

GLOSSARY

Adjusted Importance	: The multiplication of customer expectation value with Kano category multiplication factor.
Affinity Diagram	: One of the tools in seven new quality tools that used to collect facts and ideas in brainstorming process and then grouped it hierarchily to a diagram.
Analytical Hierarchy Process	: A method that able to simplify and fasten decision making process with sorting the variables to a hierarchy.
Benchmarking	: Research of the process or system of units or companies to be compared against the unit or any other company that is superior to be adopted.
Brainstroming	: A process without a vote to get ideas from many participants at the meeting or group.
Critical Part	: Specifications that must be met in order to realize an improvement concept.
Customer	: Users of specific products or services.
Customer Statement	: Customers statement about the desire or expectation of a product or service.
E-SERVQUAL	: A model used to understand and improving electronic service quality.
HoQ	: Matrix of customers needs whose goal is to collect the needs and wants of users (QFD in the first iteration).
In-Depth Interview	: The process of obtaining explanation for the research goal using face to face interview of interviewers and interviewee, with or without interview guidance where interviewer and informant involved in a relatively long social life.
Technical requirement	: A set of demand to a product or process that set by the company that also show the opinion of the developer team.

Lean Six Sigma	: Quality improvement method focused on waste elimination and zero defect accomplishment
Kano Model	: A model to categorize the attributes of a product based on how well these attributes can satisfy the customer.
Online Learning	: The learning process is generally done remotely, using an application and the computer as a medium.
Part Deployment	: Specifications to be met in order to manifest an improvement concept. Matrix product planning, aims to measure the needs of users and set a goal of performance expectation (QFD in the second iteration).
Postgraduate	: Advanced research done by someone after undergraduate degree.
QFD	: A product development methodology based on the needs and wants of users.
True Customer Needs	: Attributes of needs that made as the priority of product development.
TQM	: Quality improvement method that focused on quality control.
Voice of Customer	: The desires or expectations of customers to a product or service.
Why-Why Analysis:	: Tools to identify the root of a problem or cause of an incompatibility in certain process. Why-why analysis first used by Sakichi Toyoda in Toyota Motor.