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| Activity 02-2 | Conduct user needs/functional analysis |
| Textbook Reference: | Ulrich & Eppinger – Identifying Customer Needs |
| Purpose / Goal: | To understand how customer needs are collected and documented and how these are used for functional analysis |
| Materials / Resources Required: | Laptop |
| Time Allocated: | 30 minutes |

# Description

During this class session you will:

1. Identify the types of potential users (customers) for your project. If possible, identify specific individuals who might use the project.
2. Identify the relevant customer needs.
3. Create a copy of the Customer Data Template found on the next page for each individual OR for each type of potential user
4. Use interview or other methods, to fill in the customer statements using the question/prompt information as “thought provokers” to help the customer clarify their thinking.
5. Work with your partner after the interview / data collection is completed, to identify the customer needs that are related to each of the customer statements.

# Defining the Customer

Who are the target customers for your project? What are some of their characteristics? What is their age range? Are they male or female? What is their typical education level? These are called the customer demographics.

Consider a product you have purchased, such as a cell phone or MP3 player. What might be the target customer demographics for that product? What are some demographics that may not be the target?

To properly develop your product you need to know the customer demographics!

Examples of possible customers:

* YOU!
* Your class partner
* Your family
* Your roommate(s)
* Other students in your department

Create a list of potential customers for your mini-project. Using that list, create a customer data template as shown in Table 1 - Customer Data Template (from Ulrich & Eppinger, p. 62).

Table - Customer Data Template (from Ulrich & Eppinger, p. 62)

|  |
| --- |
| **Customer:**  |
| **Question / Prompt** | **Customer Statement** | **Interpreted Need**  |
| **Typical Uses** | *Statement 1* | *Related need* |
|  |  |
|  |  |
| **Likes** |  |  |
|  |  |
|  |  |
| **Dislikes** |  |  |
|  |  |
|  |  |
| **Suggested** **Improvements** |  |  |
|  |  |
|  |  |

Notes:

* create additional rows as needed
* delete the *italicized example*
* keep one statement / need per row
* can create a new table for each customer interviewed OR create a single table to consolidate results
* After each statement is clarified, identify the related need(s) from it.
* For each of the needs, be sure to identify possible metrics so that you can measure your success in meeting that need

There are examples and detailed explanations of collecting and interpreting customer needs in the textbook (pp61-68).