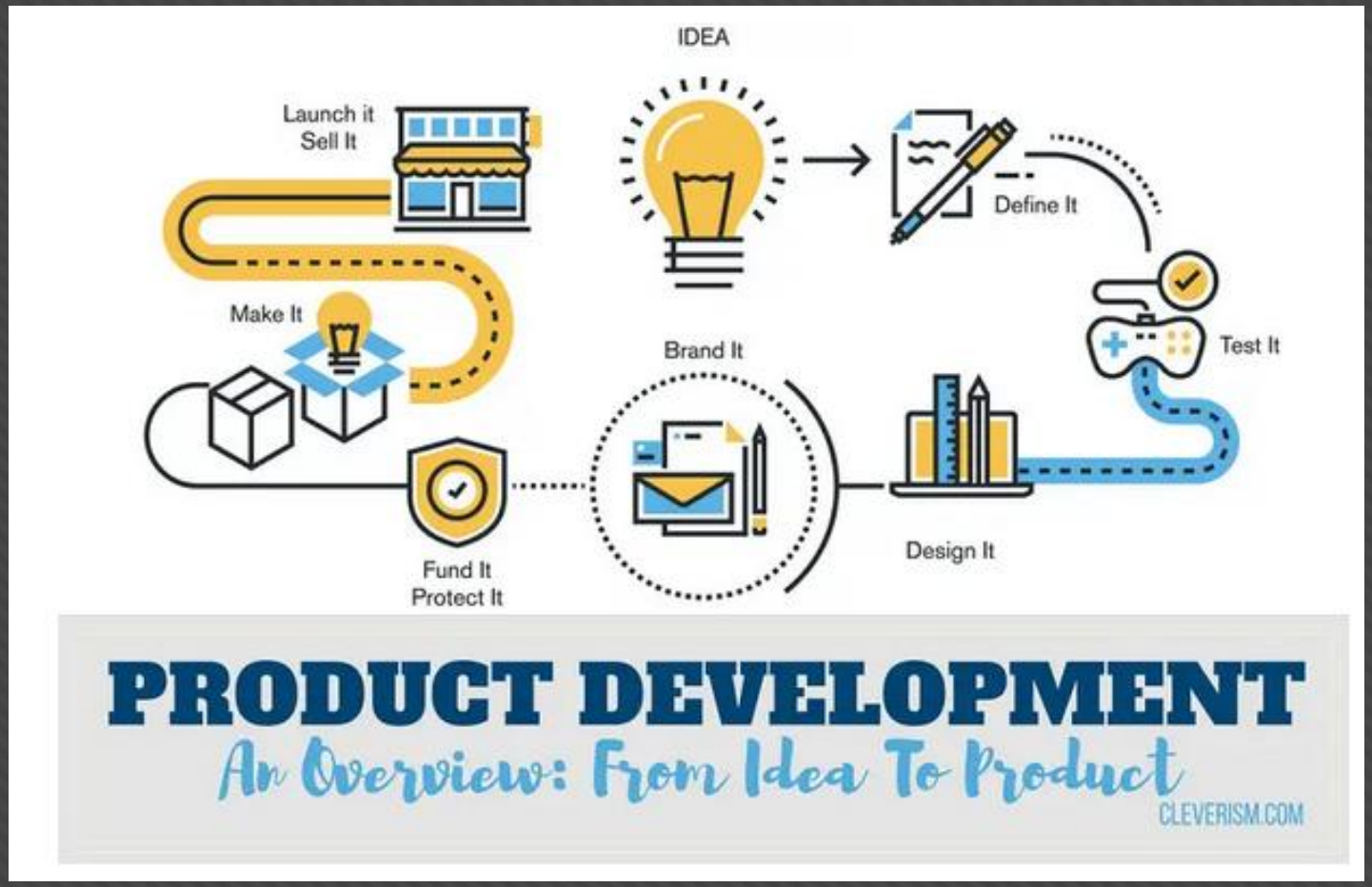
Product Development : From Idea to Product



Agus Mulyana
http://agusmulyana.net

Latar Belakang

1. Memenuhi customer needs
2. Meningkatkan daya saing produk
3. Menciptakan peluang binis baru

Pendekatan Konsep

1. **Fuzzy Front End (FFE)**

2. **Eight Stage Gate Process for New Product Development**

Fuzzy Front End (FFE)

Didefinisikan oleh Koen, Fuzzy Front End (FFE) adalah pendekatan yang mencakup aktivitas yang belum terstruktur, tidak dapat diprediksi, dan mendahului proses pengembangan produk baru yang lebih formal.

Ini adalah tahap setelah peluang direalisasikan dan sebelum proses pengembangan produk formal dianggap siap.

Di sini, sebuah konsep dapat dihasilkan dan kemudian keputusan dibuat mengenai kelayakan konsep ini dan apakah layak untuk investasi lebih lanjut atau tidak layak sama sekali.

Elemen FFE

1) Identification of Design Criteria

In a semi structured manner, both large and incremental business and technological chances are identified. Based on criteria / guidelines decided here, new projects / products will be assigned resources and a structured development strategy can begin to be established

1) Idea Analysis

Identified ideas are converted to implications for business context relevant to the company. Market research and studies as well as some basic trials may be conducted at this point to understand how the concept will translate into a solution for the customer

1) Concept Genesis

Through an incremental and iterative process, the identified idea is taken birth to a mature tangible concept. The process followed here can be formulated internally or externally through a specific customer request or a unique material availability from a supplier

Elemen FFE (Lanjutan)

1) **Prototype**

Does the concept of idea reached here make business sense and does it have business value? Positive answers to these questions lead to the decision to purse the creation of the prototype of the product and negative answers may end the process right here to be started again from the beginning

1) **Product Development**

Based on factors such as available market share, customer requirements, investment needed, competitor analysis etc., a business case can now be developed. This is often treated as the first step of the formal product development process.

There is no formal or universal definition of the Fuzzy Front End. Neither is there a clear framework of how it works. Generally, it is said to encompass tasks such as strategic planning, generating concepts and pre-technical evaluations. These activities are not set in any formal framework, but flow in an unpredictable, unstructured and often chaotic manner. Despite this, it can be a valuable and often vital lead into a successful product development activity.

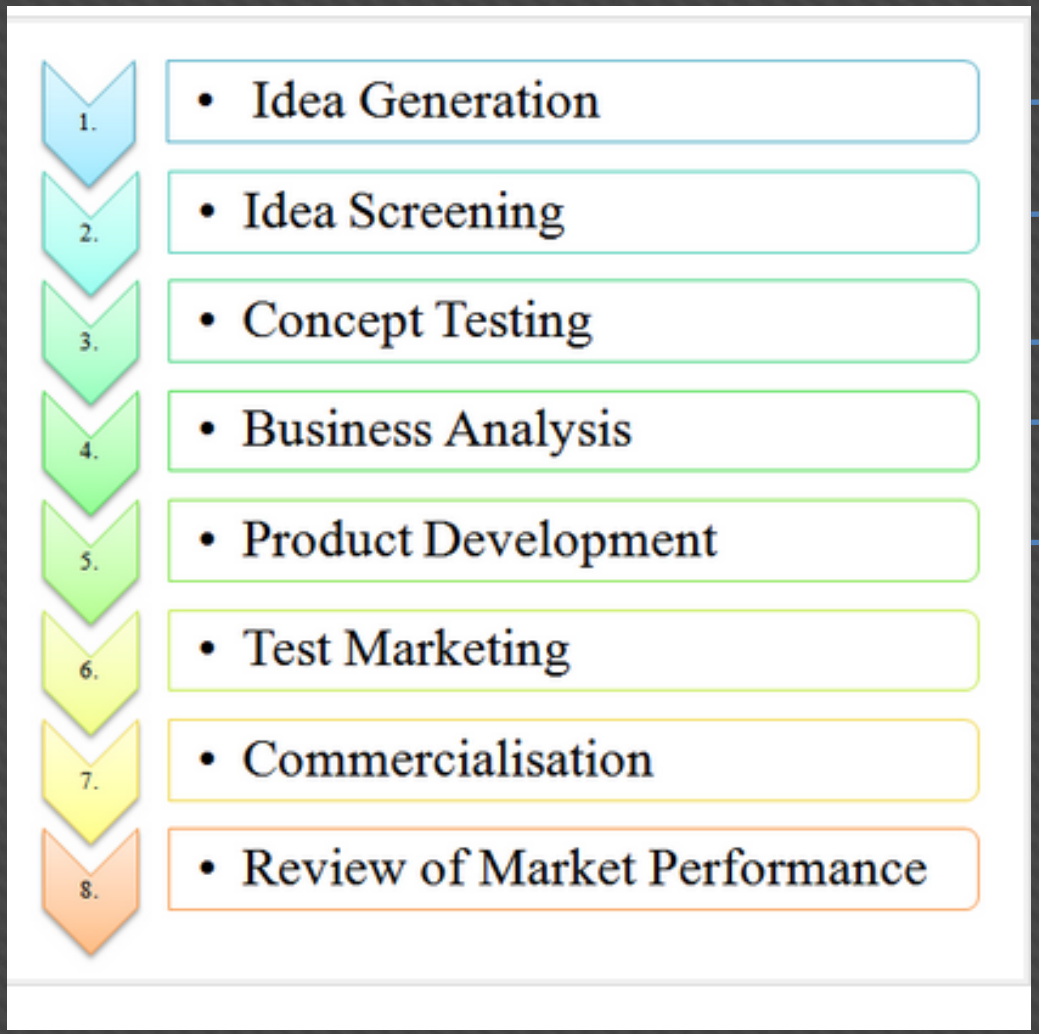
Eight Stage Gate Process for New Product Development

Konsep Eight Stage Gate Process ini dikembangkan oleh Robert G. Cooper setelah adanya bukti penelitian atas keberhasilan/kegagalan sebuah produk di pasaran.

Karena pengembangan produk sering kali melibatkan tim besar atau kecil dan mungkin memerlukan investasi besar, mengikuti proses terstruktur dan formal dapat membantu memaksimalkan probabilitas produk yang sukses dan mengurangi risiko kegagalan.

Proses ini juga dapat membantu menjaga semua orang di tim pengembangan terstruktur dan pada halaman yang sama.

8 Step



- Mind Mapping (free mind)
- Analisis SWOT (Word)
- Analisis SWOT (Word)
- VPC/BMC Template
- SCRUM (Trello)

Konsep lainnya

Scrum

SCRUM is a simple framework that allows teams to collaborate effectively on complex projects. Through this methodology, product development occurs in small pieces. Each piece builds up on a previously created piece. Working on one small piece at a time encourages the creative process and allows teams to incorporate feedback and make changes as well as to create only what is needed.

Through a small set of rules, basic structure is provided to the teams to allow them to focus innovation on finding solutions to what might other be an extremely daunting challenge.

The Scrum process involves three basic roles. These are:

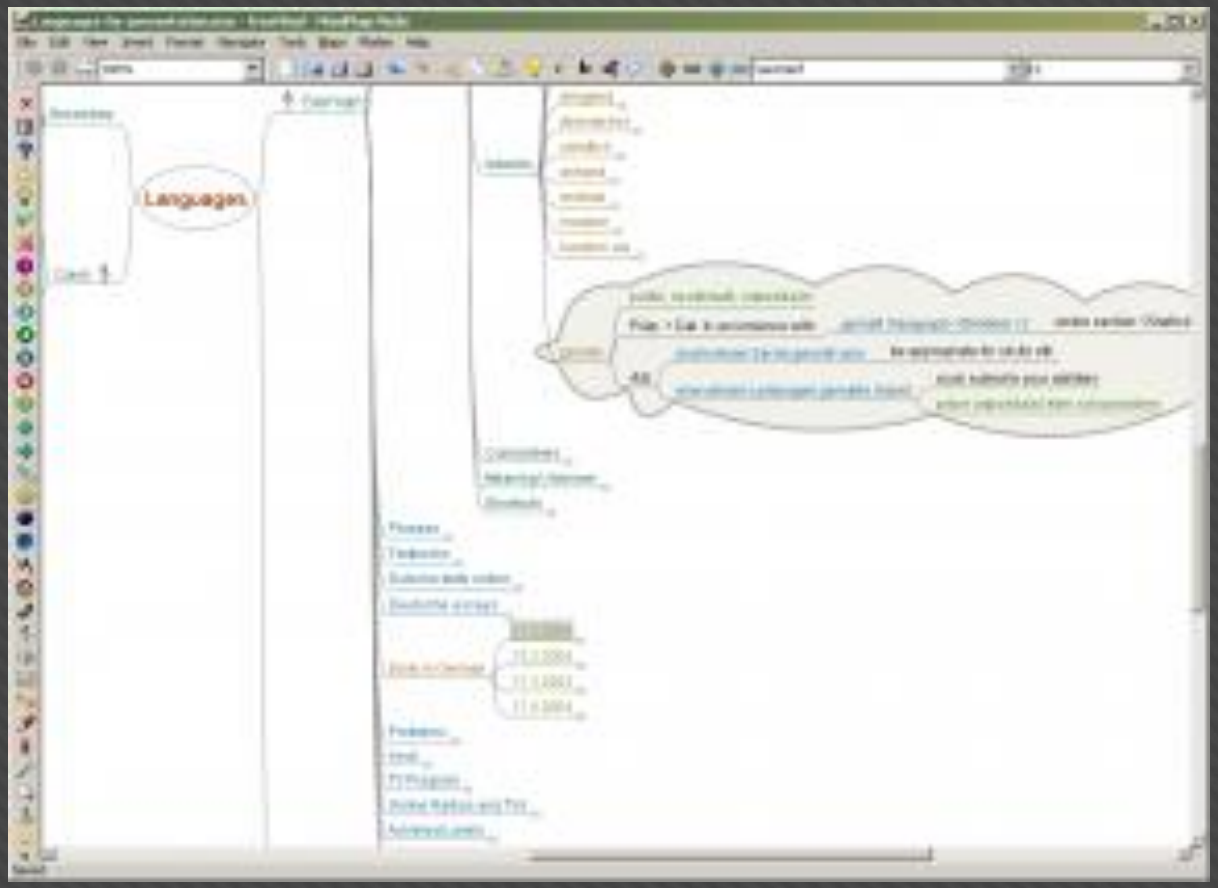
- ***Product Owners*** who finalize what needs to be created
- ***Development teams*** who create what is needed and then demonstrate it after which the next step is determined
- ***Scrum Masters*** who ensure a smooth process and work on process improvement, team development and product quality

Tugas pekan ke = 7

1. Download dan install Free mind
2. Membuat akun di Trello
3. Membentuk tim Start Up , per - tim minimal 3 orang, maksimal 4 orang * (materi perihal ini akan dibahas terpisah)
4. Mempelajari tugas perihal product development (contoh di berikan) *

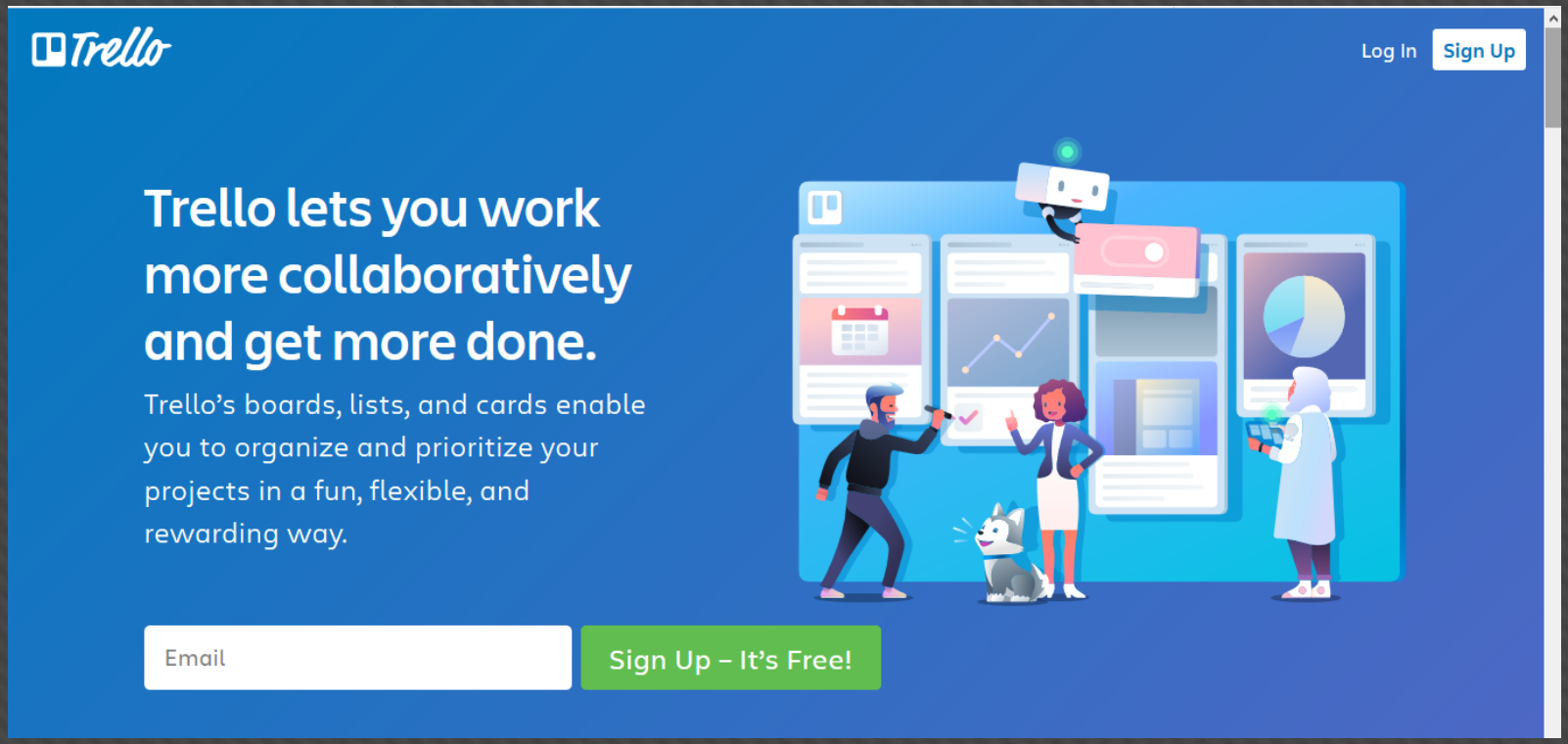
Download & Install Free Mind

http://freemind.sourceforge.net/wiki/index.php/Download



Trello

- Setiap orang wajib Membuat akun di Trello
- https://trello.com/?&aceid=&adposition=&adgroup=105703214808&campaign=9843285541&creative=430959026786&device=c&keyword=trello&matchtype=e&network=g&placement=&ds_kids=p53016490722&ds_e=GOOGLE&ds_eid=7000000001557344&ds_e1=GOOGLE&gclid=EAIaIQobChMIiPjPuZb96AIVgTgrCh2SbAS-EAAYASAAEgLsY_D_BwE&gclsrc=aw.ds



Terima Kasih

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