

ABSTRACT

Emma is a smart home platform that focuses on comfort and security. Emma's application is very intelligent because it can recognize the user, so Emma Smart Home is able to control all electronic devices according to the activity of the users and the habit of the user of Emma Smart Home application.

This study aimed to analyze the needs of customers using Product Quality and Kano as one way to improve the quality of Emma Smart Home application products. There are 20 customer needs attributes used to measure the level of expectations and importance of product, classify attribute needs, and determine the attribute needs that need to be prioritized as True Customer Needs.

Based on Product Quality measurement results obtained eleven strong attributes and nine weak attributes. Based on Kano classification can be obtained ten attributes that need to be prioritized and one attribute that needs to be developed.

Recommendation contains the attribute of Emma Smart Home application requirement that prioritized to be improved as true customer need, True customer needs obtained is application can control electronic device at home, application can recognize user habit in using electronic device (based on time already in setting) , The application can help the user know or monitor the condition of the house, the application gives notification to the user in accordance with the circumstances of the house, easy to use application or easy to use, the application can set turn on / turn on electronic devices based on devices, applications quickly respond to remote control, For all electronic brands, safe applications to use do not damage electronic devices, accelerated customer service in providing services to users, the installation information provided is easy to understand.

Keywords: *Emma Smart Home, Needs Analysis, Product Quality, Kano, Integration Product Quality and Kano.*