ABSTRACT

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ANALYSIS AND DOCUMENTATION OF USER REQUIREMENTS IN PRODUCT DEVELOPMENT AT PT TEKNOLOGI SEBATI INDONESIA

This Professional Work Report explains the research conducted to analyze and document user requirements in product development at PT Teknologi Sebati Indonesia. The primary focus of this study is to understand the technical, functional, and user experience needs of products designed to support Small and Medium Enterprises (SMEs). The methods used include market research, in-depth interviews, and data collection through operational observations. The collected data was systematically analyzed to produce comprehensive user requirement documentation, serving as the foundation for developing Artificial Intelligence (AI)-based products. The research findings indicate that SMEs require efficient, user-friendly technological solutions capable of providing data-driven insights for decision-making. These findings support the design of product features that are more aligned with market needs.