

ABSTRACT

Bandung is a city that has many hypermarkets such as Lotte Mart, Transmart, Hypermart, and others. For consumers who shop, trolley facilities are used to store various types of groceries. However, the problem is that groceries are randomly placed in trolley, not according to their categories. Most consumers prefer to irregularly put the product they bought because it is fast and more practical. Beside that can cause problems groceries will be damaged due to stacked other products. Separating storage between food products and non-food products is also important so as not to be contaminated with harmful substances and strong odors from products containing chemicals. Therefore, the authors designed a trolley that can be a solution to the problem. The purpose is develop a trolley design that has a special function to separate groceries based on their categories. This research uses a case study in Transmart Carrefour Buah Batu Bandung with a focus of observation on shopping areas and consumer shopping activities. The research method used is qualitative and the design approach method is the sprint design. In this design, the authors applies aspects of the system and visual aspects in analyzing, for develop a trolley design that has special features that are different from trolleys which already exists. The aspects of the system are reviewed by paying attention to any selection of the system on the product, especially for the partition system that is able to adjust to the different characteristics of consumers when shopping. This design also reviews the visual aspects by paying attention to the elements of shape and color to increase the added value of the product in terms of visual appearance, that is expected to be a customer attraction and can communicate the product to be more easily understood how to use it.

Keywords: *Design, Trolley, Partition, Shopping, Transmart Carrefour.*