

# How to know client/customer expectation?

**Company.**  
Aristonprozy / AMX  
Aristonprozy / AMX merupakan salah satu perusahaan online yang bergerak di bidang retail dan layanan sistem yang berorientasi khusus pada kebutuhan konsumen jasa produknya pada kategori merchandise merchandise. Dengan target audience remaja muda / remaja dewasa khususnya bagi wanita usia 18-25 tahun dan seterusnya.

**Target Audience.**  
target pasar yang dikusi oleh produk ini merupakan remaja, yaitu remaja pada golongan remaja akhir dan remaja awal. Remaja akhir, yaitu remaja yang berkisar pada usia 18 hingga 21 tahun, pelajar SMA dengan eksistensi yang tinggi. Remaja awal, yaitu remaja yang berkisar pada usia 22 hingga 25 tahun, pelajar SMA dengan eksistensi yang tinggi.

**Market.** Berbasis online - Good service - Great location - Best price yang lebih - Low price - Limited stock

**Concept: "The Fall of Abrahah"**  
Konsep yang dipakai dalam edisi pertama ini adalah konsep yang diambil dari salah satu di dalam Al-Quran yaitu surah Al-Fil dimana di sana menceritakan tentang penyerangan kebabah. Dan juga mengenai dengan pasukan gajah yang gagal di tentara perangnya dikalahkan oleh pasukan burung Ababil yang membawa batu dari neraka yang dilemparkan kepada gajah-gajah yang menyerang Makkah.

**Process and Tools**  
Desain ini dibuat dengan menggunakan aplikasi Adobe Photoshop CS4, dengan menggunakan teknik desain grafis dan pewarnaan (coloring) untuk "finishing", setelah itu di scan pada laptop scanning, gambar di scan menggunakan scanner dan juga menggunakan desain kepada batu menggunakan software Photoshop CS4.

**Design and Illustration by 'youngerrows'**  
facebook.com/youngerrows

**Tools:**  
Feltin Sharpie 0.5  
Faber-Castell 2B  
Adobe Photoshop CS4  
Ps

**Academ Deptan Djenuan Rizky 3 90.612.13.001 // IT-Design**

How to make alignment with client goal?



# Benefit of Knowing client expectation

**Buavita**  
Indomaret  
mudah & hemat

**Hari Buah  
Indomaret**

**GRATIS 1**

**BELI 1...**

GRATIS 1 pack Buavita 1000ml rasa Apel & jeruk mandarin  
1 pack agar sesuai untuk pembelian 1 pack Buavita 1000  
ml rasa apa saja untuk 200 pembelian pertama pada  
tanggal 8 Desember 2009 dan hanya berlaku di toko  
Indomaret ISI

PERIKHAN  
KESIMPONAN  
LANTAU OPTIMAL LANGKAH  
DENGAN  
ERGA MAHORI DAN  
BEA MAHORI  
MANGGILY 2009/08/0000  
HAKSI 08/10/09  
INDONESIA/1/09

**Buavita**  
1000ml  
Jus Buah  
Taste Fruit

100% Buah Asli

Apple & Orange

Indomaret

**Indomaret**  
mudah & hemat

**Hari Buah  
Indomaret**

**BELI 2... GRATIS 1**

Periode Promo : 1 s/d 31 Desember 2009

**Buavita**

Indomaret

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



Enjoy  
Your  
Breakfast  
Here

McCafé Cappuccino

Egg McMuffin

McFlies

McHotcakes



"Delicious Starts Right Here"

Serving People with Love Since 1955

STOP STARING AT ME  
LIKE I'M SOME  
PIECE OF MEAT.



You can look but you can't touch. Or, you can touch. But can you handle me? Check out my dimensions. The all beef patties and juicy sauce.

ARE YOU MAC ENOUGH?



I'm lovin' it.

BIG MAC.



# 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

By Survey and forecasting

By survey and discussion



# Name of Approach

Strategic  
Alignment

Good  
Serving

- Business Goal

- Customer Expectation

visioner

- 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 Orleans 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)



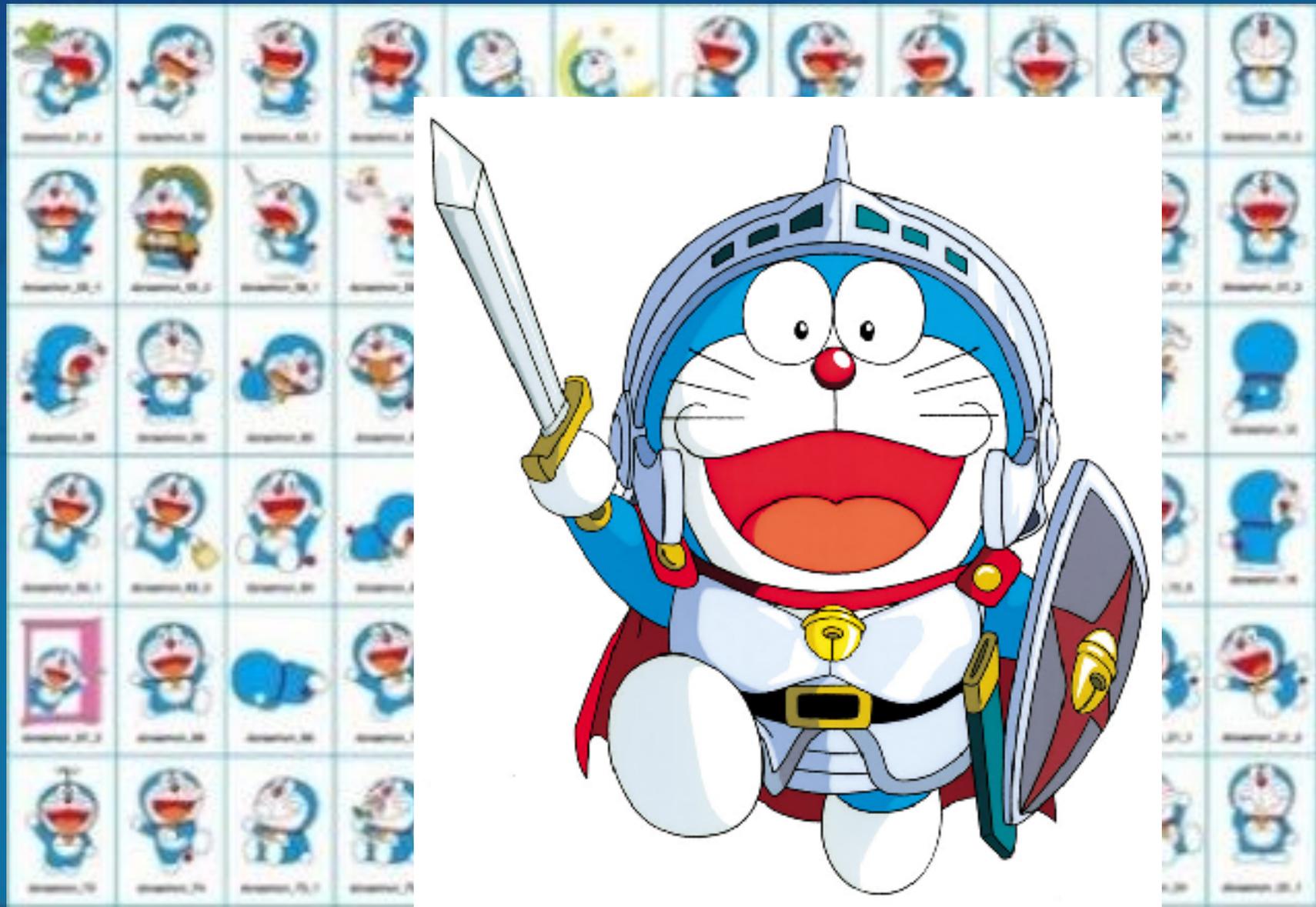
# Customer Expectation



Need creativity for variant



# E.g. Enriching the Doraemon Character



# E.g. Apple claimed Samsung Design

## Samsung Phone Designs

Before



iPhone (Jan. 2007)

After



## 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

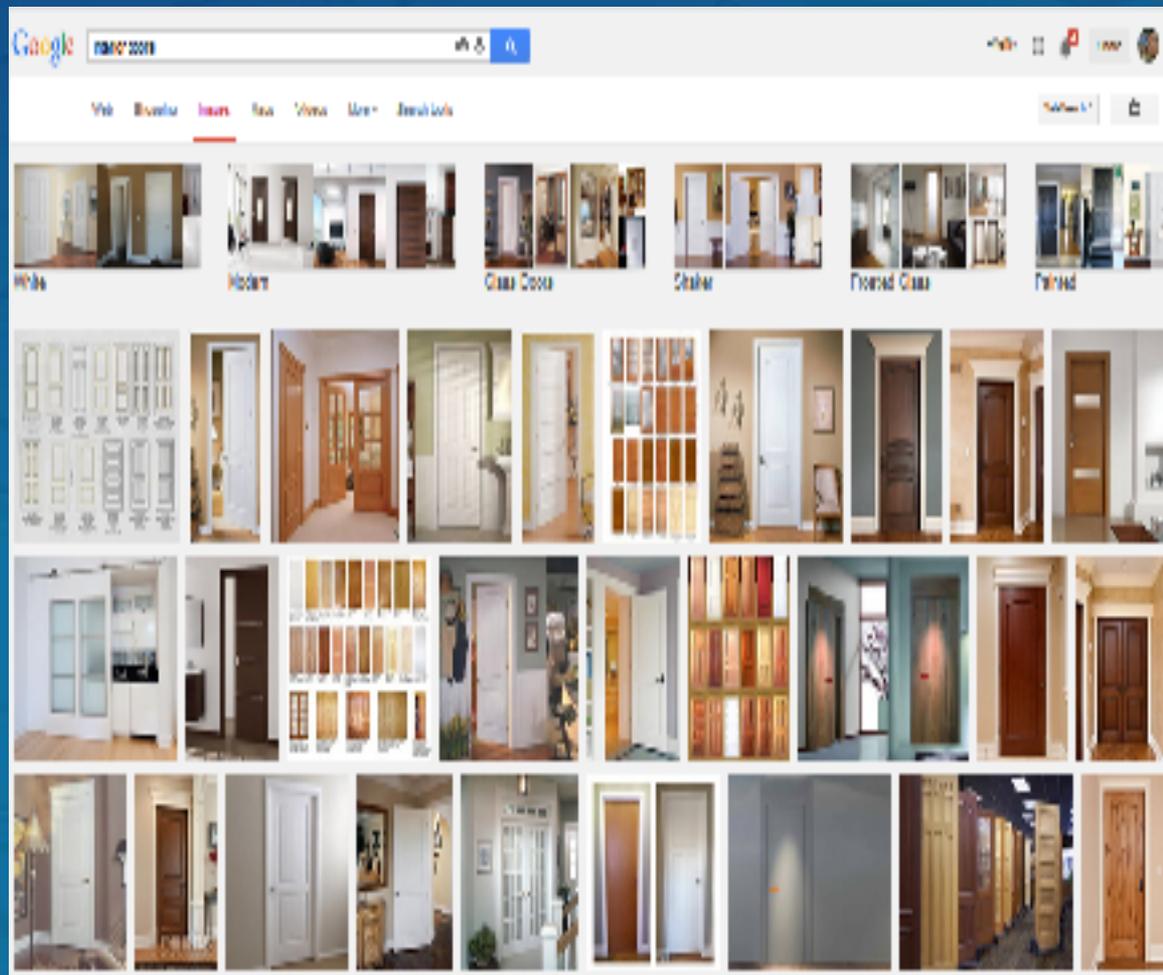
- Research
- Design & Development
- Implementation
- Evaluation



# 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





# Before I die

Before I die I want to

HAVE FUN!

Before I die I want to

Finish soul

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

Keep Living in NOLA

Before I die I want to

love, wrecklessly... again

