

## **ABSTRACT**

This research aims to find a new market for women's sports jackets, then conduct research on user behavior and needs and design jackets according to market needs. The final design uses a modular system to add functions according to user needs. The role is driven by the increasing market need for protection when carrying out activities. The methods used in this research include user needs analysis, study materials, and design evaluation.

The design process began with field observations and product reviews from users, identifying women's specific needs in wearing jackets. Results show that comfort, comfort, and durability of materials are the main desirable factors. Based on this, materials with breathable and flexible technology were chosen to maintain coolness and dryness during physical activity. The design of the jacket was also carefully considered to provide freedom of movement. The resulting jacket prototype was then tested by a group of female users to get feedback on comfort, functionality and appearance.

In conclusion, the design of the women's sports jacket from the Wizi brand has succeeded in meeting users' needs for a product that is functional, comfortable and aesthetic. This research focuses on developing sportswear products that focus more on the user activity market and strengthens the Wizi brand position in the sports fashion market.

Keywords: jacket design, women, Wizi brand, material, modular system.