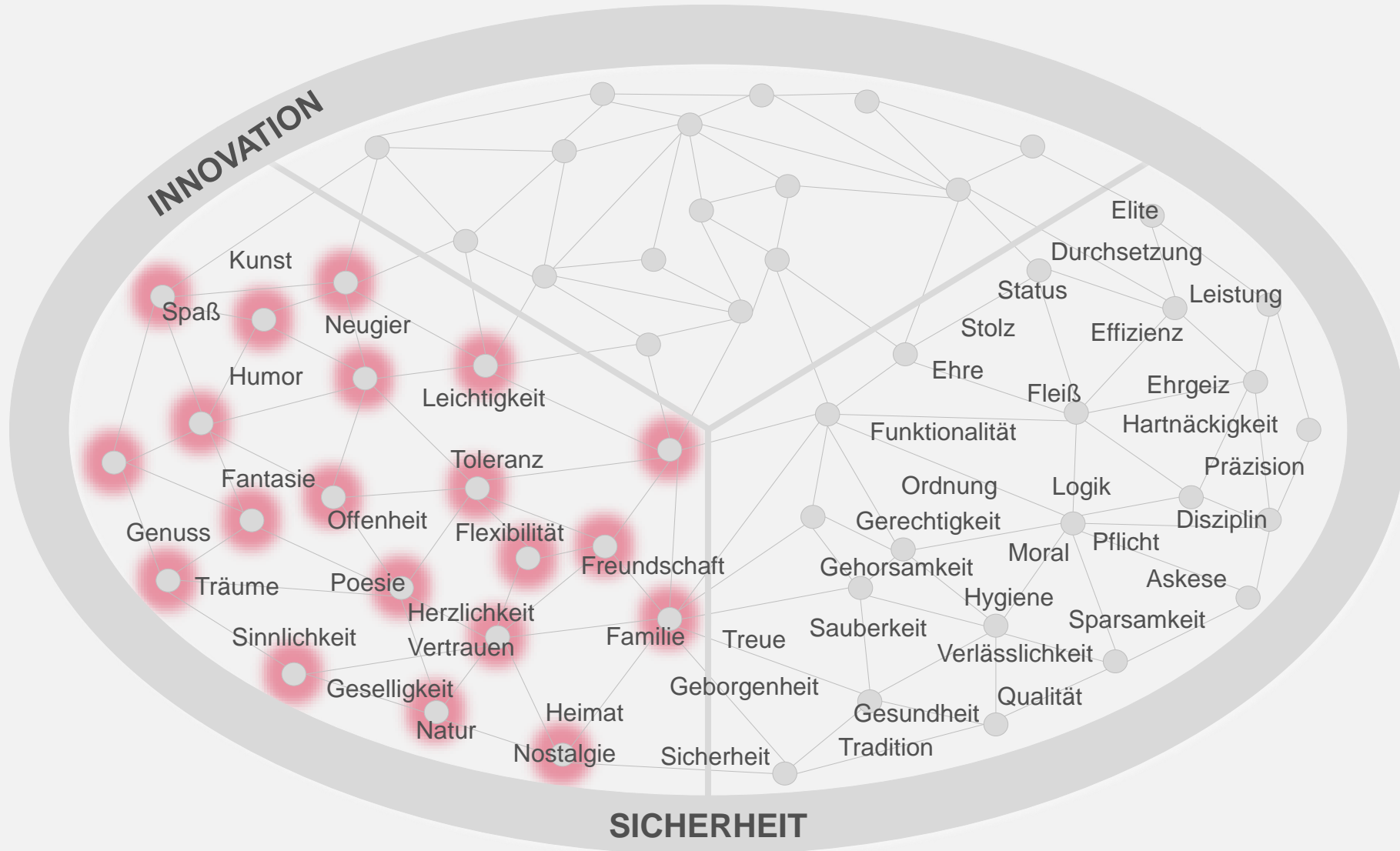
3 große Emotionssysteme



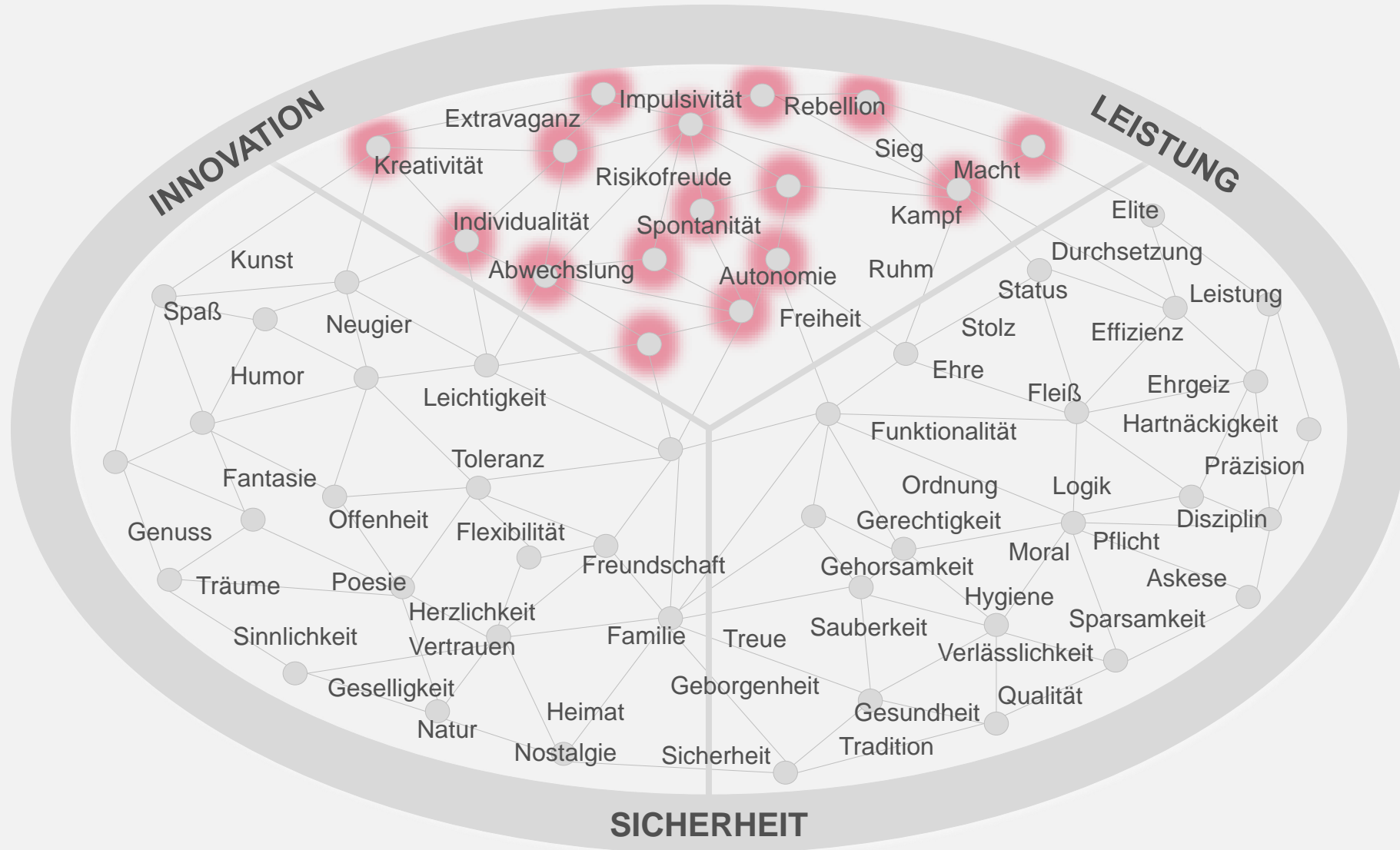
Balance-System



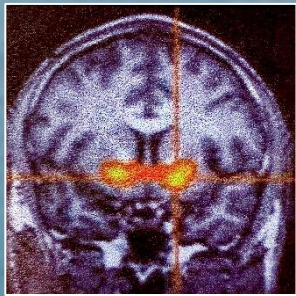
Stimulanz-System



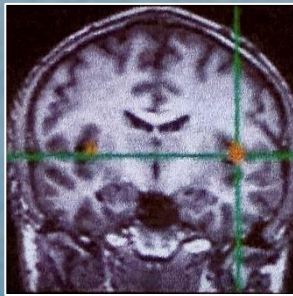
Dominanz-System



ASTON MARTIN



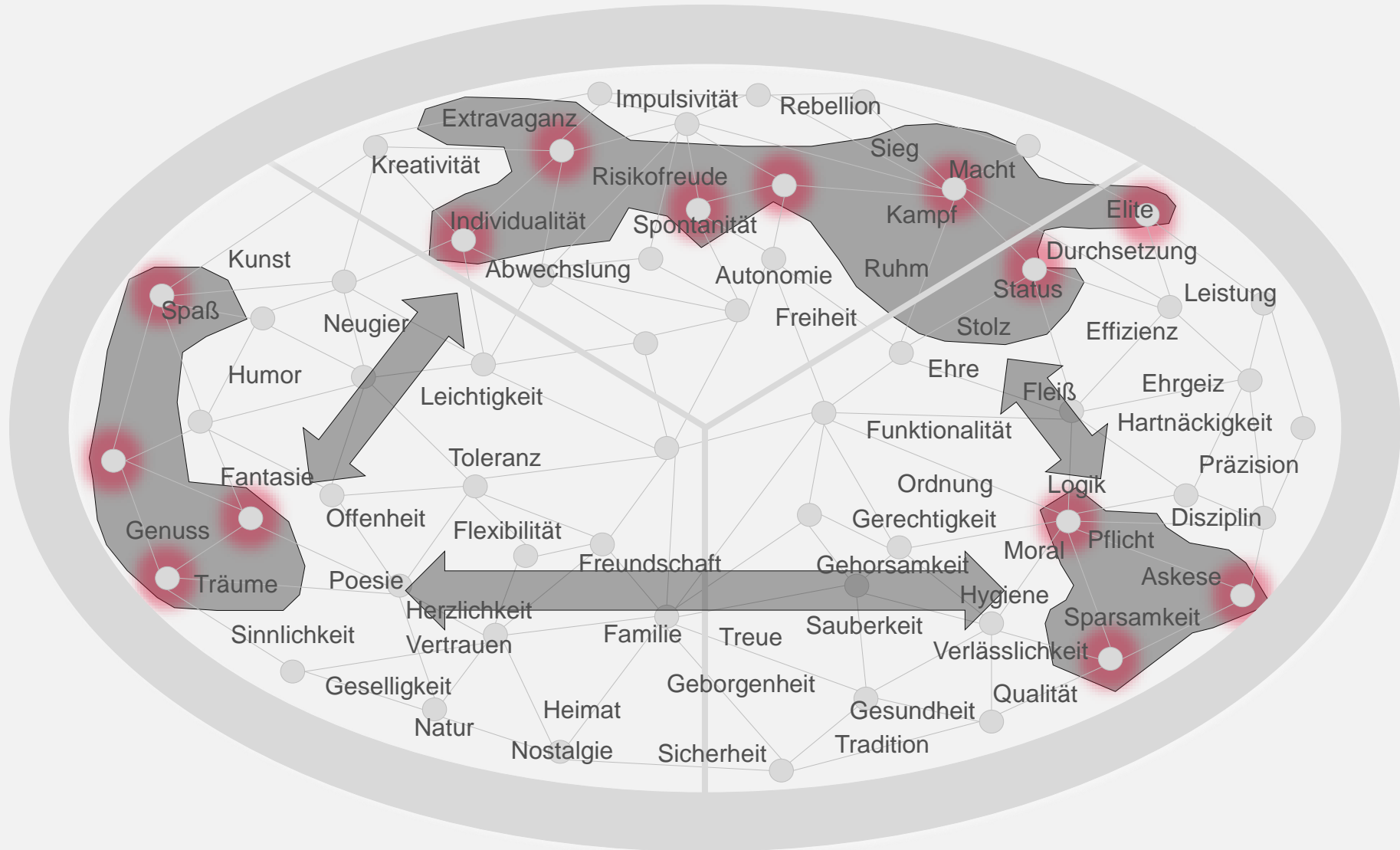
Nucleus
Accumbens



Anteriore
Insula



Systemspannung im Kopf



3 Tipps für wirkliche Kundenbegeisterung



Tipp 1

Was zählt ist Relevanz



3 Tipps für wirkliche Kundenbegeisterung



Tipp 1 Was zählt ist Relevanz



3 Tipps für wirkliche Kundenbegeisterung



Tipp 2

Kreieren Sie mehr Mehrwerte



3 Tipps für wirkliche Kundenbegeisterung



Tipp 3

Seien Sie unerwartet

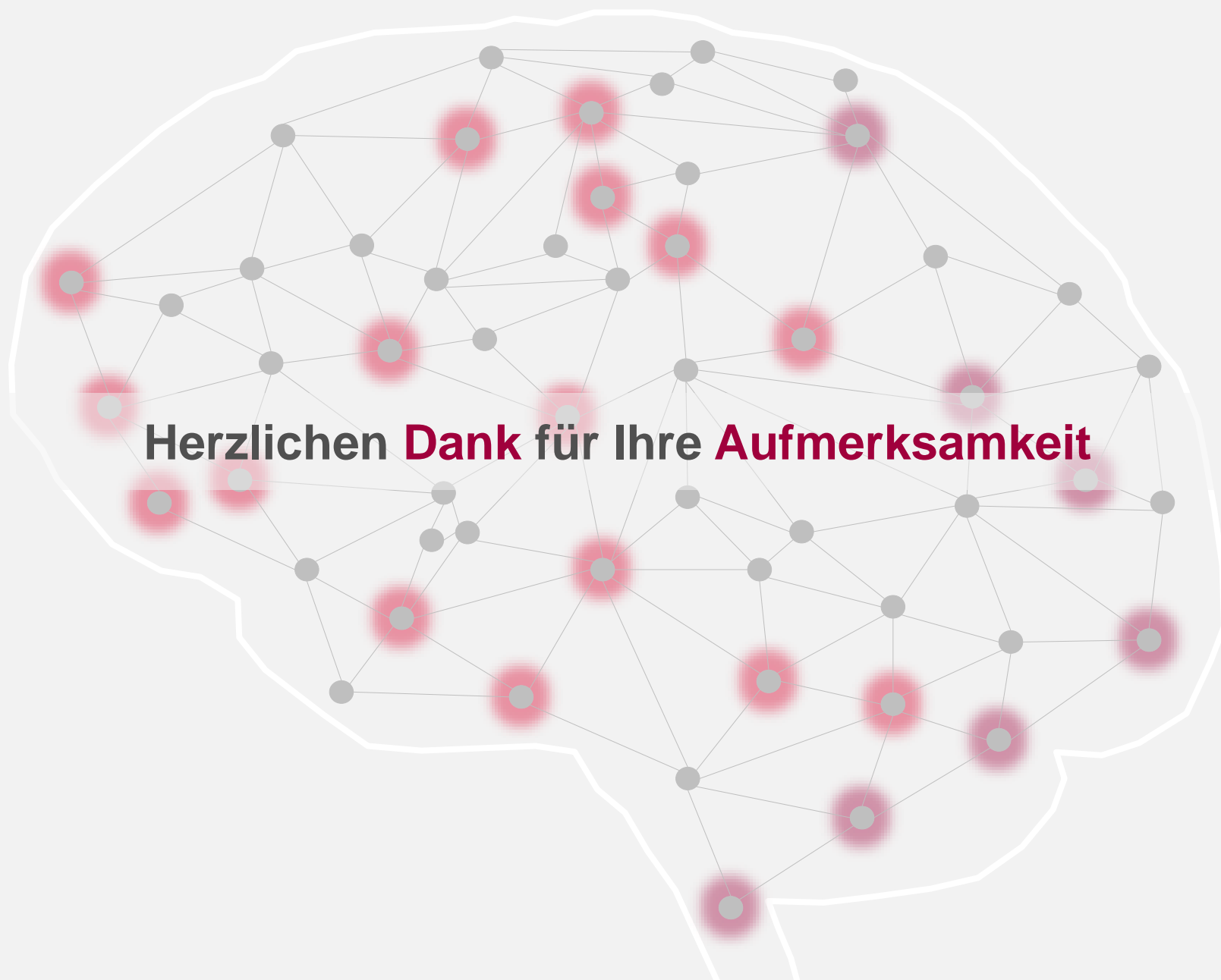


3 Tipps für wirkliche Kundenbegeisterung



Tipp 3 Seien Sie unerwartet





Herzlichen **Dank** für Ihre **Aufmerksamkeit**