

드럼세탁기 Door, 세제통 감성 품질 평가
(Sensory Evaluation for the Door and Detergent Drawer
of a Front Loading Washing Machine)

이진경*, 김형민, 이제원, 주재만

삼성전자

ABSTRACT

As quality of life is improved, sensorial quality of home appliance becomes one of the primary factors in determining purchase. Especially sensorial quality for the door and the detergent drawer of a front-loading-washing-machine is a very important aspect in giving the product's first impression to the prospect customers.

In this research the factors, which govern the customer's satisfaction, are derived through sensory evaluation of the door and the detergent drawers and statistical analysis. And product design variables are analyzed by correlation between factors and physical quantities. In addition the product design guide line for the sensorial quality development is proposed.

Keywords : 드럼세탁기(Front-Loading-Washing-Machine), 감성평가(Sensory Evaluation), 감성품질(Sensorial Quality), 만족도