

ABSTRACT

Increasing of development technology in telecommunication can be seen by using hand phone in our society. SMS is one of the features of hand phone that is usually used by people. Besides its low price, simple process, with SMS we can send messages or news to another side faster. Different from delivery messages by post, that is usually late and missing address. This technology has been monopolized by normal society, tuna netra are one of the society groups that know little about hand phone. It can be more useful if this technology can be applied by every people. Design of special hand phone for tuna netra is one step to spread technology using hand phone easily according to their ability. One of the forming methods which can be used for the design product is Quality Function Deployment, where design became integrated by voice of customer and company ability.

Our product can be accepted by customer, if we did research market before launching our product. Depend on interview with tuna netra we get 11 attributes need for keypad hand phone. That attribute can be classified in the tree diagram according to each specification then determine the value of performance from each classification by using WAP method. This value will be input on House of Quality. Next step is determine technical characteristic, depend on research we get 9 technical aspects from keypad hand phone design.

From HOQ matrix, we will be got the highest value for requirement attribute and technical matrix. The attribute has represented important attribute which must be paid attention by company and to improve its performance. While, the highest priority of technical characteristic got from technical characteristic which giving biggest contribution for the company.

The result of this research has recommended to a company which made hand phone for developing keypad hand phone for tuna netra. This developing keypad can help tuna netra to send the electronic message on the hand phone.

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