ABSTRACT

Cellular market in Indonesia has increased every year. Almost all from both young and old generations, becomes part of the consumer mobile phone. Even among persons with disabilities eyes holding a share in the growth of the number of consumers. Eye disabilities or commonly called the blind, need a technology to make cell phone usage becomes easier. The technology that help the blind is called screen reader technology which able to read the screen. Screen reader that used in mobile phones, is called Talks.

Although currently there are technologies that assist in reading the screen, blind people still often encounter obstacles in the use of mobile phones. This is because there have not produced a special mobile phone for the blind. Therefore research is needed to determine the main attributes in the design of mobile phone in accordance with the needs of blind people.

Given the method of Quality Function Deployment-oriented on the interests of customers, then the method suitable for use in identifying the major attributes of mobile phones based on blind perspective.

Found eight key attributes that affect the level of satisfaction of the blind persons to a mobile phone. The eight attributes are the key positions, the number of buttons, button shapes, dimensions of mobile phones, mobile phone weight, ease of understanding how to use, the speed of sound, accent of the voice.

The eight attributes are met technically by thirteen characteristics there are the volume button, navigation button, menu button, keypad position, yes / no button, shortcuts, keypad, reference point, the range of handset dimensions, weight range handset, an audio explanation of how files facility use, speed control facilities, the availability of Talks 4.

Keywords
Screen Reader, Talks, blind, attributes, technical characteristics