

ABSTRACT

Product design is an activity to design a product for a specific purpose. Baby box is a product that functions as a place for babies to rest or have activities for a certain period of time. Baby box currently circulating are still dominated by products that can only be used for a maximum of 2 years. So in this study, researchers tried to design products that can be used longer. To get product attributes that can meet consumer desires, researchers use the Quality Function Deployment (QFD) method. The Quality Function Deployment (QFD) method produces 6 main attributes, such as: the length and width of the baby box, the thickness of the foam mattress on the baby box, the main material used in the baby side protector, the smoothness of the baby box, the safety of the baby box, as well as additional functions added to baby box products. The quality function deployment method translates the consumer's desire for the technical characteristics of the product. Baby box designs selected based on consumer needs are baby box that have elastic foam, baby box have thick foam, baby box made of soft materials, baby box have soft protectors, baby box can be converted into another form when not in use, baby box are made of soft and safe materials. The technical characteristics that needed to be considered in designing baby box products based on QFD phase I are material standardization, foam composition, side protection, product smoothness, and product safety based on the level of difficulty, level of importance, and cost estimates in the House of Quality matrix. The critical part that has a high performance measure based on QFD phase II is the ability of the baby box to be transformed into other shapes, strengths and dimensions of the mattress.

Keywords: QFD, Design, Proposed Design Improvement