Abstract

In this paper, we describe a case study of a concept development process of service quality measurement system for mobile telecom service encounter (SQM-ME system) in two main phase, which are product planning and concept development phase. The SQM-ME begins with market opportunity exploration. The identification of the user and buyer is concerned mainly with functional design as user requirements. Next, a systematic approach of product strategy development helps the developers to achieve we utilized strategic canvas, which is a critical diagnostic and action to create value innovation and selects appropriate technologies to meet customer needs. The planning activities mainly based on the assessment of secondary data. In the concept development phase, the idea generation session was employed and utilizes the concept of idea screening based on technology and market readiness. The result shows that the software as a service (SaaS) on cloud computing was selected for SQM-ME system and
integrate with other technologies such as SMS technology, website design, queuing system, and mobile application. This paper shows the opportunity for future research in system and detail design for SQM-ME system.

Reference

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Index Terms

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