

# THE IDENTIFICATION OF USERS AND THEIR RELATIONS WITH THE PRODUCT DEVELOPMENT TEAM

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**Abstract.** In order to increase the focus on the user during the early product development phases, new tools have been developed. With users’ inputs becoming more crucial for product development, incorporating users requirements into the design process has become significant in the continuing quest for reducing time to market. Scenarios and use cases are good tools to involve different actors in the design process. Actors (final users) can participate to their development by using plain language explanations or requirements.

In the first part of the paper is identified the relation between users and product development team, and in the second part is presented methodology for identification the users.

Users’ requirements are considered as random variables due to the following findings [5]:

- **Users are heterogeneous.** Users differ a lot in terms of their personalities, values and a range of other characteristics.
- **Choice decisions differ.** Even for a given user, a model that can describe his requirements towards one product may not work properly for another product.
- **The context of purchase differs.** Users vary in their decision making criterions due to the purchase situation (on-line purchase, in-store selection, etc.), emotional mood, purchasing budget and the user of the product.
- **Users’ requirements towards different product attributes are not independent.** The choice in one attribute often has side effects on others.

On the basis of the statements above, the aim has been to develop methods or tools, for identification of users that:

- stimulate and support the communication and correlation between different parties in the design team during early stages of product development;
- are fruitful for the product development team’s common understanding of the user and the use situation;
- are uncomplicated and stimulating to use;
- elicit new product requirements or ideas about the design problem.

The four steps for methodology are aimed at identifying and defining the users of the product to be designed and moreover investigating the user’s relations to the product and other users.

The four steps for methodology are:

- **Step 1: Identify the users;**
- **Step 2: Activities, goals and motives;**
- **Step 3: Use profile;**
- **Step 4: Relations between users**

Step 1, **IDENTIFY THE USERS**, was considered to be the most fruitful and simple to apply.

## REFERENCES

[5] Lilien GL, Kotler P, Moorthy KS (1992) - *Marketing Model*. Prentice-Hall Inc., NJ.