



Project #1 - The Brand Experience

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Design Studio II

Research

Herman Miller is an American company that designs and manufactures office furniture and related products. The company was founded in 1923 by D.J. De Pree and is headquartered in Zeeland, Michigan. The mission of Herman Miller is to "create inspiring spaces that enhance human potential." This mission is reflected in the company's values, which include innovation, integrity, and social and environmental responsibility.

One of the key touchpoints of the Herman Miller brand is its focus on design. The company has a long history of collaborating with renowned designers, such as Charles and Ray Eames, George Nelson, and Bill Stumpf, to create iconic furniture pieces that are both functional and visually appealing. Herman Miller's design philosophy is centered around the idea of creating "beautiful, usable, and sustainable" products that improve people's lives. For example, the Aeron chair, designed by Bill Stumpf and Don Chadwick, is ergonomic and sustainable, it has been one of the best-selling office chairs since 1994.

Another touchpoint of the Herman Miller brand is its commitment to sustainability. The company has implemented a number of initiatives to reduce its environmental impact, such as using renewable energy sources, recycling waste materials, and designing products that are easy to disassemble and recycle. Herman Miller also works to promote sustainable practices throughout its supply chain, and is a member of the Sustainable Furniture Council. The company has been recognized as a leader in sustainability, having been named to the Dow Jones Sustainability World Index for 11 consecutive years.

In addition to its focus on design and sustainability, Herman Miller is also known for its commitment to social responsibility. The company has a long history of philanthropy, and has supported a wide range of organizations, such as the Herman Miller Foundation and the Herman Miller Cares program, which focuses on making a positive impact on people's lives and communities. For example, the Herman Miller Foundation focuses on supporting design education and research.

Herman Miller's mission, values, and touchpoints have helped to establish the company as a leader in the furniture industry. Through its focus on design, sustainability, and social responsibility, Herman Miller has created a strong and recognizable brand that resonates with customers and employees alike. The company has been recognized for its contributions to the industry, receiving numerous awards and accolades, such as the prestigious Smithsonian Cooper-Hewitt National Design Award for Product Design in 2002.

In conclusion, Herman Miller is a brand which is built on people – from their consumer to their employees, and their executives, the heartbeat of the company is people-oriented. Herman Miller has been an enduring brand for over a century because their product is consistent, they stand by their product with a combination of maintenance and product guarantees, and they continue to innovate in order to remain a leader of the corporate and household furniture market. Herman Miller's strength is in their consistency from the management and leadership perspective, focusing on happy clients, happy employees, and the nurturing of a strong, enduring brand. The combination of an assertive human resources team, a quality product, a strong brand, a long history, and a competitive price ensures that marketing remains effective even without modernizing. Through word of mouth, the strength of their brand, and the loyalty which their product inspires, Herman Miller promises to continue to lead the furniture industry.

Touchpoints

1. Herman Miller Showroom Tours: Offer customers an immersive experience of the brand and its products through guided showroom tours led by knowledgeable brand ambassadors. Provides a deeper meaning to the brand: By physically experiencing the products, customers can gain a deeper understanding of the brand's focus on ergonomics, sustainability, and design. Builds brand perception: Seeing the products in person, and learning about the design and engineering processes behind them, can enhance customers' perception of the brand as a leader in its field. Builds trust: Personal interaction with knowledgeable brand ambassadors can help build trust with the brand and its products. Enhances brand loyalty: Providing a unique, memorable experience can deepen customers' connection to the brand and increase loyalty. Creates empathy: Seeing the brand's focus on ergonomics and sustainability firsthand can create empathy with the brand's values and mission. Fosters customer engagement: The interactive nature of the showroom tour can encourage customers to engage with the brand and its products. Is inspirational: Seeing the brand's innovative products can inspire customers and leave a lasting impression. Illicits real-time feedback: During the tour, customers can provide real-time feedback on the brand and its products, allowing the brand to continuously improve and innovate. Stands out of the clutter: Showroom tours offer a unique, hands-on experience that sets the brand apart from traditional advertising and marketing.

2. Herman Miller Workshops: Offer customers hands-on workshops where they can learn about design and ergonomics, and create their own custom pieces using Herman Miller products. Provides a deeper meaning to the brand: By participating in a workshop, customers can gain a deeper understanding of the brand's focus on design and ergonomics. Builds brand perception: By actively participating in the design process, customers can see the brand's commitment to empowering people to create their ideal work environments. Builds trust: By offering an educational and interactive experience, the brand can build trust with customers. Enhances brand loyalty: Providing a unique, hands-on experience can deepen customers' connection to the brand and increase loyalty. Creates empathy: By teaching customers about ergonomics and design, the brand can create empathy with customers' challenges in creating functional and aesthetically pleasing workspaces. Fosters customer engagement: The interactive nature of the workshop can encourage customers to engage with the brand and its products. Is inspirational: The workshop can inspire customers to create their ideal work environments and leave a lasting impression. Illicits real-time feedback: During the workshop, customers can provide real-time feedback on the brand and its products, allowing the brand to continuously improve and innovate. Stands out of the clutter: Workshops offer a unique, hands-on experience that sets the brand apart from traditional advertising and marketing.

3. Herman Miller Virtual Reality Experience: Offer customers a virtual reality experience where they can tour a virtual Herman Miller showroom and interact with products in a virtual environment. Provides a deeper meaning to the brand: By experiencing the products in a virtual environment, customers can gain a deeper understanding of the brand's focus on ergonomics, sustainability, and design. Builds brand perception: The virtual reality experience can enhance customers' perception of the brand as a leader in technology and innovation. Builds trust: By providing a high-tech, immersive experience, the brand can build trust with customers. Enhances brand loyalty: Providing a unique, memorable experience can deepen customers' connection to the brand and increase loyalty.

Problem

Problem Definition:

Herman Miller is a leading furniture company that provides innovative and ergonomic products to customers worldwide. The company's commitment to quality and design has made it a well-respected brand in the industry, but the company is facing challenges in effectively communicating the unique features and benefits of its products to potential customers. This is leading to a lack of understanding of the products and low sales.

Problem Statement:

Herman Miller is seeking to improve the communication of the features and benefits of its furniture products to potential customers to increase sales and customer satisfaction. The company needs a solution that will help educate customers about the unique value that its products offer and increase the overall customer experience. This will require a comprehensive strategy that takes into account the company's target audience, the competitive landscape, and the latest trends in furniture design and marketing.

The challenge facing Herman Miller is twofold. First, the company needs to find a way to effectively communicate the unique features and benefits of its products to potential customers in a way that is engaging and informative. This will require a deep understanding of the target audience and the creation of effective messaging that resonates with them.

Second, Herman Miller needs to find a way to reach potential customers in a way that is cost-effective and scalable. The company must consider the latest marketing trends and technologies and find a way to leverage these tools to reach its target audience in a meaningful way. This will require a significant investment in research and development and a commitment to staying ahead of the curve in terms of marketing and customer engagement.

Conclusion:

Herman Miller is facing significant challenges in effectively communicating the features and benefits of its furniture products to potential customers. The company needs a comprehensive strategy that takes into account the target audience, the competitive landscape, and the latest trends in furniture design and marketing. By developing an effective and compelling way of presenting its products' information, the company can increase sales and customer satisfaction, and solidify its position as a leading provider of high-quality furniture products.

Concept Board



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