

ABSTRACT

The increase in post-pandemic tourism activities, driven by travel restrictions during the pandemic, has posed new challenges in traveling with infants using private vehicles. Space constraints due to the use of large baby car seats have prompted the need for innovative baby essential bag designs. This study adopts a qualitative approach and User-Centered Design (UCD) methodology to understand user needs. Through the analysis conducted, it is found that the baby diaper bag needed by users for day trip using a car must provide comfort and ease of access to baby supplies, integrate diaper bag and cooler bag functions, and be hangable behind car seats. Aesthetic aspects such as minimalist design and neutral colors are also crucial considerations in the design process. The resulting baby diaper bag is a minimalist-style backpack equipped with a cooler compartment at the bottom for storing milk bottles, along with hooks at the top and bottom for hanging the bag behind car seats.

Keywords: *Diaper Bag, Travelling, Post-Pandemic*