

## **ABSTRACT**

### ***DESIGN OF A BACKPACK FOR SPORTS ACTIVITIES (A CASE STUDY OF EMPLOYEES WHO USE PUBLIC TRANSPORTATION)***

*By:*

**JASMINE ASHELIA PUTRI**

**NIM: 1602204057**

***Product Design Development, School of Creative Industries, Telkom University,  
Bandung, 40257, Indonesia***

**E-mail:** jasmineashelia@student.telkomuniversity.ac.id

*Healthy lifestyle has become a trend in society, especially among office workers, in order to maintain a balance between work and health in this modern era. Public transportation is the primary choice for most office workers to commute to work. Transjakarta is one of the preferred options due to its relatively low fares and easy accessibility. However, passengers often face crowded bus conditions and frequently do not find seating, which poses challenges for office workers who also carry sports equipment, preferring not to mix work and sports gear in one bag to avoid damaging their gadgets. Designing a suitable and ergonomic backpack can help address these issues and concerns, making it easier for users to carry their belongings comfortably. The design of this backpack utilizes the user-centered design method with a persona approach, as well as qualitative research methods and a case approach. The specific goal of this design is to meet the needs and facilitate office workers who are active in sports after work hours and rely on Transjakarta as their primary mode of transportation.*

***Keywords:*** *Healthy lifestyle, Office workers, Backpack, Public transportation*