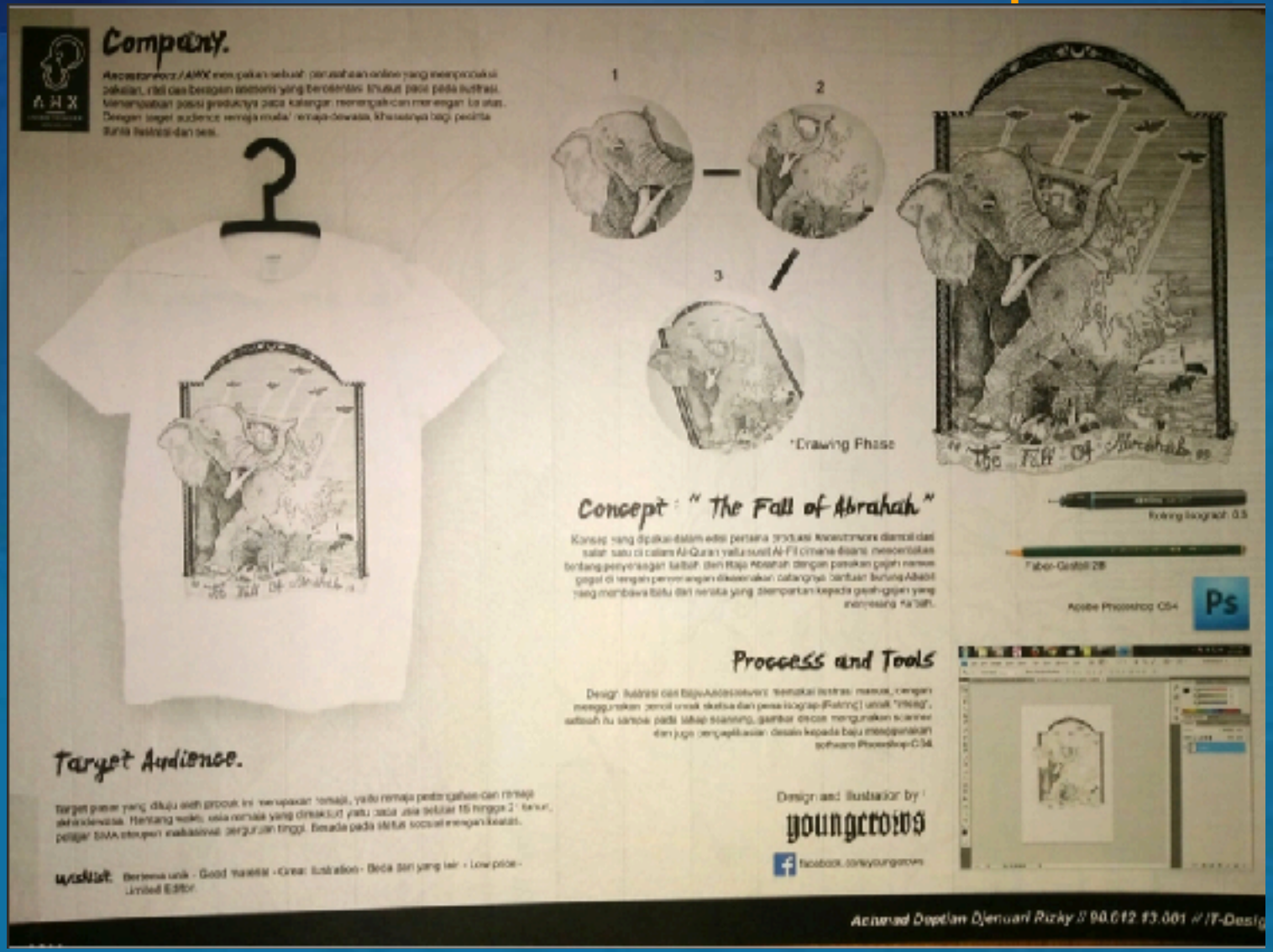
How to know client/customer expectation?



How to make alignment with client goal?

Benefit of Knowing client expectation

- More Design Value can be elevated
- Comprehensive in Timing Production
- Aiming in Goal

Enjoy Your Breakfast Here @
McCafe Capuccino
McFeries
Egg McMuffin
McHotcakes
McCafé
"Delicious Starts Right Here"
Serving People with Love Since 1955

Stop STARING AT ME
LIKE IM SOME
PIECE OF MEAT.
You can look but you can't touch. Ok. You can touch. But can you handle me? Check out my dimensions. Two all beef patties and juicy all over.
ARE YOU MAC ENOUGH?
I'm lovin' it.
BIG MAC.

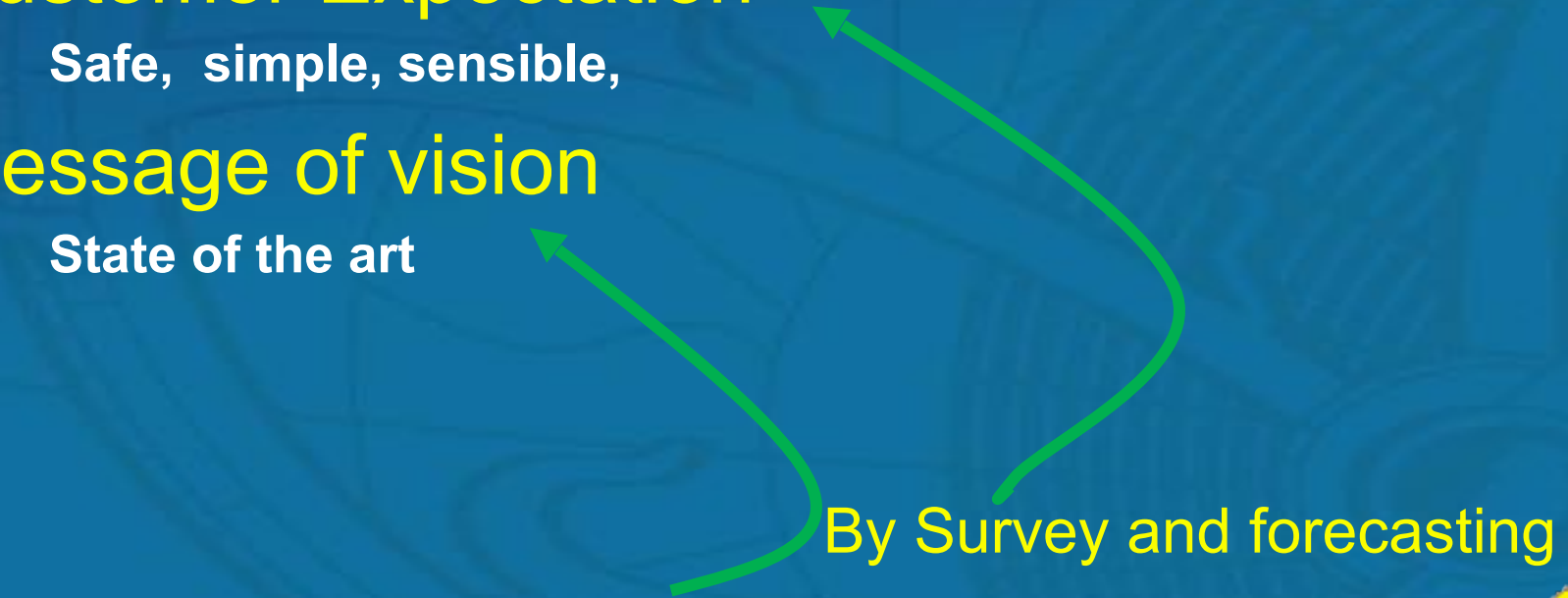
UNIVERSITAS KOMPUTER INDONESIA
UNIKOM

Finding Good IT-Design Approach

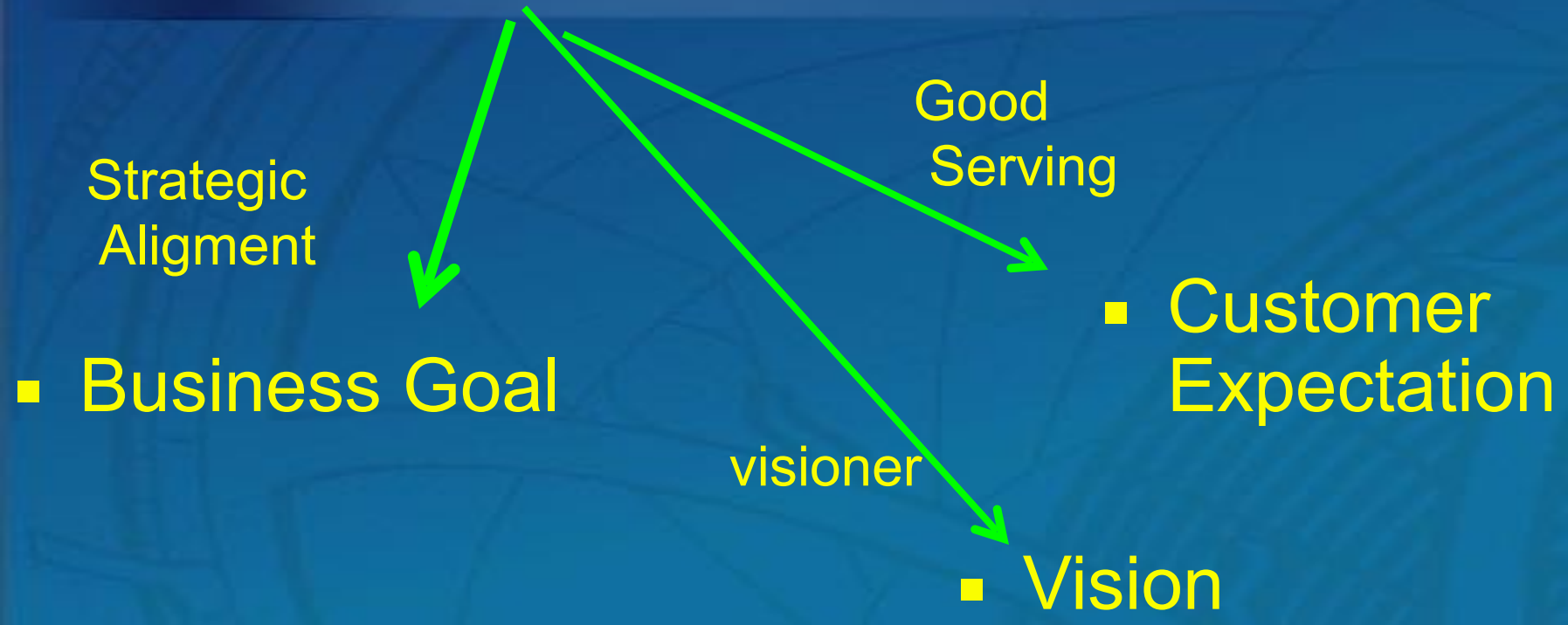
Dr. Yeffry Handoko Putra

Approach to what?

- Business Goal
  - **Selling IT-Design value (esthetics, information (teaching, complete), detail, reproduce)**
- Customer Expectation
  - **Safe, simple, sensible,**
- Message of vision
  - **State of the art**



Name of Approach



- Business Goal
- Customer Expectation
- Vision

How to approach them by IT-Design?

- Intention
- Technology , appropriate tools, way to create
- Sensible
- Effective and Efficient
- Acquisition knowledge (survey, discussion)
- Skill and experience of Human
- Year by the year

Inspired by Candy Chan, 2011 at New Orlean LA

Finding good Technology Approach in IT-Design Project

Card Branding jauh lebih efektif dibanding iklan yang terpasang di satu titik

Sugito Alim,Co founder Stickearn, Infokomputer Oktober 2017

2013, Wife of Indonesian Embassy riding cab with Indonesia Promo in London

Good Approach→ Good Serving

- Good media, good technology, good time,, good information, good legal and good risk management

4 Ps of Service Management

- People – skills, training, communication
- Processes – actions, activities, changes, goals
- Products – tools, monitor, measure, improve
- Partners – specialist suppliers

Governance in IT-Design

Governance in IT-Design

- Value Management
- Alignment → Good Approach
- Resource Management
- Risk Management
- Performance Measurement (Consistence in quality due to size and time)

Resource Management

Resource Strategy	Features
In-sourcing	All parts internal
Out-sourcing	External resources for specific and defined areas (e.g. Contract cleaners)
Co-Sourcing	Mixture of internal and external resources
Knowledge Process Outsourcing (domain-based business expertise)	Outsourcing of particular processes, with additional expertise from provider
Application Outsourcing	External hosting on shared computers – applications on demand (e.g. Survey Monkey, Meet-o-matic)
Business Process Outsourcing	Outsourcing of specific processes e.g. HR, Library Circulation, Payroll
Partnership/Multi-sourcing	Sharing service provision over the lifecycle with two or more organisations (e.g. Shared IT Corpus/Oriel)

Customer Expectation

Need creativity for variant

E.g. Enriching the Doraemon Character

E.g. Apple claimed Samsung Design

Service Strategy has four activities

- Define the Market (Research)
- Develop the Offerings (Development)
- Develop Strategic Assets
- Prepare for Execution (implementation and evaluation)

Ads on Facebook

What Market?

What Offering

What Strategic Asset?

How the execution?

Samsung case cover on ebay.com

What Market?

What Offering

What Strategic Asset?

How the execution?

Service Assets in IT-Design

- Resources
  - Things you buy or pay for
  - IT Infrastructure, people, money
  - Tangible Assets
- Capabilities
  - Things you grow
  - Ability to carry out an activity
  - Intangible assets
  - Transform resources into Services

LASERCUTLONDON

Your Technology is my Design. Your design in my technology

- Use IT Resource to produce, enhance and promote Design or
- Use Design to form IT Function

Case in Web Design Developer by Shervonne Cherry, Designer who work in web developer

IT Resource for Designer

What's out there for Designers

- Internet
- Social Media
- Application
- Mobile

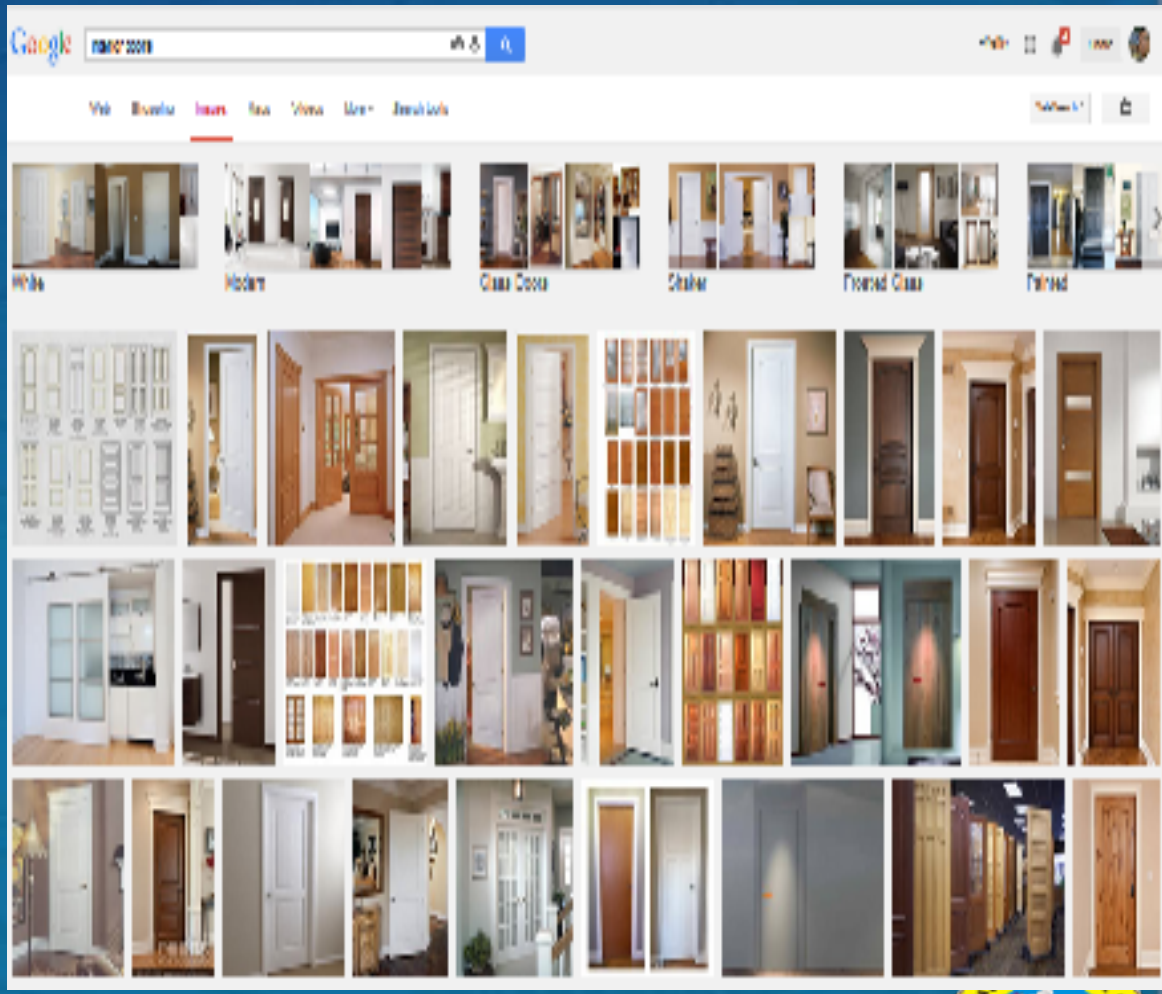
Adding “nerd’ to Design Process

- Research
- Design & Development
- Implementation
- Evaluation

Research

Google is your friend

- Add Google- it allows to explore words & concepts endlessly
- Protect from getting in a trademark dilemma
  - **Check if someone has already created the idea that just popped in your head**



Design and Development

Think about the bigger picture

- Think Scalable –Designers change their minds often but not as much as our clients do
- Reduced cost & effort (Demand Management)
- Will this fit with the current web, Mobile or Tech trends relevant to project/client

Demand Management

- Ensures we don't waste money with excess capacity
- Ensures we have enough capacity to meet demand at agreed quality
- Patterns of Business Activity to be considered
  - **E.g. Economy 7 electricity, Congestion Charging**

Service Design

- How are we going to provide it?
- How are we going to build it?
- How are we going to test it?
- How are we going to deploy it?

Holistic approach to determine the impact of change introduction on the existing services and management processes

Processes in Service Design

- Availability Management
- Capacity Management
- Disaster recovery
- Supplier Management
- Service Level Management
- Information Security Management

Service Level Management

- Service Level Agreement
  - Operational Level Agreements
    - Internal
  - Underpinning Contracts
    - External Organisation
    - Supplier Management
  - Can be an annexe to a contract
  - Should be clear and fair and written in easy-to-understand, unambiguous language
- Success of SLM (KPIs)
  - How many services have SLAs?
  - How does the number of breaches of SLA change over time (we hope it reduces!)?

Things you might find in an SLA

Service Description	Hours of operation	User Response times
Availability & Continuity targets	Resolution times	Incident Response times
Customer Responsibilities	Critical operational periods	Change Response Times

Types of SLA

- Service-based
  - **All customers get same deal for same services**
- Customer-based
  - **Different customers get different deal (and different cost)**
- Multi-level
  - **These involve corporate, customer and service levels and avoid repetition**

Right Capacity, Right Time, Right Cost!

- This is capacity management
- Balances Cost against Capacity so minimises costs while maintaining quality of service

CASE: Making Mascot

CANINE CHALLENGE:
MAKING THE MASCOT

Before I die
Before I die I want to HAVE FUN!
Before I die I want to Finish
Before I die I want to go 200 mph.
Before I die I want to TRIED FOR PIRACEY
Before I die I want to Go to Rome
Before I die I want to To SEE ALL MY GRAND KIDS
Before I die I want to KeepLiving in NoLA
Before I die I want to love wrecklessly...