LIST OF CONTENTS

ABSTRACT i
AUTHENTICATION SHEET..... ii
STATEMENT OF INTELLECTUAL PROPERTY iii
PREFACE.....iv
LIST OF CONTENTS.....v
FIGURES LIST vii
TABLES LIST..... viii
GLOSSARY ix
APPENDIX LIST x
CHAPTER I PRELIMINARY 1
I.1 Background 1
I.2 Alternative Solutions.....6
I.3 Problem Formulation.....8
I.4 Research Objectives 8
I.5 Research Benefits 9
I.6 Writing Organization.....9
CHAPTER II THEORETICAL FOUNDATIONS 11
II.1 System Modelling 11
II.1.1 Model as Thinking Tool.....11
II.1.2 System Definitions.....11
II.2 Marketing Management 12
II.2.1 Positioning 12
II.2.2 Perceptual Mapping 15
II.2.3 Comparison of Methods.....15
II.2.4 Multidimensional Scaling (MDS).....16
II.3 Product Development.....19
II.3.1 Identification of Product Attributes 20
II.3.2 Identifying Product Attributes from Voice of Customer 24
CHAPTER III DESIGN METHODOLOGY 26
III.1 Design Systematics.....26
III.1.1 Conceptual Model.....26
III.1.2 Problem-Solving Systematics.....28

III.2 Research Limitations 35
CHAPTER IV INTEGRATED SYSTEM DESIGN 36
IV.1 Data Description 36
IV.2 Design Specification or Standard 36
IV.3 Design Process of Positioning Improvement 37
IV.3.1 Data Processing with Multidimensional Scaling (MDS) 37
IV.3.2 Perceptual Mapping Result 38
IV.3.3 Perceptual Mapping Validity Test 39
IV.3.4 Euclidean Distance Analysis 40
IV.3.5 Analysis of Competitive Conditions 47
IV.4 Results of the Integrated System Design 51
IV.4.1 Basis of Improvement Design 51
IV.4.2 Indihome Study Online Tutoring Improvement Design 51
IV.5 Verification of Improvement Design Results 55
CHAPTER V VALIDATION AND EVALUATION OF DESIGN RESULTS..56
V.1 Validation of Design Results 56
V.2 Evaluation of Design Results 57
V.3 Analysis and Implementation Plan of Design Results 63
CHAPTER VI CONCLUSION AND SUGGESTION 64
VI.1 Conclusion 64
VI.2 Suggestions 65
REFERENCES 66