

## **ABSTRACT**

*Adorable Projects is a local brand from Bandung that produces shoes, sandals, bags, wallets, and accessories that was founded in 2008. Although it has long been established, the CEO of Adorable Projects explained that their target income is not always achieved every month. To achieve this target, remembering that the Adorable Projects business is focused on online sales, the CEO of Adorable Projects wants improvements to the website services they have. The desire to improve the quality of website services is due to the many complaints from customers regarding existing Adorable projects website services.*

*Based on the problems above, the purpose of this research is to formulate recommendations to improve the quality of Adorable Projects website services based on 18 true customer needs using the Quality Function Deployment (QFD) method that can translate customer requirements into technical specifications so that they can be implemented according to company capabilities. QFD is conducted in two stages, QFD Iteration One (House of Quality) is used to determine priority technical characteristics based on true customer needs and QFD Iteration Two (Part Deployment) is used to determine critical part priorities based on priority technical characteristics.*

*In this study, QFD Iteration One produced 12 priority technical characteristics that will be developed in the next stage and QFD Iteration Two produced 18 priority critical parts that function as the final result of recommendations for improvement. These recommendations are prepared based on the results of brainstorming with the owner and website designer, literature studies, and benchmarking with competitors. The final recommendation from this study has been verified by Adorable Projects and is stated to be step by step implemented in the hope of improving the quality of Adorable Projects website services.*

**Keywords:** *Technical Characteristics, Critical Part, Quality Function Deployment (QFD), House of Quality (HOQ), Part Deployment*