

## Analisis desain telepon seluler berbasis user - centered design di kalangan mahasiswa = Analysis cellular phone design based on user-centered design for college student

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### Abstrak

Penelitian ini dilakukan untuk menganalisis desain telepon seluler berbasis usercentered design di kalangan mahasiswa. Metode user-centered design yang dipakai adalah usability testing dengan mengkaji emotional usability melalui conjoint analysis untuk mengetahui kombinasi desain telepon seluler yang diinginkan mahasiswa dan behaviour usability melalui penilaian usability QWERTY keypad.

Melalui penelitian ini didapatkan hasil bahwa desain telepon seluler yang diinginkan oleh mahasiswa adalah telepon seluler dengan model candybar (4cmx10cm), desain QWERTY keypad, sistem navigasi taouchscreen dengan ukuran layar 2-3cm. Nilai efisiensi, performance, feedback, desain dan kepuasan QWERTY keypad lebih tinggi daripada keypad 12 tombol. Namun, menghasilkan beban mental, effort,dan frustation level yang lebih tinggi juga.

.....This study aimed to analyze cellular phone design based on user-centered design for college students. Method of User-centered design that used is usability testing which is exploring the emotional usability through conjoint analysis to determine the combination of mobile phone design that desired by college student and behavior usability through usability assessment QWERTY keypad.

Through this study showed that mobile phone designs that are desired by the students is candybar model (4cmx10cm), QWERTY keypad design,Touchscrren navigation sytem, and screen sizes 2-3cm with. The value of efficiency, performance, feedback, and satisfaction of QWERTY keypad design is higher than 12 button keypad and it also produce high mental workload, effort, and the frustation level.