Identifying Users Needs and Driving Users Requirements for Maximums Customers Experience: iPhones Usage in Nigeria

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ABSTRACT

Meeting customer needs is considered to be vital for product success. Identifying users' needs and requirements ensures maximum customers experience. Customers experience was looked from customers' expectations and customers' retention and the need of the customers was seen from latent needs, immediate needs and perceived users' needs. This article does a study of iPhones usage in Nigeria with special consideration to immediate, perceived and latent users' needs and also went on to address the problems of non-satisfaction of the needs of customers and the frequent production of new iPhone without determining the effect the older versions have on the needs and requirements of their customers. The study concludes that differences exist between users' needs and users' requirement, the study went on to conclude also that using several information sources to obtain customer needs and requirement as not yielded much result. Based on these conclusions, the article recommend that Apple, the manufacturer of iPhones, should engage their customer more by creating a sort of awareness medium that is targeted at enlightening their customers on the purchase of its products. If such awareness is created, customers can in turn identify their needs and requirements adequately, and these will make them serve as good ambassador for Apple products and iPhones in particular in Nigeria.

KEYWORDS: Users Need, Users Requirements, Customer Experience, Customer Acquisition, Customer Retention

1. INTRODUCTION

The use or desire to own an iPhone is growing at an alarming rate globally. IPhone being one of the numerous products that Apple produces has taken a central position in the world full of different communication devices. This desire has relegated other phones and as made them secondary even when they are able to provide the same functions as does the iPhone. Particularly in Nigeria, the experiences customers derive from the usage of iPhones cannot be express with a single word; as some purchase the devices to feel among those that has it; others gets crazily involved to the extent of ordering for the newest versions without given due consideration as to whether the product actually identify its users' needs and drive its users' requirements.

Although since the introduction of iPhone in June 2007 by Apple (Apple Inc, 2007), many consumers and non-consumers considers Apple's products notably the iPhone and its accompanying operating system (iOS) as a breakthrough (Rejeb, Rejeb, Zailani, Treiblmaier& Hand, 2021). IPhones in particular have been always conceived as a synonym of innovation in the public mind (Cohan, 2012). Besides, statistics and data have shown precisely that iPhones are not constrained by any force globally, as consumers from different age range are enthralled and seduced by the product (Patentlyapple.com, 2012). As such, checking if indeed this device maximizes customers' experience has been so neglected by the consumers of the products, the government of Nigeria and the world in general. In line with this, Apple the manufacturer of iPhones follows a marketing strategy that aims to enforce its foothold; it also deploys intensive and innovative marketing activities by investing heavily into the creation of its brand. In fact, Apple allocated an important advertising budget and spent huge sums of money for advertising over the past several years. That is why in2009; the company spent over $501million in advertising

(Nudd, 2011 cited in Johnson, Li, Phan, Singer& Trinh, 2012).

However, know-matter the global market position and the amount of money spent by Apple in promoting iPhones, it has not reflected the extent of its customer experience in Nigeria. Customer experience which is a process of interactions between an organization and a customer over the duration of their relationship as not been totally addressed (Wereda&Grzybowska, 2016). These interactions include customer's attraction, awareness, discovery, cultivation, advocacy along with purchase of goods and use of services. IPhones users in Nigeria although attracted to the devices have not been able to discover their user' needs and users' requirement for the product. And this is because Apple the producer of iPhones has not created the sort of awareness that allows customers to attain maximum experience for the product.

Against the above paragraph comes the issue of driving user's requirement. Wereda&Grzybowska (2016) user requirements often referred to as user needs, describe what the user does with the iPhones he or she acquires. The activities those using iPhones must be able to perform with the device. Rather, Apple concentrates in extracting records about customers from all points of contacts and channels across the entire organization. Apple gathers and process customers' data quickly and efficiently with precision and accuracy without creating awareness for the customers on how the device will satisfy their needs and requirements. This single act has continuously place the customers at a disadvantage position. As customer experience which is a crucial differentiator in today's competitive global marketplace has been relegate to the back by the producer of iPhones.

Despite debates on the issue of users' needs and users' requirement with emphases on customers experiences. Most scholarly articles have looked at customer experience from different dimensions and in different geographical locations. For example, Schmitt (2010) looks at customer experience from strategic management of the consumers' entire interaction with the firm and their product. Mala Srivastava and Dimple Kaul (2016) have proven in their work "Exploring the link between customer experience – loyalty – consumers spends" that there is direct correlation between three independent variables: how much people enjoyed dealing with the firm, behavioural and attitudinal loyalty to the brand, and their spending on the company's products. As such, this article falls under one of two categories. Either they examine the business concepts at hand

with a generalized view, analyzing data collected from multiple companies, as in the examples above, or they look at a case of a specific brand, as in "Scoring Points: How Tesco Continues to Win Customer Loyalty" (Humby, Hunt and Phillips, 2008) for instance. This article does a study of iPhones usage in Nigeria with special consideration to immediate, perceived and latent users' needs and also addresses the problems of non-satisfaction of the needs of customers and the frequent production of new iPhones which has made the Nigeria iPhones' users even more vulnerable to exploitation.

2. Literature Review
2.1. Customers Experience
According to Oracle research (2012) customer experience (CX) is a complex practice area that requires clear vision, the right tools, and great execution to succeed. There is substantial business value in managing the customer experience effectively. Good customer experience management can strengthen brand preference through great experiences; increase revenue with incremental sales from existing customers; new sales from positive word of mouth; improve customer loyalty and create advocates through valued and memorable customer interactions and lower costs by reducing customers' fluctuation (Wereda&Grzybowska, 2016). Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company (De Keyser, Verleye, Lemon, Keiningham& Klaus, 2020). Direct contact generally occurs in the course of purchase, use, and service and is usually initiated by the customer. Indirect contact most often involves unplanned encounters with representations of a company's products, services, or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports, reviews, and so forth.

To determine customer experience, the organization should know its customers better than competitors do. This means the organization should understand and measure customers' journeys at the point of his/her first contact till the completed purchase, use and lastly return of products or warranty/claim procedure, when needed. The more an organization knows about its current and prospective customers, the more effective it will be at delivering relevant offers to them. The more relevant offers are, the closer relationship between business and customers becomes driving metrics like loyalty and retention up due to the positive customers' experience. Hence to determine the experience of the customer, the level of acquisition of the firms' products, the ability to retain

customers and the product or service efficiency all combine to show the experience customer derive.

Customer Acquisition

To thrive and prosper in today's competitive business environment, whether an organization is commercial, public or not-for-profit, and such an organization need to be focused on the needs of its customers because if customers do not get what they want, they will go elsewhere (Whalley&Headon 2001). Customer acquisition refers to an organization's ability to increase its customer base. Customers are assets that need to be acquired before they can be managed for profit. Customer acquisition, however, is still hugely important for companies in many contexts: for new business start-ups, when entering new geographic or customer market segments, when launching a new product or service, when exploiting new applications for an existing product or service, when marketing low involvement products and services, when repeat purchases are infrequent, and when switching costs are low. Customer acquisition is important because it has been observed that 25% or more of customers may need replacing annually (Hanan 2003; Buttle 2004). Hence the need to have replacement for them is paramount.

Customer Retention

Retention is the ability to keep and grow current customers. Customer retention is clearly a most important objective in competitive and mature markets. It is the activity that a selling organization undertakes in order to reduce customer defections (Osei, 2011). Customer retention is more than giving the customer what they expect; it is about exceeding their expectations so that they become loyal advocates for the brand. Customer retention can be defined as how companies or organizations are able to maintain the existing customers' base on establishing good relations with all who buy the company's product (Kotler citedAnifowose, Alaba&Olatunde, 2020).

Users' Needs and Users Requirements

Understanding user requirements is an integral part of any business design. It is critical to the successful interaction between the customers or users of the company's products and the organization itself. If an item is produced and such item do not in any way addresses what the user of the product so desires, the user requirement for such a product have to be looked into if customers' experience or expectation is a thing to consider. Understanding user requirements and making them available as part of the development process is a key activity in human-centred design (Coelho, 2014). It provides the basis for an appropriate design solution and its evaluation.

Without proper statements of user requirements, the development process cannot be informed about what is required from the perspective of the use of the interactive system (Bevan,Carter, Earthy, Geis&Harker, 2018). Cohelo emphasizes the need to specify 'experience' requirements relating to users' expected perceptions and responses about a system or service in addition to task-related requirements and usability requirements (Coelho, 2014).

Wereda&Grzybowska (2016) the need for any product is bound around customers' immediate, perceived and latent needs. Customer needs can be defined as the problems that customers intend to solve with the purchase of a good or service. The requirements of a customer can be further categorized in to three: Normal requirements – requirements typically what one gets by just asking customers what they want. Expected requirements – these are the obvious / compulsory requirements. For example, if meal is served hot, customers barely notice it. If it's cold or too hot, dissatisfaction occurs. Exciting Requirements– These are beyond the customer's expectations. If provided, customer would be excited. If not, they would hardly complain.

Customers have needs related to their problems and what the products enable them to do (Griffin, 2005; Peppers and Rogers, 2011). Needs depend on a situation, have different priorities, and can be identified without knowing how to address them (Ulrich and Eppinger, 2012; Peppers and Rogers, 2011). A customer's need is the customer's own description of a desired product benefit. Customer needs often correlate with the customer's values and behavior (Peppers and Rogers, 2011). A deep understanding of needs helps when selecting the best technology and features for products development (Griffin, 2005).Various challenges exist in customer need identification and gathering. Identifying real customer needs requires understanding real problems and what products enable customers to do (Cooper, 2011).

Customers often cannot articulate their requirements, they have unprofitable requests, are unaware of possibilities, propose incremental improvements they believe suppliers will implement, and propose the same things to competitors (Griffin, 2005). Hence the methods and techniques for gathering customer needs include but not limited to interviews, observations and focus groups, becoming a user, customer advisory boards, websites, panels and groups. Furthermore, brainstorming, innovation summits, customer integration into a product development team, discussions with customers, ethnography, identifying lead users, and market surveys (Alam,

2005; Griffin, 2005; Cooper, 2011; Ulrich and Eppinger , 2012; Kotler and Keller, 2009).

3. Customers Experience and Users' Needs and Users Requirements

Customer needs and customer experience can be considered as something that is at the center of every successful business. Every business needs a reason for their customers to buy from them and not their competitors. Badran& Al-Haddad (2018) investigate the impact of user experience variables (utility, usability, aesthetics, identification and value) on customer satisfaction of smartphones in Jordan. A convenience sample (393) questionnaires were measured. Simple and hierarchal regression was used for statistical analysis, covering (78.6%) response rate. Adoption of the UX style was high and customer's satisfaction was also significant. There was a statistical significance in adopting UX pattern for smartphone users due to gender, experience and age.

Majava, Nuottila, Haapasalo& Law (2014) this study explores customer need identification and related challenges in product management and research and development (R&D) in a market-driven context, where a large number of customers exist. Customer need identification and challenges from product management and R&D managers' perspectives are studied in two new product development (NPD) projects: one in business-to-business (B2B) and the other in business-to-consumer (B2C) market. While differences between B2B and B2C markets exist, the results indicate that product management professionals must collaborate with various stakeholders and utilize many information sources to obtain and interpret diverging customer needs. Recommended practices for companies to tackle various customer-need related challenges include systematic ways of working, small cross-functional teams in product definition, and avoiding early handovers between product management and R&D.

4. Conclusion and Recommendations

Meeting customer needs is a key prerequisite for a product success. However, understanding these needs is difficult and increasingly complex. Many challenges exist, especially in a market-driven context, where a company typically has a large number of customers instead of only one who decides on product functionality. This study explores user's needs and driving users' requirement for maximum customers' experience. Related challenges in customers experience Kοce inusers and requirement needs of iPhone usage in Nigeria. Despite rich literature on customers experience and users' needs, the viewpoint has been inadequately addressed. While differences

exist between user' needs and users' requirement, the results indicate that customers experience includes retentions and acquisition of various stakeholders and using several information sources to obtain customer needs as not yielded much result. As the needs diverge significantly in a large customer base, and understanding them requires a lot of interpretations. Base on this conclusion, the study recommend as follow:

1. Apple the manufacturer of iPhones should engage their customer more by creating a sort of awareness medium that is targeted at enlightening their customers as it rates to the purchase of its products. If such awareness is created the customers can in turn serve as an ambassador for the products in Nigeria and issue of the product not meeting users' needs and requirement will be fully addressed.

2. Since customer's are attracted to IPhones usage, the government of Nigeria should set down laws that will compel Apple the manufacturer of IPhones to differentiate the benefits associated with the different IPhones series they produces. This will help the customers to know if the new device the purchase meets the effort spent in getting the money use for the purchase of the item.

3. Customers on their part should identify or make a list of their expectation and experience in the usage of the old and new iPhone devices. This will enable them to decide as to whether their buying habit is rational or irrational.

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