TASK DETAILS	
Title	**CONDUCT PRODUCT/SERVICE SURVEY**
Type	TEAM
Activity Stage	BUSINESS PROCESS
Department	**PRODUCT DEVELOPMENT**
Duration	3x SESSION, 6 LESSON HOUR

LEARNING OBJECTIVE	OUTPUT
	A Product/Service Concept Based on Survey Results

INTRODUCTION

One of the initial steps in developing a product or service is to gain a thorough understanding of the needs and desires of the target market. Market surveys enable product development teams to make data-driven decisions rather than assumptions—exploring preferences such as color, taste, shape, packaging design, service features, and more.

No	ACTIVITY
1	**Fundamentals of Product Surveys** The facilitator should deliver a brief session to the Product Development department covering: 1. The purpose of market surveys in product development. 2. Types of insights that can be gathered through initial surveys (e.g., visual preferences, taste, shape, functionality, etc.). 3. Simple survey tools (Google Forms, Microsoft Forms, paper-based surveys).
2	**Group Discussion: What Should We Ask the Market?** Chief and department teams can start to discuss the following questions: • What product or service will you offer? • What aspects of the product are you still unsure about? (e.g., packaging color, size, flavor, service features, etc.) • Who is your target respondent (age, gender, interests) Using these questions, each group can determine the focus areas for their survey questions.
3	**Developing Survey Questions** Draft 5–10 survey questions to be presented to your target market. Questions can take formats such as: 1. Multiple Choice: "Which color do you find most appealing for this product?" 2. Likert Scale: "How interested are you in trying this product?" (1–5 scale) Each survey should include a brief product description (1–2 sentences), an example image or mockup design (if possible), and clearly structured, easy-to-understand questions.

4	**Distributing and Collecting the Survey** Team members should distribute the survey to at least 20 respondents who match the defined target market. During this process, students can utilize social media and messaging apps like WhatsApp to share the questionnaire.
5	**Analyzing Survey Results** Once responses have been collected, the department Chief and team members should compile the data and present it in tables, charts, or concise text summaries, drawing key insights. For example: "50% of respondents prefer ziplock packaging over bottles."
6	**Developing the Final Product Concept** Based on survey findings, the Chief and team members should begin formulating a concrete concept for the product or service. Discuss the following components using the survey results: Preliminary Product Name • Primary colors and design • Key features/variants/options • Value-added elements identified through the survey
7	**Presenting the Results** After finalizing the product/service concept, team members should prepare a brief presentation to deliver to all company members, including the CEO, COO, and Facilitator. The presentation should cover: • Survey objectives and methodology • Survey findings • Resulting product concept • Rationale for design and functional choices, supported by data

REFERENCE

- Harvard Business Review: Customer-Centric Product Development
- "Lean Startup" oleh Eric Ries (Bagian Validasi Produk)
- "How to Design a Product Survey" – SurveyMonkey

TASK TEMPLATE

1. Product/Service Concept Based on Survey Results – LINK