

## ***FOR SMARTPHONE RECOMMENDATION BASED ON USER NEEDS***

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### ***ABSTRACT***

*This study aims to design and develop a mobile application for smartphone recommendations that can provide suggestions based on user needs specifications. The application development method uses an Android application-based approach. This study involves the stages of user needs analysis, recommendation algorithm design, application implementation, and performance evaluation. The recommendation algorithm was developed by considering user preferences for certain features in smartphones. The test results show that this application is able to provide recommendations that are in accordance with user needs with an adequate level of accuracy. This study contributes to improving the user experience in choosing a smartphone that suits their preferences. By offering recommendations that are tailored to the user's interests and preferences, users no longer need to manually browse the application store or conduct intensive research.*

*Keywords: Smartphone Recommendations, Android Applications, Mobile Device Selection*