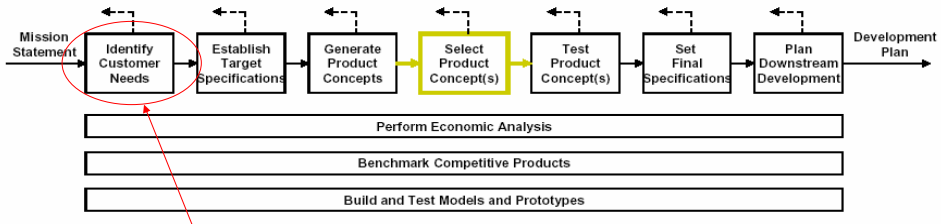
Identifikasi Kebutuhan Pelanggan (*Identifying Customer Needs*)



Tahap identifikasi kebutuhan pelanggan

Goals

- Memastikan produk terfokus pada kebutuhan pelanggan (*customer needs*)
- Mengidentifikasi kebutuhan laten atau yang tersembunyi
- Sebagai dasar dalam menetapkan spesifikasi produk
- Membuat arsip yang merekam aktifitas dalam mengidentifikasi kebutuhan pelanggan
- Memastikan tidak ada kebutuhan pelanggan yang bersifat kritis terlewat atau terlupakan
- Membangun pemahaman bersama tentang kebutuhan pelanggan diantara tim pengembang

Langkah-langkah Mengidentifikasi Kebutuhan Pelanggan

1. Mengumpulkan data mentah (*raw data*) dari pelanggan
2. Menterjemahkan data dalam istilah (*term*) kebutuhan pelanggan
3. Menyusun kebutuhan berdasarkan hirarki (*primary, secondary, tertiary needs*)
4. Menetapkan kepentingan relatif (*relative importance*) dari kebutuhan pelanggan
5. Merefleksikan dalam hasil dan proses

Mengumpulkan Data Mentah Dari Pelanggan

1. Wawancara (*Interview*)

2. Grup fokus (*Focus group*)

3. Mengamati (*observasi*) produk ketika digunakan

Menterjemahkan Data Mentah Kedalam Istilah Kebutuhan Pelanggan

- Mengekspresikan kebutuhan ke dalam pernyataan *apa* yang harus dilakukan produk, bukan ke dalam pernyataan *bagaimana* produk harus melakukan. →*What not how*
- Mengekspresikan kebutuhan se spesifik data mentah
- Menggunakan kalimat *positif* bukan *negatif*
- Mengekspresikan kebutuhan sebagai suatu atribut dari produk
- Menghindari kata *harus (must)* dan *sebaiknya (should)*

Contoh: Obeng Tanpa Kabel



Pernyataan Tugas (*Mission Statement*)

Example: Screwdriver Project

Product Description
- A hand-held, power-assisted device for installing threaded fasteners

Key Business Goals
- Product introduced in 4th Q of 2000
- 50% gross margin
- 10% share of cordless screwdriver market by 2004

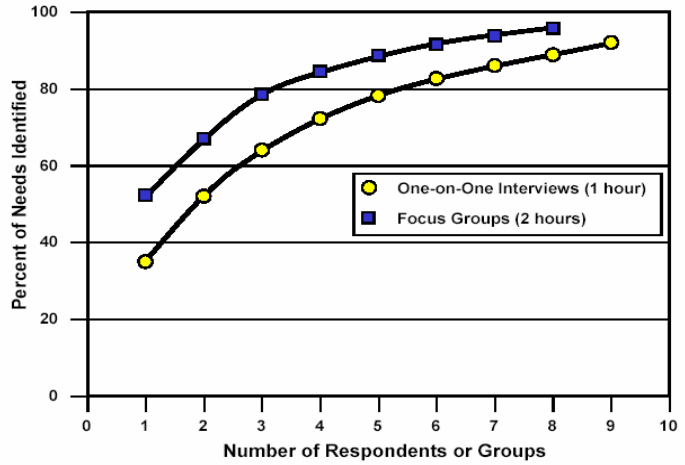
Primary Market
- Do-it-yourself consumer

Secondary Markets
- Casual consumer
- Light-duty professional

Assumptions
- Hand-held
- Power assisted
- Nickel-metal-hydride rechargeable battery technology

Stakeholders
- User
- Retailer
- Sales force
- Service center
- Production
- Legal department

Berapa Banyak Pelanggan



From: Griffin, Abbie and John R. Hauser. "The Voice of the Customer", *Marketing Science*. vol. 12, no. 1, Winter 1993.

Menuliskan Pernyataan Kebutuhan

Guideline	Customer Statement	Need Statement-Wrong	Need Statement-Right
What Not How	"Why don't you put protective shields around the battery contacts?"	The screwdriver battery contacts are covered by a plastic sliding door.	The screwdriver battery is protected from accidental shorting.
Specificity	"I drop my screwdriver all the time."	The screwdriver is rugged.	The screwdriver operates normally after repeated dropping.
Positive Not Negative	"It doesn't matter if it's raining, I still need to work outside on Saturdays."	The screwdriver is not disabled by the rain.	The screwdriver operates normally in the rain.
Attribute of the Product	"I'd like to charge my battery from my cigarette lighter."	An automobile cigarette lighter adapter can charge the screwdriver battery.	The screwdriver battery can be charged from an automobile cigarette lighter.
Avoid "Must" and "Should	"I hate it when I don't know how much juice is left in the batteries of my cordless tools."	The screwdriver should provide an indication of the energy level of the battery.	The screwdriver provides an indication of the energy level of the battery.

Menyusun Pernyataan Secara Hirarki



The SD provides plenty of power to drive screws.
* The SD maintains power for several hours of heavy use.
** The SD can drive screws into hardwood.
The SD drives sheet metal screws into metal ductwork.
*** The SD drives screws faster than by hand.

The SD makes it easy to start a screw.
* The SD retains the screw before it is driven.
!* The SD can be used to create a pilot hole.

The SD works with a variety of screws.
** The SD can turn philips, torx, socket, and hex head screws.
** The SD can turn many sizes of screws.

The SD can access most screws.
The SD can be maneuvered in tight areas.
** The SD can access screws at the end of deep, narrow holes.

The SD turns screws that are in poor condition.
The SD can be used to remove grease and dirt from screws.
The SD allows the user to work with painted screws.

The SD feels good in the user's hand.
*** The SD is comfortable when the user pushes on it.
*** The SD is comfortable when the user resists twisting.
* The SD is balanced in the user's hand.
! The SD is equally easy to use in right or left hands.
The SD weight is just right.
The SD is warm to touch in cold weather.
The SD remains comfortable when left in the sun.

The SD is easy to control while turning screws.
*** The user can easily push on the SD.
*** The user can easily resist the SD twisting.
The SD can be locked "on."
!** The SD speed can be controlled by the user while turning a screw.

The SD is easy to set-up and use.
* The SD is easy to turn on.
* The SD prevents inadvertent switching off.
* The user can set the maximum torque of the SD.
!* The SD provides ready access to bits or accessories.
* The SD can be attached to the user for temporary storage.

The SD power is convenient.
* The SD is easy to recharge.
The SD can be used while recharging.
*** The SD recharges quickly.
The SD batteries are ready to use when new.
!** The user can apply torque manually to the SD to drive a screw.

The SD lasts a long time.
** The SD tip survives heavy use.
The SD can be hammered.
* The SD can be dropped from a ladder without damage.

The SD is easy to store.
* The SD fits in a toolbox easily.
** The SD can be charged while in storage.
The SD resists corrosion when left outside or in damp places.
!* The SD maintains its charge after long periods of storage.
The SD maintains its charge when wet.

The SD prevents damage to the work.
* The SD prevents damage to the screw head.
The SD prevents scratching of finished surfaces.

The SD has a pleasant sound when in use.

The SD looks like a professional quality tool.

The SD is safe.
The SD can be used on electrical devices.

Tugas 1

A. Terjemahkan pernyataan pelanggan tentang produk tas sekolah berikut ini kedalam pernyataan kebutuhan yang tepat

1. “Lihatlah bagaimana kulit di bagian bawah tas semuanya tergores; sangat buruk “

2. “Ketika saya sedang berdiri di depan kasir mencoba untuk menemukan buku cek dan menaruh tas saya di lutut, saya merasa seperti burung bangau”

3.”Tas ini adalah kehidupan saya; jika hilang saya akan berada dalam masalah besar”

4. “Tidak ada yang lebih buruk daripada sebuah pisang yang tertindih sisi *texbook”*

5.”Saya tidak pernah menggunakan tali pengikat; saya hanya menyandangnya disatu pundak”



Tugas 2

B. Amatilah seseorang di sekitar anda yang sedang melakukan tugasnya sehari-hari. Sebaiknya terlebih dahulu anda memilih suatu jenis tugas tertentu, sehingga anda dapat mengamati orang-orang yang berbeda yang sedang melakukan tugas tersebut.

- Identifikasilah kesulitan yang dihadapi orang-orang tersebut.
- Identifikasilah kebutuhan-kebutuhan yang tersembunyi dari pelanggan

Tugas 3

C. Pilihlah 2 (dua) buah produk yang selalu mengganggu atau menjengkelkan anda (*setiap mahasiswa memilih produk yang berlainan*)

- Identifikasilah kebutuhan-kebutuhan yang dilupakan oleh pengembang produk tersebut.
- Menurut anda mengapa kebutuhan-kebutuhan tersebut tidak terpenuhi?
- Apakah pengembang produk itu sengaja mengabaikan kebutuhan-kebutuhan tersebut?