The use of mobile phones as media of communication is not unusual in modern lifestyles. Ranging from small children to adults make use of them. With mobile phones, communication between two persons of distant places can be delivered effortlessly via voices or sms. The competition is very tight in the global mobile, competitive and increasingly enjoyed what each vendor to compete snatch most markets, similar thing also in indonesian vendor. See the competition between a local vendor, the Vendor of the famous original spare part manufacturer Taiwan, Foxconn, would like to try to open a factory in Indonesia because of the interest in strategic land, especially the local phone vendors generally berafiliasi with original Chinese vendors to make product spare parts. This made Foxconn turnaround is working with a local vendor. But this mission will intersect with government regulation, on the other side of indonesian Government approved a Foxconn if they wish to build a factory with an electronic vendor partners with terms from Indonesia, Polytron.

In Indonesia blue collars are more dominant than white collars. Along with the increase in mobile users among the blue collars, So it takes for features and facility for outdoor activities. Like as waterproof, dustproof, shockproof, etc.

Solving method is devided as 5 part main research that consist of (1) trend aesthetic research and competitor to produce “up to date” design, (2) segmentation
research (3) activity, ergonomic and configuration research for user-friendly design (4) design references research to determine differentiation (5) process production research for Polytron rugged or tough phone. All phase of the research creating the brand new image og rugged phones with best features for activities and producing rugged phone with the strong character and impressive as industries market particularly.

Keywords: design, phone, activity, outdoor, new image, Polytron