

TASK DETAILS	
Title	DEVELOPING A PRODUCT/SERVICE INNOVATION CONCEPT
Type	TEAM
Activity Stage	BUSINESS PROCESS
Department	PRODUCT DEVELOPMENT
Duration	2x SESSION, 4 LESSON HOUR
LEARNING OBJECTIVE	OUTPUT
	Product/Service Innovation Concept

INTRODUCTION

In an ever-changing business landscape, companies must continuously innovate and adapt to market demands. Product or service development does not stop after the initial launch; it must evolve alongside shifts in trends, technology, and consumer behavior.

No	AKTIFITAS
1	<p>Reflecting on the Current Product</p> <p>The Chief should lead a discussion with department members to review the strengths, weaknesses, and potential areas for improvement of the existing product or service. Topics for discussion include:</p> <ol style="list-style-type: none"> 1. What are the main strengths of our product? 2. What issues or criticisms have we most frequently received from the market? 3. What new needs are emerging among our current target market?
2	<p>Analyzing Market and Consumer Trends</p> <p>Department members should begin researching current trends to inspire product innovation. Conduct a simple online search (e.g., using Google) to find:</p> <ol style="list-style-type: none"> 1. Current consumer trends (e.g., sustainability, digitalization, personalization). 2. Technological advancements or new behaviors among the target market. Examples of trends can be sourced from articles, business news, or Google Trends data.
3	<p>Developing Ideas for Product/Service Enhancements</p> <p>After exploring market trends, the Chief should guide the team in drafting ideas for extending the main product or creating complementary services based on the research findings. Department members can brainstorm ideas using the following prompts:</p> <ol style="list-style-type: none"> 1. What if this product had a premium or budget-friendly version? 2. Could additional services add value to this product? 3. Are there new ways to reach or engage consumers? Consider using techniques such as SCAMPER to structure product development ideas effectively.

4	<p>Designing a Product/Service Ecosystem</p> <p>Discuss with the facilitator and Chief the concept of a Product Ecosystem—a collection of interrelated products or services that enhance each other’s value (e.g., Apple’s ecosystem of iPhone, iCloud, and Apple Watch).</p> <p>Objective: Create a concept for interlinked products or services.</p> <p>Steps: Based on the generated ideas, team members should begin designing at least 1–2 supporting products or services aimed at:</p> <ol style="list-style-type: none"> 1. Strengthening customer loyalty. 2. Increasing purchase frequency. 3. Opening new market opportunities. <p>After developing ideas, the Chief should direct the team to visualize the product ecosystem using a simple diagram (e.g., a circular diagram or flowchart).</p>
5	<p>Compiling the Future Product/Service Concept Document</p> <p>The department should document their development ideas to serve as a foundation for future improvement cycles.</p> <p>Each member should complete a Concept Development Form that includes:</p> <ol style="list-style-type: none"> 1. Product/Service Name 2. Development Objectives 3. Target Market 4. Connection to the Main Product 5. Circular Economy Strategy 6. Alignment with Sustainable Development Goals (SDGs) 7. Initial Development Plan 8. Expected Impact <p>The Concept Development Form can be downloaded from the task format section or the project portal.</p>

REFERENCE

- Christensen, Clayton. The Innovator’s Dilemma. Harvard Business Review Press.
- IDEO.org. Design Kit: The Human-Centered Design Toolkit.
- McKinsey & Company. The Product Innovation Playbook.

TASK TEMPLATE

- Product or Service Innovation Concept – [LINK](#)