Desain Kreatif
Aplikasi & Game

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Identify Customer Needs
The Lean Product Process

Product:
1. Target Customer
2. Underserved Needs
3. Value Proposition
4. Feature Set
5. UX
6. Test with Customers

Market:
1. Target Customer
2. Underserved Needs
Your CUSTOMERS Needs
The goal is to build and validate your **knowledge of the problem space** before you set out to design a solution.

Identifying what customer needs that your product could satisfy.

Customer needs / benefits → **what customers want or value.**

Customer needs are not what the user literally says, “I need [____________].”
Identify Customer Needs

- Customer needs should be written from the customer’s perspective (using “I” and “my”).

- Each **need** begins with a verb: *help, check, reduce, maximize.*

  - Help me prepare my tax return
  - Check the accuracy of my tax return
  - Reduce my audit risk
  - Reduce the time it takes me to enter my tax information
  - Reduce the time it takes me to file my taxes
  - Maximize my tax deductions
Identify Customer Needs

- **Test** your hypothetical customer benefits with users.

- **The best way** to do so is via *one-on-one, in-person customer discovery interviews.*

- You should **share each of your customer benefit hypotheses** with the customer during the interviews.
Customer Discovery Interviews

To check customer understanding:
- *What does this statement mean to you?*
- *How might this help you?*
- *If a product delivered this benefit, how valuable would that be to you?*

For a response of high or very high value:
*Why would this be of value to you?*

For a response of low or no value:
*Why wouldn’t this be of value to you?*
### Customer Discovery Interviews (Example)

<table>
<thead>
<tr>
<th>Typical Customer Comment</th>
<th>Customer Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>“I don’t really know much about taxes. I try to follow the instructions but they’re confusing. I’m not sure which forms I should be filling out.”</td>
<td>1. Help me prepare my tax return</td>
</tr>
<tr>
<td>“I’m not that great at math, so I know I’m probably making several mistakes when I’m adding and subtracting all those numbers on my tax forms.”</td>
<td>2. Check the accuracy of my tax return</td>
</tr>
<tr>
<td>“I’m worried about being audited but don’t really know how risky my tax return is. It would be great to know if it would raise any yellow flags with the IRS so I could fix those parts.”</td>
<td>3. Reduce my audit risk</td>
</tr>
<tr>
<td>“I spend lots of time each year entering data from all the tax forms I receive from my employer, bank, and brokerages.”</td>
<td>4. Reduce the time it takes me to enter my tax information</td>
</tr>
<tr>
<td>“I normally print my tax return and then go to the post office, wait in line, and mail it so I can get delivery confirmation. It would be great if I could avoid that hassle.”</td>
<td>5. Reduce the time it takes me to file my taxes</td>
</tr>
<tr>
<td>“I don’t know about all the deductions that I’m eligible to take. I’m probably leaving some money on the table.”</td>
<td>6. Maximize my tax deductions</td>
</tr>
</tbody>
</table>
Customer Benefit Ladders

- **Make rank and categories** of your detailed benefits to find higher-level benefits.
- So its easier to set your customer need priority.

“Why is that important to you?”

<table>
<thead>
<tr>
<th>Benefit at Top of Ladder</th>
<th>Detailed Customer Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feel confident</td>
<td>1. Help me prepare my tax return</td>
</tr>
<tr>
<td></td>
<td>2. Check the accuracy of my tax return</td>
</tr>
<tr>
<td></td>
<td>3. Reduce my audit risk</td>
</tr>
<tr>
<td>Save time</td>
<td>4. Reduce the time it takes me to enter my tax information</td>
</tr>
<tr>
<td></td>
<td>5. Reduce the time it takes me to file my taxes</td>
</tr>
<tr>
<td>Save money</td>
<td>6. Maximize my tax deductions</td>
</tr>
</tbody>
</table>
Maslow’s Hierarchy of Human Needs

- **Physiological**
  - Breathing, food, water, sex, sleep, homeostasis, excretion

- **Safety**
  - Security of: body, employment, resources, morality, the family, health, property

- **Love/belonging**
  - Friendship, family, sexual intimacy

- **Esteem**
  - Self-esteem, confidence, achievement, respect of others, respect by others

- **Self-actualization**
  - Morality, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts
Hierarchy of Web user Need is not static, it changes over time.

**Customer’s Perspective**

- How easy to use is it?
- Does the functionality meet my needs?
- Does the functionality work?
- Is the site fast enough?
- Is the site up when I want to use it?

**What Does It Mean to Us?**

- UX Design
- Feature Set
- Absence of Bugs
- Page Load Time
- Uptime

**Axes:**
- Increasing Satisfaction
- Decreasing Dissatisfaction
Ojek muncul sejak tahun 1969 di Jawa tengah
Mulai tahun 1974 ojek sepeda motor mulai muncul di Ancol Jakarta.

**Bedanya Apa?**

**Go-Jek**
- Bisa dipanggil pake GoJek Apps
- Tarif tetap berdasarkan jarak dilihat dari aplikasi google maps
- Layanan bervariasi ditampilkan di GoJek Apps
- Dipromosikan di media
- Bayar Tunai dan non tunai via gojek kredit

**Ojek**
- disamperin ke Pangkalan OJEK setempat.
- Tarifnya tawar-menawar dengan si tukang ojek
- Layanan bervariasi tergantung penawaran dan kesanggupan tukang ojek
- Promosinya pake papan & mulut tetangga
- langsung bayar dan bisa ngutang kalo langganan

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**Case Studi**
Software Characteristic

- Increased failure rate due to side effects
- Change
- Actual curve
- Idealized curve
Importance

Vs

Satisfaction
Importance vs Satisfaction

- **Importance** is a measure of how important a particular customer need is to a customer.

- Importance is a problem space concept, separate from any specific solution space implementation.

- The same need will have different levels of importance across different customers.

- **Satisfaction** is a measure of how satisfied a customer with a particular solution that provides a certain customer benefit.

- It indicates how well that solution meets their needs.

- Different products will have different levels of satisfaction for the same customer, and the same product can provide different levels of satisfaction to different customers.
Importance vs Satisfaction Framework

- **Opportunity**
  - High Importance
  - High User Satisfaction
- **Competitive**
  - Low Importance
  - High User Satisfaction
- **Not Worth Going After**
  - High Importance
  - Low User Satisfaction
  - Low Importance
  - Low User Satisfaction
DEFINE YOUR CUSTOMER NEEDS
"The hardest single part of building a system is deciding what to build"

[Brooks – 1987]
Thanks!

Semoga Bermanfaat

You can find me at: C.1.8