

The Law School Case: Product Evaluation and Improvement with Design Thinking and Marketing Mix

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Abstract - A law school that existed in Jakarta is wishing to expand its school and impact to Indonesia. With disruption in the teaching and learning process due to the COVID-19 pandemic, the law school plans to recalibrate the product and marketing. What feedback and improvement to the product of this law school? This research aims to improve products and marketing to attract customers. To answer the question, the author identifies the product development and improvement expected by the target market and does effective marketing with a marketing mix. The research methodology was carried out using design thinking with literature studies and empirical studies. Data were collected qualitatively and quantitatively with primary data and secondary data. The results obtained from this research are changes in subject, syllabus, learning methods, brand management, and plans for cooperation. The result implication to the business is to make the law school more attractive to the customers.

Keywords – Effective marketing, law schools, product development

I. INTRODUCTION

With the belief that Indonesia Law must be nurtured and grow for the sake of Democracy, justice, and prosperity, the law school was built. The law school was built in 2011 and managed by an institution with different research experience advocate, training, and law information system. Since 2015, The law school opens a Study Strata 1 (S1) Law program after receiving permission from the government in 2014.

As of right now, the law school already has five batches of students. The law school wishes to expand its school and impact Indonesia and stand alone as a law school that can grow. As mention by the government about freedom to learn, as the world-changing way of education, the education minister encourages the educative institution to have an exchange student program, Internship program, guest lecture program from a different institution, research, humanity project, entrepreneurship project, independent project, as well as community service program.

Due to the covid-19 pandemic, which hit almost every aspect, including education, the law school struggles to exist and keep its business running—the law school, in these five years, relies on scholarship and funds from the founders. The law school is still

in the early venture stages, where Founders need to find alumnae to raise their accreditation. It is a chicken and egg condition where the law school requires more students and alumnae to increase its accreditation, but the law school needs to improve its accreditation to acquire more customers. Covid-19 also pushes the law school further and needs to squeeze the expense and reduce its workforce. The law school wishes to stand on its own and self-funding by profit from the business. The law school's need is to find customer needs based on existing products to capture the market. This study focuses on current products to improve the law school and increase its engagement with the customer to earn more sustainable profit. The law school plans to recalibrate its program studies material and syllabus this year and needs feedback to define the proper program studies and syllabus. What feedback can be given to the existing product and marketing the law school had based on following the customer's need?

II. LITERATURE REVIEW

The concept for product design is based on Design Thinking. (Stanford University, 2018) Design thinking is the framework for understanding customer behavior and creating product solutions to answer customer needs. The paper uses design thinking to improve the existing product. There are five steps for design thinking, empathize, define, ideate, prototype, and test.

"Empathy is the centerpiece of a human-centered design process." The empathize works to understand the people. By understanding the people means know what is it feels like in their shoes. It is an effort to understand why people do things and why, physical and emotional needs, how they think about the world, and what is meaningful in the people's perspective. Empathize helps the observers significantly to understand the problem that is somehow not the observer's problem. There are three ways to empathize. Observing, engaging, and watch and listen. By observing people's behavior, the observers gain clues about how people think and feel. Understand how people think and feel. The observers will know what actually will serve people better. Empathize is sometimes easier to say than done because the observers' minds are also filled with much information that can create a bias without even

realizing it. Engaging people will help the observers to understand what values people held. Starting a conversation also reveals information that is precious for our next steps of the process. "Good designs are built on a solid understanding of these beliefs and values."

"The Define mode of the design process is all about bringing clarity and focus to the design space." It is our next step after empathizing. These steps help the observers to make clear information and structurally to determine between fact and bias. The role of This critical step is to define the problem statement and actionable problem statement. By empathizing with more and more people, the observers will start to see the pattern. With the pattern that the observers read, the observers can conclude the spot problem most people have.

Ideate is the steps to throw all our solution ideas into the problem. "Mentally, it represents a process of "going wide" in terms of concepts and outcome." Good ideate comes from the right and best well-defined problems—Ideate pushes all broadest possible range of ideas from which the observers can select the best solution. The observers ideate by combining our conscious and unconscious mind and rational thought with imagination. There are many methods and techniques for ideas, such as building, brainstorming, mind-mapping, and sketching.

"The Prototype mode is the iterative generation of artifacts intended to answer the question that gets you closer to your final solution."

In these steps, the observers start creating low-resolution prototypes that are quick and cheap to make. The main reason for that, so the observers can gather more feedback from users and colleagues. Then from the input, the observers increase the prototype's values, and the observer's prototype turns a little more refined. A prototype is anything that the observers can interact with: a gadget, a role-playing activity, or even a storyboard. Prototyping also needs to develop with the user in mind.

Lastly, by doing testing, the observers also learn to empathize again. This step even a clarification about how the observers already succeed in designing the solution or not. Testing is more than just a test but puts the answer right into our everyday life. If the prototype is a physical object, ask people to take it with them and use it daily basis. Moreover, after some time, the observers can ask for their feedback. The feedback is about whether they love the solution or not and improve. For experience, try to create a scenario in a location that will capture the real-life condition. When the observers' test, the observers need to show and do not tell, let the customer experience it and compare it with the existing solution.

With design thinking, the researcher evaluates the gap between the current law of school understanding and the actual customer issue regarding product and marketing. The literature gap that the researcher

wants to review is the new customer behavior in the COVID-19 pandemic situation and after the COVID-19 pandemic.

For the research, respondents of this research including current students of the law schools, staff, alumnae, and potential customers. The current students of the law schools are the customer who already used the product, and they know what is good, best, better, or worse, including in the product. Staff is those who deliver the product, who know the quality of the product. Alumnae is the customer who already finished using the product and starts to gain benefits from the products. Furthermore, lastly, potential customers are those who expect the product.

III. METHODOLOGY

The methodology for this study is design thinking—first, the study finding the evidence by doing a literature study and empirical study. The literature study consists of Segmenting, Targeting, and Positioning of the law school, while the empirical research consists of recent data gathering. The study data was collected from primary data and secondary data. The primary data consist of the interview from decision-makers, interviews students with FGD sessions, and questionnaires from students, alumnae, and potential customers. The secondary data consists of the internal data from the law school and information from the law school website and social media. The study empathizes by questioning and reasoning students from the current condition gathered from primary and secondary data. The research focuses on what to improve, what has been good, and what is the worst. After collecting the data from FGD, the study defines the needs, ideates with consideration from the law school's recent data from empirical research, and prototype. The examination tests the prototype by conducting another FGD. Goals to achieve by adding a second FGD clarify whether the prototype is what the customer needs and what to improve or correct. Then the study creating the modification from the existing product that needs to be developed.

The researcher starts with finding the business issue. The study finds the evidence by doing a literature study and empirical study from the business issue. After that, the study finds the gap and starts to do a questionnaire to students of the law schools, staff, alumnae, and potential customers. After that, the study continues with interviews. After all the data is ready, the study starts FGD sessions with law school students. The study defines, ideate, and prototype the solution. The solution will be discussed in the second FGD law school students. Then lastly, the research does implementation plans.

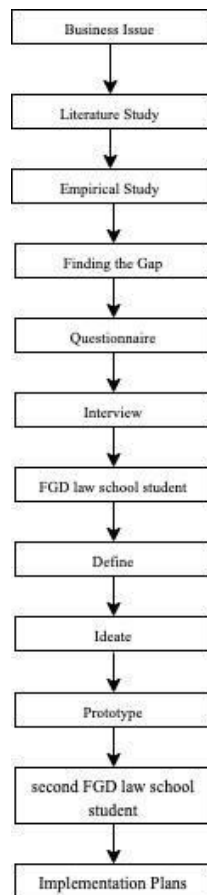


Figure 1. Overview Flowchart

IV. (EXPECTED) FINDINGS AND DISCUSSION

The law school's product consists of a material base on law and supporting material for the student to be graduated with a bachelor degree majoring in law. The law school's specialization subjects consist of criminal law, business law, and constitutional law. The law school has very compact study material, from primary material to specialized material. The law school's syllabus consists of materials, quizzes, and tests that the lecture conducts and recently changed its learning method from offline to online due to the COVID- 19 pandemic. The target market of the law school is students who want to serve the nation and country. From the data, the law school considers a niche business with a word-of-mouth strategy. Most customers know the law school from their inner circle, family, friend, school, and the law school's website. From the data, the law school shows that customers are satisfied with the services. Although the law school is still unknown to high school students, the law school's alumnae mostly get jobs within one month after graduation.

From the data, the study finds that the law school already has a great product from the customer point of view, but the law school needs to modify a little bit in supporting material. The law school can add

new material studies supporting material such as Syariah Banking Law, English for law, writing Indonesian journal, Dutch languages, soft skill development, time management, effective communication, and personal branding. For the syllabus, the law school also needs to add diversification methods like adding a quiz to trigger students one week before class, outdoor learning activities. For the learning method, the study suggests combining online and offline classes. The study also suggests that the law school remove the asynchronous syllabus. Partnership with business schools in business ethics, personal branding, public speaking, and effective communication can be a good idea. The law school needs to add more staff to help student's needs.

Moreover, lastly, build infrastructure to connect students and lecturers online, so students still feel associated with lecturers like the law school when offline. For marketing, the law school is already known as Campus for Activist, which is good. Therefore, the law school needs to increase its marketing effort by collaborating with the best people in Indonesia with Law backgrounds and promoting the law school.

V. CONCLUSION

After finishing the research, the study can answer the research question, what feedback can be given to the existing product and marketing the law school had based on following the customer's need? The conclusion is that the existing product base of the law school has already good in terms of primary material and specialized material but needs improvement for supporting material by adding more supporting material to help the students. The business implementation for this is by adding supporting material like Syariah banking law, business basic, English for law, writing Indonesian journal, Dutch languages, soft skill development, time management, effective communication, and personal branding. The supporting material to be added is based on the need of the customer from the study. For business ethics, personal branding, public speaking, and effective communication, the law school can build partnerships with business schools.

The other conclusion is that the law school's recent products are already good and only need improvement. The improvement that can be added is rearranging the existing syllabus and learning method. The law school can combine learning methods offline and online as its business implementation. The students who can come to class may join the offline class, and the students who cannot attend the class can join online with a digital meeting platform.

The last conclusion is for the seven Ps. The

business implication for this conclusion is the seven Ps themselves. The P for the product already covered above, pricing, a good pricing position, and the need to change the price. The place needs to improve or extend to online courses. For promotion, the law school can collaborate with the best people in Indonesia who mastered the law. Also, another way to promote law school is by riding the wave of the trend. The law school already gets their best people to teach and manage the law school for people in the law school. Lecturers who teach in the law school also deliver the material very well. Students also say that their lecturers are the best. The law school also can build a partnership with business schools. For physical evidence in the law school related to facilities, the law school needs to add more people to help students' needs and build infrastructure to connect students and lecturers to help students and lecturers connect and communicate better. For process, blended material needs to consider online classes for material and knowledge.

Moreover, this research contributes to filling the gap between what law schools understand about customer behavior in COVID-19 and after COVID-19.

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